

State of Rhode Island *Highway Safety Annual Report* *Federal Fiscal Year 2007*

prepared for

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

developed and presented by

**The Rhode Island Department of Transportation
Office on Highway Safety
Two Capitol Hill, Suite 106
Providence, Rhode Island 02903-1111**

*Donald L. Carcieri, Governor
State of Rhode Island*

*Jerome F. Williams, Director
Department of Transportation*

December 27, 2007



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Highway Safety Plan Credits Rhode Island Department of Transportation

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1.0 Highway Safety in Rhode Island

1.1 Introduction¹

In 2006, 43,085 motor vehicle crashes, or one crash every 12 minutes, occurred on Rhode Island's highways resulting in 81 deaths and 1,313 serious injuries. The human and economic consequences of these crashes are unacceptable, unaffordable, and largely avoidable. Over the past five years, traffic crashes have cost the residents of Rhode Island \$3.9 billion.² Improving traffic safety, therefore, is an important goal for the Rhode Island Department of Transportation (RIDOT).

The Office on Highway Safety (OHS) of the RIDOT is the agency responsible for implementing Federally funded highway safety projects in Rhode Island. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the mission of the OHS consists of two goals:

- To reduce the number of fatalities and serious injuries on Rhode Island's roadways; and
- To reduce the number of traffic crashes and the severity of their consequences.

In its *Highway Safety Plan for Federal Fiscal Year (FFY) 2007*, the OHS assessed highway safety in Rhode Island based on fatal and crash data, isolated problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island *Highway Safety Annual Report* reviews the execution of that plan.

¹ Per the approval of the National Highway Traffic Safety Administration in a memo dated December 13, 2007, the Rhode Island Office on Highway Safety will be submitting its Federal Fiscal Year 2007 Highway Safety Program Financial Close Out on or before the approved extension date of February 29, 2008.

² National Highway Traffic Safety Administration, *The Economic Impact of Motor Vehicle Crashes*, 2000.

1.2 Crash Summary

In Rhode Island, the total number of crashes decreased between 2004 and 2006, from 45,267 in 2004 to 43,085 in 2006 or 4.8 percent. The number of fatal and incapacitating injuries, however, decreased 17 percent between 2004 and 2006. Six fewer lives were lost in 2006 than in 2005, and 16 fewer serious injuries were sustained. Drivers age 16 to 20 were involved in significantly fewer fatal crashes in 2006 than in 2005, down from 20 to 14 (or 30 percent). According to the observed restraint use survey, Rhode Island saw an increase in the safety belt use rate from 74 percent in 2006 to 79 percent in 2007.

Unfortunately, from 2004 to 2006, Rhode Island also experienced increases in both pedestrian and motorcyclist fatalities. Speed continued to be a problem and was a factor in 52 percent of the total fatalities. Table 1.1 provides detail on Rhode Island highway safety trends from 2002 to 2006.

Table 1.1 Traffic Safety Trends in Rhode Island
2002 to 2006

Crash Data/Trends ^{a,b,c}	Progress Report Data 2002 to 2006				
	2002	2003	2004	2005	2006
Fatalities - actual	84	104	83	87	81
Fatality rate/100 million VMT	1.03	1.24	0.98	1.05	0.98
Fatality rate/100,000 population	7.86	9.67	7.69	8.08	7.59
Serious injuries - actual	1,845	1,887	1,600	1,329	1,313
Fatality and serious injury rate/100 million VMT	23.69	23.80	19.86	17.06	16.80
Fatal and serious injury rate/100,000 population	180.53	185.08	155.85	131.58	130.57
Month of most fatal crashes	Jul/Aug	Mar	Jun	Jul	Aug
Day of most fatal crashes	Sat.	Sun.	Sat.	Sat.	Sun.
Time of most fatal crashes	1-4 a.m.	10 p.m.- 1 a.m.	10 p.m.- 4 a.m.	7 p.m.- 10 p.m.	1-4 a.m./ 1-4 p.m.
Alcohol-related fatalities	46	59	43	48	42
Proportion of alcohol-related fatalities	0.55	0.57	0.52	0.55	0.51
Alcohol-related fatality rate/100 million VMT	0.56	0.71	0.51	0.58	0.51
Alcohol-related fatality rate/100,000 population	4.30	5.48	3.98	4.46	3.93
Percent of population observed using safety belts	71%	74%	76%	75%	74%
Speed fatalities - actual	46	55	44	39	42
Speed fatality rate/100 million VMT	0.56	0.66	0.52	0.47	0.51
Speed fatality rate/100,000 population	4.30	5.11	4.07	3.62	3.93
Nonmotorist fatalities - actual	10	15	7	15	16
Nonmotorist fatality rate/100 million VMT	0.12	0.18	0.08	0.18	0.19
Nonmotorist fatality rate/100,000 population	0.94	1.39	0.65	1.39	1.50
Nonmotorist serious injuries - actual	177	147	156	145	143
Nonmotorist fatality and serious injury rate/ 100 million VMT	2.30	1.94	1.92	1.93	1.92
Nonmotorist fatal and serious injury rate/ 100,000 population	17.50	15.06	15.09	14.87	14.89

Table 1.1 Traffic Safety Trends in Rhode Island (continued)
2002 to 2006

Crash Data/Trends ^{a,b,c}	Progress Report Data 2002 to 2006				
	2002	2003	2004	2005	2006
Pedestrian fatalities - actual	9	14	7	14	15
Pedestrian fatality rate/100 million VMT	0.11	0.17	0.08	0.17	0.18
Pedestrian fatality rate/100,000 population	0.84	1.30	0.65	1.30	1.40
Pedestrian serious injuries - actual	132	103	114	103	107
Pedestrian fatality and serious injury rate/ 100 million VMT	1.73	1.40	1.43	1.41	1.47
Pedestrian fatal and serious injury rate/ 100,000 population	13.20	10.88	11.20	10.87	11.43
Pedalcyclist fatalities - actual	1	1	0	1	1
Pedalcyclist fatality rate/100 million VMT	0.01	0.01	0.00	0.01	0.01
Pedalcyclist fatality rate/100,000 population	0.09	0.09	0.00	0.09	0.09
Pedalcyclist serious injuries - actual	45	44	42	42	36
Pedalcyclist fatality and serious injury rate/ 100 million VMT	0.56	0.54	0.50	0.52	0.45
Pedalcyclist fatal and serious injury rate/ 100,000 population	4.30	4.18	3.89	4.00	3.47
Motorcycle and ATV fatalities - actual	9	13	11	14	16
Motorcycle fatality rate/100 million VMT	0.11	0.16	0.13	0.17	0.19
Motorcycle fatality rate/100,000 population	0.84	1.21	1.02	1.30	1.50
Motorcycle serious injuries - actual	137	134	138	133	107
Motorcycle fatality and serious injury rate/ 100 million VMT	1.79	1.76	1.76	1.77	1.48
Motorcycle fatal and serious injury rate/ 100,000 population	13.66	13.67	13.80	13.66	11.52
Young drivers involved in fatal crashes - actual ^d	20	25	17	20	14
Young drivers in fatal crashes/100 million VMT	0.25	0.30	0.20	0.24	0.17
Young drivers in fatal crashes/100,000 population	1.87	2.32	1.57	1.88	1.31
Young drivers in serious injury crashes - actual	437	380	416	320	300
Young drivers in fatal and serious injury crashes/ 100 million VMT	5.61	4.84	5.11	4.10	3.78
Young drivers in fatal and serious injury crashes/ 100,000 population	42.77	37.65	40.10	31.59	29.41

Note: All Vehicle Miles Traveled (VMT) data are from the RIDOT. All population data are from the U.S. Census Bureau.

^a "Serious Injuries" here as elsewhere in 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 the consideration in OHS program planning. Totals include only those that occurred on public roadways (excluding parking lots or private property).

^b Rhode Island did not start electronic data transmission of traffic crashes until 2001.

^c 2005 VMT were used to calculate metrics since VMT for 2006 is not available.

^d Young drivers are defined as those age 16 to 20.

1.3 Challenges

Eight problem areas were focused on in the OHS' *FFY 2007 Highway Safety Plan*. These included:

1. **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
2. **Occupant Protection** - Failure to use seatbelts and appropriate child passenger safety (CPS) restraints.
3. **Speed** - Speed and related recklessness as a contributor to deaths and serious injuries on the road.
4. **Young Drivers** - The over-representation of young drivers in fatal and serious injury crashes.
5. **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island's roadways.
6. **Other Road Users** - The safety of pedestrians, pedalcyclists, and school bus passengers.
7. **Traffic Records - Data Collection, Analysis, and Improvement** - Improving the timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
8. **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

The OHS established an ambitious set of goals to mitigate these problems in Rhode Island, as shown in Table 1.2.

Table 1.2 FFY 2007 Highway Safety Program Area Goals

Problem Area	FFY 2007 Goal
Impaired Driving	<ul style="list-style-type: none"> • Reduce the number of alcohol-related fatalities. • Reduce the percentage of fatalities that are alcohol-related.
Occupant Protection	<ul style="list-style-type: none"> • Increase the seatbelt use rate.
Speed	<ul style="list-style-type: none"> • Reduce the role of speeding in highway deaths.
Young Drivers	<ul style="list-style-type: none"> • Reduce crash fatalities among young drivers. • Reduce crash injuries among young drivers.
Motorcycles	<ul style="list-style-type: none"> • Reduce crashes and fatalities among motorcyclists and their passengers.
Other Road Users	<ul style="list-style-type: none"> • Reduce the number of fatalities among pedestrians. • Maintain the low number of fatalities among pedalcyclists. • Maintain the low number of fatalities on school buses.
Traffic Records – Data Collection, Analysis, and Improvement	<ul style="list-style-type: none"> • Expand and improve data bases on highway safety. • Improve data integration and coordination with highway safety stakeholders.
Planning and Administration	<ul style="list-style-type: none"> • Administer a fiscally responsible, effective highway safety program that addresses the State’s specific safety characteristics.

1.4 Accomplishments

Rhode Island achieved several improvements in highway safety in FFY 2007. A brief summary of these accomplishments are described below, with detail provided in Section 3.0 of this report.

- ★ Fewer Fatalities and Serious Injuries – six fewer lives were lost than in 2005, and 16 fewer serious injuries were sustained.

Impaired Driving:

- Reduction in alcohol-related fatalities – 12.5 percent reduction in alcohol-related fatalities from 48 in 2005 to 42 in 2006.

- Reduction of 14.7 percent in crashes involving at least one driver or motorcycle operator with a blood alcohol content (BAC) at or above the legal limit (.08 g/dl).
- Increased total number of DWI charges filed from 2,227 in 2005 to 2,519 in 2006.

