

2005

MISSISSIPPI



Highway Safety
Annual Report

Contact Information

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Introduction

Crash Summary: For 2004, there were 93,049 reported traffic crashes, which represented an increase from 91,687 in 2003. Crashes by severity were: Fatal - 786, Injury - 24,619 and Property Damage Only - 67,644. The fatality rate remained at 2.31 per 100 million VMT which is the second lowest rate ever recorded. Mississippi demographics are: 2,902,966 population; 2,273,633 licensed drivers; 2,367,242 registered vehicles. Vehicular miles traveled in millions was 38,915. The alcohol fatality rate per VMT was .88.

Accomplishments: For 2004, there was a 3.3% increase in total fatalities and a 17% increase in MHP fatalities. However, the 37.9% alcohol-related fatality rate is below the national average of 39%. Both the "Click It Or Ticket" Campaign and the "You Drink and Drive, You Lose" Campaign sustained DUI enforcement campaign have contributed to this positive indicator. The Mississippi Highway Patrol received over \$1,000,000 in call-back overtime to conduct these enforcement blitzes.

Challenges: Obtaining a primary safety belt law is the largest hurdle the State of Mississippi faces. Without this law, our safety belt usage rate remained the same for three consecutive years, and increased to 63.2% in 2004. However, the usage rate fell in 2005 to 60.8%.

