

# Massachusetts FFY 2013 Highway Safety Annual Report



Executive Office of Public Safety and Security  
Office of Grants and Research  
Highway Safety Division  
10 Park Plaza, Suite 3720  
Boston, MA 02116  
[www.mass.gov/highwaysafety](http://www.mass.gov/highwaysafety)

Deval L. Patrick, Governor  
Andrea J. Cabral, Secretary of Public Safety and Security

**Annual Report Contact**  
Ellen Frank, Executive Director  
Office of Grants & Research, Highway Safety Division  
[ellen.frank@state.ma.us](mailto:ellen.frank@state.ma.us)  
617.725.3301



## Message from Governor's Highway Safety Representative

I am pleased to submit this Federal Fiscal Year 2013 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements of the National Highway Traffic Safety Administration. The report highlights many accomplishments of the Executive Office of Public Safety and Security's Highway Safety Division (EOPSS/HSD) and our many highway safety partners.

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

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

I thank the staff that served EOPSS/HSD during Federal Fiscal Year 2013 for their efforts all year long and for the preparation of this Annual Report.



Andrea J. Cabral, Massachusetts Secretary of Public Safety and Security and  
Governor's Highway Safety Representative  
December 31, 2013



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# Executive Summary

## ■ FFY 2013 Highlights

- For FFY 2013 (October 1, 2012 – September 30, 2013), EOPSS/HSD successfully applied for and received \$8,407,184.50 in MAP-21 (Moving Ahead for Progress in the 21<sup>st</sup> Century Act) funding from NHTSA. Utilizing the funds received, EOPSS/HSD conducted projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training Services, and overall program management. EOPSS/HSD also received funding through Governors Highway Safety Association (GHSA) for the Ford Driving Skills for Life Grant as well as \$275,000 in additional funding from NHTSA to conduct high-visibility enforcement mobilizations over a two-year period to combat distracted driving.
- According to the Fatality Analysis Reporting System (FARS), Massachusetts fatalities declined 6.68% from 374 in 2011 to 349 in 2012. The decrease included drops in alcohol-impaired (BAC=0.8+) driving fatalities, speed-related fatalities, and the number of young drivers (Under 21) involved in fatal crashes from the previous year.
- EOPSS/HSD's June 2013 statewide safety belt observation survey showed that Massachusetts's seat belt usage rate was 75%. This represents an increase of 2% from 2012.
- EOPSS/HSD, in partnership with state and local law enforcement and a media contractor, implemented public outreach and enforcement of *Click It or Ticket* (CIOT) and *Drive Sober or Get Pulled Over* Mobilizations. Selection of participating municipal law enforcement was based upon the data-driven eligibility process developed for traffic enforcement grants in FFY 2012. Over 110 police departments, as well as State Police, were involved in the two Drive Sober mobilizations and 123 in the CIOT campaign resulting in nearly 15,500 hours of enforcement patrols. 33,691 stops of motorists were reported by law enforcement participants during enforcement.
- During spring 2013, EOPSS/HSD, along with government and corporate partners, conducted a safe prom and graduation video contest, *Dance. Don't Chance*. The centerpiece of the initiative was a contest for high school students to submit 60-second videos with messages about safe, sober, and distraction-free driving all year, but especially during prom and graduation season. The 31 video submissions were available for viewing and voting online and the winning videos from Sutton High School and Durfee High School of Fall River were highlighted at a public event. The videos were viewed over 15,782 times on YouTube.

- To recognize traffic safety accomplishments of state and local police, EOPSS/HSD encouraged participation in the National Law Enforcement Challenge (NLEC). Based on 2012 data, the International Association of Chiefs of Police (IACP) awarded the Massachusetts State Police 1<sup>st</sup> place in their category. A recognition ceremony was held by IACP in October 2013.
- In June, a telephone survey conducted with a random sampling of 1,000 drivers took place. Via telephone interviews, drivers were asked questions regarding behavior, awareness and attitudes about specific driving issues including impaired driving, safety belt usage, speeding, and distracted driving. Survey revealed drivers believe enforcement will catch drivers who speed and/or drink and drive, but they don't feel that people not wearing their seat belt will result in a ticket. Respondents showed awareness of current laws regarding texting and driving as well as prohibition against drivers under age 18 talking on a cellphone while driving.

## **Note on Data for the FFY 2013 Annual Report**

- For the Annual Report, EOPSS/HSD relied primarily on 2005 to 2011 trend data, and, whenever possible, also 2012 data. Note that some 2011 and most 2012 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is attributable partly to differing reporting rates by police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

# Impaired Driving

## Problem Identification

Preventing impaired driving deaths on the roadways of the Commonwealth is a top priority for Massachusetts. Over the past ten years, Massachusetts has made tremendous strides in its battle against impaired driving. Through the combination of increased police mobilizations and Congressional legislation, alcohol-related (+0.01 BAC) fatalities in Massachusetts has declined over 25% since 2003. The alcohol-related fatality rate per 100 million VMT dropped from 0.36 in 2003 to 0.31 in 2012.

Despite the decrease in alcohol-related fatalities, Massachusetts will not stop working to reduce the rate until it is zero. For FFY 2013, Massachusetts funded numerous programs that aimed to further reduce the alcohol-related fatality rate as well as increase education and awareness among businesses, municipalities, and residents alike including, but not limited to, local 'Drive Sober Or Get Pulled Over' mobilizations; ABCC Compliance Checks; Underage Alcohol Enforcement patrols; and impaired driving training for local and state police.

## Objectives for FFY 2013

1. Enhance and evaluate the impact of the DSGPO Mobilizations
  - Funded 95 departments for December 2012 mobilization and 117 for August 2013 mobilization. 7,088 high-visibility enforcement patrol hours were reported resulting in 84 OUI arrests, 2,559 speeding violations, and 1,766 safety belt violations.
2. Encourage state and local law enforcement to participate in sustained enforcement of impaired driving laws
  - EOPSS/HSD has continually encouraged law enforcement to do sustained enforcement through emails and telephone contact. In FFY 2014, EOPSS/HSD will be conducting a sustained enforcement grant involving seven municipal police departments as well as MSP.
3. Increase the number of and continue to evaluate the impact of Sobriety Checkpoints
  - Funded 65 Sobriety Checkpoints conducted by the MSP, down from 73 in 2012. Despite decrease, speeding violations and safety belt violations issued increased from 2012.
4. Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking

- *ABCC Compliance Checks program led to checks of 2,469 licensed establishments with 72 failures, a 97% success rate. The Statewide Underage Drinking Enforcement Training sessions had over 1,400 police officers involved. Lastly, the Underage Alcohol Enforcement Program – with 25 grantees – resulted in 73 cases of beer seized and approximately 2,000 underage youths denied or prevented access to alcohol*
5. Utilize the TSRP to conduct trainings and provide technical support for prosecutors and law enforcement regarding the prosecution of impaired driving cases
- *TSRP helped organize numerous training sessions during FFY 2013. Over 700 police officers and prosecutors participated in these classes.*
6. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking
- *Funded MPTC to conduct six DRE-related classes, which were attended by 120 law enforcement officers; plus funds allowed three officers to complete DRE certification in Maricopa County, AZ*

## **Performance Targets & Results for FFY 2013**

- To reduce the five-year average (2006-2010) of alcohol-impaired fatalities (with BAC of 0.08 or greater) from 151 by five percent to no more than 145 (2009-2013)
  - **Goal surpassed:** Five-year average (2008-2012) for alcohol-impaired fatalities dropped to **119**, a 21% decrease from the five-year average for 2006-2010
- To increase the number of “Vehicles Passed Through” at MSP Sobriety Checkpoints from 14,624 in 2011 by five percent to 15,355 in 2013
  - **Goal surpassed:** The number of “Vehicles Passed Through” in 2013 increased 9% to 15,938.
- To maintain the number of OUI arrests made during grant-funded enforcement mobilizations
  - **Goal Not Met:** 529 OUI arrests were made during grant-funded enforcement mobilizations in 2013, down from 635 OUI arrests reported during 2012 mobilizations.

## **Program Area Project Summary**

### **AL-13-01 Paid and Earned Media in Support of Impaired Driving Programs**

This task and its associated expenditures are covered in the “Paid and Earned Media” section located on page 30.

**AL-13-02 Local 'Drive Sober Or Get Pulled Over' (DSGPO) Mobilizations**

Provided funds to over 106 municipal police departments to conduct high-visibility overtime enforcement for two DSGPO mobilizations – one took place between December 2012 to January 2013; the other during August – September 2013.

**Table 1. Results from FFY 2013 Drive Sober or Get Pulled Over Mobilizations**

	Dec-Jan 2013	Aug-Sept 2013	Total
<b>Patrol Hours</b>	3,266	3,822	7,088
<b>OUI Arrests</b>	40	44	84
<b>Speeding Violations</b>	1,035	1,524	2,559
<b>Safety Belt Violations</b>	750	1,016	1,766
<b>CPS Violations</b>	43	46	89

**AL-13-03 MSP Sobriety Checkpoint/BAT Mobile Partnership**

Funding provided to Massachusetts State Police (MSP) to conduct 65 Sobriety Checkpoints and saturation patrols with support, when operationally feasible, from the BAT mobile units. Checkpoints took place at various times and locations throughout FFY 2013.

**Table 2: Results from FFY 2013 MSP Sobriety Checkpoints**

	2013	2012	Change
<b>Sobriety Checkpoints</b>	65	73	-10%
<b>HVE Patrol Hours</b>	8,969	9,676	-7%
<b>OUI Arrests</b>	450	542	-16%
<b>Speeding Violations</b>	1,334	1,169	+14%
<b>Safety Belt Violations</b>	494	483	+2%
<b>CPS Violations</b>	57	43	+32%

**AL-13-04 Impaired Driving Law Enforcement Specialized Training Program**

Funding was provided to the Massachusetts Police Training Committee (MPTC) to conduct two Standardized Field Sobriety Testing (SFST) classes and two SFST Update classes across the Commonwealth. Total number of law enforcement officials trained as a result: 60.

**AL-13-05 Drug Evaluation and Classification Program (DEC)/Drug Impairment Training and Educational Professionals (DITEP)**

Funding provided to MPTC in order to conduct six Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings, which was attended by 120 law enforcement officers from across the state. Through the funding, MPTC was also able to support a part-time statewide Drug Recognition Expert (DRE) Coordinator as well as sending four DRE students to Maricopa County, Arizona to complete DRE certification.

**AL-13-06 Underage Drinking Compliance Checks Program**

Funding provided to the Massachusetts Alcoholic Beverages Control Commission (ABCC) to conduct enhanced liquor enforcement compliance checks and Cops in Shops to reduce underage drinking and impaired driving. ABCC investigators performed compliance checks in 251 communities across the state. A total of 2,469 licensed establishments were checked, of which 72 failed, resulting in a 97% success rate. Of these licensees, 1,098 were off-premise licensees, with 45 failures (96% success rate); and 1,598 were on-premise, with 37 failures (98% success rate).

**AL-13-07 Statewide Underage Drinking Enforcement Training Program**

Funding provided to ABCC to conduct numerous training sessions for municipal law enforcement departments. Over 1,400 officers attended the trainings, which covered the enforcement of the Massachusetts Liquor Control Act as well of false identification and fraudulent document detection.

**AL-13-08 Underage Alcohol Enforcement Grant Program**

Funding provided to 25 municipal, college, and university law enforcement agencies to help combat underage drinking through activities such as compliance checks, party patrols, surveillance patrols, and cops in shops. For FFY 2013, funding activities resulted in 71 adult arrests and 31 adult citations; 65 youth (under age 21) arrests and 42 youth citations; 73 total cases of beer seized; 73 total liters of liquor seized; and approximately 2,000 youths denied or prevented access to alcohol.

**AL-13-09 Massachusetts District Attorneys Association (MDAA)/Traffic Safety Resource Prosecutor (TSRP)**

Funding provided to MDAA for a full-time TSRP. The MDAA hosted or participated in the following trainings: Breath Test Instructor, OUI Drugs, Cops in Court, Introducing a Breath Test Result into Evidence, Guarding America's Roadways, Trying an Operating After Suspension Case Post Parenteau, Courtroom Preparation and Testimony, Trying the Complex

OUI, Texting While Driving Prosecutions, Sobriety Checkpoint Trials, and Sobriety Checkpoint Laws. There were 723 police and prosecutors trained in these classes.

**AL-13-10 Survey Monkey Subscription**

Utilized internet-based survey system for outreach to highway safety partners and sub-grantees.

**AL-13-11 Student Athlete Underage Drinking Prevention Conferences**

Task was not pursued in FFY 2013 due to scheduling conflicts and personnel shortages.

**AL-13-12 District Attorneys Underage Drinking Prevention Conferences**

Funding provided for Bristol County District Attorney Office and Plymouth County District Attorney Office to host a county-wide Underage Drinking Prevention Conference. The Bristol Conference was attended by approximately 350 individuals, including 160 students representing 26 schools throughout Bristol County. In addition, 13 law enforcement agencies were in representation at the conference. The Plymouth County DA conference took place in September 2013 and was attended by students from area schools as well as law enforcement and public policy representatives.

**AL-13-13 NHTSA OUI/Drug Court Training**

Judges, prosecutors, defense attorneys, probation officers, law enforcement and treatment providers throughout Massachusetts attended two trainings held in October and November of 2012 that focused on way to successfully keep OUI offenders off the roadways of the Commonwealth. The trainings were a joint effort by EOPSS and the Administrative Office of the Trial Courts (AOTC), in conjunction with the National Center for DWI Courts (NCDC) and NHTSA.

**AL-13-14 Implementation of SFST**

No funding was spent on this task in FFY 2013.

**AL-13-15 Program Management**

Provide funding for staff to conduct alcohol-related programming as well as cover travel and miscellaneous expenses.

## AL-13 Expenditures Summary

Task	Source	Expenses
AL-13-01	410	\$ 145,262.00
AL-13-02	410	\$ 324,357.62
AL-13-03	410	\$ 840,425.88
AL-13-04	410	\$ 19,838.79
AL-13-05	402	\$ 31,193.47
AL-13-06	410	\$ 118,947.02
AL-13-07	410	\$ 16,076.44
AL-13-08	410	\$ 132,166.52
AL-13-09	410	\$ 100,074.24
AL-13-10	402	\$ 51.00
AL-13-11	410	\$ -
AL-13-12	410	\$ 17,863.35
AL-13-13	410	\$ 57,587.44
AL-13-14	410	\$ -
AL-13-15	402	\$ 180,755.55

**Total \$ 1,984,599.32**



# Occupant Protection

## Problem Identification

Historically, Massachusetts has had one of the lowest safety belt use rates in the country. Despite the lack of a primary law, the Massachusetts seat belt use rate increased in 2013 to 75% from 73% in 2012. This shows that EOPSS/HSD efforts to educate citizens about safety belt usage are beginning to pay off.

Because safety belts are the single most effective means of preventing death or injury as a result of a crash and because Massachusetts' belt use rate remains at low rate compared to the national average (86% in 2012), EOPSS/HSD continues to make occupant protection a major highway safety program focus area.

## Objectives for FFY 2013

1. Enhance and evaluate the impact of CIOT mobilizations
  - *FFY 2013 CIOT eligibility criteria was based upon evaluation of data from 2005-2009, which helped identify 181 communities that have a demonstrated need for funds.*
2. Expand and evaluate CIOT-related communications and community educational initiatives among diverse populations
  - *For FFY 2013, the primary audience for CIOT mobilization media was white males ages 18 to 34. Secondary audience target was Hispanic males. CIOT local media buys included online advertising with Pandora Radio, Boston.com, and SpecificMedia.com and televisions spots on Batanga Network and Univision.*
3. Expand and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers
  - *Evaluation has been deferred to FFY 2014*
4. Expand the impact of efforts to increase proper use of child safety seats
  - *Funding provided to MPTC for CPS Tech training and renewal classes. Over 30 new CPS techs were added and certification renewal rate for first six months of 2013 was 70.3%, well above the national rate over the same period of 57.5%. Through CPS Equipment Grant funding awards to police, fire and non-for-profit organizations, nearly 1,000 new car seats were purchased for distribution to families in need.*
5. Support state and local law enforcement with training and technical assistance aimed at increasing occupant protection usage
  - *EOPSS/HSD did not fund a specialized Traffic Occupant Protection Strategies (TOPS) project in conjunction with MPTC due to lack of capacity at MPTC.*

## Performance Targets & Results for FFY 2013

- To increase by two percentage points the statewide observed safety belt use of front seat occupants in passenger vehicles from 73% in 2012 to 75% in 2013
  - **Goal Met:** Observed safety belt usage was 75% in 2013, an increase of 2% from 2012
- To reduce the five-year average (2007-2011) of unrestrained passenger vehicle occupant fatalities across all seat positions by five percentage points from 127 to no more than 121 (2009-2013)
  - **Goal Surpassed:** Five-year average (2008-2012) of unrestrained passenger vehicle occupant fatalities dropped to 112, a 5.88% drop from five-year average of 2007-2011
- To maintain the number of seat belt violations reported during grant-funded mobilizations
  - **Goal Not Met:** 5,069 seat belt violations were reported during grant-funded CIOT activity in FFY 2013, a decrease of 874 violations from 2012

## Program Area Project Summaries

### **OP-13-01 Paid and Earned Media in Support of Occupant Protection**

This task and its associated expenditures are covered in the “Paid and Earned Media” section located on page 30.

### **OP-13-02 CIOT MSP Enforcement Campaign**

Funding provided for overtime by the Massachusetts State Police (MSP) to participate in one “Click It or Ticket” (CIOT) mobilization in May 2013. Enforcement efforts focused on compliance with occupant protection laws and locations selected were known to have high incidence of non-compliant drivers and passengers.

