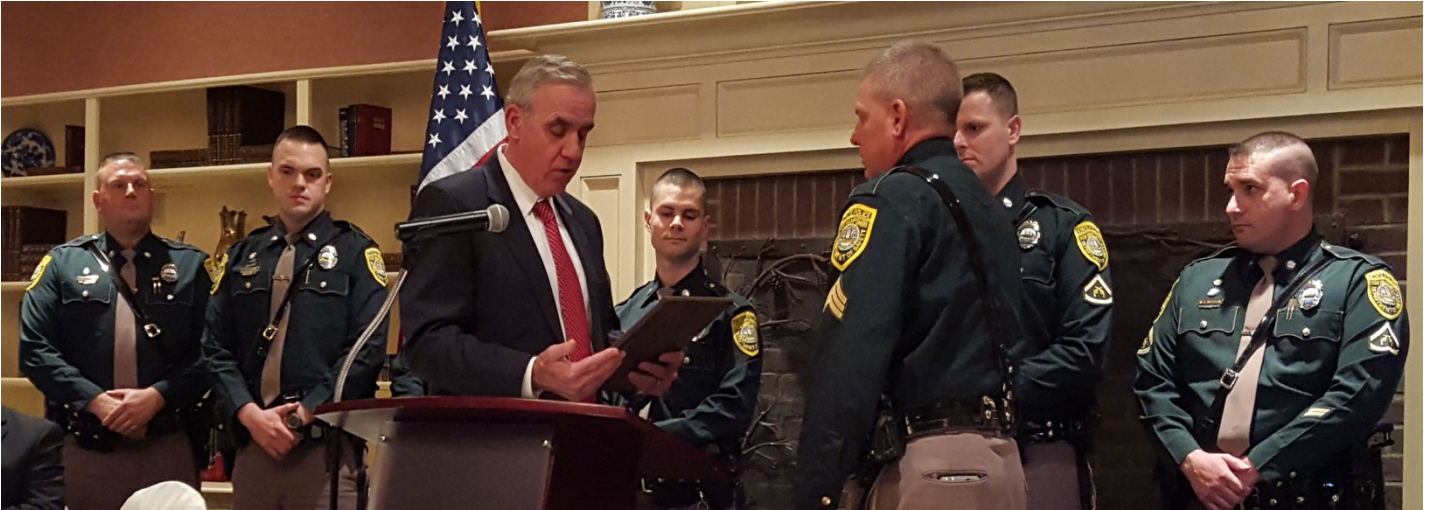


NEW HAMPSHIRE
Highway Safety Annual Report
2015



"Live Free or Die"

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Respectfully submitted is the 2015 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 allowing 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 staff of the Office of Highway Safety. Thank you to all who assisted.

John J. Barthelmes
Coordinator

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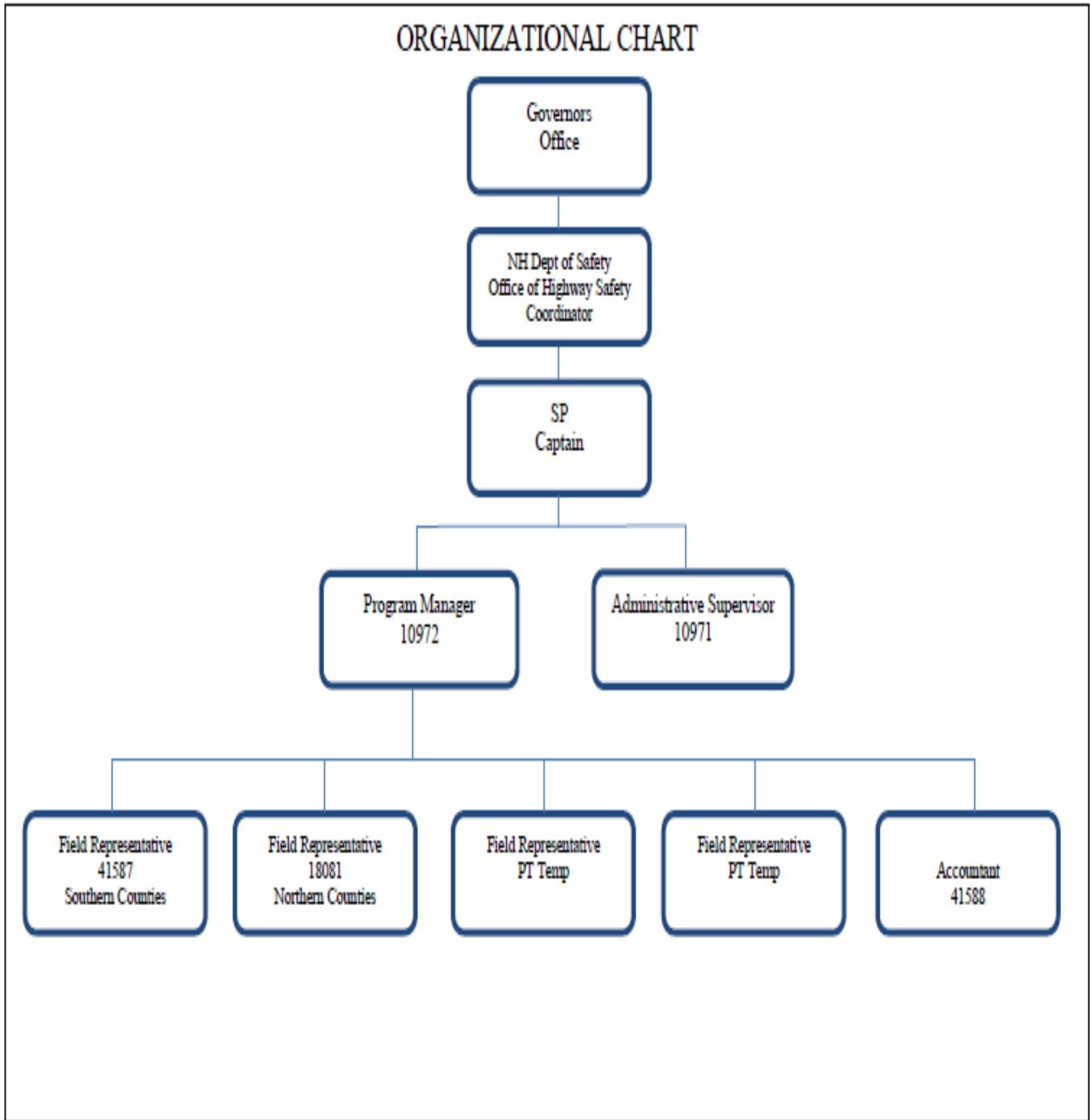
MISSION AND VISION STATEMENT

The NH Office of Highway Safety is the office 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 Office 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 OFFICE OF HIGHWAY SAFETY PROGRAM OVERVIEW

2015 brought some significant changes to The NH Office of Highway Safety (NHOHS). In May, 2015 Peter Thompson, retired after serving 22 years as the Governor's Representative to Highway Safety as well as the Coordinator of the agency. In the Governor's fiscal 2016-2017 budget, the NHOHS was reorganized into the Department of Safety with the Commissioner of the Department of Safety being named as the Governor's Representative to Highway Safety. Also, in August our Accountant position became vacant. The Financial Analyst at the Department of Safety has been assisting the office with reimbursements and drawdowns. Additionally, with the reorganization into the Department of Safety the name of the office is now "The Office of Highway Safety". We have used this new name throughout this annual report. As you will see from the organizational chart below, a State Police Captain will be hired to oversee and direct the day to day activities of the office. It is also expected that two (2) part-time positions, currently vacant, will be filled to assist with the workload.

ORGANIZATIONAL CHART-



PROGRAM MANAGEMENT

Target:

1. The Office of Highway Safety will support traffic safety activities at the state, county and local levels and maintain a close working relationship with state and national organizations.
2. The Office 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.
3. The Office staff will continue to work with local, county, and state agencies to provide information on federal highway safety programs, Office of Highway Safety procedures, and to assist in applying for grant funds.

Accomplishments:

The Office of Highway Safety reviewed and evaluated the 2015 Highway Safety Plan (HSP), 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 2016 Highway Safety Plan. A total of \$68,623.93 was spent by the Office of Highway Safety for Program Management. Funds also covered the Office's Annual membership dues to the Governor's Highway Safety Association.

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

The Office of Highway Safety recognizes that there has been consistent carry forward 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 HSP. 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 carry forward funds from prior years (with NHTSA's approval) to address not only important highway safety related issues but to help manage these funds. As discussed under the Project Highlights section, significant changes were made to how we award grant money as well as who is eligible to apply. Historically we allowed grantees so submit a "wish list" of patrols they'd like to conduct as well as equipment they'd like to purchase. This resulted with the grantees asking for everything they even thought they might want for equipment and what they'd like to do for patrols without any determination as to whether it was realistic for their department to get approval for the equipment or whether they realistically had the staff to complete the patrols they were asking to do. The new processes that we have put in place, including asking departments that apply to put a more realistic budget together, should help to reduce the amount of carry forward funds we have each year. There has been great emphasis with the grantees to understand that if they do not use the money they ask for in their grant applications that future requests could be impacted.

STATISTICAL CRASH SUMMARY

		2010	2011	2012	2013	2014	2015
	NH Population ⁷	1,316,843	1,317,807	1,320,718	1,323,459	1,323,262	N/A
	NH Registered Vehicles ⁶	1,707,958	1,405,936	1,418,361	1,435,640	1,475,054	N/A
	NH Registered Motorcycles ⁶	80,173	79,267	68,202	67,607	66,490	N/A
	NH Licensed Drivers ⁶	1,039,148	1,028,211	1,061,544	1,078,482	1,070,050	N/A
	Fatal Motor Vehicle Crashes ⁶	120	84	101	124	89	97*
C-1	Persons Killed (Fatalities) ^{1,6}	128	90	108	135	95	108*
	Rural Fatalities ¹	86	64	60	87	48	N/A
	Urban Fatalities ¹	42	26	48	48	47	N/A
	Operators Killed ⁶	70	50	59	75	66	53*
	Adult Occupants Killed ⁶	14	16	10	17	5	15*
	Child Occupants Killed ⁶	7	1	1	0	5	1*
C-10	Adult Pedestrians Killed ¹	9	5	7	11	13	9*
	Child Pedestrians Killed ^{1,6}	0	0	2	2	0	0*
C-7	Motorcycle Operators Killed ¹	26	14	25	24	15	23*
	Motorcycle Passengers Killed ¹	2	0	4	0	2	3*
C-8	Unhelmet Motorcycle Fatalities ¹	20	12	19	17	14	N/A
	Moped Operators Killed ⁶	0	0	0	0	0	0*
	OHRV Operators Killed ⁶	0	0	0	2	1	1*
	Adult Bicyclists Killed ^{1,6}	0	3	0	4	3	3*
	Child Bicyclists Killed ^{1,6}	0	1	0	0	0	0*
	Total Crashes Reported ⁶	32,157	33,273	26,691	29,984	28,395	22,688*
C-2	Total Serious Injuries Reported ²	660	322	497	394	308	N/A
	Total NH VMT(Millions) ³	13,065	12,720	12,894	12,903 ⁴	N/A	N/A
C-3	NH Fatal Rate ¹	.98	.71	.84	1.05 ⁴	N/A	N/A
C-3	NH Rural Fatal Rate ¹	1.5	1.15	1.03	1.72 ⁴	N/A	N/A
	NH Urban Fatal Rate ¹	.57	.36	.69	.61	N/A	N/A
C-5	Alcohol-Impaired Driving Fatalities (BAC=.08+) ¹	45	27	32	46	30	N/A
	Alcohol-Impaired Driving Fatalities per 100 Million VMT(BAC=.08+) ^{1,5}	.34	.21	.25	.34	N/A	N/A
	United States Fatal Rate ¹	1.11	1.10	1.14	1.09	1.07	N/A
	Passenger Vehicle Occupant Fatalities (all seat positions) ¹	91	66	70	91	58	N/A
C-4	Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) ¹	62	53	50	56	45	N/A
C-6	Speed-Related Fatalities ¹	62	39	39	66	47	N/A
C-9	Drivers 20 & Under Involved in Fatal Crashes ¹	17	10	14	17	9	N/A
B-1	NH Seat Belt Use Rate ⁸	72.2%	75.0%	68.5%	71.5%	70.4%	69.5%
	Seat Belt Citations ⁹	355	370	280	339	119	148**
A-2	Impaired Driving Arrests ⁹	682	693	683	754	306	228**
	Speeding Citations ⁹	6,181	8,824	7,308	6,805	4,092	2263**

1-FARS Data, 2-NH Department of Safety- 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- NHOHS Grants and Inventory System v.5.0

*Preliminary data up to December 21, 2015

LEGISLATIVE SUMMARY

During the 2014/2015 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 557- relative to penalties for driving while intoxicated, third and fourth offenses were found inexpedient to legislate on March 11, 2015.

