

STATE OF RHODE ISLAND HIGHWAY SAFETY ANNUAL REPORT

FEDERAL FISCAL YEAR 2010



PREPARED FOR:

**U.S. DEPARTMENT OF TRANSPORTATION
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION**

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1.0 Highway Safety in Rhode Island

■ 1.1 Introduction

The Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the primary agency responsible for implementing Federally funded highway safety projects in Rhode Island. Improving highway safety is the major focus of OHS and RIDOT.

In 2009, crashes on Rhode Island's highways resulted in 83 deaths and 491 serious injuries.¹ These figures are significantly higher than the 65 deaths and 416 serious injuries reported in 2008. The human and economic consequences of these crashes are unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission which consists of two goals:

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

In the *Highway Safety Plan for Federal Fiscal Year (FFY) 2010*, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data, isolated problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The *Rhode Island Highway Safety Annual Report Fiscal Year (FFY) 2010* reviews the execution of the FFY 2010 Highway Safety Plan.

¹ 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008/2009.

■ 1.2 Challenges

Nine program areas were the focus of the OHS' *FFY 2010 Highway Safety Plan*. These programs included:

- **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- **Occupant Protection** - The failure of vehicle occupants to use seat belts and appropriate child passenger safety (CPS) restraints.
- **Speed** - The incidence of speed and related recklessness as a contributor to deaths and serious injuries on Rhode Island's roadways.
- **Young Drivers** - The overrepresentation of young drivers in fatal and serious injury crashes.
- **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island's roadways.
- **Other Road Users** - The safety of pedestrians, bicyclists, and school bus passengers.
- **Traffic Records** - The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
- **Racial Profiling** - The development of a multifaceted program to assess if racial profiling exists and, if it does, the level and/or locations where it exists. Programs to address and improve community/police relations also are essential.
- **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

The OHS established an ambitious set of goals to mitigate these problems in Rhode Island, as shown in Table 1.1.

Table 1.1 FFY 2010 Highway Safety Program Area Goals

Problem Area	FFY 2010 Goal
Impaired Driving	<ul style="list-style-type: none"> • To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of .08 or greater) four (4) percent, from 25 in 2008 (NHTSA imputed data) to 24 in 2010. • To collect data and report on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2010. • To decrease by 11.4 percent the number of crash fatalities with a known BAC of .01 or higher, from a three-year average (2006-2008) of 35 to 31 in 2010. • To decrease by 5.9 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 17 in 2007 to 16 in 2010. • To increase the percent of survey participants responding “Very Likely” or “Somewhat Likely” in regard to their perceived likelihood of being stopped after drinking to excess and driving from 57.6 percent. • To increase the recognition of the slogan used by OHS to support high-visibility impaired driving enforcement. (In 2008, 50.4 percent recognition of YD&DYL slogan.)
Occupant Protection	<ul style="list-style-type: none"> • To increase by 4.3 percentage points the statewide observed seat belt use of front seat outboard occupants in passenger vehicles, from 74.7 percent in 2009 to 79 percent in 2010. • To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 3.4 percent, from 29 in 2008 to 28 in 2010. • To increase the number of seat belt citations issued during grant-funded enforcement activities, from 2,553 in 2009. • To increase seat belt use among pickup truck drivers, as measured by observational study, from 52.8 percent in 2009. • To increase awareness of the “Click It or Ticket” slogan, as measured by a telephone survey, from 91.7 percent in 2009. • To increase perception that persons are likely to be ticketed for not wearing seat belts, as measured by a telephone survey, from 47 percent in 2009. • To decrease by one (1) point the percent of passenger vehicle occupant fatalities known to be not wearing a restraint, from 66 percent in 2008 to 65 percent in 2010 (three-year average is 65.5 percent).

Table 1.1 FFY 2010 Highway Safety Program Area Goals (continued)

Problem Area	FFY 2010 Goal
Speed	<ul style="list-style-type: none"> • To decrease by three (3) percent the number of speeding-related fatalities from the five-year average (2004-2008) of 33 (NHTSA imputed data) to 32 in 2010. • To increase the number of speeding citations issued during grant-funded enforcement activities in 2010. (FFY 2009 was the first year this data was collected.) • To increase the number of speeding citations written and tracked monthly of all OT speed patrols.
Young Drivers	<ul style="list-style-type: none"> • To decrease by seven (7) percent the number of fatal crashes involving drivers age 20 years or younger, from the five-year average (2004-2008) of 15 to 14 in 2010. • To decrease the number of drivers 20 years old or younger in serious injury crashes, from the three-year average (2005-2007) of 184 to 175 in 2010. • To decrease the number of young passenger fatalities who are 16 to 20 years of age, from seven (7) in 2007 to six (6) in 2010. • To maintain the number of young driver fatalities age 16 to 20 years at the three-year average (2006-2008) of five (5) in 2010.
Motorcycles	<ul style="list-style-type: none"> • To maintain the number of motorcycle fatalities at the three-year average (2006-2008) of 12 in 2010. • To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-year average (2004-2008) of seven (7) to five (5) in 2010. • To decrease by two (2) percentage points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from the five-year average (2003 to 2007) of 50 percent to 48 percent in 2010. • To decrease by five (5) percentage points the percent of motorcycle operator fatalities who were legally intoxicated, from the five-year average of 50 percent (2004-2008) (NHTSA imputed data) to 45 percent in 2010.

Table 1.1 FFY 2010 Highway Safety Program Area Goals (continued)

Problem Area	FFY 2010 Goal
Other Road Users	<ul style="list-style-type: none"> To maintain the number of crash fatalities among pedestrians at or below its five-year average (2004-2008) of 12 in 2010. To maintain zero (0) crash fatalities among school bus occupants in 2010. To reduce crash fatalities among bicyclists from one (1) in 2008 to zero (0) in 2010. To decrease by 25 percent the number of pedestrian fatalities with a BAC of .08 or greater, from the five-year average (2004-2008) (NHTSA imputed data) of four (4) to three (3) in 2010.
Traffic Records	<ul style="list-style-type: none"> To increase the timeliness of E-citation data from police and state and Municipal Courts being posted into the system, from monthly in 2009 to daily in 2010. To increase by 19 the number of law enforcement agencies backfilling data into citations, from six (6) in 2009 to 25 in 2010.
Racial Profiling	<ul style="list-style-type: none"> To establish a process and secure the infrastructure needed to determine if racial profiling is occurring and to identify appropriate program recommendations if necessary. To produce by means of data collection and analysis by an appropriate entity at least one quarterly comprehensive report, including passenger and driver ethnicity information, summarizing the traffic stop information from all police departments who have received computer equipment.
Planning and Administration	<ul style="list-style-type: none"> To administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses the State's specific safety characteristics.

■ 1.3 Accomplishments

Rhode Island achieved many improvements in highway safety in FFY 2010. A brief summary of these accomplishments are described below, with detail provided in Section 3.0 of this report.

- Initiated “Drive Now Text Later” media and educational campaign to support enforcement of the new “No Texting While Driving” law.
- The State of Rhode Island Department of Transportation Office on Highway Safety had the distinct honor of developing and hosting the MISSION: SAFETY 2010 conference in conjunction with FHWA and NHTSA. This innovative conference was the first of its kind and brought together more than 150 engineering and behavior modification specialists from all over the country to discuss our common goal: to reduce fatalities and injuries on our highways. The agenda included formal Road Safety Audit training (RSA); Highway Safety Manual training; a session on the changes to the new MUTCD and sessions on Young Driver, Motorcycle Safety and Pedestrian Safety. Dr. Anthony R. Kane, Director of Engineering and Technical Services for the Association of State Highway and Transportation Officials (AASHTO), served as the keynote speaker at the Mission: Safety 2010 Conference Luncheon on Monday, September 20, 2010. His discussion was “Setting a Strategic Plan for Zero Fatalities.”

Impaired Driving:

- Deployed the “Crashalyzer” Drunk Driving Crash Quiz on *Facebook*, an innovative use of social media to increase awareness of stepped-up enforcement of Driving Under the Influence laws by state and municipal police, as well as the tragic results of impaired driving in Rhode Island. The “Crashalyzer” was developed and deployed by the Tori Lynn Andreozzi Foundation with funding provided by OHS through the University of Rhode Island Transportation Center.
- Rhode Island qualified for Section 410 incentive funds as a “low fatality rate state” (less than .50 fatalities involving at least one driver or motorcyclist at or above .01 Blood Alcohol Concentration per 100 Million Vehicle-Miles Traveled).
- Trained 22 state and municipal police officers as Drug Recognition Experts (DRE).
- Improved recognition of the “You Drink & Drive. You Lose.” slogan to 64 percent in 2010 from 58.9 percent in 2009.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 57.6 percent of survey respondents stating “Very Likely” or “Somewhat Likely” in 2009 to 59.4 percent in 2010.

Occupant Protection:

- Made significant progress in the percent of observed seat belt use over the past three (3) years; the seat belt use rate increased from 72 percent in 2008 to 75 percent in 2009, and 78 percent in 2010.
- Two (2) OHS Program Managers successfully completed the NHTSA “Occupant Protection” Core Competency class.

- Piloted nighttime seat belt enforcement in 11 communities. Departments participating in this pilot program were Central Falls, Cranston, Cumberland, Johnston, Lincoln, Narragansett, North Kingstown, Tiverton, Warren, Warwick, Woonsocket Police Departments and Rhode Island State Police.

Speed:

- Reduced the number of speeding-related fatalities from the five-year average (2004-2008) of 33 (NHTSA imputed data) to 27 in 2010.
- Increased the number of speeding citations issued during grant-funded enforcement from 4,630 in 2009 to 5,550 in 2010.

Young Drivers:

- Reduced the number of fatal crashes involving drivers 20 years old or younger to 11. (The target was 14).
- Introduced the “Drive Now, Text Later” message into the HOT 106 program at the high school football games.

Motorcycles:

- Reduced the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher to 36.8 percent, from the five-year average (2003-2007) of 50 percent.
- Reduced the percent of all motorcycle operator crash fatalities who were legally intoxicated, from the five-year average of 50 percent (2004-2008) (NHTSA imputed data) to 45 percent in 2010.

Other Road Users:

- Initiated and participated in several Road Safety Audits at local elementary schools to develop improvements to pedestrian facilities.
- Reduced crash fatalities among bicyclists from one (1) in 2008 to zero (0) in 2009.

Traffic Records:

- Implemented procedures so that the courts now have the ability to process electronic citations from the Traffic Tribunal.
- Conducted a Traffic Records Assessment in March 2010.
- Thirty-one (31) cities, towns, and state police departments are fully equipped, approved for final purchase of equipment or awaiting final approval of equipment purchases which will allow the agencies to backfill data into citations.

Racial Profiling:

- While not completed in FFY 2010, the data collection, analysis and recommendations RFP was completed. (The contract was signed with Northeastern University in FFY 2011 on November 4, 2010.)
- Also, while not completed in FFY 2010, OHS has advertised and is conducting interviews to fill the vacancy for the Highway Safety Program Coordinator to, among other duties, conduct and oversee the minority outreach programs. It is anticipated that the additional support will greatly extend programmatic and educational outreach into the minority communities. This person will assist in conducting and implementing the data collection and analysis work being performed by Northeastern University.
- Installed computers and printers to collect traffic stop information in all law enforcement vehicles at 31 departments.
- Changed the IMC module to include ethnicity of passengers on the traffic stop form. The revised IMC module beta testing is underway.

Planning and Administration:

- Testified on the “No Texting While Driving” legislation which became effective November 2009.

