



STATE OF CONNECTICUT



Highway Safety Program Annual Report Federal Fiscal Year 200



Prepared by

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INTRODUCTION

The Connecticut Department of Transportation's (Department) mission is to provide a safe, efficient, and cost-effective transportation system that meets the mobility needs of its users. The Department is committed to saving lives and preventing injuries by reducing the number and severity of traffic crashes that occur on Connecticut's roadways. This Annual Report contains information on initiatives, projects, and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2007. The highlights of this reporting period reflect a reduction in the number of injuries and alcohol-related fatalities, a decrease in injuries to motorcycle operators, and an increase in occupant restraint usage.

Fatal crashes in Connecticut decreased by 9.2 percent between 2001 and 2005 (285 vs. 261). The greatest number of fatal crashes occurred on State highways, followed by local roads. More drivers between the ages of 25 to 34 and 16 to 20 were involved in fatal crashes than drivers in any other age group.

In the 261 fatal crashes that occurred in 2005, the major factors involved were speeding or operating too fast for conditions (88) and alcohol (50). The percentage of Connecticut fatalities that were speeding-related was above the New England Region (Region) and the nationwide percentages in 2001 and 2002. Since 2003, percentages of speeding-related fatalities in Connecticut were below the percentages the Region, both of which were greater than the U.S. as a whole.

Fatalities in Connecticut decreased 13.8 percent over the 5-year period from 2001 to 2005 (318 vs. 274), compared to a decrease of 7 percent in the Region and an increase of 3 percent nationwide. In Connecticut, all 3 measures of the fatality rates—vehicle miles traveled (VMT), population, and licensed drivers—were considerably lower than the national rates each year. Driver fatalities in Connecticut fell 17.4 percent between 2001 and 2005 (213 vs. 176), compared to a decrease of 3.6 percent in the Region and an increase of 6.2 percent nationally. For the same 5-year period, fatalities were highest among persons ages 25 to 34 (16.7 percent), followed closely by persons ages 16 to 20 (16.2 percent).

Alcohol-related fatal crashes in Connecticut fluctuated between 124 and 95 over the 5-year study period. Alcohol-related fatalities decreased 28 percent over the 5 years (144 vs. 104). In 2005, alcohol-related fatal crashes were most likely to occur August through December (42.8 percent). December had the highest single month total with 10.2 percent of fatal crashes. Drinking driver fatalities were most likely to have occurred on Saturdays and Sundays (these are likely in the overnight periods of Friday into Saturday and Saturday into Sunday). Friday, Saturday and Sunday account for approximately 61 percent of all impaired driving related fatalities.

In 2005, Connecticut recorded blood alcohol concentration (BAC) test results for 67 percent of fatally injured drivers, and 31 percent of surviving drivers involved in fatal crashes; with the fatally injured rate being slightly below the national figures of 72

percent, and the rate for surviving drivers being slightly above the national rate of 28 percent. Of the fatally injured drivers in Connecticut, 36 percent had a BAC of .08 percent or higher, compared to 34 percent in the Region and nationwide. From 2001 to 2005, fatally injured Connecticut drivers in the 21 to 34 age group were the most likely to be intoxicated (42.5 percent).

Safety belt use in Connecticut increased from 78 percent in 2001 to 83 percent in 2006, exceeding the national seat belt usage rate every year except 2003. The proportion of fatally injured passenger vehicle occupants who were not restrained (48.5 percent) was below the national average (52.9 percent) in each year from 2001 to 2005. The use rates for those who survived crashes ranged from a low of 49.5 percent for those 21 to 24 years of age to 91.3 percent of those under the age of 5.

Safety in highway construction or work zones is important to both motorists passing through and personnel working at these sites. Work-zone-related fatal and A-injury, or serious crashes, continued to decline. During the 2001 to 2005 period, the number of serious crashes fluctuated from a high of 27 in 2001 to a low of 14 in 2005.

In 2005, a total of 42 motorcycle operators and passengers were killed on Connecticut roadways, representing 15.3 percent of the state's total traffic fatalities (national rate 10.1 percent). Based on 80,750 registered motorcycles, the fatality rate per 10,000 registered vehicles was 5.2 (7 national), a substantial decrease from the 2004 rate of 7 per 10,000. The fatality rate per 10,000 registered motorcyclists in the other New England states and in the U.S. as a whole increased from 2004 to 2005, while decreasing in Connecticut. Approximately 60 percent of the motorcyclists killed were not wearing helmets, compared to approximately 41 percent of fatalities nationwide. Motorcycle operator error was the single most contributing factor amongst single vehicle crashes. Riding to fast for conditions was most likely to be a factor among motorcycle operator fatalities in Connecticut. In 2005, 33 percent of the fatally injured motorcycle operators had been drinking, and 22 percent had BACs of 0.08 percent or higher. Nationally, 27 percent of all fatally injured motorcycle operators had BAC levels of .08 or higher. An additional 7 percent had lower alcohol levels (BAC .01 to .07).

The Department's Transportation Safety Section (TSS), and the National Highway Traffic Safety Administration (NHTSA) assembled a team to facilitate a traffic records assessment. Concurrently the TSS carried out the necessary logistical and administrative steps in preparation for the onsite assessment. A team of professionals with backgrounds and expertise in several areas of traffic records data systems (crash, driver/vehicle, traffic engineering, enforcement and adjudication, and injury data systems) conducted the assessment March 5 to 9, 2007. The scope of this assessment covered all of the components of a traffic records system. The purpose was to determine whether Connecticut's traffic records system is capable of supporting management's needs to identify the State's safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness.

2005 Connecticut Motor Vehicle Crash Profile*

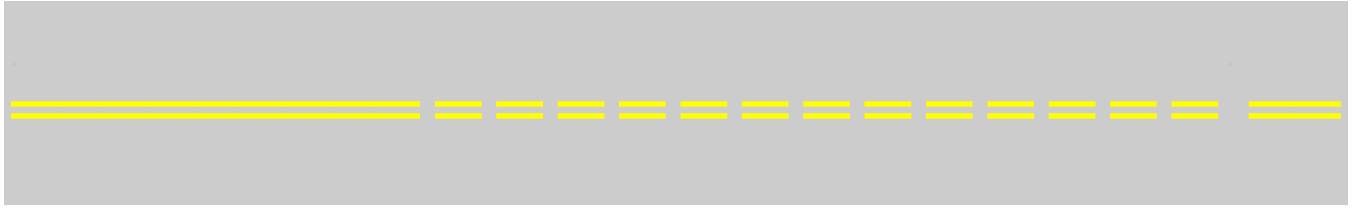
Total Crashes	79,562	-2.7 percent
With Fatalities (FARS)	261	-6.8 percent
With Property Damage Only (FARS)	49,871	-1.5 percent
With Injuries (FARS)	29,429	-4.6 percent
Number of Fatalities	274	-1.0 percent
Drivers	176	-12.9 percent
Passengers	59	-1.6 percent
Motorcyclists	42	-22.2 percent
Other	39	+22 percent
Number of Injuries	41,657	-5.9 percent
Severe (A) injury	2,465	-5.9 percent
Moderate (B) injury	10,442	-0.4 percent
Minor (C) injury	28,750	-7.5 percent

* Percent change 2005 vs. 2004; data on “fatal” crashes are from the NHTSA. FARS data on “injury” and “property damage only” crashes are from the Department’s Collision Analysis System; “other” includes pedestrians, bicyclists, and other non-motorists.

Enforcement efforts, with their high degree of visibility, are presumed contributing factors for Connecticut’s improved safety record. Many local police departments participate in mutual aid compacts to enhance enforcement efforts, including checkpoint and media activity. Focus areas include impaired driving, occupant restraint, child passenger safety, speeding, and red light running.

The success of the Highway Safety Program is contingent on cooperation and coordination with safety partners and the motoring public. NHTSA and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Department of Public Safety/State Police, the State Police Toxicology Laboratory, the State of Connecticut Judicial Branch, the Department of Mental Health and Addiction Services, the Department of Public Health, the Department of Motor Vehicles, the Motor Carrier Safety Administration, the Division of Criminal Justice, the Office of the Chief State’s Attorney, and the Office of Policy and Management. Local law enforcement agencies, through coordinated efforts with Connecticut Police Chiefs’ Association, are also essential partners. Schools, civic and non-profit groups (including MADD, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, and the Connecticut Motorcycle Riders Association), and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates as a member in the Governor’s Highway Safety Association and the National Association of State Motorcycle Safety Administrators.

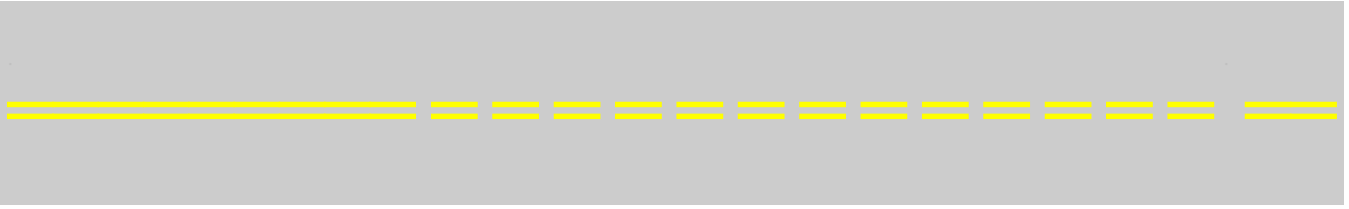
CRASH DATA/TRENDS



Crash Data / Trends

	Baseline Data 1997-1999					Progress Report Data 1999 - 2006				
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities (Actual)	338	329	301	342	312	322	294	305	274	311
Fatality Trend		334	323	328	324	324	320	318	313	313
Fatality Rate /100 Million (VMT)	1.2	1.1	1.0	1.1	1.0	1.0	0.9	1.0	0.9	1.0
Fatality Rate Trend		1.2	1.1	1.1	1.1	1.1	1.1	1.0	1.0	1.0
Injuries (Actual)	48,432	47,115	49,304	51,260	50,449	47,049	44,925	44,047	41,528	38,856
Injury Trend		47,774	48,284	49,028	49,312	48,935	48,362	47,823	47,123	46,297
Fatal & Serious Injury Rate/(100 Million VMT)	17.5	15.4	14.1	14.0	12.7	10.6	9.6	9.5	9.1	8.6
Fatal & Serious Injury Rate Trend		16.5	15.7	15.3	14.8	14.1	13.4	12.9	12.5	12.1
Fatality Rate/100K Population	10.3	10.1	9.2	10.0	9.1	9.3	8.4	8.7	7.8	8.9
Fatality Rate Trend/100K Population		10.2	9.9	9.9	9.7	9.7	9.5	9.4	9.2	9.2
Fatal & Serious Injury Rate/100K population	153.2	138.0	128.8	126.8	113.8	95.9	86.8	85.2	82.2	77.6
Fatal & Serious Injury Rate Trend /100K population		145.6	140.0	136.7	132.1	126.1	120.5	116.1	112.3	108.8
Alcohol-Related Fatalities	133	129	134	146	144	135	131	121	120	108
Alcohol-Related Fatality Trend		131.0	132.0	135.5	137.2	136.8	136.0	134.1	132.6	130.1
Percentage of Alcohol-Related Fatalities	39%	39%	45%	43%	46%	42%	45%	40%	44%	35%
Percentage of Alcohol-Related Fatalities Trend		39%	41%	41%	42%	42%	43%	42%	42%	42%
Alcohol-Related Fatality Rate/100M VMT	0.47	0.44	0.45	0.47	0.47	0.43	0.42	0.38	0.38	0.34
Alcohol Fatality Rate Trend		0.45	0.45	0.46	0.46	0.45	0.45	0.44	0.43	0.42
Mean Blood Alcohol Concentration (BAC) in DUI Arrests	0.168	0.168	0.167	0.168	0.169	0.165	0.164	0.162	0.165	0.162
Mean BAC Trend		0.168	0.168	0.168	0.168	0.168	0.167	0.166	0.166	0.166
Speed Related Fatal Crashes	39.8%	27.1%	36.3%	34.6%	43.9%	46.3%	37.2%	32.6%	30.0%	
Speed Related Crash Trend		33%	34%	34%	36%	38%	38%	37%	36%	
Percent of Population Using Safety Belts	67.6%	70.1%	72.9%	76.3%	78.0%	78.0%	78.0%	82.9%	82%	83%
Safety Belt Use Trend		68.9%	70.2%	71.7%	73.0%	73.8%	74.4%	75.5%	76.2%	76.9%
MOTORCYCLE (MC) DATA										
Number of Injuries	774	891	916	916	1052	983	931	1001	1081	1047
Injuries Per 10,000 Registrations	152.6	174.6	174.6	155.1	166.9	149.4	133.9	129.6	133.9	122.8
Motorcycle Injury Trend		163.6	167.3	164.2	164.8	162.2	158.2	154.6	152.3	149.3
Involved Fatalities	38	41	38	50	46	44	27	54	43	57
Fatalities Per 10,000 Registrations	7.5	8.0	7.1	8.5	7.3	6.7	3.9	7.0	5.3	6.7
Motorcycle Fatality Trend		7.76	7.54	7.77	7.68	7.51	6.99	6.99	6.81	6.80
Percentage of MC Operator Fatalities with BAC > 0%	66%	44%	42%	54%	43%	44%	57%	60%	33%	28%
Fatality Injured Trend		55%	51%	51%	50%	49%	50%	51%	49%	47%

