

State of Rhode Island  
*Highway Safety Annual Report*  
Fiscal Year  
*2005*

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December 30, 2005

# Highway Safety Plan Credits

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## INTRODUCTION

Threats to safety on Rhode Island roadways resemble those of the nation as a whole. Despite concerted efforts, motorists, passengers, cyclists, and pedestrians continue to suffer fatalities and injuries. The total number – by some measures, even the relative frequency – continues to rise, not least because many people on U.S. roads fail to use basic precautions, even when mandated by law. They fail to wear proper protection like seat belts or motorcycle helmets; they drive drunk, too fast, or recklessly. These sorts of behaviors hold promise for safety programming because they are avoidable. Plainly, more can be done to improve highway safety.

Within the State of Rhode Island, the Office on Highway Safety (OHS) of the Rhode Island Department of Transportation is the agency responsible for implementing highway safety projects with federal funds. As a fundamental component of improving the quality of life in the State, the mission of the Office on Highway Safety consists of two basic goals:

1. To reduce the number of fatalities and serious injuries on Rhode Island roadways; and
2. To reduce the number and severity of traffic crashes.

In its *Highway Safety Plan for FY 2005*, the OHS assessed highway safety in Rhode Island, isolated problem areas, set goals, and identified appropriate program strategies and performance indicators for 2005. This Rhode Island *Highway Safety Annual Report* reviews the OHS execution of that plan.

## CRASH SUMMARY

Last year (the most recent for which there are complete data), the safety of Rhode Island's roads improved substantially. In 2004, the State benefited from a larger proportionate drop in fatalities than any other state in the U.S. The prior trend was more deadly, both in Rhode Island and the U.S. as a whole. Even when national traffic injury rates fell (e.g., down 1.2 percent, 2002 to 2003), fatality rates actually rose (up 0.9 percent). They reached their highest level since 1990.

In Rhode Island, however, both the number of fatal crashes and the number of persons killed in those crashes have been declining. From 2003 to 2004, they fell by more than 20 percent (crashes from 96 to 78, down 23.1 percent; fatalities from 104 to 83, down 20.2 percent). Likewise, the number of serious crash injuries declined. The 2004 fatality rates in Rhode Island reached their lowest levels since 2001. Despite steady growth in the State's population, in the number of vehicles and drivers, and in the number of miles they travel, there were actually fewer crashes. Those crashes resulted in fewer injuries and less property damage in 2004 than in any of the prior five years.

During that time period, the national fatality rate remained at about 1.50 deaths per 100 million vehicle miles traveled (VMT), but Rhode Island's VMT fatality rate has been consistently better, and it increased its lead yet more from 2003 to 2004 (from 1.27 to 1.04 vs. 1.46 for the U.S.) The fatality rate in Rhode Island was also low relative to population (7.68 per 100,000), about half that of the nation as a whole. By such standard summary measures, highway safety in Rhode Island improved greatly between 2003 and 2004. Rhode Island's roads have been and remain among the safest in the United States.

Although the proportion has been declining since 2001, passenger-vehicle drivers continue to suffer the largest share of fatalities. In Rhode Island, a total of 53.0 percent (44 of 83) of the recorded crash fatalities in 2004 were drivers. Vehicle passengers ranked second (25.3 percent). Although the total number of passenger fatalities increased substantially from 2002 to 2003 (from 15 to 22, up 46.7 percent), it leveled off in 2004 (21). Likewise, fatalities remain concentrated among men, especially drivers age 25-44, while younger drivers suffer serious injuries and deaths out of proportion to their share of the population. Excessive speed and alcohol remain the two most frequent contributors to Rhode Island crashes, while failure to use occupant protection – seat belts and motorcycle helmets, in particular – makes those crashes more deadly.

As in 2003, the largest share of fatal crashes in 2004 occurred on weekends: 19.3 percent on Saturdays and 16.7 percent on Fridays. The largest number of crashes occurred in January, but these were proportionately less dangerous to persons than in other seasons. The months with the largest number of crashes with personal injuries were August and September (865 and 867, respectively). The largest number of fatal crashes occurred in June (10), followed closely by May, July, and October (9 each). Fatal crashes remain more likely after dark (59.0 percent), with 37.2 percent concentrated in the six hours between 10:00 PM and 3:59 AM. The vast majority of all crashes occurred on a straightaway with no adverse weather. The safest hours coincided with the morning rush, 7:00 to 9:59 AM (2.6 percent).

Data from 2004 indicate the importance of the city of Providence for highway safety programs. The city was home to about 16 percent of the population, but it was also home to an even larger share (more than 20 percent) of the crashes and resulting harm to persons and property. The largest number of injuries (3,028), fatalities (15), and fatal or serious-injury crashes (1,974) occurred there. No other city rivaled such totals. In this regard, the cities of Cranston and Warwick improved their positions substantially. From 2003 to 2004, their share of fatalities fell from 11.5 to 5.1 percent and from 9.4 to 7.7 percent respectively.

The following table includes basic measures of traffic safety, 2000-2004. (Longer-term trends are charted in the "Accomplishments" section of this report and finer-grained analysis is provided in the *Rhode Island Highway Safety Plan for FY 2005*.)

**Table 1: Traffic Safety Data for Rhode Island, 2000-2004**

	2000	2001	2002	2003	2004
Total Population	1,050,644	1,058,992	1,068,326	1,076,164	1,080,632
Licensed Drivers	654,035	660,435	720,550	731,323	746,465
Registered Vehicles	820,232	841,250	857,398	874,168	918,865
Vehicle Miles Traveled (100 million)	8,359	7,991	8,142	8,365	8,365**
Speeding Violations	79,036	79,235	87,009	85,365	87,987
Seat Belt Violations	4,227	6,697	9,162	10,436	8,326
<b>Crashes</b>					
Total Crashes	42,293	51,931	49,442	49,324	45,267
Vehicles in Crashes	71,750	90,712	88,299	87,034	79,682
Motorcycles in Crashes	333	449	443	412	450
Pedestrian Accidents	547	679	626	596	524
Property Damage Crashes	32,083	41,488	39,403	39,126	35,783
<b>Fatalities and Serious Injuries*</b>					
Combined Count	1,842	1,931	1,929	1,991	1,683
<b>Fatality and Serious Injury* Rates Per 100 Thousand Population</b>					
Total Fatalities and Serious Injuries*	175.32	182.34	180.56	185.01	155.74
Serious Injuries*	167.71	174.69	172.70	175.34	122.28
Rhode Island Fatalities	7.61	7.65	7.86	9.66	7.68
U.S. Fatalities	15.30	14.86	14.79	14.66	14.50
<b>Fatality and Serious Injury* Rates Per 100 Million Vehicle Miles Traveled (VMT)</b>					
Total Fatalities and Serious Injuries	22.04	24.16	23.69	23.80	20.12**
Serious Injuries*	21.08	23.15	22.66	22.56	19.13**
Rhode Island Fatalities	0.96	1.01	1.03	1.24	1.04**
U.S. Fatalities	1.55	1.53	1.51	1.48	1.46
<b>Crash Fatalities</b>					
Total Fatalities	80	81	84	104	83
Total Number of Fatal Crashes	73	78	81	96	78
<b>Crash Injuries</b>					
Personal Injury Crashes	10,102	10,340	10,039	10,102	9,406
Persons Injured in Crashes	14,695	14,832	14,492	14,515	13,272
Total Number of Serious Injuries*	1,762	1,850	1,845	1,887	1,600
<b>Crash Conditions</b>					
Month of Most Fatal Crashes	April	June	July/August	March	June
Day of Most Crashes	Saturday	Sunday	Saturday	Sunday	Saturday
Time of Most Crashes	1-4PM	1-4PM	1-4AM	10PM-1AM	10PM-4AM
Age of Driver With Most Fatal Crashes	35-44	25-34	35-44	15-19	35-44
Breathalyzer Refusals	1,695	1,633	1,768	2,038	2,444
DUI Arrests	1,758	1,951	2,007	2,026	2,334

\*"Serious Injuries" in this table as throughout this report are defined as "Bleeding / Broken Bones," excluding "Bruises and Abrasions" and "No Visible Injury/Complaint." Note that serious injury criteria were insufficiently standardized and digitized before 2000 to merit consideration in OHS program planning. Note, too, that totals were filtered to include only those that occurred on public roadways (excluding parking lots or private property).

\*\*In this table and throughout this report, VMT-based calculations for 2004 use the VMT for 2003, because the VMT for 2004 was not yet available when preparing this report.



## CHALLENGES

Despite recent improvements in the overall safety of Rhode Island's roads, in several important respects, the New England Region and Rhode Island in particular have lagged behind the nation. They have lagged in the share of fatalities that involve motorcycles, alcohol, excessive speed, and failure to use occupant protection. Relative to these specific conditions of fatalities, highway safety in Rhode Island not only failed to improve but even deteriorated slightly, 2003 to 2004. These measures indicate a need to continue to improve highway safety programming.

As explained in the *Rhode Island Highway Safety Plan for FY 2006*, after analyzing the most recent, relevant, and reliable data available, the OHS has identified seven PROBLEM AREAS to receive priority in highway safety programming in 2006:

1. **Impaired Driving** – The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
2. **Occupant Protection** – Failure to use seat belts and appropriate child restraints.
3. **Speed** – Speed and related recklessness as a contributor to deaths and serious injuries on the roads.
4. **Young Drivers** – The over-representation of young drivers among those contributing to and suffering in crashes.
5. **Other Road Users** – The safety of motorcyclists, pedestrians, pedalcyclists, and school bus passengers.
6. **Data Collection, Analysis, and Improvement** – The depth, quality, availability, and analysis of data on crashes in Rhode Island.
7. **Planning and Administration** – Planning, development, coordination, monitoring, and evaluation of highway safety projects.

An ambitious set of GOALS has been developed for each of these problem areas:

1. **Impaired Driving**
  - Reduce the number of alcohol-related fatalities.
  - Reduce the percentage of fatalities that are alcohol-related.
2. **Occupant Protection**
  - Increase safety belt use.
  - Provide to decision makers data/education on the benefits of a primary seat belt law.
3. **Speed**
  - Reduce the role of speeding in highway deaths.

#### **4. Young Drivers**

- Reduce crashes and crash fatalities involving young drivers.

#### **5. Other Road Users**

- Address fatalities among motorcyclists and their passengers.
- Maintain the relatively low number of fatalities among pedestrians.
- Maintain the low number of fatalities among pedalcyclists.
- Maintain the low number of fatalities on school buses.

#### **6. Data Collection, Analysis, and Improvement**

- Expand and improve data bases on highway safety.
- Improve data integration and coordination with highway safety stakeholders.

#### **7. Planning and Administration**

- Administer a fiscally responsible, effective highway safety program that addresses the state's specific safety characteristics.

These goals, in turn, are linked to specific objectives, strategic partners, strategies, and program performance measures, all working toward concrete improvements in 2006. All such activities will be targeted to reduce injuries and fatalities on Rhode Island roads.

## ACCOMPLISHMENTS

### OHS Highlights in FY 2005

- Instituted major outreach to local police departments to deploy statewide “Click It or Ticket” (CIOT) and Operation Blue RIPTIDE (Rhode Island Police Teaming for Impaired Driving Enforcement) alcohol patrols.
  - Established the first speed patrols within Operation Blue RIPTIDE.
  - Distributed overtime grants for increased enforcement (mobilizations) during strategically staggered time frames for both CIOT and Operation Blue RIPTIDE.
  - Included an additional six (6) weeks of alcohol patrols and media outreach during the holiday season from Thanksgiving to Christmas, in addition to the national Labor Day mobilization.
- Testified on behalf of legislative initiatives dealing with:
  - Breathalyzer refusals
  - Change to the primary seat belt law;
  - Limiting passengers for graduated drivers license (GDL) holders. (A new GDL passenger restriction was adopted as of July 1, 2005.)
- Increased the perception of Rhode Island drivers that an adult who is not wearing a seat belt is likely to be cited by police by two (2) percentage points.
- Increased seat belt usage among pickup drivers by three (3) percentage points, up from 62.9 to 65.9 percent, exceeding the OHS performance goal. (More work will be required in 2006, since seat belt use among pickup drivers continues to lag behind other use rates throughout the state and nation.)
- Maintained an exceptionally high rate of use of CPS (Child Passenger Safety) restraints for children under 9 years of age – 93.6 percent as measured by the observational survey.
- Initiated a partnership with the Drivers Education program, and incorporated training based on current student learning styles.
- Implemented a CPS mini-grant program for police departments to promote child passenger activities.
- Held the first law enforcement recognition breakfast in March for dedicated CIOT and alcohol patrols by state and local police departments.
- Reduced the number of alcohol fatalities by 28.8 percent from 2003 to 2004 – the third best rate of reduction in the nation.

- Reduced the percentage of alcohol-related fatalities by 7 percentage points, from 57 to 50 percent – the lowest percentage of alcohol-related fatalities since 1999. (However, even with the advances made, Rhode Island remains the leader in the nation in the percent of fatalities that are alcohol-related, indicating that more needs to be done.)
- Reduced the percentage of highway crashes where the driver or motorcycle operator had a BAC of .08 or higher by 26 percent – the third best rate of reduction in the nation.
- Reduced the number of pedestrian fatalities by 50 percent, from 14 to 7.

## TRENDS IN RHODE ISLAND HIGHWAY SAFETY DATA, 1995-2004

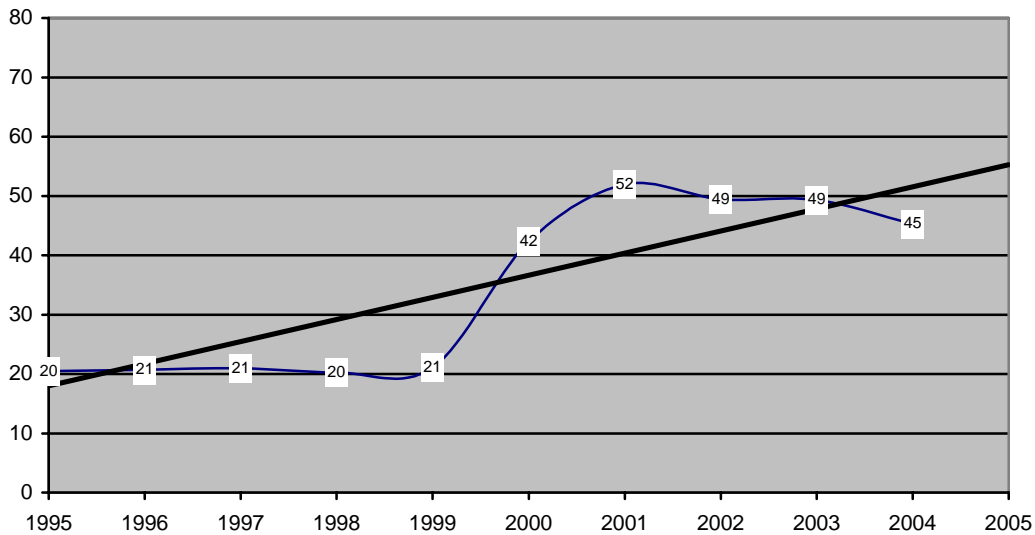
The following tables provide “Select Performance Measures” that the National Highway Traffic Safety Administration (NHTSA) has used and that the Governors Highway Safety Association (GHSA) has recommended. See: GHSA, *Guidelines for Developing Highway Safety Performance Plans* (2005), pp. 17-18.