**Table 3: Results of FFY 2013 MSP CIOT Enforcement Mobilization**

	<b>2013</b>	<b>2012</b>	<b>Change</b>
<b>HVE Patrol Hours</b>	2,016	1,672	+21%
<b>OUI Arrests</b>	0	2	-----
<b>Speeding Violations</b>	1,775	1,167	+52%
<b>Safety Belt Violations</b>	1,140	855	+33%
<b>CPS Violations</b>	64	40	+60%

**OP-13-03 CIOT Local Police Enforcement Campaign**

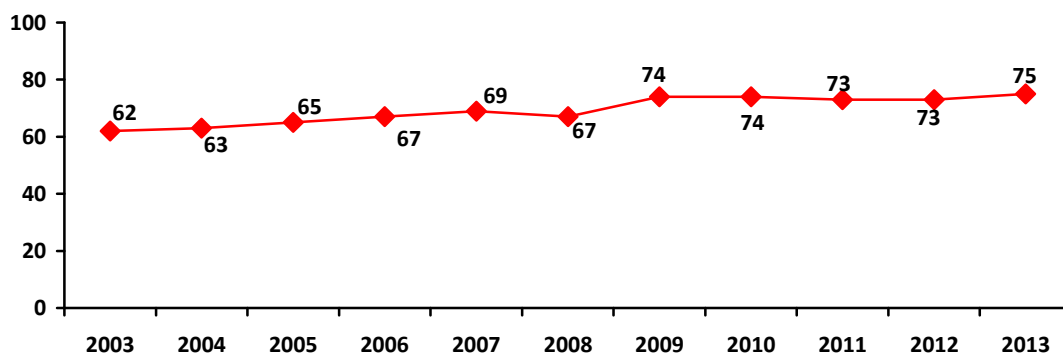
Funding provided for overtime enforcement to support the national “Click It or Ticket” (CIOT) campaign, which took place in May 2013. Over 6,300 hours of enforcement, conducted by 123 police departments, resulted in 5 arrests and nearly 4,000 safety belt-related violations being issued to drivers.

**Table 4: Results of FFY 2013 Local Police CIOT Mobilization**

	2013	2012	Change
HVE Patrol Hours	6,345	7,769	-18%
OUI Arrests	5	8	-37%
Speeding Violations	3,515	3,630	-3%
Safety Belt Violations	3,929	5,088	-23%
CPS Violations	170	166	+2%

**OP-13-04 Statewide Seatbelt Observation Survey**

Funding provided for selected vendor, UMassSafe, to conduct a statewide safety belt observation survey utilizing pre-approved NHTSA statistical methodology. Vendor conducted observations at 145 locations across the Commonwealth at various times between June 4 and June 25, 2013. Over 15,600 vehicles were observed during the course of the survey period. A final report was submitted and approved by EOPSS/HSD. This report was sent to NHTSA at the end of August 2013.

**Figure 1. Massachusetts Seat Belt Use Rate 2003-2013**

Source: Massachusetts Safety Belt Use Observation Surveys

During the observation period, a total of 18,939 drivers and front seat passengers in 15,627 vehicles were observed at 145 locations across the Commonwealth. The statistically weighted percentage of front seat occupants properly using seat belts during the observation study was 75 percent. This result is two percent higher than the 73 percent reported in 2012 and the highest percent recorded since Massachusetts began conducting the annual survey in 2003.

Furthermore, seat belt usage among both adults and teens increased from 2012 - up 2.5 and 3.3 percentage points, respectively. By gender, females continued to wear seat belts more often than males (81% to 69%); but male seat belt usage did increase significantly from 2012 (65%). Overall, the increase in seat belt usage shows that EOPSS/HSD education outreach and mobilization efforts are impacting overall seat belt usage.

#### **OP-13-05 CPS Equipment Grants**

Funding awarded to 20 grantees to purchase federally-approved certified child passenger seats for distribution. Grant amounts were either \$1,500 or \$5,000 depending on if the grantee was a municipality or regional non-profit agency (e.g. hospital). Car seats were given out at local safety events, CPS checkpoints, and scheduled fitting stations by municipalities. During the grant period (March - September 2013), 645 car seats were purchased by grantees. Through checkpoints, fitting stations, and safety events, grantees performed inspections and installations of nearly 3,300 car seats and have distributed 248 car seats.

#### **OP-13-06 CPS Program Administration and Training**

Funding provided to the Massachusetts Police Training Committee (MPTC) to coordinate statewide CPS program including support for existing CPS technicians and instructors. MPTC organized and conducted 10 classes in areas such as CPS Technician, CPS Technician Renewal, and CPS Update. Forty-four new CPS technicians were certified during 2013, while nearly 70% of existing CPS Technicians renewed certification. The recertification rate was higher than the national average of 58%.

#### **OP-13-07 CPS Conference**

No funding was spent on this task in FFY 2013. It has been deferred to FFY 2014.

#### **OP-13-08 Survey Monkey Subscription**

Utilized internet-based survey system for outreach to highway safety partners and sub-grantees.

#### **OP-13-09 Program Management**

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

## OP-13 Expenditures Summary

Task	Source	Expenses
OP-13-01	405	\$ 84,251.28
OP-13-02	405	\$ 168,165.69
OP-13-03	405	\$ 193,403.85
OP-13-04	402	\$ 102,299.21
OP-13-05	2011	\$ 38,709.18
OP-13-06	2011	\$ 96,783.02
OP-13-07	2011	\$ -
OP-13-08	402	\$ 51.00
OP-13-09	402	\$ 203,880.77

**Total**    \$        887,544.00

# Speeding and Distracted Driving

## Problem Identification

Massachusetts roadways constantly have speeding and aggressive driving issues fueled by drivers with busy lifestyles and increasingly congested roads. According to 2012 FARS data, 30% of crash fatalities in Massachusetts were speed-related, representing 106 reported deaths. This is a substantial decrease (12%) from the 121 speed-related fatalities in 2011. Despite the decline in deaths, Massachusetts aims to bring the number of deaths from excessive-speed below 100 by the end of 2013 through educational outreach and mobilization programs across the state.

Another area of concern for Massachusetts is prevalence of distracted driving (e.g., eating, drinking, reading, texting, calling on a phone, or simply looking at a smartphone while operating a motor vehicle). According to FARS, distracted driving was a factor in 7.3% of all fatal crashes in Massachusetts in 2011; up from 6% in 2010.

Based on the available data, it is clear speed and distracted driving will continue to pose a risk to all those who use the roadways of the Commonwealth.

## Performance Targets & Results for FFY 2013

- To reduce the five-year average of speed-related fatalities by five percent from 107 (2007-2011) to no more than 102 (2009-2013)
  - **Goal Exceeded:** Five-year average (2008-2012) of speed-related fatalities dropped to 96, a 7.69% decrease from 2007-2011
- To maintain the number of speeding citations distributed during grant-funded mobilizations in the previous Federal fiscal year.
  - **Goal Not Met:** Speed-related violations issued during grant-funded CIOT and DSOGPO mobilizations totaled 9,183, an 8% drop from FFY 2012

## Program Area Project Summaries

### SC-13-01 Texting Ban Demonstration Project

Funding provided for a two-year project aimed at reducing distracted driving by drivers throughout the Commonwealth. The increased enforcement occurs in two to four week periods over two years on state roadways in the twelve communities covered by MSP Troop A-1:

Andover, Dracut, Dunstable, Lawrence, Lowell, Methuen, North Andover, North Reading, Reading, Tewksbury, Tyngsboro and Wilmington.

**SC-13-02 Program Management**

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

**SC-13-03 Distracted Driving/Ford “Driving Skills for Life” Grant**

EOPSS/HSD awarded grant for “Ford Driving Skills for Life” (DSLFL) through GHSA and Ford Motor Company to help increase teen safety belt usage and the reduction of fatal crashes involving young drivers. Funding used to host a one-day event about the dangers of distracted driving, which was held at Joseph P. Keefe High School in Framingham.

**SC-13 Expenditures Summary**

Task	Source	Expenses
SC-13-01	403	\$ 141,472.91
SC-13-02	402	\$ 7,375.34
SC-13-03	402	\$ 6,792.15

**Total \$ 155,640.40**

# Higher-Risk Transportation System Users

## Problem Identification

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

According to 2012 preliminary FARS data, 14% of all motor vehicle-related fatalities in Massachusetts involved a driver under the age of 21. Massachusetts continues to make significant efforts to enhance enforcement of the Junior Operator License (JOL) law, in particular after it was strengthened in 2007. Strict enforcement along with promotion of the law has reduced the number of improperly trained and inexperienced young drivers on our roadways.

Older drivers - those over 65 years of age - were involved in 15% of all fatal crashes in Massachusetts in 2011 and 2012, respectively. Since late 2010, Massachusetts operators 75 years of age or older can only renew a driver's license at an RMV branch and the operator must either pass a vision test or present a completed vision screening certificate.

The popularity of motorcycling continues to increase in Massachusetts and across the nation. This has driven up demand for professional rider training. FARS 2012 data show that motorcycle-related fatalities comprised 15% of total motor vehicle fatalities in Massachusetts, up from 11% in 2011. In 2012, 82% of Massachusetts motorcyclists and passengers involved in fatal crashes were wearing helmets, a 1% decrease from 2011. Despite the decline, unhelmeted fatalities dropped from 5 in 2011 to 3 in 2012. However, helmet use is only part of the efforts that must be conducted in order to ensure motorcyclist safety in Massachusetts; riders statewide must be further trained and educated about all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, sharing the road safely, and proper equipment usage.

According to *Bicycling* magazine's 2012 survey of the Top 50 Bike-Friendly Cities, Boston was ranked #16. With a wealth of designated bike lanes and a recently implemented bike-sharing program, bicycling has become a popular mode of transportation in the Greater Boston area. Like Boston, other areas across Massachusetts are also seeing a surge in bicycle usage. The growth has not been without drawbacks as there were 1,460 crashes involving bicyclists in Massachusetts during 2012 (MassTRAC data), an 8% increase from the 1,255 reported in 2011. Promoting helmet usage, proper roadway etiquette, and bicycle safety are all key elements to Massachusetts' outreach to ensure bicyclists are responsible on the roadways.

Pedestrian safety is of utmost importance as pedestrian fatalities have risen from 69 in 2011 to 72 in 2012. Persons over 21 years of age made up 91% of the reported fatalities in 2011. The percent is not known for 2012 yet. Also, 31% of pedestrian fatalities in 2011 occurred between 6pm and



9pm – a time when drivers are rushing home from work and/or rushing family members to organized events (i.e. sports, dance, and theatre).

## **Objectives for FFY 2013**

1. Support statewide and community-level pedestrian and bicycle safety initiatives
  - *Funding provided to 48 communities to conduct pedestrian and bicycle enforcement. EOPSS/HSD staff participated in 2013 “Moving Together” conference that took place in early October.*
2. Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates
  - *Attendees to 2013 “Moving Together” conference participated in workshops covering pedestrian and bicycle safety. HSD staff attended and participated in workshops. HSD also sent out notification to all community partners about the conference and worked with event planners to have a couple former grantees make presentations on the impact of enforcement efforts on their respective community.*
3. Award up to 20 community pedestrian, bicycle and moped-type enforcement and equipment grants
  - *EOPSS/HSD awarded total of \$191,500 in funding to 48 municipalities during FFY 2013*
4. Participate in the annual Statewide Pedestrian and Bicycle Safety “Moving Together” Conference held in Boston during October 2013
  - *EOPSS/HSD staff attended numerous workshops and networked with fellow attendees at the conference this year*
5. Enhance motorist awareness communications
  - *RMV/MREP used funding to provide awareness during four motorcycle events and develop a Facebook page*
6. Increase recruitment of motorcycle training instructors
  - *RMV/MREP recruited six new RiderCoaches. They also conducted a RiderCoach evaluation, which will help improve the course.*
7. Improve motorcycle training curricula
  - *The RMV/MREP purchased a Safety Motorcyclist Awareness and Recognition Trainer (SMART). The SMART is an advanced, interactive instructional tool with standard motorcycle controls and realistic traffic situations. The SMART will be used at awareness events and motorcycle training schools for student use.*

8. Conduct motorcycle safety conferences
  - *Motorcycle safety conferences were not conducted in FFY 2013*
9. Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement
  - *EOPSS/HSD had posters and pocket guides created to help explain the importance of proper licensure and the requirements for various types of two and three-wheeled motorized vehicles in Massachusetts. A roll-call video was also produced and distributed, along with informational booklets, to the MSP and all municipal law enforcement agencies in the Commonwealth.*

### **Performance Targets & Results for FFY 2013**

- Reduce the five-year average (2007-2011) of young drivers (age 20 or younger) involved in fatal crashes five percent from 63 to 60 (2009-2013)
  - **Goal Exceeded:** Five-year average (2008-2012) of young drivers involved in fatal crashes dropped to **52**, a decrease of 17% from five-year average 2007-2011
- Reduce the five-year average (2007-2011) of older drivers (age 65 or older) involved in fatal crashes five percent from 60 to no more than 57 (2009-2013)
  - **Making Progress Towards Goal:** Five-year average (2008-2012) of older drivers involved in fatal crashes dropped to 59
- Reduce the five-year average (2007-2011) of pedestrian fatalities by five percent from 61 to no more than 58 (2009-2013)
  - **Goal Not Met:** Five-year average (2008-2012) of pedestrian fatalities increased to 66.2, up 8.5% from five-year average 2007-2011
- Maintain the five-year average (2007-2011) of bicyclist fatalities at 8 (2009-2013)
  - **Goal Not Met:** Five-year average (2008-2012) of bicyclist fatalities increased to 8.6
- Maintain the five-year average (2007-2011) of motorcycle fatalities by five percent from 52 to 49 (2009-2013)
  - **Making Progress Towards Goal:** Five-year average (2008-2012) of motorcycle fatalities dropped to 49.8

- Maintain the five-year average (2007-2011) of unhelmeted motorcyclist fatalities at 4 or less
  - **Goal Met:** Five-year average (2008-2012) for unhelmeted fatalities remained at 4
- Increase the total number of motorcycle riders trained from 8,150 in 2011 to 8,200 in 2013
  - **Goal Not Met:** During 2013, 6,827 riders signed up for the basic rider course and 570 for the experienced rider course. Total participation: 7,397. Massachusetts anticipates the numbers to increase in 2014.

## Program Area Project Summaries

### **PS-13-01 Statewide Pedestrian and Bicycle Safety Conference**

Representatives from EOPSS/HSD participated in the 2013 “Moving Together” Conference held on October 23 at the Park Plaza Hotel in Boston. The conference attracted over 200 attendees representing public health, law enforcement, highway planning, traffic safety advocacy, and civil engineers.

### **PS-13-02 Pedestrian, Bicycle, and Moped-Type Enforcement, Education and Equipment Program**

Awarded grants ranging from \$3,000 - \$7,500 to 48 municipal law enforcement agencies to help conduct enforcement and education aimed at reducing incidence of pedestrian, bicycle, and moped-type injuries and fatalities. Equipment purchased by police departments included retro-reflective signage, crosswalk cones, and pedestrian breakaway signs.

**Table 5:** Results from 2013 Pedestrian Grant Enforcement Patrols

Total Hours of Enforcement	3,178	Total Citations	4,960
Total Number of Stops	7,716	Total Violations	5,042
Stops Per Hour	2.43	Total Warnings	4,149
Citations Per Hour	1.55	Total Arrests	62

### **PS-13-03 Program Management**

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

**MC-13-01 Motorcycle Safety Program Enhancements**

Funding provided to the Registry of Motor Vehicles (RMV) to make drivers more aware of the need to share the road with motorcycles, increase the recruitment of motorcycle training instructors and improve motorcycle training curricula.

**MC-13-02 Increase the Number of Properly Endorsed Motorcyclists**

Funding was used to provide law enforcement with information regarding improper motorcycle licensure in Massachusetts and the actions they are authorized to take if the stopped operator has no motorcycle operator's license or permit, an improper license, or an expired permit and provide information to riders about the procedure for receiving full motorcycle licensure. A poster was also created and displayed in RMV branches throughout Massachusetts and in approximately 100 businesses catering to motorcycles.

**MC-13-03 Program Management**

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

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

Task	Source	Expenses
PS-13-01	N/A	\$ -
PS-13-02	402	\$ 158,399.25
PS-13-03	402	\$ 37,778.95

**Total \$ 196,178.20**

Task	Source	Expenses
MC-13-01	2010	\$ 124,510.42
MC-13-02	403	\$ 44,775.00
MC-13-03	402	\$ 32,927.64

**Total \$ 202,213.06**

# Traffic Records

## Problem Identification

EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has increased substantially since the creation of the Federal Section 408 grant program in 2006, which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems, inadequate data submission requirements and capabilities, and difficulties developing easy to use on-line tools to share and analyze available data.

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

As required by NHTSA's Traffic Record grant program, Massachusetts has an active TRCC. In January 2010, EOPSS/HSD established the Massachusetts Executive-Level TRCC (METRCC). The METRCC, chaired by the EOPSS Undersecretary of Forensic Science and Technology, is comprised of agency directors who set the vision and mission for the working-level TRCC. The METRCC and the TRCC's FFY 2013 and 2014 application and Strategic Plan for Traffic Records Improvements, submitted to NHTSA in 2013, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made on Traffic Records projects and detailed how potential FFY 2013 and 2014 funds would be utilized for proposed projects prioritized by the METRCC.

