

State of Maine

Department of Public
Safety

Bureau of Highway Safety



Federal Fiscal Year 2018 Annual Highway Safety Report

Paul R. LePage, Governor
John E. Morris, Commissioner
Lauren V. Stewart, Director

A Message from the Director

The Maine Bureau of Highway Safety (MeBHS) was established in accordance with the Highway Safety Act of 1966, as amended, and is the focal point for highway safety in Maine. We are the only agency in Maine solely tasked with the primary responsibility of promoting safer roadways by reducing overall crashes and injuries resulting from motor vehicle crashes.

The MeBHS is a Bureau of the Maine Department of Public Safety. The MeBHS currently consists of seven full-time employees, one full time Law Enforcement Liaison and one full time Traffic Safety Resource Prosecutor, and a part-time Judicial Outreach Liaison. These folks are all dedicated to ensuring safe motor transportation for everyone traveling on Maine roads and highways. The MeBHS provides leadership, along with state and federal financial resources, for developing, promoting and evaluating programs designed to influence public and private policy, make systemic changes, and heighten public awareness of highway safety issues.

At the Highway Safety Office, we believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements. We value our role as leaders in fostering cooperation and collaboration with other public and private organizations. We embrace a team-focused working environment and strive for excellence in our daily work. The overall goal of the MeBHS is to reduce the incidence of motor vehicle crashes in Maine that result in death, injuries, and property damage. We believe that through committed partnerships with others interested in highway safety, through comprehensive program planning, through public information and education, and through a data-driven approach to coordinated enforcement activities we can achieve our goals to reduce fatalities and injuries.

This annual report for federal fiscal year 2018 is required under 23 C.F.R. Part 1300.35. It serves as our opportunity to highlight the many achievements and accomplishments of the State Highway Safety Office. The project activities represented in this annual report were approved by NHTSA in our 2018 Highway Safety Plan as effective countermeasures that would help Maine achieve its stated goals to reduce overall traffic fatalities, injuries, and property damage for the period of October 1, 2017 to September 30, 2018.

I would like to thank Governor's Representative and Public Safety Commissioner John E. Morris for his continued support of our efforts. I would also like to thank the Highway Safety Office staff for their tireless collective efforts to improve highway safety, and for their assistance in grant administration, and application development. I would also like to thank our many partners in highway safety who work together with us day in and day out to make meaningful progress toward reducing motor vehicle fatalities and injuries.



Lauren V. Stewart, Director

Partner Organizations

AAA of Northern New England

Alliance Highway Safety

American Association of Retired People (AARP)

Atlantic Partners, EMS

Federal Highway Administration (FHWA)

Federal Motor Carrier Safety Administration (FMCSA)

Governor's Highway Safety Association (GHSA)

Maine Bicycle Coalition

Maine Bureau of Labor Standards

Maine Bureau of Motor Vehicles (BMV)

Maine CDC's Injury and Violence Prevention

Maine Chiefs of Police Association

Maine Criminal Justice Academy (MCJA)

Maine Department of Health and Humans Services

Health Environmental Testing Lab (HETL)

Maine Department of Education

Maine Department of Public Safety (DPS)

Maine Department of Transportation (MeDOT)

Maine Driver Education Association

Maine Emergency Medical Services (EMS)

Maine Motor Transport Association

Maine Municipal Association

Maine Principals Association

Maine Secretary of State's Office

Maine Sheriff's Association

Maine State Police

Maine Substance Abuse Mental Health Services

Maine Turnpike Authority

Maine Violations Bureau

Motorcycle Rider Education of Maine Inc.

National Highway Traffic Safety Administration (NHTSA)

NL Partners Marketing

Safety and Health Council of Northern New England (SHCNNE)

United Bikers of Maine (UBM)

University of Southern Maine (USM)

Our Organization



Governor Paul R. LePage

Commissioner John E. Morris

Director Lauren V. Stewart

Senior Contract Grant Specialist (FARS Supervisor) Jaime Pelotte

Contract Grant Specialist Ann Johnston

Highway Safety Coordinators: Dale Gilbert, Morgan Easler, and Jamie Dionne

2018 Performance Report

NHTSA and the GHSA have agreed upon a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs. The minimum set of performance goals contains 15 measures: eleven core outcome measures, one core behavior measure, and three activity measures. The measures cover the major areas common to state highway safety plans and use existing state data systems. The Core Outcome Measures reported in this year's Annual Report represent the measures established for Maine for Federal Fiscal Year 2018.

NHTSA Core Safety Performance Targets

C-1) Traffic Fatalities

Baseline Value	146.2	Baseline Start Year	2011	Baseline End Year	2015
Target Value	153.4	Target Start Year	2014	Target End Year	2018

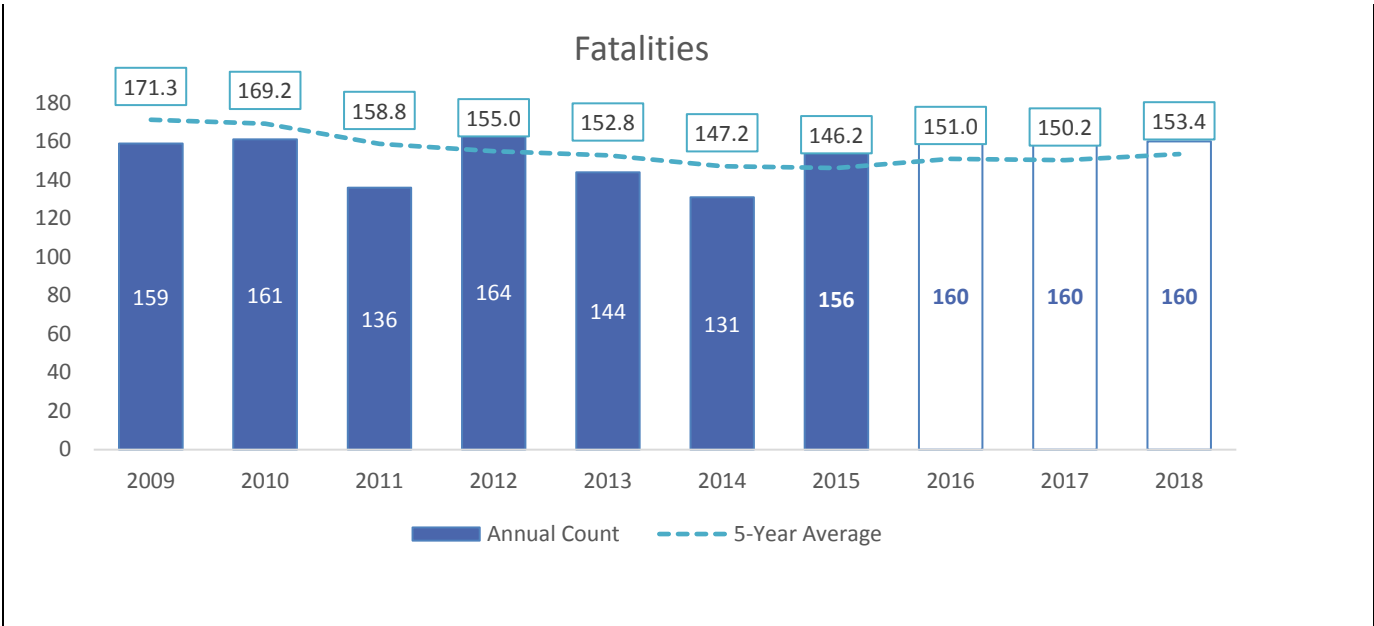
Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

Like many states, Maine has seen an increase in fatalities in recent years, which makes it difficult to set a target that is both realistic and desirable. While the baseline value for 2011 to 2015 is 146.2, more recent data suggests that maintaining this level in 2018 is unlikely. The year 2016 saw an increase in fatalities (n=160), which brought the 2012 to 2016 average to 151.0, and data for 2017 to date suggest that 2017 will be comparable to 2016.

While Maine would like to decrease these numbers by 2018, the following factors make this challenging:

- The economy and fuel prices are fairly stable, allowing for an increased amount of travel on Maine's highways.
- Law enforcement agencies are facing recruitment difficulties as a result of state and local budgetary restraints, which has created staffing challenges and led to a reduction in law enforcement presence on Maine roads.
- Impaired driving is a growing concern due to the recent legalization of marijuana and a more tolerant view toward illicit drugs.

Maine proposes to hold fatalities steady (despite an expected increase in VMT) at the 2016 value of 160 for both 2017 and 2018. Doing so will result in a five-year target rate of 153.4 for 2014 to 2018.

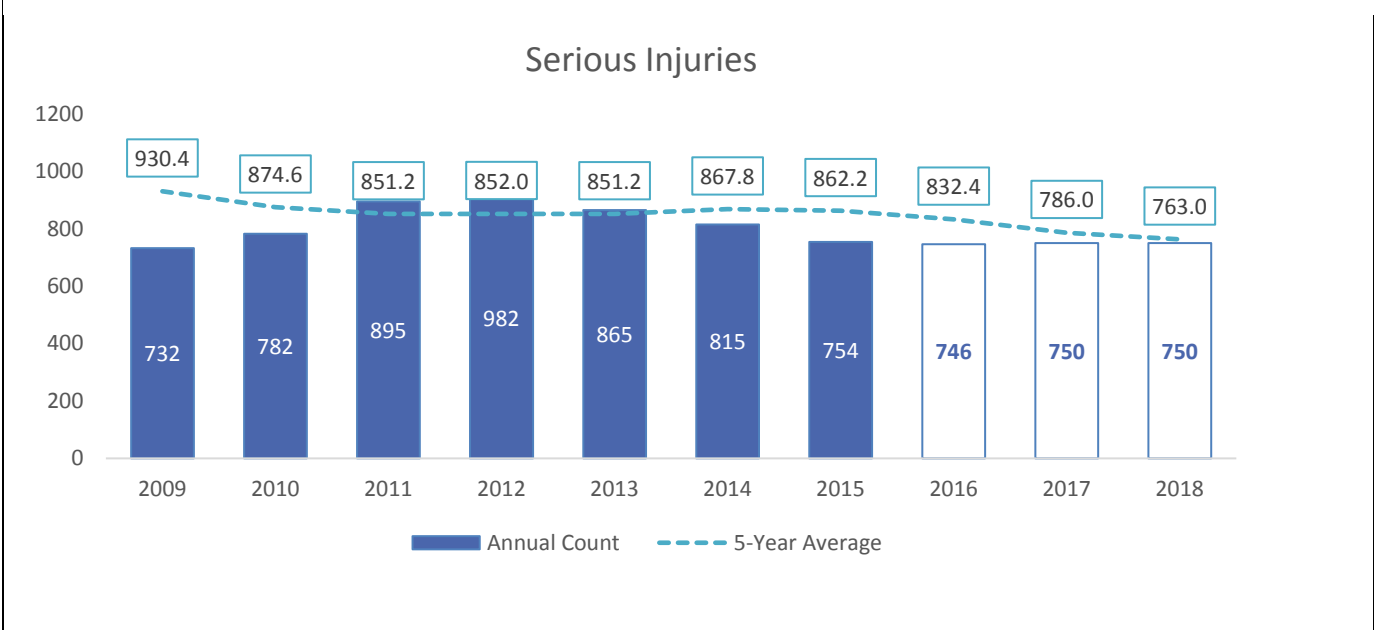


C-2a) Serious Traffic Injuries

Baseline Value 862.2 Baseline Start Year 2011 Baseline End Year 2015
 Target Value 763.0 Target Start Year 2014 Target End Year 2018

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

From 2012 to 2015, the annual count of serious injuries decreased by 23%, resulting in a baseline (2011-2015) value of 862.2. While more recent data (2016 and 2017 to date) have not shown a similar decrease, Maine proposes to hold these values steady in order to reach a target value of 763.0 for the 2014-2018 target years. This target value represents a 12% decrease from the baseline value.



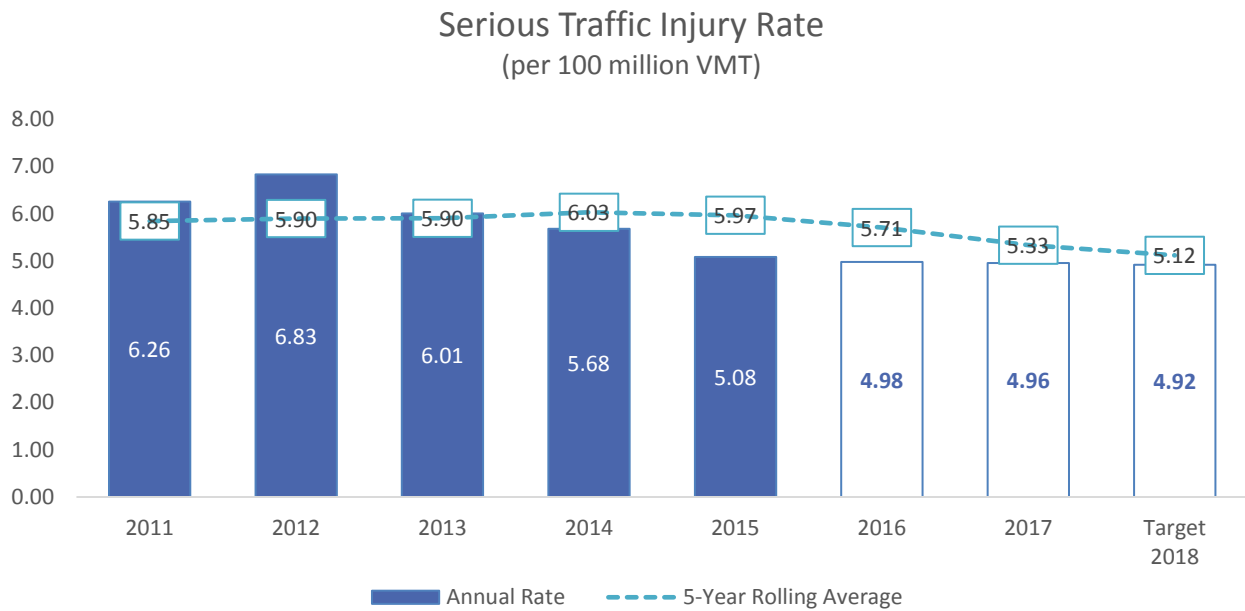
C-2b) Serious Injury Rate

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

From 2012 to 2015, the annual rate of serious injuries has decreased, resulting in a baseline (2011-2015) value of 5.97. Maine proposes to decrease that baseline further, to a five-year target value of 5.12 for 2014 to 2018.



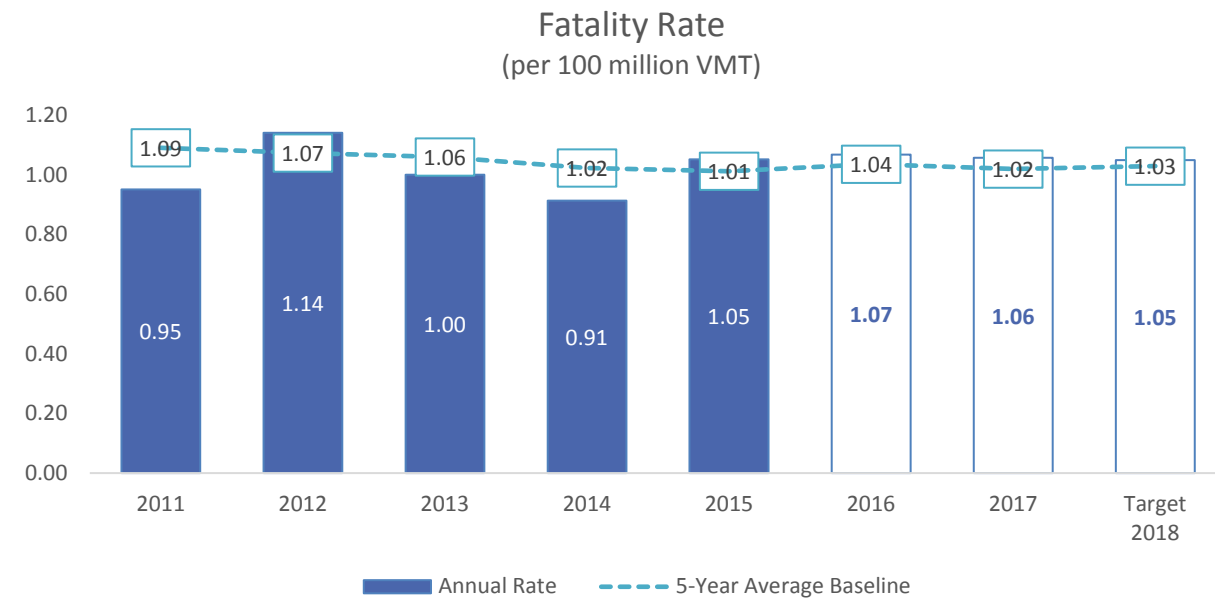
C-3a) Fatalities/VMT

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

While the baseline value for 2011 to 2015 is 1.01, annual data for 2016 and 2017 to date show an increase over this rate. Maine proposes a 0.01 decrease in annual rate for 2017 and an additional 0.01 decrease in rate for 2018, which will result in a target rate of 1.03 for 2014 to 2018.



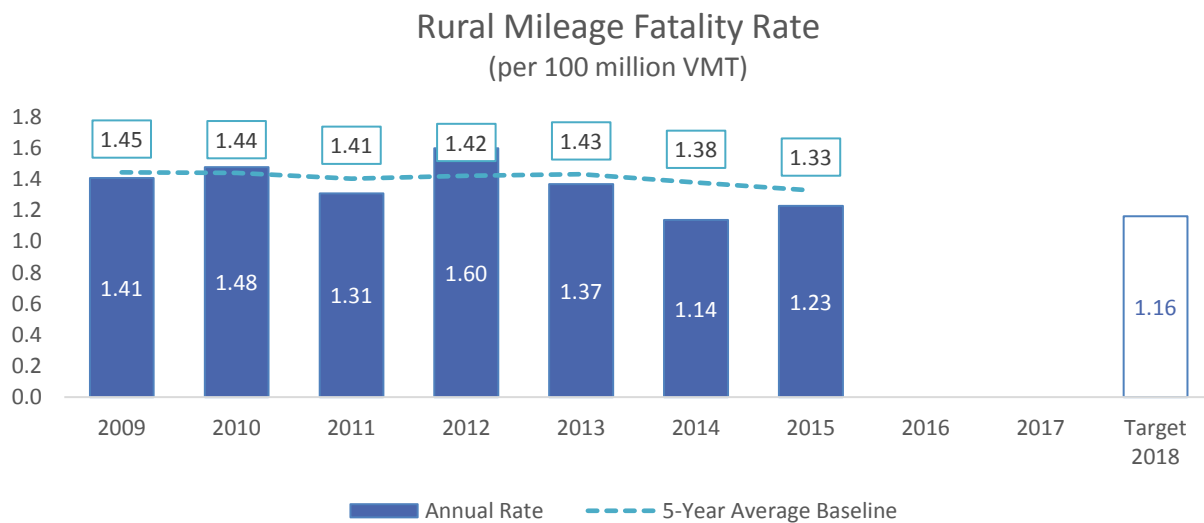
C-3b) Rural Mileage Death Rate

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 12.5% decrease. Maine will decrease its rural mileage death rate from a baseline (2011-2015) value of 1.33 to a target value of 1.16 for the year 2018.



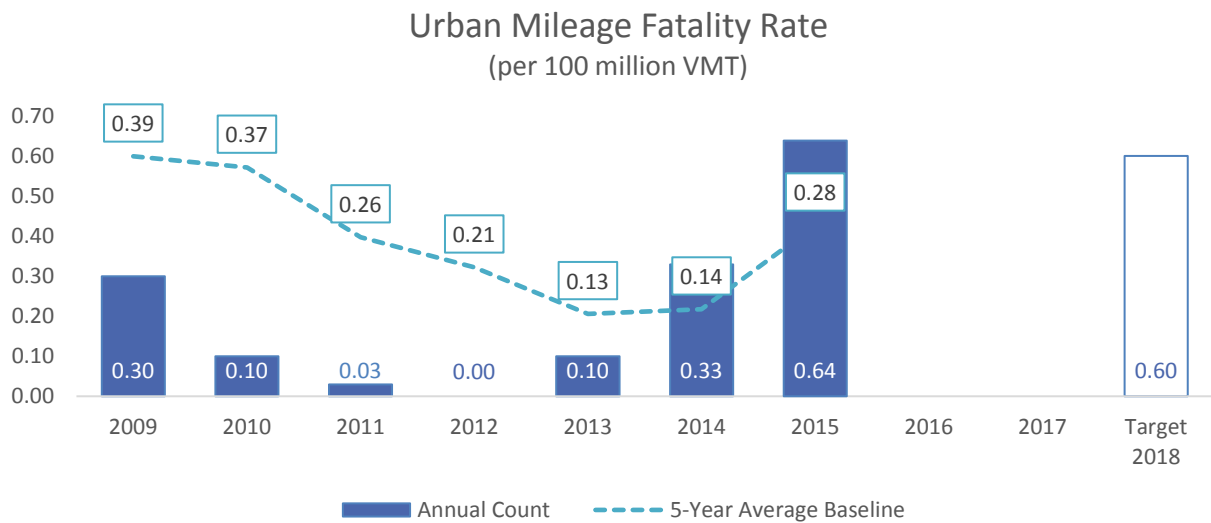
C-3c) Urban Mileage Death Rate

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 118.7% increase. This is due to the fluctuation in the number of miles that are considered “urban” from one year to another. While 0.60 is higher than the baseline year rate, it is nevertheless lower than the urban mileage rate for 2015, which was 0.64. Maine will maintain its current (2015) rate of 0.60 for the year 2018, which represents a 118.7% increase over the baseline (2011-2015) value of 0.28.



C-4) Unrestrained Passenger Vehicle Occupant Fatalities

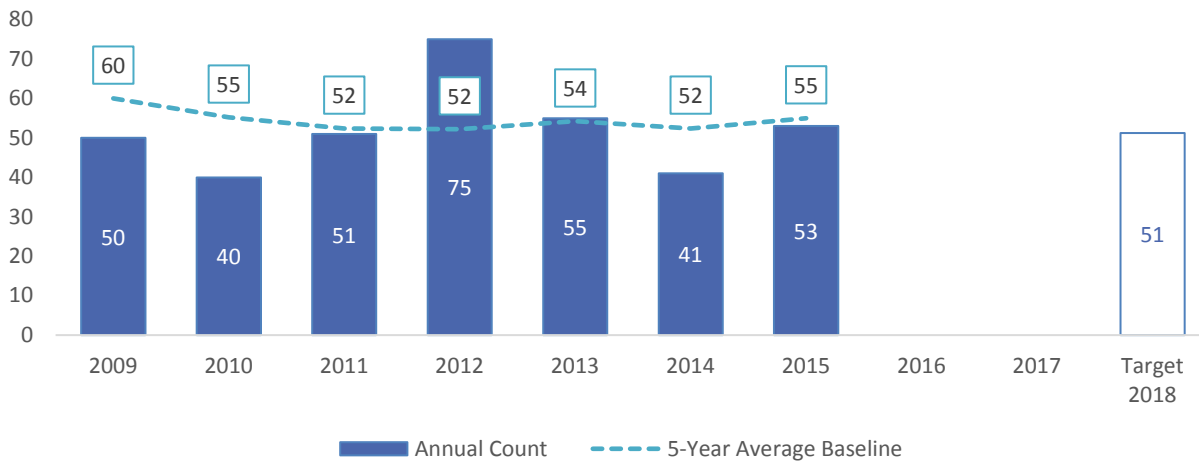
Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 6.9% decrease. Maine will decrease its unrestrained passenger vehicle occupant fatalities from a baseline (2011-2015) value of 55 to a target value of 51 for the year 2018.

Unrestrained Passenger Vehicle Occupant Fatalities



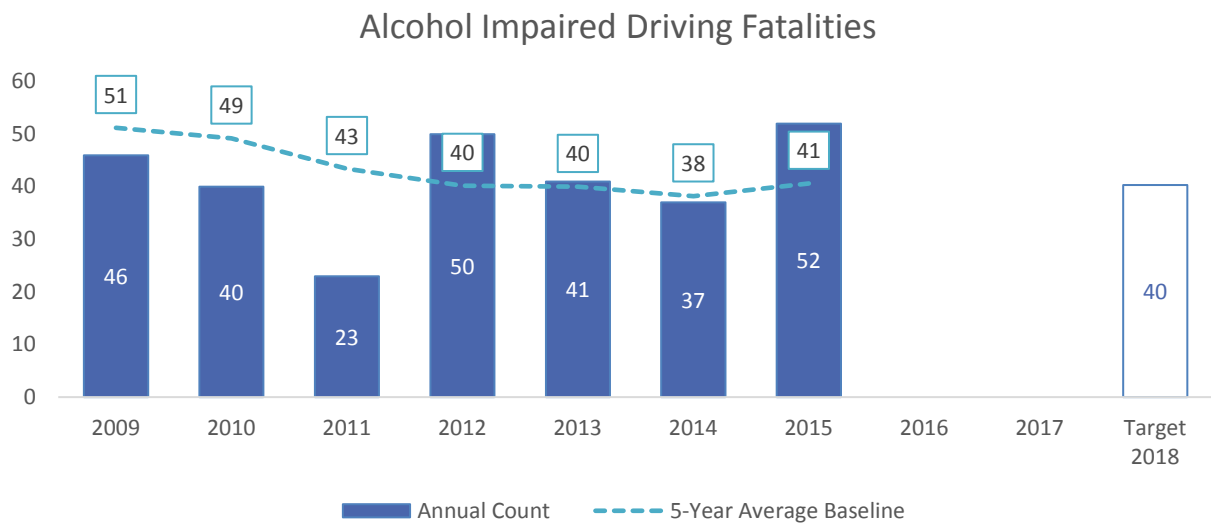
C-5) Alcohol-Impaired Driving Fatalities

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 0.7% decrease. Maine will decrease its alcohol-impaired driving fatalities from a baseline (2011-2015) value of 41 to a target value of 40 for the year 2018.



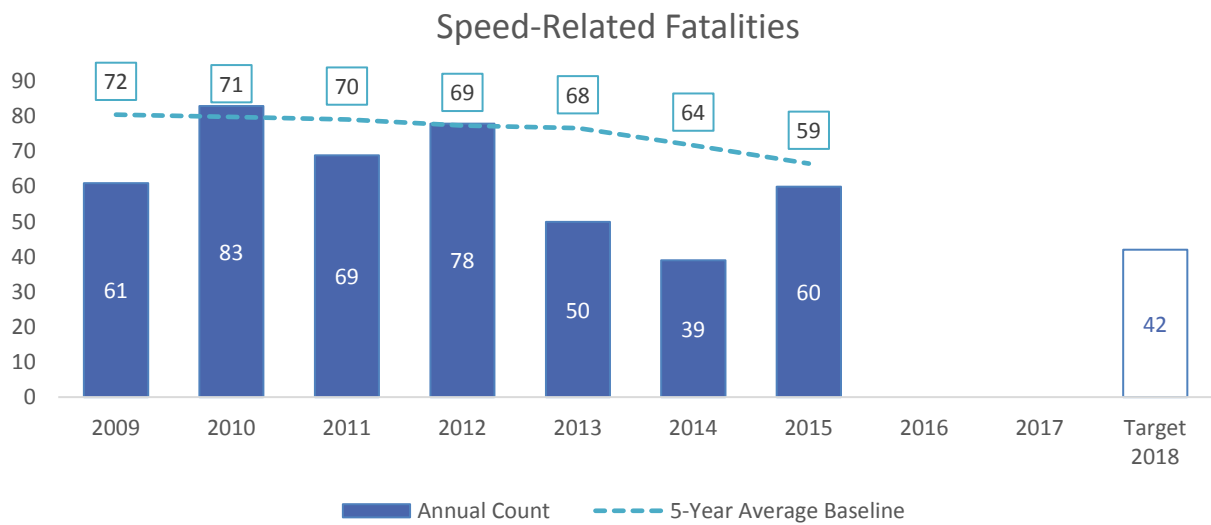
C-6) Speeding-Related Fatalities

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 29.0% decrease. Maine will decrease its speeding-related fatalities from a baseline (2011-2015) value of 59 to a target value of 42 for the year 2018.



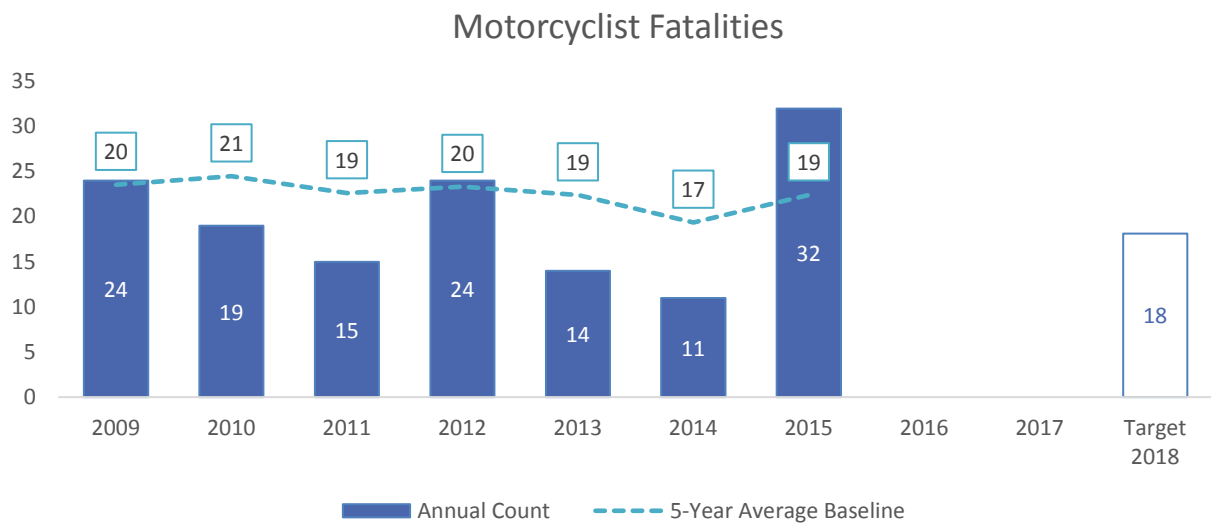
C-7) Motorcyclist Fatalities

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 5.5% decrease. Maine will decrease its speeding-related fatalities from a baseline (2011-2015) value of 19 to a target value of 18 for the year 2018.



