

Massachusetts

FFY 2011 Highway Safety Annual Report



Executive Office of Public Safety and Security
Office of Grants and Research
Highway Safety Division
10 Park Plaza, Suite 3720
Boston, MA 02116
www.mass.gov/highwaysafety

Deval L. Patrick, Governor
Timothy P. Murray, Lieutenant Governor
Mary Elizabeth Heffernan, Secretary of Public Safety and Security
Ellen Frank, Office of Grants and Research Executive Director
Sheila Burgess, Highway Safety Division Director

Message from Governor's Highway Safety Representative

The mission of the Executive Office of Public Safety and Security's Highway Safety Division (EOPSS/HSD) is to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We base our work on the concept that any death or injury on our roadways is one too many and that traffic crashes are preventable.

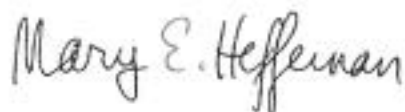
I thank the staff of the EOPSS/HSD, located within the Office of Grants and Research (OGR), for their efforts in Federal Fiscal Year (FFY) 2011 and in particular for the development of this Annual Report:

Sheila Burgess Director	Caroline Hymoff Senior Program Manager	Cynthia Campbell Senior Program Manager
Daniel DeMille Program Coordinator	Carol Dingle Program Coordinator	Deborah Firlit Program Coordinator
Robert Kearney Program Coordinator	Brittany Peters Program Coordinator	Barbara Rizzuti Program Coordinator
Ethan Tavan Program Coordinator	Susan Burgess-Chin Fiscal Specialist	Denise Veiga Accountant IV

EOPSS/HSD conducted extensive outreach to its safety partners in 2011. EOPSS/HSD hosted listening sessions with more than 250 stakeholders, including representatives from other state agencies, law enforcement agencies and the general public to discuss emerging trends in roadway safety and to identify opportunities for additional partnerships.

Among the many highlights this year, I was delighted to select Dan Zivkovich, Executive Director of the Municipal Police Training Committee (MPTC), to take on the additional responsibilities as the Law Enforcement Liaison (LEL) for the Commonwealth. Mr. Zivkovich will work closely with EOPSS/HSD and the National Highway Traffic Safety Administration (NHTSA) to promote strategies and policies of state and local law enforcement that will strengthen our mission.

I am pleased to submit this FFY 2011 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements with NHTSA. The report highlights many accomplishments of EOPSS/HSD and our highway safety partners.



Mary E. Heffernan, Massachusetts Secretary of Public Safety and Security and Governor's Highway Safety Representative

Table of Contents

Annual Report Contact
Sheila Burgess, Director
Highway Safety Division
Office of Grants and Research
Executive Office of Public Safety and Security
10 Park Plaza, Suite 3720
Boston, MA 02116
617.725.3307, voice
617.725.0260, fax
Sheila.Burgess@state.ma.us
www.mass.gov/highwaysafety

Executive Summary	1
Impaired Driving	5
Occupant Protection	13
Speeding and Distracted Driving	20
Higher - Risk Transportation System Users	23
Traffic Records	29
Police Traffic Services and Support	34
Paid and Earned Media	37
Performance Data	44
Noteworthy Accomplishments/Project Highlights	61
No Distractions - Just Drive.....	61
Massachusetts Traffic Records Analysis Center.....	63
District Attorneys Conferences.....	64
Legal Challenges to the Draeger Alcotest 7110 MKIII-C Breath Test Instrument.....	65
Motorcycle Safety Conferences.....	66
Data-Driven Approaches to Crime and Traffic Safety	67
Statewide Traffic Safety Forum	68
Student Athlete Underage Drinking Prevention Conferences.....	69
Fair and Impartial Policing.....	71
Child Safety and Child Booster Seat Program.....	72
Financial Summary/Distribution of Funds	79
Acronym Glossary	82

List of Tables

1. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions	42
2. Massachusetts Crash Data Trends 2000 to 2011	45
3. Additional Massachusetts Crash Data Trends 2002 to 2011	58
4. 2011 Financial Summary	80
5. 2011 Estimated Carry Forward Funds	81

List of Figures

1. Massachusetts Safety Belt Use Rate Compared to U.S. Average	14
2. Number of Fatalities	46
3. Fatality Rate/100 Million Vehicle Miles Traveled (VMT)	47
4. Number of Serious Injuries	48
5. Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 Blood Alcohol Concentration (BAC)	49
6. BAC 0.08+ Driver Fatalities as a Percent of All Fatalities	50
7. Number of Unrestrained Passenger Vehicle Occupant Fatalities	51
8. Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant	52
9. Number of Speeding-Related Fatalities	53
10. Number of Motorcyclist Fatalities	54
11. Number of Unhelmeted Motorcyclist Fatalities	55
12. Number of Drivers Age 20 or Younger Involved in Fatal Crashes	56
13. Number of Pedestrian Fatalities	57
14. Percent of Massachusetts Fatal Crashes by Month of Year in 2010	59

15. Percent of Massachusetts Fatal Crashes by Day of Week in 2010	60
16. Percent of Massachusetts Fatal Crashes by Time of Day in 2010	60
17. 2011 Financial Summary.....	81

