

NEW HAMPSHIRE Highway Safety Annual Report 2014



"Live Free or Die"

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Respectfully submitted is the 2014 Highway Safety Annual report for the state of New Hampshire. This report describes the performance targets, accomplishments and activities along with the program area summaries describing the results of the completed projects including the financial accounting of expenditures.

It is with great pleasure the state of New Hampshire partners with the National Highway Traffic Safety Administration (NHTSA) in our attempt to reduce the number of fatalities, injuries and motor vehicle crashes within the state of New Hampshire while at the same time allow the law enforcement to become self-sufficient in accomplishing this task.

This report is compiled with the assistance of many individuals, program area project directors and New Hampshire Highway Agency Staff. Thank you to all who assisted.

Peter M Thomson
Coordinator

TABLE OF CONTENTS

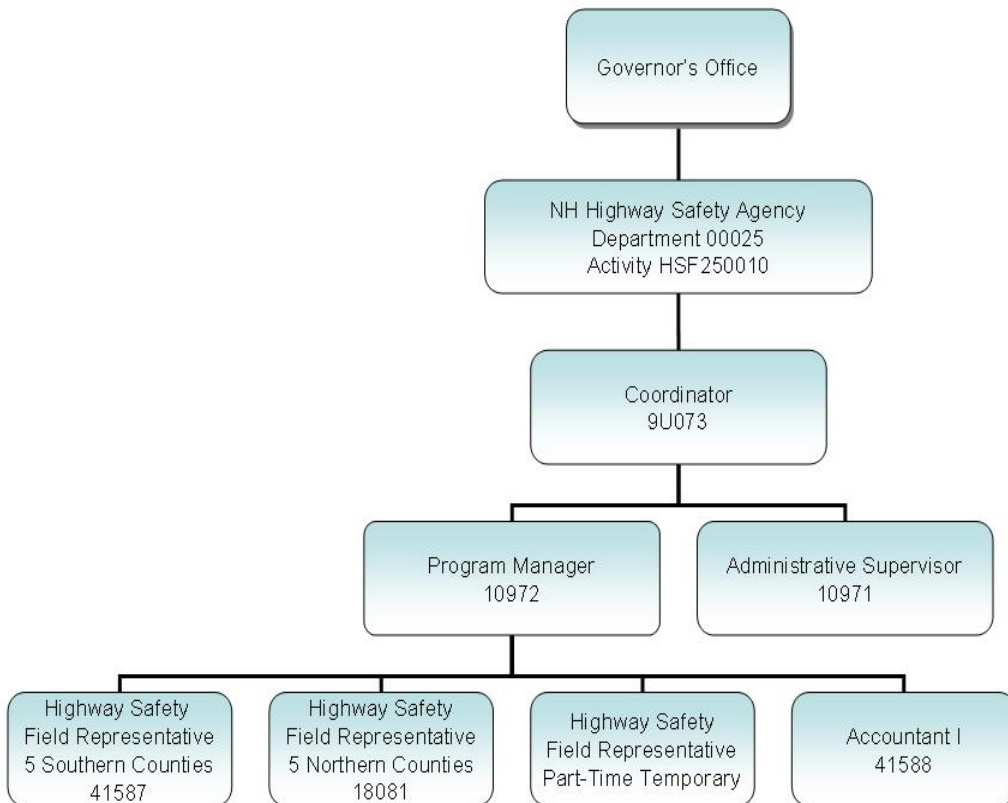
	<u>Page</u>
Mission and Vision Statement	1
Program Management	2
Statistical Crash Data	3
Legislative Summary	4
Occupant Protection	6
Alcohol in Relation to Highway Safety	13
Police Traffic Services	17
Traffic Records	21
Emergency Medical Services	23
Pedestrian and Bicycle Safety	23
Motorcycle Safety	24
Pupil Transportation	25
Roadway Safety FHWA	26
Section 410 Drunk Driving Prevention Program	27
Addenda	31
NHTSA Mobilization Summary	
NHTSA Attitude Summary	
Paid Media Summary	
Fiscal Overview	
Traffic Safety Performance Measures	

MISSION AND VISION STATEMENT

The NH Highway Safety Agency is the agency responsible under the executive direction of the Governor to develop and implement a statewide program designed to reduce traffic crashes and the resulting deaths, injuries, and property damage. The Agency is the focal point for highway safety issues in New Hampshire and provides leadership by promoting highway safety in developing, promoting, and coordinating programs that directly influence public and private policy while broadening public awareness of highway safety.

NEW HAMPSHIRE HIGHWAY SAFETY AGENCY PROGRAM OVERVIEW

The NH Highway Safety Agency is an independent department staffed by six (6) employees: Coordinator, Program Manager, Administrative Supervisor, two Field Representatives and an Accountant. In addition, the agency has a vacant part-time position. See organizational chart below.



Program Management

Target:

The Highway Safety Agency will support traffic safety activities at the state, county and local levels and maintain a close working relationship with state and national organizations.

1. The Agency will continue to provide public information to develop support for the goal of the highway safety program: the reduction of traffic crashes and the resulting loss of life, personal injuries, and property damage.
2. Agency staff will continue to work with local, county, and state agencies to provide information on federal highway safety programs, Highway Safety Agency procedures, and to assist in applying for grant funds.

Accomplishments:

The Highway Safety Agency reviewed and evaluated the 2014 Strategic Action Plan, analyzed all available traffic records data and identified highway safety problems, implemented state and local projects designed to solve these problems, monitored and evaluated current projects, audited completed projects, and developed the 2014 Strategic Action Plan. A total of \$229,000.00 was spent by the Highway Safety Agency for Program Management. Funds also covered the Agency's Annual membership dues to the Governor's Highway Safety Association.

****New Hampshire Highway Safety Agency Management of Federal Funding goal****

The Highway Safety Agency recognizes that there has been consistent rollover of federal funds over the years and is determined to effectively manage these funds in the future by emphasizing to agencies the importance of submitting accurate budget plans prior to planning the Highway Safety Plan. Emphasis shall also be placed on agencies to conduct and complete enforcement efforts and to purchase equipment planned for in the HSP and expend all funds allowed in their agreed upon contracts. It is our hope that projects can be added to future Highway Safety plans using rollover funds from prior years (with NHTSA's approval) to address not only important highway safety related issues but to help manage these funds.

	Statistical Crash Summary	2009	2010	2011	2012	2013	2014
	NH Population ⁷	1,316,102	1,316,843	1,317,807	1,320,718	1,323,459	---
	NH Registered Vehicles ⁶	1,425,690	1,707,958	1,405,936	1,418,361	1,435,640	---
	NH Registered Motorcycles ⁶	80,826	80,173	79,267	68,202	66,490	---
	NH Licensed Drivers ⁶	1,033,661	1,039,148	1,028,211	1,061,544	1,078,482	
	Fatal Motor Vehicle Crashes ⁶	97	120	84	101	124	93*
C-1	Persons Killed (Fatalities) ^{1,6}	110	128	90	108	135	---
	Rural Fatalities ¹	109	86	64	60	87	---
	Urban Fatalities ¹	1	42	26	48	48	---
	Operators Killed ⁶	56	70	50	59	75	---
	Adult Occupants Killed ⁶	15	14	16	10	17	---
	Child Occupants Killed ⁶	8	7	1	1	0	---
C-10	Adult Pedestrians Killed ¹	7	9	5	7	11	---
	Child Pedestrians Killed ^{1,6}	1	0	0	2	2	---
C-7	Motorcycle Operators Killed ¹	16	26	14	25	24	---
	Motorcycle Passengers Killed ¹	5	2	0	4	0	---
C-8	Unhelmeted Motorcycle Fatalities ¹	13	20	12	19	17	---
	Moped Operators Killed ⁶	0	0	0	0	0	---
	OHRV Operators Killed ⁶	1	0	0	0	2	---
	Adult Bicyclists Killed ^{1,6}	0	0	3	0	4	---
	Child Bicyclists Killed ^{1,6}	1	0	1	0	0	---
	Total Crashes Reported ⁶	33,265	32,157	33,273	26,691	29,984	----
C-2	Total Serious Injuries Reported ²	700	660	322	497	394	---
	Total NH VMT(Millions) ³	17,119	17,437	18,811	12,894	12,903 ⁴	---
	NH Fatal Rate ¹	.85	.98	.71	.84	1.05 ⁴	---
C-3	NH Rural Fatal Rate ¹	1.91	1.5	1.15	1.03	1.62 ⁴	----
	NH Urban Fatal Rate ¹	.01	.57	.36	.69	.69 ⁴	---
C-5	Alcohol-Impaired Driving Fatalities (BAC=.08+) ¹	29	45	27	32	46	---
	Alcohol-Impaired Driving Fatalities per 100 Million VMT(BAC=.08+) ^{1,5}	.22	.34	.21	.25	Not Available	---
	United States Fatal Rate ¹	1.15	1.11	1.10	1.14	Not Available	----
	Passenger Vehicle Occupant Fatalities (all seat positions) ¹	79	91	66	70	91	---
C-4	Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) ¹	49	62	53	50	56	---
C-6	Speed-Related Fatalities ¹	39	62	39	39	66	---
C-9	Drivers 20 & Under Involved in Fatal Crashes ¹	16	17	10	14	17	---
B-1	NH Seat Belt Use Rate ⁸	68.9%	72.2%	75.0%	68.5%	71.5%	70.36%
	Seat Belt Citations	576	355	370	280	339	119
A-2	Impaired Driving Arrests ⁹	752	682	693	683	754	306
	Speeding Citations ⁹	9,291	6,181	8,824	7,308	6,805	4,092

1-FARS Data. Note FARS Data on NHTS website is two-years behind, 2-NH Department of Transportation- Note: Beginning 2014 these figures were changed to reflect only serious injuries not all injuries, 3-NH Department of Transportation, 4-NH Department of Transportation- 2013 Rural VMT 2013= 49.51 (HMVMT), Urban VMT= 79.52 (HMVMT), 5-Rate using FARS New Definition, 6-NH Department of Safety, Division of Motor Vehicle, 7-2013 Census Data, 8-University of NH Survey Center, 9- NHSA Grants and Inventory System v.5.0

*Preliminary data for 2014

LEGISLATIVE SUMMARY

During the current legislative session several bills were acted upon by the New Hampshire Senate and House of Representatives.

HB 1360- prohibiting impeded driving and use of certain electronic devices while driving has been adopted in the house and senate and signed by the Governor effective July 1, 2015.

HB 1117 and **HB 1118-** prohibiting the use of cellular phones while actively driving a motor vehicle except in certain emergency personnel in an official capacity was voted inexpedient to legislate.

HB 1317- An act relative to driver education has been adopted in the house and senate and signed by the Governor effective September 26, 2014. This bill deletes certain references to the department of education regarding driver education.

HB 1172- requiring ignition interlock device installation after a period of revocation or suspension for any DWI offense was found inexpedient to legislate.

HB 1435- requiring law enforcement officials to disclose specific information relating to a police checkpoint was voted inexpedient to legislate.

HB 1437- limiting the authority to revoke the driver's license of a person less than 21 years of age for drugs or alcohol involvement to those offenses involving operation of a motor vehicle was voted inexpedient to legislate.

HB 1536- modifying the license revocation requirements for a first offense of driving under the influence of drugs or liquor or refusing to consent to an alcohol concentration test was voted inexpedient to legislate.

SB 247- requires an ignition interlock service provider to provide a certificate of removal of an ignition interlock device was adopted in the house and senate and signed by the Governor effective September 26, 2014.