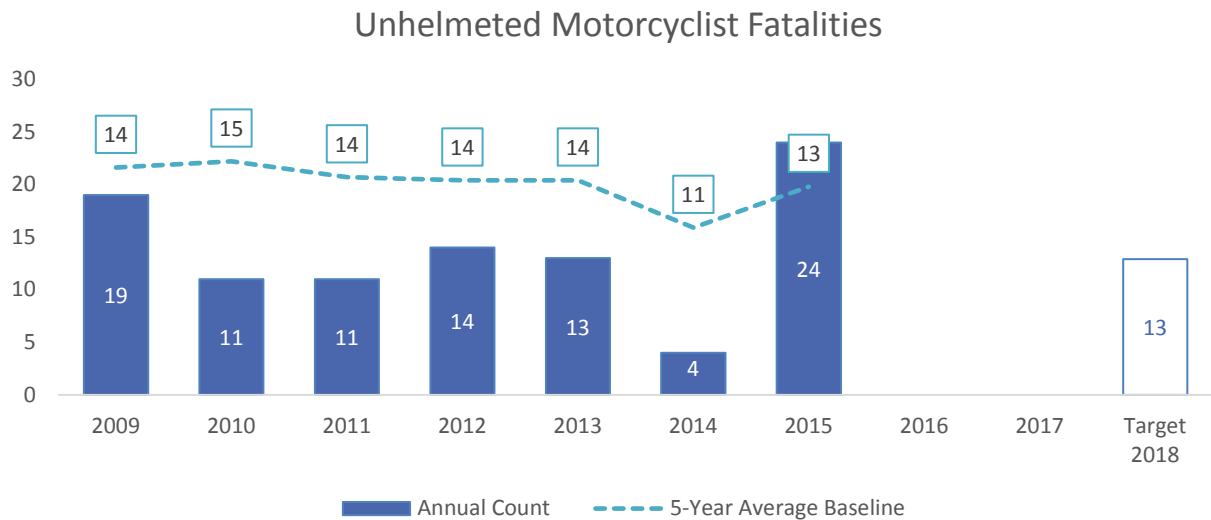
C-8) Unhelmeted Motorcyclist Fatalities

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 2.2% decrease. Maine will decrease its unhelmeted fatalities from a baseline (2011-2015) value of 13 to a target value of 13 for the year 2018. (NOTE: While this does not appear to be a decrease, the values under consideration are small. The baseline value is 13.2 while the target value is 12.9, both of which are rounded to 13.)



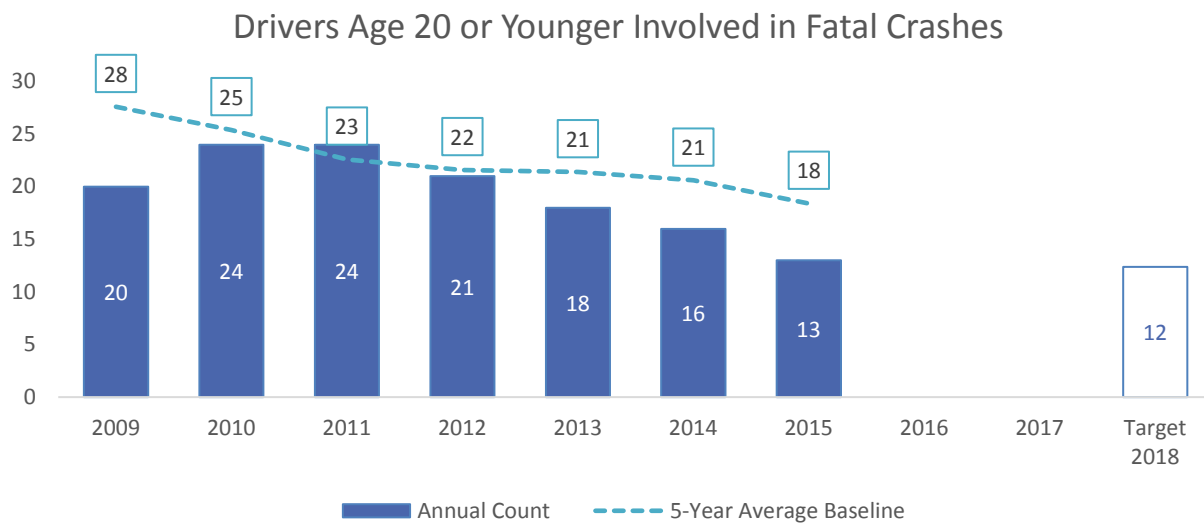
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 32.7% decrease. Maine will decrease the number of drivers age 20 or younger involved in fatal crashes from a baseline (2011-2015) value of 18 to a target value of 12 for the year 2018.



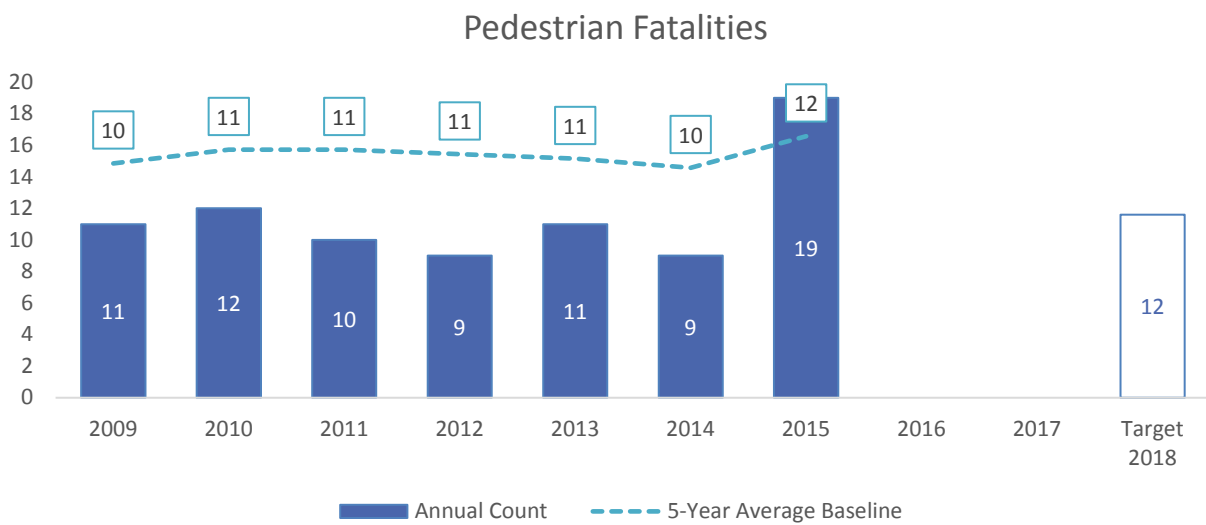
C-10) Pedestrian Fatalities

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison year of 19.2%. Maine will attempt to hold the number of pedestrian fatalities to the baseline (2011-2015) value of 12 for the year 2018.



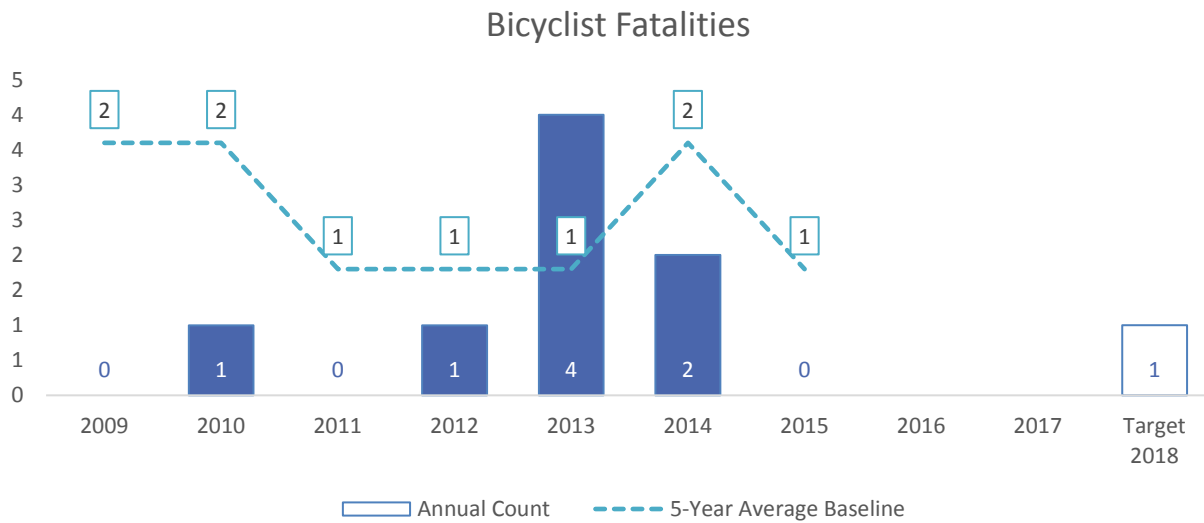
C-11) Bicyclist Fatalities

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target is a maintenance target. The five-year alternative baseline method shows an average increase from the previous three baseline periods to the corresponding comparison year of 22.2%. Maine will attempt to hold the number of bicyclist fatalities to the baseline value (2011-2015) of 1 for the year 2018.



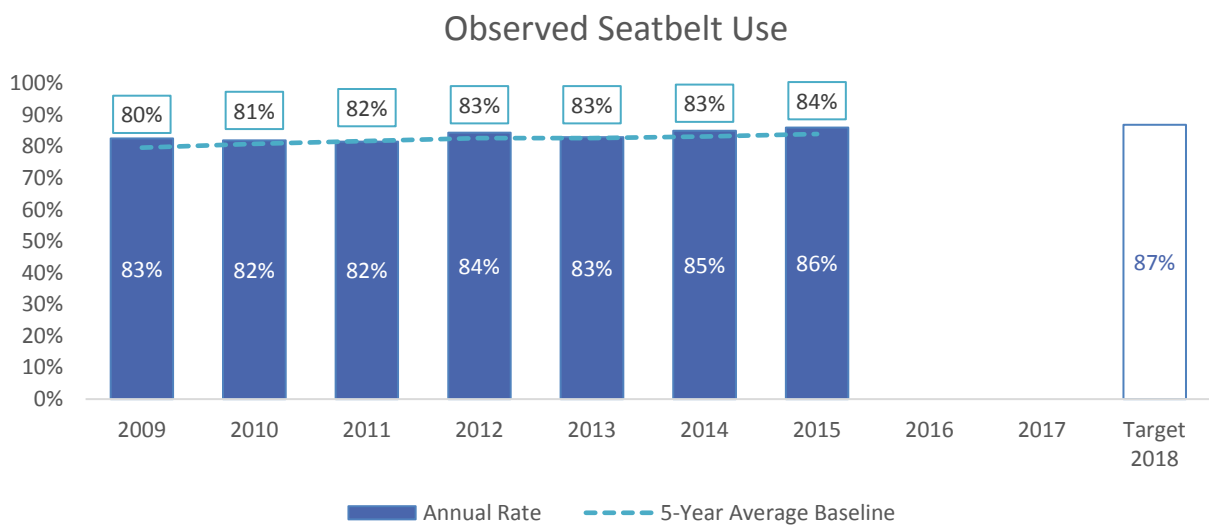
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

Baseline Value Baseline Start Year Baseline End Year

Target Value Target Start Year Target End Year

Provide a justification for the above performance target that explains how the target is data-driven, including a description of the factors that influenced the performance target selection:

This target was set using the five-year alternative baseline method. This method was chosen because it reflects the changes between historic data and recent data and allows Maine to set a target in keeping with those trends. The average percent change from the previous three baseline periods to their corresponding comparison years was a 3.5% increase. Maine will increase the percentage of observed seat belt use for passenger vehicles from a baseline (2011-2015) rate of 84% to a target rate of 87% for the year 2018.



A-1) Number of seat belt citations issued during 2018 grant-funded enforcement activities:

A-2) Number of impaired driving arrests made during 2018 grant-funded enforcement activities :

A-3) Number of speeding citation made during 2018 grant-funded enforcement activities:

	CORE OUTCOME MEASURES	Timeframe	2014	2015	2016	2017	2018 (to date)	2018 Target
C 1	Traffic Fatalities (FARS)	Annual	131	156	160	173	124	153
		5-Year Average	147	146	151	153	149	
C 2a	Serious Injuries in Traffic Crashes (State Crash File)	Annual	816	755	746	729	623	763
		5-Year Average	867	862	832	774	734	
C 2b	Serious Injury in Traffic Crash Rate (State Crash File)	Annual	5.62	5.09	4.98	4.86	4.62	5.12
		5-Year Average	6.02	5.96	5.71	5.26	5.05	
C 3a	Fatalities/VMT (FARS/FHWA)	Annual	0.92	1.05	1.07	1.15	0.94	1.03
		5-Year Average	1.03	1.01	1.04	1.04	1.03	
C 3b	Rural Mileage Death Rate (FARS)	Annual	1.12	1.21	1.25	1.31	1.13	1.16
		5-Year Average	1.38	1.17	1.19	1.19	1.20	
C 3c	Urban Mileage Death Rate (FARS)	Annual	0.32	0.67	0.71	0.79	0.56	0.60
		5-Year Average*	0.14	0.61	0.66	0.67	0.64	
C 4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	41	53	60	53	32	51
		5-Year Average	52	55	57	52	48	
C 5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	37	50	62	50	24	40
		5-Year Average	38	40	48	48	45	
C 6	Speeding-Related Fatalities (FARS)	Annual	39	60	56	49	23	42
		5-Year Average	64	59	57	51	45	
C 7	Motorcyclist Fatalities (FARS)	Annual	11	32	18	26	22	18
		5-Year Average	17	19	20	20	22	
C 8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	4	24	12	17	14	13
		5-Year Average	11	13	13	14	14	
C 9	Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	16	13	19	18	7	12
		5-Year Average	21	18	17	17	15	
C 10	Pedestrians Fatalities (FARS)	Annual	9	19	17	21	4	12
		5-Year Average	10	12	13	15	14	
C 11	Bicyclist Fatalities (FARS)	Annual	2	0	4	2	2	1
		5-Year Average	2	1	2	2	2	
	CORE BEHAVIOR MEASURE	Timeframe	2014	2015	2016	2017	2018	Target
B 1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	85%	86%	86%	89%	89%	87%
		5-Year Average	83%	84%	85%	86%	87%	

*In 2012, none of Maine's highways were designated as "urban." As a result, the baseline 5-year average for year 2014 is a four-year average.

Core Outcome Measure Goals*

C-1) Traffic Fatalities

Performance Target: To hold the increase in traffic fatalities from the 2011-2015 five-year baseline average of 146.2 to 153.4 through December 31, 2018. This target is consistent with Maine's HSIP and 2014 SHSP.

Performance Review: The five-year average for 2014 to 2018 (to date) was 148.8 fatalities, which means Maine is on track to meet this goal.

C-2a) Serious Traffic Injuries

Performance Target: To decrease serious injuries by 12% from the 2011-2015 five-year baseline average of 862.2 to 763.0 by December 31, 2018. This target is consistent with Maine's HSIP and 2014 SHSP.

Performance Review: The five-year average for 2014 to 2018 (to date) was 733.8, which means Maine is on track to meet this goal.

C-2b) Serious Traffic Injury Rate

Performance Target: To decrease serious injuries from the 2011-2015 five-year baseline average of 5.97 to 5.12 by December 31, 2018. This target is consistent with Maine's HSIP and 2014 SHSP.

Performance Review: The five-year average for 2014 to 2018 (to date) was 5.05, which means Maine is on track to meet this goal.

C-3a) Mileage Death Rate

Performance Target: To hold the increase in the mileage death rate from the 2011-2015 baseline average of 1.01 to 1.03 through December 31, 2018.

Performance Review: The rate for 2018 (to date) was 0.94, which means Maine is on track to meet this goal.

C-3b) Rural Mileage Death Rate

Performance Target: To decrease the rural mileage death rate from the 2011-2015 five-year baseline rate of 1.33 to 1.16 by December 31, 2018.

Performance Review: The rate for 2018 (to date) was 1.13, which means Maine is on track to meet this goal.

C-3c) Urban Mileage Death Rate

Performance Target: To hold the increase in the urban mileage death rate from the 2011-2015 five-year baseline rate of 0.28 to 0.60 through December 31, 2018.

Performance Review: The rate for 2018 (to date) was .56, which means Maine is on track to meet this goal.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities

Performance Target: To decrease unrestrained passenger vehicle occupant fatalities from the 2011-2015 five-year baseline average of 55 to 51 by December 31, 2018.

Performance Review: The number of unrestrained passenger vehicle occupant fatalities for

2018 (to date) was 32, which means Maine is on track to meet this goal.

C-5) Alcohol Impaired Driving Fatalities

Performance Target: To decrease alcohol impaired driving fatalities from the 2011-2015 five-year baseline average of 41 to 40 by December 31, 2018.

Performance Review: The number of alcohol impaired driving fatalities for 2018 (to date) was 24, which means Maine is on track to meet this goal.

C-6) Speeding Related Fatalities

Performance Target: To decrease speeding related fatalities from the 2011-2015 five-year baseline average of 59 to 42 by December 31, 2018.

Performance Review: The number of speeding related fatalities for 2018 (to date) was 23, which means Maine is on track to meet this goal.

C-7) Motorcyclist Fatalities

To decrease motorcycle fatalities from the 2011-2015 five-year baseline average of 19 to 18 by December 31, 2018.

Performance Review: The number of motorcycle fatalities for 2018 (to date) was 22. Maine did not meet its goal for this target area.

C-8) Un-helmeted Motorcyclist Fatalities

To maintain or decrease un-helmeted motorcycle fatalities at the 2011-2015 five-year baseline average of 13 through December 31, 2018.

Performance Review: The number of un-helmeted motorcyclist fatalities for 2018 (to date) was 14. Maine did not meet its goal for this target area.

C-9) Drivers Age 20 or Younger Involved in Fatal Crashes

To decrease the number of drivers age 20 or younger involved in fatal crashes from the 2011-2015 baseline average of 18 to 12 by December 31, 2018.

Performance Review: The number of drivers age 20 or younger involved in fatal crashes for 2018 (to date) was 7, which means Maine is on track to meet this goal.

C-10) Pedestrian Fatalities

To maintain or decrease the number of pedestrian fatalities from the 2011-2015 five-year baseline average of 12 through December 31, 2018.

Performance Review: The number of pedestrian fatalities for 2018 (to date) was 4, which means Maine is on track to meet this goal.

C-11) Bicyclist Fatalities

To maintain or decrease bicyclist fatalities from the 2011-2015 five-year baseline average of 1 through December 31, 2018.

Performance Review: The number of bicyclist fatalities for 2018 (to date) was 2. While this number was the metric projected by the 5-year alternative baseline method, Maine opted for a more ambitious goal, which it did not meet.

Behavior Measure Goals

B-1) Seat Belt Usage Rate

To increase observed seat belt use from the 2011-2015 baseline average of 84% to 87% by December 31, 2018.

Performance Review: The seatbelt observation rate for 2018 was 89%. Maine exceeded its goal for this target area.

**NOTE: Some of the 5-year baseline averages presented here differ from the 5-year averages presented in the table. These discrepancies are the result of subsequent revisions and updates to figures from earlier years. The table contains the most recent numbers.*

Activity Performance Measures

	ACTIVITY MEASURE	Timeframe	2011	2012	2013	2014	2015	2016	2017	2018
A 1	# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	Annual	3,332	2,796	3,485	4,274	3,386	3144	4779	4669
		5-Year Average	6,458.8	5,726.2	5,223.8	4,748.6	3,454.6	3417	3813.6	4050.4
A 2	# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	Annual	503	230	550	600	501	500	451	319
		5-Year Average	502.5	448.0	456.8	467.8	476.8	430.2	520.4	474.2
A 3	# of Speeding Citations Issued During Grant-Funded Enforcement Activities	Annual	2,382	1,232	4,853	4,764	8,712	6480	6372	8306
		5-Year Average	5,741.0	4,839.2	5,017.2	4,992.6	4,388.6	5208.2	6236.2	6926.8

Adjustments to FFY19 HSP to meet performance targets

In FFY18, Maine was not on target to meet goals set for: motorcycle fatalities, un-helmeted motorcycle fatalities, bicycle fatalities, mature operator fatalities, or media recall rate. The FFY19 Highway Safety Plan has been adjusted to better address motorcycle education including a new \$33,000.00 grant to our motorcycle partners for motorcycle safety, equipment safety, and educational materials, and a new motorcycle safety PSA for television together with a new digital PSA pre-roll. While our target for bicycle fatalities was ambitious, as of this date, it did not increase over last year (at 2). The MeBHS will continue pedestrian and bicycle education with our partners at the Maine DOT through the *Heads Up! Safety Is A Two Way Street Campaign*. We will continue our year-round media buys which include bicyclist safety. To make further progress toward decreasing mature operator fatalities, we will implement the project that was not implemented in FFY18 with our partners are Maine General Medical Center. This project has been included and approved in the FFY19 HSP. Our continued commitment to paid and earned media through FFY19 will ensure that our recall percentage increases to meet the FFY19 target

of 43%. We will be sure to use the same branding (recalled messages) in our paid media efforts and will add more social and digital messaging to achieve a higher rate of recall.

Evidence Based Traffic Safety Enforcement Program

MeBHS has developed procedures to ensure that enforcement resources are data-driven and that awarded federal funds are used efficiently and effectively to support the goals of the state's highway safety program. Maine incorporates an evidence-based approach in its statewide enforcement program through the following components:

Data Driven Problem Identification

A statewide problem identification process is used in the development of the Highway Safety Plan (HSP). The data analyses are designed to identify the high-risk populations in crashes and who, what, when, where and why crashes are occurring.

The Maine Bureau of Highway Safety utilized a three-prong approach to identify problem areas for the three major program areas; Impaired, Distracted, and Speed. This three-prong approach is outlined below:

1. Due to the geographic size of the State of Maine, the state was divided into eight regions. To proportionately divide the state based on geography alone, the current State of Maine district court regions were utilized.
2. The eight geographic regions vary significantly in population density, which in turn affects their respective crash rates. To account for population density in each of these regions, the Maine Bureau of Highway Safety calculated the proportion of vehicle miles travelled in each region as compared to the total vehicle miles traveled in the State of Maine. Each region was then assigned a specific number of grants based upon those percentages and the total number of grants decided upon for each program area in the state. For example, Region 1 (York County) accounted for 15.73% of the total vehicle miles travelled in the entire State of Maine. This allocated 6 grants to region 1, out of the 35 grants decided upon for the impaired driving program area.
3. To identify problem areas within each geographic region, the Maine Bureau of Highway Safety utilized different tools to analyze data. The first tool that was utilized was respective crash rates for each program area. Crash data spanning the five-year period from 2013-2017 was averaged for each program area. The crash data included crashes that resulted in possible injuries, evident injuries, serious injuries, and fatalities.

Geographic Information Systems (GIS) were used to map the top problem areas in the state to further assist in problem identification. This step helped identify the major roads that had high crash rates in each program area. Law enforcement agencies located in the problem areas identified for each region, were offered grant opportunities as tier 1 agencies. Sheriff's offices and the Maine State Police in the tier 1 areas were also identified to assist with tier 1 problem areas outside of local jurisdictions. Tier 2 problem areas were identified based on their proximity to tier 1 areas using crash data as outlined above. Law enforcement agencies in the tier 2 problem areas were offered grant opportunities if an agency in the tier 1 agency did not apply for a grant. The intent for tier 2 agencies was to have an impact on crash numbers in areas identified as tier 1 due to their proximity and shared roadways.

All enforcement agencies requesting MeBHS grant funding, to support additional overtime patrols, must also present a data driven approach to identifying the traffic safety problems in their jurisdictions. Data documenting the highway safety concern must be included in the funding application submitted to MeBHS, along with proven strategies and countermeasures that will be implemented and evaluated to address the problem.

Data Type	Data Set	Source/Owner
Fatality and Injury	FARS, Maine Crash Reporting System (MCRS)	NHTSA, State Traffic Safety Information (STSI), MeBHS, MeDOT, Maine State Police
Violation	Maine Citation Data	Maine Violations Bureau
Seat Belt Use	Maine Seat Belt Use Observational Data, MCRS	MeBHS, Me DOT
Licensed Drivers, Registrations and Vehicle Miles Traveled (VMT)	Highway Statistics	FHWA, U.S. Census Bureau, Maine BMV
Operating Under the Influence	MCRS, FARS	NHTSA, Me DOT, Maine State Police

Implementation of Evidence-Based Strategies

MeBHS (and our law enforcement partners) use a combination of overtime enforcement checkpoints and saturation patrols, both of which are found in the most recent edition of NHTSA's, *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* to address the identified traffic safety problem(s). The most common traffic safety problems include enforcement of traffic laws pertaining to but not limited to, adult and child seat belt safety, speeding and aggressive driving, fatigued and distracted driving, and alcohol and drug impaired driving. Non-law enforcement partners also use the most recent edition of *Countermeasures That Work* to implement evidence-based strategies that will result in a reduction in crashes and injuries for a focus demographic (i.e. young drivers) or an increase in voluntary compliance of traffic laws (i.e. adult and child safety restraints).

Documentation and Tracking

All grant funded activities including: summons, warnings, hours spent on the project, contacts made, resources utilized, and other details of all project efforts are collected at the state level and are used for determining value of efforts, future grant awards and return on investment. Those details have been provided within various project descriptions where appropriate.

Continuous Monitoring

MeBHS Highway Safety Program Coordinators use progress reports and information collected during telephone and on-site monitoring to ensure grant funded projects are effective. Monthly, quarterly and final progress reports received from each subrecipient receiving grant funding are used to ensure achievement of the goals and outcomes of each project. These reports include data on the activities conducted, such as the area and times worked, the focus demographic reached,

any problems encountered, and for law enforcement the number of warnings and citations issued. MeBHS uses various available data systems, i.e. Maine Crash Reporting System, the Public Query Crash Website, and FARS to monitor crashes and fatalities and will advise law enforcement, and other partners, if there are increases or decreases that would require a change in strategy in a particular jurisdiction. This continuous follow-up allows for subtle or major adjustments thereby ensuring the best use of resources to address the stated priority traffic safety problem(s).

Planning and Administration

The Planning & Administration (P&A) program area and its projects outline the activities and associated costs necessary for the overall management and operations of the MeBHS, including, but not limited to:

- Identifying the state's most significant traffic safety problems
- Prioritizing problems and developing methods for distribution of funds
- Developing the annual Highway Safety Plan and Annual Report
- Recommending individual grants for funding
- Developing planned grants
- Monitoring and evaluating grant progress and accomplishments
- Preparing program and grant reports
- Conducting grantee performance reviews
- Increasing public awareness and community support of traffic safety and appropriate behaviors that reduce risk
- Participating on various traffic safety committees and task forces
- Promoting and coordinating traffic safety in Maine
- Creating public awareness campaigns and providing staff spokespersons for all national and state campaigns, including Child Passenger Safety Week, Drive Sober or Get Pulled Over, Teen Driver Week, etc.
- Conducting trainings for applicable grant personnel
- Applicable salaries and state costs

Performance Targets

The goal of the P&A program is to provide management, supervision, and support services for the activities of the Maine traffic safety program.

P&A Performance Target #1:

Developing a consolidated S. 402 and S. 405 coordinated Highway Safety Plan to submit to NHTSA by July 1.

P&A Performance Target #2:

Submitting an annual performance report to NHTSA by December 31.

Project Number: PA18-001

Project Title: Planning and Administration Costs

Project Description: This project will fund applicable contracts and staff salaries and expenses that are directly related to the planning, development, coordination, monitoring, auditing, reporting and evaluation of the MeBHS Highway Safety Plan, Annual Report, grants tracking system programs, grants, and sub grants. Funds are used for allowable expenses related to the operation of the office under all NHTSA programs, such as simulator repairs and supplies, office supplies, postage, printing, travel, dues and other appropriate costs. This project also funds staff attendance and participation on committees and trainings (including NHTSA TSI Courses), meetings, and conferences related to MeBHS' mission; and in-state monitoring of sub grantees.

Project Performance: In FFY18, the MeBHS prepared and submitted its annual application for s. 402 and s. 405 funding to the National Highway Traffic Safety Administration (NHTSA) by way of a Highway Safety Plan. The plan was submitted under requirements of Title 23 Part 1300.12 and was approved. This Annual Report submission under 1300.35 will be submitted within 90 days after the close of FFY18 (September 30, 2018) but no later than December 31, 2018. The MeBHS hosted two trainings during the fiscal year: Managing Federal Finances and Program Management. MeBHS staff also attended various in-state and out-of-state trainings and conferences that provide opportunity to offer and administer better programs.

As of December 17, 2018

Project Title	Source	Project Number	Budget	Expended
Planning and Administration Costs	S. 402	PA18-001	\$609,973.67	\$207,782.28

Impaired Driving

Project Number: AL18-001
Project Title: Program Management and Operations
Project Description: Costs under this program area include allowable expenditures for salaries and travel for highway safety program staff. Costs also include general expenditures for operating costs e.g., printing, supplies, state indirect rates, insurance and postage.
Project Performance: The MeBHS Program Coordinators manage program activities specific to preventing and reducing alcohol-related and alcohol-impaired crashes, fatalities and injuries. During FFY18 projects implemented and reported on below were administered by MeBHS

Project Number:
ID18-015 Sagadahoc County SO
 Hancock County SO
 Cumberland County RIDE
 Gorham PD
 Central Maine RIDE

Project Title: Regional Impaired Driving Task Force Teams (R.I.D.E)
Project Description: Funds will support overtime costs and supplies to continue support of the enforcement efforts by Regional Impaired Driving Enforcement (RIDE) Teams. Approximately 20 officers are necessary to conduct the proposed enforcement details. RIDE Teams will be focusing their efforts during the summer months on the five counties with the greatest number of alcohol-impaired crashes: Cumberland, York, Sagadahoc, Penobscot (MSP) and Hancock. These Regional Teams conduct saturation patrols and sobriety checkpoints in selected locations (using evidence based traffic safety methods) throughout identified jurisdictions. Exact patrol locations are determined and agreed upon by the program coordinator and Law Enforcement Liaison in partnership with individual RIDE administrators. MeBHS monitors the successes of the grant as it is being conducted to determine if modifications need to be implemented to insure the activity is producing results.

Project Performance: In federal fiscal year 2018, the Sagadahoc County R.I.D.E. team conducted 337 hours of impaired driving enforcement, which included 2 sobriety checkpoints and 18 saturation patrols. This enforcement effort led to 2237 total contacts, 13 OUI arrests, 55 other citations and 662 traffic warnings exceeding their goal of 8 OUIs by 30%.

Other agencies identified in the 2018 highway safety plan could not participate in the project due to staffing problems and/or other agency commitments.

Project Number: ID18-001

Project Title: Maine State Police SPIDRE Team

Project Description: The State Police Impaired Driving Reduction Enforcement Team (SPIDRE) is comprised of members of the Maine State Police that are proficient in NHSTA Standardized Field Sobriety Training, ARIDE, and several are certified as Drug Recognition Experts. SPIDRE consists of a team leader and team members available statewide. The SPIDRE Team will increase OUI saturation patrols and checkpoints, with a focus on scheduled events where there is a significant potential for impaired drivers. The team leader will be a liaison within the MeBHS to work with other agencies. The Maine Bureau of Highway Safety Roadside Testing Vehicle (RTV) and agency message trailers will be utilized when assisting other departments at various events and OUI checkpoints throughout the state.

Project Performance: In federal fiscal year 2018, the Maine State Police S.P.I.D.R.E. team conducted 631.75 hours of impaired driving enforcement, which included 5 sobriety checkpoints. This enforcement effort led to 4664 total contacts, 44 OUI arrests, 50 other citations and 412 traffic warnings.

Project Number: AL18-002

Project Title: Impaired Driving Roadside Testing Vehicle (RTV) Operational Costs

Project Description: The Maine State Police (MSP), local law enforcement and the MeBHS will be reimbursed for all necessary RTV operational and maintenance expenses including supplies and equipment, overtime for the trooper(s) working the RTV activities (estimated at \$65 per hour for 2000 hours), overtime for municipal law enforcement officers for operation of the vehicle (estimated \$55/hour for 300 hours, fuel maintenance, and monthly fees associated with storage (estimated at \$3600) tolls, radio fees, and OIT/Wi-Fi. This project benefits all Maine law enforcement agencies.

Project Performance: The Maine Bureau of Highway Safety Roadside Testing Vehicle (RTV) was utilized heavily during the summer months, particularly during the August "Drive Sober or Get Pulled Over" national campaign. During the 2018 federal fiscal year, the RTV was used for 20 sobriety checkpoints and 13 educational events throughout the state.