Executive Summary

■ FFY 2011 Accomplishments

- In the sixth year of the Federal multiyear transportation funding bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), EOPSS/HSD successfully applied to NHTSA for \$7,418,181 in new highway safety grant funding under Sections 402 (State and Community Highway Safety Grant), 405 (Occupant Protection Incentive Grant), 408 (State Traffic Safety Information System Improvement Grant), 410 (Alcohol-Impaired Driving Countermeasure Incentive Grant), 2010 (Motorcyclist Safety Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) for FFY 2011. EOPSS/HSD applied for and received \$300,000 from the U.S. Department of Justice (underage drinking prevention) in FFY 2011. EOPSS/HSD received \$20,000 from the Governors Highway Safety Association through Ford Driving Skills for Life to decrease distracted driving among young drivers. EOPSS/HSD also received approximately \$106,000 through a grant from NHTSA to increase blood alcohol concentration reporting and approximately \$103,000 through a cooperative agreement to increase the number of properly endorsed motorcyclists in Massachusetts.
- According to preliminary statistics from the Registry of Motor Vehicles (RMV), Massachusetts fatalities dropped eight percent from 340 in 2009 to 314 in 2010.
- During spring 2011 EOPSS/HSD, along with government and corporate partners, conducted a safe prom and graduation video contest, *Dance. Don't Chance.* The centerpiece of the initiative was a contest for high school students to submit 60-second videos with messages about safe driving, safety belt use, and avoidance of alcohol and other drugs. The 35 video submissions were available for viewing on-line and the winning video from Durfee High School in Fall River was highlighted at a public event. EOPSS/HSD secured prizes from sponsors for contest winners valued at approximately \$3,000.
- EOPSS/HSD conducted two Motorcycle Safety Conferences for over 150 attendees in April. One was directed towards law enforcement and the other towards motorcycle riders. Topics included crash data, licensing, motorcycle laws, operating under the influence, distinguishing between types of vehicles (mopeds, limited use vehicles, motorized scooters, etc.) and insurance.



Students from Durfee High School at the *Dance. Don't Chance.* event

- EOPSS/HSD conducted the first Traffic Safety Forum for 71 attendees representing 45 police departments. Presenters included Phil Weiser, NHTSA Region 1 Administrator; Dan Zivkovich, Executive Director of the MPTC; NHTSA media consultant Maria Farrah-Howell; and keynote speaker Mike Geraci, NHTSA National Director of the Office of Safety Programs.
- Secretary Mary Elizabeth Heffernan selected the Executive Director of the MPTC to serve as the LEL for the Commonwealth. The LEL will work closely with EOPSS/HSD and NHTSA to promote strategies and policies with state and local law enforcement to strengthen our mission. NHTSA will provide national training opportunities.
- EOPSS/HSD joined with the Massachusetts Department of Transportation (MassDOT) and the Massachusetts State Police (MSP) to kick-off a statewide Work Zone Enforcement Campaign with the goal of actively reducing motor vehicle violations within work zone areas. In addition to monitoring speed violations and impaired driving, the enforcement activity also focused on identifying and citing any violators. This is in direct response to the deaths and injuries of MSP Troopers in work zones within the past year.
- EOPSS/HSD coordinated the state participation in the NHTSA and Mothers Against Drunk Driving Region 1 Ignition Interlock Institute to bring together key partners to discuss strategies for improving, strengthening, and/or building effective and efficient state Ignition Interlock programs. Representatives from the RMV and MSP were among the state attendees.
- In April 2011, EOPSS/HSD was awarded the Ford Driving Skills for Life Grant through the Governors Highway Safety Association. In September, EOPSS/HSD conducted a one-day event to improve the driving skills of young drivers.
- In September, EOPSS/HSD and three District Attorneys participated in an OJJDP webinar highlighting the Massachusetts District Attorneys Underage Drinking Prevention Conferences.
- EOPSS/HSD awarded overtime traffic enforcement grants to 197, or 57% of all local police departments in the Commonwealth, to participate in the *Drunk Driving. Over the Limit. Under Arrest.* (DDOLUA) Mobilization in December 2010 and the *Drive Sober or Get Pulled Over* Mobilization in August 2011. The DDOLUA slogan changed to *Drive Sober or Get Pulled Over* in advance of the second mobilization. One campus police department was also funded.
- Between January and May 2011, EOPSS/HSD conducted stakeholder outreach and listening sessions around the Commonwealth. Approximately 250 people attended these sessions, including representatives from law enforcement agencies and the general public. The purpose of these sessions, trainings and conferences was to present the most recent crash and trend data, discuss current issues, and obtain feedback from stakeholders and sub-grantees about their traffic safety needs and

challenges. Many of the sessions also focused on addressing grant reporting issues and encouraging increased enforcement of the Commonwealth's safety belt law.

- EOPSS/HSD and its partners continued to implement key recommendations from the 2005 NHTSA Impaired Driving Assessment, the 2007 NHTSA Occupant Protection Assessment, the 2009 Traffic Records Assessment, the 2009 Occupant Protection Special Management Review, the 2010 Management Review, and the 2010 Motorcycle Safety Program Technical Assessment.
- To recognize traffic safety accomplishments of state and local police, EOPSS/HSD conducted the Massachusetts Law Enforcement Challenge (MLEC) in cooperation with the Massachusetts Chiefs of Police Association (MCOPA). The ceremony, based on 2010 data, was held in August and recognized 19 local police departments and the MSP. EOPSS/HSD secured prizes from vendors valued at nearly \$30,000.
- With the goal of promoting communication and better understanding between law enforcement and local communities, EOPSS/HSD developed and launched the Fair and Impartial Policing (FAIP) website at www.mass.gov/eops. FAIP is a web-based initiative designed to give Massachusetts law enforcement professionals and members of the community new insight into the issue commonly referred to as "racial profiling." The FAIP training modules, developed with Section 1906 funding, are accessible and free of charge. Translations are available in Spanish, Portuguese, Haitian Creole, Cape Verdean Creole, Arabic, Khmer, Vietnamese and Chinese. The initiative was highlighted in the Governors Highway Safety Association State Highway Safety Showcase and was submitted to the International Association of Chiefs of Police for national outreach.
- EOPSS/HSD completed a series of train-the-trainer workshops on FAIP for state and local law enforcement through the Municipal Police Institute, the training arm of the MCOPA. This is another phase of the series of initiatives on how law enforcement and communities can work to reduce or prevent the issue within their communities.
- In June 2011, EOPSS/HSD hosted a NHTSA-sponsored Speed Program Management course conducted by the Traffic Safety Institute (TSI) held at the NHTSA Region I office in Cambridge. Attendees included highway safety engineers and state and local law enforcement from across New England, who were the first to participate in this course since its curriculum redesign by TSI earlier in the year. The two and a half day course covered the history of speed, problem identification, engineering interventions, media/communications, enforcement solutions, public policy and funding.
- EOPSS/HSD hosted three Data-Driven Approaches to Crime and Traffic Safety (DDACTS) Implementation Workshops for the MSP and approximately 30 municipal police departments.
- In September OJJDP visited Massachusetts to audit numerous open grant programs including two Enforcement of Underage Drinking Laws (EUDL) grants. After a

week of file reviews and site visits to EOPSS/HSD grantees, there were no findings for the EUDL grant program.