2.0 Performance Data

Rhode Island, 2000 to 2010

■ 2.1 Crash Summary

In Rhode Island, the total number of crashes decreased by 2.3 percent during the past three (3) years (from 42,944 in 2007 to 41,972 in 2009), while the number of fatal crashes for the same period increased by 19 percent. Traffic fatalities rose from 63 in 2008 to 83 in 2009 with increases in most crash categories. The combined number of fatalities and serious injuries² also increased 19 percent from 2008 to 2009. According to observed restraint use surveys, Rhode Island's seat belt use rate increased by three (3) percentage points from 75 percent in 2009 to 78 percent in 2010. These usage rates, along with the 2008 usage rate of 72 percent, represent three (3) straight years of increased seat belt use.

Table 2.1 provides detail on Rhode Island highway safety trends from 2000 to 2010 (as data are available). The table details "Select Performance Measures" identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. The following Figures 2.1 to 2.11 illustrate select data shown in Table 2.1 in greater detail and include data points, an associated trend line, and one-year achievements for the most recent year for which there is complete data (2008 or 2009). Trends from 2000 to 2003 can be considered "baseline" and trends from 2004 to the present "progress." When baseline data are inadequate or unavailable, only five-year trends are charted. Table 2.2 provides additional traffic safety trend data from 2003 to 2009.

² 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008/2009.

**Table 2.1 Traffic Safety Trends in Rhode Island
2000 to 2010**

Crash Data/Trends ^a	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009 ^b	2010
Fatalities (Actual)	80	81	84	104	83	87	81	69	65	83	
Fatality Rate/(100 Million VMT)	0.96	1.01	1.03	1.24	0.98	1.05	0.98	0.80	0.79	1.01 ^b	
Number of Serious Injuries ^c	1,682	1,850	1,845	1,887	1,600	1,329	1,313	764	416	491	
Number of Fatalities Involving Driver or Motorcycle Operator with \geq .08 BAC	34	35	35	50	38	34	30	22	25	34 ^f	
Number of Unrestrained Passenger Vehicle Occupant Fatalities	45	47	47	47	47	37	35	19	29	33	
Number of Speeding-Related Fatalities	-	-	46	55	45	40	42	20	20	28	
Number of Motorcycle Fatalities	12	6	9	13	10	14	16 ^d	13	7	19	
Number of Unhelmeted Motorcyclist Fatalities	10	5	7	6	7	6	11	9	2	12	
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	-	20	25	17	20	14	16	9	11	
Number of Pedestrian Fatalities	6	10	9	14	7	14	15	13	12	16	
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	-	-	71%	74%	76%	75%	74%	79%	72%	75%	78%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	2,024	2,226	2,336	2,553	2,181
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	-	-	2,227	2,519	U/A	U/A	253	U/A
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	-	-	-	4,630	5,550

Source: RIDOT, July 2010; Rhode Island DMV, August 2010; FARS, December 2009; 2002 to 2010 Rhode Island Observed Restraint Use Surveys. Grant-funded enforcement activity data are from RIDOT OHS.

^a Some numbers reported in this FFY 2010 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

^b 2009 data are preliminary at the time of reporting. U/A indicates data are not available at this time.

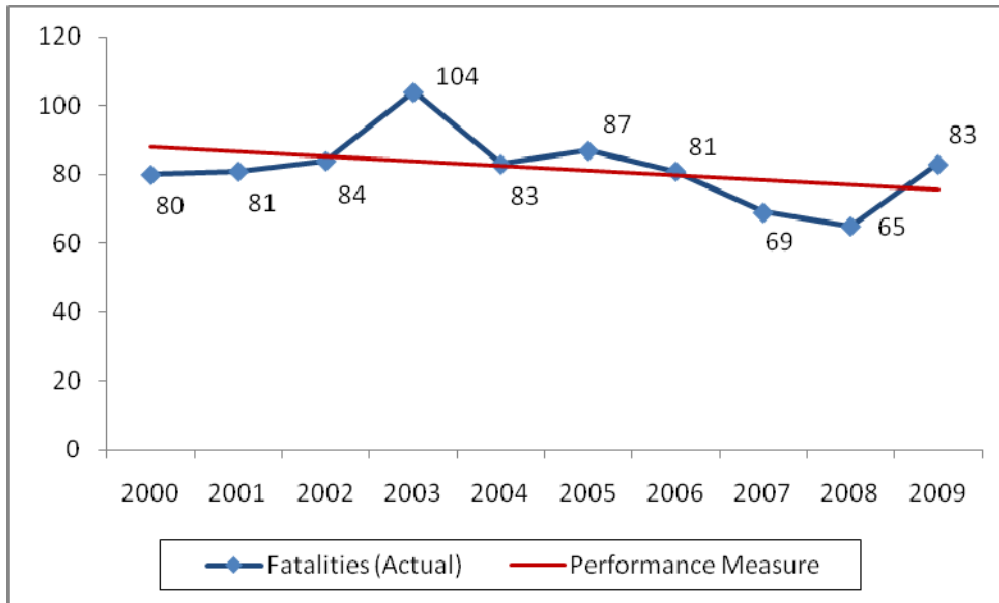
^c 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the discrepancy between serious injuries reported from 2006 to 2007/2008.

^d Includes one (1) ATV fatality in 2006.

^e 2009 was the first year this data was collected.

^f 2009 Number of fatalities does not include pedestrians and pedal-cyclists.

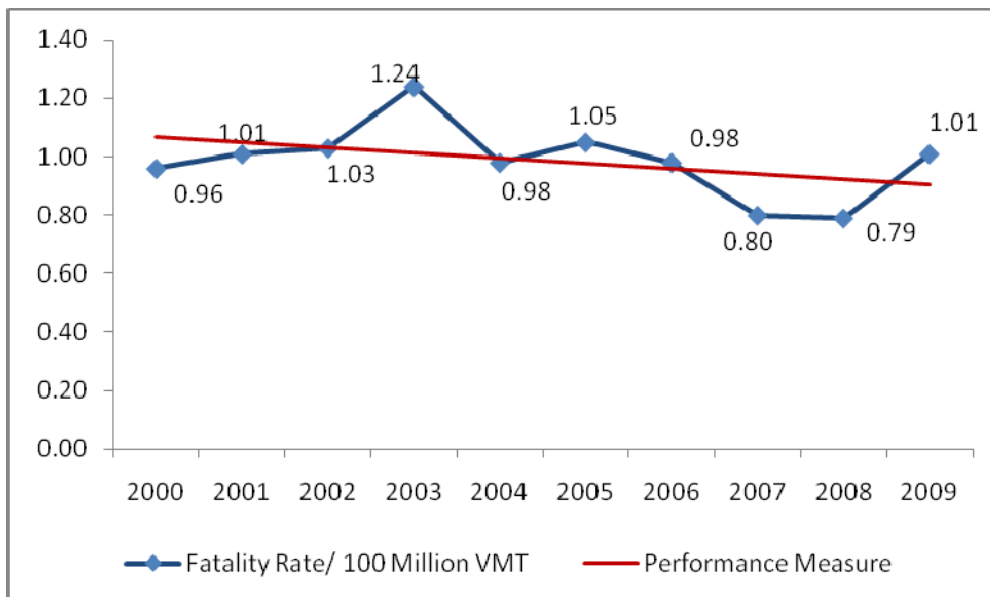
Figure 2.1 Number of Fatalities



Source: FARS.

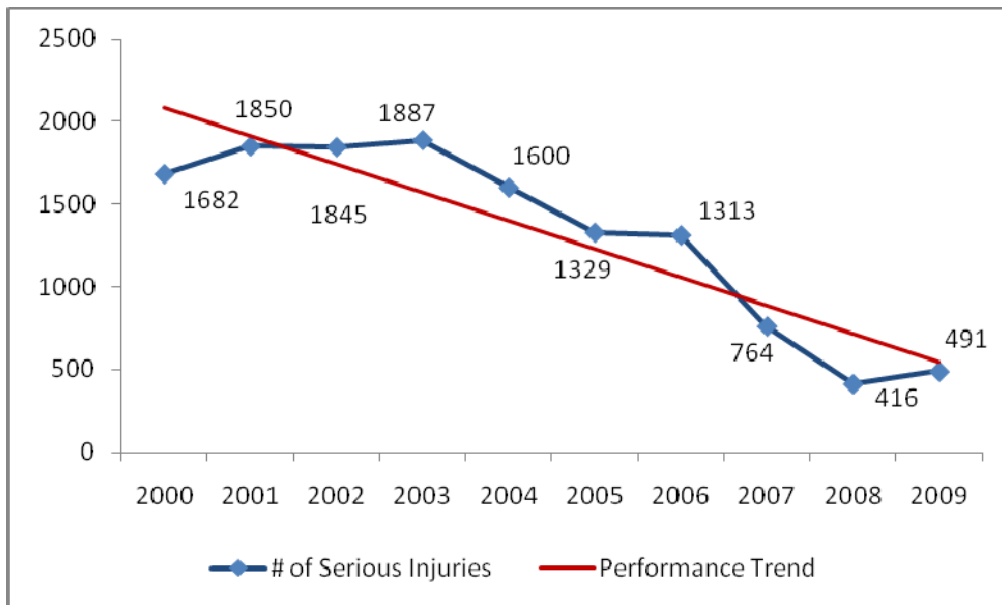
Note: 2009 data are preliminary.

Figure 2.2 Fatality Rate/100 Million VMT



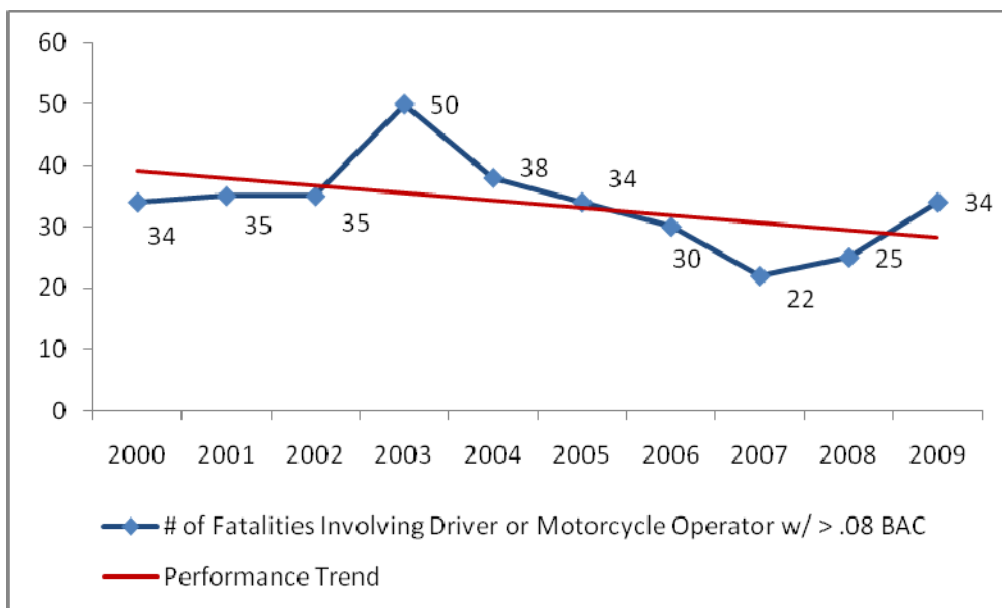
Note: 2009 data are preliminary.

Figure 2.3 Number of Serious Injuries



Note: 2009 data are preliminary. 2007 was a transition year for crash data in Rhode Island. “Serious injuries” were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008.