PERFORMANCE GOALS AND TRENDS

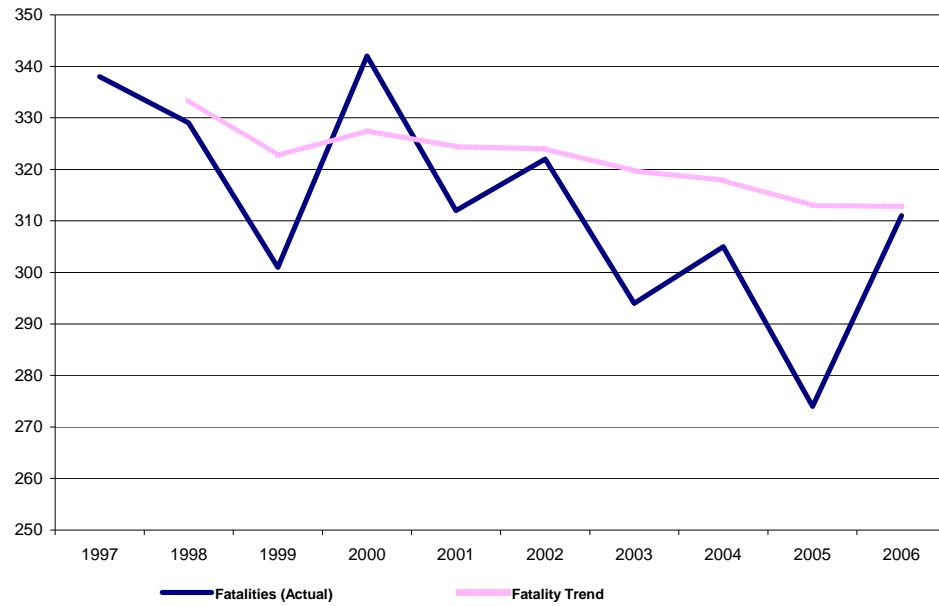


Performance Goals and Trends

Graph 1

Fatalities, Goal:

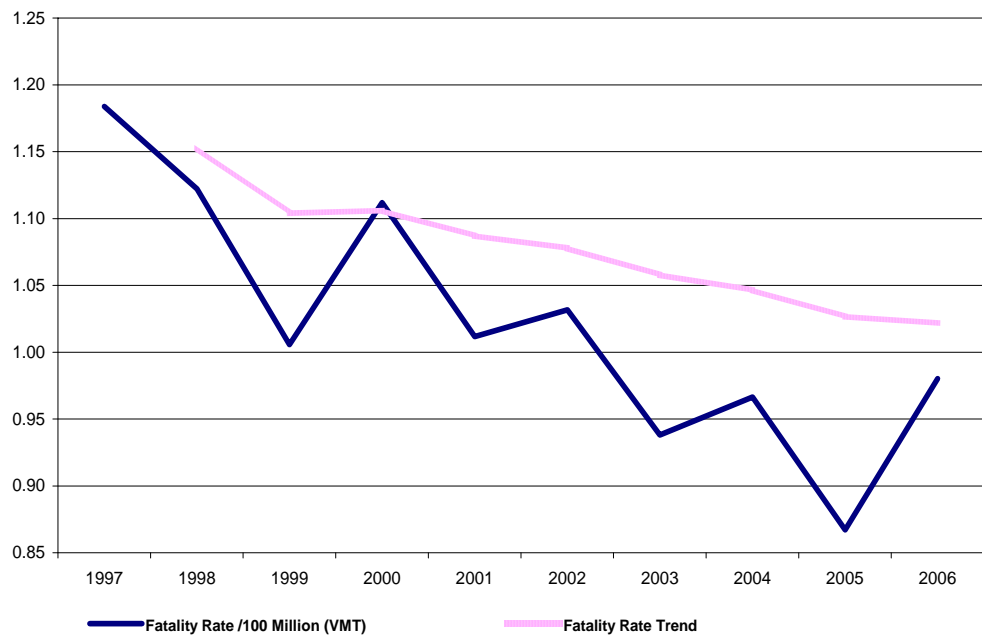
Reduce current number of fatalities



Graph 2

Fatality Rate/100M VMT, Goal:

Reduce the fatality rate/100M vmt

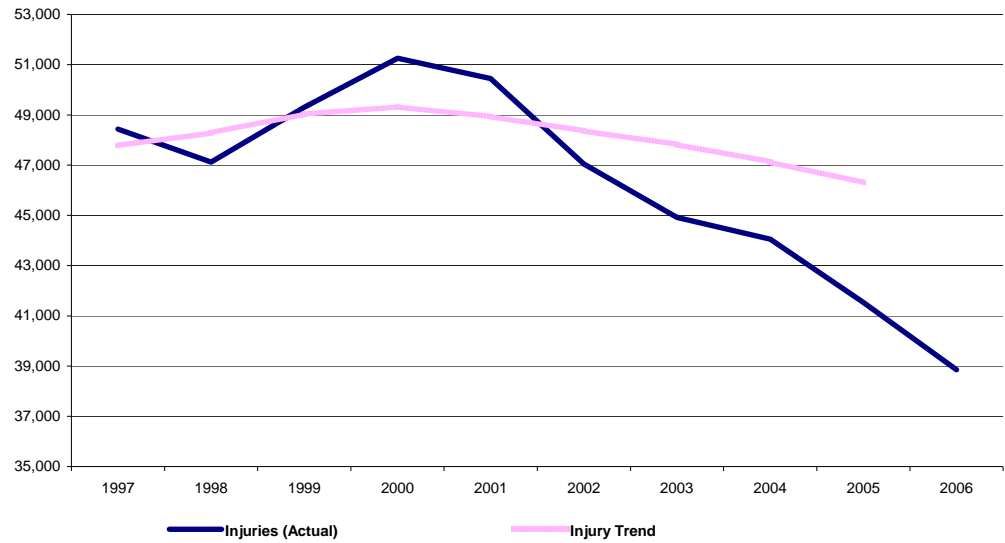


Performance Goals and Trends

Graph 3

Injuries, Goal:

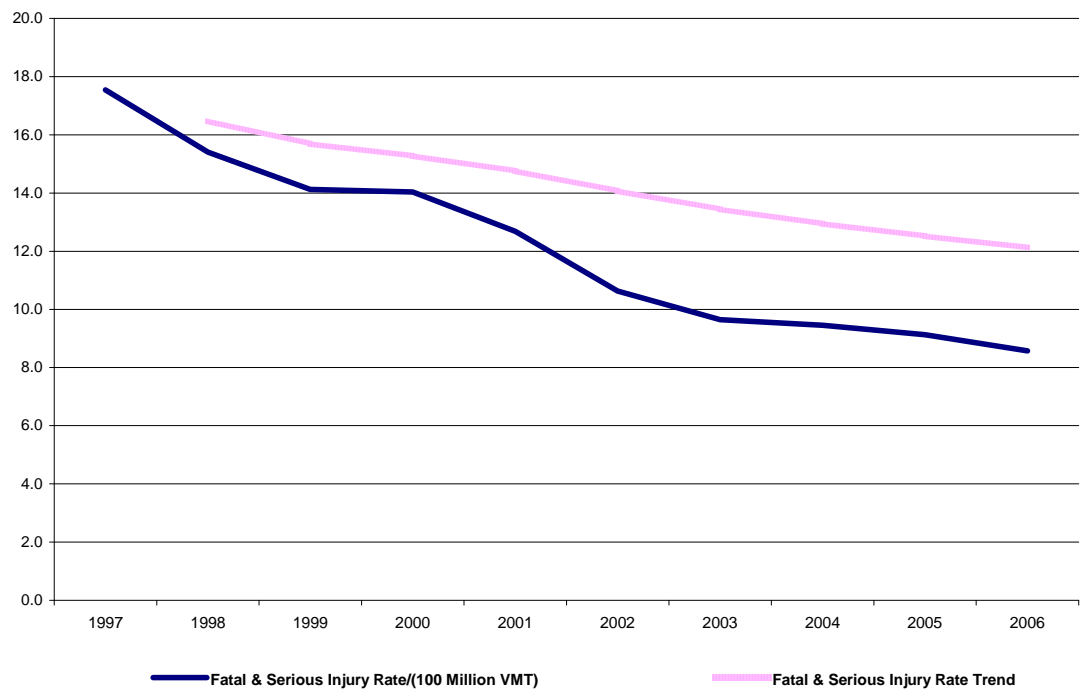
Maintain a reduction in the number of injuries



Graph 4

Fatal and Serious Injury Rate/100M VMT, Goal:

Maintain drop in fatal/serious injury rate

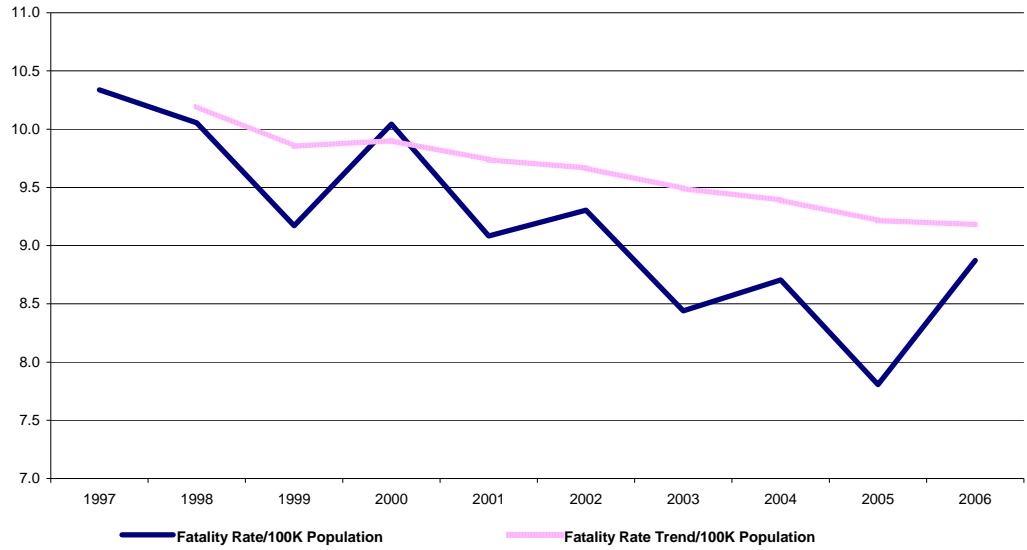


Performance Goals and Trends

Graph 5

Fatality Rate/100K Population, Goal:

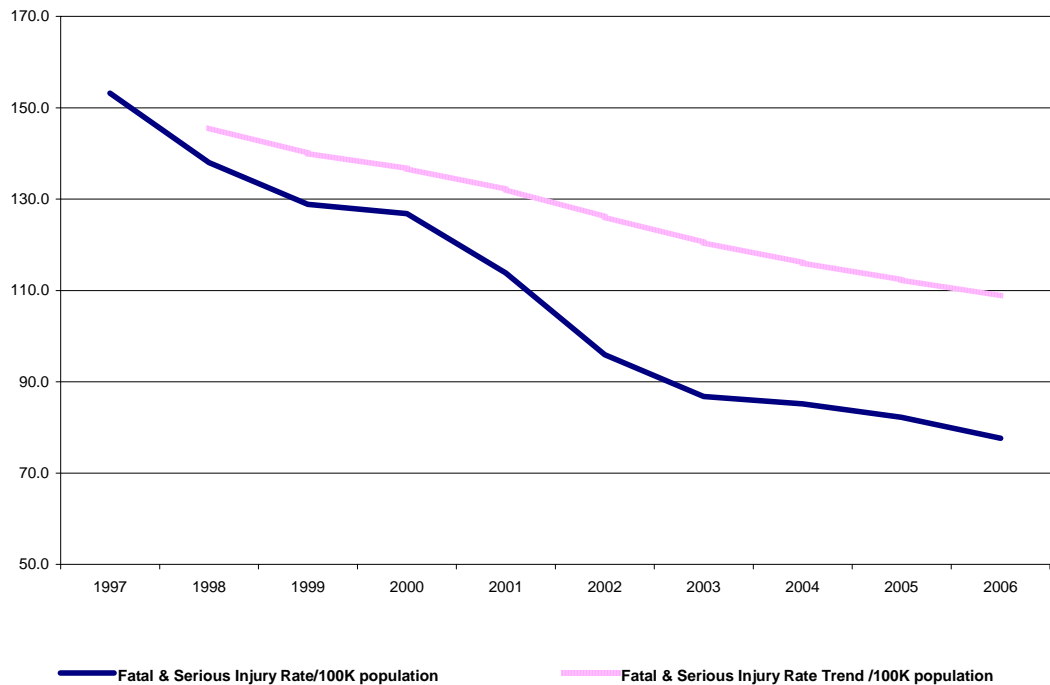
Maintain a reduction in the fatality rate



Graph 6

Fatal/Serious Injury Rate/100K Population, Goal:

Maintain drop in fatal/serious injury rate



Performance Goals and Trends

Graph 7

Alcohol Fatalities, Goal:

Maintain number of alcohol-related fatalities



Graph 8

Alcohol-Related Fatalities Percentage, Goal:

Reduce the percent of alcohol-related fatalities

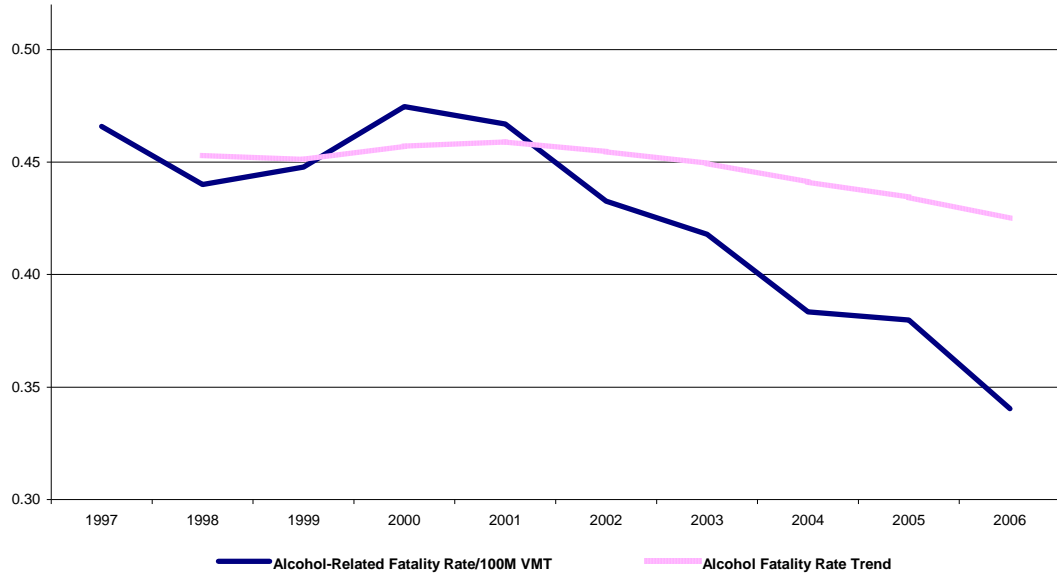


Performance Goals and Trends

Graph 9

Alcohol Fatality Rate/100M VMT, Goal:

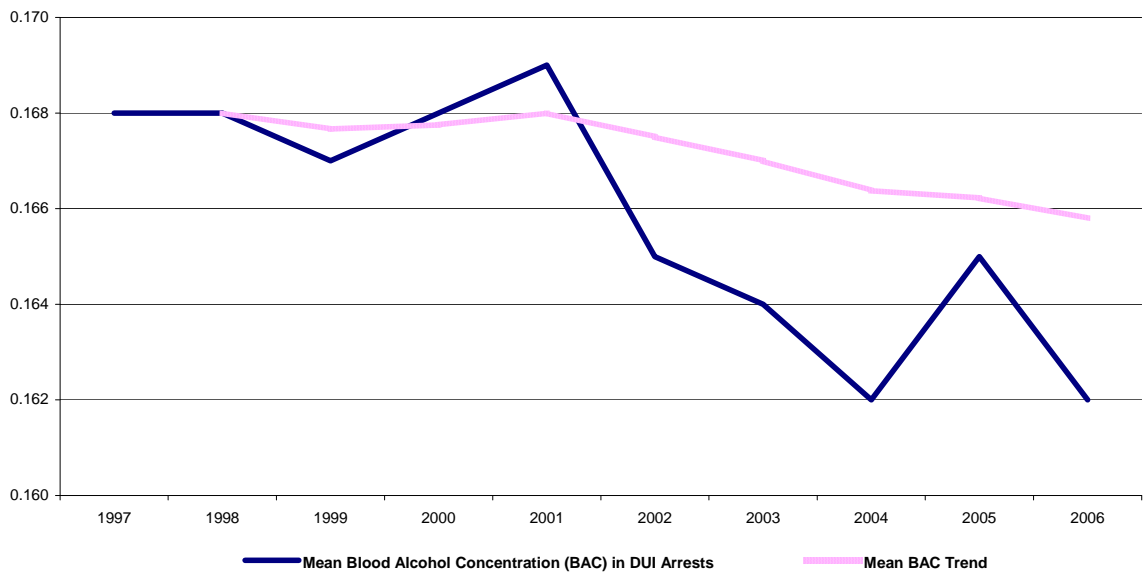
Maintain a reduction in alcohol-related fatalities



Graph 10

Mean BAC Arrests, GOAL:

Reduce mean BAC Arrests to .160%

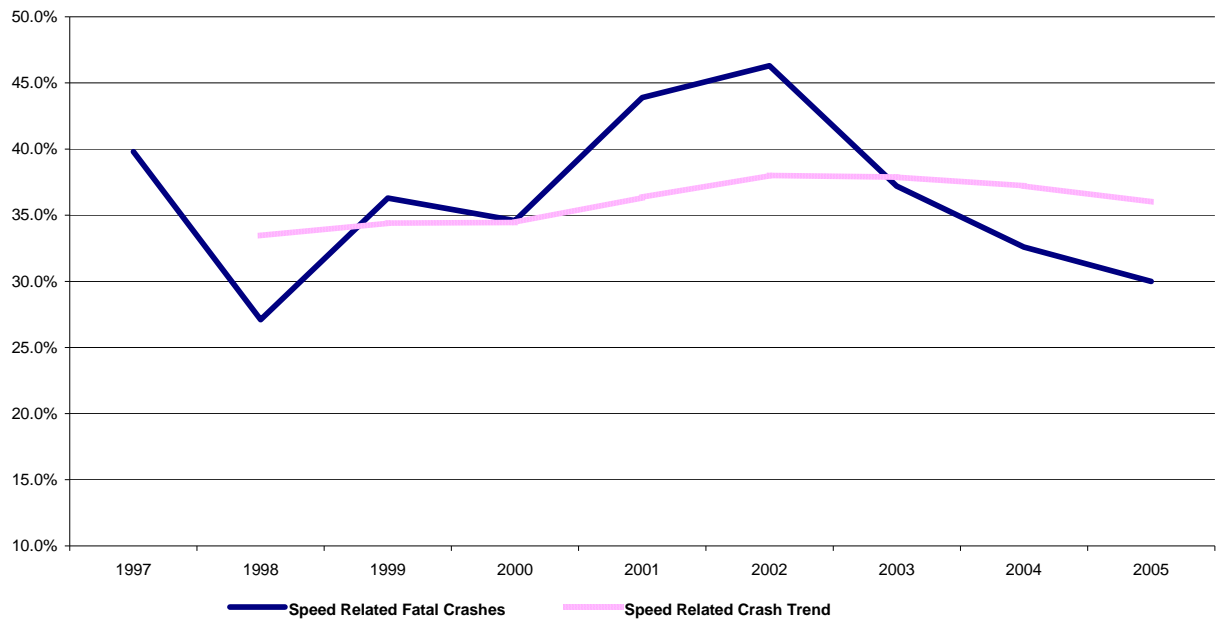


Performance Goals and Trends

Graph 11

Speed Related Fatal Crashes, GOAL:

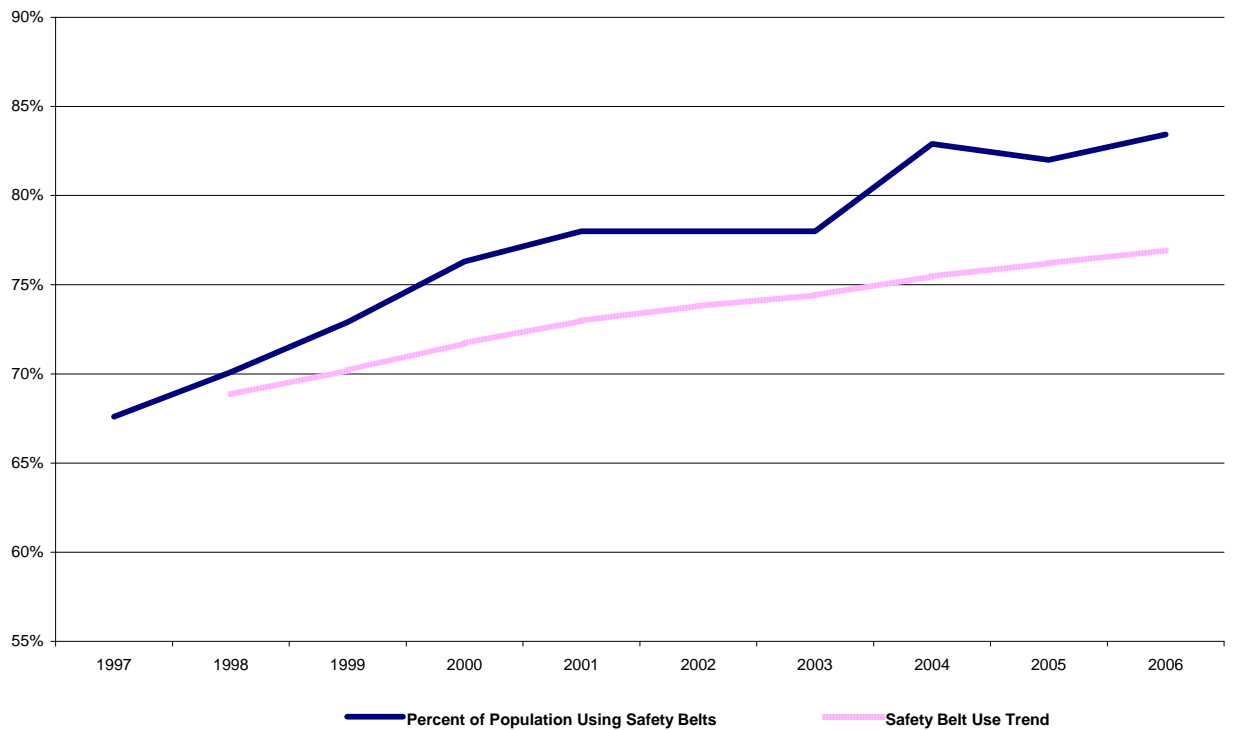
Reduce percent of speed related fatal crashes



Graph 12

Observed Safety Belt Use, Goal:

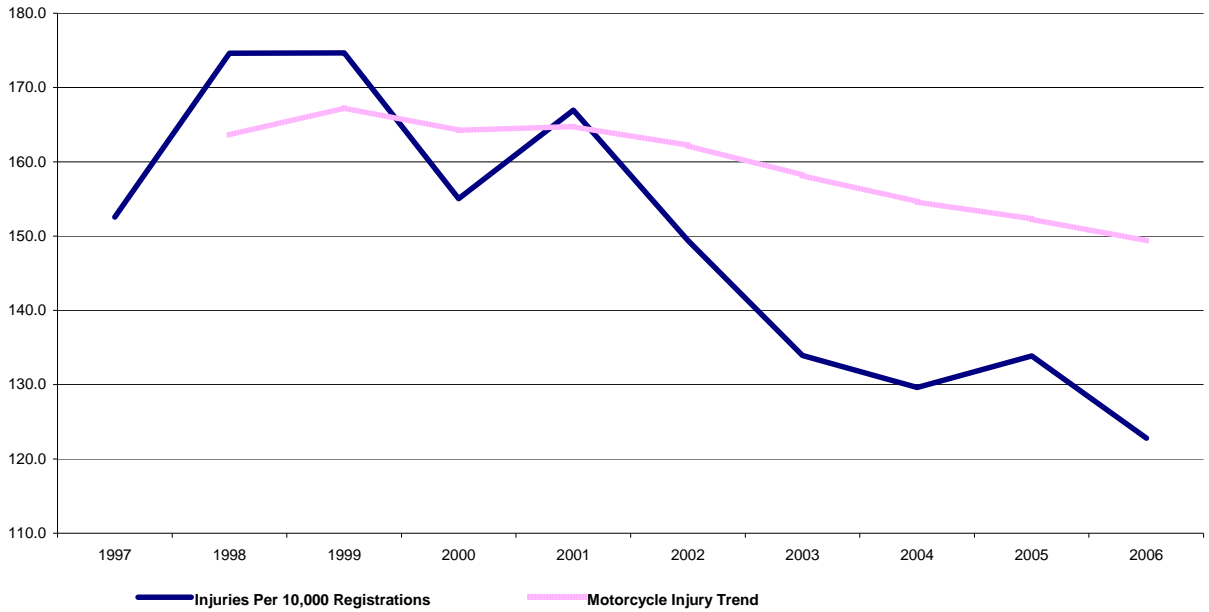
Increase observed safety belt use rate to 84%



Performance Goals and Trends

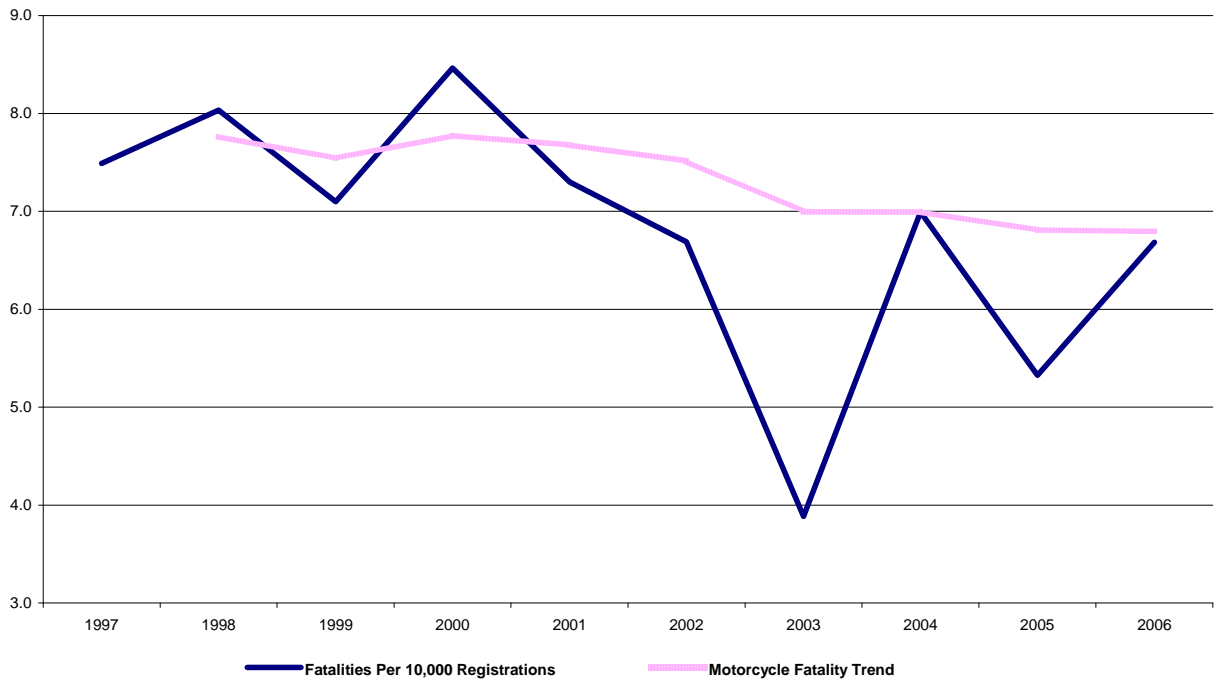
Graph 13

Motorcycle Injuries/10K Registrations, Goal: Maintain a reduction in motorcycle injuries below 120 / 10K Reg.