- The HSD Director and a Senior Program Manager attended the 2011 National Lifesavers Conference in Phoenix, Arizona in an effort to network with conference sponsors and attendees to help support and fund future EOPSS/HSD initiatives and campaigns. In addition to attending workshops, EOPSS/HSD was able to secure VIP sponsorship for the MLEC and conduct open dialogues with child safety seat manufacturers, law enforcement equipment vendors, trade and not-for-profit organizations, and traditional and non-traditional traffic safety partners. EOPSS/HSD continues efforts to reach out for sponsorship of educational hand cards, banners, and traffic safety videos. The traffic records program coordinator attended the 37th International Forum on Traffic Records and Highway Information Systems in Charlotte, North Carolina and the Strategic Highway Safety Plan Steering Committee Meeting in Austin, Texas. Two EOPSS/HSD staff members attended the Regional LEL/Traffic Safety Resource Prosecutor (TSRP) Conference in Saratoga Springs, NY. Two staff members attended the NHTSA Strategic Communications Forum in Atlanta, Georgia.
- EOPSS/HSD is pleased to showcase ten noteworthy projects beginning on page 61.

■ FFY 2011 Challenges

- EOPSS/HSD's June 2011 statewide safety belt observation survey showed that Massachusetts's seat belt usage rate decreased one percentage point to 73% from the 74% rate achieved in 2009 and 2010.
- Despite significant efforts to educate the Massachusetts Legislature on the health and financial benefits of a primary safety belt law, the Legislature did not enact such legislation.
- For the Annual Report, EOPSS/HSD relied primarily on 2005 to 2009 trend data, and, whenever possible, also 2010 data. Note that some 2009 and most 2010 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is attributable partly to differing reporting rates by police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists who are involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.
- EOPSS/HSD, in partnership with state and local law enforcement and a media contractor, implemented its public outreach and enforcement of the *Click It or Ticket* (CIOT) Mobilization. Due to police staffing shortages across the Commonwealth, participation by local and campus police departments decreased from 259 in 2010 to 198 in 2011.

Impaired Driving

Massachusetts has made great strides in recent years to help mitigate the dangers posed



by impaired drivers on its roadways including participation in NHTSA's *You Drink & Drive. You Lose.* Mobilizations starting in 2002 and its DDOLUA Mobilizations starting in 2006. Several pieces of legislation were passed that strengthened the Commonwealth's drunk driving laws, including "Melanie's Law" in



October 2005, aimed at reducing the threat posed by repeat offenders. Alcohol-related fatalities in Massachusetts per 100 million vehicle miles traveled also declined between 2002 and 2009, from 0.39 to 0.26, below the 2008 national rate of 0.36. On Massachusetts roadways, 21,082 impaired driving violations were issued in 2009. The number of alcohol-related citations, crashes, and fatalities in Massachusetts warrant EOPSS/HSD to continue to focus on impaired driving as a major program area. This program area also includes efforts to address the dangers of drowsy and distracted driving.

Goals and Progress

- To reduce by 5.4% the number of alcohol-impaired fatalities (with BAC of 0.08 or greater) from a five-year average (2004 to 2008) of 148 to 140 in 2011 - Making Progress: According to 2010 data, there were 115 alcohol-impaired fatalities.
- To increase the number of OUI arrests at MSP Sobriety Checkpoints from 773 (MSP and local police total) by 10% to 850 in 2011 - Goal not met: There were 562 OUI arrests at MSP Sobriety Checkpoints. This could mean that the efforts to derail impaired driving are working.
- To maintain the number of OUI arrests made during comparable grant-funded mobilizations
 - December-January 2009 (75) - Goal met: There were 113 OUI arrests during the FFY 2011 December DDOLUA Mobilization.
 - May-June 2010 (13) - Goal met: There were 15 OUI arrests during the FFY 2011 May DDOLUA Mobilization.

- o August-September 2009 (184) - Goal not met: There were 91 OUI arrests during the FFY 2011 August DDOLUA Mobilization.

Overall numbers are down this year likely related to the following:

- Reduced number of mobilizations (three in FFY 2011 vs. five in FFY 2010)
- Reduced participation in the Traffic Enforcement Grant Program (198 in FFY 2011 vs. 259 in FFY 2010)
- MSP didn't participate in the August DDOLUA Mobilization

Additional Program Accomplishments

- According to 2009 data, alcohol-impaired driving fatalities per 100 million VMT in Massachusetts has declined from .26 in 2006 to .19 in 2009.

Program Performance Measures

- Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater
- Number of OUI arrests at MSP Sobriety Checkpoints
- Number of OUI arrests made during grant-funded enforcement activities

Strategies

1. Enhance and evaluate the impact of the DDOLUA Mobilizations. All mobilizations were evaluated in FFY 2011 using data from 2004-2008. As a result, the 2012 Traffic Enforcement Grant Program will transition from an open enrollment to a more limited grant award process open only to municipal police departments across the Commonwealth meeting specific eligibility criteria. This new method will enable EOPSS/HSD to award federal funds for high-visibility overtime enforcement for three mobilization periods to those departments that have achieved high levels of success in the program to date and/or that have a demonstrated need for funds based upon crash and crime data.
2. Maintain the number and evaluate the impact of Sobriety Checkpoints. The number of sobriety checkpoints decreased from 76 in FFY 2010 to 68 in FFY 2011 and will be evaluated in FFY 2012.
3. Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking. EOPSS/HSD continues to apply for other funding opportunities, especially those that would increase the safety of younger drivers. As a



Breath Alcohol Testing Mobiles used at sobriety checkpoints

result, EOPSS/HSD was awarded funding from Ford Driving Skills for Life and the GHSA to promote awareness about the dangers of distracted driving. During this event, MSP provided tours of the Breath Alcohol Testing (B.A.T.) Mobile to show the potential consequences of impaired driving.

4. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking. Through funding from EOPSS/HSD, the MPTC taught five courses addressing topics related to drug impairment, specifically in Advanced Roadside Impaired Driving Enforcement (ARIDE). In addition, two days were devoted to the teaching of Drug Impairment Training for Educational Professionals (DITEP). These courses reached a combined total of 120 officers representing 56 departments across the Commonwealth. EOPSS/HSD continues to provide technical assistance to all departments upon request.

Additional Accomplishments

- EOPSS/HSD contracted with 55 local police departments for the Underage Alcohol Enforcement Grant. Under this program, 1,459 compliance checks were conducted and 182 licensees failed, representing a 87.5% pass rate. There were 217 youth citations and 189 arrests, and 87 adult citations and 64 arrests. Grantees reported success in getting the word out to youths about the increased enforcement, improved relations with compliant licensees, additional arrests for non-grant related activities, and positive officer motivation. EOPSS/HSD partnered with the Massachusetts Alcoholic Beverage Control Commission (ABCC) for technical assistance trainings.

**Program targets
underage drinking**
Police to seek for reduction of liquor stores

CITY & TOWN
Police sting four restaurants
Blackouts too among places cited by city for liquor violations

- The Berklee College of Music completed the final year of their three-year College/University Alcohol Education Demonstration project. Five presentations took place in the grant period. The social norming campaign highlighted specific, positive statistics on alcohol use on Berklee’s campus (based on a Berklee-administered survey regarding alcohol use). The statistics were printed on a new poster campaign and on music score sheets.

Using grant funds, the Substance Abuse Prevention (SAP) Team sponsored a songwriting competition in which the lyrics of songs had to focus on issues surrounding alcohol use, abuse, and/or recovery. There were over 40 submissions to this contest and three winners selected. Five finalists performed at the SAP-sponsored Substance Abuse Prevention Concert.

The SAP Team collaborated with the LiveWell Team to host ChooseWell classes and events throughout the year to promote healthy lifestyle behaviors and choices. The

annual Choosewell Expo attracted approximately 200-300 students. The SAP Team began a Brief Alcohol Screening and Intervention for College Students (BASICS) program. BASICS is geared toward students who engage in high-risk drinking and have experienced alcohol-related problems. The goals of BASICS are to reduce the adverse effects of alcohol consumption, to reduce drinking and other substance abuse, to promote healthier choices among young adults, and to provide important information and coping skills for risk reduction. From September 2010-May 2011 the SAP team received 17 referrals to the BASICS program.

- In FFY 2011, MSP continued to use rollover simulators funded by EOPSS/HSD in FFY 2009 during educational traffic safety events geared toward young people.
- The MPTC taught a total of 36 courses addressing impaired driving topics, including Standardized Field Sobriety Testing (SFST), SFST Update, SFST Instructor and Breath Test (BT) Operator. Eight hundred and twelve officers representing 184 departments across the Commonwealth participated in these courses.
- The MPTC taught five courses addressing topics related to drug impairment, specifically in ARIDE. In addition, two days were devoted to teaching DITEP. A combined total of 120 officers representing 56 departments across the Commonwealth participated in these courses.
- Funding was provided for a full time TSRP. The TSRP reviewed all opinions issued from the Appellate Courts and earmarked those that affect investigation, prosecution, and adjudication of vehicular crimes. Twenty case summaries were written by the TSRP. The MDAA continued partnerships with the judiciary, the state Office of Alcohol Testing (OAT), the Drunk Driving Advisory Committee, and substance abuse prevention organizations. The TSRP was part of the Breath Testing Procurement Management Team. The TSRP has participated on the Criminal Justice Information Services Breath Testing Web Application Development team since August 2011 with an anticipated launch of June 2012. Members of the MDAA will begin to deliver webinars across the state. The MDAA presented technical trainings at conferences for prosecutors, local and state police. Training and conference topics included: Prosecuting the Hardcore Drunk Driver (59 attendees), Bi-Regional LEL/TSRP Conference (40 attendees), 17th Annual Prosecutors Conference (350 attendees) and Operating Under the Influence of Alcohol Trial Advocacy: Challenges to the Breath Test Result (73 attendees).
- Massachusetts currently has 84 certified Drug Recognition Experts (DREs) of whom 26 are certified instructors. These DREs were responsible for conducting approximately 400 enforcement evaluations during FFY 2011. State and local police officers enter and complete the program to improve their ability to recognize motor vehicle and motorcycle drivers who may be under the influence of drugs. Furthermore, their expertise in the field of drug recognition has led to an increased need for DRE testimony in legal proceedings.

There had been no formal evaluation of the effectiveness of this program in the past to determine if it is cost effective. Consequently, EOPSS/HSD evaluated the DRE program's cost effectiveness through online surveys to three groups: District Attorneys' Offices (Chiefs of Courts); currently certified DREs; and lapsed (no longer certified) DREs. Three online surveys were created through Survey Monkey - one for each group. Each survey consisted of questions in various formats including multiple choice, yes/no, and open-ended or essay-style. A total of 45 respondents provided feedback. Below are the main points derived from the responses:

Positives taken from surveys:

- o DRE program received high praise for its quality and management
- o DRE evaluation or testimony, when utilized, has benefited the prosecution

Negatives taken from surveys:

- o Courts, including judges and district attorneys, have shown lack of interest in allowing or pursuing DRE testimony in legal proceedings
 - o Lack of awareness among police departments in availability of DREs
 - o Lack of compensation for personal time is an issue among DREs
-
- The ABCC received funding from OJJDP to conduct compliance checks in 201 municipalities in Massachusetts. In FFY 2011, 1,975 licensed establishments were checked. Of those checked, 135 establishments failed - a 93% success rate, well above the national average of 84% showing that consistent enforcement yields greater success.
 - ABCC conducted 157 training sessions on the Massachusetts Liquor Control Act and False Identification and Fraudulent Document Detection for 601 officers at police departments across the Commonwealth. Demand for this program remains high, and ABCC has been asked to return to departments and academies where classes have been previously held.
 - The ABCC conducted a new program to prevent the sale of alcoholic beverages to intoxicated individuals, to ensure that those individuals do not drive, and to provide a long-term deterrent to targeted bars with a history of over-serving. The focus was on specific licensees that have been identified as the last establishment to serve alcoholic beverages to a convicted drunk driver. The ABCC worked with several municipal police departments and MSP to enhance the program. Investigators worked undercover operations to prevent serving to intoxicated persons. The ABCC also maintained an overt follow up presence at the targeted establishments. Over the course of the operations, 460 establishments were checked, 13 bars were cited for over serving, 55 were issued warnings for over serving, 32 false identifications were confiscated, 33 were charged with minor in possession, transportation for 63

intoxicated individuals was arranged, and 39 bars were cited for various violations of the Liquor Control Act including public safety violations such as overcrowding.