HB 535- This bill establishes a fund in the department of transportation, funded by payments from public-private agreements, for the sole purpose of posting signs advising motorists to give one lane of clearance to emergency vehicles in the breakdown lane. This bill also specifies locations for those signs. Committee Report: Ought to Pass with Amendment on November 12, 2015.

PROJECT HIGHLIGHTS

New England Drive to Save Lives Campaign

The NHOHS participated in the New England Drive to Save Lives phase 1 and 2 kickoff campaigns. Phase 1 kickoff was held in Windsor Ct, in May, 2015. Phase 1 of the campaign was conducted by the six State Police agencies on the major interstate highways throughout the New England Region. Phase 2 kickoff was held in Squantum Point Park, Quincy, MA. Phase 2 kick off was in July, 2015 and included all New England Law Enforcement agencies willing to participate on state highways and secondary roads. The campaigns aim is to reduce deaths and injuries from automobile accidents through a coordinated, data-driven approach to enforcing traffic laws. It's a joint effort between the National Highway Traffic Safety Administration, the International Association of Chiefs of Police, AAA Northeast and state and local police from across New England.



NEW HANDS FREE ELECTRONIC DEVICE LAW

On July 1, 2015 NH House Bill 1360 took effect. The new law bans the use of hand-held Mobile Electronic Devices 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 will have a significant impact on traffic fatalities and serious injury crashes across New Hampshire. Under grant funded patrols an activity report is filled out for all enforcement patrols. Beginning with 16 activities the form has been revised to capture the number of summons and warnings issued for violations of this new law. Below is a copy of the educational handout that was used to educate the motoring public on this new law.

**New Hampshire's Hands Free Law
will take effect July 1, 2015**

- No use of **hand held electronic** devices while driving or temporarily halted in traffic for a stop sign or traffic signal or other momentary delays
- This includes cell phones, GPS, tablets, iPods, iPads or other devices that require data entry
- Emergency calls to 911 will be allowed
- Bluetooth or other **hands-free** electronic devices will be allowed
- **One hand** non-cellular 2-way radio use will be allowed
- Teen drivers under the age of 18 will not be allowed to use **any** electronic devices except to report an emergency

If your vehicle is not equipped with Bluetooth functionality, after-market systems can be installed or a Bluetooth speaker or over the ear device can be purchased at many retail stores including cell phone carriers and online distributors.

Penalties for Violations
1st Offense - \$100 fine 2nd offense - \$250 fine
3rd Offense within 2 years - \$500 fine
Penalty assessments will be added to the fines



**DRIVING
TOWARD
ZERO**
One Death Is Too Many

www.handsfreeNH.com

Funding Data-Driven Evidence Based Projects

In an effort to comply with NHTSA's mandate to fund data driven, evidence-based programs, the NHOHS revamped our funding methodology, specific to our traffic enforcement grants. The Department of Safety (DOS) provided crash data for each of the 234 towns/cities. Based on the amount of funding we anticipated being available from NHTSA we determined the number of communities we could fund using a baseline of 45 crashes. Any community with 45 or more crashes was automatically eligible to apply for our Tier I funding. Population size was used to determine the amount of funding communities would be eligible for. Below is the breakdown of the funding amounts by population as well as the number of communities that fell within that category.

Funding Available to Local Police Departments and County Sheriff's			
Population	STEP Funding	Alcohol Funding	Number of Towns Eligible
+100,000	\$50,000	\$100,000	1
50,000-99,999	\$30,000	\$60,000	1
30,000-49,999	\$20,000	\$40,000	2
25,000 – 29,999	\$15,000	\$30,000	4
15,000-24,999	\$10,000	\$20,000	8
10,000-14,999	\$7,500	\$15,000	14
<10,000	\$3,500	\$7,000	78
County Sheriff's Departments			
+100,000	\$10,000	\$20,000	4
<100,000	\$5,000	\$10,000	6

Partners Meeting

Because the NHOHS was about to undertake some significant changes to the way we had historically awarded grants we wanted to get input from our partners, the local police departments. Prior to finalizing our new process we invited a small group of police departments to a mini-partners meeting to preview the changes we wanted to make. The feedback was positive with some concerns around communities that swell during certain times of the year. We addressed this by adding a section onto the application where a department, that feels their community need is greater than the amount of money being allocated, could ask for a higher amount by providing a solid justification as to why there is a need for more funding and how they would spend the additional amount to make a positive difference. Once we received feedback and made changes based on that feedback we held a larger partners meeting in June. This meeting was for all of our Office of Highway Safety partners. We used this opportunity to present on the following topics:

- NH data review- Roberta Emmons, Department of Safety
- Changes in grant process, NHTSA Requirements and Funding Selection- Dan DeMille, NHTSA
- How to complete the new grant applications- LuAnn Speikers, NHOHS
- We also had a speaker from AAA and Wild Cats Sports Properties talking about the importance of changing behavior through media

We intend to host an annual partners meeting and to continue to look at the best ways to fund those communities that have a demonstrated need.

Grant Application Merger for Local Police and County Sheriff's Departments

With the changes to our funding methodology we also looked at how to streamline the grant application and grant agreement process. One of the biggest changes to this process was the merging of our individual Speed Enforcement, Red Light Running, School Bus Enforcement, Child Passenger Safety (CPS); Join the NH Clique and Operation Safe Commute grants into one grant called, Sustained Traffic Enforcement Program (STEP). We will continue to have a separate grant applications for DWI patrols/Sobriety Checkpoints, Pedestrian/Bicycle and Equipment. This merger also required the creation of new grant applications for each type of grant.

Grant Agreement

With the NHOHS's reorganization into the DOS and the merger of many of the grants a new grant agreement was created. Because of the reorganization we worked with the appropriate people within the DOS to develop and have approved the new grant agreement. To date the new grant agreement is specific to local police departments and does not include the State contracts.

OCCUPANT PROTECTION

Target:

1. *Traffic Fatalities (FARS)*. Reduce fatalities by 5 percent from 114 (2008 - 2012 average) to 108 by December 31, 2015. 2014 data for traffic fatalities totaled 95.
2. *Serious Traffic Injuries (State Crash Data)*. Reduce serious injuries by 30 percent from 514 (2009 - 2013 average) to 360 by December 31, 2015. 2014 data from NH DOS reported 308 serious injuries.
3. *Mileage Death Rate (FARS)*. Reduce VMT by 2 percent from 0.89 (2008 - 2012 average) to 0.87 by December 31, 2015. 2014 data not available. In 2013 the overall VMT was 1.05, the rural VMT was 1.72 and the urban VMT was .61.
4. *Unrestrained Passenger Vehicle Occupant Fatalities (FARS)*. Reduce unrestrained fatalities by 5 percent from 57 (2008 - 2012 average) to 54 by December 31, 2015. 2014 data for unrestrained fatalities totaled 45.
5. To increase statewide seat belt compliance 5 percentage points from (from the 2009 to 2013 average) to 75 percent by December 31, 2015. In 2015 the seat belt usage rate was 69.5%.

Accomplishments:

The University of New Hampshire Survey Center, conducted the annual seat belt use observational survey in June 2015. The reported State-wide seat belt use rate for 2015 is 69.5%. For the third year in a row the seat belt rate has fallen. There have been discussions amongst our partners about working to introduce legislation in 2017 for a seat belt law. 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.

The Vehicle Occupant Fatalities table below supports the seat belt use survey results over the last few years. The annual survey has shown a slight decline in the last few years and the table below shows the percentage of unrestrained fatalities increased in 2014. It will be important to take a closer look at our Occupant Protection programs to see if there are some innovative model programs that can help to increase our seat belt use rate which should reduce the number of unrestrained fatalities we have each year.

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
2014	61	41	67.21

Source: Department of Safety. 2015 Data not available at time of Annual Report.

Throughout the course of the fiscal grant year there has been a sustained enforcement effort by law enforcement agencies specific to Occupant Protection. With each of the different grants such as Speed Enforcement, DWI/DUI, Red Light Running, Operation Safe Commute, etc., the law enforcement agencies are required to enforce all motor vehicle laws including Occupant Protection which covers the requirement to wear seat belts up to 18 years of age. In 16 we will reinforce this with our grantees. Additionally, police departments conduct enforcement of CPS laws as well as enforcement of the seat belt law for all individuals up to 18 years of age during their regular traffic enforcement that occurs throughout the year.

Several meetings were held with our partners at the DOS and the Department of Transportation (DOT) to assist us with review and target setting of the our FFY 2016 Core Performance Targets and to assure alignment and coordination with the State's Strategic Highway Safety Plan (SHSP).

Activities:

CPS Enforcement/Join the NH Clique- Section 402 funds supported contracts with 29 local law enforcement agencies and the NH State Police to conduct overtime "Join the New Hampshire Clique" seat belt enforcement patrols, (May 18 – May 31, 2015) in conjunction with NHTSA's "Click It or Ticket" mobilization (May 18-May 31, 2015). Patrols were conducted in six-hour/one officer or three hour/two officer shifts during daylight hours.

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. An increase in seat belt usage will have an impact on the number of fatalities as well as the number of injuries that occur each year in our State.

In 2015, NH State Police conducted 462 hours of "Join The NH Clique" patrols and expended \$33,275.28 to enforce the seat belt law. Local law enforcement hours increased from 665 hours in 2014 to 869 in 2015 with a cost of \$45,165.66. The increase in patrol hours is due to the five (5) additional towns participating in the "Join the NH Clique". The increase in patrol hours is also reflected in the number of warnings and summonses issued. Although only \$45,165.66 was expended for the 29 local law enforcement agencies, a total of \$74,526.64 was obligated to support this statewide effort. When entering into agreements with the NH Office of Highway Safety 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. Below is a summary of these enforcement efforts:

NH Seat Belt Enforcement- May 18, 2015 to May 31, 2015								
Patrol Hours	# CPS Visual Checks	Child Restraint		Speeding	Other M/V Violations	Other Ped/Bike,	Red Light Running	# Vehicles Stopped
		W	S	S	S	S	S	
1,331	21,196	221	135	83	304	0	1	2,906

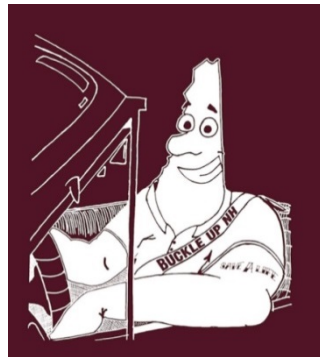
Source: NHOHS Grants and Inventory System v.5.0

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 2015, a total of 14 officers presented the ‘Convincer’ at twenty (20) events throughout the state. Approximately 4,846 people were in attendance at these events. Two hundred and ninety-three (293) people rode the ‘Convincer’ and detailed conversations were held with 519 individuals. It is expected that of the 293 people that rode the convincer in 2015 a percentage of those will choose to buckle up in the future as a result of this experience. A total of \$17,026.89 in Section 402 funds was spent.

