

# Massachusetts FFY 2017 Highway Safety Annual Report

**for them. drive present.**  
DISTRACTED? THE CRASH IS ON YOU.

**IF YOU'RE DRUNK OR HIGH,  
DON'T TELL ME IT WAS AN ACCIDENT.**  
THE CRASH IS ON YOU.

**Choose the right seat**

It may surprise you to learn that motor vehicle crashes are a leading cause of death for children under 14. In fact, even a sudden stop can lead to serious injuries. That's why it's essential that your child ride in the right car seat at all times.

According to the National Highway Traffic Safety Administration (NHTSA), your child should stay in the safest car seat type – rear-facing, forward-facing, and booster seats – for as long as they meet the manufacturer's height and weight requirements. There's no need to rush them to the next car seat type.

**Car Seat Options**

Birth	1	2	3	4	5	6	7	8	9	10	11	12	13+
Rear-Facing Car Seat													
Forward-Facing Car Seat						Booster Seat			Seat Belt				

Rear-Facing Car Seat
 Forward-Facing Car Seat
 Booster Seat
 Seat Belt

- Massachusetts law requires that all children riding in passenger motor vehicles be in a federally approved car or booster seat that is properly fastened and secured according to the manufacturer's instructions until they are 8 years old or over 57 inches tall. When children outgrow their booster seat, they are required to wear a seat belt.
- The American Academy of Pediatrics recommends a rear-facing car seat until 2 years of age or until your child reaches the highest height and weight allowed by the car seat manufacturer.
- The back seat is the safest place for your child. The American Academy of Pediatrics recommends children ages 12 and under ride in the back seat.

**SCAN THE STREET FOR WHEELS AND FEET**

**1 in 4** deaths in motor vehicle crashes involve people walking or bicycling.

**30 PERCENT OF TEEN DRIVERS IN FATAL CRASHES WERE SPEEDING**

**WHAT CAN YOU DO?**  
TELL THEM IT'S THE LAW. HAVE YOUR CHILD SIGN A PARENT/TEEN DRIVER CONTRACT TO FOLLOW THE SPEED LIMIT.

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## Message from the Director

The Massachusetts Executive Office of Public Safety and Security, Office of Grants and Research, Highway Safety Division (EOPSS/OGR/HSD) is pleased to present the Fiscal Year 2017 Annual Report. This Report serves as the Commonwealth's evaluation of the 2017 Highway Safety Plan (HSP) and is our opportunity to celebrate performance target attainment in the past year and to identify opportunities for additional improvements in the coming year.

The entire staff of the EOPSS/OGR/HSD worked closely with our partners to conduct appropriate problem identification, identify priority areas, select realistic performance measures, identify and implement proven countermeasures. The Annual Report reviews the yearly progress on implementing the Massachusetts HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for funds available under the Section 402 Highway Safety grant program.

The Massachusetts EOPSS/OGR/HSD's mission statement is as follows:

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

In accordance with the current reauthorization legislation, Fixing America's Surface Transportation Act (FAST Act), the Highway Safety Division has included the following components in the FY 2017 Annual Report:

- Assessment of the state's progress in meeting targets identified in our FY 2017 HSP
- Description of the projects and activities funded
- Federal funds expended on identified funded projects and activities
- Extent to which the identified projects contributed to meeting the highway safety targets.

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



Jeff Larson, Highway Safety Division Director  
Executive Office of Public Safety and Security/Office of Grants and Research  
December 31, 2017

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# Executive Summary

## ■ FFY 2017 Highlights

- For FFY 2017 (October 1, 2016 – September 30, 2017), EOPSS/OGR/HSD successfully applied for and received \$9,280,367.08 in FAST Act (Fixing America’s Surface Transportation) funding from NHTSA. Utilizing the funds received, EOPSS/OGR/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.
- For FFY 2017, Baystate Medical Center in Springfield oversaw the Child Passenger Safety (CPS) Administration and Training Grant. Baystate’s leadership has led to a 15% increase in certified CPS Technicians and instructors to 829. For the first half of calendar year 2017 (January – June), Massachusetts had a recertification rate of 67.4%, which is higher than the national rate of 57.1% during the same time period.
- EOPSS/OGR/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* (DSOGPO) mobilizations. One hundred forty-eight police departments were involved in four statewide-mobilizations (2 DSOGPO, 1 CIOT, 1 Distracted Driving) resulting in 26,114 hours of enforcement patrols and 64,907 stops of motorists – a rate of 2.5 stops per hour.
- The Sustained Traffic Enforcement Program (STEP) had 16 local communities (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield and Worcester) along with MSP implementing sustained, high-visibility year-long traffic enforcement. Participants conducted 8,881 hours of enforcement patrols resulting in 24,707 stops. Over 25,000 citations and warnings were issued along with 136 arrests. The 16 communities selected were recognized as ‘hot spots’ for traffic injuries and fatalities based upon data analysis of crash records.
- In April 2017, a statewide distracted driving enforcement mobilization was conducted by 141 police departments and the Massachusetts State Police (MSP). This mobilization took place during NHTSA’s designated ‘Distracted Driving Awareness Month’. Participating subrecipients completed 10,204 hours of enforcement resulting in over 16,000 traffic stops. The stops led to 8,029 citations issued for distracted driving.
- EOPSS/OGR/HSD launched an earned media campaign to promote seat belt usage and the tragic consequences of not buckling up. Through partnerships with AAA Northeast, NHTSA, and a local junkyard, a crashed car display was created with an unbuckled crash

test dummy driver protruding through the front windshield, a belted dummy sitting in the passenger seat, and “Click It or Ticket” campaign signage on the car. Working with police departments, schools, and non-profits, the crashed car toured the state through the CIOT mobilization period, throughout the summer and into the fall. The display vehicle was parked in high visibility locations and generated a buzz on social media, as well as TV, print, and online news coverage. Due to the success and minimal costs associated with this effort, EOPSS/OGR/HSD plans to run it again during FFY 2018.

- **Joining HSD** - In November 2017, Richard Valeri was hired as a Program Coordinator II. He will be responsible for the Pedestrian and Bicycle Traffic safety programs, Municipal Police Training Committee (MPTC) and Alcoholic Beverages Control Commission (ABCC) grants. Richard was a police officer in North Reading prior to joining EOPSS/OGR/HSD.
- **Leaving HSD** - In September 2017, Lindsey Phelan left EOPSS/OGR/HSD for position with a private foundation.

## Key Dates and Activities During FFY 2017

December 2016 - FFY 2016 Annual Report submitted to NHTSA

December 2016 - January 2017 - Local DSOGPO Mobilization

April 2017 - Local and MSP Distracted Driving Mobilization

May 2017 - Local and MSP CIOT Mobilization

June 2017 - Statewide Seat Belt Observation Survey

July 2017 - FFY 2018 Highway Safety Plan submitted to NHTSA

August - September 2017 - Local DSOGPO Mobilization

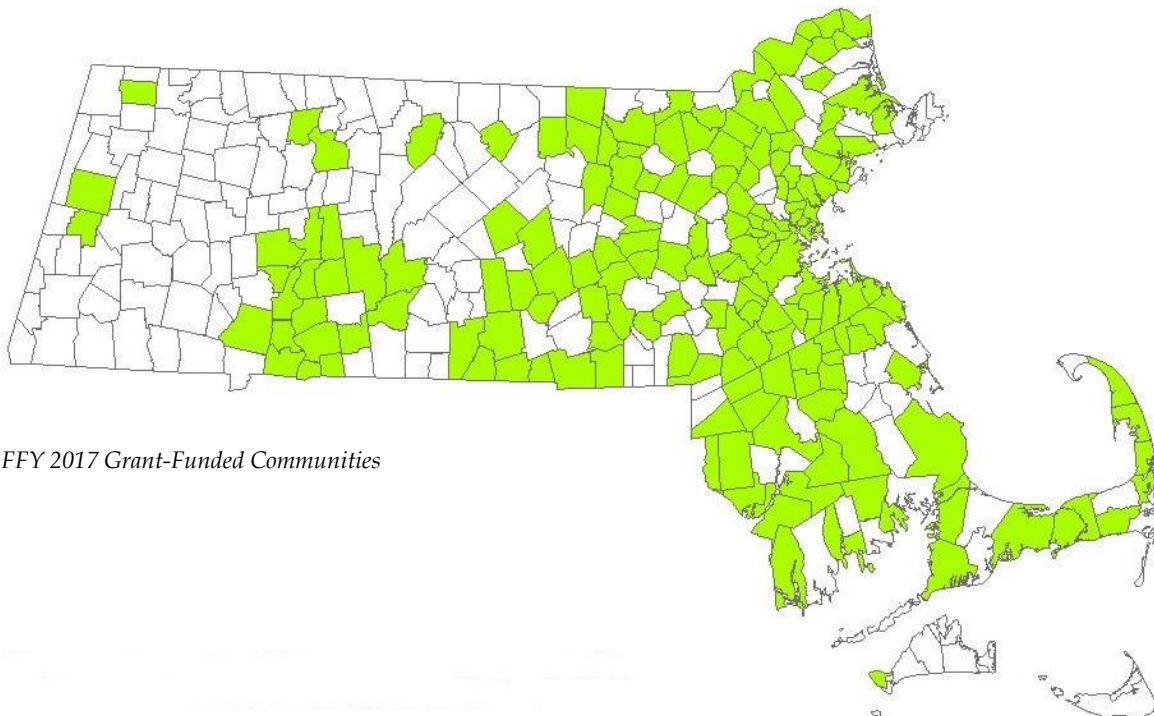
## Note on Data for the FFY 2017 Annual Report

For the Annual Report, EOPSS/OGR/HSD relied primarily on 2011 to 2016 trend data, and, whenever available, 2017 data. Note that some 2016 and most 2017 data 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 2017 Traffic Safety Enforcement Plan (TSEP)

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 2017 Highway Safety Plan.

During FFY 2017, funding was provided for a variety of grants to state, municipal and regional non-profit agencies with a public safety focus. In all, 175 different communities received funding representing 50% of all communities in the Commonwealth.



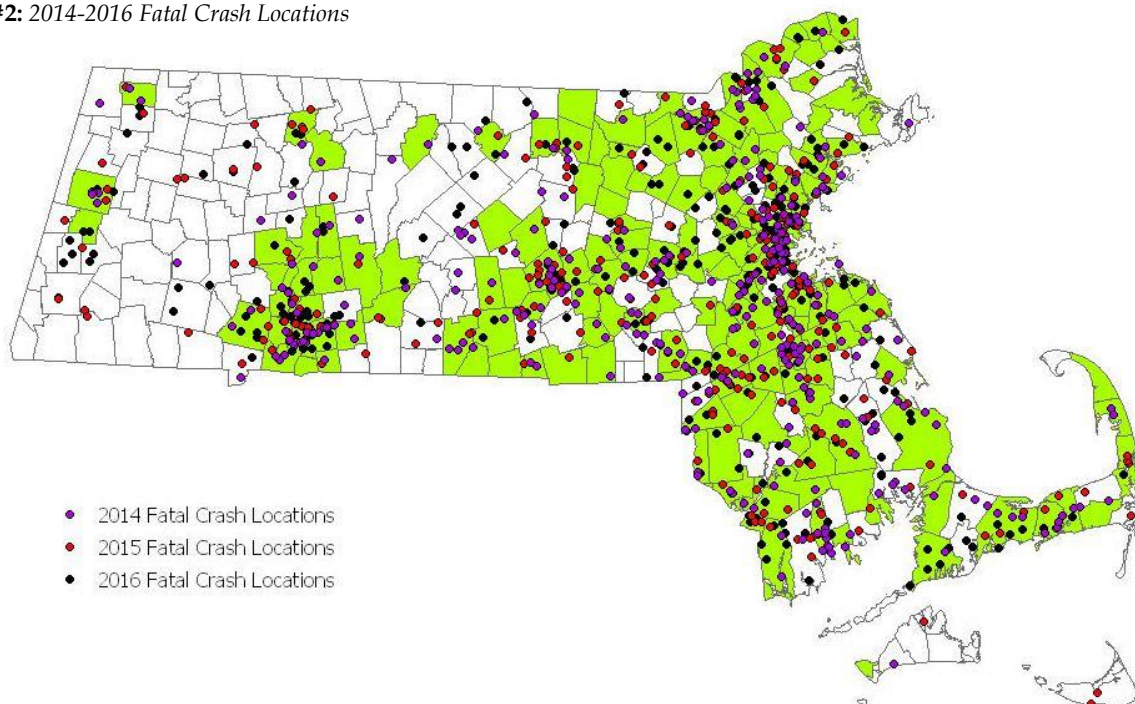
Map #1: FFY 2017 Grant-Funded Communities

Each county in Massachusetts, with the exception of Nantucket, received FFY 2017 funding to make roadways safer across the state. As the map of 2017 subrecipients shows, more funding was provided to counties in eastern Massachusetts than the western region. This is because data indicated that the problem areas were more prevalent in eastern than western Massachusetts. More population, greater population density, more vehicle miles traveled, and more cars on the roadways separate the two regions.

As the map on the following page shows, most of the communities receiving funding during FFY 2017 had at least one fatal crash between 2014 and 2016. Clustering of crashes occurs in towns such as Pittsfield, Lowell, Lawrence, Worcester, Springfield, Brockton, Fall River, and the metro Boston area. EOPSS/OGR/HSD made it a priority to ensure these communities, as well as others with a high incidence of fatal crashes in recent years, had funding available to improve traffic safety.



Map #2: 2014-2016 Fatal Crash Locations



For the FFY 2017 TSEP, Massachusetts sought to increase seat belt usage while decreasing the number of impaired driving and pedestrian fatalities through several key enforcement programs:

- **Sobriety Checkpoints** – Funding was provided to MSP to conduct 72 checkpoints resulting in 237 Operating Under the Influence (OUI) arrests, 16 OUI Drug arrests, 565 Safety Belt violations, and 44 Child Passenger Seat violations. A total of 6,724 citations were issued over the course of 8,990 hours of work conducting sobriety checkpoints and associated saturation patrols.
- **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 2016 with 129 departments, and a second in August 2017 with 124 departments. Both mobilizations involved over 35% of local communities. In all, there were 89 OUI arrests and 1,356 Safety Belt citations issued during the 11,131 hours of enforcement patrols.
- **Click It or Ticket (CIOT) Mobilizations** – Funding was provided to 141 local police and MSP to conduct overtime enforcement mobilizations in May 2017 in conjunction with the national CIOT campaign. These mobilizations resulted in 8 OUI arrests, 4,042 safety belt citations, and 94 Child Passenger Seat citations over the course of 18,853 hours of enforcement patrols.
- **Distracted Driving Mobilizations** – Funding was provided to 141 local police departments and MSP to conduct overtime enforcement mobilizations in April 2017 in

conjunction with the national Distracted Driving Awareness campaign. These mobilizations resulted in 8,029 distracted driving related citations being issued.

- **Pedestrian and Bicycle Safety Program** – Funding to 79 local police departments to conduct overtime enforcement activities aimed at reducing pedestrian and bicyclist injuries and fatalities. This mobilization led to 2,520 enforcement hours and resulted in 2,854 citations issued along with 37 arrests. Subrecipients also purchased over \$4,300 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 communities.
- **Sustained Traffic Enforcement Program (STEP)** – Funding was provided to 16 local police departments and MSP to conduct high-visibility year-long traffic enforcement patrols. The program resulted in 627 distracted driving-related citations, 2,007 seat belt and CPS citations, and 24 OUI arrests.
- **Media Outreach and Education** – EOPSS/OGR/HSD, in collaboration with its media vendor ThinkArgus, supported the above mentioned enforcement efforts through English and Spanish marketing campaigns such as “Drive Present,” “Use Your Head – Buckle Up,” and “The Crash Is on You.” Using television, radio, online, and out-of-home advertising, social media, as well as working with local departments to generate earned media, these campaigns generated over 53 million impressions and 185 news stories during FFY 2017.

# Impaired Driving

## Problem Identification

Preventing impaired driving deaths on the roadways of the Commonwealth is a top priority. Over the past few years, Massachusetts has made positive strides in its campaign against impaired driving as alcohol-related (BAC  $\geq 0.08$ ) fatalities in Massachusetts have declined 5% since 2011. Alcohol-related fatalities based on Vehicle Miles Traveled (VMT) were 0.18 in 2015, 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 2017, 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 detection training for local and state police. Media-wise, EOPSS/OGR/HSD conducted a statewide drunk and drugged driving awareness campaign, where the messaging and art direction focused on making the right choice, as well as promoting safe transportation alternatives such as Lyft, Uber, taxis, designated drivers, and public transportation.

## Objectives for FFY 2017

### **Continue to provide funds to local police departments for DSOGPO Mobilizations**

→ Funded 129 departments for the December 2016 mobilization and 124 for the August 2017 mobilization. A total of 11,130 high-visibility enforcement patrol hours were reported resulting in 89 OUI arrests, 1,784 speeding citations, 1,356 safety belt citations and 7,440 speeding warnings.

### **Fund paid and earned media regarding the dangers of impaired driving**

→ Funding was provided to EOPSS/OGR/HSD media vendor, ThinkArgus, 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.

### **Fund select local police departments and MSP to conduct overtime sustained enforcement of traffic laws, including impaired driving laws**

→ EOPSS/OGR/HSD continued with its successful Sustained Traffic Enforcement Program (STEP). For FFY 2017, STEP involved MSP and 16 local police departments (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New

Bedford, Quincy, Springfield, Taunton, Westfield and Worcester). Over 24,000 traffic stops were conducted resulting in 16,686 citations issued as well as 136 arrests. Of the arrests, 21 were for OUI alcohol or drugs.

**Encourage other state and local law enforcement to participate in sustained enforcement of impaired driving laws**

→ Through emails and telephone communications and a series of regional partnership meetings, EOPSS/OGR/HSD encouraged state and local law enforcement to participate in sustained enforcement of impaired driving laws.

**Continue to fund Sobriety Checkpoints**

→ Funded 72 Sobriety Checkpoints conducted by MSP, resulting in 237 OUI Alcohol arrests, 16 OUI Drug arrests, 1,767 speeding violations, and 565 safety belt violations. MSP conducted 8,990 hours of sobriety checkpoints during FFY 2017.

**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 3,129 licensed establishments with 93 failures, a 97% success rate. Over 120 police officers from 65 different police departments participated in the five statewide Underage Drinking Enforcement Training sessions offered by ABCC. The Sales to Intoxicated Persons (SIP) Prevention Enforcement Program resulted in 938 investigations of bars with 37 warnings and 32 charges issued. Lastly, the Underage Alcohol Enforcement Program – with 75 subrecipients – resulted in 104 cases of beer seized and approximately 1,457 underage youths denied or prevented access to alcohol.

**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-17-03)**

→ The TSRP helped organize numerous training sessions during FFY 2017. Over 1,900 police, prosecutors, law students, the judiciary and members of other law enforcement agencies were trained by the TSRP.

**Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking**

→ The Municipal Police Training Committee (MPTC) conducted 11 Drug Recognition Expert (DRE) classes (two DRE schools; seven Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings, and two DRE field trainings), which were attended by 237 law enforcement officers. The field trainings took place in Maricopa County, Arizona. Thirty-one potential certified DRE experts attended. MPTC also organized seven Standardized Field Sobriety Testing (SFST) classes which were attended by 63 officers.

→ 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 2017, OAT held 35 BTO classes and trained 622 law enforcement officers as breath test operators.

### **Provide funds to train additional DREs and sustain current DRE certifications**

→ MPTC conducted two DRE schools in FFY 2017 with total of 31 attendees. Twenty-five new DREs were certified in FFY 2017, an 81% certification rate. There are currently 146 active DREs in Massachusetts.

### **Provide funds to MSP for Preliminary Breath Test (PBT) units**

→ In FFY 2017, MSP Office of Alcohol Testing (OAT) originally planned to purchase new PBT units to replace older ones. 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. Instead, MSP/OAT purchased 5,000 OUI toxicology kits for distribution to state and local police officers.

### **Provide funds for a part-time SFST coordinator**

→ In FFY 2017, MPTC continued funding a part-time SFST coordinator (Lt. Stephen May of Rowley PD) to help oversee and administer the SFST program. The SFST coordinator has worked to increase the number of certified SFST instructors across the state. In FFY 2017, two new instructors were certified. Additionally, 10 other potential instructors signed up for MPTC's six-day SFST instructor course, which is scheduled in 2018.

### **Provide funds to support Law Enforcement Liaison (LEL) position (listed as PT-17-02 & PT-17-04)**

→ Funding allowed designated LELs to attend Law Enforcement Liaison Program training in Oklahoma City, OK in June 2017. Designated LELs also traveled throughout Massachusetts to participate in one or more of the five Law Enforcement Forums scheduled by EOPSS/OGR/HSD that allowed subrecipients an open session to discuss leading traffic safety issues.

## **Performance Targets & Results for FFY 2017**

- **Decrease alcohol-impaired driving fatalities 5% from the 2010-2014 calendar base year average of 129 to 123 by December 31, 2017**
  - Five-year average (2012-2016) of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 125. This represents a 3% decrease from 2010-2014. Year-to-year fatalities rose 9% from 109 in 2015 to 119 in 2016.
- **Decrease alcohol-impaired fatalities/VMT 5% from 0.25 in 2014 to 0.22 by December 31, 2017**
  - Five-year average (2011-2015) for alcohol-related fatalities/VMT was 0.22, a 4% decrease from the previous five-year average (2010-2014) of 0.23. This is due to the drop in yearly alcohol-impaired fatalities from 143 in 2014 to 109 in 2015.

## Program Area Project Summary

### AL-17-01 Paid & Earned Media for Impaired Driving Prevention Programs

EOPSS/OGR/HSD implemented paid and earned media campaigns in support of both the Holiday and Summer *Drive Sober or Get Pulled Over* enforcement mobilizations. In light of Massachusetts' recent legalization of recreational marijuana, the campaigns focused on heightening awareness of marijuana impaired driving, as well as alcohol impaired driving. Please see the "Paid & Earned Media Section" on page 61 for detailed information on each campaign.

Total funding allotted: \$ 750,000

Total used: \$ 620,984.66

Source: 402, 405d

### AL-17-02 MSP Sobriety Checkpoint/BAT Mobile Partnership

Funding was provided to MSP to conduct approximately 110 Sobriety Checkpoints and saturation patrols, when operationally feasible, with the BAT mobile unit. Seventy-two checkpoints, an average of 6 per month took place in FFY 2017

**Table 1: Results from FFY 2017 MSP Sobriety Checkpoints**

	2016	2017	Change
Sobriety Checkpoints	78	72	-8%
High-Visibility Enforcement Patrol Hours	10,345	8,990	-13%
Vehicles Passed Through	25,208	22,184	-12%
OUI Arrests	331	237	-28%
OUI Drug Arrests	35	16	-54%
Speeding Citations	2,019	1,767	-12%
Safety Belt Citations	542	565	4%
CPS Citations	61	44	-28%

Overall results of the Sobriety Checkpoints were down slightly from FFY 2016. This can be attributed to the lower number of checkpoints MSP were able to conduct because of limited staffing and other scheduling conflicts. It should be noted that if a checkpoint is cancelled, MSP continues to conduct highly visible, zero-tolerance saturation patrols supported by the MSP-BAT vehicle. The BAT vehicle is prominently displayed in the scheduled area signifying the omnipresence of the enforcement initiative and the threat of apprehension to drivers. This program is a valuable tool in removing impaired drivers from the roadways. MSP are looking forward to continuing their full Sobriety Checkpoint efforts in the New Year.

Total funding allotted: \$ 1,264,465.69

Total used: \$ 1,041,399.40

Source: 405d, 410

**AL-17-03      Impaired Driving Law Enforcement Specialized Training Program**

Funding was provided to MPTC to conduct various training classes focused on impaired driving. MPTC offered 7 classes on topics such as SFST, SFST Refresher, SFST Instructor, and SFST Instructor Update. There were 63 law enforcement participants in the training sessions. Two new SFST instructors were certified and 10 potential instructors are slated to take MPTC's 6-day SFST course in 2018.

The classes were held at locations such as the Lowell PD Training Center, MPTC Boylston, MPTC Plymouth, and MPTC Reading between May and September 2017.

Funding was used to provide manuals and training materials to all academies as well as instructional cards to officers in the field to assure competency and accuracy in standardized field sobriety testing and increase conviction rates.

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 2017.

*Amount Used for Part-Time SFST Coordinator: \$ 14,560.00*

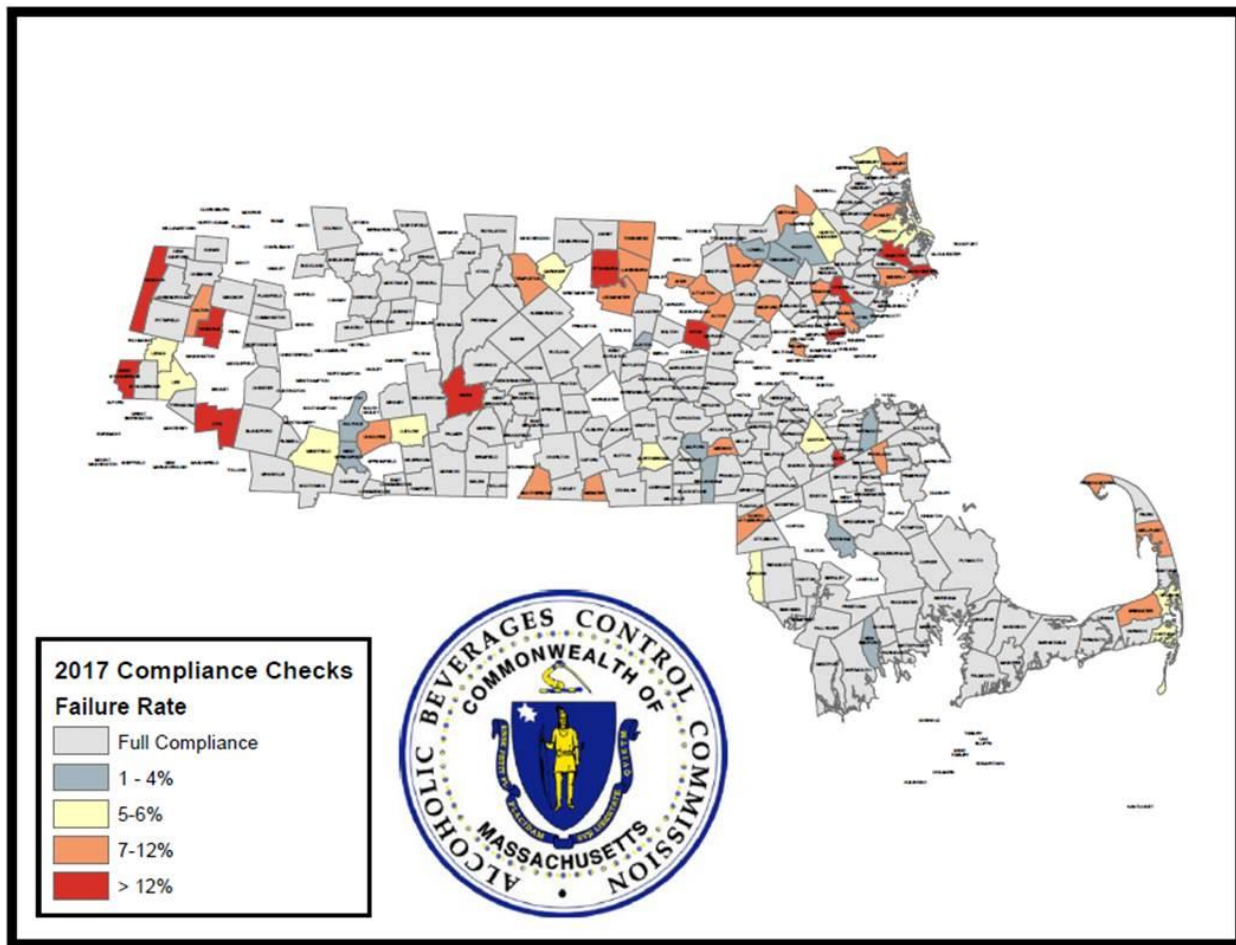
*Total funding allotted: \$ 129,759.88      Total used: \$ 50,809.40*

*Source: 405d*

**AL-17-04      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 254 communities across the Commonwealth. In all, 3,198 liquor establishments were checked with 96 failures - a failure rate of 3%. Of the establishments checked, 1,233 were off-premise licensees, with 52 failures - a 4% failure rate; and 1,965 were on-premise, with 44 failures - 2% failure rate. The overall rate of failure of 3% was lower than the 4% rate in 2016.