- In September 2011, five Massachusetts District Attorneys offices conducted underage drinking prevention conferences. The participating district attorneys offices reported great feedback from attendees such as requests for similar programs within the schools, a 10% increase in knowledge of prevention activities, and a high level of overall interest in topics.
- Two full-day underage drinking prevention conferences directed toward student athletes were conducted on May 11th in Springfield at the Basketball Hall of Fame and June 1st in Foxboro at Gillette Stadium. The conferences supported a lifestyle free of alcohol and other drug use, even within a culture that reflects use of alcohol and other drugs by adolescents as the norm. Students, coaches, and administrators participated in workshops addressing the effects of alcohol on athletes, sportsmanship, and highway safety. There were collectively over 500 attendees. Speakers included MSP Superintendent Colonel Marian McGovern, Boston Marathon Race Director Dave McGillivray, social responsibility speaker Sarah Panzau, former New England Patriots Player Patrick Pass, and Greater Springfield Basketball League Director Tony Pettaway.

Impaired Driving Mobilizations

In FFY 2011, 193 municipal police departments and one campus police department received federal funding to participate in the DDOLUA Mobilization in December 2010-January 2011 and the *Drive Sober or Get Pulled Over* Mobilization in August - September 2011. At the request of EOPSS/HSD, MSP participated only in the December 2010-January 2011 mobilization so that additional sobriety checkpoints could be conducted. The mobilizations produced the following results:

	MSP (only December 2010- January 2011)	Local & Campus Police (December and August)
High-visibility Traffic Enforcement Patrol Hours	1,650	11,527
OUI Arrests	68	134
Speeding Violations	631	4,183
Safety Belt Violations	248	2,605
Child Passenger Safety (CPS) Violations	32	100

MSP continued to use their two B.A.T. Mobiles, previously purchased with funding from the EOPSS/HSD, at 68 sobriety checkpoints during FFY 2011. In response to a number of crashes involving drunk drivers hitting troopers working details during the last year, the MSP initiated a multi-tiered approach to combat drunk drivers by combining saturation patrols at selected locations in advance of grant-funded sobriety checkpoints.

During FFY 2011, EOPSS/HSD contracted with the MSP OAT to develop a new breath test training program to be rolled out across the Commonwealth, to purchase 30 Alcotest 9510 BT Training Units and to develop model guidelines for the use and care. In addition, OAT was able to purchase 30 portable BT Units which were awarded to municipalities across the state through a competitive process.

Looking Forward...

The impaired driving goals of the 2012 Highway Safety Plan are:

- To reduce the rolling five-year average (2005-2009) of alcohol-impaired fatalities (with BAC of 0.08 or greater) from 136 by five percent to no more than 129 (2006-2010)
- To increase the number of Operating Under the Influence (OUI) arrests at MSP Sobriety Checkpoints from 522 in 2010 by 10 percent to 574 in 2012
- To maintain the number of OUI arrests made during comparable grant-funded mobilizations
 - December 2010-January 2011 (43- local police only)
 - May-June 2011 (15- local police and MSP)
 - August-September 2010 (86 local police only)

Impaired Driving Program funding will be \$2,868,426.16 in FFY 2012

Key initiatives to address impaired driving in the 2012 Highway Safety Plan include:

1. Enhance and evaluate the impact of the *Drive Sober or Get Pulled Over* Mobilizations
2. Increase the number of and continue to evaluate the impact of Sobriety Checkpoints
3. Enlarge and evaluate the impact of efforts to reduce impaired driving by younger drivers and underage drinking
4. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking

Occupant Protection

Occupant protection relates to the use of safety belts, booster seats, and child safety seats by motor vehicle drivers and passengers. Massachusetts historically has had one of the lowest safety belt use rates in the country, behind the national safety belt use rate by 9 to 16 percentage points (see Figure 1). This may be due in part to the secondary safety belt law in the Commonwealth. This limits



law enforcement to issuing safety belt violations only after they have first stopped motorists for primary traffic violations, such as speeding. A primary safety belt law would allow law enforcement to stop vehicles whenever unbelted drivers or passengers are observed.

The statewide safety belt rate increased by seven percentage points in 2009 to 74%, the highest safety belt rate the Commonwealth has ever recorded. In 2011, use rate dropped one point to 73%.

Due to the fact that safety belt use remains the single most effective means of preventing death or injury as a result of a crash and that the Massachusetts belt use rate remains at an unacceptably low rate, EOPSS/HSD continues to make occupant protection a major highway safety program area.

Police take aim at seat belt scofflaws

BY NICK LARON
SUN@SUNCHRONICLE.COM

State police and local police in several areas north of Boston will be cracking down on motorists who do not wear seat belts as part of a nationwide effort aimed at saving lives on the road.

The crackdown, which begins Monday and runs through June 5, marks the first seat belt enforcement mobilization across the state this year.

The intent is to increase seat belt use and decrease motor vehicle fatalities and injuries, according to state and local law enforcement officials.

The enforcement effort is in conjunction with the state Executive Office of Public Safety and Security's Highway Safety Division's program called Click It or Ticket.

Police from Mansfield, North Attleboro, Attleboro, Needham, Norton and Norwalk are joining state police and more than 100 other

police departments.