HB 496- authorizing limited driving privileges for eligible first-time DWI offenders to facilitate employment, rehabilitation and medical treatment was adopted in the house and senate and signed by the Governor effective January 1, 2016.

HB 675- limiting the use of license plate readers has been indefinitely postponed.

PROJECT HIGHLIGHTS

Fatality Data Trend

As of December 31, 2014 there were 93 fatalities as compared to 135 fatalities for 2013. This is a 31% decrease in fatalities. This, in part, can be attributed to the fact that there are more Police Departments participating in grant funding from the New Hampshire Highway Safety Agency than in past years. This has also increased law enforcements ability to enforce violations for speeding, red light running, impaired driving, etc. making roads traversing through the state safer to travel on.

Operation Safe Commute

In 2011 State Police Colonel Robert L. Quinn approached the Highway Safety Agency very concerned with the number of motor vehicle crashes caused by drivers who were distracted from driving because they were texting, talking on the cell phone, applying makeup, shaving, eating behind the wheel, or changing CDs. Over-confident drivers had converted their vehicle into mobile offices and were conducting ‘business’ while driving. The Highway Safety Agency then arranged a joint meeting of state, county, and local law enforcement officials to discuss the possibility of a “Commute with Care” enforcement program. At this meeting conversations also focused on unsafe lane changes, following too closely, ignoring the Move Over Law, failure to use directional signals, and slowing down in construction zones. The result of this meeting was a new enforcement program called, “Operation Safe Commute”.

Each year, since 2011, the NH Highway Safety Agency designates one specific day a month for a coordinated enforcement effort across the State of New Hampshire. In 2011 there were 57 law enforcement agencies (NH State Police, County Sheriff’s and local police departments) that participated. Each year there has been an increase in the number of participating law enforcement agencies such that in 2014 there were 68 law enforcement agencies that blanketed the state of NH one day a month to enforce all motor vehicle laws. This coordinated effort netted the following results for the 12 designated days:

Vehicles Stopped	Summonses Issued	Warnings Issued	Arrests Made
9,977	1900	8,513	153

Source: NHHSA Grants and Inventory System v.5.0

New Hands Free Electronic Device Law

Starting July 1, 2015 NH House Bill 1360 will take effect. The new law will ban hand-held Mobile Electronic Devices use while driving. The new law also includes fines of \$100 for the first offense, \$250 for the second offense, and \$500 for subsequent offenses within 24-months. There are some exceptions:

- The law applies while drivers are stopped temporarily (stop signs, red lights, etc.), but not if they have pulled over off the road;
- Drivers can answer the phone, but not hold it to the ear;
- Typing emails, messages or the programming of GPS systems is not permitted; and
- Emergency calls are permitted for all drivers.

Distracted driving was one of the leading causes of traffic fatalities in New Hampshire, it is hoped that the enforcement of this new Hands Free Electronic Device law New Hampshire will have a significant impact on traffic fatalities across New Hampshire.

Targets and Accomplishments

Occupant Protection

Target:

To increase statewide seat belt compliance 2.0 percentage points from the 2012 calendar base year usage rate of 68.5 to 70.5 percent by December 31, 2014. (B1) of Statistical Crash Summary.

To decrease unrestrained passenger vehicle occupant fatalities 10 percent from the 2012 calendar base year of 46 to 41 by December 31, 2014. (C-4) of Statistical Crash Summary. (Note: Target data in FY 14 Highway Safety Plan has 45 but actual data shows the number to be 46. Numbers changed in this annual report to reflect correct data. A 10% reduction from 46 would be 41).

Accomplishments:

The University of New Hampshire Survey Center, in cooperation with NH Highway Safety Agency staff, conducted the annual seat belt use observational survey in June 2014. A total of One-hundred-twenty (120) road segments were selected for a total of 19,625 vehicles and 25,015 outboard passengers being observed. The reported State-wide seat belt use rate for 2014 is 70.4%. This is just short of our projected target of 70.5% seatbelt usage. Note that in 2013 a new methodology was used to calculate the seat belt usage rate therefore, it is not possible to directly compare studies conducted prior to 2013.

Analysis of vehicle occupant fatalities and the number of unrestrained occupants reveals the following: Note that 2014 data for this is not available at this time. The data shows the percent of unrestrained occupant fatalities has decreased since 2011.

Vehicle Occupant Fatalities			
Year	Total	Unrestrained	Percent
2009	79	50	63.29
2010	91	61	67.00
2011	67	49	73.00
2012	70	46	65.70
2013	92	56	60.87

Source: Department of Safety

Throughout the course of the fiscal grant year there is a sustained enforcement effort by law enforcement agencies specific to Occupant Protection. With each of the various grants such as Speed Enforcement, DWI/DUI, Red Light Running, Operation Safe Commute, etc., the law enforcement agencies enforce all motor vehicle laws that are being violated during their specific patrol.

Activities:

CPS Enforcement/Join the NH Clique- Section 402 funds supported contracts with 26 local law enforcement agencies and the NH State Police to conduct overtime “Join the New Hampshire Clique” seat belt enforcement patrols, (May 12 – May 26, 2014) in conjunction with NHTSA’s “Click It or Ticket” mobilization (May 19-June 1, 2014). Patrols were conducted in six-hour/one officer or three hour/two officer shifts during daylight hours. Following is a summary of these enforcement efforts.

Time Frame	Patrol Hours	# CPS Visual Checks	Child Restraint		Speeding	Other M/V	Other Ped/Bike	Red Light	*Impaired Driving Arrests	# Vehicles Stopped
			W	S	S	S	S	S		
NH Seat Belt Enforcement 05/12-05/26/2014	1167	56,269	162	107	123	286	2	3	11	2,399

Source: NHSA Grants and Inventory System v.5.0

*Impaired Driving Arrests = DWI arrests, illegal possession (alcohol, drugs), illegal transportation, open container, operation after revocation/suspension, etc.

This annual enforcement campaign is meant to send a strong unified message that law enforcement agencies will enforce the seat belt law for all individuals up to 18 years of age which should result in a higher percentage of drivers and passengers buckling-up. In 2014 enforcement hours decreased from 1,540 in 2013 to 1,167 with a cost of \$67,436.91. The decrease in patrol hours is due to the number of hours allowed by contract. In 2013 police departments had contracts that allowed up to 60 patrol hours for seat belt enforcement. In 2014 that number was reduced to 36 hours allowed per patrol. The reduction in patrol hours is also reflected in the number of warnings and summonses issued. Although only \$67,436.91 was expended, a total of \$98,326.15 was obligated to support this statewide effort. When entering into agreements with the NH Highway Safety Agency to conduct these overtime patrols, administrators expected to conduct all patrols called for in the contracts. However, this did not happen because of personnel shortages and the fact that officers did not want to work overtime details.

Media and Materials- Additional brochures and safety promotional materials were not purchased in 2014. Out of current inventory, approximately 174,309 pieces were distributed to approximately 117 organizations (state/local law enforcement agencies, schools, driver education programs, safety and health organizations, etc.

Convincer Demonstrations- The seat belt “Convincer” is a dramatic and effective hands-on educational and attitude-changing tool to help increase the use of seat belts in New Hampshire. Collisions involving unbelted occupants result in needless injuries and death across New Hampshire. The use of seatbelts by all occupants will decrease the number of deaths, injuries, and the costs associated with these tragedies. During FY 2014 a total of 10 officers presented the ‘Convincer’ at twenty-five (25) events throughout the state. Approximately 3,842 were in attendance at these events. Three hundred and sixty-one (361) people rode the ‘Convincer’ and detailed conversations were held with 355 individuals. It is expected that of the 361 people that rode the convincer in 2014 a percentage of those will choose to buckle up in the future as a result of this experience. A total of \$17,928.63 in Section 402 funds was spent.

Buckle UP New Hampshire (BUNH) Activities- During FY 2014 a total of \$64,358.50 was spent on BUNH activities. The BUNH Coalition continued its efforts to create and present educational programs designed to increase seat belt use through education. Working under the direction of the Injury Prevention Center (IPC) at Dartmouth Medical Center, the Coalition is a group of dedicated highway safety professionals that include members of the public and private sector. The Coalition met monthly between September and June and played a vital role in various seat belt educational efforts to help increase the use of seatbelts across New Hampshire. The activities included the following:

BUNH Week Event- During 2014 the BUNH coalition continued its efforts to promote BUNH Week (May 11-17, 2014) with activities throughout the state. The kick-off event for this week was an extended radio interview during which Jay Coffey of Manchester’s radio 96.5 “The Mill” discussed the importance of seat belt use with Howard Hedegard, Highway Safety Specialist at Dartmouth.

In addition, child passenger safety car seat check-up events were held, along with a joint event held in Manchester which included the Manchester Police Department, the NH Motor Speedway, the Injury Prevention Center at Dartmouth and the Manchester Radio Group. During this event, Manchester police pulled over vehicles in which the occupants were seat belted and staff from the speedway gave them free tickets to an upcoming NASCAR race. The Manchester Radio Group broadcast this event live, continuously stressing the importance of wearing seat belts.

The NH DOT displayed electronic road signs on all of the interstate highways across the state encouraging seat belt use and Governor Hassan issued a proclamation designating the week as the Buckle Up NH week and encouraged all residents and others traveling through the State of New Hampshire to buckle their seat belts when driving or riding in a motor vehicle.

“Room to Live” Program- The “Room to Live” program is based on a FOX news video that effectively points out the safety design features of new cars and the reality that occupants who are seat belted remain within the vehicles and have a much greater chance of surviving and/or experiencing reduced injuries. Designed to reach younger drivers, the program has proven effective with audiences of all ages. Because New Hampshire’s seat belt law is only for vehicle occupants up to 18 years of age, programs such as this are twofold, to reinforce the seat belt requirements and to educate and encourage vehicle occupants not covered by the seat belt law to buckle up. This program was presented by Howard Hedegard of the Injury Prevention Center and Steve Gratton, Coordinator of the Allstate Foundation Teen Safe Driver grant.

During the sixth year of presentations, the program was presented 26 times throughout the state to 4,953 people. Seven (7) presentations occurred at various driver education classes (177 students), as well as several high school assemblies/events (1,036 students). Other presentations included business locations, safety/wellness fairs, and community groups.

T-Shirt Design Contest- The t-shirt design contest is designed to get the students to think about how messaging can impact or influence the use of seat belts and throughout this process they are reminded, by their own research to create a winning design, about the importance of wearing seat belts. For the sixth year the BUNH Coalition promoted seat belt use through creative school efforts. This year's contest involved high school students designing a t-shirt that promoted seat belt use with a specific emphasis on the Statewide Seat Belt Challenge. A competitive and educational experience promoted by the NH Highway Safety Agency each May that involves teams of students from some 35 to 40 high schools. The Coalition received almost 200 design submissions from which 3 finalists were chosen. Each student participating in the seat belt challenge received a t-shirt on which the winning design was printed. The winning designer was from St Thomas High School. Prize money for the contest was provided by the Injury Prevention Center at Dartmouth using funds received from State Farm Insurance Company.

Traffic Safety Conference- The annual Traffic Safety Conference held in Meredith on April 22, 2014, was attended by nearly 200 highway safety advocates. Participants include law enforcement personnel, educators, driver education instructors, health care providers, legislators, and other highway safety advocates.