A map of the towns where compliance checks were conducted is provided on the next page. The compliance checks reveal a higher rate of failures in northern Middlesex County and along the coastal region of Essex County.



During the summer months, ABCC investigators conducted associated underage drinking enforcement operations at concerts held at the Xfinity Center in Mansfield and Gillette Stadium in Foxborough, as well as events including the Provincetown Carnival and the Falmouth Road Race. The results of these enforcement operations included: 106 minors in possession of alcohol; 15 furnishing alcohol to minors; numerous medical, intoxicated or incapacitated assists along with the seizure of 25 bottles of alcohol and 44 cases of beer. Based on the national standard for determining “binge drinking”, confiscation of alcohol prevented delivery to approximately 462 underage individuals.

Total funding allotted: \$ 175,000.00      Total used: \$ 156,963.64      Source: 405d

**AL-17-05      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 to municipal, campus and state law enforcement officers. During FFY 2017, ABCC conducted five training sessions in which 65 different police departments (127 officers) participated in the training sessions. This represented 19% of the police departments in Massachusetts. This is an increase from the 43 departments (12%) that attended trainings in FFY 2016.

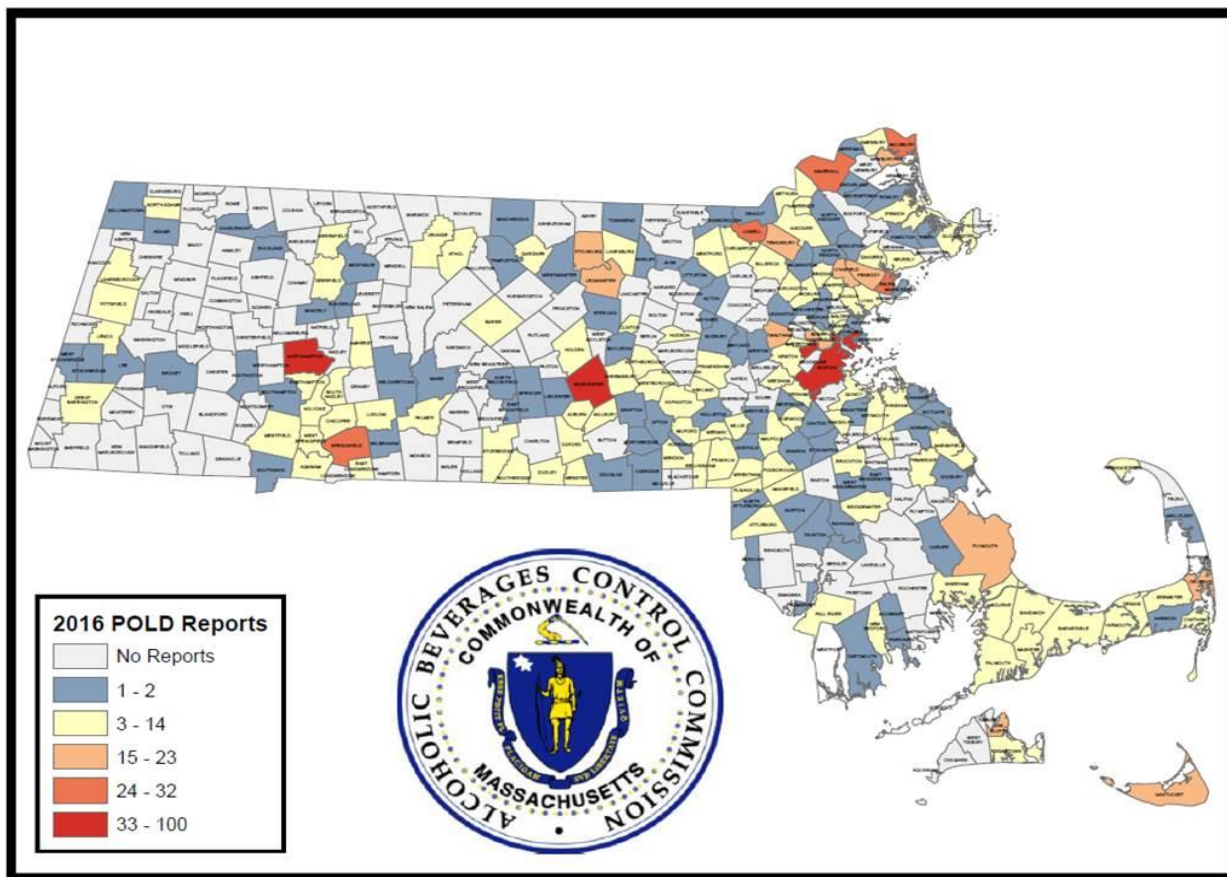


During FFY 2017, trainings took place at Stoughton Police Department, Cambridge Licensing Authority, the State Police Academy, Massachusetts Bay Transit Authority (MBTA) Police Academy and Hull Police Department.

Total funding allotted: \$ 25,000      Total used: \$ 7,647.02      Source: 405d

**AL-17-06      Enforcement Program to Prevent Sale of Alcohol to Intoxicated Persons (SIP)**

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



During FFY 2017, ABCC conducted 26 SIP operations. 938 bars were investigated resulting in 37 warnings and 32 charges issued to liquor establishments. This represents a 3% charge rate, which is lower than the 6% charge rate (36 charges, 590 bars) reported in FFY 2016.

In their FFY 2017 SIP Final Report, ABCC provided a listing of the top ten businesses that have received the most POLD reports through September of 2017. Northampton, which is colored red in the map above for having more than 33 POLD reports in 2016, has the top two businesses with POLD reports thus far in calendar year 2017. The list of the top ten businesses is on the following page.

	Town	Business Name	# of POLD
1	Northampton	Platform-Union Station	15
2	Northampton	Bishop's Lounge	10
3	Boston	House Of Blues	9
4	Bridgewater	Barrett's Ale House	9
5	Northampton	PACKARD'S	7
6	Ipswich	Majestic Dragon	6
7	Orleans	The Lost Dog Pub	6
8	Plymouth	T-Bones Road House	6
9	Agawam	The Still Pub	5
10	Hyannis	Embargo	5

Total funding allotted: \$ 175,000

Total used: \$ 127,872.19

Source: 405d

#### **AL-17-07 Breath Test Operator (BTO) Training**

Funding was provided to MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator classes for state and local law enforcement officers to assist them in detecting and removing impaired drivers from the roadways. Thirty-five training classes with 622 participants were held throughout the year at various MPTC training locations (Plymouth, Reading) and other facilities including Hull and Lowell Police Departments, Bridgewater State University and Western Massachusetts Police Academy.

Total funding allotted: \$ 80,000

Total used: \$ 37,473.96

Source: 405d

#### **AL-17-08 Preliminary Breath Test (PBT) Equipment**

Funding was originally provided to 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. An amendment was made to the task allowing for the purchase of 10,000 OUI Toxicology Kits in addition to or in place of the PBT units. The toxicology kits are standard test tubes used to obtain blood samples from the victim at the hospital by the arresting officer. During FFY 2017, 5,000 toxicology kits were purchased and distributed to local law enforcement personnel.

Total funding allotted: \$ 50,000

Total used: \$ 23,400

Source: 405d

#### **AL-17-09 MSP BTO Recertification**

Funding was not available for MSP to conduct Breath Test Operator certification trainings. Therefore, this task was not completed. However, some members of MSP were able to attend classes sponsored by other state agencies. MSP look forward to the next fiscal year and conducting BTO certification trainings to meet the needs of the staff.

Total funding allotted: \$ 60,000

Total used: \$ 0

Source: 405d

**AL-17-10 Drug Evaluation and Classification Program (DEC)**

Funding was 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 2017, MPTC hosted 7 ARIDE classes and 2 DRE schools for instructors including travel to Arizona for certification, resulting in 25 certified new DREs and over 180 officers trained in ARIDE. There are currently 146 DREs in Massachusetts, up from 116 in 2016. Funding also allowed for the purchase of 150 Galaxy tablets and DRE software for use in the field.

Total funding allotted: \$ 374,778.40

Total used: \$ 252,348.61

Source: 405d

**AL-17-11 Local DSOGPO Police Enforcement Campaign**

Funds were provided to municipal police departments to conduct two high-visibility overtime DSOGPO enforcement mobilizations. The first mobilization took place between December 9, 2016 and January 1, 2017 (129 departments participated); the second one was conducted from August 14, 2017 to September 4, 2017 (124 departments participated).

Compared to FFY 2016 DSOGPO mobilizations, the two DSOGPO enforcements in FFY 2017 saw a slight decrease in patrol hours (11,616 to 11,131). Total stops reported in FFY 2017 was also lower than in FFY 2016, down from 32,181 to 29,852.

Total stops per hour declined from 2.77 to 2.68 in FFY 2017. Departments made 89 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 increased in FFY 2017 from 82 in 2016.

**Table 2: Results from FFY 2017 Drive Sober or Get Pulled Over Mobilizations**

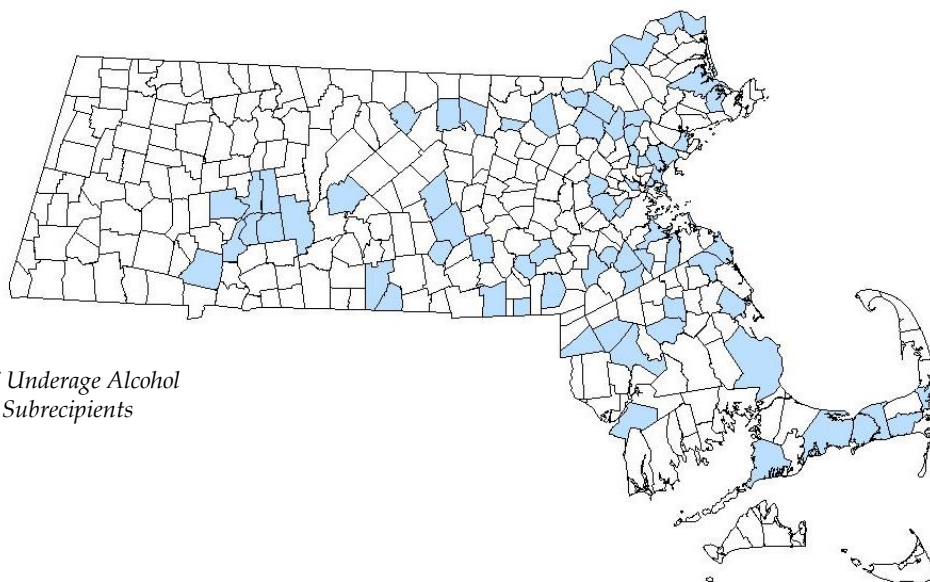
	Dec 2016 - Jan 2017	Aug-Sept 2017	Total Reported in FFY 2017	Total Reported in FFY 2016	Change from 2016
Patrol Hours	5,889	5,242	11,131	11,616	-4%
Total Stops	16,004	13,848	29,852	32,181	-7%
Stops Per Hour	2.72	2.64	2.68	2.78	-4%
Total Citations	3,600	3,711	7,311	7,324	0%
Citations Per Hour	0.61	0.71	0.66	0.63	5%
OUI Arrests	58	31	89	82	9%
Speeding Citations	740	1,044	1,784	1,922	-7%
Speeding Warnings	3,668	3,772	7,440	8,721	-15%
Safety Belt Citations	702	654	1,356	1,669	-19%

Total funding allotted: \$ 562,581.75      Total used: \$ 563,016.78      Source: 402, 405d

**AL-17-12      Local Underage Alcohol Enforcement Grant Program**

Funding was provided to 75 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. Subrecipients conducted 3,329 hours of enforcement patrols, resulting in 2,995 locations checked, 108 adults arrested, 54 youths arrested, 104 cases of beer seized, and 72 liters of alcohol confiscated. Officers issued 108 adult citations and 98 minor citations during patrols. Nearly 1,500 minors were prevented from possessing alcohol as a result of police enforcement activity.

Below is a map of the Underage Alcohol Enforcement Grant subrecipient municipalities is provided.



**Map #3:** FFY 2017 Underage Alcohol Enforcement Grant Subrecipients

Compliance checks of 413 off-premise establishments resulted in 15 failures and 403 on-premise checks led to 42 failures. In total, there were 816 checks with 57 failures for a failure rate of 7%. This rate is lower than the 10% (1,677 checks, 163 failures) reported in FFY 2016.

Total funding allotted: \$ 256,000      Total used: \$ 178,115.05      Source: 405d

**AL-17-13      Sustained Traffic Enforcement Program (STEP)**

STEP completed its fourth year with 16 local police departments – Barnstable (*new in 2017*), Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield (*new in 2017*) 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. Subrecipients used the funding to crack down on violations of impaired driving, seat belt laws, speeding, distracted driving and other traffic safety infractions. Results of STEP activities are provided on Table 5 under the task id, OP-17-07.

*Total funding allotted:* \$ 319,273.50      *Total used:* \$ 309,661.05      *Source:* 402, 405d

#### **AL-17-14      MSP Sustained Traffic Enforcement Program (STEP)**

Funding was provided to 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 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-17-13 on page 29.

*Total funding allotted:* \$ 99,375      *Total used:* \$ 65,725.97      *Source:* 402, 405d

#### **AL-17-15      Impaired Driving Conference**

Funding was set aside to conduct a one-day conference to discuss impaired driving prevention strategies. Conference did not take place during FFY 2017 due to timing conflicts.

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

#### **AL-17-16      MSP DRE Training**

Funding was provided to MSP to expand and enhance their Drug Recognition Expert (DRE) program. Correctly recognizing and handling a suspected drugged driver is of the utmost importance. Several members of MSP attended the August 2017 IACP National Drug Recognition Expert Conference in Maryland. Discussions with other law enforcement officials and drug recognition experts helped them gain insight and understanding on how best to approach this traffic safety issue.

*Total funding allotted:* \$ 40,000      *Total used:* \$ 6,044.08      *Source:* 405d

#### **AL-17-17      Educational Outreach to Young Drivers**

Funding was provided to the In Control Family Foundation to continue its highly successful outreach program aimed at high school students and faculty members. For FFY 2017, In Control visited eight high schools across Massachusetts (Pioneer Valley Regional, Essex Technical, Franklin County Technical, Franklin High School, Ipswich High School, Nashoba Valley Regional, Norfolk County Agricultural, and Oakmont Regional) and had students, as

well as administrators, participate in a hands-on driving program. Students drove with In Control instructors through a series of drills intended to change their pre-course attitudes towards speeding, distracted driving, seat belts and driving under the influence. In Control had teenage participants complete a survey before and after training to gauge impact of the driving drills and discussions had on them. Over 600 teen drivers completed the survey and some of key results are listed below:

<b>Question: How often do you/will you</b>	<b>Pre-Participation Response: "NEVER"</b>	<b>Post-Participation Response: "NEVER"</b>
Speed more than 10 mph over speed limit	38.81%	55.83%
Pass other drivers who are going slower than you	43.66%	55.65%
Make and/or answer phone calls	54.30%	66.61%
Read or write text messages (while moving)	78.06%	85.22%
Operate your phone without messaging (GPS, music, apps)	50.86%	61.04%
Forget to put on your seat belt	75.12%	86.96%
<b>Question: How much do you agree with these statements</b>	<b>Pre-Participation Response: "Completely Disagree"</b>	<b>Post-Participation Response: "Completely Disagree"</b>
Marijuana use prior to driving has little impact on my ability to drive safely	63.15%	74.65%
Driving while drowsy has little impact on my ability to drive safely	48.66%	64.08%
I can talk on my cell phone using a hands free devices and remain in control of my vehicle	24.41%	49.47%
Driving with my friends in the car has little impact on my ability to drive safely	16.22%	38.56%
I can text and drive while remaining in control of my vehicle	64.25%	75.53%
Not wearing a seatbelt has zero impact on my ability to drive safely	60.31%	75.53%
After drinking alcohol I can still drive safely as long as I'm careful	80.79%	86.97%

In Control found, not only did the driving training impact teen driver attitudes, but also that participation in the training led teenagers to share their thoughts with other teenagers via social media. In Control utilized Facebook, Twitter, and Instagram to further promote safe driving messages with hashtags such as #SeatbeltsEveryoneEverytime. It is estimated over 200,000 people in Massachusetts viewed In Control's social media messages during FFY 2017.

Total funding allotted: \$ 50,000

Total used: \$ 24,550

Source: 405d

**AL-17-18 District Attorney's Conferences**

Funding was set aside to support the Offices of the District Attorney (ODA) to conduct one-day conferences within their jurisdictions. These conferences did not take place during FFY 2017 due to timing conflicts with ODA.

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

**AL-17-19 ABCC - SOURCE Investigations Program**

Funding was provided to ABCC to continue developing its SOURCE Investigations program, which is aimed at determining the source of last alcohol drink by a driver involved in a motor vehicle-related crashes resulting in a fatality or serious injury. Over the past two years, ABCC has established lines of communications and protocols with police departments and district attorney offices around the state. Unfortunately, in FFY 2017, no funds were expended due to case law that has prevented ABCC from moving forward with any source investigations because the likelihood of successful prosecution was minimal.

In the future, ABCC plans to focus primarily on cases involving the sale of alcoholic beverages to victims under 21 years of age and will only move forward with source investigations if, and only if, prosecution is favorable.

*Total funding allotted:* \$ 25,000      *Total used:* \$ 0      *Source:* 410

**AL-17-20 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:* \$ 235,000      *Total used:* \$ 182,020.05      *Source:* 402

**AL-17-21 MSP Oral Fluids Testing**

Funding was provided to MSP to obtain oral fluid samples on drug impaired subjects who have volunteered to provide a sample. This pilot 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. Approximately 44 samples were collected and sent to an independent laboratory for further testing and evaluation. MSP plans to continue to collect samples in order to improve upon the overall data collection.

*Total funding allotted:* \$ 20,000      *Total used:* \$ 8,488.00      *Source:* 405d

## AL-17 Expenditures Summary

Task	Task Title	Source	Expenses
AL-17-01	Paid & Earned Media	402	\$ 317,500.00
		405d	\$ 303,484.66
AL-17-02	MSP Sobriety Checkpoints/BAT Mobile	405d	\$ 977,691.73
		410	\$ 63,707.67
AL-17-03	MPTC Impaired Driving Training	405d	\$ 50,809.40
AL-17-04	ABCC Compliance Checks	405d	\$ 156,963.64
AL-17-05	ABCC Underage Drinking Enforcement	405d	\$ 7,647.02
AL-17-06	ABCC Prevent SIP	405d	\$ 127,872.19
AL-17-07	BTO Training	405d	\$ 37,473.96
AL-17-08	PBT Equipment	405d	\$ 23,400.00
AL-17-09	MSP BTO Recertification	405d	\$ -
AL-17-10	MPTC DEC/DRE	405d	\$ 252,348.61
AL-17-11	DSOGPO Local Police	402	\$ 311,663.88
		405d	\$ 251,352.90
AL-17-12	Local Underage Alcohol Enforcement	405d	\$ 178,115.05
AL-17-13	STEP Local	402	\$ 171,803.66
		405d	\$ 137,857.39
AL-17-14	STEP MSP	402	\$ 28,333.74
		405d	\$ 37,392.23
AL-17-15	Impaired Driving Conference	402	\$ -
AL-17-16	MSP DRE Training	405d	\$ 6,044.08
AL-17-17	Educational Outreach to Young Drivers	405d	\$ 24,550.00
AL-17-18	DA's Conferences	402	\$ -
AL-17-19	ABCC SOURCE Investigations	410	\$ -
AL-17-20	Program Management	402	\$ 182,020.05
AL-17-21	Oral Fluids Testing	405d	\$ 8,488.00
		<b>Total</b>	<b>\$ 3,656,519.86</b>



# 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 2007 to 2017, Massachusetts has seen its seat belt survey rate increase 17%; and unrestrained fatalities have declined 13% between 2008 and 2016. EOPSS/OGR/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 seat belt while driving or riding in a vehicle. Based upon Fatality Analysis Reporting System (FARS) data, drivers and occupants under 21 years of age accounted for 11% of all unrestrained fatalities from 2012 - 2016. Programs such as the Educational Outreach to Young Drivers in FFY 2016 and 2017 may 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 compared to the national average (90% in 2016), EOPSS/OGR/HSD continues to make occupant protection a major highway safety program focus area.

## Objectives for FFY 2017

### **Provide funds to state and local police departments for CIOT enforcement**

→ *During FFY 2017, EOPSS/OGR/HSD funded MSP and 141 local police departments to conduct CIOT enforcement patrols in May 2017. Over 9,400 hours of overtime activity was conducted by state and local law enforcement resulting in 4,126 safety belt citations being issued.*

### **Fund paid and earned media regarding the dangers of driving unbelted**

→ *EOPSS/OGR/HSD developed paid advertisements and conducted earned media outreach during the "Click It or Ticket" mobilization for the "Use Your Head - Buckle Up" campaign. Other occupant protection marketing campaigns included a compelling car crash display that toured the state during spring/summer 2017 and the design and printing of updated Child Passenger Safety hand cards.*

### **Expand 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 16 communities and a CIOT mobilization by both MSP and local police, efforts are being made to increase awareness of seat belt safety among males 18 to 34; as well as those living in urban areas and southeastern Massachusetts.*

**Provide funds to select communities for sustained enforcement of seat belt use**

→ Funding was provided for the continuation of STEP program involving MSP and 16 select communities (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield and Worcester) to conduct sustained enforcement patrols. Over 2,000 safety belt citations were issued during 8,881 hours of STEP enforcement.

**Encourage other state and local law enforcement to participate in sustained enforcement of seat belt laws**

→ Through emails and telephone communications, EOPSS/OGR/HSD encouraged state and local law enforcement to participate in sustained enforcement of seat belt laws.

**Urge the media to report occupant restraint use when reporting on crashes**

→ EOPSS/OGR/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 seat belt or not.

**Expand the impact of efforts to increase proper use of child safety seats, including booster seats**

→ During FFY 2017, CPS Equipment subrecipients purchased 2,054 car seats for distribution. Subrecipients participated in or conducted 68 safety checkpoints, weekly fitting stations and numerous safety events, performing over 2,000 inspections and installations of car seats and distributed 781 new car seats to families in need.

**Increase the number of CPS equipment grant recipients and continue to require at least two checkup events during the grant period**

→ In FFY 2017, 68 subrecipients received a CPS equipment grant – up from 61 subrecipients in FFY 2016. FFY 2017 CPS Equipment Grant recipients conducted 22 car seat checkup events along with weekly or bi-weekly fitting stations, and educational outreach at local schools and regional hospitals.

**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 2017. The number of certified CPS technicians in Massachusetts increased 15% from 786 to 829. Baystate conducted 26 CPS-related classes with 371 attendees. During FFY 2017, Massachusetts had a recertification rate of 67.4%, over 8% higher than the national rate during the same period.

**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 75 calls fielded and handled by Baystate.

### **Conduct the annual seat belt observation survey**

→ UMassSafe conducted the 2017 Seat Belt Observation Survey between May 31 and June 23, 2017. The seat belt usage rate was 74%, down four percentage points from 2016.

### **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 26 classes on CPS Technician that were attended by 371 law enforcement officials.

### **Provide funding for part-time LELs (task listed in PT section)**

→ Funding allowed designated LELs to attend Law Enforcement Liaison Program in Oklahoma City, OK in June 2017. Designated LELs also traveled throughout Massachusetts to participate in one or more of the five Law Enforcement Forums scheduled by EOPSS/OGR/HSD that allowed subrecipients an open session to discuss leading traffic safety issues.

## **Performance Targets & Results for FFY 2017**

- **Decrease unrestrained vehicle occupant fatalities in all seating positions 5% from the 2010-2014 base calendar year average of 108 to 103 by December 31, 2017.**
  - The five-year average (2012-2016) of unrestrained passenger vehicle occupant fatalities, in all seat positions, was 102. This represents a 6% decrease from the 2010-2014 base calendar year average. The year-to-year unrestrained vehicle occupant fatalities decreased 3% from 105 in 2015 to 102 in 2016.
- **Increase observed seat belt use rate by 5% from 2011-2015 calendar base year average of 74 to 78 by December 31, 2017.**
  - Observed seat belt usage was 74% in 2017, down 4% from 2016. The 2013-2017 five-year average was 76, a slight uptick from the five-year average of 74 for 2011-2015.

## **Program Area Project Summaries**

### **OP-17-01 Paid and Earned Media in Support of Occupant Protection**

EOPSS/OGR/HSD implemented a paid and earned media campaign in support of the annual May *Click It or Ticket* enforcement mobilization, which targeted the lowest usage populations from the Seat Belt Observational Survey. Please see the "Paid & Earned Media Section" on page 61 for more detailed information.

Funds were also used to design and print new Child Passenger Safety (CPS) hand cards, which include updated recommendations and link parents and caregivers to our new CPS website. These English and Spanish hand cards were developed in conjunction with local technicians and instructors, and are available to anyone in the state who hosts checkup events or fitting stations, and youth service agencies.

Total funding allotted: \$ 500,000

Total used: \$ 349,024.62

Source: 402, 405b

**OP-17-02 CIOT MSP Enforcement Campaign**

Funding was provided for overtime patrols to MSP to participate in one CIOT mobilization in May 2017. MSP patrols were assigned based on information gathered through the MSP database management system. Employing this data, areas with high incidence of motor vehicle crashes, aggressive driving complaints, and other indicators were identified. MSP dedicated patrols employed a zero tolerance approach to observed traffic violations, focusing on seat belt and child passenger safety violations.