Occupant Protection:

- Increase in seatbelt use rate – increase from 74 percent in 2006 to 79.1 percent in 2007 – an all-time record high.
- Increase in enforcement of seatbelt law – increased number of citations for failure to use proper restraints issued during the national “Click It or Ticket” (CIOT) enforcement mobilization up to 2,226 in 2007 from 2,024 in 2006.

Speed:

- Improved data accuracy and timeliness of processing and posting of speeding violations for five pilot community police departments and all State Police barracks through the E-Citation program.

Young Drivers:

- Reduced crash fatalities and injuries involving young drivers from 2005 to 2006.
- Partnered with radio station HOT 106 during “Friday Night Football” to promote Zero Tolerance, occupant protection, and speed prevention among young drivers.
- Collaborated with AAA and the Community College of Rhode Island (CCRI) to expand the Pre-Permit Parent/Teen workshops currently offered to AAA members.

Motorcycles:

- Assisted CCRI with offering additional motorcycle safety classes and helped streamline the registration process.
- Developed a Motorcycle Awareness Month Public Service Announcement (PSA) and bought paid media to support increased distribution.

Other Road Users:

- Participated in five regional Safety Days emphasizing passenger, pedestrian, and bicycle safety.

Traffic Records – Data Collection, Analysis, and Improvement:

- OHS applied for and was awarded second year traffic records Section 408 grant funding.
- OHS held multiple Traffic Records Coordinating Committee (TRCC) meetings and conducted outreach to additional safety and traffic records stakeholders.

Planning and Administration:

- OHS participated with the National Highway Traffic Safety Administration (NHTSA) on an Occupant Protection Special Management Review.
- OHS completed a Corrective Action Plan for the FFY 2005 Management Review.

Although it was not highlighted as a program area in the *Highway Safety Plan*, Rhode Island achieved noteworthy accomplishments in the area of Racial Profiling:

- Conducted a full year of diverse outreach with new Highway Safety Program Coordinator through on-site visits to minority leader agencies, meetings, and earned/paid media.
- Developed and solicited a Request for Proposals (RFP) to generate programs to enhance law enforcement/minority collaboration while prohibiting racial profiling.
- OHS Law Enforcement Liaison (LEL), in concert with NHTSA LEL, finalized Rhode Island-Appropriate Professional Traffic Stop Training Manual in preparation for aggressive law enforcement training program.
- Initiated review and discussion of the revised Professional Traffic Stop Training Manual with minority community representatives.

2.0 Trends in Rhode Island Highway Safety Data, 1997-2006

The following figures provide “Select Performance Measures” that the NHTSA has used and that the Governors Highway Safety Association (GHSA) has recommended. See: GHSA, Guidelines for Developing Highway Safety Performance Plans, pages 17-18.

Achievements in the most recent year for which there is complete data (2006) are highlighted in the tables below. Trends from 1997 to 2001 can be considered “baseline” and from 2002 to the present, “progress.” When baseline data are inadequate or unavailable, only five-year trends are charted.

2.1 Bottom Line Performance Measures

Figure 2.1 Number of Crashes
Achieved a 7% Reduction

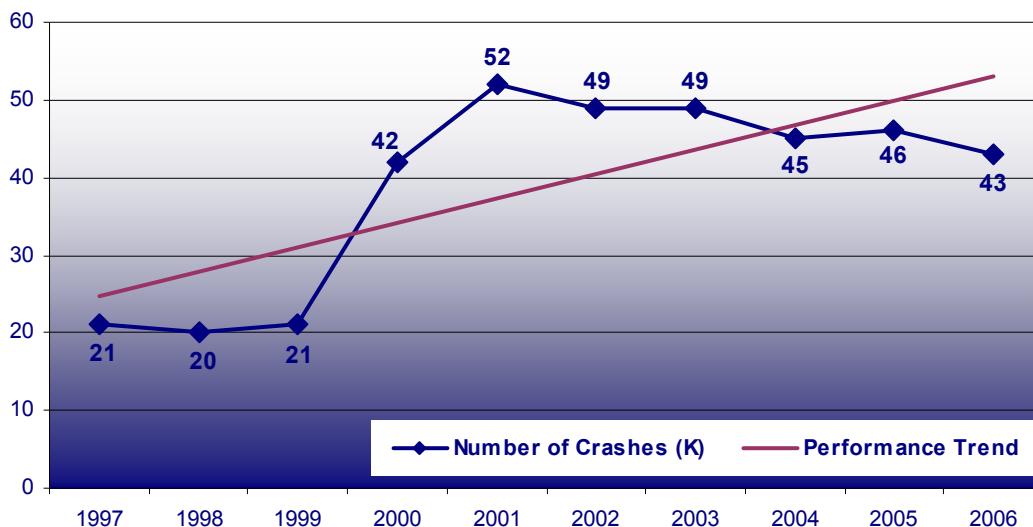


Figure 2.2 Number of Fatalities (Actual)
Six Fewer Fatalities

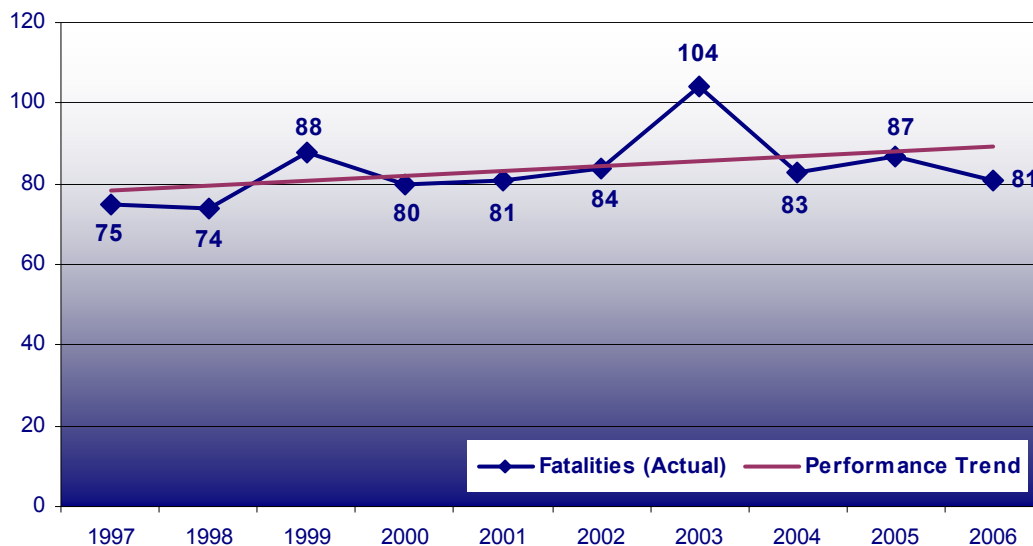


Figure 2.3 Fatality Rate per 100 Million (M) VMT
Achieved a 6.9% Reduction

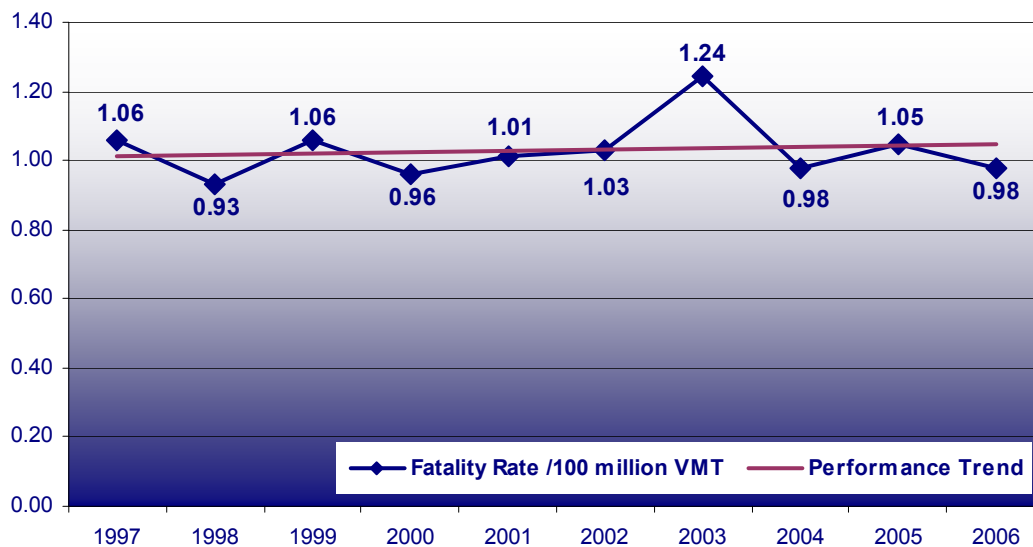


Figure 2.4 Fatality Rate per 100,000 Population
Achieved a 6.2% Reduction

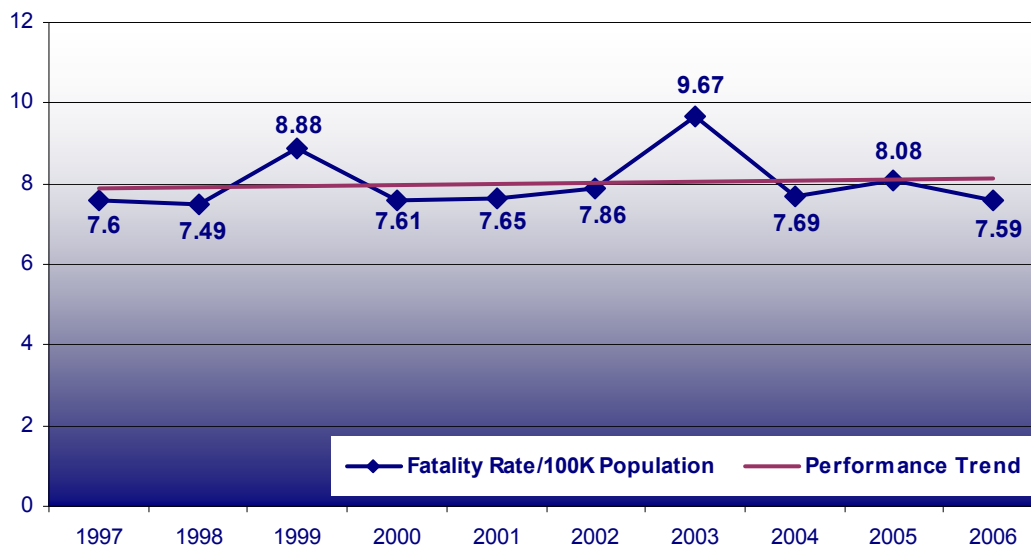
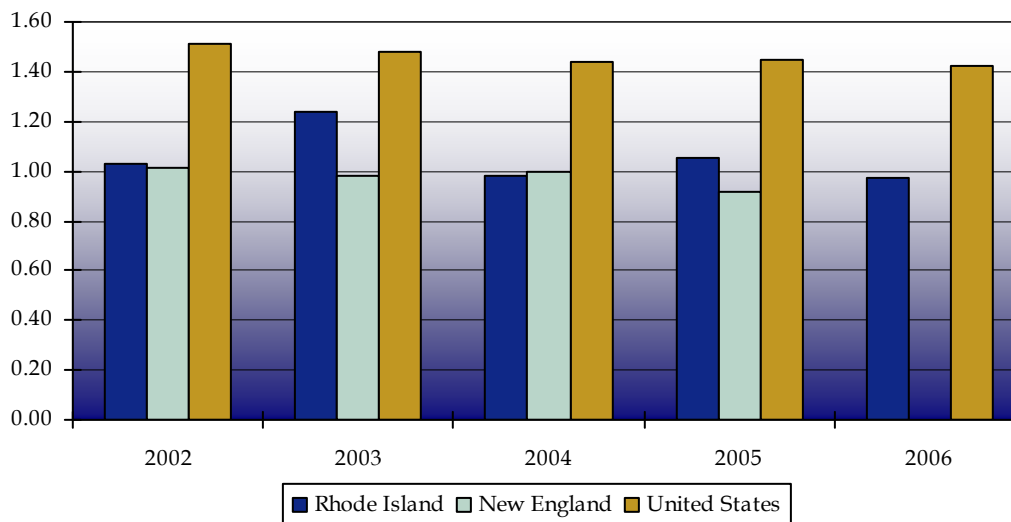