Achievements in the most recent year for which there is complete data (2003 to 2004) are highlighted beneath the table titles. Trends from 1995 to 1999 can be considered “baseline,” and from 2000 to the present, “progress.” When baseline data are inadequate or unavailable, only five-year trends are charted.

### Bottom Line Performance Measures

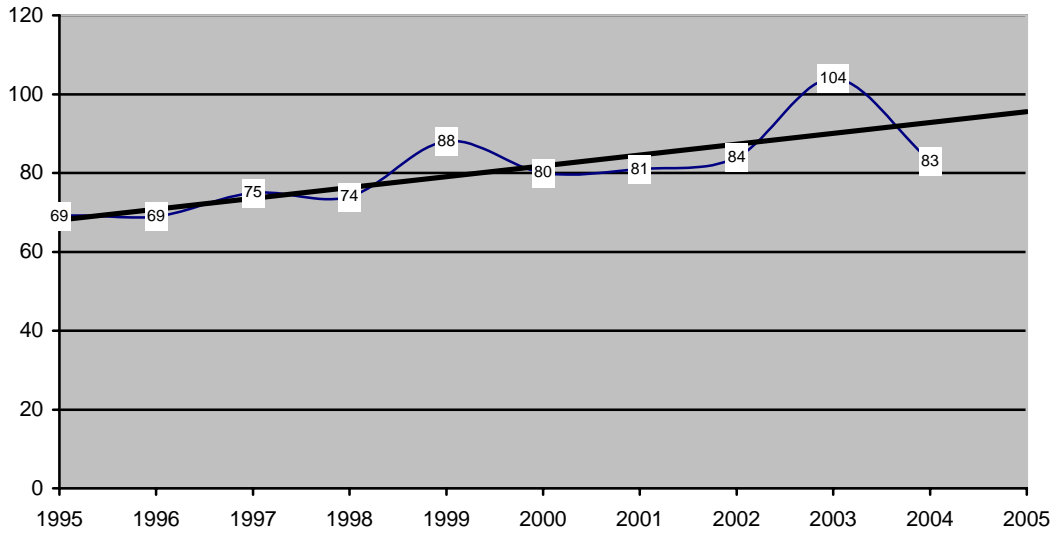
**Table 5: Number of Crashes (K)**

*Achieved an 8.2 percent reduction*



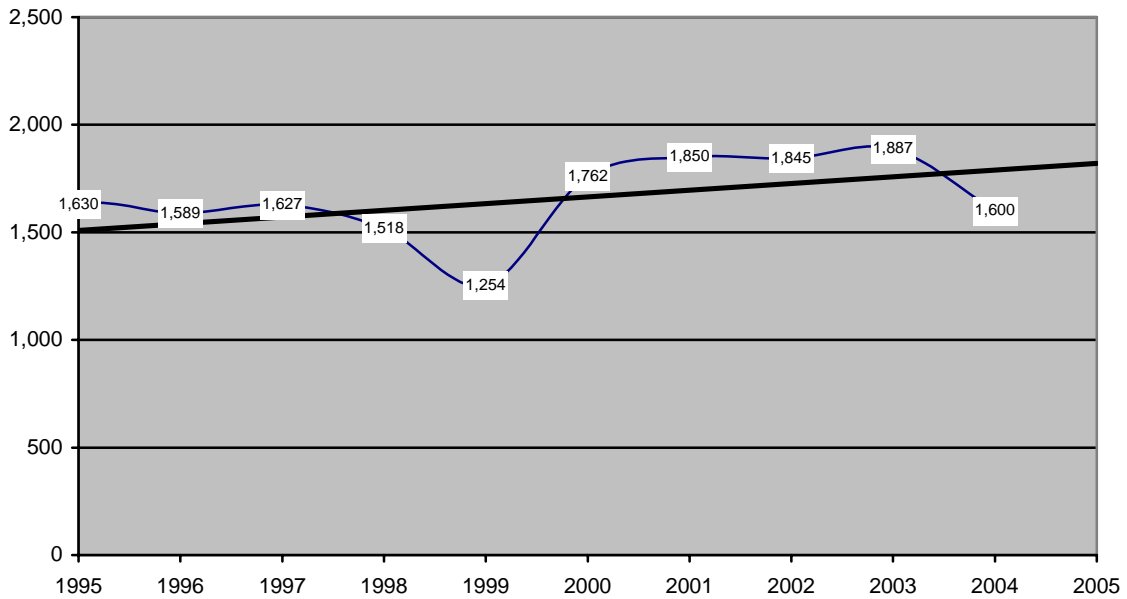
**Table 6: Number of Fatalities (actual)**

*Achieved a 20.2 percent reduction – tied with the District of Columbia for the highest reduction in the nation*



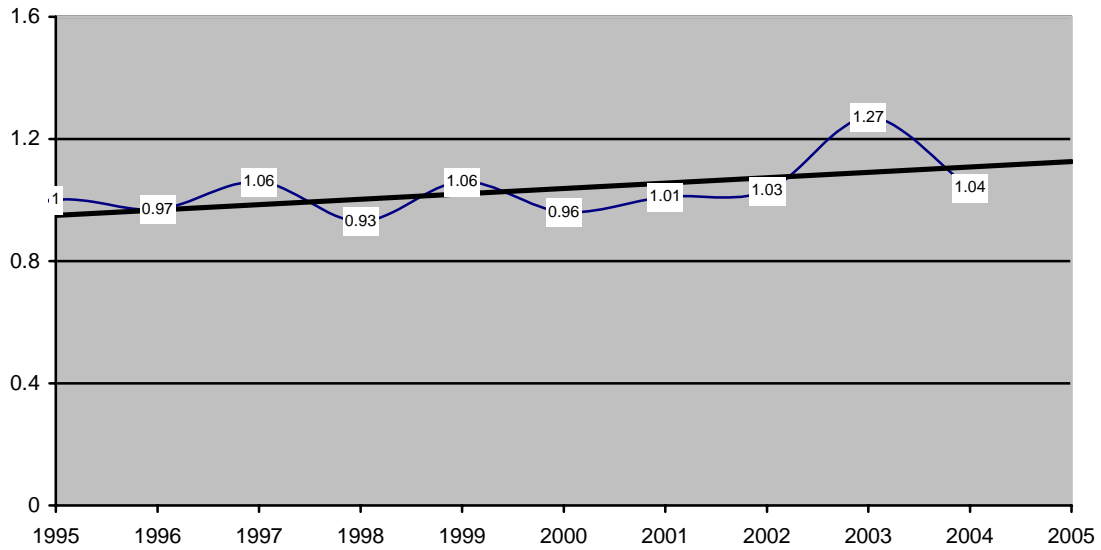
**Table 7: Number of Serious Injuries (actual)**

*Achieved a 15.2 percent reduction*



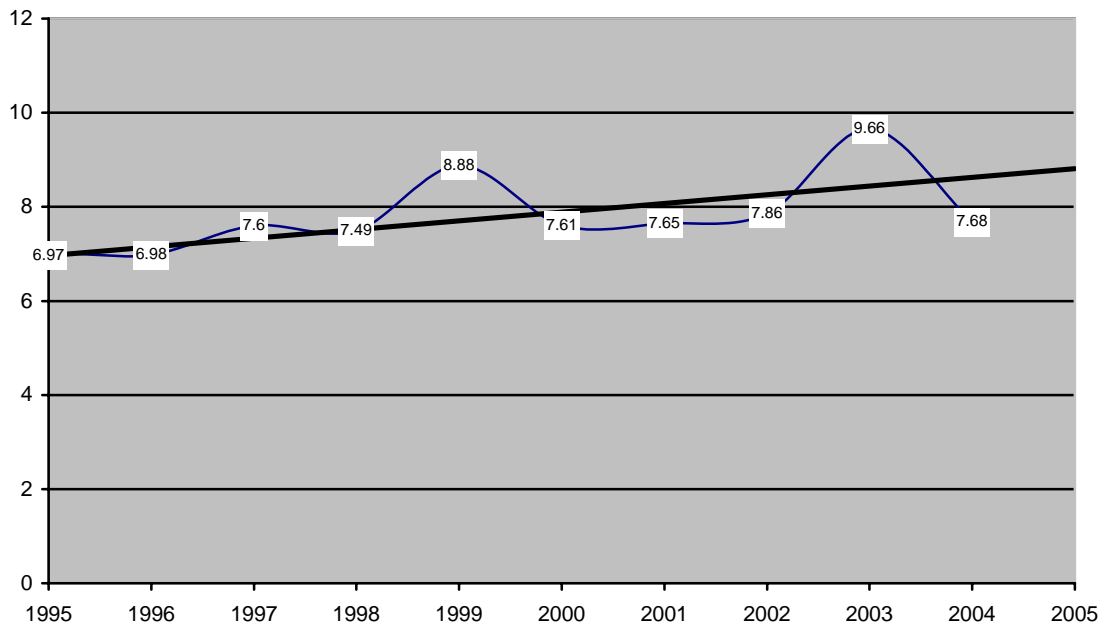
**Table 8: Fatality Rate per 100M VMT**

*Achieved an 8.1 percent reduction to 1.04, just .04 percent above the national goal of one fatality per 100 million Vehicle Miles Traveled*



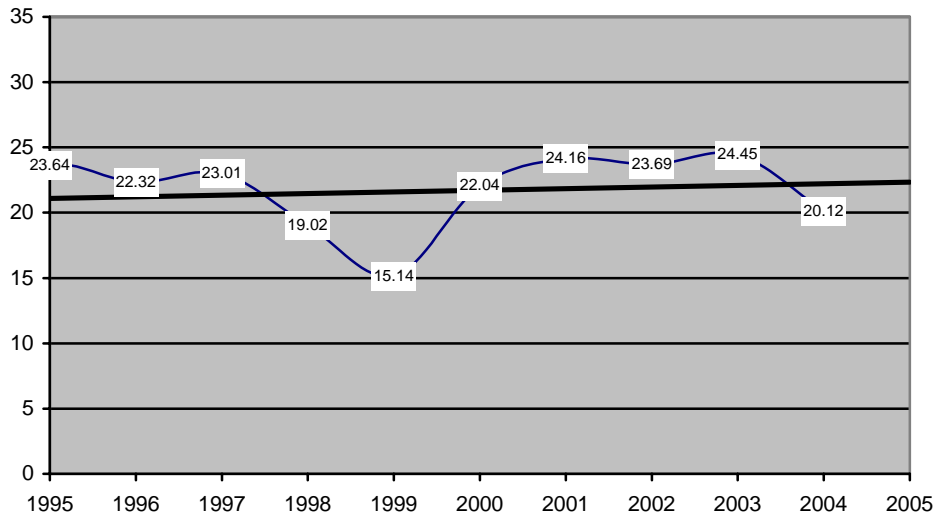
**Table 9: Fatality Rate per 100K Population**

*Achieved a 20.5 percent reduction*



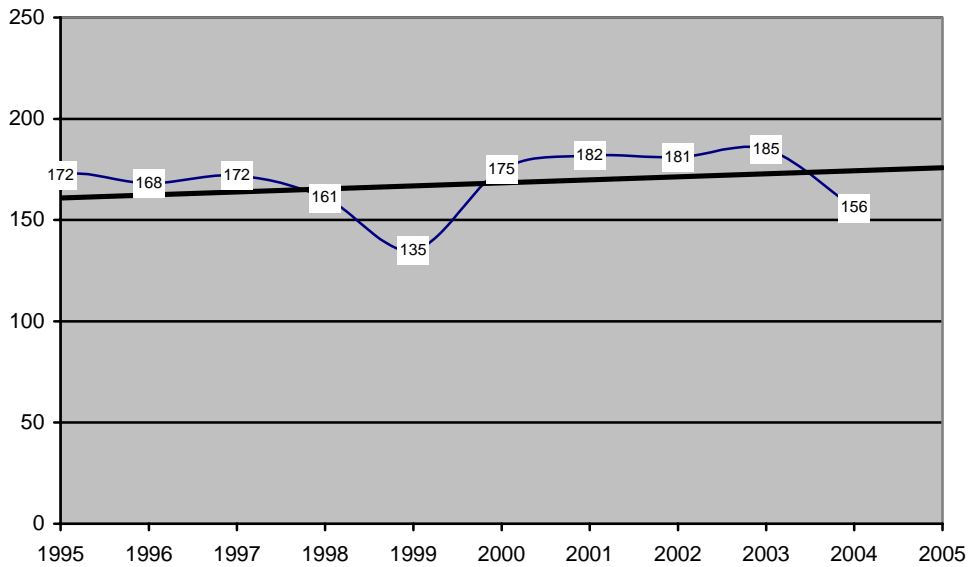
**Table 10: Fatal and Serious Injury Rate per 100M VMT**

*Achieved a 15.5 percent reduction*



**Table 11: Fatal and Serious Injury Rate per 100K Population**

*Achieved a 15.8 percent reduction*





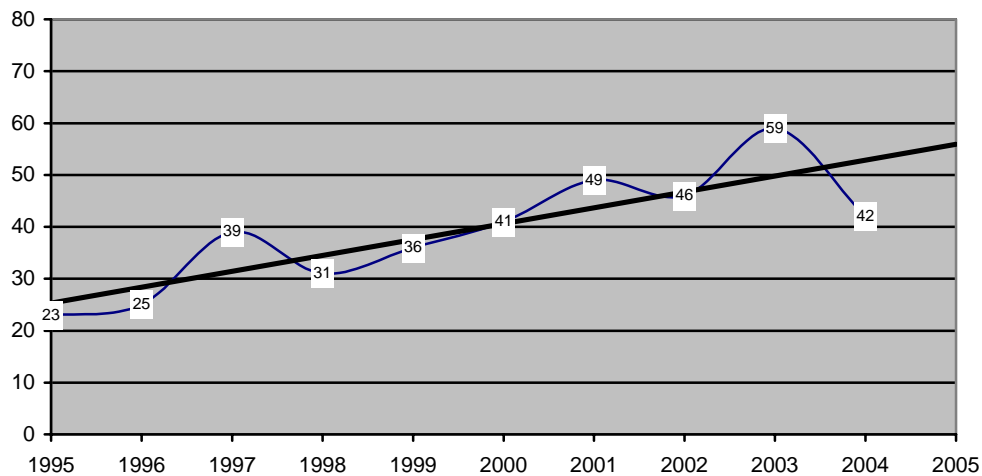
Program Area Performance Measures

Impaired Driving

**Note:** Counts of alcohol-related fatalities in Tables 12-15 are NHTSA-imputed. In Tables 16A and 16B, alcohol-related counts are state-reported.