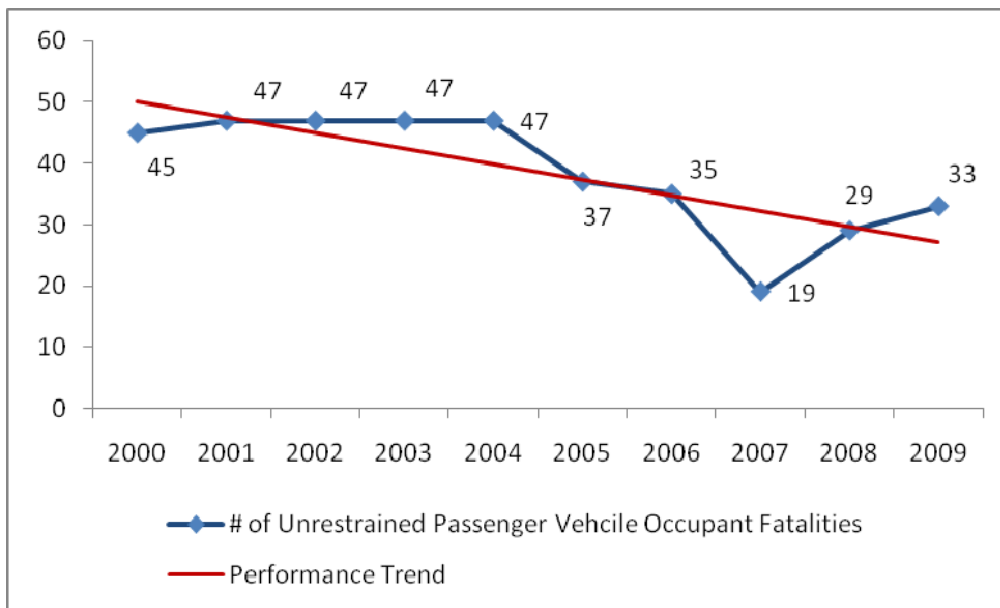
Figure 2.4 Number of Fatalities Involving Driver or Motorcycle Operator with $\geq .08$ BAC



Source: FARS.

Note: 2009 data are preliminary.

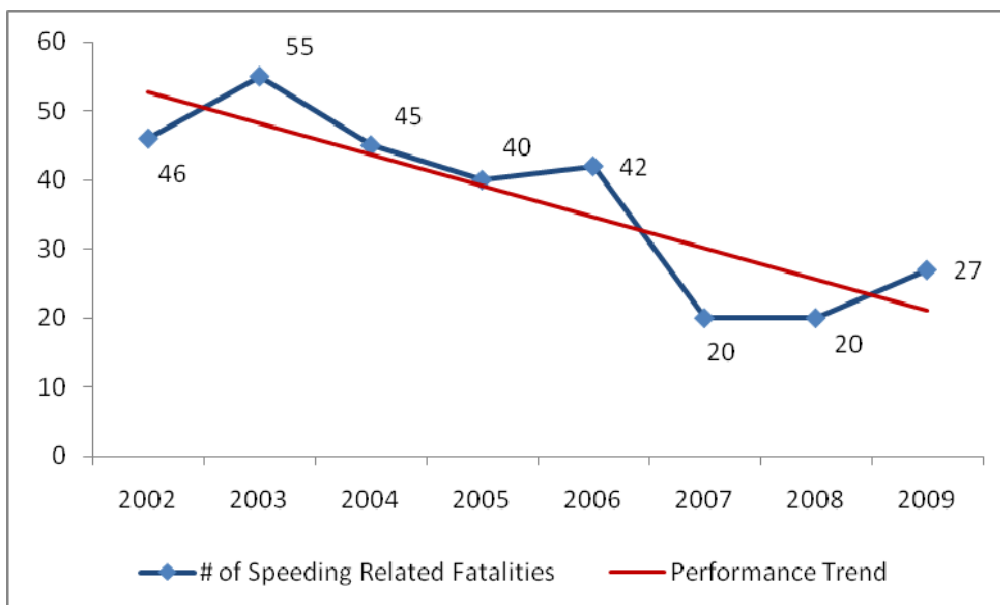
Figure 2.5 Number of Unrestrained Passenger Vehicle Occupant Fatalities



Source: FARS.

Note: 2009 data are preliminary.

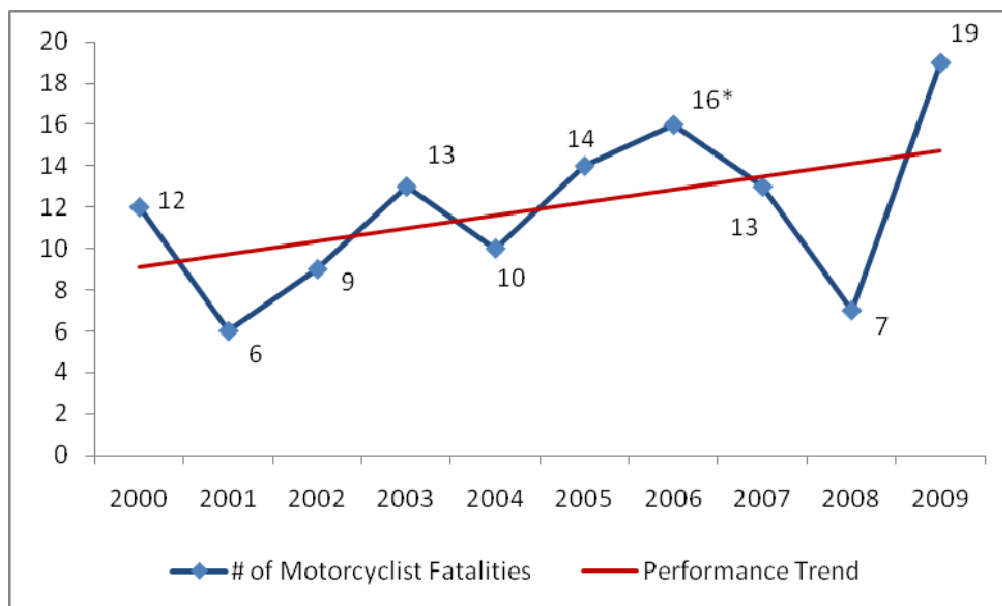
Figure 2.6 Number of Speeding-Related Fatalities



Source: FARS.

Note: 2009 data are preliminary.

Figure 2.7 Number of Motorcycle Fatalities

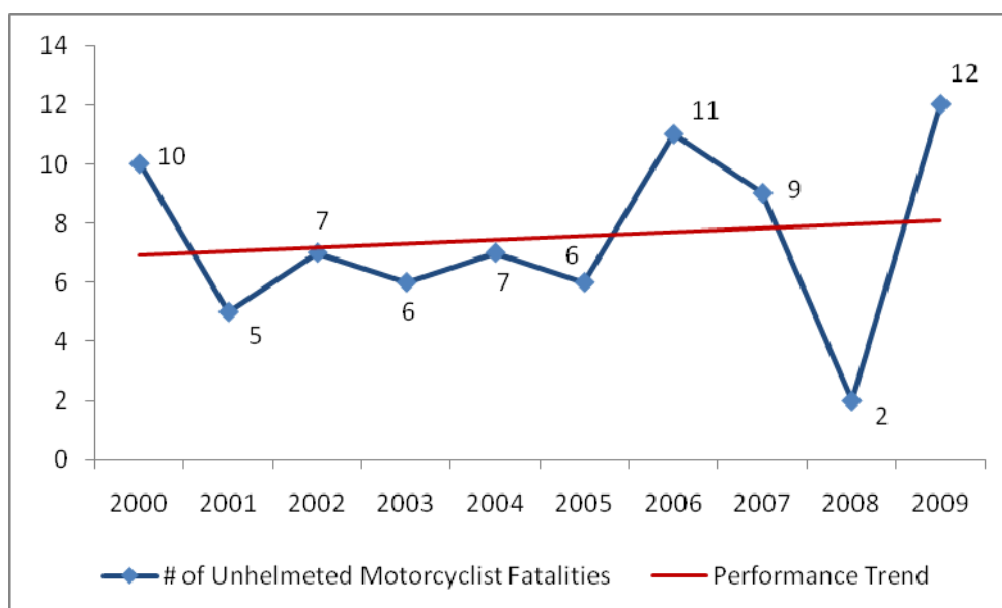


Source: FARS.

Note: 2009 data are preliminary.

* 2006 data includes one (1) ATV fatality.

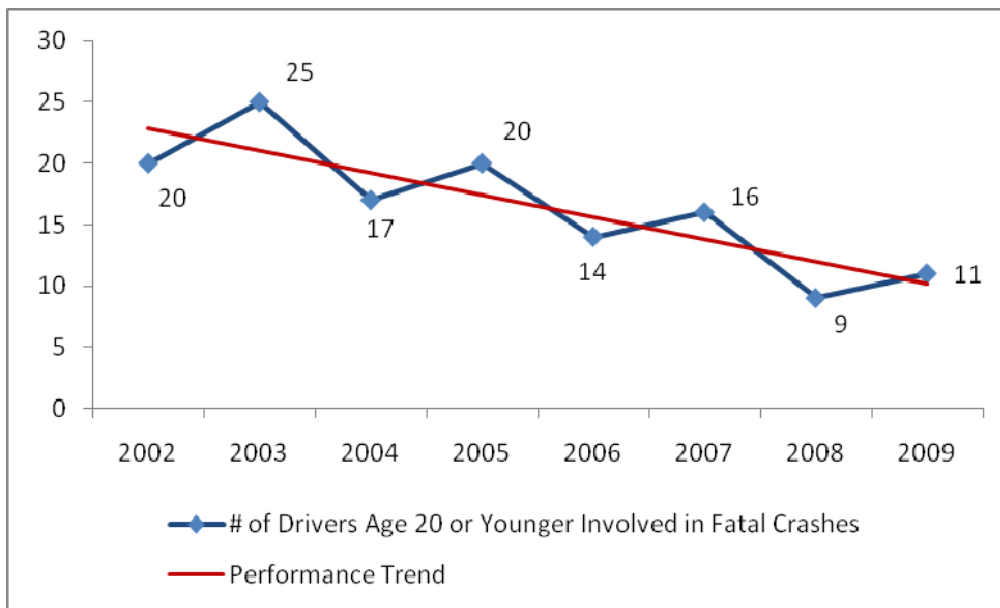
Figure 2.8 Number of Unhelmeted Motorcyclist Fatalities



Source: FARS.

Note: 2009 data are preliminary.

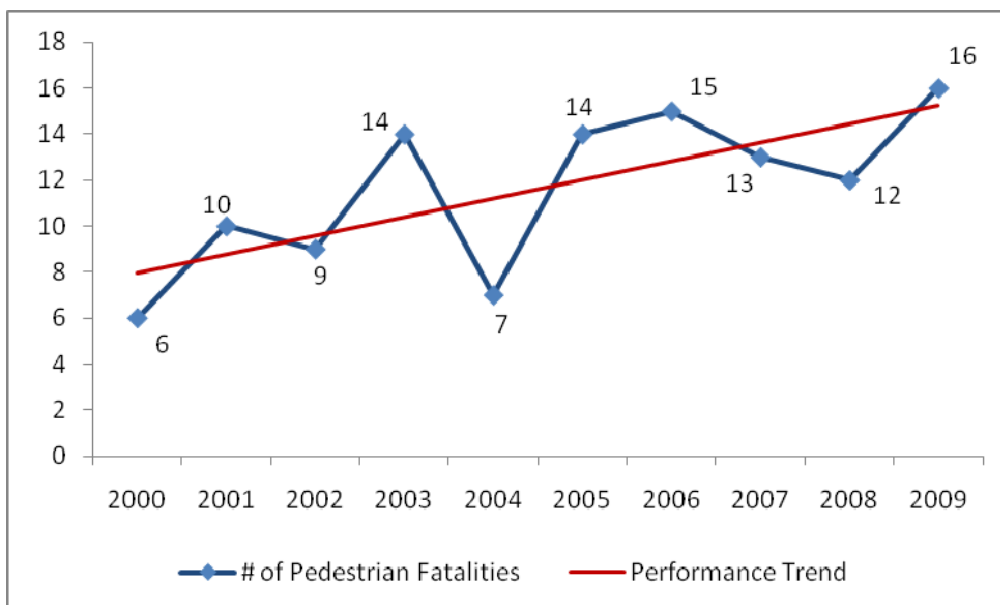
Figure 2.9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes



Source: FARS.

