

# Massachusetts

## FFY 2016 Highway Safety Annual Report



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## Message from the Director

I am pleased to submit this Federal Fiscal Year 2016 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements of the National Highway Traffic Safety Administration (NHTSA). The report highlights many accomplishments of the Executive Office of Public Safety and Security's Highway Safety Division (EOPSS/HSD) and our many highway safety partners.

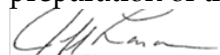
The mission of EOPSS/HSD is to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We base our work on the belief that any death or injury on our roadways is one too many and that traffic crashes are preventable.

EOPSS/HSD remains committed to working with traffic safety partners to fulfill our mission. One of the largest and most notable projects this year (and ongoing from previous years), is the Motor Vehicle Automated Citation and Crash System (MACCS). This electronic process seeks to minimize law enforcement's exposure to risk at the roadside and automate the collection and dissemination of motor vehicle incident data to improve the accuracy and timeliness of reporting in the Commonwealth.

Below are some of the many accomplishments described in the report.

- Massachusetts reported 2016 Statewide Seatbelt Usage increased to 78%, the highest ever recorded and a 4% jump from 2015.
- The Sustained Traffic Enforcement Program (STEP), which was expanded in FFY 2015 to include seven more 'hot spot' communities, had a total of fourteen cities implement sustained, high-visibility year-long traffic enforcement - along with the Massachusetts State Police - conducting over 17,000 hours of overtime enforcement patrols.
- Child Passenger Seat (CPS) grantees performed inspections and installations of over 6,500 car seats and distributed 781 new car seats. Recipients of new seats were from 127 different communities - representing 36% of the Commonwealth's cities and towns.
- Media outreach in support of safety campaigns such as "100 Deadliest Days," "Drive Sober or Get Pulled Over," and "Use Your Head - Buckle Up" resulted in over 72 million impressions (listeners/viewers) through television, cable, radio and social media platforms.

As the Director of EOPSS/HSD, I am very proud of the accomplishments of our office and partners across Massachusetts who made traveling on the roads safer for everyone. While we have made improvements in many areas, we have much more to accomplish in 2017. I thank the staff that served EOPSS/HSD during Federal Fiscal Year 2016 for their efforts all year long and for the preparation of this Annual Report.



Jeff Larason, Highway Safety Division Director  
Executive Office of Public Safety and Security/Office of Grants and Research  
December 31, 2016

# Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
FFY 2016 Evidence-Based Enforcement Program Activities.....	3
<b>Impaired Driving .....</b>	<b>5</b>
<b>Occupant Protection .....</b>	<b>17</b>
<b>Speeding and Distracted Driving.....</b>	<b>27</b>
<b>Higher - Risk Transportation System Users.....</b>	<b>34</b>
<b>Traffic Records .....</b>	<b>41</b>
<b>Police Traffic Services and Support.....</b>	<b>51</b>
<b>Paid and Earned Media.....</b>	<b>55</b>
<b>Performance Data.....</b>	<b>66</b>
<b>Noteworthy Accomplishments/Project Highlights .....</b>	<b>80</b>
Work Zone Safety.....	80
Sustained Traffic Enforcement Program.....	81
Child Passenger Seat Program (Required 2011 Reporting).....	84
HSD's Social Media Efforts in FFY 2016.....	93
<b>Financial Summary/Distribution of Funds.....</b>	<b>94</b>
<b>Acronym Glossary.....</b>	<b>97</b>

# List of Tables

1.	Results of <i>FFY 2016 MSP Sobriety Checkpoints</i> .....	8
2.	Results of <i>FFY 2016 Drive Sober or Get Pulled Over Mobilizations</i> .....	12
3.	Results of <i>FFY 2016 MSP CIOT Enforcement Mobilization</i> .....	20
4.	Results of <i>FFY 2016 Local Police CIOT Mobilization</i> .....	21
5.	Results of <i>FFY 2016 STEP Program - Local</i> .....	23
6.	Results of <i>FFY 2016 STEP Program - MSP</i> .....	25
7.	Results of <i>FFY 2016 Local Police Distracted Driving Enforcement</i> .....	31
8.	Results of <i>FFY 2016 Pedestrian and Bicycle Enforcement Grant</i> .....	39
9.	Paid and Earned Media Expenditures.....	61
10.	FFY 2016 Media Placement Reach and Frequency.....	62
11.	Massachusetts Crash Data Trends (2005 – 2015).....	67
12.	FFY 2016 Financial Summary.....	95

# Charts and Graphs

Number of Motor Vehicle-Related Fatalities .....	68
Serious Injuries .....	69
Fatalities/VMT .....	70
Unrestrained MV Occupant Fatalities.....	71
Fatalities in Crashes Involving Driver or Motorcycle Operator w/BAC $\geq$ .08.....	72
Speed-Related Fatalities .....	73
Motorcyclist Fatalities.....	74
Unhelmeted Motorcyclist Fatalities.....	75
Drivers Age 20 or Younger Involved in a Fatal Crash.....	76
Pedestrian Fatalities .....	77
Bicyclist Fatalities .....	78
Observed Seatbelt Use for Passenger Vehicles .....	79
2016 Financial Summary .....	96

# Executive Summary

## ■ FFY 2016 Highlights

- For FFY 2016 (October 1, 2015 – September 30, 2016), EOPSS/HSD successfully applied for and received \$ 8,545,100.95 in MAP-21 (Moving Ahead for Progress in the 21<sup>st</sup> Century Act) funding from NHTSA. Utilizing the funds received, EOPSS/HSD implemented projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training Services, and overall program management.
- The 2016 Statewide Seatbelt Survey resulted in a four percentage point increase in observed front seat belt usage from 74% in 2015 to 78%. It's the highest recorded observed seatbelt usage in Massachusetts. There were 27,142 vehicle occupants observed across 147 locations. The counties of Middlesex and Essex recorded the largest jumps in seatbelt usage from 2015 with 10.7% and 8.6%, respectively.
- For FFY 2016, Baystate Medical Center (Springfield) oversaw the Child Passenger Safety (CPS) Administration and Training Grant. Baystate's leadership has led to a 5% increase in new certified CPS Technicians and instructors to 829. For FFY 2016, Massachusetts had a recertification rate of 59.6%, which is higher than the national rate (56.3%) during the same time period.
- EOPSS/HSD, in partnership with state and local law enforcement and a media contractor, implemented public outreach and enforcement of *Click It or Ticket* (CIOT) and *Drive Sober or Get Pulled Over* (DSGPO) Mobilizations. Two hundred-two police departments were involved in four Statewide-mobilizations (2 DSGPO, 1 CIOT, 1 Distracted Driving) resulting in 26,412 hours of enforcement patrols and 70,197 stops of motorists – a rate of 2.7 stops per hour.
- The Sustained Traffic Enforcement Program (STEP) has 14 local communities (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester) along with the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement in FFY 2016. Participants conducted 17,262 hours of enforcement patrols, resulting in 45,238 stops. Over 46,000 citations and warnings were issued along with 1,112 arrests. The 14 communities selected were recognized as 'hot spots' for traffic injuries and fatalities based upon data analysis of crash records.
- In April 2016, a statewide distracted driving enforcement mobilization was conducted by 143 participating police departments and MSP. This mobilization took place during NHTSA's designated 'Distracted Driving Awareness Month.' Participating grantees completed 8,174

hours of enforcement resulting in 18,686 stops. The stops led to 8,124 total citations issued for distracted driving, as reported to EOPSS/HSD by participating departments.

- **Joining HSD** - In February 2016, Jeff Larason was named Director of HSD. Jeff is a long-time traffic safety advocate and veteran member of the Boston news media. Alisa Leduc joined HSD as Program Coordinator II in August 2016. She comes to HSD after several years at the Mass Rehabilitation Commission. John Fabiano was promoted to PCIII in October 2016. Jeff Brownell was hired in December 2016 to fill the vacant Senior Program Manager (Administrator IV) position. He joins HSD from EOPSS/Homeland Security, where he was a Program Coordinator III.
- **Leaving HSD** - In June 2016, Krystian Boreyko left HSD to pursue graduate studies at UCLA. Then in October 2016, after nearly nine years at HSD, Barbara Rizzuti left to join NHTSA Region 1.

## Key Dates and Activities During FFY 2016

October 2015 - Local & MSP Speed and Aggressive Driving Mobilization

December 2015 - FFY 2015 Annual Report submitted

December 2015 - January 2016 - Local DSGPO Mobilization

April 2016 - Local & MSP Distracted Driving Mobilization

May 2016 - Local & MSP CIOT Mobilization

June 2016 - Statewide Seatbelt Observation Survey

June 2016 - FFY 2017 Highway Safety Plan submitted

August - September 2016 - Local DSGPO Mobilization

## Note on Data for the FFY 2016 Annual Report

For the Annual Report, EOPSS/HSD relied primarily on 2010 to 2015 trend data, and, whenever possible, also 2016 data. Note that some 2015 and most 2016 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is attributable partly to differing reporting rates by police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists involved in crashes, for which no police report was submitted) that were entered in the crash data system by the Registry of Motor Vehicles (RMV) in recent years.

## FFY 2016 Evidence-Based Enforcement Program Activities

Per the recently released Fast Act guidance, the Annual Report must include a description of the State's evidence-based enforcement program activities in support of the enforcement plan provided in the FFY 2016 Highway Safety Plan.

In FFY 2016, Massachusetts sought to increase seatbelt usage while decreasing the number of impaired driving and pedestrian fatalities through several key enforcement programs:

- **Sobriety Checkpoints** - Funding was provided to the Massachusetts State Police (MSP) to conduct 78 checkpoints resulting in 331 OUI arrests, 35 OUI Drug arrests, 542 Safety Belt violations, and 61 Child Passenger Seat violations.
- **Drive Sober or Get Pulled Over (DSOGPO) Mobilizations** - Funding was provided to local police departments to conduct overtime enforcement for two DSOGPO mobilizations. One took place in December 2015 (127 departments) and the second in August 2016 (135 departments). Both mobilizations involved over 30% of local communities across the Commonwealth. In all, there were 82 OUI arrests and 1,669 Safety Belt citations issued during the 11,616 hours of enforcement patrols.
- **Click It or Ticket (CIOT) Mobilization** - Funding was provided to 202 local police and MSP to conduct an overtime enforcement mobilization in May 2016 in conjunction with the national CIOT campaign. This mobilization resulted in 7 OUI arrests, 4,480 Safety Belt citations, and 123 Child Passenger Seat citations over the course of 9,090 hours of enforcement patrols.
- **Distracted Driving Mobilization** - Funding was provided to 143 local police departments and MSP to conduct an overtime enforcement mobilization in April 2016 in conjunction with the national Distracted Driving Awareness campaign. The mobilization resulted in 10,348 distracted-driving related citations being issued.
- **Pedestrian and Bicycle Safety Program** - Funding to 71 local police departments to conduct overtime enforcement activities aimed at reducing pedestrian and bicycle injuries and fatalities. This mobilization led to 4,004 hours of enforcement resulting in 4,644 citations issued and 75 arrests. Grantees also purchased nearly \$16,000 in allowable safety equipment (retro-reflective signage, crosswalk cones, breakaway signs, and/or reflective road tape) to help improve pedestrian and bicycle safety in their community.
- **Sustained Traffic Enforcement Programs (STEP)** - Funding was provided to 14 local police departments and MSP to conduct high-visibility year-long traffic enforcement patrols. The program resulted in 1,340 distracted driving-related citations, 3,924 seatbelt and CPS citations, and 39 OUI arrests.
- **Media Outreach and Education** - EOPSS/HSD, in collaboration with its media vendor Argus, supported the abovementioned enforcement efforts through marketing campaigns such as "100 Deadliest Days," "Drive Sober or Get Pulled Over," "Use Your



Head - Buckle Up," "Life is Worth a Second Look," and "What's Your Plan." Using television, radio, and online mediums as well as local sporting venues, EOPSS/HSD's marketing campaigns managed to make well over 72 million impressions across Massachusetts. Outreach was also done in Spanish to further expand the audience of EOPSS/HSD's traffic safety messaging.

# Impaired Driving

## Problem Identification

Preventing impaired driving deaths on the roadways of the Commonwealth is a top priority for Massachusetts. Over the past few years, Massachusetts has made tremendous strides in its campaign against impaired driving as alcohol-related (BAC  $\geq$  0.08) fatalities in Massachusetts have declined 21% since 2010. Alcohol-related fatalities/Vehicle Miles Traveled (VMT) for Massachusetts was 0.25 in 2014, which was far lower than the national average of 0.33.

Despite the decrease in alcohol-related fatalities, Massachusetts will not stop working to reduce the rate until it is zero. For FFY 2016, Massachusetts funded numerous programs that aimed to further reduce the alcohol-related fatality rate as well as increase education and awareness among businesses, municipalities, and residents alike including, but not limited to, local 'Drive Sober Or Get Pulled Over' mobilizations; Alcoholic Beverage Control Commission (ABCC) Compliance Checks; Underage Alcohol Enforcement patrols; and impaired driving training for local and state police. Media-wise, EOPSS/HSD conducted a statewide drunk and drugged awareness campaign, where the messaging and art direction focused on making the right choice as well as promoting safe alternatives for getting home such as Lyft, Uber, and MBTA.

## Objectives for FFY 2016

1. Continue to provide funds to local police departments for DSGPO Mobilizations
  - Funded 127 departments for the December 2015 mobilization and 135 for the August 2016 mobilization. A total of 11,616 high-visibility enforcement patrol hours were reported resulting in 82 OUI arrests, 1,922 speeding citations, 1,669 safety belt citations, and 8,721 speeding warnings.
2. Fund paid and earned media regarding the dangers of impaired driving
  - Funding was provided to EOPSS/HSD media vendor, Argus, to market awareness campaigns "Drive Sober or Get Pulled Over", "100 Deadliest Days", and "What's Your Plan" through TV, radio, online, out-of-home advertising, and social media.
3. Fund select local police departments and the MSP to conduct overtime sustained enforcement of traffic laws, including impaired driving laws
  - EOPSS/HSD continued with its successful sustained traffic enforcement program (STEP). For FFY 2016, STEP involved the MSP and 14 local police departments (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, and Worcester). Over 45,000 traffic stops were conducted

*resulting in 46,146 citations and violations issued as well as 2,276 arrests. Of the arrests, 42 were for OUI alcohol or drugs.*

4. Encourage other state and local law enforcement to participate in sustained enforcement of impaired driving laws
  - *Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to participate in sustained enforcement of impaired driving laws.*
5. Continue to fund Sobriety Checkpoints
  - *Funded 78 Sobriety Checkpoints conducted by the MSP, resulting in 25,208 stops, 331 OUI Alcohol arrests, 35 OUI Drug arrests, 2,019 speeding violations, and 542 safety belt violations. MSP conducted 10,345 hours of sobriety checkpoints during FFY 2016.*
6. Enlarge the efforts to reduce impaired driving by younger drivers and underage drinking through grants with local police departments, the ABCC, and campus police
  - *ABCC Compliance Checks program led to checks of 3,303 licensed establishments with 118 failures, a 96% success rate. Over 300 police officers from 43 different police departments participated in the Statewide Underage Drinking Enforcement Training sessions offered by ABCC. Lastly, the Underage Alcohol Enforcement Program – with 71 grantees – resulted in 109 cases of beer seized and approximately 4,497 underage youths denied or prevented access to alcohol.*
7. Utilize the Traffic Safety Resource Prosecutor (TSRP) to conduct trainings and provide technical support for prosecutors and law enforcement regarding the prosecution of impaired driving cases (listed as PT-15-03)
  - *TSRP helped organize numerous training sessions during FFY 2016. Over 1,700 police, prosecutors, law students, the judiciary and members of other law enforcement agencies were trained by the TSRP.*
8. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking
  - *Municipal Police Training Committee (MPTC) conducted ten Drug Recognition Experts (DRE)-related classes (two DRE schools; six Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings, and one DRE Recertification), which were attended by 229 law enforcement officers. MPTC also organized 11 Standardized Field Sobriety Testing (SFST)-related classes. Furthermore, funding allowed MPTC to send 30 DRE students to Maricopa County, Arizona to complete DRE field certification.*
  - *Funding was provided to the MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator (BTO) classes for local and state police officers. In FFY 2016, OAT held 59 BTO classes and trained 1,215 law enforcement officers as breath test operators.*

9. Provide funds to train additional DREs and sustain current DRE certifications
  - *MPTC conducted two DRE schools in FFY 2016 with total of 30 attendees. DRE certification was attained by 29 participants (97% cert rate). There are currently 126 active DREs in Massachusetts.*
10. Provide funds to the MSP for Preliminary Breath Testing (PBT) Units
  - *In FFY 2016, MSP purchased 50 PBT units through funding provided by EOPSS/HSD*
11. Provide funds for a part-time SFST coordinator
  - *In FFY 2016, MPTC continued funding a part-time SFST coordinator (Lt. Stephen May of Rowley PD) to help oversee and administer the SFST program.*
12. Provide funds to support Law Enforcement Liaison (LEL) position (listed as PT-16-02 & PT-16-05)
  - *Funding allowed designated LEL to attend annual International Association of Chiefs of Police (IACP) DRE conference in Chicago, Illinois as well as the NHTSA Region 1 Seatbelt Summit held in Connecticut.*

## **Performance Targets & Results for FFY 2016**

- **Decrease alcohol-impaired driving fatalities 10% from the 2009-2013 calendar base year average of 120 to 108 by December 31, 2016**
  - *Note: FFY 2016 HSP was submitted with alcohol-impaired fatalities at 118 for 2013. The final FARS 2013 report had alcohol-impaired fatalities at 125, raising the five-year average from 120 to 122.*
  - *Five-year average (2011-2015) of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 124. This represents a 2% increase from 2009-2013. Year-to-year fatalities declined 33% from 143 in 2014 to 96 in 2015.*
- **Decrease alcohol-impaired fatalities/VMT 5% from 0.21 in 2013 to 0.19 by December 31, 2016**
  - *Five-year average (2010-2014) for alcohol-related fatalities/VMT was 0.23, a 10% increase from the previous five-year average (2009-2013). This is due to the rise in alcohol-impaired fatalities from 2013 to 2014. If the preliminary number for 2015 holds, the alcohol-impaired fatalities/VMT should decrease for the 2011-2015 five-year average.*

## Program Area Project Summary

### **AL-16-01 Paid and Earned Media in Support of Impaired Driving Prevention Programs**

This task and its associated expenditures are covered in the “Paid and Earned Media” section located on page 55. Funding was provided to EOPSS/HSD media vendor, Argus, to help develop and market impaired driving education and enforcement campaigns in FFY 2016. Marketing campaigns included “100 Deadliest Days” and “Drive Sober or Get Pulled Over.”

Total funding allotted: \$750,000

Total used: \$517,197.90

Source: 402, 405d

### **AL-16-02 MSP Sobriety Checkpoint/BAT Mobile Partnership**

Funding was provided to the Massachusetts State Police (MSP) to conduct approximately 110 Sobriety Checkpoints and saturation patrols with support, when operationally feasible, from the BAT mobile units. Seventy-eight (78) checkpoints took place at various times and locations throughout FFY 2016, averaging 6.5 sobriety checkpoints per month.

**Table 1: Results from FFY 2016 MSP Sobriety Checkpoints**

	2015	2016	Change
Sobriety Checkpoints	79	78	-1
High-Visibility Enforcement Patrol Hours	9,839	10,345	+506
Vehicles Passed Through	20,298	25,208	+4,910
OUI Arrests	296	331	+35
OUI Drug Arrests	21	35	+14
Speeding Violations	1,719	2,019	+300
Safety Belt Violations	598	542	-56
CPS Violations	44	61	+17

Overall results of the Sobriety Checkpoints were up from 2015 indicating the effectiveness of the Sobriety Checkpoints and saturation patrols with special note to the increase in arrests to 366, up 49 from previous year, for both OUI Alcohol and OUI Drug. The substantial increase in *Vehicles Passed Through* can be attributed in part to the use and efficiency of the two new BAT mobiles and updated checkpoint equipment purchased in FFY 2015.

Total funding allotted: \$1,325,000      Total used: \$1,131,388.70      Source: 405d

**AL-16-03      Impaired Driving Law Enforcement Specialized Training Program**

Funding was provided to the MPTC to conduct various training classes focused on impaired driving. MPTC offered 10 classes on topics such as SFST, SFST Refresher, SFST Instructor, and SFST Instructor Update. There were 71 law enforcement participants in the training sessions.

The classes were held at locations such as Middleton PD, MPTC Boylston, MPTC Plymouth, and New Bedford PD between April and September 2016.

Funding was also used to support a part-time SFST coordinator. In FFY 2014, MPTC hired Lt. Stephen May, a 23-year veteran of Rowley (MA) Police Department. He continued as part-time coordinator in FFY 2016.

Amount Used for PT SFST Coordinator: \$12,960.00  
Total funding allotted: \$132,000      Total used: \$45,441.67      Source: 405d

**AL-16-04      Underage Drinking Compliance Checks Program**

Funding was provided to the Massachusetts ABCC to conduct enhanced liquor enforcement compliance checks and Cops in Shops to reduce underage drinking and impaired driving. ABCC investigators conducted compliance checks in 274 communities across the Commonwealth. In all, 3303 liquor establishments were checked with 118 failures – a success rate of 96.43%. Of these establishments checked, 1375 were off-premise licensees, with 77 failures (94.40% success rate); and 1936 were on-premise, with 41 failures (97.88% success rate). During the summer months, ABCC investigators conducted associated underage drinking enforcement operations supporting the compliance check program at large concert venues where underage alcohol use has resulted in highly publicized alcohol related incidents and serious injuries. ABCC operations prevented delivery to approximately 1280 underage individuals. 302 minors were found to be in possession of alcohol, 41 were caught furnishing alcohol to minors. Operations also led to the seizure of 82 bottles of alcohol and 132 cases of beer.

Total funding allotted: \$ 175,000.00      Total used: \$165,274.73      Source: 410

(Note – Amendment #6 \$200,000 in 410 carryforward.)

**AL-16-05      Statewide Underage Drinking Enforcement Training Program**

Funding was provided to the ABCC to conduct trainings on enforcement of the Massachusetts Liquor Control Act as well as false identification and fraudulent document detection. During FFY 2016, ABCC conducted numerous training sessions in which 304 local police officers participated. Forty-three different police departments from across the Commonwealth

participated in the training sessions, which represented 12.25% of the police departments in Massachusetts.

*Total funding allotted:* \$25,000      *Total used:* \$15,405.85      *Source:* 410

(Note - Amendment #6 \$25,000 in 410 carryforward.)

**AL-16-06      Enforcement Program to Prevent the Sale of Alcohol to Intoxicated Persons**

Funding was provided to ABCC for investigators to participate in undercover operations at licensed establishments to determine if licensees serve intoxicated individuals in approximately 40 communities across Massachusetts. ABCC conducted 590 SIP (Sales to Intoxicated Persons) Operations resulting in 66 warnings issued to liquor establishments – a 11.19% warning rate. In all, 36 bars were charged with SIP violations.

*Total funding allotted:* \$ 175,000      *Total used:* \$153,958.89      *Source:* 405d

**AL-16-07      Breath Test Operator (BTO) Training**

Funding was provided to the MSP OAT to conduct 61 BTO classes for local and state police officers. During FFY 2016, OAT, with the aid of 11 breath test instructors, conducted 59 BTO classes across the Commonwealth and trained 1,215 officers as breath test operators. Breath test equipment is considered an effective screening device and useful tool used to remove impaired drivers from the roadways of Massachusetts. Training improves an officer's ability to effectively operate this equipment.

*Total funding allotted:* \$70,000      *Total used:* \$32,307.09      *Source:* 405d

**AL-16-08      Preliminary Breath Test (PBT) Equipment**

Funding was provided to the MSP OAT for the purchase of new PBT units to replace older models. PBTs are effective screening devices and useful tools used in removing intoxicated drivers from the roadways; they are used by officers at roadside to determine the driver's current BAC. During FFY 2016, 50 PBTs were purchased and distributed to Massachusetts State Troopers and local law enforcement personnel, including those who had attended BTO training classes.

*Total funding allotted:* \$100,000      *Total used:* \$53,348.75      *Source:* 405d

**AL-16-09      MSP BTO Recertification**

Funding was provided to the MSP to help field service personnel maintain a current Breath Test Operator certification. During FFY 2016, MSP used the funds to purchase 4 Breath Test (BT) machines for training purposes. While the BT units were not fully functional until mid-September, 2 Breath Test recertification classes were held for 24 law enforcement personnel.

The BT training units remain vital pieces of equipment with anticipated greater utilization rate in FFY 2017.

*Total funding allotted:* \$50,000

*Total used:* \$47,866.68

*Source:* 405d

#### **AL-16-10 Drug Evaluation and Classification Program (DEC)**

Funding provided to MPTC to conduct training for police officers as well as cover travel costs for officers to attend DRE training in Maricopa County, Arizona. Officers that complete the Arizona training become fully certified DREs. During FFY 2016, MPTC offered 11 classes (two DRE schools; seven ARIDE trainings; two DRE Instructor Training) with a total of 229 attendees. The two DRE schools had a total of 30 attendees, with 29 receiving certification. ARIDE classes attracted an average of 25 law enforcement officers per training class.

In FFY 2016, MPTC sent 29 DRE students to complete DRE field training in Arizona, an increase of two from FFY 2015. Overall, MPTC has added 29 newly certified DREs to help with drug evaluations. There are currently 126 DREs in Massachusetts, up from 108 in 2015.

*Total funding allotted:* \$350,000

*Total used:* \$214,989.92

*Source:* 405d

#### **AL-16-11 Local DSOGPO Police Enforcement Campaign**

Funds were provided to 202 municipal police departments to conduct two high-visibility overtime DSOGPO enforcement mobilizations. The first mobilization took place between December 2015 and January 2016 (127 departments participated); the second one was conducted from August 2016 to September 2016 (135 departments).

Compared to FFY 2015 DSGPO mobilizations, the two DSGPO enforcements in FFY 2016 saw decreased patrol hours. Therefore, there were also decreased numbers of traffic stops, citations, warnings, and arrests.

Total stops per hour rose slightly to 2.78 from 2.77 in FFY 2015. Citations per hour declined from 0.71 in 2015 to 0.63 in 2016. Departments made 82 OUI arrests, which meant officers had to spend time to process the arrests, thus decreasing availability to make additional stops that may also have led to more citations. OUI arrests decreased in FFY 2016 to 82 vs. 102 in 2015.



**Table 2. Results from FFY 2016 Drive Sober or Get Pulled Over Mobilizations**

	Dec 2015 - Jan 2016	Aug-Sept 2016	Total Reported in FFY 2016	Total Reported in FFY 2015	Change (+/-) from FFY 2015
<b>Patrol Hours</b>	5,814.75	5,801	11,616	12,445	-6.66%
<b>Total Stops</b>	16106	16,075	32,181	34,994	-8.04%
<b>Stops Per Hour</b>	2.75	2.80	2.78	2.77	+0.36%
<b>Weighted Stops Per Hour</b>	3.23	3.20	3.22	3.26	-1.23%
<b>Total Citations</b>	3448	3876	7,324	8,846	-17.21%
<b>Citations Per Hour</b>	.59	.67	0.63	0.71	-11.27%
<b>OUI Arrests</b>	37	45	82	102	-19.61%
<b>Speeding Citations</b>	789	1133	1,922	2,489	-22.78%
<b>Speeding Warnings</b>	3808	4913	8,721	9,426	-7.48%
<b>Safety Belt Citations</b>	861	808	1,669	2,024	-17.54%

Total funding allotted: \$ 1,245,000

Total used: \$574,044.30

Source: 405d

#### **AL-16-12 Local Underage Alcohol Enforcement Grant Program**

Funding was provided to 71 municipal, college, and university law enforcement agencies to help combat underage drinking through activities such as compliance checks, party patrols, surveillance patrols, and cops in shops. Enforcement activity by grantees resulted in 258 arrests (82 adult, 176 youth); 340 citations issued (116 adult, 224 youth); 2575 minors prevented from possession of beer; 1922 minors prevented from possession of alcohol; 109 cases of beer confiscated; and 177.14 liters of alcohol removed from minors.