Crash Data / Trends

Baseline Data 1995-1998

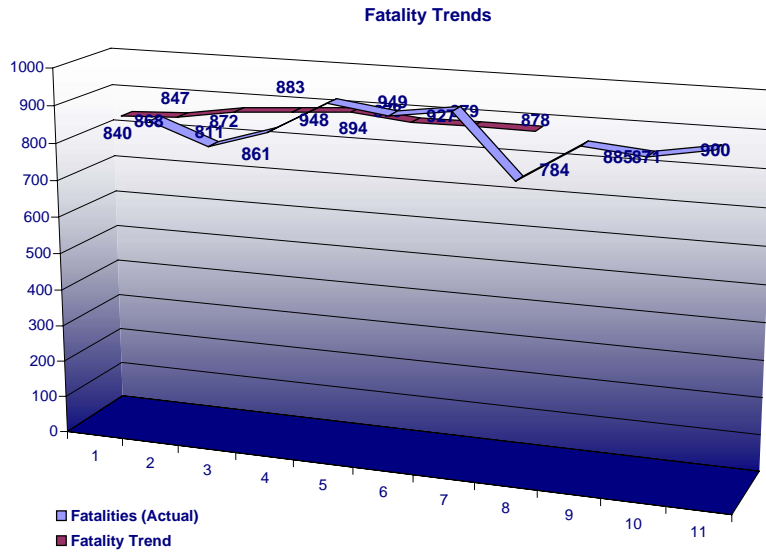
Progress Report Data 1999-2004

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	868	811	861	948	927	949	784	885	871	900
Fatality Trend		840	847	872	883	894	878	879	878	882
Fatality Rate /100 million VMT	2.9	2.7	2.8	2.8	2.7	2.7	2.2	2.4	2.3	2.3
Fatality Rate Trend		2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.6	2.5
Injuries (Actual)	34,412	27,784	26,125	26,399	26,321	39,432	38,384	38,840	37,174	38,133
Injury Trend		31,098	29,440	28,680	28,208	30,079	31,265	32,212	32,763	33,177
Fatality & Serious Injury Rate /100 million VMT	13	12.2	14.8	13.8	12.2	13.5	11.7	11.8	10.5	10.8
Fatality & Serious Injury Rate Trend		12.6	13.3	13.5	13.2	13.3	13.0	12.9	12.6	12.4
Fatality Rate/100K Population	32.2	29.9	31.5	34.4	33.1	33.4	27.6	31	30.2	31
Fatality Rate Trend/100K Population		31.1	31.2	32.0	32.2	32.4	31.7	31.6	31.5	31.3
Fatal & Serious Injury Rate/100K population	143.2	136.6	169.2	172.1	152.3	168.6	148	150.4	137.8	145.1
Fatal & Serious Injury Rate Trend /100K population		139.9	149.7	155.3	154.7	157.0	155.7	155.1	153.1	153.3
Alcohol Related Fatalities	362	328	344	351	335	380	282	332	320	341
Alcohol Related Fatality Trend		345.0	344.7	346.3	344.0	350.0	340.3	339.3	337.1	334.8
Proportion of Alcohol Related Fatalities	41.7	40.5	40.0	37.0	36.1	40.0	36.0	37.5	37.0	37.9
Alcohol Proportion Trend		41.1	40.7	39.8	39.1	39.2	38.8	38.6	38.4	38.0
Alcohol Related Fatality Rate /100M VMT	1.22	1.07	1.1	1.03	0.96	1.07	0.79	0.92	0.85	0.88
Alcohol Fatality Rate Trend		1.15	1.13	1.11	1.08	1.08	1.03	1.02	1.00	0.96
Percent of Population Using Safety Belts*	46.00%	46.00%	48.20%	58.00%	54.50%	50.00%	62.00%	62.00%	62.20%	63.20%
Safety Belt Use Trend		46.00%	46.73%	49.55%	50.54%	50.45%	52.10%	53.34%	54.32%	56.23%
Serious Injuries (A) Actual	2,989	2,899	3,762	3,787	3,335	3,848	3,428	3,413	3,098	3,313

Performance Goals and Trends

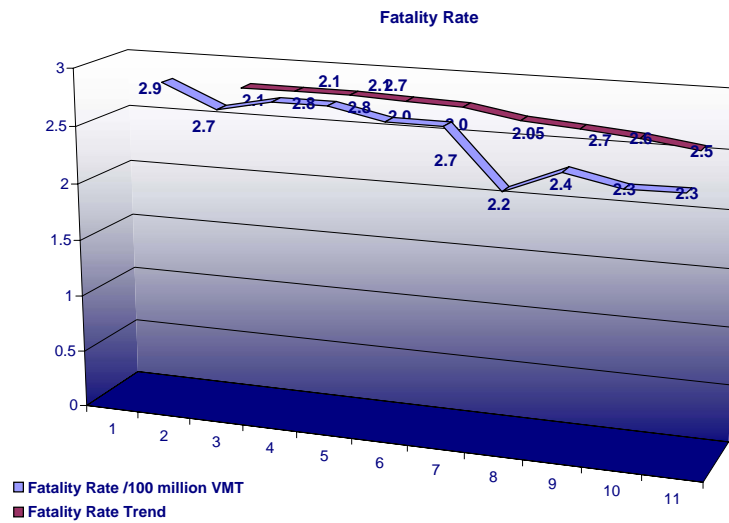
Goal: Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