Note: 2009 data are preliminary.

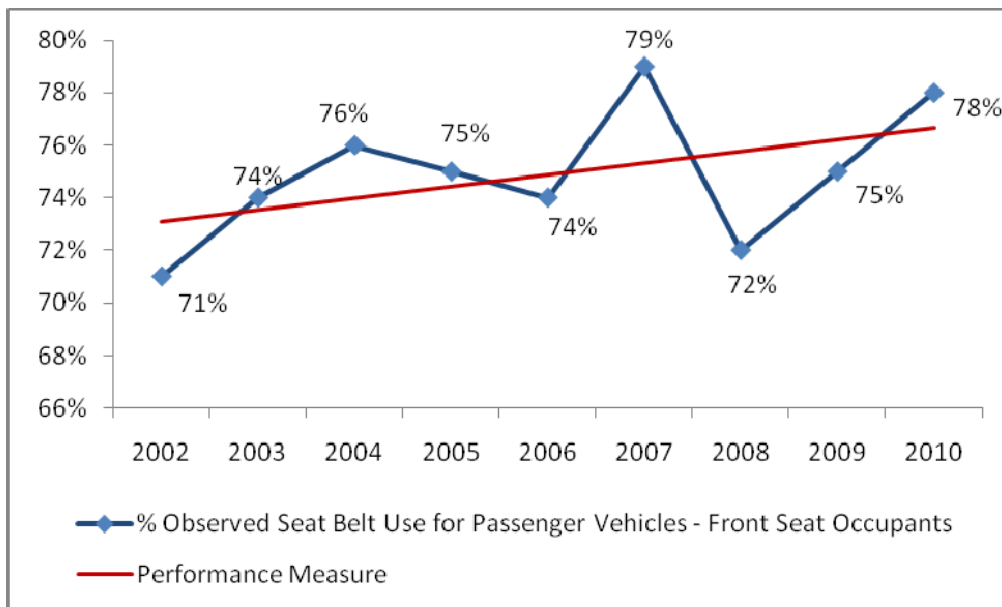
Figure 2.10 Number of Pedestrian Fatalities



Source: FARS.

Note: 2009 data are preliminary.

Figure 2.11 Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant
Achieved a 3 Percent Increase



Source: Rhode Island Safety Belt Use Observation Surveys.

Note: 2010 seat belt use rate is awaiting NHTSA certification.

**Table 2.2 Additional Traffic Safety Trends in Rhode Island
2003 to 2010**

Crash Data/Trends ^a	Progress Report Data 2004 to 2010						
	2004	2005	2006	2007	2008	2009 ^b	2010
Fatalities - Actual	83	87	81	69	65	83	
Fatal Crashes - Actual	78	80	72	64	64	76	
Fatality Rate/(100 Million VMT)	0.98	1.05	0.98	0.80	0.79	1.01 ^b	
Fatality Rate/100,000 Population	7.69	8.08	7.59	6.54	6.17	7.88	
Number of Serious Injuries ^c	1,600	1,329	1,313	764	416	491	
Fatality and Serious Injury Rate/100 Million VMT	19.86	17.06	16.79	9.65	5.88	6.96 ^b	
Fatal and Serious Injury Rate/100,000 Population	155.85	131.58	130.57	78.66	45.66	54.50	
Month of Most Fatal Crashes	Jun	Jul	Aug	Mar/Oct	Oct	Dec	
Day of Most Fatal Crashes	Sat	Sat	Sun	Fri	Sun	Sun	
Time of Most Fatal Crashes	10 p.m.-4 a.m.	7-10 p.m.	1-4 a.m./1-4 p.m.	10 p.m.-3 a.m.	10 p.m.-4 a.m.	9 p.m.-3 a.m.	
Alcohol-Impaired Fatalities (Involving Driver or Motorcycle Operator with ≥ 0.08 BAC)	38	34	30	22	23	34 ^h	
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	2,227	2,519	U/A	U/A	253	
Alcohol-Related Fatalities (BAC ≥ 0.01), NHTSA-Imputed	40	44	38	29	29	40 ^h	
Proportion of Alcohol-Related (BAC ≥ 0.01) Fatalities	0.48	0.51	0.47	0.42	0.45	0.48	
Alcohol-Related (BAC ≥ 0.01) Fatality Rate/100 Million VMT	0.47	0.53	0.46	0.34	0.35	0.48 ^b	
Alcohol-Related (BAC ≥ 0.01) Fatality Rate/100,000 Population	3.70	4.13	3.58	2.75	2.75	3.80	
Speeding-Related Fatalities - Actual	45	40	42	20	20	27	
Proportion of Speed-Related Fatalities	0.54	0.46	0.52	0.29	0.31	0.33	
Speed Fatality Rate/100 Million VMT	0.53	0.48	0.51	0.23	0.24	0.34 ^b	
Speed Fatality Rate/100,000 Population	4.17	3.72	3.93	1.89	1.90	2.56	
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	4,630	
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	76%	75%	74%	79%	72%	75%	78%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	2,024	2,226	2,414	2,553	2,181
Unrestrained Passenger Vehicle Occupant Fatalities - Actual	47	37	35	19	29	33	

Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)
2004 to 2010

Crash Data/Trends ^a	Progress Report Data 2004 to 2010						
	2004	2005	2006	2007	2008	2009 ^b	2010
Nonmotorist Fatalities - Actual	7	15	16	14	13	16	
Nonmotorist Fatality Rate/ 100 Million VMT	0.08	0.18	0.19	0.16	0.16	0.19 ^b	
Nonmotorist Fatality Rate/ 100,000 Population	0.65	1.39	1.50	1.32	1.23	1.52	
Nonmotorist Serious Injuries - Actual	156	145	143	98	46	62	
Nonmotorist Fatality and Serious Injury Rate/100 Million VMT	1.92	1.93	1.92	1.30	0.72	0.95 ^b	
Nonmotorist Fatal and Serious Injury Rate/100,000 Population	15.09	14.87	14.89	10.59	5.60	7.41	
Pedestrian Fatalities - Actual	7	14	15	13	12	16	
Pedestrian Fatality Rate/ 100 Million VMT	0.08	0.17	0.18	0.15	0.15	0.19 ^b	
Pedestrian Fatality Rate/ 100,000 Population	0.65	1.30	1.41	1.23	1.14	1.52	
Pedestrian Serious Injuries - Actual	114	103	107	71	29	51	
Pedestrian Fatality and Serious Injury Rate/100 Million VMT	1.43	1.41	1.47	0.97	0.50	0.81 ^b	
Pedestrian Fatal and Serious Injury Rate/100,000 Population	11.20	10.87	11.43	7.94	3.89	6.36	
Bicyclist Fatalities - Actual	0	1	1	1	1	0	
Bicyclist Fatality Rate/100 Million VMT	0.00	0.01	0.01	0.01	0.01	0 ^b	
Bicyclist Fatality Rate/ 100,000 Population	0.00	0.09	0.09	0.09	0.10	0	
Bicyclist Serious Injuries - Actual	42	42	36	27	15	11	
Bicyclist Fatality and Serious Injury Rate/100 Million VMT	0.50	0.52	0.45	0.32	0.20	0.13 ^b	
Bicyclist Fatal and Serious Injury Rate/ 100,000 Population	3.89	4.00	3.47	2.65	1.52	1.04	
Motorcycle Fatalities - Actual	10	14	16 ^d	13	7	19	
Motorcycle Fatality Rate/ 100 Million VMT	0.12	0.17	0.19	0.15	0.09	0.23 ^b	
Motorcycle Fatality Rate/ 100,000 Population	0.93	1.30	1.50	1.23	0.66	1.80	
Motorcycle Serious Injuries - Actual	138	133	107	87	63	72	
Motorcycle Fatality and Serious Injury Rate/100 Million VMT	1.75	1.77	1.48	1.16	0.86	0.87 ^b	
Motorcycle Fatal and Serious Injury Rate/100,000 Population	13.70	13.66	11.52	9.45	6.64	8.64	
Unhelmeted Motorcyclist Fatalities - Actual	7	6	11	9	2	12	

Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)
2004 to 2010

Crash Data/Trends ^a	Progress Report Data 2004 to 2010						2010
	2004	2005	2006	2007	2008	2009 ^b	
Young Drivers Involved in Fatal Crashes - Actual ^e	17	20	14	16	9	11	
Young Drivers in Fatal Crashes/100 Million VMT	0.20	0.24	0.17	0.19	0.10	0.13 ^b	
Young Drivers in Fatal Crashes/100,00 Population	1.57	1.86	1.31	1.51	0.86	1.04	
Young Drivers in Serious Injury Crashes - Actual	416	320	300	186	68	92	
Young Drivers in Serious Injury Crashes/100 Million VMT	4.91	3.86	3.61	2.15	0.83	1.16 ^b	
Young Drivers in Fatal and Serious Injury Crashes/100 Million VMT	5.11	4.10	3.78	2.34	0.94	1.25 ^b	
Young Drivers in Fatal and Serious Injury Crashes/100,000 Population	40.10	31.59	29.41	19.10	7.31	5.87	
Older Drivers Involved in Fatal Crashes - Actual ^f	14	9	12	5	14	12	
Older Drivers in Fatal Crashes/100 Million VMT	0.17	0.11	0.14	0.06	0.17	0.15 ^b	
Older Drivers in Serious Injury Crashes - Actual	157	156	122	105	60	51	
Older Drivers in Fatal and Serious Injury Crashes/100 Million VMT	2.02	1.99	1.61	1.27	0.90	0.76 ^b	
Older Drivers in Fatal and Serious Injury Crashes/100,000 Population	15.83	15.33	12.55	10.40	7.02	9.30	

^a Fatality and fatal crash data are from FARS, queried December 2010. Serious injury data are from RIDOT, queried December 2010. Seat belt use is from Rhode Island Safety Belt Use Observation Surveys. Grant-funded enforcement activity data are from RIDOT OHS.

Some numbers reported in this FFY 2010 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

^b 2009 data are preliminary at the time of reporting. U/A indicates data are not available at this time.

^c 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the discrepancy between serious injuries reported from 2006 to 2007/2008.

^d Includes one (1) ATV fatality in 2006.

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

^f Older drivers are defined as those age 65+.

^g 2009 was the first year this data was collected.

^h 2009 number of fatalities does not include pedestrian and pedal-cyclists.

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3.0 Program Areas

The program goals, accomplishments, and performance measures of the nine program areas addressed in the FFY 2010 *Highway Safety Plan* are described in this section.

■ 3.1 Impaired Driving

Goals

- To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of .08 or greater) four (4) percent, from 25 in 2008 (NHTSA imputed data) to 24 in 2010. INCOMPLETE (34 alcohol impaired fatalities in 2009.)
- To collect data and report on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2010. COMPLETE (305 arrests in FFY 2010.)
- To decrease by 11.4 percent the number of crash fatalities with a known BAC of .01 or higher, from a three-year average (2006-2008) of 35 to 31 in 2010. INCOMPLETE (35 fatalities with a known BAC of .01 or higher in 2009 – state reported.)
- To decrease by 5.9 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 17 in 2008 to 16 in 2010. INCOMPLETE (21 drivers were involved in fatal crashes with a known BAC of .01 or higher in 2009.)
- To increase the percent of survey participants responding “Very Likely” or “Somewhat Likely” in regard to their perceived likelihood of being stopped after drinking to excess and driving from 57.6 percent. COMPLETE (59.4 percent of survey participants responded “Very Likely” or “Somewhat Likely” in 2010.)
- To increase the recognition of the slogan used by OHS to support high-visibility impaired driving enforcement. (In 2008, 50.4 percent recognition of YD&DYL slogan.) COMPLETE (64 percent recognition of YD&DYL slogan in 2010.)