Compliance checks of 690 off-premise establishments resulted in 83 failures (12.03% fail rate) and 987 on-premise checks led to 80 failures (8.11% fail rate). In total, there were 1677 checks with 163 failures.

Total funding allotted: \$505,000      Total used: \$395,436.74      Source: 405d

(Note – Amendment #7: used \$843.11 of Section 164 AL carryforward funding.)

### **AL-16-13      Sustained Traffic Enforcement Program (S.T.E.P.)**

STEP completed its third year with fourteen local police departments - Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester implementing sustained, high-visibility year-long traffic enforcement. The eligible departments, considered ‘hot spot’ communities because of high crash rates, focused their patrols on locations and specific times of year and days when data show crashes and injuries are at their highest. Grantees used the funding to crack down on violations of impaired driving, seat belt laws, speeding, and distracted driving as well as other traffic safety infractions. Results of STEP activities are provided on Table 5 under the task id, OP-16-07 on page 23.

Total funding allotted: \$612,500      Total used: \$485,601.67      Source: 402, 405d

### **AL-16-14      MSP Sustained Traffic Enforcement Program (S.T.E.P.)**

Funding was provided to the MSP to conduct sustained and selective ‘zero tolerance’ enforcement overtime patrols on locations in each respective Troop area to augment local police department efforts within the same general location as outlined in support of the STEP program. MSP STEP enforcement patrols provided maximum visibility for deterrent purposes and saturated target areas taking appropriate action on all motor vehicle violations with particular focus on impaired driving laws, speeding and reckless driving, and all traffic safety violations. MSP Enforcement results are highlighted on Table 6 under the task id, OP-16-13 on page 25.

Total funding allotted: \$187,500      Total used: \$175,445.48      Source: 402, 405d

### **AL-16-15      Office of Alcohol Testing (OAT) Training Updates**

Funding was provided to the MSP OAT to enhance their current breath test training program for Massachusetts, specifically, for the development, maintenance and update of the new web-based training program. The OAT establishes and maintains a list of approved breath test devices, annually certifies all breath test equipment, approves and distributes calibration standards and, establishes the standards for training and certification relative to breath testing. Due to a vendor maintenance-contract timing issue, OAT had to rely on its own agency’s resources and therefore did not use funding from this project id. The online course continues to be rolled out with positive feedback from its users.

Total funding allotted: \$125,000      Total used: \$0      Source: 405d

**AL-16-16 Stakeholders Conference**

Funding was set aside to conduct a one-day conference with traffic safety stakeholders across the Commonwealth as was done in April 2015. Due to timing issues and prioritization decisions, the conference did not take place during FFY 2016.

*Total funding allotted:* \$15,000      *Total used:* \$0      *Source:* 402

**AL-16-17 MSP Drug Recognition Expert (DRE) Training**

Funding was provided to MSP to help expand their DRE program. DRE training is conducted in partnership with the MPTC as their curriculum is standardized throughout the Commonwealth regardless of the participating law enforcement agency. These certified DREs respond to all local field barracks as well as local departments. Eight (8) officers were able to attend classroom training hosted by MPTC at no cost to this project id. However, some out-of-state travel was necessary for officers to complete the evaluation certification process.

*Total funding allotted:* \$40,000      *Total used:* \$6,747.43      *Source:* 405d

**AL-16-18 Educational Outreach to Young Drivers**

Funding was provided to Students Against Destructive Decisions (SADD) and In Control Family Foundation to educate young drivers (ages 16-20) and occupants on the dangers of underage drinking, speeding, distracted driving, and not wearing seatbelts. In Control conducted on-site hands-on training sessions at four high schools: Franklin County Technical High School, Medway High School, Franklin High School and Essex Technical High School. 386 students and 43 staff members participated in the driver training session. Students took a pre- and post-session survey to gauge changes in attitude and knowledge. In Control reported that there was a drastic change in attitude towards driver safety, including seatbelt usage, impaired driving, speeding and distracted driving from pre- to post-survey. For example, before the training many students admitted to driving more than 10mph over the stated speed limit. After the training session, the same students stated they wouldn't go over the speed limit going forward.

SADD, using its extensive network of high school contacts, had 150 schools participating in the "Rock the Belt" program focused on seatbelt usage. Surveys received from all 150 schools involved reported an increase in seatbelt use. 79% of the schools had an increase of seatbelt usage over 20%. SADD also participated in 14 community traffic safety events across the Commonwealth in FFY 2016. They also had 48 schools conducting the "Is It Worth the Risk?" program about alcohol impaired driving. Over 1,500 people attended events held by the 48 schools focused on impaired driving and the "Is It Worth the Risk?" campaign.

*Total funding allotted:* \$50,000      *Total used:* \$41,867.54      *Source:* 410

**AL-16-19 District Attorney's Conferences**

Although the FFY 2016 Highway Safety Plan requested to use \$20,000 in Sec. 402 funding for the Offices of the District Attorney to conduct one-day conferences within their respective jurisdictions, this program was not implemented. Other programs requiring Sec. 402 funding were determined to be priorities over the conferences.

*Total funding allotted:* \$20,000      *Total used:* \$0      *Source:* 402

**AL-16-20 ABCC - Source Investigations Program**

Funding was provided to ABCC to continue its Source Investigations program, which was piloted in FFY 2014. At the end of FFY 2016, there were 3 Source Investigations open. One Source Investigation resulted in a report being submitted to the Commission for prosecution. This case developed from information provided by a police officer that responded to the subject crash; it involved an individual driving away from a licensed premise after consuming a significant amount of alcohol and striking a vehicle, which resulted in serious injury to the driver, passenger and two infants.

*Total funding allotted:* \$25,000      *Total used:* \$2,172.32      *Source:* 410

**AL-16-21 Program Management**

Funding provided for sufficient staff to conduct related programming described in the plan as well as cover in and out of state travel, professional development expenses, conference fees, postage, and office supplies.

*Total funding allotted:* \$275,601      *Total used:* \$159,917.39      *Source:* 402

**AL-16-22 MSP Oral Fluids Testing**

Funding was provided to the MSP to obtain oral fluid samples on drug impaired subjects who have volunteered to provide a sample. This program was designed to identify drivers under the influence of drugs in a more efficient and effective manner and was conducted in conjunction with the EOPSS funded BAT Sobriety Checkpoint/Saturation program. Samples were sent to an independent laboratory for further testing and evaluation.

*Total funding allotted:* \$15,000      *Total used:* \$11,075.00      *Source:* 405d

[Note - Oral Fluids Testing was added to the FFY 2016 HSP via Amendment #2 of initial funding of \$10,000. Amendment #15 increased the fund level by \$5,000.]

## AL-16 Expenditures Summary

Task	Source	Expenses
AL-16-01	402	\$272,692.12
	405d	\$244,505.78
AL-16-02	405d	\$1,131,388.70
AL-16-03	405d	\$45,441.67
AL-16-04	410	\$165,274.73
AL-16-05	410	\$15,405.85
AL-16-06	405d	\$153,958.89
AL-16-07	405d	\$32,307.09
AL-16-08	405d	\$53,348.75
AL-15-09	405d	\$47,866.68
AL-16-10	405d	\$214,989.92
AL-16-11	405d	\$574,044.30
AL-16-12	164 AL	\$843.11
	405d	\$395,436.74
AL-16-13	402	\$242,980.87
	405d	\$242,620.80
AL-16-14	402	\$82,758.15
	405d	\$92,687.33
AL-16-15	402	\$0
AL-16-16	402	\$0
AL-16-17	405d	\$6,747.43
AL-16-18	410	\$41,867.54
AL-16-19	402	\$0
AL-16-20	410	\$2,172.32
AL-16-21	402	\$159,917.39
AL-16-22	405d	\$11,075.00

**Total \$ 4,230,331.16**

# Occupant Protection

## Problem Identification

Historically, Massachusetts has had one of the lowest safety belt use rates in the country, but there are some positive trends. From 2008 to 2016, Massachusetts has seen its seatbelt survey rate increase 16%; and unrestrained fatalities have declined 7% between 2008 and 2014. EOPSS/HSD has made it a primary focus to educate young drivers (under 21 years of age) and their occupants on the dangers of neglecting to wear a seatbelt while driving or riding in a vehicle. Based upon FARS data, drivers and occupants under 21 years of age accounted for 12% of all unrestrained fatalities from 2010-2014. Programs such as the Educational Outreach to Young Drivers in FFY 2016 and 2017 will help further decrease the number of unrestrained deaths.

Because safety belts are the single most effective means of preventing death or injury as a result of a crash and because Massachusetts' belt use rate remains low (but slowly gaining) compared to the national average (90% in 2016), EOPSS/HSD continues to make occupant protection a major highway safety program focus area.

## Objectives for FFY 2016

1. Provide funds to state and local police departments for CIOT enforcement
  - *During FFY 2016, EOPSS/HSD funded both MSP and 202 local police departments to conduct CIOT enforcement patrols in May 2016. Nearly 9,090 hours of overtime activity was organized by state and local law enforcement resulting in 4,480 safety belt citations being issued.*
2. Fund paid and earned media regarding the dangers of driving unbelted
  - *Funding provided to EOPSS/HSD media vendor, Argus, to market awareness campaigns for the "Click It or Ticket" mobilization through TV, radio, online, out-of-home advertising, and social media. . Other occupant protection marketing campaigns conducted in FFY 2016 included "Use Your Head – Buckle Up" and the development of a new, user-friendly, bilingual Child Passenger Safety website (<http://www.mass.gov/carseats>)*
3. Enlarge the impact of efforts to increase seat belt use by white males 18 to 34; teen drivers and Latino males ages 18 to 35; African American males ages 18 to 34, commercial vehicle and pickup truck drivers, those living in urban areas and throughout southeastern Massachusetts
  - *Through media campaigns, STEP patrols across 14 communities and a CIOT mobilization by both MSP and local police, efforts are being made to increase awareness of seatbelt safety among males 18 to 34; as well as those living in urban areas and southeastern Massachusetts.*

4. Provide funds to select communities for sustained enforcement of seat belt use
  - *Funding was provided for the continuation of STEP program involving the MSP and 14 select communities (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, and Worcester) to conduct sustained enforcement patrols. Over 3,900 safety belt citations were issued during 17,262 hours of STEP enforcement.*
5. Encourage other state and local law enforcement to participate in sustained enforcement of seat belt laws
  - *Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to participate in sustained enforcement of seat belt laws.*
6. Urge the media to report occupant restraint use when reporting on crashes
  - *EOPSS/HSD worked with their traffic safety partners to conduct outreach to local news agencies and media members in order to urge those reporting on fatal crashes to indicate if the deceased was wearing a seatbelt or not.*
7. Expand the impact of efforts to increase proper use of child safety seats, including booster seats
  - *During FFY 2016, CPS Equipment grantees purchased 2,070 car seats for distribution. Grantees participated in or conducted 67 safety checkpoints, weekly fitting stations and numerous safety events across the Commonwealth, performing over 6,511 inspections and installations of car seats.*
8. Increase the number of CPS equipment grant recipients and continue to require at least two checkup events during the grant period
  - *In FFY 2016, 61 grantees received a CPS equipment grant – up from 55 grantees in FFY 2015. The total number of child safety seats purchased increased from 1,840 in FFY 2015 to 2,070 in FFY 2016. FFY 2016 CPS Equipment Grant recipients conducted 67 car seat checkup events along with weekly or bi-weekly fitting stations, and educational outreach at local schools and regional hospitals.*
9. Continue to provide funds to administer the CPS program and provide training
  - *Funding was provided to Baystate Medical Center to oversee the statewide CPS program in FFY 2016. The number of certified CPS technicians in Massachusetts increased 15% from 786 to 829. Baystate conducted 22 CPS-related classes across the Commonwealth with 328 attendees. During FFY 2016, Massachusetts had a recertification rate of 59.6%, over 3% higher than the national rate during the same period.*
10. Provide a toll free CPS hotline
  - *Baystate Medical Center, as the statewide CPS program administrator, handled all calls to the toll-free CPS Information Line. There were 144 calls fielded and handled by Baystate.*

11. Conduct the annual seat belt observation survey
  - UMassSafe conducted the 2016 Safety Belt Observation Survey between May 24 and June 24, 2016. The seatbelt usage rate was 78%, up four percentage points from 2015.
12. Support law enforcement with training and technical assistance aimed at improving their effectiveness to increase occupant protection usage for all age groups
  - The CPS Administration Grant provided 22 classes on CPS Technician that were attended by 328 law enforcement officials across the Commonwealth.
13. Provide funding for an LEL (task listed in PT section)
  - Funding was provided to cover travel cost for LEL to attend annual International Association of Chiefs of Police (IACP) DRE conference in Chicago, Illinois as well as the NHTSA Region 1 Seatbelt Summit held in Connecticut.

## **Performance Targets & Results for FFY 2016**

- **Decrease unrestrained vehicle occupant fatalities in all seating positions 10% from the 2009-2013 base calendar year average of 108 to 97 by December 31, 2016.**
  - *Note:* FFY 2016 HSP was submitted with unrestrained fatalities at 96 for 2013. The final FARS 2013 report had unrestrained fatalities at 100, which raised the five-year average from 108 to 109.
  - The five-year average (2011-2015) of unrestrained passenger vehicle occupant fatalities, in all seat positions, was 104. This represents a 5% decrease from the 2009-2013 base calendar year average. The year-to-year unrestrained vehicle occupant fatalities decreased 27% from 113 in 2014 to 83 in 2015.
- **Increase observed seat belt use rate by 5% from 2010-2014 calendar base year average of 74 to 78 by December 31, 2016.**
  - Observed safety belt usage was 78% in 2016, an increase of 4% from 2015. The 2012-2016 five-year average was 75, a slight uptick from the five-year average of 74 for both 2010-2014 and 2011-2015.

## **Program Area Project Summaries**

### **OP-16-01 Paid and Earned Media in Support of Occupant Protection**

This task and its associated expenditures are covered in the “Paid and Earned Media” section located on page 55. Funding was provided to EOPSS/HSD media vendor, Argus, to help develop and market occupant safety education and awareness campaigns in FFY 2016. The marketing campaigns included the seatbelt promoting “Use Your Head-Buckle Up” and the development and advertising of a new locally themed CPS website.

Total funding allotted: \$750,000

Total used: \$412,526.43

Source: 402,405d



**OP-16-02 CIOT MSP Enforcement Campaign**

Funding was provided for overtime patrols to the MSP to participate in one CIOT mobilization in May 2016. Enforcement efforts focused on compliance with occupant protection laws and locations selected were known to have a high incidence of non-compliant drivers and passengers.

**Table 3: Results of FFY 2016 MSP CIOT Enforcement Mobilization**

	May 2015	May 2016	Change from 2015 to 2016
<b>HVE Patrol Hours</b>	2,572	2,468	-104
<b>Total Citations Issued</b>	6,223	6,215	-8
<b>OUI Alcohol Arrests</b>	3	2	-1
<b>OUI Drug Arrests</b>	2	1	-1
<b>Speeding Violations</b>	2,139	1,702	-437
<b>Safety Belt Violations</b>	1,468	1,523	55
<b>CPS Violations</b>	55	41	-14

Total funding allotted: \$300,000

Total used: \$267,208.04

Source: 405b

**OP-16-03 CIOT Local Police Enforcement Campaign**

Funding was provided for overtime enforcement to support one CIOT campaign in May 2016 – involving 202 local law enforcement departments. Over the course of 6622 hours of enforcement, police departments conducted 19330 stops resulting in 6399 citations issued.

During the May 2016 National CIOT campaign, grantees conducted 1.17% fewer stops and issued 5.6% fewer speeding warnings compared to same period in 2015.

**Table 4: Results of FFY 2016 Local Police CIOT Mobilization**

	<b>2015 May (National Campaign)</b>	<b>2016 May (National Campaign)</b>	<b>Change from 2015 to 2016</b>
<b>HVE Patrol Hours</b>	6,626	6,622	-.06%
<b>Total Stops</b>	19,557	19,330	-1.16%
<b>Stops Per Hour</b>	2.95	2.91	-1.36%
<b>Total Citations</b>	6,952	6,399	-7.95%
<b>OUI Arrests</b>	5	5	0%
<b>Speeding Citations</b>	1,639	1,408	-14.09%
<b>Speeding Violations</b>	6,272	5,921	-5.60%
<b>Safety Belt Citations</b>	3,128	2,957	-5.47%
<b>CPS Citations</b>	104	82	-21.15%

Total funding allotted: \$622,500

Total used: \$327,858.21

Source: 405b

**OP-16-04 CPS Equipment Grants**

Funding was awarded to 61 grantees to purchase federally-approved child passenger seats for distribution. Grant amounts were either \$2,000 or \$7,500 depending on whether the grantee was a municipality or hospital/regional non-profit agency. Grantees purchased car seats through Mercury Distribution, the selected vendor of EOPSS/HSD as a result of a competitive procurement process. All ordered car seats were delivered directly to grantee's preferred delivery address. Car seats were distributed and installed at local safety events, CPS checkpoints, and scheduled fitting stations. Due to funding and contracting delays, seats weren't delivered until mid-February 2016. During the grant period (February - September 2016) 2,070 car seats were purchased by grantees. Through 67 safety checkpoints, weekly fitting stations, and safety events, CPS grantees performed 6,511 seat inspections and installations and distributed 781 new car seats.

Grantees targeted low-income parents/caregivers through outreach to non-profits, public housing developments, and health care facilities. More information on car seat distribution to low-income areas by grantees is provided on page 85.

Recipients of new car seats were from 126 different communities across the Commonwealth. Boston (62) and Springfield (53) were the top communities for residents receiving new seats.

*Total funding allotted:* \$168,000      *Total used:* \$164,908.50      *Source:* 405b, 2011

**OP-16-05      CPS Program Administration and Training**

Funding was provided to Baystate Medical Center to coordinate statewide CPS program including responding to all calls made to the MA CPS Information Line and support for existing CPS technicians and instructors. Baystate Medical conducted 22 classes with 328 attendees in the following areas: CPS Technician, CPS Technician Renewal, CEU Update, and CPS Special Needs. CPS School Bus will be added to Baystate's course offerings in FFY17 after staff attended training at the Region 2 CPS Conference that enabled them to become lead instructors. Baystate also continued their partnership with the Massachusetts Department of Children and Families, providing CPS educational seminars to newly hired social workers.

169 new technicians were certified, a 17% increase from FFY15. Overall, there are 829 certified CPS technicians, a 15% increase from FFY15. Baystate's recertification outreach to CPS technicians was very successful. During FFY16, Massachusetts had a 59.6% recertification rate-higher than the national rate of 56.3% during the same time period.

*Total funding allotted:* \$150,000      *Total used:* \$ 122,754.72      *Source:* 405b

**OP-16-06      CPS Conference**

HSD worked with most of the Region 1 states, with Vermont Department of Health as the lead agency, to organize a two-day CPS conference (September 9-11, 2016) in Burlington, Vermont. The conference enabled technicians and instructors to gain continuing education units needed to remain certified. HSD provided conference scholarships to 15 attendees from MA which covered reimbursement for registration and lodging fees.

*Total funding allotted:* \$10,000      *Total used:* \$7,232.40      *Source:* 2011

**OP-16-07      Sustained Traffic Enforcement Program (S.T.E.P.)**

STEP completed its third year with fourteen local police departments - Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester implementing sustained, high-visibility year-long traffic enforcement. The eligible departments, considered 'hot spot' communities because of high crash rates, focused their patrols on locations and specific times of year and days when data show crashes and injuries are at their highest. Grantees used the funding to crack down on violations of seat belt laws, child passenger safety, impaired driving, speeding, and distracted driving as well as other traffic safety infractions.

**Table 5: Results of FFY 2016 STEP Program- 14 Local Police Departments**

<i>Enforcement Activity and Notable Citations</i>			
Total Traffic Stops	39,046	Red Light	6,242
Total Violations, Warnings, Arrests	41,240	Speeding Citations	3,303
Total Patrol Hours	14,092	Speeding Warnings	7,229
Stops Per Hour	2.77	Safety Belt	3,256
Weighted Stops Per Hour	3.30	Child Safety Seat	167
Total Arrests	1,071	Marked Lane	2,147
OUI Arrest - Alcohol	0	Crosswalk	633
OUI Arrest - Drugs	1	Suspended License	866
		Texting & Impeded Operation	1,195

Total funding allotted: \$612,500

Total used: \$485,961.94

Source: 402, 405b

#### **OP-16-08      Seat Belt Observation Survey**

Funding was provided for UMassSafe to conduct a statewide safety belt observation survey utilizing standard NHTSA statistical methodology. UMassSafe conducted observations across the Commonwealth at various times between May 24 and June 24, 2016. A final report was submitted and approved by EOPSS/HSD. This report was sent to NHTSA at the end of August 2016 and the results were approved by NHTSA in September 2016.

During the observation period, a total of 27,142 drivers and front seat passengers in 27,234 vehicles were observed at 147 locations across the Commonwealth. The statistically weighted percentage of front seat occupants properly using seat belts during the observation study was 78 percent. This result is 4% higher than the 74 percent reported in 2015.

Total funding allotted: \$100,000

Total used: \$89,055.00

Source: 405b

#### **OP-16-09      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation and SADD of Massachusetts to educate young drivers and occupants (age 16-20) on the importance of wearing seat belts as well as the dangers of impaired driving, distracted driving, and speeding. Information on activities that took place during FFY 2016 is provided under AL-16-18 on page 12.

Total funding allotted: \$50,000

Total used: \$41,867.53

Source: 405b

**OP-16-10 MSP Car Seat Checkpoints, CPS Trailer and CPS Seats**

Funding was provided to MSP to conduct four child car seat safety checkpoints throughout the Commonwealth during FFY 2016 as well as purchase a trailer allowing CPS technicians to transport all required equipment when conducting child safety seat checks. The MSP were able to purchase a total of 90 car seats and conducted a total of 6 checkpoints, inspecting 99 car seats from the end of April through the last week in September. Inspection dates were publicly announced and locations included Framingham MSP headquarters and high visibility areas of Leominster, E. Brookfield and Bourne.



Total funding allotted: \$36,000

Total used: \$26,609.70

Source: 405b

**OP-16-11 MSP Rollover Demonstration Events**

Funding was provided to the MSP to conduct demonstrations of the rollover simulator at high-traffic public events across Massachusetts. The rollover simulators provide graphic evidence of the consequences of being involved in a rollover crash while unrestrained in a vehicle. MSP conducted 4 demonstrations during August and September in the following communities: Lawrence Storrow Park, Spencer Child Safety Day, New Braintree Public Safety Day, and Framingham’s Babies R Us. The rollover simulator was also shown at a young driver safety day at North Quincy High School.



Total funding allotted: \$16,000

Total used: \$ 7,712.63

Source: 405b

**OP-16-12 CPS Media**

Funding for CPS Media was provided by OP-16-01; associated expenditures are covered in the “Paid and Earned Media” section located on page 55. Funding was provided to EOPSS/HSD’s media vendor, Argus, to develop and implement a statewide media campaign to provide CPS education to parents and caregivers, and link them up with resources in their community.

Total funding allotted: \$20,000

Total used: \$0

Source: 405b

**OP-16-13 MSP Sustained Traffic Enforcement Program (S.T.E.P.)**

Funding was provided to the MSP to conduct sustained and selective ‘zero tolerance’ enforcement overtime patrols on locations in each respective Troop area to augment local police department efforts within the same general location as outlined in support of the STEP program. MSP STEP enforcement patrols provided maximum visibility for deterrent purposes and saturated target areas taking appropriate action on all motor vehicle violations with particular focus on occupant protection laws including seat belt usage and child passenger safety infractions.

**Table 6: MSP STEP Notable Results**

Total Traffic Stops	6,192	Suspended License	91
Total Patrol Hours	3,170	Hand-held Device	145
Total Violations, Warnings, Arrests	7,182	Move Over Law	309
Safety Belt	480	Total Arrests	1,205
Child Safety Seat	21	OUI Arrest - Alcohol	39
Speeding Citations	2,433	OUI Arrest - Drugs	2
Speeding Warnings	1,010		

Total funding allotted: \$187,500

Total used: \$175,445.47

Source: 402, 405b

**OP-16-14 Program Management**

Funding provided for sufficient staff to conduct related programming described in plan as well as cover in and out of state travel, professional development expenses, conference fees, postage, and office supplies.

Total funding allotted: \$283,576

Total used: \$145,395.76

Source: 402

**OP-16-15 CPS Hotline**

Funding provided for CPS Administrator (Baystate Medical) to respond to calls and inquiries placed through the Statewide CPS Hotline. During FFY 2016, over 140 phone calls were handled by the CPS Administrator.

Total funding allotted: \$750

Total used: \$656.16

Source: 2011

**OP-16 Expenditures Summary**

Task	Source	Expenses
OP-16-01	402	\$324,004.14
	405b	\$88,522.29
OP-16-02	405b	\$267,208.04
OP-16-03	405b	\$327,858.21
OP-16-04	2011	\$63,000.00
	405b	\$101,908.50
OP-16-05	405b	\$122,754.72
OP-16-06	2011	\$7,232.40
OP-16-07	402	\$242,981.00
	405b	\$242,980.94
OP-16-08	405b	\$89,055.00
OP-16-09	405b	\$41,867.53
OP-16-10	405b	\$26,609.70
OP-16-11	405b	\$7,712.63
OP-16-12	405b	\$0
OP-16-13	402	\$82,758.15
	405b	\$92,687.32
OP-16-14	402	\$145,395.76
OP-16-15	2011	\$656.16

**Total**    \$        2,275,192.49

# Speeding and Distracted Driving

## Problem Identification

Massachusetts roadways are not immune to speeding and aggressive driving issues fueled by drivers with busy lifestyles and increasingly congested roads. According to 2015 preliminary FARS data, 80 reported deaths were speed-related, a 6% decrease from 85 in 2014. The five-year average of speed-related fatalities increased 1% from 97 (2009-2013) to 98 (2011-2015). Despite the minor uptick, the five-year average is 11% less than it was for 2006-2010 (110). This shows the positive impact of Massachusetts' efforts to make drivers aware of the dangers of speeding. Within the next five years, Massachusetts – through continued enforcement mobilization and educational outreach, hopes to reduce the five-year average of speed-related fatalities to less than 90.

Another area of concern for Massachusetts is the prevalence of distracted driving, which involves activities such as eating, drinking, reading, texting, or calling on a phone while driving. According to FARS, distracted driving was a factor in 7% of all fatal crashes in Massachusetts in 2014; 5% less than in 2013. The number of distracted driving fatalities has also dropped from 2013 to 2014 – falling 42% from 53 to 31.

Despite the positive trends in speeding and distracted driving fatalities, these risky behaviors continue to pose a risk to all those who use the roadways of the Commonwealth.