This was another very successful conference that included a keynote presentation entitled, “Drugged Driving: A Criminal Justice Perspective”, by Joanne Thomka, Director of the National Traffic Law Center. During the luncheon, Franklin Police Chief David Goldstein presented a session entitled “Dealing with Crash Related Trauma. Other key speakers included Lt. Matt Shapiro, Commander of Special Services for the NH State Police, who gave an update on current highway safety initiatives, Larry Crowe, Coordinator of NH’s Motorcycle Training Program and Matt Clarke who shared his story about the fatal crash he caused while driving impaired. Matt also showed his video titled, (Take My Keys).

Workshop sessions included:

- New Hampshire’s Roadway Infrastructure,
- Breathing Data into New Hampshire’s Ignition Interlock Program,

- Crash Impact of Weather and the Environment,
- Prescription Drug Impairment- A New Hampshire Perspective,
- Changing the Culture of Teen Driving, and
- Vulnerable Roadway Users- Pedestrian and Bicycle Safety.

Partners and exhibitors at the conference included the NH Highway Safety Agency, NH Bureau of Liquor Enforcement, NH Department of Health and Human Services, NH Department of Transportation, the Injury Prevention Center at Dartmouth, NH Child Passenger Safety Program, AARP of New Hampshire, NH Motorcycle Training Program, Safety and Health Council of Northern New England, and the NH Traffic Safety Institute. Evaluation feedback related to the conference was strongly positive with the majority stating that the conference met their needs and provided them with new and useable information.

Statewide Seat Belt Challenge- On May 15, 2014, the IPC, in cooperation with the NH Highway Safety Agency, the Department of Education, NH Association of Chiefs of Police, NH Police Association, and the Driver Education Teachers Association, hosted the Twenty-First Annual Seat Belt Challenge. Twenty-five (25) teams representing high schools and driver education programs throughout the state participated. The winning team from Souhegan High School completed the fastest run in 33.22 seconds. The purpose of the statewide seat belt challenge is to educate school age children regarding the importance of buckling up. It is hoped this activity influences young adults who don't currently buckle-up the importance of buckling up as well as how quick and easy it is to buckle up.

Statewide Child Passenger Safety (CPS) Program- The NH Child Passenger Safety Program continues to be housed at the Injury Prevention Center at Dartmouth Medical Center. Section 402 funds in the amount of \$134,736.97 support a full-time CPS coordinator and part-time support staff that administers and coordinates statewide CPS activities including training, public information, child seat checkups, etc. Activities specific to child passenger safety are designed to educate drivers about the importance of buckling up their child as well as teaching them the correct way to buckle up their child to provide the safest environment in the event of an accident. Activities included but were not limited to:

Training Course	Dates	Location	Attendees	Number Certified
NHTSA CPS Technician Course	06/06-09/2014	Hanover	17	17
CPS Renewal Class	09/19/2014	Bedford Police Department	6	6
Refresher	05/23/2014	Concord	36	

Source: Injury Prevention Center

- The IPC experienced some restructuring due to the retiring of the past coordinator, Jo-Ellen Courtney in April 2014. Thomas Leach, was brought on as the new coordinator.
- Currently there are 32 child passenger safety inspection stations throughout the state located in police and fire departments, hospitals and the Injury Prevention Center.
- During federal Fiscal Year 2014 a total of 12 child seat checkup events were held where over 100 seats were inspected. Numbers regarding total number of seats inspected state wide for the year are not available at this time.
- New Hampshire currently has 145 NHTSA trained and certified technicians, of which seven (7) are instructors. This is down from 159 technicians in 2013. New Hampshire’s recertification rate stands at 47 percent. The new program coordinator plans to focus on increasing the recertification rate in 2015.
- The CPS Coordinator attended the annual Lifesavers Conference (April 26-29, 2014) in Nashville, Tennessee, and the Annual NH Traffic Safety Conference in Meredith, NH.

Seat Belt Use Survey- For the ninth year the NH Highway Safety Agency contracted with the University of New Hampshire (UNH) Survey Center to conduct the Annual Statewide Seat Belt Survey. A total of \$36,819.41 supported the survey. The survey results are used to help determine the impact of the various educational programs that are funded by the NH Highway Safety Agency and whether they are increasing the use of seatbelts in New Hampshire. Below are the survey results for the last nine (9) years. The results show there has been solid increase from 2006 (63.5%) to 2014 (70.4%). Review of the data from 2010 (72.2%) to 2014 (70.4%) shows a fluctuation without any statistically significant increase. This might suggest the need to review the various programs that are funded by the NH Highway Safety Agency to determine if they are still relevant and to assure that all the programs funded are providing measurable results in order to compare against the performance targets set.

Percent of Operator and Front Seat Outboard Passengers Buckled								
2006	2007	2008	2009	2010	2011	2012	2013	2014
63.5%	63.8%	69.2%	68.9%	72.2%	75.0%	68.5%	71.5%	70.4%

Source: UNH Survey Center

Pickup Truck Seat Belt Campaign- for the seventh (7th) year, the Injury Prevention Center (IPC) at Dartmouth Medical Center, in cooperation with the NH Highway Safety Agency, continued use of the program developed in 2007 designed to increase seat belt usage by pickup truck drivers and passengers in Lisbon and Haverhill.

The IPC partnered with local police, school resource officers, high school students, members of the community, including business owners in two (2) communities to conduct a campaign from May 18 to June 28, 2014. The campaign consisted of a print media, a series of yard and roadside posters, radio advertising, and one pre and two (2) post seat belt use surveys. A total of \$49,743.00 was spent by the Injury Prevention Center and the communities participating in the Pickup Truck Seat Belt Campaign. 2013 results are added to the table to show whether there has been sustained seat belt usage from the end of one year's campaign to the beginning of the next year. For example, in Lisbon, the second post survey in 2013 showed that 58% of those surveyed were buckled up, yet at the pre-survey campaign in 2014 the results show only 45% were buckled up. Because this is a targeted program to specific communities it's important to look further to determine whether this campaign is having a positive sustained impact on overall seat belt usage in New Hampshire. Results of the town-wide surveys conducted by trained officers of the police department in each community revealed:

Lisbon-2014	Pre-Survey		Post-Survey 1		Post-Survey 2		Change	
	2013	2014	2013	2014	2013	2014	2013	2014
Pick Up Drivers Buckled	53%	45%	52%	50%	58%	51%	5%	6%
Pick Up Passengers Buckled	50%	61%	69%	61%	62%	57%	12%	-4%

Haverhill-2014	Pre-Survey		Post-Survey 1		Post-Survey 2		Change	
	2013	2014	2013	2014	2013	2014	2013	2014
Pick Up Drivers Buckled	28%	49%	47%	49%	52%	56%	24%	7%
Pick Up Passengers Buckled	47%	54%	58%	52%	62%	77%	15%	23%

Source: Injury Prevention Center Note: Survey of front seat occupants

The first survey was conducted prior to the beginning of the educational campaign. Post survey #1 was conducted approximately 2 weeks following the campaign and post survey #2 was completed about eight to ten weeks after all educational campaign efforts had been completed. In Lisbon there was a 6% increase in drivers buckled up but a 4% decrease in passengers buckled up. In Haverhill there was a 7% increase in drivers buckled up and a 23% increase in passengers buckled up.

NHTSA Attitude Survey- See addenda for summary of the NHTSA Attitude Survey. The attitude survey is conducted to help assess attitudes about highway safety which in turn will help the NH Highway Safety Agency identify areas where programs are being successful as well as to identify areas where programs may need to be reevaluated to determine their effectiveness and/or usefulness.

CPS for EMS Providers- A total of \$16,998.45 was spent on the following efforts. The New Hampshire Child Passenger Safety (CPS) for EMS course was updated to reflect changes to the NH Child Restraint law and NH EMS Protocols. Also, more videos were added and redundancies were removed from the slide presentation. Student handouts and instructor resources were revised to address changes to the law and protocols and to

include new child restraints available on the market. These course resources were distributed to instructors on flash drives. In NH anecdotal evidence of inappropriate use of CPS restraints and nonuse of CPS restraints reinforces the need to provide education and training to assure that children are properly secured when being transported via ambulance.

Ten CPS for EMS courses were held at the following locations: St Joseph Hospital (twice), Brookline Fire, Speare Memorial Hospital, NH Fire Academy, Campton/Thornton Fire, Barnstead Fire, Somersworth Fire, Hollis Fire, and Dartmouth-Hitchcock Medical Center. There are 164 New Hampshire ambulances; therefore further work is needed on this activity to have an impact on the performance targets.

Child Passenger Safety Seat applications were distributed to all NH EMS providers. Thirteen (13) completed applications were submitted back, however, car seats were not purchased due to the Buy America Act requirement. The NH Emergency Medical Services for Children program has found only one seat on the market that meets recommendations and requirements of both NHTSA and the NH EMS Rules and Protocols for safe installation sites in patient compartments of an ambulance including meeting the child's weight range. However, this seat is not made in the US and thus the NH EMS for Children Program was unable to purchase the seats with Highway Safety funds. To address this barrier, the EMSC program assisted the NH Office of Highway Safety to request a waiver from NHTSA in order to purchase the seats most appropriate for ambulance use. We are currently waiting for an answer to our waiver request.

Highway Safety Media Campaign See addenda for Summary for Highway Safety Media Campaign.

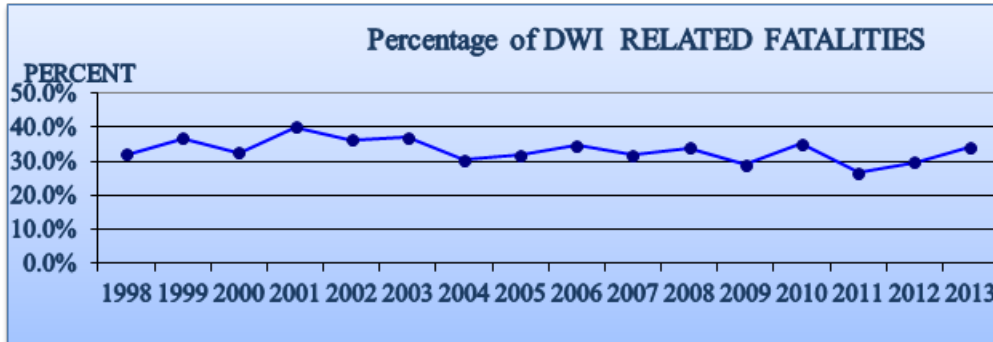
Alcohol in Relation to Highway Safety

Target

To decrease alcohol impaired fatalities 10 percent from the 2012 calendar base year of 32 to 29 by December 31, 2014.

Accomplishments:

In 2012 there were a total of 108 fatalities, of which 32, or 30 percent, were alcohol-related. The number of fatalities and those that are alcohol-related in 2013 increased to 46, or 34%. 2014 data is not yet available.



Source: NHTSA Traffic Safety Facts

Activities:

New Hampshire Traffic Safety Commission- consists of 15 members appointed by the Governor and Executive Council and authorized by statute to act in an advisory capacity to the state coordinator of highway safety. During FY 2014 a total of \$92.36 was spent for member mileage reimbursement. During the year the Traffic Safety Commission met on a quarterly basis.

National Drunk and Drugged Driving Awareness Month- On November 25, 2014, the NH Highway Safety Agency hosted the Governor's Highway Safety Lunch to kick off National Drunk and Drugged Driving Awareness Month and Safe Family Holidays. Approximately 200 law enforcement officers, as well as legislators, members of the judiciary, state officials and highway safety partners were in attendance. A total of \$6,325.22 was spent. Governor Margaret Wood Hassan issued a proclamation praising the law enforcement community for their efforts and encouraging them to intensify patrols over the holiday season and throughout the upcoming year.