Program Accomplishments

- Deployed the “Crashalyzer” Drunk Driving Crash Quiz on *Facebook*. The quiz is an innovative use of social media to increase awareness of stepped-up enforcement of Driving Under the Influence laws by state and municipal police, as well as the tragic results of impaired driving in Rhode Island. The “Crashalyzer” was developed and

deployed by the Tori Lynn Andreozzi Foundation with funding provided by OHS through the University of Rhode Island Transportation Center.

- Rhode Island qualified for Section 410 incentive funds as a “low fatality rate state” (less than .50 fatalities involving at least one driver or motorcyclist at or above .01 Blood Alcohol Concentration per 100 Million Vehicle-Miles Traveled).
- Trained 22 state and municipal police officers as Drug Recognition Experts (DRE).
- Improved recognition of the “You Drink & Drive. You Lose.” slogan to 64 percent in 2010 from 58.9 percent in 2009.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 57.6 percent of survey respondents stating “Very Likely” or “Somewhat Likely” in 2009 to 59.4 percent in 2010.

Program Performance Measures

- Number of fatalities involving a driver or motorcycle operator with a BAC of .08 or greater. INCOMPLETE (34 fatalities involving a driver or motorcycle operator with a BAC of .08 or greater in 2009 versus 25 fatalities in 2008.)
- Number of impaired driving arrests made during grant-funded enforcement activities. COMPLETE (305 impaired driving arrests made in FFY 2010.)
- Number of crash fatalities with a known BAC of .01 or higher. INCOMPLETE (35 fatalities with a known BAC of .01 or higher in 2009 compared to 29 in 2008.)
- Number of drivers involved in fatal crashes with a known BAC of .01 or higher. INCOMPLETE (21 drivers involved in fatal crashes with a known BAC of .01 or higher in 2009 versus 17 drivers in 2008.)
- Percent of survey participants responding “Very Likely” or “Somewhat Likely” in regards to their perceived likelihood of being stopped after drinking to excess and driving. COMPLETE (59.4 percent of survey participants responding “Very Likely” or “Somewhat Likely” in 2010 compared to 57.6 percent in 2009.)
- Percent of survey respondents reporting slogan recognition. COMPLETE (64 percent recognized the slogan in 2010 compared to 58.9 percent in 2009.)

■ 3.2 Occupant Protection

Goal

- To increase by 4.3 percentage points the statewide observed seat belt use of front seat outboard occupants in passenger vehicles, from 74.7 percent in 2009 to 79 percent in 2010. PROGRESS TOWARD GOAL (78 percent seat belt use in 2010.)
- To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 3.4 percent, from 29 in 2008 to 28 in 2010. INCOMPLETE (30 unrestrained passenger vehicle occupant fatalities in 2009.)
- To increase the number of seat belt citations issued during grant-funded enforcement activities, from 2,553 in 2009. INCOMPLETE (2,181 citations issued in 2010.)
- To increase seat belt use among pickup truck drivers, as measured by observational study, from 52.8 percent in 2009. COMPLETE (60.7 percent use among pickup truck drivers in 2010.)
- To increase awareness of the “Click It or Ticket” slogan, as measured by a telephone survey, from 91.7 percent in 2009. INCOMPLETE (88.8 percent awareness of slogan in 2010.)
- To increase perception that persons are likely to be ticketed for not wearing seat belts, as measured by a telephone survey, from 47 percent in 2009. INCOMPLETE (31.8 percent responding “always” or “most of the time” in 2010.)
- To decrease by one point the percent of passenger vehicle occupant fatalities known to be not wearing a restraint, from 66 percent in 2008 to 65 percent in 2010 (three-year average is 65.5 percent). INCOMPLETE (77 percent fatalities not wearing a restraint in 2009.)

Program Accomplishments

- Made significant progress in the percent of observed seat belt use over the past three (3) years. Rhode Island’s seat belt use rate increased from 72 percent in 2008 to 75 percent in 2009, and 78 percent in 2010.
- Two (2) OHS Program Managers successfully completed the NHTSA “Occupant Protection” Core Competency class.
- Piloted nighttime seat belt enforcement in 11 communities. Departments participating in this pilot program were Central Falls, Cranston, Cumberland, Johnston, Lincoln, Narragansett, North Kingstown, Tiverton, Warren, Warwick, Woonsocket Police Departments and Rhode Island State Police.

Rhode Island CIOT Mobilization FFY 2010

- The Rhode Island State Police (RISP) and 38 Rhode Island municipal police departments received funding to participate in the RIDOT OHS-sponsored May-June 2010 CIOT Mobilization. The Mobilization resulted in:

Enforcement Activity	
Total Hours Worked	1,631
Citation Information	
Safety Restraint Citations	2,181

Program Performance Measures

- Percent of front seat outboard vehicle occupants who are observed to be using seat belts. PROGRESS TOWARD GOAL (78 percent seat belt use in 2010 versus 75 percent in 2009.)
- Number of unrestrained passenger vehicle occupant fatalities (all seat positions). INCOMPLETE (30 unrestrained passenger vehicle occupant fatalities in 2009 compared to 29 in 2008.)
- Number of seat belt citations issued during grant-funded enforcement activities. INCOMPLETE (2,181 citations were issued in 2010 versus 2,553 in 2009.)
- Percent of pickup truck drivers observed to be using seat belts. COMPLETE (60.7 percent use among pickup truck drivers in 2010 versus 58.3 percent in 2009.)
- Percent of telephone survey participants aware of the “Click It or Ticket” slogan. INCOMPLETE (88.8 percent awareness of slogan in 2010 versus 91.7 percent in 2009.)
- Percent of telephone survey participants with perception that persons are likely to be ticketed for not wearing seat belts. INCOMPLETE (31.8 percent responding “always” or “most of the time” in 2010 versus 47 percent in 2009.)
- Percent of passenger vehicle occupant fatalities known to be not wearing a restraint. INCOMPLETE (77 percent fatalities not wearing a restraint in 2009 versus the three-year average of 65.5 percent.)

■ 3.3 Speed

Goal

- To decrease by three (3) percent the number of speeding-related fatalities from the five-year average (2004-2008) of 33 (NHTSA imputed data) to 32 in 2010. COMPLETE (Reduced to 27 fatalities in 2009.)
- To increase the number of speeding citations issued during grant-funded enforcement activities in 2010. COMPLETE (4,630 citations issued during 2009 grant-funded enforcement and 5,550 citations issued during 2010 grant-funded enforcement.)
- To increase the number of speeding citations written and tracked monthly of all OT speed patrols. COMPLETE (4,630 citations issued during 2009 grant-funded enforcement and 5,550 citations issued during 2010 grant-funded enforcement.)

Program Accomplishments

- Reduced the number of speeding-related fatalities from the five-year average (2004-2008) of 33 (NHTSA imputed data) to 27 in 2009.
- Increased the number of speeding citations issued during grant-funded enforcement from 4,630 in 2009 to 5,550 in 2010.

Program Performance Measures

- Number of speeding-related fatalities. COMPLETE (Reduced the five-year average of 33 speed-related fatalities to 27 fatalities in 2009.)
- Number of speeding citations issued during grant-funded enforcement activities. COMPLETE (4,630 citations issued during 2009 grant-funded enforcement and 5,550 citations issued during 2010 grant-funded enforcement.)

■ 3.4 Young Drivers

Goals

- To decrease by seven (7) percent the number of fatal crashes involving drivers age 20 years or younger, from the five-year average (2004-2008) of 15 to 14 in 2010. COMPLETE (Eleven (11) fatal crashes involving young drivers 20 years old or younger occurred in 2009.)

- To decrease the number of drivers 20 years old or younger in serious injury crashes, from the three-year average (2005-2007) of 184 to 175 in 2010. INCOMPLETE (Unable to determine due to revised definition of “serious injury” in 2007. The data are not comparable.)
- To decrease the number of young passenger fatalities who are 16 to 20 years of age, from seven (7) in 2007 to six (6) in 2010. INCOMPLETE (Eight (8) young passenger fatalities were reported in 2009.)
- To maintain the number of young driver fatalities age 16 to 20 years at the three-year average (2006-2008) of five (5) in 2009. INCOMPLETE (Six (6) young driver fatalities occurred in 2009.)

Program Accomplishments

- Reduced the number of fatal crashes involving drivers 20 years older or younger to 11. (The target was 14).
- Introduced the “Drive Now. Text Later” message into the HOT 106 program at the high school football games.

Program Performance Measures

- Number of fatal crashes involving drivers 20 years old or younger. COMPLETE (Eleven (11) fatal crashes involving young drivers 20 years old or younger occurred in 2009 compared to the five-year average of 15 fatalities.)
- Number of drivers 20 years old or younger in serious injury crashes. INCOMPLETE (Unable to determine due to definition change.)
- Number of young passenger fatalities who are 16 to 20 years of age. INCOMPLETE (Eight (8) young passenger fatalities were reported in 2009 – goal was six (6).)
- Number of 16- to 20-year-old driver fatalities. INCOMPLETE (Six (6) young driver fatalities were reported in 2009 – goal was five (5).)

■ 3.5 Motorcycles

Goals

- To maintain the number of motorcycle fatalities at the three-year average (2006-2008) of 12 in 2010. INCOMPLETE (Fatalities increased to 19 in 2009.)
- To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-year average (2004-2008) of seven (7) to five (5) in 2010. INCOMPLETE (12 out of the 19 fatalities in 2009 were unhelmeted.)
- To decrease by two percentage points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from the five-year average (2003 to 2007) of 50 percent to 48 percent in 2010. COMPLETE (Six (6) out of 19 motorcycle operator fatalities had a known BAC of .01 or higher.)
- To decrease by five percentage points the percent of motorcycle operator fatalities who were legally intoxicated, from the five-year (2004-2008) average of 50 percent (NHTSA imputed data) to 45 percent in 2010. COMPLETE (Five (5) out of 19 motorcycle fatalities involved operators who were legally intoxicated.)

Program Accomplishments

- Reduced the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher to 36.8 percent, from the five-year average (2003-2007) of 50 percent.
- Reduced the percent of all motorcycle operator crash fatalities who were legally intoxicated, from the five-year average of 50 percent (2004-2008) (NHTSA imputed data) to 45 percent in 2010.

Program Performance Measures

- Number of motorcycle fatalities. INCOMPLETE (Fatalities increased to 19 in 2009 from seven (7) fatalities in 2008.)
- Number of unhelmeted motorcycle fatalities. INCOMPLETE (12 out of the 19 fatalities were unhelmeted.)
- Percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher. COMPLETE (Six (6) out of 19 fatalities, or 37 percent, had a known BAC of .01 or higher compared to the five-year average of 50 percent.)
- Percent of motorcycle operator fatalities who were legally intoxicated. COMPLETE (Five (5) out of 19 motorcycle fatalities, or 26 percent, involved operators who were legally intoxicated compared to the five-year average of 50 percent.)

■ 3.6 Other Road Users

Goals

- To maintain the number of crash fatalities among pedestrians at or below its five-year average (2004-2008) of 12 in 2010. INCOMPLETE (Pedestrian fatalities increased to 16 in 2009.)
- To maintain zero crash fatalities among school bus occupants in 2010. INCOMPLETE (One (1) school bus-related fatality was reported in 2009.)
- To reduce crash fatalities among bicyclists from one (1) in 2008 to zero (0) in 2010. COMPLETE (Zero (0) bicycle fatalities occurred in 2009.)
- To decrease by 25 percent the number of pedestrian fatalities with a BAC of .08 or greater, from the five-year average (2004-2008) (NHTSA imputed data) of four (4) to three (3) in 2010. INCOMPLETE (Pedestrian fatalities with a BAC of .08 or greater increased to five (5) in 2009.)

Program Accomplishments

- Initiated and participated in several Road Safety Audits at local elementary schools to develop improvements to pedestrian facilities.
- Reduced crash fatalities among bicyclists from one (1) in 2008 to zero (0) in 2009.