## Objectives for FFY 2016

1. Fund the MPTC to conduct specialized training on speed measurement
  - *During FFY 2016, MPTC conducted 3 LiDAR classes, 2 Radar classes, and one Speed Measurement Instructor class. Total number of officers trained: 45.*
2. Fund law enforcement to conduct speed enforcement during CIOT and DSGPO
  - *During FFY 2016, there were two DSGPO mobilizations, a CIOT mobilization, and a distracted driving enforcement mobilization conducted by state and local police departments. These mobilizations resulted in 5,469 citations for speeding and 14,642 warnings for speeding issued by enforcement officers. Total speed citations and warnings: 20,111.*
3. Fund law enforcement to conduct speed enforcement during sustained enforcement activities
  - *During FFY 2016, STEP involving 14 local communities and the MSP issued 5,736 speeding citations and 8,239 speed warnings. Total speeding citations and warnings issued: 13,975.*
4. Provide funds to the MSP for additional LiDAR units



→ MSP purchased 166 LiDAR units during FFY 2016

5. Fund the MSP to enforce distracted driving laws

→ In FFY 2016, DD-16-01 (MSP Distracted Driving Enforcement) took place during Distracted Driving Awareness Month (April 2016) yielding 5,596 citations, of which 2,224 were distracted-driving related.

→ In FFY 2016, DD-16-02 (Local Distracted Driving Enforcement) occurred in April 2016 as well, involving 143 participating grantees. The mobilization resulted in 8,174 hours of enforcement with 18,686 stops. The stops led to 8,124 citations for various distracted driving infractions.

6. Fund the MSP and selected communities for sustained enforcement of traffic laws

→ During FFY 2016, the MSP and 14 local communities (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester) conducted sustained enforcement patrols resulting in 46,146 citations and warnings from 45,238 stops. Citations included safety belt, child safety, speeding, red light running, and texting, among others. Law enforcement also recorded 1,112 arrests.

7. Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving

→ EOPSS/HSD increased public awareness of distracted driving through combination of media outreach – “U Drive. U Text. U Pay.” campaign about distracted driving that ran during April’s Distracted Driving mobilizations. Two other media campaigns, “100 Deadliest Days” (aimed at teen drivers) and Work Zone Safety Awareness covered distracted driving as part of its respective key points. There were also Distracted Driving mobilizations conducted by both local law enforcement (143 departments) and State Police.

→ EOPSS/HSD provided funding to two grantees, In Control and SADD, for its Educational Outreach to Young Drivers grant. The grant parameters require grantees to do outreach along four areas: impaired driving, speeding, seatbelt usage, and distracted driving.

8. Educate law enforcement on the identification and citation of offending violators of mobile device laws

→ Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to identify and cite offenders of the Commonwealth’s mobile device usage laws.

9. Document mobile device use as part of the annual seat belt observation survey

→ In 2016, the observed cell phone usage rate was 5.2%, a slight decrease from the observed rate of 5.7% in 2015. Female drivers had a higher cell phone usage rate than males, 5.9% to 4.6%, respectively. The highest rate of observed cell phone usage was during weekday PM commuting period (6.1%) and lowest during weekends (4.9%). Drivers alone had a rate of

5.9%, but drivers with a passenger saw the rate drop to 1.9%. Secondary (arterial) roads recorded the highest rate of cell phone usage, 6.25%. Middlesex County had the highest cell phone rate, 6.1%, while Worcester County had the lowest with 3.8%.

10. Promote the MPTC's online training for law enforcement on the importance of noting distracted driving as a factor on crash reports

→ Information about MPTC's online training opportunities was sent to all local law enforcement departments and the MSP through emails and regular telephone communications.

## **Performance Targets & Results for FFY 2015**

- **Decrease speed-related fatalities by 10% from 2009-2013 calendar base year average of 97 to 87 by December 31, 2016.**

→ Five-year average (2011-2015) of speed-related fatalities was 98. This represents an increase of 1% from the (2009-2013) average of 97. Year-to-year fatalities declined 6% from 85 in 2014 to 80 in 2015.

- **Decrease distracted driving-related fatalities 10% from 40 in 2013 to 36 by December 31, 2016.**

→ The number of distracted driving-related fatalities dropped from 53 in 2013 to 31 in 2014, a 42% decline.

## **Program Area Project Summaries - Speeding**

### **SC-16-01 LiDAR & Radar Speed Enforcement Equipment**

Funding was provided to MSP for the purchase of 166 LiDAR and Radar units to help increase inventory as well as upgrade speed measurement equipment. Both types of units have proven to be an effective tool to conduct speed enforcement; experience demonstrates that when an officer uses a speed-measurement device, s/he will stop significantly more speeders during the work shift. This increase in productivity is immediate and contributes to the positive and long-term impact on MSP traffic safety efforts.

Total funding allotted: \$300,000

Total used: \$210,000

Source: 402

### **SC-16-02 MSP Speed Enforcement Mobilization**

The MSP were unable to conduct a speed enforcement mobilization during FFY 2016 due to timing considerations of other traffic safety campaigns. Speed is still one of the most prevalent factors contributing to traffic crashes and serious injuries. The MSP look forward to conducting a high-visibility/zero tolerance traffic law enforcement campaign in FFY 2017 focused on the reduction of speeding and reckless operation to address this serious issue.

Total funding allotted: \$300,000      Total used: \$0      Source: 402

**SC-16-03      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation and SADD of Massachusetts to educate young drivers and occupants (age 16-20) on the importance of wearing seat belts as well as the dangers of impaired driving, distracted driving, and speeding. Information on activities that took place during FFY 2016 is provided under AL-16-18 on page 12.

Total funding allotted: \$50,000      Total used: \$41,867.53      Source: 402

**SC-16-04      Speed Media**

This task and its associated expenditures are covered in the "Paid and Earned Media" section located on page 55. Funding was provided to EOPSS/HSD's media vendor, Argus, to develop and implement a speeding in work zones media campaign

Total funding allotted: \$65,000      Total used: \$64,995      Source: 402

**SC-16-05      New England Drive to Save Lives**

Funding provided to Farrah Consulting Group to support HSD with newly developed NEDSL campaign, which is a multi-state traffic law enforcement and public messaging initiative. This task was not undertaken in FFY 2016. During FFY 2015, two phases of the campaign took place: one in the spring, another in the summer.

Total funding allotted: \$10,000      Total used: \$0      Source: 402

**SC-16-06      Program Management**

Provided funding to allow staff to conduct related programming described in plan as well to cover in and out-of-state travel, professional development expenses, conference fees, postage and office supplies.

Total funding allotted: \$37,376.61      Total used: \$28,817.54      Source: 402

**Program Area Project Summaries - Distracted Driving**

**DD-16-01      MSP Distracted Driving Enforcement**

Funding was provided to MSP to conduct a distracted driving enforcement campaign during April 2016, the nationally designated month for 'Distracted Driving Awareness'. MSP employed dedicated patrols to focus specifically on the enforcement of motor vehicles laws associated with distracted driving as well as all motor vehicle laws in general. As a result of

the three week mobilization, MSP issued 5,596 citations of which 2,224 were attributed to drivers using a hand-held electronic device in violation of the Massachusetts Safe Driving Law. Offenses included: Use of a Mobile Phone by a Junior Operator, Improper Use of a Mobile Phone (18 & older), Sending/Receiving Text Messages and, Negligent Operation from Mobile Phone Use.

Total funding allotted: \$300,000

Total used: \$273,946.87

Source: 402

### DD-16-02 Local Distracted Driving Enforcement

Funding was provided to 202 local municipalities to conduct a distracted driving enforcement mobilization in April 2016. The mobilization occurred during NHTSA's designated 'Distracted Driving Awareness Month.' Participating grantees conducted 8174 hours of enforcement resulting in 18,686 stops with an average of 2.34 stops per hour. The stops led to 8124 total citations issued for the distracted driving categories listed below, compared to 4204 total citations from the FFY 2015 Distracted Driving mobilization the preceding year.

**Table 7:**  
*Local  
Distracted  
Driving  
Enforcement  
Results*

	FFY 2015 123 departments	FFY 2016 143 departments	% Change
<b>Use of Electronic JOL (90 8M)</b>	61	147	+58.50%
<b>Improper Use of Phone 18+ (90 13 MP)</b>	590	1230	+52.03%
<b>Text Messaging (90 13B)</b>	1959	4397	+55.45%
<b>Negligent Operation/Injury from Phone Use (90 24 MP)</b>	1	30	+96.67%
<b>Impeded Operation (90 13)</b>	1593	2320	+45.64%

Total funding allotted: \$622,500

Total used: \$393,117.01

Source: 402

### DD-16-03 Educational Outreach to Young Drivers

Funding was provided to In Control Family Foundation and SADD of Massachusetts to educate young drivers and occupants (age 16-20) on the importance of wearing seat belts as

well as the dangers of impaired driving, distracted driving, and speeding. Information on activities that took place during FFY 2016 is provided under AL-16-18 on page 12.

*Total funding allotted:* \$50,000      *Total used:* \$41,867.53      *Source:* 402

**DD-16-04      Distracted Driving Media**

This task and its associated expenditures are covered in the “Paid and Earned Media” section located on page 55. Funding was provided to EOPSS/HSD’s media vendor, Argus, to market the distracted driving enforcement mobilization and to develop and implement a distracted driving in work zones media campaign.

*Total funding allotted:* \$350,000      *Total used:* \$106,533.39      *Source:* 402

**DD-16-05      Program Management**

Funding was provided to allow staff to conduct related programming described in plan as well to cover in and out-of-state travel, professional development expenses, conference fees, postage and office supplies.

*Total funding allotted:* \$81,836      *Total used:* \$66,301.24      *Source:* 402

## SC-16 Expenditures Summary

Task	Source	Expenses
SC-16-01	402	\$210,000.00
SC-16-02	402	\$0
SC-16-03	402	\$41,867.53
SC-16-04	402	\$64,995.00
SC-16-05	402	\$0
SC-16-06	402	\$28,817.54

Total \$ 345,680.07

## DD-16 Expenditures Summary

Task	Source	Expenses
DD-16-01	402	\$273,946.87
DD-16-02	402	\$393,117.01
DD-16-03	402	\$41,867.53
DD-16-04	402	\$106,533.39
DD-16-05	402	\$66,301.24

Total \$ 881,766.04

# Higher-Risk Transportation System Users

## Problem Identification

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

According to 2015 preliminary FARS data, younger drivers (age 20 or younger) accounted for 8% of all drivers involved in a fatal crash in Massachusetts. This is fourth straight year of young driver involvement under 10%, showing that the continued enforcement of the Junior Operator License (JOL) law in Massachusetts is making a significant impact. Prior to 2012, young driver involvement had been in double-digits. The law has helped reduce the number of improperly trained and inexperienced young drivers on our roadways.

Older drivers - those over 65 years of age - were involved in 15% of all fatal crashes in Massachusetts during 2014. This is 8 percentage points less than in 2013. Since late 2010, Massachusetts operators 75 years of age or older can only renew a driver's license at an RMV branch and the operator must either pass a vision test or present a completed vision screening certificate. This recent requirement is expected to help reduce the number of older drivers on the road that are not visually capable of driving anymore.

The popularity of motorcycling continues to increase in Massachusetts and across the nation. This has driven up demand for professional rider training. Preliminary FARS 2015 data show that motorcycle-related fatalities comprised 15% of total motor vehicle fatalities in Massachusetts, up from 13% in 2014. In 2015, 85% of Massachusetts motorcyclists and passengers involved in fatal crashes were wearing helmets, a 1% increase from 2014. Unhelmeted fatalities increased from 4 in 2014 to 7 in 2015. However, helmet use is only part of the efforts that must be conducted in order to ensure motorcyclist safety in Massachusetts; riders statewide must be further trained and educated about all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, sharing the road safely, and proper equipment usage.

Pedestrian safety is of utmost importance to EOPPS/HSD. Pedestrian fatalities have decreased slightly from 74 in 2014 to 72 in 2015. Persons over 21 years of age made up 94% of the reported fatalities in 2015. Also, 28% of pedestrian fatalities in 2015 occurred between 6pm and 9pm.

Bicycling has become more prevalent as a mode of transportation in Massachusetts, especially in the Boston area, in the past few years. In 2015, there were nine bicyclist fatalities, up from eight reported in 2014.

## **Objectives for FFY 2015**

### ***Motorcycles:***

1. Enhance motorist awareness through communication efforts
  - *RMV's Motorcycle Rider Education Program (MREP) promoted the "Check Twice, Save a Life MOTORCYCLES ARE EVERYWHERE" campaign through the distribution of lawn signs. MREP collaborated with the Massachusetts Motorcycle Survivor's Fund, Central Massachusetts Safety Council, and the Massachusetts Motorcycle School to ensure adequate promotion statewide.*
2. Increase the recruitment of motorcycle training instructors
  - *MREP trained 6 new Rider Coaches in FFY 2016. There are currently 137 trained Rider Coaches that are Motorcycle Safety Foundation-certified and are approved to teach motorcycle training in Massachusetts.*
3. Improve training curricula
  - *MREP continued to research new curricula by reviewing the Motorcycle Safety Foundation's 2014 updated Basic Rider Course.*
4. Conduct media campaign to target impaired riders
  - *Due to a late start on the media contract with selected vendor, Argus, as well as legal concerns from RMV that delayed motorcycle media outreach further, HSD decided to table the motorcycle campaign until early spring 2017.*
5. Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement
  - *EOPSS/HSD distributed pocket guides and roll call videos, that were created in FFY 2013, to the MSP and municipal law enforcement agencies to help explain the importance of proper licensure and the requirements for various types of two and three-wheeled motorized vehicles in Massachusetts*
6. Conduct two DSGPO Mobilizations
  - *Local law enforcement and the MSP combined to conduct two DSGPO mobilizations in FFY 2016. One was conducted in December 2015 and another one was in August 2016.*



### ***Pedestrians and Bicyclists:***

1. Provide funds to local police departments for the Pedestrian and Bicycle Enforcement and Equipment grants
  - *EOPSS/HSD awarded 71 grants for Pedestrian and Bicycle Enforcement & Equipment in FFY 2015. The total value of grant funding was \$285,500. Over 4,000 hours of enforcement were conducted resulting in 8,289 stops (2.07 stops per hour) and 4,644 citations issued (1.78 citations per hour).*
2. Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates
  - *Through email and regular telephone communications, EOPSS/HSD made all partners and subgrantees aware of the "Moving Together" conference that took place in September 2016.*
3. Participate in Statewide Pedestrian and Bicycle Safety "Moving Together" Conference for over 200 attendees in FFY 2016
  - *EOPSS/HSD staff participated in the annual "Moving Together" conference that took place in November 2015.*
4. Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts
  - *Recipients of the Pedestrian and Bicycle Enforcement Grant utilized 'Crosswalk Patrols' to target motorists who fail to slow down or stop for pedestrians on crosswalks. Many grantees reported successful efforts at raising awareness among drivers to the dangers of speeding in areas of high pedestrian traffic. MassDOT developed and distributed a brochure on bicycle and pedestrian safety which was provided to local police departments.*

### **Performance Targets & Results for FFY 2015**

- **Decrease motorcycle fatalities 5% from 2009-2013 calendar base year average of 50 to 47 by December 31, 2016**
  - *Note: FFY 2016 HSP was submitted with motorcycle fatalities at 40 for 2013. The final FARS 2013 report had motorcycle fatalities at 42, which raised the five-year average from 50 to 51.*
  - *Five-year average (2011-2015) of motorcycle fatalities was 46. This represents a 10% decline from (2009-2013) calendar base year average of 51. Year-to-year fatalities decreased 2% from 47 in 2014 to 46 in 2015.*
- **Decrease unhelmeted motorcycle fatalities 10% from the 2009-2013 calendar base year average of 5 to 4 by December 31, 2016**

- Five-year average (2011-2015) was five, same as it was from 2009-2013. Year-to-year saw the number of unhelmeted fatalities increase from four in 2014 to seven in 2015.
- **Decrease the number of motorcycle fatalities where the motorcycle operator has a +0.08 BAC 8% from 2009-2013 calendar base year average of 13 to 12 by December 31, 2016**
  - Five-year (2010-2014) calendar base year average was 11, a 15% drop from 2009-2013.
- **Decrease pedestrian fatalities by 5% from the 2009-2013 calendar base year average of 67 to 64 by December 31, 2016**
  - *Note: FFY 2016 HSP was submitted with pedestrian fatalities at 68 for 2013. The final FARS 2013 report had pedestrian fatalities at 79, which raised the five-year average from 67 to 69.*
  - Five-year average (2011-2015) of pedestrian fatalities was 75. This represents an increase of 9% from 2009-2013. Year-to-year pedestrian fatalities declined 3% from 74 in 2014 to 72 in 2015.
- **Decrease bicycle fatalities by 10% from the 2009-2013 calendar base year average of 8 to 7 by December 31, 2016**
  - Five-year average (2011-2015) of bicyclist fatalities was nine. This represents a 13% increase from 2009-2013. Year-to-year bicycle fatalities rose slightly from 8 in 2014 to 9 in 2015.
- **Decrease number of young drivers (age 20 or under) involved in a fatal crashes 10% from 2009-2013 calendar base year average of 47 to 42 by December 31, 2016**
  - *Note: FFY 2016 HSP was submitted with young driver involvement at 33 for 2013. The final FARS 2013 report had young driver involvement at 37, which raised the five-year average from 47 to 48.*
  - Five-year average (2011-2015) of young drivers (age 20 or younger) involved in a fatal crash was 38, representing a 21% decline from 2009-2013. Year-to-year saw driver involvement increase 22% from 27 in 2013 to 33 in 2014.
- **Decrease young driver (age 20 or under) fatalities 15% from 13 in 2013 to 11 by December 31, 2016**
  - Young driver fatalities increased 23% from 13 in 2013 to 16 in 2015. Year-to-year saw young driver fatalities rise 33% from 12 in 2014 to 16.
- **Decrease fatal crashes involving an older driver (age 65+) by 5% from 2008-2012 calendar base year average of 59 to 56 by December 31, 2015**
  - *Note: Updated FARS reported fatal crashes involving an older driver for 2012 to be 78, increasing five-year average for 2008-2012 from 59 to 62.*

→ Five-year (2009-2013) calendar base year average was 66, a 6% rise from 62 for 2008-2012.

## **Program Area Project Summaries**

### **MC-16-01 Motorcycle Safety Program Enhancements**

EOPSS/HSD and the RMV decided that it would be best to carry forward FFY 2016 funding to provide a more enhanced motorcycle safety program for FFY 2017. Funds will be provided to the RMV/MREP to enhance motorist awareness, improve motorcycle training curricula, and improve the delivery of motorcycle training in Massachusetts.

*Total funding allotted:* \$229,498.68      *Total used:* \$19,644.03      *Source:* 405d, 405f, 2010

### **MC-16-02 Motorcycle Media Program**

Our Motorcycle Media Program was a casualty of the late start date of our media contract. The media contractor bidding and award process substantially cut into our strategic planning and concept development timeline. With the media contract starting in mid-March, we prioritized paid and earned media development for the April and May enforcement mobilizations. When we eventually developed a strategy for promoting motorcycle safety, we were met with legal concerns from the RMV which took until late summer to resolve. Given we were beyond peak riding season, we decided to delay our campaign until early spring of 2017.

*Total funding allotted:* \$80,000      *Total used:* \$0      *Source:* 410

### **MC-16-03 Program Management**

Funding provided to allow HSD staff to conduct motorcycle-related programming as well as cover travel and miscellaneous expenses.

*Total funding allotted:* \$46,500      *Total used:* \$41,711.25      *Source:* 402

[Note - Amendment #14- Had requested approval to add \$105,000 from M3DA-2016-TR-00-00 to MC-16-03 (\$5,000), PS-16-03 (\$60,000), TR-16-21 (\$5,000) and DD-16-05 (\$35,000) to cover salary costs in those program areas.]

### **PS-16-01 Pedestrian and Bicycle Media**

This task and its associated expenditures are covered in the "Paid and Earned Media" section located on page 55. Funding was provided to EOPSS/HSD's media vendor, Argus, to develop and market the pedestrian and bicycle media campaign, "Life is worth a second look." Earned

and paid media were coordinated with local advocacy groups and the City of Boston Transportation Department.

Total funding allotted: \$350,000

Total used: \$120,513.71

Source: 402

### PS-16-02 Pedestrian and Bicycle Enforcement and Equipment Program

Awarded grants ranging from \$3,000 - \$7,500 to 70 municipal law enforcement agencies to help conduct enforcement and education aimed at reducing incidence of pedestrian, bicycle, and moped-type injuries and fatalities. Nearly \$16,000 in allowable equipment was purchased by police departments such as retro-reflective signage, crosswalk cones, and pedestrian breakaway signs.

**Table 8: Results from FFY 2016 Pedestrian & Bicycle Enforcement Grant**

	2016	2015	Change
<b>Total Grantees</b>	71	70	1.43%
<b>Total Hours of Enforcement</b>	4,004	3,925	2%
<b>Total Number of Stops</b>	8,289	8,733	-5.1%
<b>Total Citations</b>	4,644	5,875	-21%
<b>Total Violations</b>	4,705	4,147	13.5%
<b>Total Arrests</b>	75	105	-29%
<b>Stops Per Hour</b>	2.07	2.22	-6.8%
<b>Citations Per Hour</b>	1.16	1.50	-23%

Despite an increase in grantees for FFY 2016, the Pedestrian and Bicycle Enforcement Grant only saw modest increases in total hours of enforcement (up 2%) and total violations issued (up 13.5%) but declined in all other areas of data measurement compared to FFY 2015. The lack of overall performance can be attributed to two factors: (1) grant funding distributed much later in the year than in previous years; and (2) the lack of grantee participation.

For FFY 2016, funds weren't available for the Pedestrian Grant until December 2015. Most grantees did not start enforcement activity until January or February due to this delay. As for the lack of participation, during FFY 2016, seven grantees failed to spend any funding - even after numerous entreaties to conduct enforcement - and 14 departments spent less than 60% of their allotted award. Less spending means less enforcement hours.

On the bright side, 14 departments utilized 100% of their funding and over 40 departments spent 80% or more of their award. Furthermore, the decrease in stops and citations may be a reflection of how much more aware drivers, bicyclist, and pedestrians are about the rules of the roadways than a lack of effort by grantees.

Total funding allotted: \$285,500      Total used: \$218,063.88      Source: 402

**PS-16-03      Program Management**

Funding provided to support HSD staff in oversight and conduct of pedestrian- and bicycle-related programming as well as any travel and miscellaneous expenses.

Total funding allotted: \$112,506      Total used: \$86,599.77      Source: 402

**High-Risk Transportation System User (PS & MC)  
Expenditures Summary**

Task	Source	Expenses
MC-16-01	405d	\$0
	405f	\$15,844.03
	2010	\$3,800.00
MC-16-02	410	\$0
MC-16-03	402	\$41,711.25

**Total      \$      61,355.28**

Task	Source	Expenses
PS-16-01	402	\$120,513.71
PS-16-02	402	\$218,063.88
PS-16-03	402	\$86,599.77

**Total      \$      425,177.36**

# Traffic Records

## Problem Identification

EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has increased substantially since the creation of the Federal Section 408 grant program in 2006, which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems and inadequate data submission requirements and capabilities. However, the development of the Massachusetts Traffic Records Analysis Center MassTRAC and MassDOT's Crash Portal has improved access to data.

The largest EOPSS/HSD Traffic Records project is the Motor Vehicle Automated Citation and Crash System (MACCS). The overall goal of the MACCS project is to automate the collection and dissemination of motor vehicle citation and crash report information to improve the quality and timeliness of reporting in the Commonwealth. Improving data quality and the timeliness of reporting also will greatly impact users of motor vehicle incident data, including but not limited to, members of the Massachusetts Traffic Records Coordinating Committee (TRCC), the EOPSS/HSD, the MassDOT Highway Division, DPH, and NHTSA; as well as strategic planning efforts, such as future Highway Safety Plans and the Strategic Highway Safety Plan.

As required by NHTSA's Traffic Record grant program, Massachusetts has an active TRCC. The TRCC is a statewide stakeholder forum created to facilitate the planning, coordination and implementation of projects to improve traffic records systems. The Massachusetts TRCC is a partnership of representatives from the transportation, law enforcement, criminal justice, and health professions. As such, the TRCC is the body responsible for improving the performance and quality of the data, which is used to support highway safety analyses and countermeasure selection. The Commonwealth's TRCC is comprised of two tiers: a working-level TRCC and the Massachusetts Executive-Level TRCC (METRCC). Together, the two tiers are responsible for developing, maintaining, and tracking accomplishments related to the Strategic Plan for Traffic Records Improvement. The METRCC and the TRCC's FFY 2016 Traffic Records application and Strategic Plan for Traffic Records Improvements, submitted to NHTSA in 2015, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made on Traffic Records projects and detailed how potential FFY 2016 funds would be utilized for proposed projects prioritized by the METRCC. Massachusetts also incorporated the recommendations from the FFY 2014 Traffic Records Assessment and provided an update on the progress made on each of the recommendations.

The overarching goal of traffic records and the TRCC is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and

analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

## **Objectives for FFY 2016 & Results**

1. Enhance the workings of the METRCC and TRCC.
  - *Both the TRCC and the METRCC convened once in FFY 2016 to discuss traffic records issues.*
2. Ensure ongoing implementation of the 2015 Strategic Plan for Traffic Records Improvements.
  - *The Strategic Plan for Traffic Records Improvements was updated in June 2016 and approved by the METRCC and TRCC.*
3. Expand access to and use of local, state, and Federal traffic records data and analyses.
  - *EOPSS/HSD provided additional training on the Massachusetts Traffic Records Analysis Center (MassTRAC) for law enforcement. MassTRAC contains information about how to access traffic records data for analysis purposes. EOPSS/HSD will continue to promote MassTRAC to traffic safety stakeholders throughout the Commonwealth. In FFY 2016, MassDOT also expanded access to their crash data portal.*
4. Enhance the activities of the TRCC subcommittees.
  - *The TRCC established a sub-committee to help enhance the data for the update of the MassDOT Strategic Highway Safety Plan. Additional groups were formed to assist recipients of traffic records funding.*
5. Fund and monitor the TRCC's 408/405 C-funded
  - *The FFY 2016 application was submitted and approved by NHTSA. Project monitoring was conducted in FFY 2016 and will continue into FFY 2017.*
6. Submit on behalf of the METRCC and TRCC a Massachusetts Strategic Plan for Traffic Records Update
  - *The Strategic Plan for Traffic Records Improvements was updated in June 2016, approved by the METRCC and TRCC and submitted to NHTSA.*
7. Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse.

→ EOPSS/HSD continues to promote MassTRAC to traffic safety stakeholders and asks for suggestions on possible improvements or enhancements.

## **Performance Targets & Results for FFY 2016**

- **Improve the integration of traffic records systems by increasing the number of linked crash reports to hospital inpatient records by 10% from 91,000 in 2007 to 100,100 by September 2015**
  - UMassSAFE is still in the process of accessing health data. Previous attempts to access the data through the Center for Health Information & Analysis (CHIA) were unsuccessful. UMassSAFE is now working with the Department of Public Health (DPH) to collaborate and has begun reaching out to individual hospitals to test the linkage process. Data on linked crash reports is expected to be available in early 2017.
  
- **Increase by 10% the number of agencies able to access MassTRAC from 153 in April 2015 to 168 in April 2016**
  - The number of agencies able to access MassTRAC has increased from 153 in April 2015 to over 170 agencies in September 2016.
  
- **Improve the timeliness of crash data by decreasing the average number of days from crash incident to receipt of crash report by the RMV from 56.14 days in 2013 to fewer than 50 days in 2015**
  - For 2014 crash data, the average number of days was 41 and approximately 56% of the crash reports were received within 30 days. The RMV is also in the process of creating timeliness and completeness reports for law enforcement. This work would enable the RMV to produce routine reports sorted by each law enforcement agency's crash data submission dates to indicate the timeliness with which every department submits its crash reports. This will allow departments to compare their timeliness measure with other law enforcement agencies across the state and will also be shared with the TRCC.
  