The York County Sheriff's Office conducted 3 sobriety checkpoints with assistance from the Maine State Police in multiple locations which focused on high crash areas in York County. The York County mobile command post was also used in conjunction with the RTV during those

checkpoints. With both mobile units present, it allowed for efficient OUI enforcement and processing of arrested subjects. During these checkpoints, a dispatcher, assistant district attorney and bail commissioner were present to quickly process arrested subjects allowing law enforcement officers to spend more time with sobriety checks and field sobriety testing.

The following agencies requested and used the MeBHS RTV for educational events or as an essential tool for sobriety checkpoints:

- Eliot Police Department
- Maine State Police
- Maine Criminal Justice Academy
- York County Sheriff's Office
- Orono Police Department
- Freeport Police Department
- Maine Sheriffs Association
- Maine Prosecutor's Association
- University of Maine
- Sagadahoc County Sheriff's Office
- Gardiner Police Department
- Kennebec County Sheriff's Office
- Scarborough Police Department
- Auburn Police Department
- AAA Northern New England

Project Number: ID18-002

Project Title: Traffic Safety Resource Prosecutor

Project Description: A Traffic Safety Resource Prosecutor (TSRP) facilitates a coordinated, multi-disciplinary approach to the prosecution of traffic crimes with a strong focus on impaired driving. Funds will continue to support the TSRP contract, which assists Maine law enforcement, prosecutors, motor vehicle hearings examiners, DHHS lab technicians, and other state agencies with training, investigation and prosecution of traffic safety and impaired driving-related crimes. The TRSP will also assist with the implementation and coordination of the Impaired Driving Special Prosecutors (IDSPs) within selected prosecutorial districts in Maine. The TSRP is encouraged by NHTSA and proven effective in the fight against impaired driving.

Project Performance:

Maine's TSRP program completed its fourth full year. The program continues to be successful in providing legal research and support, as well as expert technical resources, in impaired driving and other traffic

safety issues upon request to law enforcement and prosecutors. This supports a number of NHTSA approved *Countermeasures That Work* including: training for OUI investigation including checkpoints and high visibility saturation patrol; training for prosecution; encouraging limitations on diversion; interlock training, ARIDE and DRE training and program support (enforcement of drug impaired driving), and more.

Training Attended:

To keep up to date on trending issues with impaired driving and traffic safety, the TSRP attended the following training in 2018:

- Lifesavers 2018
- Maine Impaired Driving Summit 2018
- Drug Recognition Expert National Conference 2018
- Understanding Legal Marijuana in Maine NBI

Training Held or Assisted With:

TSRP presentations this year included: Annual Refresher Training for DEEP providers, The DRE school, The SFST and BTD sessions of the Basic Law Enforcement Training Program OUI Weeks at MCJA, Maine's Law Enforcement Phlebotomy Classes, and ARIDE and OUI Review sessions held throughout the State.

- Maine Criminal Justice Academy DRE School February 2018
- OUI Investigation Classes in: Portland, Topsham, Kennebunkport, Auburn
- Basic Law Enforcement Training Program at MCJA: The Legal Environment of OUI (6)
- Basic Law Enforcement Training Program at MCJA: The Legal Aspects of Chemical Testing (5)
- Assisted with three Law Enforcement Phlebotomy Classes: Bangor, Auburn, Farmington
- NTLIC Courtroom Success Advocacy Course May
- MCJA Statewide DRE Refresher: Legal Updates August
- Driver Education Training Annual Meeting Presentation on Drugged Driving
- DEEP Annual Refresher Trainings (3)
- Maine Chiefs of Police Roadside Drug Impairment
- Maine Prosecutor's Conference IDSP Breakout Session 2017

Committee Meetings:

- Impaired Driving Task Force (4)
- Bureau of Motor Vehicles Hearings Examiner Meeting (2)

Individual Requests for Assistance with Impaired Driving Related Questions:

- The TSRP provided legal research and support on average approximately 15 times a month throughout FY 2018 (a total of approximately 180 assignments) on various issues associated with impaired driving to law enforcement and

prosecutors. About 90% of these requests were from Maine based recipients, but several requests were handled for out of state TSRPs.

- The TSRP provided technical expertise and resources about 20 times a month throughout FY 2018 (a total of approximately 240 assignments) on various issues associated with impaired driving to law enforcement and prosecutors. About 95% of these requests were from Maine based actors, but several requests were handled for out of state TSRPs.

Miscellaneous Impaired Driving Related Projects:

- Distributed approximately 75 electronic mailings throughout the year on various important traffic safety issues to Maine law enforcement and prosecutors through the Maine OUI Enforcement Newsgroup
- In order to better understand the job of an impaired driving prosecutor in Maine, the TSRP was sworn in as a Special Assistant District Attorney and was assigned several impaired driving related court functions including conducting several *motions to suppress* on impaired driving related issues, a complete OUI *jury trial*, and served as a *conflict case prosecutor* for District III when a County Commissioner was arrested for OUI.
- The TSRP was consulted by the Department of Public Safety to assist with various issues of Toxicology concerns with our DHHS lab. This included conducting extensive research on current best practices and standards. It also included writing proposed legislation to address legal concerns and the created of a protocol for payment of test by the HSO.

Project Numbers: See Below Chart for Project Numbers

Project Title: Evidence Based Impaired Driving High Visibility Enforcement Campaigns:

- *Drive Sober Maine!*
- *NHTSA Drive Sober or Get Pulled Over*

Project Description: This project will support dedicated overtime costs for law enforcement agencies (LEA's) selected by data analysis, to participate in impaired driving enforcement details and checkpoints including those that support NHTSA's national campaigns in August and December (Holiday Season). The "Drive Sober, Maine!" campaign is designed to further address the impaired driving problem in Maine outside of the two two-week national campaigns during the months of April to September, based on an analysis of crash and fatality data involving alcohol and discussed in the preceding pages. Agencies will be awarded grant funds using project selection and data analysis methods previously discussed in this plan.

Project Performance: Over the course of the federal fiscal year, the below agencies conducted 4825 hours of checkpoints and overtime saturation patrols, made 12,761 contacts and wrote 242 citations for impaired driving.

Expenditures through December 17, 2018

Subrecipient	Project ID	Award	Expended
1 Maine State Police	ID18-060	\$46,841.00	\$25,728.93
2 Cumberland County SO	ID18-068	\$27,018.36	\$10,672.20
2 Franklin County SO	ID18-053	\$7,497.47	\$7,016.57
2 Hancock County SO	ID18-023	\$20,280.00	\$16,456.04
2 Kennebec County SO	ID18-040	\$19,500.00	\$11,389.04
2 Knox County SO	ID18-045	\$15,925.00	\$8,631.81
2 Lincoln County SO	ID18-059	\$10,400.00	\$9,026.30
2 Oxford County SO	ID18-022	\$12,000.00	\$3,764.02
2 Sagadahoc County SO	ID18-025	\$13,094.12	\$12,208.41
2 Somerset County SO	ID18-038	\$11,168.40	\$8,808.43
2 York County SO	ID18-050	\$15,228.00	\$9,760.94
Auburn PD	ID18-062	\$12,391.37	\$12,560.44
Augusta PD	ID18-024	\$9,841.44	\$9,841.47
Bar Harbor PD	ID18-067	\$4,018.36	\$3,444.84
Bath PD	ID18-051	\$2,608.56	\$2,100.00
Belfast PD	ID18-042	\$7,500.00	\$5,760.00
Berwick PD	ID18-061	\$4,622.15	\$4,611.63
Bucksport PD	ID18-031	\$1,561.24	\$1,032.52
Caribou PD	ID18-055	\$3,040.87	\$2,879.50
Cumberland PD	ID18-035	\$3,767.36	\$1,567.72
Eliot PD	ID18-074	\$2,705.28	\$1,842.59
Ellsworth PD	ID18-052	\$6,173.96	\$6,077.00
Falmouth PD	ID18-054	\$7,267.33	\$2,704.28
Farmington PD	ID18-049	\$6,705.23	\$4,978.62
Fort Kent PD	ID18-028	\$1,968.76	\$468.48
Gardiner PD	ID18-043	\$2,400.00	\$1,769.61
Gorham PD	ID18-063	\$9,475.82	\$9,055.81
Kennebunk PD	ID18-048	\$6,720.00	\$813.60
Kittery PD	ID18-056	\$3,767.72	\$3,534.38
Lewiston PD	ID18-026	\$11,330.00	\$7,253.41
Lisbon PD	ID18-032	\$3,944.42	\$1,114.54
Mexico PD	ID18-065	\$5,040.00	\$5,040.00
Monmouth PD	ID18-044	\$1,471.71	\$320.00
Mount Desert PD	ID18-066	\$1,625.17	\$1,290.00

North Berwick PD	ID18-070	\$3,206.54	\$1,432.20
Norway PD	ID18-058	\$2,298.07	\$0.00
Oakland PD	ID18-073	\$2,278.22	\$675.00
Orono PD	ID18-036	\$3,600.00	\$3,605.96
Presque Isle PD	ID18-046	\$5,062.19	\$2,096.78
Rockland PD	ID18-041	\$3,476.56	\$2,072.28
Rumford PD	ID18-020	\$2,650.00	\$1,767.92
Sabattus PD	ID18-021	\$8,112.47	\$3,800.00
Saco PD	ID18-064	\$9,974.99	\$1,067.94
Scarborough PD	ID18-033	\$15,098.24	\$6,009.74
Skowhegan PD	ID18-047	\$4,928.91	\$2,160.52
South Berwick PD	ID18-071	\$2,680.58	\$1,074.85
South Portland PD	ID18-069	\$9,572.53	\$1,785.86
Topsham PD	ID18-057	\$3,453.44	\$1,361.40
Waterville PD	ID18-072	\$7,176.00	\$3,865.76
Wells PD	ID18-030	\$8,986.77	\$8,353.59
Westbrook PD	ID18-034	\$3,952.84	\$2,853.75
Wilton PD	ID18-029	\$1,533.87	\$1,526.00
Winslow PD	ID18-039	\$3,850.00	\$600.00
Wiscasset PD	ID18-037	\$3,721.64	\$0.00
York PD	ID18-027	\$2,719.20	\$4,483.20

Project Number:

AL18-007

Project Title:

Specialized Law Enforcement Training (Impaired)

Project Description:

This project funds the specialized training and supplies necessary for law enforcement officers to detect, apprehend, and prosecute motorists suspected of operating under the influence of alcohol and/or drugs. The Maine Impaired Driving Task Force has identified that a best practice methodology for OUI investigation dictates a three-pronged approach: (1) the NHTSA approved curriculum in Standardized Field Sobriety Testing (SFST) which is mandatory for all new police officers trained at the Maine Criminal Justice Academy's Basic Law Enforcement Training Program; (2) the Advanced Roadside Impairment Driving Enforcement (ARIDE) program offered to experienced patrol officers who desire better awareness of OUI drug cases; and (3) The Drug Recognition Expert (DRE) program for those police officers who excel in OUI Enforcement. In addition to providing the basic funding for instructors, materials and supplies, this project provides travel expenses for DRE candidates to complete their field certifications in more densely populated States to ensure they meet the proficiency requirements without undue delay. Baltimore has

been selected for the past two years. This project also funds attendance at the annual DRE conference critical for keeping DRE's current and proficient in utilizing best practices. The MeBHS recognizes the need to increase DREs and is actively working toward that goal. These projects are administered jointly with the Maine DRE and impaired driving training coordinator at the Maine Criminal Justice Academy (MCJA).

Project Performance: The Maine Criminal Justice Academy (MCJA) was able to utilize grant funds in federal fiscal year 2018 to provide basic and advanced courses in impaired driving enforcement. The MCJA was able to train and certify 15 new Drug Recognition Experts (DRE) along with offering 11 ARIDE classes statewide with a total of 144 students attending. MCJA also offered a 1-day DRE refresher training in which 57 DREs and 11 DRE instructors attended.

MCJA also held 4 Breath Testing Device Site Coordinator Training sessions in Vassalboro, Cape Elizabeth, Bangor and Auburn. 68 Site Coordinators attended these trainings.

MCJA purchased one portable breath testing device that was utilized in training which reduced the time and increased the accuracy of breath tests during training.

1000 Standardized Field Sobriety Testing guides were printed for distribution to law enforcement officers through the State of Maine.

This grant also provided funding for MCJA DRE State Coordinator James Lyman to attend the International Association of Chiefs of Police Annual Training Conference on Drugs, Alcohol and Impaired Driving and bring back information to enhance Maine's impaired driving training program.

Project Number: ID18-008

Project Title: Blood Evidence Collection for Maine OUI Investigations

- Law Enforcement Phlebotomy Technicians (LEPT)
- Administrative Oversight of Civilian Blood Technicians

Project Description: This project provides for the training of law enforcement officers to become Phlebotomy Technicians through instruction from a qualified vendor and for the administrative oversight of already existing civilian blood technicians. This oversight includes working with law enforcement, prosecutors, and the other necessary State agencies for the creation of a statewide "Civilian Blood Technician" call out list as well as the creation of standards regarding the qualifications necessary to be included on that list and a procedure to ensure that only properly credentialed people do so. Lastly, this project will also include the creation of a shorter "bridge" course for Maine EMS personnel who may otherwise already be trained to draw blood. Funding is used for necessary consultant fees, training supplies, and administrative oversight time.

Project Performance: Tactical Services, LLC was contracted to train law enforcement officers to draw blood in the field, to assist law enforcement agencies with evidentiary blood draws in impaired driving cases. This training has become a necessity as there are more and more medical facilities that are not willing to perform evidentiary blood draws. Three initial two-day courses and three refresher courses were offered throughout the state which netted 21 newly trained Law Enforcement Phlebotomy Technicians (LEPT). 12 currently trained LEPTs attended refresher training. The MeBHS is exploring state-funded projects to increase the number of civilian phlebotomists and others willing to assist with evidentiary blood draws. The MeBHS was not successful in finding a vendor to administer this portion of the program on our behalf under this HSP approved project.

Project Number: PROJECT NOT IMPLEMENTED

Project Title: OUI Chemical Testing Evidence Kit Administrative Oversight

Project Description: This project creates an administrative oversight of certain chemical evidence that is critical in OUI cases. The administrative oversight will include the ability to obtain, modify (as needed), store, distribute, and track blood and urine kits used for evidence collection in OUI cases.

This project will also work with the LEPT Program, DRE Program, the DHHS Lab, and the TSRP and LEL to ensure that the chemical evidence collection kits used are of a quality appropriate for the purpose of producing reliable test results, practical and usable to law enforcement, and admissible in court. Additionally, the project will also be responsible for the creation and dissemination of a training program about the chemical testing kits, their proper use, how to obtain them and where they will be sent for analysis.

Project Performance: This project was not implemented in federal fiscal year 2018 due to the staffing shortages at the Maine Department of Health and Human Services, Health and Environmental Testing lab.

Project Number: ID18-004

Project Title: Maine Annual Impaired Driving Summit

Project Description: MeBHS, with our partners, intend to increase awareness of the growing issue of drug impaired driving by hosting an annual summit similar to previous successful summits. The date and location will be determined upon contract negotiation with AAANNE. The project opportunity will be released upon approval of this Plan. Impaired Driving Summits are attended by over 200 people. Several out of state national speakers present at the conference. CEU's were granted to eligible participants in the legal field. A survey was conducted to measure the attendance and effectiveness of the Summit. Responses indicated a need for a yearly summit. The goal is to increase the attendance of the 2018 Impaired Driving Summit and to encourage

greater judicial and legislative attendance. The Summit generated a significant amount of earned media and the after-event survey provided useful recommendations for ongoing annual summits in Maine.

Project Performance: The 2018 Impaired Driving Summit supported 210 attendees that included law enforcement, legislators, administrators, judicial, educators, forensic, and traffic safety professionals from various New England states. Presentations included: Jennifer Knudsen Colorado traffic safety resource prosecutor who spoke about specific issues Colorado is dealing with in their communities, five years after marijuana legalization, Robert Forney a toxicologist from Ohio, Tara Kelly Baker from the AAA Foundation for Traffic Safety who spoke about oral fluid testing, Tara Casanova Powell who gave a national perspective on ignition interlock laws and how to increase participation and Ryan Smith from the Virginia Tech Transportation Institute who spoke about their latest research tracking marijuana use using naturalistic data. The partnership with AAA Northern New England in presenting these well attended forums has been instrumental in education of drug-impaired driving. This yearly forum is being replicated in other New England states.

Project Number: ID18-003

Project Title: Maine State Police Impaired Driving Coordinator

Project Description: This project supported one Maine State Police Trooper position within the Maine State Police (MSP) Traffic Safety Unit. This position assists the MeBHS and the MSP with the creation, administration and improvement of various traffic safety programs aimed at reducing impaired driving by alcohol and drugs, statewide. This position works closely with various partners and committees such as the MeBHS, MCJA, BMV, Impaired Driving Task Force, LEL and TSRP, to deliver the best possible impaired driving reduction products and information that save lives. This will include, but, not be limited to, the DRE program, blood technician program, OUI/SFST instruction, ARIDE, impaired driving enforcement, educational speaking engagements, PSAs, awareness and prevention programs and monitoring of legislative issues. This position will also be responsible for other duties as assigned by the MSP Commanding Officer(s).

Project Performance: The Maine State Police Impaired Driving Reduction Trooper position was held by Sgt. Aaron Turcotte from October 1, 2017 through December 31, 2017 and was vacant until filled on June 18, 2018 by Spc. Det. Seth Allen.

Sgt. Turcotte was lead instructor for SFST, ARIDE, and DRE trainings at the Maine Criminal Justice Academy and also conducted statewide speaking engagements on the issue of impaired driving. Sgt. Turcotte was heavily involved with Maine's Drug Recognition Expert program and utilized by prosecutors as an expert in impaired driving enforcement.

Spc. Det. Seth Allen took over the Impaired Driving Reduction Trooper and became coordinator of the Maine State Police SPIDRE team on June 15, 2018. Since that time Spc. Det. Allen became the lead DRE instructor for the State of Maine and trained law enforcement officers at MCJA in SFST, ARIDE, and DRE. Spc. Det. Allen also attended the International Association of Chiefs of Police Annual Training Conference on Drugs, Alcohol and Impaired Driving in August and brought back information to enhance Maine's impaired driving training program. He also attended LEPT training in September.

Spc. Det. Allen became the Breath Testing Device site coordinator for the MeBHS Roadside Testing Vehicle.

- Project Number:** AL18-003
- Project Title:** Law Enforcement Call-Out Reimbursement for Drug Recognition Experts and Law Enforcement Phlebotomy Technicians.
- Project Description:** This project supports a recommendation of the Maine Impaired Driving Task Force (IDTF) to increase the availability of Drug Recognition Experts (DRE) and Law Enforcement Phlebotomy Technicians (LEPT) personnel by reimbursing overtime expenses when they are called-out from off-duty to assist on-duty officers investigating OUI cases.
- Project Performance:** During federal fiscal year 2018, 26 law enforcement agencies signed agreements with the MeBHS to provide Drug Recognition Expert and Law Enforcement Phlebotomy Technician services to other agencies in impaired driving cases. In total, DRE's were called out to assist 95 times and LEPT's were called out for 22 draws. As a result, more law enforcement agencies are willing to assist neighboring agencies because there is no additional overtime costs to be considered. The project encourages DREs and LEPTs to work together and train together.
- Project Number:** PROJECT NOT IMPLEMENTED UNTIL FFY19.
- Project Title:** Judicial Outreach Liaison
- Project Description:** This funding will support a full-time position for a Judicial Outreach Liaison (JOL) that was approved by the State Department of Purchases in FFY2017. The JOL is responsible for developing a network of contacts with judges and judicial educators to promote judicial education related to sentencing and supervision of OUI offenders, court trial issues, and alcohol/drug testing and monitoring technology. In addition, the JOL makes presentations at meetings, conferences, workshops, media events and other gatherings that focus on impaired driving and other traffic safety programs. The JOL identifies barriers that hamper effective training, education or outreach to the courts and recommends alternative means to address these issues and concerns. With the help of the Traffic Safety Resource

Prosecutor, the JOL achieves uniformity with regard to impaired driving prosecution throughout Maine.

Project Performance: Over the course of FFY18, the MeBHS and Dirigo Safety actively sought and interviewed acceptable candidates for JOL. A JOL was selected in late FFY18 and the project was implemented in FFY19.

Project Number: ID18-007

Project Title: Maine Judicial Education

Project Description: Currently there is no standardized curriculum for providing judges with a specifically focused training protocol relating to recognized countermeasures against Driving Under the Influence of Drugs or Alcohol and the existing and emerging technologies in support of the countermeasures. As a result, trial judges responsible for deciding disputes arising from prevention, detection, apprehension and correction of impaired driving may have no familiarity with the science, best technical practices and related constitutional and evidentiary issues raised in court before trial. For example, not all judges are trained in current developments in Drug Recognition Expertise or Evaluations (DRE), DUI Courts, court-monitored pre-trial DUI release protocols (e.g.: "24/7" and "target 25," etc.), ignition Interlock supervision, pre and post-conviction sanction options, and alternative sentencing.

Such training is not often available in New England, and when available, the Court Administrator's Office may afford to send a few, but not many trial judges to attend. Traffic safety judicial education deserves the same opportunities as are typically offered judges in DNA science, abuse, accounting, statistics, genetics, alcohol ingestion and elimination, elemental psychology and pathology and relevant evidentiary issues.

Strategies: 1) Design, organize and promote specific traffic safety judicial education programs in-state, region-wide, or both, that include judge moderators on defense prosecution panel presentations addressing best-practices, and evidentiary, procedural and constitutional issues arising from traffic safety enforcement prosecutions. 2) Provide dedicated funding to the Court Administrator's Office to pay for travel expenses for such presenters and, when public salaries do not pay for their time, to compensate them. 3) provide dedicated funding to the Court Administrator's Office to fund reimbursement for travel expenses for up to six judges to attend out-of-state programs in New England on the same topics.

Goals: Provide specific education to trial judges regarding

- DRE procedures and toxicology related to drugged driving
- The pros and cons on admissibility of testimony from specially trained police officers absent medically or toxicologically trained experts
- Electronic monitoring and judicial supervision, early-intervention,

DWI Courts and alternative DUID/DUIA sentencing, and pre-trial release options

- Constitutional challenges, search & seizure and any other topical judicial/factual/ legal issues arising in court out of traffic safety enforcement, such as, but not limited to, distracted driving and passenger protection.

Establish funding for judicial education on topics relevant to highway safety enforcement, particularly in connection with the NHTSA publication "Countermeasures that Work," Eighth Edition, 2015.

Maine has expert TSRP, LEL, DRE resources in State that can assist with this training. Additionally, Maine's Impaired Driving Special Prosecutors and specialized OUI defense attorneys will provide excellent local flavored training without the need for travel costs.

However, the judiciary will benefit from exposure to out-of-state experts as well. Some faculty presenters are already identified. Publicly employed forensic scientists and DREs from MA, RI and NH, and two VT judges are willing to teach. It is expected that defense attorneys will be similarly recruited. Based on conversations with Region 1, NE State Highway Safety Offices and some TSRPs it is anticipated that other prosecutors, judges and forensic experts from neighboring states will be available to teach as well, if their travel expenses are covered. There are also DWI/Drugged Driving/alternative sentencing experts, and DRE and DWI expert RJOLS from other regions across the country, available if their airfare or mileage and travel expenses can be covered.

Additionally, the National Judicial College indicates that, with sufficient advanced planning, it can supply, at its expense, a DRE teaching team including a DRE specialist, prosecuting and defense attorney experts and a judge-moderator, for a state or regional presentation.

Project Performance: The training conference titled Drug Courts: Where Justice and Treatment Meet was held on November 29 and 30, 2017 in Marlborough, Mass. Maine was represented by two Superior Court Justices, four District Court Judges and the Specialty Dockets Coordinator. This project allowed them to attend this 2-day training which included many different workshops including The Challenges of High Risk Impaired Drivers and DRE admissibility/prosecution and defense arguments. This training conference was tailored specifically to educate judges on topics involving drugs and impairment.

This project was well received by the judicial members that attended the training and the judicial branch has decided to fund this project with local funds in FFY2019.

Project Number: ID18-006
Project Title: Maine Prosecutor Training
Project Description: Maine’s Traffic Safety Resource Prosecutor, The Maine Law Enforcement Liaison, and the Maine State Police Impaired Driving Reduction Trooper have collaborated to create a two-day class relevant to OUI enforcement and investigation for Prosecutors. This class “Impaired Driving for Prosecutors” is aimed at presenting the concepts and principles employed by law enforcement officers in OUI investigation; including alcohol and drug impairment, chemical testing, fatal motor vehicle investigation and relevant Maine case law. The class is accredited by the Maine Board of Bar Overseers for continuing legal education credits and was held in numerous prosecutorial districts in past years. It has been well received and requested again by prosecutors. This year MeBHS will attempt to offer this class in several locations within Maine – especially the northern and less populated areas. Furthermore, with the advent of a new TSRP in New Hampshire we will reach out and offer invitations for New Hampshire prosecutors as well. In addition to this locally taught class for Maine prosecutors, the MeBHS has sponsored classes annually from the National Traffic Law Center to be held here in Maine. Past classes were “Prosecuting the Drugged Driver” and “Lethal Weapon.” This year, MeBHS would like to sponsor the NTLC’s “Cops in Courts” class. The goal is to continue to provide this high quality training to the prosecutorial districts in Maine. Costs include: lodging and travel, materials, and supplies. The funds will be used to cover the costs associated with delivery of the NTLC’s training to include printing/materials, travel, and registration fees for the District Attorneys participating in the program. The location, date, and time of the trainings are yet to be determined.

Project Performance: Dirigo Safety, LLC was contracted to provide training for Maine prosecutors. The training titled “Courtroom Success: Making the Officer a Better Witness” was held on May 3rd and 4th, 2018 in Gardiner, ME. The training had 49 attendees which include prosecutors, law enforcement, and instructors from the Maine Criminal Justice academy. Special guest, John B. Kwasnoski, Professor Emeritus of Forensic Physics at Western New England University, Springfield, MA was the guest presenter during the two-day event.

Project Number: PROJECT NOT IMPLEMENTED IN FFY18
Project Title: Blood Drug Testing Fees
Project Description: In-State blood drug testing is critical for prosecutors to obtain OUI convictions. Outsourcing creates logistical problems as the prosecution has to adhere to Confrontation Clause requirements and obtain out-of-state laboratory personnel and experts to testify. As a result, few drug This project provides funding for the costs of additional lab staffing (chemist or toxicologist) who can analyze blood

samples for drugs at the Maine Health and Environmental Testing Lab and provide expert toxicological or pharmacological testimony for Maine prosecutors as needed. tests are completed on blood for Maine prosecution. The Maine Health and Environmental Testing Lab has state-of-the-art testing equipment and will soon be ready to move forward with creating and implementing blood drug testing regimes that will withstand legal scrutiny. Maine is taking an aggressive stance against drugged drivers by increasing the Drug Recognition Expert and Phlebotomy Technician programs. This project provides funds for testing blood samples at the Maine Test Lab and out of state lab(s) which enhances the prosecutor's ability to withstand challenges by the defense. The experts needed to testify are now readily available and are not cost prohibitive, which results in aggressive prosecution and more favorable outcomes. Estimated 4,000 blood drug tests at \$400 per test.

Project Performance: This project was not implemented in federal fiscal year 2018 due to statutory restrictions. Statute changes are being explored for change in FFY2019.

Project Number: PROJECT NOT IMPLEMENTED IN FFY18
Project Title: DHHS Health and Environmental Testing Lab (HETL) Staff Position
Project Description: This project provides funding for the costs of additional lab staffing (chemist or toxicologist) who can analyze blood samples for drugs at the Maine Health and Environmental Testing Lab and provide expert toxicological or pharmacological testimony for Maine prosecutors as needed.

Project Performance: The MeBHS began working with the DHHS HELT in October 2017 to work out the details of funding for two Chemist staff positions. The position descriptions were written and financial orders were submitted to the Governor's Office for review and approval. Once approved, the DHHS HETL posted the jobs and began interviewing. The project was not implemented before September 30, 2018, but was resubmitted and approved in the FFY19 HSP. Staff have been hired and the positions will be filled in FFY19.

Project Number: ID18-005
Project Title: Impaired Driving Special Prosecutors (IDSP) Positions
Project Description: An IDSP is a member in good standing of the Maine bar with knowledge, education and experience in the prosecution of OUI crimes. The IDSP works directly with selected Maine prosecutorial districts to assist with the prosecution of OUI crimes. The IDSPs in the counties of Cumberland, Androscoggin and Penobscot participated in the State DRE School, the Impaired Driving Summit, and the basic law enforcement academy Standardized Field Sobriety Testing School. Some prosecutors have ridden with local law enforcement to observe impaired driving arrests in person and others have started a state brief bank containing impaired driving related briefs on repeated evidence and trial issues. All the IDSPs have worked closely and

communicate regularly with Maine's TSRP in grappling with some of the issues Maine faces in OUI enforcement and prosecution. This multi-jurisdictional effort has increased the ability of all prosecutors in Maine to more efficiently handle their OUI caseload and understand the complex and technical issues associated with drug impaired driving prosecution. This is especially important in the coming 2018 budget year as Maine becomes the seventh state to implement voter legalized recreational marijuana.

Funds support salary requirements, one computer and the appropriate software license for each participating district, and reimbursement for the IDSPs to attend two out-of-state conferences that will enhance their special knowledge and training. One IDSP from each county will be selected to attend the national TSRP training and the national DRE Conference.

Project Performance: This project funded eight part-time Impaired Driving Special Prosecutors (IDSP) in four counties. The counties that participated in this project were chosen based on impaired-related crash data. These IDSPs were instrumental in helping to reduce the amount of plea agreements and differed dispositions in impaired driving cases. IDSP Chris Chu attended the International Association of Chiefs of Police Annual Training Conference on Drugs, Alcohol and Impaired Driving in August and brought back information to enhance Maine's impaired driving training program. As a result of the IDSP positions, the State has been able to justify maintaining a hard line with drug OUI cases. For instance, there have been cases where the defendant was younger (under 21 y/o), had no significant history, and underwent treatment for substance abuse issues, and the State has insisted on an OUI conviction instead of weighing the equities and agreeing to a plea for a lesser charge instead. IDSPs are often consulted by other prosecutors in their office when they have questions about their OUI cases. IDSP's are routinely consulted regarding the procedure for obtaining hospital blood/hospital records. IDSPs play a very important role in the Impaired Driving Task Force and always bring forth important issues and solutions. This project has allowed special prosecutors to focus on the issue of impaired driving and spend the time need to effectively prosecute impaired driving cases.

Expenditures through December 17, 2018.