Program Performance Measures

- Number of pedestrian fatalities. INCOMPLETE (Pedestrian fatalities increased from 12 in 2008 to 16 in 2009.)
- Number of crash fatalities among school bus occupants. INCOMPLETE (One (1) school bus-related fatality was reported in 2009.)
- Number of bicyclist fatalities. COMPLETE (Zero (0) bicycle fatalities occurred in 2009 versus one (1) in 2008.)
- Number of pedestrian fatalities with a known BAC of .08 or greater. INCOMPLETE (Pedestrian fatalities with a BAC of .08 or greater increased to five (5) in 2009 compared to the five-year (NHTSA imputed data) average of four (4).)

■ 3.7 Traffic Records

Goals

- To increase the timeliness of E-citation data from police and state and Municipal Courts being posted into the system, from monthly in 2009 to daily in 2010. UNDERWAY (Currently, the courts have the ability to process electronic citations from the Traffic Tribunal with work still in process on the municipal court interface.)
- To increase by 19 the number of Law Enforcement Agencies backfilling data into citations, from six (6) in 2009 to 25 in 2010. UNDERWAY (Currently, 31 cities, towns, and state police departments are fully equipped, approved for final purchase of equipment or awaiting final approval of equipment purchases, which will allow them to backfill data.)

Program Accomplishments

- Implemented procedures so that the courts now have the ability to process electronic citations from the Traffic Tribunal.
- Conducted a Traffic Records Assessment in March 2010.
- Thirty-one cities, towns, and state police departments are fully equipped, approved for final purchase of equipment or awaiting final approval of equipment purchases which will allow the agencies to backfill data into citations.

Program Performance Measures

- Number of days necessary for E-citation data from police and state and Municipal Courts to be posted into the system. UNDERWAY (Courts have the ability to process electronic citations from the Traffic Tribunal and work is in process on the municipal court interface.)
- Number of law enforcement agencies backfilling data into citations. UNDERWAY (Thirty-one (31) cities, towns, and state police departments are fully equipped, approved for final purchase of equipment or awaiting final approval of equipment purchases, which will allow them to backfill data.)

■ 3.8 Racial Profiling

Goals

- To establish a process and secure the infrastructure needed to determine if racial profiling is occurring and to identify appropriate program recommendations if necessary. UNDERWAY (Equipment distribution is being finalized; 31 departments have been completed; IMC module is being beta tested; RFP process for data collection and analysis is complete; contract with Northeastern University has been signed, and Highway Safety Minority Outreach Program Coordinator is being hired.)
- To produce by means of data collection and analysis by an appropriate entity at least one quarterly comprehensive report, including passenger and driver ethnicity information, summarizing the traffic stop information from all police departments who have received computer equipment. INCOMPLETE (See above for accomplishments to date to achieve this goal.)

Program Accomplishments

- While not completed in FFY 2010, the data collection, analysis and recommendations RFP was completed in November 2010.
- Also, while not completed in FFY 2010, OHS has advertised and is conducting interviews to fill the vacancy for the Highway Safety Program Coordinator to, among other duties, conduct and oversee the minority outreach programs. It is anticipated that the additional support will greatly extend programmatic and educational outreach into the minority communities. This person will assist in conducting and implementing the data collection and analysis work being performed by Northeastern University.
- Installed computers and printers to collect traffic stop information in all law enforcement vehicles at 31 departments.
- Changed the IMC module to include ethnicity of passengers on the traffic stop form. The revised IMC module beta testing is underway.

Program Performance Measures

- Finalize installation of computers and printers in all law enforcement vehicles to collect traffic stop information. INCOMPLETE (To date 31 departments have been completed.)
- Have IMC complete module change to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from police departments to

the designated data collection entity. UNDERWAY (Beta testing for the IMC module change and the transmittal process are underway.)

- Begin work on developing independent software program that would allow all police departments to transmit required information regardless of their software service provider. INCOMPLETE (Staff have met with the Providence Police Department to begin software development.)
- Implement contract with the college/university or research institution that is chosen in the RFP process to collect, analyze, and distribute traffic stop data and to make programmatic recommendations. UNDERWAY (RFP process was completed and the contract was signed with Northeastern University in November 2010 (FFY 2011.))

■ 3.9 Planning and Administration

Goal

- To administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses the State's specific safety characteristics. ONGOING (RIDOT OHS continues to work with existing partners; seek new partnerships and maintain fiscally sound, data driven, effective programs to improve highway safety.)

Program Accomplishments

- Testified on behalf of the "No Texting While Driving" legislation which became effective in November 2009.

Program Performance Measures

- Integrate recommendations from NHTSA's Special Management Review (PEP) within specified timeframe. COMPLETE (Working in cooperation with NHTSA, OHS successfully integrated the PEP recommendations into OHS programs and procedures; received completion letter from NHTSA on April 5, 2010.)
- Conduct a Stakeholders' meeting to receive input for development of the FFY 2011 Highway Safety Performance Plan. COMPLETE (Twenty-two (22) partners attended the meeting on April 29, 2010.)
- Deliver the FFY 2009 Annual Report by December 31, 2009. COMPLETE.
- Deliver the Federal Fiscal Year 2011 Highway Safety Performance Plan by September 1, 2010. COMPLETE.

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4.0 Special Events and Activities

URI Guaranteed Admission Program (GAP) Safety Presentations

On March 3, 2010, OHS staff members were asked to speak to students of the GAP program regarding basic safety points. Approximately 50 students participated in the discussions regarding occupant protection, driving under the influence, pedestrian safety, and motorcycle safety. Several presentations, including the use of the rollover simulator to show the results of being involved in a crash where being unbelted or driving impaired resulted in a fatality.



Newport Naval College

On May 21, 2010, OHS was asked to speak to more than 300 Naval Officers at the Newport Naval College about different safety topics, including alcohol awareness, seat-belt safety, motorcycle safety, and pedestrian safety.



Motorcycle Safety Day at McCoy Stadium

On May 15, 2010, OHS partnered with the Paw Sox, CCRI and the Rhode Island Motorcycle Association to host the first ever Motorcycle Safety Day. A motorcycle safety clinic was held, a motorcycle product vendor area and a competition for best motorcycle was held. OHS was situated in the vendor area and disseminated motorcycle safety and awareness educational materials to more than 400 bikers in attendance.



National Click It or Ticket (CIOT) Mobilization Kickoff

On May 27, 2010 the OHS partnered with the Rhode Island Police Chief's Association to kickoff the National CIOT Mobilization Campaign with its first Nighttime Enforcement patrols at a press conference in Central Falls. The event generated interest from one television station, as well as print and radio. The event was attended by representatives from 13 police departments.

Career and School Safety Days

OHS participated in several Career and Safety Days throughout the State at various elementary/middle schools and colleges. The importance of buckling up every trip, every time, was emphasized as well as pedestrian safety, bike safety and skateboard safety. Highway Safety provided bookmarks, key chains, and pens with CIOT messages.



- Gladstone Elementary School Career and Safety Day (Cranston) (5/10)
- Arlington Elementary School Safety Day (Cranston) (5/10)
- Stadium Elementary School Bike Safety Day (Cranston) (5/10)
- Touch a Truck (5/10)
- Smithfield High School – Mock Crash (6/10)
- Raytheon Health Fair – (6/10)
- Warwick Night Out (8/10)
- Rollover Simulator for Bain and Gaudet Middle Schools (9/10)
- Mock Crash – Bain and Gaudet Middle Schools (9/10)
- Rhode Island College Rollover Simulator Demonstration (9/10)



Construction Career Days

In May 2010, OHS participated in the 2010 RIDOT Construction Career Days. Over 1,000 high school students and community youth throughout Rhode Island attended this exciting event. The Rhode Island State Police demonstrated standardized field sobriety tests (SFST) using the fatal vision goggles. Participants were verbally surveyed regarding new GDL laws. Bookmarks were developed and distributed with recent laws regarding the GDL system, cell phone usage while driving, primary seat belt law for youth, and underage drinking information.

MADD-RI Team Spirit Program

In July 2010, training was once again sponsored by OHS for nearly 200 high school students at Bryant University. Activities included highway safety presentations, role-playing, team building, and hands-on exercises that assist the students in planning and promoting “nonalcoholic” activities and messages at their individual schools.

Child Passenger Safety Events

OHS certified technicians participated in the installation of child safety seats as part of Injury Prevention Center's Child Passenger Safety (CPS) initiatives at several check stations throughout the year. Multiple CPS checkpoints were conducted throughout the year at Cardi's & Kohls.



WBRU Summer Concert Series

From July through September, OHS sponsored "You Drink & Drive You Lose" (YDYL), motorcycle, and "young driver" messaging to WBRU concert attendees with the radio ads promoting the concerts. They also were replayed during the concert.



HOT 106 Partnerships

OHS partnered with radio station HOT 106 during "Friday Night Football." This partnership promoted Zero Tolerance, Occupant Protection, and Speed Prevention among young drivers. Live broadcasts were conducted during the fall high school football games from the field. Our messaging was presented both during the game and in promotions for the games.

Operation Blue RIPTIDE

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

Minority Outreach

July 31, 2010, OHS participated in the African Summer Bash to distribute highway safety messaging to the diverse audience. Information on the new texting law was distributed in English and Spanish along with bumper stickers and key chains with the "Drive Now, Text Later" message. Bookmarks with the new child restraint, texting, drinking and driving laws and the primary seat belt requirement for persons under the age of 18 also were distributed.

August 1, 2010, OHS participated in the Emancipation Day Celebration at the Music Temple in Roger Williams Park, Providence. OHS again took this opportunity to distribute English and Spanish information and incentive items. Bumper stickers and key chains in English and Spanish were distributed, including the "Drive Now, Text Later" message. Bookmarks with the new child restraint, texting, drinking and driving laws and the primary seat belt requirement for persons under the age of 18 also were distributed. Pens and key chains with "Click It or Ticket" and "You Drink & Drive. You Lose" messages and pencils with a pedestrian safety message also were disseminated.

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5.0 Paid Media

■ 5.1 Paid Media to Support High-Visibility Traffic Enforcement

To support enforcement efforts on alcohol impaired driving and occupant protection in the diverse communities of Rhode Island, OHS placed culturally relevant and linguistically appropriate advertising in a variety of multicultural/multiethnic media outlets. These campaigns included Spanish language messaging to newly arrived Latin American immigrants.

October 2009-November 2009 Red Sox Playoffs

The primary target audience for this campaign was men between 18 and 34 years old.

Details of media buy for Red Sox Playoffs, October-November 2009:

	Exposure	Spots	Bonus Spots	Cost
Cable	36.6 GRP	5		\$3,965.89
Radio	1.2 GRP	3		\$759.00
Total		8		\$4,724.89

October 2009-January 2010 Patriots Package

The primary target audience for this campaign was men between 21 and 64 years old.

Details of media buy for Patriots Package, October 2009-January 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	344.0 GRP	115	12	\$23,000.00
Total		115	12	\$23,000.00

October 2009-January 2010 ESPN Football

The primary target audience for this campaign was men between 25 and 54 years old.

Details of media buy for Monday Night Football on ESPN, October 2009-January 2010:

	Exposure	Spots	Bonus Spots	Cost
Cable	621.5 GRP	900		\$7,534.23
Total				\$7,534.23

October 2009 Alcohol Awareness - Friday Night Lights

The primary target audience for this campaign was men between 18 and 24 years old.

Details of media buy for WWKX - Friday Night Lights:

	Exposure	Spots	Bonus Spots	Cost
Radio	445.0 GRP	41	276	\$4,250.00
Total		41	276	\$4,250.00

October 2009-September 2010 URI Ryan Center Sponsorship (Alcohol Awareness/CIOT)

The primary target audience for this campaign was men between 18 and 64 years old.

Details of media buy for URI Ryan Center Sponsorship 2009/2010:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Ryan Center - 297,000 Imp			\$13,500.00
	Boss Arena - 97,000 Imp			
	Print - 20,000 Imp			
	RyanCenter.com - 237,343 Imp			
	GoRody.com - 435,453 Imp			
	E-mail - 30,000			
Total				\$13,500.00

Note: "Imp" refers to impressions.