Figure 2.5 Rhode Island, New England, U.S. Fatality Rate per 100 M VMT, 2002 to 2006^a



^a New England data are unavailable for 2006.

Figure 2.6 Number of Serious Injuries
Achieved a 1.2% Reduction

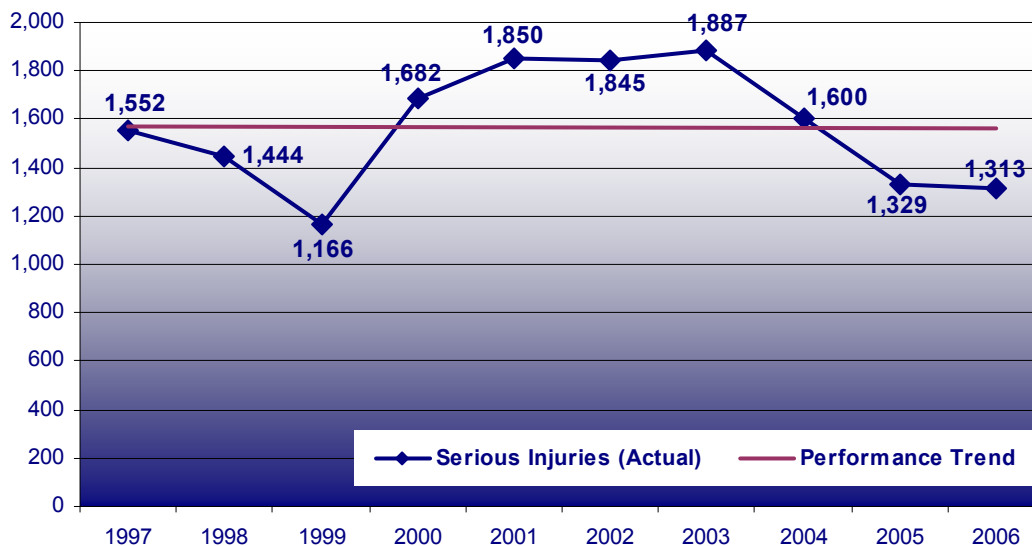


Figure 2.7 Number of Fatalities and Serious Injuries
Achieved a 1.6% Reduction

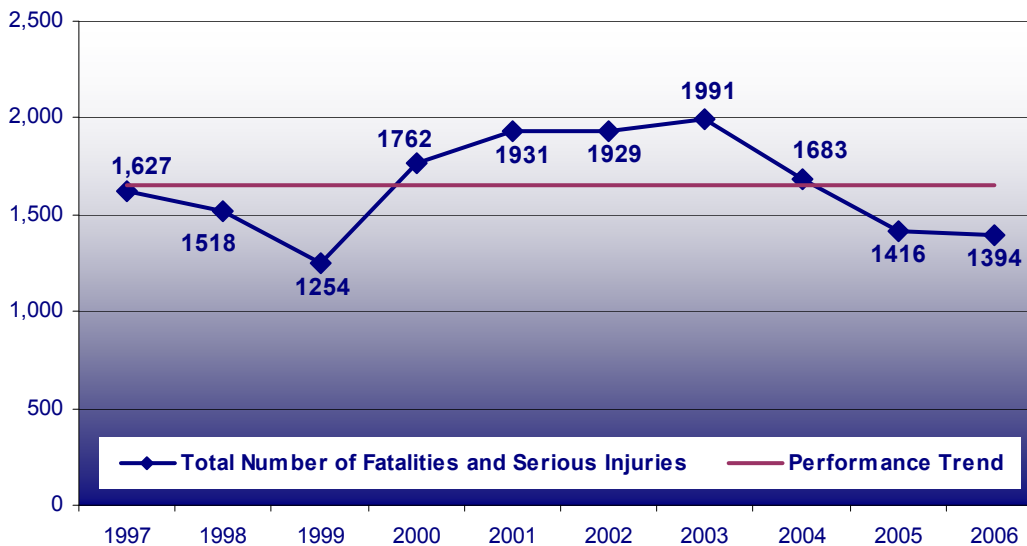


Figure 2.8 Fatal and Serious Injury Rate per 100 M VMT
Achieved a 1.6% Reduction

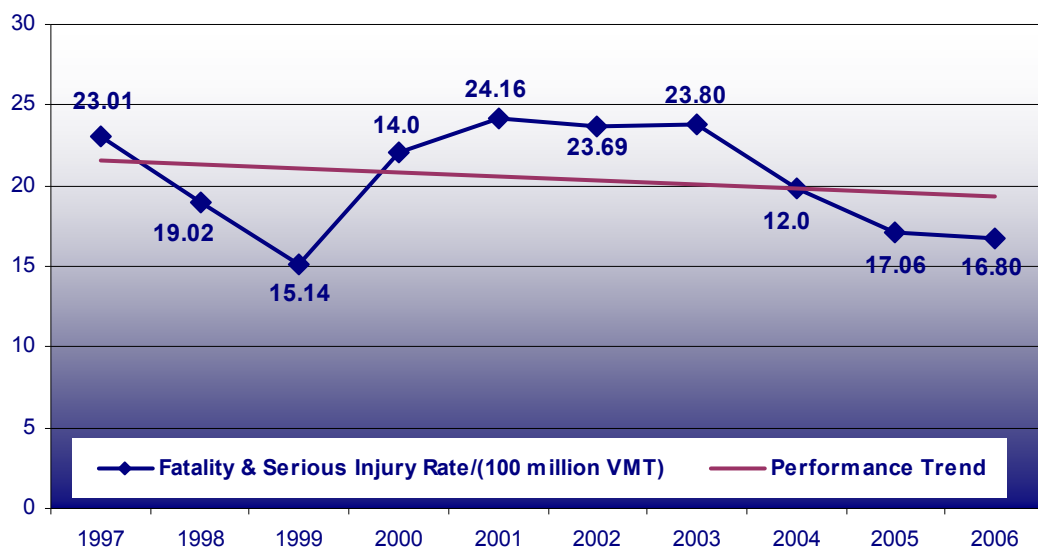
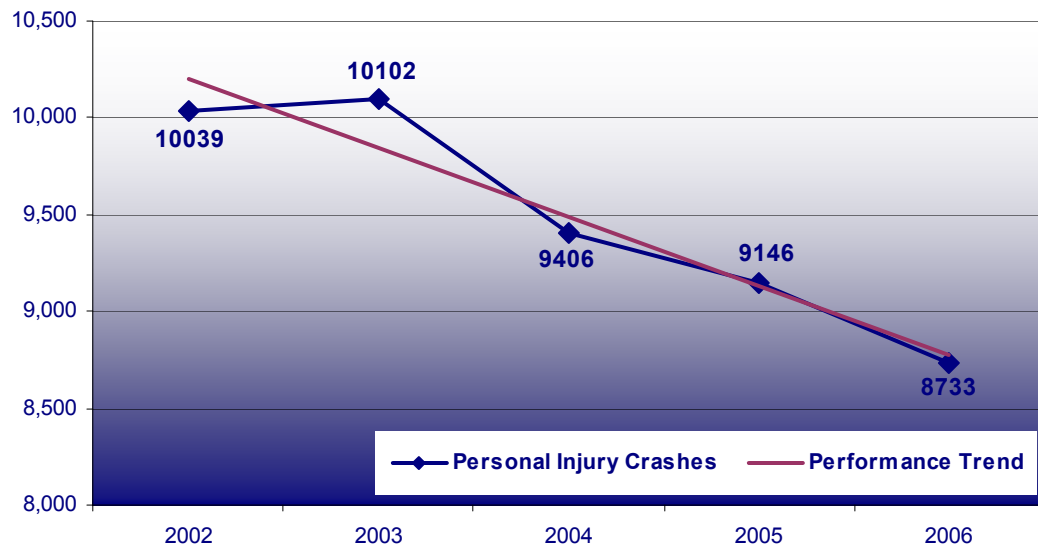


Figure 2.9 Number of Personal Injury Crashes
Achieved a 4.5% Reduction



2.2 Program Area Performance Measures

Impaired Driving

Note: Counts of alcohol-related fatalities in Figures 2.10 and 2.11 are NHTSA-imputed.