**Table 3: Results of FFY 2017 MSP CIOT Enforcement Mobilization**

	May 2016	May 2017	Change
HVE Patrol Hours	2,468	2,441	-1%
Total Citations Issued	6,215	5,997	-4%
OUI Alcohol Arrests	2	0	----
OUI Drug Arrests	1	1	NC
Speeding Citations	1,702	1,143	-33%
Safety Belt Citations	1,523	1,535	1%
CPS Citations	41	47	15%

Total funding allotted: \$ 300,000

Total used: \$ 270,758.59

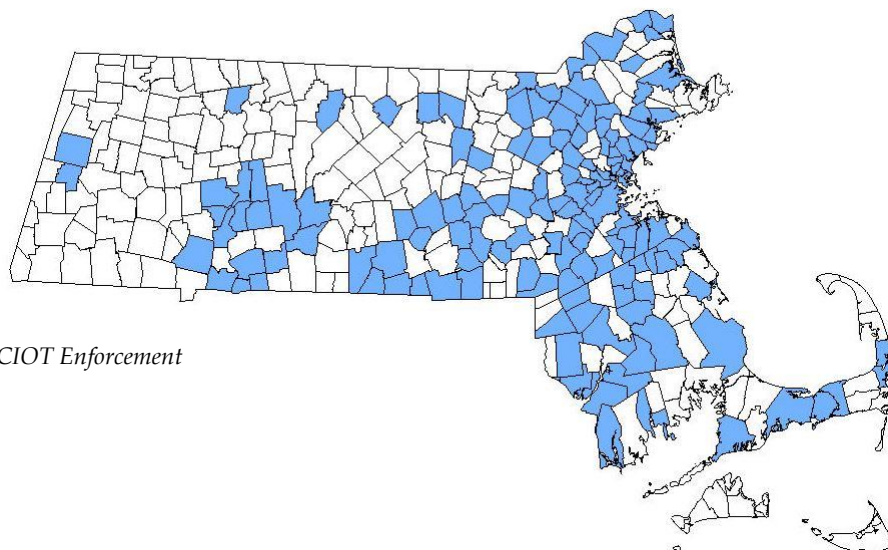
Source: 405b

**OP-17-03 CIOT Local Police Enforcement Campaign**

Funding was provided for overtime enforcement to support one CIOT campaign in May 2017 - involving 141 local law enforcement departments. Over the course of 7,028 hours of enforcement, police departments conducted 20,303 stops resulting in 6,874 citations issued.

During the May 2017 CIOT mobilization, subrecipients conducted 5% more stops and issued 7% more citations compared to same period in 2016. The number of seat belt citations issued to drivers was 4% less than in FFY 2016.

A map of towns that participated in the 2017 CIOT mobilization is provided on the next page.



**Map #4:** FFY 2017 Local CIOT Enforcement Grant Subrecipients

**Table 4:** Results of FFY 2017 Local Police CIOT Mobilization

	2016 May Mobilization (142 towns)	2017 May Mobilization (141 towns)	Change from 2016 to 2017
<b>HVE Patrol Hours</b>	6,622	7,028	6%
<b>Total Stops</b>	19,330	20,303	5%
<b>Stops Per Hour</b>	2.91	2.89	-1%
<b>Total Citations</b>	6,399	6,874	7%
<b>OUI Arrests</b>	5	7	40%
<b>Speeding Citations</b>	1,408	1,268	-10%
<b>Speeding Warnings</b>	5,921	6,299	6%
<b>Safety Belt Citations</b>	2,957	2,836	-4%
<b>CPS Citations</b>	82	69	-16%

Total funding allotted: \$ 622,500

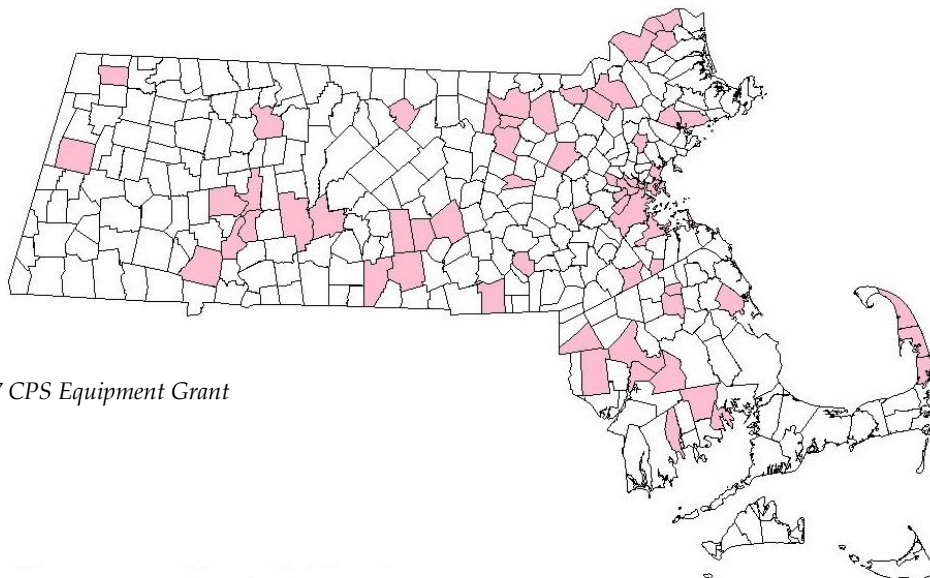
Total used: \$ 355,076.59

Source: 405b

#### OP-17-04 CPS Equipment Grants

Funding was awarded to 68 subrecipients to purchase federally-approved child passenger seats for distribution. Grant amounts were either \$2,000 or \$7,500 depending on whether the subrecipient was a municipality or hospital/regional non-profit agency. Subrecipients purchased car seats through Mercury Distribution, the selected vendor of EOPSS/OGR/HSD as a result of a competitive procurement process. All ordered car seats were delivered directly to subrecipient'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-March 2017. During the grant period (March -

September 2017), 2,054 car seats were purchased by subrecipients. Through safety checkpoints, weekly fitting stations, and safety events, CPS subrecipients performed 2,074 seat inspections and installations and distributed 781 new car seats.



**Map #5: FFY 2017 CPS Equipment Grant Subrecipients**

Subrecipients 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 subrecipients is provided on pages 88-89.

Total funding allotted: \$ 241,000      Total used: \$ 168,972.50      Source: 402, 2011

**OP-17-05      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 26 classes with 371 attendees in the following areas: CPS Technician, CPS Technician Renewal, Continuing Education Unit (CEU) Update, and CPS Special Needs. One CPS School Bus class was added to Baystate’s course offerings in FFY 2017 after staff attended training at the Region II CPS Conference, enabling them to become certified lead instructors.

One hundred thirty-nine new technicians were certified in FFY 2017, including HSD Program Coordinator Ali Leduc. The number of new technicians is lower than last year due in part to the late distribution of federal funding. This led to lower enrollment figures because Baystate was not able to effectively promote classes. Overall, there are 829 certified CPS technicians and instructors, a 15% increase from FFY15. Baystate’s recertification outreach to CPS technicians was very successful. During the first half of 2017 (January - June), Massachusetts had a 67.4% recertification rate, which is much higher than the national rate of 57.1% during the same time period. Massachusetts saw 149 of 221 technicians get recertified.

Total funding allotted: \$ 160,000

Total used: \$ 162,934.08

Source: 402, 405b

#### **OP-17-06 CPS Conference**

During FFY 2017, planning for the CPS conference took place but the actual event did not occur until early FFY 2018. Funding was carried forward to FFY 2018 for the event.

EOPSS/OGR/HSD held the CPS conference over a two-day period, October 12-13, 2017, with a car seat checkup event during the morning on the 14th. This conference was held in Marlborough at the Holiday Inn on Lakeside Avenue. Ninety-six attendees had the opportunity to earn six CEU credits necessary for CPS Tech renewal certification. Vendors in attendance included American Automobile Association (AAA) and car seat manufacturers. The car seat event held Saturday morning was a success for the 35 technicians as well as the various members of the community. The group was able to remove two expired car seats from a family vehicle and provide them with two brand new seats thanks to the generosity of our partners. Twenty other members of the community had their car seats checked during the event.

Total funding allotted: \$ 10,000

Total used: \$ 0

Source: 2011

#### **OP-17-07 Sustained Traffic Enforcement Program (STEP)**

STEP completed its fourth year with sixteen local police departments - Barnstable (*new participant in 2017*), Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield (*new participant in 2017*) 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. Subrecipients 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 2017 STEP Program- 16 Local Police Departments**

	2016		2017	
<i>Notable activity differences can be attributed to fewer months of activity due to timing of available funding.</i>	14 Eligible Local PDs		16 Eligible Local PDs *	
	7 Months of Activity	Average Monthly Activity	4 Months of Activity	Average Monthly Activity
Total Traffic Stops	39,046	5,578	21,912	5,478
Total Violations, Warnings, Arrests	41,240	5,891	22,670	5,668
Total Patrol Hours	14,092	2,013	7,733	1,933
Stops Per Hour	2.77	-	2.83	-
Weighted Stops Per Hour **	3.30	-	3.46	-
Total Arrests	1,071	153	715	179
OUI Arrest - Alcohol	0	0	3	1
OUI Arrest - Drugs	1	0	0	0
Red Light	6,242	892	3,315	829
Speeding Citations	3,303	472	1,838	460
Speeding Warnings	7,229	1,033	4,965	1,241
Safety Belt	3,256	465	1,608	402
Child Safety Seat	167	24	93	23
Marked Lane	2,147	307	1,202	301
Crosswalk	633	90	160	40
Suspended License	866	124	481	120
Texting & Impeded Operation	1,195	171	434	109
<i>* One eligible local police department did not participate. Application was received past deadline.</i>				
<i>**Stop credits are given to arrest categories due to the extra time it takes an officer to process the stop.</i>				

Total funding allotted: \$ 319,273.50      Total used: \$ 309,661.32

Source: 402, 405b

### OP-17-08      Seat Belt Observation Survey

Funding was provided for UMassSafe (through the UMass Donahue Institute) to conduct a statewide safety belt observation survey utilizing standard NHTSA statistical methodology. UMassSafe conducted observations at various times between May 31 and June 23, 2017. A final report was submitted and approved by EOPSS/OGR/HSD. This report was sent to NHTSA at the end of August 2017 and the results were approved by NHTSA in September 2017.

During the observation period, a total of 28,472 drivers and front seat passengers in 24,050 vehicles were observed at 147 locations. The statistically weighted percentage of front seat



occupants properly using seat belts during the observation study was 74 percent. This result is four percentage points lower than the 78 percent reported in 2016.

*Total funding allotted:* \$ 100,000      *Total used:* \$ 95,153.95      *Source:* 405b

**OP-17-09      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation 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 2017 is provided under AL-17-17 on page 16.

*Total funding allotted:* \$ 50,000      *Total used:* \$ 25,000      *Source:* 405b

**OP-17-10      MSP Car Seat Checkpoints and CPS Seats**

Funding was provided to MSP to conduct four child car seat safety checkpoints throughout the Commonwealth and to purchase child safety seats. These checkpoints provided public information on the latest CPS laws, regulations and standards for CPS seats and assisted the public with proper seat adjustment and replacement, if necessary. Data shows that in Massachusetts a disproportionate amount of minorities residing in lower income areas tend to have seat belts unused and car seats improperly situated. MSP conducted eight car seat checkpoints targeting lower income areas across Massachusetts. Locations included Suburban Child and Babies-R-U's in Framingham, Randolph Police Department and selected regions of Falmouth, Millbury and Bourne. Due to plentiful inventory, MSP did not utilize program funding to procure new car seats.

*Total funding allotted:* \$ 25,000      *Total used:* \$ 13,834.09      *Source:* 402

**OP-17-11      MSP Young Drivers Education Program**

Funding was provided to MSP to conduct demonstrations of the rollover simulator at high-traffic public events across Massachusetts as part of the Young Drivers Education Program. The rollover simulators provide graphic evidence of the consequences of being involved in a rollover crash while unrestrained in a vehicle. MSP conducted 7 demonstrations from April through September in the following communities: Lawrence (National Night Out), Millbury, Randolph and Babies R Us in Framingham.

*Total funding allotted:* \$ 20,000      *Total used:* \$ 11,330.74      *Source:* 402, 405d

**OP-17-12      CPS Media**

Funding for CPS Media was provided under OP-16-01. All associated expenditures are covered in the "Paid and Earned Media" section located on page 61.

Total funding allotted: \$ 20,000

Total used: \$ 0

Source: 405b

**OP-17-13 MSP Sustained Traffic Enforcement Program (S.T.E.P.)**

Funding was provided to 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: 2017 MSP STEP - Notable Results**

	2016	2017	Change
Total Traffic Stops	6,192	2,795	-55%
Total Patrol Hours	3,170	1,148	-64%
Total Citations/Warnings/Arrests	7,182	2,775	-61%
Safety Belt	480	289	-40%
Child Safety Seat	21	17	-19%
Speeding Citations	2,433	680	-72%
Speeding Warnings	1,010	355	-65%
Suspended License	91	41	-55%
Hand-held Device	145	193	33%
Move Over Law	309	32	-90%
Total Arrests	1,205	34	-97%
OUI Arrest - Alcohol	39	20	-49%
OUI Arrest - Drugs	2	1	-50%

The substantial decline in traffic stops from 2016 to 2017 can be attributed to delays in funding which led to a shorter period of time for MSP to conduct STEP patrols in FFY 2017 compared to FFY 2016.

Total funding allotted: \$ 99,375

Total used: \$ 68,123.56

Source: 402, 405b

**OP-17-14 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: \$ 200,000

Total used: \$ 214,750.90

Source: 402

**OP-17-15      Statewide CPS Hotline**

Funding provided for CPS Administrator (Baystate Medical) to respond to calls and inquiries placed through the Statewide CPS Hotline. During FFY 2017, over 75 phone calls were handled by the CPS Administrator.

*Total funding allotted:* \$ 550

*Total used:* \$ 572.30

*Source:* 2011

## OP-17 Expenditures Summary

Task	Task Title	Source	Expenses
OP-17-01	Paid & Earned Media	402	\$ 112,433.24
		405b	\$ 236,591.38
OP-17-02	CIOT MSP Enforcement	405b	\$ 270,758.59
OP-17-03	CIOT Local Police Enforcement	402	\$ 355,076.59
OP-17-04	CPS Equipment Grants	402	\$ 148,406.53
		2011	\$ 20,565.97
OP-17-05	CPS Administration & Training	402	\$ 129,209.35
		405b	\$ 33,724.73
OP-17-06	CPS Conference	2011	\$ -
OP-17-07	STEP Local	402	\$ 171,803.81
		405b	\$ 137,857.51
OP-17-08	Statewide Seat Belt Survey	405b	\$ 95,153.95
OP-17-09	Educational Outreach to Young Drivers	405b	\$ 25,000.00
OP-17-10	MSP Car Seat Checkpoints/CPS Seats	402	\$ 13,834.09
OP-17-11	MSP Young Drivers Education Program	402	\$ 9,484.74
		405d	\$ 1,846.00
OP-17-12	CPS Media	405b	\$ -
OP-17-13	STEP MSP	402	\$ 30,731.34
		405b	\$ 37,392.22
OP-17-14	Program Management	402	\$ 214,750.90
OP-17-15	Statewide CPS Hotline	2011	\$ 572.30
		<b>Total</b>	<b>\$ 2,045,193.24</b>

# 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 2016 preliminary FARS data, 105 reported deaths were speed-related, a 14% increase from 92 in 2015. Despite this uptick, speed-related fatalities have dropped 13% since 2011. This may reflect the positive impact of Massachusetts' efforts to make drivers aware of the dangers of speeding. Within the next five years, Massachusetts – through continued enforcement mobilizations and educational outreach, hopes to reduce the five-year average of speed-related fatalities to less than 90.

Another area of growing concern in Massachusetts is the prevalence of distracted driving, which involves activities such as eating, drinking, reading, texting, checking social media or calling on a phone while driving. According to FARS, distracted driving was a factor in 8% of all fatal crashes in Massachusetts in 2016, down from 9% in 2015. The number of distracted driving fatalities has also dropped from 2015 to 2016 – falling 7% from 30 to 28.

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 2017

### **Fund MPTC to conduct specialized training on speed measurement**

→ During FFY 2017, MPTC conducted 8 LiDAR classes, 2 Radar classes, and 2 Speed Measurement Instructor classes. Total number of officers trained: 60.

### **Fund law enforcement to conduct speed enforcement during CIOT and DSOGPO**

→ During FFY 2017, there were two DSOGPO mobilizations, a CIOT mobilization, and a distracted driving enforcement mobilization conducted by state and local police departments. These mobilizations resulted in 5,727 citations for speeding and 16,682 warnings for speeding issued by enforcement officers. Total speed citations and warnings: 22,409.

### **Fund law enforcement to conduct speed enforcement during sustained enforcement activities**

→ During FFY 2017, STEP involving 16 local communities and MSP issued 2,518 speeding citations and 5,302 speed warnings. Total speeding citations and warnings issued: 7,838.

### **Provide funds to MSP for speed enforcement activities**

- *During FFY 2017, funding was not available to MSP to conduct speed enforcement activities outlined in SC-17-01.*
- *During FFY 2017 STEP activity, MSP issued 680 speed-related citations and 355 speed-related warnings to stopped drivers. This activity was funded under OP-17-13.*

### **Fund MSP to enforce distracted driving laws**

- *In FFY 2017, DD-17-01 (MSP Distracted Driving Enforcement) took place during Distracted Driving Awareness Month (April 2017) yielding 5,596 citations, of which 1,720 were distracted driving related.*
- *In FFY 2017, DD-17-02 (Local Distracted Driving Enforcement) occurred in April 2017 as well, involving 141 participating subrecipients. The mobilization resulted in 7,956 hours of enforcement with 16,202 stops. The stops led to 6,327 citations for various distracted driving infractions.*

### **Fund MSP and selected communities for sustained enforcement of traffic laws**

- *During FFY 2017, MSP and 16 local communities (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, Westfield and Worcester) conducted sustained enforcement patrols resulting in 25,309 citations and warnings from 24,707 stops. Citations included safety belt, child safety, speeding, red light running, and texting, among others. Law enforcement also recorded 136 arrests.*

### **Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving**

- *EOPSS/OGR/HSD increased public awareness of distracted driving with the media campaign, "Drive Present," which promoted attentive driving and featured radio, online, and social media advertising, as well substantial earned media coverage as a result of attending editorial board meetings and distributing press releases. We also collaborated with the RMV and the Governor's Office to launch a social media campaign targeting parents of teen drivers during the "100 Deadliest Days". There were also Distracted Driving mobilizations conducted by both local law enforcement (141 departments) and State Police.*
- *EOPSS/OGR/HSD provided funding to In Control Family Foundation for its Educational Outreach to Young Drivers grant. The grant parameters require subrecipients to do outreach along four areas: impaired driving, speeding, seat belt usage, and distracted driving.*

### **Educate law enforcement on the identification and citation of offending violators of mobile device laws**

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

### **Document mobile device use as part of the annual seat belt observation survey**

→ In 2017, the observed cell phone usage rate was 5.7%, a slight increase from the observed rate of 5.2% in 2016. Female drivers had a higher cell phone usage rate than males, 6.4% to 4.7%, respectively. The highest rate of observed cell phone usage was during weekday AM commuting period (6.6%) and lowest during weekends (3.7%). Drivers alone had a rate of 6.3%, but drivers with a passenger saw the rate drop to 1.7%. Primary (interstate) roadways recorded the highest rate of cell phone usage, 5.7%. Bristol County had the highest cell phone rate, 6.6%, while Essex County had the lowest with 2.9%.

### **Promote 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 MSP through emails and regular telephone communications.

### **Provide funding to eligible municipal police departments to conduct a local distracted driving enforcement mobilization in April 2017**

→ From April 7 – April 28, 2017, 141 municipal police departments participated in a statewide distracted driving mobilization.

## **Performance Targets & Results for FFY 2017**

- **Decrease speed-related fatalities by 5% from 2010-2014 calendar base year average of 98 to 93 by December 31, 2017**
  - Five-year average (2012-2016) of speed-related fatalities was 97. This represents an increase of 1% from 2010-2014. Year-to-year fatalities rose 14% from 92 in 2015 to 105 in 2016.
- **Decrease distracted driving-related fatalities 15% from 31 in 2014 to 26 by December 31, 2017**
  - The number of distracted driving-related fatalities dropped from 33 in 2015 to 28 in 2016, a 15% decline.

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

### **SC-17-01 MSP Speed Enforcement Mobilization**

Funding was not available for MSP to conduct speed-related enforcement activities aimed at decreasing incidence of speeding violations as well as reducing the rate of speed-related motor

vehicle crashes along the Commonwealth's major highways. Therefore, this task was not completed.

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

#### **SC-17-02      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation 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 2017 is provided under AL-17-17 on page 16.

*Total funding allotted:* \$ 50,000      *Total used:* \$ 24,999.99      *Source:* 402

#### **SC-17-03      Speed Media**

EOPSS/OGR/HSD did not spend any money on a specific speed-related campaign, though there was focus on speeding through social media while promoting teen driver safety during the "100 Deadliest Days" and also as part of the Motorcycle Safety campaign. Minimal funds were spent to incorporate speeding in to EOPSS/OGR/HSD's focus group research.

*Total funding allotted:* \$ 65,000      *Total used:* \$ 387.57      *Source:* 402

#### **SC-17-04      Program Management**

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

*Total funding allotted:* \$ 58,000      *Total used:* \$ 45,804.97      *Source:* 402

### **Program Area Project Summaries - Distracted Driving**

#### **DD-17-01      MSP Distracted Driving Enforcement**

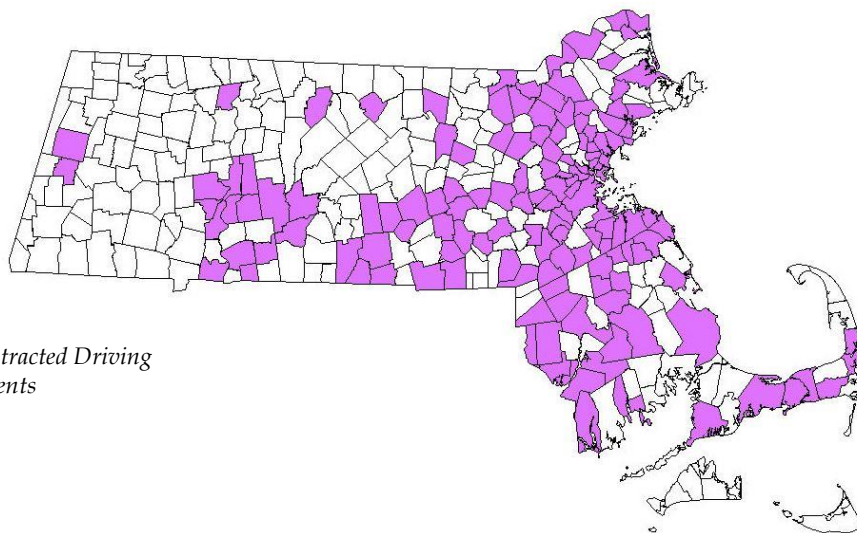
Funding was provided to MSP to conduct a distracted driving enforcement campaign during April 2017, the nationally designated month for 'Distracted Driving Awareness'. MSP employed dedicated patrols to focus specifically on the enforcement of motor vehicles laws associated with distracted driving as well as all motor vehicle laws in general. As a result of the three-week mobilization, MSP issued 5,596 citations of which 1,702 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: \$ 242,784.54      Source: 402

**DD-17-02      Local Distracted Driving Enforcement**

Funding was provided to 141 local municipalities to conduct a distracted driving enforcement mobilization in April 2017. The mobilization occurred during NHTSA’s designated ‘Distracted Driving Awareness Month’. Participating subrecipients conducted 7,956 hours of enforcement resulting in 17,523 stops with an average of 2.20 stops per hour. The stops led to 7,048 total citations issued for the distracted driving categories listed below. This is 13% lower compared to 8,124 total citations issues during the FFY 2016 distracted driving mobilization.



**Map #6:** FFY 2017 Local Distracted Driving Enforcement Grant Subrecipients

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

	2016 DD Mobilization (140 towns)	2017 DD Mobilization (141 towns)	Change from 2016 to 2017
<b>Use of Electronic JOL (90 8M)</b>	147	150	2%
<b>Improper Use of Phone 18+ (90 13 MP)</b>	1,230	985	-20%
<b>Text Messaging (90 13B)</b>	4,397	3,514	-20%
<b>Negligent Operation/Injury from Phone Use (90 24 MP)</b>	30	34	13%
<b>Impeded Operation (90 13)</b>	2,320	2,365	2%

*Total funding allotted:* \$ 465,000      *Total used:* \$ 394,698.80      *Source:* 402

**DD-17-03      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation 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 2017 is provided under AL-17-17 on page 16.

*Total funding allotted:* \$ 50,000      *Total used:* \$ 25,000      *Source:* 402

**DD-17-04      Distracted Driving Media**

EOPSS/OGR/HSD implemented a paid and earned media campaign in support of the April Distracted Driving enforcement mobilization. All associated expenditures and campaign materials are provided in the "Paid & Earned Media" section on page 61.

*Total funding allotted:* \$ 100,000      *Total used:* \$ 102,584.37      *Source:* 402

**DD-17-05      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:* \$ 97,000      *Total used:* \$ 84,753.21      *Source:* 402

## SC-17 Expenditures Summary

Task	Task Title	Source	Expenses
SC-17-01	MSP Speed Enforcement	402	\$ -
SC-17-02	Educational Outreach to Young Drivers	402	\$ 24,999.99
SC-17-03	Speed Media	402	\$ 387.57
SC-17-04	Program Management	402	\$ 45,804.97
		<b>Total</b>	<b>\$ 71,192.53</b>

## DD-17 Expenditures Summary

Task	Task Title	Source	Expenses
DD-17-01	MSP Distracted Driving Enforcement	402	\$ 242,784.54
DD-17-02	Local Distracted Driving Enforcement	402	\$ 394,698.80
DD-17-03	Educational Outreach to Young Drivers	402	\$ 25,000.00
DD-17-04	Distracted Driving Media	402	\$ 102,584.37
DD-17-05	Program Management	402	\$ 84,753.21
		<b>Total</b>	<b>\$ 849,820.92</b>

# 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 2016 preliminary FARS data, younger drivers (age 20 or younger) accounted for 9% of all drivers (46 of 501) involved in a fatal crash in Massachusetts. This is fifth 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 16% of all fatal crashes in Massachusetts during 2016. This is the same percentage as in 2015. 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 2016 data show that motorcycle-related fatalities comprised 11% of total motor vehicle fatalities in Massachusetts, down from 16% in 2015. In 2016, 90% of Massachusetts motorcyclists and passengers involved in fatal crashes were wearing helmets, a 6% increase from 2015. Unhelmeted fatalities decreased from 7 in 2015 to 2 in 2016. 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 EOPSS/OGR/HSD. Pedestrian fatalities have remained unchanged in 2016 with 80 fatalities, same as in 2015. Persons under 21 years of age made up 15% of the reported fatalities in 2016, up from 4% in 2015. Also, 44% of pedestrian fatalities in 2016 occurred between 6pm and 11:59pm.

Bicycling has become more prevalent as a mode of transportation in Massachusetts, especially in the Boston area, in the past few years. In 2016, there were 10 bicyclist fatalities, down from 12 reported in 2015. Of the 10 fatalities, six were age 50 or older. There was only one bicycle fatality

under age 21. In 2015, eight of the 12 fatalities were over 50 years of age; three were under 21 years of age.