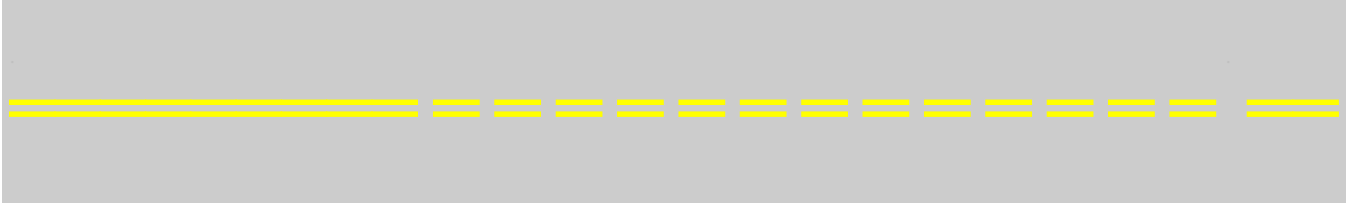


Graph 14

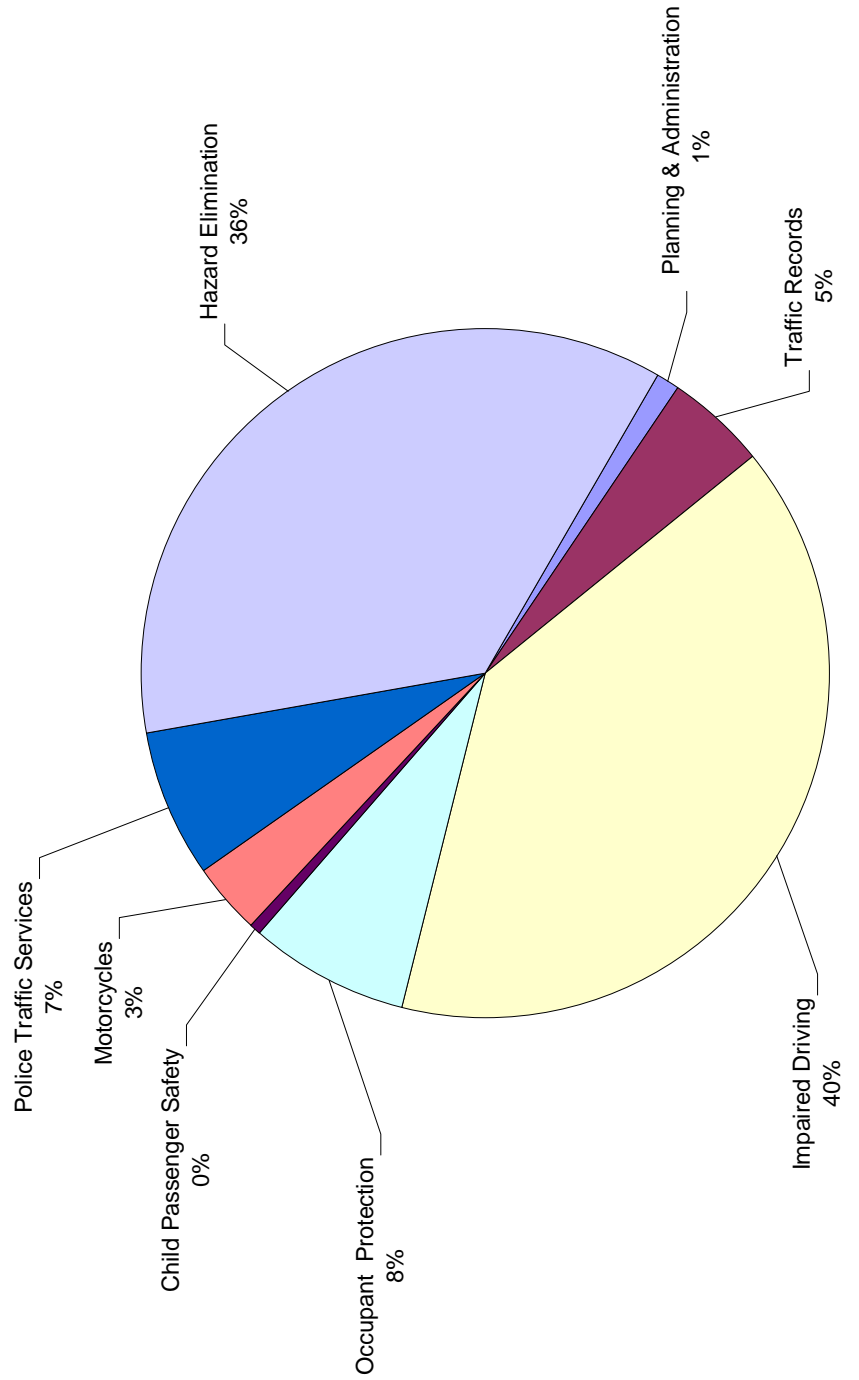
Motorcycle Fatalities/10K Reg., Goal: Reduce the fatality rate to below 6.0 /10K Reg.



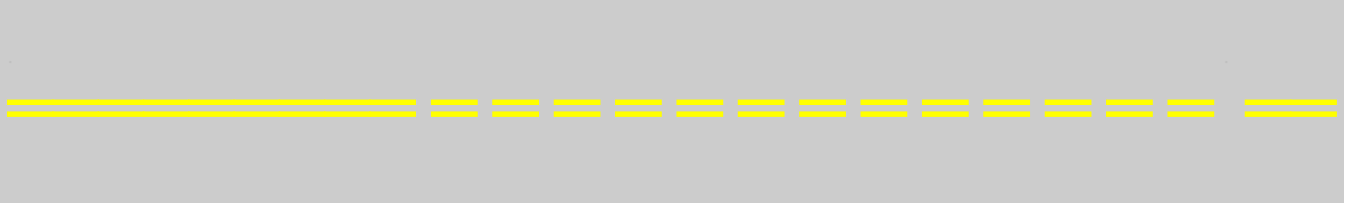
FINANCIAL SUMMARY



Financial Summary														
(Preliminary Data as of 12/20/07)														
	402	405	406	408	410	411	154 AL	154 PM	154 HE	157PT	164	2010	Total	% of Total
Planning & Administration	\$139,500												\$139,500	1.2%
Traffic Records	\$220,300		154,200	190,000		0							\$564,500	4.7%
Impaired Driving	\$206,400				1,078,200		2,881,800	457,800			89,900		\$4,714,100	39.7%
Occupant Protection	\$360,500	538,000											\$898,500	7.6%
Child Passenger Safety	\$45,300												\$45,300	0.4%
Motorcycles	\$352,500											47,000	\$399,500	3.4%
Police Traffic Services	\$819,300									8,300			\$827,600	7.0%
Hazard Elimination									4,298,300				\$4,298,300	36.2%
TOTAL													\$11,887,300	100.0%



PROGRAM AREAS



Impaired Driving

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include reducing alcohol-related fatal crashes by 5 percent, reducing the mean BAC at the time of arrest to .160 percent, reducing the percentage of alcohol-related fatalities in the 21 to 39-year-old age group, reducing the percentage of alcohol-related fatalities in the under-21-year-old age group, and diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement.



The Impaired Driving Program emphasized enforcement with the goal of reducing driving under the influence (DUI). Through cost-share programming, it was possible to substantially increase the number of officers throughout the State to engage in high-visibility DUI enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists a simple message: if they drive impaired, they will be caught.

Law enforcement agencies statewide conducted DUI enforcement efforts during the Thanksgiving, Christmas, New Years, Memorial Day/July 4th and Labor Day holidays. Expanded DUI enforcement grants were also awarded to municipalities for enforcement outside of the holiday mobilization periods. These grants allowed existing regional traffic enforcement units to combine resources in regional DUI operations. This strategy emphasized a regional police presence and created an effective deterrent to impaired driving by heightening the public's perception of being apprehended. The expanded grants continued throughout the fiscal year and allowed a great deal of flexibility in deployments based on the particular needs of a community. Some examples included targeting the shoreline during high travel timeframes and municipalities with high-profile sporting events or municipalities hosting ethnic festivals. The results of the DUI enforcement program are listed below:

Holiday DUI Project Activity (as of 12/03/2007 - 86 municipalities reporting)

Thanksgiving/Christmas/New Years - Local Law Enforcement

- 546 DUI arrests
- 8,314 safety belt and other citations
- 10,160 warnings
- 65 checkpoints
- 21,545 hours of enforcement

Thanksgiving/Christmas/New Years - State Police

- 19 DUI citations

440 safety belt and other citations
252 hours of enforcement

Memorial Day/July 4th - Local Law Enforcement (56 of 57 reporting)

225 DUI arrests
3,640 safety belt and other citations
3,362 warnings
46 checkpoints
7,461 hours of enforcement

Memorial Day/July 4th - State Police

18 DUI citations
104 safety belt and other citations
560 hours of enforcement

Labor Day Local Law Enforcement (79 of 82 reporting)

186 DUI arrests
3,004 safety belt and other citations
2,409 warnings
42 checkpoints
6,344 hours of enforcement

*** Note – State Police Labor Day Enforcement data and funding was incorporated into the agencies Expanded DUI Enforcement initiative. Some local municipalities also incorporated their Labor Day Enforcement efforts into their Expanded Enforcement projects along with the data and costs associated with this mobilization***

Expanded DUI Project Activity (as of 12/04/07 - 63 of 78 agencies reporting) –

Local Law Enforcement

1,131 DUI arrests
18,721 safety belt and other citations
17,370 warnings
89 checkpoints
39,605 hours of enforcement

State Police

118 DUI citations
1,805 safety belt and other citations
2,947 hours of enforcement
21 arrests for possession of illegal narcotics

Funding was provided for a the Connecticut State Police to obtain a DUI Command Vehicle, (BAT Mobile) for Statewide DUI checkpoints and at other high visibility public venues. The vehicle was introduced at a press event on December 28, 2006 at the State Police Headquarters and received statewide electronic and print media coverage.

The Connecticut State Police conducted a “UCONN Spring Weekend Project” to reduce DUI incidences during the University’s Spring Weekend. This project resulted in 5 DUI arrests, 5 possessions of alcohol by a minor, 2 possessions of narcotics, and 41 safety belt violations and 83 other motor vehicle violations. The Town of North Branford implemented a project to combat underage drinking. Enforcement efforts made 151 arrests for violation of underage possession and procurement of alcohol. In 2005/2006 there were 67 arrests for underage alcohol possession – this increased to 151 as a direct result of this project. In addition, numerous arrests were made for possession of narcotics and several liquor stores had their licenses suspended for selling to minors.

Connecticut continued implementation of the Connecticut Impaired Driving Records Information System (CIDRIS). This project provided support to the development and rollout of the CIDRIS Project. Under the oversight, guidance and direction of the Office of Policy and Management, CIDRIS will provide for electronic data capture of traffic citations, integration of judicial and DMV information, integration with offender-based data and a data, warehouse support system.

Funding continued for a statewide DUI prosecutor/coordinator position within the Office of the Chief State’s Attorney. The prosecutor/coordinator focused on increasing the ability of the Chief State’s Attorney’s Office to successfully prosecute DUI and drug-related traffic cases and to train law enforcement officers on the prosecutorial aspects of Standard Field Sobriety Tests (SFST) as they pertain to DUI cases. Training and education initiatives designed to provide a better understanding of Connecticut’s DUI laws, were provided to law enforcement personnel and motor vehicle per-se hearing officers. Consequently, additional DUI-related cases could be successfully prosecuted. The DUI prosecutor/coordinator also is on the Advisory Panel for the CIDRIS Project and is a member of the Law Enforcement Council, coordinated by the Department’s Law Enforcement Liaison.

Youth initiatives included “zero tolerance” messages, as well as educational efforts such as the MADD Connecticut Youth Power Camp. Annual Power Camps helped young people learn the skills necessary to affect change in their communities. Youths learned ways to change attitudes that condone underage drinking and drug use by addressing public policy options, joining efforts with law enforcement, and broadcasting their message via the media. Alcohol incentive funds were used to support the 2007 Power Camp. Approximately 100 participants comprised of students, adult leaders, staffers and management personnel representing 13 schools and community organizations.