Highway Safety Conferences and Training- A total of \$5,592.81 covered travel expenses incurred by Agency staff and highway safety advocates attending conferences and training sessions. The \$5,592.81 was split between PSP 13-02 Alcohol in Relation to Highway Safety (\$2,239.77), PSP 13-03 Police Traffic Services (\$2,239.76), PSP 13-04 Traffic Records (\$643.64), and PSP 13-03 Motorcycle Safety (\$469.64).

National Association of Women Highway Safety Leaders- This conference was attended September 3rd through 7th 2014, along with the Governors Highway Safety Association, September 6th through 10th 2014 at the DeVos Place Conference Center in Grand Rapids Michigan. California Highway Safety Coordinator Peter Thomson and guest attended these conferences. Funds were paid for registration fees, roundtrip flights, hotel, meals, etc. A total of \$3, 733.18

Virtual Driving Simulators- Through simulation, teenagers/new drivers experience the consequences of distracted and impaired driving and learn to correct their behavior. A real life experience, without the real life outcome. A total of \$17,063.32 was spent by the Injury Prevention Center. The simulators were borrowed 54 times during FY 2014 for a total of 256 usage days. The breakdown of participants is as follows: 14-15 year

olds – 38.3 percent; 16-17 year olds – 46.7 percent; 18-20 year olds – 4.7 percent; and 21+ year olds – 10.65 percent. School use has picked up with at least one school asking to use them every year. Business use has also increased, for example, Community Bridges uses one at least once a month for their driver trainings. A total of 30 high and middle schools, police departments, Safety and Health Council, businesses, etc., used the simulators from October 2013 through September 2014.

J.B. McDuffee Prosecutorial Seminar- The Jay McDuffee Motor Vehicle Seminar is an annual, two day conference held at the Police Standards & Training facility in Concord. It is open to all law enforcement departments and typically has about 100 officers in attendance. The purpose of the seminar is to train the first responding officers at motor vehicle collisions—it is not specifically designed for Traffic Accident Reconstructionist—rather, the topics and speakers are focused towards what the first responding officers can do to preserve the important evidence that is so easy to overlook, yet often necessary for a successful prosecution. New topics and speakers every year keep the information fresh.

The NH Department of Justice expended \$7,277.84 to conduct the eighteenth Jay McDuffee Motor Vehicle Seminar at Police Standards & Training Center in Concord on December 10-11, 2013. A total of 102 full-time officers and local/county/state prosecutors who are actively involved in motor vehicle crash investigation attended the seminar.

This year's seminar included plenary sessions on Determining Occupant Position, presented by Greg Sullenberger of Crash teams, Mid-Atlantic and Drug Toxicology, presented by Colleen Scarneo of the NH State Toxicology Laboratory. Day one was wrapped up with an update of case law presented by Assistant Attorney General Diana Fenton. Day two included several break-out sessions: Robert Letourneau presenting on Alcohol Ignition Interlock Devices, Michael Pelletier of New Hampshire State Police (NHSP) on Testifying to Standardized Field Sobriety Tests in Court, and Alicia Piazza of Allenstown Police Department presenting How to Prosecute an Administrative License Suspension Hearing. The seminar concluded with a plenary presentation on taking blood samples in felony DWIs and negligent homicide cases. Evaluation forms completed by participants were very positive, with attendees generally judging the information gained to be useful in their profession, and the presenters interesting and helpful.

Drug Recognition Expert (DRE) Program Administration- A total of \$44,749.19 was spent by the NH Liquor Commission's Bureau of Enforcement to coordinate/administer New Hampshire's DRE program. Funds supported overtime, printing of DRE manuals, screening kits, telephone, travel to/from Arizona, miscellaneous manuals, etc.

Administered by Christopher M. Hutchins of the Bureau of Enforcement, two (2) DRE Schools were held in New Hampshire: 1) 12 students attended the March 31-April 10, 2014, DRE school with certification of the 12 being held at the Maricopa County Jail in Phoenix, Arizona, April, 2014; and 2) 9 students attended the September 2-12, 2014, DRE School with certification of the 9 being held at the Maricopa County Jail in Phoenix, Arizona, September, 2014.

Schools/trainings include:

School/Training	Dates	Location	Enrolled/ Completed	Certified	Instructional Staff
HGN/SFST	05/13-15/2014 11/24-26/2014	Concord/PS&TC	28 26		3
ARIDE	11/12-13/2013 3/12-13/2014 8/7-8/2014	Littleton Windham Manchester	10 21 21		8 8 6
HGN/SFST Refresher	05/21/2014 11/13-15/2014	Concord/PS&TC	8 9		3
DRE School	03/31- 4/10/2014	NH Division of Liquor Enforcement Grant Funded	12	12	15
HGN/SFST Recruit Classes	2014 163 rd /164 th /165 th Classes	Concord/PS&TC	174	174	3 Each class
DRE School	09/2-9/12/2014	NH Division of Liquor Enforcement Grant Funded	10	10	15
Drugs that Impair	2/9/2014	Derry PD	30	n/a	7

Source: NH Liquor Enforcement

As of this report, New Hampshire has 114 certified DREs representing 57 police agencies with a total of 21 DRE instructors.

In the FY 2014 HSP \$350,000.00 was planned to be able to support the DRE Administration project. However, only \$44,749.19 was spent on this project. The NH Liquor Commission submitted a grant application and was approved for \$137,699.00. A significant amount of the approved grant was not expended due to the lack of an adequate host training facility for a 2 Week-DRE Candidate School. The training facility had been scheduled and planned a year in advance and within the contract year it was discovered during a pre-course site review, that the pre-determined training facility could not be used. As a result, the DRE candidate school, originally planned for the Gregg Public Safety Building in Littleton, NH, was relocated to Concord, NH. Because Concord was a more centralized location this eliminated the need to expend funds that would have been needed had this class been in Littleton or another northern destination outside Concord. Additionally, the dollar amount planned for in the 2014 HSP and the amount spent suggest that the DRE Administration project was over planned for. To avoid this from happening again in the future, when planning the HSP, agencies will be asked to provide accurate budget information to prevent over planning of projects. In this particular case a site review should have been conducted before a grant proposal was submitted to the NHSA.

HSA Photocopier- This task provided for the lease of a photocopier with color and scanning capabilities for the Highway Safety Agency. A total of \$444.00 was spent in PSP 14-01, Occupant Protection; \$444.00 in PSP 14-02, Alcohol in Relation to Highway Safety, and \$444.00 in PSP 14-03, Police Traffic Services.

Highway Safety Computerization- The NH Highway Safety Agency spent a total of \$1,062.15 in federal funds split between PSP 14-02 Alcohol in Relation to Highway Safety (\$354.05) PSP 14-03 Police Traffic Services (\$354.05); and PSP 14-04 Traffic Records.

Preliminary Breath Testing (PBT) Devices- A total of \$59,000.00 was spent to provide the NH Liquor Enforcement Agency with 185 Preliminary Breath Testing Devices to distribute to state, county, and local law enforcement agencies. These devices allowed law enforcement officers the ability to use this equipment to determine if there is probable cause to arrests persons stopped for suspicion of driving while intoxicated.

Police Traffic Services

Target:

To decrease speed-related fatalities 10 percent from the 2011 calendar base year (FARS) of 39 to 35 by December 31, 2014. (C6) of Statistical Crash Summary.

To decrease the number of crashes resulting in a non-incapacitating injury, where illegal/unsafe speed is a contributing factor, from the four-year average (2009-2012) of 465 to 419 in 2014.

To decrease the number of fatal crashes occurring during the months of June through September from the four-year average (2009-2012) of 38.75 to 34.0 in 2014.

Accomplishments:

In 2013 speed was the primary cause of 10 fatal crashes claiming 66 lives. Statistics are not yet available for fatal crashes occurring in 2014.

For the four-year period (2010-2013) crashes resulting in non-incapacitating injury, where illegal/unsafe speed was a factor, averaged 380. FARS statistics are not yet available to include 2014 data.

For the four-year period (2010-2013) the number of fatal crashes occurring during the months of June through September averaged 42. Statistics are not yet available to include 2014 data.

	2008	2009	2010	2011	2012	2013
NH Licensed Drivers	1,029,804	1,033,661	1,039,148	1,028,211	1,061,544	1,078,482
Travel In MVM	16,790	17,119	17,437	18,811	12,894	12,903

Source: NH Dept. of Motor Vehicle

Activities:

State Police Speed Enforcement Patrols- The NH State Police spent a total of \$107,400.10 conducting overtime patrols in areas throughout the state where speed was identified as a primary problem, including exclusive patrols along the southern end of Interstate 89 (commencing at Exit 2), along Routes 16 and 125 in Strafford and Rockingham Counties, and using aircraft details with reflective signs on the roadway warning of “State Police Ahead” and “Speed Checked by Aircraft”. Overtime enforcement patrols resulted in the following actions:

Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
W	S	W	S	W	S	W	S	W	S			
1242	1270	421	188	67	1	4	1	2	3	22	3212	3736

Source: NHSA Grants and Inventory System v.5.

*Alcohol-Related Arrests -DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

Local Police Speed Enforcement - Forty-three (43) local/county law enforcement agencies spent a total of \$156,155.59 conducting overtime enforcement patrols during those times when speed and related violations are most prevalent (morning and afternoon commute hours, weekends during the recreational and tourist seasons, holidays, etc.). Overtime enforcement patrols averaged a speed summons every 1.5 hours. A total of 3,040 hours were spent on speed enforcement. This number reflects a 45% decrease in patrol hours as compared to 2013. A number of agencies that planned to conduct these enforcement patrols in 2014 were unable to conduct 100% of the patrols because they did not have the personnel to do so or could not fill the scheduled patrols. In the future, emphasis will be placed on all agencies when planning for the upcoming year HSP, to accurately plan so that projects can be conducted to completion. The following is a chart showing dedicated overtime enforcement patrols and the resulting activity:

Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
W	S	W	S	W	S	W	S	W	S			
5522	1996	1990	551	48	2	153	25	21	8	49	10060	11582

Source: NHHSA Grants and Inventory System v.5.0

*Alcohol-Related Arrests - DWI, illegal possession, illegal transportation, open container, operation after revocation/suspension.

Corridor Patrols- Five Corridor Patrol contracts were received by the NHHSA, unfortunately, these Corridor Patrols were unable to be completed due to funding issues. A total of \$41,006.16 was allocated for Corridor patrols.

Radar Equipment- During the federal fiscal year eight (8) law enforcement agencies expended \$46,124.25 for the purchase of 20 speed-measuring devices. However, a number of agencies that had planned to purchase speed measuring equipment and were in the 2014 HSP were unable to apply for equipment due to agency budget cuts, not being able to allocate funds to cover the agencies cost of equipment that was obligated for them to pay, or not being able to find the equipment that they felt would be useful to their agency in their patrol vehicles.

Operation Safe Commute- A total of 68 law enforcement agencies (NH State Police, 3 county sheriffs, and 64 local police departments) conducted 3,998.24 hours of overtime on “Operation Safe Commute” patrols and spent a total of \$232,833.09. As stated in the highlights section under Operation Safe Commute, these patrols are carried out one day a month (NHHSA sets the specific day each month) during the morning (6:00-9:00 AM) and afternoon/evening (4:00-7:00 PM) weekday commuting hours. Officers focus attention on those drivers distracted as they talk on a cell phone, text, eat, and read, often in combination with speeding, following too close, and making inappropriate lane changes. All of these combined tasks are a recipe for disaster leading to crashes and the loss of life, injuries, and property damage.