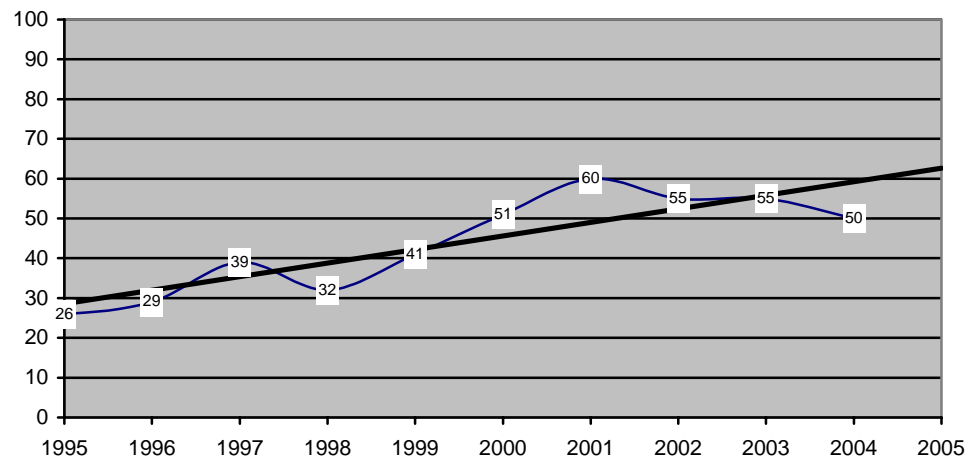
**Table 12: Number of Alcohol-Related Fatalities**

*Achieved a 28.8 percent reduction – third best in the nation*



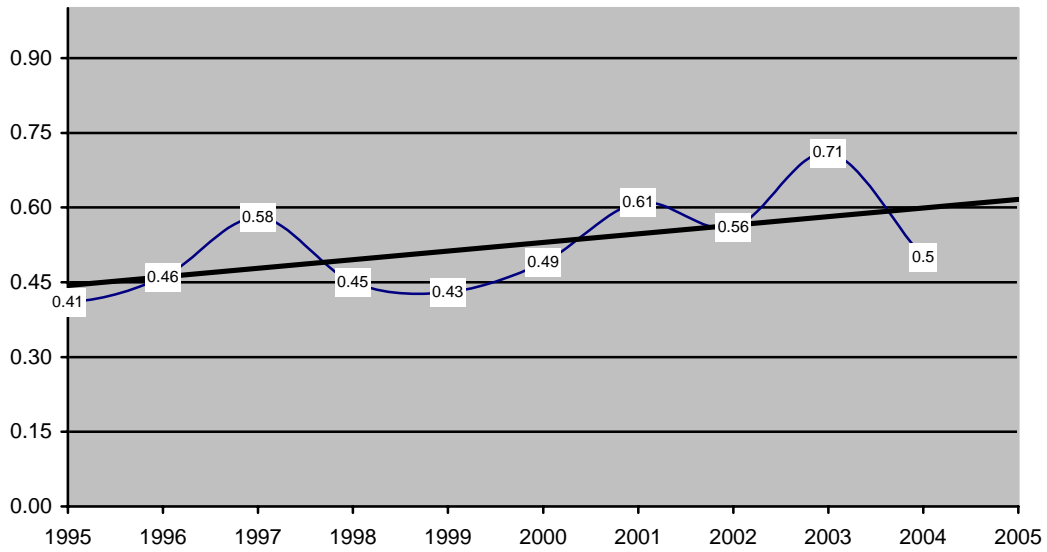
**Table 13: Percent of All Fatalities That Are Alcohol-Related**

*Achieved a 10 percent decline*



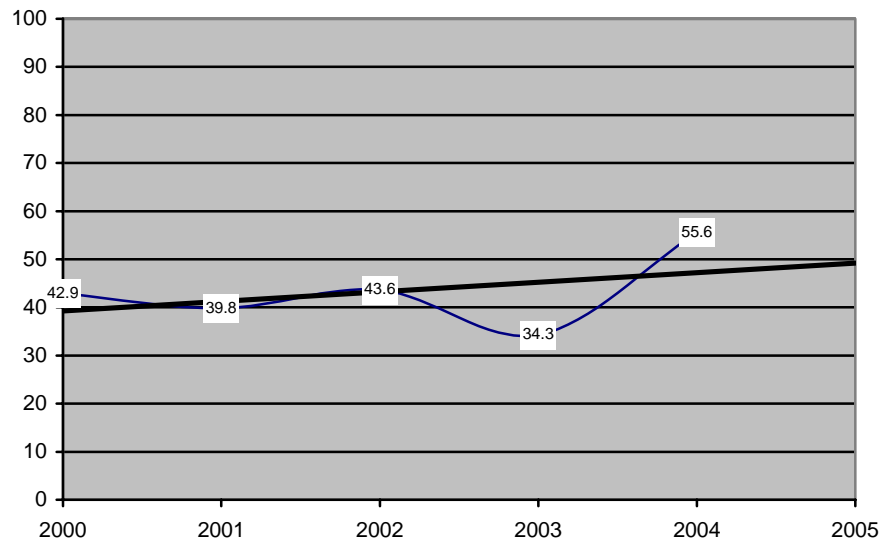
**Table 14: Alcohol-Related Fatality Rate per 100M VMT**

*Achieved a 30 percent decline*



**Table 15: DUI Arrests per Alcohol-Related Fatal Crash**

*Achieved a 62 percent increase*



**Table 16: Alcohol-Related Fatalities by Age and Gender**

Table 16A: Annual Number of Male Fatalities by Age:

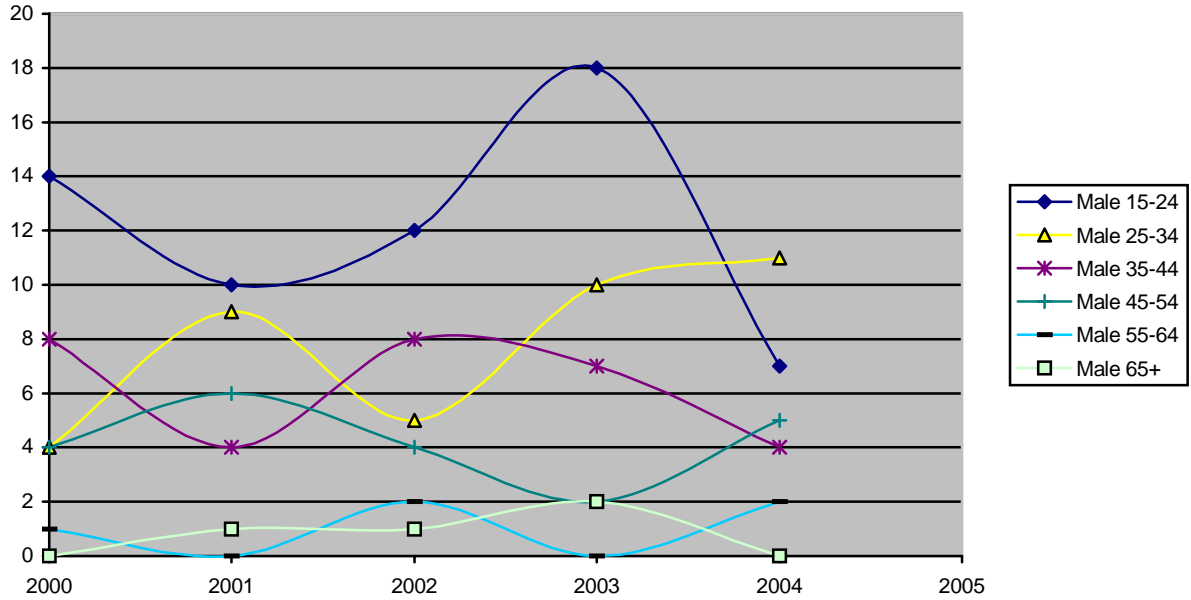
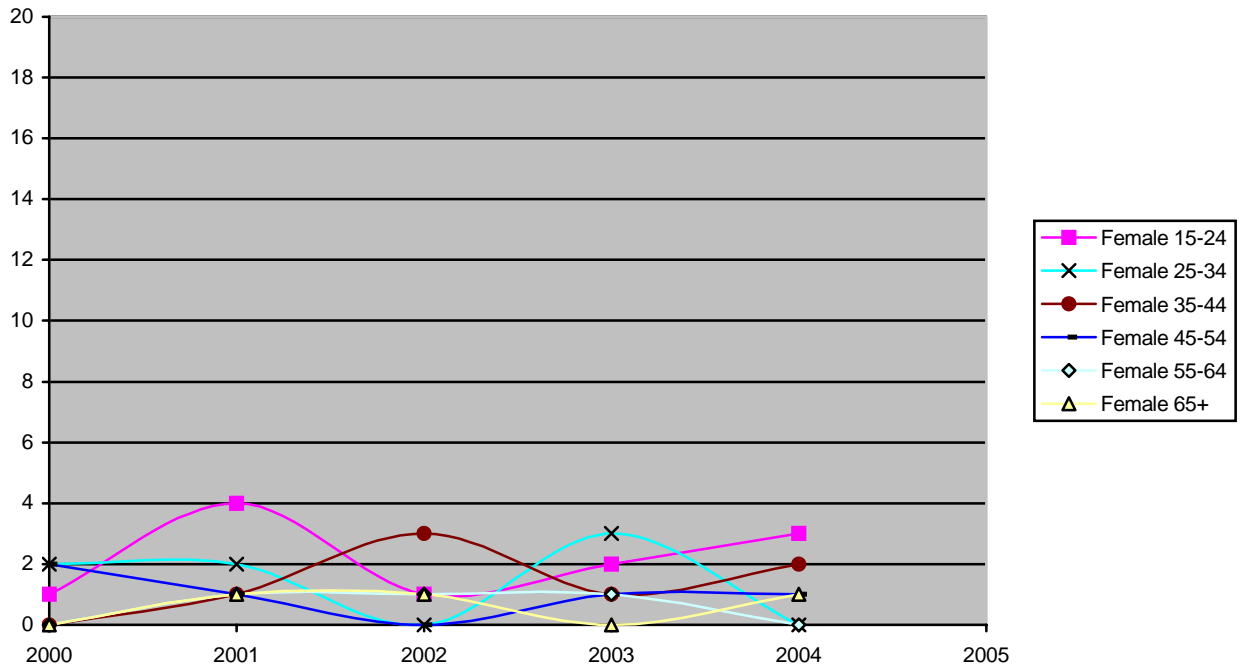
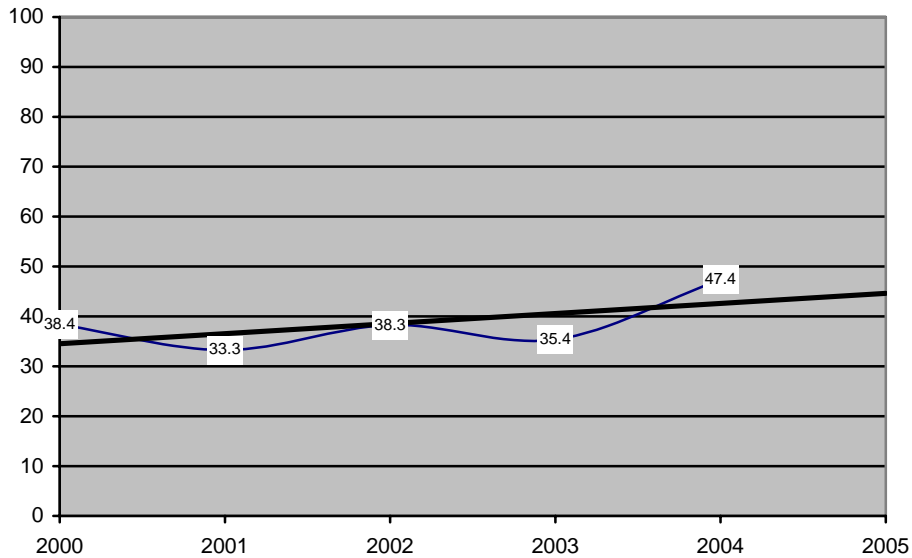


Table 16B: Annual Number of Female Fatalities by Age:



**Table 17: Percent of Fatal Crashes That Are Single Vehicle Nighttime (SVN)**

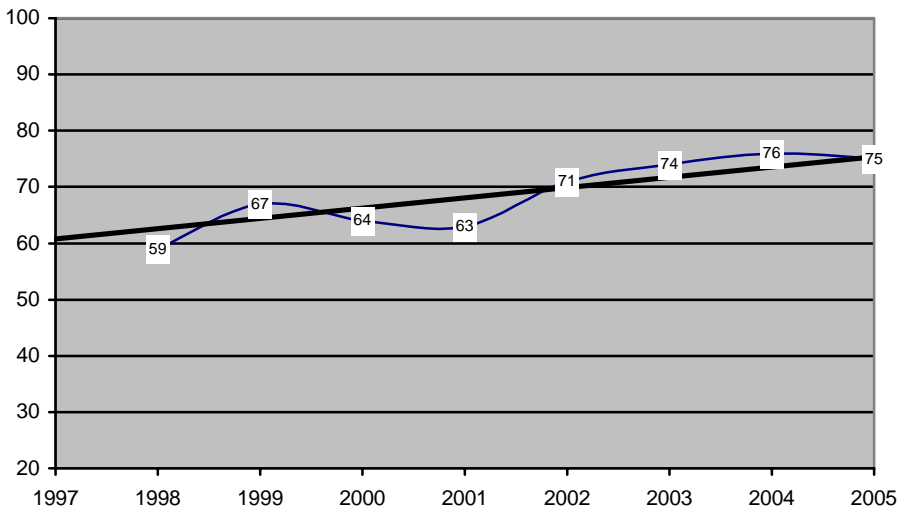


**Occupant Protection**

Note: Rhode Island estimates safety belt use from observations of the behavior of front-seat occupants. Occupants' ethnicity is unknown.