Project Title	Source	Project Number	Budget	Expended
Program Management and Operations	S. 402	AL19-001	59,797.32	53,348.00
Regional Impaired Driving Task Force Teams (RIDE)	S. 405d	ID18-015	21,000.00	20,516.24
Maine State Police SPIDR Team	S. 405d	ID18-001	70,000.00	62,525.65
Impaired Driving Roadside Testing Vehicle (RTV) Operational Costs	S. 402	AL18-002	21,000.00	19,219.62
Traffic Safety Resource Prosecutor	S. 405d	ID18-002	242,923.55	242,923.55
Evidence Based Impaired Driving High Visibility Enforcement Campaigns	S. 405d	Various	427,232.16	274,073.88
Specialized Law Enforcement Training (Impaired)	S. 402	AL18-007	24,995.00	22,274.55
Blood Evidence Collection for Maine OUI Investigations	S. 405d	ID18-008	83,375.00	35,574.32
OUI Chemical Testing Evidence Kit Administrative Oversight	S. 402			
Maine Annual Impaired Driving Summit	S. 402	ID18-004	20,000.00	12,772.77
Maine State Police Impaired Driving Coordinator	S. 405d	ID18-003	82,743.44	82,743.44
Law Enforcement Call-Out Reimbursement	S. 402	AL18-003	21,656.51	21,656.51
Judicial Outreach Liaison	S. 405d			
Maine Judicial Education	S. 405d	ID18-007	6,000.00	4,820.26
Maine Prosecutor Training	S. 405d	ID18-006	20,930.24	6,138.13
Blood Drug Testing Fees	S. 405d			
DHHS Health and Environmental Testing Lab (HETL)	S. 405d			
Impaired Driving Special Prosecutors (IDSP)	S. 405d	ID18-005	528,198.93	528,198.93

The projects funded in FFY18 under the Impaired Driving Program were both numerous and well planned. Input from the Impaired Driving Task Force, prior NHTSA program assessments, meeting with partners, and conscientious program management all contributed to the success of meeting our performance target for FFY18. A combined focus on drug-impaired and alcohol-impaired driving is necessary to see further reductions in impaired crashes and fatalities.

Occupant Protection & Child Passenger Safety

Project Number:	OP18-001
Project Title:	Program Management and Operations
Project Description:	Costs under this program area include: salaries, travel (e.g., TSI training courses, in-state travel to monitor sub-grantees, meetings) for highway safety program coordinators, and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, training required of this program, along with CPS educational materials including training dolls, if needed. This project also funds costs associated with the procurement, use, gasoline and repairs, and maintenance of highway safety vehicles and equipment used for occupant protection education programs. Vehicles and equipment include: a loaned truck from the Maine State Police, the CPS trailer, the Convincer and Rollover Simulators.
Project Performance:	The MeBHS Program Coordinators manage program activities specific to increasing seat belt usage by adults and correct restraint usage by children. These activities are intended to decrease unbelted crashes, fatalities and injuries. During FFY18 projects implemented and reported on below were administered by MeBHS.
Project Number:	Various Project Numbers
Project Title:	<i>Click It or Ticket (CIOT)</i> and <i>Buckle Up, No Excuses!</i> High Visibility Enforcement Campaigns
Project Description:	Funds support dedicated overtime enforcement and education costs associated with participation in the NHTSA National Click It or Ticket Campaign (May). This project supports efforts to increase the seat belt usage rate and decrease unbelted passenger fatalities. Selected agencies will be awarded grants following Maine's standard process for contracting.
Project Performance:	In FFY18, the following law enforcement partners conducted 3,816 hours of overtime enforcement, made 6,815 contacts and wrote 3,306 citations for non-use of seat belts during the campaign. This level of participation helped to maintain Maine's observed seat belt usage rate at 88.5%.

Expenditures through December 17, 2018

Subrecipient	Project ID	Award	Expended
Auburn PD	OPB18-050	\$ 13,231.31	\$13,213.31
Augusta PD	OPB18-059	\$ 10,211.88	\$10,026.57
Bangor PD	OPB18-055	\$ 3,300.00	\$2,761.06
Berwick PD	OPB18-010	\$ 3,707.38	\$3,707.38
Brewer PD	OPB18-064	\$ 3,331.00	\$
Bridgton PD	OPB18-056	\$ 2,713.35	\$1,605.27
Brunswick PD	OPB18-047	\$ 2,688.00	\$2,496.00
Bucksport PD	OPB18-051	\$ 1,949.58	\$1,674.56
Cape Elizabeth PD	OPB18-043	\$ 1,255.11	\$ 1,160.48
Caribou PD	OPB18-011	\$ 3,040.87	\$3,040.87
Cumberland PD	OPB18-012	\$ 1,476.87	\$1,417.92
Cumberland County SO	OPB18-040	\$ 16,269.12	\$16,189.90
Dexter PD	OPB18-052	\$ 1,271.80	\$1,033.50
Eliot PD	OPB18-057	\$ 1,551.19	\$1,550.00
Ellsworth PD	OPB18-013	\$ 6,900.00	\$5,664.00
Fairfield PD	OPB18-053	\$ 2,800.00	\$2,448.32
Farmington PD	OPB18-014	\$ 4,254.24	\$4,165.12
Fort Kent PD	OPB18-015	\$ 1,213.88	\$589.32
Gardiner PD	OPB18-016	\$ 2,000.00	\$1,326.88
Gorham PD	OPB18-058	\$ 4,374.00	\$4,183.08
Holden PD	OPB18-054	\$ 1,000.00	\$
Jay PD	OPB18-038	\$ 2,596.08	\$640.00
Kennebec County SO	OPB18-045	\$ 8,320.00	\$7,540.00
Kennebunk PD	OPB18-042	\$ 6,000.00	\$2,198.60
Kittery PD	OPB18-017	\$ 4,650.73	\$3,731.36
Knox County SO	OPB18-018	\$ 3,380.00	\$1,325.20
Lewiston PD	OPB18-019	\$ 12,320.00	\$12,225.54
Lincoln County SO	OPB18-048	\$ 4,940.00	\$4,823.28
Lisbon PD	OPB18-020	\$ 2,920.80	\$1,024.00
Mexico PD	OPB18-041	\$ 3,060.00	\$3,060.00
Monmouth PD	OPB18-021	\$ 1,613.61	\$1,600.00
North Berwick PD	OPB18-060	\$ 2,044.51	\$1,947.96
Norway PD	OPB18-022	\$ 2,480.88	\$8,52.12
Oakland PD	OPB18-049	\$ 1,715.23	\$1,715.23
Old Orchard Beach	OPB18-065	\$ 1,800.00	\$1,641.88
Old Town PD	OPB18-023	\$ 2,800.00	\$1,963.31
Orono PD	OPB18-024	\$ 3,100.00	\$3,100.00
Oxford PD	OPB18-046	\$ 2,550.27	\$2,550.27
Presque Isle PD	OPB18-025	\$ 5,347.91	\$4,871.88
Rockland PD	OPB18-026	\$ 2,483.71	\$2,483.71

Rumford PD	OPB18-027	\$ 2,350.00	\$2,177.92
Sabattus PD	OPB18-028	\$ 3,918.77	\$3,400.00
Saco PD	OPB18-029	\$ 8,000.00	\$
Sagadahoc County SO	OPB18-030	\$ 8,600.00	\$7,234.40
Sanford PD	OPB18-061	\$ 4,000.00	\$3,800.00
Scarborough PD	OPB18-031	\$ 7,069.44	\$7,069.44
Skowhegan PD	OPB18-032	\$ 3,443.79	\$3,443.79
Somerset County SO	OPB18-033	\$ 7,627.20	\$4,739.24
South Portland PD	OPB18-039	\$ 12,658.74	\$2,436.92
Topsham PD	OPB18-034	\$ 4,907.52	\$4,719.52
Waterville PD	OPB18-035	\$ 3,248.00	\$2,981.62
Wells PD	OPB18-062	\$ 5,000.00	\$4,383.17
Westbrook PD	OPB18-036	\$ 5,839.68	\$5,839.68
Wiscasset PD	OPB18-044	\$ 2,523.32	\$395.44
Yarmouth PD	OPB18-063	\$ 1,880.00	\$1,368.16
York PD	OPB18-037	\$ 3,399.00	\$2,993.44

Project Number: OPB18-009
Project Title: Maine State Police TOPAZ Team
Project Description: To increase seat belt compliance and decrease unrestrained fatalities, the Maine State Police Targeted Occupant Protection Awareness Zone (TOPAZ) project is planned to sustain enforcement. The TOPAZ team will be made up of troopers focused on seat belt enforcement in previously identified zones with the highest unbelted fatalities. The annual observational study conducted in the state of Maine has helped the MeBHS determine not only where the unbelted driving is primarily occurring; it has also identified the times at which unbelted driving tends to occur. The MSP TOPAZ team will work the specific days, times and zones and will focus on male pickup drivers and younger drivers.

Project Performance: The primary goal of the Maine State Police with this project is to encourage and increase the use of occupant protection measures and reduce unrestrained fatalities and injuries. During the project, the Maine State Police TOPAZ Team (Troops A, B, C, D, E, F, G, J and the Traffic Safety Unit) conducted 749.5 hours of overtime enforcement, made 2,130 contacts and wrote 795 citations for non-use of seat belts during FFY18.

Project Number: USM18-001
Project Title: Annual Observational Seat Belt Surveys
Project Description: Uniform Guidelines for Highway Safety Program 20 stipulates that states must conduct and publicize at least on statewide observational survey of seat belt use annually, ensuring that it meets current, applicable Federal guidelines. This project funds a contract with a vendor for the MeBHS annual observational and attitudinal surveys.

The survey will be conducted in the two weeks immediately following the May Click It or Ticket enforcement campaign.

Project Performance: The MeBHS contracted with the University of Southern Maine, Muskie School of Public Service, Survey Research Center for both the NHTSA required annual observational survey of seat belt usage, and the optional, but valuable attitudinal survey. Results of those surveys can be found as attachments at the end of this report.

Project Number: CR18-001

Project Title: Child Seats, Supplies, and Educational Materials for Distribution

Project Description: This project supports the purchase and distribution of new child safety seats (convertible, booster, beds) supplies and materials for Maine income eligible families, issued through partner CPS distribution sites. Educational materials for children and caregivers such as brochures, booklets, posters and pictorials explaining Maine's CPS laws, NHTSA booster seat information and federal recommendations for proper booster seat use will be produced and distributed, as needed. The Bureau anticipates adding more partner locations; at least three new distribution and/or inspection locations.

Project Performance: In FFY18, the MeBHS supplied new CPS booklets and pictorials to partner distribution and inspection centers to support caregiver education. More than 967 child safety seats were provided to income eligible children in Maine and more than 740 parents or caregivers received education on proper transportation of children.

Project Number: OPB18-001

Project Title: Child Passenger Safety Technician and Instructor Training

Project Description: This project supported training and certification of new Child Passenger Safety (CPS) technicians and recertification for those with expired credentials. MeBHS anticipates four certification classes and one certification renewal class. In addition, this project funds classes for special needs restraints and busing restraints. Anticipated certification courses will be in each large region of the State of Maine; Bangor in the north, Lewiston in the west, Gorham or Berwick in the south, and Bar Harbor in the east.

Project Performance: In FFY18, the MeBHS offered three new certification trainings in Bangor, Berwick and Lewiston. These trainings resulted in 48 newly certified technicians. The MeBHS and CPS Instructors also offered childcare transportation awareness training to 10 childcare locations around the state.

Project Number: PROJECT NOT IMPLEMENTED

Project Title: Child Passenger Safety 2019 Conference

Project Description: Funds will cover the costs associated with any pre-deposits or contracts for the 2019 Child Passenger Safety Training and Conference that may need to be secured in FFY18. A location will be

determined, and a venue selected through an RFP process. This biennial conference provides training, education and networking for CPS technicians and instructors. There will be CEUs, a CSS check event, and mock car seat sign-offs offered to provide all the necessary recertification requirements. The conference will be during National CPS Week in September 2019, and the location will be selected based on accessibility and size of accommodations, and pursuant to the State of Maine policies for event site selection. It is anticipated that over 130 attendees will register and attend. Prior conferences have been very successful and were modeled after successful conferences in other NHTSA Regions.

Project Performance: During FFY18, an RFP for services was issued for a vendor to supply conference planning resources to the MeBHS for the 2019 CPS Conference. There was no response to the bid and the MeBHS will not be holding a CPS conference in FFY2019.

Project Number: OPB18-001

Project Title: Certified Car Seat Technician/Instructor Continuing Education

Project Description: This project will support an application and selection process to fund up to three CPS Certified Instructors to attend, and report their session attendance, at one of the national conferences; either Lifesavers or the Kidz In Motion Conference. Having CPS Instructors attend the national conferences will keep them abreast of advancements in CPS which in turn will make them more effective as trainers for the Bureau of Highway Safety.

Project Performance: This project was amended to be included in the CPS T&I training project. Three CPS instructors were selected for funding assistance to attend the 2018 Kidz in Motion conference. All three attended and reported back the value of their attendance and what they learned at the training.

Project Number: OPB18-001

Project Title: Childcare Provider/Transporter/Law Enforcement Child Passenger Safety Basic Awareness Training

Project Description: Certified instructors and technicians, together with MeBHS, will provide an updated CPS Basic Awareness Training to be delivered to Department of Health and Human Services licensed childcare providers and transporters and law enforcement officials. This updated training will ensure young passengers are properly restrained during transit by caregivers. The Bureau anticipates educating at least 250 child transporters statewide, as well as conducting two trainings, as scheduled, in the Basic Law Enforcement Training Program at the Maine Criminal Justice Academy. All trainings will require attendee's complete evaluations to help the Bureau assess training effectiveness and suitability.

Project Performance: Please see project OPB18-001 CPST&I Training

Project Number: OP18-002
Project Title: Traffic Safety Educators/NETS Coordinator
Project Description: This project funds one and a half full-time Traffic Safety Educators and a half-time NETS coordinator to provide traffic safety education statewide. The education includes Convincer and Rollover demonstrations, driving simulations and the use of highway safety displays at schools, colleges, health fairs, community centers, and other locations where the targeted demographic can be found. The seat belt education component of this program reaches approximately 4,000 citizens each year and provides education to grades K-12, private businesses and state agencies. In the past, this position has been filled through the RFP process. Funds for travel to state and national conferences/trainings are included in the grant. With the exception of MeBHS' media campaign, this program has been proven to be the most effective tool for reaching school-aged children, young drivers and parents.

Project Performance: FY 2018 was another successful year for the APEMS Traffic Safety Project. Some exciting changes happened to the project including the addition of a half time position to assist the Traffic Safety Educator. Kelly Roderick was chosen for the position as she also took on the role as MAINE NETS COORDINATOR. This new development had a positive effect on the project as Kelly's NETS activities led to an increase in Corporate awareness and interest in the Traffic Safety Project. Her position has also allowed greater coverage for the multiple requests received for the same date. In addition, the new position has allowed for more resources for the same location such as having both the Convincer or Rollover Simulator and Driving Simulator at the same event. Another change to the Traffic Safety Project was taking over responsibility for the housing and scheduling of the BHS DISTRACTED DRIVING SIMULATORS. Through the BHS grant APEMS purchased three new Simulators from Virtual Driving Interactive. In addition, through the grant APEMS purchased new Drunk Driving and Marijuana Impaired Goggles which will be available for loan through our office. During the 2018 Fiscal year, 164 programs for 5,122 participants were conducted. These programs include presentations and demonstrations of either the Seat Belt Convincer, Rollover Simulator and or the Distracted Driving Simulator. Driver training classes continued to be a priority with visits to 74 classes with 1,258 students. Thousands more Middle and High School students participated in our programs with visits to 22 schools during the year. One of the year's highlights was a visit to the St. John Valley Schools of MADAWASKA, FT. KENT, and ST. AGATHA. The enthusiasm among the students was fantastic as was the support of the various principals and staff. Using both the Convincer and Driving Simulator, over 400 participants were reached during our three-day visit to the County. Other school highlights included Rollover demos for 250 Gorham High School students during a two-day school wide safety event. Other successful school visits included BONNIE EAGLE,

BOOTHBAY, RANGELY LAKES, LISBON, POLAND, SKOWHEGAN, BRUNSWICK, VASSALBORO, and EDWARD LITTLE, and DEERING High Schools. Several Colleges were visited with the Convincer and or Driving Simulator including: USM; UMA; EMCC; CMCC; WASHINGTON COUNTY COMMUNITY COLLEGE, COLBY, and THOMAS COLLEGE. Highlights of Corporate and State Government visits included GENERAL ELECTRIC, CROSS INSURANCE, FEDERAL EXPRESS, CMP, JACKSON LABS, MAINE D.O.T. Three days were spent at EMERA in Bangor for over 200 employees during safety training with the Driving Simulators and Convincer. We visited SAPPI PAPER with both demonstrations as well. Numerous Fairs and Festivals were visited including the UNION FAIR, ACTON FAIR, MOXIE FESTIVAL, NATIONAL NIGHT OUT, ST. GEORGE DAY, NORRIDGEWOK LABOR DAY FESTIVAL, WELLS HARBOR FEST and WESTBROOK TOGETHER DAYS. Various community Safety Day events including those in BATH, STANDISH, WESTBROOK, HOULTON, and SANFORD as well as a MAINE EMERGENCY MANAGEMENT were attended, as well as Open-House events in YARMOUTH, BOOTHBAY, WOOLWICH, FREEPORT, and BIDDEFORD. Community Centers that were visited included the YMCA'S OF BOOTHBAY, FREEPORT, BELFAST, BATH, and the SKOWHEGAN COMMUNITY CENTER.

The below is a summary of events and contacts made with this project:

Type of Activity Throughout the State	Number of Locations	Number of Students/Participants
Driver Education	70	1,240
YMCA	5	155
Middle Schools	2	432
High Schools	16	1,408
Post-Secondary Schools	10	313
# of Monthly Meeting	13	37
Other Events (DOT, Fire Department Open Houses, Health Fairs, Public Events, Fairs, etc.)	42	2,088
TOTALS	158	5,636

Project Number: THIS PROJECT WAS NOT IMPLEMENTED

Project Title: Booster Curriculum in Maine Public Schools

Project Description: This science and health education project is facilitated by technicians and site managers/partners to provide for the presentation of the Bureau's existing 30-minute booster curriculum to least 5 Maine school classrooms.

Project Performance: This project was not implemented due to the MeBHS's inability to get reservations into the school's curriculums for booster seat education. Instead, the MeBHS has been able to get into schools for driving age to support distracted and impaired education programs and this is where we have directed our efforts based on our data-analysis of young driver crashes and fatalities.

Project Number: OPB18-002
Project Title: Child Passenger Safety Car Seat Distribution and Tracking Database Updates and Child Passenger Safety Seat Inspection Database Creation and Merger with Distribution Database

Project Description: Funds will continue to support necessary updates and expansion of the existing car seat distribution database; there will be upwards of three anticipated updates/changes/expansions of the existing database. This project also continues the planning, development and maintenance of this database. The database is used to store education/appointment specific data that can be used to highlight general use and misuse of child safety seats. This project was established through a contract/partnership with the University of Southern Maine, Muskie School. For FFY 2018, MeBHS will be required to conduct a Request for Proposal (RFP) before services can be contracted. The RFP will commence upon approval of this project. The Bureau currently has a car seat distribution database to track program participant usage. The database is used to prevent program abuse and offers a greater understanding of high use areas and car seat types distributed. Technicians log particular information into the distribution database; parent names, physical address, county, child name, DOB, weight and height as well as car seat model and serial number issued. Distribution sites do not have an option to record the education provided and information gathered during appointments.

The car seat inspection database project will allow for a controlled means of electronic reporting with 100% data capture. Current car seat inspection reporting is paper based. Using the current paper based reporting method results in lost data capture and no means of data analysis for comparative purposes. If we are able to identify areas of concern during inspections, we will be able to target priority areas for education. The scope of the project is the development of an electronic car seat reporting mobile app with database. The mobile app will be provided to contracted site partners on assigned mobile tablets. The database will be used to store appointment specific data regarding use, misuse, and educational information discussed at the time of inspection.

Completion of the inspection database will lead into the final phase of electronic reporting with electronic reporting of education provided to both distribution sites and inspection stations, with paper reporting discontinuance.

If the Inspection Database is completed in FFY18 the plan is to combine both Inspection and Distribution Databases. The merger will

allow for distribution sites to report their education to families by the same means as inspection stations. This database merger will enable a broader approach for data tracking and cross-referencing, creating a greater level of program effectiveness. This project will be awarded based on Request for Proposal for a vendor. The RFP process will commence upon approval of the HSP. If the Electronic reporting is not completed by FFY 2018 then work will continue before a database merger will be possible.

Project Performance: THIS PROJECT WAS NOT IMPLEMENTED. The MeBHS worked with the Maine OIT to issue an RFP, which was answered by the University of Southern Maine (USM). However, the USM and Maine OIT and AG's office were not able to secure final approval or signatures on the contract resulting from the successful bid. During FFY18, the National CPS Board has instituted an online form that can be used by all CPS technicians. The MeBHS will explore the possible use of this tool.

Project Number: THIS PROJECT WAS NOT IMPLEMENTED
Project Title: Catholic Charities (CC) Interpreter CPS Certification

Project Description: This project will fund partial salaries at Catholic Charities of Maine to provide for at least one staff member to become CPS certified and to provide 6 - 12 educational car seat classes throughout FFY18 to refugee and immigrant families with children, within one month of moving to the State of Maine. There are two large areas of Maine with refugee and immigrant Somalian families, Portland/Westbrook and Lewiston. At least one interpreter will be dedicated to educating the new Somalian families entering Maine in Westbrook and Lewiston.

Project Performance: This project was not implemented. The CPS Coordinator attempted to work with Catholic Charities, but ultimately they were unwilling to accept a grant from the MeBHS for the services described above. Another sub-recipient was not identified in FFY18.

Project Number: THIS PROJECT WAS NOT IMPLEMENTED
Project Title: Access Health Pre-Driver Occupant Protection Education

Project Description: This project targets middle school age children to evaluate seat belt usage, understanding, and compliance. Data shows seat belt usage drops significantly for teens, therefore this program's goal is to prevent that drop-in usage before this group starts choosing not to wear their seat belts. Access Health will recruit and oversee Sub-Grantees who will work directly with schools to conduct MeBHS approved pre- and post-surveys evaluating seat belt usage rates and back seat compliance, provide educational information to children and parents, and work with students to create media and awareness materials. This program is a continuation of the FFY16 Healthy Maine Partnerships project, which could not continue in its original form due to a funding loss for the HMPs. During the project, the Healthy Maine Partners are required to complete a pre- and post survey to assess the effectiveness of their educational campaigns.

Project Performance: During early FFY18, the funding for Access Health agencies disappeared and agencies lost staffing which made it impossible for them to accept grants for traffic safety funded activities. No other sub-recipients were identified.

Project Number: PROJECT NOT IMPLEMENTED AS PLANNED – SEE PAID MEDIA SECTION FOR REPORT ON MEDIA.

Project Title: Media Outreach Targeting Occupant Protection

Project Description: Create PSAs and digit media focused on identified target groups to promote the use of restraints in motor vehicles. PSAs will be developed focusing on target populations including Young Male Drivers (ages 16-34), Mature Drivers (65+), Pre-drivers, Young Drivers, and Parents of children in child restraints, as well as the general population. Participants/speakers in the PSAs will be recruited from the Medical community, Law Enforcement, crash victims, and other groups that are target areas respect and look-up to. When completed, PSAs will be distributed state wide, including all MeBHS partners, Bureau of Motor Vehicle Offices, traditional media outlets, and multiple social media sites.

Also, we will create and distribute school based outreach programs to promote restraint use. We will work with Driver Education to create an outreach program to promote restraint use. We will create informational hand-outs for MeBHS partners to distribute statewide. A range of hand-outs will be developed, including general Occupant Protection information, occupant protection from a medical point of view, and occupant protection for young drivers.

Extra emphasis will be placed on the Young Male Driver (ages 16-34) in this outreach campaign, since this is repeatedly shown to be one of Maine's biggest problem areas for non-restraint use.

Project Performance: This project was not implemented as described. In early FFY18, the MeBHS OP Coordinator position was vacant. The position remains vacant to date. Please see the Media section of this annual report for more information on media activities.

Expenditures as of December 17, 2018

Project Title	Project Number	Fund Source	Award	Expended
Program Management and Operations	OP18-001	402	109,783.04	109,783.04
<i>Click It or Ticket (CIOT) and Buckle Up, No Excuses!</i> High Visibility Enforcement Campaigns	Various	405b	247,128.77	194,530.62
Maine State Police TOPAZ Team	OPB18-009	405b	100,000.00	69,866.74
Annual Observational Seat Belt Surveys	USM18-001	405b	159211.80	159211.80
Child Seats, Supplies and Educational Materials for Distribution	CR18-001	402/405b	72,332.15	54,446.18
Child Passenger Safety Technician and Instructor Training	OPB18-001	405b	43,898.51	37,585.48
Child Passenger Safety Conference				
Childcare Provider/Transport/Law Enforcement Child Passenger Safety Basic Awareness Training				
Traffic Safety Educator	OP18-002	402	158,265.19	158,265.19
Booster Curriculum in Maine Public Schools				
Child Passenger Safety Car Seat Distribution and Tracking Database Updates				
Child Passenger Safety Seat Inspection Database Creation and Merger with Distribution Database				
Catholic Charities (CC) Interpreter CPS Certification				
Access Health Pre-Driver Occupant Protection Education				
Media Outreach Targeting Occupant Protection	*SEE PAID MEDIA SECITON			

Occupant Protection projects funded and implemented in FFY18, including paid media, are necessary to continue education and enforcement designed to increase voluntary seat belt usage. Both education and enforcement are necessary to increase the observed seat belt usage rate to position Maine as a high-rate state. We continue to struggle with Child Passenger Safety technician re-certification and retention. Our projects aimed at both new certification and re-certification training, together with safety seat distribution to income eligible families help to ensure that we are protecting our most vulnerable passengers appropriately.

Traffic Records

A complete traffic records program is necessary for planning, problem identification, operational management, and evaluation of a state's highway safety activities. MeBHS and its partners collect and use traffic records data to identify highway safety problems, select the most appropriate countermeasures and evaluate their effectiveness. The goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system so Maine can address the highest priority highway safety issues. The projects included under this program area are necessary to obtain the most timely and useful data needed to quickly address our traffic safety issues and directly relate to the success of our data-driven traffic safety enforcement projects by allowing us to analyze most current and relevant crash, fatality and injury data to utilize funds appropriately and to adjust quickly and as necessary.

Traffic Records Performance Targets

Target for Crash Timeliness

The target for average crash report timeliness for reports entered into the database is:

Start Date	End Date	Average Number of Days
April 1, 2017	March 31, 2018	6

As of March 31, 2018, the average crash report timeliness was 6.14. The target of 6.0 was not met.

Target for Crash Completeness

The target for crash records with latitude and longitude values entered by the officer is:

Start Date	End Date	Completeness (%)
April 1, 2017	March 31, 2018	66%

As of March 31, 2018, the target for crash records with latitude and longitude values entered by the officer was 65.13. This target was met.

Project Number: TR18-001

Project Name: MeBHS Program Management and Operations

Project Description: Costs under this program area include: salaries, in-state travel to monitor sub-grantees and contractors for highway safety program coordinators, out of state travel for Traffic Records Conference(s) and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program.

Project Performance: The MeBHS Program Coordinators manage program activities specific to Traffic Records Projects During FFY18 projects implemented and reported on below were administered by MeBHS and/or its vendors.

Project Number: TRC18-001

Project Name: Maine Crash Reporting System Upgrades

Project Description: The Maine Crash Reporting System (MCRS) Upgrade project goals are to: update the technical foundation of the system, increase MMUCC compliance of the data collected; and incorporate a common data schema for ease of data transfer between the variety of software programs and agencies that use crash data. The goals of this project are to improve the overall data handling processes, reduce redundancy, reduce data manipulation, minimize human intervention, and improve efficiency throughout the system. This will also create opportunities for increased interoperability with other data systems.

Project Performance: In FFY18, planned maintenance and upgrades, technical support and local law enforcement help desk support were provided for the MCRS. Upgrades and enhancements included increased MMUCC V5 elements for distracted and crash; updated crash report paper form, and standard and adhoc reports, updated XML schema definition and related audit rules to MMUCC V5.

Project Number: TRC18-001

Project Name: E-Citation

Project Description: The E-Citation Data Collection component will develop a law enforcement E-Citation data collection information system. The E-Citation system will support mobile ticketing and issuing of citations via laptop computers. The E-Citation system will be capable of creation, printing, and electronic wireless transmission of ticket data to the centralized E-Citation database. The E-Citation system will comply with the State of Maine E-Citation Data Standard which details the data format and business rules. Data validation will occur at the point of data entry. The Data Standard will be the basis for data exchange with external systems such as any future Violations Bureau citation management system. The E-Citation system will include an interface to the Violations Bureau system for the transfer of electronic citation data. The E-Citation Reporting component will augment the E-Citation Data Collection system by providing a set of standard web-based reports with filtering capabilities. The E-Citation Reporting component will add 15 Standard Reports with the capability to filter on items such as town, law enforcement agency, type of infraction, officer Id, etc. The E-Citation Reporting component will

also provide for a web-based Ad Hoc Reporting capability that will allow users to perform "on the fly" report creation capabilities. The system will allow saving of Ad Hoc reports for future use.

Project performance: In FFY18, this project was implemented with a pilot Troop of the Maine State Police and several municipal and one county law enforcement agency. This project cannot be fully implemented until funding is secured for the authentication certificates required by the Office of Information Technology for non-state agencies to access the CJIS data through the state firewall.

Project Number: PROJECT NOT IMPLEMENTED AS PLANNED

Project Name: Maine CODES Project

Project Description: The Crash Outcome Data Evaluation System (CODES) system gives States and local Safe Community projects information about resources needed to develop capabilities for linking crash, injury outcome, and other traffic records data.

Project Performance: This project was not implemented as planned. The vendor has been unable to get the necessary data and make the necessary linkages.

Project Number: TRC18-001

Project Name: Public Access Reports and Query Tool

Project Description: Maine Crash information is only currently available on a query basis to select State of Maine employees. Some broad crash data reports are published on statewide basis, however specific crash data needs (location specific, trends, and maps) are created for outside requestors via individual inquiries and are custom created by state staff. Many such requests are handled by state agency representatives.

Full data queries are too complex for the casual user and if not developed properly, can easily lead to erroneous data findings. This project would create standard web-based data queries and mapping capabilities that would be structured to provide the user easy to access and accurate information. This project not only improves public access to highway safety information but can lessen the customized data requests now handled by various contacts in the state.

Project Performance: During FFY18, the Public Crash Query Tool was enhanced to simply data requests.

Project Number: USM18-001

Project Description: Electronic Collection of Highway Safety Data

Project Description: It is necessary for the Highway Safety Office to have analyses of crash, fatal, injury and other data made available for the highway safety plan, annual report and for ensuring that funds are being expended appropriately based on problem identification.

Project Performance: Electronic Traffic Records systems such as: FARS, MCRS, e-Citation, CPS Database, Electronic Run-Reporting are used to collect data necessary for the FFY18 HSP and AR. The MeBHS share electronically collected data and receive reports analyzing crash, fatal and injury data for the various reports, and for statewide use in crash analysis. This project used to include CODES, but those outcome linkages have proven difficult to make.