## **Objectives for FFY 2017**

### ***Motorcycles:***

#### **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.*

#### **Increase the recruitment of motorcycle training instructors**

- *MREP trained 6 new Rider Coaches in FFY 2017. There are currently 132 trained Rider Coaches that are Motorcycle Safety Foundation-certified and are approved to teach motorcycle training in Massachusetts.*

#### **Improve training curricula**

- *MREP adopted the MSF's updated Basic Rider Course as their training curriculum going forward. FFY 2017 funds were used to purchase Guidebooks and Compact Range Cards that will be used in FFY 2018 to train all Rider Coaches and transition schools over the new curriculum.*

#### **Conduct media campaign to target impaired riders**

- *EOPSS/OGR/HSD worked with the MREP to send a mailer to all permitted riders in the state. Themed, "Rider Responsibility Starts with the Rider," it detailed rules to keep riders on their bike and off the pavement, including riding sober. EOPSS/OGR/HSD also promoted a Ride Sober PSA from 2014 on Facebook and Twitter.*

#### **Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement**

- *MREP attended and had information tables at ten motorcycle events across the state and also distributed pamphlets to dealerships, insurance agencies, motorcycle groups, and RMV branches. The pamphlets cover: licensing information, the benefits of taking rider training, descriptions of the different levels of training available, and contact information.*

#### **Conduct two DSOGPO Mobilizations**

- *Local law enforcement and MSP combined to conduct two DSOGPO mobilizations during FFY 2017. One was conducted in December 2016 and another one was in August 2017.*

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

### **Provide funds to local police departments for the Pedestrian and Bicycle Enforcement and Equipment grants**

→ EOPSS/OGR/HSD awarded 79 grants for Pedestrian and Bicycle Enforcement & Equipment in FFY 2017. The total value of grant funding was \$222,555. Over 2,500 hours of enforcement patrols were conducted resulting in 4,270 stops and 2,562 citations issued.

### **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/OGR/HSD made all partners and subrecipients aware of the "Moving Together" conference that took place in September 2017.

### **Participate in Statewide Pedestrian and Bicycle Safety "Moving Together" Conference for over 200 attendees in FFY 2017**

→ EOPSS/OGR/HSD staff participated in the annual "Moving Together" conference that took place in September 2017.

### **Fund paid and earned media regarding pedestrian and bicycle safety**

→ Through coordination with EOPSS/OGR/HSD's selected media vendor, ThinkArgus, outreach was conducted via television, radio, and internet communication channels to promote pedestrian and bicycle safety messages.

## **Performance Targets & Results for FFY 2017**

- **Decrease motorcyclist fatalities 5% from 2010-2014 calendar base year average of 49 to 46 by December 31, 2017**
  - Five-year average (2012-2016) of motorcyclist fatalities was 49. This represents no change from the 2010-2014 average of 49. Year-to-year fatalities decreased 25% from 56 in 2015 to 42 in 2016.
- **Decrease unhelmeted motorcyclist fatalities 20% from the 2010-2014 calendar base year average of 5 to 4 by December 31, 2017**
  - Five-year average (2012-2016) was four, down 20% from the 2010-2014 average of four. Year-to-year saw the number of unhelmeted fatalities decrease from seven in 2015 to two in 2016.
- **Decrease the number of motorcyclist fatalities involving a motorcycle operator with +0.08 BAC or higher 10% from 2010-2014 calendar base year average of 11 to 10 by December 31, 2017**

- Five-year (2012-2016) calendar base year average was 11, no change from 2010-2014.
- **Decrease pedestrian fatalities by 5% from the 2010-2014 calendar base year average of 74 to 70 by December 31, 2017**
  - Five-year average (2012-2016) of pedestrian fatalities was 79. This represents an increase of 7% from 2010-2014. Year-to-year pedestrian fatalities remained unchanged at 80 for 2016.
- **Decrease bicyclist fatalities by 10% from the 2010-2014 calendar base year average of 8 to 7 by December 31, 2017**
  - Five-year average (2012-2016) of bicyclist fatalities was 10. This represents a 25% increase from 2010-2014. Year-to-year bicyclist fatalities decreased from 12 in 2015 to 10 in 2016.
- **Decrease number of young drivers (age 20 or under) involved in a fatal crash 10% from 2010-2014 calendar base year average of 42 to 38 by December 31, 2017**
  - Five-year average (2012-2016) of young drivers (age 20 or younger) involved in a fatal crash was 38, representing a 10% decline from 2010-2014. Year-to-year saw driver involvement increase 35% from 34 in 2015 to 46 in 2016.
- **Decrease young driver (age 20 or under) fatalities 20% from 12 in 2014 to 10 by December 31, 2017**
  - Young driver fatalities increased 33% from 12 in 2014 to 16 in 2016. Year-to-year saw young driver fatalities hold steady at 16 from 2015 to 2016.
- **Decrease number of older drivers (65+) involved in a fatal crash 5% from 2010-2014 calendar base year average of 69 to 65 by December 31, 2017**
  - Five-year (2012-2016) calendar base year average was 72, a 4% rise from 69 for 2010-2014. Year-to-year saw older driver involvement increase from 72 in 2015 to 79 in 2016, a 10% increase.

## **Program Area Project Summaries**

### **MC-17-01 Motorcycle Safety Program Enhancements**

Funds were provided to the Motorcycle Rider Education Program (MREP) of the Massachusetts Registry of Motor Vehicles (RMV) to enhance motorist awareness, improve training curricula, and improve the delivery of motorcycle training at schools across Massachusetts. Specifically, funds were used to run Rider Coach training classes, to purchase “Check Twice - Motorcycles are Everywhere” lawn signs, and to bring a SMART Riding Trainer to events to allow riders the

chance to operate a motorcycle in real-life situations without the inherent real-world risks and consequences. Also, MREP is in the process of transitioning to a new curriculum – Motorcycle Safety Foundation’s new Basic Rider Course – and funds were used to purchase course materials for fall of 2017 and spring 2018 Rider Coach training classes.

*Total funding allotted:* \$ 254,448      *Total used:* \$ 31,427.75      *Source:* 405f, 2010

### **MC-17-02      Motorcycle Media Program**

EOPSS/OGR/HSD worked with the Massachusetts Registry of Motor Vehicles’ Motorcycle Rider Education Program (MREP) to produce and distribute a direct mailer to promote safe riding and the MREP’s motorcycle safety schools across the state. With a focus on speeding, protective gear, sober riding, and MREP courses, the mailer targeted permitted riders, the population that made up 30% of all motorcyclist fatalities in the state in 2015.

*Total funding allotted:* \$ 64,000      *Total used:* \$ 42,926      *Source:* 402

### **MC-17-03      Program Management**

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

*Total funding allotted:* \$ 52,000      *Total used:* \$ TBD      *Source:* 402

### **PS-17-01      Pedestrian and Bicycle Media**

EOPSS/OGR/HSD collaborated with the Massachusetts Department of Transportation (MassDOT), which served as lead agency, to conduct a Pedestrian and Bicycle Safety paid media campaign. The theme “Scan the Street for Wheels and Feet” promoted situational awareness for drivers, bicyclists, and pedestrians. MassDOT developed digital, radio, and video ads that ran on social media, Pandora, online, and on billboards. EOPSS/OGR/HSD supplemented MassDOT’s media buy by honing in on out-of-home ads in Boston from June-July, specifically Hubway bike share station signage and solar recycling kiosk ads which generated an estimated 16 million impressions.

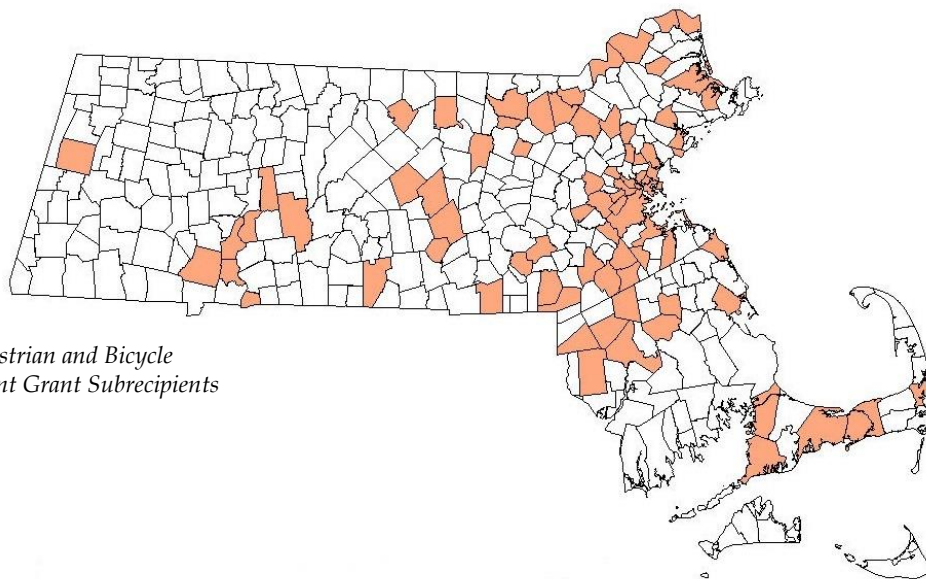
*Total funding allotted:* \$ 80,000      *Total used:* \$ 57,149      *Source:* 402

### **PS-17-02      Pedestrian and Bicycle Enforcement and Equipment Program**

Awarded grants ranging from \$3,000 - \$7,500 to 79 municipal and state college campus law enforcement agencies to help conduct enforcement and education aimed at reducing incidence of pedestrian, bicycle, and moped-related injuries and fatalities. Over \$4,300 in allowable equipment was purchased by subrecipients such as retro-reflective signage, crosswalk cones, and pedestrian breakaway signs.



Despite an increase in subrecipients for FFY 2017, the Pedestrian and Bicycle Enforcement and Equipment Grant only saw decreases across the board. Total hours of enforcement dropped 37%, which led to decreased stops (down 48% from 2016) and total citations issued (down 45%). 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 subrecipient participation.



**Map #7:** FFY 2017 Pedestrian and Bicycle Enforcement & Equipment Grant Subrecipients

**Table 8: Results from FFY 2017 Pedestrian & Bicycle Enforcement & Equipment Grant**

	2016	2017	Change
<b>Total Subrecipients</b>	71	79	11%
<b>Total Hour of Enforcement</b>	4,004	2,520	-37%
<b>Total Number of Stops</b>	8,289	4,270	-48%
<b>Total Citations</b>	4,644	2,562	-45%
<b>Total Warnings</b>	4,460	2,687	-40%
<b>Total Arrests</b>	75	39	-48%
<b>Stops Per Hour</b>	2.07	1.69	-18%
<b>Citations Per Hour</b>	1.16	0.98	-16%

For FFY 2017, funds weren't available for the Pedestrian and Bicycle Enforcement and Equipment Grant until April 2017. Due to this delay in funding, subrecipients were not able to begin activity until May 2017 - giving them only five months to conduct enforcement patrols. As for the lack of participation, during FFY 2017, 22 subrecipients failed to conduct any patrols - most cited lack of manpower as the reason.

On the bright side, eight departments were able to use 100% of their funding and over 30 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 subrecipients.

*Total funding allotted:* \$ 222,555.04    *Total used:* \$ 136,390.16    *Source:* 405h

**PS-17-03      Pedestrian and Bicycle Safety Planning Initiative for High-Fatality Communities**

Funds were awarded to WalkBoston, a pedestrian safety organization, to work with cities with the highest incidence of pedestrian fatalities and crashes and develop strategies for improving their walking environment. Due to federal funding delays and the need to go out to bid, WalkBoston's contract did not start until June. They worked with municipal police, planning, and transportation staff in Lowell, Chelsea, and Springfield to examine crash history and determine corridors that posed the highest risk to pedestrians. Walk assessments were conducted to detail improvements that can be made to enhance pedestrian safety with final reports distributed that lay the groundwork for cities to allocate funding to make improvements to their local infrastructure.

*Total funding allotted:* \$ 55,000      *Total used:* \$ 15,958      *Source:* 405h

**PS-17-04      Training for Law Enforcement Personnel on Bicycle Safety Regulations**

During FFY 2017, EOPSS/OGR/HSD was unable to fund this task due to delays in FFY 2017 funding. By the time funds were available, staff could not put the required time into the project as a result of other projects taking precedence.

*Total funding allotted:* \$ 70,000      *Total used:* \$ 0      *Source:* 405h

**PS-17-05      Program Management**

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

*Total funding allotted:* \$ 135,000      *Total used:* \$ TBD      *Source:* 402

## High-Risk Transportation System User Expenditures

### MC-17 Expenditures Summary

Task	Task Title	Source	Expenses
MC-17-01	MSP Speed Enforcement	405f	\$ 30,779.07
		2010	\$ 648.68
MC-17-02	Motorcycle Media	402	\$ 42,926.00
MC-17-03	Program Management	402	\$TBD
		<b>Total</b>	<b>\$ 74,353.75</b>

### PS-17 Expenditures Summary

Task	Task Title	Source	Expenses
PS-17-01	Pedestrian and Bicycle Media	402	\$ -
PS-17-02	Pedestrian and Bicycle Enforcement	405h	\$ 121,654.93
PS-17-03	Pedestrian/Bike Safety Planning	405h	\$ 121,654.93
PS-17-04	Training for Law Enforcement	405h	\$ 89,055.00
PS-17-05	Program Management	402	\$ TBD
		<b>Total</b>	<b>\$ 332,364.86</b>

# Traffic Records

## Problem Identification

EOPSS/OGR/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. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems as well as inadequate data submission requirements and capabilities. However, the development of the Massachusetts Traffic Records Analysis Center (MassTRAC) and MassDOT's Crash Portal have improved access to data.

The largest EOPSS/OGR/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 submission of motor vehicle citation and crash report information by state and local police to improve the quality and timeliness of reporting in the Commonwealth. Achieving this 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/OGR/HSD, MassDOT/Registry of Motor Vehicles (RMV), Massachusetts Department of Public Health (MDPH), and NHTSA. It will also improve strategic planning efforts, such as future Highway Safety Plans and the Strategic Highway Safety Plan.

As required by NHTSA's Section 405c 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 quantity and quality of the data, which is used to support highway safety problem identification, countermeasure selection, and evaluation.

The Commonwealth's TRCC is comprised of two tiers: a Working-level TRCC (WTRCC) and an Executive-level TRCC (ETRCC). Together, the two tiers are responsible for developing, maintaining, and tracking the Commonwealth's traffic records accomplishments in an annual Strategic Plan for Traffic Records Improvement. The TRCC's FFY 2017 Section 405c application and Strategic Plan for Traffic Records Improvements, submitted to NHTSA in 2016, 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 2017 Section 405c funds would be utilized for proposed projects prioritized by the ETRCC. Massachusetts also incorporated in these documents 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 the Commonwealth's traffic records program and the TRCC is to ensure key highway safety stakeholders have accessible, accurate, complete, integrated, timely, and uniform 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 2017 & Results**

### **Enhance the workings of the METRCC (*now called ETRCC*) and TRCC (*now called WTRCC*)**

- *The ETRCC and the WTRCC convened four times in FFY 2017 to discuss traffic records issues.*

### **Ensure ongoing implementation of the 2017 Strategic Plan for Traffic Records Improvements**

- *The Strategic Plan for Traffic Records Improvements was updated with TRCC and other stakeholder input in spring 2017, approved by the ETRCC and WTRCC in June 2017, and submitted to NHTSA and approved in August 2017.*

### **Expand access to and use of local, state, and Federal traffic records data and analyses**

- *EOPSS/OGR/HSD provided additional access to the Massachusetts Traffic Records Analysis Center (MassTRAC) for traffic safety stakeholders.*

### **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.*

### **Fund and monitor the TRCC's 408/405 C-funded**

- *The FFY 2017 Section 405c application was developed by EOPSS/OGR/HSD in spring 2017, approved by the ETRCC and WTRCC in June 2017, submitted and approved by NHTSA by August 2017. Four TRCC-related site visits were conducted in FFY 2017.*

### **Submit on behalf of the METRCC and TRCC a Massachusetts Strategic Plan for Traffic Records Update**

- *The Strategic Plan for Traffic Records Improvements was submitted to NHTSA and approved in August 2017.*

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

## **Performance Targets & Results for FFY 2017**

- **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 2017**
  - UMassSAFE is still in the process of accessing health data. By the end of FFY 2017, the agency was close to a formal agreement to access EMS data from the MDPH to enable the Data Linkage project to begin in earnest.
  - Due to delays in the project start, there has been no discernable progress towards the above mentioned performance target.
- **Increase by 5% the number of agencies able to access MassTRAC from 160 in April 2016 to 176 in June 2017**
  - The number of agencies able to access MassTRAC has increased to over 175 agencies by the end of FFY 2017.
  - Going forward, MassTRAC will likely be replaced in the near-term due to deficiencies in its infrastructure.
- **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 2016 reports**
  - For 2015 crash data, the average number of days was 47.13 as of March 31, 2017.
- **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 2017**
  - MDPH reported MATRIS increased the system's Version 2 validation score to 86.8 for the year ending on December 31, 2016. The figure for the year ending on December 31, 2017 will be made available in January 2018.
- **Improve the completeness of the Massachusetts statewide road inventory database by increasing the number of intersections with Fundamental Data Elements (FDEs) from 0 in FFY 2016 to 5,400 in FFY 2017**
  - The subrecipient responsible for this project was unable to begin this project because a MassDOT-funded partner was late delivering an online data collection tool central

to the subrecipient's work for the project until summer 2017. Shortly thereafter, the contract for the project expired without being renewed and has yet to reestablished.

## **Program Area Project Summaries**

### **TR-17-01      MassTRAC**

MassTRAC is a web-based solution for crash records analysis, mapping, and reporting. This online tool helps EOPSS/OGR/HSD meet federal reporting requirements and supports safety planning processes. 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 2017, but it will be carried forward to FFY 2018 to design and implement a complete replacement.

*Total funding allotted:* \$ 50,000      *Total used:* \$ 0      *Source:* 402

### **TR-17-02      Statewide Data Driven Approaches to Crime and Traffic Safety (DDACTS) Training**

This project was not started in FFY 2017 while the EOPSS/OGR/HSD researched new ways to encourage greater use of DDACTS and other traffic enforcement analysis tools by state and local law enforcement. The project is slated to begin sometime in FFY 2018.

*Total funding allotted:* \$ 75,000      *Total used:* \$ 0      *Source:* 402

### **TR-17-03      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 (CY 2017)      *Total used:* \$ 65,269      *Source:* FARS Coop

### **TR-17-04      Motor Vehicle Automated Citation and Crash System (MACCS)**

Funding was provided to EOPSS - Office of Technology and Information Services to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The project goals are to improve officer and motorist safety, streamline data collection, improve data quality, eliminate redundant data entry processes across agencies, improve timeliness of reporting to state and federal entities, and make data available faster to law enforcement agencies, highway safety professionals, and the public. MACCS was deployed on a pilot, based in two communities in

early 2017, with additional communities and MSP becoming involved in late FFY 2017. Interface enhancements with state and local record management services were also accomplished. In September 2017, an additional \$600,000 was provided for the project to secure in-vehicle printers, related hardware items, and installation services to enable more law enforcement participation in MACCS. Unspent funds were carried forward to FFY 2018 to continue this project; for further MACCS refinement and for additional printers.

*Total funding allotted:* \$ 2,350,000      *Total used:* \$ 319,462.52      *Source:* 402, 405c

**TR-17-05      Scanning Solution for Police Crash Reports**

In late 2016, this project was cancelled by the RMV to provide additional funding for its Crash Data System Improvement Project (TR-17-09). At the January 2017 ETRCC meeting, the RMV asked the ETRCC to approve the transfer to fully fund the new budget of its Crash Data System Improvement Project, with any remaining funding from the cancelled project being made available to the MACCS project (TR-17-04) based on a ETRCC vote in May 2016.

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

**TR-17-06      E-Submission Project**

In late 2016 this project was cancelled by the RMV to provide additional funding for its Crash Data System Improvement Project (TR 17-09). At a January 2017 ETRCC meeting, the RMV asked the ETRCC to approve the transfer to fully fund the new budget of its Crash Data System Improvement Project, with any remaining funding from the cancelled project being made available to the MACCS project (TR 17-04) based on a ETRCC vote in May 2016.

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

**TR-17-07      Investigation of Improved Linkage Strategy towards the Development of a Central and Uniformed Crash Analysis Database**

Funding was provided to 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 tried to access emergency room and hospital data from the Massachusetts Center for Health Information & Analysis (CHIA) throughout FFY 2017; but when this was not possible, switched to seeking emergency medical services data from the Massachusetts Department of Public Health’s Office of Emergency Medical Services during summer 2017. This data should be available to UMassSafe in early 2018 so the project can begin in earnest. Unspent funds were carried forward to FFY 2018 to continue this project.

*Total funding allotted:* \$ 124,209      *Total used:* \$ 5,380.32      *Source:* 405c



**TR-17-08 MSP Traffic Crash Quality Assurance Project**

Funding was provided to 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. This project was significantly hampered when MSP ended any effort to replace its old records management system for the foreseeable future. Unspent funds were carried forward into FFY 2018 to continue this project and try to achieve data processing improvements to the existing records management system.

*Total funding allotted:* \$ 135,000      *Total used:* \$ 17,924.18      *Source:* 405c

**TR-17-09 Crash Data System Stakeholder Data Improvement Project**

Based on an RMV request to the ETRCC made in January 2017, before this project started it was revised and the budget increased to provide for a Law Enforcement Liaison and a Law Enforcement Technical Liaison to assist local law enforcement agencies and related vendors of records management services to improve both their paper and electronic reporting to the RMV's Crash Data System. Unspent fund were carried forward into FFY 2018 to enable this project to move forward and allow the LEL's to continue their work.

*Total funding allotted:* \$ 177,400      *Total used:* \$ 55,626.80      *Source:* 405c

**TR-17-10 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 of draft crash file quality control measures based upon the Crash Data Improvement Program (CDIP) conducted in September 2013 and the 2014 Traffic Records Assessment. The contract for this project expired in September 2016 and the project was suspended. Efforts were made by EOPSS/OGR/HSD, RMV, and Fisher College to revive the project, but in November 2017, it was confirmed by the RMV that efforts were premature due to RMV's current undertaking to improve the Crash Data System and the limited resources available to use.

*Total funding allotted:* \$ 259,500      *Total used:* \$ 0      *Source:* 405c

**TR-17-11 MATRIS and Trauma Registry Data Accuracy, Completeness, Uniformity, and Accessibility**

Funding was provided to MDPH to make improvements to MATRIS and the Trauma Registry. MATRIS is currently based on the National EMS Information System (NEMESIS) Version 2 data set standard developed in 2005. MATRIS must migrate to the new standard, Version 3, as

NEMSIS will no longer collect Version 2 data. This migration will likely be completed in FFY 2018. Funding was used to help resolve issues with electronic patient care report (ePCR) vendor software used by ambulance services to collect and submit data to MATRIS, and improve data quality. The Trauma Registry portion of the project to improve data quality and implement ICD-10-CM updates is required. Funding was used for a contractor to provide support and maintenance for the Trauma Registry application and database for hospitals and state trauma registry staff, and the MATRIS application work for ambulance services and state MATRIS data staff.

*Total funding allotted:* \$ 397,392.30      *Total used:* \$ 41,192.41      *Source:* 405c

**TR-17-12      Crash Data Audit – An Investigation of Police Crash Reports to Establish and Assess Current Obstacles and Future Performance Measures & Monitoring**

Funding was 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. UMassSAFE completed its final report on the audit, including a police crash report data quality improvement plan and made a final presentation on the project to the ETRCC.

*Total funding allotted:* \$ 123,648      *Total used:* \$ 79,074.21      *Source:* 405c

**TR-17-13      Crash Reporting Training and Technical Assistance for Law Enforcement Agencies**

Fisher College never started this project and then cancelled it in May 2017. Based on a May 2016 ETRCC vote, the funds from this cancelled project can be made available for the MACCS project.

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

**TR-17-14      Massachusetts Revised Crash Report Form E-Manual and Evaluation**

Funding was provided to UMassSAFE for two tasks: (1) develop the Massachusetts e-manual for crash reporting information and (2) evaluation 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 will 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 the form and to look for problematic patterns existing at both the department and vendor levels. It was deemed advisable to conclude most of the work on the Crash Data Audit (TR 17-12) before proceeding further on this project. Unspent fund were carried forward into FFY 2018 to continue this project.

*Total funding allotted:* \$ 118,019      *Total used:* \$ 40,657.91      *Source:* 405c

**TR-17-15 Trauma Registry Vendor and Database Hosting Upgrades**

This project was delayed but got under way in late FFY 2017 after it was confirmed Mass IT would host the Trauma Registry application and database with enhancements to meet the National Trauma Data Bank requirements until procurement for a commercial off-the-shelf solution could be fully funded. Funding was provided to MDPH for a contractor to provide support and maintenance for the Trauma Registry application and data base to hospitals and state trauma registry staff. Funds were carried forward into FFY 2018 to continue this project.

*Total funding allotted:* \$ 60,000

*Total used:* \$ 1,818.28

*Source:* 405c

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

Funding was provided to Boston Public Health Commission/Boston Emergency Medical Services to make further enhancements to its information systems and increase its in-house information presentation skills for this project. These efforts led to improvements in Boston EMS's collection, analysis, and sharing of motor vehicle, bike, and pedestrian crash data so as to better identify, implement, and evaluate related countermeasures by the department and other stakeholders in Boston. Unspent fund will be made available through a new contract related to a new TRCC award based on FFY 2018 Section 405c funds to continue this project.

*Total funding allotted:* \$ 156,937.01

*Total used:* \$ 88,386.57

*Source:* 405c

**TR-17-17 Test the Template Developed by Vanasse Hangen Brustlin, Inc. (VHB) for Collecting Model Inventory Road Element (MIRE) Fundamental Data Elements (FDEs) for Intersections on a Subset of the Intersections in Massachusetts**

The Federal Highway Administration (FHWA) considers the presence of a traffic control device at an intersection and the device's type, if one is present, as Fundamental Data Elements (FDE) of a Model Inventory of Roadway Elements (MIRE). The Massachusetts statewide road inventory currently does not contain the required FDEs for intersections. MassDOT entered into a contract with a contractor to develop a template to be used to collect these FDEs so that these could be added to the road inventory. This project will use the template to collect FDEs for a subset of the intersections in the state and evaluate the template. This will allow the template to be modified, if deemed necessary or advisable, before it is used to collect FDEs for intersections statewide. The MassDOT contractor didn't deliver the template to the subrecipient responsible for this project, the Central Transportation Planning Staff, until summer 2017. Issues arose while testing the template, then the contract for the subrecipient expired in September 2017. Unspent funds will be used to re-start the contract in FFY 2018 and complete the project.

*Total funding allotted:* \$ 96,732

*Total used:* \$ 4,427.37

*Source:* 405c

**TR-17-18 Data Quality Review of Crash Reports Accepted with Warning and Technical Assistance to Police Departments to Improve Completeness and Reduce Errors**

This project has not yet started due to other RMV priorities, but is expected to begin in January 2018. Funding will be 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. Funding will also allow RMV to work with local police departments in an effort to improve the completeness of submitted crash reports. Unspent funds were carried forward into FFY 2018 to start this project.

*Total funding allotted:* \$ 196,802.46                      *Total used:* \$ 0                      *Source:* 405c

**TR-17-19 Data Uniformity, Accuracy, Completeness and Timeliness**

Additional funding was provided to MDPH in July 2017 to make improvements to MATRIS and the Trauma Registry, but no spending occurred. Unspent funds were carried forward into FFY 2018 to continue this project that will build upon the work under TR-17-11 and TR-17-15.

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

**TR-17-20 Evaluation of Fatal and Injury Data**

This project was never begun and the EOPSS/OGR/HSD pursued other ways to meet this need.