- **Improve the completeness of the Massachusetts EMS injury database, the Massachusetts Ambulance Trip Record Information System (MATRIS), by increasing the validation score from 83.64 in March 2015 to 85 in March 2016**
  - As of June 2016, the average score for the last 90 days system-wide is 87.



## **Program Area Project Summaries**

### **TR-16-01      MassTRAC**

MassTRAC is a web-based solution for crash records analysis, mapping, and reporting. This online tool helps EOPSS/HSD meet federal reporting requirements and supports safety planning processes across the Commonwealth. The online product provides quick access for users to crash data, tabulations, and counts of crashes, vehicles, drivers, passengers, and non-motorists. Funding was not used for this task in FFY 2016, but it will be carried forward to FFY 2017 to upload calendar year 2015 crash data and citation data.

*Total funding allotted:* \$50,000

*Total used:* \$ 0

*Source:* 402

### **TR-16-02      Statewide DDACTS Training**

EOPSS/HSD staff worked with the International Association of Directors of Law Enforcement Standards and Training (IADLEST) to facilitate two training workshops. One was held in Taunton, MA September 12-14, 2016 and one in Plymouth, MA November 30-December 2, 2016. Forty-seven officers from sixteen law enforcement agencies participated in the trainings. Federal funding was not used for this task in 2016. Original funding was allocated to MPTC to conduct training classes and hire a part-time DDACTS Coordinator. Unfortunately, the coordinator and MPTC parted ways prior to any classes being scheduled. MPTC decided to discontinue with DDACTS for FFY 2016 in order to focus on higher priority projects. Unspent funding will be carried forward to FFY 2017 to coordinate additional workshops. To date, 50 local law enforcement agencies and the Massachusetts State Police have attended a DDACTS workshop.

*Total funding allotted:* \$60,000

*Total used:* \$ 9,478.54

*Source:* 402

### **TR-16-03      FARS**

Funding was provided to the RMV to support a FARS Analyst, who is responsible for collecting data concerning traffic-related fatalities and developing a database sufficient to meet federal requirements. Data collected on traffic-related fatalities were sent to NHTSA to be included in the national FARS (<http://www-fars.nhtsa.dot.gov>) database.

*Total funding allotted:* \$78,000

*Total used:* \$ 44,954.10

*Source:* FARS Cooperative

### **TR-16-04      Motor Vehicle Automated Citation and Crash System (MACCS)**

Funding was provided to EOPSS Program Management Office to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The project's main goal is to improve the quality of data being collected at the point of capture as well as to improve officer safety by reducing roadside exposure time. Funding was also used to develop the Public Safety Data Analytics Platform

and Tool (ADAPT). The tool will support data-driven public safety policies, such as DDACTS. The tool allows for co-presentation and visualization of different public safety data sets. Once MACCS is deployed in the field statewide, as crash (and eventually citation) data is entered into MACCS, it will be stored in a data warehouse and immediately available to ADAPT for analysis. This will allow for more real-time insight on existing problems. Funding will be carried forward into FFY 2017 to continue this project.

*Total funding allotted:* \$1,750,000      *Total used:* \$228,363.91      *Source:* 402

#### **TR-16-05      Scanning Solution for Police Crash Reports**

Funding was provided to RMV to purchase software and hardware to scan crash reports received in paper form and link those reports to corresponding crash files that were entered manually into the Crash Data System. This project allows traffic safety stakeholders to access the entire crash report and, in cases where the report was a paper submission, they also will be able to access the now linked narrative and diagram. The user will be able to view and print these documents, which will be in the form of a PDF file. This project will continue into FFY 2017. By having scanned paper reports available, MassDOT was able to increase the percentage of year 2014 crashes that were able to be geocoded. As of June 2016, 2014 data indicate that 96% of crashes were able to be geocoded to a point; no change from 96% for year 2013 data.

*Total funding allotted:* \$105,000      *Total used:* \$0      *Source:* 405c

#### **TR-16-06      E-Submission Project**

The e-Submission project has been put on hold because of other priorities within the RMV. Funding will be carried forward into FFY 2017.

*Total funding allotted:* \$68,351.46      *Total used:* \$0      *Source:* 408

#### **TR-16-07      Investigation of Improved Linkage Strategy towards the Development of a Central and Uniformed Crash Analysis Database**

Funding was provided UMassSAFE to investigate improved data linkage processes and strategies for linking highway safety data - crash, roadway inventory, citation, driver history, emergency room, hospital and emergency medical services data. UMassSAFE is still in the process of accessing health data. Previous attempts to access the data through the Center for Health Information & Analysis (CHIA) were unsuccessful. UMassSAFE is now working with the Department of Public Health (DPH) to collaborate and has begun reaching out to individual hospitals to test the linkage process. The data should be available in early 2017. Funds will be carried forward to FFY 2017.

*Total funding allotted:* \$124,209      *Total used:* \$7,136.79      *Source:* 405c

**TR-16-08 MSP Traffic Crash Quality Assurance Project**

Funding was provided to the MSP to examine the business process of crash data from investigation through submission to the RMV to determine data collection, processing and dissemination challenges. Funding has been used to create monthly reports to provide crash data to the Division of Field Services. Supervisors are also able to receive quality control reports and address any issues directly. Funding will also be carried forward into FFY 2017 to complete additional data improvements before the implementation of a new records management system, which will be in about three years.

*Total funding allotted:* \$135,000      *Total used:* \$ 24,402.36      *Source:* 405c

**TR-16-09 Crash Data System Stakeholder Data Improvement Project**

This project was put on hold due to other priorities within the RMV, but funding will be provided in FFY 2017 to help the RMV incorporate its Crash Data System (CDS) into the new mainframe database currently under development.

*Total funding allotted:* \$168,907      *Total used:* \$ 0      *Source:* 405c

**TR-16-10 Boston EMS Cyclist, Pedestrian & Vehicular Incident Information System Enhancement**

Funding was provided to Boston Emergency Medical Services/Boston Public Health Commission to make further enhancements to Boston's motor vehicle, bike and pedestrian crash information system to improve EMS analysis and allow for more complex analyses of roadway incidents. Boston EMS was awarded the project in July 2016 after approval from the Executive TRCC. Due to the lateness of the award, funding will carryforward to FFY 2017 as the project was officially under contract in late October 2016.

*Total funding allotted:* \$275,003      *Total used:* \$ 12,881.45      *Source:* 405c

**TR-16-11 Comprehensive Analysis of Accuracy and Completeness of the Crash Data File**

Funding was provided to the Center for Leadership in Public Service of Fisher College to evaluate the RMV crash data file and propose crash system improvements. The project has led to the development and implementation of appropriate crash file quality control measures based upon the Crash Data Improvement Program (CDIP) conducted in September 2013 and the 2014 Traffic Records Assessment. Fisher College has been working to develop and implement a crash field quality management program based on Total Quality Management (TQM) principles. Funding will be carried forward into FFY 2017 to continue this project.

*Total funding allotted:* \$259,500      *Total used:* \$ 42,594.64      *Source:* 405c

**TR-16-12      MATRIS and Trauma Registry Data Accuracy, Completeness, Uniformity, and Accessibility**

Funding was provided to Office of Emergency Medical Services of DPH to improve submission of data to the NEMSIS Technical Assistance Center repository. The project included quality assurance validation of the MATRIS data, accessibility of reports to stakeholders, and leveraging of the data for use by other traffic safety stakeholders. This project led to the validation of the State Trauma Registry data and development and dissemination of reports from the system. Funding will be carried forward into FFY 2017 to continue this project and to assist DPH as they transition to NEMSIS version 3.

*Total funding allotted:* \$355,000      *Total used:* \$189,395.50      *Source:* 405c

**TR-16-13      Crash Data Audit – An Investigation of Police Crash Reports to Establish and Assess Current Obstacles and Future Performance Measures & Monitoring**

Funding provided to UMassSAFE to conduct a quality control review via a crash data audit by investigating police crash reports and establishing current obstacles, future performance measures, and monitoring criteria. Funding will be carried forward into FFY 2017 to continue this project. UMass is in the process of putting together a panel of experts to perform a manual review of each crash report in the sample.

*Total funding allotted:* \$123,648      *Total used:* \$43,648.33      *Source:* 405c

**TR-16-14      Crash Reporting Training and Technical Assistance for Law Enforcement Agencies**

Funding was provided to Fisher College, in partnership with the Massachusetts Association of Crime Analysts (MACA), to provide technical assistance to local law enforcement agencies throughout the Commonwealth on submitting crash data to RMV. Fisher College and MACA facilitated a workshop with potential trainers to assist with this project. Federal funding was not used in FFY 2015 or 2016, but funds will be carried forward into FFY 2017 to continue this project.

*Total funding allotted:* \$81,273      *Total used:* \$ 0      *Source:* 405c

**TR-16-15      Massachusetts Revised Crash Report Form E-Manual and Evaluation**

The project was delayed and started late in FFY 2016. Funds will carryforward to continue with the project in FFY 2017. Funding will be provided to UMassSAFE for two tasks: (1) develop the Massachusetts e-manual for crash reporting information and (2) evaluate of revised Massachusetts crash report fields. The intent of Task one is to improve the efficiency, accuracy, and completeness of the Massachusetts crash reporting process. UMassSafe will develop a web based, interactive crash report manual that would function like a toolkit with tabs for different

information and links for further information. Task two will examine all fields affected by the changes, to look for problematic patterns existing at both the department and vendor levels.

*Total funding allotted:* \$118,019      *Total used:* \$ 2,070.78      *Source:* 405c

**TR-16-16      Trauma Registry Vendor and Database Hosting Upgrades**

This project was delayed and will be conducted in FFY 2017. Funding will be provided to DPH to enhance the current processing workflow (upload, edit, process, and report back to the hospitals) for its Trauma Registry. These changes require a specific product built for trauma data that would be maintained to include all the national standards updates and quality improvement initiatives that could be used by the customer. Mass IT will be responsible for hosting the application and database for the Bureau of Health Care Safety and Quality. The hosting services will be for the full Trauma Registry Database that may hold the data from 2008 - 2015 and 2015 - onward with the greatest change being the ICD - 9 - CM and ICD - 10 - CM diagnostic codes. The database will need to meet the Mass IT compliance requirements to reside in the host site.

*Total funding allotted:* \$60,000      *Total used:* \$ 0      *Source:* 405c

**TR-16-17      Boston Cyclist, Pedestrian and Vehicular Incident Information System Enhancement**

Funding provided to Boston EMS to expand upon their current project (TR-16-10). This phase focused on reducing roadway incidents through pre-billed data analysis/reporting and collaboration with key stakeholders. Funding was used to develop forward-facing maps and reports on Boston EMS' website that will serve as a resource for the community. Funds will carryforward into FFY 2017.

*Total funding allotted:* \$150,000      *Total used:* \$0      *Source:* 405c

**TR-16-18      Analyze and Evaluate the Accuracy of Data in MassDOT's Crash Data System**

Funding provided to the Central Transportation Planning Staff (CTPS) to determine the accuracy of geography, correctness/completeness of coding, and consistency of signal values in the traffic-control data element of RMV's crash data system. The first GIS database of traffic signals not controlled by MassDOT's Highway Division was produced. Contract was effective as of September 16, 2016 and funds will carryforward into FFY 2017 to continue the project.

*Total funding allotted:* \$90,000      *Total used:* \$521.71      *Source:* 405c

**TR-16-19 Data Quality Review of Crash Reports Accepted with Warning and Technical Assistance to Police Departments to Improve Completeness and Reduce Errors**

Funding provided to allow RMV to work with UMassSAFE to develop and implement processes for reviewing crash reports that have been ‘accepted with warning’ by the RMV. Also, funding allow RMV to work with local police departments in an effort to improve the completeness of submitted crash reports. Funds to carryforward into FFY 2017 to support the project, which was delayed in FFY 2016 due to funding priorities by RMV.

*Total funding allotted:* \$196,802.46                      *Total used:* \$0                      *Source:* 408

[Note - Amendment #8 - use \$196,802.46 of unanticipated Section 408 carry forward funding for TR-16-19. Source of funding is now 408 instead of 405c.]

**TR-16-20 Data Uniformity, Accuracy, Completeness and Timeliness**

Funding provided to DPH to make improvements to MATRIS and the Trauma Registry through upgrades in software and server hardware. Funding won’t be spent until after July 1, 2017.

*Total funding allotted:* \$180,000                      *Total used:* \$0                      *Source:* 405c

**TR-16-21 Program Management**

Funding provided to allow HSD staff to conduct traffic-related programming as well as cover travel and miscellaneous expenses.

*Total funding allotted:* \$93,427                      *Total used:* \$72,954.25                      *Source:* 402

**TR-16-22 Evaluation of Fatal and Injury Data**

Funding provided to [insert selected vendor] to develop a report analyzing fatality and injury data throughout the Commonwealth. Funds will carryover to be spent in FFY 2017. This project is listed as TR-17-20 in the FFY 2017 HSP.

*Total funding allotted:* \$100,000                      *Total used:* \$0                      *Source:* 402

## TR-16 Expenditure Summary

Task	Source	Expenses
TR-16-01	402	\$0
TR-16-02	402	\$9,478.54
TR-16-03	FARS Coop	\$44,954.10
TR-16-04	402	\$228,363.91
TR-16-05	405c	\$0
TR-16-06	408	\$0
TR-16-07	405c	\$7,136.79
TR-16-08	405c	\$24,402.36
TR-16-09	405c	\$0
TR-16-10	405c	\$12,881.45
TR-16-11	405c	\$42,594.64
TR-16-12	405c	\$189,395.50
TR-16-13	405c	\$43,648.33
TR-16-14	405c	\$0
TR-16-15	405c	\$2,070.78
TR-16-16	405c	\$0
TR-16-17	405c	\$0
TR-16-18	405c	\$521.71
TR-16-19	408	\$0
TR-16-20	405c	\$0
TR-16-21	402	\$72,954.25
TR-16-22	402	\$0

**Total    \$            678,402.36**

# Police Traffic Services and Support

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

## Program Area Project Summary - Police Traffic Services

### **PT-16-01      Municipal Police Training**

Funding was provided to the MPTC to conduct training classes for municipal police departments to improve enforcement of traffic safety laws. During FFY 2016, MPTC conducted 33 classes across the Commonwealth on various Police Traffic Services topics. MPTC held two week-long Basic Crash Investigation classes; three week-long Advanced Traffic Crash Investigation classes; two week-long Crash Reconstruction classes; two one-day Crash Investigation Refresher; and two Nighttime Crash Investigation classes. There were also 22 Radar, LiDAR, and Speed Measurement classes offered. A total of 254 law enforcement officers attended the classes, which were offered at the Bolyston, Reading, and Natick training facilities.

*Total funding allotted:* \$166,901.96      *Total used:* \$103,767.54      *Source:* 402, 1906 RP

### **PT-16-02      Law Enforcement Liaison (LEL)**

Funding for this project was deferred to FFY 2017 under PT-17-02. MPTC did not have staffing availability to handle hiring of part-time LELs during FFY 2016.

*Total funding allotted:* \$200,000      *Total used:* \$ 0      *Source:* 402

### **PT-16-03      MDAA/TSRP**

Funding was provided to the MDAA for a full time TSRP. The MDAA hosted or participated in the following trainings: Understanding Field Sobriety Testing; Passing and Ignition Interlock Law; Medical Marijuana; Marijuana During Motor Vehicle Stops: Detection, Investigation and Prosecution, File Organization and Case Preparation, Direct Examination, Cross Examination; Turning the Sword Into the Shield: Using the NHTSA Manual to Cross Examine the Defense Expert; The Seven Deadly Impaired Drivers; SFST Updates and Revisions; Chapter 90,s.24N License Suspensions; Distracted Driving; the Draegar 9510 Instrument; Introducing a Breath Test Result; The Law Governing Sobriety Checkpoints; The Mechanics of Planning and Executing a Checkpoint; Motor Vehicle Case Law Summary; Use of the DRE at Trial; Defending a Blood Test Result; Synthetic Marijuana; SFST in Massachusetts; From Crash to Courtroom:



Crash Reconstruction, OUI Training Advocacy and Cops in Court. A total of 1,768 police, prosecutors, law students, the judiciary and members of other law enforcement agencies, both locally and nationally, were trained by the TSRP in FY16. The TSRP updated the *Massachusetts OUI Manual for Prosecutors*, wrote 15 motor vehicle related case summaries and 4 legal updates and, responded to 437 calls for technical assistance from other prosecutors, law enforcement, and other agencies this year.

*Total funding allotted:* \$175,000      *Total used:* \$154,150.78      *Source:* 402, 405d

#### **PT-16-04      Training for Campus Law Enforcement**

Funding for this project was deferred from FFY 2015 under PT-15-04. This project was not pursued during FFY 2016 because of low level of prioritization of the project compared to other law enforcement-related projects in the HSP.

*Total funding allotted:* \$25,000      *Total used:* \$ 0      *Source:* 402

#### **PT-16-05      MSP LEL**

Funding was provided to MSP for training and travel-related expenses for the Law Enforcement Liaison to attend meetings, trainings and national conferences. Benefits derived from attendance at these different venues included building strong networks with peers on vital traffic safety topics such as safety belts, distracted and drugged driving, OUI and speed enforcement. The LEL attended the International Association of Chiefs of Police (IACP) conference in Chicago as well as the NHTSA Region 1 Seatbelt Summit held in Connecticut.

*Total funding allotted:* \$5,000      *Total used:* \$2,084.33      *Source:* 402

#### **PT-16-06      Program Management**

Funding was provided to allow HSD staff to conduct police traffic services programming described in this plan as well as cover travel, professional development expenses, conference fees and miscellaneous costs.

*Total funding allotted:* \$64,461      *Total used:* \$42,755.81      *Source:* 402

#### **PT-16-07      MSP ALPR Trailer**

Funding was provided to MSP for the purchase of one Automated License Plate Recognition system enclosed within a message board. This equipment provides valuable highway traffic safety functions such as speed measurement and acts as a high-visibility deterrent for other dangerous driving behaviors. In addition, the ALPR captures data from a vehicle's license plate that may be useful for other traffic and law enforcement purposes.

*Total funding allotted:* \$50,000      *Total used:* \$41,914.60      *Source:* 402

**PT-16-08      MSP SFST Training**

Funding was provided to MSP for conducting a Standardized Sobriety Field Testing (SFST) instructor training class from July 25-29, 2016 for 8 members of the MSP. This program helped to increase the number of certified instructors needed to adequately maintain the proper level of instruction in SFST for MSP staff, new recruit classes and local law enforcement.

*Total funding allotted:* \$15,000      *Total used:* \$5,389.29      *Source:* 405d

**PT-16-09      MSP Speed Measurement Training**

The MSP were unable to conduct a Speed Measurement Training class due to contracting issues and other timing considerations. One of the core missions of the MSP is to ensure motorist safety utilizing vigorous speed enforcement as a tool to reducing crashes and fatalities. The MSP look forward to conducting a speed measurement training class in FFY 2017 as certified instructors are vital in providing the proper level of training to new recruits and other members of MSP in the use of speed measurement equipment.

*Total funding allotted:* \$18,000      *Total used:* \$0      *Source:* 402

**Program Area Project Summary - Planning & Administration**

**PA-15-01      Administration of Statewide Traffic Safety Program**

Funding was provided to allow support staff to implement, monitor, and evaluate programs and projects detailed in the FFY 2016 HSP. Funding also allowed staff to produce the FFY 2015 Annual Report and FFY 2017 HSP among other things.

*Total funding allotted:* \$300,000      *Total used:* \$261,445.43      *Source:* 402

**PA-15-02      Americans with Disabilities Act (ADA) Compliance Services**

Funds used to provide Communication Realtime Access Translation (CART) services on three occasions during the FFY 2016 to assist hearing-impaired EOPSS/HSD employee, including the interview process for hiring the most recent Program Coordinator II.

*Total funding allotted:* \$28,000      *Total used:* \$ 1,606.77      *Source:* 402

## PT-16 Expenditure Summary

Task	Source	Expenses
PT-16-01	402	\$98,609.31
	1906 RP	\$5,158.23
PT-16-02	402	\$0
PT-16-03	402	\$35,635.92
	405d	\$118,514.86
PT-16-04	402	\$0
PT-16-05	402	\$2,084.33
PT-16-06	402	\$42,755.81
PT-16-07	402	\$41,914.60
PT-16-08	405d	\$5,389.29
PT-16-09	402	\$0

**Total**    \$        350,062.35

## PA-16 Expenditure Summary

Task	Source	Expenses
PA-16-01	402	\$261,445.43
PA-16-02	402	\$1,606.77
	2011	\$0

**Total**    \$        263,052.20

# Paid and Earned Media

During FFY 2016, EOPSS/HSD used paid and earned media to disseminate information on a wide array of program areas, including occupant protection, distracted driving, impaired driving and riding, teen driving, speeding, and pedestrian and bicycle safety. EOPSS/HSD was assisted by paid media contractor, Argus. Argus was selected via competitive bid, a prolonged process that delayed the start of the media contract until March 2016. The objectives stated below were included in the FFY 2016 HSP and the results are detailed in the Media Summary and tables below. In addition to Argus' work, EOPSS/HSD utilizes its Facebook and Twitter accounts, as well as an ongoing partnership with MassDOT's Office of Outdoor Advertising, to further traffic safety awareness efforts.

## Objectives for FFY 2016 & Results

1. Fund paid and earned media regarding the dangers of impaired driving
  - Campaigns included: "100 Deadliest Day" for teen drivers, the Labor Day Drive Sober or Get Pulled Over (DSOGPO) Mobilization, and the "What's Your Plan" summer impaired driving campaign
2. Fund paid and earned media regarding the dangers of driving unbelted
  - Campaigns included: CIOT's "Use Your Head - Buckle Up" and "100 Deadliest Days" for teen drivers
3. Urge the media to report occupant restraint use when reporting on crashes
  - Through email and telephone communications with media contacts, EOPSS/HSD stakeholders urged media members to promote the importance of reporting occupant restraint use when covering fatal crashes throughout the Commonwealth
4. Conduct media campaign to target impaired riders
  - Campaigns included: "Ride Sober or Don't Ride" and STEP's "Out In Force".
5. Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts
  - Campaigns included: "Look for Life, in Every Sign"
6. Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving
  - Campaigns included: April's Distracted Driving Mobilization, "100 Deadliest Days" for teen drivers, and work zone safety awareness efforts

## **Media Summary**

### ***Distracted Driving Mobilization***

Argus launched an aggressive earned media campaign for the April Distracted Driving Mobilization. A statewide press release and press releases for participating departments were disseminated in the days leading up to the enforcement period. Argus further pitched “U Drive. U Text. U Pay.” by coordinating press coverage of local and state police, including ride-alongs and enforcement demonstrations. The campaign culminated with a front-page story on the Boston Globe, and also saw TV stories on 5 stations and a slew of online articles.

### ***Click It or Ticket Mobilization***

The May 2016 seatbelt awareness campaign targeted the lowest use populations from our 2015 observational seatbelt study: men age 18-34, pickup and commercial truck drivers, and Hispanic and African-American males. Both earned and paid media efforts honed in on these market segments, as well as counties with the lowest belt usage and highest unrestrained fatality rates.

Argus announced both the awareness campaign and the enforcement mobilization with the launch of a statewide press release, which led to 4 TV stories and was picked up by the Associated Press. For paid media, Argus produced two 30-second video PSAs- one in English and one in Spanish- and one 15-second English PSA as well as radio ads, digital ads, and print ads. The buy featured over 1,500 TV spots, 294 radio spots (traffic report sponsorships), video ads at 67 gas stations across the state, digital ads online and on social media, and a partnership with Fenway Park that included restroom ads, jumbotron messaging, and PA announcements. In total, our campaign generated over 9.5 million impressions for our target audiences and beyond.



[30 second English Seatbelt PSA](#)

[30 second Spanish Seatbelt PSA](#)

[15 second English Seatbelt PSA](#)

## 100 Deadliest Days

EOPSS/HSD launched a teen driver safety campaign in May to promote the “100 Deadliest Days,” the period between Memorial and Labor Day when teen traffic fatalities dramatically increase. With an eye towards impaired, distracted, and drowsy driving, seatbelt usage, and JOL laws, EOPSS/HSD worked with Argus and the Governor’s Office to produce two PSAs educating parents on how to keep their teen drivers safe during the dangerous summer months. The PSAs were promoted across various state agencies social media pages and played for free on FOX-25 and WBZ-4 throughout the summer.



To further promote the PSA as well as summer traffic safety tips, EOPSS/HSD circulated a press release and hosted a press conference at UMass Memorial Medical Center on June 28<sup>th</sup>. Speakers included Lt. Governor Karyn Polito, NHTSA Region I Administrator Arthur Kinsman, and Dr. Michael Hirsch, a pediatric trauma surgeon. Visuals included the State Police BAT Mobile, rollover simulator, and a teen distracted driving simulator. The press release was picked up by the AP, which when combined with the press conference, yielded 3 TV stories and 13 print and online stories.

[100 DD-30 second PSA](#)

[100 DD-Longer PSA](#)





## *Bicycle and Pedestrian Safety*

Our bicycle and pedestrian safety media campaign ran June-July 2016 and featured English and Spanish out-of-home and transit advertising in the cities with the highest pedestrian fatality rates: Boston, Worcester, and Springfield. The concept was drafted by Argus and fine-tuned with feedback from the City of Boston's Transportation Department and local advocacy groups, like Walk Boston and MassBike. "Life is worth a second look" promoted caution and understanding among all road users. Ads were featured on sidewalk decals and recycling kiosks in high traffic locations in Boston, and on bus tails in Boston, Springfield, Worcester, New Bedford, and Fall River. 315 radio ads in the form of traffic sponsorships rounded out the media buy which in total garnered nearly 20 million impressions.



## *Impaired Driving*

EOPSS/HSD launched two impaired driving campaigns in the summer of 2016. The first was a drunk and drugged awareness campaign where the messaging and art direction focused on making the right choice and promoting safe alternatives for getting home. Through a collaborate effort with MBTA, Lyft, and Uber, Argus developed signage for display at Fenway Park and minor league baseball stadiums, a 15 second online video pre-roll ad, radio ad scripts, and TV live reads. The campaign targeted adults 25-54 and generated 12.7 million gross impressions.

### [Drunk+Drugged-15 second pre-roll](#)



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

The primary audience of the August-September 2016 DSOGPO media campaign was men 18-34 with a secondary target of Hispanic men 18-34. Argus produced two 30-second PSAs – in English and Spanish – and one 15-second PSA as well as print and digital ads, and radio scripts. The paid media buy gained 10.5 million gross impressions through 1,236 TV spots, 155 radio ads, online pre-roll video and banner ads, video and signage at Fenway Park, and gas pump video ads at 67 stations across the state.

EOPSS/HSD also used DSOGPO to promote work zone safety in light of a spike in work zone crashes involving impaired drivers on Massachusetts roadways. In collaboration with MassDOT, as well as local and state police, we conducted a press conference on August 9<sup>th</sup> at the State Police Weston Barracks to announce the start of the DSOGPO mobilization as well as plans to increase enforcement of impaired, speeding, and distracted driving laws in work zones. Argus also circulated a press release and scheduled media ride-alongs with local police departments during the enforcement period. These earned media efforts yielded 4 TV stories and 20 print and online stories.