Expenditure as of December 17, 2018

Project		
	Budget	Expended
ME-P-00001 Trauma Registry (No FFY18 Costs)		
ME-P-00004 Online Registration Renewal (State Funded)		
ME-P-00006 MCRS Upgrade	255,000.00	191,000.00
ME-P-00011 E-Citation	245,000.00	125,000.00
ME-P-00014 Maine CODES		
ME-P-00015 Public Access Reports – Traffic	75,000.00	26,250.00
ME-P-00024 Electronic Collection of Highway Safety Data	166,687.28	166,687.28
ME-P-00022 Registration Barcode		
ME-P-00009 Traffic Records Data Warehouse		
ME-P-00010 EMS Public Access/Data Mining		
MeBHS Program Management and Operations		4766.09

Police Traffic Services

Project Number:	PT18-001
Project Title:	Program Management and Operations
Project Description:	Costs under this program area include: salaries, travel (e.g., TSI training courses, in-state travel to monitor sub-grantees, meetings) for highway safety program coordinators, and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program. This project also funds costs associated with the procurement, use, gasoline and repairs, and maintenance of highway safety vehicles and equipment used for occupant protection education programs. Vehicles and equipment include: a loaned truck from the Maine State Police, the CPS trailer, the Convincer and Rollover Simulators.
Project Performance:	During the FFY18, the MeBHS Program Coordinators managed program activities specific to law enforcement including grants for illegal and unsafe speed, law enforcement meetings and trainings, desk and on-site monitoring, and other evaluations. These activities are intended to decrease crashes, fatalities and injuries. During FFY18 projects implemented and reported on below were administered by MeBHS.
Project Number:	2018-18PT
Project Title:	Municipal and County Speed Enforcement
Project Description:	Agencies are awarded funding proportionally based upon the percentage of speed related crashes in their jurisdictions it relates to the total speed-related crashes of their respective county. Selected agencies will receive awards to include the procurement of speed measuring equipment (radar and/or data collection devices) to support their speed enforcement efforts. The radar unit(s) to be selected will vary by agency. The MeBHS will reimburse a portion of the cost of each unit.
Project Performance:	Over the course of the federal fiscal year, the below agencies conducted 592 hours of overtime enforcement patrols, made 1377 contacts, wrote 364 citations, and issued 531 warnings for speeding violations. Some agencies used funds to procure radar or LIDAR

equipment to assist with their enforcement efforts. In all, 14 radar/LIDAR units were procured.

Expenditures through December 17, 2018

Subrecipient	Project ID	Award	Expended
Aroostook SO	PT18-020	\$21,143.33	21,143.33
Auburn	PT18-050	\$12,837.81	12,829.00
Bath	PT18-026	\$1,682.86	840.00
Belfast	PT18-046	\$3,600.00	3,120.00
Berwick	PT18-061	\$3,298.66	3,272.75
Biddeford	PT18-059	\$6,485.00	6,484.24
Brunswick	PT18-074	\$10,000.00	9,999.28
Bucksport	PT18-024	\$2,594.22	1,869.60
Caribou	PT18-042	\$3,222.65	3,036.60
Cumberland County SO	PT18-073	\$37,232.00	37,232.00
Ellsworth	PT18-056	\$3,527.65	2,510.50
Falmouth	PT18-049	\$7,077.18	4,859.56
Farmington	PT18-064	\$4,110.33	4,110.33
Fort Kent	PT18-028	\$1,306.89	565.44
Franklin SO	PT18-055	\$12,805.93	10,469.30
Freeport	PT18-076	\$1,620.00	1,620.00
Gardiner	PT18-058	\$1,000.00	701.64
Gorham	PT18-060	\$6,091.68	6,091.68
Hampden	PT18-072	\$3,492.00	1,689.10
Hancock SO	PT18-033	\$25,140.00	23,176.06
Hallowell	PT18-043	\$6,560.00	5,907.84
Jay	PT18-067	\$2,550.54	1,440.00
Kennebec SO	PT18-065	\$29,000.00	26,585.00
Kennebunk PD	PT18-077	\$4,867.49	4,867.49
Kittery	PT18-052	\$3,988.64	3,892.04
Knox SO	PT18-035	\$11,620.00	8,005.11
Lewiston	PT18-032	\$7,040.00	5,195.32
Lincoln SO	PT18-066	\$9,540.00	9,397.96
Lisbon	PT18-070	\$1,846.66	1,511.96
Monmouth	PT18-054	\$1,723.51	1,723.51
North Berwick	PT18-071	\$2,539.51	2,539.51
Norway	PT18-040	\$2,678.18	2,133.91
Oakland	PT18-075	\$2,132.00	855.00
Old Town	PT18-031	\$4,741.47	4,634.36
Orono	PT18-039	\$2,668.00	2,473.79
Oxford	PT18-069	\$2,244.00	1,958.60

Penobscot SO	PT18-051	\$10,080.00	5,428.38
Portland	PT18-036	\$7,834.00	7,443.09
Presque Isle	PT18-062	\$3,600.82	3,007.72
Rockland	PT18-057	\$1,533.55	1,150.87
Rumford	PT18-023	\$3,400.00	3,396.64
Sabattus	PT18-022	\$5,607.16	5,600.00
Saco	PT18-063	\$8,596.57	8,084.91
Sagadahoc Sheriff	PT18-038	\$10,156.67	9,618.19
Scarborough	PT18-027	\$10,435.06	10,435.06
Skowhegan	PT18-048	\$3,469.79	799.84
Somerset SO	PT18-041	\$21,272.27	16,346.86
South Portland	PT18-068	\$9,114.05	2,664.32
Topsham	PT18-044	\$4,225.92	2,722.12
Waterville	PT18-045	\$6,176.00	6,128.73
Wells	PT18-029	\$7,095.36	7,095.36
Westbrook	PT18-025	\$3,791.09	3,651.60
Wilton	PT18-030	\$2,567.32	2,561.50
Winslow	PT18-047	\$3,800.00	3,400.00
Wiscasset	PT18-053	\$1,097.04	988.60
York	PT18-037	\$6,305.40	6,085.41
York SO	PT18-034	\$32,400.00	15,594.30

Project Number: PT18-021
Project Title: Maine State Police Strategic Area Focused Enforcement (SAFE)
Project Description: This project will support dedicated over-time speed enforcement by Maine State Police Troopers the air wing unit in identified high-crash locations. SAFE locations are determined using the most recent and available crash and fatality data. (Estimated overtime costs of \$120,000.00). This project will also reimburse the Maine State Police for speed measuring devices (10 radar at \$3,000.00 each) to be used in conjunction and support of their focused efforts. Individual radar units were selected based on state procurement rules (bid or master agreement) and will not exceed \$5,000 each.

Project Performance: Over the course of the federal fiscal year, the Maine State Police conducted 2045 hours of overtime enforcement patrols, made 4830 contacts, wrote 3202 citations, and issued 1180 warnings for speeding violations.

Project Number: PT18-002
Project Title: Law Enforcement Liaison
Project Description: The Law Enforcement Liaison serves the highway safety office and the law enforcement community and key partners by encouraging increased participation by law enforcement in HVE campaigns; encouraging the use of DDACTS and other proven countermeasure and evaluation measures; promoting specialized training (SFST, ARIDE, DRE, and the Law Enforcement Blood Tech Program); soliciting input from the MeBHS partners on programs and equipment

needed to impact priority program areas. Funding for this project will support contracted Law Enforcement Liaison costs including hourly wage and related travel expenses. State Highway Safety Offices are encouraged to utilize LELs based on proven improvements in services conducted and supported by LEL's in other states.

Project Performance:

The LEL serves the Maine Bureau of Highway Safety and the Maine law enforcement community, as well as key partners:

A main goal has been to encourage agencies to analyze local and statewide data and requesting overtime funding to address those traffic safety concerns. The MeBHS saw an increase in requests despite the difficulties agencies are having filling details. Unused and returned grant awards continue to be a result of those same difficulties.

The NHTSA encourages the use of Data Driven Approaches to Crime and Traffic Safety (DDACTS). Over the years, various Maine agencies have been involved in three DDACTS classes. At the request of the Region 1 LEL, in FFY18, agency administrators were polled and it was concluded that DDACTS is difficult to manage because of the rural nature of most jurisdictions in Maine.

When the NHTSA intended to expand the crash analysis in Western Maine with Crash Investigation Sampling System (CISS) the LEL was asked to facilitate a meeting to help agencies understand their role. This expanded CISS analysis to Somerset, Piscataquis and Somerset Counties.

The LEL evaluates the latest Maine crash data for use during the next FFY. This information is shared the Maine State Police for their use with the Targeted Occupant Protection Awareness Zones (TOPAZ) and helps determine eligibility for law enforcement agencies to request additional funding with traffic safety problems.

The Maine Bureau of Highway Safety and AAA host an annual Impaired Driving Summit. Getting attendees is difficult with the current staffing problems with most agencies. The LEL encouraged officers to attend the summit whether on their own time or as a representative of their agency and assists locating police attendees to represent Maine at the Rhode Island Distracted Driving Conference.

The LEL remains a vocal participant in Maine's DRE program by participating in trainings. In FFY18, the LEL managed the two-week DRE school at the MCJA.

The LEL coordinates activities - In May Maine hosted the Border to Border media event to kick off the Click it or Ticket campaign. New Hampshire and Massachusetts joined Maine for this event. Several Maine agencies participated including the Maine State Police, the York County Sheriff and several local agencies. This year Life Flight of Maine and the Local EMS also participated in the media event.

In FFY18, the LEL encouraged the *Below 100*, officer safety training to come to Maine. Two agencies, Cumberland and Bangor facilitated the training with great attendance in each. The program also developed instructors for future classes. The *Below 100* will be evaluated and possibly used at the Maine State Police RTT.

The LEL promotes specialized training to Maine agencies that are relevant to various programs, such as Standardized Field Sobriety Testing, Advanced Roadside Impaired Driving Enforcement and the Law Enforcement Phlebotomy Technician Programs and Distracted Driving enforcement methods.

The LEL also participates in the Impaired Driving Task Force, Teen Driver Traffic Safety Task Force, Maine Chiefs' Highway Safety Committee, and the Occupant Protection Task Force the Maine Chiefs' meeting and regional meeting when possible.

The LEL participated in a new Breath Test Site Coordinator program development and training at the Maine Criminal Justice Academy, Bangor and Auburn, and encouraged chiefs and sheriffs to ensure their site coordinators attended the training. Federally funded Intoxilyzer 8000 EN's were monitored as part of the equipment inventory. Additionally, the seventeen ATS variable message speed trailers purchased by the MeBHS we monitored by the LEL in FFY18.

The LEL taught at the Basic Law Enforcement Training Program at the Maine Criminal Justice Academy and developed OUI Checkpoint Training to co-teach with Traffic Safety Resource Prosecutor. The intention is to present the class several locations in Maine to encourage the use of OUI checkpoints. The training has yet to be implemented. The LEL also I promoted the use of the Roadside Testing Vehicle for enforcement and for public awareness events.

The LEL attended the following conferences: these conferences provide updated information about enforcement programs. Just as important, these conferences reinforce networking with LELs and TSRPs from other states.

- a. The National LEL Conference in Maryland
- b. GHSA Conference in Atlanta
- c. IACP DRE Conference in Nashville
- d. Northeast Transportation Safety Conference in Rhode Island
- e. Life Savers Conference in San Antonio

The LEL assists the MeBHS coordinators: occasionally the lack of performance during a grant period or failure to participate properly with the grant presents itself through requests for reimbursement. The LEL is assigned to learn the reason and report back, often with suggestions. I also facilitate agency participation when the agency applies late, failed to complete their application or mistakenly failed to complete the process.

Finally, the LEL writes and coordinates a quarterly newsletter called THE LIAISON.

Project Number: PT18-004
Project Title: Below 100 Police Safety Training
Project Description: The MeBHS would like to sponsor the Cumberland Police Department's hosting of the law enforcement safety training called Below 100. This national program emphasizes five tenets of officer safety; buckle up, slow down, wear your vest (ballistic and traffic safety), know what is important now and complacency kills. This training will put emphasis on seat belt use and vehicle speed and the reasons they are so important to highway safety. This will inspire officers to comply with the tenets and will instill a culture of traffic safety and traffic enforcement by all those who receive the training. Attendees will further appreciate the value of their traffic enforcement efforts.

Project Performance: In FFY18, four classes were held (2 in Southern Manie and 2 in the Bangor area) resulting in 160 officers trained.

Project Number: PROJECT NOT IMPLEMENTED DUE TO BUY AMERICA ACT.
Project Title: Crash Reconstruction Equipment (Cellebrite) and Training
Project Description: Maine, as well as many other states, struggle to get concrete and precise be a factor in many injury and fatal crashes, as detailed earlier in this Plan, but we are mostly unable to support this with absolute data. NHTSA has funded crash reconstruction equipment for the Maine State Police in prior years and this piece of extraction equipment will add value to the overall reconstruction and help provide the state with much needed data. The Maine State Police, Traffic Safety Unit offers crash reconstruction services for all agencies in the State. When mobile phones or tablets are seized from vehicles involved in fatal motor vehicle crashes, the crash Reconstructionist needs to be able to extract valuable information to consider distraction as a cause or factor in the crash. Often, mobile devices are not even seized, and no evidence retrieved, which can be vitally important to a case. Cell phones especially, may often contain crucial data regarding distracted driving and or messages that may help us determine who drivers may be, or indicate drug or alcohol use based on messages they have on the phone. The Traffic Safety Unit does not currently have the capability to analyze mobile devices. The Cellebrite equipment (including all necessary cables), training and first year

maintenance will be approximately \$20,000.00. The Maine State Police will continue to support the program by supporting annual maintenance out of their own budget.

Project Performance: PROJECT WAS NOT IMPLEMENTED. EQUIPMENT WAS NOT PURCHASED.

Expenditures through December 17, 2018

Project Title	Project Number	Fund Source	Budget	Expended
Program Management and Operations	PT18-001	402	51,124.94	51,124.94
Municipal and County Speed Enforcement	Various	402	372,522.41	372,522.41
Maine State Police Strategic Area Focused Enforcement (SAFE)	PT18-021	402	150,000.00	144,022.62
Law Enforcement Liaison	PT18-002	402	94,978.61	94,424.88
Below 100 Police Safety Training	PT18-004	402	3,050.00	2,682.17
Crash Reconstruction Equipment (Cellebrite) and Training				

The projects funded under the Police Traffic Services Program Area directly relate to our success in meeting the stated performance targets for speeding-related crashes. Although not a national priority, illegal and unsafe speeding is a leading cause in most Maine’s crashes and fatalities. Significant funding is awarded for enforcement of laws. Further, the value of the law enforcement liaison is a proven countermeasure by NHTSA to be effective in enhancing partnerships for State Highway Safety Offices.

Motorcycle Safety

Project Number:	PM18-001 and PM18-002
Project Title:	Motorcycle Safety Paid Media Campaign
Project Description:	MeBHS will purchase advertisements in multiple media markets to promote the “Share the Road” concept. The goal of the campaign is to increase awareness of motorcyclists and to educate motor vehicle operators to Share the Road with motorcyclists.
Project Performance:	Share the Road with Motorcycles is a component of Maine’s overall paid media campaign. The following table is an example of the events that were hosted specific to motorcycle safety. To decrease motorcycle crashes and fatalities, we create and purchase radio, television, social and digital media, as well as staff in-person events (see PM18-002). Please see the Paid Media Program Area for information specific to motorcycle safety activities. Having not met our goal of decreasing motorcycle (or un-helmeted) fatalities in FFY18, we will make this a bigger priority for FFY19, as previously discussed.

MAINE MOTORCYCLE RIDES & FESTIVALS

Tuesday, June 19, 2018: Bentley’s Saloon
Saturday, June 14, 2018: Reggae Bike Ride
Saturday, June 23, 2018: Great Falls Brew Fest
Saturday, June 23, 2018: Allagash Street Fair
Saturday, July 21, 2018: Rails, Tales and Ales
Saturday, July 28, 2018: Maine Brewers Guild: Summer Session
Thursday, August 2, 2018: Maine Lobster Festival Steins & Vines
Saturday, August 4, 2018: 4th Annual BACA Ride In
Saturday, August 18, 2018: Craft Brew Races
Sunday, September 9, 2018: UBM Toy Run
Sunday, September 29, 2018: Maine Lakes Brewfest

Project Title	Project Number	Fund Source	Budget	Expended
Motorcycle Safety Paid Media Campaign	PM18-001& PM18-002	402		Part of Paid Media Budget

Pedestrian and Bicycle Safety

Project Number: Contained within PM18-001

Project Title: “Heads Up! Safety is a Two-Way Street” Educational and Media Campaign for Pedestrians

Project Description: The Maine Bureau of Highway Safety, with Maine DOT and designated other partners, will conduct an extensive and targeted public education and outreach campaign aimed at pedestrians and motor vehicle safety. Print materials for pedestrians and drivers will be distributed to businesses and community centers in locations identified by the Maine DOT. The Maine Bureau of Highway Safety will use multiple media venues to promote the Heads Up! Safety is a Two-Way Street Campaign. Media efforts will concentrate in the top 10 community clusters with the highest pedestrian fatality rates: Augusta/Hallowell, Bangor/Brewer, Bath/Brunswick/Topsham, Biddeford/Saco, Camden/Rockland, Lewiston/Auburn, Old Town/Orono, Portland/South Portland/Westbrook, Sanford, Waterville/Winslow. The focus of the media campaign will be to educate the walking and motoring public about pedestrian hazards such as: cell phone and electronic device use for both pedestrians and motorists, not using marked cross walks, law compliance, proper reflective clothing, and impairment. Some activities will include: distributing printed coffee cup sleeves to local coffee shops with pedestrian safety tips; online articles and TV news story announcing campaign launch; developing and implementing roll-outs for each of the 12 communities that have the highest pedestrian-motor vehicle crashes; providing a unique campaign banner for law enforcement agencies in the 12 affected communities and providing a campaign wrap for transit buses in the 10 communities.

Project Performance: The media campaign included two approaches. The first was a broad, statewide campaign with TV, radio, and social media. The second approach geo-targeted those towns and cities identified as having the highest number of pedestrian/motor vehicle fatalities. Our Bureau of Highway Safety Facebook page posted 24 pedestrian safety related articles, receiving 248 likes and 158 shares. In addition, a two-sided information card with driver safety tips on one side and pedestrian

safety tips on the other was developed for law enforcement to use in educating both the walking and driving public. MDOT continued their efforts by conducting a second round of public forums at each location. This provided local citizens and advocacy groups an opportunity to have input on where structural changes would go and what priority they would be worked.

Project Number: Various – see below

Project Title: Targeted Pedestrian-Motor Vehicle Traffic Enforcement

Project Description: The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both pedestrians and motorists. Behavioral pedestrian safety initiatives require improvements in unsafe driver or pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance. Traffic enforcement will focus on the high pedestrian-motor vehicle crash locations across the State of Maine based upon the past three years of data. Notify the public of the campaign; train law enforcement officers on the goals and procedures. Provide overtime funding for enforcement activities

Project Performance: June 13, 2018 was designated as our Project’s Vulnerable User Day. The purpose of this day was for law enforcement to conduct high visibility traffic enforcement aimed at education and enhancing the safety of vulnerable users. Every law enforcement agency designated as having the highest pedestrian-motor vehicle fatality rate within the State, was encourage to participate. Eleven of 16 targeted communities did. Although funding was made available to all these agencies to address their issue, only 6 law enforcement agencies requested funds. But also of note, 5 law enforcement agencies, who were part of the group identified with the highest rates, did not want to use overtime personnel but elected to address this issue on their own. Together, 413 contacts were made, 55 citations were written, and 79 warnings issued using NHTSA s. 402 funds.

Subrecipient	Grant Number	Budget	Expended
Saco PD	PS18-001	\$1,258.93	\$983.15
Westbrook PD	PS18-002	\$1,678.57	\$1,535.12
Bangor PD	PS18-003	\$5,287.50	\$1,539.10
Augusta PD	PS18-004	\$2,769.64	\$2,769.64
Brewer PD	PS18-005	\$2,952.00	\$0.00
Rockland PD	PS18-006	\$839.29	\$426.99
Lewiston PD	PS18-007	\$3,960.00	\$3,652.65
Old Town PD	PS18-008	\$500.00	\$394.32
South Portland PD	PS18-009	\$1,846.43	\$0.00
Maine State Police	PS18-010	\$3,000.00	\$955.39

Project Title	Project Number	Budget	Expended
“Heads Up! Safety is a Two-Way Street” Educational and Media Campaign for Pedestrians	PM18-001		Part of PM18-001
Targeted Pedestrian-Motor Vehicle Traffic Enforcement	Various	\$100,000	\$12,256.36

As a direct result of these pedestrian safety projects and our partnership with the Maine DOT, pedestrian fatalities in Maine decreased significantly from prior years. Education and Enforcement are proven to be effective when used together to change behavior.

Young Drivers

Project Number: SA18-001
Project Title: Young Driver Expo
Project Description: This project will fund AAA of Northern New England to conduct a Young Driver Expo in conjunction with their Dare to Prepare program. The Teen Driver Expo and Dare to Prepare program provide education for young drivers, pre-drivers and parents. National speakers and presenters are sought to discuss and demonstrate topics that appeal to and influence teens and impress upon them the importance of making good driving choices. Past Expositions have been held at the Maine Mall in Southern Maine. Location(s) for this year are TBD by grantee.

Project Performance:

The 2018 Teen Driver Expo attracted hundreds of teens and parents on August 24th at the Maine Mall in South Portland. Upon arrival teens were given “Teen Expo Passports” and their mission was to visit each of the 7 stations where they learned about highway safety by completing an interactive task or quiz. This year’s expo included; Maine BMV Driving Exam and impaired cone course, “So your teen wants a car” by a local Approved Car Buying Partner, AAA’s are you smarter than your teen driver quiz, Impaired Driving Goggles, Maine Bureau of Highway Safety Selfie Station, AT&T’s Virtual Goggles, and the EMS Distracted Driving Simulator. There was a remote live appearance by 104.7 FM radio station. Also, local law enforcement was patrolling the parking lot and issuing “tickets” to any teen they saw wearing their seat belt and those tickets could be redeemed for a AAA t-shirt that promotes safe decisions.

Project Number: PROJECT NOT IMPLEMENTED
Project Title: School Age Demonstrations and New Driver Safety Mini Grants
Project Description: Funds will support grants under \$5,000 for various traffic safety community programs and enforcement activities designed to educate school age and new drivers on the dangers of operating vehicles on Maine’s roadways. Grantees will use a portion of funds to purchase impaired goggles to be used during educational events with the young drivers.

Project Performance: This project was not implemented due to the inability of MeBHS to contract with Healthy Maine partners in FFY18.

Project Number: PM18-002

Project Title: High School (Choices Matter) Speaker Program

Project Description: This comprehensive project will reach young drivers and their influencers (coaches and administrators) in the high-school setting.

Project Performance: The Choices Matter Program is an impactful presentation and interactive event focusing on impairment and distraction. Choices Matter is designed to engage high school students in understanding how one bad decision can impact a lifetime. During FFY18, the Choices Matter Program reaches approximately 1.1 million individuals, students and adults combined. The Choices Matter Program was brought to 107 high schools across the State of Maine, reaching approximately 50,000 students. Interactive displays were set up at 157 high school sporting events throughout the year. Approximately 175,000 individuals were reached during the state tournaments across the state. In addition to being present in high schools and sporting events, the Choices Matter Program also attended various other events across the State of Maine. See below:

Event	Campaign
Acadia Oktoberfest	Festivals
Westbrook Football	Youth Sports
Greely Football	High School Outreach
University of Maine Homecoming	College Sports
Falmouth Football	High School Outreach
Maine High School Class C Football State Championship	High School Outreach
University of Maine Football	College Sports
Maine High School Football State Championships Class A, B, & D	High School Outreach
University of Maine Hockey	College Sports
Maine Cheerleading Regional Championships Class A, B, & C	High School Outreach
Maine Cheerleading Regional Championships Class B, C, & D	High School Outreach
Maine Cheerleading Regional Championships Class A,B,&C	One Text or Call Could Wreck it All
Maine Cheerleading Regional Championship Class B, C, & D (Penobscot, Sumner, Ellsworth, Old Town, Gray-New Gloucester)	One Text or Call Could Wreck it All
Deering High School	High School Outreach
Deering High School	One Text or Call Could Wreck it All
Falmouth High School	High School Outreach
Falmouth High School	One Text or Call Could Wreck it All
Sacopee Valley High School	High School Outreach
Sacopee Valley High School	One Text or Call Could Wreck it All
Thornton Academy High School	High School Outreach
Thornton Academy High School	One Text or Call Could Wreck it All
Windham High School	High School Outreach
Windham High School	One Text or Call Could Wreck it All
Freeport High School	High School Outreach

Maine Cheerleading State Championships Class A, B, C, & D	High School Outreach
Maine Cheerleading State Championship Class A, B, C & D (North Fairfield, Mt. Blue, North Berwick)	One Text or Call Could Wreck it All
Portland High School	High School Outreach
Portland High School	One Text or Call Could Wreck it All
Wells High School	High School Outreach
Wells High School	One Text or Call Could Wreck it All
The Maine Girls Academy	High School Outreach
Girls Hockey Regionals	High School Outreach
The Maine Girls Academy	One Text or Call Could Wreck it All
Girls' Regional Finals, Lewiston : Cheverus/Kennebunk vs. Deering/Portland	One Text or Call Could Wreck it All
Girls' Regional Finals, Lewiston : Greely/Gray New Glouster vs. Lewiston/Monmouth/Oak Hill	One Text or Call Could Wreck it All
Class A Boys Quarterfinal: Falmouth vs. York	One Text or Call Could Wreck it All
Class A Boys Quarterfinal: Greely vs. Fryeburg	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Messalonskee vs. Medomak	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Skowhegan vs. Nokomis	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Lawrence vs. Brewer	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Hampden vs. Gardiner	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: Mt. Desert vs. Winslow	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: John Bapst vs. Waterville	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Presque Isle vs. Orono	One Text or Call Could Wreck it All
UMaine Hockey Senior Night	College Sports
Class B Boys Quarterfinal: Yarmouth vs. Maranacook	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Cape Elizabeth vs. Mountain Valley	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Spruce Mountain vs. Gray-New Gloucester	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Wells vs. Freeport	One Text or Call Could Wreck it All
Class B Boys Qu+B51:D75arterfinal: Westbrook vs. Kennebunk	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Biddeford vs. Brunswick	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Temple vs. Islesboro	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Valley vs. Temple	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Forest Hills vs. Seacoast	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Greenville vs. Rangeley	One Text or Call Could Wreck it All
Class A Boys Quarterfinal: Skowhegan vs. Medomak	One Text or Call Could Wreck it All
Class A Boys Quarterfinal: Nokomis vs. Erskine	One Text or Call Could Wreck it All
Class A Boys Quarterfinal: Cony vs. Camden	One Text or Call Could Wreck it All
Class A Boys Quarterfinal: Hampden vs. Brewer	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Mt. Desert vs. Washington	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: MCI vs. Presque Isle	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Winslow vs. Oceanside	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: Hermon vs. Caribou	One Text or Call Could Wreck it All
Class B Boys Quarterfinal: Hermon vs. Belfast	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: DI-Stonington vs. Ashland	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: Woodland vs. Schenck	One Text or Call Could Wreck it All
Class B Girls' State Championships, Lewiston : Greely/Gray New Glouster vs. Cheverus/Kennebunk	One Text or Call Could Wreck it All
Freeport High School	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Marshwood vs. Lincoln	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Greely vs. Leavitt	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: York vs. Kennebunk	One Text or Call Could Wreck it All
Class A Girls Quarterfinal: Brunswick vs. Falmouth	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: Gould vs. Pine Tree	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: Rangeley vs. Pine Tree	One Text or Call Could Wreck it All

Class C Boys Quarterfinal: Waynelete vs. Boothbay	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: Winthrop vs. Madison	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: Dirigo vs. Richmond	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: Hall-Dale vs. Traip	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Katahdin vs. Machias	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Jonesport-Beals vs. S.Aroostook	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: Shead vs. Katahdin	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: S.Aroostook vs. Jonesport-Beals	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Greater Houlton vs. Schenck	One Text or Call Could Wreck it All
Class D Boys Quarterfinal: Woodland vs. Bangor Christian	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: Freeport vs. Wells	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: Poland vs. Mountain Valley	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: Lake Region vs. Oak Hill	One Text or Call Could Wreck it All
Class B Girls Quarterfinal: Gray-New Gloucester vs. Spruce Mountain	One Text or Call Could Wreck it All
Class AA Girls Semifinal: Bonny Eagle vs. Scarborough	One Text or Call Could Wreck it All
Class AA Girls Semifinal: Gorham vs. South Portland	One Text or Call Could Wreck it All
Class AA Boys Semifinal: Oxford Hills vs. Edward Little	One Text or Call Could Wreck it All
Class AA Boys Semifinal: Windham vs. Portland	One Text or Call Could Wreck it All
Class AA Boys Semifinal: Thornton Academy vs. South Portland	One Text or Call Could Wreck it All
Class AA Boys Semifinal: Bonny Eagle vs. Scarborough	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: Greenville vs. Seacoast	One Text or Call Could Wreck it All
Class D Girls Quarterfinal: Vinalhaven vs. Valley	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Old Orchard vs. Richmond	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Monmouth vs. St.Dominic	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Madison vs. Mt.Abram	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Boothbay vs. Traip	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Narraguagus vs. Calais	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Dexter vs. Fort Kent	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: C. Aroostook vs. Fort Kent	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: George Stevens vs. Houlton	One Text or Call Could Wreck it All
Class C Girls Quarterfinal: Stearns vs. Central	One Text or Call Could Wreck it All
February 20 Class C Girls Quarterfinal: Houlton vs. Piscataquis	One Text or Call Could Wreck it All
Class A Girls Semifinal: Greely vs. Marshwood	One Text or Call Could Wreck it All
Class A Girls Semifinal: York vs. Brunswick	One Text or Call Could Wreck it All
Class AA Girls Semifinal: Edward Little vs. Oxford Hills	One Text or Call Could Wreck it All
Class AA Girls Semifinal: Cheverus vs. Oxford Hills	One Text or Call Could Wreck it All
Class A Boys Semifinal: Westbrook vs. Biddeford	One Text or Call Could Wreck it All
Class A Boys Semifinal: Falmouth vs. Greely	One Text or Call Could Wreck it All
Class D Boys Semifinal: Gould vs. Valley	One Text or Call Could Wreck it All
Class D Boys Semifinal: Seacoast Christian vs. Greenville	One Text or Call Could Wreck it All
Class A Girls Semifinal: Messalonskee vs. Skowhegan	One Text or Call Could Wreck it All
Class A Girls Semifinal: Lawrence vs. Hampden	One Text or Call Could Wreck it All
Class A Boys Semifinal: Cony vs. Hampden	One Text or Call Could Wreck it All
Class A Boys Semifinal: Medomak Valley vs. Nokomis	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: Mattanawcook vs. Penobscot Valley	One Text or Call Could Wreck it All
Class C Boys Quarterfinal: Fort Fairfield vs. Piscataquis	One Text or Call Could Wreck it All
Class B Girls Semifinal: Winslow vs. John Bapst	One Text or Call Could Wreck it All
Class B Girls Semifinal: Presque Isle vs. Hermon	One Text or Call Could Wreck it All
Class B Boys Semifinal: Presque Isle vs. Mt. Desert Island	One Text or Call Could Wreck it All
Class B Boys Semifinal: Winslow vs. Hermon	One Text or Call Could Wreck it All