The Department and the State Toxicology Laboratory have collaborated on evaluation of DUI data analysis and interpretation, with the results enhancing the testimony provided in support of DUI prosecutions in the State. Further, the collaboration has focused on expanding the scope of drugs that are routinely detected and reported by the Laboratory, again, supporting DUI prosecutions. This program specifically addresses the use of prescriptions, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator’s abilities. Working

with the media, including television, radio, and print, provided an integral component to the State's impaired driving initiatives.

The Department continues to sponsor the Drink-Drive-Lose.com Web site. The site is currently being reviewed for the purposes of updating and keeping the site fresh for the group of motorists that this platform is geared toward. In addition, the Department conducted a public information campaign encouraging motorists to drive responsibly during the Thanksgiving through New Years holiday season. The campaign employed both television and radio commercials, in which Governor M. Jodi Rell was featured as spokesperson. Television reach for this campaign was estimated to be 98 percent with a frequency of 15X for the over 21 age group. There were 517 paid television commercials and 518 bonus no-charge commercials with 27,234,000 gross impressions in the over 21 age group. Media purchased included a combination of paid and bonus spots for TV, cable and radio. Eight hundred sixty-six 30-second radio commercials aired with an additional eight hundred sixty-six bonus no-charge commercials and 300 hundred promotional mentions at no-charge. Gross impressions were 4,920,000. The commercials were concentrated during the a.m. and p.m. drive times and weekends. The campaign reach combining all mediums was 95 percent with the campaign frequency combining all mediums 20+ for the people over age 21.



The Labor Day Holiday period featured the national campaign "*Drunk Driving: Over the Limit. Under Arrest.*" Connecticut awarded 83 municipalities federal funds to conduct DUI initiatives



throughout the State including saturation patrols and DUI checkpoints. During this mobilization there was no paid media.

During 2007 (as of 12/4/2007), approximately \$4,714,100 was spent to accomplish these activities.

Police Traffic Services

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by 5 percent by the end of 2008, and by 5 percent each year in 2009 and 2010. Moreover, the goal includes reducing the high level of crashes due to Connecticut's 4 predominant contributing factors from 64 percent to 55 percent by the end of 2008, with an emphasis on speeding.

Countermeasure programming continues to focus on increasing the number of regional traffic enforcement units (RTUs). Connecticut's law enforcement community is composed entirely of State and local agencies. A gap exists in enforcement due to a lack of county or "regional" agencies. Through mutual aid agreements, Connecticut has established a statewide network of RTUs comprised of State and local enforcement agencies within regions of the State.



RTUs achieve continuous statewide comprehensive traffic enforcement by sharing personnel and equipment within the unit. This allows agencies to regularly participate in traffic enforcement checkpoints that would ordinarily be cost prohibitive. RTUs are an integral component of Connecticut's traffic enforcement structure and have proven to be successful. The mobility and visibility of these units have successfully projected a broad police presence to the public. There are currently 16 RTUs statewide.

The Naugatuck RTU was formed by the towns of Naugatuck, Middlebury, Watertown and Wolcott by forming a compact for the purpose of conducting regional traffic enforcement. These towns regionally conduct weekly speed enforcement deployments in each municipality and absorb the financial costs. The Naugatuck RTU also participates in the Comprehensive Alcohol grant on a regional basis. In 2007, additional RTU compacts were signed in the Fairfield and Southington regions.

A Law Enforcement Summit was held to discuss current highway safety priorities and to recognize the law enforcement community for their participation in the Department's Highway Safety Program. Over 265 law enforcement officers attended. Thirteen law enforcement agencies who participated in the Law Enforcement Challenge were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.

The Towns of Bolton and New Hartford each continued to enforce a Hazardous Moving Violation Project on Connecticut Route 6 and 44, and Route 202 and 44. These routes were selected due to the high volume of traffic crashes. Through these separate

projects, patrols were conducted during the day and evening using marked and unmarked vehicles. These projects resulted in a total 797 moving violation citations.

The New Britain Police Department continued their successful Bust Aggressive Driving (BAD) program, issuing 2,235 infractions for various moving violations. Through this project the department was able to rate crash statistics.

To address the growing number of crashes caused by following too close, the New Britain Police Department initiated "2 Seconds Too Close" the objective of this program was to innovatively and effectively enforce the state statute that pertains to following too close. Utilizing a specialty laser measuring device equipped unmarked pace car, an officer patrolled city streets within a target area. The target areas were adjusted based on crash frequency and citizen complaints that pertain to following too close. The primary objective was to reduce the number of following too close crashes. Through this project, 480 infractions were issued for following too close and 81 infractions for other motor vehicle violations. (See detailed report in Noteworthy Practices).

The Town of Stafford operated a Speed Enforcement Project incorporating 925 hours of enforcement. Through this project, law enforcement personnel issued 506 citations and 313 warnings for speeding.

The Town of Tolland conducted a Speed Enforcement Project along the commuter routes. Utilizing funds made available through this project, the law enforcement officer issued a total of 611 citations and 310 warnings on these routes and the adjoining local roadways.

As part of a comprehensive approach to combat speeding on local roadways that run through Plainville, the Plainville Police Department initiated a Speed and Accident Reduction Project that combined education and enforcement to address crashes and injuries. The education portion of the effort involved interaction with motorists at traffic stops and issuing citations and warnings, while the enforcement component allowed for the purchase of a radar trailer used on the roadways within the Town limits. This unit also allows for traffic data to be collected for future deployments.

A Hazardous Moving Violations Project was initiated by the Town of Darien. During this 3-month project, Darien officers conducted approximately 485 hours of enforcement dedicated to detection and arrest of violators on Connecticut Route 139 and other local roadways. Law enforcement officers issued 351 citations for various motor vehicle violations. Darien Officers working in-kind routine traffic duties assisted on periodic deployments and issued another 153 citations for other motor vehicle violations while making 504 total contacts with motorists.

The State Police conducted a Comprehensive Safety and Speed Compliance Project. State Police personnel operated unmarked cruisers and other non-conventional patrol vehicles to target enforcement areas where speeding was a contributing factor in traffic crashes. The Department also supported 3 national Critical Analysis Reporting

Environment (C.A.R.E.) holiday periods and various safety belt campaigns through this grant, which resulted in 4,604 violations for speeding, 93 for Reckless Driving and 1,737 for other violations. State Police conducted Red Light Running Enforcement operations to reduce the number and severity of motor vehicle crashes, and to increase compliance with the law regarding red lights.

Connecticut Route 6 in Andover is one of the most hazardous roadways in the State. It has been the location of many motor vehicle crashes which have resulted in numerous injuries, some which have been fatal. The Town of Andover's law enforcement officers implemented a Hazardous Moving Violations Project which resulted in 134 speeding violations, 120 safety belt violations and 240 other moving violations.

The Town of Oxford conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 140, 286 and 74. Utilizing the funds made available through this project, the law enforcement officer issued a total of 503 citations on these routes and the adjoining local roadways.

A Speed Enforcement Project was implemented by the Town of Stafford. During this project the Town utilized 925 hours of enforcement to make 506 motor vehicle arrests and issued 313 warnings.

To address the growing number of "cruising" activities which frequently produce unregulated street racing, the Hartford Police Department continued "Operation Safe Streets," targeting such traffic offenses as speeding, racing, DUI, seat belt and hazardous moving violations. Hartford Police utilized 1185 hours of enforcement and issued 1,127 infractions for a variety of moving violations.

The Town of Ellington conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 140, 286 and 74. Utilizing the funds made available through this project, the law enforcement officers issued a total of 449 citations and 873 warnings on these routes and the adjoining local roadways.

A Hazardous Moving Violations Project was initiated by the Town of East Haddam. Through this project East Haddam officers, assisted by resident troopers and troopers from Troop K, conducted approximately 547 hours of enforcement dedicated to detection and arrest of violators on Connecticut Route 149. Law enforcement officers issued numerous citations including 35 speeding violations, 16 safety belt violations, 11 stop sign violations and 31 other motor vehicle violations while making 377 total contacts with motorists.

The Town of Marlborough State Troopers used 654 hours of enforcement to implement their Hazardous Moving Violations Project resulting in 373 citations and 207 warnings for 580 total contacts with motorists.

During 2007, approximately \$827,600 was spent to accomplish these activities.

Occupant Protection

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the national average of 82 percent. Performance goals include reducing the percentage of serious (fatal + "A") injuries resulting from motor vehicle crashes from 8.4 percent in 2000 to 6.9 percent in 2006; to 4.9 percent in 2008. Additional performance goals include reducing the percentage of moderate ("B") injuries resulting from motor vehicle crashes from 23.9 percent in 2000 to 22 percent in 2008.

Efforts undertaken were designed to increase awareness and adherence to Connecticut's occupant protection laws with a priority given to enforcement and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations. Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public information and education activities were administered through media announcements and support materials. Concentrated safety week efforts included "Buckle Up America Week" and "Child Passenger Safety Awareness Week." These initiatives are nationwide efforts to increase awareness of the need for proper use of safety belts and child safety seats. Law enforcement officials offered Convincer/Rollover public demonstration programs. These programs give individuals the opportunity to experience a low-speed impact and "convince" the rider that they need to wear a safety belt when riding in a vehicle. The Rollover simulator also demonstrates the need for safety belt use by providing a visual experience of what happens when a vehicle is involved in a rollover crash.



The Department conducted the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts held on November 13 and May 15, 2007. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The WAVE was conducted in May 2007 with 181 agencies participating. An 85.4 percent post-WAVE safety belt usage rate was achieved. Enforcement activity included a total of 14,529 safety belt citations, 1787 speeding citations, 83 child safety seat citations, 218 DUI arrests, and 3,611 citations for miscellaneous violations.

The spring 2007 statewide scientific survey revealed an 83.5 percent safety belt usage rate. This represents a 1.9 percent increase over 2005. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. After the spring WAVE period, the full statewide survey was conducted; this survey establishes the statewide rate for the year. The pre and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys serve to monitor performance and activity relating to safety restraint

usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate.

The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news coverage. Departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. Radio and television spots, print media, and billboards served to complement enforcement efforts. Four different 30-second commercials aired statewide across nine broadcast television stations and 22 cable systems throughout the state for the full 3 ½ week campaign. Campaign results indicated a 97.3 percent reach of the target population.

The Department and its many partners supported efforts that complemented mobilization/enforcement campaigns and helped increase safety belt and child safety seat use. Thousands of pieces of educational materials on occupant protection were requested by the public. In addition, educational materials were distributed at numerous public outreach venues.

The New Britain Rock Cats baseball team partnered with the Department to promote the Click It or Ticket message as part of the statewide campaign. A Click It or Ticket billboard was displayed for the entire season. In addition, every time a Rock Cats player successfully stole a base, the Public Address Announcer encourages all attendees to buckle up upon leaving the game, combined with a buckle up promotional message being placed on the video board. Latino Beisbol Fiesta, a bi-lingual game day program, promoted buckling up by use of the video board and stadium signage. Harley Davidson Night was attended where information was given out regarding motorcycle safety courses.

The Transportation Safety Section partnered with the Hartford Wolfpack to promote the following Highway Safety traffic initiatives: Click It or Ticket, underage drinking, drinking and driving and child passenger safety. Signage was brought with the Click It or Ticket slogan inside the arena as well as for the outdoor marquee. The slogan was also on the dasher boards and in-ice logo. Several tabling opportunities where the staff interacted with the guests attending the hockey games where educational information was handed out regarding the importance of seat belt safety, the dangers of drinking and driving and underage drinking, where parents and caregivers could go to have their car seats inspected.

The Outreach Coordinator attended 42 various community outreach events to promote seat belt safety and the dangers of drinking and driving. Staff interacted with approximately 100,000 people throughout the year.

During 2007, approximately \$360,500 of Federal 402 funds and \$538,000 of Federal 405 funds for a total of \$898,500 was spent to accomplish these activities.

Child Passenger Safety

The general goal of Connecticut's Child Passenger Safety (CPS) Program is to reduce the percentage of injuries to children as the result of traffic crashes. During Fiscal Year 2007, the Department, along with partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The Program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations are a priority of the Child Passenger Safety Program. The Department is providing Safety 2 Go Seat belt demonstration Kits as well as training seats for the CPS instructors.



In 2007, there were 11 child passenger safety technician-training sessions at various locations statewide with 155 participants. The training sessions resulted in 152 additional certified technicians. Two update renewal classes were held with 47 attendees. Connecticut has 20 instructors and 80 fitting stations. These instructors and technicians disseminate the most current information relating to design, hardware, and installation. The Department organized a statewide

workshop for 156 technicians/instructors in the State to earn continuing education units needed for them to re-certify as child passenger safety technicians.

The State CPS Coordinator attended many community outreach activities organized by the Hartford Fire Department, Hartford Police Department and Safe Kids to inform caregivers of the importance of proper child restraint.

The Department disseminates a variety of public education materials specific to child passenger safety; materials were provided to a variety of agencies, health and safety fairs and other public outreach venues. Thousands of brochures in English and Spanish were distributed in response to requests from the public. The brochures include NHTSA materials ("LATCH Phase I & II"; "A Guide to Buying and Using Booster Seats"); a Connecticut-developed product ("A 5-Step Test for Booster Seats," in both English and Spanish);. Traveling Safely with Children: the Basics (English and Spanish) and Are You Using it Right.