Some agencies that planned to conduct these Operation Safe Commute patrols in 2014 were unable to conduct some or all of the patrols because they did not have the personnel to do so or could not fill the scheduled patrols. In the future emphasis will be placed on all agencies. when planning for the upcoming years HSP, to accurately plan so that projects can be conducted to completion.

These patrols resulted in the following:

Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
W	S	W	S	W	S	W	S	W	S			
4763	1136	3295	632	53	3	361	87	14	13	60	9977	14640

Source: NHSA Grants and Inventory System v.5.0

*Alcohol-Related Arrest - DWI, illegal possession (alcohol & drugs), illegal transportation, open container operation after revocation/suspension.

Computer Equipment/Software- Federal matching funds in the amount of \$16,335.50 were provided to four departments for the purchase of laptops and mobile data terminals. A total of five (5) tough-book laptops were purchased for front-line cruisers for: Alton and New London. A total of two (2) mobile data terminals were purchased by the east Kingston and Lee Police Departments for front-line cruisers. This equipment enables officers to remain in the cruiser resulting in increased productivity, efficiency, and additional time on the road conducting enforcement activity.

Motorcycles- Federal matching funds in the amount of \$1500.00 were provided to one (1) police department for the six-month lease of motorcycles from April to September 2014. Receiving funds were Concord Police Department.

NH State Police Robotic Total Station- Federal funds in the amount of \$22,936.95 were provided to the NH State Police for the purchase of One (1) Robotic Total Station and data collector with software. This equipment enables NH State Police Traffic Accident Reconstruction unit members the ability to quickly and efficiently identify causal factors during the crash investigation process by substantially decreasing the typical time to investigate a crash allowing traffic to resume normal traffic flow.

Traffic Accident Reconstruction (TAR) Equipment- Federal funds in the amount of \$25,315.04 were provided to the NH State Police for the purchase of four (4) traffic accident reconstruction units and a 3-day remote training for four (4) troopers. This equipment allows the State Police to identify casual factors and to resume normal traffic flow as soon as possible, without compromising physical evidence. It also provides the ability to present this evidence effectively in a court room prosecution.

Tire Deflation Devices- No funds were expended under this task. Agencies that planned to purchase Tire Deflation equipment and that were in the 2014 HSP were unable to apply for equipment due to agency budget cuts, or not being able to allocate funds to cover the agencies cost of equipment that was obligated for them to pay. In the future funding shall be considered to provide for training on all applications submitted for the purchase of Tire Deflation Devices.

PS&TC Officer Training- Federal funds were not provided for training to be offered to local/county/state law enforcement officers in the areas of highway safety.

Red Light Running Enforcement Patrols- A total of \$47,925.86 was provided to twelve (12) police departments for overtime enforcement patrols dedicated to traffic light/stop sign and other motor vehicle violations. Following are results of the red light running enforcement patrols.

Patrol Hours	Red Light Running		Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
825	806	241	140	42	356	115	39	9	9	2	11	1635	2,775

Source: NHHSA Grants and Inventory System v.5.0

*Alcohol-Related Arrest - DWI, illegal possession (alcohol & drugs), illegal transportation, open container operation after revocation/suspension.

Traffic Records

Target:

To work with the NH Department of Safety to partially fund the FARS Reporting System and overtime to update traffic crash records and to improve the Highway Safety Agency's computer capabilities to track motor vehicle fatalities, injuries, and crashes.

Accomplishments:

Each State department/agency is required to develop a four-year Strategic Information Technology Plan which projects how they plan to update their computer systems to better assist in attaining their goals. This plan is reviewed and approved by the NH Office of Information Technology. The NH Highway Safety Agency has developed their computer systems goals which have been approved by Information Technology.

The Highway Safety Agency is a member of the Traffic Records Coordinating Committee and works with all of the committee members to coordinate the collection of relevant data that assists the Highway Safety Agency and Department of Transportation in target setting required in the HSP and the SHSP. The committee includes members from the NH Highway Safety Agency, NH Department of Safety, NH Department of Transportation, NH Department of Information Technology, NH Department of Health and Human Services, Administrative Office of the Courts, NH Insurance Department, and the NH Association of Chiefs of Police. With the change in Program Manager and Field Reps, this area will be looked at further to assure that we are collecting all the required data to make sure that we are setting realistic, achievable targets and that the activities conducted are able to be measured against these targets. Our goal is to assure that the funded activities are data driven and that we aren't continuing activities that don't seem to be impacting the targets set.

Activities:

Fatal Accident Reporting System- A total of \$26,488.37 in Section 402 funds were spent, in conjunction with other NHTSA funds awarded to the Department of Safety, to continue to support the salary and benefits of a full-time data entry person in the NH Division of Motor Vehicles to maintain the state's FARS program.

DMV Motor Vehicle Crash Update- A total of \$16,031.38 was spent on this project. The Financial Responsibility Crash Unit, located in the Division of Motor Vehicles, is responsible for the data entry of information relative to all motor vehicle crashes in the state. An average of 600 reportable and non-reportable crash reports are received from law enforcement agencies throughout the state on a weekly basis. In addition, a "blue card" must be issued to uninsured drivers. These cards must be tracked, and if not returned, the driver's license is suspended. To reduce the backlog of crash data entered into the 19 central data systems, funds covered payroll costs associated with paying overtime to existing trained staff. As of August 2013 crash reports imaged include: 2012-24,700, 2013- 21,125 and 2014-12,035. Currently for 2014 there are 1,975 crash reports that have not been keyed into the state computerized crash reporting system.

NH State Police Crash Records Management System- A total of \$148,419.00 in Section 408 Data Program funds were spent on this project. A contractor was hired to work on the in-house Crash Records Management System (CRMS) and incorporated enhancements that increased usability and allowed NH State Police the ability to increase the capture of more data as well as the timeliness of that data capture that is required in the fourth addition of the MUCC. This enhancement of the CRMS also allows for timely exchange of data between users while in the field. The CRMS program has demonstrated success. Since it went live for NH State police the number of reports filed went from 215 in June 2013 to 4,236 reports filed in March of 2014.

NH State Police VPN Installation- An amount of \$147,918.76 in Section 405c Data Program funds were spent on this project. A contractor was hired to work to expand the ability of more law enforcement agencies to

participate in the virtual private network (VPN). This has allowed enforcement agencies to access the J-One network, including electronic citations (E-Citations) and the electronic crash records management system (eCrash) and to participate in the state's communications network (SPOTS). There are 234 local law enforcement agencies in the State, and of the 56 locations that have been installed to date (May 22, 2014), 45 have required on-site technical assistance from the state of at least six hours to complete a VPN. This represents 80.3 percent of the total criminal justice agencies in the State. This VPN is the backbone of the criminal justice system and will help law enforcement agencies be on the cutting edge of technology and have the ability to document, share, and received data in timely manner with other agencies.

Section 408 NHTSA Application- The Highway Safety Agency paid a total of \$45,000.00 to Deep River, LLC, of Old Saybrook, Connecticut, who is responsible for administration of the Traffic Records Coordinating Committee (including the Executive Committee) comprised of state agency department heads and professional and technical staff from various departments including data collectors, data systems managers, and data users with expertise with data systems (crash, roadway, vehicle, drivers, enforcement, and adjudication). The Traffic Records Coordinating Committee makes recommendations for improving the timeliness, quality, completeness, consistency, integration and accessibility of data used to support highway safety analysis in the State. This is the final year of a two year contract.

Emergency Medical Services

Target:

Continue to provide assistance to local entities in the purchase of extrication equipment.

Accomplishments:

A total of \$15,400.00 was allocated for Extrication Equipment. There were no grants received for Extrication Equipment by fire departments due to budget cuts, or not having the necessary funding within the department's budget to support an extrication equipment project (NHSA provides 50% reimbursement for extrication equipment up to \$12,000.00). One Fire Department simply did not submit an application because "they just did not get around to it". Agencies who would like to receive funding for this equipment in the future will be asked to accurately plan for the upcoming HSP and complete projects and expend funds allowed on agreed upon contracts to help the NH Highway effectively manage federal funds

Pedestrian and Bicycle Safety

Target:

To reduce pedestrian fatalities 10 percent from the 2012 calendar base year of 9 to 8 by December 31, 2014.

To have no bicyclist fatalities throughout the 2013 year but not to exceed 1 bicycle fatality.

Accomplishments:

Preliminary 2014 data indicates that pedestrian fatalities increased to 12 in 2014. This is above the projected target. Preliminary data for 2014 indicates that bicycle fatalities decreased from 4 in 2013 to 3 in 2014 but is above our projected target.

Activities:

Bicycle Safety Helmet Program- The NH Highway Safety Agency purchased 300 bicycle helmets in the amount of \$2085.00 for distribution to local Police Departments during their bicycle rodeo and pedestrian safety class for juveniles aged 6 to 12 years old. During this time bicycle safety helmets were distributed to children who did not currently have one or who cannot afford one.

Pedestrian/Bicycle Enforcement Patrols- A total of \$ 24,534.25 was obligated for Pedestrian/Bicycle safety, for conducting overtime bicycle patrols and to seven (7) police departments for overtime pedestrian/bicycle patrols. The police departments conducted overtime patrols that resulted in the following:

Patrol Hours	Other (Pedestrian, Bicycle, etc.)		Speeding		Other Motor Vehicle Violations		Red Light Running		Child Restraint		*Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S	W	S			
491	4	7	25	6	354	91	69	20	1	2	0	603	4624

Source: NHSA Grants and Inventory System v.5.0

*Alcohol-Related Arrest - DWI, illegal possession (alcohol & drugs), illegal transportation, open container operation after revocation/suspension.

Motorcycle Safety

Target:

To decrease motorcyclists fatalities 10 percent from the 2013 calendar base year of 24 to 20 by December 31, 2014.

To decrease un-helmeted motorcyclist fatalities 10 percent from the 2013 calendar base year of 20 to 18 by December 31, 2014.

To increase the number of motorcycle operators who complete the state-sanctioned basic, intermediate, and advanced rider safety courses.

Accomplishments:

The number of motorcycle fatalities (operators and passengers) decreased from 24 in 2013 to 17 in 2014, a 70 % reduction. Note: 2014 data is preliminary

The number of un-helmeted motorcyclist fatalities (operators and passengers) decreased from 20 in 2013 to 11 in 2014, a 55% reduction. Note: 2014 data is preliminary

The number of motorcycle operators who completed the state-sanctioned basic, intermediate, and advanced rider safety courses decreased from 2,810 in 2013 to 2,727 in 2014, a 4% reduction. Note: 2014 data is preliminary

Activities:

Motorcycle Rider Training Program and Materials- During federal Fiscal Year 2014 the Motorcycle Rider Training Program expended \$9,070.25 for the purchase of helmet stickers, a work bench, storage shelving, transport and lift equipment to help move and transport motorcycles more efficiently.

Motorcycle Rider Training Program Media Campaign- During federal FY 2014 the Motorcycle Rider Training Program expended \$46,956.73 to create, produce and distribute nine (9) 30 and 60-second radio announcements that were distributed to six (6) radio stations promoting the awareness of “sharing the road” with motorcycles, rider training program courses, and safety guidelines. Binnie Media and radio ads were broadcast August through September 15, 2014. A total of 1,946 airings were broadcast by Binnie Media during this time period. Radio stations participating in the public information campaign were WXLF, WLNH, WFNQ, WNNH, WJYY, and WNHW. These radio stations play a variety of music (country, rock, classical, etc.) and audiences represent males and females of all ages and backgrounds. Announcements were aired Sunday through Saturday with times varying from 5:00 AM to 12 midnight. Employees of the Motorcycle Rider program and the NH Department of Safety provided the “voices” for each public service announcement. Further review of this campaign is to determine how to best structure the campaign to help meet the target set.