Class B Girls Semifinal: Freeport vs. Poland	One Text or Call Could Wreck it All
Class B Girls Semifinal: Gray-New Gloucester vs. Lake Region	One Text or Call Could Wreck it All
Class B Boys Semifinal: Yarmouth vs. Cape Elizabeth	One Text or Call Could Wreck it All
Class B Boys Semifinal: Gray-New Gloucester vs. Wells	One Text or Call Could Wreck it All
Class D Girls Semifinal: Temple vs. Rangeley	One Text or Call Could Wreck it All
Class D Girls Semifinal: Vinalhaven vs. Greenville	One Text or Call Could Wreck it All
Class C Girls Semifinal: Richmond vs. Monmouth	One Text or Call Could Wreck it All
Class C Girls Semifinal: Boothbay vs. Madison	One Text or Call Could Wreck it All
Class C Boys Semifinal: Boothbay vs. Winthrop	One Text or Call Could Wreck it All
Class C Boys Semifinal: Hall-Dale vs. Richmond	One Text or Call Could Wreck it All
Class D Girls Semifinal: Deer Isle-Stonington vs. Woodland	One Text or Call Could Wreck it All
Class D Girls Semifinal: S.Aroostook vs. Katahdin	One Text or Call Could Wreck it All
Class D Boys Semifinal: Machias vs. Jonesport-Beals	One Text or Call Could Wreck it All
Class D Boys Semifinal: Woodland vs. Schenck	One Text or Call Could Wreck it All
Class AA Girls Regional Finals: Oxford Hills vs. Edward Little	One Text or Call Could Wreck it All
Class AA Girls Regional Finals: Gorham vs. Scarborough	One Text or Call Could Wreck it All
Class AA Boys Regional Finals: Windham vs. Edward Little	One Text or Call Could Wreck it All
Class AA Boys Regional Finals: Scarborough vs. South Portland	One Text or Call Could Wreck it All
Class A Girls Regional Final: Messalonskee vs. Hampden	One Text or Call Could Wreck it All
Class A Boys Regional Final: Medomak Valley vs Hampden	One Text or Call Could Wreck it All
Class C Girls Semifinal: Calais vs. Dexter	One Text or Call Could Wreck it All
Class C Girls Semifinal: Houlton vs. Central	One Text or Call Could Wreck it All
Class C Boys Semifinal: Mattanawcook vs. Fort Fairfield	One Text or Call Could Wreck it All
Class C Boys Semifinal: George Stevens vs. Fort Kent	One Text or Call Could Wreck it All
Class B Girls Regional Finals: Lake Region vs. Freeport	One Text or Call Could Wreck it All
Class B Boys Regional Finals: Cape Elizabeth vs. Wells	One Text or Call Could Wreck it All
Class A Girls Regional Finals: Greely vs. Brunswick	One Text or Call Could Wreck it All
Class A Boys Regional Finals: Westbrook vs. Greely	One Text or Call Could Wreck it All
Class D Girls Regional Finals: Rangeley vs. Vinalhaven	One Text or Call Could Wreck it All
Class D Boys Regional Finals: Gould vs. Greenville	One Text or Call Could Wreck it All
Class C Girls Regional Finals: Monmouth vs. Boothbay	One Text or Call Could Wreck it All
Class C Boys Regional Finals: Winthrop vs. Hall-Dale	One Text or Call Could Wreck it All
Class D Girls Regional Final: Woodland vs. S. Aroostook	One Text or Call Could Wreck it All
Class D Boys Regional Final: Woodland vs. Jonesport-Beals	One Text or Call Could Wreck it All
Class B Girls Regional Final: Winslow vs. Presque Isle	One Text or Call Could Wreck it All
Class B Boys Regional Final: Mt. Desert Island vs. Hermon	One Text or Call Could Wreck it All
Class C Girls Regional Final: Dexter vs. Houlton	One Text or Call Could Wreck it All
Class C Boys Regional Final: Fort Fairfield vs. George Stevens	One Text or Call Could Wreck it All
Class A Girls State Championship: Hampden vs. Greely	One Text or Call Could Wreck it All
Class A Boys State Championship: Hampden vs. Greely	One Text or Call Could Wreck it All
Class AA Girls State Championship: Gorham vs. Edward Little	One Text or Call Could Wreck it All
Class AA Boys State Championship: Scarborough vs. Edward Little	One Text or Call Could Wreck it All
Class B Girls State Championship: Lake Region vs. Winslow	One Text or Call Could Wreck it All
Class B Boys State Championship: Hermon vs. Wells	One Text or Call Could Wreck it All
Class B Boys Regional Finals: Woodland vs. Greenville	One Text or Call Could Wreck it All
Class A Girls Regional Finals: Monmouth vs. Houlton	One Text or Call Could Wreck it All
Class A Boys Regional Finals: George Stevens vs. Hall-Dale	One Text or Call Could Wreck it All
Boys Regionals Class B: Greely vs. Cape Elizabeth	One Text or Call Could Wreck it All
Boys Regionals Class A: Cheverus vs. Biddeford	One Text or Call Could Wreck it All
Boys Regionals Class A: Lewiston vs. St. Doms	One Text or Call Could Wreck it All

Boys Regionals Class A: Biddeford vs. Lewiston	One Text or Call Could Wreck it All
Boys Regionals Class B: Greely vs. Old Town/Orono	One Text or Call Could Wreck it All
Maine Red Claws NBDL Basketball	Minor League Sports
Speedway 95	Motorsports
Jason Aldean Concert	Concert Campaign
Beech Ridge Motor Speedway	Motorsports
Richmond Karting Speedway	Motorsports
Portland Sea Dogs vs Akron Rubber Ducks	Minor League Sports
Imagine Dragons Concert	Concert Campaign
Wiscasset Speedway	Motorsports
Logic Concert	Concert Campaign
White Snake and Foreigner Concert	Concert Campaign
Oxford Plains Speedway	Motorsports
Winterport Dragway	Motorsports
Bentley's Car Show	Festivals
Foster The People and Paramore Concert	Concert Campaign
Great Falls Brew Fest	Festivals
Allagash Street Fair	Festivals
University of Maine Youth Football Camp	Youth Sports
Bates College Youth Basketball Camp	Youth Sports
Hoops Basketball Camp	Youth Sports
Spud Speedway	Motorsports
Steve Miller Band with Peter Frampton	Concert Campaign
YWCA Summer Camp	Youth Sports
Southern Uprising	Concert Campaign
USM Basketball Camp	Youth Sports
USM Softball Camp	Youth Sports
Camp Sokokis	Youth Sports
Reggae Bike Ride	Motorcycle Rallies
Dispatch Concert	Concert Campaign
Hoops Basketball Camp	Youth Sports
Camp Osprey	Youth Sports
Camp Pineland	Youth Sports
Camp OLEC	Youth Sports
Camp Otter Pond	Youth Sports
Portland Sea Dogs vs Hartford Yard Goats	Minor League Sports
Rails, Tales, and Ales	Festivals
St. Joseph's Baseball Camp	Youth Sports
Gould Academy Elite Soccer Camp	Youth Sports
IMPACT Music Festival Day 1	Concert Campaign
Maine Brewers Guild: Summer Session	Festivals
Wiscasset Speedway	Motorsports
Winterport Dragway	Motorsports
Old Orchard Beach Football Camp	Youth Sports
Gould Academy Elite Boy's Soccer Camp	Youth Sports
UNE Boy's Basketball Camp	Youth Sports
Maine Lobster Festival Steins & Vines	Festivals
Bangor Waterfront - Kid Rock Concert	Concert Campaign
4th Annual BACA Ride In	Motorcycle Rallies
Bangor Waterfront - Keith Urban Concert	Concert Campaign

Husson Girls' Basketball Camp	Youth Sports
UNE Youth Hockey Camp	Youth Sports
Speedway 95	Motorsports
Spud Speedway	Motorsports
WPOR Concert at the Beach	Festivals
Ellsworth Seacoast Soccer Camp	Youth Sports
Bangor Waterfront - Kenny Chesney Concert	Concert Campaign
Beech Ridge Motor Speedway	Motorsports
Craft Brew Races	Festivals
Richmond Karting Speedway	Motorsports
Teen Driving Expo	High School Outreach
Oxford Plains Speedway	Motorsports
Bangor Waterfront - Pentatonix Concert	Concert Campaign
Belfast High School	Choices Matter
Madison Area High School	Choices Matter
Penquis High School	Choices Matter
Katahdin High School	Choices Matter
Hodgdon High School	Choices Matter
UBM Toy Run	Motorcycle Rallies
Maine Lakes Brewfest	Festivals

Project Number: PROJECT NOT IMPLEMENTED AS PLANNED

Project Title: Driver's Education Student and Parent Presentation

Project Description: Maine State Police will work with Driver Education classes, statewide, to provide a standardized presentation or video to be used to educate participants and their parents during the one hour the state requires parents to participate in their child's driver education. The presentation will focus on topics that effect young drivers, trying to reduce fatalities, by focusing on safety issues

Project Performance: This project was not implemented because the MSP were unable to find a suitable bidder for production of the video. This project has been incorporated into the media contract for FFY19 and will be completed in FFY19.

Expenditures as of December 17, 2018

Project Title	Project Number	Source	Budget	Expended
AAA Young Driver Expo	SA18-001	402	\$8,000.00	\$7,134.91
School Age Demonstrations and New Driver Safety Mini Grants				
High School (Choices Matter) Speaker Program	PM18-002	405e	\$565,967.85	\$552,392.59
Driver's Education Student and Parent Presentation				

Teens and new/young drivers are at significant risk of motor vehicle crashes, due to the deadly combination of immaturity and inexperience. These projects were designed to provide direct education to the young driver in settings that they are most comfortable in (with peers). In FFY18, young driver (age 16-19) fatalities decreased by 6 from the year prior. We believe this is a direct result of the implementation of these projects.

Distracted Driving

Distracted Driving Performance Target: Maine will decrease its distracted driver fatalities by 20%, resulting in a target average (2014-2018) of 9. As of December 17, 2018, the number of distracted driver fatalities was 5. Maine is on track to meet this target.

- Project Number:** PM18-001
Project Title: Distracted Driving Campaign PSA, Brochure/Educational Material
Project Description: Working with our media vendor, create a comprehensive distracted driving campaign to include creation and distribution of a distracted driving brochure (based on the USAA brochure no longer available) to help support education and enforcement efforts to reduce distracted driving occurrences.
- Project Performance:** For FFY18, the comprehensive distracted driving media campaign used a variety of media platforms (TV, radio, digital and social ads) to distribute distracted driving messages. One TV PSA “Junkyard” was created, and a TV PSA “Intexticated”, produced by AAA was retagged. Snapchat was used to run two ads and Instagram was used to run pre-roll and carousel PSA’s for distracted driving.
- Project Number:** USM18-001
Project Title: Distracted Driving Observational Survey
Project Description: Cell phone use and texting while driving can degrade driver performance in three ways --visually, manually, and cognitively. Talking and texting while driving has grown in the past decade as drivers take their cell phones into their vehicles. NHTSA’s high-visibility enforcement (HVE) model is a proven technique to change driver behavior and change it quickly, thereby enhancing the effect of traffic laws. HVE combines strong laws, vigorous, highly visible law enforcement activity, targeted advertising that emphasizes the enforcement, and evaluation. Maine intends to use the Connecticut demonstration model to conduct cell phone use.
- Project Performance:** The State of Maine conducted its inaugural distracted driving roadside survey in April 2018. The survey observed a total of 13, 568 drivers within the 80 observation locations across the state. The overall “any use” (hand held, ear device and manipulating) rate across all counties and categories was 6.3 percent. Female drivers had significantly higher use rates than male drivers. The survey concludes cell phone use rate were highest among those deemed to be under 25 years-old and lowest among those judged to be 60 years-old and or older. Driver cell phone use was highest in Somerset County and lowest in Hancock County. The survey data supports a higher distracted driving problem during the weekdays as opposed to

weekend travel. The use rates between varying roadway vehicle types were not statistically significant.

Table 1. Sites Selected by County

County Code	County	N Selected
1	Androscoggin	7
3	Aroostook	5
5	Cumberland	8
7	Franklin	0
9	Hancock	9
11	Kennebec	8
13	Knox	0
15	Lincoln	5
17	Oxford	7
19	Penobscot	6
21	Piscataquis	0
23	Sagadahoc	0
25	Somerset	5
27	Waldo	6
29	Washington	6
31	York	8

Table 8. Phone Use by Age

	% Use			
	Hand Held	Ear Device	Manipulating	Any Use
<i>Under 25</i>	3.5%	0.5%	4.9%	7.9%
<i>25 to 59</i>	4.1%	0.8%	3.3%	6.8%
<i>60+</i>	1.6%	0.3%	0.9%	2.3%

Table 9. Phone Use by Sex

	% Use			
	Hand Held	Ear Device	Manipulating	Any Use
<i>Male</i>	3.3%	0.8%	3.1%	5.9%
<i>Female</i>	4.3%	0.6%	3.1%	6.9%

Table 6. Phone Use by Road Type

Road Type	% Use			
	Hand Held	Ear Device	Manipulating	Any Use
<i>Interstate/Freeways</i>	3.9%	0.4%	2.2%	5.7%
<i>Principal Arterials</i>	3.8%	0.6%	3.2%	6.5%
<i>Other Arterials</i>	3.5%	0.8%	3.2%	6.2%
<i>Collectors</i>	3.7%	0.9%	3.2%	6.3%

Table 7. Phone Use by Vehicle Type

Vehicle Type	% Use			
	Hand Held	Ear Device	Manipulating	Any Use
<i>Car</i>	3.3%	0.7%	3.4%	6.3%
<i>Truck</i>	4.1%	0.8%	3.1%	6.5%
<i>SUV</i>	3.6%	0.6%	2.6%	5.8%
<i>Van</i>	4.8%	0.7%	3.7%	8.1%

Table 5. Phone Use by Type of Day

Type of Day	% Use			
	Hand Held	Ear Device	Manipulating	Any Use
<i>Weekday</i>	4.1%	0.8%	3.5%	7.0%
<i>Weekend</i>	2.6%	0.3%	2.1%	4.4%

Table 4. Phone Use Category by County

County	% Use			
	Hand Held	Ear Device	Manipulating	Any Use
Androscoggin	4.5%	0.1%	2.8%	6.5%
Aroostook	3.6%	0.9%	3.6%	6.3%
Cumberland	3.0%	0.2%	2.3%	5.2%
Hancock	2.3%	1.0%	1.9%	4.0%
Kennebec	3.7%	0.1%	1.3%	4.8%
Lincoln	4.9%	1.5%	4.1%	8.3%
Oxford	4.9%	0.1%	3.4%	8.3%
Penobscot	3.9%	1.3%	4.2%	7.4%
Somerset	4.5%	0.2%	5.2%	8.9%
Waldo	3.4%	1.6%	4.5%	7.2%
Washington	3.5%	0.0%	1.4%	4.1%
York	3.2%	0.2%	2.5%	5.3%

- Project Number: Various Project Numbers
- Project Title: High Visibility Distracted Driving Enforcement
- Project Description: Funding will support overtime details for law enforcement agencies to conduct distracted driving enforcement on I-95, I-295 and designated high crash locations. Each detail will be no longer than four-hours in length and carried out by two officers working in tandem to detect motorists that are driving distracted.
- Project Performance: In FFY18, the following law enforcement partners conducted 10,793.5 hours of overtime enforcement, made 15,364 contacts and wrote 1,920 citations for distracted driving.

Expenditures as of December 17, 2018.

Subrecipient	Project Number	Budget	Expended
Augusta PD	DD18-010	\$ 34,347.48	\$ 34,347.48
Kennebunk PD	DD18-011	\$ 20,160.00	\$ 11,826.84
Orono PD	DD18-012	\$ 10,500.00	\$ 7,451.72
Winslow PD	DD18-013	\$ 7,850.00	\$ 6,500.00
Lewiston PD	DD18-014	\$ 32,120.00	\$ 11,383.01
Bucksport PD	DD18-015	\$ 6,557.36	\$ 3,649.00
Bath PD	DD18-016	\$ 7,647.30	\$ 2,730.00
Skowhegan PD	DD18-017	\$ 11,583.11	\$ 7,339.44
Scarborough PD	DD18-018	\$ 42,921.60	\$ 25,180.90
Sabattus PD	DD18-019	\$ 13,180.72	\$ 5,200.00
Sagadahoc County SO	DD18-020	\$ 28,927.51	\$ 16,924.79
Wilton PD	DD18-021	\$ 7,204.37	\$ 7,176.00
Knox County SO	DD18-022	\$ 19,500.00	\$ 9,331.76
Fort Kent PD	DD18-023	\$ 4,082.85	\$ 1,190.00
Westbrook PD	DD18-024	\$ 19,641.64	\$ 13,175.96
Rumford PD	DD18-025	\$ 8,000.00	\$ 3,028.92
York PD	DD18-026	\$ 4,305.00	\$ 1,071.20
Farmington PD	DD18-027	\$ 14,309.07	\$ 9,566.76
Wiscasset PD	DD18-028	\$ 8,487.12	\$ 2,174.92
Jay PD	DD18-029	\$ 8,420.16	\$ 3,440.00
Caribou PD	DD18-030	\$ 10,227.90	\$ 10,065.65
Franklin County SO	DD18-031	\$ 25,807.18	\$ 11,475.80
Topsham PD	DD18-032	\$ 16,721.92	\$ 10,800.44
Mexico PD	DD18-033	\$ 4,725.00	\$ 4,680.00
Kittery PD	DD18-034	\$ 15,642.65	\$ 15,642.65
Ellsworth PD	DD18-035	\$ 10,000.00	\$ 8,496.00
Somerset County SO	DD18-036	\$ 16,207.80	\$ 6,893.65
Gardiner PD	DD18-037	\$ 6,800.00	\$ 3,067.16
Rockland PD	DD18-038	\$ 8,353.90	\$ 3,054.78
Belfast PD	DD18-039	\$ 17,220.00	\$ 10,320.00
Monmouth PD	DD18-040	\$ 4,320.00	\$ 3,200.00
Lincoln County SO	DD18-041	\$ 4,680.00	\$ 4,384.80
Presque Isle PD	DD18-042	\$ 17,987.59	\$ 8,147.77
Berwick PD	DD18-043	\$ 12,469.69	\$ 10,470.00
Mt. Desert PD	DD18-044	\$ 4,570.72	\$ 1,620.00
Bar Harbor PD	DD18-045	\$ 9,819.39	\$ 3,240.00
Auburn PD	DD18-046	\$ 44,442.73	\$ 44,348.00
Yarmouth PD	DD18-047	\$ -	\$ -
Norway PD	DD18-048	\$ 8,344.40	\$ 1,059.78
Cumberland County SO	DD18-049	\$ 47,935.80	\$ 32,670.00

Waterville PD	DD18-050	\$ 8,352.00	\$ 4,986.72
Gorham PD	DD18-051	\$ 6,560.40	\$ 3,616.51
Lisbon PD	DD18-052	\$ 5,004.10	\$ 3,174.01
South Portland PD	DD18-053	\$ 42,577.44	\$ 6,428.73
Bridgton PD	DD18-054	\$ 9,060.00	\$ 4,252.40
North Berwick PD	DD18-055	\$ 6,876.68	\$ 3,478.20
Maine State Police	DD18-056	\$ 101,828.00	\$ 85,929.95
Oxford PD	DD18-057	\$ 8,577.79	\$ 3,951.92
Hampden PD	DD18-058	\$ 5,820.00	\$ 707.06
Oakland PD	DD18-059	\$ 5,769.13	\$ 360.00
Damariscotta PD	DD18-060	\$ 4,267.00	\$ 1,177.28
Eliot PD	DD18-061	\$ 5,217.38	\$ 2,419.96
Old Orchard Beach PD	DD18-062	\$ 5,341.52	\$ 1,760.04

Expenditures as of December 17, 2018

Project Title	Project Number	Source	Budget	Expended
Distracted Driving Campaign PSA, Brochure/Educational Material	PM18-001	402/405e	\$199,496.00	\$199,496.00
Distracted Driving Observational Survey	USM18-001	405e	\$86,892.00	\$86,892.00
High Visibility Distracted Driving Enforcement	Various Numbers	s. 405e	\$813,159.29	\$498,567.96

In FFY18, we conducted our first distracted driving observational survey to set a baseline for future measurement and to ensure that enforcement efforts are directed to the correct focus groups and in the locations most likely to realize results. The survey was after the enforcement period for FFY18, but the results will be shared with and used by enforcement agencies (and our media contractor) for FFY19.

Mature Drivers

Senior Drivers Performance Target: Maine will decrease its senior driver fatalities from a baseline (2011-2015) value of 20 to a target value of 18 by December 31, 2018. As of December 17, 2018, the number of drivers aged 65 and over that have died in motor vehicle crashes is 23. We are not on target.

Project Number: PROJECT NOT IMPLEMENTED AS PLANNED

Project Title: “Are You ABLE” Educational Campaign for the Aging Road User

Project Description: As a group, the aging road user is a generally safe driver, with high safety belt use and few citations. Over these past couple of years, Maine has continued to see an increasing trend in aging road user crashes. Questions regarding their ability to drive safely need to be asked. Because restricting their driving independence is an emotionally charged subject, the best person to have this conversation with the aging road user is their family and health care professional. Although unsafe driving may be an uncomfortable subject, these centers of influence have the best chance to help these older adults weigh driving, i.e., drive less, avoid certain road conditions, or stop driving altogether. Center of influence are also in the best position to surmise whether the aging road user has a medical issue, improper medication usage, or a reduced physical function that can increase their risk of a crash or injury. To assist these centers of influence in discussing driving issues, they must have information on the effects that certain medications or medical conditions may have on aging road user’s vision, cognitive skills, and motor functions. Strategy: Have Maine General Health develop and distribute brochures to community centers, health professionals, town offices, etc. so that families and health care providers can obtain and use them when addressing sensitivities and impairments that occur from the aging process.

Project Performance: PROJECT NOT IMPLEMENTED AS PLANNED IN FFY18. PROJECT RE-APPROVED IN FFY19 HSP. Maine General Health is committed to completing this project but due to retirements of several of the project leaders, only preliminary meetings have been conducted and no funds were used. This project has been reapproved in the FFY19 HSP. Implementation of this project will benefit our overall highway safety plan and our target of reducing mature driver crashes and fatalities by specifically focusing on education of both mature drivers and their families by trusted individuals such as doctors, nurses and other care-givers.

Project Title	Project Number	Budget	Expended
“Are You ABLE” Educational Campaign for the Aging Road User			

Paid and Earned Media

Paid Advertising Performance Target: this target is a maintenance target. The three-year alternative baseline method shows an average decrease from the previous three baseline periods to the corresponding comparison year of 15%. Maine will attempt to hold the rate of media recall to the baseline (2013-2015) of 47% for the year 2018. In the Fall of 2018, the overall media recall rate for MeBHS paid and earned media was 42%. We are not on track to meet this goal.

Paid and Earned Media Program Area Projects:

Project Number: PM18-001
Project Title: Statewide Strategic Media Plan (Paid Media)
Project Description: This project will fund paid media (television, radio, print, digital, social) associated with all the MeBHS program priorities and NHTSA High Visibility Enforcement campaigns. Expenses include campaign development, retagging of PSA's, purchase of radio, television, social and print media and production of new PSA's.
Project Performance: **The following is a breakdown of total media (TV, radio, digital, social advertising) dollars spent in FFY2018 by project:**

Occupant Protection	\$52,189
Impaired Driving	\$51,845
Motorcycle	\$33,999
Speed	\$64,632
Distracted Driving	\$199,496
Teen – OP	\$86,795
Teen – DD	\$38,804
Bike/Pedestrian	\$27,265
Move Over	\$22,920
Mature Driver	\$26,997
CPS	<u>\$52,315</u>
Total Media Spent	\$657,257
Total FREE Media*	\$567,026

*This additional bonus media was negotiated by NL Partners into the media buy.

The following is a breakdown of TRPs (Total Rating Points) for FFY2018:

TV Paid	2372
TV FREE	2190
Radio Paid	1306
Radio FREE	1306
Digital Paid	2429
Digital FREE	809
Social Ads Paid	1711
Total Paid	7818
Total FREE	4305

The following is a list of projects completed in FFY2018:

Occupant Protection

Pre-roll (1)
Instagram Ad (2)
Digital (1)

Impaired

Pre-roll (1)
Radio – Retag NHTSA (1)

Motorcycle

Radio (1)

Speed

Radio – Retag NHTSA (1)

Distracted Driving

TV PSA – “Junkyard”
TV PSA – Retag “Intexticated” (produced by AAA)
Instagram Ad (1)
Snapchat Ad (2)

Teen

TV PSA – “Did You Know”
Radio PSA – “Excuse Me”
Instagram Ad (2)
Snapchat Ad (2)

Bike/Pedestrian

Radio PSA – “Summer”

Child Passenger Safety

TV PSA – “You’ll Never Forget”
Pre-roll (1)

Move Over

TV PSA – “They’re Out There”

General

Critical Insights Tracking Survey – Fall '17

Critical Insights Tracking Survey – Spring '18

The following is a summary of Social Media for FFY2018:

- Facebook followers increased by 3,763 (371%)
- Nearly 400 posts to both Facebook and Twitter

Facebook Post Highlights:

- (2) Distracted Driving Facebook Boosts
- Posted 3/26/18 Boosted 4/18/18
 - Reached: Organic 262,497; Paid 99,135
- Posted/Boosted 9/7/18
 - Reached: Organic 17,347; Paid 237,530
- (1) Occupant Protection Facebook
- Posted/Boosted 8/31/18
 - Reached: Organic 1,604; Paid 168,161

Snapchat:

- Project: Distracted Driving
- Ran 10 campaigns; geo-targeted to 11 key geographies

Instagram:

- Ran pre-roll and carousel PSAs for Impaired, Occupant Protection, Teen and Distracted Driving

Project Number: PM18-002

Project Title: Statewide Sports Marketing Campaign

Project Description: This project will support educational events and advertising at sporting venues. Motorcycle safety, impaired driving, seat belt, distracted driving, and pedestrian safety will be addressed via public service announcements, signage, informational displays, and personal interaction with the public using local law enforcement and MeBHS staff during You've Been Ticketed and Share the Road with Motorcycle events. Funds will also be used for educational events and advertising at sporting venues that are frequented by sports enthusiasts.

Project Performance:

The MeBHS continued its partnership with Alliance Highway Safety to reach many age appropriate (demographic) sports fans and audiences throughout the state. Targeted venues included:

- Maine Red Claws NBDL Basketball
- Speedway 95
- Jason Aldean Concert
- Beech Ridge Motor Speedway

- Richmond Karting Speedway
- Portland Sea Dogs vs Akron Rubber Ducks
- Imagine Dragons Concert
- Wiscasset Speedway
- Logic Concert
- White Snake and Foreigner Concert
- Oxford Plains Speedway
- Winterport Dragway
- Bentley's Car Show
- Foster The People and Paramore Concert
- Great Falls Brew Fest
- Allagash Street Fair
- University of Maine Youth Football Camp
- Bates College Youth Basketball Camp
- Hoops Basketball Camp
- Spud Speedway
- Steve Miller Band with Peter Frampton
- YWCA Summer Camp
- Southern Uprising
- USM Basketball Camp
- USM Softball Camp
- Camp Sokokis
- Reggae Bike Ride
- Dispatch Concert
- Hoops Basketball Camp
- Camp Osprey
- Camp Pineland
- Camp OLEC
- Camp Otter Pond
- Portland Sea Dogs vs Hartford Yard Goats
- Rails, Tales, and Ales
- St. Joseph's Baseball Camp
- Gould Academy Elite Soccer Camp
- IMPACT Music Festival Day 1
- Maine Brewers Guild: Summer Session
- Wiscasset Speedway
- Winterport Dragway
- Old Orchard Beach Football Camp
- Gould Academy Elite Boy's Soccer Camp
- UNE Boy's Basketball Camp
- Maine Lobster Festival Steins & Vines
- Bangor Waterfront - Kid Rock Concert

- 4th Annual BACA Ride In
- Bangor Waterfront - Keith Urban Concert
- Husson Girls' Basketball Camp
- UNE Youth Hockey Camp
- Speedway 95
- Spud Speedway
- WPOR Concert at the Beach
- Ellsworth Seacoast Soccer Camp
- Bangor Waterfront - Kenny Chesney Concert
- Beech Ridge Motor Speedway
- Craft Brew Races
- Richmond Karting Speedway
- Teen Driving Expo
- Oxford Plains Speedway
- Bangor Waterfront - Pentatonix Concert
- Belfast High School
- Madison Area High School
- Penquis High School
- Katahdin High School
- Hodgdon High School
- UBM Toy Run
- Maine Lakes Brewfest

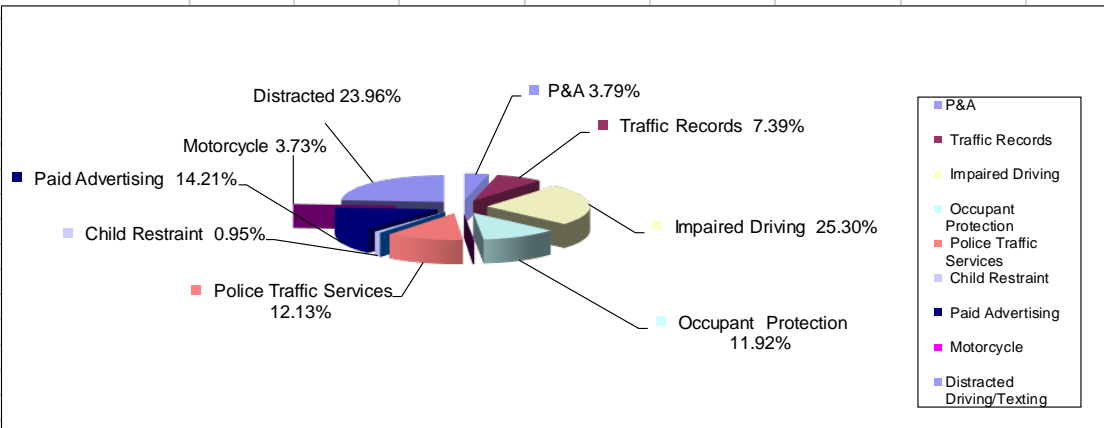
The marketing program used highway safety messages, such as *Click It or Ticket*, *Share the Road*, *One Text or Call Could Wreck It All*, and *Drive Sober, Maine*. Audiences were addressed audibly through public address announcements, visually through venue billboard signs and website banners, and interactively through on-site presence and personal connection at the different venues.

Project Title	Project Number	Source	Budget	Expended
Statewide Strategic Media Plan (Paid Media)	PM18-001	402	877,255.99	864,722.11
Statewide Sports Marketing Campaign	PM18-002	402	565,967.85	552,392.59

NHTSA has long recognized paid and earned media as an essential component to a successful highway safety plan. The MeBHS works with our vendor to ensure that we effectively utilized resources for the biggest highway safety concerns and direct messaging toward our most concerning traffic safety problems. An significant overall reduction in motor vehicle fatalities in FFY18 proves that paid media programs are effective when used in conjunction with other proven countermeasures.