The overarching goal of traffic records and the TRCC is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

## **Objectives for FFY 2013 & Results**

1. Enhance the workings of the METRCC and TRCC.
  - *The TRCC met three times in FFY 2013 to discuss traffic records issues and the METRCC approved the traffic records funding suggestions provided by the TRCC and technical representatives of the METRCC.*
2. Ensure ongoing implementation of the 2013 Strategic Plan for Traffic Records Improvements.
  - *The Strategic Plan for Traffic Records Improvements was updated in June 2013 and approved by the METRCC and TRCC.*
3. Expand access to and use of local, state, and Federal traffic records data and analyses.
  - *EOPSS/HSD worked with the MPTC to provide training on the Massachusetts Traffic Records Analysis Center (MassTRAC) for law enforcement. MassTRAC contains information about how to access Federal traffic records data and analysis.*
4. Enhance the activities of the TRCC subcommittees.
  - *The TRCC established a sub-committee to help enhance the data for the update of the MassDOT Strategic Highway Safety Plan.*
5. Fund and monitor the TRCC's Traffic Records-funded projects as well as submit on behalf of the METRCC and TRCC FFYs 2013 and 2014 grant application and Massachusetts Strategic Plan for Traffic Records Update.
  - *2013 and 2014 applications were submitted and approved by NHTSA. Project monitoring was conducted in FFY 2013 and will continue into FFY 2014.*
6. Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse.
  - *EOPSS/HSD continues to promote MassTRAC to traffic safety stakeholders and asks for suggestions on possible improvements or enhancements.*

## **Performance Targets & Results for FFY 2013**

- Increase the percentage of locatable crashes integrated with the road inventory file:
  - The percentage of records geocoded manually decreased from 10.4% in 2009 to 9.5% in 2010, and combined with geocoder algorithm improvements has enabled the

statewide crash record geocoding rate to remain above 90% (changing from 94% for 2009 to 92% for 2010 crash data). These geocoded records result in a match of the crash record to a physical location in the State's roadway inventory and GIS.

- Increase the number of agencies able to access integrated fields via the web-based crash-mapping tool:
  - The number of agencies able to access MassTRAC has increased from under 100 agencies to over 125 agencies.
- Increase the number of roadway inventory file and auxiliary fields that are integrated with the crash system:
  - MassDOT Planning will incorporate the updated names into the Road Inventory File and make them available to all records management system vendors for police departments. The key will be in getting the vendors to utilize and maintain accurate street names within their systems.
- Decrease the average number of days from crash incident to receipt of crash report by the RMV (for original pilot towns with electronic reporting capabilities and departments that have had electronic reporting capabilities for less than 12 months):
  - The average number of days between crash occurrence and the time it is entered into the crash data system decreased from 236.46 days in 2011 to 56.14 days in 2012.
- Increase the percentage of valid crash reports that match vehicle registration and driver history fields on the crash report against RMV's ALARS database (i.e., reduce entry errors)
  - The number of valid crash reports that matched vehicle registration and driver history fields on the crash report against RMV's ALARS database decreased from 106,259 in 2010 (total crash reports: 119,036) to 102,768 in 2011 (total crash reports: 122,886).

## **Program Area Project Summaries**

### **TR-13-01      MassTRAC**

Funding was provided to maintain and enhance MassTRAC – a web-based solution for crash records analysis, mapping, and reporting. This online tool helps EOPSS/HSD meet federal reporting requirements and supports safety planning processes across the Commonwealth. The online product provides quick access for users to crash data, tabulations, and counts of crashes, vehicles, drivers, passengers, and non-motorists. In FFY 2013, usability studies were conducted and some of the suggestions for improvement were integrated into MassTRAC.

**TR-13-03 FARS**

Funding provided to support an FARS Analyst, a Registry of Motor Vehicle position, who was responsible for collecting data concerning traffic-related fatalities and develop a database sufficient to meeting Federal requirements. Data collected on traffic-related fatalities were sent to NHTSA to be included in the national FARS (<http://www-fars.nhtsa.dot.gov>) database.

**TR-13-04 Motor Vehicle Automated Citation and Crash System (MACCS)**

Funding was provided to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The project's main goal is to improve the quality of data being collected at the point of capture as well as to improve officer safety by reducing roadside exposure time. Pilot testing began in FFY 2013 and will continue into FFY 2014.

**TR-13-05 Scanning Solution for Police Crash Reports**

Funding provided to Registry of Motor Vehicles (RMV) to purchase software and hardware to scan crash reports received in paper form and link those reports to corresponding crash files that were entered manually into the Crash Data System. This project will continue into FFY 2014.

**TR-13-06 E-Submission Project**

Funding for this project was deferred to FFY 2014.

**TR-13-07 Massachusetts Strategic Deployment of New statewide Trauma Quality Improvement Utilizing Population-Based Highway Safety Information Systems**

This project addressed is the lack of an evidenced-based State Trauma System Plan that integrates the new Trauma Registry and new pre-hospital EMS data into a system performance review process to improve motor vehicle crash survival. The Commonwealth now has the requisite population-based Trauma Registry data and pre-hospital EMS data system poised to conduct a comprehensive top to bottom evaluation of the State Trauma System and understand precisely why a given motor vehicle crash victim was killed. By using this data systems to answer this question and related queries as part of a formal review of the entire State Trauma System, DPH has been able to identify evidence-based opportunities for improvement, leading to an increasingly effective and actionable policy and regulatory framework for protecting the Commonwealth's residents.

**TR-13-08 Improving Crash Data System Location Data Entry/Validation Tables and Inclusion of Police Incident Number in Crash Data**

Funding was provided to MassDOT to help improve the data quality of road inventory file roadway names leading to better overall geocoding rate and integration (between roadway and crash) of the data. The Crash Data System database was also modified to include police incident number, which has resulted in improved feedback loop between state and local police departments. This project will continue into FFY 2014.



**TR-13-09 Automated Traffic Crash Reporting with GPS Location Identification**

Funding provided to enable Danvers Police Department to electronically capture crash and citation data at roadside operations, leading to enhanced officer safety, reduced workload, and better data quality and accuracy. This project will continue into FFY 2014.

**TR-13-10 Continued Deployment of Trauma Quality Improvements for Crash Injury Reports**

Funding was provided to MDPH to develop a State Trauma System Plan detailing processes for the ongoing use of State Trauma Registry and EMS data, which will help improve system performance. The project included continuing work on development and effective implementation of trauma care benchmarks and severity adjusted quality indicators. The enhancements included provider training, validation of EMS data for prehospital care oversight by MDPH, and coding updates to the Trauma Registry for state trauma system oversight by MDPH. These enhancements will also facilitate efforts to evaluate the effectiveness of trauma care programs and identify improvements needed. The improved data quality resulting from these enhancements will enhance the integrity of the data for future state linkage projects and improve compatibility and interoperability with national repositories.

**TR-13-11 Electronic Crash Reporting and Data Collection**

Funding was provided to the Brookline Police Department improve the timeliness and accuracy of their crash data through the development of software and equipment to electronically capture crash and citation data in the field. This project will continue into FFY 2014.

**TR-13-12 Predictive Traffic Analytics Using MassTRAC Data**

Funding was provided to the Center of Leadership in Public Service at Fisher College to assess crash data that is provided through MassTRAC. A draft data quality report was issued at the end of FFY 2013. This project will continue into FFY 2014.

**TR-13-13 Boston Vehicle and Pedestrian Accident Information System Enhancement**

Funding was provided to Boston Emergency Medical Services/Boston Public Health Commission to improve Boston's motor vehicle, bike and pedestrian crash information system to address information gaps, inconsistent data, and the lack of usable real time data to guide decisions on traffic safety. The Boston Emergency Medical Services/Boston Public Health Commission updated the Patient Care Reporting (ePCR) system by adding data elements to allow for the better tracking and reporting of whether crash victims transported to the hospital are triaged to trauma care or urgent care (a rough proxy for the severity of the injury). EMS personnel was also trained to provide the new data elements in the ePCR and educated about the importance of more consistently reporting on seatbelt and helmet use (addressing a current gap in data quality). This project will continue into FFY 2014.

**TR-13-14 Automatic Traffic Crash Reporting with GPS Location Identification (Part 2 of Danvers Police Department's FFY 2011 Application)**

Funding was provided to the Danvers Police Department to purchase printers for their Automatic Traffic Crash Reporting with GPS Location Identification project.

**TR-13-15 Detecting Drug Impaired Drivers**

Funding was provided to the Massachusetts State Police Forensic Services Group to purchase a nitrogen generator, which increased the sensitivity of the Accurate Mass Q-TOF LC/MS system to detect drugs and other substances of impairment in the blood and urine of operators suspected of driving under the influence of alcohol and/or drugs.

**TR-13-16 Grant to Increase BAC Reporting**

Funding was provided to the RMV to update their crash data system, which allows law enforcement to provide BAC information on the crash report. Funding was also provided to the MPTC to provide training to law enforcement on the updated crash reports. With their funding, MPTC developed a new online course to provide this information to law enforcement across the Commonwealth.

**TR-13-17 Program Management**

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

## TR-13 Expenditure Summary

Task	Source	Expenses
TR-13-01	402	\$ 145,687.40
TR-13-02	402	\$ -
TR-13-03	FARS Coop	\$ 51,428.00
TR-13-04	402	\$ 442,694.10
	408	\$ 287,745.32
TR-13-05	402	\$ 53,918.61
TR-13-06	408	\$ -
TR-13-07	408	\$ -
TR-13-08	408	\$ 178,906.40
TR-13-09	408	\$ 18,900.00
TR-13-10	408	\$ 115,900.00
TR-13-11	408	\$ 10,265.76
TR-13-12	408	\$ 94,047.31
TR-13-13	408	\$ 30,876.79
TR-13-14	408	\$ -
TR-13-15	408	\$ 28,060.05
TR-13-16	NHTSA	\$ 6,936.00
TR-13-17	402	\$ 78,718.38

**Total**    \$    1,544,084.12

# Police Traffic Services and Support

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

## Program Area Project Summary

### **PT-13-01 FAIP**

Funding for this project was deferred to FFY 2014.

### **PT-13-02 Municipal Police Training**

Funding provided to the MPTC to conduct classes on crash investigation and analysis for local police departments in an effort to improve traffic safety. For FFY 2013, six classes were planned: four Traffic Crash Reconstruction Refresher classes; one Basic Traffic Crash Investigation class; and one Advanced Traffic Crash Reconstruction class. Due to lack of applicants, only two classes were held by MPTC. 16 officers attended a Traffic Crash Reconstruction Refresher class held at Boylston Police Academy in May and 19 officers participated in the Basic Traffic Crash Investigation held at Natick Police Academy in June. In total, 35 law enforcement agents received training during FFY 2013 in Traffic Crash Reconstruction and Investigation.

### **PT-13-03 Law Enforcement Liaison (LEL)**

Funding provided to the MPTC to cover travel-related expenses for Executive Director, Dan Zivkovich, to attend state and national trainings and conferences in his role as the LEL for the Commonwealth. For FFY 2013, LEL attended the NHTSA regional meeting held in West Point, NY from April 8-10<sup>th</sup>. The LEL's main role is to work closely with state and local law enforcement to help strengthen EOPSS/HSD's mission to make the roadways safer.

### **PT-13-04 MDAA/TSRP**

Funding was provided to the MDAA for a full time TSRP. The MDAA hosted or participated in the following trainings: Breath Test Instructor, OUI Drugs, Cops in Court, Introducing a Breath Test Result into Evidence, Guarding America's Roadways, Trying an Operating After Suspension Case Post Parenteau, Courtroom Preparation and Testimony, Trying the Complex OUI, Texting While Driving Prosecutions, Sobriety Checkpoint Trials, and Sobriety Checkpoint Law. There were 723 police and prosecutors were trained in these classes. The TSRP responded to 251 calls for technical assistance from other prosecutors, law enforcement, and other agencies this year.

**PT-13-05 Program Management**

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

**PT-13 Expenditure Summary**

Task	Source	Expenses
PT-13-01	1906	\$ -
	402	\$ -
PT-13-02	402	\$ 16,323.80
PT-13-03	402	\$ 505.17
PT-13-04	402	\$ 34,925.74
PT-13-05	402	\$ 46,413.38
<b>Total</b>		<b>\$ 98,168.09</b>

# Paid and Earned Media

During FFY 2013, EOPSS/HSD used paid and earned media to disseminate information on a wide array of program areas, including occupant protection, distracted driving, impaired driving, child passenger safety, teen driving, speeding, and motorcycle licensing. EOPSS/HSD was assisted by paid media contractor The Rendon Group. Most of these efforts were in support of December 2012's *Drive Sober or Get Pulled Over* mobilization, May 2013's *CIOT* mobilization and August 2013's *Drive Sober or Get Pulled Over* mobilization, which happened in close coordination with MSP and local police.

Additional media outreach to high schools helped raise awareness of the "Dance. Don't Chance." Safe Prom and Graduation video contest.

## Objectives for FFY 2013 & Results

- Meet paid and earned media requirements of the EOPSS/HSD's mobilizations to help accomplish the goals of occupant protection and impaired driving program areas.
  - *Met all paid and earned media requirements of EOPSS/HSD's three FFY 2013 mobilizations and helped to meet or exceed progress towards the goals of the occupant protection and impaired driving program areas.*
- For all mobilization paid media buys, have EOPSS's paid media contractor obtain 50 percent bonus of the gross value based on the formula of the average cost-per-spot in each market weighted for rotators.
  - *The paid media contractor obtained an average bonus value of 50% during the mobilizations.*

## Media Summary

### Click It or Ticket Mobilization

The primary audience for the CIOT mobilization was white males 18 to 34 with a secondary target of Hispanic males. The online efforts ran throughout the entire state of Massachusetts. Furthermore, NHTSA's national paid media campaign included broadcast and cable television, radio, online media and social media.



The CIOT press release was published in 13 local newspapers. Our local media buy consisted of Pandora online radio advertising, a highly visible web presence from CBS Boston.com and SpecificMedia.com, in addition to ROS advertising from Batanga Network and Univision.

A press conference, statewide news release, and Office of Outdoor Advertising billboards promoted the CIOT mobilizations. EOPSS/HSD made funding available to 181 eligible local police departments to participate in the *CIOT* Mobilization, which took place from May 20 -

June 2, 2013. An EOPSS/HSD news release regarding local police efforts promoted the mobilization and highlighted the extra enforcement work of the 123 participating local police agencies. The *CIOT* message was displayed on 16 billboards run through a public service announcement program of MassDOT's Office of Outdoor Advertising. To kick off the Massachusetts Spring 2013 mobilization, a joint press conference with the New Hampshire State Police (NHSP) was held along Route 93 North on the border of New Hampshire and Massachusetts in Salem, NH on May 23, 2013. The Massachusetts State Police (MSP) discussed their involvement in the *CIOT* high-visibility seat belt enforcement blitz while the NHSP emphasized the importance of sober and distraction free driving along with seat belt use. The event was well attended by members of law enforcement agencies, including the MSP, NHSP, Vermont State Police, NHTSA officials and several media outlets. The MSP Breath Alcohol Testing (Bat) Mobile was on display along with an array of the different states' cruisers and motorcycles.



*May 23, 2013 - Border to Border Press Event with Massachusetts, New Hampshire and Vermont State Police emphasizing seat belt use and sober and distraction-free driving.*

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

The primary audience of the December 2012 and August 2013 impaired driving mobilizations was single men aged 21 to 34 and married men aged 25 to 54. Secondary emphasis for both mobilizations targeted Spanish-speaking populations and women ages 21 to 44.

The December 2012 mobilization for *Drive Sober or Get Pulled Over* included NHTSA national radio and television paid media flights. Statewide, EOPSS/HSD utilized free highway billboards and variable message signs to reach drivers through our locally-created billboard "Drive Drunk. Get Busted." In addition to the NHTSA national buy, our local media buy consisted of Pandora online radio and web advertising, along with CBS Boston.com, SpecificMedia.com, xfinity.com and the Batanga Network to reach a diverse audience within our demographic parameters.

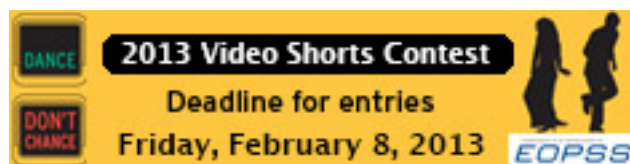
Statewide and local news releases promoted the *Drive Sober or Get Pulled Over* Mobilizations and highlighted the extra enforcement work of MSP and 96 local police agencies. A press conference was held in December at the MSP Headquarters in Framingham and placed emphasis on impaired driving and the holiday rush. Featured in the speaker lineup was a powerful and moving victim speaker from Mothers Against Drunk Driving (MADD) whose son was killed in a drunk driving crash. This victim speaker answered a variety of questions from attending media. The MSP BAT mobile was on display and available for tours.



A minimum of 10 local newspapers ran our press release about the mobilization, and a *Drive Sober or Get Pulled Over* message was displayed on 16 fixed message boards belonging to MassDOT.

In August 2013, NHTSA's national media buy consisted of broadcast and cable television and radio advertising. Our online web component was geared toward male sports fans and consisted of Pandora online radio and web advertising, along with CBS Boston.com, SpecificMedia.com, xfinity.com and the Batanga Network to reach a diverse audience within our demographic parameters. Young women ages 21 to 44 were also targeted using the social norming media message.

## Prom and Graduation Safe Driving Campaign and Underage Drinking Prevention Program



April 2013 marked the sixth year of a safe-driving and alcohol awareness campaign developed for the Prom and Graduation Season. The primary audience was males and females, ages 16-19.

The Prom and Graduation Safe Driving Campaign, branded *Dance. Don't Chance.*, was a contest in which high school seniors produced 60-second videos promoting safe driving. The contest ran from January through April 2013 and was open to registered high school juniors and seniors across the state. The contest required teens to write and produce 60-second videos to promote safe driving and discourage underage drinking for the chance to win prom-related prizes. In addition,



*Winners of Dance Don't Chance Video Contest along with sponsors and officials.*



students were encouraged to address important issues such as safety belt usage, speeding, drag racing, driving while impaired, and distracted driving.

*Dance. Don't Chance.* had its own YouTube channel that hosted the video submissions and allowed students and the general public to view and vote on their favorites. For the video contest, 31 video submissions were received. The winning videos received various prizes for their prom provided by sponsors. The two winning videos from Sutton High School and Durfee High School of Fall River were selected by KISS 108 FM and JAM'N 94.5 radio personalities, after students and the general public had a chance to vote on their favorites.

Sutton and Durfee High Schools each received fantastic prizes from our sponsors to make their prom a night to remember, including: free transportation on prom night from Boston Limo, advanced driver training classes from In Control Crash Prevention Training, DJ's from either JAM'N or KISS 108 to play music at their proms, academic awards from Fisher College, gift certificates from AAA Southern New England and Dellaria Salons, and cases of water from Vitaminwater.