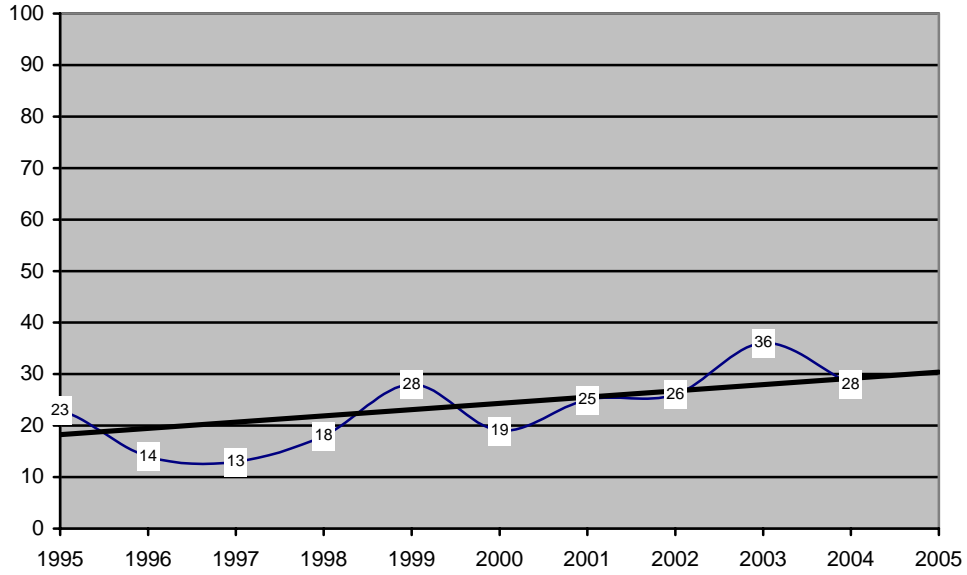
**Table 18: Percent of Occupants (Front-seat) Using Safety Belts**

*In 2005, retained a steady usage rate of 74.7 percent, even while the secondary enforcement law remained in effect*



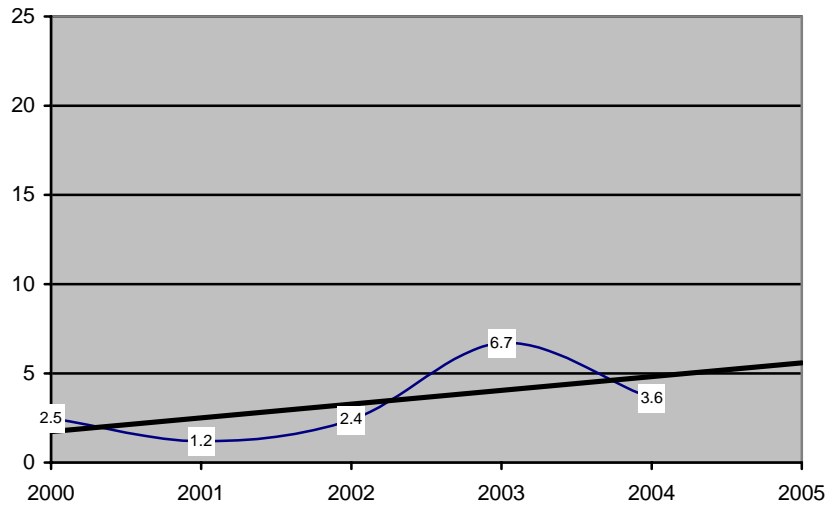
**Table 19: Percent of Fatally Injured Occupants Wearing Restraints**

*23 percent decline; hence, Rhode Island will continue its "Click It or Ticket" efforts in 2006*

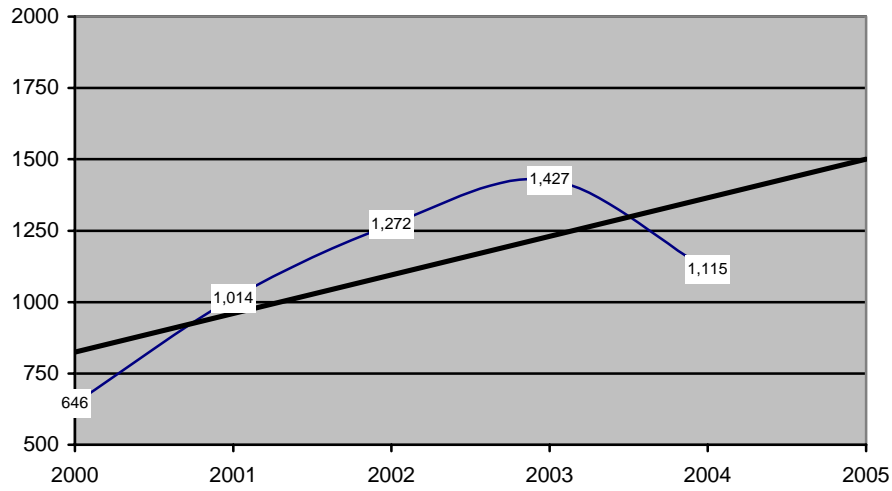


**Table 20: Percent of Motorcycle Fatalities Wearing Helmets**

*46 percent decline in use*

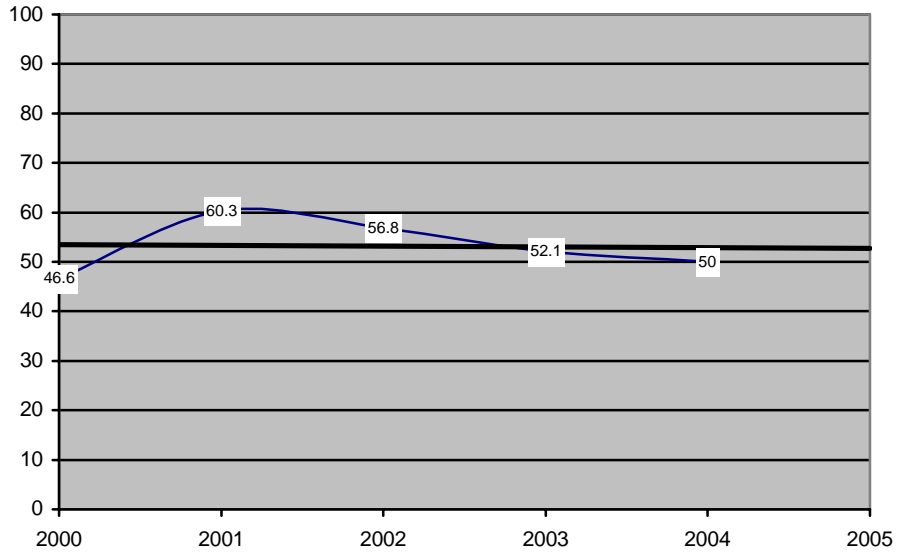


**Table 21: Safety Belt Citations per 100K Population**

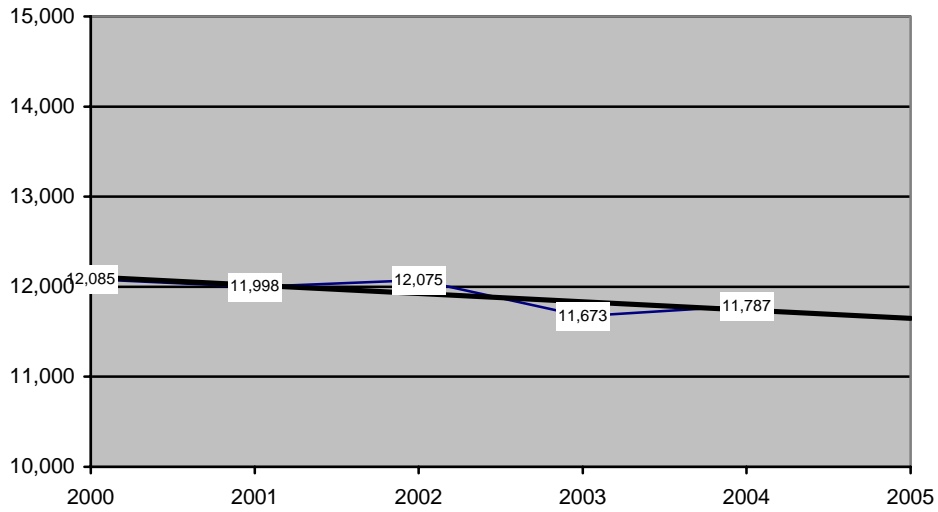


**Speed and Aggressive Driving**

**Table 22: Percent of Fatal Crashes Where Speed Was Cited As a Factor**  
*Achieved a 4 percent reduction (a 22 percent reduction in the actual number)*



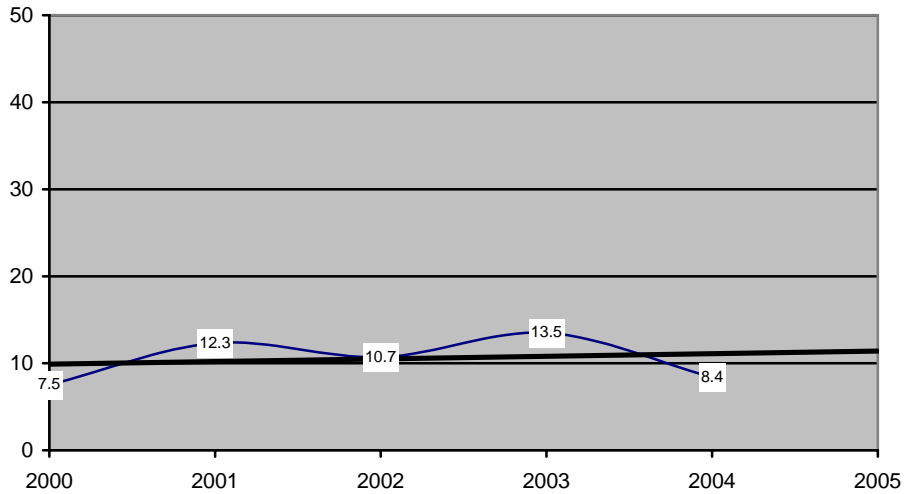
**Table 23: Speeding Violations per 100K Licensed Drivers**



**Pedestrian Safety**

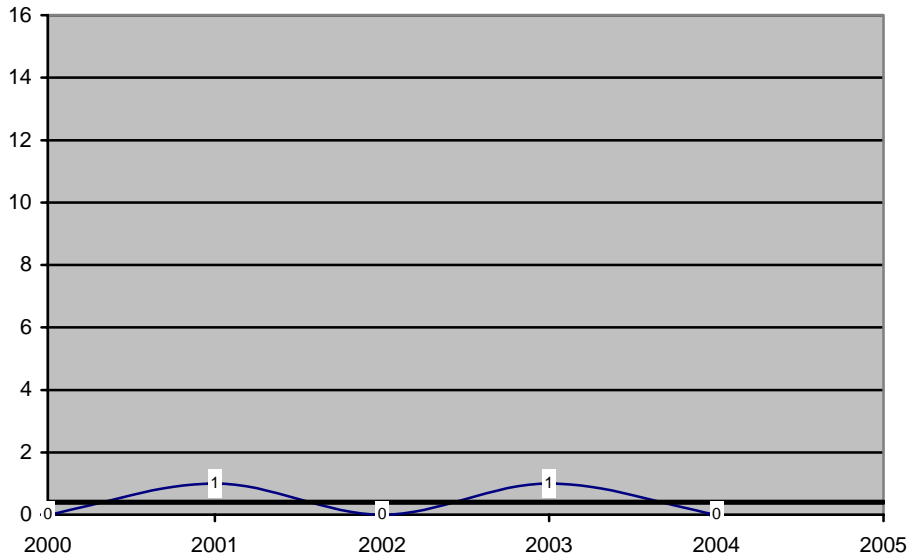
**Table 24: Percent of Traffic Fatalities Who Were Pedestrians**

*Achieved a 50 percent reduction*



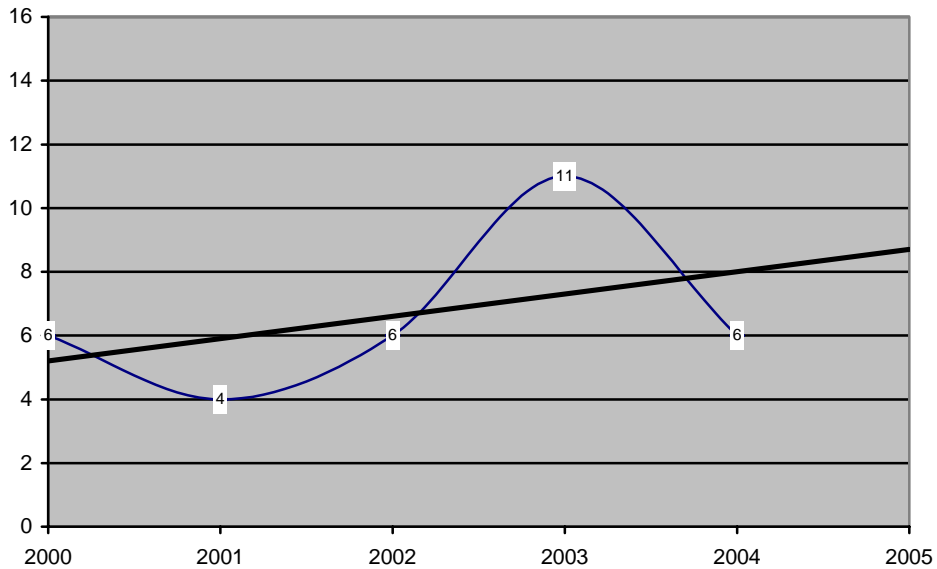
**Table 25: Child Pedestrian Fatalities (actual number, age 13 and under)**