Pupil Transportation

Target:

To continue to work with those interested in improving the safety of pupil transportation and enforcing the laws regarding school bus and pupil transportation.

Activities:

Funds were expended in the amount of \$14,246.66 in this area in FY 2014; funds expended under Police Traffic Services did support overtime patrols for the Manchester, Moultonborough, and Nashua Police Departments to conduct patrols during those hours when children are being transported to and from school. The officers on patrol make observations of violations and issue summonses directly to the driver who is in violation of RSA 265:54 (overtaking and passing a school bus). This visual presence of the law enforcement community is a deterrent to violations of RSA 265:54 and sends a message to the community that this motor vehicle law will be enforced. This type of patrol also allows the officers to make direct contact with the violator which can help to educate the community about this specific regulation.

Pedestrian Bicycle	Operation after Revocation	Speeding		Other Motor Vehicle Violations		Other Pedestrian/ bicycle		Red Light Running		Child Restraint		Vehicles Stopped	CPS Visual Checks
		W	S	W	S	W	S	W	S	W	S		
57	5	141	20	271	87	18	0	30	16	0	4	478	2960

Source: NHSA Grants and Inventory System v.5.0

W= Warning S= Summons

Roadway Safety FHWA

Target:

Educate the public regarding the potential hazards at railroad crossings and promote safety at railroad crossings through a contractual agreement with New Hampshire Operation Lifesaver.

Activities:

Operation Lifesaver (OPL)- Through a contract with the New Hampshire Operation Lifesaver a total of \$7544.44 was spent to promote safety at railway crossings. A component of the program is distribution of materials with the Operation Lifesaver message which included handouts (i.e. zipper pulls, writing pads, litter bags, pens, rulers, car bumper stickers, flashing buttons, Sly Fox & Birdie decals, Operation Lifesaver custom tattoo, etc.). A liability insurance payment for officers/presenters, and out-of-state travel expenses for two (2) persons who attended the 2014 Operation Lifesaver Leadership Conference in Albuquerque, New Mexico. New Hampshire Operation Lifesaver sponsored “A Night out with the Fisher Cats” baseball game on August 2nd to roll out the new national campaign “See Tracks -Think Train”.

Section 410 Drunk Driving Prevention Programs

Target:

Section 410 Incentive Grant funds will enable state, county, and local law enforcement agencies to conduct overtime patrols dedicated to the detection and apprehension of impaired drivers. In addition, the state, county, and local law enforcement community will coordinate their activities and conduct sobriety checkpoints throughout the state. Funding will assist in the purchase of additional in-cruiser video equipment, support attendance at appropriate conferences, support of the “Last Drink” Survey, and the DUI mobile van. Funds will continue the services of a traffic safety resource prosecutor at the NH Department of Justice, a part-time position to manage/coordinate the Interlock Ignition program at the Department of Safety and administration of the DRE program, training, travel, etc.

Accomplishment:

Section 410 Incentive Grant funds enable state, county, and local enforcement agencies to conduct overtime patrols dedicated to the detection and apprehension of impaired drivers. In addition, the state, county and local law enforcement community coordinated their activities and conducted sobriety checkpoints throughout the state. Funding assisted in the purchase of additional in-cruiser video equipment, supported the “Last Drink” survey, continued the services of a traffic safety resource prosecutor at the NH Department of Justice, and supported services of a part-time position to manage/coordinate the Interlock Ignition program.

Activities:

Video Equipment- A total of \$19,156.00 in Section 410 funds was paid to 3 police departments for the purchase of 9 in-cruiser video systems. The in-cruiser video system provides the police departments the ability to record specific details of a vehicles operation, behavior of the operator and occupants in the vehicle as well as the performance of field sobriety tests. Additionally, in-cruiser video systems can act as a deterrent to disorderly behavior once the operator has been informed that the stop is being video recorded. This equipment has proven to be beneficial when providing documentation in the event of a trial.

Agencies that planned to purchase in-cruiser video equipment and that were in the 2014 HSP were unable to apply for equipment do to agency budget cuts, or not being able to allocate funds to cover the agencies cost of equipment that was obligated for them to pay.

DWI/DUI Patrols- A total of \$355,423.33 in Section 410 funds was paid to 54 state/county/local law enforcement agencies who conducted 5,114 hours of overtime DWI/DUI patrols. Results of the patrols are as follows:

DWI Patrols																	
Alcohol-Related Arrests					Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		PBT Used	Vehicles Stopped	CPS Visual Checks
DWI	Illegal Possession	Illegal Transportation	Open Container	Operation After Revocation													
230	56	23	51	76	2278	341	4251	190	130	4	255	24	18	7	315	7,513	7,752

Source: NHSA Grants and Inventory System v.5.0

Contracts with some of these departments supported patrols conducted during NHTSA’s “Drive Sober or Get Pulled Over” mobilization period.

Some agencies that planned to conduct DWI patrols in 2014 were unable to conduct patrols because they did not have the personnel to do so or could not fill the scheduled patrols. In the future, emphasis will be placed on all agencies, when planning for the upcoming year HSP, to accurately plan so that projects can be conducted to completion.

Sobriety Checkpoints- A total of \$77,655.17 in Section 410 funds was spent by 21 law enforcement agencies (state/county/local) to combat the impaired driving problem by conducting sobriety checkpoints in accordance with stringent state guidelines. Following is a table of the number of law enforcement agencies conducting checkpoints and the number of checkpoints conducted.

	2006	2007	2008	2009	2010	2011	2012	2013	2014
# Law Enforcement Conducting Checkpoints	16	17	30	39	27	24	21	21	9
# Checkpoints Conducted	32	49	50	67	44	46	44	39	30

Source: NHSA Grants and Inventory System v.5.0

The chart indicates that although sobriety checkpoints are influential in combating the impaired driving problem, the number of police departments and the number of checkpoints conducted has been reduced each year since 2009.

Sobriety Checkpoints																
Alcohol-Related Arrests					Speeding		Other Motor Vehicle Violations		Red Light Running		Child Restraints		PBT Used	Vehicles Stopped	CPS Visual Checks	
DWI	Illegal Possession	Illegal Transportation	Open Container	Operation After Revocation	W	S	W	S	W	S	W	S				
19	0	0	5	6	61	9	9	404	0	0	1	0	6	2859	2954	

Source: NHSA Grants and Inventory System v.5.0

Contracts with some of these departments supported patrols conducted during NHTSA’s “Drive Sober or Get Pulled Over” mobilization period.

Some agencies that planned to conduct sobriety checkpoints in 2014 were unable to conduct these checkpoints because they did not have the personnel to do so or could not fill the scheduled sobriety checkpoint. In the future, emphasis will be placed on all agencies when planning for the upcoming years HSP, to accurately plan so that projects can be conducted to completion.

DWI Van Administration/”Last Drink” Survey- A total of \$29,411.20 in Section 410 funds was spent by the NH Liquor Commission’s Bureau of Enforcement to continue to use the “Last Drink” survey at sobriety checkpoints (October 1, 2013-September 30, 2014) to identify the location of the establishment where motor vehicle operators apprehended for driving under the influence had consumed their last drink. The Bureau of Enforcement conducted 97 “Last Drink” surveys at 14 sobriety checkpoints in Belknap, Carroll, Hillsborough, Merrimack, and Rockingham Counties. Of the 97 people surveyed, 45 were arrested for DWI. Of the 97 surveys completed, 52 reported they had consumed their last drink at an on-sale liquor licensed establishment, 29 reported they had been drinking at locations such as a private residence or other non-licensed public place, 7 reported they could not recall the location where they had consumed their last drink, 5 refused to provide the location where they had consumed their last drink and 4 had not consumed alcohol. Data collected provided valuable information about the nexus between DWI arrests and licensee serving practices. The information gathered from the survey’s will allow the Division of Liquor Enforcement and local, county and state law enforcement agencies to focus educational and enforcement efforts in a unified manner.

Traffic Safety Resource Prosecutor- The NH Department of Justice continued the services of a full-time Traffic Safety Resource Prosecutor (TSRP) utilizing Section 410 funds in the amount of \$132,644.29. During federal Fiscal Year 2014 the TSRP, provided formal training to law enforcement agencies to enhance their ability to conduct impaired driving and traffic investigation skills; provided case specific technical assistance to prosecutors and law enforcement agencies, and presented training to prosecutors on evolving traffic safety laws, prosecutorial techniques, etc. The TSRP also conducted the Jay McDuffee Motor Vehicle Homicide Training presented on December 10-11, 2013, at the Police Standards and Training as well as conducted Felony Blood Draw Trainings throughout the year; attended a Felony Blood Draw Training for Supervisors May 7, 2014, at Henniker Police Department; conducted training for Prosecutor school/DUI Trial/Confrontation June 19, 2014 at PS&T; attended the Manchester Sobriety Checkpoint on June 20, 2014; published two (2) issues of the “One for the Road” newsletter, and worked on updating the DUI prosecution manual.

DOS Interlock Ignition Program- The NH Department of Safety established the position of an Interlock Ignition Coordinator (November 1, 2012) and spent a total of Section 410 funds in the amount of \$41,683.49. Meeting the targets stipulated in the grant application, the employee monitored the Interlock Program in order to gain the prospective on what type of violations and who was committing them. The primary objective was to track offenders to gain that prospective. In 2014, from January through June the employee tracked 1,642 violations of the interlock law with 187 of these cases sent to court for hearings. The employee created a spread sheet to track violations and to determine where improvement may be needed and also created a PowerPoint presentation to train police officers, court officials, and the Division of Motor Vehicle personnel on the purpose and use of the Interlock devices. Several presentations have been made to State Police, Chiefs of Police, and Police Standards and Training with plans to give presentations to the driver education classes of high school students. The employee also met with Judge Edwin Kelly and outlined the goals of the program and has offered to train the district court judges and personnel. The Department of Safety was successful in amending the “Interlock Law” to fine tune the department’s ability to monitor the program to be able to act on violations. The first piece of legislation allowed the state to order advanced units with hi-tech communications and cameras for visual aid to see who was actually performing the test. This allows both the courts during the trail process and the Commissioner of the Department of Safety during the administration process of violations to have the authority to order the units. The second piece of legislation gave the Department of Safety the authority to pursue violations under the administrative process which will discourage continued violations.

This program was planned for \$175,000.00 in the 2014 HSP but only \$51,362.00 was budgeted for in the DOS Interlock Ignition program submitted application which was later approved in the contractual agreement. The amount that was expended rather than the amount that was planned for in the HSP suggest that this project was over planned for. In the future emphasis will be placed on all agencies when planning for the upcoming year HSP, to accurately plan so that projects can be conducted to completion. In this case a budget proposal shall be submitted prior to planning for the HSP to plan for a dollar amount that would more accurately reflect what may be expended.