Figure 2.10 Number of Alcohol-Related Fatalities
Six Fewer Alcohol-Related Deaths

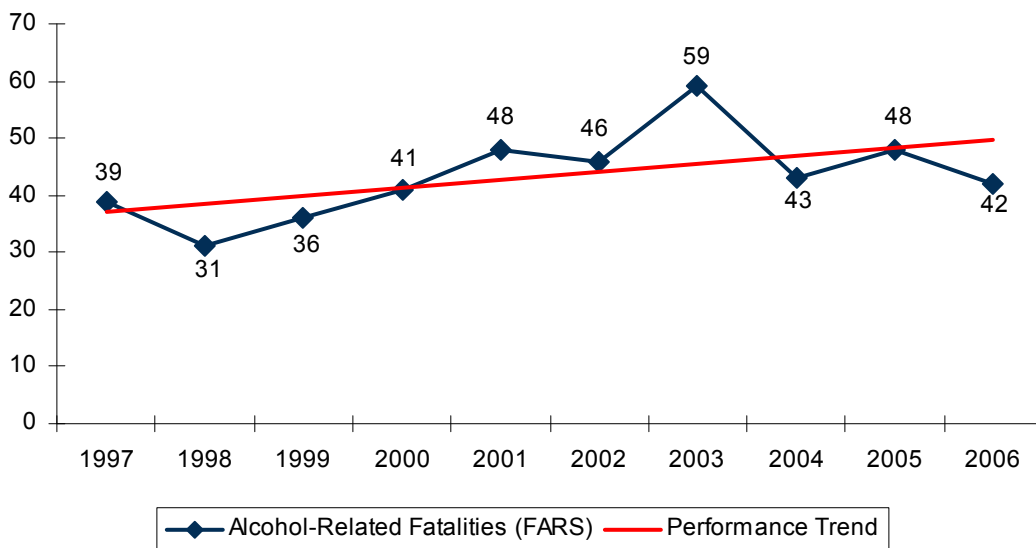
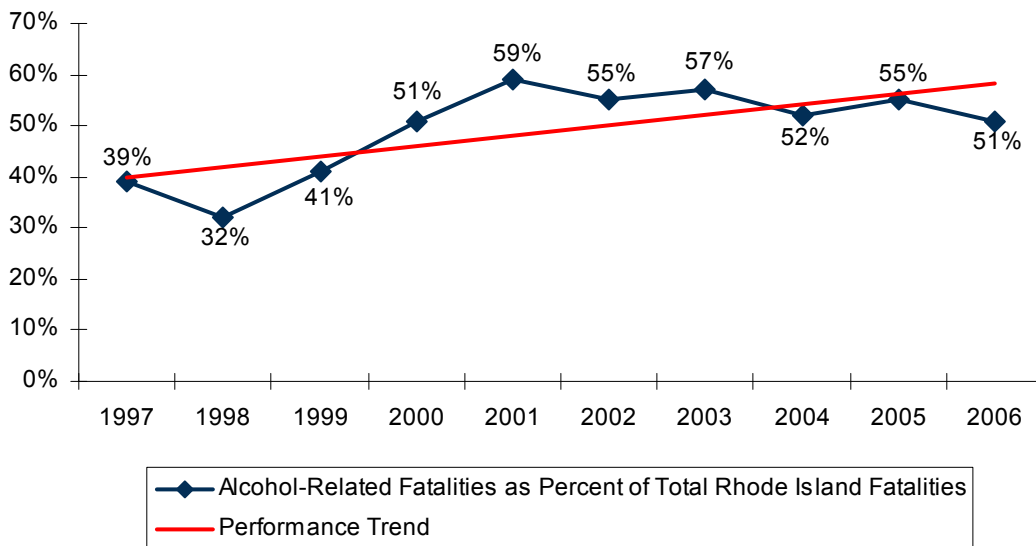


Figure 2.11 Alcohol-Related Fatalities as Percent of Total Fatalities
Achieved a 7.3% Reduction



Occupant Protection

Note: Rhode Island estimates seatbelt use from observations of the behavior of front-seat occupants. Ethnicity of occupants is unknown.

Figure 2.12 Percent of Occupants (Front-Seat) Using Seatbelts
Achieved a 5.1% Increase in Seatbelt Use

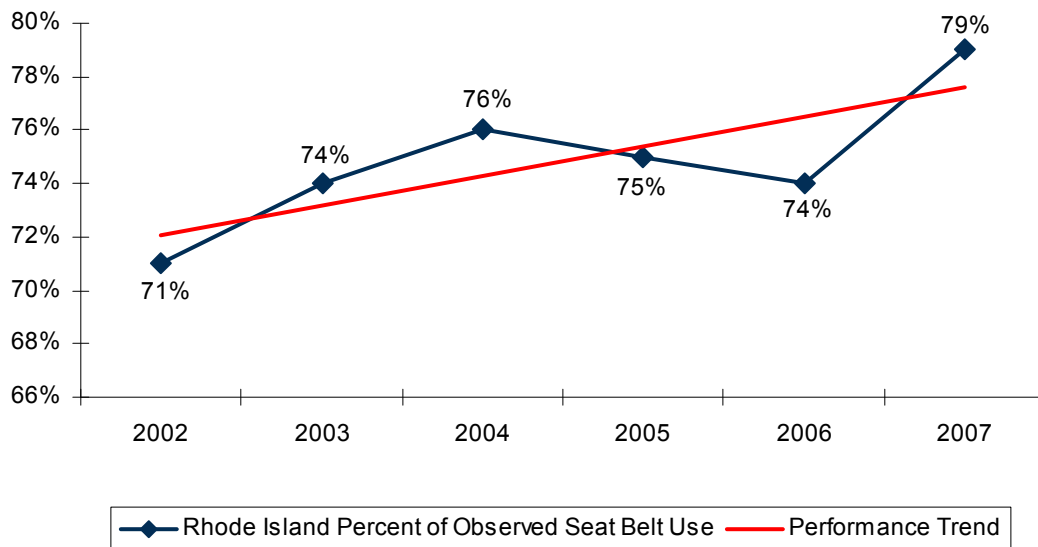
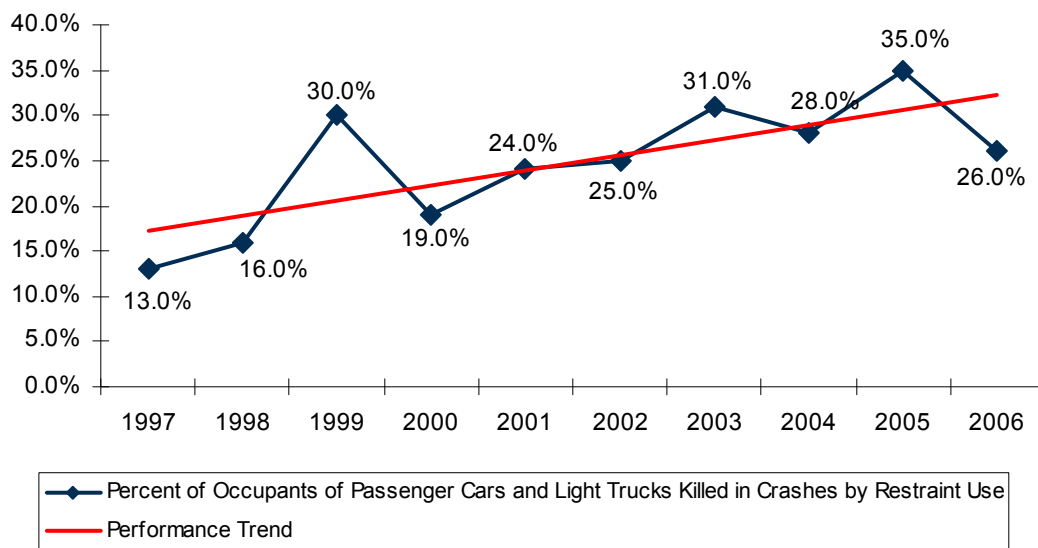
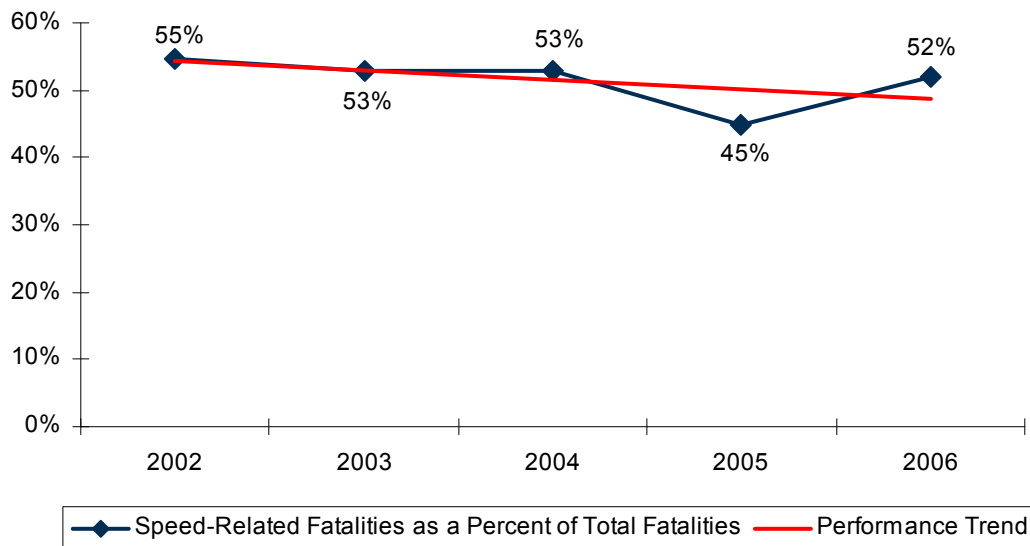


Figure 2.13 Percent of Fatally Injured Occupants of Passenger Cars and Light Trucks Wearing Restraints



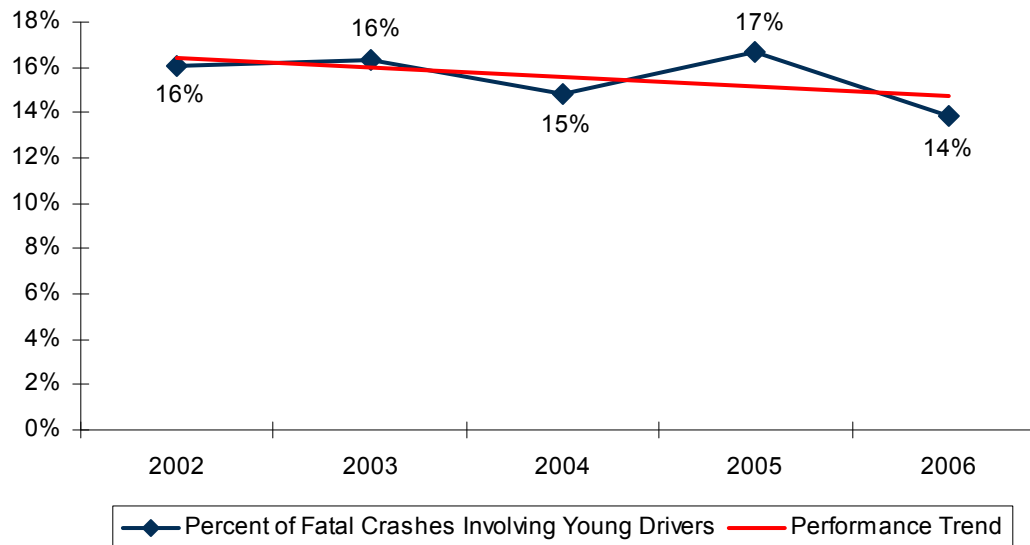
Speed

Figure 2.14 Percent of Fatal Crashes Involving Speed
Increase in Percent of Fatal Crashes Involving Speed