*Achieved a reduction to zero – no child pedestrian fatalities in 2004*



**Table 26: Adult Pedestrian Fatalities (actual number, age 14-65)**

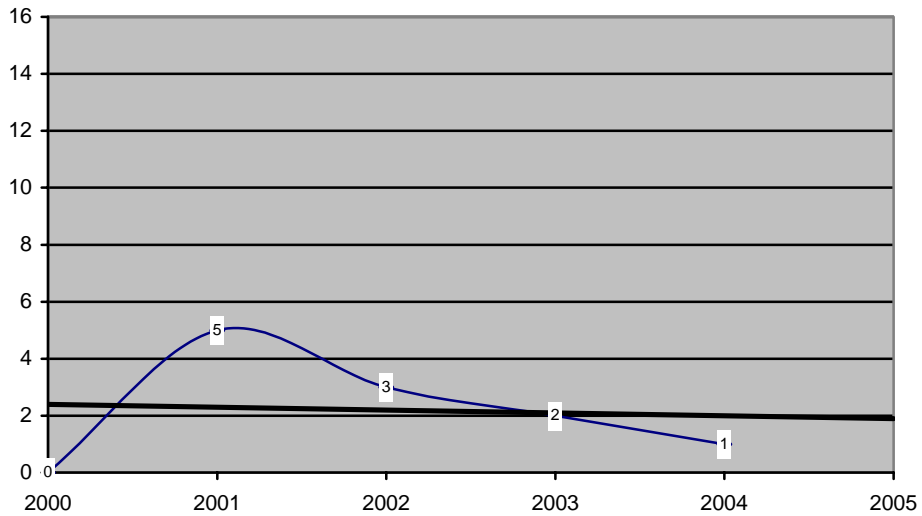
*Achieved a 45 percent reduction*





**Table 27: Older Person Pedestrian Fatalities (actual number, age 65+)**

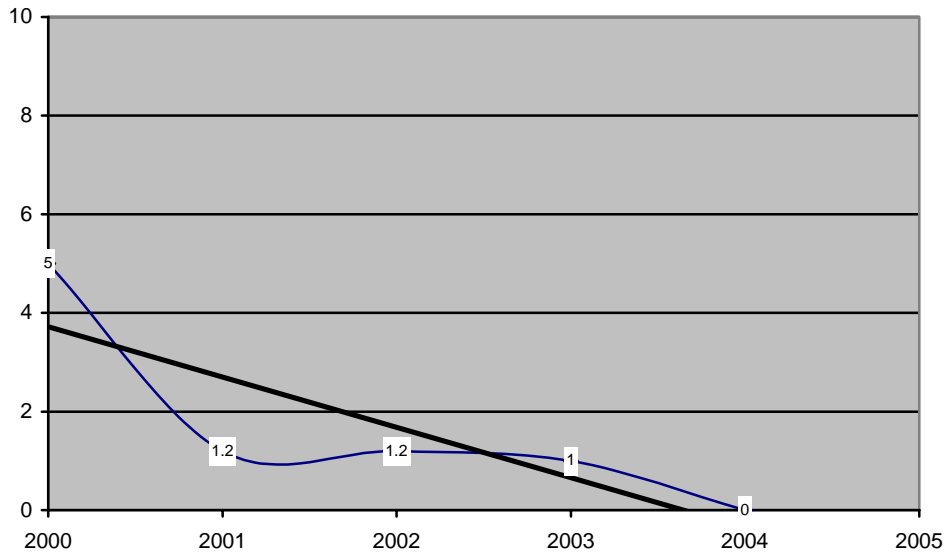
*Achieved a 50 percent reduction*



**Bicycle Safety**

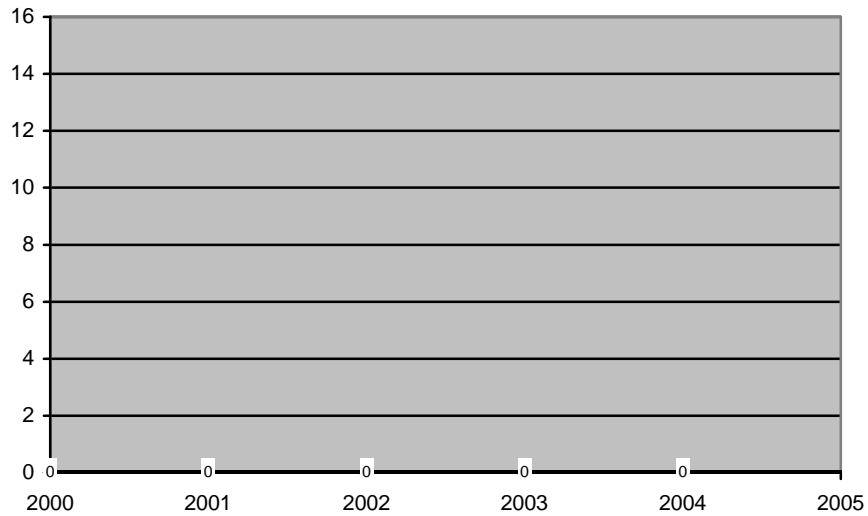
**Table 28: Percent of Traffic Fatalities Who Were Bicyclists**

*Achieved a reduction to zero – no bicycle fatalities in 2004*



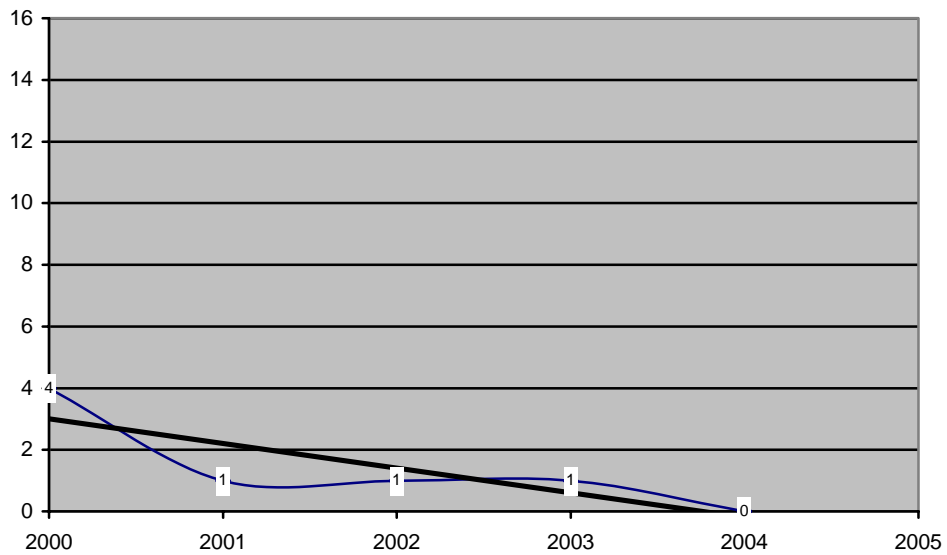
**Table 29: Child Bicyclist Fatalities (actual number, age 13 and under)**

*Maintained a record of zero – no child bicyclist fatalities in 2004*



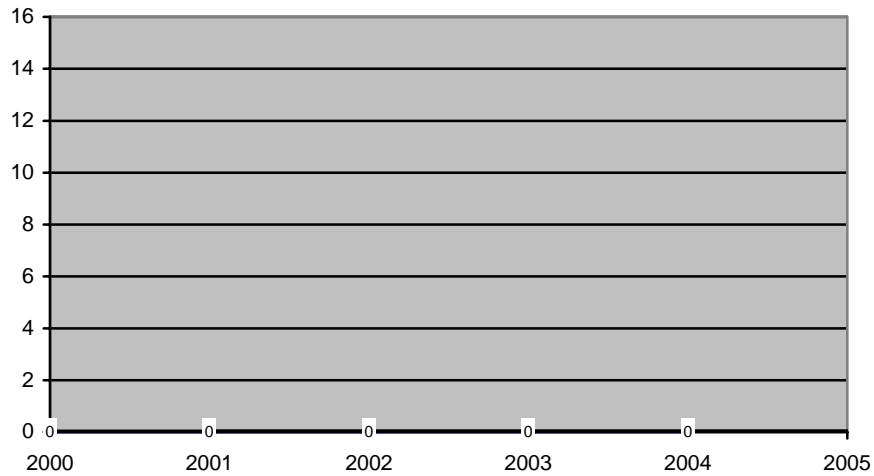
**Table 30: Adult Bicyclist Fatalities (actual number, age 14-65)**

*Achieved a reduction to zero – no adult bicyclist fatalities in 2004*



**Table 31: Older Person Bicyclist Fatalities (actual number, age 65+)**

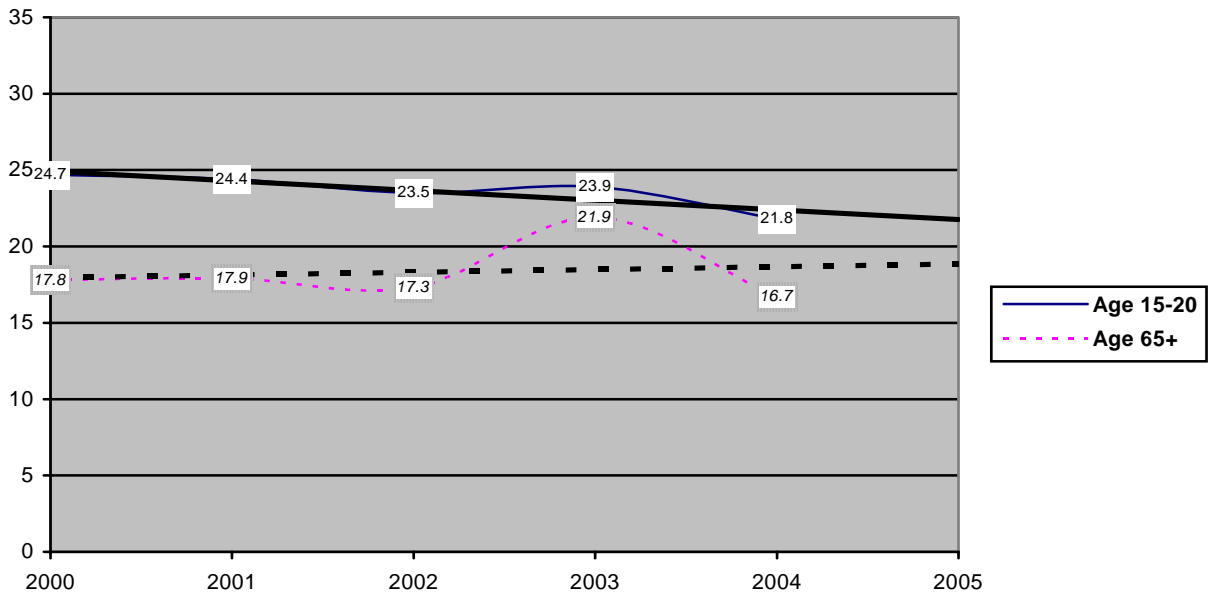
*Maintained a record of zero – no older person bicyclist fatalities in 2004*



**Younger and Older Drivers**

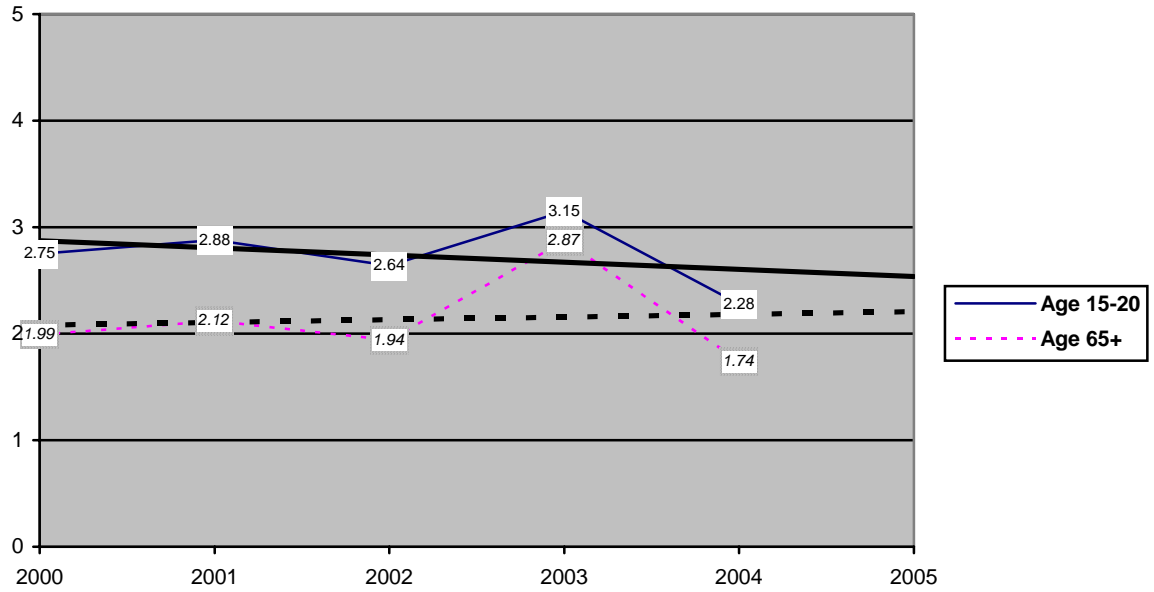
**Table 32: Percent of Fatal Crashes Involving Younger (age 15-20) and Older (age 65+) Drivers**

*Achieved a reduction for both age groups*



**Table 33: Fatalities per 100K Licensed Drivers by Driver Age Group (age 15-20 and 65+)**

*Achieved a reduction for both age groups*



## PROGRAMS AND PROJECTS

The *Rhode Island Highway Safety Plan (HSP) for FY 2005* outlined seven problem areas.

1. **Data Collection, Analysis, and Program Planning** – Increasing Rhode Island's ability to access, analyze, and use crash data to develop, implement, and assess highway safety programs.
2. **Occupant Survival** – Increasing the use of seat belts and appropriate child passenger safety (CPS) restraints.
3. **Alcohol-Related Issues** – Reducing the incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
4. **Speed and Other Traffic Operating Issues** – Managing and reducing speed as a contributor to serious injuries and death on the roads.
5. **Driver Characteristics** – Reducing the over-representation of young drivers among those contributing to and suffering in crashes.
6. **Other Road Users** – Reducing hazards for truckers, motorcyclists, and pedestrians.
7. **Planning and Administration** – Administering the OHS in accordance with state and federal guidelines to ensure the necessary planning, management, monitoring, and evaluation of OHS programs.

Each of these problem areas was addressed through an ambitious set of program goals, linked to tangible objectives, and performance measures for 2005. The Rhode Island OHS aimed for each of its activities to simultaneously fulfill as many objectives as possible.

### 1. Data Collection, Analysis, and Program Planning

#### HSP OBJECTIVES

1. Improve the maintenance of current and accurate transportation safety data.

##### *Performance Measures*

- Recruit a Coordinator for the Traffic Records Coordinating Committee (TRCC). UNDERWAY (scheduled for completion in 2006).
- Develop a Request for Proposal (RFP) with URITC for OHS data management and analysis. UNDERWAY (scheduled for completion in 2006).

2. Increase availability of safety data and traffic records to highway safety stakeholders.

##### *Performance Measures*

- Make at least one revision and add link to the OHS web page. INCOMPLETE.
- Continue issuing Legislative updates for stakeholders who are interested in safety legislation pending before committees of the RI General Assembly. COMPLETED.

- Meet with interested parties to determine the advisability of revising traffic crash forms. UNDERWAY (scheduled for completion in 2006).
3. Provide information on highway safety problem identification, program planning, and evaluation to potential grantees.
- Performance Measure*
- Hold 10 meetings with potential grantees. COMPLETED.
4. Improve coordination of stakeholders involved in traffic records.
- Performance Measure*
- Schedule and hold regular meetings of TRCC, after the TRCC Coordinator has been designated. UNDERWAY (first TRCC meeting held in December, 2005).

## 2. Occupant Survival

### PROGRAM OVERVIEW

The goals for the FFY 2005 Occupant Protection program were to increase safety belt usage and to maintain the existing high levels of child passenger safety seat use.