Buckle UP New Hampshire (BUNH) Activities- During 2015 a total of \$71,074.31 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 2015 the BUNH coalition continued its efforts to promote BUNH Week (May 10-16, 2015) with activities throughout the state. Activities included child passenger safety check up events around the state, the seat belt challenge, a presentation at St. Thomas Aquinas high School in Dover and a school wide event at Belmont High. In addition, 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 May 10-16, 2015 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 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 seventh year of presentations, this program was presented 21 times throughout the state to 1,693 people. The room to live message was also presented at a number of driving attitude courses for the NH Traffic Safety Institute.

- *T-Shirt Design Contest-* The Buckle Up NH Coalition conducted the seventh annual *Buckle up NH T-shirt Design Contest* in conjunction with the seat belt challenge. More than 150 entries, including digital submissions, were received from high schools throughout the state. 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. Three finalists were chosen. The first place entry was received from Hollis Brookline High School. The second place entry was from Spaulding High in Rochester and the third place entry was from St. Thomas Aquinas in Dover. Cash prizes were presented to the students whose designs were chosen as winning entries, during award ceremonies at each high school. These prizes were provided by the Injury Prevention Center at Dartmouth from funds received from the State Farm Insurance Company. T-shirts were given to all students who participated in the seat belt challenge. This allows the important message of buckling up to be seen by other students in the high schools that were represented in the seat belt challenge. Below is the winning 2015 design:



- *Traffic Safety Conference-* The 2015 conference was held on April 28 at the Inns at Mill Falls in Meredith and was attended by almost 200 highway safety professionals including law enforcement personnel, driver educators, health care providers, legislators and other highway safety advocates. This was another very successful conference that included a key note presentation entitled “What Do You Consider Lethal” by Dr. Kelly Browning, Director of Impact Teen Driving in Sacramento, CA. During the luncheon, Lindsey Arnold, Research Associate of the AAA Foundation for Traffic Safety shared their research findings on distracted driving. Governor Maggie Hassan provided a tribute and a farewell to our outgoing Office of Highway Safety coordinator Peter Thomson. This tribute was based on Peter’s 22 years of service as the coordinator of the Highway Safety Office.

Other key speakers included Lt. Matt Shapiro, Commander of Special Services for the New Hampshire State Police. Lt. Shapiro provided an update on current highway safety initiatives and Pat Moody, Director of Public Affairs for AAA of Northern New England provided an update on new legislation regarding the reporting of medically at risk drivers.

Workshops included:

New Hampshire’s Roadway Infrastructure: Rumble Strip Technology

A critical review of New Hampshire’s Child Passenger Safety Program

Distracted Driving Legal Cases: A New Hampshire Perspective

Changing the Culture of Teen Driving

The Critical Nature of Response to Serious Crashes

New Hampshire is Driving toward Zero: Community Education and Outreach Efforts

Partners of and exhibitors at the conference included the NH Office of Highway Safety, the NH Bureau of Liquor Enforcement, the NH Department of Health and Human Services, the NH Department of Transportation, the Injury Prevention Center at Dartmouth, the NH Child Passenger Safety Program, AARP of NH, the NH Motor Cycle Training Program, the Safety and Health Council of Northern New England and the NH Traffic Safety Institute.

The 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. The overall rating was 4.6 out of 5 on the evaluation scale.

The conference ended with a compelling challenge from Marilyn Bachman to not drive distracted. Her husband John was killed, by a driver who was texting, while he was getting the mail from their mail box on a rural Amherst, NH road. Marilyn has become a strong highway safety advocate as she educates the public on the true risks of distracted driving.

- **Statewide Seat Belt Challenge-** On May 14, 2015, the NH Office of Highway Safety, in cooperation with the Injury Prevention Center at Dartmouth, hosted the twenty second annual Seat Belt Challenge. Twenty-five teams representing high schools and driver education programs throughout the state participated.

Since this statewide seat belt challenge event, the Buckle Up NH coalition has spent significant time researching and discussing options to improve the educational potential of this event. At minimum, during 2016 participating schools will be required to conduct in-school seat belt educational programs before the statewide challenge. Also, each of the participating schools will be required to conduct pre and post seat belt observational surveys. The data from these surveys will be used to guide future program enhancements.



Statewide Child Passenger Safety (CPS) Program- Section 402 funds in the amount of \$134,964.45 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:

	2014	2015
# of CPS Technician Classes	2	3
# of New Certified Technicians	17	37
# of CPS Refresher Classes	1	3
# Attending Refresher Class	36	30
Recertification Rate	47%	68.4%
# of Inspection and Fitting Stations	32	56
# of NHTSA trained and certified technicians in NH	145	156

Source: Injury Prevention Center

Since the addition of a new CPS Coordinator, Tom Leach, in April 2014 it has been his goal to increase the recertification numbers and to create a more robust CPS program. As you can see from the table above the work Tom accomplished included increasing the recertification rate for CPS Technicians 21% (from 47% in 2014 to 68.4% in 2015). The above table also shows the positive impact that has been made around Child Passenger Safety. In 2015, there have been 14 checkup events, which have resulted in over 100 seats being inspected. Statewide, 1, 059 have been inspected this year.

- *Child Safety Seat Recycling-* A strong recycling program helps reduce misuse by removing potentially dangerous, recalled seats which may also have missing parts or other damage associated with age. There are great benefits to children who utilize the latest and most up to date technology found in newer seats. The Women’s Health Resource Center at Dartmouth Hitchcock organized an event on May 16th. They were able to recycle most of the seats and parts. The Upper Valley Humane Society accepted the seat covers. A total of 85 seats were collected and recycled. During the event more than 20 child safety seats were also inspected for proper use by certified technicians.
- *Child Safety Seats and Equipment-* The CPS office purchases child safety seats to be provided to caregivers when no other sources are available. The seats are distributed through the 56 safety seat fitting stations throughout the state as well as Dartmouth-Hitchcock Medical Center. Seats are only provided to certified technicians who then instruct and assist the caregiver with correct use and installation. Approximately 100+ child safety seats and three special needs seats were purchased for statewide use out of different hospitals. The three special needs seats were given to Concord Hospital and Dartmouth-Hitchcock. Nearly 100% of the standard safety seats were distributed. Distribution is a revolving elastic type of process so exact numbers of distributed seats is difficult for any period of time.

Seat Belt Use Survey- For the tenth year the NH Office of Highway Safety contracted with the University of New Hampshire (UNH) Survey Center to conduct the Annual Statewide Seat Belt Survey. A total of \$39,953.40 supported the survey. The survey results are used to help determine the impact of the various educational programs that are funded by the NH Office of Highway Safety 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 had been an increase from 2007 (63.8%) to 2015 (69.5%). Though review of the data from 2010 (72.2%) to 2015 (69.5%) shows a fluctuation without any statistically significant increase. It is important to note that the methodology changed beginning in 2013 therefore, making it difficult to compare results further back than 2013. Results from 2013 have dropped slightly each year. This might suggest the need to review the various programs that are funded by the NH Office of Highway Safety 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. The table below shows the seat belt use rate since 2007:

Percent of Operator and Front Seat Outboard Passengers Buckled								
2007	2008	2009	2010	2011	2012	2013	2014	2015
63.8%	69.2%	68.9%	72.2%	75%	68.5%	71.5%	70.4%	69.5%

Source: UNH Survey Center

Pickup Truck Seat Belt Campaign- This grant funded the Buckle Up in Your Truck Campaign for an eighth year. A total of \$56,884.59 was spent by the Injury Prevention Center and the communities participating in the Pickup Truck Seat Belt Campaign. This campaign involved the communities of Auburn, Brentwood, and Derry in the southern part of the state. Auburn and Brentwood are smaller, typical New Hampshire rural communities. Derry, although a town and not a city, is the state’s fourth largest community with a population exceeding 33,000.

The campaign design in each of these communities was consistent with the campaigns of previous years and included the involvement of the local police departments, high school students, and members of the community including local business owners.

The campaigns were designed to last for 6 weeks and were conducted as close to the same times in each community as possible. The campaigns included the display of lawn signs and posters throughout each community. Local advertisements were run in local media and each community conducted events specific to their towns. High school students were involved when possible.

The Derry Community Television station ran public service announcements, specific to pickup truck seat belt use during the campaign period. The Community Alliance for Teen Safety of Derry promoted the campaign through local businesses. The Buckle Up NH Coalition had active booths at the Auburn Days and the Derry Fest events. Each of these events allowed the opportunity to discuss seat belt safety with hundreds of people from each community.



To measure the effectiveness of the campaigns, three observational seat belt usage surveys were conducted in each community. The first survey (survey 1) was conducted prior to the beginning of the educational campaign. The second survey (survey 2) was conducted during the week following the campaign and the third survey (survey 3) was completed about one month after the survey 2. Seat belt use in a minimum of 100 and a maximum of 200 pick-up trucks was observed in each survey.

As reflected in the survey analysis below, there was an increase in driver belt usage rates in each of the communities. Passenger results also showed an increase in Brentwood and Derry. Actual passenger results are harder to compare because of the minimal number of passengers in the number of observed pick-up trucks. If this project is repeated again in 16, it will be important to determine if there is a sustained trend in drivers buckling up. Because this program has existed for 8 years a close look at survey results over the years should be made to determine whether this is an effective program and whether it should be continued, changed or discontinued.

Auburn	Survey #1	Survey #2	Survey #3	Change
Pick up Drivers Buckled	33%	51%	44%	11%
Pick up Passengers Buckled	46%	50%	43%	-3%
Brentwood				
Pick up Drivers Buckled	40%	52%	44%	4%
Pick up Passengers Buckled	44%	50%	50%	6%
Derry				
Pick up Drivers Buckled	31%	47%	47%	16%
Pick up Passengers Buckled	43%	50%	48%	5%

Buckle Up In Your Truck Campaign Signs:



Buckle Up In Your Truck Newspaper Ads:



NHTSA Attitude Survey-A total of \$5,699.41 was spent on the Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire to conduct the Attitude Survey. The purpose of the survey is to measure changes in public attitudes regarding occupant protection, impaired driving and speeding. Having insight into what people are saying will help this Office to determine if the programs/projects we fund are effective in changing driving behaviors thus resulting in fewer fatalities and injury crashes. See the Addenda at the end of this report for the results of the survey.

CPS for EMS Providers- A total of \$21,074.41 was spent on the following efforts. The New Hampshire Child Passenger Safety (CPS) for EMS course was updated to reflect changes to the NH recertification process that allows providers to demonstrate competency. Student handouts and instructor resources were revised to address these changes

Five CPS for EMS courses were held and EMS providers from the following EMS services attended: Hebron, Jackson/Bartlett, Claremont, North Conway, Center Conway, Salisbury, Franklin and Londonderry. A total of 57 Providers were trained. The contract anticipated that 18 EMS courses would be held but there wasn't the demand for more. Also, Child Passenger Safety Seat applications were distributed. Thirteen (13) completed applications were submitted. The NH EMSC program 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 compartment of ambulance and the child's weight range. Because this seat is not made in the US, the EMSC program assisted the NH Office of Highway Safety in a waiver request. The waiver was granted which allowed for 20 seats to be distributed to 6 ambulance services.

Highway Safety Media Campaign- A total of \$42,000 was spent with the NH Fisher Cats. Radio coverage by WGIR 610 AM, WGIN 930 AM and WTSL 1400 AM/94.3 FM was provided at all 142 Fisher Cats games. The radio ads specific to the importance of buckling up were broadcast throughout New Hampshire and parts of Massachusetts. The Fisher Cats also provided buckle up messaging in the form of signs, banners, on field promotions, and video footage, for everyone that attended a Fisher Cats game. In 2015 there were 348,500 patrons in attendance at the Fisher Cats games who heard or read messaging on the importance of buckling up and driving safely.

A total of \$5,000 was spent on media advertising for the New England Drive to Save Lives campaign. The purpose of the campaign was to send a unified message to the motoring public on the importance of buckling up and driving safely. "Buckle Up NH Week/Please Buckle Up For Safety" was displayed on electronic message boards during the high visibility enforcement efforts. New Hampshire State Police, NH Liquor Enforcement, as

well as State Police from Massachusetts, Vermont, Rhode Island, and Connecticut all participated in the campaign.