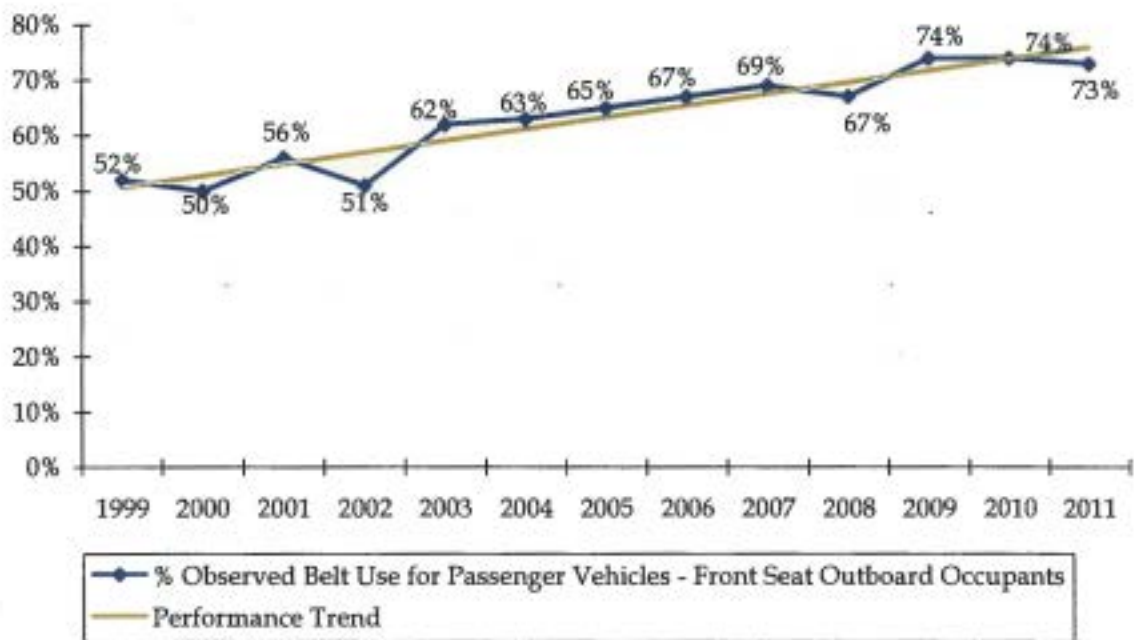
"Too many people still have the wrong attitude that a crash will never happen to them," North Attleboro police Sgt. David Gould said. "Unfortunately these tragedies can and do happen every day, and the best way to protect yourself is by wearing a seat belt."

Mansfield Police Chief Arthur O'Neill said: "Injuries caused by motor vehicle crashes cost the taxpayers and businesses hundreds of millions of dollars every year. We can reduce the costs by making sure people buckle up every trip, every time."

Police say their concerns are reflected in national statistics.

According to the National Highway Traffic Safety Administration, 80 percent of passenger vehicle occupants killed in motor vehicle crashes in Massachusetts during 2009 were not wearing seat belts — a percentage higher than the national average.

thesunchronicle.com

Figure 1. Massachusetts Seat Belt Use Rate 1999-2011

Source: Massachusetts Safety Belt Use Observation Surveys and National Occupant Protection Use Surveys

Between June 6 and June 30, 2011, a total of 52,873 drivers and front seat passengers in 43,554 vehicles were observed at 160 locations across Massachusetts. The statistically weighted percentage of front seat occupants properly using seat belts during the observation period was 73.22. Given the required +/- .05 relative error threshold in the sampling plan, this value is virtually identical to the statistically weighted 2010 rate of 73.70 and 2009's rate of 73.61.

Although the 2011 observation usage rate does not represent a significant change from the past two years, the observed rate remains higher than the 66.84 reported in 2008. This shows that safety belt usage has been fairly constant over the past three years in Massachusetts.

Goals and Progress

- Increase by three percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 74% in 2010 to 77% in 2011 - Goal not met: the safety belt use rate dropped one point to 73%.
- To decrease the number of unrestrained passenger vehicle occupant fatalities in all seat positions from a five-year average of 135 (2005 to 2009) by five percent to 128 in

2011 - Goal met: According to 2010 data, there were 91 unrestrained passenger vehicle occupant fatalities.

- To increase the number of local police departments with Zero Tolerance Safety Belt Policies from 165 in 2010 to 200 in 2011 - Not making progress: the number of Zero Tolerance Safety Belt Policies remains the same at 165.
- To maintain the number of safety belt citations during comparable grant-funded mobilizations from FFY 2010
 - December 2009-January 2010 (2,305) There were 1,424 safety belt citations issued during the FFY 2011 December Mobilization.
 - May-June 2010 (3,294) There were 4,395 safety belt citations issued during the FFY 2011 May Mobilization.
 - August-September 2010 (1843) There were 1,429 safety belt citations issued during the FFY 2011 August Mobilization.

Overall numbers are down this year likely due to the following:

- Reduced number of mobilizations (3 in FFY 2011 vs. 5 in FFY 2010)
- Reduced participation in the Traffic Enforcement Grant Program (198 in FFY 2011 vs. 259 in FFY 2010)
- MSP did not participate in the August DDOLUA Mobilization

Program Performance Measures

- Percent of front seat outboard vehicle occupants observed using safety belts
- Number of unrestrained passenger vehicle occupant fatalities (all seating positions)
- Number of local police departments with Zero Tolerance Safety Belt Policies
- Number of safety belt citations during grant-funded enforcement activities
- Changes in attitudes and awareness of safety issues and programs
- Use SurveyMonkey to collect and report data regarding attitude and awareness of highway safety issues and programs

Strategies

1. Enhance and evaluate the impact of the CIOT Mobilizations. All mobilizations were evaluated in FFY 2011 using data from 2004-2008. As a result, the 2012 Traffic Enforcement Grant Program will transition from an open enrollment to a more limited grant award process open only to municipal police departments across the Commonwealth meeting specific eligibility criteria. This new method will enable EOPSS/HSD to award federal funds for high-visibility overtime enforcement for three mobilization periods to those departments that have achieved high levels of

success in the program to date and/or that have a demonstrated need for funds based upon crash and crime data.