ADDENDA

NHTSA Mobilizations

NHTSA Attitude Survey

Paid Media Summary

Fiscal Overview

Traffic Safety Performance Measures

NHTSA MOBILIZATIONS – SUMMARY

NHTSA “Drive Sober or Get Pulled Over” Mobilization August 13-September 1, 2014																			
Approximate Amount Spent	Number of Police Agencies	Patrol Type	Patrol Hours	Alcohol-Related Arrests					Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle, etc.)		Red Light Running		Child Restraint		Vehicles Stopped
				DWI	Illegal Possession	Illegal Transportation	Open Container	Op After Revocation											
				W	S	W	S	W	S	W	S								
\$32,044.01	44	DWI/DUI	652	27	4	5	8	17	398	46	547	37	11	21	43	2	0	0	1056
\$ 7589.83	6	Sobriety Checkpoints	140	7	0	0	4	3	0	0	6	5	0	2	0	0	0	0	736
\$ 26,341.50	37	Enforcement	512.50	2	3	1	1	25	1030	491	330	106	10	8	59	5	1	2	2000
\$ 8,078.71	10	Red Light Enforcement	139	0	0	0	0	2	30	6	38	8	4	3	208	26	1	0	313
\$74,053.69	97	Total	1443.50	36	7	6	13	47	1458	543	921	156	25	34	310	33	2	2	4105

Source: NHSA Grants and Inventory System v.5.0

During Federal FY 2014 the NH Highway Safety Agency funded DWI-related overtime patrols with state, county, and local law enforcement agencies throughout the state, as well as a variety of enforcement patrols. In addition to DWI patrols and sobriety checkpoints, enforcement patrols included corridor efforts and red light running.

NHTSA ATTITUDE SURVEY RESULTS SUMMARY (FY 2010, 2011, 2012, 2013, 2014)

The University of New Hampshire Survey Center included the following NHTSA Attitude Survey questions in its July Granite State Poll. The major purpose of these questions was to assess attitudes about highway safety in New Hampshire. The Granite State Poll surveyed approximately five hundred (500) New Hampshire adults and was conducted by telephone in July each year.

During July 2014 the University of New Hampshire Survey Center included the following questions in the Granite State Poll. The Survey Center spent a total of \$5,545.53 conducting the Attitude Survey. The Granite State Poll surveyed five hundred twelve (512) New Hampshire adults and conducted a telephone survey between July 29 and August 14, 2014.

The New Hampshire Highway Safety Agency supports this attitude survey that provides valuable information to show areas where funding (through media or enforcement) is needed to address problematic attitudes about highway safety.

Survey responses that stated that 82% of the people surveyed did not drive a motor vehicle within 2 hours of drinking an alcoholic beverage were reassuring that maybe media campaigns and enforcement efforts to not drink and drive are working. Also, 75% of people surveyed within the past 30 days have read, heard, seen something about alcohol impaired driving, or enforcement by police suggests that the message to not drink and drive is being heard and seen. However, conversely, 34% of people surveyed also felt the chances of getting arrested are rare if they drive after drinking causing concern that maybe the message of what can happen if you drink and drive (i.e. lose your license, job, home, family, etc.) needs to be emphasized to stress what in reality can occur. The survey also shows that 75% of people that were surveyed buckle up, closely compares to New Hampshire's seat belt usage rate, and looks to be accurate. Some problematic attitudes by people surveyed about their chances of getting a ticket for speeding (half the time 38% and rarely 36%) and for not buckling up (Rarely 41% and Never 42%) suggests that education and enforcement need to continue to change people's attitudes.

	Licensed in New Hampshire	Licensed in Other State	Not Licensed				Number Responding
1. Are you a licensed driver?							
2010	481 (95%)	2	21 (4%)				504
2011	492 (95%)	8 (2%)	15 (3%)				516
2012	484 (93%)	5 (1%)	31 (6%)				520
2013	471 (92%)	7 (1%)	34 (7%)				512
2014	495 (96%)	5 (1%)	18 (3%)				518
IMPAIRED DRIVING							
2. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?	No Times	1-5 Times	6-10 Times	Over 10 Times	Don't Know		Number Responding
2010	410 (84%)	64 (13%)	4 (1%)	4 (1%)	4 (1%)		485
2011	437 (87%)	56 (11%)	7 (1%)	1 (0%)	1 (0%)		503
2012	417 (86%)	55 (11%)	6 (1%)	4 (1%)	3(1%)		485
2013	414 (87%)	55 (12%)	3 (1%)	2 (0%)	3 (1%)		477
2014	407 (82%)	81 (16%)	4 (1%)	4 (1%)	3 (1%)		498

3. In the past 30 days have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes	No	Don't Know				Number Responding
2010	349 (69%)	146 (29%)	8 (2%)				504
2011	365 (71%)	144 (28%)	6 (1%)				516
2012	373 (72%)	143 (27%)	5 (1%)				520
2013	370 (72%)	139 (27%)	3 (1%)				512
2014	385 (74%)	132 (25%)	1 (0%)				518
4. What do you think the chances are of someone getting Arrested if they drive after drinking?	Always	Most of the time	Half of the Time	Rarely	Never	Don't Know	Number Responding
2010	21 (4%)	81 (16%)	177 (35%)	196 (39%)	3 (1%)	25 (5%)	504
2011	22 (4%)	94 (18%)	170 (33%)	209 (41%)	1 (0%)	19 (4%)	515
2012	23 (4%)	92 (18%)	175 (34%)	204 (39%)	1 (0%)	25 (5%)	518
2013	38 (7%)	79 (15%)	176 (34%)	196 (38%)	5 (1%)	18 (4%)	513
2014	27 (5%)	95 (18%)	20 (4%)	175 (34)	2 (0%)	20 (4%)	517
5. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?	Always	Most of the Time	Half of the Time	Rarely	Never		Number Responding
2010	383 (76%)	47 (9%)	21 (4%)	20 (4%)	31 (6%)		502
2011	405 (79%)	39 (8%)	19 (4%)	27 (5%)	25 (5%)	1 (0%)	516
2012	399 (77%)	41 (8%)	30 (6%)	18 (3%)	33 (6%)		520
2013	389 (76%)	47 (9%)	20 (4%)	25 (5%)	31 (6%)		513
2014	388 (75%)	33 (6%)	28 (5%)	35 (7%)	32 (6%)		518
6. In the past 60 days have you read, seen or heard anything about seat belt law enforcement by police?	Yes	No	Don't Know				Number Responding
2010	123 (24%)	379 (75%)	2				504
2011	121 (24%)	392 (76%)	1				514
2012	141 (27%)	376 (72%)	2 (0%)				519
2013	127 (25%)	384 (75%)	2 (0%)				513
2014	105 (21%)	403 (79%)	1 (0%)	510			510
7. What do you think the chances are of getting a ticket if you don't wear your safety belt?	Always	Most of the Time	Half of the Time	Rarely	Never	Don't Know	Number Responding
2010	10 (2%)	31 (6%)	44 (9%)	213 (42%)	182 (36%)	23 (5%)	504
2011	10 (2%)	26 (5%)	50 (10%)	220 (43%)	185 (36%)	20 (4%)	509
2012	18 (4%)	31 (6%)	40 (8%)	212 (41%)	177 (34%)	37 (7%)	515
2013	17 (3%)	27 (5%)	60 (12%)	167 (33%)	220 (43%)	21 (4%)	511
2014	11 (2%)	19 (4%)	35 (7%)	211 (41%)	214 (42%)	19 (4%)	508

8. On a local road with a speed limit of 30 miles per hours, how often do you driver faster than 35 miles per hour?	Always	Most of the Time	Half of the Time	Rarely	Never	Don't Know	Number Responding
2010	34 (7%)	81 (17%)	122 (25%)	188 (39%)	59 (12%)	1	485
2011	33 (7%)	89 (18%)	110 (22%)	197 (39%)	71 (14%)	3 (10%)	503
2012	34 (7%)	78 (16%)	117 (24%)	179 (37%)	75 (15%)	4 (1%)	487
2013	61 (13%)	83 (17%)	105 (22%)	169 (35%)	59 (12%)	(0%)	477
2014	52 (10%)	112 (22%)	120 (24%)	166 (33%)	52 (10%)	0 (0%)	503
9. On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour?	Always	Most of the time	Half of the Time	Rarely	Never		Number Responding
2010	37 (8%)	59 (12%)	88 (18%)	198 (41%)	104 (22%)		485
2011	21 (4%)	69 (14%)	101 (20%)	173 (34%)	136 (27%)	3 (1%)	502
2012	33 (7%)	88 (18%)	88 (18%)	151 (31%)	126 (26%)	3 (1%)	488
2013	43 (9%)	71 (15%)	98 (20%)	148 (31%)	118 (25%)		479
2014	50 (10%)	73 (15%)	95 (19%)	192 (38%)	94 (19%)	0 (0%)	503
10. In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?	Yes	No	Don't Know				Number Responding
2010	227 (45%)	276 (55%)	1				504
2011	234 (46%)	276 (54%)	4 (1%)				514
2012	230 (44%)	287 (55%)	2 (0%)				519
2013	255 (50%)	256 (50%)	2 (0%)				512
2014	270 (53%)	239 (47%)	1 (0%)				510
11. What do you think the chances are of getting a ticket if you drive over the speed limit?	Always	Most of the time	Half of the time	Rarely	Never	Don't Know	Number Responding
2010	14 (3%)	97 (19%)	165 (33%)	201 (40%)	6 (1%)	21 (4%)	504
2011	13 (3%)	101 (20%)	178 (35%)	202 (39%)	11 (2%)	6 (1%)	511
2012	15 (3%)	97 (19%)	160 (31%)	216 (42%)	9 (2%)	17 (3%)	514
2013	23 (4%)	83 (16%)	219 (43%)	165 (32%)	9 (2%)	13 (3%)	511
2014	20 (4%)	19(18%)	191 (38%)	183 (36%)	8 (2%)	15 (3%)	508

additional Information	Licensed in NH					Licensed in Other State					Not Licensed					Number Responding				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
<u>Sex of Respondent</u>																				
Male	233	247	244	238	243	1	3	2	4	3	9	6	13	11	10	243	256	260	252	255
Female	248	245	239	233	253	1	5	3	4	2	12	9	17	23	8	261	260	261	260	263
<u>Age</u>																				
18 – 34	74	56	82	120	112	1	1	1	0	5	5	3	3	10	7	80	60	85	131	124
35 – 49	81	121	92	137	144	0	2	2	6	0	1	1	3	4	1	82	125	96	147	146
50 – 64	116	171	167	135	135	0	0	1	0	0	7	4	6	7	4	123	176	174	142	139
65 or older	196	121	128	77	78	1	5	2	1	0	9	6	18	12	5	206	132	148	90	84
<u>Education</u>																				
High school or less	90	105	106	93	101	0	2	1	2	1	11	9	18	20	9	101	116	125	115	110
Technical school/some college	112	118	105	114	120	1	0	1	4	1	4	4	1	7	4	117	122	107	124	126
College graduate/ Postgraduate work	156	145	161	153	179	1	1	4	1	4	5	1	6	3	1	162	147	171	158	184
	119	120	102	111	90	0	5	0	0	0	0	0	5	3	3	119	125	107	115	93
<u>Income</u>																				
Less than \$30,000.	52	51	51	56	40	0	1	0	6	1	9	5	11	17	4	61	57	62	79	44
\$30,000. - \$44,999.	34	24	35	43	33	1	0	0	0	0	3	1	3	2	1	38	25	38	45	33
\$45,000. - \$59,999.	50	45	36	49	32	0	0	1	0	0	3	2	1	3	2	53	47	38	51	34
\$60,000. - \$74,999.	37	44	43	31	58	0	0	1	0	0	0	0	0	3	0	37	44	44	34	58
\$75,000. - \$99,999.	56	51	50	56	59	0	6	0	0	2	0	0	1	0	0	56	58	51	56	61
\$100,000. or more	128	110	109	117	124	0	1	2	1	0	1	0	2	0	0	129	111	113	117	124
<u>Marital Status</u>																				
Married	340	334	295	263	262	2	3	2	1	0	8	0	7	7	4	350	338	304	271	323
Divorced/Separated	82	92	90	87	65	0	4	2	4	0	8	8	16	10	5	90	104	107	100	83
Never Married	52	64	88	119	75	0	1	1	2	5	4	5	8	17	9	57	70	97	138	106
<u>Years Lived in NH</u>																				
5years or less	42	39	31	19	15	1	4	2	6	0	2	0	2	0	8	45	43	35	26	23
6 – 10 years	44	28	49	41	38	0	2	2	0	0	5	2	0	2	1	49	32	51	43	41
11 – 20 years	85	77	95	118	94	0	1	0	1	3	4	4	6	9	2	89	82	101	127	107
20 or more years	306	336	297	289	236	1	1	2	1	1	10	9	22	22	6	317	346	319	312	317