### PROGRAM ACCOMPLISHMENTS

- 34 grants were awarded to local police departments to conduct child passenger safety clinics and to perform child passenger seat inspections and installations.
- 33 grants were also awarded to state and local police departments to conduct seat belt enforcement patrols during the national seat belt mobilization conducted in May.
- The OHS supported the May mobilization with a media outreach program that included radio, television, billboard and variable message board “Click It or Ticket” slogans. This message was also included in billboards and advertising at major sporting events.
- The OHS provided informational handouts to schools in the state for distribution with the report card packets. This approach was determined to be effective because, in most communities, parents or guardians must sign and return report cards. High schools were included within this distribution to include older siblings that transport younger brothers and sisters and young parents that may be finishing high school.
- In the summer, Farah Consulting Group conducted focus groups with 35 college-aged students who were interns at RIDOT. The issues included within the focus groups were seat belt use, alcohol use/driving behaviors and speeding.
- Cardi’s Furniture Stores partnered with the Department to feature a Child Passenger Safety ad in February and provided seat belt messages within their

Sunday inserts to support major mobilizations and activities.

- For the second year in a row, the OHS participated in the Department's Construction Career Day. "Click It or Ticket" clickers and the Fatal Vision goggles were utilized to educate approximately 1,200 high school aged students over a two-day period about the consequences of drunk driving and the importance of seat belt use.
- The OHS provided background and data at legislative hearings and the legislature approved a new passenger restriction for the Graduated Drivers License (GDL) requirements. GDL holders may now only have one non-related passenger in the car with them during the first six months of holding the license.

## FUTURE STRATEGIES

As Rhode Island had a basically stagnant usage rate of seat belts in 2005 as compared to 2004 and a very high percentage of unbelted fatalities, additional strategies need to be explored to improve these rates. Despite the elimination of the Section 157 program, RIDOT will dedicate substantial funding for enforcement patrols and media during the 2006 national "Click It or Ticket" campaign and will continue to provide information to the general assembly regarding the personal and economic benefits of a primary seat belt law.

## HSP OBJECTIVES

1. Increase awareness among drivers that Rhode Island law requires all drivers and passengers to wear safety belts.

### *Performance Measure*

- Maintain the percentage of awareness of the "Click It or Ticket" slogan, as measured by the telephone survey (97.6 percent). INCOMPLETE (declined from 97.6 to 89.1 percent).

2. Increase the perception of Rhode Island drivers that an adult who is not wearing a safety belt is likely to be cited by police.

### *Performance Measure*

- Increase the perception that persons are likely to be ticketed for not wearing seat belts by 2 percentage points (from 53.6 to 55.6 percent), as measured by the telephone survey. COMPLETED (increased from 53.6 to 55.6 percent).

3. Increase the percent of Rhode Island drivers who wear safety belts.

### *Performance Measure*

- Increase safety belt use by 2 percentage points (from 76.2 to 78.2 percent), as measured by observational data. INCOMPLETE (no statistically significant change, from 76.2 to 74.7 percent).

4. Increase seat belt usage in targeted communities (pickup and commercial drivers).

*Performance Measures*

- Increase seat belt use among pickup drivers by 2 percentage points (from 62.9 to 64.9 percent), as measured by observational data. COMPLETE (increased beyond the target, from 62.9 to 65.9 percent).
- Work with the Federal Motor Carrier Safety Administration to identify a baseline rate of safety belt usage among commercial drivers in Rhode Island to target for future improvements. COMPLETED (collaborated in developing a survey of seat belt use among commercial carriers).

5. Maintain the high use of appropriate child passenger safety (CPS) restraints (and current low fatality and serious injury rates) among children under 9 years of age.

*Performance Measures*

- Conduct CPS clinics throughout the State. COMPLETED.
- Conduct at least one nationally certified CPS Technician training. COMPLETED.
- Maintain the rate of use of CPS restraints for children under 9 years of age (93.6 percent as measured by an observational survey in 2003). COMPLETED (usage unchanged).
- Increase public awareness of the booster seat law amendment that raises the age for use of CPS restraints from under 4 years to under 7 years of age. COMPLETED (through educational material and media outreach).
- Maintain CPS restraint use in vehicles that are transporting more than one child (89.7 percent as measured by an observational survey in 2003). INCOMPLETE (declined slightly, from 89.7 to 81.0 percent).

6. Increase awareness of measures for enforcement of occupant safety.

*Performance Measures*

- Develop an RFP for a Law Enforcement Liaison (LEL), interview candidates for the position, and complete the grant award process. UNDERWAY (RFP developed and scheduled for advertisement in January, 2006).
- Through a telephone survey, establish a baseline level of awareness of implementation of the new gap law (increasing primary enforcement of the seat belt law for children under 18 years of age, effective July 2005). INCOMPLETE.

### 3. Alcohol-Related Issues

#### PROGRAM OVERVIEW

The goals for the FFY 2005 Impaired Driving program were to reduce the number of alcohol-related fatalities and to reduce the number of alcohol-related serious injuries.

#### PROGRAM ACCOMPLISHMENTS

- Operation Blue RIPTIDE, the alcohol enforcement program developed in December 2003, was expanded to include additional law enforcement partners.



- Operation Blue RIPTIDE also began working with law enforcement agencies to include coordinated, cooperative patrols through two or more towns/cities to provide a more cohesive saturation patrol program. These proved to be very successful and will be expanded in FFY 2006.
- The OHS participated in the national Labor Day impaired driving campaign but also added an additional six-week campaign from Thanksgiving through New Year's Day. Both campaigns were accompanied by substantial media support including television, radio, billboards and variable message boards. A "How to Host a Responsible Holiday Party" was held as a campaign kickoff event.
- The OHS phased out the State Police Convincer Program and began providing officers at events geared to young drivers, in particular, to demonstrate what happens when a suspected drunk driver is pulled over. This included running through a Standard Field Sobriety Test (SFST), with the Fatal Vision goggles, to make the experience as real as possible. This participatory activity proved effective in holding the attention of a young adult audience.

## FUTURE STRATEGIES

While the overall percentage of alcohol-related fatalities dropped from 55 percent to 50 percent, Rhode Island still retains the highest percentage in the nation. Obviously, more needs to be done. Saturation enforcement patrols accompanied by media and educational outreach will continue. In addition, the legislative outlook remains bright that the State may modify the breathalyzer refusal penalties to bring them more in line with the DUI offense penalties. The OHS will continue targeting media to 18-34 year old males. The OHS has also recently begun meeting with the Rhode Island Motorcycle Association which will provide new opportunities for cooperation, education and outreach over the next year.

## HSP OBJECTIVES

1. Reduce the proportion of underage drivers who drink and drive.
 

*Performance Measure*

  - Determine a baseline for assessing change in the incidence of DUI among underage drivers in Rhode Island. COMPLETED (established for drivers under 18 years of age, through analysis of the "Crime in Rhode Island" Annual Report).
2. Reduce the proportion of fatalities that are alcohol-related.
 

*Performance Measure*

  - Reduce the proportion of fatalities that are alcohol-related (where BAC is equal to or higher than 0.01 percent) by 2 percentage points (from 57 to 55 percent). COMPLETED (reduced beyond the target, from 57 to 50 percent).

3. Change youth attitudes toward drinking and driving.

*Performance Measure*

- Determine a baseline for assessing change in attitudes in Rhode Island toward alcohol-related behaviors that are reported in the Youth Risk Behavior Survey. INCOMPLETE (awaiting current data from the Youth Risk Behavior Survey).

4. Expand resources on impaired driving available to enforcement agencies.

*Performance Measure*

- Increase the average frequency of Operation Blue RIPTIDE patrols. COMPLETED (increased from 72 to 73 per month).

5. Improve and expand educational outreach to high schools and colleges.

*Performance Measures*

- Create and distribute an alcohol-related newspaper insert for high-school students. COMPLETED (created and distributed but also assessed and determined to be ineffective).
- Explore the possibility of distributing an alcohol-related newspaper insert or outreach program on at least 2 college campuses. INCOMPLETE.
- Produce advertising for 2 college campuses with a message that warns about the dangers of drinking and driving. INCOMPLETE.

#### 4. Speed and Other Traffic Operating Issues

##### HSP OBJECTIVES

1. Reduce fatality/serious-injury crashes involving speed.

*Performance Measure*

- Reduce the proportion of drivers who are involved in fatal, speed-related crashes by 3 percentage points (from 35.5 to 32.5 percent). INCOMPLETE (reduced but short of the target, from 35.5 to 33.9 percent).

2. Increase enforcement programming for issuing speeding citations.

*Performance Measure*

- Implement one zero-tolerance enforcement activity and provide appropriate media support. INCOMPLETE.

## 5. Driver Characteristics

### HSP OBJECTIVES

1. Assess the impact of graduated licensing laws in Rhode Island

*Performance Measure*

- Establish baseline data to assess the impact of graduated licensing (effective January 1, 1999) and its implementation on the number of crashes with fatalities and serious injuries among the targeted group. COMPLETED (analyzed age-related injury and fatality data).

## 6. Other Road Users

### HSP OBJECTIVES

1. Increase automobile driver awareness of the characteristics of motorcyclists and bicyclists.

*Performance Measures*

- Assess the number and outreach of Public Service Announcements (PSAs). COMPLETED (ran motorcycle PSA for first time in FY2005).
- Establish baseline data on characteristics of motorcycle and bicycle crashes. UNDERWAY (developed cooperative relationship with Rhode Island Motorcycle Association).

2. Increase the use of bicycle helmets.

*Performance Measure*

- Establish baseline data on the use of bicycle helmets. INCOMPLETE (reviewed and found impracticable).

3. Decrease the number of fatalities among pedestrians.

*Performance Measure*

- Reduce the number of fatalities suffered by pedestrians to the state's three-year average (from 14 in 2003 to 11, the average 2001-3). COMPLETED (reduced beyond the target, from 14 to 7).

## 7. Planning and Administration

### HSP OBJECTIVE

1. Administer a fiscally responsible, effective highway safety program that addresses the state's specific safety characteristics.

*Performance Measures*

- Meet NHTSA documentation and reporting requirements. COMPLETED (Program Management Review was completed in March, 2005).

## NOTEWORTHY PRACTICES: PROGRAM HIGHLIGHTS

### Operation Blue RIPTIDE (RI Police Teaming for Impaired Driving Enforcement)

**Target Group:**

Impaired motorists on Rhode Island's roadways.

**Program Areas:**

Alcohol-related Issues;  
Occupant Survival;  
Speed and Other Traffic Operations Issues.

**Strategies:**

- Mobilize for intensified enforcement of Rhode Island impaired driving laws;
- Schedule "You Drink and Drive. You Lose" (YDYDYL) statewide media campaigns to reinforce the enforcement mobilizations;
- In patrol stops, educate motorists about YDYDYL;
- Punish impaired drivers, and get them off the road.

**Results:**

Operation Blue RIPTIDE spanned the 12 months, from October 2004 through September 2005. One national YDYDYL mobilization (September 2005) and two statewide mobilizations (December 2004 and July 4 holiday period, 2005) were conducted. Results included a total of 7,785 Probable Cause Stops. Investigating officers conducted 929 Standardized Field Sobriety Tests, with 199 recorded failures. A total of 3,743 motorists were issued motor vehicle violations (most related to impairment, but also including Seat Belt and Child Restraint violations). A total of 406 arrests were processed; 139 suspects were charged with refusal to submit to a chemical test; and 189 were charged with driving while intoxicated.

**Funding Source:** Section 410 and 163 Funds.

### Rhode Island State Police Highway Safety Enforcement Program

**Target Group:**

Impaired motorists on Rhode Island's roadways. RISP worked in partnership with local police departments.

**Program Areas:**

Alcohol-related Issues;  
Occupant Survival;  
Speed and Other Traffic Operations Issues.

Strategies:

- Add patrols targeting drivers suspected of:
  - Driving while under the influence of alcohol or drugs,
  - Speeding or aggressive driving,
  - Failing to use seat belts and proper child restraints,
  - Other violations (e.g., operating on a suspended license or with an outstanding warrant);
- Add patrols in heavy traffic or high crash areas in an effort to reduce crashes and related injuries or deaths.

Results:

In collaboration with the OHS, Rhode Island State Police patrolled 44,382 miles of Rhode Island roadway and made 5,874 stops. They cited 5,731 violations (including 605 for seat belt/child restraint and 3,536 for speeding), issued 573 warnings, and made more than 152 arrests.

Funding Source: Section 164 and 402 funds.

### Safety Day

Target Group:

Rhode Island youth who walk, ride a bus, or are passengers in motor vehicles.

Program Areas:

Occupant Survival;  
Other Road Users.

Strategies:

- Revamp Safety Day to target seat belt, pedestrian, and bus safety tips to smaller groups of Rhode Island youth;
- Locate events at the sites of established summer programs;
- Demonstrate proper use of seat belts (e.g., with egg simulations);
- Provide diverse types of participatory activities for all ages.

Results:

Approximately 350 children attended the Safety Day festivities on August 19, 2005 and enjoyed participating in safety training, especially in regard to pedestrian and passenger protection. The events took place at the Newport County YMCA. The OHS is planning to duplicate this program at three (3) to five (5) different locations around the state in 2006.

Funding Source: Section 402 funds.

## TeamSpirit 2005

**Target Group:**

Rhode Island youth and school advisors.

**Program Areas:**

Alcohol-related Issues.

**Strategies:**

- Promote the “Find Your Balance” themes:
  - Good decisions save lives,
  - Support the victims of drunk driving crimes, and
  - Prevent underage drinking;
- Develop leaders with the motivation, information, skills, and support necessary to organize alcohol- and drug-free events and activities in their schools and communities;
- Develop action plans for substance-free events and educational activities in Rhode Island schools.

**Results:**

Approximately 200 youth and advisors from 23 Rhode Island schools participated in a 3½ -day leadership training program at Bryant University in July. They developed action plans for alcohol- and drug-free dances or parties, for poster- and PSA-design competitions, and for introducing middle-school students to safer pastimes.

Funding Source: Section 410 funds.

## Child Passenger Safety Program

**Target Group:**

Rhode Island SAFEKIDS serves families throughout the state, emphasizing Rhode Islanders who are at-risk, including the poor and minorities, in collaboration with health, public safety, and social service professionals. SAFEKIDS works in partnership with the State Police and local community organizations – police departments, Safe Communities (Providence and Woonsocket), daycare centers, Head Start and Women, Infants, and Children (WIC) programs, low-income public housing authorities, and the NAACP. Program collaborators include the Rhode Island Public Health Association, the Rhode Island Medical Society, the Rhode Island Chapter of the American Academy of Pediatrics, and Blue Cross / Blue Shield of Rhode Island.

**Program Areas:**

Occupant Survival.

Strategies:

- Train health, police, and social service professionals, care givers, and parents on the need for and proper use of child safety seats, seat belts and booster seats;
- Promote compliance with Rhode Island's child restraint law;
- Increase the number and diversity of certified Child Passenger Safety (CPS) technicians and instructors;
- Conduct child safety seat checkup clinics, especially in low-income and minority neighborhoods;
- Distribute and teach the installation of booster seats among those in need and who qualify for state and local assistance.