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department serves the Waterbury and the Litchfield County region of the State. WATSP addresses multiple traffic safety issues. Accomplishments of the Program include increasing the number of certified CPS technicians throughout the State. The WATSP coordinator continues to be an active member of the Mayor's Task Force Against Substance Abuse. The Task Force sponsored 2 presentations on "The Hard

Truth” which deals with drinking and driving. The presentations included a mom who lost her daughter to a drunk driver. “No Butts About it,” a presentation dealing with healthy choices, was given at Rotella School in Waterbury and was sponsored by the Mayor’s Task Force. That presentation dealt with the following issues: alcohol, alcohol and driving, smoking, bullying, etc. Fifth grade students (approximately 2,000) from both public and parochial schools were bused to Rotella School to attend one of the 4 presentations. The presenter is an alcohol and drug educator presenting the topics while juggling to keep the attention of the students.

The WATSP coordinator created a brochure for senior drivers which will be piloted in Waterbury and then developed into a brochure to be distributed throughout the State. The brochure includes information on buckling up, safe distance from the air bag and information on transporting children in restraint systems. This brochure included recommendations for seniors on contacting their physician to check eyes for depth perception, delayed recovery from glare, high-low contrast, and problems from diseases such as diabetes and how medications may affect their driving skills. The brochure mentions the importance of staying flexible and balanced through walking and/or other exercise programs to remain mobile which aid in their driving ability.

Over 200 brochures regarding talking to teens about drinking were given to CJR for the families of their clients. The WATSP coordinator developed a flyer “A Gift for You” dealing with DUI and distributed to 948 students in the public schools in Waterbury during the month of December. A presentation was given to the employees of Thomaston Avenue Manufacturing Company regarding drinking and driving as well as underage drinking. “Brandon Tells His Story” was shown and .08 brochures were distributed. Christmas tree tags with a DUI message were attached to 200 Christmas trees and wreaths by Schmidt and Serafine, Inc. A table was set up for UPS employees dealing with traffic safety issues and emphasizing the importance of not driving under the influence of alcohol.

The WATSP coordinator organized a safety day for 170 students at Brooklyn Elementary School. The students rotated to 6 different interactive safety stations. Stand Up Steve was purchased as a measuring tool for children to see if they are tall enough to be ready for a seat belt. The Coordinator also organized a safety day for 320 students at Naugatuck Central Avenue School. The students rotated to 6 different interactive safety stations. The Coordinator received and distributed 40 booster seats for child passenger safety week in September of 2007. Buckle Bear programs were conducted for over 400 children at day cares, Head Start day care programs and YMCAs.

A 2-hour presentation on booster seats was given to 34 Hispanic and African American families. This presentation covered the law and the proper use of car seats and booster seats. The families then attended a car seat clinic where they received a free booster seat and instructions on installation in their vehicle. Funding for this was obtained from the Keep Kids Safe license plate program.

The WATSP coordinator and the Department worked with Pizza Hut to provide law enforcement with coupons for free personal pan pizzas. These coupons were distributed by the Waterbury Police Department, Watertown Police Department and Thomaston Police Department to children riding in booster seats. Two car seat clinics were set up this past year for educating parents and caregivers on the proper installation of car seats. Car seats obtained by WATSP were distributed to low-income families in the Waterbury area. In addition, WATSP worked with Waterbury Youth Services and Healthy Choice Program to purchase car seats for their clients.

The WATSP coordinator assisted NHTSA at their yearly update session for their crash investigators on car seats. The information obtained from the investigators is used in the Fatality Analysis Reporting System report and the CDS report. The Program assisted the Department of Motor Vehicles on updating their child passenger safety flyer, and assisted the Department on the wording for the child passenger safety law used on their citation holders distributed to all law enforcement agencies for their WAVES.

The WATSP coordinator maintains expertise as a resource in the ever changing field of child passenger safety. The Program coordinator continues to stay updated on new issues dealing with child passenger safety by attending training and conferences dealing with the issue of car seats. The Program receives a subscription of Safe Ride News, which is a national publication on child passenger safety issues. This information is shared statewide.

The WATSP coordinator continues to stay an active member of the Greater Waterbury Chapter of Safe Kids by presenting programs and presentations on child passenger safety, pedestrian safety and bicycle safety. Last year 29 presentations were conducted on bicycle safety to 550 students and 1,997 Halloween Safety Reflective trick or treat bags were distributed to students. The coordinator also attends state meetings and assists the State Coalition with special projects.

During 2007 approximately \$45,300 was spent to accomplish these activities.

Roadway Safety

The general goal of Connecticut's Roadway Safety Program is to reduce the number of serious injury crashes occurring in construction/work zone areas. Performance goals include reducing the number of construction/work zone-related crashes by 35 percent from 1,348 in 1995 to 876 by the close of calendar year 2008. The previous goal of 1,146 by 2007 was surpassed in 2005. In 2005, work zone crashes totaled 964, which is an impressive 27 percent reduction from 1995.

During Federal Fiscal Year 2007, no new municipalities participated in the Work Zone Safety Program, which was initiated in 1992 to reduce the number of traffic crashes at construction/work zone sites. The Program was set up to provide two levels of funding, \$7,000 for small, and \$10,000 for large municipalities, and was offered on a one-time participation basis. The Program is nearing its conclusion and will end by the close of fiscal year 2008. To date, 165 of the State's 169 municipalities will have participated in this site upgrade program.

Efforts to make construction/work zone sites safer consisted of providing the municipality with highly visible traffic safety equipment, including work zone safety signs with various messages or directions, barricades, traffic cones, flagman paddles, sign stands, traffic channeling drums, barricade lights, and safety vests. Efforts were concentrated in upgrading and standardizing construction/work zone safety signs and barricades with the purpose of familiarizing public works personnel with proper signing use and placement of work zone safety devices.

A work zone safety public information and education program will continue with a variety of messages to the public through print and electronic media. Emphasis is on driver education and traffic enforcement at work zone/construction sites. A Work Zone Safety Committee comprised of members of the Department, FHWA, Connecticut State Police, Connecticut Construction Industries Association and Wilber Smith Associates, meets regularly to address safety and enforcement issues. Other Department units and representatives from other agencies and organizations are coordinating this public information and education program.

The Department has developed a pilot training course on Work Zone Safety practices and procedures specifically tailored for state and local law enforcement. FHWA, NHTSA, International Police Chiefs Association (IACP) and the National Sheriffs Association (NSA) worked together to create a work zone training course entitled *Work Zone Training for Law Enforcement*. This train the trainer class is a training course that provides the basic knowledge to save lives and avoid work zone crashes, and improve safety when working in a work zone. During 2007, this course was successfully introduced to Connecticut Police Officer Standards Training Academy with two of these courses being held with approximately 60 participants. This effort was initiated by the Work Zone Safety Committee.

During 2007, no federal funds were obligated to this program area.

Motorcycle Safety

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals set during the previous planning period include reducing injuries by 20 percent per 10,000 registrations to 137 by the year 2008; and to decrease the percentage of fatally injured motorcycle operators with BAC greater than 0.00 percent to below 40 percent. The latest available data from 2005 indicates that there were 134 injuries per 10,000 motorcycle registrations and that 43.5 percent of motorcycle operators killed had a BAC greater than 0.00 percent.

The latest available data from 2006 indicates that there were 123 injuries per 10,000 motorcycle registrations this is a decrease from 134 in 2005 and 130 in 2004. This data also indicates that 28 percent of motorcycle operators killed had a BAC greater than 0.00 percent. The specific trend data tabulated in the front section of this report shows a substantial decrease over the last 10 years in this area.

During Fiscal Year 2007, the Department's Connecticut Rider Education Program (CONREP) continued efforts to increase student enrollments. The 3 levels of courses offered were held at 14 site locations throughout the State and included the Basic Rider Course (beginner), the Intermediate Rider Course, and the Experienced Rider Course. To assure quality control, CONREP Instructors monitored the Program under the supervision of 3 chief instructors. In order to accommodate additional courses, CONREP trained and certified 12 new instructions. Preliminary data for 2007 indicates an all time high number of 6,100 students were enrolled in over 580 Connecticut Rider Education Program courses, an increase of over 29 percent from 2002. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.



Providing public information and education materials that promote safety is an important component of the Motorcycle Safety Program. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, chemical impairment, safe riding tips, and motorist awareness of motorcycles. One popular item

was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events. Preliminary estimates indicate that over 4,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period.

A successful statewide campaign, "Open the Throttle. Not the Bottle," continued to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign Web site (www.ride4ever.org) was designed for all Connecticut motorcyclists, but targeted males ages 25 to 40, who account for the largest number of riders on Connecticut roadways.



The website contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed 20,000+ visits over the course of the year, with the bulk of them coming in the spring and summer. Partners in this Program include the American Motorcyclists Association, the Connecticut Motorcycle Riders Association, and the Connecticut Motorcycle Business Association. The

campaign continued throughout the year with public service announcements and campaign message events at motorcycle dealerships. Media efforts that focused on raising awareness of motorcycles on the road continued throughout the year.

During 2007, CONREP received first year 2010 motorcycle safety funding from NHTSA. These funds were used to support the expansion of motorcycle rider training courses. This included the addition of new motorcycles, which allowed the program to offer more safety classes for novice riders.

During 2007, approximately \$399,500 of federal funds (\$352,500 in Sections 402 and \$47,000 in Section 2010) and \$1,530,000 of State funds (Account 811 and Fees) was spent to accomplish these activities.

Traffic Records

Connecticut's Traffic Records Coordinating Committee (TRCC) continues to meet to improve the State's Traffic Records System. Using combined funding from safety belt performance and safety data improvement grants, the TRCC endorsed the following projects:

- Electronic motor vehicle crash reporting from the State Police to the Department
- Electronic motor vehicle crash reporting from local law enforcement to the Department using the CSP/NEXGEN reporting system
- Electronic motor vehicle crash reporting from local law enforcement to the Department using the Capitol Region Council of Governments (CRCOG)/CAPTAIN reporting system
- Electronic emergency medical services (EMS) run reporting from local EMS providers to the Department of Public Health (DPH)
- Measuring Core Safety Data Systems against Data Quality Measures

The focus on electronic crash reporting projects on timeliness, completion, consistency and accuracy; and EMS run reporting efforts on completeness, timeliness and consistency, position Connecticut's Traffic Records Program on track with second year requirements by NHTSA for SAFETEA-LU Section 408 funding.

In addition to implementing the above listed crash and EMS reporting projects, TRCC continues to monitor and promote other ongoing safety data improvement projects, including electronic crash reporting for commercial motor vehicles, electronic EMS reporting, and crash outcome data evaluation linkage and analysis, as well as continued planning for a crash/traffic records data warehouse and impaired driver records information system.

In 2007, TRCC began preparations to qualify for third year funding for safety data improvement grants, including documentation of the existing system improvement efforts and updating its second year application comprised of the following sections:

- Deficiency Analysis and Major Strategies (Strategic Plan)
- Performance Benchmarks & Goals
- Safety Data Improvement Projects
- TRCC
- Appendices (Strategic Plan)

The goal is for a more comprehensive and effective traffic records system to accurately identify safety problems, develop countermeasure programs to evaluate their effectiveness and measure progress to help save lives.

The Department and TRCC successfully conducted a NHTSA approved Traffic Records Assessment in March. As stated in the Assessment, in order for members of TRCC to

determine if significant progress is being made towards achieving the performance measures stated in the Strategic Plan, it is necessary for them to periodically assess the current environment and review the progress of current initiatives.

TRCC, supported by the Department, has continued an active schedule with several working subgroups, participated in a regional planning workshop in February. Working subgroup efforts have focused on the MMUCC Guideline/State crash report comparison, electronic citation data capture and processing and planning for a State crash/traffic records data clearinghouse. The TRCC roster was updated in May 2007 and includes 6 new stakeholders.

TRCC Vision/Authority/Mission

The following vision, authority and mission statements were included in the 2007 first second year application for safety data improvement funding.

Vision - A Comprehensive Traffic Records System to Provide Reliable Data, Critical to the Development of Policies, and Programs that Enhance the Operation and Safety of the Connecticut Highway Transportation (National, State, and Local Roads) System.

Authority - The Connecticut TRCC operates under the authority of and by the appointment of the Administrators of the Connecticut Department of Transportation, Connecticut Department of Motor Vehicles, Connecticut Department of Health, and the Judicial Branch.

Mission - Implement a Delivery System to Provide Timely, Complete, Accurate, Uniform, Integrated, and Accessible Traffic Records (Safety Data) to Manage Highway and Traffic Safety Programs.

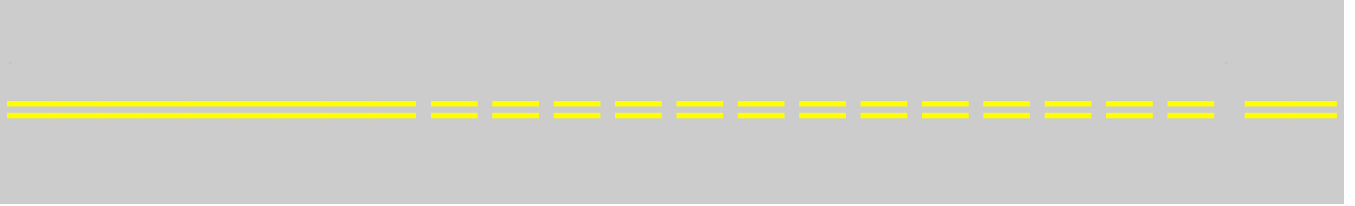
The Connecticut TRCC shall:

- Include representatives from highway safety, highway infrastructure, law enforcement and adjudication, public health, injury control and motor carrier agencies, and organizations
- Have authority to review any of the State's highway safety data and traffic records systems and to review changes to such systems before the changes are implemented
- Provide a forum for the discussion of highway safety data and traffic records issues and report on any such issues to the agencies and organizations in the State that create, maintain and use highway safety data and traffic records
- Consider and coordinate the views of organizations in the State that are involved in the administration, collection, and use of the highway safety data and traffic records system
- Represent the interests of the agencies and organizations within the traffic records system to outside organizations

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- Review and evaluate new technologies to keep the highway safety data and traffic records systems up-to-date

During 2007, approximately \$564,500 was spent to accomplish these activities.