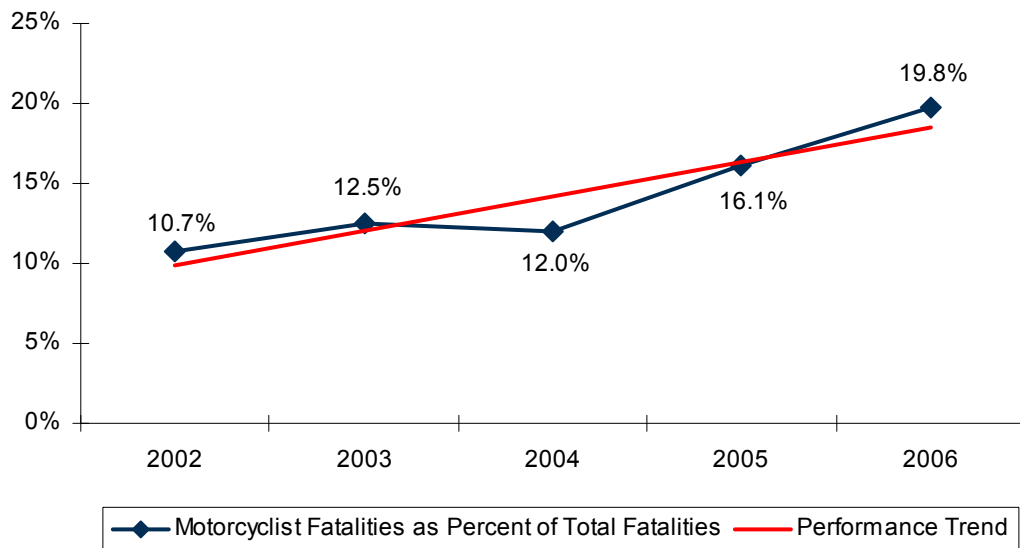
Young Drivers

Figure 2.15 Percent of Fatal Crashes Involving Drivers Age 16 to 20
Percent of Fatal Crashes Involving Young Drivers Reduced by 17%



Motorcycle Safety

Figure 2.16 Motorcyclist Fatalities as a Percent of Total Fatalities, 2002-2006
Percent of Motorcyclist Fatalities Increased



Other Road Users

Figure 2.17 Pedestrian Fatalities as a Percent of Total Fatalities, 2002-2006
Percent of Pedestrian Fatalities Increased

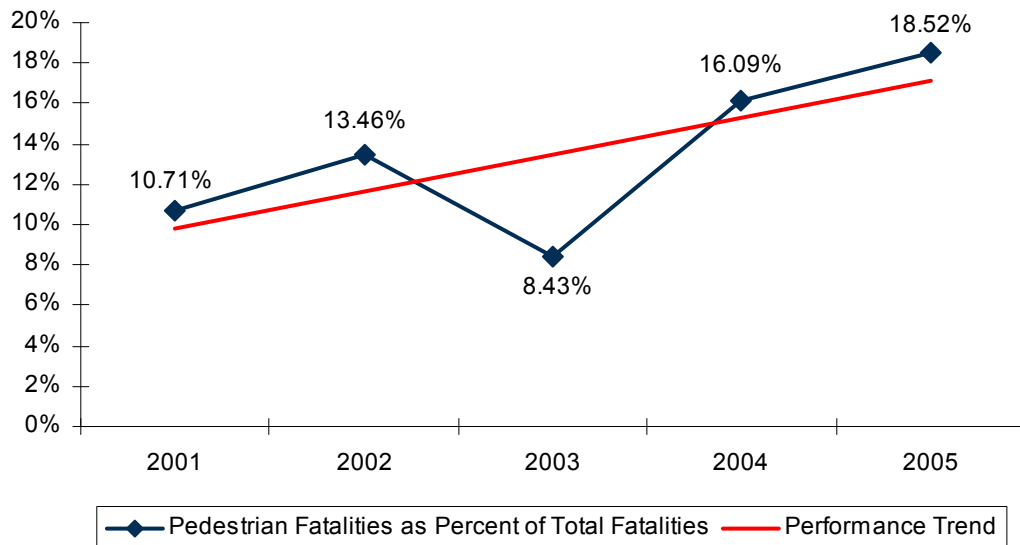
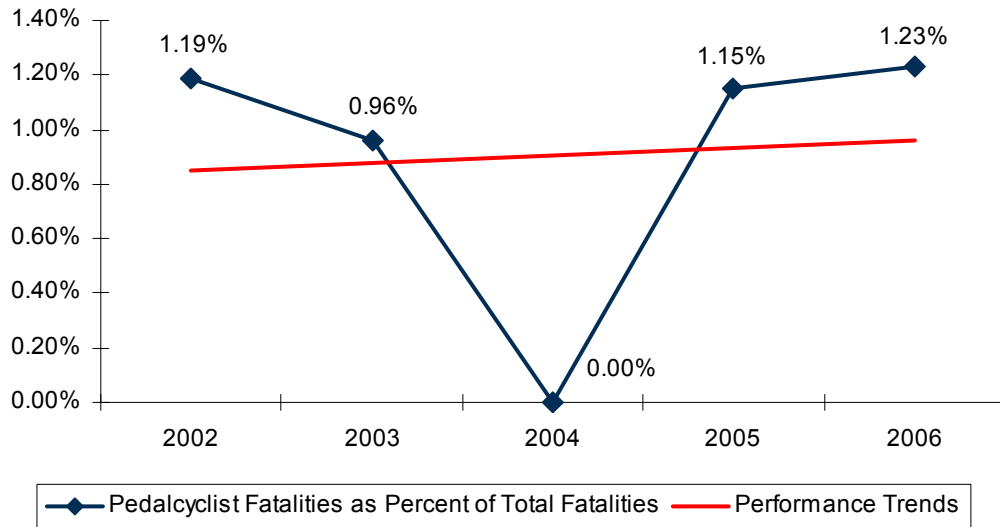


Figure 2.18 Pedalcyclist Fatalities as a Percent of Total Fatalities, 2002-2006

A Low Percentage of Pedalcyclist Fatalities was Maintained



3.0 Programs and Projects

The program accomplishments, goals, objectives, and performance measures of the eight problem areas addressed in the FFY 2007 *Highway Safety Plan* are described in this Section.

3.1 Impaired Driving

Program Accomplishments

- Reduction of 12.5 percent in alcohol-related fatalities from 2005 to 2006. (42 in 2006; 48 in 2005.)
- Reduction of 14.7 percent in crashes involving at least one driver or motorcycle operator with a BAC at or above the legal limit (.08 g/dl) from 2005 to 2006. (34 in 2005; 29 in 2006.)

Goals

- Reduce the number of alcohol-related fatalities. COMPLETE (42 in 2006; 48 in 2005.)
- Reduce the percentage of fatalities that are alcohol-related. COMPLETE (51 percent in 2006; 55 percent in 2005.)

Objectives

Reduce by two percent the number of crash fatalities with a known BAC of .01 or higher, from 46 in 2005 to 45 in 2007 (four-year average.) COMPLETE (36 in 2006.)

Reduce by one percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 25 in 2005 to 24 in 2007 (four-year average is 29.) COMPLETE (19 in 2006.)

Reduce by 5.3 percent the number of drivers involved in fatal crashes who were legally intoxicated (known BAC of .08 or higher), from 19 in 2005 to 18 in 2007 (four-year average is 25.) COMPLETE (15 in 2006.)

Program Performance Measures

Increase average frequency of Operation Blue RIPTIDE patrols (73 per month in FFY 2005³.) COMPLETE (168 per month in FFY 2006³; 150 per month in FFY 2007.⁴)

Increase total number of DWI Charges Filed (2,227 in 2005.) COMPLETE (2,519 in 2006.)

Increase number of officers receiving refresher Standard Field Sobriety Tests (SFST) training (121 in FFY 2006.) INCOMPLETE (0 in FFY 2007.)

Improve recognition of high visibility enforcement (HVE) slogan (67.9 percent in 2006) and perception of likelihood of being stopped after drinking to excess and driving (50.6 percent responding “Very Likely” or “Somewhat Likely” in 2006.) INCOMPLETE (Unknown in 2007.⁵)

Include impaired driving information on RIDOT web site. COMPLETE

Hire Traffic Safety Resource Prosecutor (TSRP). COMPLETE



“You Drink. You Drive. You Lose.” (YDYDYDYL) Campaign Kickoff

³ Program operated for 11 months.

⁴ Program operated for 12 months, but only one police department conducted patrols during October 2006.

⁵ Survey contract expired in 2007 and needs to go out to RFP.

3.2 Occupant Protection

Program Accomplishments

- Increase of 5.1 percent in the seatbelt use rate. (74 percent in 2006 to 79.1 percent in 2007.)
- All time record high seatbelt use rate. (79.1 percent in 2007.)



Safety Day in Smithfield

Goal

- Increase seatbelt use rate. COMPLETE

Objectives

Increase by 2.4 points the percent of front seat vehicle occupants who are observed to be using seatbelts, from 72.3 percent⁶ in 2006 to 74.7 percent in 2007 (2005 level.) COMPLETE (79.1 percent in 2007.)

Reduce by two points the percent of crash fatalities who were known to be not wearing a restraint, from 66.6 percent in 2005 to 64.6 percent in 2007 (four-year average is 71 percent.) INCOMPLETE (73.5 percent in 2006.)

Program Performance Measures

Increase:

Seatbelt use among pickup drivers, as measured by observational study (55.5 percent⁷ in 2006.) COMPLETE (64.7 percent in 2007.)

⁶ The observational survey was repeated in November 2006 (subsequent to submission of the *FFY 2007 Highway Safety Plan*), and resulted in a usage rate of 74 percent, which was certified to NHTSA as the official belt use rate for that year.

⁷ November 2006 observational survey captured a seatbelt usage rate of 53.6 percent for pickup truck drivers.

Awareness of the “Click It or Ticket” slogan, as measured by a telephone survey (92.7 percent in 2006.) INCOMPLETE (84.3 percent in 2007.)

Perception that persons are likely to be ticketed for not wearing seatbelts, as measured by a telephone survey (54.2 percent in 2006.) COMPLETE (54.3 percent in 2007.)

Enforcement of seatbelt law, as measured by the number of citations for failure to use proper restraints during the national “Click It or Ticket” enforcement mobilization (2,024 in 2006.) COMPLETE (2,226 in 2007.)