March 2010 - URI Ryan Center Sponsorship

Details of media buy for URI Ryan Center Sponsorship, March 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	Unavailable			\$525.00
Total				\$525.00

October 2009-June 2010 Providence College Sponsorship (Alcohol Awareness/CIOT)

The primary target audience for this campaign was men between 18 and 64 years old.

Details of media buy for Providence College Sponsorship 2009/2010:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Radio - 65:60 spots/110:10 live reads Signage - Dunkin Donut Center: 140,920 Signage - Schneider Arena 250,000 Logo Identification on "Exit" signs at all games at Schneider Arena			\$13,647.06
Total				\$13,647.06

October 2009-April 2010 Providence Bruins Team Sponsorship

The primary target audience for this campaign was men between 25 and 54 years old.

Details of media buy for the Providence Bruins Sponsorship Package, October 2009-April 2010:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Dashboards, Video Scoreboards, PSAs, Scoreboard Panel Ads, Broadcast Advertising, Game Notes Panel, Poster Night, Player/Mascot Appearances, Web Site Player Ads, Public Address Announcements, Yearbook Ads			\$10,000.00
Total				\$10,000.00

November 2009-January 2010 Alcohol Awareness

The primary target audience for this campaign was men between 21 and 34 years old.

Details of media buy for Alcohol Awareness, November 2009-January 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	885.1 GRP	860	383	\$41,023.00
TV	595.7 GRP	284	11	\$89,780.00
Cable	449.7 GRP	1,069		\$12,769.10
On-line - ProvidenceEnEspanol.com	250,000 Imp - Leaderboard			\$2,500.00
On-line - ProvidencePhoenix.com	250,000 Imp			\$2,500.00
On-line - Projo.com	47,828 Imp - Leaderboard 81,818 Imp - Home Page Pre-Roll Video 25% SOV			\$2,499.83
On-line - TurntoTen.com	110,000 Imp - Leaderboard 110,000 Imp - Pre-Roll Video			\$2,500.00
Outdoor - Bus	12,960,000 - 60 Kings 3,240,000 - 15 Kings 1,818.668 - Rail Cards			\$12,200.00
Total		2,213	394	\$165,771.93

Note: "Imp" refers to impressions.

March 2010-April 2010 Alcohol Awareness - Celtics Basketball

The primary target audience for this campaign was men between 18 and 64 years old

Details of media buy for Celtics Basketball, March 2010-April 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	56.6 GRP	2	124	\$4,200.00
Total		2	124	\$4,200.00

March 2010-June 2010 Celtics Playoffs (Alcohol Awareness)

The primary target audience for this campaign was men between 18 and 64 years old

Details of media buy for Celtics Playoffs, March 2010-June 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	26.6 GRP + On-line Video Pre-Roll	21		\$3,150.00
Total		21		\$3,150.00

March 2010-September 2010 Red Sox Baseball

The primary target audience for this campaign was men between 18 and 34 years old

Details of media buy for Red Sox Baseball, March 2010-September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	1782.0 GRP	333		\$36,470.00
Total		333		\$36,470.00

April 2010-May 2010 Motorcycle Awareness

The primary target audience for this campaign was adults between 18 and 54 years old.

Details of media buy for Motorcycle Awareness, April 2010-May 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	354.4 GRP	204	169	\$18,312.00
Cable	379.5 GRP	470		\$8,939.72
Outdoor - Billboard	127,618 x 28 = 3,573,304	1		\$8,000.00
Total		675	169	\$35,251.72

May 2010-June 2010 Click It or Ticket (CIOT)

The primary target audience for this campaign was men between 18 and 34 years old.

Details of media buy for CIOT, May 2010-June 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	717.5 GRP	561	239	\$30,375.00
TV	658.8 GRP	345	43	\$77,295.00
Cable	509.4 GRP	1,252	2	\$30,728.79
On-line - TurntoTen.com	340,000 Imp - Homepage 200,000 Imp - Leaderboard 100,000 - ROS			\$3,850.00
On-line - WPRI.com	450,000 Imp			\$3,000.00
On-line -RMM	1,545,452 Imp			\$9,999.30
On-line - Citidel On-line	192,638 Imp			\$2,025.00
On-line - Clear Channel On-line	105,589 Imp			\$1,583.00
On-line - WBRU.com	40,000 Imp - Banner 10,000 Imp - Leaderboard 25 - On-line Streaming			\$1,300.00
Outdoor - Bus	8,800,000 - Bus Kings			\$6,250.00
Outdoor - Billboards	116,954x28= 3,274,712 127,618x28= 3,573,304			\$14,800.00
Outdoor - Posters	160,114x28= 4,483,192			\$17,435.11
Total		2,158	284	\$198,641.20

Note: "Imp" refers to impressions.

May 2010-September 2010 Summer Concert Series - Motorcycle Awareness

The primary target audience for this campaign was men between 18 and 34 years old

Details of media buy for WBRU Summer Concert Series, May 2010-September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	780.5 GRP	1,040	440	\$7,765.00
Total		1,040	440	\$7,765.00

June 2010-September 2010 Yankees Baseball (CIOT/Alcohol Awareness)

The primary target audience for this campaign was men between 18 and 34 years old

Details of media buy for Yankees Baseball on WPRV-AM, June 2010-September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	50.9 GRP	375		\$6,625.00
Total		375		\$6,625.00

May 2010-September 2010 Yankees Baseball (CIOT/Alcohol Awareness)

The primary target audience for this campaign was men between 18 and 34 years old

Details of media buy for Yankees Baseball, May 2010-September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	50.9 GRP	375		\$6,625.00
Total		375		\$6,625.00

June 2010 Alcohol Awareness - Spanish Programming

The primary target audience for this campaign was men between 18 and 54 years old

Details of media buy for World Cup Soccer, June 2010:

	Exposure	Spots	Bonus Spots	Cost
Cable	Spanish stations not rated	190		\$1,260.00
Total		190		\$1,260.00

August 2010-September 2010 Alcohol Awareness

The primary target audience for this campaign was men between 21 and 34 years old.

Details of media buy for Alcohol Awareness, August 2010-September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	902.8 GRP	757	348	\$39,519.00
TV	432.2 GRP	217	2	\$52,575.00
Cable	295.5 GRP	796		\$13,872.18
Outdoor -Bus	17,712,000 - 60 Kings 1,364,000 - 150 Rail Cards			\$17,200.00
Outdoor	126,600 DEC	1		\$11,470.59
On-line - ProvidencePhoenix.com	270,625 Imp			\$3,820.59
On-line - ProvidenceEnEspanol.com	250,000 Imp			\$2,500.00
On-line - ProJo.com	47,727 Imp - Entertainment 150,000 Imp - Home Page 74,288 Imp - Sports			\$3,853.52
On-line - TurntoTen.com	420,00 Imp - 234x60 40,000 Imp - PreRoll 16,000 e-mails - E-mail Alerts			\$3,850.00
Total		1,770	350	\$148,660.88

Note: "Imp" refers to impressions.

September 2010 - Drive Now, Text Later

The primary target audience for this campaign was adults between 18 and 34 years old.

Details of media buy for Drive Now, Text Later, September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	363.8 GRP	344	232	\$20,734.00
TV	154.9 GRP	26		\$10,900.00
Cable	402.2 GRP	1,322		\$22,102.71
Outdoor- - Billboard	927,618 x 28= 3,573,304	1		\$11,470.58
Outdoor - Poster	131,516 x 28= 131,544	11		\$ 8,529.41
Total		1,704	232	\$73,736.70

September 2010 – Speed Enforcement

The primary target audience for this campaign was men between 18 and 34 years old.

Details of media buy for Speed Enforcement, September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	353.0 GRP	286	266	\$22,404.00
TV	80.3 GRP	59	1	\$35,300.00
Cable	176.5 GRP	67	0	\$ 5,701.27
Outdoor - Bus Tails	20 Tails - 870,000			\$2,941.00
Total		412	267	\$66,346.27

September 2010 – Patriots 360

The primary target audience for this campaign was men between 18 and 54 years old.

Details of media buy for Patriots 360 in WEEI Radio, September 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	71.6 GRP	48		\$6,550.00
Total		48		\$6,550.00

September 2010 – Monday Night Football

The primary target audience for this campaign was men between 18 and 34 years old.

Details of media buy for Monday Night Football Packages, September 2010:

	Exposure	Spots	Bonus Spots	Cost
Cable	50.9 GRP	76		\$1,915.17
Total		76		\$1,915.17

■ 5.2 Paid Media Assessments

To determine the impact of the CIOT and YD&DYL paid and earned media efforts, the OHS conducted two 400-person telephone surveys (pre/post enforcement) for each campaign (May-June 2010 and August-September 2010, respectively).

Key findings from the surveys included:

- The share of respondents who recalled the slogan “Click It or Ticket” remained constant (91.7 percent in June 2009; 88.8 percent in June 2010). (The study allows for accuracy or error margins of plus or minus 5 percent at the 95 percent confidence level.)
- The recall of “You Drink & Drive. You Lose” relative to awareness of other slogans increased from 58.9 percent in September 2009 to 64 percent in September 2010.

6.0 Financial Summary

A summary of 2010 Highway Safety Program approved costs is shown in the following tables.

**OFFICE ON HIGHWAY SAFETY
2010 HSP APPROVED COST SUMMARY
NHTSA FUNDS**

FUNDING SOURCES	TOTAL	EXPENDITURES	BALANCE
PA (402)			
PLANNING & ADMINISTRATION	95,000.00	42,949.59	52,050.41
TOTAL PLANNING & ADMINISTRATION	95,000.00	42,949.59	52,050.41
AL (402)			
SALARIES	43,495.00	35,601.77	7,893.23
AUDIT FEES	305.00	304.01	0.99
MUNICIPAL POLICE ACADEMY-DRE	66,012.11	64,501.29	1,510.82
"INJURY FATALITY REDUCTION" MOURNING SITES	17,600.00	0.00	17,600.00
DEPT. OF HEALTH TOXICOLOGY GRANT	63,000.00	53,368.89	9,631.11
DEPT. OF HEALTH-BLOOD COLLECTION KITS	1,592.50	1,592.50	0.00
DEPT. OF HEALTH-CONFERENCE	2,213.00	2,122.80	90.20
SCHOOL RESOURCE OFFICER'S-YOUNG DRIVERS EDUCATION BOOKS	15,000.00	0.00	15,000.00
STATE POLICE-CARE	2,375.00	0.00	2,375.00
VARIABLE MESSAGE SIGNS	142,900.60	142,900.60	0.00
TOTAL ALCOHOL	354,493.21	300,391.86	54,101.35
EM (402)			
FIRE DEPARTMENTS--JAWS OF LIFE AND CUTTERS	100,000.00	0.00	100,000.00
TOTAL EMERGENCY MEDICAL SERVICES	100,000.00	0.00	100,000.00
MC (402)			
SALARIES	146,850.00	31,942.50	114,907.50
TRAINING	44,000.00	0.00	44,000.00
RESOURCE CENTER-PRINT/PROMO AND OUTREACH	60,364.04	7,980.15	52,383.89
AUDIT FEES	150.00	36.89	113.11
TOTAL MOTORCYCLE	251,364.04	39,959.54	211,404.50
OP (402)			
MADD "YOUTH IN ACTION"	7,500.00	6,349.17	1,150.83
SALARIES	67,500.00	49,106.06	18,393.94
AUDIT FEES	300.00	118.65	181.35
STATEWIDE CPS/CIOT-LOCALS	253,000.00	136,215.64	116,784.36
RESOURCE CENTER-PRINT/PROMO	10,000.00	0.00	10,000.00
SAFETY EVENTS	24,585.00	4,328.14	20,256.86
MINI BELT AND OBSERVATIONAL SURVEY	27,345.00	26,689.00	656.00
"INJURY FATALITY REDUCTION" MOURNING SITES	20,000.00	0.00	20,000.00
OCCUPANT PROTECTION PROJECTS	278,020.67	0.00	278,020.67
TOTAL OCCUPANT PROTECTION	688,250.67	222,806.66	465,444.01
PS (402)			
SALARIES	7,458.97	7,458.97	0.00
CRANSTON COZ	17,400.00	15,370.78	2,029.22
SAFETY EVENTS	5,000.00	438.00	4,562.00
RESOURCE CENTER	5,000.00	4,152.40	847.60
AUDIT FEES	100.00	19.95	80.05
PEDESTRIAN SAFETY PROJECTS	32,345.22	0.00	32,345.22
TOTAL PEDESTRIAN SAFETY	67,304.19	27,440.10	39,864.09
PT (402)			
SALARIES	59,807.51	59,807.51	0.00
RI MUNICIPAL POLICE ACADEMY	30,293.87	13,095.67	17,198.20
STATE POLICE-SPEED/AGGRESSIVE DRIVING/TRAVEL	72,375.00	49,602.09	22,772.91
OPERATION BLUE RIPTIDE-LOCALS--SPEED	162,323.40	154,516.77	7,806.63
MISSION SAFETY 2010 CONFERENCE	24,082.60	24,082.60	0.00
AUDIT FEES	420.89	420.89	0.00
VARIABLE MESSAGE SIGNS	142,900.60	142,900.60	0.00
TOTAL POLICE TRAFFIC SERVICES	492,203.87	444,426.13	47,777.74
TR (402)			
SALARIES	172,000.00	100,550.39	71,449.61
TRAFFIC RECORDS ASSESSMENT	40,000.00	24,877.11	15,122.89
DEPT. OF HEALTH-EMS	100,000.00	0.00	100,000.00
AUDIT FEES	400.00	125.45	274.55
TRAFFIC RECORDS PROJECTS	7,186.88	0.00	7,186.88
TOTAL TRAFFIC RECORDS	319,586.88	125,552.95	194,033.93