Results:

The Child Passenger Safety Program conducted 22 diverse events throughout the state. Training sessions included one five-day NHTSA child restraint course and one recertification class for technicians whose certifications expired, but who remained active. These trainings were designed especially to engage agencies that did not have CPS trained personnel on-staff. These courses resulted in certification of 18 more CPS Technicians and 1 CPS Instructor. SAFEKIDS also helped provide CPS training to 101 new recruits at the Rhode Island Municipal Police Training Academy. At 13 checkup events, technicians checked 230 seats and replaced or installed 21 convertible and booster seats.

Funding Source: Section 2003(b) and 405(c) funds.

### **Woonsocket Safe Communities**

Target Group:

Woonsocket children and families, in collaboration with the Woonsocket Police Department, the Woonsocket Fire Department, Woonsocket Head Start, Woonsocket Housing Authority, Woonsocket Schools, the American Automobile Association, and Wal-Mart.

Program Areas:

Occupant Survival;  
Other Road Users.

Strategies:

- Foster cooperation between Woonsocket families and community education, social service, health care, and public-safety organizations;
- Check child safety restraints;
- Distribute and fit bicycle helmets;
- Provide Head Start families information on the value and proper use of child restraints;
- Conduct surveys of child restraint use among Head Start families.

**Results:**

WSC held six meetings with its coalition and participated in nine local Car Seat Safety events, where technicians checked 186 car seats. Twenty-five (25) seats were replaced at these events. The coalition also operated two fitting stations at the Woonsocket Police Department and the Chaplin-Perez Center. During 2005, technicians from the Chaplin-Perez Community Center fitting station distributed 80 seats to low-income Woonsocket families. WSC also fitted over 250 children with bicycle helmets at community functions, including National Night Out and a bicycle rodeo that was coordinated with the Woonsocket Housing Authority Safety Day in August. In October, the week before Halloween, WSC paired with elementary schools in the Fairmount neighborhood and with the Department of Health to distribute reflectors and pedestrian safety information. Finally, WSC provided local schools and Head Start sites with teaching materials, fliers, and presentations on protecting child passengers, bicyclists, and pedestrians, and followed up with a survey of their effectiveness.

Funding Source: Section 402 funds.

**Print and Outdoor Media Campaign**

**See appended "Paid Media Report."**

**Television and Radio Campaign**

**See appended "Paid Media Report."**



## SPECIAL EVENTS AND ACTIVITIES

### Press/Campaigns

#### "Guess Who's Not Coming To Dinner"

The OHS held a press event to kick off the "You Drink and Drive. You Lose" campaign for the Holiday season, Thanksgiving to New Year's Day, 2004. The event was held at the Crowne Plaza Inn at the Crossings in Warwick, Rhode Island. Vacant chairs, place settings, and carnations recalled the number of people who died on Rhode Island roadways in 2003 and who were not wearing a seat belt or who died in an alcohol-related crash. Attendees included state and local police from around the state, SADD students, and victims' family members. The goal was to reinforce the fact that drinking and driving and lack of seat belt use have devastating effects on more than just the victim. Such losses impact a victim's community and family forever.

#### "How To Host A Responsible Holiday Party"

A mock holiday party was held in December to emphasize the responsibility of party hosts to keep their guests safe. Tips included providing non-alcoholic beverages and making arrangements to ensure that alcohol-impaired guests do not drive home. Suggested alternatives were providing a ride home, pre-paying a taxi, or having the guest spend the night and returning home in the morning.

### Highway Safety Incentive Literature

#### Calendars

The OHS developed and distributed 2005 calendars that featured highway safety laws. The Calendar contents included Impaired Driving / Seat Belt / Child Restraint / Pedestrian / Bike message side bars, plus illustrations reminding Rhode Islanders how to be safe road users. It also included phone listings for Child Passenger Safety (CPS) Seat Technicians and notices of upcoming highway safety events for 2005.

<b>Community</b>	<b>Distribution</b>
Camp Street Community Ministries	200
Woonsocket Safe Communities	200
Providence Safe Communities Partnerships	100
Traffic Safety Coalition	140
Miscellaneous	360
<b>Total Distribution</b>	<b>1,000</b>

## Bookmarks

The OHS developed seat belt information bookmarks featuring the various stages of child restraint/seat belt use, simplified for more effective public use. More than 80,000 were distributed to public and private schools throughout Rhode Island for inclusion with report cards for day-care through high-school students.

<b>Community</b>	<b>Distribution</b>
RI students and their households	80,000 +

## Enforcement Awards

### Highway Safety Recognition and Awards Breakfast

The first Highway Safety Recognition and Awards Breakfast was held in March in recognition of police departments' contributions to the success of the "Click It or Ticket" and "Operation Blue RIPTIDE" programs.

## Impaired Driving / Seat Belt Training / Demonstrations

### Exhibit at the New England Auto Show

The OHS participated in the New England Auto Show, a four-day event that drew 20,000 people. The OHS distributed CIOT and YDYDYL incentive items and written materials. Child Passenger Safety (CPS) Instructors and Rhode Island Police Officers provided information on the appropriate use of seat belt and child safety seats.

### **Construction Career Day**

The OHS participated in Construction Career Day, a two-day event that offered 1,200 high-school students an opportunity to experience various employment opportunities within the construction trades. State Police Officers conducted SFSTs with students utilizing Fatal Vision goggles. A Highway Safety resource table offered bookmarks with alcohol-related messages / seat belt key tags / pencils / and "Click It or Ticket" noisemakers. Those "clickers" filled the entire building with noise by the end of the day. The OHS message was for drivers and passengers to protect themselves and others by using seat belts and child restraints and to not drink and drive.

### **Construction Safety Day**

Participants were employees of construction related companies from around the state. Seat belt usage demonstrations and literature were provided. Issues addressed in OHS handouts included: seat belts, child restraint seats, impaired driving, speeding, bicycle and pedestrian safety. A Rhode Island State Trooper conducted SFSTs with participants utilizing Fatal Vision goggles. Seat belt and restraint demonstrations utilized eggs, miniature vehicles, and a ramp to illustrate the consequences of not wearing a seat belt.

### **Driver Skills Enhancement Course**

At the GM Safe Driving School Driver Skills Enhancement Course, a Rhode Island State Trooper performed Standardized Field Sobriety Tests (SFST) with the Fatal Vision goggles, and seat belt literature was distributed to 100 attendees.

### **Innovative Highway Safety Outreach**

The OHS held a Rollover Simulator demonstration at the State Police (RISP) Headquarters.

The OHS is planning on purchasing this equipment in 2006 — Rhode Island State Police will utilize it for demonstrations at events and high schools throughout the state to reinforce the seat belt message.

**Outreach**

Outreach Event / Partner	Number of Contacts
Safety Awareness Day	400
Mount Pleasant Activities	300
Rhode Island Safe Kids	500
Rhode Island Department of Elderly Affairs	200
Rhode Island Training School Health Fair	100
GM Safe Driving School, Driver Skills Enhancement Course	100
Woonsocket High School Presentation	
RI DOT Construction Career Days	1,200
"Click It or Ticket" Campaign, May 23 – June 5	
Cranston COZ (Child Opportunity Zone)	200
West Greenwich Health Fair	4,200
Family Fun Fair (Kiwanis of Blackstone Valley/Peters Pawtucket)	200
Riverside Girl Scouts/Brownies	25
University of Rhode Island Presentation	75
Department of Children, Youth and Families	
Boys and Girls Clubs of Newport County	500
Cranston YMCA Bike Safety Day	400
Slatersville Pre-school	60
Cub Scout Pack 104, East Side Providence	250
Rumford – Pack 3	40
Mary Fogarty School (Providence)	
Woonsocket Safe Communities	180
West Greenwich Police Department	70
Providence Police Department	200
Other Local Rhode Island Police Departments	
State Police	400
Brown University "Get Safe Day"	100
Drivers' Training - Community College of RI	250
Providence Journal High School Newspaper Inserts	22,690
<b>Total Number of Contacts</b>	<b>32,640 +</b>

**Appendix:  
PAID MEDIA REPORT, FY 2005**

**Program Overview**

During Federal Fiscal Year 2005, the Office on Highway Safety (OHS) conducted a statewide paid media program to increase the use of safety belts and child passenger restraints and to reduce impaired driving. The priorities of this program were the paid media components of the “Click It or Ticket” (CIOT) and “You Drink and Drive. You Lose” (YDYDYL) Campaigns.

As requested by National Highway Traffic Safety Administration (NHTSA) New England Regional Administrator Phil Weiser on August 28, 2005 at the New England Regional Meeting of the Governor’s Highway Safety Association in Norfolk, Virginia, the “Click It or Ticket” paid media will be included as part of the Section 157 (Innovative) Annual Report.

**Paid Media to Support High Visibility Traffic Enforcement**

**October 2004-September 2005 YDYDYL and CIOT Sustained Enforcement**

During FY 2005, the OHS developed a sports marketing program that included radio advertisements during broadcast of Boston Red Sox baseball, New England Patriots football, University of Rhode Island football and basketball, Providence College basketball, and Providence Bruins hockey. These customized spots were previously developed by NHTSA’s public relations contractor GMMB and NHTSA’s present contractor, The Tombras Group, for national mobilizations and crackdowns, primarily to support sustained year-round enforcement of drunk-driving laws. Playoff and World Series appearances by the Boston Red Sox and New York Yankees presented a unique opportunity to extend the reach of the OHS sports marketing campaign, as did the New England Patriots drive to the Super Bowl. In December 2004, the Rhode Island State Police (RISP) partnered with the New England Patriots to secure the services of Linebacker Roosevelt Colvin as a celebrity spokesman for the YDYDYL campaign. At the request of RISP, the OHS provided a script (a modified version of a spot already in-use, featuring Colonel Steven Pare, Superintendent of the RISP) and arranged for production of a new spot, featuring both Mr. Colvin and Colonel Pare.

Details of CIOT Sustained Enforcement media buy (Sports Marketing), October 2004 – September 2005:

Radio Gross Ratings Points (GRP)	60.8
Paid Radio Spots	1,059
Bonus Radio Spots	562
Paid Cost (Incl. Radio)	\$72,638

Additionally, under a contract signed by the Acting Administrator of the OHS in October of 2003, sustained drunk-driving enforcement was supported through November of 2004 by :07 radio spots – sponsorship of “Hot Spots” (club listings) on two Citadel stations. Citadel extended this program for an additional month (through December 2004) at no charge.

**October – December 2004 Sustained Monthly Enforcement (“Hot Spots”)**

Details of media buy for “Hot Spots”, October – December 2004:

Paid Radio Spots	400
Bonus Radio Spots	200
Paid Radio Cost	\$8,333.33

**November 2004 – January 2005 YDYDYL Blitz**

Based on national research that the Tombras Group provided to the OHS, the primary target audience for this campaign was males between the ages of 21 and 34. The Tombras Group reviewed proposals from media outlets, and provided recommendations for improvement that the OHS incorporated into its plan. Special efforts were made to reach high-risk populations: Spanish-speakers and pick-up truck drivers.

The OHS used NHTSA’s national 30-second television and radio spots. The radio script was re-recorded to add the tag line: “If you see a drunk driver, pull over and dial star-seven-seven on your cell phone.” (“\*77” or “\*SP” is the toll-free connection to the Rhode Island State Police roadway emergency line.)

Details of media buy for YDYDYL blitz, November, 2004 – January, 2005:

	<b>Exposure*</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Cable	717.2 (M 18-34) GRP	479	480	\$18,513
TV	704.5 GRP	405	170	\$85,317
Radio	494.5 GRP	525	260	\$33,815
Print		5		\$1,575
Outdoor	366,100 DEC	2		\$12,360
<b>Total</b>		<b>1416</b>	<b>910</b>	<b>\$151,580</b>

\* GRP refers to Gross Rating Points, in this case for the target audience – males, 18 to 34 years of age. GRP is the product of multiplying the number of viewers or listeners by the number of times a spot is aired. DEC refers to Daily Estimated Circulation, the number of people passing by

## June – July 2005 YDYDYL Blitz

Details of media buy for YDYDYL Blitz, June – July, 2005:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	225.7 GRP	611	83	\$35,643
Outdoor	333,200 DEC	2		\$12,500
<b>Total</b>		613	83	\$48,143

## August – September 2005 YDYDYL Blitz

Details of media buy for YDYDYL Blitz, August – September 2005:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	618.8 GRP	680	110	\$49,420
Print		2		\$900
Outdoor	160,100 DEC	2		\$7,500
<b>Total</b>		684	110	\$57,820

### Paid Media Assessment

To determine the impact of paid and earned YDYDYL media efforts, the OHS conducted two 400-person telephone surveys (pre/post enforcement).

Key findings from the surveys included:

- Awareness of “You Drink and Drive. You Lose” increased by a factor of six.
- The share of respondents who recalled the slogan, “You Drink and Drive. You Lose,” rose from 6.8 percent to 40.2 percent.

Note also that the share of crash fatalities in Rhode Island that were alcohol-related dropped seven percentage points (from 57 percent in 2003 to 50 percent in 2004). The national rate dropped one percentage point (from 40 percent in 2003 to 39 percent in 2004).

## Paid Media to Support Education / Awareness

### February 2005 National Child Passenger Safety (CPS) Week Education and Checking Station Awareness

The primary target audience was females between the ages of 25 and 44. The OHS modified a :60 spot (“Click It or Ticket – Kids”) previously developed in-house in conjunction with Citadel Communications to turn the spot into a booster-seat awareness-only spot. Additionally, the OHS utilized Metro Networks for :10 traffic and weather sponsorships that aired on more than 20 stations in the Providence market.

Details of the media buy for National CPS Week education and checking station awareness, February 2005:

Radio GRP	283.2
Paid Radio Spots	243
Bonus Radio Spots	38
Paid Radio Cost	\$17,947

### April 2005 National Work-Zone Safety Awareness Week

Through the RIDOT Public Affairs Office, the OHS utilized Metro Networks for :10 morning and afternoon drive-time traffic and weather sponsorships that aired on more than 20 stations in the Providence market. The Federal Highway Administration/American Association of State Transportation Officials script was employed. The OHS localized the spots through the voice of a Rhode Island law enforcement officer.

Details of the media buy for National Work-Zone Safety Awareness Week, April 2005:

Radio GRP	109.2
Paid Radio Spots	114
Paid Radio Cost	\$5,472

## Website

As a bonus (for no-charge), several television and radio stations displayed on their websites a “banner” adapted from the “\*77” outdoor ads by the Tombras group.

The three Citadel stations that aired the OHS spots for National Child Passenger Safety Week posted CPS material on their sites.