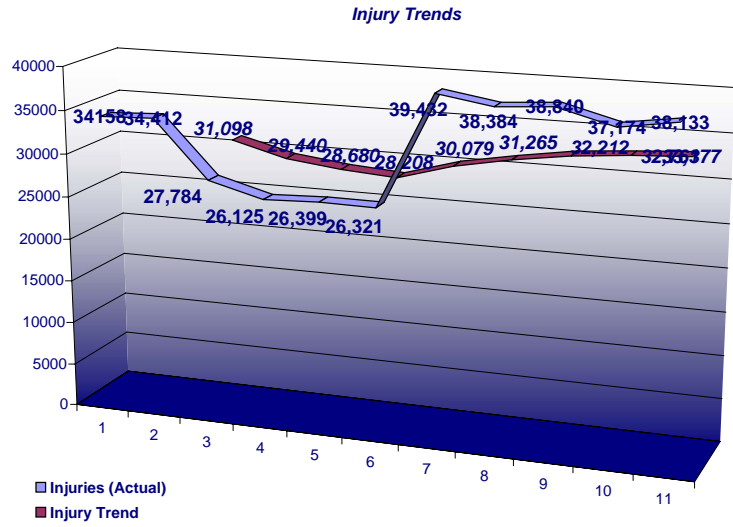
Goal: Fatality Rate/VMT
Baseline

Reduce/maintain, etc.
Baseline Data



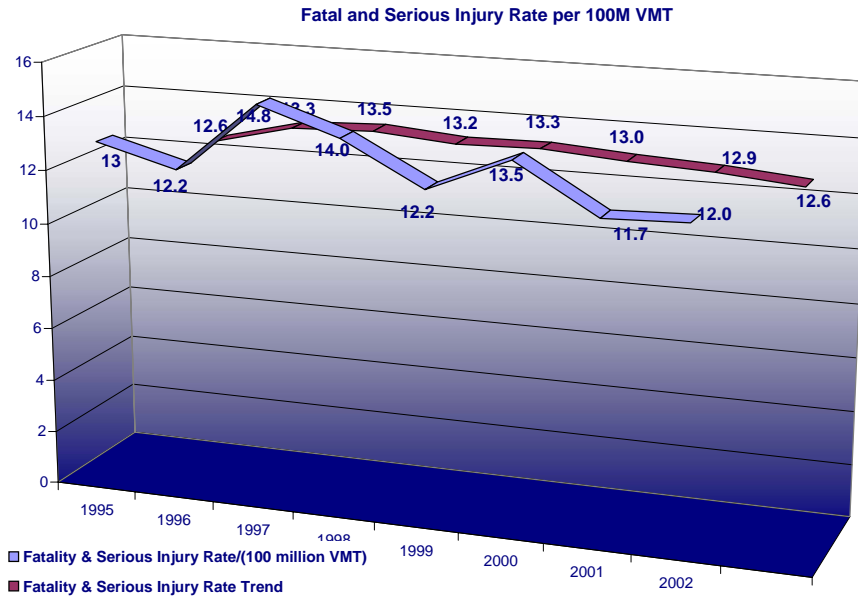
**Goal: Injuries
Baseline**

**Reduce/Maintain, etc.
Baseline Data**



**Goal: Fatal and Injury Rate/VMT
Baseline**

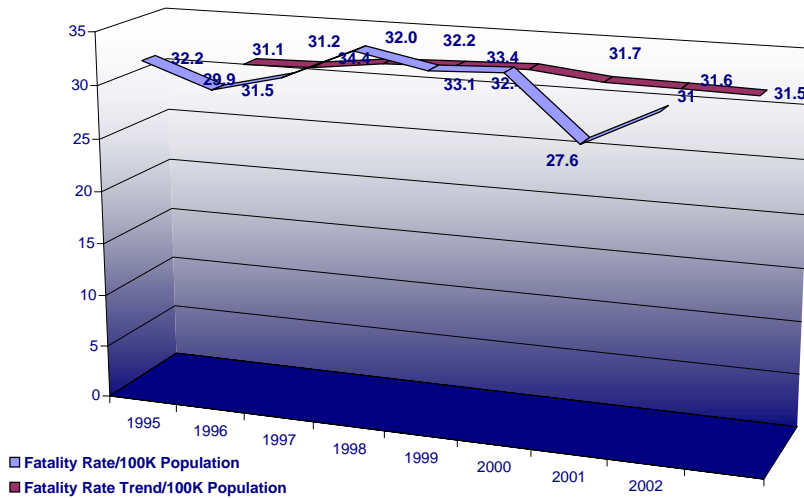