3.3 Speed

Program Accomplishments

- Improved accuracy and timeliness of processing and posting of speeding violations for five pilot community police departments and all State Police barracks through the E-Citation program.

Goal

- Reduce the role of speeding in highway deaths. INCOMPLETE (Number of speed-related fatalities increased from 39 in 2005 to 42 in 2006.)

Objectives

Increase speeding citations issued by three percent (from 12,439 in FFY 2005 to 12,812 in FFY 2007.) INCOMPLETE (2007 data unavailable.)

Reduce by two points the percent of speed-related fatalities on roadways with a posted speed limit of 35 mph or less (five-year average was 57.7.) INCOMPLETE (Increased from 62.1 percent in 2005 to 63 percent in 2006.)

Reduce by two points the percent of all fatalities that occur in speed-related crashes, from 45 percent in 2005 to 43 percent in 2007 (54 percent was the five-year average.) INCOMPLETE (Increased to 52 percent in 2006.)

Program Performance Measures

Decrease the percentage of fatalities that occur in speed-related crashes (45 percent in 2005.) INCOMPLETE (Increased to 52 percent in 2006.)

Increase enforcement, as measured by the number of citations for speeding during Operation Blue RIPTIDE/State Police speed monthly enforcement mobilizations (12,439 in FFY 2005.) INCOMPLETE (2007 data unavailable.)

3.4 Young Drivers

Program Accomplishments

- Expanded the focus of the Young Drivers' program.
- Selected a vendor and awaiting approval on an RFP to enlist the services of a media agency to provide creative services for OHS programs, including a media campaign for the Young Driver program.
- With the assistance of the OHS LEL, provided better coordination with state and local police departments to expand the young driver programs.
- Continued the partnership with the Rhode Island Interscholastic League, AAA, the Rhode Island State Police, and WBRU radio station to conduct OHS' second annual media challenge in local high schools for seatbelt radio/television messages.
- Collaborated with AAA and CCRI to expand the Pre-Permit Parent/Teen workshops currently offered to AAA members. The concept is to offer this throughout the State and to open enrollment to nonmembers.
- Partnered with radio station HOT 106 during "Friday Night Football." This partnership promoted Zero Tolerance, occupant protection, and speed prevention among young drivers. Live broadcasts were conducted during high school football games from the field. This messaging was presented both during the game and in promotions for the games.
- Assisted in the development and implementation of the Young Driver emphasis area in the *Rhode Island Strategic Highway Safety Plan* (SHSP.)
- Assisted in the update of the Drivers' Manual for the Division of Motor Vehicles (DMV.)



"Click It or Ticket" Kickoff Event

Goals

- Reduce crash fatalities among young drivers. COMPLETE (Reduced number of fatalities involving young drivers in fatal crashes from 20 in 2005 to 14 in 2006.)
- Reduce crash injuries among young drivers. COMPLETE (Serious injury crashes were reduced from 320 in 2005 to 300 in 2006.)

Objectives

Reduce by 10 percent the number of drivers 20 years old and younger who are involved in fatal crashes, from 20 in 2005 to 18 in 2007. INCOMPLETE (Decreased to 14 in 2006; 2007 data not available.)

Reduce by two points the percent of drivers 20 years of age and younger in fatal crashes who had prior speeding convictions, from 22.2 percent (four year average) to 20.2 percent in 2007. INCOMPLETE (2007 data not available.)

Program Performance Measures

Decrease number of young drivers who are involved in fatal crashes, as measured by the number of drivers in fatal crashes who are 16 to 20 years of age (20 in 2005.) COMPLETE (14 in 2006.)

Monitor the number of charges filed for drivers under 18 years of age for DUI (21 in 2005) to determine effectiveness of programming. COMPLETE (26 in 2006.)

Implement a minimum of four contacts with parents/care givers to provide information on the role of alcohol and/or primary seatbelt use for young drivers. INCOMPLETE (Implementation of minority outreach continues with community church groups along with AAA Pre-Permit program.)

Distribute literature on new cell phone use law and reminder of passenger restrictions to new young drivers. COMPLETE (Implementation through partnerships with AAA Pre-Permit Program, Safety Days, and HOT 106 “Friday Night Football.”)

3.5 Motorcycles

Program Accomplishments

- OHS developed a motorcycle commercial for the general motoring public, redefining WHO the biker is. The biker is EVERYONE. The commercial was very successful and aired during May, Motorcycle Safety and Awareness Month. OHS also attended several meetings of organized biker groups to discuss common issues, safety, awareness, education, and outreach with great success. Through CCRI, the training arm, more motorcycle classes were offered and the registration process became easier and more streamlined.

Goals

- Reduce crashes and fatalities among motorcyclists and their passengers. UNDERWAY (Current year motorcycle fatalities, to date, are lower than 2006 totals.)

Objectives

Reduce the number of crash fatalities among motorcyclists from its increase in 2005 back down to its four-year average (10 from 2001-2005) in 2007. INCOMPLETE (Current year to date number exceeds 10 but is lower than 2006 total of 16.)

Reduce by two points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from 57 percent (2000 to 2004 average) to 55 percent in 2007. UNDERWAY (Current year to date number is 54 percent - 6 out of 15.)

Program Performance Measures

Reduce the number of motorcycle fatalities from 14 in 2005 to 10 in 2007. INCOMPLETE (Current year to date number exceeds 10 but is lower than 2006 total of 16.)

Maintain the low number of motorcycle fatalities relating to alcohol in 2005. UNDERWAY (Current year to date number is 54 percent (6 out of 15), which is less than the 2000 to 2004 average of 57 percent.)



Filming of Motorcycle PSA

Hold Motorcycle Safety Day. INCOMPLETE (Will host educational events in FFY 2008 through riders' groups.)

Hold quarterly Motorcycle Safety and Awareness Coalition meetings. INCOMPLETE (Met with individual rider groups and organizations and will establish Coalition in FFY 2008.)

Develop Motorcycle Riding Map of the State. UNDERWAY

3.6 Other Road Users

Program Accomplishments

- OHS conducted two Safety Days for more than 1,000 students at the Stadium Elementary and Laurel Hill Elementary Schools. Interactive activities emphasized seatbelt use, pedestrian safety, bicycle safety, and child passenger safety.
- OHS also participated in several elementary, middle, and high school health and safety fairs to promote seatbelt and helmet use and pedestrian safety.

Goals

- Reduce the number of fatalities among pedestrians. UNDERWAY (To date, current year pedestrian fatalities are below the 2006 levels.)
- Maintain the low number of fatalities among pedalcyclists. UNDERWAY (To date, pedalcyclist fatalities are equal to the one fatality experienced in 2006.)
- Maintain the low number of fatalities on school buses. UNDERWAY (As of this date, RIDOT OHS has maintained the third straight year of zero school bus fatalities.)

Objectives

Keep the number of crash fatalities among pedestrians at its average since 2002 (10), in 2007 (down from 14 in 2005.) INCOMPLETE (Current year pedestrian fatalities already exceed 10, but are lower than the 2006 level of 15.)

Maintain the low number of crash fatalities among pedalcyclists at one in 2007. UNDERWAY (There has been one pedalcyclist fatality as of this date in 2007, equal to the 2006 total.)

Maintain the number of crash fatalities among school bus occupants at zero in 2007. UNDERWAY (As of this date, RIDOT OHS has maintained the third straight year of zero school bus fatalities.)

Program Performance Measures

Conduct five regional Safety Days throughout the calendar year. COMPLETE (Participated in five safety days around the State.)

Supplement summer and school break camp activities focusing on safe interactions among pedestrians, pedalcyclists, and motorists. COMPLETE (OHS participated in safety days that included activities related to all three messages.)

Partner with local schools/agencies to participate in their safety programs. COMPLETE (Partnered with the University of Rhode Island (URI), Cranston Child Opportunity Zone (COZ), and the Cranston School Department.)

3.7 Traffic Records – Data Collection, Analysis, and Improvement

Program Accomplishments

- Applied for and received a second year Section 408 grant under the SAFETEA-LU legislation. (TRCC, along with its stakeholders, was able to meet or exceed set benchmarks for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data. Not meeting NHTSA requirements would exclude Rhode Island from receiving grant funding.)
- Held over nine TRCC Committee meetings with stakeholders. The RIDOT OHS has demonstrated to these stakeholders that OHS is committed to working with them to improve traffic safety and data management.
- Increased Emergency Medical Services (EMS) participation and facilitated the NHTSA review of the State EMS run form for NEMSIS compliance. The goal is to move the collection and transmission of EMS data electronically.
- TRCC stakeholders are currently evaluating data sets within their agencies for interagency sharing of data.
- TRCC Program Coordinator, with the assistance of the State LEL, has been able to facilitate enforcements' participation in Race Data collection, Electronic Crash Reporting, and E-Citation programs.

Goals

- Expand and improve the databases on highway safety. COMPLETE (Deployment of E-citation and crash modules under IMC, with State Police and pilot program with local police departments, has improved accuracy and timeliness of data transfer and reporting.)
- Improve data integration and coordination with highway safety stakeholders. INCOMPLETE (Efforts are underway to implement data integration from the traffic court, state and local law enforcement, and DMV.)

Program Performance Measures

Conduct five TRCC meetings in 2007. COMPLETE (TRCC Coordinator has held more than nine meetings to date, and also has conducted submeetings with state and local law enforcement.)

Increase total number of program partners in 2007 from 15 agencies or associations, plus colleges/universities/local schools and police departments in 2005. INCOMPLETE (TRCC Coordinator is recruiting local police departments.)

Expand sharing of problem identification data among shareholders, partners, and traffic safety advocates. COMPLETE (TRCC was successful in meeting or exceeding set benchmarks, under Section 408 Grant, for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data. Not meeting NHTSA requirements would exclude Rhode Island from receiving second year Section 408 funding.)

Redesign the OHS web page to include static FARS information along with OHS reports. UNDERWAY (Limited information has been added to web site; awaiting services of media agency and FARS analyst to come on board.)

Develop a Traffic Records System Resource Guide and a comprehensive inventory of highway safety information sources in the State. UNDERWAY (Currently evaluating and inventorying stakeholders' data.)

Monitor NHTSA 408 Grant Management Projects. Amount of funding received will determine the measurable goals set for 2007. COMPLETE (Submitted successful Section 408 Grant for second year funding.)

3.8 Planning and Administration

Program Accomplishments

- Completed the Corrective Action Plan (CAP) for the FFY 2005 Management Review.
- Conducted a meeting with OHS' major stakeholders from around the State to develop the emphasis areas within the *FFY 2008 Highway Safety Plan*.
- Participated with NHTSA on an Occupant Protection Special Management Review in September. OHS will be responding to the recommendations that emerge from the report.
- Completed and delivered both the *FFY 2006 Annual Program Evaluation Report* and the *FFY 2008 Highway Safety Plan* to NHTSA by the appropriate deadlines.