2. Enlarge and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers. EOPSS/HSD conducted a Ford Driving Skills for Life/GHSA No Distractions-Just Drive Event geared toward teen drivers and passengers. An area driving school and MSP provided seat belt demonstrations to show the consequences of not buckling up. Approximately 175 people attended the event and 56 attendees signed a pledge to buckle up at all times.
3. Expand the impact of efforts to increase proper use of child safety seats, including booster seats. EOPSS/HSD trained 38 new technicians, recertified 28 former technicians, and added checkup events and regularly-scheduled fitting stations to EOPSS/HSD's CPS website in order to maximize distribution of child seats. Nearly 500 child safety seats were distributed as part of the CPS Equipment Grant program through awards to police and fire departments and not-for-profit entities.
4. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to increase occupant protection use. EOPSS/HSD funded specialized Traffic Occupant Protection Strategies (TOPS) at the MPTC.

Click It or Ticket Mobilization

The MSP, along with 184 local and campus police departments, received Federal funding to participate in the high-visibility traffic enforcement CIOT Mobilization in May 2011. The mobilization produced the following results:

	MSP	Local & Campus Police
High-visibility Traffic Enforcement Patrol Hours	1,812	6,579
Operating Under the Influence OUI Arrests	2	13
Speeding Violations	1,403	2,807
Safety Belt Violations	882	3,513
CPS Violations	64	193

MassDOT lent support to the CIOT Mobilizations by displaying messages on 16 fixed and 80 portable variable message boards located throughout the Commonwealth and attaching magnetic safety belt decals to their trucks and large vehicles. These efforts helped spread the mobilization messages to hundreds of thousands of motorists.

Departments also developed partnerships with high schools, businesses, media outlets, public health, and medical organizations to increase safety belt use. Many police departments continued to promote the CIOT Mobilizations using EOPSS/HSD-produced vinyl cruiser window signs that were first introduced in FFY 2006 and new NHTSA safety belt magnetic strips.

Throughout the course of the year, MSP hosted traffic safety events aimed at students and the general public to increase education and awareness about safety belt use. A key component of these educational sessions was use of the Rollover Simulator.

Additional Accomplishments

- Municipal and campus police departments contributed \$348,117 in matching in-kind funds during the three high-visibility traffic enforcement mobilizations.
- EOPSS/HSD representatives attended quarterly Prevent Injuries Now! Network (PINN) meetings. PINN is led by the Department of Public Health (DPH) and brings together stakeholders from a variety of backgrounds to discuss issues related to the overall health and welfare of children and adults, including, but not limited to, highway safety. PINN also educates its members about current legislation related to injury prevention.
- EOPSS/HSD representatives participated in Partners in Passenger Safety meetings that focused on occupant protection and included many safety advocates and state agencies, such as child safety advocates, public health officials, and transportation safety representatives.
- During FFY 2011, HSD staff responded to a total of 179 inquires to the toll-free CPS hotline. Calls ranged from questions regarding where to find the nearest certified technician to more in-depth questions regarding the recent changes in the NHTSA and American Academy of Pediatrics Child Safety Seat Guidelines.
- EOPSS/HSD hosted the annual Massachusetts CPS Conference in August 2011 for an estimated 230 attendees representing state and local law enforcement, emergency/medical services, social service agencies, healthcare, government agencies, industry manufacturers and non-profit organizations across the Commonwealth. Attendees earned up to three continuing education unit credits for the one-day event, featuring presentations and courses on topics ranging from crash dynamics to new technology updates and a lunchtime presentation from Carole Guzzetta, Highway Safety Specialist from NHTSA Washington.
- In advance of the May CIOT high-visibility traffic enforcement Mobilization, EOPSS/HSD wrote and disseminated a series of 'Homeroom Announcements' to the Department of Education to share with high school principals across the



The Massachusetts Safety Officers League at the CPS Conference

Commonwealth. These announcements were intended to be read by school personnel and/or students, with messages reiterating the importance of safety belt usage while driving or riding as a passenger in a motor vehicle.

- Over 500 EOPSS/HSD safety belt pledge cards were distributed with Buckle-Up key chains at several events including the *No Distractions - Just Drive* event. The RMV distributed cards and key chains at the popular "Big E" (the largest fair in the Northeast) in Western Massachusetts. Attendees signed pledge cards to wear their safety belt and encourage others to do the same. In return, they received a no-cost Buckle-Up key chain which was part of an old inventory.

Looking Forward...

The occupant protection goals of the 2012 Highway Safety Plan are:

- *To increase by two percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 73 percent in 2011 to 75 percent in 2012*
- *To reduce the rolling five-year average (2006-2010) of unrestrained passenger vehicle occupant fatalities, in all seat positions, from 115 by 10 percent to no more than 103 (2007-2011)*
- *To use SurveyMonkey to collect and report data regarding attitude toward and awareness of safety issues and programs*
- *To maintain the number of seat belt citations during comparable grant-funded mobilizations*
 - *December 2010-January 2011 (1,176- local police only)*
 - *May-June 2011 (4,395- local police and MSP)*
 - *August-September 2010 (1,642- local police only)*

Occupant Protection Program funding will be \$1,201,235.17 in FFY 2012.

Key initiatives to address occupant protection in the 2012 Highway Safety Plan include:

- Enhance and evaluate the impact of the CIOT Mobilizations
- Expand and evaluate CIOT-related communications and community educational initiatives among diverse populations
- Enlarge and evaluate the impact of efforts to increase safety belt use by younger drivers and passengers

- Expand the impact of efforts to increase proper use of child safety seats, including booster seats
- Support law enforcement with training and technical assistance aimed at increasing safety belt usage

Speeding and Distracted Driving

Massachusetts roadways have significant speeding and aggressive driving problems fueled by drivers with busy lifestyles and increasingly congested roadways. To help address this situation, EOPSS/HSD developed an annual *Road Respect* Mobilization. However, in FFY 2011, a *Road Respect* Mobilization was not conducted. However, police departments are encouraged to address these issues during other mobilizations.