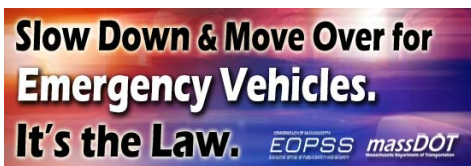
Other promotional materials for the *Dance. Don't Chance.* campaign included a 30-second radio spot that aired on JAMN' 94.5 FM and KISS 108 FM, live on-air promo reads from the DJ's and online banners that were posted on the JAMN' 94.5 and KISS 108 FM websites and individual DJ's website pages to create awareness of the contest to the target audience. Posters were designed to promote the contest and the *Dance. Don't Chance.* message. The event was featured in various news stories and some local cable TV networks, and was mentioned in transportation and youth-oriented newsletters and blogs.

**Table 6. *Dance. Don't Chance.* Media**

MEDIUM	:30 SPOT, :15 SPOT, :05 INTERNET ADLET	GROSS COST	NET MEDIA COST
WEDX-FM		\$ 1,505.00	\$ 1,279.25
WXKS FM		\$18,481.00	\$15,708.85
WJMN FM		\$14,680.00	\$12,478.00
TRG FEE 10%			\$3,466.60
<b>GRAND TOTAL</b>	<b>487</b>	<b>\$ 34,666.00</b>	<b>\$32,932.70</b>
Total includes bonus spots.			

## Free Digital Billboard Placements

Through a partnership with the MassDOT, EOPSS secured time on 16 digital billboards throughout the year. These billboards showed important highway safety messages in 10-second increments. From January to September 2013, over 1,245 hours with approximately 449,288 10-second exposures of public service announcements aired on billboards viewable from some of the busiest highways in the state. The messages crossed the breadth of highway safety, including: distracted driving, impaired driving, seat belt use, teen driving safety, work zone safety, the move over law, motorcycle safety, school zone safety and child passenger safety and how to respond to hazard lights. Please see the chart and images below of the PSAs, designed in-house by MassDOT staff at no cost to EOPSS/HSD:





## Motorcycle Licensing

EOPSS/HSD, working with the media contractor and with technical assistance from the RMV, designed and created posters, pocket-guides and a roll-call video addressing the issue of improper licensure of motorcyclists in Massachusetts. Approximately 70 pocket-guides and one roll call video were distributed to each of the 350 municipal police departments and the State Police providing law enforcement with information regarding the problem of improper motorcycle licensure in Massachusetts.

## Paid and Earned Media Expenditures

The FFY 2013 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are shown below.

**Table 7. Paid and Earned Media Expenditures**

FUNDING SECTION	PAID	EARNED
Section 405	\$139,378.92	\$1,900
Section 410	\$120,441.20	\$23,400.00
<b>Total</b>	<b>\$259,820.12</b>	<b>\$25,300.00</b>

**Table 8. Drive Sober or Get Pulled Over Mobilization Media  
(December 14, 2012 - January 1, 2013)**

Medium	Placement & Creative	Demo	Total IMPs	Total Gross	Total Net	Total Net + Fee	Net CPM
PANDORA.COM Online Radio (Pandora will create 500 x 500 at n/c)	Mobile Audio :30 Seconds	Men 18-34	1,973,333	\$26,117.65	\$22,200.00	\$24,811.77	
	Mobile Audio Companion Banner 500x500		1,973,333	Bonus	Bonus	Bonus	
	Mobile Audio Following Banner 300x250		1,973,333	Bonus	Bonus	Bonus	
	Web Audio :30 Seconds		248,889	\$3,294.12	\$2,800.00	\$3,129.41	
	Web Audio Companion Banner 500x500		248,889	Bonus	Bonus	Bonus	
	Web Audio Following Banner 300x250		248,889	Bonus	Bonus	Bonus	
			<b>6,666,666</b>	<b>\$29,411.77</b>	<b>\$25,000.00</b>	<b>\$27,941.18</b>	<b>\$3.75</b>
CBSBoston.com (Sports Only) CBS will create all web assets	Landing Page Takeover * Pencil Pushdown 970x66 into 970x418 Background Skin 1768x1050	Adults 18+	482,404	\$8,235.29	\$7,000.00	\$7,411.76	
CBSBoston (News & Sports)	300 x 250 Banner Ads (Static)		300,000	\$3,529.41	\$3,000.00	\$3,176.47	\$10.00
CBSBoston (News & Sports)	300 x 250 Banner Ads (Static)		100,000	Bonus	Bonus	Bonus	
CBS Boston mobile & apps	320 x 50 Mobile Banner Ads		130,000	Bonus	Bonus	Bonus	
WBZ-FM Streaming	:60 Audio w/ 300 x 250 Companion Banner Ad		186,667	Bonus	Bonus	Bonus	
			<b>1,199,071</b>	<b>\$11,764.70</b>	<b>\$10,000.00</b>	<b>\$11,176.47</b>	<b>\$7.80</b>
BatangaNetwork.com (Hispanic Ad Network)	300 x 250 Banner Ads 300 x 250 Embedded Video Banner Ads	Hispanic Men 21-34	584,112	\$3,676.47	\$3,125.00	\$3,492.65	\$5.35
			390,625	\$3,676.47	\$3,125.00	\$3,492.65	\$8.00
			146,211	Bonus	Bonus	Bonus	
			<b>1,120,948</b>	<b>\$7,352.94</b>	<b>\$6,250.00</b>	<b>\$6,985.30</b>	<b>\$5.58</b>
<b>GRAND TOTALS:</b>			<b>8,986,685</b>	<b>\$48,529.41</b>	<b>\$41,250.00</b>	<b>\$46,102.95</b>	<b>\$5.01</b>

**Table 9. Drive Sober or Get Pulled Over Mobilization Media  
(August 16-September 2, 2013)**

Medium	Placement & Creative	Demo	Total IMPs	Total Gross	Total Net	Total Net + Fee
PANDORA.COM Online Radio (Pandora will create 500 x 500 at n/c)	Mobile Audio :15 - :30 Seconds	Men 18-34	1,000,000	\$13,235.29	\$11,250.00	\$12,573.53
	Mobile Audio Companion Banner 500x500		1,000,000	Bonus	Bonus	Bonus
	Mobile Audio Following Banner		1,000,000	Bonus	Bonus	Bonus
	Web Homepage Banner 300 x 250		812,500	\$6,470.59	\$5,500.00	\$6,147.06
	Mobile Homepage Banner 300 x 250		1,531,250	\$14,411.76	\$12,250.00	\$13,691.18
			<b>5,343,750</b>	<b>\$34,117.65</b>	<b>\$29,000.00</b>	<b>\$32,411.76</b>
CBSBoston.com (Sports Only) - 20 days	300 x 250 & 728 x 90 100% SOV above fold	Adults 18+	500,000	\$4,500.00	\$3,825.00	\$4,275.00
	300 x 250 & 728 x 90 (NEWS, SPORTS & ROS)		1,453,000	\$19,030.00	\$16,175.50	\$18,078.50
	320 x 50 Mobile Banner Ads		130,000	Bonus	Bonus	Bonus
	Streaming :60 Audio w/ 300 x 250 Companion Banner Ad		150,000	Bonus	Bonus	Bonus
			<b>2,233,000</b>	<b>\$23,530.00</b>	<b>\$20,000.50</b>	<b>\$22,353.50</b>
SpecificMedia.com (Ad Network)	ROS 300 x 250 & 728 x 90 Banner Ads	Men 18-24	4,411,765	\$17,647.06	\$15,000.00	\$16,764.71
	ROS 300 x 250 & 728 x 90 Banner Ads (added value)		232,363	\$0.00	\$0.00	\$0.00
			<b>4,644,118</b>	<b>\$17,647.06</b>	<b>\$15,000.00</b>	<b>\$16,764.71</b>
Xfinity.com	300 x 250 Home Page	Adults 18+	1,000,000	\$9,411.76	\$8,000.00	\$8,941.18
	300 x 250 Sign-In		575,000	\$5,411.76	\$4,600.00	\$5,141.18
	300 x 250 Sports		300,000	\$2,823.53	\$2,400.00	\$2,682.35
	300 x 250 ROS Bonus		150,000	\$0.00	\$0.00	\$0.00
			<b>2,025,000</b>	<b>\$17,647.06</b>	<b>\$15,000.00</b>	<b>\$16,764.71</b>
BatangaNetwork.com (Hispanic Ad Network)	ROS 300 x 250 & 728 x 90 Banner Ads	Hispanic Men 18-24	934,579	\$5,882.35	\$5,000.00	\$5,588.24
			934,579	\$5,882.35	\$5,000.00	\$5,588.24
tuboston.com	728 x 90	Hispanic Men 21-34	15,000	\$705.88	\$600.00	\$670.59
	300 x 250		15,000	\$423.53	\$360.00	\$402.35
			30,000	\$1,129.41	\$960.00	\$1,072.94
<b>GRAND TOTALS:</b>			<b>15,210,447</b>	<b>\$99,953.53</b>	<b>\$84,980.50</b>	<b>\$94,955.85</b>

# Performance Data

## ■ Crash Summary

For the Annual Report, EOPSS/HSD relied primarily on 2005 to 2011 trend data, and, whenever possible, 2012 data. Some 2012 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is in part attributable to reporting practices by different police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists who are involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

From 2003 - 2009, traffic fatalities in Massachusetts declined 26.4% from 462 to 340. In 2010, the number went up slightly to 347. For 2011, the number was 374. Preliminary FARS data for 2012 data show a 6.7% decline from 2011 with 349 reported fatalities. Overall, Massachusetts traffic fatalities have decreased nearly 25% since 2003.

Table 2 provides the data requested to track performance as outlined in the GHSA 2010 guidance for development of Annual Reports.

**Table 10. Massachusetts Crash Data Trends  
2003 to 2013**

Crash Data/Trends	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Fatalities (Actual)	462	476	441	429	434	364	340	347	374	349	N/A
Fatality Rate/(100 Million VMT) Total	0.86	0.87	0.80	0.78	0.79	0.67	0.62	0.64	0.68	N/A	N/A
Fatality Rate/(100 Million VMT) Rural	-	-	-	-	0.85	0.87	0.82	0.72	1.08	N/A	N/A
Fatality Rate/(100 Million VMT) Urban	-	-	-	-	0.78	0.65	0.60	0.63	0.65	N/A	N/A
Number of Serious Injuries	5,370	5,033	5,052	4,579	4,182	3,983	3,392	3,477	3,507	3,177	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC	156	169	148	144	155	120	106	122	126	123	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	177	165	171	158	148	122	116	102	122	98	N/A
Number of Speeding-Related Fatalities	156	158	145	148	143	97	77	83	121	106	N/A
Number of Motorcyclist Fatalities	35	60	56	50	62	42	55	61	40	51	N/A
Number of Unhelmeted Motorcyclist Fatalities	4	9	4	5	3	1	6	7	5	3	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	90	88	69	76	61	56	53	50	42	N/A
Number of Pedestrian Fatalities	86	81	76	61	66	76	46	68	69	72	N/A
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	62%	63%	65%	67%	69%	67%	74%	74%	73%	73%	75%
Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities	-	-	-	10,613	22,463	12,216	16,159	13,815	6,118	11,622	7,329
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	447	420	542	364	221	147	635	539
Number of Speeding Violations Issued During Grant-Funded Enforcement Activities	-	-	-	11,859	37,251	24,939	17,590	14,161	6,990	9,959	9,183

Source: MassTRAC, December 2013; RMV May 2013; FARS, December 2013; 2002 to 2013 Massachusetts Safety Belt Use Observation Surveys; HSD grant data 2006-2013

Note: Some numbers reported in this FFY 2012 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2012 data are preliminary.

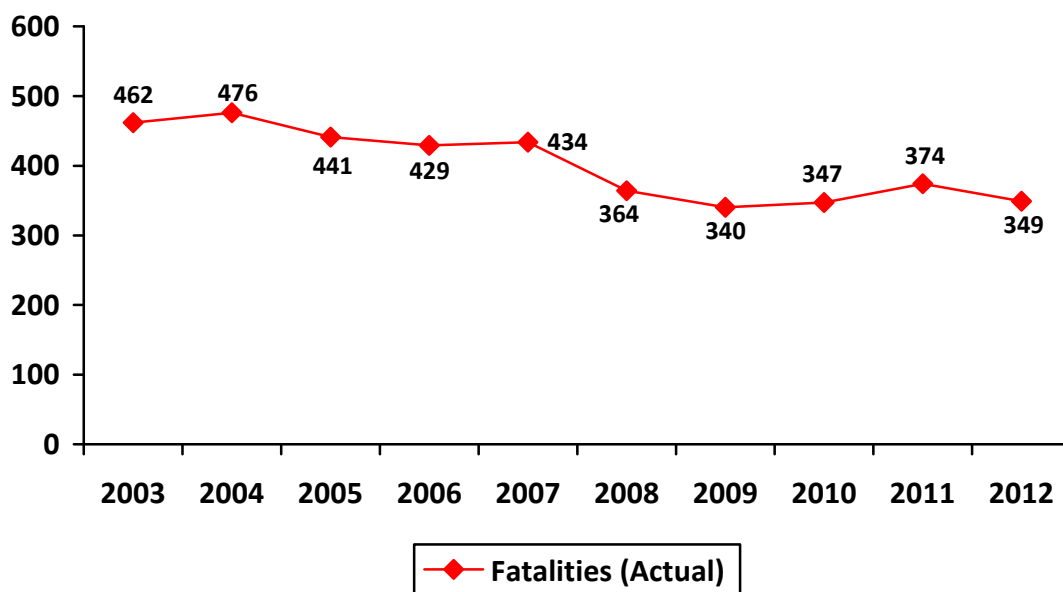
Figures 2 through 13 illustrate select data shown in Table 2 in greater detail and include data points and an associated trend line.

Figure 2 presents the number of motor vehicle fatalities in Massachusetts from 2003 to 2012. The number has fluctuated during this time period, spiking in 2004 with 476 fatalities. Since that 'high water mark' in 2004, the number of fatalities has declined 26.7%. This decrease may be due in part to the development of more effective countermeasures related to motor vehicle safety that have been primarily focused on alcohol, speed, and safety belt program areas.

**FFY 2013 Target:** To reduce five-year average (2006-2010) of MV-related fatalities from 383 by five percent to no more than 364 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of MV-related fatalities was 355. Target reached and surpassed.

**Figure 2. Number of Motor Vehicle-Related Fatalities 2003 - 2012**



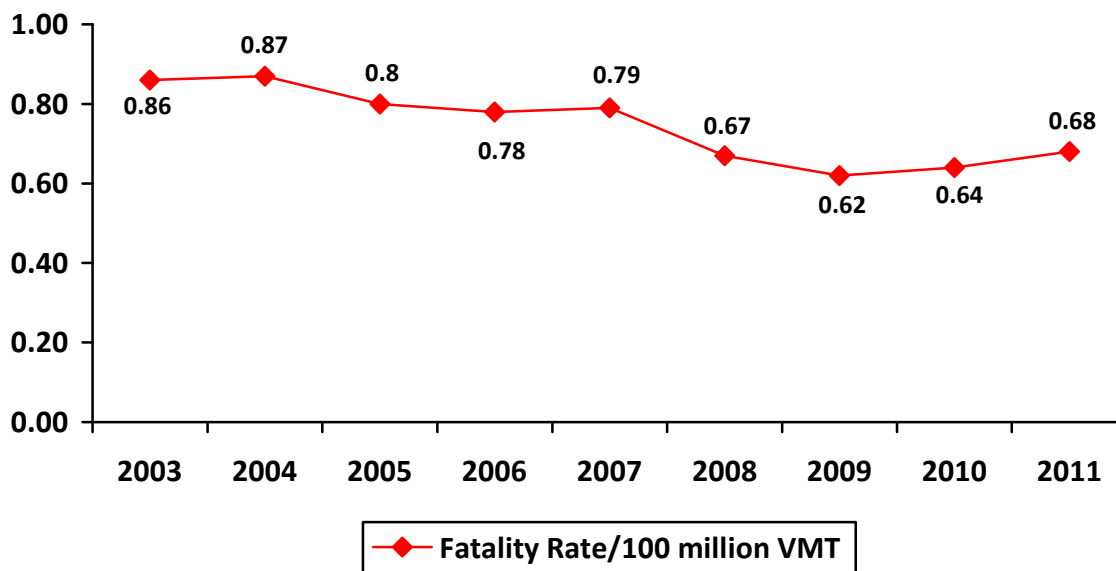
Source: FARS 2012 Annual Report File (ARF)

Figure 3 presents the motor vehicle fatality rate in Massachusetts per 100 million VMT between 2003 and 2011. During this timeframe, the fatality rate per 100 million VMT declined 21% from 0.86 to 0.68. Massachusetts was second only to Minnesota (0.65) in the nation for fatality rate per 100 million VMT.

**FFY 2013 Target:** To reduce the five-year average (2006-2010) of fatalities per 100 M VMT by five percent from 0.70 to no more than 0.67 (2009-2013).

**FFY 2013 Result:** Five-year average (2007-2011) of fatalities per 100 M VMT was 0.68. Progress is being made towards the target of no more than 0.67.