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

**TR-17-21 Program Management**

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

*Total funding allotted:* \$ 93,427                      *Total used:* \$ 62,903.32                      *Source:* 402

## TR-17 Expenditure Summary

Task	Task Title	Source	Expenses
TR-17-01	MasSTRAC	402	\$ -
TR-17-02	Statewide DDACTS Program	402	\$ -
TR-17-03	FARS	FARS Coop	\$ 65,269.00
TR-17-04	MACCS	402	\$ 319,462.52
		405c	\$ -
TR-17-05	Scanning Solution for Police Crash Reports	405c	\$ -
TR-17-06	E-Submission Project	408	\$ -
TR-17-07	Investigation of Improved Linkage	405c	\$ 5,380.32
TR-17-08	MSP Traffic Crash Quality Assurance	405c	\$ 17,924.18
TR-17-09	Crash Data System Stakeholder	405c	\$ 55,626.80
TR-17-10	Comprehensive Analysis of Crash Data	405c	\$ -
TR-17-11	MATRIS and Trauma Registry	405c	\$ 41,192.41
TR-17-12	Crash Data Audit	405c	\$ 79,074.21
TR-17-13	Crash Reporting Training	405c	\$ -
TR-17-14	Massachusetts Revised Crash Report Form	405c	\$ 40,657.91
TR-17-15	Trauma Registry Vendor Upgrades	405c	\$ 1,818.28
TR-17-16	Boston Cyclist, Ped & Vehicular System	405c	\$ 88,386.57
TR-17-17	Test VHB for MIRE FDEs	405c	\$ 4,427.37
TR-17-18	Data Quality Review of Crash Reports	405c	\$ -
TR-17-19	Data Uniformity, Accuracy, Completeness	405c	\$ -
TR-17-20	Evaluation of Fatal and Injury Data	405c	\$ -
TR-17-21	Program Management	402	\$ 62,903.32
		<b>Total</b>	<b>\$ 782,122.89</b>

# 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-17-01      Municipal Police Training**

Funding was provided to MPTC to conduct training classes for municipal police departments to improve enforcement of traffic safety laws. During FFY 2017, MPTC conducted 24 classes on various Police Traffic Services topics. MPTC held nine Crash Investigation courses throughout the state and trained over 186 officers from over 40 different police departments. Crash courses included Basic Crash Investigation, Advanced Traffic Crash Investigation and Crash Investigation/Reconstruction Refresher. In addition, there were 15 speed-related courses including Radar, LiDAR and Speed Measurement Instructor training that resulted in over 180 officers trained in speed measurement as well as 16 new instructors, nine of which will be certified to teach for MPTC. Classes were held at the Boylston, Plymouth and Western MA Academies as well as local police departments including Danvers, Blackstone and Chicopee.

*Total funding allotted:* \$ 256,708.08      *Total used:* \$ 161,957.32      *Source:* 402, 1906 RP

### **PT-17-02      Law Enforcement Liaison (LEL)**

In November 2016, EOPSS/OGR/HSD selected Ed O’Leary, former Foxborough Chief of Police, as an LEL. Funding was used to help the LEL attend the Law Enforcement Liaison Training Program in Oklahoma City, OK in June 2017. The LEL was instrumental in organizing the five Law Enforcement Forums that were held in January and February of 2017 and in greatly expanding communications and outreach to the local law enforcement community.

*Total funding allotted:* \$ 200,000      *Total used:* \$ 32,855.73      *Source:* 402

### **PT-17-03      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; Medical Marijuana; Marijuana During Motor Vehicle Stops: Detection, Investigation and Prosecution, Direct Examination, Cross Examination; Turning the Sword Into the Shield: Using the NHTSA Manual to Cross Examine the Defense Expert; SFST Updates and Revisions; Chapter 90 §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; Unintended Consequences of Traffic Safety Laws, Detecting Impaired Drivers; SFST Laws in Massachusetts; From Crash to Courtroom: Crash Reconstruction, OUI Trial Advocacy and Cops in Court.

A total of 1,916 police, prosecutors, law students, members of the judiciary and other law enforcement agencies, both locally and nationally, were trained by the TSRP in FFY17. The TSRP updated the *Massachusetts OUI Manual for Prosecutors* (10<sup>th</sup> edition was printed in September of 2017) and printed 685 manuals which were distributed to prosecutors and law enforcement partners. The TSRP wrote 14 motor vehicle related case summaries and seven legal updates, and responded to 369 calls for technical assistance from prosecutors, law enforcement, and other agencies.

*Total funding allotted:* \$ 205,000      *Total used:* \$ 163,515.03      *Source:* 402, 405d

**PT-17-04      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 Law Enforcement Professional Development Course in Oklahoma City, OK and NHTSA’s Impaired Driving Summit in Suffern, NY.

*Total funding allotted:* \$ 9,000      *Total used:* \$ 1,442.16      *Source:* 402

**PT-17-05      Program Management**

Funding was provided to allow 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:* \$ 60,000      *Total used:* \$ 86,732.33      *Source:* 402

**PT-17-06      MSP Speed Measurement Training**

Funding was not available for MSP to coordinate and schedule instructor training classes for MSP personnel in Radar/LiDAR operation. Therefore, this task was not completed. Certified instructors are responsible for training academy recruit classes and other law enforcement personnel. MSP look forward to the next fiscal year and conducting these important, specialized speed-related trainings to meet the needs of the law enforcement community.

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

## **Program Area Project Summary – Planning & Administration**

### **PA-17-01 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 2017 HSP. Funding also allowed staff to produce the FFY 2016 Annual Report and FFY 2018 HSP among other things.

*Total funding allotted:* \$ 300,000      *Total used:* \$ 376,257.48      *Source:* 402

### **PA-17-02 Americans with Disabilities Act (ADA) Compliance Services**

Funds used to provide Communication Real-time Access Translation (CART) services on several occasions during FFY 2017 to assist hearing-impaired EOPSS/OGR/HSD employee, including the Law Enforcement Partnership Forums.

*Total funding allotted:* \$ 28,000      *Total used:* \$ 8,940.79      *Source:* 402, 2011



## PT-17 Expenditure Summary

Task	Task Title	Source	Expenses
PT-17-01	Municipal Police Training	402	\$ 161,957.32
		1906 RP	\$ -
PT-17-02	Law Enforcement Liaison (LEL)	402	\$ 32,855.73
PT-17-03	MDAA/TSRP	402	\$ 37,665.92
		405d	\$ 125,849.11
PT-17-04	MSP LEL	402	\$ 1,442.16
PT-17-05	Program Management	402	\$ 86,732.33
PT-17-06	MSP Speed Measurement Training	402	\$ -
		<b>Total</b>	<b>\$ 446,502.57</b>

## PA-17 Expenditure Summary

Task	Task Title	Source	Expenses
PA-17-01	Administration of HSP	402	\$ 367,316.69
PA-17-02	ADA Compliance Services	402	\$ 8,940.79
		2011	\$ -
		<b>Total</b>	<b>\$ 376,257.48</b>

# Paid and Earned Media

During FFY 2017, EOPSS/OGR/HSD contracted with advertising agency, ThinkArgus, to implement media campaigns aimed at influencing road user behavior under the umbrella of our responsibility driven tagline “The Crash is On You.” The strategy and concept for each campaign was developed using state and/or federal data, as well as input from focus groups conducted by EOPSS/OGR/HSD in October 2017. These focus groups provided insight into what resonated with and can prompt driver behavior change among the riskiest population segment in MA, males 18-34.

Each of our campaigns was complemented with social media via postings on our Twitter and Facebook accounts, as well as with partnerships with MassDOT, who provided us with billboard advertisements, and the RMV who allowed us to show ads on digital screens at 29 service centers across the state. Earned media featured traditional press releases and news conferences, and new methods including Editorial Board meetings and crashed car demonstrations.

In addition to the CPS, Motorcycle Safety, and Pedestrian and Bicycle Safety campaigns previously detailed, EOPSS/OGR/HSD implemented paid and earned media campaigns in support of our four High Visibility Enforcement (HVE) mobilizations which are expanded upon below. Please refer to page 66 for media buy recaps.

## Objectives for FFY 2017 & Results

### **Fund paid and earned media regarding the dangers of impaired driving**

- *Campaigns included: the Holiday DSOGPO which focused on alcohol and drug-impaired driving; and the Summer DSOGPO campaign focusing on marijuana impaired driving.*

### **Fund paid and earned media regarding the dangers of driving unbelted**

- *EOPSS/OGR/HSD developed paid advertisements and conducted earned media outreach during the “Click It or Ticket” mobilization for the “Use Your Head – Buckle Up” campaign. Other occupant protection marketing campaigns included a compelling car crash display that toured the state in spring/summer 2017; and the design and printing of updated Child Passenger Safety hand cards.*

### **Urge the media to report occupant restraint use when reporting on crashes**

- *EOPSS/OGR/HSD repeatedly urged journalists and media professionals to report restraint use during EOPSS/OGR/HSD’s Editorial Board tour. Included as a footnote on the “Click It or Ticket” campaign press release: “Please ask law enforcement representatives about the use of seat belts in all crashes being reported on and include in any coverage.”*

### **Conduct media campaign to target impaired riders**

- EOPSS/OGR/HSD worked with the RMV's Motorcycle Rider Education Program to send a mailer to all permitted riders in the state. Themed, "Rider Responsibility Starts with the Rider," it detailed safe riding practices, including riding sober. A "Ride Sober" Public Service Announcement (PSA) from 2014 was promoted on EOPSS/OGR/HSD's Facebook and Twitter pages.

### **Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts**

- Campaigns included: "Scan the Streets for Wheels and Feet," a collaborative effort between EOPSS/OGR/HSD and MassDOT.

### **Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving**

- Campaigns included: "Drive Present," and social media outreach for the "100 Deadliest Days" aimed at teen drivers as well as work zone awareness.

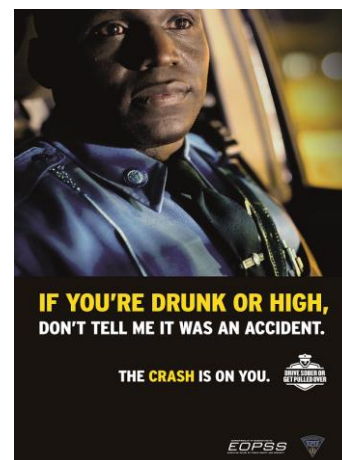
## **Media Summary**

### **Impaired Driving Media Outreach**

EOPSS/OGR/HSD targeted the primary focus of its FFY 2017 impaired driving campaigns on marijuana impaired driving. The shift from alcohol specific messaging to either shared or marijuana specific educational campaigns were due to several factors:

- Passage of recreational marijuana law in Massachusetts, with retail sales expected to start July 1, 2018.
- Increase in the prevalence of THC in driver's systems nationally, 2013-2014 National Roadside Survey of Alcohol & Drug use by Drivers.
- Drugged driving violations up locally.
- Center for Disease Control's (CDC) detailed effects of marijuana impaired driving.
- EOPSS/OGR/HSD survey and focus group research showing local drivers do not view driving after using marijuana as a serious issue.

EOPSS/OGR/HSD launched the FFY2017 Holiday *Drive Sober or Get Pulled Over* campaign with a press conference held at MA State Police Headquarters which included the unveiling of our TV and billboard ads. A statewide press release issued to regional media outlets promoting the enforcement mobilization and TV ad was coupled with a release for participating departments to distribute to their local media sources. EOPSS/OGR/HSD also scheduled press interviews and



enforcement observations with participating departments. Over 35 news stories, with coverage spanning TV, print, radio, and online, were published as a result of EOPSS/OGR/HSD's efforts.

The TV ad focused on alcohol and drug enforcement and carried our "The Crash is On You" driver responsibility theme. It featured an MA State Trooper sharing an unscripted story of pulling over a drug impaired driver. The video PSA, created in both English and Spanish, was included in a media buy that ran online including Facebook and YouTube, at local cinemas, on gas pump screens statewide, and on Cable TV in the Boston, Springfield, and Bristol County markets. Still photos from the video shoot were incorporated into online banner ads as well as MassDOT billboards and RMV service center screens. Traffic radio ads rounded out the buy, which totaled 5.6 million impressions for our target audience of men 18-34 and over 2.4 million impressions of men 18+.

[ABC Springfield TV Story featuring Northampton PD](http://www.westernmassnews.com/story/34016702/local-police-taking-part-in-drive-sober-or-get-pulled-over-campaign)

(<http://www.westernmassnews.com/story/34016702/local-police-taking-part-in-drive-sober-or-get-pulled-over-campaign>)

[Holiday DSOGPO 30-Second English Ad](https://www.youtube.com/watch?v=QQbS8fNoZEg)

(<https://www.youtube.com/watch?v=QQbS8fNoZEg>)

[Holiday DSOGPO 30-Second Spanish Ad](https://www.youtube.com/watch?v=YF9dLB66Gwo)

(<https://www.youtube.com/watch?v=YF9dLB66Gwo>)

The FFY 2017 Summer *Drive Sober or Get Pulled Over* media campaign educated motorists that marijuana, while now legal, can cause driving impairment. The campaign was launched with a press conference featuring speakers from EOPSS, MassDOT, MA State Police, NHTSA Region 1, and representatives from the marijuana industry. Presenters, who spoke of the impairing effects, officers trained in detecting marijuana and drug impairment, and also premiered EOPSS/OGR/HSD's TV ad. The lighthearted ad was borrowed from the Colorado Department of Transportation and repurposed to include our responsibility driven tagline, "The Crash Is on You." Ads were produced in English and Spanish and ran throughout the HVE mobilization on cable TV, online, social media, at gas pumps, and on the radio via traffic report sponsorships. The media buy netted over 10 million impressions for the target audience, males

18-49 while the press event and media outreach yielded 42 stories across TV, print, online, and radio.



*Undersecretary Jennifer Queally speaks at Summer Drive Sober or Get Pulled Over kickoff press conference in August 2017*

[Summer DSOGPO 15-Second English Ad](https://www.youtube.com/watch?v=NILEQO7TO8g)

(https://www.youtube.com/watch?v=NILEQO7TO8g)

[Summer DSOGPO 30-Second Spanish Ad](https://www.youtube.com/watch?v=TbZHfN93u80)

(https://www.youtube.com/watch?v=TbZHfN93u80)

[CBS Online/WBZ Radio coverage of press conference](http://boston.cbslocal.com/2017/08/09/massachusetts-marijuana-driving-while-high-campaign/)

(http://boston.cbslocal.com/2017/08/09/massachusetts-marijuana-driving-while-high-campaign/)

## Distracted Driving and Occupant Protection Media Outreach

In advance of the April HVE mobilization, EOPSS/OGR/HSD met with Editorial Boards at several daily newspapers. While distracted driving was the primary topic, we also touched broadly upon the current state of road safety both statewide and nationally. One goal of the meeting was to provide journalists with information to help them more accurately report on crashes. To this end, two main points were put forth by EOPSS/OGR/HSD. First, the importance of reporting on seat belt use in crashes at every level of severity to remind the public of the direct relationship between seat belt usage and injury/death or survival. Secondly, journalists should be aware of and follow the AP Stylebook recommendation regarding use of the word “accident.” In 2016, the AP Stylebook recommended that journalist avoid use of the word when negligence is claimed or proven. It was pointed out that the word accident “can be read as exonerating the person responsible. Instead, use crash, collision, or other terms.”

[Lowell Sun-ed board article](http://www.lowellsun.com/todayshadlines/ci_30880002/state-campaign-aims-keep-eyes-road)

(http://www.lowellsun.com/todayshadlines/ci\_30880002/state-campaign-aims-keep-eyes-road)

[Daily Hampshire Gazette-ed board article](http://www.gazettenet.com/Distracted-8800948)

(http://www.gazettenet.com/Distracted-8800948)

The editorial board tour set the stage for the Distracted Driving campaign launch which included a statewide press release, local releases by participating departments, and an editorial written by EOPSS/OGR/HSD’s Director. In total, our earned media yielded 20 print articles, plus 47 stories across online, TV, and radio.

Paid media promoted the concept of “Drive Present,” which was developed with help from Harvard’s Jay Winsten, who created the designated driver campaign in 1988. “Drive Present” was a positive message, like the designated driver concept, which focused on being attentive and engaged behind the wheel, and was coupled with familial images to make an emotional



connection with the audience. The target was adults 18-34, with a skew towards females, and with Hispanics as a secondary. The media buy featured Pandora audio and display ads as well as online and social media ads, and garnered over 9.5 million impressions.

Our *Click It or Ticket* media campaign supported the May HVE mobilization and built on the success of last year's blue-collar ad. With males, pick-up and commercial truck drivers, and Hispanics, and African- Americans still being the lowest use populations, despite modest gains, our ads took details that resonate with workers and connected seat belt use with the pride they get from doing their job right. The media buy netted over 9 million impressions across cable TV in Boston and Springfield markets, and in Bristol County where seat belt usage remains the lowest, as well on Pandora, radio traffic reports, cinemas, gas pumps, online, social media, billboards, and RMV screens.

[CIOT 30-second English ad](#)

(<https://www.youtube.com/watch?v=o3s3ktLsOKE>)

[CIOT 30-second Spanish ad](#)

(<https://www.youtube.com/watch?v=WvHq2HGgt7U>)

The mobilization was promoted with a statewide press release, local releases for participating departments, and an opinion piece authored by HSD's Director. In total, these produced 22 print, TV, and online stories. To extend the reach of our campaign beyond the mobilization period, we sought to provide the public with a graphic visual that served as a reminder of the dangers of not buckling up.

With Colorado DOT's 2015 "Ejection Exhibits" serving as a guide, EOPSS/OGR/HSD partnered with Car Heaven, AAA Northeast, and NHTSA and created a crashed car display that zig-zagged across the state during spring and summer of 2017. The car, which was placed in high visibility locations in 16 communities, was promoted by host police departments on social media and was featured in ten television, print and online news stories.



*Car used for display during spring and summer 2017 safety campaign*

[CIOT Opinion Piece-Worcester Telegram](http://www.telegram.com/opinion/20170515/as-i-see-it-why-crashes-kill-so-many-millennial-men)

(http://www.telegram.com/opinion/20170515/as-i-see-it-why-crashes-kill-so-many-millennial-men)

[FOX-25 Story on crashed car in Canton](http://www.fox25boston.com/news/new-report-says-fewer-mass-residents-wearing-seatbelt/593696240)

(http://www.fox25boston.com/news/new-report-says-fewer-mass-residents-wearing-seatbelt/593696240)

[Crashed car+enforcement observation-Worcester Telegram](http://www.telegram.com/news/20170517/seat-belt-campaign-getting-in-gear)

(http://www.telegram.com/news/20170517/seat-belt-campaign-getting-in-gear)

## **Paid and Earned Media Expenditures**

The FFY 2017 paid and earned media expenditures, including creative and production expenses, are shown below.

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

<b>Funding Section</b>	<b>Paid</b>	<b>Earned</b>
Section 402	\$ 564,369.00	\$ 55,605.00
Section 405b	\$ 220,681.00	\$ 15,910.00
Section 405d	\$ 276,646.00	\$ 26,918.00
<b>Total</b>	<b>\$ 1,061,696.00</b>	<b>\$ 98,433.00</b>

## **Media Placement Reach & Frequency Chart**

Detailed on the following pages are the media placement reach and frequency chart for the various individual campaigns conducted during FFY17.

Over the course of the four media buy periods, a total of 25,894,198 impressions were made by 'traffic safety consumers' (pedestrians, bicyclists, drivers, passengers). The total gross cost for media buys during the four campaigns was \$575,181.18. Overall, cost per impression was \$0.02.

Table 10: FFY 2017 Media Placement Reach and Frequency

EOPSS December 2016 DSOGPO Campaign  
FINAL MEDIA BUY REPORT

Medium/Market	Total	Paid	Bonus	Total			Estimated Impressions	Gross Cost	Gross Added Value	Total Gross Value
	# of Units	# of Units	# of Units	# of GRPs	Reach	Freq				
<b>TELEVISION: 12/9/16-1/1/17</b>	1,771	899	872				842,000	\$ 99,090.06	\$ 74,312.07	\$ 173,402.13
Boston TV/Cable	593	201	392	108.0	36.6%	3.0	713,000	\$ 78,250.00	\$ 61,146.04	\$ 139,396.04
WNEU-TV (Spanish)	30	20	10					\$ 4,850.00	\$ 1,697.50	\$ 6,547.50
WUNI-TV (Spanish)	36	18	18					\$ 2,980.00	\$ 2,086.00	\$ 5,066.00
WUTF-TV (Spanish)	24	12	12					\$ 800.00	\$ 560.00	\$ 1,360.00
Comcast Boston Interconnect	503	151	352					\$ 69,620.00	\$ 56,802.54	\$ 126,422.54
Springfield TV/Cable	554	333	221	119.6	47.4%	2.8	86,000	\$ 11,228.50	\$ 6,881.39	\$ 18,109.89
Bristol County Cable	624	365	259				43,000	\$ 9,611.56	\$ 6,284.63	\$ 15,896.19
<b>RADIO: Total Traffic (12/19/16-1/1/17)</b>	315	232	83				254,300	\$ 19,860.00	\$ 2,914.71	\$ 22,774.71
Boston	116	110	6	30.3	17.6%	1.7	179,200	\$ 16,200.00	\$ 706.91	\$ 16,906.91
Cape Cod	70	32	38	68.2	21.3%	3.2	13,500	\$ 900.00	\$ 855.00	\$ 1,755.00
New Bedford-Fall River	32	30	2	39.3	18.8%	2.1	11,800	\$ 1,200.00	\$ 64.00	\$ 1,264.00
Springfield	45	40	5	26.0	9.8%	2.7	20,700	\$ 600.00	\$ 60.00	\$ 660.00
Worcester	52	20	32	49.0	22.6%	2.2	29,100	\$ 960.00	\$ 1,228.80	\$ 2,188.80
<b>ONLINE: 12/12/16-1/1/17</b>	-	-	-				4,531,574	\$ 72,941.18	\$ 15,059.24	\$ 88,000.42
Comcast TV Everywhere (Streaming/In-Banner)							939,450	\$ 20,000.00	\$ 6,390.80	\$ 26,390.80
Display/Video, Mobile, FB, YouTube				N/A			3,592,124	\$ 52,941.18	\$ 8,668.44	\$ 61,609.62
<b>DIGITAL OUT OF HOME</b>	1,106,177	1,001,142	105,035				2,419,695	\$ 38,088.71	\$ 10,379.00	\$ 48,467.71
Cinema Advertising (12/12-1/1)	79,198	24,696	54,502				1,392,716	\$ 18,394.71	\$ 9,197.36	\$ 27,592.07
Gas Station TV (12/9-1/1)	1,026,979	976,446	50,533				1,026,979	\$ 19,694.00	\$ 1,181.64	\$ 20,875.64
<b>TOTAL MEDIA</b>							8,047,569	\$ 229,979.95	\$ 102,665.01	\$ 332,644.96

\*TV, Radio & Online impressions are for M18-34; OOH Impressions cannot be demo-targeted and are based on A18+

EOPSS April 2017 Distracted Driving Campaign  
FINAL MEDIA BUY REPORT

Medium/Market	Total Impressions	Paid Impressions	Bonus Impressions	Adults 18-34		Gross Cost	Gross Added Value	Total Gross Value
				Reach*	Freq			
<b>RADIO/AUDIO</b>	2,773,407	2,745,001	28,406			\$ 22,352.94	\$ 2,976.31	\$ 25,329.25
Pandora Audio Everywhere :30s + Display	2,773,407	2,745,001	28,406	302,399	8.0	\$ 22,352.94	\$ 2,976.31	\$ 25,329.25
<b>ONLINE</b>	7,017,530	6,202,813	814,717			\$ 38,352.94	\$ 10,282.10	\$ 48,635.04
Programmatic Display, Mobile, In-App	5,755,038	5,332,995	422,043	3,985,525	1.5	\$ 34,235.29	\$ 9,352.66	\$ 43,587.95
Social: Facebook	1,262,492	869,818	392,674	501,438	2.5	\$ 4,117.65	\$ 929.44	\$ 5,047.09
<b>TOTAL MEDIA</b>	9,790,937	3,614,819	421,080			\$60,705.88	\$13,258.42	\$73,964.30

\*Number of unique users reached by one ad



EOPSS May 2017 Click It or Ticket Campaign  
FINAL MEDIA BUY REPORT

Medium/Market	Total	Paid	Bonus	Total	M18-34		Impressions	Gross		Total
	# of Units	# of Units	# of Units	# of GRPs	Reach	Freq		Cost	Added Value	
<b>TELEVISION: 5/10-5/28</b>	1,582	1,012	570				834,000	\$ 107,233.00	\$ 61,715.63	\$ 168,948.63
Boston TV/Cable	499	200	299	117.4	43.1%	2.7	703,000	\$ 82,440.00	\$ 53,102.69	\$ 135,542.69
Springfield TV/Cable	502	388	114	104.9	41.6%	2.9	66,000	\$ 12,656.00	\$ 4,275.40	\$ 16,931.40
Bristol County TV/Cable	581	424	157	127.2	42.5%	3.0	65,000	\$ 12,137.00	\$ 4,337.55	\$ 16,474.55
<b>RADIO/AUDIO</b>	2,939,111	1,359,034	1,580,077				1,141,602	\$ 35,149.41	\$ 13,506.52	\$ 48,655.93
Pandora - 5/8-5/29	2,939,002	1,358,968	1,580,034	N/A	27.9%	8.8	2,939,002	\$ 23,529.41	\$ 8,207.10	\$ 31,736.51
US Traffic Network (Boston) 5/15-5/29	109	66	43		23.2%	1.9	202,600	\$ 11,620.00	\$ 5,299.42	\$ 18,919.42
<b>ONLINE: 5/8-5/29</b>	-	-	-				4,062,905	\$ 62,941.18	\$ 4,179.78	\$ 67,120.96
Programmatic Display/Video, Mobile, TV					24.2%	1.4	2,424,219	\$ 45,294.12	\$ 578.32	\$ 45,872.44
YouTube							95,769	\$ 11,764.71	\$	\$ 11,764.71
Facebook					11.8%	9.4	1,542,917	\$ 5,882.35	\$ 3,601.46	\$ 9,483.81
<b>DIGITAL OUT OF HOME</b>	979,789	806,160	173,629				1,514,931	\$ 30,936.47	\$ 19,935.81	\$ 50,872.27
Cinema Advertising - 5/8-5/28	96,918	24,969	71,949				632,060	\$ 12,555.29	\$ 18,832.94	\$ 31,388.23
Gas Station TV - 5/8-6/1	882,871	781,191	101,680		N/A		882,871	\$ 18,381.18	\$ 1,102.87	\$ 19,484.05
<b>TOTAL MEDIA</b>							<b>9,553,438</b>	<b>\$ 236,260.06</b>	<b>\$ 99,337.74</b>	<b>\$ 335,597.80</b>

\*TV, Radio & Online Impressions are for M18-34; OOH Impressions cannot be demo-targeted and are based on A18+

EOPSS June-July 2017 Bicycle & Pedestrian Safety Campaign  
FINAL MEDIA BUY REPORT

Medium	Total	Paid	Bonus	A18+ Impressions	Gross Cost	Estimated Added Value	Total Gross Value
<b>OUT-OF-HOME</b>							
Hubway Signage - 4 Wks - 6/19-7/16	40	40	0	8,489,040	\$ 29,411.76	\$ 29,411.77	\$ 58,823.53
Solar Recycling Kiosks - 4 Wks - 7/3-7/30	30	20	10	7,851,720	\$ 18,823.53	\$ 9,411.77	\$ 28,235.30
<b>TOTAL MEDIA</b>	<b>70</b>	<b>60</b>	<b>10</b>	<b>16,340,760</b>	<b>\$ 48,235.29</b>	<b>\$ 38,823.53</b>	<b>\$ 87,058.82</b>

# Performance Data

## ■ Crash Summary

For this Annual Report, EOPSS/OGR/HSD relied primarily on 2007 to 2016 trend data, and, whenever possible, 2017 data. Some 2016 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 for whom no police report was submitted) that were entered in the crash data system by the RMV in recent years.