Source: UNH Survey Center

PAID MEDIA SUMMARY

Section 402 Funds

Seat Belt PI&E Campaign (NH Fisher Cats) An eleventh-year contract enabled the NH Fisher Cats baseball team (a Double-A affiliate of the Toronto Blue Jays) to spend \$42,000.00 to coordinate seat belt education activities presented during the 2014 home games played at the Fisher Cats Ballpark in Manchester, New Hampshire. The banner developed in 2004 carrying the “Buckle Up New Hampshire” message was displayed again in 2014. This 8 x 24 static mesh banner, located in right field, was displayed permanently during all home games and special events. The 8’ x 30’ sign with the “Buckle Up New Hampshire” message was displayed on the rotating, tri-vision concourse sign at the ball park entrance and on the side of the Samuel Adams Bar and Grill at the main concourse. The “Buckle-Up New Hampshire” message was displayed 20 times/hour during a 20-hour period, the message was viewed by fans attending games and other events held at the field, as well as occupants of an estimated 73,000 vehicles that travel Interstate 293 on a daily basis. In addition, a highway safety trivia contest, a musical chair game, or a Vanity Insanity was featured during one between-inning period at each home game. Pre and postgame NH Highway Safety Agency seat belt educational commercials were run on the video board featuring a Fisher Cats player who urged fans to buckle their seat belts and get home safely.

The NH Highway Safety Agency had a quarter-page advertisement in five (5) issues of the Fisher Cats Game Day Program, “The inside Pitch”, available free to fans as they entered the ball park. The “Buckle Up NH” ad was also featured on the cover of the coupon booklet given to fans as they exited the stadium throughout the season. Over 70,000 coupon booklets were distributed to Fisher Cats fans.

During the 2014 season 340,299 fans passed through the stadium gates and were exposed to the various “Buckle Up New Hampshire” messages. The number of fans in 2014 was down from fans attending games in 2012 (402,317) and 2013 (353,639). Additionally, Northeast Delta Dental hosted another 25,000 estimated guests for non-game day events such as high school and AAU baseball games, charity events and private functions.

Fisher Cats Survey

Female	35%
Male	65%
Age	
<18	1%
18-25	2%
26-35	10%
36-55	49%
56+	38%
Married	73%
Unmarried	22%
Other	5%
# in Household	
1-2	49%
3-4	42%
5+	9%
Annual Income	
<\$50,000	24%
\$50,001-\$75,000	21%
\$75,001 +	31%
No Response	24%
#1 Reason for attending	
Entertainment	25%
Enjoy Baseball	54%
Fisher Cats Fan	8%
Other	13%

All One hundred, forty-two (142) Fisher Cats games were aired live on the WGIR Fisher Cats Network. The network consists of four stations located throughout the state of New Hampshire, and has a strong signal into northern Massachusetts. In addition to the radio network, all games are streamed live on the Fisher Cats website (nhfishercats.com), WGIRAM.com, and MiLB.com, as permitted by Major League Baseball and Minor League Baseball. New Hampshire Highway Safety Agency received a 30 second commercial at each game (home/away).

Alliance Sport Marketing A total of \$120,000.00 was spent in Section 402 funds by Alliance Sport Marketing to promote the Buckle Up Campaign at ten (10) New Hampshire car/truck racing venues including Canaan Dirt Speedway, Canaan Fair Speedway, Hudson Speedway, Lee USA Speedway, Monadnock Speedway, New England Dragway, New Hampshire Motor Speedway, Riverside Speedway, Star Speedway, and White Mountain Motorsports Park. At each venue the following elements were implemented with the Buckle Up message: premium signage, public address announcements, “You’ve Been Ticketed” promotion, T-shirt promotion, and team schedule posters. Premium signage: Alliance Sport Marketing secured the best available signage options and signs provided extended exposure during each sporting event with signs visible to fans before, during and after each 3-4 hour event. Public address announcements were made before, during and after the event and during breaks between races with a minimum of three announcements during each event. “You’ve Been Ticketed” campaign involved local law enforcement officers who stopped fans who were wearing seat belts and gave them a “ticket” which was a voucher they could redeem at the NH Highway Safety booth for a free t-shirt branded with the venue logo on the front and the safety message on the back. The T-Shirt Giveaway were distributed to fans during each event and even given to a few highly visible employees to wear/display. The t-shirts turned fans into walking billboards extending the message both in and away from the racing venue. The Scheduled Poster for each venue were produced and distributed through each community. Each venue was provided 2,500 posters placed in high traffic areas which remained visible throughout the season providing exposure for several months. Motorsports fans were predominately males between 18-44 in age which is a key at-risk demographic designated by the National Highway Traffic Safety Administration.

Age		Gender	
18-34	37%	Female	40%
35-44	19%	Male	60%
45-54	26%		
65+	17%		

NH Department of Transportation SHSP Media Campaign. Although a project in the amount of \$110,000.00 was approved with the NH Department of Transportation for a SHSP media campaign, the campaign did not move forward. Hopefully the contract will be re-issued in FY 2104. No funds were spent on this contract.

Alcohol in Relation to Highway Safety. During Fiscal Year 2014 the New Hampshire Highway Safety Agency expended \$34,728.12 in Section 402 funds that supported a contract with Wildcat Sports Properties at the University of New Hampshire to coordinate advertising activities dedicated to reducing impaired driving during football and men’s and women’s hockey and basketball games.

Utilizing the “Buzzed Driving is Impaired Driving” logo, UNH Wildcat Sports utilized a 3’ x 8’ field sign displayed in Cowell Stadium (seating 6,500) during five (5) home football games; a rink-level dasher board sign displayed at the Whittemore Center during 17 home hockey games, as well as over 125 high school and youth hockey games, concerts, and community activities representing over 65,000 fans; a 3’ x 7’ balcony banner displayed in Lundholm Gymnasium during 50 events including men’s and women’s home basketball games, as well as volleyball games, gymnastic meets, and high school state basketball championships; NH Highway Safety received one (1) “Impaired driving and Buckle-Up for Safety” public address announcement at all UNH Athletic Events, two (2) 30-second network radio spots aired during all UNH football and all men’s and women’s hockey and basketball broadcasts on the Wildcat Sports Radio Network that includes eight (8) radio stations (62 events x 2 spots x 8 radio affiliates = 992 spots); an impaired driving message read by a member of the play-by-play radio team at the conclusion of the football, men’s and women’s hockey and basketball broadcasts on the Wildcat Sports Radio Network that includes eight (8) radio stations (62 events x 8

networks = 496 reads). An impaired driving message/logo included on all official UNH Athletics Schedule Cards where distributed to attendees, as well as throughout the campus and locations through-out the state.

UNH enrolls more than 14,000 students and is dedicated to becoming the most sustainable educational institution in the nation. The Wildcat fan base is the most loyal in the state—51 percent of the population reports having attended or listened to a college sporting event in the past 12 months. There are 65,000 UNH Alumni living in New Hampshire.

Attendance and Demographics

Female	52%
Male	48%
Age	
18-24	37%
25-34	12%
35-44	16%
45-54	17%
55-64	11%
65+	4%
Married	63%
Unmarried	37%
Education	
HS/Some College	35%
College Graduate	65%

FISCAL OVERVIEW

Type of Funds	Federal Funds Expended	Total Federal Funds Expended
Section 402 Funds		
Occupant Protection	\$283,710.62	
Alcohol	85,368.50	
Police Traffic Services	145,993.41	
Speed Control	544,474.24	
Traffic Records	43,517.44	
Emergency Medical Services	0	
Pedestrian/Bicycle Safety	28,460.74	
Motorcycle Safety	469.64	
School Bus Safety	0	
Roadway Safety	7,544.44	
Planning & Administration	226,560.75	
Paid Media-Occupant Protection	162,000.00	
Paid Media-Alcohol	34,728.12	
Paid Media-Police Traffic Services	0	
Paid Media-Pedestrian/ Bicycle	0	
Paid Media-Motorcycle	0	
Total 402		\$1,562,827.60
M9MT 405f Motorcycle	00.00	
Motorcycle – K6 2010 Motorcycle	46,956.73	
M6OT 405d Impaired	00.00	
Alcohol – K8 410 Alcohol	637,735.36	
M3DA 405c Data	147,918.76	
Data K9 408 Data	193,419.01	
Total Federal Highway Safety Funds		\$2,588,857.30

The NH Highway Safety Agency share to local benefit for:

Section 402 funds totals	\$789,034.47
Section 408 funds totals	0
Section 410 funds totals	367,124.99
Section 2010 funds totals	<u>46,956.73</u>

Grand Total \$1,203,116.10

The NH Highway Safety Agency is compliant with matching requirements for applicable programs. (Sections 402, 408, 410, and 2010).

TRAFFIC SAFETY PERFORMANCE MEASURES-

CORE OUTCOME MEASURES

- C-1 Traffic Fatalities (FARS). To decrease traffic fatalities 5 percent from the 2012 calendar base year of 108 to 103 by December 31, 2014. Note: Target in FY14 HSP had 2012 base year as 106, correct number should have been 108 for 2012. This target has been adjusted to show correct numbers.
- Preliminary data for 2014 shows traffic fatalities decreased to 93. Fatalities in 2013 increased from the 2012 base year of 108 to 135.
- C-2 Serious Traffic Injuries (State Crash Data). To decrease serious traffic injuries 5 percent from the 2012 calendar base year of 10,516 to 9,990 by December 31, 2014.
- No update on target because the definition of the types of injuries counted has changed to be specific to those categorized as Serious.
- C-3 a) Mileage Death Rate (FARS). To decrease the mileage death rate from the 2010 calendar base year of .98 to .93 by December 31, 2014.
- 2014 data not available. In 2013 the NH Fatal rate increased to 1.05
- b) Rural Mileage Death Rate (FARS). To decrease the rural mileage death rate from the 2010 calendar base year of 1.50 to 1.25 by December 31, 2014.
- 2014 data not available. Preliminary data for 2013 shows an increase to 1.62 for the NH Rural Fatal Rate.
- c) Urban Mileage Death Rate (FARS). To decrease the urban mileage death rate from the 2010 calendar base year of .57 to .54 by December 31, 2014.
- 2014 data not available. Preliminary data for 2013 shows an increase to .69 for the NH Urban Fatal Rate.
- C-9 Driver Age 20 or Younger Involved in Fatal Crashes (FARS). To decrease drivers age 20 or younger involved in fatal crashes 10 percent from the 2011 calendar base year of 10 to 9 by December 31, 2014.
- 2014 data not available. In 2013, fatal crashes for drivers age 20 or younger increased to 17.