FFY2018 Financial Summary of Expenditures

FFY18 Summary of Expenditures as of 12/17/18								
	402	405b	405c	405d	405e	405f	Total	% of Total
P&A	\$ 207,782						\$ 207,782	3.79%
Traffic Records	\$ 4,766		\$400,260				\$ 405,026	7.39%
Impaired Driving	\$ 129,271			\$ 1,257,011			\$ 1,386,283	25.30%
Occupant Protection	\$ 249,285	\$ 403,639					\$ 652,924	11.92%
Ped/Bicycle Safety	\$ 12,256						\$ 12,256	0.22%
Police Traffic Services	\$ 664,777						\$ 664,777	12.13%
Safe Communities	\$ 7,135						\$ 7,135	0.13%
Child Restraint	\$ 33,226	\$ 18,704					\$ 51,930	0.95%
Paid Advertising	\$ 778,946						\$ 778,946	14.21%
Motorcycle	\$ -					\$ -	\$ -	0.00%
Distracted Driving/Texting	\$ -				\$ 1,312,757		\$ 1,312,757	23.96%
TOTAL	\$2,087,446	\$422,343	\$400,260	\$1,257,011	\$1,312,757		\$5,479,817	100.00%



Attachments

Maine Driver Awareness Survey

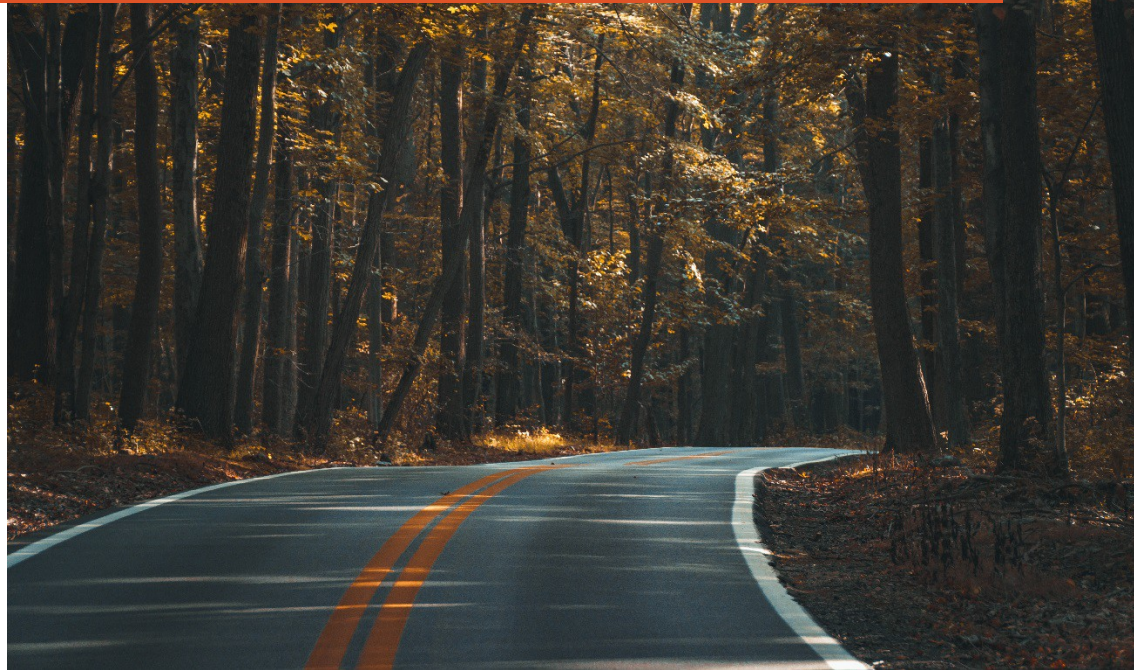
Safety Belt Use in Maine 2018

Night Seat Belt Use in Maine, June 2018

Distracted Driving: Cell Phone Use in Maine 2018

2018

Maine Driver Awareness Survey



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Muskie School of Public Service
University of Southern Maine
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Prepared for

Maine Bureau of Highway Safety

The authors wish to acknowledge Preusser Research Group, Inc., which conducted analysis and wrote reports for previous iterations of the Maine Driver Awareness Survey (2011 to 2016). Findings from their reports have been included in this one in order to provide historical context to current findings.

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Executive Summary

This report summarizes the findings from Maine's 2018 Driver Awareness Survey. This survey has been conducted annually for a number of years and is intended to measure drivers' awareness of and adherence to seatbelt, speeding, and impaired driving laws and to measure the frequency of talking and texting with a hand-held cell phone while driving.

Seatbelts

- Ninety-five percent (95%) of survey participants reported that they *always* or *nearly always* use their seatbelts. Rates were lower for males, those ages 26 to 34, those who drove more than 15,000 miles last year, and males who primarily drove pickup trucks.
- The proportion who reported using a seatbelt increased from 2011 to the present but the 2018 rate did not increase from the 2017 rate.
- Forty-five percent (45%) of participants reported that they had seen or heard about extra enforcement of seatbelt laws within the last 60 days.
- Forty-one percent (41%) of those who reported hearing about enforcement said they heard the message through TV, followed by 31% who reported hearing on radio, and 19% who heard via newspaper.
- Forty percent (40%) of participants reported that they believed they would *always* or *nearly always* get a ticket if they did not wear a seatbelt. This belief was stronger for females and decreased with the number of miles traveled.
- The proportion who believed they would get a ticket if they did not wear a seatbelt increased over the years of this study, from 34% in 2011 to 40% in 2018.
- Hearing about enforcement has an indirect effect on seatbelt use, at least for males. Males who hear about enforcement are more likely to think driving unbelted will result in a ticket, and males who believe a ticket is likely are more likely to buckle up.

Impaired Driving

- The majority of participants (87%) reported never driving within two hours of drinking over the past 60 days, 8% reported doing so one or two times, and 5% reported doing so three or more times. Rates were lower for females, especially those who drove fewer than 10,000 miles the previous year, as well as for participants from the Rumford location. Rates decreased after age 34.
- Sixty percent (60%) of participants reported that they had seen or heard about extra enforcement of impaired driving laws within the last 60 days. At 72%, those ages 25 years of age and younger were the most likely to have heard something, while those 50 to 59 years of age were the least likely, at 53%.
- Forty-nine percent (49%) of participants reported that they believed they would *always* or *nearly always* be arrested if they drank and drove. This belief was stronger for females, decreased with age, and decreased with the number of miles traveled.

- Hearing about enforcement has an indirect effect on drinking and driving. Those who hear about enforcement are more likely to think drinking and driving will result in arrest, and those who believe arrest is likely are less apt to drink and drive.

Speeding

- Twelve percent (12%) of survey participants reported that they always or nearly always speed. Rates were lower for females and decreased with age.
- Fifty-two percent (52%) of participants reported that they had seen or heard about extra enforcement of speeding laws within the last 60 days. The rate was higher for those 60 years of age and older as well as for those 25 years of age and younger.
- Thirty-three percent (33%) of participants reported that they believed they would *always* or *nearly always* get a ticket if they drove over the speed limit. This belief was stronger for females, especially those who drove fewer than 10,000 miles in the previous year, and decreased with age.

Distracted Driving

- Twenty-nine percent (29%) of survey participants reported that they *sometimes*, *nearly always*, or *always* talk on a hand-held cell phone while driving. This rate was lower for those age 60 and older and increased with the number of miles driven.
- The proportion who reported talking on a cell phone decreased over the years of the study, from 41% in 2011 to 29% in 2018.
- Eleven percent (11%) of participants reported that they *sometimes*, *nearly always*, or *always* text on a hand-held cell phone while driving. This rate decreased with age and increased with number of miles driven.
- The proportion of those who reported texting on a cell phone while driving remained relatively stable from 2011 to 2018 and saw no change between 2017 and 2018.

Introduction

This report summarizes the findings from Maine's 2018 Driver Awareness Survey. This survey has been conducted annually for a number of years and is intended to measure drivers' awareness of and adherence to seatbelt, speeding, and impaired driving laws and to gauge drivers' perceptions of law enforcement efforts around each of these issues. From 2012 to 2016, 69% of all Maine driver fatalities involved risky behavior related to at least one of these three areas—driving unbelted, speeding, and driving under the influence—making these areas logical focal points for the Bureau of Highway Safety (BHS).

Decreasing risky driving behaviors requires at least three critical elements. First, it requires laws prohibiting the behavior. Since 2007, when Maine enacted a primary seatbelt law, this element has been in place for each of the aforementioned behaviors. Drivers who are not wearing seatbelts may be pulled over for that infraction regardless of whether additional laws were broken, unlike secondary seatbelt laws.

Another critical element is enforcement; laws only work when they are enforced. While law enforcement agencies are committed to upholding traffic laws, many agencies are understaffed and face competing demands for agents' limited time and attention. Recognizing this challenge, the National Highway Traffic Safety Administration (NHTSA) and the BHS distribute grant funds to agencies willing to participate in special enforcement details. This funding allows for extra enforcement around the targeted behavior.

A third critical element is awareness. Enforcement works not because all violators are stopped and ticketed but because some are, and the awareness of the possibility acts as a deterrent for others. The BHS has a number of public safety campaigns designed to bring awareness not only to the danger of the risky driving behavior but to the likelihood of being stopped by law enforcement and the ensuing consequences as well. The Driver Awareness Survey measures the effectiveness of these campaigns and gathers data on the frequency with which drivers engage in the risky behaviors targeted by the campaigns.

In addition to the three behaviors discussed above, the survey also measures the frequency of two types of distracted driving—talking on a hand-held cell phone and texting/emailing on the same. While statistics for distracted driving are harder to come by, evidence suggests that these behaviors are related to an increasing number of injuries and fatalities. Maine law currently allows drivers to talk on mobile devices while driving (provided the driver is 18 years of age or older) but prohibits them from using mobile devices for any type of text messaging. The Driver Awareness Survey gathers information about the frequency of both of these behaviors.

NOTE: *Previous versions of this survey (2011 to 2016) were analyzed and summarized by Preusser Research Group, Inc., and the results of those surveys have been included in a number of tables in this report in order to provide readers with a snapshot of how survey responses have changed over time.*

Methodology & Limitations

This survey was conducted at eight of the thirteen Bureau of Motor Vehicle locations across the state. These eight locations (Augusta, Bangor, Ellsworth, Kennebunk, Portland, Rockland, Rumford, and Scarborough) were chosen for their representativeness—together they serve urban, suburban, and rural populations.

The survey was conducted with professional interviewers from the Muskie School's Survey Research Center. Interviewers spent two to three days at each location, approaching individuals and explaining that they were there to help the Maine Bureau of Highway Safety learn more about people's driving habits and attitudes. Once interviewers ascertained that individuals held a valid Maine driver's license, they invited them to participate in the survey. Individuals were instructed not to place any identifying information on the survey and to return the completed survey to the interviewer. Most people (an estimated three-fourths) completed the survey. A total of 1,740 completed surveys were collected.

Surveys were conducted from June 19 to July 6, beginning about 2 weeks after the end of Maine's seatbelt awareness campaign, which ran from Memorial Day through June 3. The survey asked participants whether they saw or heard about extra enforcement of seatbelt laws *within the past 60 days*. Thus, the timing of the survey increased the likelihood that participants would have heard about extra enforcement.

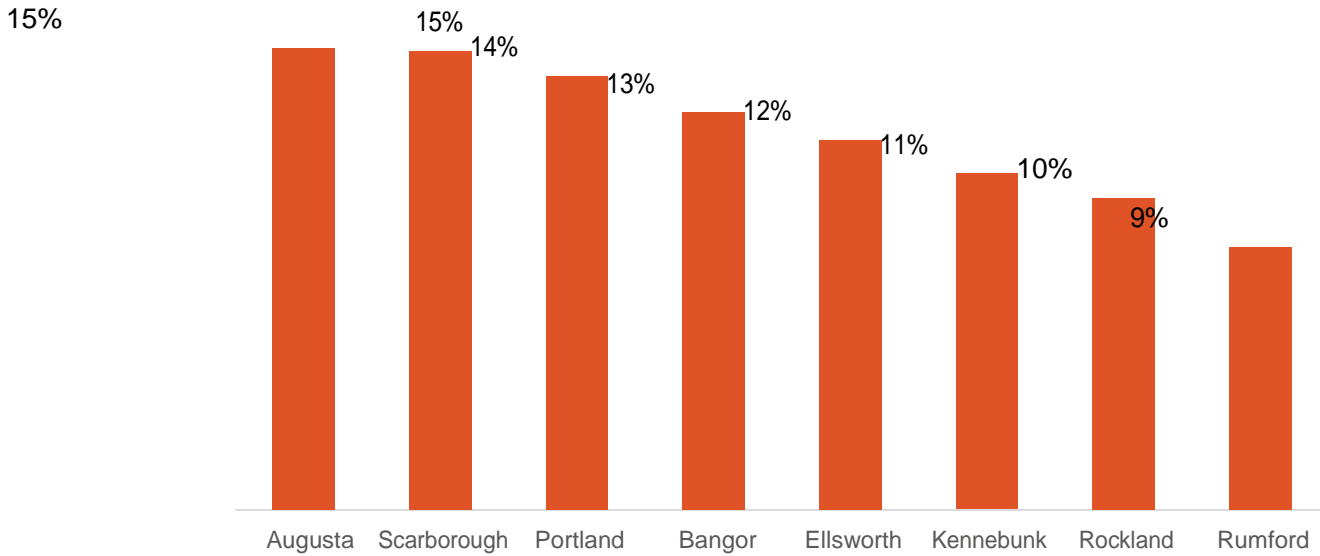
The survey asked participants a number of demographic and descriptive questions as well as questions related to seatbelt use, drinking and driving, speeding, and distracted driving. It was one page in length and contained a total of 17 questions. The current survey is identical to the survey administered in 2017 and similar to previous surveys. (A copy of the current survey can be found in the Appendix of this report.)

One of the limitations of this research lies with the challenge of obtaining a representative sample. While eight of the state's thirteen BMV offices were selected for participation, a large portion of Maine is not served by a fixed BMV office, relying instead on scheduled visits from a mobile unit. It was not practical to include the areas served by mobile units in this survey; as a result, the findings may underrepresent those who live in more rural areas of the state.

The voluntary nature of the survey is another factor that influences its representativeness. While the survey was offered to everyone, not everyone chose to participate. Those who did take part in this voluntary survey—a prosocial behavior—might be more likely to abide by the laws that govern society's roadways. If this is the case, the survey may underrepresent those who do not abide by these laws. While this drawback exists with any voluntary survey, it nevertheless bears mentioning here.

Findings

Surveys were distributed at eight different locations across the state of Maine, including Augusta, Bangor, Ellsworth, Kennebunk, Portland, Rockland, Rumford, and Scarborough. Of these locations, Augusta accounted for the largest proportion of the total number of surveys, at 15%, while Rumford accounted for the smallest, at 9%. A total of 1,740 people participated from all locations.

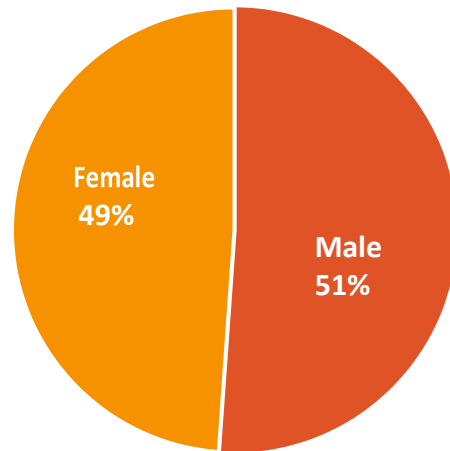


Demographics & Descriptives

Survey participants were asked to identify their gender and age, provide an approximation of how many miles they drove the previous year, and to report the type of vehicle they drove most often.

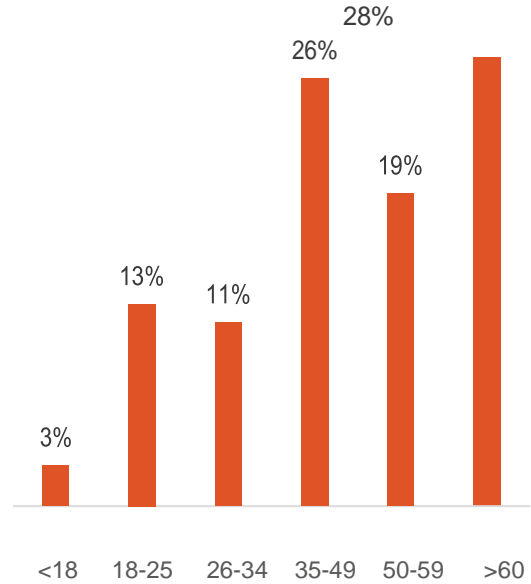
Gender

Almost all survey participants (99.3%) answered this question. Of those who answered, 49% indicated they were female, while the remaining 51% indicated they were male.



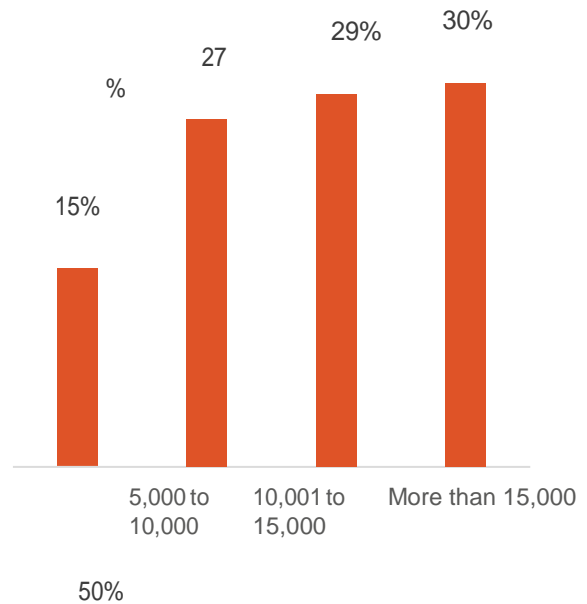
Age

Almost all survey participants (99.7%) provided an answer to this question. Of those who answered, the largest proportion (28%) were 60 years of age or older, followed by those 35 to 49 years of age at 26%, and those 50 to 59 years of age at 19%. Those 18 to 25 made up 13% of the survey sample, those 26 to 34 made up 11%, and those younger than 18 years of age made up 3% of the sample.



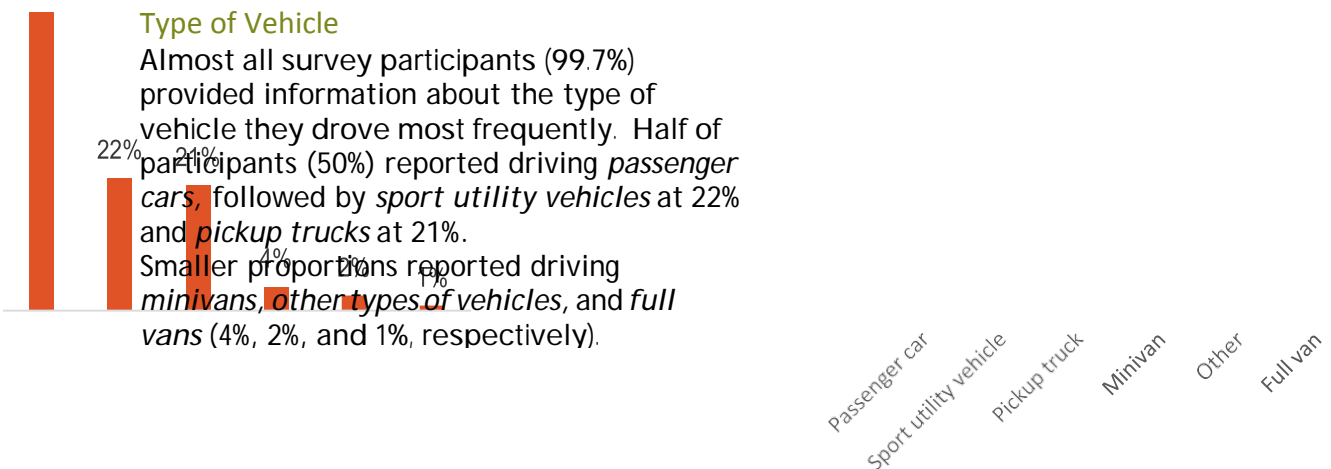
Miles Driven

Almost all survey participants (99.7%) provided information about the number of miles driven the previous year. Of those who did, the largest proportion (30%) reported driving more than 15,000 miles the previous year, followed closely by those who drove 10,001 to 15,000 miles per year at 29%, and those who drove 5,000 to 10,000 at 27%. A smaller proportion, 15%, reported driving fewer than 5,000 miles per year.



Type of Vehicle

Almost all survey participants (99.7%) provided information about the type of vehicle they drove most frequently. Half of participants (50%) reported driving *passenger cars*, followed by *sport utility vehicles* at 22% and *pickup trucks* at 21%. Smaller proportions reported driving *minivans*, *other types of vehicles*, and *full vans* (4%, 2%, and 1%, respectively).



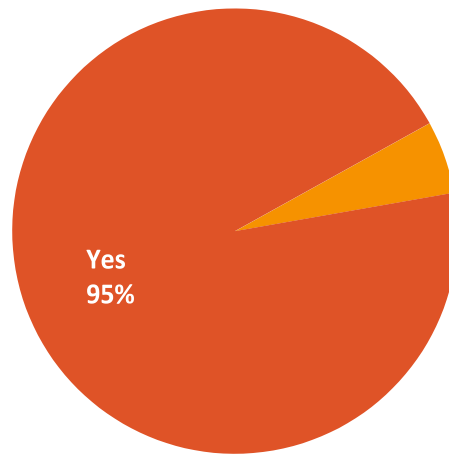
Seatbelts

Survey participants were asked a number of questions regarding their seatbelt use, their exposure to messages related to the enforcement of seatbelt laws, and their perception of the likelihood of getting a ticket if driving unbelted.

Frequency of Use

The survey asked participants how often they wore seatbelts when driving or riding in a car, sport utility vehicle, or pickup. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Almost all the survey participants answered this question (99.9%), and of those who did, the majority (95%) reported that they *always* or *nearly always* use their seatbelts. Those who provided these two answers— *always* and *nearly always*—are counted as seatbelt users throughout the remainder of this report.

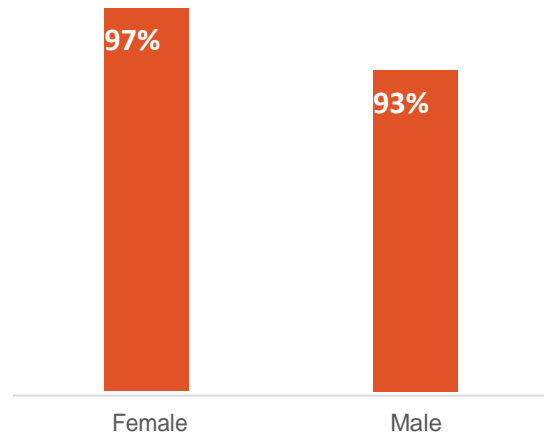
No 5%



Seatbelt use varied depending on a number of driver attributes.

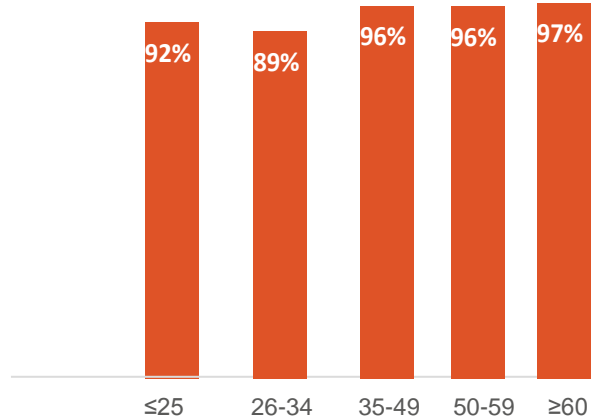
Gender

Females were more likely to buckle up than males. Approximately 97% of females reported buckling up, while 93% of males did.



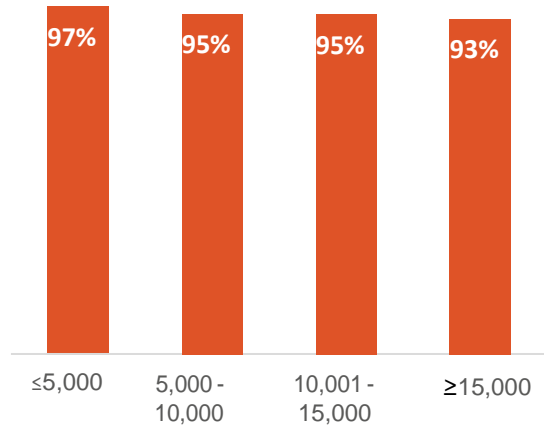
Age

Older participants were more likely to buckle up than younger ones. Approximately 97% of those 60 years of age and older reported buckling up, followed by those 50 to 59 and those 35-49, both at 96%. A smaller proportion, 92%, of participants 25 years of age and younger reported buckling up, and those 26 to 34 had the lowest rate of all at 89%.



Miles Driven

Miles driven has an impact on seatbelt use. At 97%, those who drove fewer than 5,000 miles a year were more likely to buckle up than those who drove more than 15,000 miles a year, at 93%.



Type of Vehicle

At 89%, males who reported driving a pickup truck most often were less likely than males who drove other types of vehicles (at 95%) to buckle up. The relationship between type of vehicle driven and seatbelt use was unique to males— females used seatbelts at similar rates regardless of type of vehicle driven (93% to 97%).

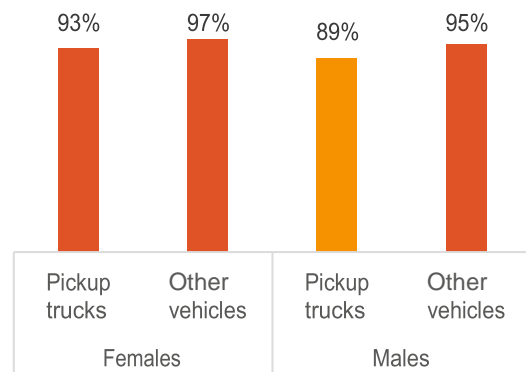


Table 1: Self-Reported Belt Use by Demographics and Descriptives

Always or Nearly Always			Point Estimate	Confidence Interval
Gender*				
Male	882		92.5%	90.8% - 94.3%
Female	843		97.0%	95.9% - 98.2%
Age*				
Under 25	261		91.6%	88.2% - 94.9%
26-34	196		89.3%	85.0% - 93.6%
35-49	458		95.9%	94.0% - 97.7%
50-59	336		95.8%	93.7% - 98.0%
60+	482		96.7%	95.1% - 98.3%
Miles Driven Last Year				
Less than 5,000	263		97.0%	94.9% - 99.0%
5,000-10,000	463		94.8%	92.8% - 96.8%
10,001-15,000	495		94.7%	92.8% - 96.7%
15,000+	512		93.4%	91.2% - 95.5%
Vehicle Driven Most Often*				
Pickup truck	861		96.4%	95.2% - 97.6%
Passenger car	361		89.2%	86.0% - 92.4%
SUV	383		96.9%	95.1% - 98.6%
Other (minivan, full van, other)	127		92.9%	88.5% - 97.4%
Chances of Getting Ticket If Unbelted†				
Always or nearly always	688		96.9%	95.7% - 98.2%
Sometimes, seldom, or never	1,026		93.2%	91.6% - 94.7%

* $p < 0.001$
 † $p = 0.001$



Trends

The proportion of those who reported *always* or *nearly always* wearing seatbelts in 2018 did not increase from the previous year. In fact, the 2018 proportion, 94.7%, was not statistically significantly different from the 2017 proportion of 95.2%.

Table 2: Frequency of Seatbelt Use, 2011-2018

	Always or Nearly Always		Sometimes, Seldom or Never		Total
	#	%	#	%	#
2011	1,544	93.1%	114	6.9%	1,658
2012	1,489	93.0%	112	7.0%	1,601
2013	1,628	93.8%	107	6.2%	1,735
2014	1,561	93.8%	104	6.2%	1,665
2015	1,330	93.3%	95	6.7%	1,425
2016	1,659	95.1%	86	4.9%	1,749
2017	1,730	95.2%	87	4.8%	1,817
2018	1,646	94.7%	92	5.3%	1,738

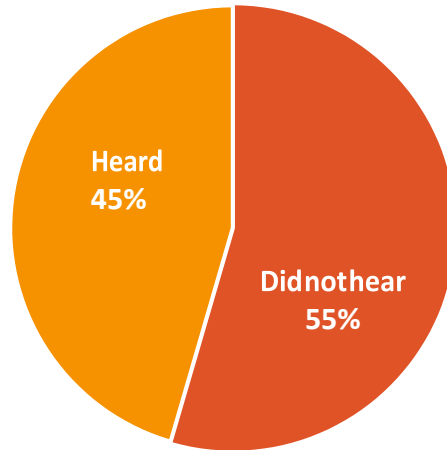
A little under a quarter of participants (23.3%) reported that they currently wore their seatbelts *more often* or *much more often* compared to the last couple of years. While this is the lowest proportion for the past eight years, it reflects the decreasing proportion of people who were not already using a seatbelt and were thus able to increase their seatbelt use.

Table 3: Seatbelt Use Compared to “Last Couple of Years,” 2011-2018

	More or Much More Often		About the Same		Less or Much Less Often	
	#	%	#	%	#	%
2011	489	30.1%	1,109	68.3%	25	1.5%
2012	451	28.6%	1,093	69.4%	32	2.0%
2013	522	30.6%	1,167	68.4%	18	1.1%
2014	481	29.5%	1,112	68.1%	39	2.4%
2015	363	26.0%	1,007	72.0%	28	2.0%
2016	444	25.9%	1,235	72.1%	34	2.0%
2017	467	26.3%	1,270	71.6%	37	2.1%
2018	396	23.3%	1,276	75.1%	27	1.6%

Awareness of Seatbelt Law Enforcement

The survey asked participants if, within the past 60 days, they had seen or heard about extra enforcement of seatbelt laws. The timing of the survey, which began about 2 weeks after the end of Maine's seatbelt awareness campaign, maximizes the likelihood that participants would have seen or heard something. Almost all participants answered this question (99.3%), and of those who did, a little less than half (45%) reported having seen or heard something. There were no differences by gender or age.



Survey participants who reported seeing or hearing about extra enforcement of seatbelt laws were asked to report where they saw or heard the message. They were provided with the following choices: *newspaper, radio, TV, poster, website, police checkpoint, and other*. Participants were allowed to check more than one answer.

Forty-one percent (41%) of those who reported hearing about enforcement said they heard the message through *TV*, followed by 31% who reported hearing on *radio*. *TV* and *radio* have remained in the top two positions across all the years of this study. An additional 19% reported hearing about enforcement through *other* sources, and 13% reported seeing a *police checkpoint*.

Table 4: Where Did Respondents See/Hear About Extra Seat Belt Enforcement, 2011-2018

	Newspaper		Radio		Television		Poster		Website		Police Checkpoint		Other	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
2011	182	11.0%	295	17.9%	435	26.3%	59	3.6%	24	1.5%	99	6.0%	124	7.5%
2012	174	10.9%	325	20.3%	558	34.8%	49	3.1%	27	1.7%	83	5.2%	130	8.1%
2013	202	11.6%	320	18.4%	551	31.7%	51	2.9%	26	1.5%	88	5.1%	140	8.0%
2014	132	7.9%	303	18.1%	517	30.9%	53	3.2%	37	2.2%	100	6.0%	123	7.4%
2015	78	5.5%	256	17.9%	470	32.9%	41	2.9%	34	2.4%	75	5.3%	78	5.5%
2016	107	13.2%	252	31.0%	421	51.8%	66	8.1%	51	6.3%	103	12.7%	102	12.6%
2017	133	13.1%	308	30.3%	455	44.8%	71	7.0%	58	5.7%	113	11.1%	240	22.6%
2018	99	12.6%	242	30.8%	326	41.5%	92	11.7%	54	6.9%	105	13.4%	153	19.5%

NOTE: Percentages for 2011 to 2015 are based on the total number of respondents, while percentages for 2016 through 2018 are based on the total number of respondents who indicated they had seen/heard about extra seatbelt enforcement.

Survey participants were also asked to check the specific messages heard regarding enforcement. The majority of participants who reported having seen or heard a message (76%) reported seeing or hearing *Click It or Ticket*. A smaller proportion, 30%, reported seeing or hearing *Buckle Up, No Excuses!*

Table 5: Seatbelt Campaign Seen or Heard by Participants

	Click It or Ticket		Buckle Up. No Excuses!	
	#	%	#	%
2011	642	38.9%	276	16.7%
2012	739	46.1%	279	17.4%
2013	739	42.5%	299	17.2%
2014	681	40.7%	233	13.9%
2015	584	40.9%	215	15.1%
2016	649	79.9%	298	36.7%
2017	796	78.4%	295	29.1%
2018	596	75.8%	238	30.3%

NOTE: Percentages for 2011 to 2015 are based on the total number of respondents, while percentages for 2016 through 2018 are based on the total number of respondents who indicated they had seen/heard about extra seatbelt enforcement.