**Figure 3. Fatality Rate/100 Million VMT 2003 - 2011**



Source: FARS 2012 Annual Report File (ARF)

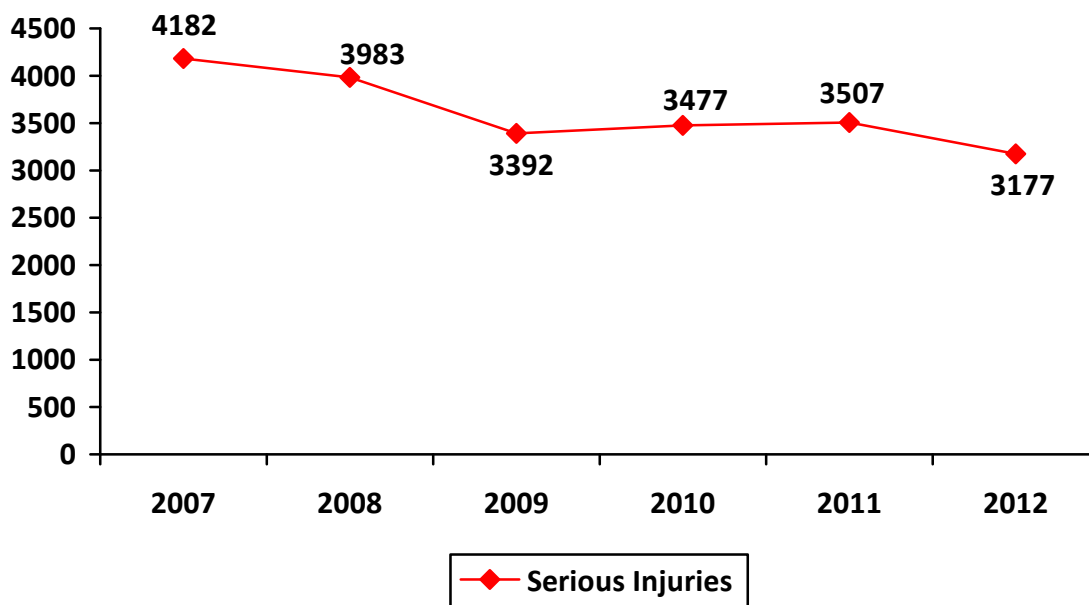


Figure 4 presents the number of serious injuries in Massachusetts between 2005 and 2012. Since 2007, the number of serious injuries has declined from 4,182 to 3,177 in 2012, a 24% decrease.

**FFY 2013 Target:** To reduce the five-year average (2006-2010) of serious injuries from 3,993 by five percent to no more than 3,783 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of serious injuries was 3,507. Target has been met and surpassed.

**Figure 4. Number of Serious Injuries 2007 - 2012**



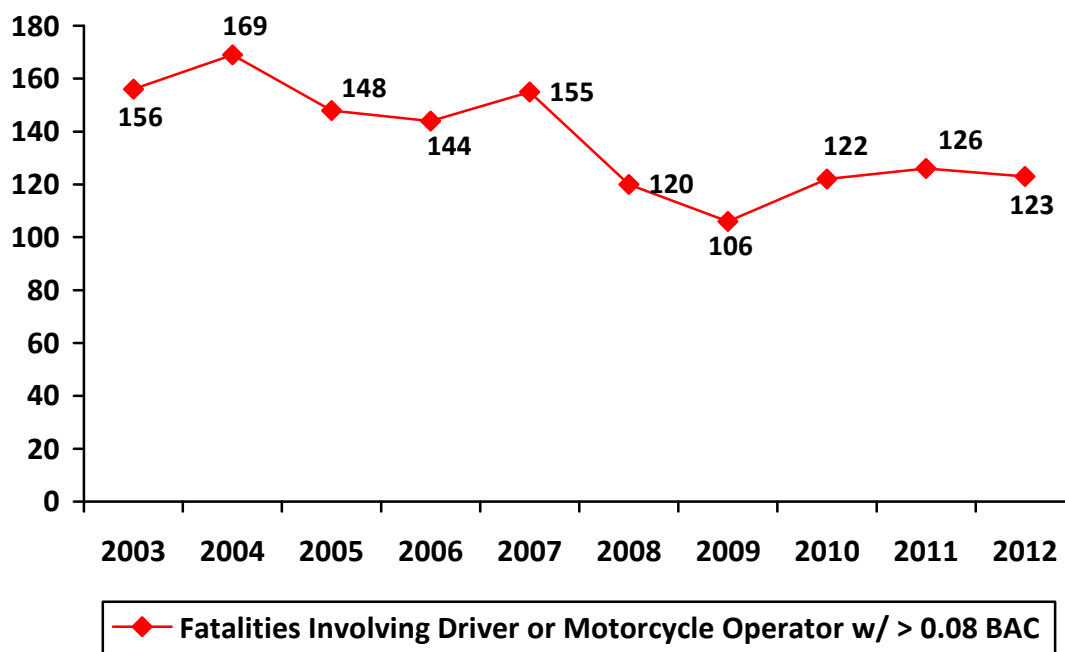
Source: MassTRAC, December 2013  
 Note: 2011 & 2012 data are preliminary.

Figure 5 presents the number of alcohol-impaired fatalities in Massachusetts involving a driver with a BAC of 0.08 or greater between 2003 and 2012. The data show a decline in alcohol-impaired driver fatalities, with a 21% decrease from 2003.

**FFY 2013 Target:** To reduce the five-year average (2006-2010) of alcohol-impaired fatalities (with BAC of 0.08 or greater) from 151 by five percent to no more than 145 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 119. Target was met and surpassed.

**Figure 5. Number of Fatalities Involving Driver or Motorcycle Operator with  $\geq 0.08$  BAC 2003 - 2012**



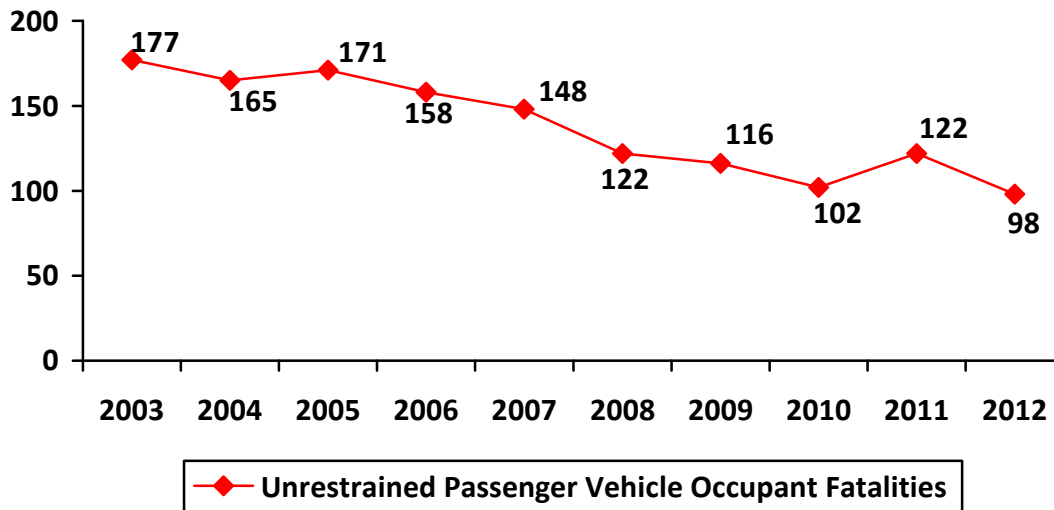
Source: FARS 2012 Annual Report File (ARF)

Figure 7 presents the unrestrained passenger vehicle occupant fatalities in Massachusetts between 2003 and 2013. Since 2003, the number of fatalities reported has dropped 45% from 177 to 98.

**FFY 2013 Target:** To reduce the five-year average (2007-2011) of unrestrained passenger vehicle occupant fatalities, in all seat positions, from 127 by five percent to no more than 121 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of unrestrained passenger vehicle occupant fatalities, in all seat positions, was 112. Target met and surpassed.

**Figure 6. Number of Unrestrained Passenger Vehicle Occupant Fatalities 2003 - 2012**



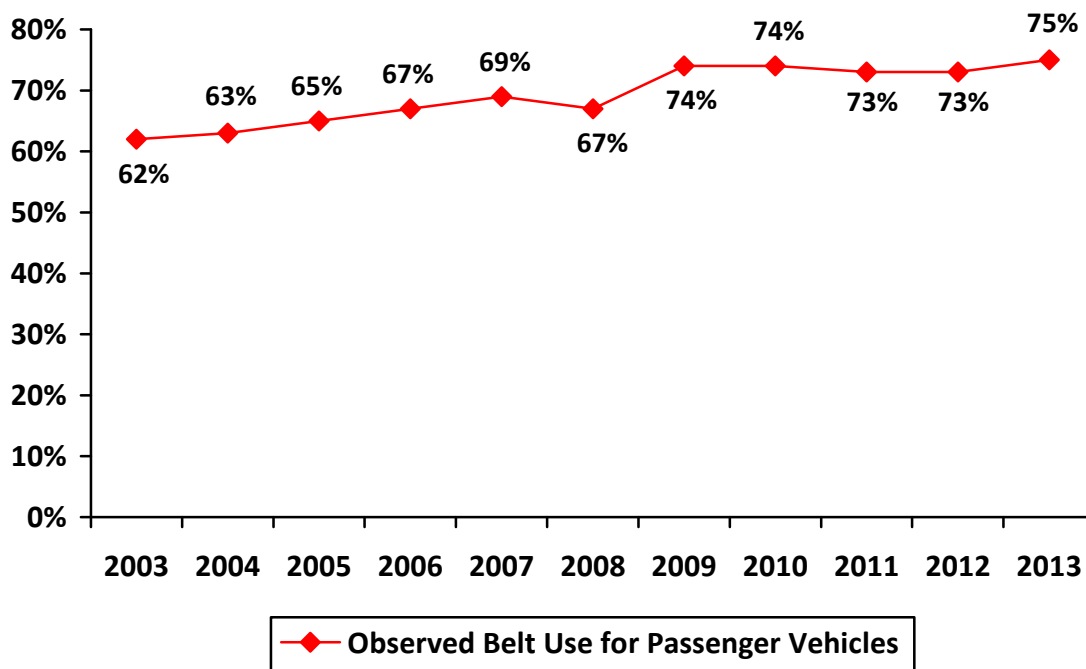
Source: FARS 2012 Annual Report File (ARF)

Figure 8 presents the observed safety belt use rate in Massachusetts between 2003 and 2013. Since 2003, the rate has increased 13 percentage points from to 75% - the highest the Commonwealth has ever seen.

**FFY 2013 Target:** To increase by two percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles from 73 percent in 2012 to 75 in 2013.

**FFY 2013 Result:** Statewide observed safety belt use of front seat outboard occupants in passenger vehicles increased two percentage points to 75%. Target achieved.

**Figure 7. Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant 2003 - 2013**



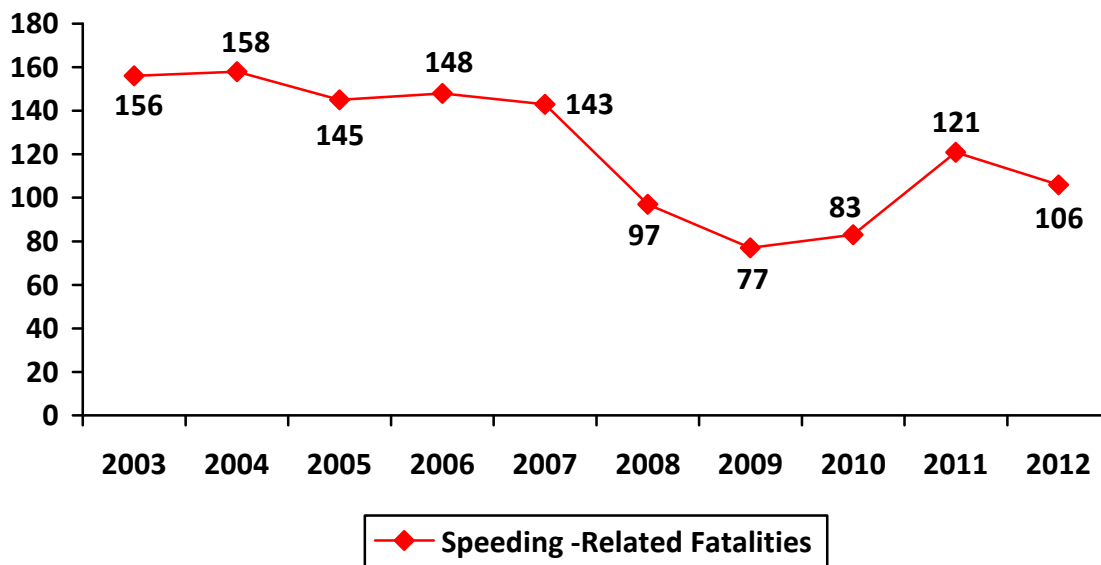
Source: Massachusetts Safety Belt Use Observation Surveys 2003-2013

Figure 9 presents the number of speed-related fatalities in Massachusetts between 2003 and 2012. Since 2003, speeding-related fatalities have dropped from 156 to 106, a 32% decline.

**FFY 2013 Target:** To reduce the five-year average (2007-2011) of speed-related fatalities from 107 by five percent to no more than 102 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of speed-related fatalities was 97. Target met and surpassed.

**Figure 8. Number of Speeding-Related Fatalities 2003 - 2012**



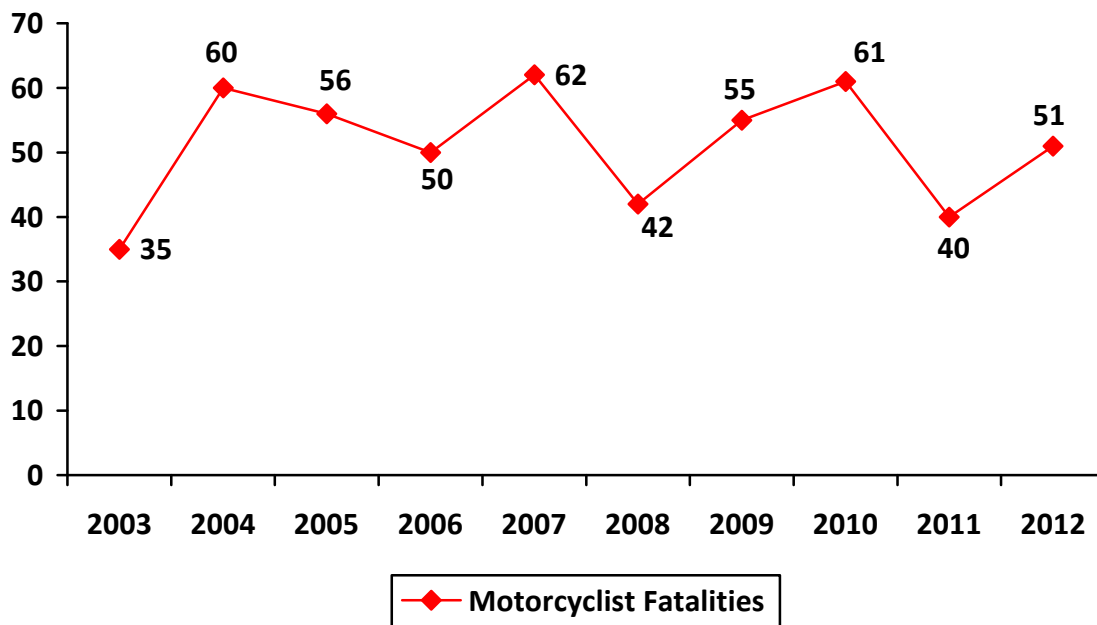
Source: FARS 2012 Annual Report File (ARF)

Figure 10 presents the number of motorcyclist fatalities in Massachusetts between 2003 and 2012, which has fluctuated greatly during this time period. The number of motorcycle fatalities nearly doubled from 2003 to 2010, then dropped over 34% in 2011. Unfortunately, 2012 saw motorcyclist fatalities jump 27% to 51, negating the positive gains made in the previous year.

**FFY 2013 Target:** To reduce the five-year average (2007-2011) of motorcycle fatalities from 52 by five percent to no more than 49 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of motorcycle fatalities was 50. Progress has been made towards target.

**Figure 9. Number of Motorcyclist Fatalities 2003 - 2012**



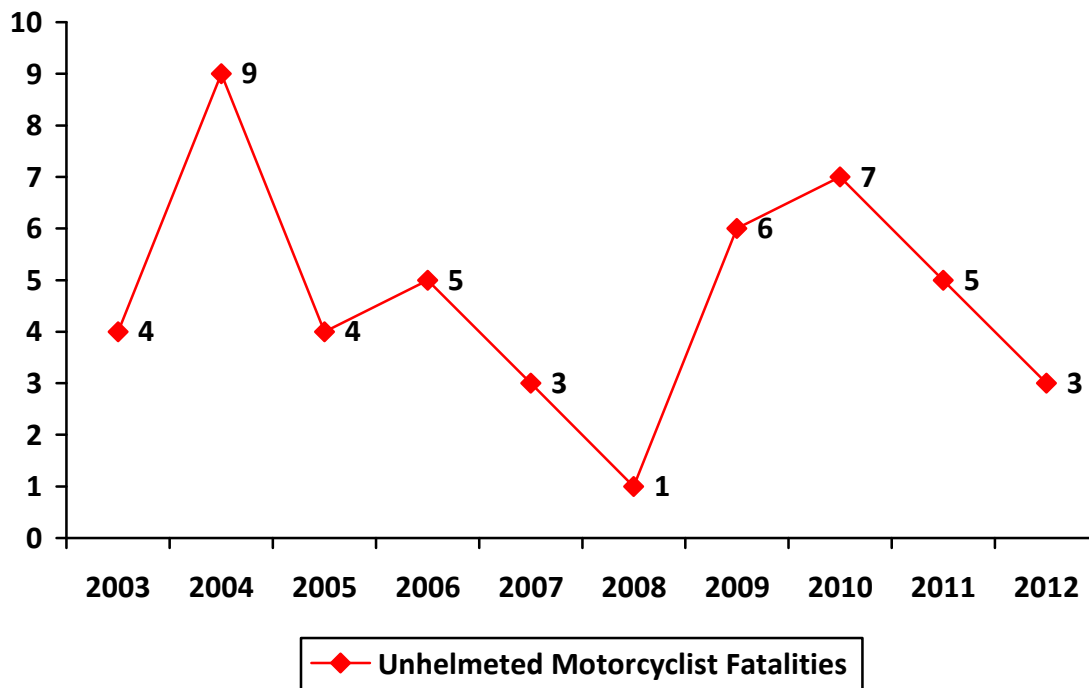
Source: FARS 2012 Annual Report File (ARF).