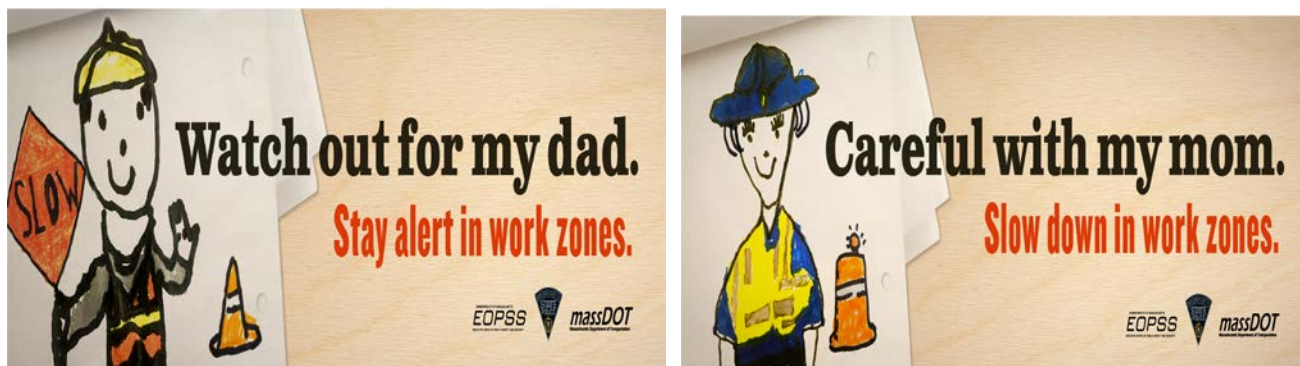


- [DSOGPO-30 second English PSA](#)
- [DSOGPO-30 second Spanish PSA](#)
- [DSOGPO-15 second English PSA](#)



### *Speeding and Distracted Driving in Work Zones*

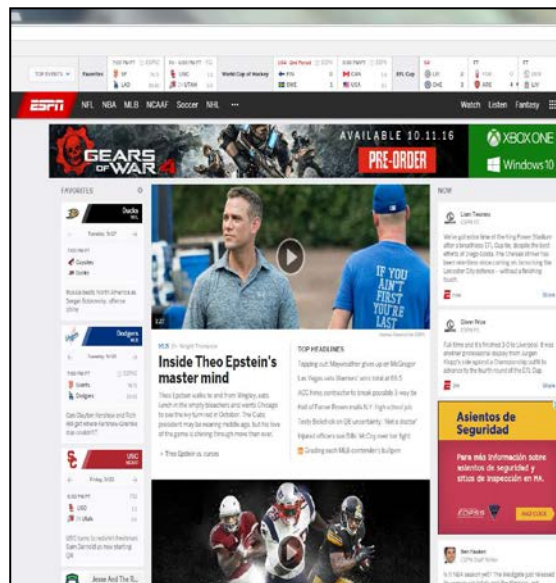
Coming on the heels of the drive sober mobilization, and with enhanced local and state police enforcement efforts around work zones, we shifted our work zone focus from impaired to distracted driving and speeding. Argus developed an ad campaign targeting adults 25-54 that focused on personal responsibility and created a sense of empathy among drivers to encourage safer road habits and behaviors. 12.3 million gross impressions were generated from a media buy consisting of online display ads, radio ads, NESN in-game live reads, Fenway Park PA announcements and even a scripted PSA featuring Red Sox manager John Farrell.



### *Child Passenger Safety*

EOPSS/HSD launched a new, user-friendly, and bilingual website in order to improve the dissemination of CPS information and better link parents and caregivers across Massachusetts with resources available within their community. MassIT who oversees all mass.gov domains provided us with free web development services. Argus provided copywriting, with the help of a few CPS instructors, as well as graphic design, translation, and project management. [Mass.gov/carseats](http://Mass.gov/carseats) was developed throughout the summer, launched in early September, and advertised heavily during CPS Week. The cornerstone of the site is an inspection site locator map, which has been viewed over 2,100 times to date. The site also features installation videos,

information on selecting the right seat, checkup event listings, and FAQs developed by local instructors.



An online media buy ran the last two weeks of September targeting adults 18-64 demographically and geographically, as well as by lifestyle via first- and third-party data across multiple platforms, including laptops, tablets and mobile. Both English and Spanish ads ran on Facebook, parenting blogs, and news sites like Patch.com. The campaign generated 7.1 million overall impressions and 7,255 clicks for an overall click-through rate of 0.10%.

**Paid and Earned Media Expenditures**

The FFY 2016 paid and earned media expenditures, including creative and production expenses, are shown below.

**Table 9: Paid and Earned Media Expenditures**

FUNDING SECTION	PAID	EARNED
Section 402	810,614.55	74,231.25
Section 405b	79,569.87	7,955
Section 405d	225,685.47	18,237.78
<b>Total</b>	<b>1,115,869.89</b>	<b>100,424.03</b>

## Media Placement Reach & Frequency Chart

Detailed below is the media placement reach and frequency chart for the various individual campaigns conducted during FFY15.

**Table 10: FFY 2016 Media Placement Reach and Frequency**

Click It or Ticket Paid Media Buy Summary: 5/15-6/5/16

Medium/Market	Total # of Units	Paid # of Units	Bonus # of Units	Total # of GRPs	Reach	Freq	Gross Impressions M18-34	Gross Cost	Gross Added Value	Total Gross Value
<b>TELEVISION</b>										
Boston Broadcast & Cable	553	317	236	1	57.3%	2.3	989,000	\$ 106,638.25	\$ 55,572.99	\$ 162,211.24
Springfield Broadcast & Cable	389	253	136	1	47.9%	2.3	100,000	\$ 12,545.25	\$ 5,470.58	\$ 18,015.83
Bristol County Cable	58	412	168	95.3	N/A		41,470	\$ 10,786.00	\$ 3,078.72	\$ 13,864.72
<b>TOTAL</b>	<b>1,52</b>	<b>982</b>	<b>540</b>				<b>1,130,470</b>	<b>\$ 129,969.50</b>	<b>\$ 64,122.30</b>	<b>\$ 194,091.80</b>
<b>RADIO</b>										
Boston	142	92	50	54.0	28.0%	1.5	307,800	\$ 16,560.00	\$ 4,500.00	\$ 21,060.00
Worcester	28	20	8	86.1	37.0%	1.9	52,260	\$ 900.00	\$ 180.00	\$ 1,080.00
Springfield	45	40	5	26.7	15.2%	1.6	18,800	\$ 1,200.00	\$ 75.00	\$ 1,275.00
New Bedford-Fall River	40	30	10	26.6	12.5%	1.8	46,284	\$ 600.00	\$ 100.00	\$ 700.00
Cape Cod	39	30	9	25.5	15.0%	1.4	5,320	\$ 900.00	\$ 135.00	\$ 1,035.00
<b>TOTAL RADIO</b>	<b>29</b>	<b>212</b>	<b>82</b>				<b>430,464</b>	<b>\$ 20,160.00</b>	<b>\$ 4,990.00</b>	<b>\$ 25,150.00</b>
<b>ONLINE</b>										
		<b>IMPRESSIONS</b>								
Comcast TV Everywhere	N/A	1,376,224	720,509				2,096,733	\$ 26,000.00	\$ 13,612.05	\$ 39,612.05
Video Pre-Roll/Display		417,988	251,073				669,073	\$ 23,010.33	\$ 2,510.73	\$ 25,521.06
YouTube										
Facebook										
<b>TOTAL ONLINE</b>		<b>1,794,212</b>	<b>971,582</b>				<b>2,765,806</b>	<b>\$ 49,010.33</b>	<b>\$ 16,122.78</b>	<b>\$ 65,133.11</b>
<b>OUT-OF-HOME/SPORTS</b>										
Gas Pump Video (67 Stas/556 screens)	600,38	518,114	82,266				600,380	\$ 13,128.82	\$ 4,284.59	\$ 17,413.41
Fenway Park Sponsorship (24 Games)		N/A					3,362,772	\$ 20,000.00	\$ 10,000.00	\$ 30,000.00
Fenway Park TV Screens (600+)	12,00	6,000	6,000				1,240,236	\$ 5,882.35	\$ 5,882.35	\$ 11,764.71
<b>TOTAL</b>							<b>5,203,388</b>	<b>\$ 39,011.17</b>	<b>\$ 20,166.94</b>	<b>\$ 59,178.12</b>
<b>TOTAL MEDIA</b>							<b>9,530,128</b>	<b>\$ 238,151.00</b>	<b>\$ 105,402.02</b>	<b>\$ 343,553.03</b>



**Bicycle and Pedestrian Safety Paid Media Buy Summary: 6/20-7/24/16**

	Total	Paid	Bonus	A18+ Impressions	Gross Cost	Estimated Added Value	Total Gross Value
<b>RADIO: 10s &amp; 15s - 2 Weeks</b>							
Boston	149	92	57	1,781,036	\$ 16,560.00	\$ 7,695.00	\$ 24,255.00
Cape Cod	39	30	9	69,524	\$ 900.00	\$ 202.50	\$ 1,102.50
New Bedford-Fall River	38	30	8	187,973	\$ 600.00	\$ 120.00	\$ 720.00
Springfield	59	40	19	158,799	\$ 1,200.00	\$ 427.50	\$ 1,627.50
Worcester	30	20	10	287,490	\$ 900.00	\$ 337.50	\$ 1,237.50
<b>Subtotal Radio</b>	<b>315</b>	<b>212</b>	<b>103</b>	<b>2,484,822</b>	<b>\$ 20,160.00</b>	<b>\$ 8,782.50</b>	<b>\$ 28,942.50</b>
<b>TRANSIT: BUS TAILS *- 4 Weeks</b>							
MBTA - Boston	75	50	25	3,300,000	\$ 14,705.88	\$ 15,294.12	\$ 30,000.00
SRTA - Fall River/New Bedford	36	12	24	408,215	\$ 3,317.65	\$ 1,050.35	\$ 4,368.00
PVTA - Springfield	25	20	5	504,016	\$ 4,117.65	\$ 1,757.35	\$ 5,875.00
WRTA - Worcester	27	12	15	496,000	\$ 3,458.82	\$ 1,136.18	\$ 4,595.00
<b>Subtotal Transit</b>	<b>163</b>	<b>94</b>	<b>69</b>	<b>4,708,231</b>	<b>\$ 25,600.00</b>	<b>\$ 19,238.00</b>	<b>\$ 44,838.00</b>
<b>OUT-OF-HOME - 4 Weeks</b>							
Street Decals (14 locations)	53	35	18	4,400,000	\$ 20,352.94	\$ 10,467.23	\$ 30,820.17
Solar Recycling Kiosks	30	20	10	7,851,720	\$ 18,823.53	\$ 9,411.76	\$ 28,235.29
<b>Subtotal OOH</b>	<b>53</b>	<b>35</b>	<b>18</b>	<b>12,251,720</b>	<b>\$ 39,176.47</b>	<b>\$ 19,878.99</b>	<b>\$ 59,055.46</b>
<b>TOTAL MEDIA</b>	<b>531</b>	<b>341</b>	<b>190</b>	<b>19,444,773</b>	<b>\$ 84,936.47</b>	<b>\$ 47,899.49</b>	<b>\$ 132,835.96</b>

**Adult Drunk and Drugged Paid Media Buy Summary: 7/4-8/7/16**

	Total Imps/Spts	Paid Imps/Spts	Bonus Imps/Spts	Gross Impressions*	Gross Cost	Est. Added Value**	Total Gross Value	
<b>ONLINE</b>								
Banner Ads	3,713,036	3,411,257			\$ 15,294.12			
High Impact Rising Star	344,971	344,971			\$ 5,882.35			
Mobile In-App	718,960	718,960	301,779	6,218,175	\$ 5,294.12	\$ 16,350.00	\$ 75,173.53	
Pre-Roll Video	511,436	511,436			\$ 14,705.88			
Facebook	882,283	882,283			\$ 11,764.71			
YouTube	47,489	47,489			\$ 5,882.35			
<b>TOTAL ONLINE</b>	<b>6,218,175</b>	<b>5,916,396</b>	<b>301,779</b>	<b>6,218,175</b>	<b>\$ 58,823.53</b>	<b>\$ 16,350.00</b>	<b>\$ 75,173.53</b>	
<b>RADIO: 10s &amp; 15s - 2 Weeks</b>								
Boston		145	92	53	1,733,223	\$ 16,560.00	\$ 9,540.00	\$ 26,100.00
Cape Cod		52	30	22	92,699	\$ 900.00	\$ 660.00	\$ 1,560.00
New Bedford-Fall River		39	30	9	192,920	\$ 600.00	\$ 180.00	\$ 780.00
Springfield		68	40	28	183,022	\$ 1,200.00	\$ 840.00	\$ 2,040.00
Worcester		31	20	11	297,073	\$ 900.00	\$ 495.00	\$ 1,395.00
<b>Subtotal Radio</b>		<b>335</b>	<b>212</b>	<b>123</b>	<b>2,498,936</b>	<b>\$ 20,160.00</b>	<b>\$ 11,715.00</b>	<b>\$ 31,875.00</b>
<b>OUT OF HOME/SPORTS MARKETING</b>								
Red Sox/Fenway Park Sponsorship (18 Games)	2,680,000	1,786,667	893,333	2,680,000	\$ 25,000.00	\$ 12,500.00	\$ 37,500.00	
Brockton Rox/Lowell Spinners/CC League (55 games)	272,336	178,256	94,080	272,336	\$ 11,764.71	\$ 5,882.35	\$ 17,647.06	
<b>Subtotal OOH/Sports</b>	<b>2,952,336</b>	<b>1,964,923</b>	<b>987,413</b>	<b>2,952,336</b>	<b>\$ 36,764.71</b>	<b>\$ 18,382.35</b>	<b>\$ 55,147.06</b>	
<b>TV/CABLE: NESN - Boston &amp; Springfield</b>								
NESN - Red Sox Live Reads (:15s)	8	6	2	946,273	\$ 25,500.00	\$ 9,500.00	\$ 35,000.00	
NESN - Red Sox Post-Game Billboards	6	-	6	146,888	\$ -	\$ 6,000.00	\$ 6,000.00	
<b>Subtotal TV/Cable</b>	<b>14</b>	<b>6</b>	<b>8</b>	<b>1,093,161</b>	<b>\$ 25,500.00</b>	<b>\$ 15,500.00</b>	<b>\$ 41,000.00</b>	
<b>TOTAL MEDIA</b>				<b>12,762,608</b>	<b>141,248.24</b>	<b>61,947.35</b>	<b>203,195.59</b>	

\*Impressions are for Adults 25-54, except for the Sports Marketing program, which is based on game-day attendance

\*\* Includes bonus spots/impressions, discounted rates and waived/lowered fees

**Drive Sober or Get Pulled Over Paid Media Buy Summary: 8/8-9/5/16**

Medium/Market	Total	Paid	Bonus	Total				Gross	Gross	Gross	Total
	# of	# of	# of	# of			Impressions	Cost	Added Value	Gross Value	
	Units	Units	Units	GRPs	Reach	Freq	M18-34				
<b>TELEVISION: 8/12-9/4 (F-Su, W-Su)</b>	<b>1,559</b>	<b>906</b>	<b>686</b>				<b>684,580</b>	<b>\$ 84,186.50</b>	<b>\$ 72,631.82</b>	<b>\$ 156,818.32</b>	
Boston TV/Cable	489	187	302	93.3	40.3%	2.3	616,000	\$ 67,622.50	\$ 65,525.12	\$ 133,147.62	
Springfield TV/Cable	497	309	188	93.1	37.3%	2.6	41,000	\$ 8,918.00	\$ 4,548.09	\$ 13,466.09	
Bristol County Cable	573	410	196				27,580	\$ 7,646.00	\$ 2,558.61	\$ 10,204.61	
<b>RADIO: Total Traffic (8/29-9/5)</b>	<b>146</b>	<b>106</b>	<b>40</b>				<b>203,002</b>	<b>\$ 10,080.00</b>	<b>\$ 3,419.50</b>	<b>\$ 13,499.50</b>	
Boston	70	46	24	27.0	20.0%	1.5	140,562	\$ 8,280.00	\$ 3,024.00	\$ 11,304.00	
Cape Cod	19	15	4	12.8	13.0%	1.4	2,380	\$ 450.00	\$ 84.00	\$ 534.00	
New Bedford-Fall River	16	15	1	13.4	12.0%	1.6	18,270	\$ 600.00	\$ 28.00	\$ 628.00	
Springfield	23	20	3	13.3	10.0%	1.8	10,434	\$ 300.00	\$ 31.50	\$ 331.50	
Worcester	18	10	8	43.0	30.0%	2.1	31,356	\$ 450.00	\$ 252.00	\$ 702.00	
<b>ONLINE: 8/15-9/4</b>	<b>7,161,058</b>	<b>6,877,866</b>	<b>283,192</b>				<b>7,161,058</b>	<b>\$ 72,067.13</b>	<b>\$ 2,289.99</b>	<b>\$ 74,357.12</b>	
bssc.com	365,390	225,000	140,390				365,390	\$ 1,500.00	\$ 576.37	\$ 2,076.37	
Video Pre-Roll/Display											
YouTube	6,795,668	6,652,866	142,802				6,795,668	\$ 70,567.13	\$ 1,713.62	\$ 72,280.75	
Facebook											
<b>OUT-OF-HOME/SPORTS</b>	<b>706,461</b>	<b>562,469</b>	<b>143,992</b>				<b>3,382,685</b>	<b>\$ 52,511.17</b>	<b>\$ 25,258.11</b>	<b>\$ 77,769.28</b>	
Gas Pump Video (67 stations): 8/20-9/5	697,461	557,969	139,492				697,461	\$ 13,128.82	\$ 2,625.76	\$ 15,754.58	
Fenway Park - 11 Games - 8/8-9/5		N/A					1,650,000	\$ 33,500.00	\$ 16,750.00	\$ 50,250.00	
Fenway Park TV (600+ Screens): 8/22-9/4	9,000	4,500	4,500				1,035,224	\$ 5,882.35	\$ 5,882.35	\$ 11,764.70	
<b>TOTAL MEDIA</b>							<b>11,431,325</b>	<b>\$ 218,844.80</b>	<b>\$ 103,599.43</b>	<b>\$ 322,444.22</b>	

**Speeding and Distracted Driving in Work Zones Paid Media Buy Summary: 9/5-9/30**

Medium/Market	Total	Paid	Bonus	Total				Gross	Gross	Gross	Total
	# of	# of	# of	# of			Impressions	Cost	Added Value	Gross Value	
	Units/Imps	Units/Imps	Units/Imps	GRPs	Reach	Freq	A25-54				
<b>TV/CABLE: 9/9-9/30</b>	<b>44</b>	<b>12</b>	<b>32</b>				<b>1,289,837</b>	<b>\$ 25,500.00</b>	<b>\$ 16,500.00</b>	<b>\$ 42,000.00</b>	
Boston	22	6	16				1,233,483	\$ 25,500.00	\$ 15,000.00	\$ 40,500.00	
NESN (Red Sox In-Game Live Reads)	22	6	16	50.8	28.7%	1.8	1,233,483	\$ 25,500.00	\$ 15,000.00	\$ 40,500.00	
Springfield	22	6	16				56,354	\$ -	\$ 1,500.00	\$ 1,500.00	
NESN (Red Sox In-Game Live Reads)	22	6	16	24.4	14.4%	1.7	56,354	\$ -	\$ 1,500.00	\$ 1,500.00	
<b>RADIO (Total Traffic Network): 9/12-23</b>	<b>274</b>	<b>232</b>	<b>42</b>				<b>1,496,845</b>	<b>\$ 20,160.00</b>	<b>\$ 1,713.88</b>	<b>\$ 21,873.88</b>	
Boston	113	110	3	27.0	35.2%	1.5	968,513	\$ 16,500.00	\$ 450.00	\$ 16,950.00	
Cape Cod	39	32	7	12.8	26.7%	1.6	37,294	\$ 900.00	\$ 196.88	\$ 1,096.88	
New Bedford-Fall River	35	30	5	13.4	17.0%	1.6	154,233	\$ 1,200.00	\$ 200.00	\$ 1,400.00	
Springfield	53	40	13	13.3	23.3%	2.0	97,785	\$ 600.00	\$ 195.00	\$ 795.00	
Worcester	34	20	14	43.0	63.2%	2.8	239,020	\$ 960.00	\$ 672.00	\$ 1,632.00	
<b>ONLINE: 9/5-9/30 (Impressions)</b>	<b>7,908,773</b>	<b>7,744,161</b>	<b>164,612</b>				<b>7,908,773</b>	<b>\$ 49,411.76</b>	<b>\$ 5,000.00</b>	<b>\$ 54,411.76</b>	
Content/Intender	6,047,128	5,914,009									
Mobile	1,543,570	1,493,902	164,612				7,908,773	\$ 49,411.76	\$ 5,000.00	\$ 54,411.76	
Rising Star (High Impact)	160,279	156,250									
Facebook	157,796	180,000									
<b>OUT-OF-HOME/SPORTS</b>	<b>-</b>	<b>-</b>	<b>-</b>				<b>1,620,000</b>	<b>\$ 20,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 30,000.00</b>	
Fenway Park: 10 Red Sox Games*		N/A					1,620,000	\$ 20,000.00	\$ 10,000.00	\$ 30,000.00	
<b>TOTAL MEDIA</b>							<b>12,315,455</b>	<b>\$ 115,071.76</b>	<b>\$ 33,213.88</b>	<b>\$ 148,285.64</b>	

\* Bonus exposure included 2 final home games in October

**Child Passenger Safety Paid Media Buy Summary: 9/14-9/30/16. Total cost: \$43,364.71**

<b>IO Tactic - Placement</b>	<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>
Content	1,336,807	566	0.04%
Content - Spanish	295,253	181	0.06%
Intender	2,591,490	2337	0.09%
Intender - Spanish	400,671	448	0.11%
Mobile	1,955,966	3102	0.16%
Mobile - Spanish	234,120	354	0.15%
PMP	194,183	216	0.11%
Rising Stars	97,255	51	0.05%
<b>Grand Total</b>	<b>7,105,745</b>	<b>7255</b>	<b>0.10%</b>

# Performance Data

## ■ Crash Summary

For this Annual Report, EOPSS/HSD relied primarily on 2006 to 2015 trend data, and, whenever possible, 2016 data. Some 2015 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is in part attributable to reporting practices by different police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists who are involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

From 2006 - 2015, traffic fatalities in Massachusetts declined 29% from 429 to 306. Fatalities per 100 million VMT declined from 0.78 in 2006 to 0.62 in 2014. This represents a significant 21% decrease in fatalities per 100 million VMT and places Massachusetts among the top states in the nation for traffic fatality rates.

Table 11 provides the data requested to track performance as outlined in the Governors Highway Safety Association 2010 guidance for development of Annual Reports.

***Important note:** Some of the baseline and target figures have changed since the 2015 Highway Safety Plan due to changes in the final 2012 dataset issued by FARS. This will be explained for each respective performance measure affected.*

***Also:** The trendline equation presented in each graph is for the yearly results, not the five-year averages.*

**Table 11: Massachusetts Crash Data Trends  
2006 to 2016**

Crash Data/Trends	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Fatalities (Actual)	429	434	364	340	347	374	383	351	354	306	N/A
Fatality Rate/(100 Million VMT) Total	0.78	0.79	0.67	0.62	0.64	0.68	0.68	0.62	0.62	N/A	N/A
Fatality Rate/(100 Million VMT) Rural	-	0.85	0.87	0.82	0.72	1.08	1.97	1.93	1.42	N/A	N/A
Fatality Rate/(100 Million VMT) Urban	-	0.78	0.65	0.60	0.63	0.65	0.62	0.56	0.58	N/A	N/A
Number of Serious Injuries	4,579	4,182	4,946	4,782	4,858	4,853	4,384	4,134	4,027	N/A	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC	144	155	120	106	122	126	129	125	143	96	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	158	148	122	116	102	122	103	100	113	83	N/A
Number of Speeding-Related Fatalities	148	143	97	77	83	121	114	89	85	80	N/A
Number of Motorcyclist Fatalities	50	62	42	55	61	40	56	42	47	46	N/A
Number of Unhelmeted Motorcyclist Fatalities	5	3	1	6	7	5	3	5	4	7	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	69	76	61	56	53	50	45	37	27	33	N/A
Number of Pedestrian Fatalities	61	66	76	46	68	69	82	79	74	72	N/A
Number of Bicyclist Fatalities	6	11	10	6	7	5	16	6	8	9	N/A
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	67%	69%	67%	74%	74%	73%	73%	75%	77%	74%	78%
Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities	10,613	22,463	12,216	16,159	13,815	6,118	11,622	7,329	14,338	8,818	7,878
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	447	420	542	364	221	147	635	539	869	343	344
Number of Speeding Violations Issued During Grant-Funded Enforcement Activities	11,859	37,251	24,939	17,590	14,161	6,990	9,959	9,183	10,485	9,161	8,013

**Source:** FARS December 2016; MassTRAC, December 2016; RMV May 2016; Massachusetts Safety Belt Use Observation Surveys 2006-2016; EOPSS/HSD grant data 2006-2016. **Note:** Some numbers reported in this FFY 2016 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2015 data are preliminary.



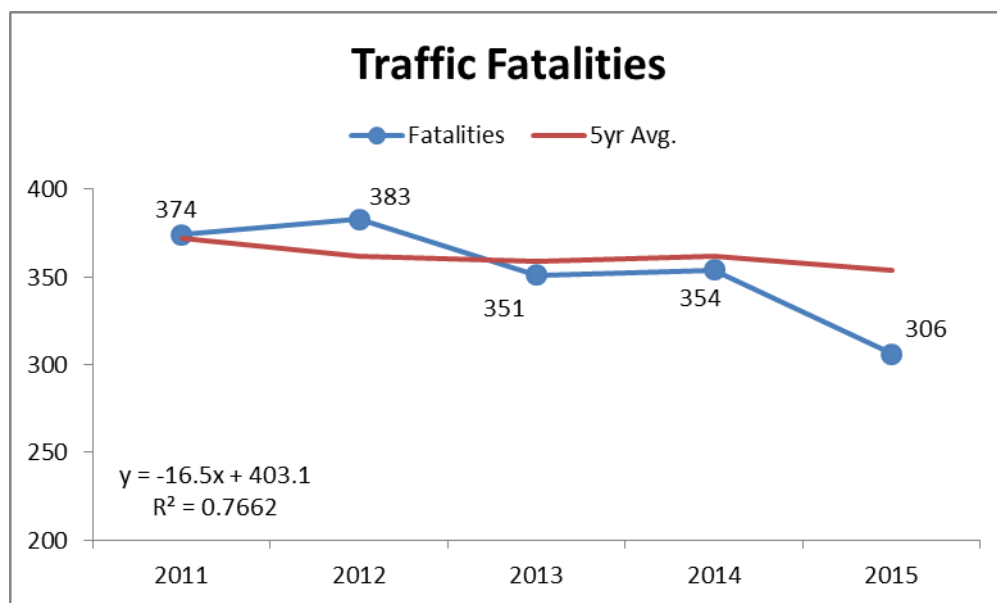
## FFY 2016 Performance Targets and Results

### C-1: Traffic Fatalities

**Target:** Reduce motor vehicle-related fatalities 10% from the 2009-2013 calendar year average of 354 to 319 by December 31, 2016.

*Note:* When the FFY2016 HSP was submitted, traffic fatalities for 2013 were 326. The final FARS 2013 report listed Massachusetts traffic fatalities at 351, which raised the five-year average from 354 to 359.

**Result:** Five-year average for 2011-2015 of MV-related fatalities was 354. This represents a 1% decrease compared to 2009-2013. Year-to-year, traffic fatalities declined 14% from 354 in 2013 to 306 in 2015.



Source: FARS December 2015

### Analysis

The five-year MV-related fatalities average decreased 2% from 362 to 354 and the year-to-year traffic fatalities declined 14% to 306 in 2015. This positive trend is supported by a trendline equation projecting a drop in fatalities in the next three years. The high R-squared value adds statistical credence to this projection.