**Reduce/Maintain, etc.
Baseline Data**



Goal: Fatality Rate/100K Population
Baseline

Reduce/Maintain, etc.
Baseline Data

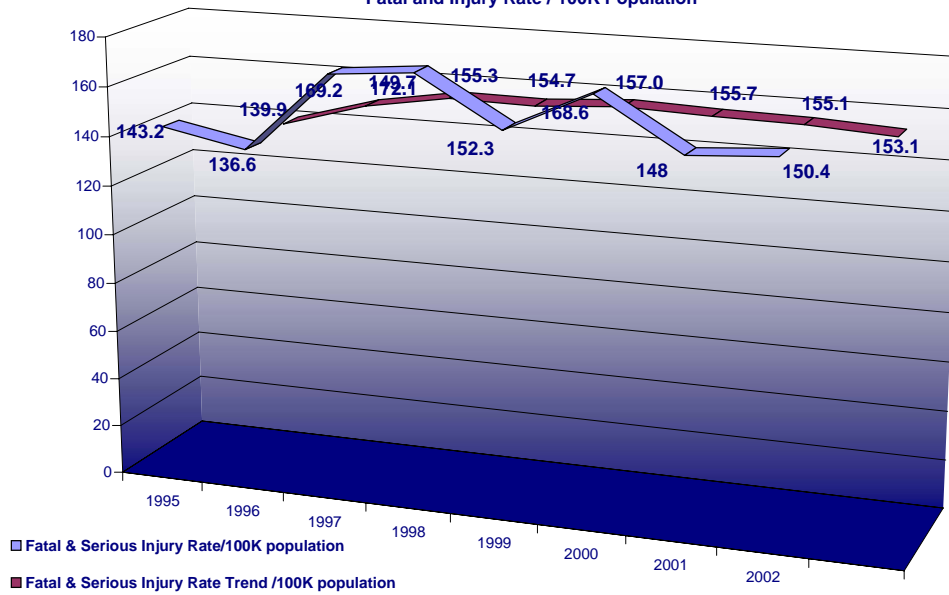
Fatality Rate/100K Population



Goal: Fatal/Injury Rate/100K Population
Baseline

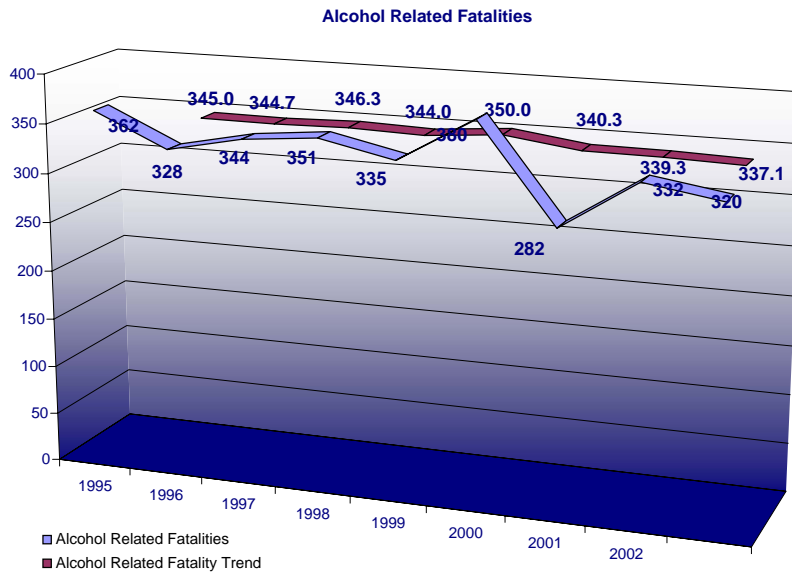
Reduce/Maintain, etc.
Baseline Data

Fatal and Injury Rate / 100K Population