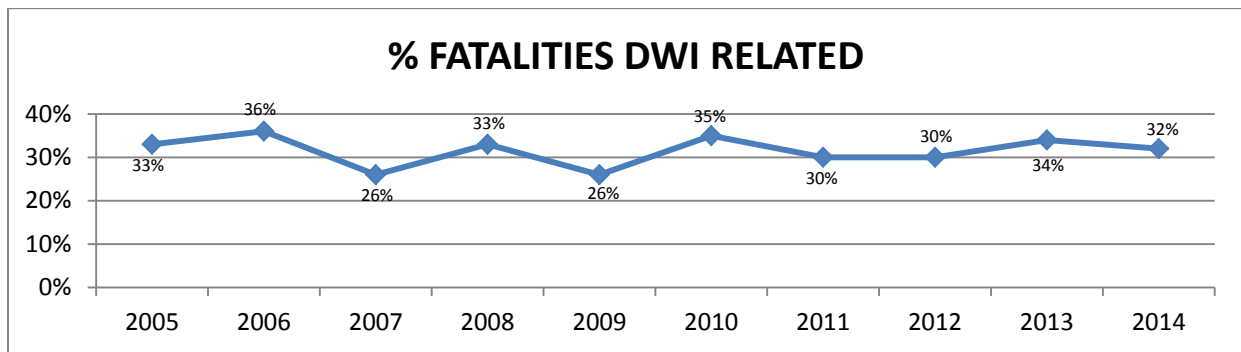
ALCOHOL IN RELATION TO HIGHWAY SAFETY

Target

Reduce alcohol related fatalities by 10 percent from 36 (2008 – 2012 average) to 32 by December 31, 2015.

Accomplishments:

Alcohol related fatalities for the period (2010 – 2014 average) was 36, therefore unchanged for a five-year average.



Source: FARS

Activities:

New Hampshire Traffic Safety Commission- Has consisted 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. In 2015, the Traffic Safety Commission had only five members considered active because the other member's terms had expired. There were no Traffic Safety Commission meetings conducted in 2015 because the Traffic Safety Commission was being updated and reorganized due to the restructuring of the Office of Highway Safety into the Department of Safety. There is currently House Bill 1161 which is a request by the Department of Safety in legislative session 2016 to rename the commission the "Traffic Safety Advisory Commission" under RSA 238:10. This updated commission shall include new membership with partners that would be actively involved in determining how NH can minimize crashes and the resulting injuries and or deaths that occur each year on NH roads.

National Drunk and Drugged Driving Awareness Month- On November 23, 2015, the NH Office of Highway Safety hosted the Governor's Highway Safety Lunch to kick off National Drunk and Drugged Driving Awareness Month and Safe Family Holidays. Presentations addressed the current drug epidemic that New Hampshire is going through and ways to reduce the epidemic through prevention, enforcement, and treatment, as well as, addressed the issues of impaired driving. 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 \$6,351.36 was spent. Governor Margaret Wood Hassan issued a proclamation praising the law enforcement community for their efforts and encouraged them to intensify patrols over the holiday season and throughout the upcoming year.

Conferences - A total of \$10,632.83 covered travel expenses incurred by Office staff and highway safety advocates attending conferences and training sessions. Highway Safety staff attended NHTSA Sponsored training courses to gain important knowledge on such topics as Occupant Protection, Program Management, Managing NHTSA Grant Funds, the NHTSA Grant Tracking System, and others.

Virtual Driving Simulators- a real life experience, without the real life outcome. Through simulation, teenagers/new drivers experience potential real life situation with outcomes that are very real to the driver. The simulators allow the driver to learn from this experience and to correct their behavior. A total of \$13,028.05 was spent by the Injury Prevention Center for this project. In years past 2 simulators were stored in Lebanon and two in Concord for convenience of pick up/drop off by their users, all four units were located in Concord with the Safety and Health Council of Northern New England. Data is collected following the simulator experience. Interestingly, 32.1% of the participants stated that the consequences of driving impaired were worse or much worse than they had previously felt. Surprisingly, there was a big increase in those who said the consequences of impaired driving were the same as they thought. This will be a trend that we will need to watch, however it is possible that ad campaigns may have an impact on these results. Over 75% said they would rarely or never drive impaired which is in line with last year's results. The Injury Prevention Center frequently loaned the simulators to the Lawson Group based in Concord, NH. The Lawson Group provides worker health and safety services, expert workers' compensation management and customized wellness programs. Over the course of the fiscal year the Lawson group used the simulators at 12 different community education programs. These programs had approximately 700 participants. Over the course of the fiscal year the simulators were loaned out to 29 different companies. The breakdown of participants is as follows: 14-15 year olds – 55.7 percent; 16-17 year olds – 31.4 percent; 18-20 year olds – 1.4 percent; and 21+ year olds – 11.4 percent.

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. 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 \$6,541.45 to conduct the Nineteenth Jay McDuffee Motor Vehicle Seminar at Police Standards & Training Center in Concord on October 14th & 15th, 2014. A total of 90 full-time officers and local/county/state prosecutors who are actively involved in motor vehicle crash investigations attended the seminar.

This year's seminar included plenary sessions on *How to Testi in a Motor Vehicle Crash Case*, presented by John Kwasnoski, *Motorcycle Crash Cases*, presented by Joseph DiGregorio, *Top 10 CMV's*, presented by Richard Shute, *Drug Toxicology*, presented by Colleen Scarneo, *How to Testi to SFST's*, presented by Robert Buelte, *Felony Blood Draw*, presented by Diana E. Fenton and an overview presentation by Diana Fenton of *State v. Belleville*. 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 \$34,524.15 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. Not all funds were expended for this DRE project partly because only one DRE Candidate School was conducted (not the 2 forecasted) this year due to the decline in DRE Instructors that was reduced to only 15 instructors (Retirements/Separation from LE employment) at one point in 2015. There are now 27 certified Instructors. Going forward in 2016 the increased number of instructors shall provide the ever increasing need for expertise in dealing with impaired driving.

NH continues to actively participate in the NHTSA National Impaired Driving Crackdowns. In 2015, New Hampshire conducted one combined DRE Instructor/SFST Instructor School consisting of 8 Candidates from New Hampshire and 2 from Vermont and one DRE Candidate School with 10 NH Candidates, 5 Out of State Candidates (RI & CT), two ARIDE Schools and 9 SFST Classes. NH DRE Evaluations in 2015 yielded the following Rates of Accuracy (Completed Toxicology): 96.55% Stimulants, 100% Depressants, 90.91% Narcotic Analgesics and 100% Cannabis. Despite mandatory reporting requirements in the State of New Hampshire (dredata.nhtsa.gov), only 23 of the 50 agencies (50 of 105 Certified DRE's) involved in the states DEC Program have reported data. This area has been addressed; Failure to adhere to mandatory reporting requirements in 2016 will result in progressive discipline within the DEC Program to include decertification. Due to reassignments/promotions/retirements and/or law enforcement employment separation, NH has experienced a reduction in certified DRE's and DRE Instructors. Several years ago, New Hampshire made ARIDE (2 Day-16 Hour) mandatory training/prerequisite for anyone wishing to be considered eligible for a DRE Candidate School. With the launch of the online ARIDE module, several DRE/SFST Instructors in our state have traveled to municipal and county law enforcement agencies to provide an SFST Refresher Training block as well as facilitating the SFST Proficiency lab in order to be eligible to participate in the online ARIDE module. New Hampshire works closely with members of the NH Department of Safety, Forensic Laboratory-Toxicology Group and the Attorney General's Office in an effort to enhance their knowledge of the DRE program by allowing them to audit the DRE Candidate Schools. In addition, they are working closely with several doctors, pharmacists, prosecutors, clinicians, and prevention groups in our state to further understand one another's role and to hopefully collaborate on ways at improving highway safety and issues associated with impaired driving. Two (2) DRE School trainings were held in New Hampshire that certified 24 participants: Thirteen (13) students attended the DRE school with certification held at the Maricopa County Jail in Phoenix, Arizona, on the week of September 8th 2015.

DRE/SFST related presentations and training opportunities were made at several venues this year to include: NH Police Standards and Training Council (Academy), 2015 Jay McDuffie Motor Vehicle Seminar at the Arthur Kehas Law Enforcement Training Seminar, C. Everett Koop Addiction Medicine Conference at Dartmouth Hitchcock Medical Center, municipal police agencies Citizen Police Academies and In-Service training. In addition, training blocks associated with DECP were conducted at the NH University of Exploring Academy and the NH Cadet Academy at NHTI. Until July 2013, New Hampshire's Administration of Alcohol Concentration Tests (RSA 265-A:13) only allowed a duly licensed physician, registered nurse, certified physician's assistant, qualified medical technician or a medical technician acting at a law enforcements request to conduct blood draws. As of July 2013, the statute has been amended to allow phlebotomists to conduct blood draws. With the change in our states law, New Hampshire hopes to conduct phlebotomist training in the coming years in hopes of getting our states DRE's certified as phlebotomist.

Currently, in 2015, the State of New Hampshire has 105 certified DRE's, 27 DRE instructors, and 50 agencies that have DRE's.

DRE SUMMARY FOR 2015	
DRE Evaluators	105
DRE Instructors	27
Agencies that have DRE's	50
Enforcement Evaluations	117
Training Evaluations	44
Total	161
Drug Category DRE's Opinion	
Depressants	42
Stimulants	39
Hallucinogens	0
Dissociative Anesthetics	1
Narcotic analgesics	45
Inhalants	0
Cannabis	34
Poly Drug Use	
Poly Drugs	28
Other	
Alcohol Rule Outs	2
Medical Rule Outs	5
No Opinion of impairment	10
Tox Results Pending	0
Tox Found: No drugs	0
Refused	11
DRE Training	
DRE Schools	1
DRE Students	15
Certified DRE's	15
DRE Instructor Schools	1
Instructor Students	10
DRE Certified Instructors	9
8 Hr. Recertification Classes	0
Recertification Students	0
ARIDE Training	
<i>ARIDE Schools</i>	2
Students	30
DITEP Training	
Classes	0
School Nurses	0
SRO's	0
Other Students	0

Total Students	0
Phlebotomy Training	
Classes	0
Students	0
SFST Training	
Classes	8
Students	210
Instructor Classes	1
Students	10

School/Training	Enrolled/ Completed	Certified
DRE	25 (Two Trainings)	24
ARIDE	30 (Two Trainings)	---
SFST	220 (Nine Trainings)	---

Source: NH Liquor Enforcement

Preliminary Breath Testing (PBT) Devices- A total of \$93,523.32 from Section 410 funds was spent to provide the NH Liquor Enforcement Agency with 275 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.

DWI/DUI Patrols- A total of \$281,149.64 from Section 410 funds was paid to 64 local law enforcement agencies who conducted 5,602.75 hours of overtime DWI/DUI patrols. New Hampshire State Police conducted \$212,059.50 in Section 405D funds for a total of 3,000 hours. Results of the patrols conducted by local enforcement agencies 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	W	S	W	S	W	S	W	S	W	S				
342	206	66	55	76	4,048	694	4,072	358	22	3	374	36	14	5	198	12,833	8,084	

Source: NHOHS Grants and Inventory System v.5.0 Note:

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 2015 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.

Throughout the course of the fiscal grant year there has been a sustained enforcement effort by law enforcement agencies specific to impaired driving. With each of the different grants such as Speed Enforcement, DWI/DUI, Red Light Running, Operation Safe Commute, etc., the law enforcement agencies are required to enforce all motor vehicle laws including enforcement of impaired driving on roads traversing throughout New Hampshire. Several meetings were held with our partners at the DOS and the Department of Transportation (DOT) to assist us with review and target setting of the our FFY 2016 Core Performance Targets and to assure alignment and coordination with the State’s Strategic Highway Safety Plan (SHSP).