**Fax**

To: Philip Weiser

Fax #: gFq \_06 c/6

From the desk of... Sharon Bazar

**OFFICE ON HIGHWAY SAFETY**

222-1142 Direct Line

222-3942 Fax

*sbazargdotstate.us*

Date:

12/30/05

Subject:

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No. of Pages (Includes cover sheet)

**Message**

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HIGHWAY SAFETY PROGRAM COST SUMMARY - 402 FUNDS AND 408 FUNDS

Authorized by 23 U.S.O Chapter 4	U.S. Department of Transportation National Highway Traffic Safety Administration Federal Highway Administration		O.M.B. No. (To Be Revised)	
OFFICE ON HIGHWAY SAFETY	By: Staff                      State: Rhode Island		Page 1 of 1	
	FY 2005		Estimated Costs	
PROGRAM AREA	ACCOUNTING CODE	OBLIGATED AMT	PROG. MATCH	FEDERAL SHARE TO LOCAL
402 FUNDS				
Planning & Administration	Pftr2005-00	67,959.85	191,000.00	- 0-
Alcohol	AL-2005-00	217,893.64	4,165,781.72	26,226.57
Occupant Protection	OP-2005-00	150,013.22	1,503,890.95	31,143.69
Pedestrian/Bicycle Safety	PS-2005-00	36,891.16		1,803.99
Police Traffic Services	PT-2005-00	114,449.49	4,227,781.72	76,412.67
Traffic Records	TR-2005-00	40,000.00	0-	1,072.11
Safe Communities	SA-2005-00	141,233.31		118485.05
-Traffic-Court --	TC-2005-00_	20,000.00		- 0-
Paid Advertising	PM-2005-00	211,094.61		116,834.29
<b>GRAND TOTAL</b>		1,059,535.28	10,098,454.39	371,978.37

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Financial Summary

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Rhode Island

**Status of Obligations and Expenditures**

Page: 1

2005-FINAL

Report Date: 12/30/2005

Posted: 12/30/2005

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Forward into Next FY	Unobligated Balance	Unexpended Balance
<i>NHTSA</i>									
<i>NHTSA 402</i>									
<i>Planning and Administration</i>									
	DA-2005-00-03-00				\$67,959.85	\$67,959.85	\$10,000.00		\$0.00
	Planning and Administration				\$67,959.85	\$67,959.85	\$10,000.00		\$0.00
	Total								
<i>Alcohol</i>									
	AL-2005-00-00-00				\$155,210.65	\$155,210.65	\$133,891.99		\$0.00
	Alcohol Total				\$155,210.65	\$155,210.65	\$133,891.99		\$0.00
<i>Occupant Protection</i>									
	6P-2005-00-00-00				\$112,239.08	\$112,239.08	\$162,774.14		\$0.00
	Occupant Protection Total				\$112,239.08	\$112,239.08	\$162,774.14		\$0.00
<i>Pedestrian/cycle Safety</i>									
	PS-2005-00-00-00				\$19,783.70	\$19,783.70	\$120,898.46		\$0.00
	Pedestrian/Bicycle Safety				\$19,783.70	\$19,783.70	\$120,898.46		\$0.00
	Total								
<i>Police Traffic Services</i>									
	PT-2005-00-00-00				\$76,440.23	\$76,440.11	\$238,009.26		\$0.00
	Police Traffic Services Total				\$76,440.23	\$76,440.23	\$238,009.26		\$0.00
<i>Traffic Records</i>									
	TR-2005-00-00-00				\$13,605.57	\$13,605.57	\$106,394.43		\$0.00
	Traffic Records Total				\$13,605.57	\$13,605.57	\$106,394.43		\$0.00
<i>Safe Communities</i>									
	SA-2005-00-00-00				\$118,529.27	\$116,529.27	\$44,804.04		\$0.00
	Safe Communities Total				\$118,529.27	\$116,529.27	\$44,804.04		\$0.00
<i>Traffic Courts</i>									
	TC-2005-00-00-00				4.00	\$0.00	\$80,000.00		\$0.00

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State: Rhode Island

U.S. Department of Transportation National Highway Traffic Safety Administration

**Status of Obligations and Expenditures**

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2005-FINAL

Report Date: 12/30/2005

Posted: 12/30/2005

Program Area	Project	Description	Obligation Urnitabon	Carry	Obligated funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	Traffic Courts Total				\$,00	4.00	450,000.00		\$,00
	<i>Paid Advertising</i>								
	PM-2005-00-00-00				\$116,857.62	\$116,857.62	\$194,236.99		\$,00
	Paid Advertising Total				\$116,657.62	\$116,8-57.62	\$194,236.99		\$,00
	<i>NHTSA 402 Total</i>		\$768,600.00	\$1,002,635.28	\$660,625.97	\$680,625.97	\$1,091,009.31	\$,00	5.00
	<b>405 Occupant Protection</b>								
	32-2005-00-00-00				\$83,954.78	\$133,954.70	\$357,087.75		\$,00
	405 Occupant Protection Total				\$83,954.78	\$83,954.78	\$357,087.75		\$,00
	<i>72 Paid Media</i>								
	72PM-2005-00-00-00				\$38,447.00	\$38,447.00	\$75,009.00		\$,00
	32 Paid Media Total				\$36,447.00	\$38,447.00	\$75,000.00		\$,00
	<i>405 Occupant Protection Total</i>		\$167,282.00	\$387,207.53	\$122,401.78	\$122,401.78	\$432,037.75		5.00
	<b>New 410 Alcohol</b>								
	38-2005-00-00-00				\$36,659.89	\$36,659.89	\$339,936.61		\$,00
	New 410 Alcohol Total				\$35,659.89	\$36,659.89	\$339,936.61		\$,00
	<i>78 Paid Media</i>								
	18PM-2005-00-00-00				\$134,436.25	\$134,436.25	\$24,337.25		\$,00
	38 Paid Media Total				\$134,436.25	\$134,435.25	\$24,337.25		\$,00
	<i>New 410 Alcohol Total</i>		\$197,478.00	\$337,892.00	\$171,096.14	\$171,096.14	\$364,273.86	5.00	5.00
	<b>411 Data Program</b>								
	39-2005-00-00-00				\$30,535.19	\$30,535.19	\$,00		\$,00
	411 Data Program Total		\$,00	\$30,535.19	\$30,535.19	\$30,535.19	\$,00	\$,00	\$,00
	<i>200313 Child Pass. Protect</i>								
	13-2005-00-09-00				\$32,366.72	\$32,366.72	\$5,316.36		\$,00

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State: Rhode Island

U.S. Department of Transportation National Highway Traffic Safety Administration

**Status of Obligations and Expenditures**

2005-FINAL

Page: 3  
Report Date: 12/30/2005

Posted: 12/30/2005

Program Area	Project	Description	Obligation Limitation	Carry Fw	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
20039	Child Pass. Protect	Total	\$ .00	\$37,683.08	\$32,366.72	532,366.72	\$5,316.36	\$ .00	\$ .00
157	Incentive Funds								
	1570P-2405-0040-00				4.00	\$ .00	\$167,587.00		\$ -00
	157 Occupant Protection Total				\$ .00	4.00	\$167,587.00		\$ .00
	157 Incentive Funds Total		\$103,114.00	566,473.00	\$ .00	\$ .00	4167,587.00	\$ .00	\$ .00
157	Innovative Funds 2003								
	IN3-2005-00-00-00				4.00	\$ .00	\$ .00		\$ .00
	157 Innovative FY 2003 Total				\$ .00	\$ .00	4.00		\$ .00
157	Innovative Paid Media FY 2003								
	IPM3-2005-00-00-00				\$3,665.44	\$3,665.44	\$ .00		\$ .00
	157 Innovative. Paid Media FY 2003 Total				\$3,665.44	\$3,665.44	\$ .00		4.00
	157 Innovative Funds 2003 Total		\$ .00	53,665.44	53,665.94	53,665.44	\$ .00	\$ .00	5.00
157	Innovative Funds 2009								
	IN4-2005-00-00-00				\$ .00	\$ .00	\$ .00		\$ .00
	157 Innovative FY 2004 Total				4.00	\$ .00	\$ .00		5.00
157	Innovative Paid Media FY 2004								
	1PM4-2005-00-00-00				\$139,033.77	\$139,033.77	\$ .00		5.00
	157 Innovative Paid Media FY 2004 Total				\$139,033.77	\$139,033.77	5.00		5.00
	157 Innovative Funds 2004 Total		4.00	\$139,033.77	4139,033.77	\$139,033.77	\$ .00	5.00	\$ .00
157	Innovative Funds 2005								
	1N5-2005-00-00-00				4175,370.74	\$176,370.74	\$66,038.85		\$ .00
	157 Innovative FY 2005 Total				\$176,370.74	\$176,370.74	\$66,038.85		4.90
157	Innovative Paid Media FY 2005				\$77,590.43	\$77,590.41	\$ .00		\$ .00
	WM5-2005-00-00-00								

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State: Rhode Island

U.S. Department of Transportation National Highway Traffic Safety Administration

**Status of Obligations and Expenditures**

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2005-FINAL

Report Date: 12/30/2005

Pasted 12/30/2005

Program Area	Project	Description	obligation Limitation	Carry Fwd	obligated Funds.	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	157 innovative Paid Media Ff				\$77,590.41	\$77,590.41	\$,00		\$,00
	1005 Total								
	157 Innovative Funds 2005		\$320,000.00	\$,00	\$253,961.15	\$253,961.15	\$66,038.55	\$,00	- \$,00
	Total								
	164 Transfer Funds								
	164RA-2005-D0-00-00				\$537.49	\$537.49	\$837.56		\$,00
	164 Planning and Administration Total				\$537.49	\$537.49	\$837.56		4.00
	<b>164 Alcohol</b>								
	164AL-2005-00-00-00				\$325,072.79	4325,072.79	\$692,607.75		\$,00
	164 Alcohol Total				\$325,072.79	\$325,072.79	\$692,607.75		\$,00
	164 Hazard Elimination								
	164HE-2005-00-00-00				\$106,437.53	\$106,432.53	\$4,527,960.14		\$,00
	164 Hazard Elimination Total				\$106,432.53	1106,432.53	\$4,527,960.14		\$,00
	164 Transfer Funds Total		\$2,154,822.00	\$3,496,626.26	\$432,042.81	\$432,042.81	\$5,221,405.45	\$,00	\$,00
	NHTSA Total		\$3,709,496.00	\$5,503,951.55	\$1,865,728.97	\$1,865,728.97	\$7,347,718.58	\$,00	4.00
	Total		\$3,709,496.00	\$5,503,951.55	\$1,665,720.97	\$1,865,728.97	\$7,347,718.55	\$,00	\$,00

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Program Cost Analysis



2005 HSP APPROVED COST SUMMARY			
NHTSA AND FHWA FUNDS			
	TOTAL	EXPENDITURES	BALANCE
PA (402)	67,959.85	67,959.85	0,00
AL (402)			
INTERNS-2	6,000.00	4,665.29	1,334.71
SPECIAL PROJECTS MGR	34,500.00	26,431.79	8,068.21
FIELD MONITOR	33,500.00	18,196.91	15,303.09
EXECUTIVE ASSISTANT	28,000.00	27,529.99	470.01
COORDINATOR	49,000.00	46,965.45	2,034.55
RESOURCE CENTER-NOVELTIES	20,242.50	4,767.95	15,474.55
RESOURCE CENTER-YEAR END EVALUATION	7,464.50	5,149.10	2,315.40
MINORITY OUTREACH	1,340.32	930.00	410.32
AUDIT FEES (VARIOUS)	683.42	45.55	637.87
DRE TRAINING	22,162.90	10,982.14	11,180.76
STATE POLICE-DRUG DRIVING	15,000.00	9,546.48	5,453.52
TOTAL ALCOHOL	217,893.64	155,210.65	62,682.99
OP (402)			
EXECUTIVE ASSISTANT	28,000.00	27,544.05	455.95
COORDINATOR	49,000.00	47,013.64	1,986.36
MIS COST CENTER CHARGES	2,416.21		2,416.21
MINORITY OUTREACH SEATBELT PRGM	10,344.88	930.00	9,414.88
RESOURCE CENTER	20,093.93	18,246.97	1,846.96
RESOURCE CENTER--YEAR END EVALUATION	5,200.00	5,149.05	50.95
STATE POLICE CONVINCER	8,900.00	2,955.07	5,944.93
STATE POLICE CPS	300.00		300.00
STATE POLICE SEATBELT/CHILD RESTRAINT ENF.	20,000.00	9,011.65	10,988.35
AUDIT FEES (VARIOUS)	1,425.20	1,388.65	36.55
ENFORCEMENT PATROLS—CIOT FY06	4,333.00		4,333.00
TOTAL OCCUPANT PROTECTION	150,013.22	112,239.08	37,774.14
PS (402)			
FIELD MONITOR	24,709.00	18,245.29	6,463.71
PEDESTRIAN/BICYCLE SAFETY PROGRAM	3,000.00	1,494.88	1,505.12
MIS COST CENTER CHARGES (VARIOUS)	914.49		914.49
RESOURCE CENTER	361.05		361.05
MINORITY OUTREACH	7,541.63		7,541.63
AUDIT FEES (VARIOUS)	364.99	43.53	321.46
TOTAL PEDESTRIAN/BICYCLE SAFETY	36,891.16	19,783.70	17,107.46
PT (402)			
S. P,-SPEED/AGGRESS DRIVING	82,200.00	76,412.67	5,787.33
STATE POLICE-CAR	17,000.00		17,000.00
SPEED MONITORING TRAILERS	15,149.49		15,149.49
AUDIT FEES (VARIOUS)	100.00	27.56	72.44
TOTAL POLICE TRAFFIC SERVICES	114,449.49	76,440.23	38,009.26

TR (402)			
TR-COORDINATOR	22,000.00	12,533.46	9,466.34
TR—WHAREHOUSE/FACILITATOR/MISC.	18,000.00	1,072.11	16,927.89
TOTAL TRAFFI C RECORDS	40,000.00	13,605.57	26,394.43
SA (402)			
WOONSOCKET SAFE COMMUNITIES	30,854.73	20,555.87	10,298.86
PROV. SAFE COMMUNITIES	110,278.58	97,929.18	12,349.40
AUDIT FEES	100.00	44.22	55.78
TOTAL SAFE COMMUNIT IES	141,233.31	118,529.27	22,704.04
TC (402)			
JUDGES/PROSECUTORS TRAINING	5,000.00		5,000.00
JUDICIAL TRAINING	75,000.00		75,000.00
TOTAL TRAFFI C COURT	80, 000, 00		80,000.00
PM (402)			
MEDIA	117,000.00	116,833.89	166.11
MEDIA--SPEED	43,000.00		43,000.00
MEDIA--GDL	51,000.00		51,000.00
AUDIT FEES	94.61	23.73	70.88
TOTAL PAID MEDIA	211,094.61	116,857.62	94,236.99
TOTAL NHTSA 402 FUNDS	1,059,535.28	680,625.97	378,909.31