PAID MEDIA REPORT



HOLIDAY DRIVING SAFETY CAMPAIGN 4th QUARTER 2006

POST-BUY ANALYSIS

Campaign Overview

In the 4th Quarter of 2006, the Department ran a public information campaign encouraging motorists to drive responsibly during the holiday season – don't drink and drive, obey all traffic laws, and always wear your seatbelt.

The campaign employed both television and radio commercials to deliver the message to Connecticut's residents. Governor Rell was featured as a spokesperson in two television commercials and one radio commercial.

As this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

Schedule Timing

The campaign aired from November 24th through December 31st – a period of 5-and-a-half consecutive weeks. Television and radio advertising vehicles were used.

Television

Two 30-second commercials aired statewide across 8 television stations and 22 cable systems for the campaign. The 2 commercials included the following:

- "Voices of Reason" – featured children urging drivers to drive safely; Governor Rell reinforced that message as the commercial ended
- "Honkin' Happy Holiday" – featured tight shots of hands beeping car horns to the tune of 'Jingle Bells'; Governor Rell urged drivers to drive safely at the end of the commercial

The stations that aired these commercials, and a list of some of the programs that they aired within, included the following:

WFSB-TV3 (CBS)

- Early Morning News (Monday through Friday 6 a.m. to 9 a.m.)
- Eyewitness News at 6 p.m. (Monday through Friday 6 p.m. to 6:30 p.m.)

- Inside Edition / Entertainment Tonight (Monday through Friday 7 p.m. to 8 p.m.)
- Eyewitness News at 11 p.m. (Monday through Sunday 11 p.m. to 11:35 p.m.)
- Letterman (Monday through Friday 11:30 p.m. to 12:30 a.m.)

WTNH-TV8 (ABC)

- Good Morning Connecticut/America (Monday through Friday 6 a.m. to 9 a.m.)
- Good Morning Connecticut Weekend (Saturday through Sunday 6 a.m. to 8 a.m.)
- News Channel 8 at 5 p.m. (Monday through Friday 5 p.m. to 6 p.m.)
- News Channel 8 at 6 p.m. (Monday through Friday 6 p.m. to 6:30 p.m.)
- Jeopardy (Monday through Friday 7 p.m. to 7:30 p.m.)
- News Channel 8 at 11 p.m. (Tuesday through Sunday 11 a.m. to 11:35 p.m.)

WTXX-TV20 (CW)

- Tyra Banks Show (Monday through Friday 5 p.m. to 6 p.m.)
- Friends (Monday through Friday 6 p.m. to 6:30 p.m.)
- Frasier (Monday through Friday 6:30 p.m. to 7 p.m.)
- That 70's Show (Monday through Friday 7 p.m. to 8 p.m.)
- Prime Rotator (Monday through Sunday 8 p.m. to 10 p.m.)
- Saturday Weekend Movies (Saturday Noon to 6 p.m.)
- UConn Men's Basketball (Tuesday through Saturday 7 p.m. to 9:30 p.m.)

WVIT-TV30 (NBC)

- NBC30 Today (Monday through Friday 6 a.m. to 7 a.m.)
- Connecticut News at 6 p.m. (Monday through Friday 6 p.m. to 6:30 p.m.)
- Connecticut News Weekend (Saturday through Sunday 6 p.m. to 6:30 p.m.)
- Access Hollywood (Saturday 7 p.m. to 8 p.m.)
- Prime Orbit (Monday through Sunday 8 p.m. to 11 p.m.)
- Tonight Show (Monday through Friday 11:30 p.m. to 12:30 a.m.)

WCTX-TV59 (MyTV)

- Good Morning Connecticut (Monday through Friday 7 a.m. to 8 a.m.)
- According to Jim (Monday through Friday 5:30 p.m. to 6 p.m.)
- Still Standing (Monday through Friday 6 pm. to 6:30 p.m.)
- Scrubs (Monday through Friday 6:30 p.m. to 7 p.m.)
- News at 10 p.m. (Monday through Sunday 10 p.m. to 10:30 p.m.)
- Scrubs (Monday through Friday 10:30 p.m. to 11 p.m.)
- Sunday Weekend Movie (Sunday 3 p.m. to 5 p.m.)

WTIC-TV61 (FOX)

- Malcolm in the Middle (Monday through Friday 5 p.m. to 6 p.m.)
- Simpsons (Monday through Friday 6 p.m. to 6:30 p.m./7 p.m. to 7:30 p.m.)
- Seinfeld (Monday through Friday 6:30 p.m. to 7 p.m.)
- Everybody Loves Raymond (Monday through Friday 7:30 p.m. to 8 p.m.)
- UConn Men's Basketball (Tuesday through Saturday 7 p.m. to 9:30 p.m.)

- Cops / America's Most Wanted (Saturday 8 pm. to 10 p.m.)
- Bruce Almighty – Movie Special (Friday 8 p.m. to 10 p.m.)
- FOX News at 10 (Monday through Friday 10 p.m. to 11p.m.)
- Mad TV (Saturday 11 p.m. to Midnight)
- Weekend Movies (Saturday/Sunday Noon to 6 p.m.)

Cablevision (2 Fairfield County cable systems)

- Cable News 12
- Game Show Network
- MTV
- TNT
- USA

Connecticut Cable Advertising – Statewide Cable Interconnect (20 systems)

- BET
- Comedy Central
- ESPN
- MTV
- Spike
- TBS

Recap of television schedule

- A total of 517 paid commercials aired over the schedule
- An additional 518 bonus commercials aired at no-charge
- A total of 27,234,000 A21+ gross impressions were realized over the course of the schedule

The delivery of the campaign was as follows:

A21+ GRPs	1,478
A21+ Reach	98 percent
A21+ Frequency	15.1x

Radio

One 60-second commercial aired on 44 different radio stations across the state for the full 6-week campaign. The commercial, entitled "Sleigh Stop," featured interplay between Santa and the police officer who pulled him over. Governor Rell closed the spot with a message urging drivers to drive safely during the holiday season.

The stations (and their formats) that aired the commercials included the following:

Bridgeport Market

WCUM-AM	Hispanic
WEBE-FM	Adult Contemporary

WEZN-FM Adult Contemporary
WICC-AM News/Talk

Danbury Market

WDAQ-FM Hot Adult Contemporary
WDBY-FM Hot Adult Contemporary
WLAD-AM News/Talk
WRKI-FM Rock

Hartford Market

WDRC-AM News/Talk
WDRC-FM Oldies
WHCN-FM Classic Hits
WKND-AM Urban Contemporary
WKSS-FM Contemporary Hit Radio (Top 40)
WLAT-AM Hispanic
WPHH-FM Hip Hop
WRCH-FM Light Adult Contemporary
WRYM-AM Hispanic
WTIC-AM News/Talk
WTIC-FM Adult Contemporary
WWYZ-FM Country
WZMX-FM Urban

Litchfield County

WSNG-AM News/Talk
WZBG-FM Adult Contemporary

Middletown/Old Saybrook

WLIS-AM Full Service
WMRD-AM Full Service

New Haven Market

WELI-AM News/Talk
WKCI-FM Contemporary Hit Radio (Top 40)
WPLR-FM Album Rock
WYBC-FM Urban Contemporary

New London Market

WCTY-FM Country
WICH-AM News/Talk
WMOS-FM Classic Hits
WQGN-FM Adult Contemporary
WXLM-FM Classic Hits

Stamford/Norwalk Market

WCTZ-FM Classic Hits

WFOX-FM	Classic Rock
WGCH-AM	News/Talk
WNLK-AM	News/Talk
WSTC-AM	News/Talk

Waterbury

WATR-AM	News/Talk
WWCO-AM	News/Talk

Willimantic/Putnam

WILI-AM	Full Service
WILI-FM	Contemporary Hit Radio (Top 40)
WINY-AM	News/Talk

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

In addition to the commercial schedule, promotional opportunities were also secured:

- The campaign's "Holiday Driving Safety" message was aired in promotional announcements as a sponsor of the Ski Watch reports that aired on 6 stations throughout the state

Recap of radio schedule

- A total of 866 paid commercials aired over the schedule
- An additional 866 bonus commercials aired at no-charge
- An additional 300 promotional mentions aired at no-charge
- A total of 4,920,000 gross impressions were realized over the course of the schedule

Overall Campaign Delivery

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Adults 21+: 95 percent
Campaign frequency – combining all mediums - Adults 21+: 20+x

This means that approximately 95 percent of all adults aged 21+ in the state of Connecticut were exposed to the campaign message at least once. Of those adults exposed to the campaign message, on average they were exposed to the message 20 times.

SEATBELT SAFETY CAMPAIGN “CLICK IT OR TICKET” SPRING 2007

POST BUY ANALYSIS

In the spring of 2007, the Department ran a public information campaign encouraging motorists to wear their seatbelts. The campaign's messages were focused on enforcement of the seatbelt safety law and, while its messages reached all residents of the state, the campaign targeted those drivers who were the least compliant with the law – adults aged 18 to 34, particularly males. The overall goal of the campaign was to increase compliance with Connecticut's seatbelt safety law.

The campaign employed a variety of media vehicles to deliver the message to Connecticut's residents. The media vehicles used to deliver the campaign messages included the following:

- Television
- Radio
- Outdoor
- Transit

As this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

Schedule Timing

The campaign aired from May 11 through June 3 – a period of approximately 3 ½ weeks. Advertising messages were constantly visible throughout that period.

Television

Four different 30-second commercials aired statewide across 9 broadcast television stations and 22 cable systems throughout the state for the full 3 ½ week campaign. The commercials that aired included the following:

- “Bobby Lashley”

- “CT CIOT English”
- “Hip Hop Click” presentation
- “Ping-Ping”

The commercials “Bobby Lashley” and “CT CIOT English” each aired approximately 30 percent of the time, while “Hip Hop Click” and “Ping Ping” each aired approximately 20 percent of the time.

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials were aired in the same dayparts as the paid commercials; if we purchased a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials, and a list of some of the programs that they aired within, included the following:

WFSB-TV3 (CBS)

- Eyewitness News Morning/CBS This Morning (Monday through Friday 6 a.m. to 9 a.m.)
- Eyewitness News (Monday through Friday 5 p.m. to 6:30 p.m.)
- Prime Rotator (Monday through Sunday 8 p.m. to 11 p.m.)
- Amazing Race (Tuesday 9 p.m. to 10 p.m.)
- Survivor (Thursday 8 p.m. to 9 p.m.)
- Eyewitness News @ 11 (Monday through Sunday 11p.m. to 11:35 p.m.)
- Letterman (Monday through Friday 11:35 p.m. to 12:35 a.m.)
- Craig Kilborn (Monday through Friday 1:05 a.m. to 2:05 a.m.)

WTNH-TV8 (ABC)

- Good Morning CT/Good Morning America (Monday through Friday 6 a.m. to 9 a.m.)
- News Channel 8 (Monday through Friday 5 p.m. to 6:30 p.m.)
- Prime Rotator (Monday through Sunday 8 p.m. to 11 p.m.)
- Lost (Saturday 8 p.m. to 9 p.m.)
- Late News (Monday through Sunday 11 p.m. to 11:35 p.m.)
- Jimmy Kimmel (Monday through Friday 12:05 a.m. to 1:05 a.m.)
- NBA Playoffs (various)

WTXX-TV20 (CW)

- Friends (Monday through Friday 6 p.m. to 7 p.m.)
- That 70's Show (Monday through Friday 7 p.m. to 8 p.m.)
- Mets Baseball (various)
- Prime Rotator (Monday through Sunday 8 p.m. to 10 p.m.)
- Saturday Night Movie (Saturday 8 p.m. to 10 p.m.)
- Late Fringe (Monday through Sunday 10:30 p.m. to 1 a.m.)

WVIT-TV30 (NBC)

- CT News Today/Today Show (Monday through Friday 6 a.m. to 9 a.m.)
- CT News (Monday through Friday 5 p.m. to 6:30 p.m.)
- Prime Rotator/Late News (Monday through Sunday 7 p.m. to 11:35 p.m.)
- Tonight Show (Monday through Friday 11:30 p.m. to 12:30 a.m.)
- Conan O'Brien (Monday through Friday 12:30 a.m. to 1:30 a.m.)
- Saturday Night Live (Saturday 11:30 p.m. to 1 a.m.)