Figure 11 presents the number of unhelmeted motorcycle fatalities from 2003 to 2012. According to NHTSA’s 2012 National Occupant Protection Use Survey, 60% of riders use DOT-compliant helmets. Of the 51 reported motorcyclist fatalities in Massachusetts during 2012, 42 riders or passengers who died were wearing helmets at the time of impact. This represents an 82% rate of helmet usage – far higher than the U.S. average reported by NHTSA.

**FFY 2013 Target:** To maintain five-year average (2007-2011) of unhelmeted motorcyclist fatalities at the five-year average of 4 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of unhelmeted motorcyclist fatalities was 4. Target maintained.

**Figure 10. Number of Unhelmeted Motorcyclist Fatalities 2003 - 2012**



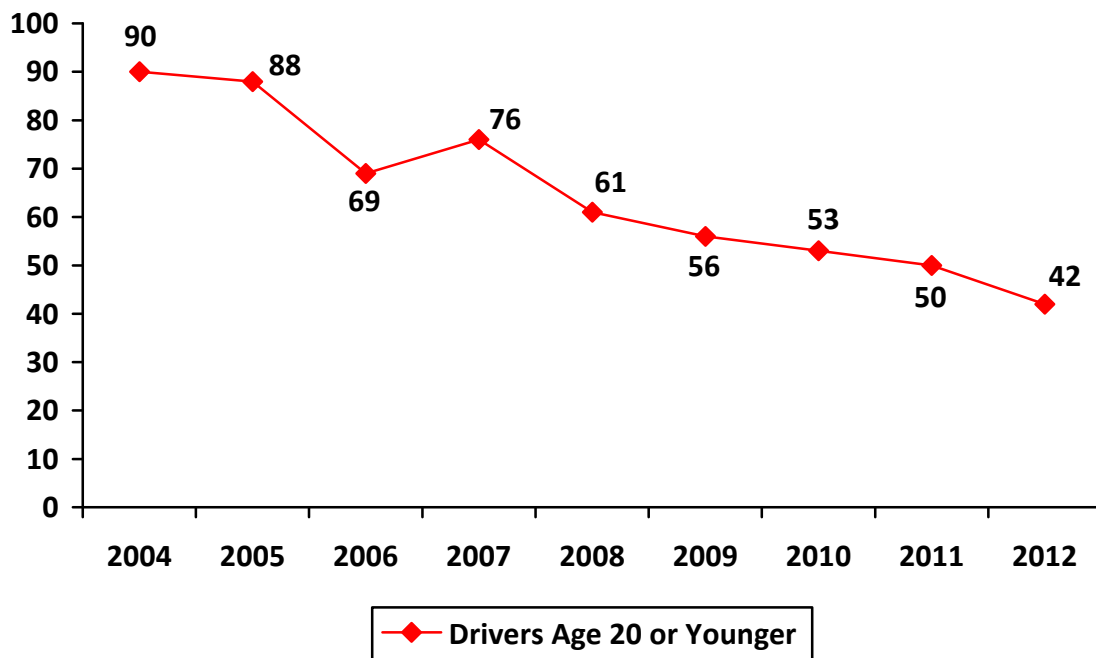
Source: FARS 2012 Annual Report File (ARF)

Figure 12 presents the number of young drivers (ages 20 and younger) involved in fatal crashes in Massachusetts between 2004 and 2012. The number of young drivers involved in fatal crashes has declined significantly from 90 in 2004 to 427 in 2012, a 53% decrease. This may be due in part to stricter enforcement of the Massachusetts JOL Law in addition to more targeted public outreach efforts to young drivers and their parents to raise motor vehicle safety awareness.

**FFY 2013 Target:** To reduce the five-year average (2007-2011) of young drivers (age 20 or younger) fatalities from 63 by five percent to no more than 60 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of young drivers (age 20 or younger) fatalities was 52. Target met and surpassed.

**Figure 11. Number of Drivers Age 20 or Younger Involved in Fatal Crashes 2004 - 2012**



Source: FARS 2012 Annual Report File (ARF)

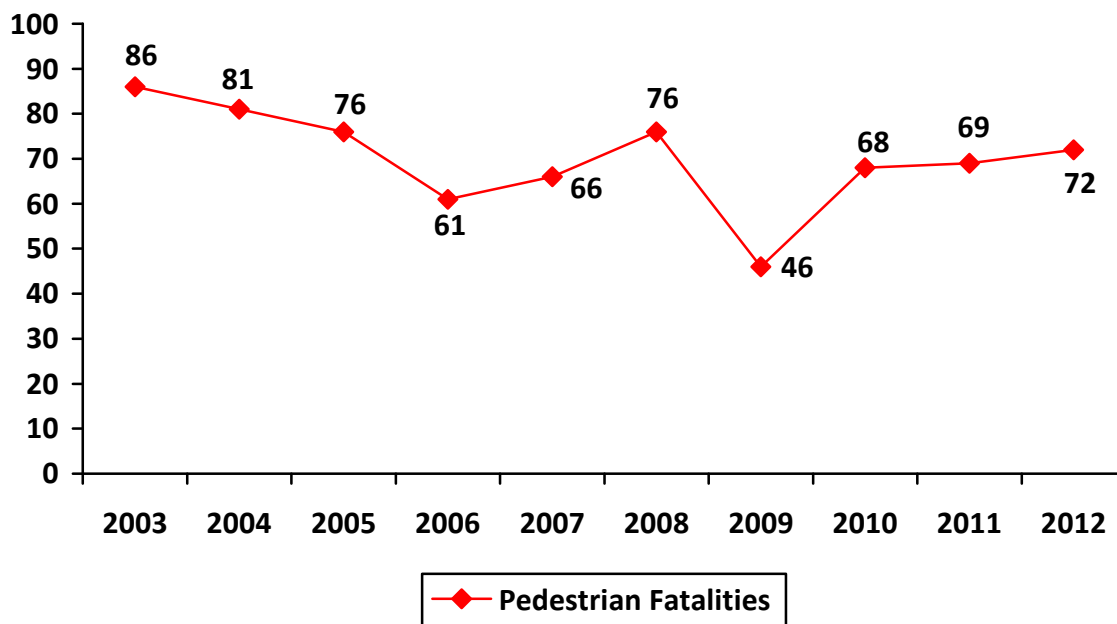


Figure 13 presents the number of pedestrian fatalities in Massachusetts between 2003 and 2012. Since reaching a record-low of 46 fatalities in 2009, the number of fatalities has risen to 72 in 2012. Despite this unfortunate increase, EOPSS/HSD expects the number to go down with the success of its 2013 Pedestrian Grant Enforcement involving 48 communities across the Commonwealth.

**FFY 2013 Target:** To reduce the five-year average (2007-2011) of pedestrian fatalities from 61 by five percent to no more than 58 (2009-2013).

**FFY 2013 Result:** Five-year average (2008-2012) of pedestrian fatalities was 66. Target not met or any progress made towards target.

**Figure 12. Number of Pedestrian Fatalities 2003 - 2012**



Source: FARS 2012 Annual Report File (ARF)

Below are some additional Massachusetts Crash Data trends.

**Table 11. Additional Massachusetts Crash Data Trends  
2003 to 2012**

Crash Data/Trends	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Number of Motor Vehicle Crashes of All Types	141,681	138,632	154,084	149,860	144,510	126,364	117,720	116,696	107,267	108,379
Fatalities - Male (Actual)	311	324	301	293	288	264	245	243	180	212
Fatalities - Female (Actual)	149	152	140	136	129	99	94	105	97	102
Fatal Crashes (Actual)	434	447	417	403	408	337	313	330	265	291
Number of Crash Injuries	57,455	55,500	57,833	54,921	43,628	43,822	42,619	42,788	38,932	38,799
Fatality and Serious/Incapacitating Injury Rate/(100 Million VMT)	10.86	10.06	9.90	9.08	8.38	7.98	6.46	7.03	7.08	N/A
Alcohol-Related Fatalities (Actual) BAC = 0.01+	194	189	170	186	203	164	143	166	162	162
Percent of All Fatalities that are Alcohol-Related	42%	40%	39%	43%	47%	45%	42%	48%	43%	46%
Alcohol-Related Fatality Rate/ (100 Million VMT)	0.36	0.35	0.31	0.31	0.37	0.30	0.26	0.31	0.30	N/A
Percent of Vehicle Occupant Fatalities Unrestrained	55%	53%	57%	37%	34%	34%	34%	29%	32%	28%
Percent of All Fatalities that are Speed-Related	34%	33%	33%	34%	33%	27%	23%	24%	32%	30%
Speed-Related Fatality Rate/ (100 Million VMT)	0.29	0.29	0.26	0.27	0.26	0.17	0.13	.15	.22	N/A
Pedestrian Serious/Incapacitating Injuries (Actual)	246	268	241	221	234	233	255	291	310	335
Bicyclist Fatalities (Actual)	11	11	5	6	11	10	6	7	5	7
Bicyclist Serious/Incapacitating Injuries (Actual)	70	94	74	103	97	81	102	103	100	117
Motorcyclist Serious/Incapacitating Injuries (Actual)	291	355	374	314	316	329	306	371	274	308
Young Driver Serious/Incapacitating Injuries (Actual) <sup>a</sup>	874	889	815	752	622	586	772	908	462	429
Older Drivers Involved in Fatal Crashes (Actual) <sup>b</sup>	93	63	70	59	70	53	58	61	49	62
Older Driver Serious/Incapacitating Injuries (Actual) <sup>b</sup>	644	590	700	338	271	265	304	505	240	239

Source: MasSTRAC, December 2013; RMV, May 2012; FARS, December 2013

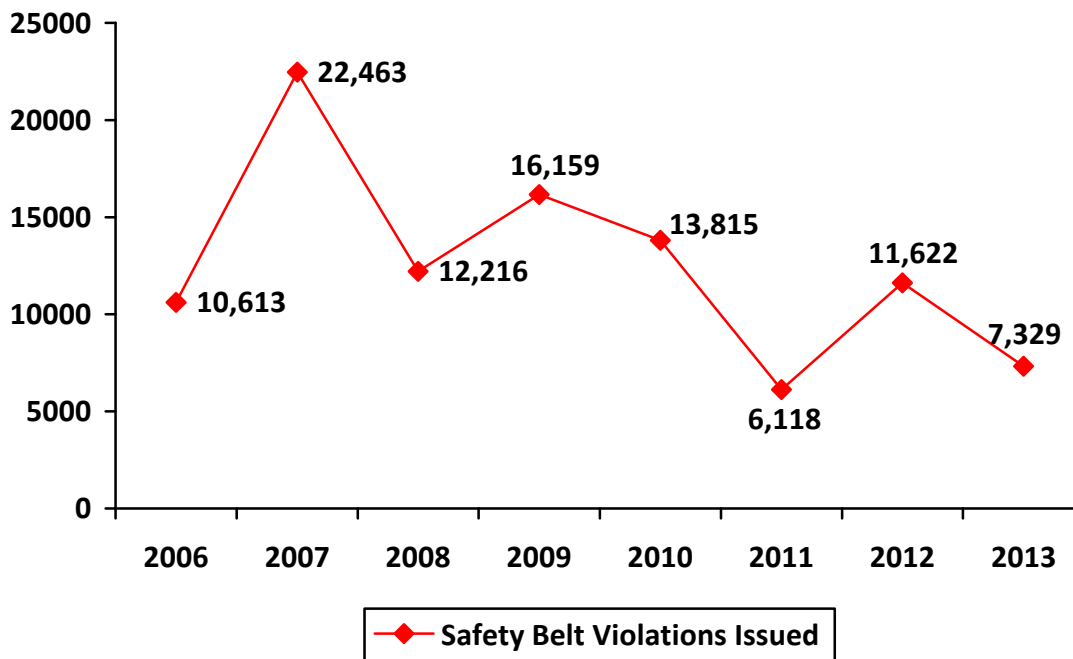
<sup>a</sup> Young drivers are age 16 to 24

<sup>b</sup> Older drivers are age 65+

- Note:
- 1) Some numbers reported in this FFY 2012 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology
  - 2) Any inconsistencies between total of male/female fatalities and overall reported fatalities for given year are due to gender that was either not reported or was unknown on crash report
  - 3) Some 2012 data are preliminary

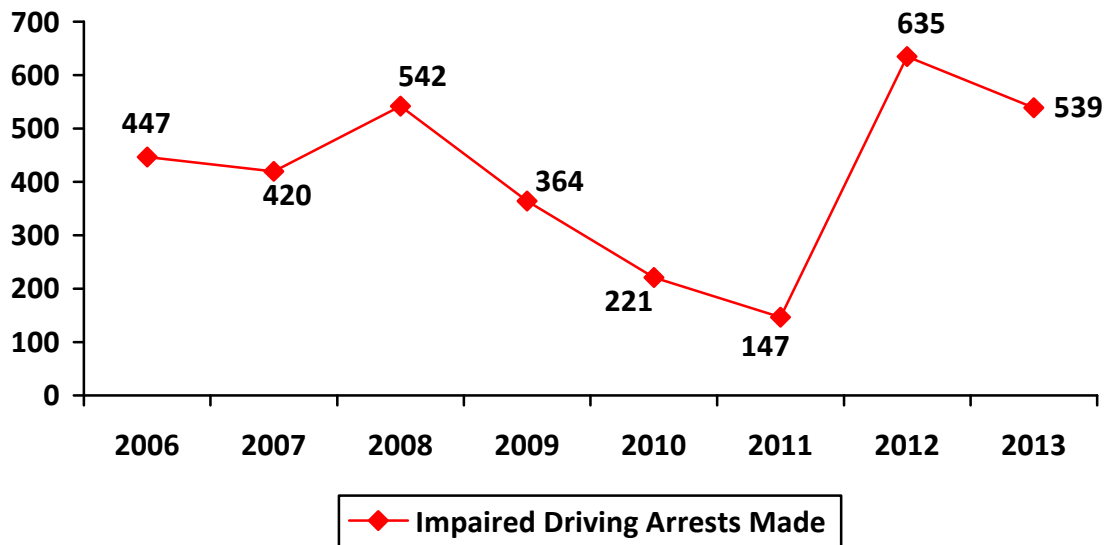
In Figures 14, 15, and 16 below, the three required activity performance measures are displayed. The charts cover 2006 – 2013. As the data shows, 2013 saw a slight decline in safety belt violations, impaired driving arrests and speeding violations issued during grant-funded activities including CIOT and DSOGPO mobilizations.

**Figure 13. Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities 2006-2013**



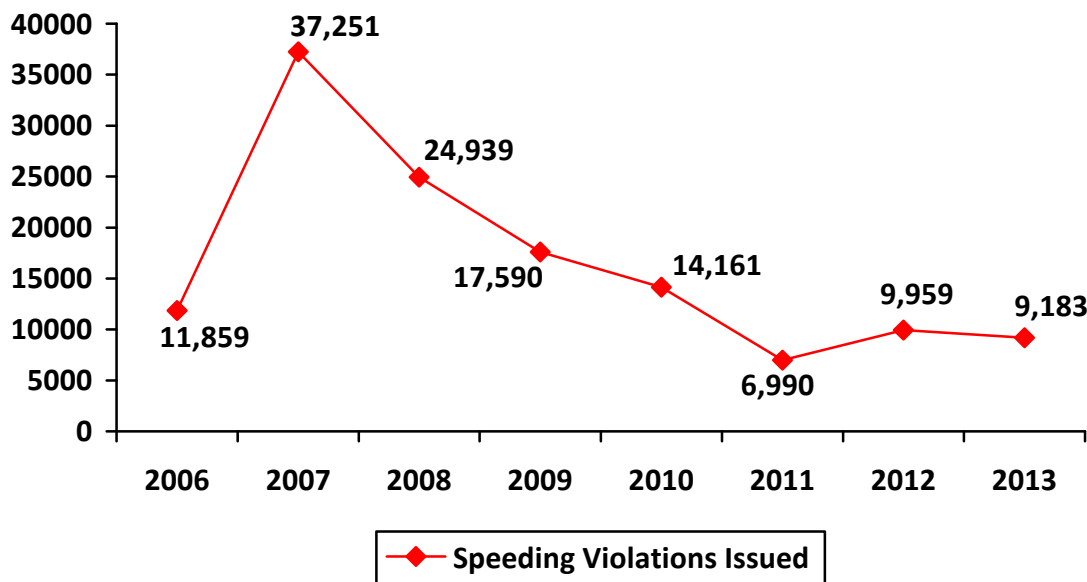
Source: Traffic Enforcement Grant database

**Figure 14. Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities 2006-2013**



Source: Traffic Enforcement Grant database

**Figure 15. Number of Speeding Violations Issued During Grant-Funded Enforcement Activities 2006-2013**



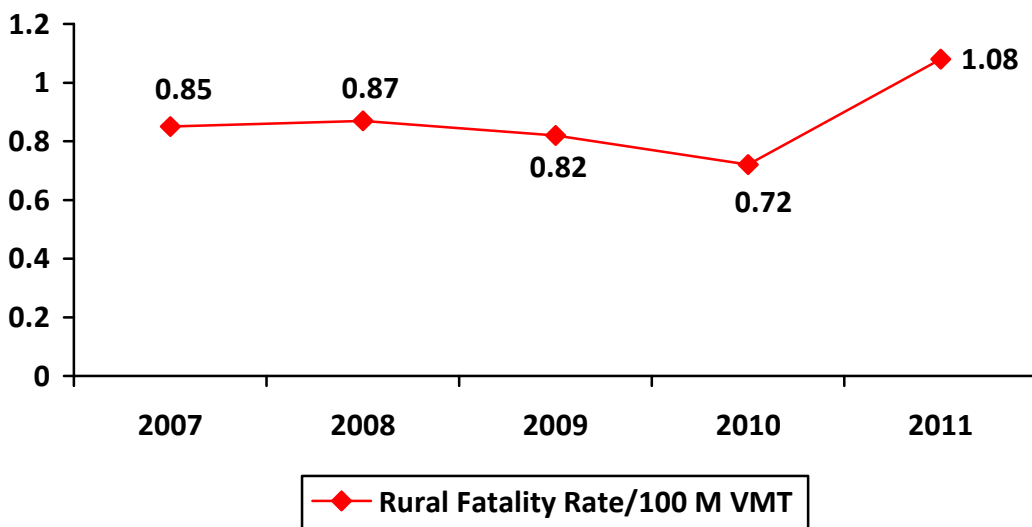
Source: Traffic Enforcement Grant database

Figure 17 presents the motor vehicle fatality rate in rural Massachusetts per 100 million VMT between 2007 and 2011. During this timeframe, the rural fatality rate per 100 million VMT increased 27% from 0.85 to 1.08.