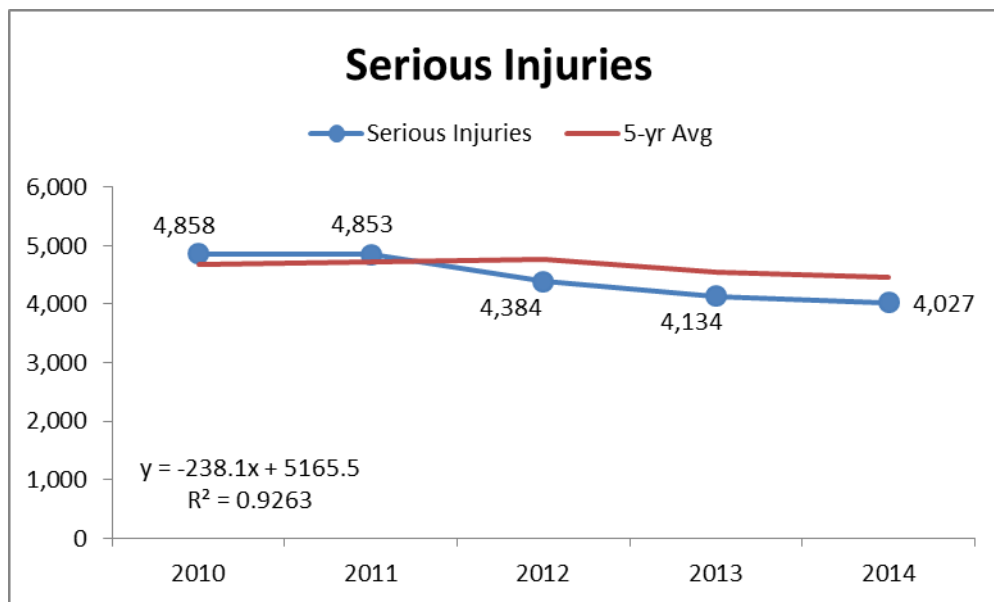
Projected Fatalities	
2016	304
2017	288
2018	271
Five-Year Average	
2012-2016	351
2013-2017	347
2014-2018	343

During 2015, the top four cities for fatalities were: Boston (14), Worcester (12), New Bedford (7), and Lowell (7). For FFY 2016, all four cities received funding not only for traffic enforcement (DSOGPO, CIOT, DD, speeding) but also for STEP. Given the success of the enforcement patrols for both traffic enforcement and STEP, EOPSS/HSD is confident the number of fatalities will not only drop in these four communities, but also across the Commonwealth in the coming years.

**C-2: Serious Injuries**

**Target:** Reduce annual motor vehicle-related serious injuries 10% from 4,134 in 2013 to 3,721 by December 31, 2016.

**Result:** Serious injuries were 4,027 in 2014. This represents a 3% decline from 4,134 reported in 2013.



Source: Injury Surveillance Program - February 2014

**Analysis**

Serious injuries dropped 3% from 2013 to 2014. Since 2010, the number of serious injuries has declined 17% and will likely continue decreasing in the near future. The trendline equation predicts serious injuries from 2015-2017 to be 3,737; 3,499; and 3,261, respectively. The high R-squared value further supports the decline in near future serious injuries.

Projected Injuries	
2015	3,737
2016	3,499
2017	3,261
Five-Year Average	
2011-2015	4,453
2012-2016	4,392
2013-2017	4,332

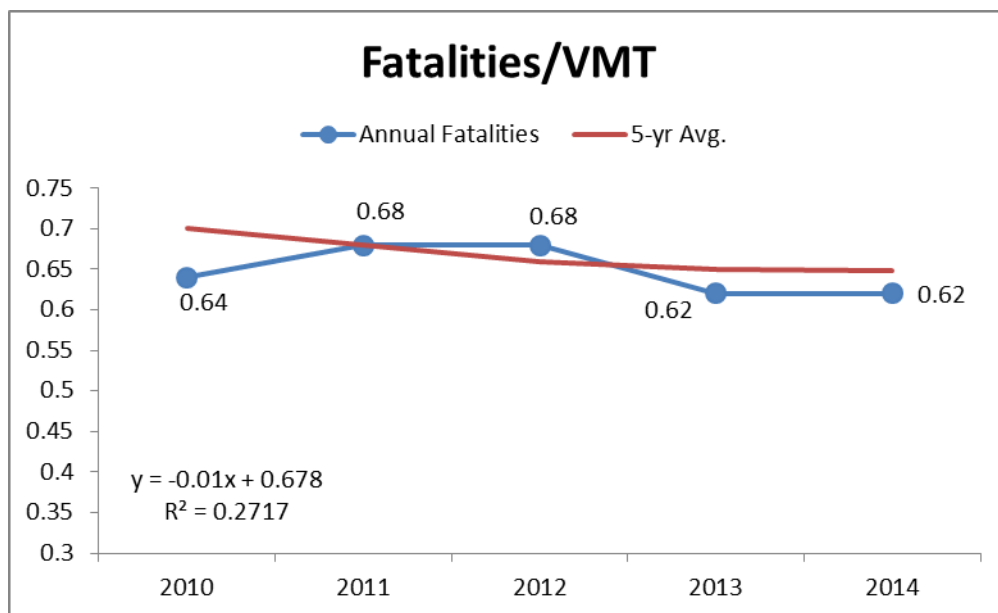
Using the estimates for 2015-2017, the five-year average for serious injuries will continue falling through 2016. The impact of improved Trauma Center and MATRIS reporting, more efficient EMS response, along with the continued drop in Massachusetts crashes (-12% since 2010) and crash injuries (-17% since 2010), will likely lead to lower serious injuries in the coming years than projected.

### C-3: Fatalities/VMT

**Target:** Decrease fatalities/VMT rate 10% from the 2009-2013 calendar base year average of 0.64 to 0.58 by December 31, 2016.

*Note:* When the FFY2016 HSP was submitted, fatalities/VMT was 0.58 for 2013. The final FARS 2013 report listed Massachusetts fatalities/VMT rate at 0.62, which raised the five-year average from 0.64 to 0.65.

**Result:** Five-year average for 2010-2014 of fatalities per 100 M VMT was 0.65. There was no change from 2009-2013.



Source: FARS December 2015

#### Analysis

In 2015, Massachusetts had one of the lowest fatality rate/VMT in the country with 0.62. Within New England, Massachusetts’ rate was equaled by VT (0.62) and better than the rest – RI (0.66), CT (0.80), ME (0.92), and NH (0.73).

Trendline equation,  $y = -0.01x + 0.678$ , projects the fatality rate from 2015 - 2017 to be 0.62, 0.61, and 0.60, respectively. Despite the positive trend towards a lower fatality/VMT, the low R-squared value (0.2717) means the likelihood of this statistical outcome down the road is highly unlikely.

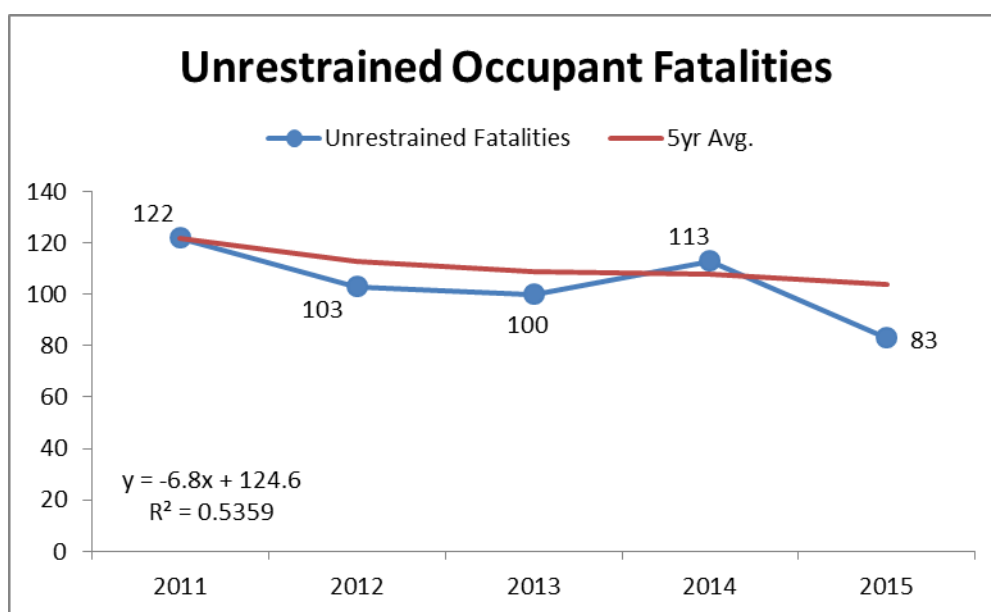
Projected VMT	
2015	0.62
2016	0.61
2017	0.60
Five-Year Average	
2011-2015	0.63
2012-2016	0.61
2013-2017	0.60

### C-4: Unrestrained Passenger Vehicle Occupant Fatalities

**Target:** Decrease unrestrained passenger vehicle occupant fatalities 10% from the 2009-2013 calendar base year average of 108 to 97 by December 31, 2016.

*Note: When the FFY2016 HSP was submitted, unrestrained fatalities was 96 for 2013. The final FARS 2013 report listed unrestrained fatalities at 100, which raised the five-year average from 108 to 109.*

**Result:** The five-year average for 2011-2015 of unrestrained passenger vehicle occupant fatalities was 104. This represents a 5% decrease from the 2009-2013 base calendar year average of 109. The year-to-year unrestrained vehicle occupant fatalities decreased 27% from 113 in 2014 to 83 in 2015.



Source: FARS December 2015

### Analysis

Projected Fatalities	
2016	84
2017	77
2018	70
Five-Year Average	
2012-2016	99
2013-2017	95
2014-2018	91

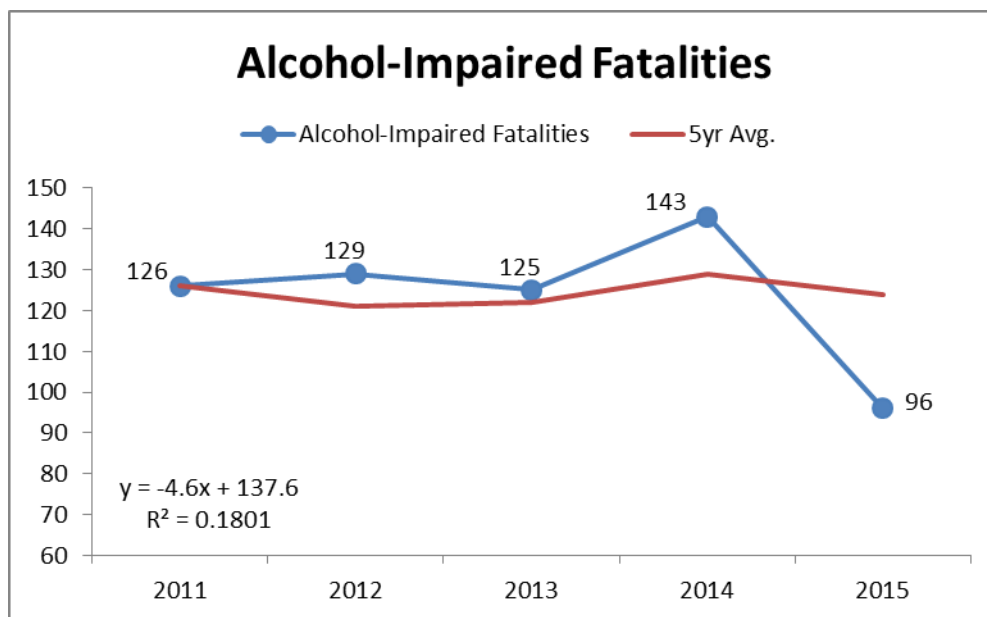
From 2011 – 2015, unrestrained MV occupant fatalities dropped 32% from 122 to 83. Despite the slight uptick from 2013 to 2014, the trendline equation,  $-6.8x + 124.6$ , has projected unrestrained fatalities to decrease over the next three years. Based on this projection, five-year average of unrestrained passenger vehicle occupant fatalities would decline 13% from 104 in 2015 to 91 by 2018.

### C-5: Alcohol-Impaired Driving Fatalities (BAC =.08+)

**Target:** Decrease alcohol-impaired driving fatalities 10% from the 2009-2013 calendar base year average of 120 to 108 by December 31, 2016.

*Note:* When the FFY2016 HSP was submitted, alcohol-impaired fatalities was 118 for 2013. The final FARS 2013 report listed alcohol-impaired fatalities at 125, which raised the five-year average from 120 to 122.

**Result:** The five-year average for 2011-2015 of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 124. This represents a 2% increase from 2009-2013. Year-to-year fatalities dropped 33% from 143 in 2014 to 96 in 2015.



Source: FARS December 2015

#### Analysis

From 2011-2015, alcohol-impaired driving fatalities has decreased 24% from 126 to 96. Despite the positive downward trend from 2011 to 2015, the near-zero R-squared value on the trendline equation reveals a high likelihood of 2015’s alcohol-impaired fatalities to be an outlier rather than part of a continuous decline in deaths.

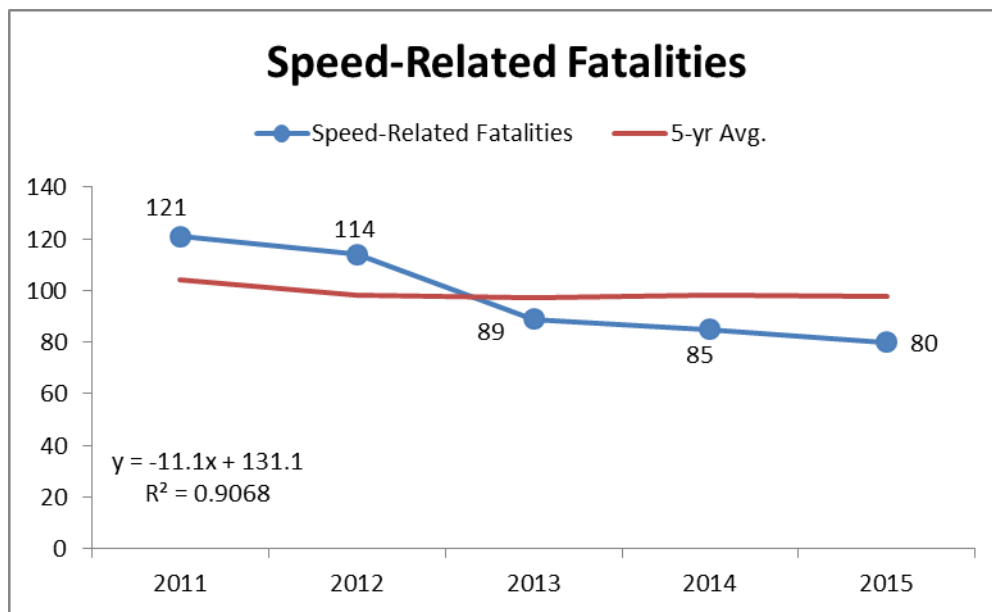
Projected Fatalities	
2016	110
2017	105
2018	101
Five-Year Average	
2012-2016	125
2013-2017	126
2014-2018	126

EOPSS/HSD expects the two DSGPO mobilizations conducted in 2016 as well as the two planned in FFY 2017 will help increase awareness on the dangers of impaired driving. Also, underage drinking enforcement activities conducted by the ABCC such as compliance checks and party patrols, along with MSP sobriety checkpoints, are expected to positively impact the number impaired driving fatalities in the near future.

**C-6: Speed-Related Fatalities**

**Target:** Decrease speed-related fatalities 10% from the 2009-2013 calendar base year average of 97 to 87 by December 31, 2016.

**Result:** The five-year average for 2011-2015 of speed-related fatalities was 98. This represents an increase of 1% from 2009-2013. Year-to-year fatalities declined 6% from 85 in 2014 to 80 in 2015.



Source: FARS December 2015

**Analysis**

Since 2011, speed-related fatalities have dropped 34% from 121 to 80. Going forward, EOPSS/HSD is confident speed-related fatalities will continue declining with the impact of FFY 2016 mobilizations by local police and MSP. Furthermore, MSP purchased 166 LiDAR and radar units for distribution to field personnel in both urban and rural areas of Massachusetts in FFY 2016, which will greatly improve law enforcement’s ability to catch speeding drivers.

Projected Fatalities	
2016	65
2017	53
2018	42
Five-Year Average	
2012-2016	95
2013-2017	94
2014-2018	93

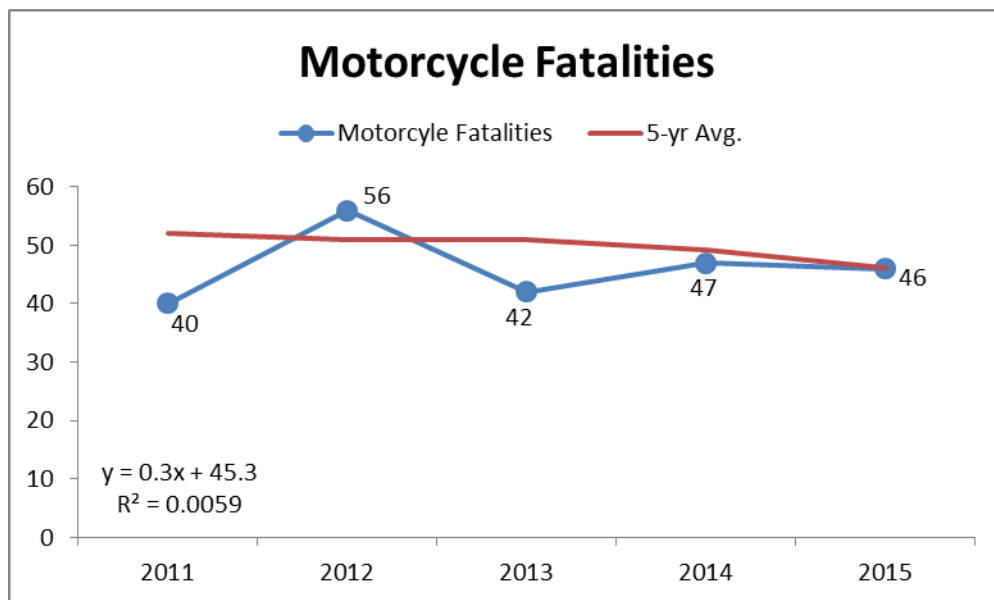
Data analysis has found that 28% of all speed-related fatalities in 2015 occurred during the period from 6pm Friday to 6am Sunday. EOPSS/HSD has advised local and MSP units to conduct any speed-related enforcement efforts in FFY 2017 during this key time frame for maximum effectiveness.

### C-7: Motorcyclist Fatalities

**Target:** Decrease motorcycle fatalities 5% from the 2009-2013 calendar base year average of 50 to 47 by December 31, 2016.

*Note:* When the FFY2016 HSP was submitted, motorcycle fatalities were 40 for 2013. The final FARS 2013 report listed motorcycle fatalities at 42, which raised the five-year average from 50 to 51.

**Result:** The five-year average for 2011-2015 of motorcycle fatalities was 46. This represents a 10% decline from 2009-2013. Year-to-year fatalities decreased 2% from 47 in 2014 to 46 in 2015.



Source: FARS December 2015

### Analysis

Motorcycle fatalities decreased slightly in 2015, down one from 47, and the trendline projection through 2018 estimates a continued drop in fatalities. A near-zero R-squared value for those projections indicates there is much unpredictability in the near future regarding motorcycle fatalities.

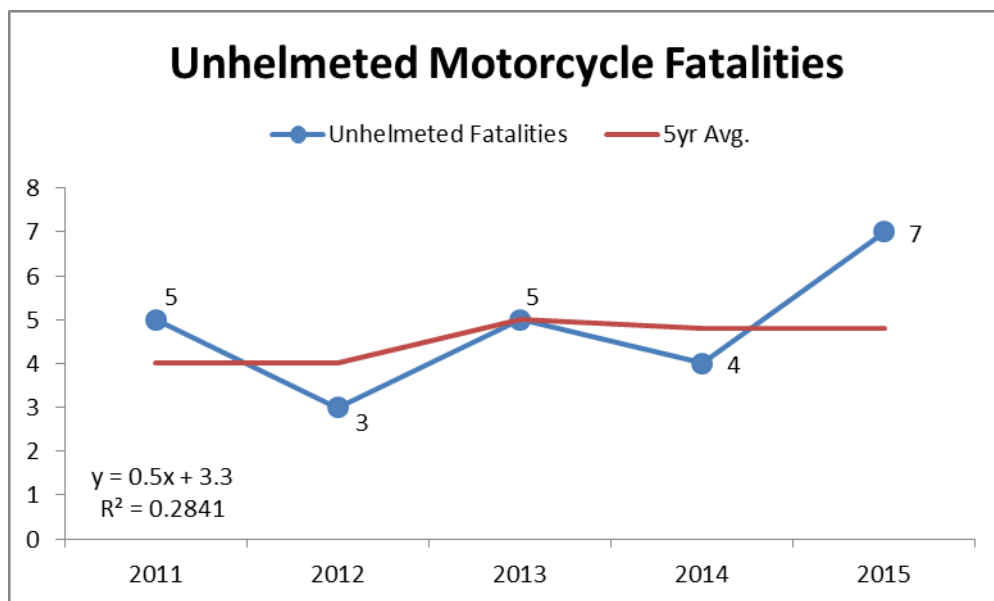
Projected Fatalities	
2016	47
2017	47
2018	48
Five-Year Average	
2012-2016	46
2013-2017	45
2014-2018	43

While there was limited outreach in FFY 2016 due to funding issues, EOPSS/HSD expects FFY 2017 to see the implementation of improved motorcycle curricula for new riders; the marketing of a new motorcycle safety marketing campaign in FFY 2017; and an increase in bike training instructors by RMV. These efforts will help contribute to the projected decline in motorcycle fatalities in the coming years.

**C-8: Unhelmeted Motorcyclist Fatalities**

**Target:** Decrease unhelmeted motorcycle fatalities 10% from the 2009-2013 calendar base year average of 5 to 4 by December 31, 2016.

**Result:** The five-year average for 2011-2015 of unhelmeted motorcyclist fatalities was five, same as it was from 2009-2013. Year-to-year saw the number of unhelmeted fatalities increase from 4 in 2014 to 7 in 2015.



Source: FARS December 2015

**Analysis**

Unhelmeted motorcycle fatalities saw an increase from four in 2014 to seven in 2015. Despite this rise, the five-year average (2011-2015) remained the same, at five, as the previous two five-year periods (2010-2014, 2009-2013).

Projected Fatalities	
2016	6
2017	7
2018	7
Five-Year Average	
2012-2016	5
2013-2017	5
2014-2018	6

The continued implementation of a motorcycle awareness campaign in 2017; as well as increased cognizance of motorcycle safety through biker education courses and grant-funded enforcement patrols will help keep the number of unhelmeted motorcycle fatalities low in the coming years.

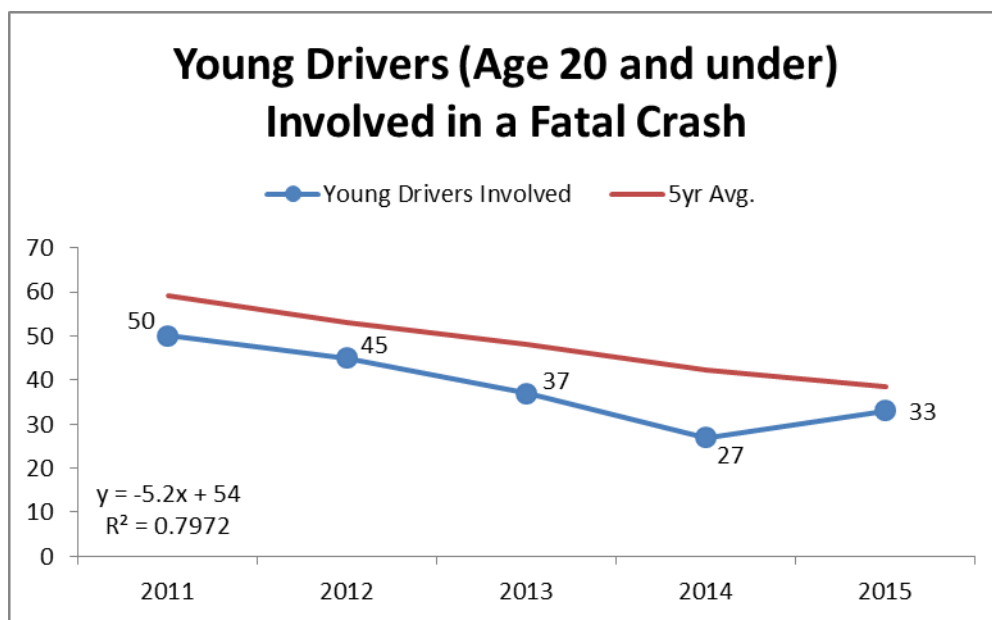


### C-9: Drivers Age 20 or Younger Involved in a Fatal Crash

**Target:** Decrease number of young drivers (age 20 or under) involved in fatal crashes 10% from 2009-2013 calendar base year average of 47 to 42 by December 31, 2016.

*Note:* When the FFY2016 HSP was submitted, drivers (age 20 and under) involved in a fatal crash was 33 for 2013. The final FARS 2013 report listed drivers (age 20 and under) involved in a fatal crash at 37, which raised the five-year average from 47 to 48.

**Result:** The five-year average for 2011-2105 of young drivers (age 20 or younger) involved in a fatal crash was 38, representing a 21% decline from 2009-2013. Year-to-year saw driver involvement increase 22% from 27 in 2014 to 33 in 2015.



Source: FARS December 2015

#### Analysis

With a moderately high R-squared value, the expectation of young driver involvement in a fatal crash to continue declining is promising. The trendline equation projects the number of young driver involved in a fatal crash into the low double-digits by 2018.

Projected Young Drivers	
2016	23
2017	18
2018	12
Five-Year Average	
2012-2016	33
2013-2017	27
2014-2018	22

The positive impact of EOPSS/HSD initiatives during FFY 2016 such as the Distracted Driving mobilization; STEP Enforcement by MSP and 14 local municipalities; educational outreach to high school students by grantees In Control and SADD; the marketing of “100 Deadliest Days” (teen driving safety awareness), and lastly, the continued enforcement of JOL laws will contribute to lower young driver involvement in fatal crashes in the coming years.

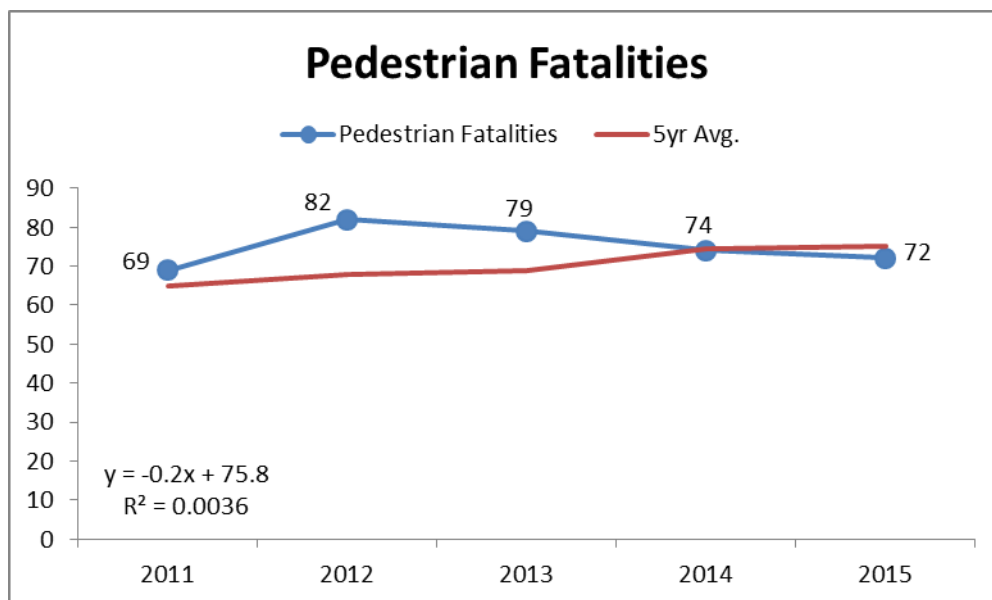
EOPSS/HSD will continue with the aforementioned programs in FFY 2017.