OHRV DWI/DUI Patrols- The NH Fish and Game conducted 268 hours and expended \$16,801.13 of dedicated OHRV DWI/DUI enforcement patrols throughout the state of NH during the spring, summer and fall months. These OHRV patrols resulted in 5 DWI arrests, 2 Illegal Possession arrests, 1 Other Arrest, 1 Warrant arrests (drugs), and 1 arrest for speeding. There were also 35 speed warnings and 10 summonses, 58 Other Motor Vehicle warnings and 13 summonses, and 9 Red Light/Stop Sign warnings and 3 summonses issued. A total of 270 OHRV’s stopped.

Sobriety Checkpoints- A total of \$18,890.74 Section 410 funds was spent by local law enforcement agencies and \$51,592.18 Section 410 funds was spent by NH State Police to combat the impaired driving problem by conducting sobriety checkpoints in accordance with stringent state guidelines. The 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	2015
# Law Enforcement Conducting Checkpoints	16	17	30	39	27	24	21	21	9	7
# Checkpoints Conducted	32	49	50	67	44	46	44	39	30	19

Source: NHOHS 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											
DWI	Illegal Possession	Illegal Transportation	Open Container	Operation After Revocation	Other Motor Vehicle Violations		Child Restraints		PBT Used	Vehicles Stopped	CPS Visual Checks
					W	S	W	S			
68	34	10	4	6	317	5	1	2	30	14,487	4,781

Source: NHOHS Grants and Inventory System v.5.0

Some agencies that planned to conduct sobriety checkpoints in 2015 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.

Contracts with some of these departments supported conducting DWI/DUI Patrols /Sobriety Checkpoints during NHTSA’s “Drive Sober or Get Pulled Over” mobilization period.

A “DRIVE SOBER OR GET PULLED OVER”

MOBILIZATION SUMMARY

August 21 – September 7, 2015

Alcohol/Drug and Other Related Arrests/Summons												
Approximate Amount Spent	Number of Agencies	Activity Type	Patrol Hours	DWI - Alcohol	DUIID - Drugs	DRE - Drugs	Suspended License	Felonies	Speeding	Child Restraint	Media Paid Cost	
									S		Radio	Print
\$70,000	46	DWI/DUI patrols & Sobriety Checkpoints (39)	1,554	70	4	1	8	15	429	2	\$7,000	\$7,000

Source: NHOHS Grants and Inventory System v.5.0

During Federal 2015 the NH Office of Highway Safety funded DWI-related overtime patrols with state, and local law enforcement agencies throughout the state and recommended agencies conduct patrols and sobriety checkpoints during the NHTSA “Drive Sober Or Get Pulled Over” mobilization.

DWI Van Administration/”Last Drink” Survey- A total of \$2,182.40 in Section 405D 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, 2014-September 30, 2015) to identify the location of the establishment where motor vehicle operators apprehended for driving under the influence had consumed their last drink.

Not all funds were expended for this project because there were less sobriety checkpoints conducted by local police departments who opted to conduct DUI Patrols in 2015 instead. This project planned for \$8,103.60 to be used for LDS for a total of 30 checkpoints; \$9,364.16 for MCU Operations for 26 checkpoints (only 11 DUI checkpoints were conducted using the Mobile Command Unit) and \$5,402.40 for MCU Operations for 20 Educational Events (19 events were conducted). Some checkpoints and events were also cancelled due to weather, scheduling conflicts, and mechanical issues with the Mobile Command Unit.

The Bureau of Enforcement conducted 34 “Last Drink” surveys at 11 sobriety checkpoints in Belknap, Carroll, Hillsborough, Merrimack, and Rockingham Counties. Of the 34 people surveyed, 13 were arrested for DUI. Of the 34 surveys completed, 0 refused to provide the location where they had consumed their last drink, 12 reported they had consumed their last drink at an on-sale liquor licensed establishment, 13 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, and 2 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 405D funds in the amount of \$137,501.46. During federal Fiscal Year 2015 the TSRP worked extensively on high profile cases to include State v. James Robarge, State v Robert Dellinger, as well as State v. Daubert. Throughout the year the TSRP also provided felony blood draw training, DUI refresher 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 October 14th & 15th, 2014. The TSRP also presented on “Drugged Driving Laws, and No Controlled Drugs” at the March 11-12, 2015 NHTSA Bi Regional Law Enforcement Liaison/Traffic Safety Resource Prosecutor/Judicial Outreach Liaison Summit in Connecticut and published two (2) issues of the “One for the Road” newsletter and 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 405D funds in the amount of \$42,481.76. Meeting the targets stipulated in the grant application, the employee monitored the Interlock Program in order to gain an understanding on the type of violations and who was committing them. Since the hiring of the Interlock Coordinator, the number of alcohol ignition locks installed in violators’ vehicles has gone from 450 to 830 as of July 31, 2015. With increased monitoring of violations of the interlock law, as of July 31, 2015, there were 3,612 violations down from 4,979 in 2014. The Interlock Coordinator has created a spread sheet to track violations and to determine where improvements 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 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, GPS, cell enabled, infrared cameras and real-time violation

reporting. The second piece of legislation gave the Department of Safety the authority to pursue violations under the administrative process which will discourage continued violations.

Highway Safety Media Campaign- During Fiscal Year 2015 the New Hampshire Office of Highway Safety expended \$35,280.12 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, Soccer, and Lacrosse games.

Utilizing the “Buzzed Driving is Impaired Driving” logo and message, the UNH Wildcats displayed an 8’ x 9’ framed tailgate sign in Cowell Stadium (seating 6,500) during football, Soccer, and Lacrosse games. The same message “Buzzed Driving is Impaired Driving” was posted on Social Media (UNH Facebook/15,000+ followers and Twitter 12,000+ followers) and in pocket schedules and yearbooks. The “Buzzed Driving Is Impaired Driving” message was also broadcasted on the Wildcats Sports Radio Network. The Office of Highway Safety received two (2) 30-second network radio spots aired during all UNH football broadcasts on the Wildcat Sports Radio Network. This includes eight (8) radio stations (62 events x 2 spots x 8 radio affiliates = 992 spots); where an impaired driving message was read by a member of the play-by-play radio team at the conclusion of the football games.

Video Equipment- In 2015, four (4) local police departments expended in total \$10,597.29 on In-Cruiser Video systems and body cameras. This equipment shall assist these local police departments to document DWI/DUI stops for prosecution purposes. Office policy limits funding assistance to 50 percent, not to exceed \$2,500.00 per unit, for the purchase of video equipment.

POLICE TRAFFIC SERVICES

Target:

Decrease speed-related fatalities 10 percent from 44 (2008 – 2012) to 40 by December 31, 2015.

Decrease speed-related non-incapacitating injuries 20 percent from 306 (2011-2013 average) to 245 by December 31, 2015. (Note: correction to target made because average from 2011 -2013 is 306 not 302 as stated in F 15 HSP)

Decrease speed related fatalities in the summer months (May through September) by 10 percent from 18 (2008 – 2012 average) to 16 by December 31, 2015.

Accomplishments:

In 2014 there were 47 speed-related fatalities. This is a 5-year average (2010 – 2014) of 51, which is up from last year's 5-year average (2009-2013) of 49. Data is not available for speed-related fatalities occurring in 2015 to determine if we will meet our target though preliminary data indicates the number of fatalities in 2015 has increased over 2014 fatalities.

For the three-year period (2012-2014) crashes resulting in non-incapacitating injury, where illegal/unsafe speed was a factor, averaged 232. DOS statistics are not yet available to include 2015 data but as of 2014 we have met our target.

For the five-year period (2010-2014) the number of Speed related fatalities occurring during the months of May through September averaged 42. Though 2015 numbers are not available yet, this 2014 number is significantly higher than we projected.

The following table shows the number of licensed drivers since 2008. You will see that an overall increase throughout the years with a slight dip between 2013 and 2014. 2015 numbers are not available yet.

	2008	2009	2010	2011	2012	2013	2014
NH Licensed Drivers	1,029,804	1,033,661	1,039,148	1,028,211	1,061,544	1,078,482	1,070,050
Travel In MVM	16,790	17,119	17,437	18,811	12,894	12,903	N/A

Source: NH Department of Safety, DMV

Activities:

State Police Speed Enforcement Patrols- The NH State Police expended a total of \$123,701.37 in section 402 funds conducting 1,300 hours of 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”.

Local Police Speed Enforcement – Fifty-eight (58) local/county law enforcement agencies spent a total of \$292,592.94 conducting overtime speed enforcement patrols during those times when speed and related violations are most prevalent (morning and afternoon commuting hours, weekends during the recreational and tourist seasons, holidays, etc.). A total of 4,559.75 hours were spent on speed enforcement. This number reflects a 50% increase in patrol hours as compared to 2014. A number of agencies that planned to conduct these enforcement patrols in 2015 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 new grant process will take into consideration the percentage of the contract that is completed when determining if and how much money to grant the following year. The following is a chart showing dedicated overtime enforcement patrols and the resulting activity:

Speeding		Other Motor Vehicle Violations		Other (Pedestrian, Bicycle,		Red Light Running		Child Restraint		*DWI Arrests	# of Vehicles Stopped	# CPS Visual Checks
W	S	W	S	W	S	W	S	W	S			
10,018	2,825	3,743	823	102	7	240	33	29	16	11	17,508	15,520

Source: NHOHS Grants and Inventory System v.5.0

Corridor Patrols- Saturation enforcement patrols involving multiple agencies along four (4) major travel corridors were conducted throughout the state. Eighteen (18) local law enforcement agencies spent a total of \$57,597.55 conducting these enforcement patrols. A total of 1,151.5 patrol hours were spent on the corridor enforcement patrols. The following chart shows the resulting activity:

Speeding		Other Motor Vehicle Violations		Red Light Running		Child Restraint		DWI Arrests	# of Vehicles Stopped	# CPS Visual Checks
W	S	W	S	W	S	W	S			
1595	316	534	114	35	19	2	0	3	2558	1140

Source: NHOHS Grants and Inventory System v.5.0

Radar Equipment- During the federal fiscal year 2015, (16) law enforcement agencies, including the NH State Police (12 radar units), expended \$62,463.72 from Section 402 funds for the total purchase of 28 speed-measuring devices. However, a number of agencies that had planned to purchase speed measuring equipment and were in the 2015 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 71 law enforcement agencies (including NH State Police) conducted 4,754.50 hours of overtime on “Operation Safe Commute” patrols and expended a total of \$263,119.01 from Section 402 funds. These patrols are carried out one day a month (NHOHS sets the specific day each month) during the morning (6:00-10:00 AM) and afternoon/evening (3:00-7:00 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.

Several agencies that planned to conduct these Operation Safe Commute patrols in 2015 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. 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			
6,172	1,476	3,835	501	82	10	488	71	17	12	14	12,451	15,203

Source: NHOHS Grants and Inventory System v.5.0

Computer Equipment/Software- Federal matching funds in the amount of \$14,957 were provided to five departments for the purchase of laptops and mobile data terminals. A total of six (6) laptops were purchased for Alton, Lee, Somersworth and Strafford. One (1) mobile data terminal software was purchased by Greenland. 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 \$3,000.00 were provided to two (2) police department for the six-month lease of motorcycles from April to September 2015. Receiving funds were Concord and Exeter Police Department.

Traffic Accident Reconstruction (TAR) Equipment- Federal funds in the amount of \$10,330.00 were obligated for this task. Unfortunately, no TAR equipment was purchased in 2015.

Tire Deflation Devices- Federal matching funds in the amount of \$3,735.25 were provided to eight (8) departments for the purchase of Tire Deflation Devices. Bethlehem, Cheshire County Sheriff's, Deering, Farmington, Hillsboro, Littleton, Mont Vernon and Wakefield purchase tire deflation devices. Tire deflation devices are used in the event of a vehicle chase.

Extrication Equipment- Federal matching funds in the amount of \$4,500 was provided for one (1) fire department (Atkinson) to purchase extrication equipment.