From 2007 to 2016, traffic fatalities in Massachusetts declined 10% from 434 to 389. Fatalities per 100 million VMT declined from 0.79 in 2007 to 0.58 in 2015. This represents a significant 27% decrease in fatalities per 100 million VMT and places Massachusetts among the lowest fatality rates in the nation for traffic fatalities.

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

Targets are based upon targets provided in the FFY 2017 Highway Safety Plan submitted to NHTSA on July 1, 2016.

**Note:** R-squared value represents the probability of estimated future results occurring based on the trendline equation. If the R-squared value is close to 1.00, then the probability is high; if close to 0.00, then probability is low and future estimates are unpredictable.

**Table 11: Massachusetts Crash Data Trends  
2007 to 2017**

Crash Data/Trends	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Fatalities (Actual)	434	364	340	347	374	383	351	354	345	389	N/A
Fatality Rate/(100 Million VMT) Total	0.79	0.67	0.62	0.64	0.68	0.68	0.62	0.62	0.58	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	0.78	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	0.57	N/A	N/A
Number of Serious Injuries	4,182	4,946	4,782	4,858	3,577	3,587	3,197	3,031	2,867	N/A	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq$ .08 BAC	155	120	106	122	126	129	125	143	109	119	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	148	122	116	102	122	103	100	113	88	106	N/A
Number of Speeding-Related Fatalities	143	97	77	83	121	114	89	85	92	105	N/A
Number of Motorcyclist Fatalities	62	42	55	61	40	56	42	47	56	42	N/A
Number of Unhelmeted Motorcyclist Fatalities	3	1	6	7	5	3	5	4	7	2	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	76	61	56	53	50	45	37	27	34	46	N/A
Number of Pedestrian Fatalities	66	76	46	68	69	82	79	74	80	80	N/A
Number of Bicyclist Fatalities	11	10	6	7	5	16	6	8	12	10	N/A
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	69%	67%	74%	74%	73%	73%	75%	77%	74%	78%	74%
Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities	22,463	12,216	16,159	13,815	6,118	11,622	7,329	14,338	8,818	7,878	9,275
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	420	542	364	221	147	635	539	869	343	344	369
Number of Speeding Violations Issued During Grant-Funded Enforcement Activities	37,251	24,939	17,590	14,161	6,990	9,959	9,183	10,485	9,161	8,013	15,003

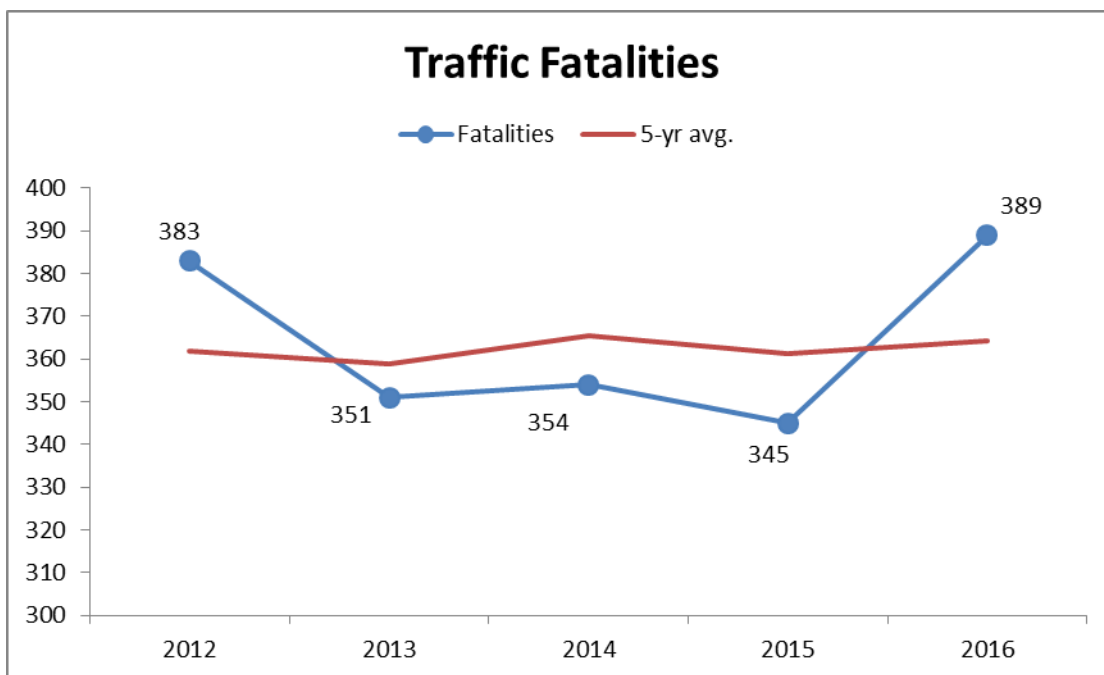
**Source:** FARS December 2017; RMV May 2017; Massachusetts Safety Belt Use Observation Surveys 2007-2017; EOPSS/OGR/HSD grant data 2007-2017. **Note:** Some numbers reported in this FFY 2017 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2016 data are preliminary.

## FFY 2017 Performance Targets and Results

### C-1: Traffic Fatalities

**Target:** Reduce motor vehicle-related fatalities 2% from the 2010-2014 calendar year average of 362 to 355 by December 31, 2017.

**Result:** Five-year average for 2012-2016 of MV-related fatalities was 364. This represents a 0.66% increase compared to 2010-2014. Year-to-year traffic fatalities increased 13% from 345 in 2015 to 389 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
Traffic Fatalities	$y = 0.6x + 362.6$	0.0022	362	364	0.66%

### Analysis

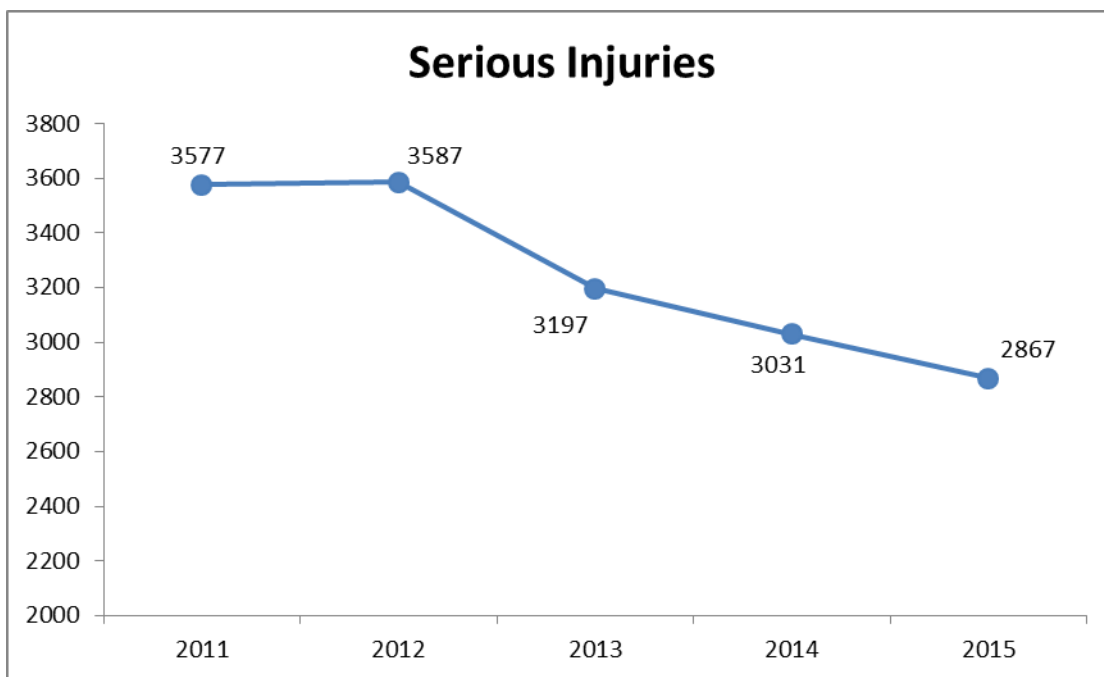
During 2016, the top four cities for fatalities were: Boston (14), Worcester (12), New Bedford (7), and Lowell (7). For FFY 2016, all four cities received funding not only for traffic enforcement (DSOGPO, CIOT, DD, speeding) but also for STEP. Given the success of the enforcement patrols for both traffic enforcement and STEP, EOPSS/OGR/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 13% from the 2010-2014 calendar base year average of 4,451 to 3,367 by December 31, 2017.

**Note:** Per the Fast Act, serious injuries data was to be taken from the state crash files, not the injury surveillance report as done in previous years. Thus, the calendar base year average in the target above is based upon injury surveillance data; whereas, the data in the graph is from the state crash files.

**Result:** Five-year average of serious injuries dropped over 26% from 4,451 for 2010-2014 to 3,252 for 2011-2015. Year-to-year serious injuries declined 5% from 3,031 in 2014 to 2,867 in 2015.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2011-2015 Average	Percent Change
Serious Injuries	$y = -197.6x + 3844.6$	0.9342	4,451	3,252	-26.94%

### Analysis

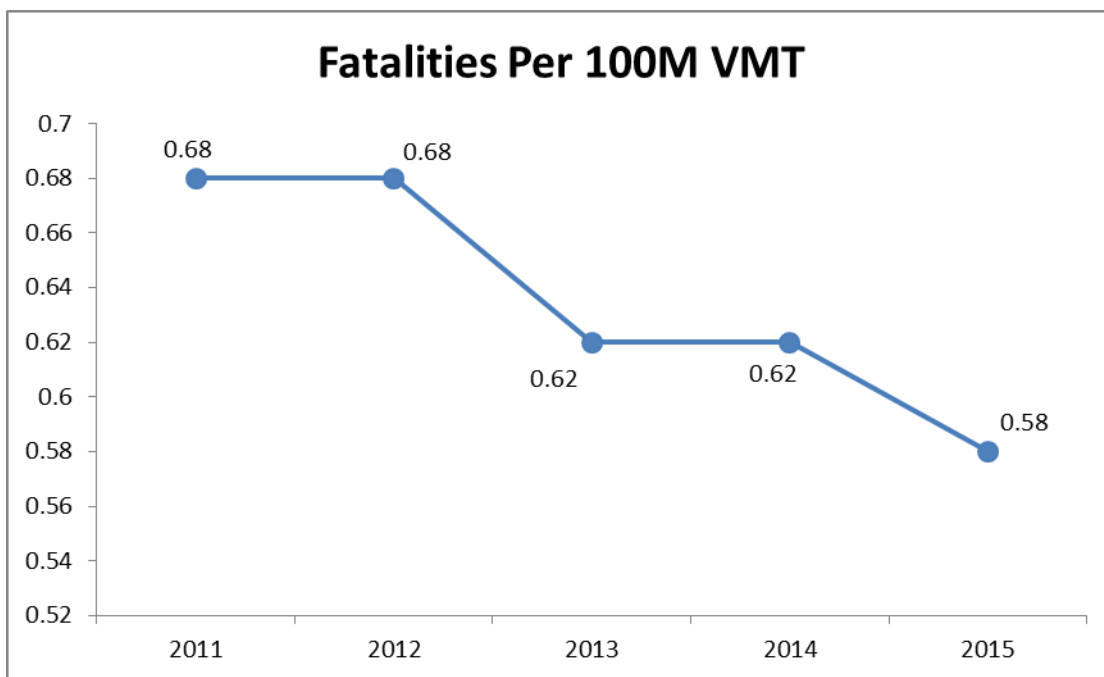
Serious injuries dropped 5% from 2014 to 2015. Since 2011 the number of serious injuries has declined 20% and will likely continue decreasing in the near future. The high R-squared value supports a decline in serious injuries over the next few years.

The impact of improved Trauma Center and MATRIS reporting, more efficient EMS response, along with the projected drop in crash injuries (down to 2,263 by 2018), will mean fewer serious injuries in the coming years.

**C-3: Fatalities/VMT**

**Target:** Decrease fatalities/VMT rate 10% from the 2010-2014 calendar base year average of 0.65 to 0.58 by December 31, 2017.

**Result:** Five-year average for 2011-2015 of fatalities per 100 M VMT was 0.64, a 2% decline from 2010-2014.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2011-2015 Average	Percent Change
Fatalities/VMT	$y = -0.026x + 0.714$	0.8989	0.65	0.64	-2.15%

**Analysis**

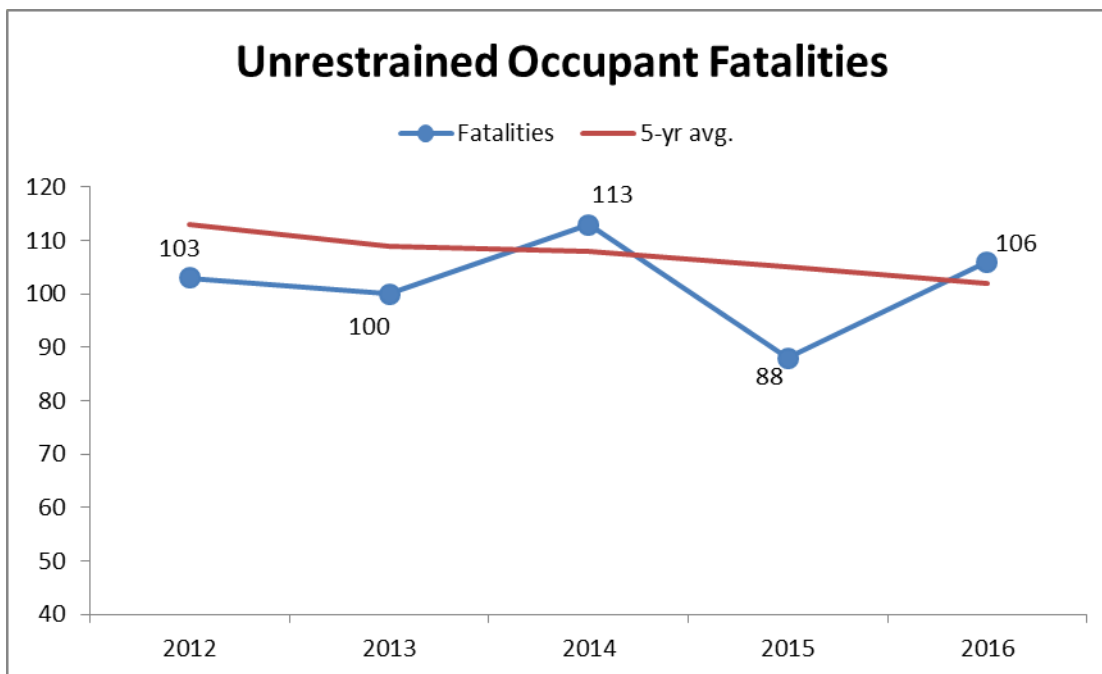
In 2015, Massachusetts had one of the lowest fatality rate/VMT in the country with 0.58. Within New England, Massachusetts’ rate was bested by RI (0.57) and better than the rest – CT (0.85), ME (1.07), NH (0.87), and VT (0.78). The national rate was 1.04.

The high R-squared value supports the future likelihood of fatalities/VMT dropping in the coming years. By 2018, the rate is projected to be 0.53 – a 9% decrease from 2015. The impact of successful enforcement mobilizations, media campaigns, and close proximity of crashes to police, fire and medical fatalities will help keep the fatalities per VMT rate low.

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

**Target:** Decrease unrestrained passenger vehicle occupant fatalities 5% from the 2010-2014 calendar base year average of 108 to 103 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of unrestrained passenger vehicle occupant fatalities was 102. This represents a 5% decrease from the 2010-2014 base calendar year average of 108. Year-to-year unrestrained vehicle occupant fatalities increased 20% from 88 in 2015 to 106 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
<b>Unrestrained Fatalities</b>	$y = 0.6x + 103.8$	0.0107	108	102	-5.56%

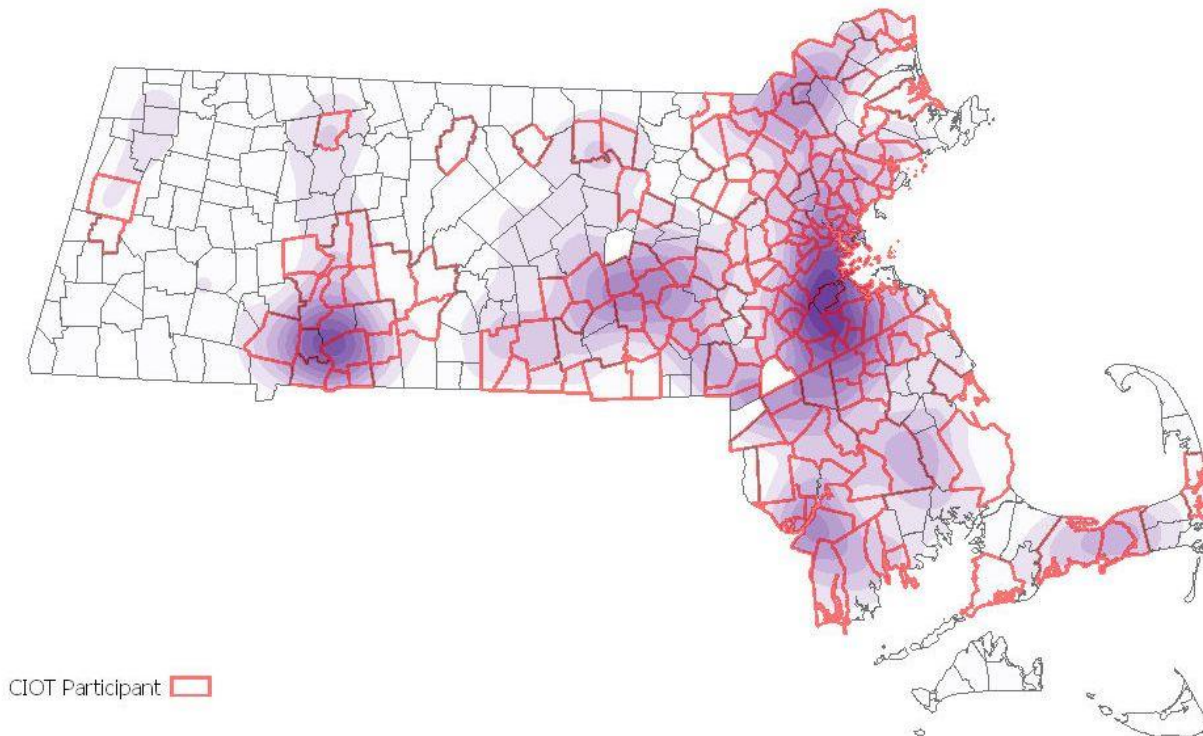
**Analysis**

From 2012 to 2016, unrestrained MV occupant fatalities rose 3% from 103 to 106. The near-zero R-squared value indicates future projections are unpredictable, with unrestrained fatalities likely continuing along its current roller coaster-like path. On a positive note, the five-year average declined nearly 6% from 2014 to 2016.

An analysis of unrestrained fatalities from 2014 to 2016 has revealed that the average distance from their town of residence for an unrestrained fatality (drivers only) was 14 miles. Using the mapping software ArcGIS, EOPSS/OGR/HSD analyzed the density of unrestrained fatal crashes in relation to deceased town of residence within 10 miles. The resulting map, shown on

page 75, helped focus the distribution of 2017 CIOT funding. The large majority of 2017 CIOT recipients fall within the darker bands of density.

**Map #8:** 2014-2016 Unrestrained Fatal Crash Density and FFY 2017 CIOT Participants



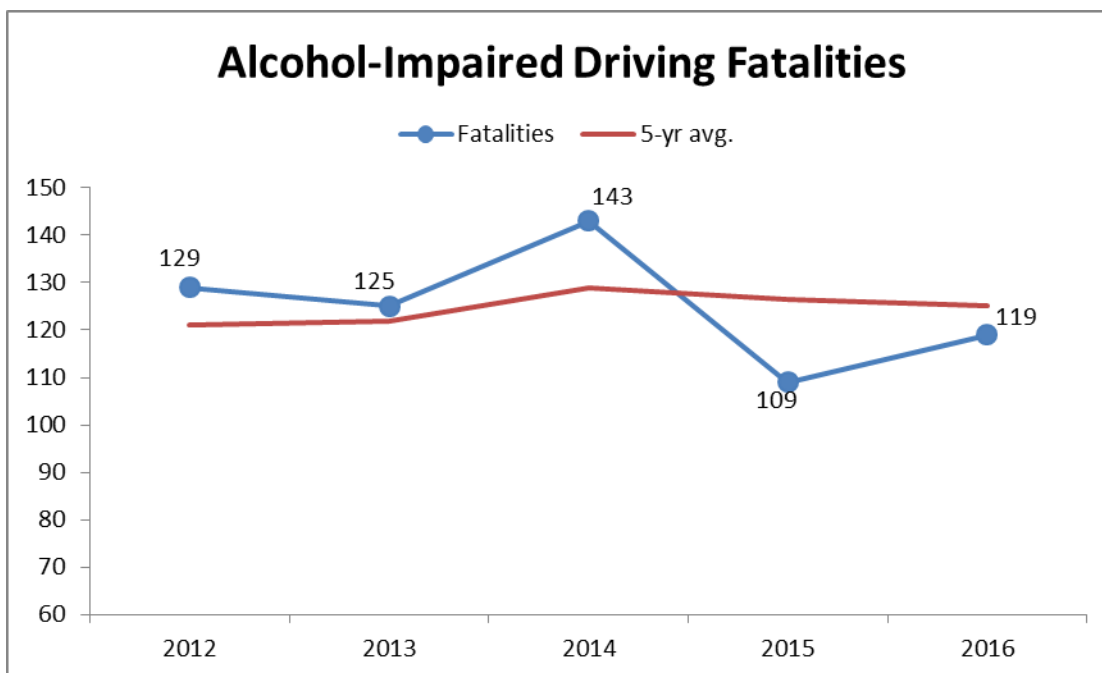
EOPSS/OGR/HSD is confident the number of unrestrained fatalities will drop in 2017 as funding has been focused in areas of high density of unrestrained fatalities in relation to proximity (10 miles or less) from home of the deceased.



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

**Target:** Decrease alcohol-impaired driving fatalities 5% from the 2010-2014 calendar base year average of 129 to 123 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 125. This represents a 3% decrease from 2010-2014. Year-to-year fatalities rose 9% from 109 in 2015 to 119 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
Alcohol-Impaired	$y = -3.6x + 135.8$	0.2051	129	125	-3.10%

**Analysis**

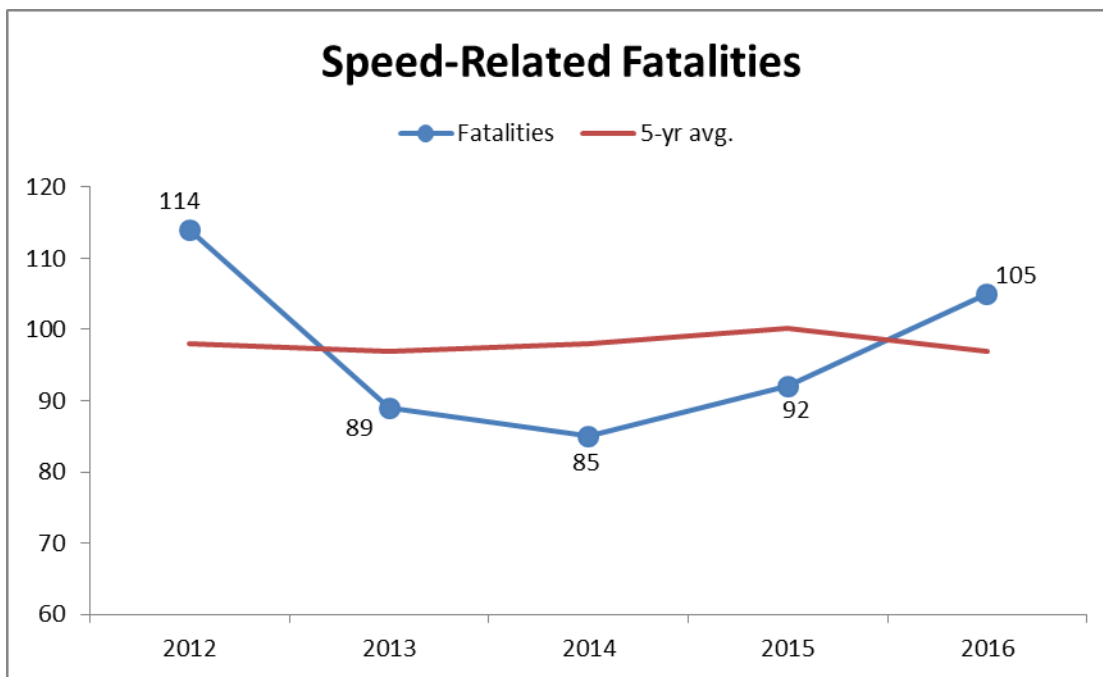
From 2012 to 2016 alcohol-impaired fatalities have declined 8% from 129 to 119. Despite the positive downward trend, the low R-squared value reveals a high likelihood that 2015’s alcohol-impaired fatalities total to be an outlier rather than part of a declining trend.

EOPSS/OGR/HSD expects the two DSOGPO mobilizations conducted in 2017 along with the addition of two more towns to the STEP program 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 future.