### C-10: Pedestrian Fatalities

**Target:** Decrease pedestrian fatalities 5% from the 2009-2013 calendar base year average of 67 to 64 by December 31, 2016.

*Note:* When the FFY2016 HSP was submitted, pedestrian fatalities was 68 for 2013. The final FARS 2013 report listed pedestrian fatalities at 79, which raised the five-year average from 67 to 69.

**Result:** The five-year average for 2011-2015 of pedestrian fatalities was 75. This represents an increase of 9% from 2009-2013. Year-to-year pedestrian fatalities declined 3% from 74 in 2014 to 72 in 2015.



Source: FARS December 2015

### Analysis

From 2012 – 2015, pedestrian fatalities have declined 12%. Despite this positive development, the near-zero R-squared value points too much unpredictability in the number of pedestrian fatalities over the next three years.

Projected Fatalities	
2016	75
2017	74
2018	74
Five-Year Average	
2012-2016	78
2013-2017	81
2014-2018	84

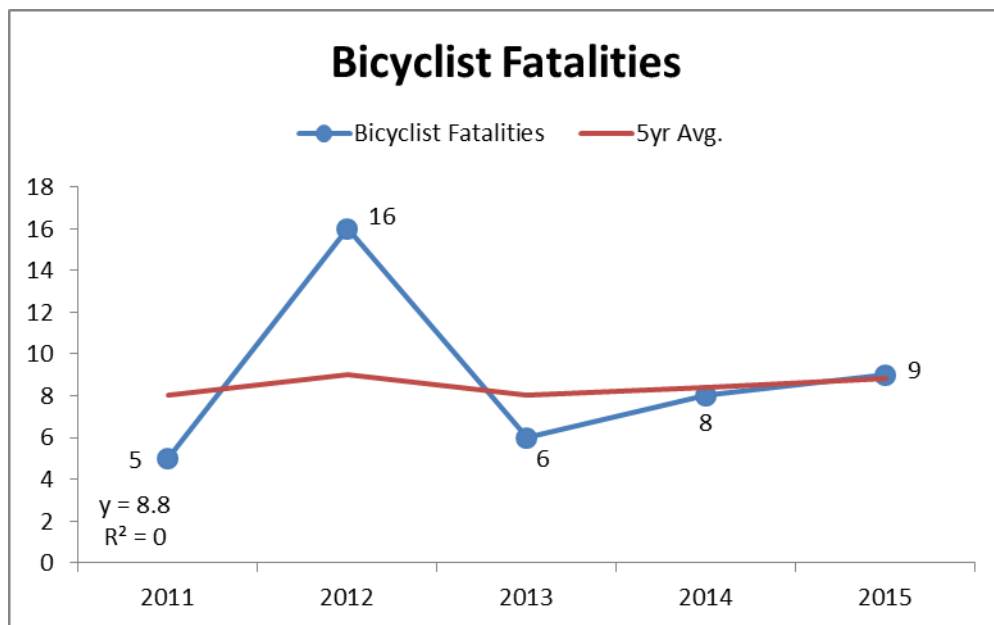
Nevertheless, EOPSS/HSD expects the number of pedestrian fatalities to decline, rather than remain constant, due to the success of the Pedestrian and Bicycle Enforcement program during FFY 2016, in which 71 local law enforcement agencies conducted over 4,000 hours of patrols, resulting in 8,289 stops and the issuance of nearly 4,700 citations – will hopefully lower the number of pedestrian fatalities. For FFY 2017, 79 grantees will participate.

Based on data analysis, EOPSS/HSD will recommend grantees to have more patrols during period of October through December (39% of fatalities since 2011).

### C-11: Bicyclist Fatalities

**Target:** Decrease bicycle fatalities 10% from the 2009-2013 calendar base year average of 8 to 7 by December 31, 2016.

**Result:** The five-year average for 2011-2015 of bicyclist fatalities was 9. This represents a 13% increase from 2009-2013. Year-to-year bicycle fatalities rose slightly from 8 in 2014 to 9 in 2015.



Source: FARS December 2015

### Analysis

After a dramatic spike in fatalities in 2012, the number of bicyclist deaths dropped in 2013, but has slowly increased over the last two years. The R-squared value of zero indicates the current trendline projections are completely unpredictable as the future number of pedestrian fatalities could either spike again (like in 2012) or remain fairly stable.

Projected Fatalities	
2016	9
2017	9
2018	9
Five-Year Average	
2012-2016	9
2013-2017	9
2014-2018	9

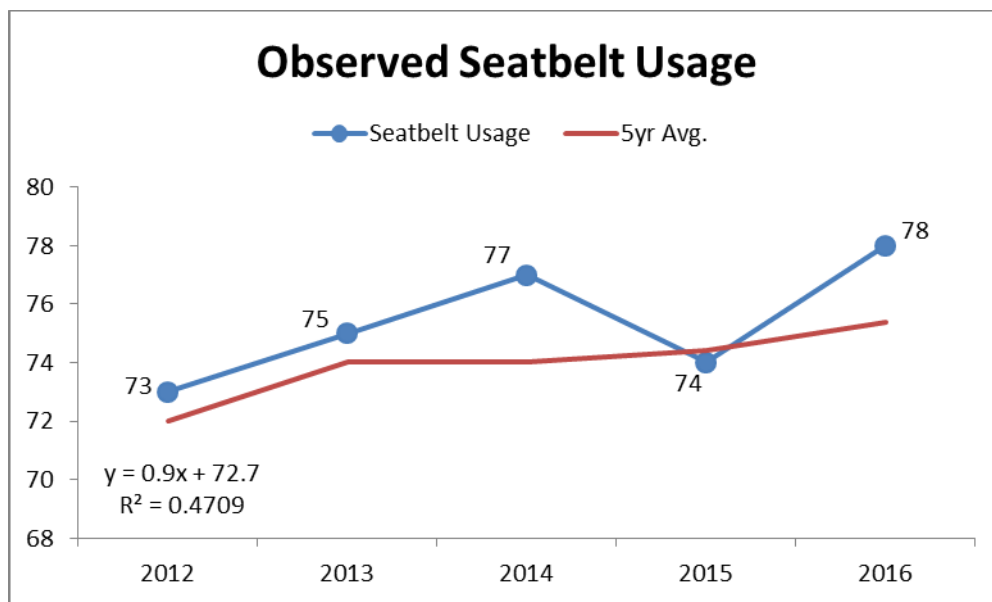
EOPSS/HSD expects the number of bicyclist fatalities to remain fairly constant with the yearly success of the Pedestrian and Bicycle Enforcement Grant to local police departments across the Commonwealth. For the past three years, the number of police departments participating in the Pedestrian and Bicycle Grant has increased. 70 police departments in FFY 2015; 71 in FFY 2016; and 79 for FFY 2017.

Based on data analysis of bike fatalities from 2011-2015, EOPSS/HSD will recommend that grantees conduct patrols during warmer months (May – October) as bike riding is more prevalent during that period.

**B-1: Observed Seatbelt Use for Passenger Vehicles**

**Target:** Increase observed seat belt use rate 5% from a 74 average from 2010-2014 calendar base year average of 74 to 78 by December 31, 2016.

**Result:** Statewide observed safety belt use of front seat outboard occupants in passenger vehicles was 78% in 2016. This represents a 4 percentage point increase from 2015. The five-year average for 2012-2016 was 75, up 1% from the 2011-2015 average of 74.



Source: Massachusetts Safety Belt Use Observation Surveys 2012-2016

**Analysis**

After dropping from 77% in 2014 to 74% in 2015, observed seatbelt usage increased to its highest rate ever reported: 78%.

Projected Belt Usage	
2016	78
2017	79
2018	80
Five-Year Average	
2012-2016	76
2013-2017	77
2014-2018	78

The continued impact of successful CIOT mobilizations, along with the implementation of the pilot STEP program, will continue educating drivers and passengers alike on the need to wear seat belts when riding in a motor vehicle.

EOPSS/HSD will also continue with media outreach and education during CIOT mobilizations in FFY 2017.

# Noteworthy Accomplishments and Project Highlights

## Work Zone Safety Enforcement and Media Efforts in 2016

The National Work Zone Safety Organization reports that between 2011 and 2014, there were 22 fatal crashes in work zones in Massachusetts. During the summer of 2016, the Commonwealth experienced a rash of work zone related crashes, including 3 in 4 days, all of which involved alcohol. Officers and construction crews in work zones are vulnerable to impaired, inattentive and speeding drivers.



To help combat this serious issue, the Highway Safety Division allowed participating grant members of the Sustained Traffic Enforcement Program (STEP) to use a portion of their funding to conduct extra work zone patrols for enforcement of traffic safety laws with an emphasis on speeding, distracted, and impaired driving violations. EOPSS-HSD announced this enhanced enforcement effort at a press conference on August 9<sup>th</sup> at the Weston State Police Barracks. Attending were state officials and law enforcement personnel from EOPSS, MassDOT, MSP, HSD, NHTSA and several local police chiefs.

### *HSD Enforcement Efforts resulted in the following:*

- 2,483 Patrol Hours
- 4,560 Traffic Stops
- 5,042 Total Violations and Warnings
- 1,586 Speeding Citations
- 907 Speeding Warnings
- 9 OUI Arrests
- 233 Move Over Law
- 250 Seat Belt and Child Safety Seat
- 41 Texting and Impeded Operation

### ***HSD Media Efforts:***

Argus, HSD's media contractor, developed and ran an earned and paid media campaign through August and September, appealing to a driver's sense of personal responsibility and encouraging safer driving habits and behaviors on the roads and especially in and around work zones. Some of the media buys included online display ads, radio ads, NESN in-game live reads and Fenway Park PA announcements. For a more complete list and breakdown of media elements, see Section on Paid and Earned Media.



*August 9, 2016 - Press Event, Weston State Police Barracks*

## **Sustained Traffic Enforcement Program - Year in Review**

The STEP project completed its third year with fourteen local police departments and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. The eligible departments, considered 'hot spot' communities because of high crash rates, focused their patrols on areas within their community where data showed crashes and injuries are at their highest. EOPSS/HSD strongly encourages departments to develop and utilize an evidence-based traffic enforcement plan that would consist of crash data analysis, deployment of resources based on that analysis, and continuous follow-up and adjustment to the plan. Valuable tools in developing a plan include participation in a DDACTS (Data Driven Approaches to Crime and Traffic Safety) training class as well as using MassTRAC. The participating departments used the funding to crack down on violations of impaired driving, seat belt laws, speeding, and distracted driving as well as other traffic safety infractions.

### STEP Overall Summary - Local Police Departments

*Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Worcester*

Total Patrol Hours: 14,092

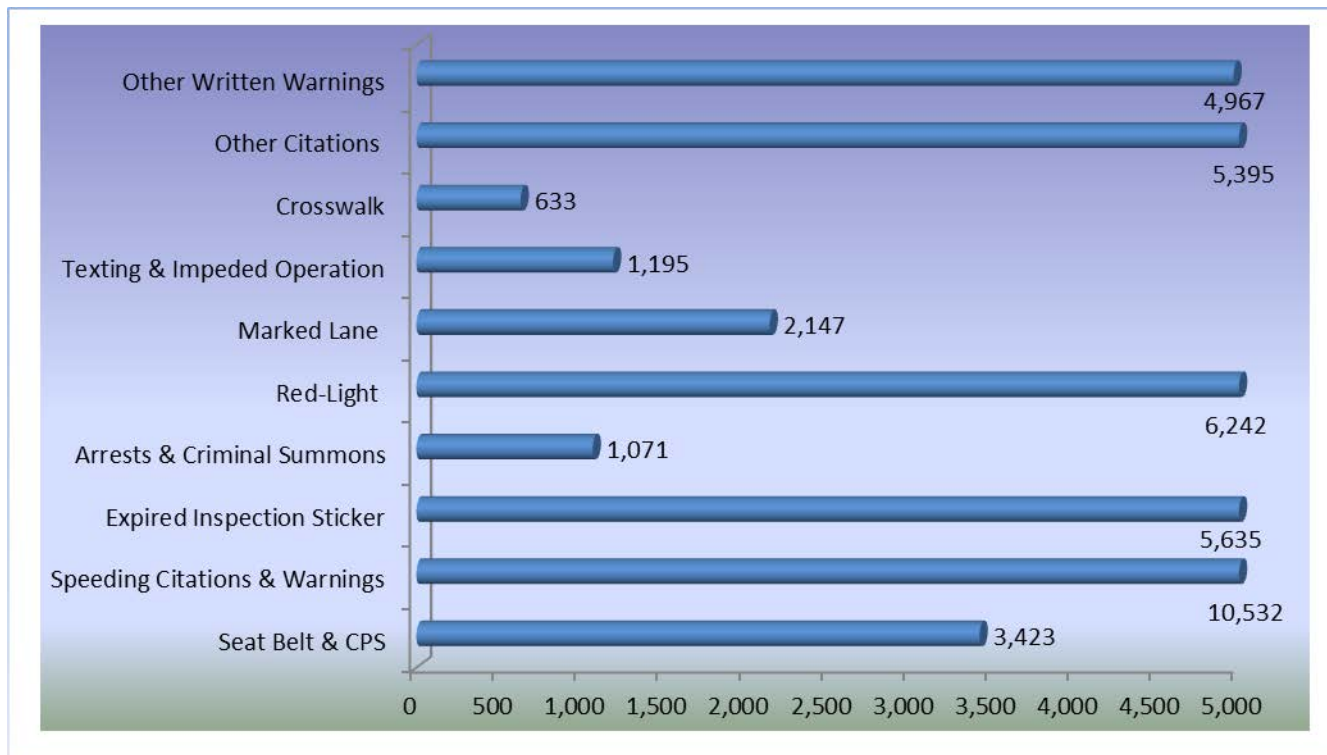
Award Amount: \$1,124,500

Total Traffic Stops: 39,046

Total Spent: \$970,005

Average Weighted Stops per Hour: 3.29

% Award Amount Used: 86%



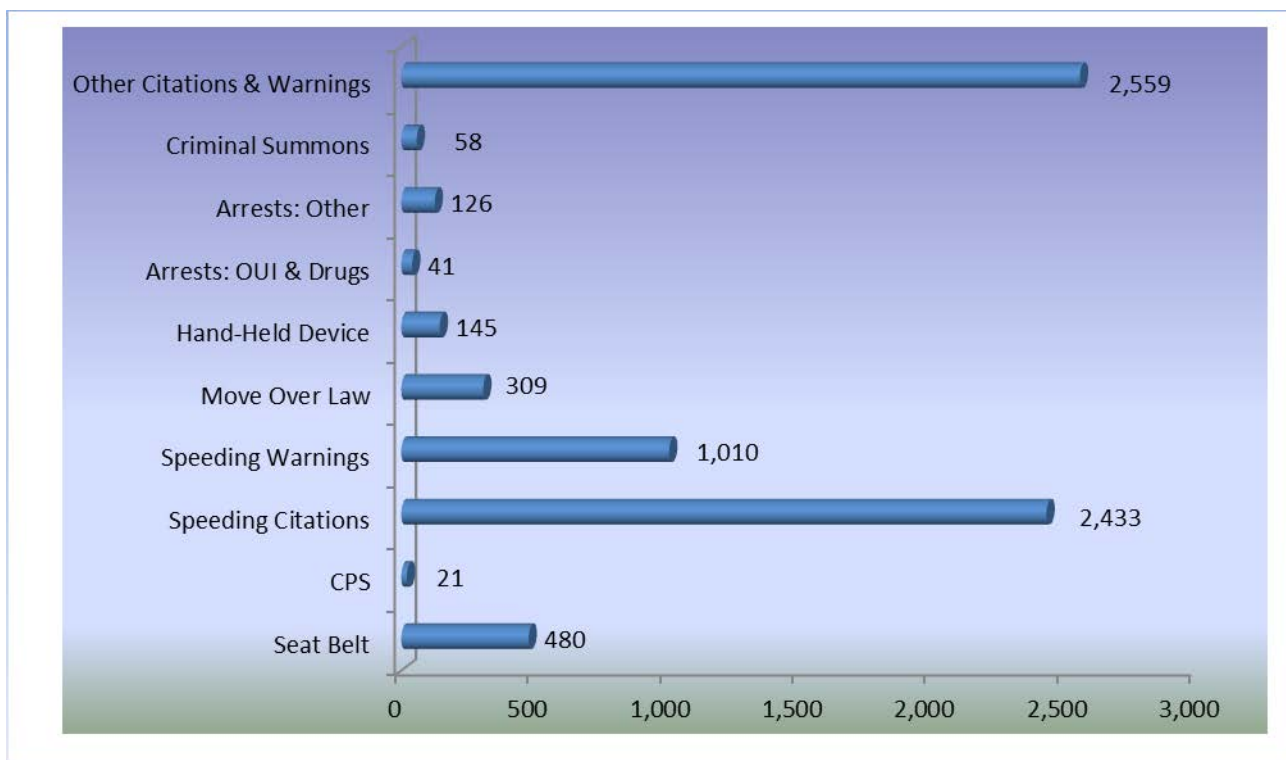
Above categories are the most notable violations. Other violations may include Reckless Driving, Uninsured Motorists and Recovered Stolen Vehicles.



## STEP Overall Summary - Massachusetts State Police

Total Patrol Hours: 3,170  
 Total Traffic Stops: 6,192  
 Average Weighted Stops per Hour:  
 2.45

Award Amount: \$375,000  
 Total Spent: \$327,732  
 % Award Amount Used: 87%



Above categories are the most notable violations. Other violations may include Uninsured Motorists, Negligent Operation and Recovered Stolen Vehicles.

The STEP grant program continues to be a success and it is hopeful that the project will include additional departments in FFY 2017. The high-visibility enforcement model, used by STEP participants, is a proven tool as a deterrent to unsafe driving behaviors and contributes to the overall goal of reducing fatalities and injuries on Massachusetts roadways.



## Child Passenger Seat Program

### Overview of FFY 2016 Activities per Section 2011 Requirements

In July 2008, Massachusetts amended the CPS Law to require that all children riding in passenger motor vehicles be in a federally-approved child passenger restraint that is properly fastened and secured until they are eight years old or more than 57 inches tall. Once a child has outgrown a child seat, he or she needs to use a belt positioning booster seat until attaining the required age or inches in height. This is a primary enforcement law in Massachusetts.

In FFY 2016, EOPSS/HSD continued to educate citizens and help police departments enforce CPS laws through the successful CIOT enforcement mobilizations by both local and state police; through the distribution of certified car seats by CPS technicians at numerous checkup events and fitting stations; and through the increase in new CPS technicians across the Commonwealth.

### Accomplishments

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Administration and Training program in FFY 2015. The major highlights included:

- Trained 169 new technicians for a total of 829 certified CPS technicians and instructors across the Commonwealth.
- Recertified 229 technicians (as of October 1, 2016) – a recertification rate of 59.6%; a rate well over the national average of 56.3%
- CPS Equipment Grantees hosted 67 checkup events as well as weekly fitting stations from during the grant period
- The checkup events and fitting stations resulted in over 6,511 car seat inspections and installations across the Commonwealth
- 61 recipients of the CPS Equipment Grant collectively purchased 2,070 car seats for distribution to families or caregivers in need of a certified car seat
- Nearly 800 car seats had been distributed by grantees prior to the close of the FFY 2016 CPS Grant period (September 30, 2016)

### *Distribution of Child Restraints*

During FFY 2016, EOPSS/HSD distributed CPS Equipment Grant funding to sixty-one selected grantees across the Commonwealth. As part of their application, grantees indicated plans to do

outreach and checkpoints in low-income sections of their respective community. The total amount of funding distributed was \$165,000. Grantees included not-for-profit entities as well as police and fire departments across the Commonwealth.

EOPSS/HSD tries to ensure that these car seats are distributed to low-income families. In the Application for Grant Funds (AGF), it states that the intention of this grant is to provide the seats to low-income families and before applications are approved, subgrantees must describe their specific outreach plans. However, subgrantees are not expected to solicit caregivers about earning levels, nor can judgment be made on one's income level based upon such factors as car make or town of residence. Furthermore, a caregiver attending a fitting station or checkup event could be a babysitter, family friend, nanny or grandparent, which would render income earnings null and void.

Grantee	Median Income	Seats
Amherst - FD	\$ 50,000	20
Amherst - PD		47
Ayer	\$ 56,000	26
Boston Children's Hospital	\$ 51,000	122
Boston - PD		24
Brewster	\$ 58,000	27
Haverhill	\$ 62,000	32
Lawrence	\$ 32,000	87
Lowell	\$ 50,000	29
Malden	\$ 56,000	16
Pittsfield	\$ 43,000	19
Quincy	\$ 60,000	14
Revere	\$ 50,000	29
Sheffield	\$ 48,000	30
Somerville	\$ 62,000	12
Spencer	\$ 63,000	32
Taunton	\$ 54,000	28
Umass Medical (Worcester)	\$ 45,000	100
Upham's Corner (Boston)	\$ 51,000	94
Webster	\$ 48,000	30
<b>Total Seats Received</b>		<b>818</b>
<b>% of all seats purchased</b>		<b>39.5%</b>

According to the U.S. Department of Labor, Bureau of Labor Statistics, the median household income in Massachusetts was approximately \$65,000. Using this figure as a baseline, any number under the median income level would be considered below median income. Of the 61 CPS grant recipients, 20 come from towns or cities with a median income below \$65,000. This represents 33% of all grantees. 818 car seats were purchased by these 20 grantees, accounted for 40% of all car seats purchased.

For the past couple of years, EOPSS/HSD has made a concerted effort to reach out to regional hospitals in areas of lower than median income. Through their pre-natal care programs and community outreach, hospitals can reach many families in need of a car seat. EOPSS/HSD has also required applicants to the CPS grant to detail how they would reach out to low-income families in their respective community. Grantees are required to detail efforts are going on low-income outreach in their monthly and year-end reports.

Through monitoring visits and monthly reports, EOPSS/HSD has found subgrantees increasing their efforts at low-income outreach by working with regional non-profits, hospitals, and public housing developments to further communicate the importance of having proper car seats.

While EOPSS/HSD makes it clear in the CPS AGF that the intention of the grant is to provide seat to low-income families, a balance also needs to be made as attaching low-income to every aspect of a subgrantees outreach may inhibit parents who are seeking inspections and help with car seat installation from attending fitting stations or seat checkups. To this end, subgrantees will not turn away anyone in need of a car seat or seeking to ensure the right car seat is being used.

#### ***54 Municipalities Participated***

Amherst, Andover, Aquinnah, Attleboro, Auburn, Ayer, Bedford, Belmont, Berkley, Boston, Brewster, Brookline, Burlington, Cambridge, Carlisle, Charlton, Concord, Danvers, Essex, Gardner, Harvard, Haverhill, Holliston, Hopkinton, Hull, Lakeville, Lowell, Malden, Milford, Millville, Pepperell, Pittsfield, Quincy, Rehoboth, Revere, Rochester, Seekonk, Sheffield, Somerville, Spencer, Sturbridge, Taunton, Tewksbury, Topsfield, Uxbridge, Wakefield, Webster, Wellesley, Williamsburg, Wilmington, and Winthrop.

#### ***7 Regional Non-Profits Participated***

Baystate Children's Hospital (Springfield), Beverly Hospital, Boston Children's Hospital, Franciscan Hospital for Children (Brighton/Boston), Lawrence General Hospital, Nashoba Valley Regional Dispatch District (Devens), UMass Memorial Medical Center (Worcester), and Upham's Corner Health Center (Dorchester/Boston).

All counties except Franklin and Nantucket were represented in the FFY 2016 CPS Equipment Grant.

Utilizing CPS Equipment funding, grantees purchased 2,070 federally-approved car seats for distribution. As of September 30, 2016, grantees have distributed 781 car seats and have checked over 6,200 car seats for installation. While determining level of income of each recipient is not possible, grantees made every effort to make residents of low-income areas in their town or region aware of upcoming checkpoints and fitting stations where a new car seat could be obtained.

#### ***Enforcement of Child Restraint Laws***

The EOPSS/HSD-funded CIOT mobilization conducted in FFY 2016 focused on addressing occupant protection for all passengers, including children. The local CIOT mobilization took place in May 2016, involving 202 police departments. MSP conducted its own CIOT enforcement in May 2015 as well. During mobilization events, enforcement resulted in the issuance of 4,480 safety belt citations and 123 CPS violations.

A list of municipal police departments that participated in the May CIOT mobilization is provided on the following page.

Approximately 58% of the cities/towns in Massachusetts participated in a CIOT mobilization during FFY 2015.

EOPSS/HSD also funded a pilot Sustained Traffic Enforcement program which involved the MSP and 14 selected municipal police departments across the Commonwealth as well as two DSGPO mobilizations by local police departments. These three enforcement grants resulted in an additional 5,593 safety belt citations issued.

## FFY 2016 Click It or Ticket Mobilization (May 2016) Municipal Participants

Abington	Duxbury	Lynn	Revere	Westminster
Acton	East Bridgewater	Malden	Rockland	Weston
Acushnet	East Longmeadow	Mansfield	Salem	Westport
Adams	Eastham	Marion	Salisbury	Westwood
Agawam	Easthampton	Marlborough	Sandwich	Weymouth
Amesbury	Easton	Marshfield	Saugus	Whitman
Amherst	Everett	Mashpee	Scituate	Wilbraham
Andover	Fairhaven	Medfield	Seekonk	Wilmington
Arlington	Fall River	Medford	Sharon	Winchendon
Ashland	Falmouth	Medway	Sherborn	Winchester
Athol	Fitchburg	Melrose	Shrewsbury	Woburn
Attleboro	Foxboro	Mendon	Somerset	Worcester
Auburn	Framingham	Methuen	Somerville	Wrentham
Avon	Franklin	Middleborough	South Hadley	Yarmouth
Ayer	Freetown	Middleton	Southborough	
Barnstable	Gardner	Milford	Southbridge	
Bedford	Georgetown	Millbury	Southwick	
Belchertown	Grafton	Milton	Spencer	
Bellingham	Granby	Natick	Springfield	
Belmont	Great Barrington	Needham	Stoneham	
Beverly	Greenfield	New Bedford	Stoughton	
Billerica	Groton	Newburyport	Sturbridge	
Bolton	Hadley	Newton	Sudbury	
Boston	Halifax	North Adams	Swampscott	
Bourne	Hanover	North Andover	Swansea	
Braintree	Harwich	North Attleboro	Taunton	
Brewster	Haverhill	North Reading	Tewksbury	
Bridgewater	Hingham	Northampton	Topsfield	
Brockton	Holbrook	Northborough	Townsend	
Brookline	Holden	Northbridge	Tyngsboro	
Burlington	Holliston	Norton	Upton	
Cambridge	Holyoke	Norwell	Uxbridge	
Canton	Hopkinton	Norwood	Wakefield	
Carver	Hudson	Orleans	Walpole	
Charlton	Ipswich	Oxford	Waltham	
Chelmsford	Kingston	Palmer	Ware	
Chelsea	Lakeville	Peabody	Wareham	
Chicopee	Lancaster	Pembroke	Watertown	
Cohasset	Lawrence	Pepperell	Wayland	
Concord	Leicester	Pittsfield	Webster	
Danvers	Lenox	Plainville	Wellesley	
Dartmouth	Leominster	Plymouth	West Boylston	
Dedham	Lexington	Quincy	West Bridgewater	
Dennis	Longmeadow	Randolph	West Springfield	
Douglas	Lowell	Raynham	Westborough	
Dracut	Ludlow	Reading	Westfield	
Dudley	Lunenburg	Rehoboth	Westford	

### **Training CPS Professionals**

The CPS Program uses the NHTSA standardized curriculum for instructors and technicians, which is reviewed by the National Child Passenger Safety Board.