Red Light Running Enforcement Patrols- A total of \$65,333.48 was provided to fifteen (15) local 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		Child Restraint		Alcohol/Drug Related Arrests	# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S			
1117	1242	256	176	40	562	145	18	2	2	2263	1130

Source: NHOHS Grants and Inventory System v.5.0

School Bus Enforcement Patrols- A total of \$21,828.27 was provided to four (4) police departments and NH State Police-DMV expended a total of \$6,047.31 conducting 84.5 hours of School Bus overtime enforcement patrols dedicated to enforcement of RSA 265.54 (overtaking and passing school buses). The patrols are dedicated to enforcing motor vehicle laws relating to school bus and pupil safety. Following are results of the school bus enforcement patrols.

Patrol Hours	Red Light Running		Speeding		Other Motor Vehicle Violations		Child Restraint		# of Vehicles Stopped	# CPS Visual Checks
	W	S	W	S	W	S	W	S		
	341.5	68	19	264	14	346	82	1		

Source: NHOHS Grants and Inventory System v.5.0

Note: Data does not include State Police DMV School Bus Enforcement

HIGHWAY SAFETY MEDIA CAMPAIGN

The press events in 2015 in Massachusetts and Connecticut kicked off the NHTSA’s enforcement effort called the “New England Drive to Save Lives” campaign. This enforcement campaign addressed issues pertaining to speeding, distracted driving, impaired driving, seat belt use, and other violations, and was a part of a multi-state effort to include New Hampshire (NH State Police and Liquor Enforcement), Connecticut, Massachusetts, Maine, Maine, New Hampshire, Rhode Island, and Vermont

The following is a press release that reported how successful the campaign was during Phase 1:

“NEW ENGLAND DRIVE TO SAVE LIVES” CAMPAIGN

FIRST COORDINATED NEW ENGLAND-WIDE SPEED ENFORCMENT EFFORT RESULTS IN FEWER CRASHES

Cut Crashes by 25 Percent

Cambridge, MA – The “New England Drive to Save Lives” (NEDSL) campaign, was the first coordinated, National Highway Traffic Safety Administration (NHTSA) region-wide effort to reduce speeding and encourage more motorists to wear proper safety restraints. These collaborative enforcement efforts resulted in a significant reduction in crashes as compared to the same time period and locations during the last three years. According to aggregate data compiled by the states, the region had almost 25 percent fewer crashes and 30 percent fewer crashes in which someone were injured.

The NEDSL campaign uses some of the same strategies employed by the International Association of Chiefs’ of Police “Drive to Zero Deaths” campaigns. NEDSL is the first time law enforcement resources were deployed across six states on all major New England interstates at the same time.

State police from each of the New England states, collectively made a total of more than 11,500 traffic stops during the campaign, conducted on interstate roadways between May 4-8th which resulted in 3,876 speeding tickets, 2,371 speed warnings, 637 seat belt tickets, 254 seat belt warnings and 7 tickets for not having a child properly restrained. Although the focus was speeding, the enforcement campaign also produced 51 impaired driving arrests and 143 arrests for other issues such as outstanding warrants and driving with a suspended license.

The campaign was a combined effort among the National Highway Traffic Safety Administration (NHTSA), Region 1, the International Association of Chiefs of Police (IACP), and Highway Safety Offices and State Police in Connecticut, Massachusetts, Maine, **New Hampshire**, Rhode Island and Vermont.

"Educating the public about the dangers of speeding and the severity of speeding-related crashes and injuries was our goal. The importance of being properly restrained while riding in a motor vehicle as a lifesaving habit was also a fundamental part of our efforts," said Michael Geraci, Regional Administrator of the National Highway Traffic Safety Administration. "The campaign was a huge success, and every state contributed to it. We had contact with thousands of motorists who were exceeding the speed limit and reached countless others who saw our presence on the roadways, on message boards and other signage, and in the media."

As part of the campaign, the states adopted the national "Stop Speeding Before it Stops You" slogan to remind motorists that, according to NHTSA statistics, speed is a major factor in 30% of all fatal highway crashes, nationwide.

Traffic data was used to determine the dates, times and location of the enforcement. A second phase included all New England Law Enforcement agencies willing to participate and included state highways as well as secondary roads.



"New England Drive to Save Lives" Campaign, Middle; NH Liquor Enforcement and NH State Police

Operation Lifesaver- A total of \$1,525.00 was expended to send a Victim's Inc. representative to attend the Lifesavers Conference in Chicago Illinois to attend the various workshops offered to gain knowledge on highway safety issues. Victim's Inc. has been instrumental in helping those who have lost a loved one as a result of a motor vehicle crash.

TRAFFIC RECORDS

Target:

1. Maintain the percent of records accepted by the National EMS Information System at 99.7% achieved in quarter one of 2014 in 2015.
2. Increase crash reports that have manner of crash completeness from 33.62% in the period April 1, 2013-March 31, 2014 by 33% from 33.66% to 45% in 2015.

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 Office of Highway Safety's computer capabilities to track motor vehicle fatalities, injuries, and crashes.

Several meetings were held with our partners at the DOS and the Department of Transportation (DOT) to assist us with the development and review of statewide data systems and coordination with the SHSP. This review also involved target setting of FFY 2016 Core Performance Targets to assure alignment and coordination with the State's Strategic Highway Safety Plan (SHSP).

Accomplishments:

The State of New Hampshire has on-going Traffic Records projects that improve the various core traffic records data systems, specifically; the crash, citation, and EMS run reporting systems.

Progress has been made in the last twelve months with the State's crash reporting system. The timeliness of New Hampshire State Police crash reports has increased by 3.48 days when compared to the previous twelve month period ending March 31. Additionally, the completeness of a critical data element, Manner of Crash, has increased by nine percent over the same period. New Hampshire's crash reporting system was developed at the Department of Safety and is in use by the New Hampshire State Police.

The State has plans to facilitate collection and exporting of crash data from law enforcement records management systems (RMS). In these cases, the crash data will be collected by existing RMS systems and exported to the State for inclusion in the statewide crash repository.

Finally, the State has deployed a new State Trauma Registry. Directly addressing a recommendation from the NHTSA Traffic Records Assessment, this project will add a core traffic records data system to the State's Injury Surveillance System.

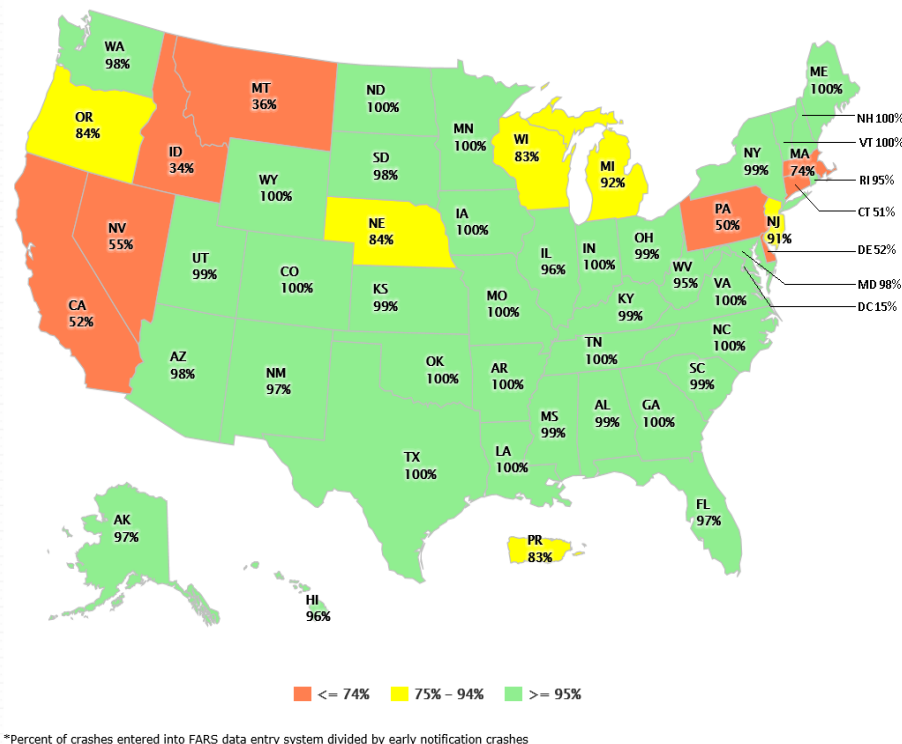
Activities:

Fatal Accident Reporting System- A total of \$27,882.48 (NHTSA 402 Funds) was 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.

In 2015, the State of New Hampshire was one of few states that demonstrated 100 percent completeness and timeliness of reporting fatalities. This speaks volumes to the excellent work that the State of New Hampshire FARS coordinator has done to report on fatalities. This project has continued for 2016.

2015 FARS Quality Measure 1 : Timeliness*

[As of November 11, 2015 for crashes that occurred January thru July, 2015]



DMV Traffic Crash Records- A total of \$12,890.90 (NHTSA 402 Funds) 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 is 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. In 2013, there were 21,245 reports backlogged and in 2014, 21,450. In 2015, the number of backlogged reports has been reduced to 10,400. The funds that have been expended to support this data entry has been instrumental in reducing this backlog. This project has continued for 2016

Traffic Records Consultant - The total of \$45,000.00 (Section 405C) was paid to Apriss, Inc. of Louisville KY. Apriss, Inc. is responsible for the administration of the Traffic Records Coordinating Committee (including the Executive Committee) which is 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 project has continued for FY 2016.

E-Crash Integration -This project was not conducted for FY 2015 because it was decided by the TRCC committee to use the limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project would have allowed for funding (Section 405C) to be used to design and develop web-based crash data analysis tool which would serve as a way to interface with other system components. The application would have a complete set of tools including a pre-defined set of standard reports, rich- featured ad-hoc reporting tool, map-based reports, and

traffic safety data integrated reports (Crash/Citation/roadway/EMS). The application would have also included advanced user management tools making traffic safety data reports available to authorized users who have access to the local Intranet. Generated reports can be printed, saved to HTML, or exported to Microsoft Excel. PDF and other formats are available for further analysis, graphing, and presentations. This project would have been an extension of a larger effort in the State of New Hampshire to enable electronic communication of criminal justice data between the various governmental entities that have need for the data. The ability to communicate this data would have resulted in significant efficiencies and increase in accuracy, as well as the availability of data in a more timely fashion for numerous purposes. Specifically, this project would have provided interface between local and State law enforcement agencies (who use a number of different records management systems (RMS) and J-One (the secure extranet carrying the data among the users of the system) carrying crash data. This includes building an interface between the central repository (that will store electronic crash data) and J-One. This project may continue for 2016 if funds are available and the 2016 HSP is amended. Currently, this project is not planned for under this title in the 2016 HSP.

Trauma Training – This project was not conducted for FY 2015 because it was decided by the TRCC committee to use the limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project, if conducted, would have allowed for funding (Section 405C) necessary to train representatives of participating hospitals on how to use and input data into the database. Presently 9 hospitals have been trained on the use and functionality of this data base. The Bureau of EMS would have contracted with a data systems vendor (e.g. Image Trend) to develop a trauma database that all hospitals could access via the web. Each hospital would enter demographic information, incident details, and medical information for each patient whose traumatic injuries lead to death, surgery, admission to the hospital or ICU. Information from the TEMSIS EMS database would automatically carry over into the hospital database report in an effort to facilitate data entry and ensure accuracy and consistency of the record. This project has not been planned for in the 2016 HSP.

E-Ticketing – This project was not conducted in FY 2015 because it was decided by the TRCC committee to use the limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This task was to provide funding (Section 405C) for an extension of a larger effort in the State of New Hampshire to enable electronic communication of criminal justice data between the various governmental entities that have need for the data. The ability to communicate this data electronically in a standardized format will result in significant efficiencies and an increase in accuracy, as well as the availability of data in a more timely fashion for analysis purposes. This analysis capability will enable the law enforcement agencies of the State to make informed decisions on staffing and deployment of resources, which will enhance highway safety in the State of New Hampshire. This project is planned in the 2016 HSP to continue under the project name E-Ticket Upgrade.