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

**Target:** Decrease speed-related fatalities 5% from the 2010-2014 calendar base year average of 98 to 93 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of speed-related fatalities was 97. This represents a decrease of 1% from 2010-2014. Year-to-year fatalities increased 14% from 92 in 2015 to 105 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
Speed-Related	$y = -1.5x + 101.5$	0.0384	98	97	-1.02%

**Analysis**

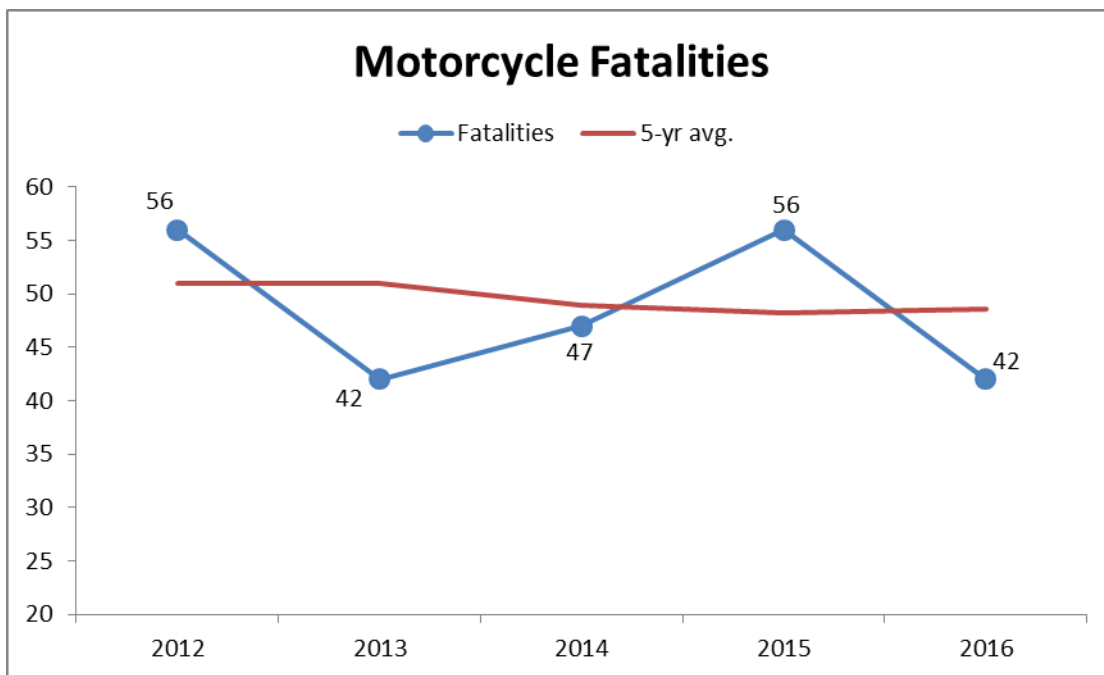
Since 2012 speed-related fatalities have dropped 8% from 114 to 105. Despite this positive trend, a low R-squared value points to unpredictability in the near future. The current graph seems to be following the same pattern as from 2007-2011. During that five-year period, speed-related fatalities were 143, 97, 77, 83 and 121. A graph of 2007-2011 would look very similar to the bowl-shaped graph shown above. If speed-related fatalities has a repeating pattern, that would mean fatalities should drop in 2017 and 2018, then rise again in 2019.

Data analysis has found that 30% of all speed-related fatalities in 2016 occurred between from 6pm Friday and 6am Sunday. EOPSS/OGR/HSD has advised local and MSP police departments to focus any speed-related enforcement efforts during this time for maximum effectiveness.

**C-7: Motorcyclist Fatalities**

**Target:** Decrease motorcycle fatalities 5% from the 2010-2014 calendar base year average of 49 to 46 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of motorcycle fatalities was 49. This represents no change from 2010-2014. Year-to-year fatalities decreased 25% from 56 in 2015 to 42 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
<b>Motorcycle Fatalities</b>	$y = -1.4x + 52.8$	0.0984	49	49	0%

**Analysis**

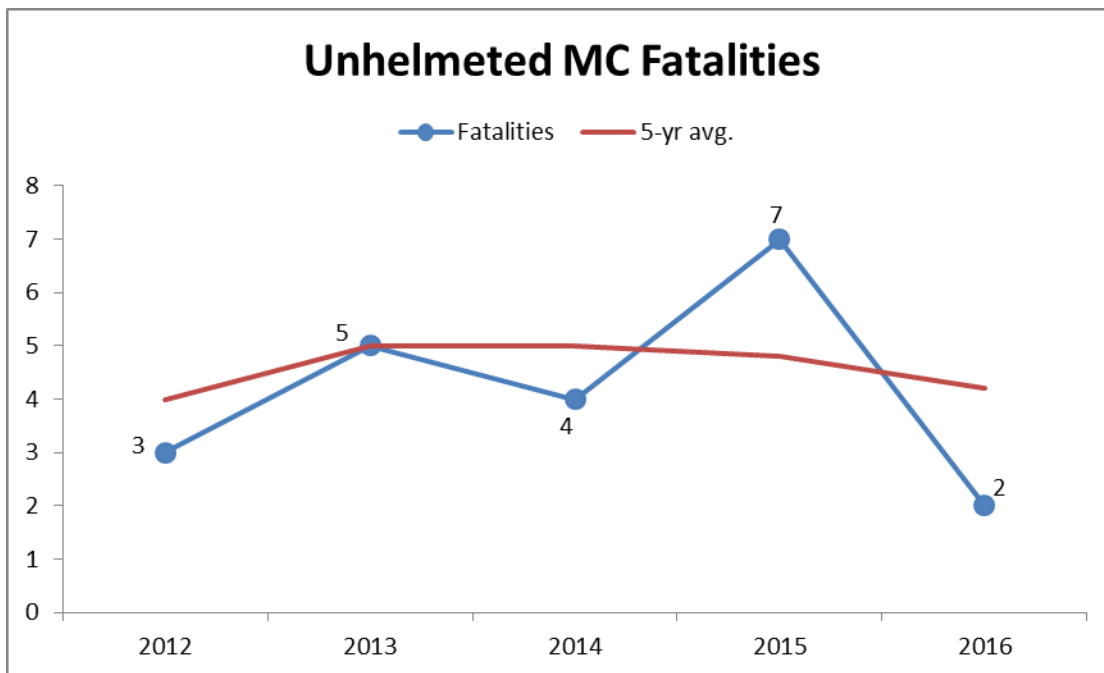
Since 2012, motorcycle fatalities have decreased 25% from 56 to 42. A near-zero R-squared value for those projections indicates there is much unpredictability in the near future regarding motorcycle fatalities.

While there was limited outreach in FFY 2016 due to funding issues, EOPSS/OGR/HSD made headway on motorcycle outreach efforts in FFY 2017. Working with RMV, EOPSS/OGR/HSD developed and distributed a mailer targeted at riders with permits that focused on upcoming motorcycle education courses, speeding, use of protective gear and sober riding. Also in FFY 2017, the RMV’s Motorcycle Rider Education Program (MREP) began the process of transitioning to a new curriculum that will further promote safety among motorcycle riders.

**C-8: Unhelmeted Motorcyclist Fatalities**

**Target:** Decrease unhelmeted motorcycle fatalities 20% from the 2010-2014 calendar base year average of 5 to 4 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of unhelmeted motorcyclist fatalities was four, down from five for 2010-2014. Year-to-year saw the number of unhelmeted fatalities decrease sharply from 7 in 2015 to 2 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
Unhelmeted MC	$y = -4.2x + 0$	0	5	4	-16.00%

**Analysis**

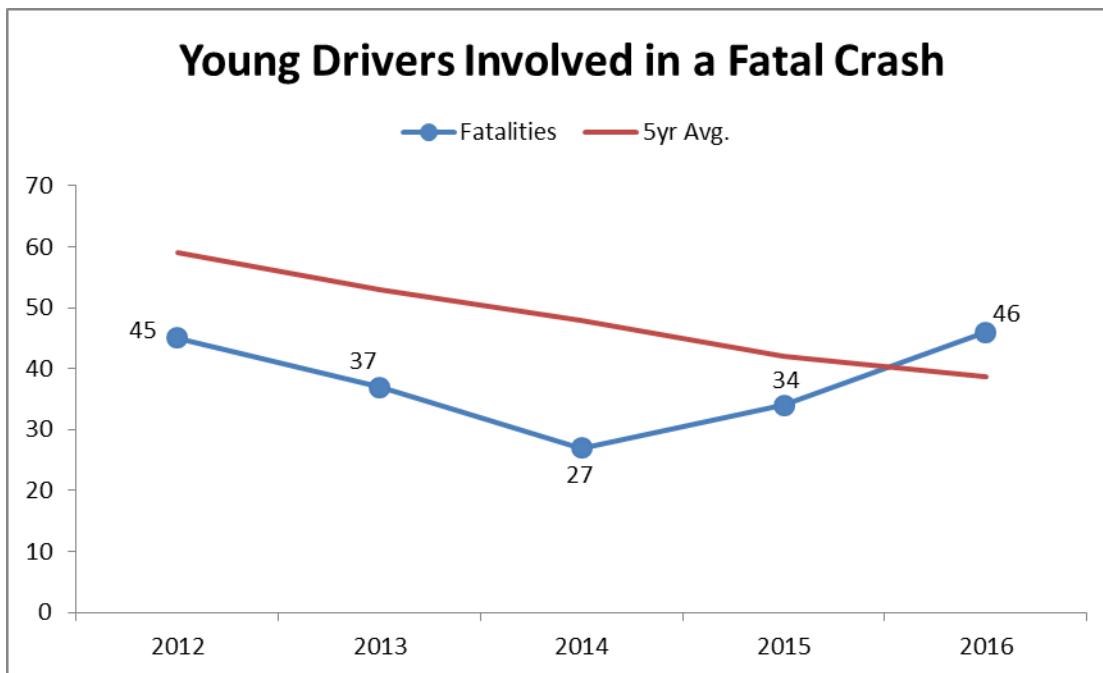
Since 2012 unhelmeted motorcycle fatalities have declined from three to two. The fluctuations in fatalities over the past five years have resulted in an R-squared value of zero. Since the numbers are so low already, it is anyone’s guess which way unhelmeted motorcycle fatalities will go in the near future.

The implementation of a motorcycle safety awareness campaign aimed at riders with permits, along with improvements to the rider training curriculum will help keep the number of unhelmeted motorcycle fatalities low in the coming years. Having a mandatory helmet law in Massachusetts (since 2003), has provided additional support in keeping unhelmeted deaths down.

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

**Target:** Decrease the number of young drivers (age 20 or under) involved in fatal crashes 10% from 2010-2014 calendar base year average of 42 to 38 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of young drivers (age 20 or younger) involved in a fatal crash was 38, representing a 10% decline from 2010-2014. Year-to-year saw driver involvement increase 35% from 34 in 2015 to 46 in 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
YD Involved in FC	$y = -0.1x + 38.1$	0.0004	42	38	-10.00%

**Analysis**

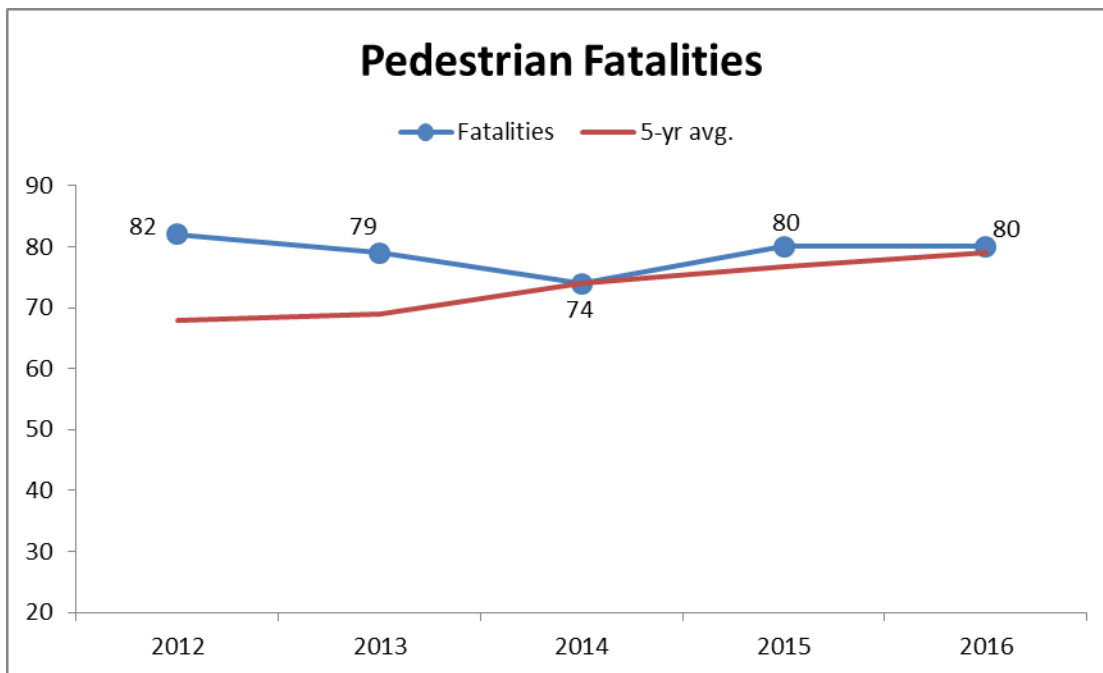
Since 2012 young drivers involved in a fatal crash have risen slightly from 45 to 46. With a near-zero R-squared value, it is unknown which way involvement in fatal crashes will head in the near future.

The positive impact of EOPSS/OGR/HSD initiatives during FFY 2017 such as the Distracted Driving mobilization; STEP Enforcement by MSP and 16 local municipalities; educational outreach to high school students by subrecipients In Control; 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 on the roadways of the Commonwealth.

**C-10: Pedestrian Fatalities**

**Target:** Decrease pedestrian fatalities 5% from the 2010-2014 calendar base year average of 74 to 70 by December 31, 2017.

**Result:** The five-year average for 2012-2016 of pedestrian fatalities was 79. This represents an increase of 7% from 2010-2014. Year-to-year pedestrian fatalities remained unchanged at 80 in both 2015 and 2016.



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
<b>Pedestrian Fatalities</b>	$y = -0.3x + 79.9$	0.025	74	79	6.76%

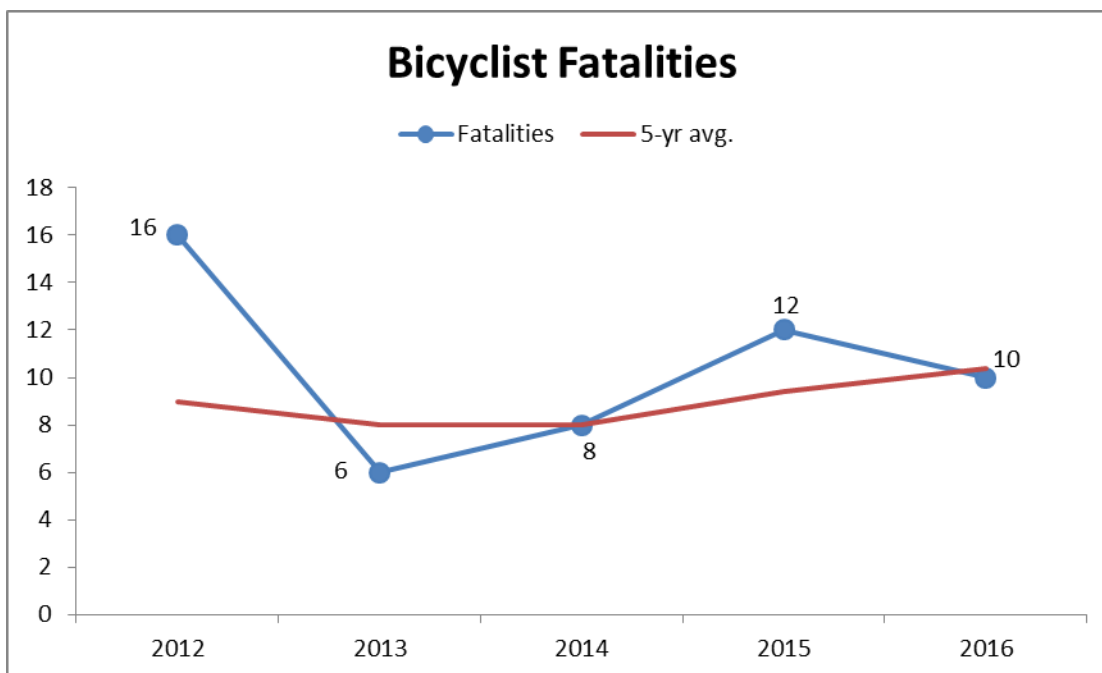
**Analysis**

From 2012 to 2016, pedestrian fatalities have declined 2%. Despite this positive development, the near-zero R-squared value points too much unpredictability in the number of pedestrian fatalities over the next couple of years. The undertaking of a new task, PS-17-03, Pedestrian and Bicycle Safety Planning Initiative for High Fatality Communities, resulted in the selection of WalkBoston, a leading pedestrian safety organization, to take the lead in working with municipalities to develop new strategies for improving walking environments. Furthermore, the increase in pedestrian enforcement subrecipients from 71 to 79, as well as the implementation of a pedestrian safety media campaign, “Scan the Streets for Wheels and Feet” across online and traditional mediums will also have a positive impact.

### **C-11: Bicyclist Fatalities**

**Target:** Decrease bicyclist fatalities 10% from the 2010-2014 calendar base year average of 8 to 7 by December 31, 2017.

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



Source: FARS December 2017

	Trendline Equation	R-Squared Value	2010-2014 Average	2012-2016 Average	Percent Change
<b>Bicyclist Fatalities</b>	$y = -0.6x + 12.2$	0.0608	8	10	30.00%

### **Analysis**

After a dramatic spike in fatalities in 2012, the number of bicyclist deaths has dropped 28% by 2016. The near-zero R-squared value indicates future projections are completely unpredictable.

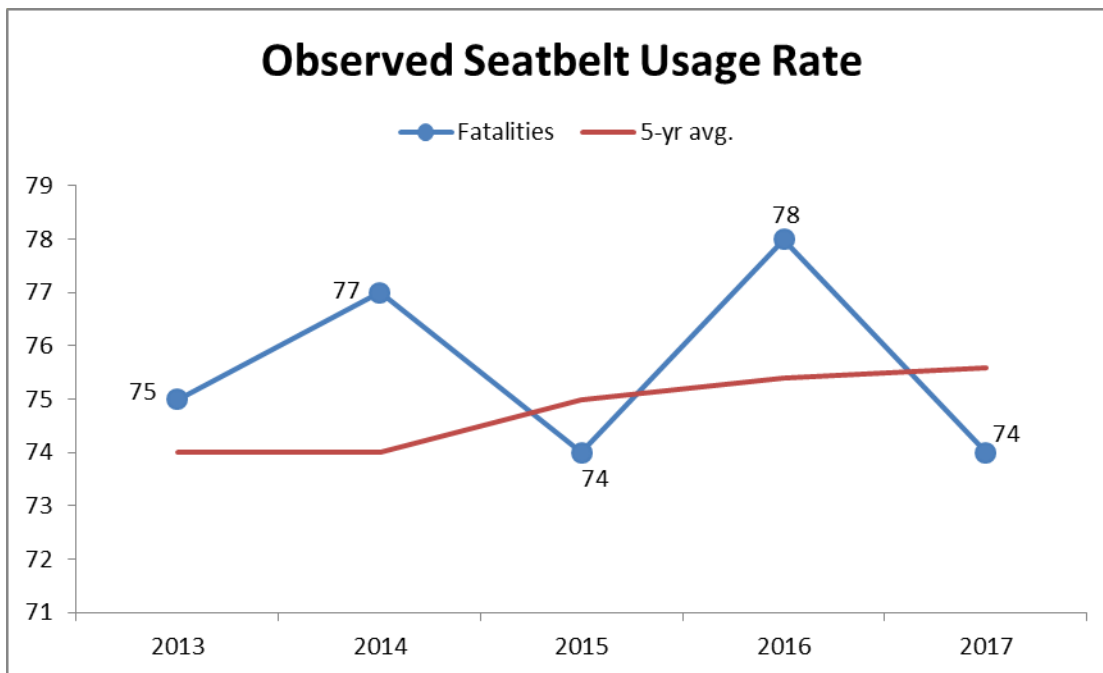
EOPSS/OGR/HSD expects the number of bicyclist fatalities to remain fairly constant with the success of the Pedestrian and Bicycle Enforcement Grant. For the past three years, the number of police departments participating in the Pedestrian and Bicycle grant has increased: 70 police departments in FFY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

Based on data analysis of bike fatalities from 2012-2016, EOPSS/OGR/HSD will recommend that subrecipients conduct patrols during warmer months (May – October) as bike riding is more prevalent during that period.

**B-1: Observed Seat Belt Use for Passenger Vehicles**

**Target:** Increase observed seat belt use rate 5% from a 74 average from 2011-2015 calendar base year average of 74 to 78 by December 31, 2017.

**Result:** The statewide observed seat belt use of front seat outboard occupants in passenger vehicles was 74% in 2017. This represents a 4 percentage point decrease from 2016. The five-year average for 2013-2017 was 76, up 2% from the 2011-2015 average of 74.



Source: Massachusetts Safety Belt Use Observation Surveys 2011-2017

	Trendline Equation	R-Squared Value	2011-2015 Average	2013-2017 Average	Percent Change
<b>Seat Belt Usage Rate</b>	$y = -0.1x + 75.9$	0.0076	74	76	2.16%

**Analysis**

After rising from 74% in 2015 to 77% in 2016, observed seat belt usage fell back to 74% in 2017.

The continued impact of successful CIOT mobilizations, along with the implementation of the STEP program by both MSP and 16 local police departments, will continue educating drivers and passengers alike on the need to wear seat belts when riding in a motor vehicle.

EOPSS/OGR/HSD also continued with media outreach and education in areas of low seat belt usage during the CIOT mobilization. During the 2017 mobilization, EOPSS/OGR/HSD’s media buys netted over 9 million impressions across cable television in the Boston and Springfield markets as well as Bristol County, where seat belt usage remains the lowest in the state.



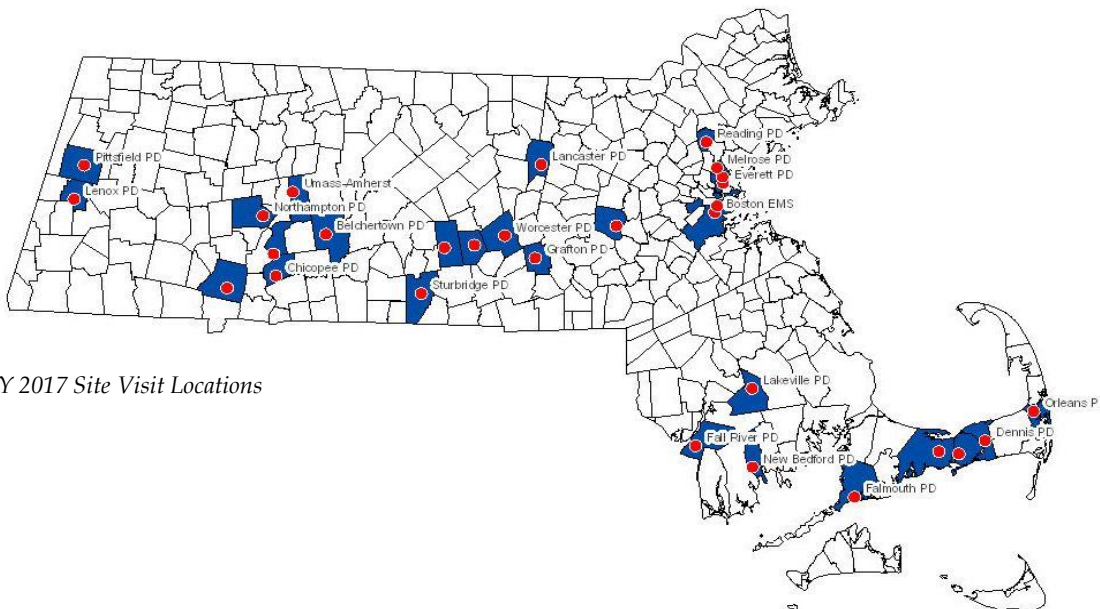
# Noteworthy Accomplishments and Project Highlights

## FFY 2017 Site Visits

Throughout 2017, EOPSS/OGR/HSD continued its efforts to conduct monitoring site visits. HSD staff, along with our Law Enforcement Liaison, Chief O’Leary, focused on those regions that had not been visited in recent years such as Cape Cod and Central and Western Massachusetts. EOPSS/OGR/HSD completed 29 sited visits (see map below), which was 94% of the targeted goal of 31.

Site visits play an important role in the federal grant process as they ensure compliance with the terms and conditions of federal funding and state subrecipient grant conditions. It also allows for candid discussion between staff members and the local police department or agency to address traffic safety-related issues. Four of the visits were related to Traffic Records programs.

In addition to reviewing grant reporting paperwork, other topics addressed during the site visits dealt with prioritizing traffic safety enforcement, a community’s interaction with diverse populations, how to improve traffic enforcement analysis, issues related to speeding, challenges and solutions to filling traffic enforcement details, training needs, judicial support, overtime funding for CPS technicians and the timing of grant award distribution. It should also be noted that most departments expressed their gratitude for the EOPSS/OGR/HSD grants they’ve received and for the grant management efforts put forth by HSD staff.



Map #9: FFY 2017 Site Visit Locations

## FFY 2017 Law Enforcement Forums

In order to gain a better understanding of local traffic enforcement needs and areas of improvement, EOPSS/OGR/HSD held five regional Law Enforcement Partnership Forums in January and February of 2017. The goals were to update current and potential traffic safety partners on the state of highway safety nationally and in Massachusetts; provide information on FFY 2017 initiatives; identify common traffic enforcement issues or concerns; and solicit feedback on possible ideas for inclusion in the FFY 2018 Highway Safety Plan. The five forums were attended by 84 local and state law enforcement personnel, representing 55 public safety agencies, as well as members from NHTSA and EOPSS.

The five forums were at:

- Westfield State University – January 11, 2017
- Fall River Police Department – January 23, 2017
- Boston Transportation Building – January 30, 2017
- Lynn Police Department – February 3, 2017
- Worcester Library – February 8, 2017

The sessions typically ran two hours and allowed plenty of time for an extensive “Questions and Answers” segment. Over the course of the five forums, common themes emerged related to, but not limited to mobilizations, enforcement, training/education, equipment purchase, staffing, courts, and data collection/usage.

- Personnel shortages, reduced budgets, and lack of interest/support from ‘millennial’ law enforcement members were considered the three biggest issues facing police departments.
- By and large, officers felt the HSD grant requirements should be more flexible. Police departments wanted more discretion in deciding when to do enforcement patrols outside of the required national enforcement period.
- Some felt the ‘three stops an hour’ (although not mandatory) provided as guidance in the grant narrative is treated too often as a requirement by departments. This tended to put pressure on officers on patrol feeling they had to come up with stops to retain funding.
- Delays in NHTSA funding allocation over the last couple of years has greatly curtailed the ability of departments to fully use their grant award and/or provide enough time to plan enforcement patrols and adequate staffing for those patrols.
- Nationally and in Massachusetts, there has been a shift in how policing is done, and in the relationships between police personnel and their communities. These relatively

recent changes in the public's perception of police officers have affected how police enforce traffic safety laws. Now, more than ever, officers conducting patrols are less interested in (a) writing tickets, (b) writing tickets with fines, and (c) stopping vehicles, much of this out of a desire to avoid possible confrontations or a negative interaction.

- Officers requested more training opportunities, especially in DRE/ARIDE, that would help when conducting stops of drivers who may be under the influence of marijuana or other drugs.
- Many expressed dismay of the state of the courts, where all too often those charged with a OUI are given either a slap on the wrist or have the case thrown out altogether. Police feel that the time and effort involved is 'wasted'. They want the courts to be better informed of the traffic safety issues surrounding impaired driving. This lack of convictions creates a disincentive for police to conduct enforcement patrols.
- Having access to accurate data remains a problem for many police departments. Poor quality of data maintained by crash data systems makes it difficult to conduct accurate analysis of town or regional crash trends and locations. Officers would prefer to have high quality data to determine resource distribution rather than allowing citizen complaints to be used as a guide.

As a result of these forums, EOPSS/OGR/HSD is more knowledgeable about the issues facing police departments as well as possible remedies to improve the effectiveness of traffic safety enforcement. One major change implemented by EOPSS/OGR/HSD immediately after the forums was to allow police departments more flexibility in doing enforcement patrols under the 2018 Traffic Enforcement grant. In FFY 2018, subrecipients will have the option of conducting patrols when appropriate for their respective community. If the subrecipient wants to spend funding on equipment (up to 50%, depending on size of community), then they must do a minimum of eight hours of enforcement during the first Drive Sober Mobilization in December 2017 and the CIOT Mobilization in May 2018.