Perception of the Likelihood of Getting a Ticket

Survey participants were asked to report the likelihood of getting a ticket if they did not wear their seatbelt by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Almost all participants (98.6%) answered this question, and of those who did, 40% reported that they believed they would *always* or *nearly always* get a ticket. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing a ticket is likely throughout the remainder of this report.

Females were more likely than males to believe that driving unbelted would result in a ticket. Forty-seven percent (47%) of females believed so, compared to 34% of males. Those who traveled fewer miles were also more likely to believe a ticket was likely. Forty-seven percent (47%) of those who traveled 10,000

miles or less in the previous year believed a ticket was likely, compared to 35% of those who traveled more.

While gender and miles driven were correlated (males tended to drive more miles), the relationship between miles driven and the perception that driving unbelted would result in a ticket persisted when males and females were analyzed separately.

Forty percent (40%) of participants reported that they believed a ticket was likely if they did not wear their seatbelt.

The proportion who believed driving unbelted would *always* or *nearly always* result in a ticket increased by 6.2 percentage points between 2011 and 2018.

Table 6: Perception of Getting a Ticket If Driving Unbelted

	Always or Nearly Always		Sometimes, Seldom, or Never	
	#	%	#	%
2011	560	34.0%	1086	66.0%
2012	617	38.9%	969	61.1%
2013	693	40.3%	1026	59.7%
2014	659	39.9%	991	60.1%
2015	535	37.8%	879	62.2%
2016	717	41.6%	1008	58.4%
2017	748	41.5%	1053	58.5%
2018	690	40.2%	1026	59.8%

Impact of Awareness on Seatbelt Use

The desired outcome of seatbelt campaigns and enforcement details is, of course, an increase in seatbelt use. Responses to the survey, however, show no direct correlation between hearing about enforcement of seatbelt laws and actual seatbelt use; those who heard and those who did not had the same rate of use. There was, however, a positive correlation between hearing about enforcement and believing that driving unbelted would result in a ticket. Forty-five percent (45%) of those who heard a message within the past 60 days thought a ticket was likely, compared to 36% of those who did not hear a message.

Furthermore, for males at least, there was a positive correlation between believing a ticket was likely and wearing a seatbelt. Ninety-six percent (96%) of males who thought a ticket was likely buckled up, compared to 91% of males who thought a ticket was not likely. The association between believing a ticket was likely and wearing a seatbelt was less clear for females, 97% of whom reported buckling up. Thus, it appears that hearing about enforcement may have an indirect effect on seatbelt use, at least for males. Males who hear about enforcement are more likely to think driving unbelted will result in a ticket, and males who believe a ticket is likely are more likely to buckle up.

Ninety-six percent (96%) of males who thought a ticket was likely buckled up, compared to 91% of males who thought arrest was not likely.

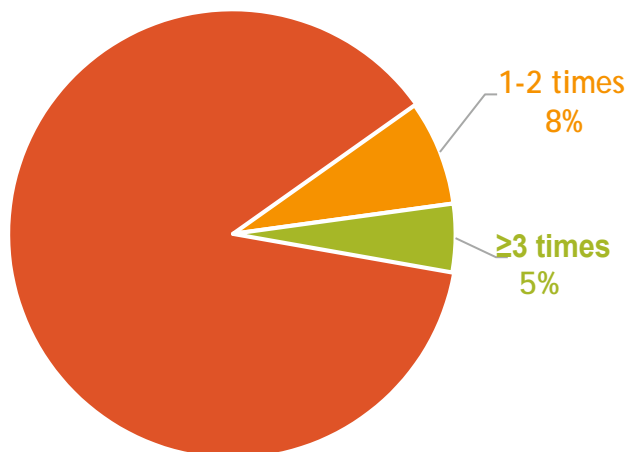
Impaired Driving

Survey participants were asked several questions about drinking and driving. They were asked about the frequency with which they drank and drove, they were asked whether they saw or heard any messages about police enforcement of impaired driving laws, and they were asked how likely they thought it was that a person who drank and drove would be arrested.

Frequency of Drinking and Driving

The survey asked participants how many times they drove a motor vehicle within two hours of consuming an alcoholic beverage within the past 60 days. While this behavior is not necessarily illegal—legality is determined by blood alcohol concentration—any level of impairment leads to a decrease in public safety. Furthermore, questions about driving drunk are likely to result in inaccurate answers. Determining whether an illegal limit has been reached is difficult, and asking about drunk driving, which is a criminal matter rather than civil, may produce defensiveness and lead to less honest answers. Therefore, the survey focused on *any* drinking and driving; the answers obtained are a measure of the risk of drunk driving.

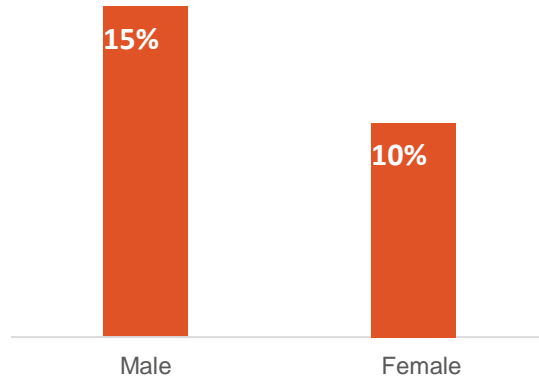
Approximately 97.2% of participants answered this question, with the majority (87%) reporting never driving within two hours of drinking over the past 60 days. Approximately 8% reported drinking and driving one or two times, and 5% reported doing so three or more times.



The frequency of drinking and driving varied depending on a number of driver attributes.

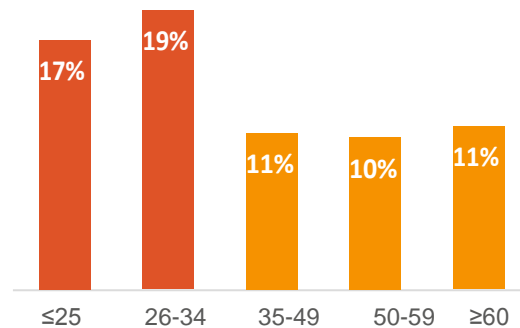
Gender

Males were more likely than females to report drinking and driving within the past 60 days. Approximately 15% of males reported doing so, while 10% of females did so.



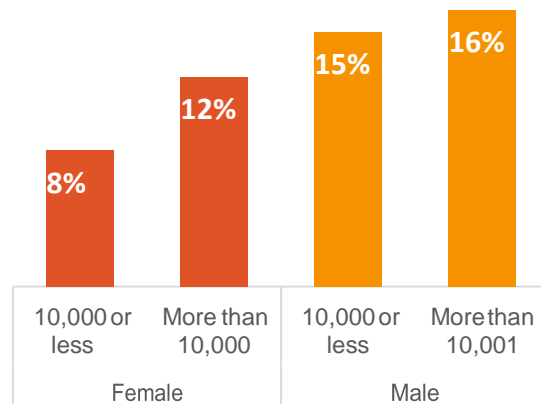
Age

Those between 26 and 34 years of age were most likely to report drinking and driving within the past 60 days. Approximately 19% of participants from this age category reported doing so, followed by those in the 25 and under category, at 17%. Those from the 35-49, 50-59, and 60 and older categories reported drinking and driving at rates of 11%, 10%, and 11%, respectively.



Miles Driven

At 12%, female participants who reported driving more miles the previous year were more likely to report drinking and driving within the past 60 days compared to females who reported driving fewer miles, at 8%. The relationship between miles driven and drinking and driving was unique to females—males drank and drove at similar rates regardless of miles driven (15% to 16%).



Location

Those who completed the survey in Rumford were least likely to report drinking and driving, at 4%. Those who completed the survey in Portland were most likely to report drinking and driving, at 22%.

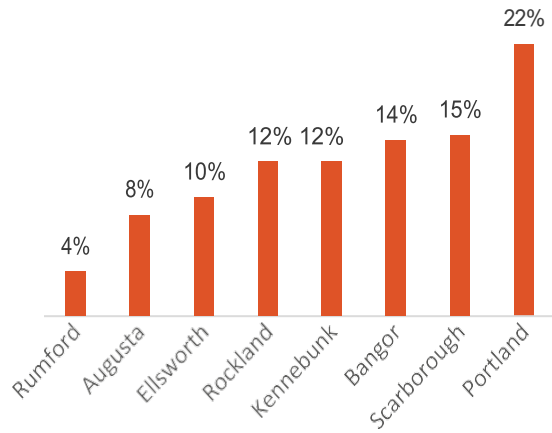


Table 7: Self-Reported Drinking and Driving by Demographics and Descriptives

	Drank and Drove at Least Once Within the Last 60 Days		
	N	Point Estimate	Confidence Interval
Gender†			
Male	855	15.3%	12.9% - 17.7%
Female	827	9.9%	7.9% - 12.0%
Age‡			
≥25	253	17.0%	12.4% - 21.6%
26-34	189	19.0%	13.4% - 24.6%
35-49	450	10.7%	7.8% - 13.5%
50-59	327	10.4%	7.1% - 13.7%
60+	468	11.1%	8.3% - 14.0%
Miles Driven Last Year‡			
Less than 5,000	257	5.1%	2.4% - 7.7%
5,000-10,000	451	13.7%	10.6% - 16.9%
10,001-15,000	485	14.4%	11.3% - 17.6%
15,000+	494	13.8%	10.7% - 16.8%
Location*			
Rumford	141	3.5%	0.5% - 6.6%
Augusta	258	8.1%	4.8% - 11.5%
Ellsworth	209	9.6%	5.6% - 13.6%
Rockland	177	12.4%	7.6% - 17.3%
Kennebunk	185	12.4%	7.7% - 17.2%
Bangor	226	14.2%	9.6% - 18.7%
Scarborough	254	14.6%	10.2% - 18.9%
Portland	242	21.9%	16.7% - 27.1%
Chances of Getting Arrested if Driving After Drinking*			
Sometimes, seldom, or never	853	16.8%	14.3% - 19.3%
Always or nearly always	832	8.4%	6.5% - 10.3%
Total			

* $p < .001$

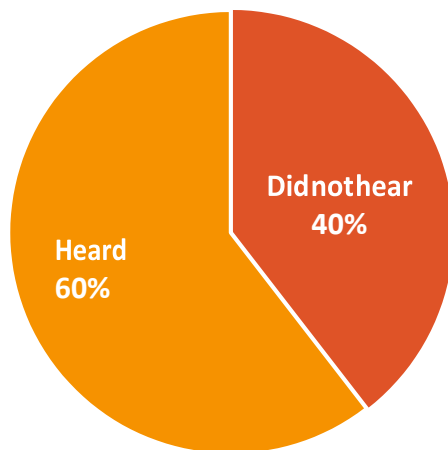
† $p < .05$

‡ $p = .001$

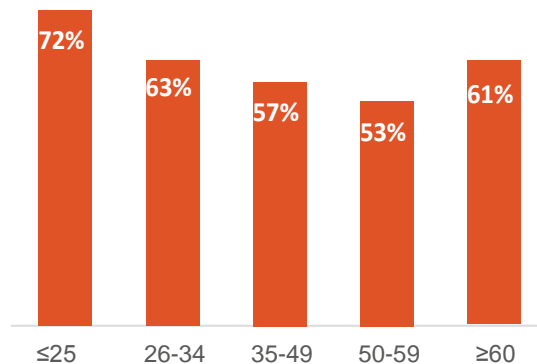


Awareness of Impaired Driving Law Enforcement

The survey asked participants if, within the past 60 days, they had seen or heard about extra enforcement of impaired driving laws. Almost all participants (98.9%) answered this question, and the majority of those who did (60%) reported having seen or heard something.



The rates of hearing about extra enforcement varied by age. At 72%, those 25 years of age and younger were the most likely to have heard something, while those 50 to 59 years of age were the least likely, at 53%



Perception of the Likelihood of Arrest

Survey participants were asked to report the likelihood of being arrested if they drank and drove by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Almost all participants (99.4%) answered this question, and of those who did, 49% reported that they believed they would *always* or *nearly always* be arrested. Those who provided one of these two answers— *always* and *nearly always*—are counted as believing arrest is likely throughout the remainder of this report.

Approximately 49% of participants reported that they believed arrest was likely if they drank and drove.

Females were more likely than males to believe drinking and driving would result in arrest. Fifty-six percent (56%) of females believed so, compared to 43% of males. Age was negatively correlated with believing that drinking and driving would result in arrest.

Approximately 72% of those 25 and younger believed arrest was likely, compared to 42% of those ages 60 and older. Those who traveled fewer miles were also more likely to believe arrest was likely. Fifty-five percent (55%) of those who traveled 10,000 miles or less in the previous year believed arrest was likely, compared to 45% of those who traveled more.

While gender and miles driven were correlated (males tended to drive more miles), the relationship between miles driven and the perception that arrest was likely persisted when males and females were analyzed separately.

Impact of Awareness on Drinking and Driving

The purpose of drunk driving campaigns and enforcement details is to decrease the number of drivers who drink and drive in order to ensure public safety. Responses to the survey, however, show no direct correlation between hearing about enforcement of drunk driving laws and rates of drinking and driving; those who heard and those who did not had the same rate of drinking and driving. There was, however, a positive correlation between hearing about enforcement and believing that drinking and driving would result in arrest. Forty-four percent (44%) of those who did not hear a message within the past 60 days thought arrest was likely, compared to 53% of those who did hear a message.

Furthermore, there was a negative association between believing arrest was likely and drinking and driving. Eight percent (8%) of those who thought arrest was likely drank and drove, compared to 17% of those who thought arrest was not likely. Thus, it appears that hearing about enforcement may have an indirect effect on drinking and driving. Those who hear about enforcement are more likely to think drinking and driving will result in arrest, and those who believe arrest is likely are less likely to drink and drive.

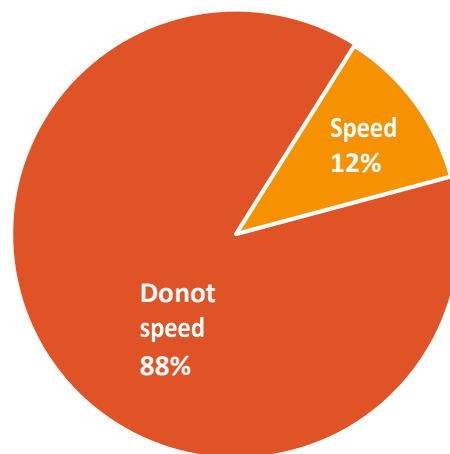
Eight percent (8%) of those who thought arrest was likely drank and drove, compared to 17% of those who thought arrest was not likely.

Speeding

Survey participants were asked several questions about speeding. They were asked about the frequency of speeding, they were asked whether they saw or heard any messages about police enforcement of speeding laws, and they were asked how likely they thought it was that they would get a ticket if they drove over the speed limit.

Frequency of Speeding

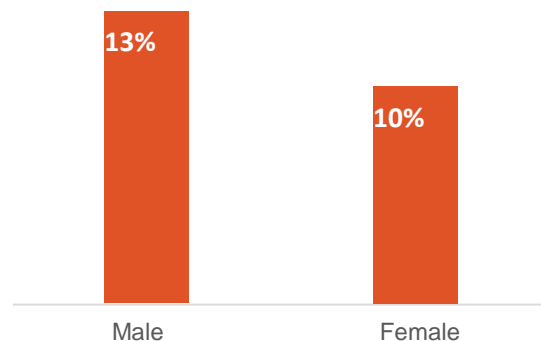
The survey asked participants how often, on a local road with a speed limit of 30 mph, they drove faster than 35 miles per hour. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, and *never*. Almost all participants (99.4%) answered this question, and 12% of those who did reported that they *always* or *nearly always* speed under those conditions. Those who provided these two answers—*always* and *nearly always*—are counted as speeding throughout the remainder of this report.



Speeding varied depending on a number of driver attributes.

Gender

Males were more likely to speed than females. Approximately 13% of males reported speeding, while 10% of females did.



Age

Speeding decreased with age. Twenty-two percent (22%) of participants who were 25 years of age and younger reported speeding, and 17% of participants who were 26 to 34 years of age reported speeding. Lower proportions of those 35 to 49, 50 to 59, and 60 and older reported speeding; those rates were 11%, 10%, and 7%, respectively.

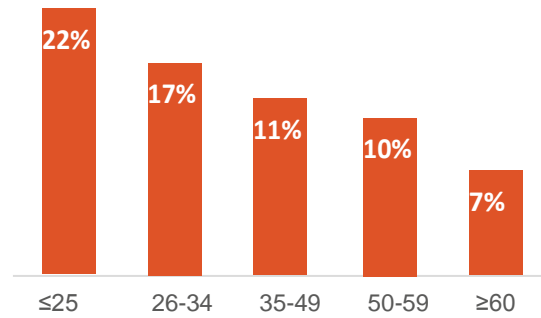


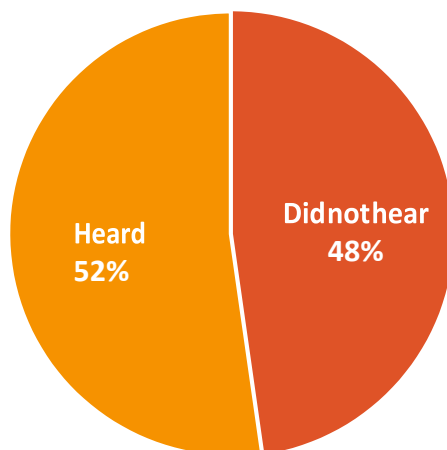
Table 8: Self-Reported Speeding by Demographics and Descriptives

	N	Always or Nearly Always	
		Point Estimate	Confidence Interval
Gender*			
Male	876	13.5%	11.2% - 15.7%
Female	840	10.4%	8.3% - 12.4%
Age†			
≥25	259	21.6%	16.6% - 26.6%
26-34	196	17.3%	12.0% - 22.6%
35-49	457	10.9%	8.1% - 13.8%
50-59	334	10.2%	6.9% - 13.4%
60+	478	6.7%	4.5% - 8.9%
Chances of Getting a Ticket if Speeding*			
Sometimes, seldom, or never	1151	13.1%	11.2% - 15.1%
Always or nearly always	574	9.2%	6.9% - 11.6%
Total			

* $p < .05$
 † $p < .001$

Awareness of Speeding Enforcement

The survey asked participants if, within the past 60 days, they had seen or heard about extra enforcement of speeding laws. Almost all participants (99.3%) answered this question, and the majority of those who did (52%) reported having seen or heard something. The rate was highest for the youngest and oldest groups; 56% of those 60 years of age and older and 55% of those 25 and younger reported seeing or hearing about enforcement. Those between the ages of 50 and 59 were the least likely to have heard about enforcement, at 46%.



Perception of the Likelihood of Getting a Ticket

Survey participants were asked to report the likelihood of getting a ticket if they drove over the speed limit by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Almost all participants answered this question (99.5%), and of those who did, 33% reported that they believed they would *always* or *nearly always* get a ticket. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing a ticket is likely throughout the remainder of this report.

Females were more likely than males to believe that driving over the speed limit would result in a ticket. Forty percent (40%) of females believed so, compared to 27% of males. Age was negatively correlated with the belief that speeding would result in a ticket.

Approximately 45% of those 25 and younger believed a ticket was likely, compared to 28% of those 60 and older. Miles driven also influenced the belief that speeding would result in a ticket but only among females. Forty-five percent (45%) of females who drove 10,000 miles or less believed that driving over the speed limit would result in a ticket, while 35% of females who drove more than 10,000 miles believed so.

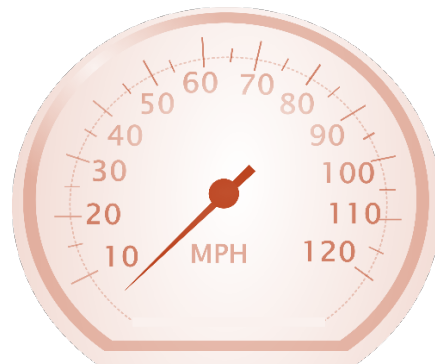
Thirty-three percent (33%) of participants reported that they believed a ticket was likely if they drove over the speed limit.

Impact of Awareness on Speeding

The purpose of speed enforcement details and speed-related public safety campaigns is to decrease the number of drivers who drive over the speed limit. Responses to the survey, however, show no correlation between hearing about enforcement of speeding laws and abiding by speed laws; those who heard and those who did not reported speeding at similar frequencies. As with seatbelt use and impaired driving, however, there was a positive correlation between hearing about enforcement and believing that speeding would result in a ticket. Twenty-seven percent (27%) of those who did not hear a message within the past 60 days thought speeding would result in a ticket, compared to 40% of those who did hear a message.

Furthermore, for males at least, there was a negative correlation between believing a ticket was likely and speeding. Ninety-one percent (91%) of males who thought a ticket was likely maintained the speed limit, compared to 85% of males who thought a ticket was not likely. The association between believing a ticket was likely and speeding was less clear for females, 90% of whom reported maintaining the speed limit. Thus, it appears that hearing about enforcement may have an indirect effect on speeding, particularly for males.

Ninety-one percent (91%) of males who thought a ticket was likely maintained the speed limit, compared to 85% of males who thought a ticket was not likely.

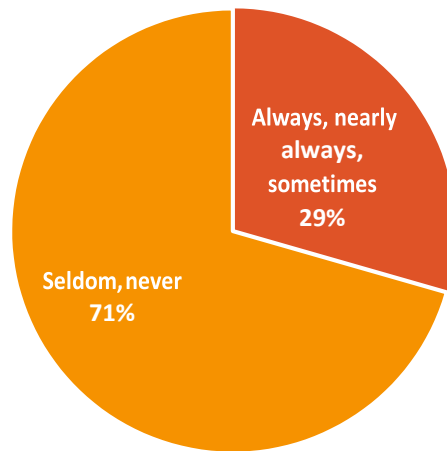


Distracted Driving

Survey participants were asked two questions about distracted driving.

Frequency of Talking and Driving

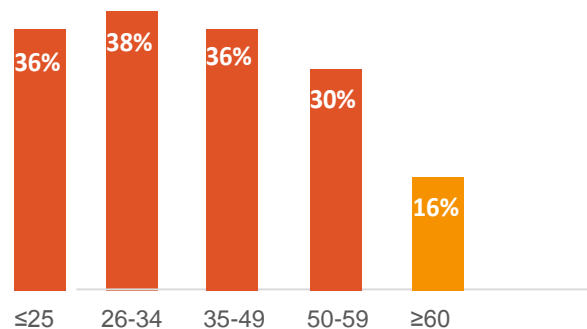
Participants were asked how frequently they talk on a hand-held cell phone while driving. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Almost all participants (99.5%) answered this question, and of those who did, 29% reported that they *sometimes*, *nearly always*, or *always* talk on a hand-held cell phone while driving. Those who provided these three answers—*sometimes*, *nearly always*, or *always*—are counted as talking on a hand-held cell phone throughout the remainder of this report.



Rates of talking on a hand-held cell phone while driving varied depending on a number of driver attributes.

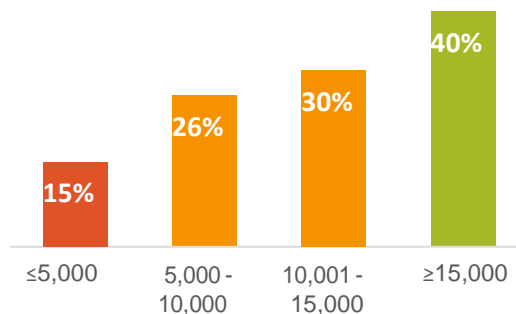
Age

There was a correlation between age and talking on a hand-held cell phone while driving. Participants from the oldest age group reported the lowest rate of talking on a hand-held cell phone while driving, at 16% compared to the remainder of survey participants, with rates ranging from 30% to 38%.



Miles Driven

Participants who drove more miles were more likely to talk on a hand-held cell phone while driving. Fifteen percent (15%) of those who drove fewer than 5,000 miles in the past year reported talking on a hand-held cell phone, compared to 26% who drove 5,000 to 10,000 miles, 30% who drove 10,001 to 15,000 miles, and 40% who drove more than 15,000 miles.



There were no differences in the rates of talking on a hand-held cell phone by gender or by vehicle type.

Trends

The proportion of those who reported talking on a hand-held cell phone *sometimes*, *nearly always*, or *always* decreased by 11 percentage points between 2011 and 2018.

While some of this change is likely attributable to increased public awareness of the dangers of cell phone use while driving, some of the change is likely attributable to technological advances that have made hands-free cell phone use possible in a greater number of vehicles.

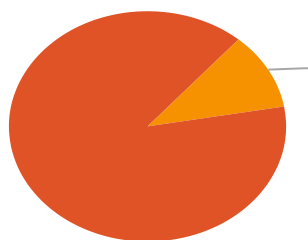
Table 9: Frequency of Talking on a Hand-Held Cell Phone While Driving, 2011-2018

	Always	Nearly Always	Sometimes	Subtotal (Always, Nearly Always, Sometimes)	Seldom	Never	Subtotal (Seldom, Never)
2011	1.7%	5.3%	33.8%	40.8%	31.5%	27.7%	59.2%
2012	2.2%	4.1%	33.8%	40.1%	31.2%	28.7%	59.9%
2013	1.3%	3.7%	32.9%	37.9%	30.4%	31.7%	62.1%
2014	1.7%	3.6%	30.8%	36.1%	30.0%	33.9%	63.9%
2015	1.3%	4.7%	32.7%	38.7%	29.2%	32.1%	61.3%
2016	1.3%	3.2%	28.2%	32.7%	31.8%	35.5%	67.3%
2017	0.9%	2.4%	27.3%	30.6%	30.3%	39.1%	69.4%
2018	1.3%	2.4%	25.8%	29.4%	32.7%	37.9%	70.6%

Frequency of Texting and Driving

Participants were asked how frequently they text on a hand-held cellular phone while driving. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Almost all participants answered this question (99.5%) and of those who did, 11% reported that they *sometimes*, *nearly always*, or *always* text on a hand-held cell phone while driving. Those who provided these three answers—*sometimes*, *nearly always*, or *always*—are counted as texting on a hand-held cell phone throughout the remainder of this report.

Always, nearly always, sometimes 11%

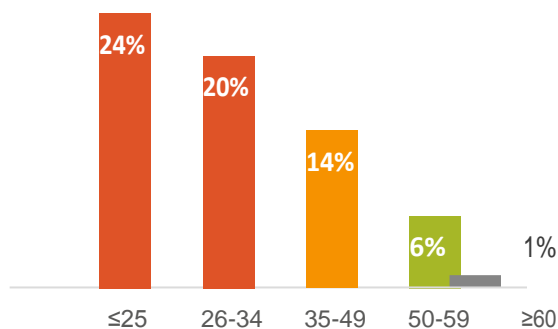


Rates of texting on a hand-held cell phone while driving varied depending on a number of driver attributes.

Age

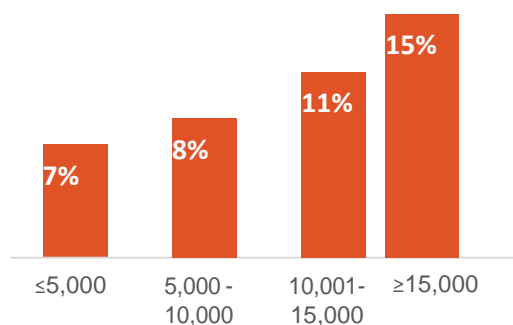
Younger participants were more likely to text on a hand-held cell phone while driving. At 24% and 20%, respectively, participants under 25 and those between 25 and 34 reported the highest rates of texting.

Fourteen percent (14%) of those between the ages of 35 and 49 reported texting while driving; 6% of those between the ages of 50 and 59 did so, and only 1% of those 60 and older did so.



Miles Driven

Participants who drove more miles were more likely to text on a hand-held cell phone while driving. Seven percent (7%) of those who drove fewer than 5,000 miles the last year reported texting and driving, compared to 15% who drove more than 15,000 miles.



There were no differences in the rates of texting on a hand-held cell phone by gender or by vehicle type.

Trends

The proportion of those who reported texting on a hand-held cell phone remained relatively stable from 2011 to 2018 and saw no change between 2017 and 2018.

Table 10: Frequency of Texting on a Hand-Held Cell Phone While Driving, 2011-2018

	Always	Nearly always	Sometimes	Subtotal (Always, Nearly Always, Sometimes)	Seldom	Never	Subtotal (Seldom, Never)
2011	1.3%	1.9%	9.1%	12.3%	15.4%	72.4%	87.8%
2012	0.7%	1.0%	9.7%	11.4%	15.3%	73.3%	88.6%
2013	0.3%	1.3%	8.1%	9.7%	16.7%	73.6%	90.3%
2014	0.3%	1.5%	8.7%	10.5%	17.2%	72.3%	89.5%
2015	0.5%	1.5%	13.2%	15.2%	19.1%	65.7%	84.8%
2016	0.4%	1.3%	7.7%	9.4%	21.8%	68.8%	90.6%
2017	0.4%	0.7%	9.8%	10.9%	18.3%	70.8%	89.1%
2018	0.6%	1.3%	8.9%	10.9%	19.9%	69.2%	89.1%

Appendix

Survey appears in its entirety on the following page.

This Driver Licensing Office is assisting in a vehicle safety study. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

1. Your sex: Male Female
2. Your age: Under 18 18-25 26-34 35-49 50-59 60 Plus
3. Your ZipCode: _____
4. About how many miles did you drive last year?
 Less than 5,000 5,000 to 10,000 10,001 to 15,000 More than 15,000
5. What type of vehicle do you drive most often?
 Passenger car Pickup truck Sport utility vehicle Minivan Full van Other
6. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?
 Always Nearly always Sometimes Seldom Never
7. Compared to the last couple of years, would you say you now wear your seat belt:
 Much less often Less often About the same More often Much more often
8. What do you think the chances are of getting a ticket if you don't wear your seat belt?
 Always Nearly always Sometimes Seldom Never
9. In the past 60 days, have you seen or heard about extra enforcement where police were looking at seat belt use?
 Yes No
If yes, where did you see or hear about it? (Check all that apply):
 Newspaper Radio TV Poster Web site Police checkpoint Other _
If yes, what did it say:
 Click It or Ticket Drive Sober or Get Pulled Over Buckle Up, No Excuses!
 Survive Your Drive Other _
10. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? _____ (number of times)
11. In the past 60 days, have you read, seen or heard anything about police enforcement of alcohol impaired driving (or drunk driving) laws? Yes No
12. What do you think the chances are of someone getting arrested if they drive after drinking?
 Always Nearly always Sometimes Seldom Never
13. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
 Always Nearly always Sometimes Seldom Never

14. In the past 60 days, have you read, seen or heard anything about police enforcement of speed laws?
 Yes No
15. What do you think the chances are of getting a ticket if you drive over the speed limit?
 Always Nearly always Sometimes Seldom Never
16. How often do you talk on a hand-held cellular phone when you drive?
 Always Nearly always Sometimes Seldom Never
17. How often do you send text messages or emails on a hand-held cellular phone when you drive?
 Always Nearly always Sometimes Seldom Never