J-One VPN - An amount of \$135,093.50 in (Section 405C) was 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 100 locations that have been installed to date, 50 percent have required on-site technical assistance from the state of at least six hours to complete a VPN. 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 a timely manner with other agencies. This was planned for in the 2016 HSP and is currently under contract.

EMS Interstate Reconciliation – This project was not conducted for 2015 because it was decided by the TRCC committee to use limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project that was planned

for in the 2015HSP was to allow for funding (Section 405C) to create an additional module for the EMS electronic records system known as “TEMSIS”. This module would allow interstate automatic posting of EMS records between the states of New Hampshire, Maine, and Vermont. This function would enable EMS services who work on the border of two states the capabilities to be able to submit EMS records into the services primary state, and then have any appropriate records from another state be transmitted to the other state automatically. This project has not been planned for in the 2016 HSP.

CODES – This project was not conducted for 2015 because it was decided by the TRCC committee to use limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project was to provide funding (Section 405C) for Crash Outcome Data Evaluation System (CODES) to electronically track victims of a motor vehicle crash from the scene through the health care system to determine crash outcomes in terms of mortality, injury, severity, and health care costs. The Injury Prevention Program, Bureau of Population Health and Community Services, Division of Public Health Services, New Hampshire Department of Health and Human Services proposed to facilitate CODES. The Division of Public Health Services stewards the Hospital Discharge data and would work with other data stewards in the State, like the Department of Safety, to facilitate implementation. The current Injury Prevention Surveillance Program Coordinator would transition to this position. This project has been planned for in the 2016 HSP.

EMS Records User – This project was not conducted for 2015 because it was decided by the TRCC committee to use limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project was to provide funding (Section 405C) to allow EMS Records Management System Users the ability to access the TEMSIS and EMS records system under one online umbrella account or “license card”. This capability would improve accessibility, timeliness, and accuracy of EMS records by allowing EMS users to be managed through an up-to-date and integrated management system that provides for real time viewing and updates of NEMSIS demographic information. This real time update capability would allow NH to submit demographic information of updates to NEMSIS as changes occur. This project is planned for in the 2016 HSP.

EMS CAD – This project was not conducted for 2015 because it was decided by the TRCC committee to use limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project was to provide funding (Section 405C) to allow the State of New Hampshire to develop and deploy an electronic patient care record system. The system the State provides is a web-based server system that requires EMS services to initiate each record manually on their own. This is provided to all EMS services at no cost to the services. Since the initial development of the system, many EMS dispatch centers have deployed Computer Aided Dispatch (CAD) Systems and the technology has become available to transmit this information between the CAD systems and the EMS Record system. Currently, a service may request this integration directly from the Statewide EMS Record software Vendor, Image Trend, Inc. This is very expensive for an individual service at a cost of \$10,000, and unsurprisingly, only one or two of the 295 EMS services in NH have done this. This project proposed to obtain a Statewide CAD integration application. Once this is obtained, services who wish to participate will need to pay a one-time \$500 fee for custom integration mapping between their particular service dispatch system and their state EMS Record account. This would be voluntary for services to participate in, but now makes the cost for most services very obtainable and many services leaders have requested this function be made available to them. This project would assist with the timeliness, completeness, and accuracy of EMS records by allowing EMS services to integrate EMS call dates, times, locations, Emergency Medical Dispatch codes, information, and GPS coordinates of incidents directly from the CAD systems into the EMS record. This project has not been planned for in the 2016 HSP.

CRMS Vendor 2 – This project was not conducted for 2015 because it was decided by the TRCC committee to use limited available funding for those projects that were considered a priority, that were ready to be conducted, and had enough time in the fiscal year to be conducted. This project was to provide funding (Section 405C) to

allow for approximately 35 agencies who are clients of Crimstar (Vendor 2) the capability to capture and document crash reports, motor vehicle activity, etc. and share data electronically. This task would have supported by the need for police departments to be able to access reports electronically and to be tied in with the State of NH records management data base. This project would have increase significantly the number of agencies (85% of police departments are clients of either Tritech or Crimestar) that would have been able to submit crash data electronically in a more timely manner and be able to participate in the State of NH e crash reporting program. This project is similar to CRMS Vendor 1 Integration but is with another RMS Vendor. A similar project was planned for in the 2016 HSP and is currently under contract titled Crash Interface – Vendor 1.

EMS Statewide Trauma Registry - This project has been completed with a total of \$180,983.23 being expended from 405C funds (did not conduct project which was also listed under 408 funds allocated for \$351,136.20). This task will allow for the development of a statewide trauma registry to create a uniform reporting mechanism for roadway trauma injuries. This web based registry will collect detailed information from participating hospitals and will be linked to the EMS database to improve the completeness and accuracy of the information. With this trauma registry in place, data can also be linked to motor vehicle crashes allowing for the analysis of injury patterns, severity, and medical resource utilization by a variety of crash variables.

Crash Records Management System- This project was under contract in FY 2015 for \$149,518.40 but was not conducted and funds were not expended under Section 408. This project was to allow for a contractor to work on the in-house Crash Records Management System (CRMS) and incorporate enhancements that would increase usability and allowed NH State Police the ability to increase the capture of more data as well as the timeliness of that data captured that is required in the fourth addition of the Model Minimum Uniform Crash Criteria (MMUCC). 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. This project is not planned for under this project title in the 2016 HSP.

Trauma Registry – This project was not conducted under Section 408 funds but was conducted under 405C funds. This project mistakenly was listed under Section 408 funds explaining why funds (section 408) were not expended. This project allows funds to be used for a database to be housed and maintained at the Bureau of EMS. Since the database will be accessible online, hospitals are not required to purchase additional hardware or software. Training would be provided to hospitals to develop a schedule for data reporting that is mutually convenient. Hospitals would provide reports weekly while others may schedule monthly data reporting. By linking data in the hospital record to crash scene details, would allow for the ability to match patient outcomes to specific locations, crash types, use of safety devices, time of day, etc. This project allows for the opportunity to design the database to include the data elements and create the reports that are most relevant to our state needs. Instituting a NH State Trauma Registry allows for state data to contribute to the National Trauma Data Bank.

PEDESTRIAN AND BICYCLE SAFETY

Target:

1. Reduce pedestrian fatalities by 15 percent from 7 (2008 - 2012 average) to 6 by December 31, 2015.
2. Bicyclist Fatalities. Maintain bicyclist fatalities at 1 (2008 - 2012 average) by December 31, 2015.

Accomplishments:

Preliminary 2015 data indicates that pedestrian fatalities decreased from 13 in 2014 to 9 in 2015; none of the fatalities were children. This is above the projected target. Preliminary data for 2014 indicates that bicycle fatalities decreased from 4 in 2013 to 3 in 2014.

1. *Pedestrian/Bicycle Enforcement Patrols.* The NH Office Of Highway Safety provided grant funding to ten local law enforcement communities for Pedestrian patrols. The local Law Enforcement communities that conducted patrols are Nashua, Dover, Hampton, Portsmouth, Derry, Wolfeboro, Concord, Littleton, and Berlin. 945 vehicles were stopped with 3816 pedestrian/bicycle contacts. The total number of hours dedicated to Pedestrian/Bicycle completed is 707. Grants are based upon a demonstrated need, i.e. community size, road configuration/congestion, violations/warnings issued, complaints received, and contacts made. Patrols are conducted during the summer months primarily in downtown locations during the evening commuting hours. This task is supported by CTW Chapter 8, Section 4.4, and Chapter 9, Section 3.3.
Funding: \$43,799.40 402
2. *Bicycle Safety Helmet Program-* The NH Office of Highway Safety purchased 275 bicycle helmets in the amount of \$2,818.75. Local Police Departments conducted their bicycle rodeo and pedestrian safety class for juveniles aged 6 to 12 years old. The helmets were distributed to children who did not have a helmet or who could not afford to buy one. Eleven Police Departments receiving 25 helmets each included Allenstown, Barnstead, Bethlehem, Haverhill, Hillsboro, Hinsdale, Littleton, Merrimack County, Pittsfield, Winchester, and Wolfeboro.
Funding: \$2,956.25 402

MOTORCYCLE SAFETY

Target:

1. Reduce motorcycle fatalities by 5 percent from 24 (2008 - 2012 average) to 23 by December 31, 2015.
2. Reduce unhelmet motorcycle fatalities by 5 percent from 17 (2008 - 2012 average) to 16 by December 31, 2015.
3. Increase motorcycle riders trained during the year by 5 percent from 2,931 (2008 - 2012 average) to 3,078 by December 31, 2015.

Accomplishments:

The number of motorcycle fatalities (operators and passengers) increased from 17 in 2014 to 26 in 2015, a 52 % increase. Note: 2015 data is preliminary

The number of un-helmeted motorcyclist fatalities (operators and passengers) increased from 11 in 2014 to 15 in 2015, a 36% increase. Note: 2015 data is preliminary

The number of motorcycle operators who completed the state-sanctioned basic, intermediate, and advanced rider safety courses decreased from 2,727 in 2013 to 2558 in 2014, a 6% reduction. Note: 2015 data is preliminary

Activities:

Motorcycle Media- This Motorcycle media project was not conducted in FY 2015 and Section 2010 and Section 405F funds were not expended. This project was to allow for the implementation of a media program to enhance driver awareness of motorcycle riders. A combination of earned and paid media will center on education through press releases, op-eds, billboards and radio commercials. This media effort was to take place during the motorcycle riding season. Although this media effort will be statewide, the focus will be in areas with the

highest likelihood of a motorcycle fatalities. This project will continue for FY 2016 titled MC Safety Program Enhancements. Funds used under this project will allow for a print media campaign, to include share the road messaging with posters, maps, handouts, etc.

Motorcycle Rider Training Program and Materials- During federal Fiscal Year 2015 the Motorcycle Rider Training Program expended \$ 56,017.00 for the purchase of 13 Suzuki TU250X training motorcycles.

NHTSA ATTITUDE SURVEY RESULTS SUMMARY (2010, 2011, 2012, 2013, 2014, 2015)

The attitude survey is conducted to help assess attitudes about highway safety, which in turn will help the Office of Highway Safety 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. A total of \$5699.41 was spent on the Attitude Survey.

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 surveys approximately five hundred (500) New Hampshire adults and is conducted by telephone in July of each year.

During July 2015 the University of New Hampshire Survey Center included the following questions in the Granite State Poll. The Survey Center spent a total of \$5,699.41 conducting the Attitude Survey. The Granite State Poll surveyed five hundred thirty-two (532) New Hampshire adults and conducted a telephone survey between July 7 and July 20, 2015.

The Office of Highway Safety 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 84% 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, 67% of people surveyed within the past 30 days have read, heard, seen something about alcohol impaired driving, or enforcement by police. This is the lowest percentage since the attitude survey was first conducted (2010) suggesting that the message to not drink and drive is not being effective. However, conversely, 37% of people surveyed also felt the chances of getting arrested are rare or never 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 71% of people that were surveyed buckle up, this closely compares to New Hampshire's seat belt usage rate, and looks to be accurate. Regarding speed, 62% of people surveyed believe that at least 50% of the time they will get a ticket for driving over the speed limit.