Goals

- Administer a fiscally responsible, effective highway safety program that includes stakeholders and addresses the State's specific safety characteristics. COMPLETE

Program Performance Measures

Integrate recommendations from the NHTSA 2005 Management Review within specified timeframes. COMPLETE

Deliver the *FFY 2006 Annual Program Evaluation Report* by December 31, 2006. COMPLETE

Deliver the *FFY 2008 Highway Safety Plan* by September 1, 2007. COMPLETE

4.0 Special Events and Activities

Halloween 2006 Impaired Driving

In 2006, OHS implemented the first ever Impaired Driving Minority Campaign for Halloween that included newspaper, radio, and TV ads.

Annual Latino Small Business Expo

In November 2006, OHS conducted impaired driving outreach activities at the Latino Small Business Expo Event that attracted over 450 participants.

Toy Drive

During December 2006, the OHS participated in a Toy Drive with a local TV station, by giving away highway safety incentives, educational materials, etc. to 200 Latino families who attended the event.

Holiday Commercial in Spanish

During December 2006, for the holiday season, OHS revised a script from the NHTSA Impaired Driving Minority Outreach Campaign and produced a TV commercial with the participation of 13 Hispanic Officers.

“How to Host a Responsible Holiday Party”

RIDOT OHS once again partnered with the Substance Abuse Coordinators and the Department of Mental Health, Retardation, and Hospitals (MHRH) to conduct 10 “How to Host a Responsible Holiday Party” events around the State. These parties, held in private homes, encouraged hosts to keep guests happy and safe by offering non-alcoholic options, serving food with alcohol, and making arrangements for a safe arrival home for guests who overindulge.

National Child Passenger Safety Week

On February 2, OHS participated in the installation of child safety seats as part of National Child Passenger Safety Week. Nationally certified CPS Technicians checked 47 seats. The event was promoted via RIDOT and State Police press releases. The Providence Bruins mascot “Samboni” made an appearance at the event, which was covered live during news broadcasts on two local television stations.



Child Passenger Safety Car Seat Check

School Safety Day

On February 15, 2007, the OHS participated in a Safety Day at St. Georges's Academy for students. The importance of "Zero Tolerance" for under age drinking and the new requirements within the Graduated Drivers Licensing (GDL) law were highlighted. A Highway Safety resource table offered a PowerPoint highway safety presentation and provided bookmarks, key chains, and pens with CIOT messages.

Motorcycle PSA Developed

On March 31, 2006, OHS produced a PSA for Motorcycle Safety and Awareness Month that ran the last week in April into the second week of May. OHS supported increased distribution through paid media. The PSA focused on re-educating the motoring public on "WHO" the Biker is. A biker is everyone. The message to the general motoring public was "Be Aware, Drive and Ride with Care."

World Gold Soccer Championship

In April 2007, OHS revised a NHTSA script and produced a "Fans Don't Let Fans Drive Drunk" TV commercial in Spanish for the Impaired Driving Minority Outreach Campaign during the World Gold Soccer Championship.

Underage Drinking Forum in Warren

On April 3, the OHS worked with Lori Nunes of the Bristol/Warren Substance Abuse Task Force on an underage drinking forum featuring Attorney General Lynch, Bristol Deputy Chief Josh Canario, and Denise Alves of MADD RI. It was hosted by Steve Aveson, the Channel 12 news anchor. Ms. Nunes' son Justin was killed in an impaired driving/street racing crash.

South Providence Neighborhood Ministries

In April and May 2007, OHS assisted in conducting the bilingual South Providence Neighborhood Ministries (Health Promotion Activities) Seatbelt Use Observational Survey and presented CIOT highway safety information to the minority audience.

Radio Public Affairs Program

On April 12, OHS staff and the LEL were interviewed about the CIOT program on the "Up Front" WCTK/WLKW half-hour radio public affairs program with host Phil Marlowe.

Construction Career Days

The OHS participated in the 2007 RIDOT Construction Career Days - May 16-17. Over 1,000 high school students and community youth throughout Rhode Island attended this exciting event. Awareness messages included: "Click It Or Ticket" with key chain clicker reminders. Participants were verbally surveyed regarding new GDL laws. Bookmarks were developed and distributed with recent laws regarding the Graduated Licensing System, cell phone usage while driving, primary seat belt law for youth, and under age drinking information. The Rhode Island State Police demonstrated SFSTs.

Interview on Spanish Radio Talk Show

In May 2007, Ms. Hincapie participated with RIDOT/OHS LEL Rick Sullivan to discuss issues related to safety and Rhode Island laws on the Latino Radio Talk Show on WELH 88.1 FM called “Hablando de la Salud” (Talking Health) with Dr. Pablo Rodriguez, himself a victim of a drunk driver.

Pawtucket Red Sox Latino Night

In May 2007, the Pawtucket Red Sox Latino Night Event at McCoy Stadium included a broadcast message on CIOT in Spanish.

School Safety Days

On May 31, 2007 OHS and Cranston Police partnered with the Cranston COZ for their annual safety day event at Arlington School. Children were fitted with bike helmets and instructed by officers from Cranston Police regarding the importance of proper protection while riding a bike. In addition, children and parents were informed of proper pedestrian safety at both signalized and unsignalized crossings.



CIOT Kickoff Event

“Buckle Up Teens” Commercial Contest

OHS once again joined with the Rhode Island Interscholastic League, AAA, the Rhode Island State Police, and WBRU to sponsor the “Buckle Up Teens” contest. High school students from around the State were challenged to develop a 30 second radio and/or television commercial promoting seatbelt use among teens. The winning entries were premiered on the Jumbo Screen at McCoy Stadium (Home of the Paw Sox baseball team) at the kickoff event for the 2007 CIOT National Campaign. Officers from numerous local police departments and the Rhode Island State Police were present at the event. The first 3,000 fans to enter McCoy Stadium that night received a Paw Sox CIOT rally towel.

100 Days of Summer Diverse Outreach Campaign

During the “100 Days of Summer” campaign, highway safety literature was revised, translated, and distributed through outreach efforts at the Colombian, the Guatemalan, the Mexican, and the Puerto Rican Independence Days/Festivals.

URI Guaranteed Admission Program (GAP) Safety Presentation

OHS was asked to talk to the students of the GAP program regarding basic safety points. Approximately 37 students participated in the discussions regarding occupant protection, driving under the influence, pedestrian safety, and motorcycle safety. Several presentations were given showing the results of being involved in a crash where being unbelted or driving impaired resulted in a fatality.



GAP Participants

Safety Days

From May through August, OHS conducted two Safety Days for more than 1,000 children at Stadium School and Laurel Hill School in Cranston. Interactive activities emphasized seatbelt use, pedestrian safety, and passenger protection.

Summer Latin Music Fest

On July 1, 2007, OHS launched an Impaired Driving Minority Outreach campaign at the “Summer Latin Music Fest.” Activities included SFSTs conducted by a uniformed law enforcement officer before the more than 450 attendees. Educational materials entitled “What To Do If You Are Stopped” were distributed.

Back To School Program

In August 2007, OHS participated in the “Back to School” program (which distributes backpacks to students around Rhode Island) by distributing 2500 notebooks with a pedestrian safety message. Further safety information outreach was conducted at one of the sites during the day-long event.



Latin Music Fest

YDYDYL Campaign Kickoff at Veterans Memorial Auditorium

In August, Rhode Island hosted a kickoff event as part of the “You Drink. You Drive. You Lose.” (YDYDYL) campaign against drunk driving. A press conference was held at the newly renovated Veterans Memorial Auditorium Avenue of the Arts in Providence. State and local police, RIDOT officials, and the State Medical Examiner highlighted the extent of the problem of drunk driving in the State and announced the kickoff of the Labor Day YDYDYL high-visibility enforcement and media campaign.

MADD-RI Team Spirit Program

This summer training was once again sponsored by OHS for nearly 200 high school students at Bryant University. Activities included highway safety presentations, role-playing, team building, and hands-on exercises that assist the students in planning and promoting “non alcoholic” activities and messages at their individual schools.

Operation Blue RIPTIDE

In concert with state and local law enforcement, OHS continued to fund year-round drunk driving and speed enforcement patrols. These overtime patrols were supplemented with paid and earned media to emphasize that speeding and drunk driving are taken seriously in Rhode Island and violators will be required to face the consequences.

WBRU Summer Concert Series

From July through September, OHS sponsored YDYDYL, motorcycle, and young drivers messaging to WBRU concert attendees with radio ads promoting the concerts and presented during the concert.

Safe Fall Event

On September 19, 2007, police departments from all South County communities gathered for a show of force to announce the "Safe Fall" initiative. The OHS LEL spoke about the effects of driving under the influence, speeding, and occupant protection. OHS assisted by developing the press release for the South Kingstown Police who hosted the event.



Safe Fall Event

5.0 Paid Media

5.1 Paid Media to Support High-Visibility Traffic Enforcement

October 2006-September 2007 YDYDYL and CIOT Sustained Enforcement

During FFY 2007, the OHS developed a sports marketing program that included radio advertisements during broadcast of Boston Red Sox and New York Yankees baseball, New England Patriots football, URI and Brown University football and basketball, Providence College basketball, and Providence Bruins hockey. A postseason playoff appearance by the Yankees presented an opportunity to extend slightly the reach of the OHS sports marketing campaign, as did the presence of the New England Patriots in the National Football League postseason playoffs. For the second season in a row, OHS utilized the services of Boston Red Sox Senior Advisor – and Rhode Island native – Jeremy Kapstein, as a celebrity spokesperson for the campaigns.



WBRU Concert Series

Details of YDYDYL and CIOT Sustained Enforcement media buy (including Sports Marketing), October 2005-September 2006:

	Exposure ^a	Spots	Bonus Spots	Cost
Radio	GRP (M 18-34)	3,219	127	\$150,850
Outdoor	105,480 DEC	1		\$24,500
Print	15,000 Circulation	2		\$6,000
Total		3,222	127	\$181,350

^a 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.

November 2006-State CIOT Mobilization

In response to a decline in observed (June, 2006) seatbelt use in Rhode Island, OHS added one-week of seatbelt enforcement to its program during Thanksgiving week, a nationally recognized "Buckle Up America" period.

Based on national research from the NHTSA, the primary target audience for this campaign was males between the ages of 18 and 34.