FUNDING SOURCES	TOTAL	EXPENDITURES	BALANCE
SA (402)			
SAFE COMMUNITIES GRANT	30,000.00	26,665.14	3,334.86
AUDIT FEES	44.61	14.24	30.37
TOTAL SAFE COMMUNITIES	30,044.61	26,679.38	3,365.23
TC (402)			
TRAFFIC COURT SEMINAR	11,990.00	250.00	11,740.00
AUDIT FEES	5.00	2.45	2.55
TOTAL TRAFFIC COURT	11,995.00	252.45	11,742.55
PM (402)			
PAID ADVERTISING	1,190,808.27	492,513.24	698,295.03
AUDIT FEES	1,000.00	203.36	796.64
TOTAL PAID ADVERTISING	1,191,808.27	492,716.60	699,091.67
NHTSA 402 TOTAL	3,602,050.74	1,723,175.26	1,878,875.48
OP SAFETEA-LU (405)			
RI MUNICIPAL POLICE ACADEMY--LEHSTC	30,743.88	22,714.84	8,029.04
STATE POLICE-CIOT/SIMULATOR 4750/16250	21,000.00	2,856.12	18,143.88
STATEWIDE CIOT-LOCAL	57,000.00	15,945.23	41,054.77
TELEPHONE SURVEY	25,674.00	25,674.00	0.00
AUDIT FEES	45.00	38.06	6.94
OCCUPANT PROTECTION PROJECTS	24,983.35	0.00	24,983.35
TOTAL 405 OP SAFETEA-LU	159,446.23	67,228.25	92,217.98
PM OP SAFETEA-LU (405)			
PAID ADVERTISING	100,000.00	6,535.00	93,465.00
AUDIT FEES	8.52	3.27	5.25
TOTAL 405 PM OP SAFETEA-LU	100,008.52	6,538.27	93,470.25
TOTAL 405 SAFETEA-LU	259,454.75	73,766.52	185,688.23
DATA PROGRAM SAFETEA-LU (408)			
RHODE ISLAND TRAFFIC TRIBUNAL	375,529.15	164,142.81	211,386.34
LOCAL LAW ENFORCEMENT EQUIPMENT	25,000.00	0.00	25,000.00
DMV-VEHICLE CRASH REPORTING IMAGING	150,000.00	0.00	150,000.00
TRAFFIC RECORDS MGMT & SUPPORT-RFP	70,000.00	0.00	70,000.00
RI DEPT. OF HEALTH	109,673.43	86,128.68	23,544.75
AUDIT FEES	1,350.00	380.99	969.01
STATE POLICE-COMPUTERS	150,000.00	149,282.79	717.21
PROJECTS SELECTED THROUGH THE TRCC & TRAFFIC RECORDS SUPPORT	955,999.44	0.00	955,999.44
TOTAL 408 DATA PROGRAM SAFETEA-LU	1,837,552.02	399,935.27	1,437,616.75
ALCOHOL SAFETEA-LU (410)			
SALARY	77,300.00	75,375.14	1,924.86
STATEWIDE DWI ENFORCEMENT-LOCALS	200,000.00	109,966.85	90,033.15
AUDIT FEES	1,700.00	128.66	1,571.34
COLLEGE PRESIDENTS CONFERENCE	50,000.00	0.00	50,000.00
RIDER HELPING RIDER TRAINING	100,000.00	0.00	100,000.00
ALCOHOL PROJECTS	1,328,118.83	0.00	1,328,118.83
TOTAL 410 ALCOHOL SAFETEA-LU	1,757,118.83	185,470.65	1,571,648.18
ALCOHOL PM SAFETEA-LU (410 PM)			
PAID ADVERTISING	287,401.70	172,830.93	114,570.77
AUDIT FEES	1,000.00	209.94	790.06
TOTAL ALCOHOL 410 PM SAFETEA-LU	288,401.70	173,040.87	115,360.83
TOTAL 410 ALCOHOL SAFETEA-LU	2,045,520.53	358,511.52	1,687,009.01
MOTORCYCLE SAFETY (2010)			
PAID ADVERTISING	125,000.00	43,016.72	81,983.28
AUDIT FEES	165.00	68.13	96.87
TRAINING--EQUIPMENT-CCRI	85,000.00	10,128.96	74,871.04
PROJECTS	120,989.93	0.00	120,989.93
TOTAL 2010 MOTORCYCLE	331,154.93	53,213.81	277,941.12
CHILD SEAT INCENTIVE (2011)			
CHILD SEAT PROJECTS	173,522.00	0.00	173,522.00
TOTAL 2011 CHILD SEAT INCENTIVE	173,522.00	0.00	173,522.00

FUNDING SOURCES	TOTAL	EXPENDITURES	BALANCE
RACIAL PROFILING (1906)			
SALARY	29,217.53	29,217.53	0.00
MODIFICATIONS TO IMC SOFTWARE	53,814.00	50,823.50	2,990.50
LOCAL LAW ENFORCEMENT--EQUIPMENT	533,300.62	530,014.66	3,285.96
DATA COLLECTION & ANALYSIS--2 YEARS (PARTIAL)	120,878.23	0.00	120,878.23
E CITATION RACE DATA MODULE RFP	90,000.00	0.00	90,000.00
RI MUNICIPAL POLICE ACADEMY	30,743.88	5,818.33	24,925.55
NEW WORLD COMMUNITIES BROUGHT INTO RACE DATA COLLECTION	110,000.00	0.00	110,000.00
AUDIT FEES	1,000.00	203.39	796.61
TOTAL 1906 RACIAL PROFILING	968,954.26	616,077.41	352,876.85
164 TRANSFER FUNDS (164PA)			
AUDIT FEES	4,320.68	469.82	3,850.86
TOTAL 164 PLANNING & ADMINISTRATION	4,320.68	469.82	3,850.86
164 TRANSFER FUNDS (164 AL)			
MADD TEAM SPIRIT	40,000.00	40,000.00	0.00
MADD YOUTH IN ACTION	7,500.00	6,349.17	1,150.83
RI MUNICIPAL POLICE ACADEMY-LEHSTC	30,743.88	26,930.35	3,813.53
STATE POLICE-DWI	38,500.00	26,173.26	12,326.74
RESOURCE CENTER/PRINT-PROMO	20,000.00	3,990.00	16,010.00
TSR PROSECUTOR AND ZERO FATALITIES PROJECT	113,987.00	101,326.21	12,660.79
TELEPHONE SURVEY-MEDIA	25,674.00	25,674.00	0.00
STATEWIDE DWI LOCALS AND PBT'S	236,100.00	152,481.96	83,618.04
COURT MONITORING	60,000.00	0.00	60,000.00
"INJURY FATALITY REDUCTION" MOURNING SITES	80,000.00	0.00	80,000.00
DEM IMPAIRED DRIVING	25,000.00	0.00	25,000.00
INTOXILYZERS--5 CITIES AND TOWNS	74,100.00	74,100.00	0.00
DEPART. OF HEALTH--INTOXILYZER SOFTWARE UPGRADE	2,600.00	0.00	2,600.00
PBT'S FOR TRAINING, ETC.	9,030.00	7,130.00	1,900.00
COMMUNITY OUTREACH PROGRAM IP SQUARED -URI	316,776.00	140,842.42	175,933.58
PBT'S STATE POLICE	1,900.00	1,900.00	0.00
ALCOHOL PROJECTS	726,866.86	0.00	726,866.86
TOTAL 164 ALCOHOL	1,808,777.74	606,897.37	1,201,880.37
164 TRANSFER FUNDS PAID MEDIA (164PM)			
PAID ADVERTISING-ALCOHOL	280,000.00	189,426.88	90,573.12
TOTAL 164 PAID MEDIA	280,000.00	189,426.88	90,573.12
164 TRANSFER FUNDS (164HE)			
HAZARD ELIMINATION PROGRAMS	4,348,856.66	14,985.06	4,333,871.60
TOTAL 164 HAZARD ELIMINATION	4,348,856.66	14,985.06	4,333,871.60
TOTAL 164 TRANSFER FUNDS	6,441,955.08	811,779.13	5,630,175.95
GRAND TOTAL	15,660,164.31	4,036,458.92	11,623,705.39

HIGHWAY SAFETY PROGRAM COST SUMMARY – 402 FUNDS

Authorized by 23 U.S.C Chapter 4	U.S. Department of Transportation National Highway Traffic Safety Administration Federal Highway Administration		O.M.B. No. (To Be Revised)	
OFFICE ON HIGHWAY SAFETY	By: Staff	State: Rhode Island		Page 1 of 1
	FY 2010	Estimated Costs		
PROGRAM AREA	ACCOUNTING CODE	OBLIGATED AMT	PROG. MATCH	FEDERAL SHARE TO LOCAL
402 FUNDS				
Planning & Administration	PA-2010-00	95,000.00	161,401.40	- 0 -
Alcohol	AL-2010-00	354,493.21	4,230,057.40	217,963.22
Emergency Medical Services	EM-2010-00	100,000.00	- 0 -	- 0 -
Motorcycle Safety	MC-2010-00	251,364.04	- 0 -	- 0 -
Occupant Protection	OP-2010-00	688,250.67	2,540,028.70	136,067.64
Pedestrian Safety	PS-2010-00	67,304.19	- 0 -	15,370.78
Police Traffic Services	PT-2010-00	492,203.87	5,880,057.40	333,598.22
Traffic Records	TR-2010-00	319,586.88	- 0 -	- 0 -
Safe Communities	SA-2010-00	30,044.61	- 0 -	26,665.14
Traffic Courts	TC-2010-00	11,995.00	- 0 -	250.00
Paid Advertising	PM-2010-00	1,191,808.27	- 0 -	464,357.27
GRAND TOTAL		\$3,602,050.74	12,811,544.90	1,194,272.27