	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
2015	496 (93%)	8 (2%)	28 (5%)				532

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
2015	428 (84%)	73 (14%)	4 (1%)	2 (0%)	1 (0%)	508

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

2015	354 (67%)	175 (33%)	3 (0%)				532
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
2015	22 (4%)	108 (20%)	189 (36%)	190 (36%)	2 (0%)		529
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
2015	380 (71%)	69 (13%)	30 (6%)	21 (4%)	28 (5%)		532
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
2015	100	425 (80%)	8 (1%)				532

	(19%)						
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
2015	18 (3%)	40 (8%)	42 (8%)	194 (37%)	216 (41%)	19 (4%)	529

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 (0%)	477
2014	52 (10%)	112 (22%)	120 (24%)	166 (33%)	52 (10%)	0 (0%)	503
2015	65 (13%)	97 (19%)	130 (25%)	160 (31%)	57 (11%)	1 (0%)	509
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

2015	31 (6%)	86 (17%)	128 (25%)	159 (31%)	105 (21%)		509
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
2015	270 (51%)	261 (49%)	1 (0%)				532
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
2015	23 (4%)	110 (21%)	198 (37%)	182 (34%)	6 (1%)	14 (3%)	532

Additional Information	Licensed in NH					Licensed in Other State					Not Licensed					Number Responding					
	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015	
<u>Sex of Respondent</u> Male																					
	Female	247	244	238	243	240	3	2	4	3	5	6	13	11	10	15	256	260	252	255	260
		245	239	233	253	256	5	3	4	2	3	9	17	23	8	12	260	261	260	263	272
<u>Age</u>	18 – 34	56	82	120	112	115	1	1	0	5	4	3	3	10	7	16	60	85	131	124	135
	35 – 49	121	92	137	144	114	2	2	6	0	2	1	3	4	1	4	125	96	147	146	119
	50 – 64	171	167	135	135	159	0	1	0	0	1	4	6	7	4	5	176	174	142	139	165
	65 or older	121	128	77	78	89	5	2	1	0		6	18	12	5	2	132	148	90	84	92
<u>Education</u>	High school or less	105	106	93	101	81	2	1	2	1	4	9	18	20	9	16	116	125	115	110	101
	Technical school/some college	118	105	114	120	123	0	1	4	1	1	4	1	7	4	4	122	107	124	126	128
	College graduate/	145	161	153	179	172	1	4	1	4	2	1	6	3	1	5	147	171	158	184	178
	Postgraduate work	120	102	111	90	117	5	0	0	0	0	0	5	3	3	3	125	107	115	93	120
<u>Income</u>	Less than \$30,000.	51	51	56	40	42	1	0	6	1	5	5	11	17	4	11	57	62	79	44	58
	\$30,000. - \$44,999.	24	35	43	33	33	0	0	0	0	0	1	3	2	1	4	25	38	45	33	37
	\$45,000. - \$59,999.	45	36	49	32	42	0	1	0	0	1	2	1	3	2	0	47	38	51	34	44
	\$60,000. - \$74,999.	44	43	31	58	48	0	1	0	0	0	0	0	3	0	0	44	44	34	58	48
	\$75,000. - \$99,999.	51	50	56	59	56	6	0	0	2	0	0	1	0	0	0	58	51	56	61	56
	\$100,000. or more	110	109	117	124	123	1	2	1	0	2	0	2	0	0	0	111	113	117	124	125
<u>Marital Status</u>	Married	334	295	263	262	271	3	2	1	0	5	0	7	7	4	3	338	304	271	323	279
	Divorced/Separated	92	90	87	65	98	4	2	4	0	1	8	16	10	5	5	104	107	100	83	104
	Never Married	64	88	119	75	122	1	1	2	5	2	5	8	17	9	16	70	97	138	106	140
<u>Years Lived in NH</u>	5 years or less	39	31	19	15	31	4	2	6	0	4	0	2	0	8	4	43	35	26	23	39
	6 – 10 years	28	49	41	38	41	2	2	0	0	2	2	0	2	1	2	32	51	43	41	45
	11 – 20 years	77	95	118	94	118	1	0	1	3	1	4	6	9	2	11	82	101	127	107	131
	20 or more years	336	297	289	236	296	1	2	1	1	0	9	22	22	6	9	346	319	312	317	305

Source: UNH Survey Center

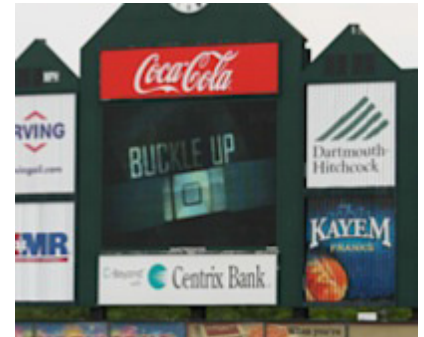
PAID MEDIA SUMMARY

Section 402 Funds

Seat Belt PI&E Campaign (NH Fisher Cats) A twelve-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 2015 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 2015. 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.



0Buckle up New Hampshire Banner



Both signs are typically captured in photographs or video footage used by local television, print and other media outlets covering the game. 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 Office of Highway Safety 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 Office of Highway Safety had an advertisement in 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 2015 season, 348,500 fans passed through the stadium gates and were exposed to the various “Buckle Up New Hampshire” messages. 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	41%
5+	10%

Annual Income	
<\$50,000	25%
\$50,001-\$75,000	21%
\$75,001 +	29%
No Response	25%
#1 Reason for attending	
Entertainment	25%
Enjoy Baseball	54%
Fisher Cats Fan	8%
Other	13%

Fisher Cats games were aired live on the WGIR Fisher Cats Network. The Office of Highway Safety received radio coverage (WGIR 610 AM, WGIN 930 AM, WTSL 1400 AM/94.3 FM, etc.) on the importance of buckling up at all 142 Fisher Cats games broadcast throughout New Hampshire and 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. The New Hampshire Office of Highway Safety received a 30 second commercial at each game (home/away).



LISTEN TO EVERY FISHER CATS GAME LIVE ON THE FISHER CATS RADIO NETWORK!



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

ALCOHOL IN RELATION TO HIGHWAY SAFETY

During Fiscal Year 2015 the New Hampshire Office of Highway Safety expended \$35,280.12 in Section 410 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, Soccer, and Lacrosse games. There are approximately 250,000 fans that support Wildcat Sports in New Hampshire. Fourty-three (43) percent of the population reports having watched, attended, or listened to a UNH sporting event in the past 12 months. In 2015 UNH football advanced to FCS playoffs for 11 consecutive seasons – the longest streak in the nation. The New Hampshire Office of Highway Safety has partnered with UNH and recognizes this venue is an impactful way to get the message out to many people that “Buzzed Driving Is Impaired Driving” to help potentially reduce impaired driving related crashes and the resulting injuries and or deaths.

Utilizing the “Buzzed Driving is Impaired Driving” logo and message, the UNH Wildcats displayed an 8’ x 9’ framed tailgate sign in Cowell Stadium (seating 6,500) during football, Soccer, and Lacrosse games. The same message “Buzzed Driving is Impaired Driving” was posted on Social Media (UNH Facebook/15,000+ followers and Twitter 12,000+ followers) and in pocket schedules and yearbooks.



The “Buzzed Driving Is Impaired Driving” message was also broadcasted on the Wildcats Sports Radio Network. NH Highway Safety received Two (2) 30-second network radio spots aired during all UNH football 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 games.

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	32%
College Graduate	65%

2015 FISCAL OVERVIEW

Type of Funds	Federal Allocated	Funds	Federal Funds Expended
Section 402 Funds			
Occupant Protection	\$525,112.92		\$425,562.40
Alcohol	\$55,216.13		\$30,772.65
Police Traffic Services	\$169,923.49		\$130,337.79
Speed Control	\$1,069,910.78		\$743,748.01
Traffic Records	\$65,913.17		\$40,773.38
Pedestrian/Bicycle Safety	\$63,699.67		\$43,799.40
Planning & Administration	\$199,172.91		\$77,165.13
Paid Media-Occupant Protection	\$52,000.00		\$47,000.00
Paid Media-Alcohol	\$0		\$0
Paid Media-Police Traffic Services	\$0		\$0
Paid Media-Pedestrian/ Bicycle	\$0		\$0
Paid Media-Motorcycle	\$0		\$0
Total 402	\$2,200,949.07		\$1,539,158.76
M9MT 405f Motorcycle Programs	\$34,585.29		\$0
K6 2010 Motorcycle Safety Incentive	\$192,553.48		\$56,017.00
M6OT 405d Impaired Alcohol – K8 410 Alcohol	\$3,077,549.26		\$429,244.18
410 PM Paid Advertising	\$1,760,180.03		\$486,202.97
M3DA 405c Data Program	\$35,280.00		\$35,280.00
K9 408 Data Program Incentive	\$903,977.85		\$361,076.73
	\$500,654.60		\$0
Total Federal Highway Safety Funds	\$8,705,729.58		\$2,906,979.64

The NH Office of Highway Safety share to local benefit for:

Section 402 funds totals

Section 408 & 405C funds totals

Section 410 & 405D funds totals \$2,163,085.29

Section 2010 funds totals

Grand Total

The NH Office of Highway Safety is compliant with matching requirements for applicable programs.

TRAFFIC SAFETY PERFORMANCE MEASURES

2015 HSP Core Targets

CORE OUTCOME MEASURES- 2015 DATA NOT AVAILABLE

- C-1 *Traffic Fatalities (FARS)*. Reduce fatalities by 5 percent from 114 (2008 - 2012 average) to 108 by December 31, 2015.
- **2014 data for traffic fatalities totaled 95. The 5-yr average (2010-2014) is 111.**
- C-2 *Serious Traffic Injuries (State Crash Data)*. Reduce serious injuries by 30 percent from 514 (2009 - 2013 average) to 360 by December 31, 2015.
- **2014 data from the NH DOS reported 308 serious injuries.**
- C-3 *Mileage Death Rate (FARS)*. Reduce VMT by 2 percent from 0.89 (2008 - 2012 average) to 0.87 by December 31, 2015.
- **2014 data not available. In 2013 the overall VMT was 1.05, the rural VMT was 1.72 and the urban VMT was .61.**
- C-4 *Unrestrained Passenger Vehicle Occupant Fatalities (FARS)*. Reduce unrestrained fatalities by 5 percent from 57 (2008 - 2012 average) to 54 by December 31, 2015.
- **2014 data for unrestrained fatalities totaled 45. The 5-yr average (2010-2014) is 53.**
- C-5 *Alcohol Impaired Driving Fatalities (FARS @ .08 and above)*. Reduce alcohol impaired fatalities by 10 percent from 36 (2008 - 2012 average) to 32 by December 31, 2015.
- **2014 data for alcohol impaired driving fatalities totaled 30. The 5-yr average (2010-2014) is 36.**
- C-6 *Speeding Related Fatalities (FARS)*. Reduce speed related fatalities by 10 percent from 44 (2008 - 2012 average) to 40 by December 31, 2015.
- **2014 data for speed related fatalities totaled 47. The 5-yr average (2010-2014) is 51.**
- C-7 *Motorcyclist Fatalities (FARS)*. Reduce motorcycle fatalities by 5 percent from 24 (2008 - 2012 average) to 23 by December 31, 2015.
- **2014 data for motorcycle fatalities totaled 17. The 5-yr average (2010-2014) is 22.**
- C-8 *Unhelmet Motorcyclist Fatalities (FARS)*. Reduce unhelmet motorcycle fatalities by 5 percent from 17 (2008 - 2012 average) to 16 by December 31, 2015.
- **2014 data for unhelmet fatalities totaled 14. The 5-yr average (2010-2014) is 16.**
- C-9 *Driver Age 20 or Younger Involved in Fatal Crashes (FARS)*. Reduce young driver involved fatalities by 15 percent from 17 (2008 - 2012 average) to 14 by December 31, 2015. **2014 data for driver age 20 or younger involved in fatal crash totaled 9. The 5-yr average (2010-2014) is 13.**
- C-10 *Pedestrian Fatalities (FARS)*. Reduce pedestrian fatalities by 15 percent from 7 (2008 - 2012 average) to 6 by December 31, 2015.
- **2014 data for pedestrian fatalities (FARS) totaled 12. The 5-yr average (2010-2014) is 9.**
- C-11 *Bicyclist Fatalities*. Maintain bicyclist fatalities at 1 (2008 - 2012 average) by December 31, 2015.
- **2014 data for bicycle fatalities is 3. The 5-yr average (2010-2014) is 2.**

CORE BEHAVIOR MEASURE

- B-1 *Seat Belt Use*. To increase statewide seat belt compliance 5 percent (from the 2009 to 2013 average) to 75 percent by December 31, 2015.
- **In 2015 the seat belt usage rate was 69.5%. The 5-yr average (2011-2015) is 71%**