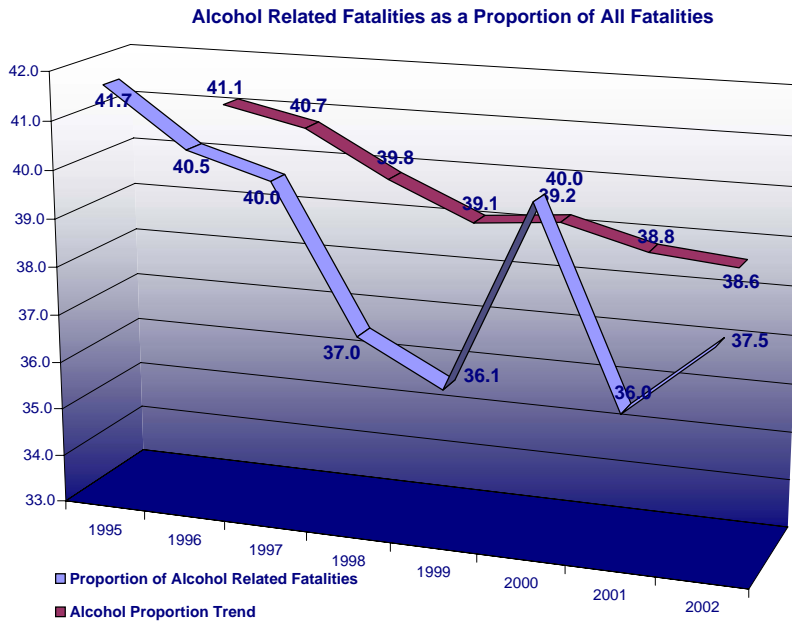
Goal: Alcohol Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



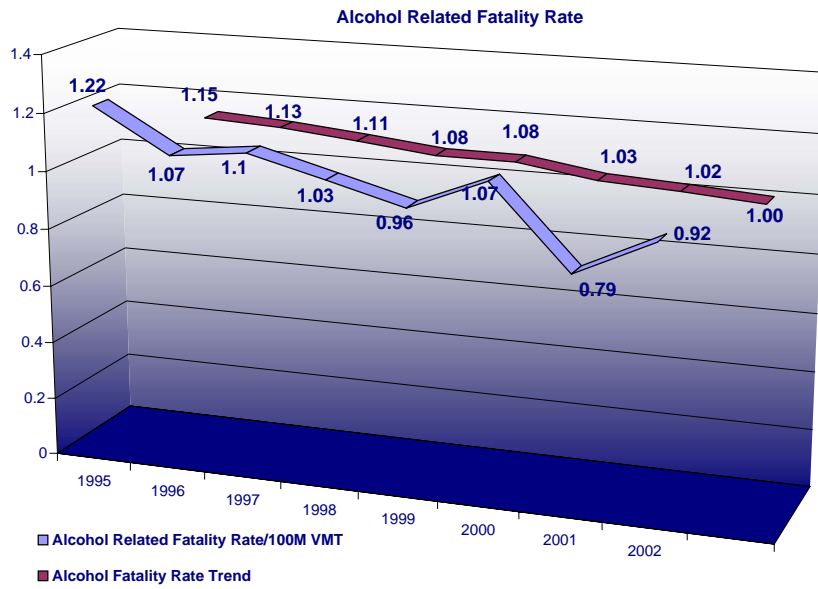
Goal: Alcohol Fatality Proportion
Baseline

Reduce/Maintain, etc.
Baseline Data



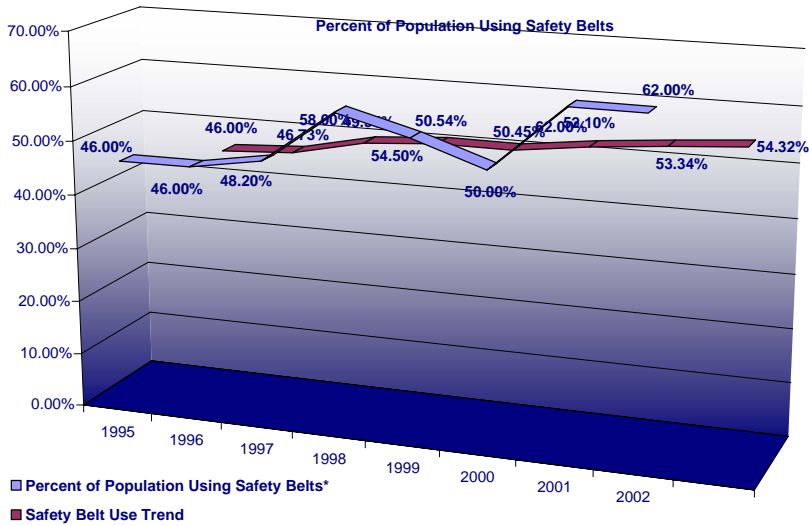
Goal: Alcohol Fatality Rate/VMT
Baseline