WCTX-TV59 (MyTV)

- Scrubs (Monday through Friday 6 p.m. to 7 p.m.)
- King of Queens (Monday through Friday 7 p.m. to 8 p.m.)
- Prime Rotator (Monday through Friday 8 p.m. to 10 p.m.)
- Blind Date (Saturday 11 p.m. to Midnight)

WTIC-TV61 (FOX)

- Malcolm in the Middle (Monday through Friday 5:30 p.m. to 6 p.m.)
- The Simpsons (Monday through Friday 6 p.m. to 6:30 p.m.; 7 p.m. to 7:30 p.m.)
- Seinfeld (Monday through Friday 6:30 p.m. to 7 p.m.)
- Everybody Loves Raymond (Monday through Friday 7:30 p.m. to 8 p.m.)
- 24 (Monday 9 p.m. to 10 p.m.)
- Cops/America's Most Wanted (Saturday 8 p.m. to 10 p.m.)
- Prime Rotator (Monday through Saturday 8 p.m. to 10 p.m.)
- FOX Primetime Movies (various)
- NASCAR (Saturday/Sunday)
- Mad TV (Saturday 11 p.m. to Midnight)
- Fox Sports Ticket (Sunday 10:30 p.m. to 11 p.m.)

Connecticut Cable Interconnect (20 systems statewide, less Fairfield County)

- Comedy Central
- MTV
- ESPN
- Spike
- TNT

Cablevision (Fairfield County cable systems)

- Comedy Central
- ESPN
- MTV
- Spike
- TNT

Television Value-Added

In addition to the matching bonus schedule, Cashman & Katz negotiated and secured additional message exposure from WTXX-TV20 to support the enforcement effort.

Seat Belt Safety Check Vignette Package

WTXX-TV20 produced and aired a series of 60-second PSA enforcement messages at no additional cost. These commercials consist of footage of police officers conducting checks at a seat belt safety checkpoint and feature a State Police official providing the voiceover, and discussing the benefits of wearing your seat belt, etc. It was negotiated to air these commercials at no-charge in a variety of programs on the station to help boost awareness of the safety check program. These commercials aired in addition to the regular schedule at no-cost to the campaign.

Holiday Safety PSA

Cashman & Katz had a PSA developed for the Department by WTXX-TV20 that encourages safe driving during holiday periods. The PSA features UConn Men's Basketball Coach Jim Calhoun as the spokesperson. It was negotiated to air that PSA at no-charge both prior-to and during Memorial Day weekend, putting yet another message into the marketplace that urges motorists to obey all traffic laws – including wearing seatbelts. This aired in addition to the regular schedule at no-cost to the campaign.

Television Schedule Recap

A total of 826 paid commercials aired over the schedule.

An additional 802 bonus commercials aired at no-charge.

A total of 6,271,000 A18-34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

A18-34 GRPs	1,183
A18-34 Reach	97.3 percent
A18-34 Frequency	12.2x

Radio

The 60-second commercial supplied by the Department aired on 36 different radio stations across the state for the full 3 ½ week campaign.

The commercial was produced in both English and Spanish versions, with the Spanish versions airing on the state's Latino stations.

The stations (and their formats) that aired the commercials included the following:

Bridgeport

WCUM-AM	Hispanic
WEBE-FM	Adult Contemporary
WEZN-FM	Adult Contemporary

Danbury

WDAQ-FM	Adult Contemporary
WRKI-FM	Rock

Hartford

WCCC-FM	Active Rock
WDRC-FM	Oldies
WHCN-FM	Rock Hits
WKND-AM	Urban Contemporary
WKSS-FM	Contemporary Hit Radio (Top 40)
WLAT-AM	Spanish Tropical
WPHH-FM	Urban
WRYM-AM	Spanish Tropical
WTIC-FM	Modern Adult Contemporary
WZMX-FM	Urban

Litchfield

WZBG-FM	Adult Contemporary
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New Haven

WKCI-FM	Contemporary Hit Radio (Top 40)
WPLR-FM	Album Rock
WYBC-FM	Urban Adult Contemporary

New London

WBMW-FM	Adult Contemporary
WILI-FM	Contemporary Hit Radio (Top 40)
WMOS-FM	Classic Hits
WQGN-FM	Contemporary Hit Radio (Top 40)
WXLM-FM	Urban

Stamford/Norwalk

WCTZ-FM	Rock Hits
WFOX-FM	Classic Rock

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

In addition to the commercial schedule, "Click It or Ticket" sponsored the Connecticut Beach Watch reports that aired on 22 stations throughout the state.

Radio Schedule Recap

A total of 376 paid commercials aired over the schedule.

An additional 376 bonus commercials aired at no-charge.

An additional 100+ promotional mentions aired at no-charge.

A total of 1,091,480 A18-34 gross impressions were realized over the course of the schedule.

Total campaign A18-34 GRPs, Reach, and Frequency by market

	<u>GRPs</u>	<u>Reach</u>	<u>Frequency</u>
Bridgeport	108.0	42.9 percent	2.1x
Danbury	103.0	43.2 percent	2.5x
Hartford	156.0	62.4 percent	2.5x
New Haven	142.0	60.8 percent	2.5x
New London	146.0	45.8 percent	3.2x
Stamford/Norwalk	10.0	6.7 percent	1.5x

Outdoor

Outdoor billboard messages appeared on interstate bulletins and major state arteries throughout the state for the entire 3 ½ week campaign.

A schedule of paid boards and no-charge bonus boards was negotiated and run.

Bridgeport

- I-95 in Bridgeport
- Route 8 north of Bridgeport

Hartford

- I-91 north of Hartford, facing northbound traffic
- I-84 west of Hartford, facing westbound traffic

New Haven

- I-95 east of New Haven
- I-91 north of New Haven

Waterbury

- I-84 East of Waterbury
- Route 8 in Waterbury

A total of 4 paid bulletins ran over the schedule. An additional 4 bonus bulletins ran at no-charge. A total of 1,133,622 A18-34 gross impressions were realized over the course of the schedule. Many of the bulletins stayed posted months after the May-June schedule timeframe at no additional cost.

Transit

A transit advertising schedule was purchased consisting of bus panels on the street side (kings) and back side (tails) of buses running in major markets in the state.

The schedule is designed to reach 25 percent of each market's population on a monthly basis.

	<u>Kings</u>	<u>Tails</u>
Bridgeport	9 buses	9 buses
Hartford	20 buses	20 buses
New Haven	9 buses	9 buses
Stamford	4 buses	4 buses
Waterbury	4 buses	8 buses

A total of 46 paid bulletins ran over the schedule. An additional 46 bonus bulletins ran at no-charge. A total of 1,209,000 A18-34 gross impressions were realized over the course of the schedule. Many of the transit ads stayed posted on the buses well beyond the May-June schedule timeframe at no additional cost.

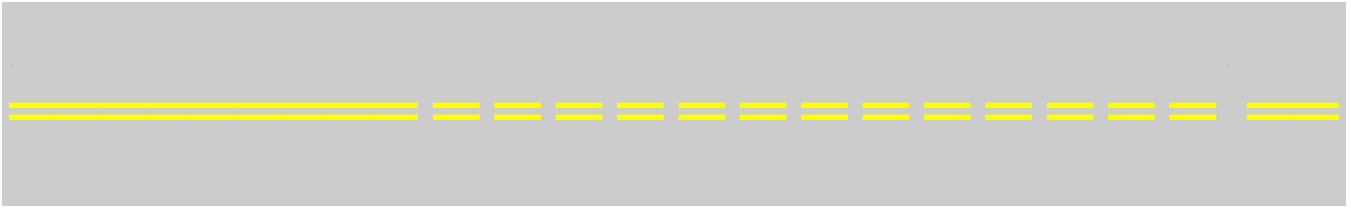
Overall Campaign Delivery

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Adults 18-34:	90 percent
Campaign frequency – combining all mediums - Adults 18-34:	20+x

This means that approximately 90 percent of all adults aged 18-34 in the state of Connecticut were exposed to the campaign message at least once. Of those adults exposed to the campaign message, on average they were exposed to the message 20 times.

NOTEWORTHY PRACTICES



NOTEWORTHY PRACTICE 1

PROJECT TITLE

Social Norming

TARGET

Drinking and Driving

PROGRAM AREA

Alcohol

PROBLEM STATEMENT

Tremendous advances in traffic safety have been made over the past 2 decades, with successes coming from advances in engineering and changes in driver behavior. While new developments in automotive technology will continue to make automobiles more crashworthy, the best-engineered car is only as safe as the person who drives it. For this reason, the personal and social domains – those of individual perceptions, attitudes, behaviors, and social understanding – must remain a major focus of efforts to improve the safety of our roads. This is especially true in the reduction of alcohol-related crashes and fatalities, which are entirely caused by personal choices and behavior and are therefore preventable.

Social norms are simply the actual majority behaviors or attitudes of the people in any given community or group.

Perceptions of social norms are people's beliefs about the actual behavioral or attitudinal norms of their peers. Perceptions of social norms play an extremely important role in shaping our individual behavior relative to our perception of what is acceptable, in terms of majority behavior. When we perceive that there is social support for or against certain activities, we are more likely to modify or continue our behavior to act in accordance with how we believe others behave or feel about an issue.

The Department and Sacred Heart University (SHU) are working together to develop and implement a Beta test of social norming marketing on the SHU campus to prevent high-risk drinking and driving under the influence.

OBJECTIVE

The objective of the campaign is to decrease the number of Sacred Heart students who report driving after drinking; to increase the number of Sacred Heart students using strategies like designated drivers, etc.; to reduce the risk associated with drinking; and to decrease the number of drinks consumed in a typical night when partying and alcohol is available.

STRATEGIES

SHU developed, implemented and analyzed a social norming survey. The survey of approximately 15-20 questions was created which did the following:

- Assessed the current high-risk drinking behavior and driving under the influence behavior of the average SHU student.
- Assessed the perceptions of other SHU students' behaviors when it comes to high-risk drinking and driving under the influence.
- Assessed the attitudes of SHU students about certain drinking behaviors. Three hundred surveys were conducted by members of the Counseling Center staff in randomly selected classrooms. Survey results have been compiled and analyzed for social norming data by Counseling Center staff and Institutional Research staff.

SHU has extracted messages from the collected data. Those messages are being used as the foundation of the social norming marketing campaign. Materials have been distributed through peer educators and staff.

RESULTS

This project will be evaluated at the end of 2008 to determine how successful it was.

COST

\$29,000

NOTEWORTHY PRACTICE 2

PROJECT TITLE

Major Cities Traffic Enforcement Assistance Project (2 Seconds Too Close)

TARGET

Aggressive Driving

PROGRAM AREA

Police Traffic Services

PROBLEM STATEMENT

The New Britain Police Department implemented an innovative tailgating enforcement program with the goal of: 1) raising awareness of the problem of motorists following other vehicles too close; and 2) reducing the number of rear-end collisions on city streets.

Upon researching the problem, they realized that the predominant contributing factor in motor vehicle crashes, according to 2004 statewide crash statistics, was following too close (33 percent), followed by failure to grant right of way (17.7 percent).

OBJECTIVE

In an attempt to apply substantive and scientifically-supported principles to tailgating enforcement, the mechanical distance needed for a motor vehicle to stop was calculated and coupled with a motorists' reaction time, both based on the vehicle's speed (input variable), and then compared it to the following-distances calculated from the "2 Second Rule," traditionally taught in driver education classes as a prerequisite to license attainment. From this data a table was composed of "safe" following distances based on vehicle speed.

STRATEGIES

To facilitate the enforcement program, a non-descript Honda Accord was equipped with a laser distance measuring device mounted discretely in the vehicle's tail lamp. Distance is outputted to a laptop computer in the passenger compartment where a police officer operating the vehicle can monitor the following distance of the car traveling behind it. Once the officer has verified his speed in accordance with the posted limit, he can scientifically and mathematically identify vehicles which are tailgating him. He then radios other officers staged nearby who make the stop and issue the citation.

RESULTS

The statistical enforcement data listed below indicates that this project was a success, and enhanced the overall motor vehicle safety within the City of New Britain.

481 Citations for Following Too Close
25 Citations for No Passing
57 Citations for other motor vehicle violations

COST

\$40,703.35

NOTEWORTHY PRACTICE 3

PROJECT TITLE

Under Aged Alcohol Enforcement Program

TARGET

Access to Alcohol By Individuals Under Age 21

PROGRAM AREA

Alcohol

PROBLEM STATEMENT

The Town of North Branford has been experiencing an increasing number of underage gatherings where alcohol is present and distributed. Officers have initiated efforts to identify such instances and implement full enforcement actions. As the target group

learns of the law enforcement efforts (through electronic mediums such as cell phone, pagers and the internet) the youths have sought more clandestine locations to conduct their social gatherings. The youths also disseminate information on officers with enhanced alcohol enforcement backgrounds, the hours these officers work and descriptions of their municipal and private vehicles. This is indisputably proof that the goal of eluding detection and associated consequences is a high priority of these individuals.

OBJECTIVE

To address the problem of procurement and use of alcohol by under aged youth and to reverse the trend of youths involved in alcohol-related crashes and other incidents.

STRATEGIES

Officers conduct plain clothes and unmarked patrol surveillance of areas where there has been past incidence of youth-alcohol activities. The same officers will monitor sales of alcohol to minors at any of the 7 package stores and other retailers that are authorized to distribute alcohol.

RESULTS

North Branford Police yielded 151 arrests for violation of under aged alcohol possession, procurement and consumption. Through this project there were several arrests made for various drug and narcotic possession violations. In the 2005/2006 Fiscal Year, North Branford made 67 arrests for under aged alcohol possession. In Fiscal Year 2006/2007 that number increased significantly to 151. This increase was the result of increased detection directly related to the increase in enforcement initiatives which were only made possible through the award of this traffic safety grant.

COST

\$27,789.16