## Child Passenger Seat Program

### Overview of FFY 2017 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 height. This is a primary enforcement law in Massachusetts.

In FFY 2017, EOPSS/OGR/HSD continued to educate citizens and help police departments enforce CPS laws through 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 an increase in new CPS technicians.

### Accomplishments

The following outlines the major accomplishments of the EOPSS/OGR/HSD statewide CPS Administration and Training program in FFY 2017. The major highlights included:

- Trained 139 new technicians for a total of 839 certified CPS technicians and instructors
- Recertified 149 technicians (as of June 30, 2017) – a recertification rate of 67.4%; well over the national average of 57.1%
- CPS Equipment subrecipients hosted 22 checkup events as well as weekly fitting stations during the grant period
- The checkup events and fitting stations resulted in over 2,000 car seat inspections and installations
- 68 recipients of the CPS Equipment Grant collectively purchased 2,054 car seats for distribution to families or caregivers in need of a certified car seat
- Nearly 800 car seats had been distributed by subrecipients prior to the close of the FFY 2017 CPS Grant period (September 30, 2017)

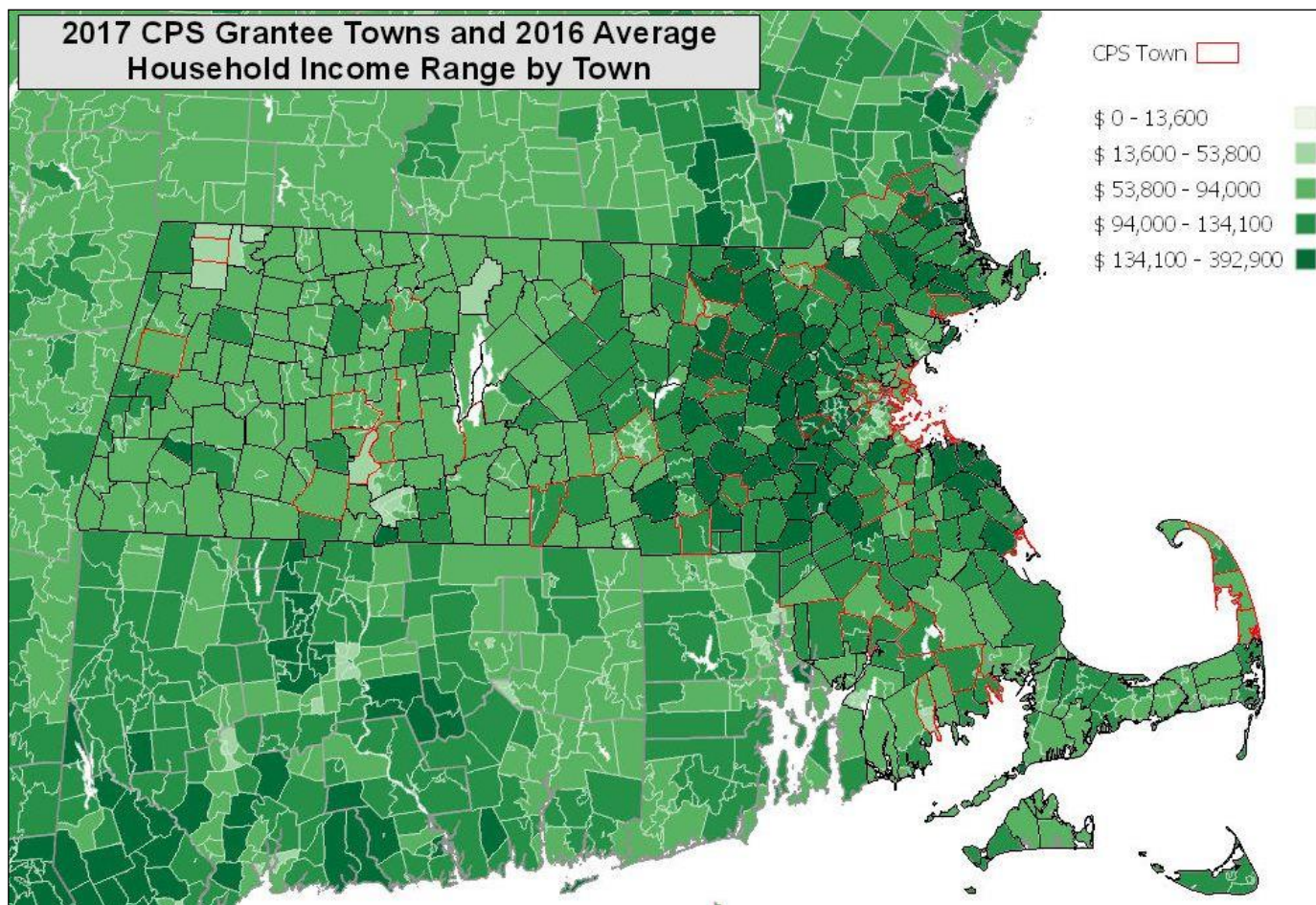
### *Distribution of Child Restraints*

During FFY 2017, EOPSS/OGR/HSD distributed CPS Equipment Grant funding to 68 selected subrecipients across the Commonwealth. As part of their application, subrecipients indicated plans to do outreach and checkpoints in low-income sections of their respective communities.

The total amount of funding distributed was \$168,200. Subrecipients included not-for-profit entities as well as police and fire departments.

EOPSS/OGR/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. Before applications are approved, subrecipients must describe their specific outreach plans. However, subrecipients 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. Caregivers attending a fitting station or checkup event could be a babysitter, family friend, nanny or grandparent, which would render income earnings null and void.

Below is a map showing the 2017 CPS subrecipients (outlined in red) against 2016 Average Household Income by Town.



According to the U.S. Census Bureau, the median household income in Massachusetts was approximately \$66,866. Using this figure as a baseline, any number under the median income level would be considered below median income. Of the 68 CPS grant recipients, 28 come from towns or cities with a median income below \$66,866. This represents 41% of all subrecipients.

1,046 car seats were purchased by these 28 subrecipients, accounting for over 50% of all car seats purchased by 2017 CPS subrecipients.

Grantee	Town	Seats Purchased	Median Income
Holyoke Fire Department	Holyoke	30	\$ 31,628
New Bedford Police Department	New Bedford	28	\$ 35,999
North Adams Ambulance Service	North Adams	119	\$ 38,371
Pittsfield Police Department	Pittsfield	23	\$ 42,114
Montague Police Department	Montague	37	\$ 45,342
Umass Medical Center	Worcester	139	\$ 45,932
Wellfleet Police Department	Wellfleet	22	\$ 47,166
Gardner Police Department	Gardner	2	\$ 48,843
Lowell Police Department	Lowell	23	\$ 49,452
Ware Police Department	Ware	13	\$ 50,467
Taunton Police Department	Taunton	41	\$ 51,637
Revere Police Department	Revere	12	\$ 51,863
Boston Police Department	Boston	12	\$ 53,601
Boston Public Health Commission - EMS	Boston	80	
Upham's Corner Health Center	Boston	75	
Truro Fire Department	Truro	20	\$ 57,578
Northampton Police Department	Northampton	32	\$ 57,991
Eastham Police Department	Eastham	21	\$ 58,356
Westfield Police Department	Westfield	27	\$ 59,581
Spencer Police Department	Spencer	36	\$ 60,197
Ayer Police Department	Ayer	30	\$ 60,345
Haverhill Police Department	Haverhill	26	\$ 60,429
Quincy Police Department	Quincy	17	\$ 61,328
South Hadley Police Department	South Hadley	45	\$ 61,793
Holbrook Emergency Communications	Holbrook	28	\$ 62,897
Winthrop Police Department	Winthrop	29	\$ 64,548
Nashoba Valley Regional Dispatch	Devens	48	\$ 65,882
Milford Police Department	Milford	31	\$ 66,311
<b>Total Car Seats Purchased</b>		<b>1,046</b>	

Through monitoring visits and monthly reports, EOPSS/OGR/HSD has found subrecipients 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/OGR/HSD makes it clear in the CPS AGF that the intention of the grant is to provide seats to low-income families, a balance is allowed. Attaching a low-income requirement to every aspect of a subrecipients outreach may inhibit parents who are seeking inspections and help with car seat installation from attending fitting stations or checkup events.

To this end, subrecipients will not turn away anyone in need of a car seat or seeking to ensure the right car seat is being used.

### ***60 Municipalities Participated***

Amesbury, Andover, Aquinnah, Attleboro, Auburn, Ayer, Belchertown, Belmont, Berkley, Boston, Brookline, Cambridge, Charlton, Concord, Danvers, Duxbury, East Bridgewater, Eastham, Gardner, Groton, Haverhill, Holyoke, Hudson, Hull, Lakeville, Leicester, Lowell, Marion, Merrimac, Milford, Montague, New Bedford, Northampton, Pittsfield, Quincy, Rehoboth, Revere, Rochester, Somerville, South Hadley, Spencer, Stoughton, Sturbridge, Taunton, Tewksbury, Townsend, Truro, Uxbridge, Wakefield, Ware, Wellesley, Wellfleet, West Newbury, Westfield, Westford, Whitman, and Winthrop.

### ***8 Regional Non-Profits Participated***

Beverly Hospital, Boston EMS, Holbrook Emergency Communications, Nashoba Valley Regional Dispatch District (Devens), North Adams Ambulance Service, South Shore Hospital (Weymouth), UMass Memorial Medical Center (Worcester), and Upham's Corner Health Center (Dorchester/Boston).

All counties except Dukes and Nantucket were represented in the FFY 2017 CPS Equipment Grant.

Utilizing CPS Equipment funding subrecipients purchased 2,054 federally-approved car seats for distribution. As of September 30, 2017, subrecipients have distributed 781 car seats and have checked over 2,000 car seats for installation. While determining level of income of each recipient is not possible, subrecipients 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/OGR/HSD-funded CIOT mobilization conducted in FFY 2017 focused on addressing occupant protection for all passengers, including children. The local CIOT mobilization took place in May 2017 involving 141 police departments. MSP conducted its own CIOT enforcement in May 2017 as well. During mobilization events, enforcement resulted in the issuance of 4,371 safety belt citations and 116 CPS violations.

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

Approximately 40% of the cities/towns in Massachusetts participated in a CIOT mobilization during FFY 2017.

2017 CIOT Mobilization - Participating Towns				
Abington	East Longmeadow	Malden	Sharon	Wilbraham
Acton	Eastham	Mansfield	Shrewsbury	Wilmington
Agawam	Easthampton	Medfield	Somerset	Worcester
Amesbury	Everett	Melrose	Somerville	Wrentham
Amherst	Fairhaven	Methuen	South Hadley	Yarmouth
Andover	Fall River	Middleborough	Southborough	
Arlington	Falmouth	Milford	Southbridge	
Athol	Fitchburg	Natick	Springfield	
Attleboro	Foxborough	Needham	Stoneham	
Auburn	Framingham	New Bedford	Stoughton	
Barnstable	Franklin	Newburyport	Sturbridge	
Bedford	Freetown	Newton	Swampscott	
Belchertown	Gardner	North Reading	Swansea	
Beverly	Georgetown	Northampton	Taunton	
Billerica	Grafton	Northborough	Tewksbury	
Bolton	Granby	Northbridge	Topsfield	
Boston	Greenfield	Norton	Tyngsboro	
Braintree	Hadley	Norwell	Upton	
Bridgewater	Hanover	Norwood	Uxbridge	
Brockton	Haverhill	Orleans	Wakefield	
Brookline	Hingham	Palmer	Walpole	
Burlington	Holbrook	Peabody	Waltham	
Cambridge	Holliston	Pittsfield	Ware	
Charlton	Holyoke	Plymouth	Watertown	
Chelmsford	Ipswich	Quincy	Wayland	
Chelsea	Lakeville	Randolph	Webster	
Concord	Lancaster	Reading	Wellesley	
Danvers	Leicester	Rehoboth	West Bridgewater	
Dedham	Lenox	Revere	Westborough	
Dennis	Lexington	Rockland	Westfield	
Douglas	Longmeadow	Salem	Westford	
Dudley	Lowell	Salisbury	Westport	
Duxbury	Lunenburg	Saugus	Westwood	
East Bridgewater	Lynn	Scituate	Weymouth	

EOPSS/OGR/HSD also funded a pilot Sustained Traffic Enforcement Program which involved MSP and 16 municipal police departments and two DSOGPO mobilizations by local police departments. These enforcement grants resulted in an additional 1,701 safety belt citations issued.



### ***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 2017 Baystate Medical Center, the Statewide CPS Administrator conducted 25 CPS technician and instructor-related classes. Classes were open to municipal and state law enforcement and public safety officers. Over 350 law enforcement officers attended the trainings. As a result, 139 new technicians were trained and 149 technicians were recertified. The recertification rate for FFY 2016 was 59.6%, above the national average of 56.3%. For the first half of 2017 (Jan - June), Massachusetts had a recertification rate of 67.4%, far higher than the national rate of 57.1% during that same period.

#### **CPS Technicians classes**

- Sudbury (11/30 - 12/2/16)
- Milford (3/20 - 3/23/17)
- Waltham (4/3 - 4/4/17)
- Centerville (4/10 - 4/13/17)
- Hyde Park (6/20 - 6/23/17)
- Andover (8/21 - 8/23/17)
- Wakefield (9/20 - 9/22/17)

#### **CPS Update Class**

- Sudbury (12/15/16)
- Westminster (1/31/17)
- Boston (3/2/17)
- South Hadley (3/8/17)
- Dennis (3/29 - 3/30/17)
- Tewksbury (5/24/17)
- Wakefield (6/14/17)

#### **CPS Renewal Classes**

- Sudbury (12/15/16)

- Westminster (1/31/17)
- Boston (3/2/17)
- Holyoke (5/19/17)
- Hyde Park (6/20/17)
- Andover (8/15/17)
- Wakefield (9/21/17)

Baystate Medical also held a CPS Special Needs class in April 2017 in Amherst that focused on car seat safety and children with developmental disorders. They also held a School Bus Training class in April 2017 in Bellingham.

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

As part of CPS Equipment Grant specification, subrecipients had to participate or host either a checkup event or regularly scheduled fitting station over the course of the grant period. From October 2016 to September 2017, subrecipients hosted or participated in 22 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded over 2,000 car seat inspections and installations. As a result of these inspections, 781 car seats were distributed to replace outdated or damaged car seats.

On the following page is a list of checkup events held by FFY 2017 CPS subrecipients.

<b>Date</b>	<b>Location</b>	<b>Time</b>	<b>Host Agency</b>
10/10/16	Public Safety Fair, Spencer Commons	All Day	Spencer PD
4/22/17	Elks Club, 10 McKoy Rd, Eastham	1-4pm	Joint effort - Eastham/Wellfleet PD
5/6/17	Thorpe Elementary School, Danvers	1p - 4pm	Danvers PD
5/7/17	Lowell Police Headquarters	10a - 2pm	Lowell Police Department
5/16/17	East Bridgewater Police Department	11a - 2pm	East Bridgewater PD
5/16/17	Grethock Housing, North Adams	11a - 2pm	North Adams Ambulance Service
5/16/17	East Bridgewater Police Department	11am - 2pm	East Bridgewater PD
5/21/17	Groton Fire Department	10a - 2pm	Groton Police Department
6/1/17	Leddy School, Taunton	9a - 3pm	Taunton PD
6/17/17	Upham's Corner Health Center, Dorchester	10a - 12pm	Upham's Corner Health Center
6/23/17	Belchertown Police Department	1-4pm	Belchertown PD
6/24/17	Northampton Police Department	8a - 12pm	Northampton PD
6/24/17	Auburn Elks, 754 Southbridge St, Auburn	1p - 4pm	Auburn PD
7/12/17	Anna Jacques Hospital, Newburyport	9a - 12pm	Amesbury PD
7/20/17	Amesbury Police Department	1-4pm	Amesbury PD
8/1/17	Mattapoisett National Night Out, Old Rochester HS	5pm - 8pm	Rochester PD
8/2/17	National Night Out, Noel Field, North Adams	5p - 8pm	North Adams Ambulance Service
8/5/17	Town Safety Day, 59 Linden St, Taunton	1-4pm	Taunton PD
8/12/17	Berkley Police Department	1-4pm	Joint effort - Berkley/Lakeville PD
8/16/17	Downtown Celebration, North Adams	5:30p - 9pm	North Adams Ambulance Service
8/19/17	Rochester Country Fair	All Day	Rochester PD
8/21/17	Amesbury Police Department	10a - 1pm	Amesbury PD

A list of fitting stations by FFY 2017 CPS subrecipients 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.nvrecc.us/child-safety-seat-installs">http://www.nvrecc.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

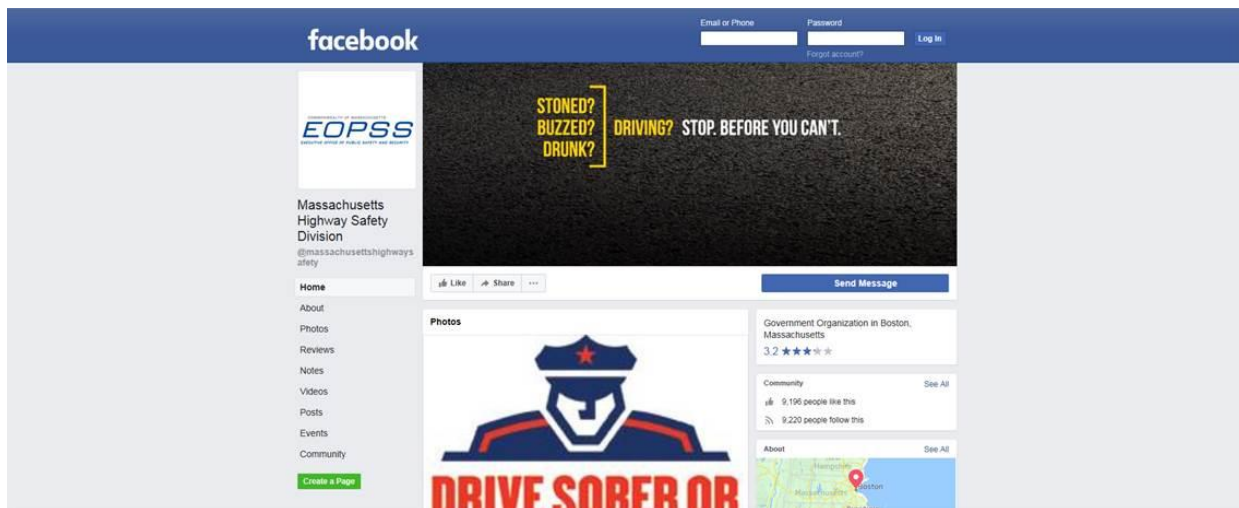
The following provides an overview of the types of programs and support available through EOPSS/OGR/HSD and Baystate Medical Center during FFY 2017. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/OGR/HSD staff and Statewide CPS Coordinator responded to over 75 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 car seat 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 CPS 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 car seats to be ordered as part of the CPS 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

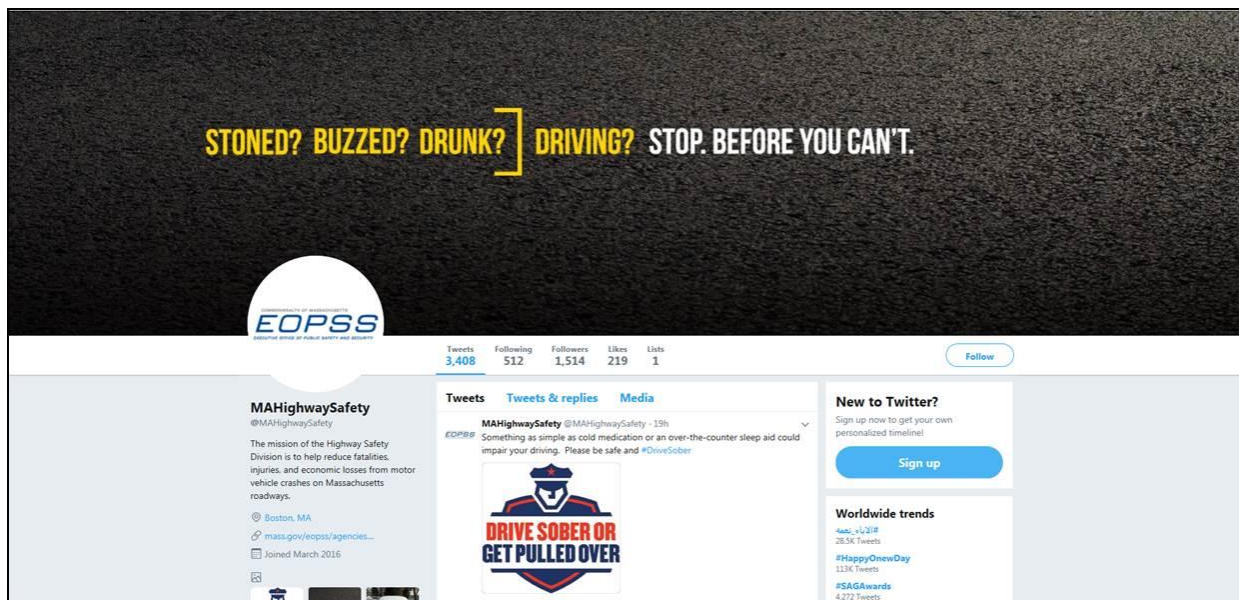
## HSD’s Social Media Efforts in FFY 2017

The EOPSS/OGR/HSD launched social media feeds on Twitter and Facebook in March 2016. In the 18 months since launch, the Facebook page has grown to 9,220 followers. From June until December, the Facebook page averaged a Daily Reach of 5,667 and 7,742 daily impressions. Twitter followers numbered 1,514 with over 3,400 tweets since inception, including 461 original tweets in 2017. Social media activity has led to strengthened outreach and engagement with the general public, and the media as well as local law enforcement partners.

HSD’s Facebook page (as of December 13, 2017):



HSD’s Twitter page (as of December 13, 2017):



# **Financial Summary/ Distribution of Funds**

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

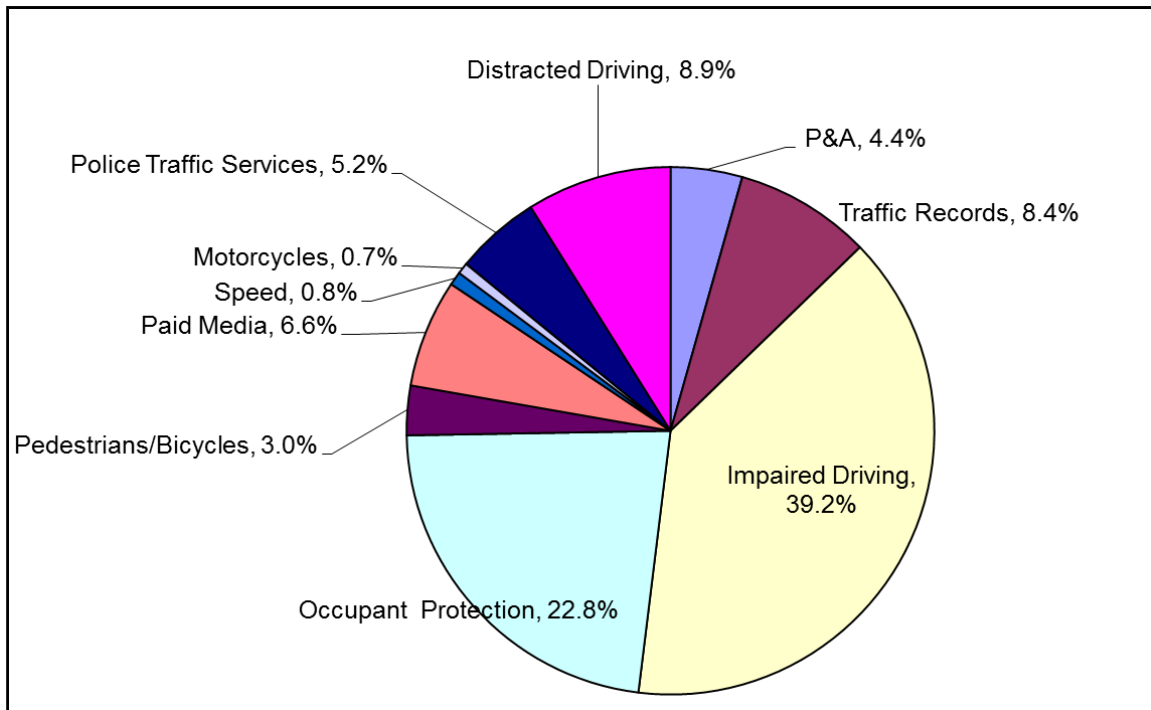
Table 12: FFY 2017 Financial Summary\*

	402	410	408	2010	1906	403	164	2011	405b	405c	405d	405f	405h	Total	% of Total
<b>P&amp;A</b>	\$ 376,257													\$ 376,257	4.4%
<b>Traffic Records</b>	\$ 382,366									\$ 334,488				\$ 716,854	8.4%
<b>Impaired Driving</b>	\$ 715,049	\$ 63,708									\$2,581,491			\$ 3,360,248	39.2%
<b>Occupant Protection</b>	\$1,093,166							\$ 21,138	\$ 836,478		\$ 1,846			\$ 1,952,628	22.8%
<b>Pedestrians/Bicycles</b>	\$ 106,111												\$ 153,808	\$ 259,919	3.0%
<b>Paid Media</b>	\$ 568,041													\$ 568,041	6.6%
<b>Speed</b>	\$ 71,193													\$ 71,193	0.8%
<b>Motorcycles</b>	\$ 28,557			\$ 649								\$ 30,130		\$ 59,336	0.7%
<b>Police Traffic Services</b>	\$ 320,653										\$ 125,849			\$ 446,502	5.2%
<b>Distracted Driving</b>	\$ 762,055													\$ 762,055	8.9%
<b>EMS</b>														\$ -	0.0%
<b>Roadway Safety</b>														\$ -	0.0%
<b>Total</b>	<b>\$4,423,448</b>	<b>\$ 63,708</b>	<b>\$ -</b>	<b>\$ 649</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 21,138</b>	<b>\$ 836,478</b>	<b>\$ 334,488</b>	<b>\$2,709,186</b>	<b>\$ 30,130</b>	<b>\$ 153,808</b>	<b>\$ 8,573,033</b>	

\*As of December 27, 2017



### Chart of 2017 Financial Summary



# Acronym Glossary

Administrative Office of the Trial Court (AOTC)  
Advanced Roadside Impaired Driving Enforcement (ARIDE)  
Alcoholic Beverages Control Commission (ABCC)  
Automated License and Registration System (ALARS)  
Blood Alcohol Concentration (BAC)  
Breath Alcohol Testing (B.A.T.)  
Breath Test (BT)  
Center for Disease Control (CDC)  
Child Passenger Safety (CPS)  
Click It or Ticket (CIOT)  
Continuing Education Unit (CEU)  
Data-Driven Approaches to Crime and Traffic Safety (DDACTS)  
Drive Sober or Get Pulled Over (DSOGPO)  
Drug Recognition Experts (DRE)  
Executive Office of Public Safety and Security (EOPSS)  
FAST Act (Fixing America's Surface Transportation)  
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 Department of Public Health (MDPH)  
Massachusetts District Attorneys Association (MDAA)  
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)

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