In FFY 2016, Baystate Medical Center (EOPSS/HSD's Statewide CPS Administrator) conducted 22 CPS technician and instructor-related classes throughout the Commonwealth. Classes were open to municipal and state law enforcement and public safety officers. Over 320 law enforcement officers attended the offered trainings. As a result, 169 new technicians were trained and 229 technicians were recertified. The recertification rate for FFY 2016 was 59.6%, a rate well over the national average of 56.3%.

#### **CPS Technicians classes**

- Athol (October 2015)
- Wakefield (December 2015)
- Holyoke (March 2016)
- Lynnfield (April)
- Westport (April)
- Amherst (May)
- Boston (June)
- Amesbury (August)

#### **CPS Update Class**

- Westminster (November 2015)
- Wakefield (December 2015)
- Springfield (January 2016)
- Barnstable (March)
- South Hadley (March)
- Tewksbury (May)
- Bellingham (July)
- Foxborough (September)

### **CPS Renewal Classes**

- Athol (October 2015)
- Wakefield (December 2015)
- Boston (February 2016)
- Holyoke (March)
- Lynnfield (April)
- Westport (April)
- Amherst (May)
- Boston (June)
- Amesbury (August)

Baystate Medical also held a CPS Special Needs class in November 2015 that focused on car seat safety and children with developmental disorders.

### ***Educating the Public on CPS***

As part of CPS Equipment Grant specification, grantees had to participate or host either a checkup event or regularly scheduled fitting station over the course of the grant period. From October 2015 to September 2016, grantees hosted or participated in 67 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded 6,237 car seat inspections and installations. As a result of careful inspections, 781 car seats were distributed to replace outdated or damaged car seats.

On the following page, a list of the checkup events held by FFY 2016 CPS grantees is provided.

Commonwealth of Massachusetts Highway Safety Annual Report FFY 2016

Date	Location	Time	Host Agency
2/28/16	Boston Public Health Commission-Roxbury	10:00am-2:00pm	Boston Public Health Commission - Boston Police Department
4/2/16	Taunton DPW	9:00am-1:00pm	Taunton Poilice Department
4/16/16	Millville Police Station	9:00am-1:00pm	Millville Police Department
4/22/16	Northeast Regional Vocational School	4:00-8:00pm	Wakefield Police Department
4/24/16	137 Myricks Street	10:00am-1:00pm	Lakeville+Berkley Police Departments
4/30/16	Charlton Town Common-Earth Day Festival	10:00am-2:00pm	Charlton Police Department
4/30/16	Williamsburg Police Department	10:00am-2:00pm	Williamsburg Police Department
4/30/16	Wellesley Low-Income Housing-Barton Rd	10:00am-1:00pm	Wellesley Police Department
4/30/16	Quincy YMCA Healthy Kids Day	10:00am-1:00pm	Quincy Police Department
5/7/16	Christian Fellowship of Boston-Somerville	1:00-5:00pm	Boston Children's Hospital
5/7/16	Spencer Police Department	9:00am-1:00pm	Spencer Police Department
5/8/16	Roxbury Presbyterian Church	1:00-5:00pm	Boston Children's Hospital
5/11/16	Upham's Corner Health Center	9:00am-1:00pm	Upham's Corner Health Center - Boston EMS
5/13/16	UMass Amherst	5:00-8:00pm	UMass Amherst
5/14/16	Home Depot-Hadley		Amherst PD+Hadley PD
5/14/16	Uxbridge High School		Uxbridge PD+FD
5/14/16	South Shore Hospital-Weymouth	9:30am-1:30pm	South Shore Hospital
5/14/16	Sholan Farms-Leominster	10:00am-2:00pm	MA State Police
5/19/16	585 East Pleasant St, Amherst	1:00-3:00pm	Amherst Fire Department
5/21/16	Milford Highway Department	9:00am-1:00pm	Milford Police Department
5/21/16	Boxborough Fire Department	9:00am-12:00pm	Boxborough Fire Department
5/21/16	Hannaford Parking Lot-Lowell	10:00am-12:00pm	Lowell+Tewksbury Police Departments
5/21/16	Commonwealth Motors-Lawrence	10:00am-2:00pm	Lawrence General Hospital
5/21/16	Elliot Whittier Insurance	10:00am-2:00pm	Winthrop Police Department
5/22/16	Walmart-Pittsfield	10:00am-1:00pm	Baystate Medical Center
5/24/16	Springfield Preschool		Baystate Medical Center
5/26/16	Second Baptist Church-South Hadley	10:00am-2:00pm	Baystate Medical Center
6/4/16	Martin Elementary School		Seekonk Police Department
6/5/16	Herb Chambers-Westborough	10:00am-2:00pm	Baystate Medical Center
6/11/16	Littleville Elementary School-Huntington	10:00am-12:00pm	Baystate Medical Center
6/11/16	Walmart-Quincy	8:00am-2:00pm	Quincy Police Department
6/18/16	Bike Rodeo-McKeon Post Dorchester	10:00am-1:00pm	Boston Police Department
6/18/16	270 Barnum Rd-Devens MA	10:00am-2:00pm	Nashoba Valley Regional Dispatch Center
6/18/16	Danvers High School-Bicycle Safety Day	9:00am-12:00pm	Danvers Police Department
6/25/16	Stoneham		
6/25/16	30 Warren Street, Brighton MA	12-4:00pm	Franciscan Hospital for Children
7/10/16	Athol Fire Department	10am-2pm	Athol Fire Department
7/13/16	Babies R Us-Framingham	3:30-7:30pm	MA State Police
7/17/16	137 Myricks Street, Berkley	9:30am-12:30pm	Berkley+Lakeville Police Department
7/18/16	Blue Hills Parenting Program		Boston Children's Hospital
8/2/16	School Street Park, Agawam	3:00-5:00pm	Baystate Medical Center
8/2/16	National Night Out	5:30-8:30pm	Revere Police Department
8/6/16	North Village, UMass Amherst		Amherst Police Department
8/13/16	Taunton DPW	9:00am-12:00pm	Taunton Poilice Department
8/13/16	Summer Safety Day-Sudbury	10:00am-1:00pm	Middlesex DA, Sudbury+Wayland PD
8/18/16	Amherst Middle School		Amherst PD
8/20/16	Rehoboth Highway Department		Rehoboth Police Department
8/27/16	Gardner Public Safety Day		Gardner Police Department
9/10/16	David Prouty High School	10:00am-2:00pm	Spencer+Leicester PDs
9/10/16	Concord Police-Open House		Concord Police Department
9/12/16	Shoppers World-Framingham	3:30-7:30pm	MA State Police+Safe Kids Western MA
9/17/16	Redway Plain Rehoboth		Rehoboth Police Department
9/17/16	Auburn Mall		Auburn Police Department
9/17/16	Danehy Park Family Day	11:00am-4:00pm	Cambridge Police Department
9/17/16	Commonwealth Chevrolet-Lawrence	10:00am-2:00pm	Lawrence General Hospital+Safe Kids
9/21/16	Wilmington Police Department	10:00am-2:00pm	Wilmington Police Department
9/23/16	Holyoke Mall-Babies R Us	11:00am-2:00pm	Baystate Medical Center
9/24/16	Harvard Police Department	10:00am-2:00pm	Harvard Police Department+Safe Kids
9/24/16	Franciscan Children's Hospital	11:00am-2:00pm	Franciscan Hospital for Children
9/24/16	Taunton DPW	9:00am-1:00pm	Taunton Poilice Department
9/24/16	MSP Bourne	11:00am-3:00pm	MA State Police+Safe Kids Western MA
9/24/16	Wachusett Mountain	10:00am-2:00pm	Baystate Medical Center
9/24/16	Greendale Head Start Center	10:00am-2:00pm	UMass Memorial Medical Center
9/24/16	Chick-fil-A Chicopee	9:00am-Noon	Baystate Medical Center
9/24/16	Topsfield Fire Station	10:00am-2pm	Topsfield Fire Department
9/24/16	Cambridgeport Pride Day-Columbia Park		Cambridge Police Department
9/30/2016	Whittier Health Center-Roxbury	10:00am-1:00pm	Children's Hospital Boston

A list of fitting stations by FFY 2016 CPS grantees is provided below.

Grantee	Fitting Station	Advertised
Amherst Fire Department	By appointment	
Amherst Police Department	By appointment, walk-in	<a href="https://www.amherstma.gov/439/Child-Passenger-Seat-Inspections">https://www.amherstma.gov/439/Child-Passenger-Seat-Inspections</a>
Andover Police Department	By appointment	<a href="http://www.andoverps.net/police/Services.html">http://www.andoverps.net/police/Services.html</a>
Aquinnah Police Department	By appointment, and Sun-Wed	
Attleboro Police Department	By appointment	<a href="http://attleboropolice.org/car-seat-installation-clinics/">http://attleboropolice.org/car-seat-installation-clinics/</a>
Auburn Police Department	2 checkup events	
Ayer Police Department	Daily 1:45-2:45pm	
Baystate Children's Hospital	Thursdays in Springfield 9am-5pm, 3rd Tuesday of each month in Greenfield 11am-2pm	
Bedford Police Department	By appointment	<a href="http://www.bedfordma.gov/police/pages/child-passenger-safety">http://www.bedfordma.gov/police/pages/child-passenger-safety</a>
Belmont Police Department	By appointment	<a href="http://www.belmontpd.org/Pages/BelmontPD_EmerNews/01622191-000F8513">http://www.belmontpd.org/Pages/BelmontPD_EmerNews/01622191-000F8513</a>
Berkley Police Department	2 checkup events	
Beverly Hospital	M-F 9-3 by appointment	<a href="http://www.beverlyhospital.org/locations--services/health-services/rehabilitation-services/wellness-and-safety">http://www.beverlyhospital.org/locations--services/health-services/rehabilitation-services/wellness-and-safety</a>
Boston Children's Hospital	Wednesdays 10am-12pm	
Boston Police Department	2 checkup events	
Brewster Police Department	By appointment	
Brookline Police Department	Bi monthly checkpoint, by appointment	<a href="http://www.brooklinepolice.com/157/Child-Seat-Safety">http://www.brooklinepolice.com/157/Child-Seat-Safety</a>
Burlington Police Department	By appointment	
Cambridge Police Department	By appointment	<a href="https://www.cambridgema.gov/cpd/communityresources/childsafetyresources">https://www.cambridgema.gov/cpd/communityresources/childsafetyresources</a>
Carlisle Police Department	By appointment	
Carver Police Department	By appointment	Facebook
Charlton Police Department	By appointment	<a href="http://www.charltonpd.org/childsafety.htm">http://www.charltonpd.org/childsafety.htm</a>
Concord Police Department	By appointment	<a href="http://www.concordma.gov/pages/concordma_police/childseat">http://www.concordma.gov/pages/concordma_police/childseat</a>
Danvers Police Department	By appointment	<a href="http://danverspolice.com/resources/child-safety-tips/">http://danverspolice.com/resources/child-safety-tips/</a>
Essex Police Department	By appointment	<a href="http://www.essexma.org/pages/essexma_police/CarSeat">http://www.essexma.org/pages/essexma_police/CarSeat</a>
Franciscan Hospital for Children	2 checkup events	
Gardner Police Department	By appointment	
Harvard Police Department	By appointment	
Haverhill Police Department	By appointment, Thur mornings 9-12	
Holliston Police Department	By appointment	<a href="http://www.hollistonpolice.com/Safety%20Officer.htm">http://www.hollistonpolice.com/Safety%20Officer.htm</a>
Hopkinton Police Department	By appointment	NextDoor (neighbor website)
Lakeville Police Department	By appointment	<a href="http://www.lakevillepd.org/Carseat.html">http://www.lakevillepd.org/Carseat.html</a>
Lawrence General Hospital	By appointment	
Lowell Police Department	By appointment	
Malden Police Department	By appointment	
Milford Police Department	2 checkup events	
Millville Police Department	By appointment	
Nashoba Valley Regional Dispatch District	By appointment	<a href="http://www.nvrec.us/child-safety-seat-installs">http://www.nvrec.us/child-safety-seat-installs</a>
Pepperell Police Department	By appointment	<a href="http://www.pepperell-mass.com/308/Child-Safety-Seats">http://www.pepperell-mass.com/308/Child-Safety-Seats</a>
Pittsfield Police Department	By appointment, residents only	<a href="http://www.pittsfieldpd.org/child-safety-seat-inspection/">http://www.pittsfieldpd.org/child-safety-seat-inspection/</a>
Quincy Police Department	Walk in Tuesday 4-8pm, by appt otherwise	<a href="http://quincypolice.org/car-seat-installs/">http://quincypolice.org/car-seat-installs/</a>
Rehoboth Police Department	By appointment	<a href="http://rehobothpd.org/child-safety-seat-check/">http://rehobothpd.org/child-safety-seat-check/</a>
Revere Police Department	By appointment, and Fridays 12-4	Facebook
Rochester Police Department	By appointment	<a href="http://www.rochestermapd.com/child.htm">http://www.rochestermapd.com/child.htm</a>
Seekonk Police Department	By appointment	<a href="http://seekonk-ma.gov/pages/SeekonkMA_Police/seat">http://seekonk-ma.gov/pages/SeekonkMA_Police/seat</a>
Sheffield Police Department	By appointment	
Somerville Police Department	By appointment-officer can go to residence	<a href="http://somervillepd.com/index.php/services/child-safety-seats">http://somervillepd.com/index.php/services/child-safety-seats</a>
Spencer Police Department	2 checkup events	
Sturbridge Police Department	2 checkup events	
Taunton Police Department	By appointment	Facebook
Tewksbury Police Department	By appointment	<a href="http://www.tewksbury-ma.gov/police-department/pages/child-passenger-safety">http://www.tewksbury-ma.gov/police-department/pages/child-passenger-safety</a>
Topsfield Fire Department	walk-in daily 6-6	
UMass Memorial Medical Center	By appointment, 2xmonthly checkpoints	<a href="http://www.umassmemorialhealthcare.org/umass-memorial-medical-center/services-treatments/injury-prevention-center/child-passenger-safety">http://www.umassmemorialhealthcare.org/umass-memorial-medical-center/services-treatments/injury-prevention-center/child-passenger-safety</a>
Upham's Corner Health Center	M-W-F 10am-12:30pm	Flyers in English and Spanish
Uxbridge Fire Department	By appointment	Facebook
Uxbridge Police Department	By appointment	Facebook
Wakefield Police Department	By appointment	<a href="http://www.wakefieldpd.org/faq/pages/how-do-i">http://www.wakefieldpd.org/faq/pages/how-do-i</a>
Webster Police Department	By appointment	
Wellesley Police Department	By appointment, residents only	<a href="http://www.wellesleypolice.com/index.cfm/page/Child-Passenger-Safety-Seat-Program/pid/10438">http://www.wellesleypolice.com/index.cfm/page/Child-Passenger-Safety-Seat-Program/pid/10438</a>
Williamsburg Police Department	By appointment	
Wilmington Police Department	Wednesday 10am-2pm	<a href="http://www.wpd.org/childpassengersafety.html">http://www.wpd.org/childpassengersafety.html</a>
Winthrop Police Department	2 checkup events	Facebook



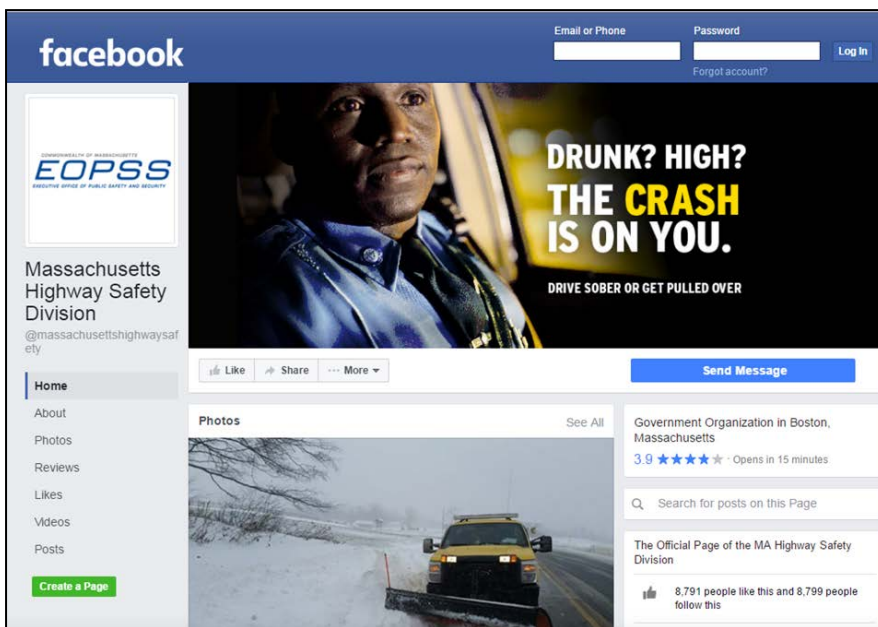
The following provides an overview of the types of programs and support available through EOPSS/HSD and Baystate Medical Center during FFY 2016. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/HSD staff and Statewide CPS Coordinator responded to 144 inquiries to the toll-free CPS hotline
- Developed a calendar on CPS week activities in September and shared information with NHTSA
- Reviewed community outreach material
- Answered technical questions regarding installations and the law
- Responded to inquiries regarding the availability of seats, the location of technicians, product recalls and related information
- Secured training sites
- Solicited breakout session topics from currently certified technicians and instructors via email in advance of the annual conference
- Updated the technician class waiting list
- Provided technical assistance by sending the Statewide CPS Coordinator to the National Lifesavers Conference
- Assisted communities, non-profit agencies and other entities by reviewing seats to be ordered as part of the equipment grant
- Acknowledged emails and program inquiries about upcoming training dates
- Responded to telephone calls and emails for technical assistance from grant recipients
- Assisted technicians with fulfilling Continuing Education Unit (CEU) requirements

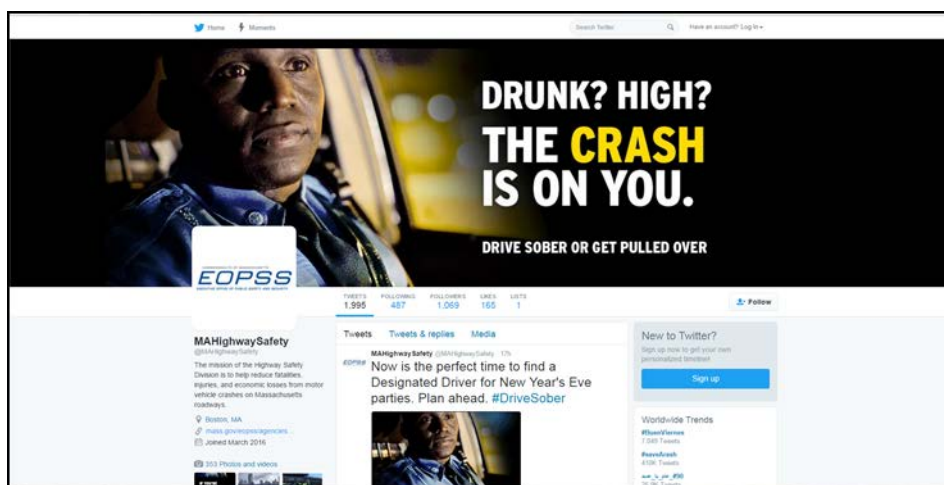
## HSD’s Social Media Efforts in FFY 2016

The Highway Safety Division launched Social Media feeds on Twitter and Facebook in March 2016. By the time of this report (December 2016), the Facebook page had grown to over 8700 followers. By October 1, the Facebook page had a total daily reach of over 2.1 million, with over 2.4 million impressions, over 370,000 views of posted videos. HSD posts received over 10,000 likes/comments/shares. Twitter followers numbered over 1,060 with over 1,990 tweets during the year. Social media activity resulted in strengthened outreach to the general public as well as to local law enforcement partners.

HSD’s Facebook page:



HSD’s Twitter page:



# **Financial Summary/ Distribution of Funds**

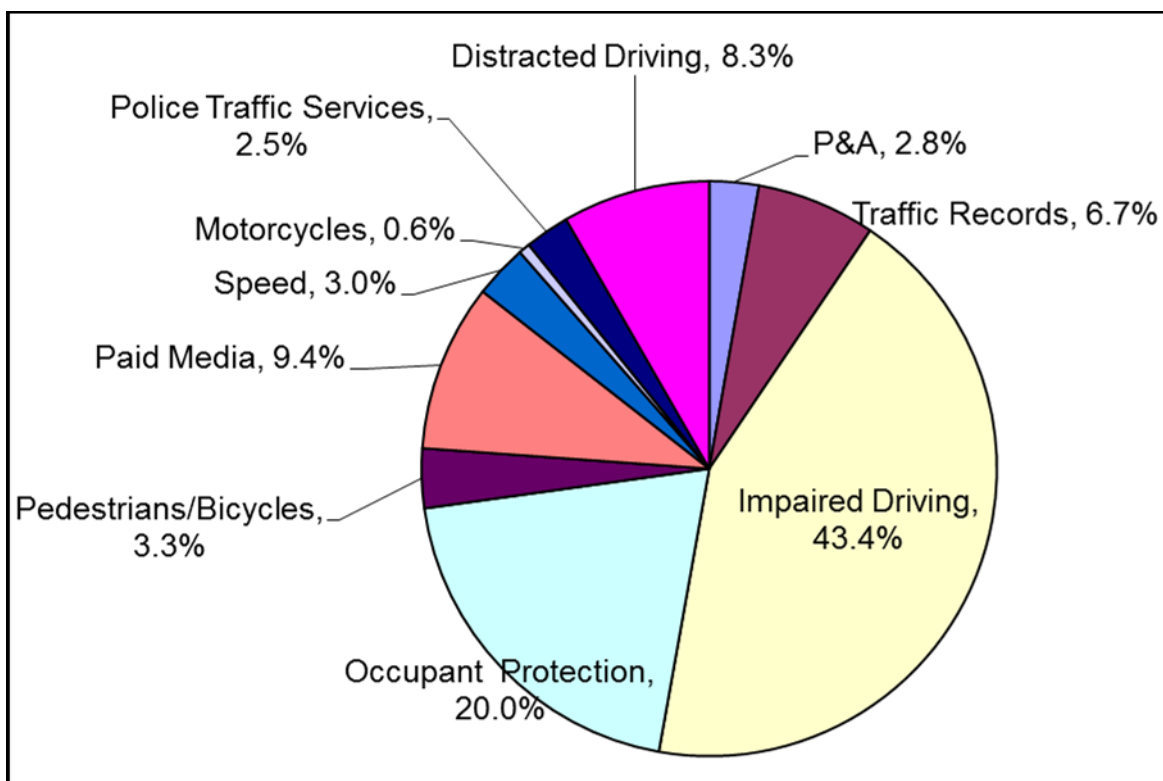
The EOPSS/HSD financial summary is provided on the following page.

Table 12: FFY 2016 Financial Summary\*

	402	410	408	2010	1906	403	164	2011	405b	405c	405d	405f	Total	% of Total
<b>P&amp;A</b>	\$263,052												\$263,052	2.8%
<b>Traffic Records</b>	\$310,797									\$322,652			\$633,449	6.7%
<b>Impaired Driving</b>	\$503,177	\$224,720					\$843				\$3,382,113		\$4,110,853	43.4%
<b>Occupant Protection</b>	\$490,278							\$70,889	\$1,334,478				\$1,895,645	20.0%
<b>Pedestrians/Bicycles</b>	\$316,647												\$316,647	3.3%
<b>Paid Media</b>	\$814,158								\$80,471				\$894,629	9.4%
<b>Speed</b>	\$283,930												\$283,930	3.0%
<b>Motorcycles</b>	\$41,711			\$3,800								\$15,844	\$61,355	0.6%
<b>Police Traffic Services</b>	\$221,000				\$15,844								\$236,844	2.5%
<b>Distracted Driving</b>	\$786,341												\$786,341	8.3%
<b>EMS</b>	\$0												\$0	0.0%
<b>Roadway Safety</b>	\$0												\$0	0.0%
<b>Total</b>	<b>\$4,031,091</b>	<b>\$224,720</b>	<b>\$0</b>	<b>\$3,800</b>	<b>\$15,844</b>	<b>\$0</b>	<b>\$843</b>	<b>\$70,889</b>	<b>\$1,414,949</b>	<b>\$322,652</b>	<b>\$3,382,113</b>	<b>\$15,844</b>	<b>\$9,482,745</b>	

\*As of December 28, 2016

### Chart of 2016 Financial Summary



### Chart of FFY 2016 Carryover Funds

2016 Estimated Carry Forward Funds*	
Section 402 - NHTSA	\$6,022,845
Section 408 - DATA PROGRAM	\$197,871
Section 410 - ALCOHOL SAFETEA-LU	\$149,466
Section 2010 - MOTORCYCLE SAFETY	\$649
Section 2011 - CHILD SEATS	\$21,451
Section 1906 - PROHIBIT RACIAL PROFILING	\$7,058
Section 164AL	\$0
Section 405b (MAP 21)	\$588,565
Sectin 405c (MAP 21)	\$2,035,309
Section 405d (MAP 21)	\$1,607,275
Section 405f (MAP 21)	\$181,033
<b>Total</b>	<b>\$10,811,523</b>

# Acronym Glossary

Administrative Office of the Trial Court (AOTC)  
Advanced Roadside Impaired Driving Enforcement (ARIDE)  
Alcoholic Beverages Control Commission (ABCC)  
Automated License and Registration System (ALARS)  
Blood Alcohol Concentration (BAC)  
Breath Alcohol Testing (B.A.T.)  
Breath Test (BT)  
Child Passenger Safety (CPS)  
Click It or Ticket (CIOT)  
Continuing Education Unit (CEU)  
Data-Driven Approaches to Crime and Traffic Safety (DDACTS)  
Department of Public Health (DPH)  
Drive Sober or Get Pulled Over (DSGPO)  
Drug Recognition Experts (DRE)  
Executive Office of Public Safety and Security (EOPSS)  
Fatality Analysis Reporting System (FARS)  
Federal Fiscal Year (FFY)  
Governors Highway Safety Association (GHSA)  
Highway Safety Division (HSD)  
High Visibility Enforcement (HVE)  
International Association of Chiefs of Police (IACP)  
Junior Operator License (JOL)  
Law Enforcement Liaison (LEL)  
Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21)  
Massachusetts Department of Transportation (MassDOT)  
Massachusetts District Attorneys Association (MDAA)  
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)  
Massachusetts Law Enforcement Challenge (MLEC)  
Massachusetts Rider Education Program (MREP)

Massachusetts State Police (MSP)  
Massachusetts Traffic Records Analysis Center (MassTRAC)  
Municipal Police Training Committee (MPTC)  
National Highway Traffic Safety Administration (NHTSA)  
Office of Alcohol Testing (OAT)  
Office of Grants and Research (OGR)  
Operating Under the Influence (OUI)  
Registry of Motor Vehicles (RMV)  
Sales to Intoxicated Persons (SIP)  
Standardized Field Sobriety Testing (SFST)  
Traffic Occupant Protection Strategies (TOPS)  
Traffic Records Coordinating Committee (TRCC)  
Traffic Safety Resource Prosecutor (TSRP)  
Vehicle Miles Traveled (VMT)