	Exposure	Spots	Bonus Spots	Cost
Cable	382 GRP (M 18-34)	392	106	\$11,523.45
TV	322.5	159	10	\$52,449.00
Radio	248.4	188	44	\$21,420.00
Outdoor	33,100 DEC	10	10	\$1,500.00
Print	15,000 Circulation	1	0	\$250.00
Total		750	170	\$87,142.45

December 2006-January 2007 YDYDYL Blitz

Based on national research from the NHTSA, the primary target audience for this campaign was males between the ages of 21 and 34.

Details of media buy for YDYDYL blitz, December 2006-January 2007:

	Exposure	Spots	Bonus Spots	Cost
Radio	100 GRP	119	0	\$4,237.25
Total				\$4,237.50

April-May 2007 Motorcycle Awareness Month

Details of media buy for Motorcycle Awareness Month, May 2007:

	Exposure	Spots	Bonus Spots	Cost
Cable	179.5 GRP (M 18-49)	141	0	\$5,398.00
Radio	94.4	55	5	\$4,626.50
Total		196	5	\$10,024.50

May-June 2007 CIOT Mobilization

Details of media buy for CIOT Mobilization, May-June 2007:

	Exposure	Spots	Bonus Spots	Cost
Cable	695.8(M 18-34) GRP	514	301	\$22,672.06
TV	566.8 GRP	245	230	\$90,624.00
Radio	709 GRP	525	86	\$36,611.00
Outdoor	204,000 DEC	10	0	\$2,500.00
Total		1,294	617	\$152,407.06

August-September 2007 YDYYDL Blitz

Through the assistance of the Rhode Island State Police, OHS secured use of their “No Excuses” PSA (viewable at <http://www.risp.state.ri.us/>), which was retagged and aired as a paid spot on WNAC FOX-64 and WPRI-12 (CBS).

Commercial transcript:

“I only had a couple of beers.

My friend needed a ride home.

I live right down the street.

You’ll have many excuses. We’ll have only one response: There is no excuse for drunk driving.”

Additionally, WLWC CW-28 aired the spot 32 times between September 5 and September 30, 2007 as a no-charge PSA at its discretion.

Details of media buy for YDYDYL Blitz, August-September 2006:

	Exposure	Spots	Bonus Spots	Cost
TV	307.3 GRP	92	0	\$44,984
Radio	1,183 GRP	845	94	\$62,875
Print	180,000 Circulation	2	0	\$6,000
Total		939	94	\$113,859

5.2 Paid Media Assessments

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

Key findings from the surveys included:

- The share of respondents who recalled the slogan, “Click It or Ticket” rose from 67.9 percent before the campaign to 84.3 percent after the campaign.

Note also that the share of crash fatalities in Rhode Island that were alcohol-related dropped four percentage points (from 55 percent in 2005 to 51 percent in 2006). The national rate rose one percentage point (from 40 percent in 2005 to 41 percent in 2006).

April 2007 Second Annual “Buckle Up Teens” TV/Radio Commercial/PSA Contest

OHS joined with the Rhode Island Interscholastic League, AAA of Southern New England, the Rhode Island State Police, and WBRU to once again sponsor the “Buckle Up Teens” contest. High school students from around the State were challenged to develop a 30-second radio and/or television commercial promoting seatbelt use among teens. The winning commercials from Westerly High School and Burrillville High School were used to kickoff Rhode Island’s CIOT campaign at McCoy Stadium, home of the Pawtucket Red Sox (AAA affiliate of the Boston Red Sox) in concert with the national CIOT mobilization in May.

To promote the contest, OHS purchased time on WBRU-FM:

Radio GRP	262.4
Paid Radio Spots	44
Bonus Radio Spots	76
Paid Radio Cost	\$3,460

5.3 Paid Media for Diverse Outreach/Awareness

Diverse Outreach Media Campaign, FFY 2007

In an effort to reach and educate the multicultural/multiethnic communities of Rhode Island on highway safety issues, the OHS launched a variety of media initiatives/campaigns to improve public awareness and knowledge to support enforcement efforts on impaired driving, occupant protection, and seatbelt use, among other safety issues. These campaigns are culturally relevant and multilingual appropriate. As part of these initiatives, RIDOT/OHS has taken advantage of NHTSA's multicultural media materials and integrated them with creative media initiatives tailored to Rhode Island's diverse minority communities.

Demographics/Census

Rhode Island is one of the highest growth states in the nation for the Hispanic and Southeast Asian communities. Since 1980, the Hispanic population of Rhode Island has more than doubled. As explained in the information below, Hispanics, African Americans, Asian Americans, and Native Americans now comprise nearly 20 percent of the State's population, one-half of which live in the Providence area.

Rhode Island Population Estimate - 2005

African American	6.2 percent
American Indian and Alaska Native	0.6 percent
Asian	2.7 percent
Native Hawaiian and Other Pacific Islander	0.1 percent
Persons reporting two or more races	1.5 percent
Persons of Hispanic or Latino origin	10.7 percent
White Non-Hispanic	80.0 percent

Source: U.S. Census Bureau.

Through media campaigns, RIDOT/OHS is reinforcing safety messages and educating the different Latin American immigrant groups. RIDOT/OHS continues to use the media outreach successfully by bringing the message out via local radio and television stations, newspapers, and the Web. These communities often tend to be dispersed among smaller groups creating a lack of proper infrastructure due, often times, to cultural and linguistic barriers. These barriers are some of the major challenges that must be overcome and considered when developing the State's safety messages.

Additional Media to Other Ethnic Groups

As an outcome of all these educational and outreach efforts, OHS is keenly aware of the need to increase interaction with other ethnic groups in an attempt to raise and/or expand our education and outreach initiatives.

Mapping of Multicultural and Multiethnic Media (by type of medium)

Radio

Radio stations serve as platforms to convey general highway safety information, educate the public, and generate open discussion on popular misconceptions. Stations with large minority listening audiences have greatly assisted in the outreach and educational efforts.

WBMZ PODER 1110 AM (Pop Contemporary Hit Radio, Salsa):

Exposure	Spots	Bonus Spots	GRPs	Cost
Thanksgiving 2006	45	N/A	14.8	\$1,725.00
Holiday Season 2006	48	N/A	15.7	\$1,835.00
Memorial Day 2007	152	N/A	60.0	\$5,800.00
Labor Day 2007	31	N/A	11.1	\$1,200.00
Total	276	N/A	25.4%	\$10,560.00

WKKE-LATINA 100.3 FM (Pop Contemporary Hit Radio):

Campaign Dates	Spots	Bonus Spots	GRPs	Cost
Memorial Day 2007	56	15		
Latin Fest - July 1, 2007	200	15		
Total	256	30	59.0	\$11,000.00

WELH 88.1-FM (Pop Contemporary Hit Radio, Radio Talk – Daily):

- Cost: NONE (PSAs/Earned Media)

Web Site Media

Web Site Media Campaigns	Hits	Spots	Bonus Spots	Cost
RImix.com	35,000	Rotating Banner/ Contract for 8 months	N/A	\$ 699.00/Per Month
Total	35,000			\$5,592.00

Providenceen espanol.com (Daily): Cost included in Newspaper media buy

Providenceamerican.com (Daily): Cost included in Newspaper media buy

As part of our contract with RImix.com, advertisements were posted to kick off the “Los 100 Dias de Verano” (“100 Days of Summer”) to the Latino community beginning by educating them on the term “100 Days of Summer” and the reasons behind the importance of such a campaign. Given that Internet publications are now common means for young adults and adults to communicate, and that the Internet allows cheap production, cost-effective, easy access, and wide dissemination of information, OHS is trying to reach out to the many minorities who are already well versed with the current technology, such as iPods, Podcasts, etc.

Alternative Weekly Newspapers

The focus of the minority paid media campaign with the Providence American Newspaper and Providence en Español was primarily to target male audiences between the ages of 18 to 34 years old due to their high rate of involvement in alcohol-related crashes and lack of seatbelt use. To supplement this earned and paid media campaign, the OHS coordinated an earned media effort focusing on special informational articles in the Providence en Español on the “Los 100 Dias de Verano” or “100 Days of Summer” campaign and the importance of utilizing appropriate safety measures year round.

Providence en Español Newspaper:

Campaign Dates	Circulation	Spots	Bonus Spots	Cost
Thanksgiving 2006	25,000	1	1	\$801.00
Holiday Season 2006	25,000	3	1	\$1,863.00
Memorial Day 2007	25,000	1	0	\$2,865.00
July 4, 2007	25,000	1	0	\$2,383.73
Labor Day 2007	25,000	2	1	\$2,383.71
Total	125,000	8	3	\$10,296.44

The Providence American Newspaper:

Campaign Dates	Circulation	Spots	Bonus Spots	Cost
Holiday Season 2006	10,000	2	N/A	\$675.00
Memorial Day 2007	10,000	2	N/A	\$675.00
Total	20,000	4	0	\$1,350.00

Television

The Spanish television station (Telemundo) was contracted to promote our “Impaired Driving” message, “Fans Don’t Let Fans Drive Drunk.” For the 2007 Gold World Cup, which was played from June 6th through the 24th, a television commercial was produced to target the 21 to 34 male audience in the sports arena. In general, both television stations have been a great asset to OHS in raising awareness on high risk behaviors and educating the Latino Community.

Univision:

Campaign Dates	Exposure	Spots	Bonus Spots	Cost
Thanksgiving 2006	30 Seconds	32	5	\$4,530.00
Memorial Day 2007	30 Seconds	56	5	\$5,505.00
Labor Day 2007	30 Seconds	25	5	\$3,810.00
Total		113	15	\$13,845.00

Telemundo:

Campaign Dates	Ratings	Spots	Bonus Spots	Cost
Thanksgiving 2006	30 Seconds	48	5	\$3,200.00
Holiday Season 2006	30 Seconds	46	10	\$4,845.00
Memorial Day 2007	30 Seconds	66	4	\$3,893.00
Gold World Cup 2007	60 Seconds	35	5	\$3,200.00
Labor Day 2007	30 Seconds	45	7	\$4,216.00
Total		240	31	\$19,354.00

Details of overall total diverse outreach media expenditures:

Kind of Medium	Ratings	Spots	Bonus Spots	Circulation	Hits	Cost
Television	30 Seconds	353	47	N/A	N/A	\$33,199.00
RImix.com	N/A	N/A	N/A	N/A	35,000	\$5,592.00
Radio	N/A	532	30	N/A	N/A	\$21,560.00
Print	N/A	12	3	145,000	0	\$11,646.44
Total		897	80	145,000	35,000	\$71,997.44

5.4 Web Site

Several television and radio stations displayed, on their web sites, “banners” promoting campaign messages either as a bonus (for no-charge) or as part of an advertising package.

- The web banner below with a link through to the State Police web site was posted on the FOX 64/WPRI-12 (CBS) web sites.