Reduce/Maintain, etc.
Baseline Data



Goal: Safety Belt Use
Baseline

Reduce/Maintain, etc.
Baseline Data



Impaired Driving

Program Overview

Provide a general description of the alcohol program: objectives, noteworthy programs, results, future strategies.

Objectives:

1. Reduce from 37.9% to 36% of alcohol-related fatalities by the end of 2005. Results for 2004 show an increase in alcohol-related fatalities from 37% in 2003 to 37.9% in 2004.
2. Reduce drivers aged 15-20 involved in fatal alcohol-related crashes from 11.5% in 2003 to 10% by the end of 2005. In 2004, young drivers involved in fatal alcohol crashes fell to a low of 10.8%.

Total DUI arrests decreased from 32,121 in 2002 to 29,012 in 2003. The 2004 DUI totals fell further to 26,958. The final number for 2005 is not yet available. The sustained DUI enforcement project "You Drink and Drive, You Lose", implemented in December 2002, continued throughout 2005. Part of the reduction in DUI arrests supports the concept that fewer people are drinking and driving in the state because of public awareness. Mississippi implemented the sustained DUI enforcement project in April 2004 in the 30 counties accounting for 65% of the alcohol-related fatalities for the state. The prevalence of drinking and driving among youth ages 15 - 20 continues to be a problem in this state. In 2004, 2,499 underage Mississippians were arrested for DUI. Such innovative programs as "Teens on the Move" and the Student Advisory Board promote alcohol-free lifestyles. Two other DUI programs include the 100 Club, where officers are honored for writing a minimum of 100 DUIs in a calendar year, and STORM, the DUI officer association with over 1000 members. Fourteen Standardized Field Sobriety Testing Training Courses were conducted by the LEL, as well as one SF

Occupant Protection

Program Overview

Provide a general description of the occupant protection program: objectives, noteworthy programs, results and future strategies.

1. Increase safety belt usage among all motorists from 62.2% in 2003 to 65% by the end of 2005.

Mississippi increased its safety belt usage rate to 63.2% in 2004. However, the safety belt rate fell to 60.8% in 2005.
2. Increase child restraint usage from 69% in 2003 to 70% by the end of 2005.

Mississippi's child restraint usage rate increased to 71% in 2004, and fell to 68.3% in 2005.

In 2005, Mississippi conducted the "Click It or Ticket" Campaign for the Memorial Day Blitz, and participated in a regionwide "Buckle Up in Your Truck" campaign as well. Despite extensive enforcement and paid media, the safety belt usage rate fell to 60.8%. During the pickup truck campaign, mini-survey results showed an increase among truck drivers from 57.3% to 59.6%. With NHTSA 403 funding, the Mississippi OHS held a safety belt assessment in July 2005 with expert team members from across the U.S. The main recommendation from this group was the passage of a Primary Safety Belt Law in 2006. An action plan is being developed to increase usage rates in low usage rate counties. Mississippi Safe Kids conducted over 100 child passenger checkpoints in 2005. Buckle for Life sponsored an officer appreciation luncheon, honoring law enforcement officers across the state for enforcing the primary child restraint laws. Buckle for Life and Safe Kids conducted educational campaigns through various organizations such as daycares, elementary schools, and community health fairs promoting the importance of child safety seats and safety belts.

Paid Media Report

Describe how the paid media funds were used and an assessment on the effectiveness of the public service messages. Base the assessment on data collected on paid advertising and on non-paid public service announcements.