**FFY 2013 Target:** To reduce the five-year average (2006-2010) of rural fatalities per 100 M VMT by five percent from 0.83 to no more than 0.79 (2009-2013).

**FFY 2013 Result:** Five-year average (2007-2011) of rural fatalities per 100 M VMT was 0.87. Target was not met, nor was progress made.

**Figure 16: Rural Fatality Rate/100 Million VMT 2007-2011**



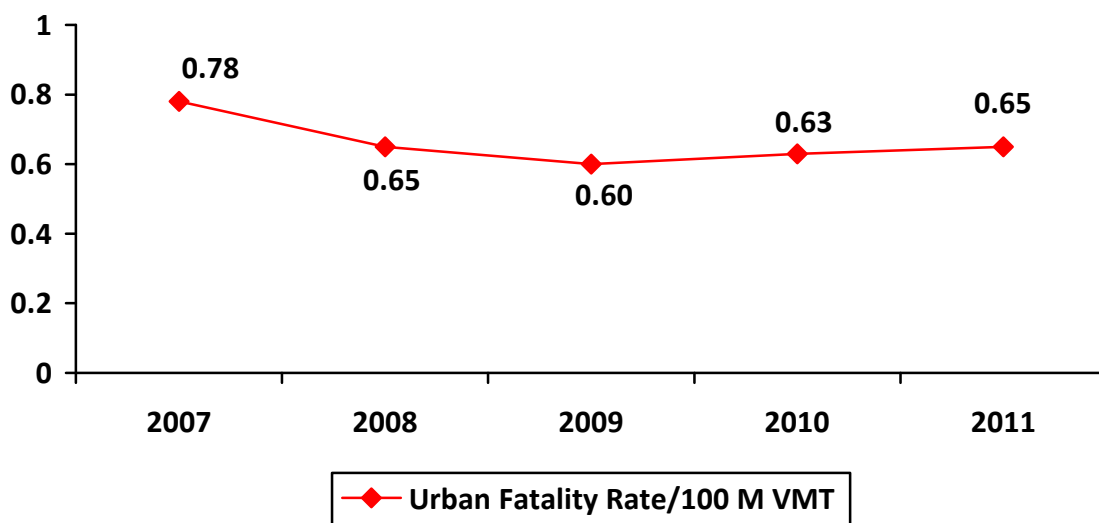
Source: FARS 2012 Annual Report File (ARF)

Figure 18 presents the motor vehicle fatality rate in urban Massachusetts per 100 million VMT between 2007 and 2011. During this timeframe, the urban fatality rate per 100 million VMT declined 16% from 0.78 to 0.65.

**FFY 2013 Target:** To reduce the five-year average (2006-2010) of urban fatalities per 100 M VMT by five percent from 0.67 to no more than 0.64 (2009-2013).

**FFY 2013 Result:** Five-year average (2007-2011) of urban fatalities per 100 M VMT was 0.66. Progress has been made towards target.

**Figure 17: Urban Fatality Rate/100 Million VMT 2007-2011**



Source: FARS 2012 Annual Report File (ARF)

# Noteworthy Accomplishments and Project Highlights

## Child Passenger Seat Program

### Issue Addressed

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

### Accomplishments

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Administration and Training program in FFY 2013. The major highlights included:

- Trained 44 new technicians for a total of 587 certified across the Commonwealth
- Recertified 133 technicians (as of July 2013) – a recertification rate of 68.6%; a rate well over the national average of 58.1%
- CPS Equipment Grantees hosted 26 checkup events as well as weekly fitting stations from May 1<sup>st</sup> to September 30<sup>th</sup>
- The checkup events and fitting stations resulted in 1,735 car seat inspections and 1,618 car seat installations across the Commonwealth
- Twenty recipients of the CPS Equipment Grant collectively purchased 645 new car seats for distribution to families or caregivers in need of a new car seat
- Over 250 car seats were distributed by grantees prior to the close of the FFY 2013 CPS Grant period (September 30, 2013)

### ***Distribution of Child Restraints***

During FFY 2013, HSD distributed CPS Equipment Grant funding to twenty selected grantees across the Commonwealth. As part of their application, grantees indicated plans to do outreach and checkpoints in low-income sections of their respective community. The total amount of funding distributed was \$45,000. Grantees included not-for-profit entities as well as police and fire departments across the Commonwealth.

#### ***16 Municipalities Participated***

Acushnet, Belmont, Charlton, Holbrook, Lakeville, Quincy, Raynham, Rochester, Rutland, Taunton, Tewksbury, Wakefield, Westfield, Westminster, Whitman.

#### ***4 Regional Non-Profits Participated***

Baystate Children’s Hospital (Springfield), Boston Children’s Hospital, North Adams Ambulance Service, UMass Memorial Medical (Worcester)

The counties represented: Berkshire, Bristol, Hampden, Middlesex, Norfolk, Plymouth, and Worcester.

Utilizing CPS Equipment funding, grantees purchased 645 federally-approved car seats for distribution. As of September 30, 2013, grantees have distributed 260 car seats and checked thousands for installation. While determining level of income of each recipient is not possible, grantees made every effort to make residents of low-income areas in their town or region aware of upcoming checkpoints and fitting stations where a new car seat could be obtained.

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

The three EOPSS/HSD-funded traffic enforcement mobilizations conducted in FFY 2012 addressed occupant protection for all passengers, including children. In FFY 2013, 106 local police departments participated in the *Drive Sober or Get Pulled Over* Mobilization and the MSP and 123 local police departments participated in the *CIOT* Mobilizations. During mobilization events, enforcement resulted in the issuance of 6,835 child safety seat violations. The following municipal police departments participated in these mobilizations:

#### ***127 Departments Participated throughout FFY 2013***

Abington	Groton	Revere
Acton	Hadley	Rockland
Acushnet	Hanover	Salem
Amesbury	Haverhill	Salisbury
Amherst	Hingham	Seekonk
Arlington	Holbrook	Sharon
Attleboro	Holliston	Sherborn



Auburn	Hopkinton	Somerset
Bedford	Lakeville	Somerville
Belchertown	Leicester	Southborough
Beverly	Lenox	Southbridge
Bolton	Lexington	Spencer
Boston	Longmeadow	Springfield
Braintree	Lowell	Stoneham
Bridgewater	Lunenburg	Sturbridge
Brockton	Lynn	Swansea
Brookline	Marlborough	Taunton
Burlington	Methuen	Tewksbury
Cambridge	Middleborough	Topsfield
Canton	Middleton	Tyngsboro
Carver	Milford	Uxbridge
Charlton	Millbury	Wakefield
Chelmsford	Milton	Walpole
Chelsea	Needham	Waltham
Concord	New Bedford	Wareham
Danvers	Newburyport	Watertown
Dartmouth	Newton	Wayland
Dedham	North Attleboro	Webster
Dennis	Northampton	Wellesley
Dudley	Northbridge	West Boylston
East Bridgewater	Norton	West Bridgewater
Eastham	Norwell	Westborough
Everett	Orleans	Westford
Fairhaven	Palmer	Westminster
Fall River	Peabody	Westport
Falmouth	Pittsfield	Westwood
Fitchburg	Plymouth	Weymouth
Franklin	Quincy	Whitman
Freetown	Randolph	Wilbraham
Grafton	Raynham	Wilmington
Granby	Reading	Woburn
Great Barrington	Rehoboth	Worcester Yarmouth

Approximately 33% of the cities/towns in Massachusetts participated in EOPSS/HSD grant-funded mobilizations.

**Training CPS Professionals**

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

In FFY 2013, MPTC conducted 8 CPS-related classes throughout the Commonwealth. Classes were open to municipal and state law enforcement and public safety officers. As a result, 44 new technicians were trained and 133 technicians were recertified. The recertification rate for the first seven months of the project was 68.6%, a rate well over the national average of 58.1%.

**CPS Technicians classes**

- Sunderland (January 22-25)
- Andover (May 7-10)
- Pittsfield (June 21-24)
- Braintree (September 16-19)

**CPS Update Class**

- Brookline (July 30)

**CPS Renewal Classes**

- Sunderland (January 22)
- Andover (May 7)
- Braintree (September 16)

**Educating the Public on CPS**

As part of CPS Equipment Grant specification, grantees had to participate or host either a checkup event or regularly scheduled fitting station over the course of the grant period. From April to September 2013, grantees hosted or participated in 26 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded 1,735 car seat inspections and 1,618 car seat installations. As a result of careful inspections, 260 car seats were distributed to replace outdated or damaged car seats.

**Checkup Events by 2013 CPS Grantees**

Date	Location	Town/City	Host Agency
5/4/13	Lakeville Fire Department	Lakeville	Lakeville Police Department
6/13/13	Holyoke Town Hall	Holyoke	Holyoke Fire Department
6/15/13	Wal-Mart parking lot	Quincy	Quincy Police Department

8/3/13	Wakefield Public Safety Building	Wakefield	Wakefield Police Department
8/17/13	Lakeville Police Department	Lakeville	Lakeville Police Department
9/7/13	White's of Westport	Westport	Rochester Police Department
9/8/13	Tewksbury Community Food Pantry	Tewksbury	Tewksbury Police Department
9/13/13	Holyoke Fire Department	Holyoke	Holyoke Fire Department
9/15/13	Plumb Corner Plaza	Rochester	Rochester Police Department
9/20/13	North Adams Ambulance Service	North Adams	North Adams Ambulance
9/28/13	Kids Fest @ Wachusetts Ski Area	Princeton	Westminster Police Department

### Fitting Stations/Appointments/Walk-in by 2013 CPS Grantees

Grantee	Location	Day	Timeframe
A Baby Center	Hyannis	Monday and Wednesday	5-7pm (M); 12-2pm (W)
Amesbury Police Department	Amesbury	7 days a week	By appointment
Amherst Police Department	Amherst	Every 3 <sup>rd</sup> Saturday	3pm - 6pm
Aquinnah Police Department	Aquinnah	Sunday, Tuesday, Wednesday	By appointment
Boston Children's North	Peabody	Friday	1pm - 3pm
Boston Children's	Boston	Wednesday	10am - 12pm
Boston EMS	Boston	Wednesday	11am - 3pm
Boston EMS	Boston	Thursday	4pm - 8pm
Boxborough Fire Department	Boxborough	7 days a week	By appointment
Brewster Police Department	Brewster	Monday - Friday	By appointment
Bristol County Sheriff's Office	New Bedford	Monday - Friday	By appointment
Brockton Police Department	Brockton	7 days a week	By appointment
Brookline Police Department	Brookline	7 days a week	By appointment
Burlington Police Department	Burlington	Monday - Friday	7am - 3pm
Charlton Police Department	Charlton	Monday - Friday	7am - 3pm
Danvers Police Department	Danvers	7 days a week	7am - 3pm
Dennis Fire Department	South Dennis	Tuesday or Thursday	By appointment
Dennis Police Department	South Dennis	7 days a week	Either by walk-in or appointment
Douglas Police Department	Douglas	Monday - Friday	3pm - 11pm
Easton Police Department	Easton	Monday - Friday	By appointment
Holbrook Fire & Police	Holbrook	7 days a week	By appointment
Holliston Fire Department	Holliston	Monday - Friday	7am - 3pm
Holyoke Fire Department	Holyoke	Monday - Friday	8am - 4pm
Leominster Police Department	Leominster	Monday - Friday	By appointment

Lowell Police Department	Lowell	Monday - Friday	7:30am - 3:30pm
Lynn Fire Department	Lynn	Monday - Friday	By appointment (9a-5p)
Medford Police Department	Medford	Tuesday	By appointment (4p-8p)
Melrose Police Department	Melrose	Monday - Friday	By appointment
Merrimac Police Department	Merrimac	Monday - Friday	By appointment
Northampton Fire Department	Northampton	Wednesday	By appointment (9a-1p)
North Attleboro Fire Department	North Attleboro	Monday - Friday	By appointment
Pittsfield Police Department	Pittsfield	7 days a week	By appointment
Quincy Police Department	Quincy	7 days a week	By appointment
Randolph Police Department	Randolph	Monday - Friday	7am - 3pm
Safe Kids of Western Mass	Springfield	Thursday	9am - 5pm
Salisbury Police Department	Salisbury	7 days a week	By appointment
South Hadley Police Department	South Hadley	7 days a week	By appointment
Taunton Police Department	Taunton	7 days a week	7am - 7pm
Topsfield Fire Department	Topsfield	7 days a week	6am - 6pm
Umass Memorial Medical Center	Worcester	Every other Thursday	9am - 3pm
Wellesley Police Department	Wellesley	7 days a week	By appointment
Westborough Fire Department	Westborough	Monday - Friday	By appointment
Westford Police Department	Westford	7 days a week	By appointment
Westport Police Department	Westport	7 days a week	By appointment
Wilmington Police Department	Wilmington	Wednesdays	10am - 2pm
Worcester Fire Department	Worcester	7 days a week	By appointment

The following provides an overview of the types of programs and support available through EOPSS/HSD and the MPTC during FFY 2013. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/HSD staff and Statewide CPS Coordinator responded to 145 inquiries to the toll-free CPS hotline
- Developed a calendar on CPS week activities in September and shared information with NHTSA
- Reviewed community outreach material
- Answered technical questions regarding installations and the law
- Responded to inquiries regarding the availability of seats, the location of technicians, product recalls and related information

- Secured training sites
- Solicited breakout session topics from currently certified technicians and instructors via email in advance of the annual conference
- Updated the technician class waiting list
- Provided technical assistance by sending the Statewide CPS Coordinator to the National Lifesavers Conference
- Assisted communities, non-profit agencies and other entities by reviewing seats to be ordered as part of the equipment grant
- Acknowledged emails and program inquiries about upcoming training dates
- Responded to telephone calls and emails for technical assistance from grant recipients
- Assisted technicians with fulfilling CEU requirements

## Texting Ban Enforcement Demonstration Project

The project goal is to test the high-visibility enforcement (HVE) model and specifically observe distracted driver behaviors through enforcement techniques.

### Background

The EOPSS/HSD Massachusetts was awarded \$275,000 in National Highway Traffic Safety Administration (NHTSA) federal grant funds to increase enforcement of the Massachusetts Safe Driving Law. The law, in effect since 2010, bans sending, typing or reading electronic messages to or from handheld devices while operating a motor vehicle for all drivers and a complete ban on the use of all handheld devices by junior operators while behind the wheel. This pilot project, called, "Text With One Hand, Ticket in the Other" will give Massachusetts State Police (MSP) the ability to test the high-visibility enforcement model through a variety of aggressive enforcement techniques designed to curtail distracted driving.

The ongoing two-year effort, 2013 thru 2015, is being conducted in Massachusetts and Connecticut, the only two states in the nation awarded this grant. The increased enforcement occurs in two to four week periods over the two years on state roadways in the twelve communities covered by MSP Troop A-1: Andover, Dracut, Dunstable, Lawrence, Lowell, Methuen, North Andover, North Reading, Reading, Tewksbury, Tyngsboro and Wilmington.

### Accomplishments

The MSP successfully employed enforcement techniques that included a *Plain Clothes Spotter*, and, *Roving* and *Stationary Patrols* that were strategically positioned along major highways, ramps and secondary roads; troopers used both marked and unmarked cruisers and SUV's to help identify distracted driving violators.

- During Wave I – June 10 thru June 29, 2013: MSP cited 440 drivers for composing, sending, or reading electronic messages and wrote 509 additional citations for impeded operation. In addition, four junior operators were cited for talking on a cellphone while driving.



MSP Lt. Col. Amodeo addresses reporters during kickoff press event on June 5, 2013 at the MSP Andover Barracks. Other speakers and attendees (left to right) included EOPSS Undersecretary Anne Powers, Dr. Donald Fisher (UMass,

- During Wave II – September 16 thru October 11, 2013: 1,169 violators were cited for infractions of the Commonwealth’s distracted driving laws which represents an overall increase of approximately 23% over Wave I.
- Wave III is being scheduled for the Spring of 2014, and will be conducted again with a zero- tolerance approach to distracted driving violators.
- An earned media campaign successfully targeted the twelve communities involved in this project and garnered over two dozen print, radio and TV stories addressing the risk taking behaviors of distracted driving.

## Evaluation

HSD will continue to assist NHTSA evaluation contractor, M. Davis and Company, in collecting enforcement and earned media data during each of the four phases of the project. M. Davis is responsible for final data evaluation and all results will be released upon completion of the project.



## **New Court Trainings Demonstrated Pro-Active Approach to Reduce Repeat Impaired Driving**

The training program focused on proper implementation and administration of DWI/OUI courts as a means of successfully holding repeat offenders accountable while supervising them closely and providing rigorous alcohol and drug treatment.

### **Accomplishments**

Judges, prosecutors, defense attorneys, probation officers, law enforcement and treatment providers from throughout Massachusetts attended two trainings in October and November 2012 that focused on ways to successfully keep OUI offenders off the streets and highways of the Commonwealth. For the first time, the Executive Office of Public Safety and Security (EOPSS), the Administrative Office of the Trial Courts (AOTC), in conjunction with the National Center for DWI Courts (NCDC) and NHTSA, held training sessions in Westford, Massachusetts that focused on proper implementation and administration of DWI Courts.