Program Overview

The Mississippi OHS conducted both safety belt and impaired driving public awareness campaigns during FY 2005 in collaboration with NHTSA, spending in paid media in television and radio for both campaigns. The Click It or Ticket public service announcement was filmed by Tombras group. Approximately \$140,000 was purchased in television and \$40,000 in radio. Mississippi also participated in a regionwide Pick Up Truck campaign. OHS, in conjunction with Tombras, purchased \$120,000 in pick up truck television ads and \$30,000 in radio. These paid public service announcements were aired 868 times in May 2005. During the same time, 1036 local CIOT radio spots and 70 statewide radio spots were aired across the state for a cost of \$68,000. The "You Drink and Drive, You Lose" Campaign was conducted during the Labor Day Holiday period. Budgeted Paid Media for this campaign totaled \$265,385 (\$65,385 federal). Total amounts for the state portion were \$162,480 for television, and \$30,465 for radio. Reporting for YDYL was interrupted due to Hurricane Katrina. For additional information, see the Paid Media Report for 2005.

Noteworthy Practices

Project Title: Traffic Records Data Collection

Target: Statewide Law Enforcement

Program Area: Traffic Records and Hazard Elimination

Problem Statement

There was a need to implement the automated uniform crash report statewide that collects the necessary data to comply with MMUCC criteria and increase the data elements for Traffic Engineering for a comprehensive Safety Management System.

Objectives

1. Purchase improved GPS devices for MHP troopers.
2. Implement automated crash report form (Reportbeam)
3. Collect and analyze the new crash data supplied by jurisdictions via Reportbeam

Strategies

Implement new automated uniform crash report effective October 1, 2004. Hold traffic records committee meetings to oversee all aspects of the new crash data collection system and the development of SAMS. Begin training local agency administrators and MHP troop Captains in the use of on-line query reports from Reportbeam.

Results

The improved GPS devices were acquired in September, 2005. Work progressed on the MDOT Safety Analysis Management System (SAMS). Reportbeam was developed by the state traffic records committee made up of law enforcement, MIS staff, engineers, planning, judicial and other traffic safety professionals. During FY-2005, Reportbeam training of all local law enforcement was held. This software is furnished free to all law enforcement agencies in the state. The software can be run on PDA's, laptops or desktop computers using Windows.

Cost \$ 18,750 411 Funds, \$ 1,105,742 154 Transfer to HE

Funding Sources) 411 154

Contact Information

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Looking to the Future

Significant challenges to be addressed:

Mississippi's major obstacle that must be overcome is the lack of a primary safety belt law. Passage of this law could increase our safety belt usage rate by 10% to 15%, and lower our fatality rate. STORM (Sobriety Trained Officers Representing Mississippi), the Mississippi Highway Safety Patrol, and local law enforcement agencies have participated in strong enforcement campaigns for safety belts, complete with substantial paid media. We have followed the formula for increasing Safety belt usage to the letter. Passage of the Primary safety belt law is imperative in Mississippi if we are to see a substantial fatality rate decrease. The Legislature is showing a strong interest in the \$8 million to MDOT if they pass the primary law this year. Hopefully, 2006 will be the year for the primary in Mississippi.

Significant training, technical assistance, expertise and other resources necessary for success:

The Office of Highway Safety has purchased new intoxilyzers through the State Crime Laboratory for all law enforcement jurisdictions where evidentiary BAC tests are given. The new units are the state-of-the-art model 8000. These units are networked with the DPS Management Information System to allow electronic capture of BAC results without the need for manual data entry. These units replaced the model 5000 which has become somewhat obsolete. The Office of Highway Safety has funded Roadway Safety projects from the year 2000 for various municipalities across the state. The latest data shows that approximately 115 state agencies are now in compliance with the Manual on Uniform Traffic Control Devices. These projects are primarily concerned with the following areas: Traffic signs, inventories/studies, traffic engineering training assistance, and acquisition of equipment for technical support. The OHS has attempted to define statewide engineering safety problems which may result in property damage, injury, and fatal crashes. The grants awarded in this funding area are designed to assist those cities in i