“With these trainings, Massachusetts sent a strong message that repeat DWI offenders must be held accountable. There is no better strategy for permanently changing the behavior of repeat drunk drivers than DWI Court,” said then NCDC Director David Wallace. “The National Center for DWI Courts assembled a cadre of national experts to educate attendees how to more effectively implement and manage a DWI Court in order to ensure public safety is always protected. There is no doubt lives will be saved as a result of this training.”

The NCDC worked closely with EOPSS and the AOTC to provide training to criminal justice professionals on how to create and run DWI courts throughout the state.

Attending DWI Court teams received training on addiction treatment issues, targeting the appropriate offender population, supervision, alcohol and drug testing, and responding to client participant behavior through incentives and sanctions. They also had the opportunity to visit the DWI Court in Ayer. The two Chief Justices of the District and Municipal Courts attended and praised the attendees and the lead agencies for these efforts.

Mary Beth Heffernan, EOPSS Secretary at the time, addressed the teams and endorsed specialized courts as a mechanism for curbing repeat drunk driving.

“The Commonwealth is committed to eradicating drunk driving,” said Secretary Heffernan. “This initiative is one link in the criminal justice system’s comprehensive approach requiring the involvement of law enforcement, the courts and the public at large.”

These trainings came as DWI Courts have emerged across the nation as a critical solution to repeat drunk driving due to their success at reducing recidivism and saving valuable criminal justice resources. Recent studies of DWI Courts demonstrate Repeat DWI offenders



participating in DWI Courts were up to 65% less likely to be re-arrested for a new DWI offense. There are now 600 operational DWI Courts nationwide, including four in Massachusetts.

These specialized trainings were funded by NHTSA through EOPSS and with additional hard cash and in-kind funding from the AOTC.

## Survey Research Results on Driving Behavior, Attitudes and Awareness – A Telephone Survey with 1,000 Drivers

### Introduction

The Massachusetts Executive Office of Public Safety and Security, Highway Safety Division (HSD), has been implementing enforcement and public awareness campaigns aimed at making our drivers more responsible and thus, making Massachusetts roadways safer. To that end, monitoring the attitudes and behaviors of Massachusetts drivers is essential in understanding the impact and success of their efforts. It is the goal, that over time, drivers will be engaging in less risky behavior overall.

To this end, Strategic Opinion Research, Inc. (SOR) was hired by The Rendon Group, Inc., under contract to HSD, to conduct a survey with drivers regarding behavior, awareness and attitudes around specific driving issues including impaired driving, safety belt, speeding and distracted driving.

### Methodology

A short survey was developed and approved by HSD. Using a proportionate random sampling of 1,000 drivers, the survey was conducted in June, 2013, via telephone interviews with land lines and cell phones. Quotas were put in place so that the survey sample matched Massachusetts drivers in terms of key demographic and geographic segmentation. The margin of error at the 95% confidence level was +/-3%.

### Behavior

Overall, the majority of drivers report being compliant with safe driving practices, although some clear differences exist among various demographic groups.

Interesting demographic differences existed consistently across all driving practices, with the exception of safety belt usage. Older drivers (over 65 years old), drivers without a college degree, lower income drivers (<\$70K per year), minorities, males over 35 and females over 35, were more likely to report safe driving behaviors compared to their cohorts.

Speeding is the area where drivers are the least compliant with safe driving.

- Just slightly more than one fourth (28%) said that they never drive more than 35 miles per hour on a local road with a posted speed limit of 30 miles per hour. Only one third (32%), said that they never drive faster than 70 miles per hour on a road with a posted speed limit of 65 miles per hour.
  - Drivers over 65 years old are more likely to say they never drive over the speed limit on local roads (36%) compared to their younger cohorts (20% under 35 and 25% between 35-65 years old).

- Even more distinguished is the age difference on the highway with over half of the drivers over 65 year old saying they never drive faster than 70 mph compared to just 21% and 25% of the younger counterparts.
- 34% of drivers without a college education are more likely to say they never speed on a local road compared to just 23% of college graduates. On the highway, the numbers are consistent, 39% of those without a college education say never versus 27% of college graduates.
- Females (31%) are more likely than males (23% ) to say they never drive over the speed limit on local roads.
- On highway, females again are more likely to say never (37% vs. 25%).
- Just 12% of the males under 35 years old say they never drive over the speed limit on local roads compared to 25% of males over 35.
- 16% of the males under 35 never speed on the highway compared to 27% of males over 35.
- While speeding on the local roadways showed no difference between women under 35 and women over 35, speeding on the highway showed a difference with 28% of the women under 35 saying that they never speed on the highway compared to 38% of women over 35 who say never on the highway.
- Fewer than half (44%) said that they never talk on a hand held cell phone while driving, and just half (51%) say they never talk on a hands free cell phone while driving.
  - Age marks the greatest distinction, with 71% of the drivers over the age of 65 saying that they never talk on a hand held phone while driving, and 74% saying they never talk on a hands free cell phone while driving. This compares to 34% of the drivers under the age of 65 who say never to talking on a hand held cell and 46% who say never to a hands free cell phone.
  - Drivers without a college degree are more likely to never talk on a hand held cell phone while driving (56%) or talk on a hands free cell phone (63%). This compares to 38% of those who have a college degree who say never to talking on a hand held cell and 44% who say they never talk on a hands free cell.
  - Lower income drivers (less than \$70K per year) are more likely to say they never talk on a cell phone while driving. 56% compared to 31% with incomes above \$70K reported never using a hand held cell while driving. 56% of the lower income drivers never use a hands free cell phone compared to 31% of upper income drivers who never use a hands free cell.
  - Males over the age of 35 are more likely than males under 35 to never use a hands free cell while driving (16% to 27%), or a hands free cell while driving (29% to 48%).
- When it comes to texting and driving, two thirds (65%) said they never read text messages while driving, and slightly more than two thirds (71%) said they never send texts while driving.
  - Drivers over 65 are most likely to say never to reading or sending messages (86% say never to both). This compares to 60% of the 35-65 year olds who never read texts and 67% who never sends texts. Under 35 year olds are the biggest violators with just 45% who say they never read texts and 57% who say they never send them.

- Drivers without a college education are more likely to say never to reading texts with 71% compared to 60% of drivers with a college degree saying they never read texts. There is no statistical difference between sending texts.
- Drivers with incomes under \$70K per year are more likely to report never sending or reading texts compared to their more affluent counterparts. 72% of drivers with incomes under \$70K vs. 55% for those with incomes above \$70K say they never read texts and 75% vs 63% say they never send texts.
- 67% of the males over 35 never read texts while driving and 73% never send texts. This compares to 42% of the males under 35 that read texts and the 55% who never send texts.
- 49% of the women under 35 report never reading texts and 59% say they never send texts. This compares to 68% of the women over 35 who say never to reading and 72% who say never to sending.
- About six out of every ten drivers (62%) say they have never driven a motor vehicle within two hours after drinking any alcoholic beverages.
  - Three quarters of drivers over 65 (76%) say never, compared to 56% between 35-65 years old and 62% under 35 years old.
  - 71% of drivers without a college degree say never compared to 55% of those with a degree.
  - 73% of minorities say never compared to 60% of the non-minority drivers.
  - 71% of drivers with incomes below \$70K say never compared to just 51% of those with incomes exceeding \$70K.
- Safety belt usage saw the highest area of compliance with just 2% saying they never wear their seat belt when driving and 3% say they never buckle up when they are a passenger. Nearly nine out of ten saying that they almost always buckle up when driving (87%) and when riding in a vehicle (85%).
  - Drivers without a college education were slightly more likely to say NOT always with 20% of those saying not always compared to 12% of those with a degree.
  - Lower income drivers were slightly more likely to say NOT always, 19% compared to 11% of the drivers with incomes over \$70K.

## **Attitudes**

- People are more likely to believe that drunk drivers will get arrested (70%) compared to speeders getting a ticket (63%) or those not wearing their seat belts getting a ticket (35%), yet compliance with safety belt usage is the highest. This might suggest that after years of Click It Or Ticket, motivation to wear a seat belt has moved from fear of getting a ticket to a belief that seat belts saves lives.
- An interesting finding shows that overall, the same drivers who are more likely to believe that drivers engaged in unsafe driving practices will get a ticket or get arrested, are the same drivers who are more likely to engage in safer driving practices. This shows that the enforcement message is a motivator influencing behavior.

### Drunk Driving

- 70% of all drivers say that it is likely that drunk drivers will be arrested with a third (32%) of those who say likely, saying it is very likely. This compares with just 27% who think it is unlikely with just 8% of those saying unlikely, saying very unlikely.
  - Drivers without a college degree, those with incomes below \$70K and males under 35 were more likely than their counterparts to agree that drunk drivers will be arrested. The same drivers who were more likely to say “never” to driving within two hours of having any alcoholic beverages.
    - 76% of those without a college degree said likely, compared to 66% of those with a degree.
    - 75% with incomes below \$70K said likely vs. 66% of those with incomes above \$70K.
    - 79% of the males under 35 compared to 68% of the males over 35 answered likely.
  - Drivers who have heard about extra enforcement around drinking and driving were more likely to say that enforcement was more likely (73% vs. 66% of drivers who did not hear about extra drunk driving enforcement).

### Speeding

- Nearly twice as many people think that is likely than unlikely that people driving over the speed limit will get a ticket. Sixty-three percent of the drivers say likely, compared to just 35% who say unlikely. Among the 63% who say likely, just 19% say very likely.
  - Drivers over 65 were less inclined to say likely, compared to their younger cohorts (53% vs. 65% of drivers under 65). It is interesting because older drivers were more likely to say they never drive at least five miles over the speed limit. With this group, enforcement seems not be a strong motivator for not speeding.
  - However, minorities, drivers without a college degree and drivers with incomes under \$70K are more inclined to say a ticket is likely than their counterparts. These two groups were also more likely to report never going more than five miles over the speed limit, suggesting that for these groups, enforcement may be motivating their non-speeding driving.
    - 68% of those without a degree believe that it is likely that a speeder will get a ticket compared to just 59% of those with a degree.
    - 69% compared to 61% of drivers with incomes under \$70K believe that it is likely that speeders will get ticketed.
    - 69% of minorities, compared to 62% of non-minorities believe that speeders will get tickets.
  - Awareness of the drinking and driving campaign increases the belief that people who speed will get tickets.
    - 71% of drivers who have heard about increased enforcement around speeding, believe that speeders will be ticketed compared to just 59% who did not hear about the enforcement efforts.

## Safety Belts

- Just 35% of all drivers believe that people not wearing their seat belts will get tickets compared to 61% who say it is unlikely and 4% who either refused or said don't know.
  - The drivers with the lowest safety belt compliance<sup>1</sup>, non-college graduates and drivers with incomes under \$70K are more likely to believe that unbelted drivers will get a ticket.
    - 43% of the drivers without a college degree think it is likely that unbelted drivers will get a ticket compared to just 29% of college graduates.
    - 41% of those with incomes below \$70K think it is likely compared to 30% with incomes above \$70K who think it is likely.
  - Drivers who have heard about safety belt enforcement campaign are more likely than those who have not heard, to believe that people not belted will get a ticket (43% to 28%).

## Awareness of Enforcement

- Awareness is highest with the enforcement of alcohol or drug impaired driving laws (53% aware), followed by awareness of safety belt enforcement (45% aware) and then awareness of enforcement of speed limits (30%).
- Males (61%) vs females (46%), are more likely to be aware of alcohol and drug impaired enforcement efforts. Women under 35 are also more likely to be aware (61%) vs. women over 35 (44%).
- With awareness around speeding enforcement there was no difference in awareness.
- Regarding awareness around safety belt enforcement, drivers under 35 (57% vs. 42% of drivers over 35), drivers with less than a college degree (51% vs. 41% of college grads), minorities (54% vs 43% of non-minorities) and men (52% vs. 39% of women) were more likely to be aware of greater safety belt enforcement.

## Awareness of Cell Phone Laws

- Eight out of every ten drivers knew that there was a law in Massachusetts banning texting and driving and half (51%) know that the talking on a hand held cell phone is against the law for drivers under the age of 18.
- Younger drivers, college graduates and upper income drivers were more likely to be aware of cell phone and driving laws compared to their counterparts.
  - 66% of drivers over 65 knew about a law banning texting and driving while 86% of drivers under 65% were aware of the law.

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<sup>1</sup> Overall, safety belt compliance is very high. Lowest compliance still is at 80% who say always.

- Just 30% of drivers over 65 knew that talking on a hand held cell phone is against the law for drivers under 18, compared to 59% of drivers between 35-65 and 49% of drivers under 35 years old.
- 86% of college graduates, compared to 74% of non-college graduates know about texting and driving laws.
- 56% of college grads compared to 43% of those who did not graduate from college were aware of a law banning talking on a cell phone while driving for those under 18 years old.
- 90% of drivers with incomes above \$70K were aware compared to 74% with incomes under \$70K.
- 64% of drivers with incomes above \$70K knew that driving and talking on a cell phone was against the law for drivers under 18, compared to just 40% of those with incomes under \$70K.

## **Conclusion**

Overall, drivers reported driving responsibly. They believe that enforcement will catch drivers who speed and drink and drive, but they do not believe that people not wearing their seat belt will result in a ticket. Awareness about extra enforcement around drunk driving and safety belt enforcement seems to be higher than awareness around speeding, yet nearly two thirds believe that speeders will get ticketed. Drivers are also aware of laws banning texting and driving and a majority knows that talking on a hand held cell phone is against the law for drivers under the age of 18.

There seems to be a correlation between behavior and attitudes around enforcement. Drivers who are less likely to engage in risky driving behaviors are also more likely to believe that violations will result in penalties, particularly around speeding and impaired driving.

It appears that the efforts of the HSD are working to influence drivers, particularly in key demographic groups (minorities, drivers with incomes under \$70K and drivers without a college degree). Continued promotion of safe driving messages along with enforcement will most likely result in more compliance and less risky driving.

# **Financial Summary/ Distribution of Funds**

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

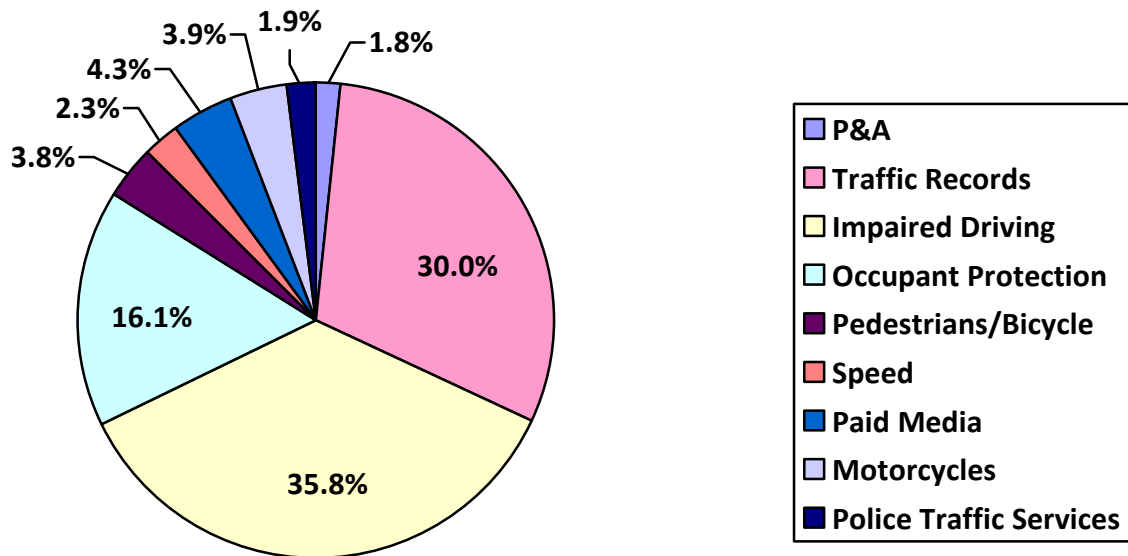


Table 12. 2013 Financial Summary\*

	402	405	410	408	2010	1906	403	164	154	2011	Total	% of Total
<b>P&amp;A</b>	\$92,610										\$92,610	1.8%
<b>Traffic Records</b>	\$721,019			\$764,702			\$58,364				\$1,544,085	30.0%
<b>Impaired Driving</b>	\$212,000		\$1,629,268								\$1,841,268	35.8%
<b>Occupant Protection</b>	\$328,731	\$365,960								\$135,492	\$830,183	16.1%
<b>Pedestrians/Bicycles</b>	\$196,178										\$196,178	3.8%
<b>Speed</b>	\$14,167						\$102,419				\$116,586	2.3%
<b>Paid Media</b>		\$79,861	\$143,331								\$223,192	4.3%
<b>Motorcycles</b>	\$32,928				\$124,510		\$44,775				\$202,213	3.9%
<b>Police Traffic Services</b>	\$98,168										\$98,168	1.9%
<b>EMS</b>											\$0	0.0%
<b>Roadway Safety</b>											\$0	0.0%
<b>Total</b>	<b>\$1,695,801</b>	<b>\$445,821</b>	<b>\$1,772,599</b>	<b>\$764,702</b>	<b>\$124,510</b>	<b>\$0</b>	<b>\$205,558</b>	<b>\$0</b>	<b>\$0</b>	<b>\$135,492</b>	<b>\$5,144,483</b>	

\* As of December 26, 2013

**Figure 18. 2013 Financial Summary**



**2013 Estimated Carry Forward Funds\***

Section 402 - NHTSA	\$6,450,065
Section 405 - OP SAFETEA-LU	\$ 232,598
Section 408 - DATA PROGRAM	\$ 439,861
Section 410 - ALCOHOL SAFETEA-LU	\$2,295,618
Section 2010 - MOTORCYCLE SAFETY	\$ 31,822
Section 2011 - CHILD SEATS	\$ 667,459
Section 1906 - PROHIBIT RACIAL PROFILING	\$ 22,901
Section 405 (MAP 21)	\$4,566,430
Section 164AL	\$ 17,399
<b>Total</b>	<b>\$14,724,154</b>

\*As of December 26, 2013

# Acronym Glossary

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

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