Secretary Heffernan addresses the audience at a press event for the new Safe Driving Law

According to 2010 data, 22% of crash fatalities were speed-related. Also in 2010, there were 241,741 speeding violations and 124,545 aggressive driving violations in Massachusetts. The high-speed involvement in fatalities and the significant number of speed-related violations issued are why the Commonwealth must continue to treat speeding and aggressive driving as a major highway safety problem. Efforts in this

area also addressed the dangers of distracted driving and drag racing.



Goals and Progress

- To reduce by 10% the number of speed-related fatalities, from a five-year average (2005 to 2009) of 130 to 117 in 2011 - Goal met: According 2010 data, there were 68 speed-related fatalities.
- To maintain the number of speeding citations during comparable grant-funded mobilizations
 - December 2009-January 2010 (2,305) Goal met: There were 2,408 speeding citations issued during the FFY 2011 December Mobilization.
 - May-June 2010 (3,294) Goal met: There were 4,210 speeding citations issued during the FFY 2011 December Mobilization.
 - August-September 2010 (2,758) Goal not met: There were 2,406 speeding citations issued during the FFY 2011 December Mobilization.

Overall numbers are down this year likely due to the following:

- Reduced number of mobilizations (three in FFY 2011 vs. five in FFY 2010)
- Reduced participation in the Traffic Enforcement Grant Program (198 in FFY 2011 vs. 259 in FFY 2010)
- MSP non-participation in the August DDOLUA Mobilization

Additional Program Accomplishments

- In January, officials from the EOPSS and MassDOT gathered at Revere High School to tour the "Distractology 101" mobile classroom operated by the Arbella Insurance Foundation. The course teaches teens how texting and talking on a cell phone can impair their driving skills by utilizing driving simulators and software programs developed by professors at the University of Massachusetts Amherst. With the 36-foot long, bright yellow "Distractology 101" trailer as a backdrop, state officials were flanked by law enforcement, local legislators and other safe driving partners to send the strong message that distracted driving is dangerous, unsafe and laws will be enforced.



Registrar Rachel Kaprielian at the "Distractology 101" mobile classroom

Program Performance Measures

- Number of speed-related fatalities
- Number of speeding citations issued during grant-funded enforcement activities



Chief Terence Reardon of Revere at the "Distractology 101" mobile classroom using a driving simulator

Strategies

Note: No specific tasks were assigned to the Speed and Distracted Driving Program Area, but overlapping goals were covered in OP and AL tasks.

Looking Forward...

The speeding and distracted driving goals of the 2012 Highway Safety Plan are:

- *To reduce the rolling five-year average (2006-2010) of speed-related fatalities from 104 by five percent to no more than 99 (2007-2011)*
- *To maintain the number of speeding citations during comparable grant-funded mobilizations*
 - *December-January 2010 (1,777- local police only)*
 - *May-June 2011 (4,111- local police and MSP)*
 - *August-September 2010 (2,365- local police only)*

Speed and Distracted Driving Program funding will be \$111,172 in FFY 2012.

Key initiatives to address speed and distracted driving in the 2012 Highway Safety Plan include:

- Increasing work zone safety by providing funding for high-visibility enforcement and speed management units, which will encompass the Move Over Law and distracted driving as well

Higher-Risk Transportation System Users

In Massachusetts, higher risk transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, bicyclists, and school bus occupants.

According to 2010 data, 16% of all motor vehicle-related fatalities in Massachusetts involved a driver under the age of 21. Massachusetts continues to make significant efforts to enhance enforcement of the Junior Operator License (JOL) law, in particular after it was strengthened in 2007. Strict enforcement along with promotion of the law has reduced the number of improperly trained and inexperienced young drivers on our roadways.

According to preliminary 2010 data, older drivers, those over 65 years of age, were involved in 16% of all fatal crashes in Massachusetts. This is a decrease from 19% in 2009.

The popularity of motorcycling continues to increase in Massachusetts and across the nation. This has driven up demand for professional rider training. 2010 data show that motorcycle related fatalities comprised 16% of the total motor vehicle fatalities in Massachusetts. In 2010 in Massachusetts, 86% of operators/passengers involved in fatal crashes were wearing helmets, as compared to 41% nationwide. However, helmet use is only part of the educational efforts that must be conducted in order to ensure motorcyclist safety in Massachusetts; riders statewide must be further trained and educated about all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, sharing the road safely, and proper equipment usage.

According to preliminary 2010 data, the Massachusetts bicyclist fatality rate was 1.6%, matching the 2009 rate. Unfortunately, bicyclist fatalities increased from 2005 to 2007. However, 2009 and preliminary 2010 data show the number of bicyclist fatalities is continuing to fall.

Goals and Progress

- To decrease the number of young drivers (age 20 or younger) involved in fatal crashes from a five-year average (2005 to 2009) of 68.6 by 5% to 65.2 in 2011 - Making progress: According to preliminary 2010 data, there were 42 young drivers involved in fatal crashes.
- To reduce by 10% the number of older drivers (age 65 or older) involved in fatal crashes, from a five-year average (2005-2009) of 62 to 56 in 2011 - Making progress: According to preliminary 2010 data, there were 50 older drivers involved in fatal crashes.

- To reduce by 10% the number of pedestrian fatalities from a five-year average (2005-2009) of 65.4 to 58.9 in 2011 - Goal met: According to 2010 data, there were 58 pedestrian fatalities.
- To reduce by 10% the number of bicyclist fatalities from a five-year average (2005-2009) of 7.4 to 6.66 in 2011 - Making progress: According to preliminary 2010 data, there were five bicyclist fatalities.
- To reduce by 10% the number of motorcycle fatalities, from a five-year average of 51 (2005 to 2009) to 46 in 2011 - Not making progress: According 2010 data, there were 56 motorcycle fatalities.
- To decrease unhelmeted motorcyclist fatalities by 25% from a five-year average of 5.2 (2005 to 2009) to no greater than 3.9 in 2011 - Making progress from 2009 during which there were 13 unhelmeted motorcyclist fatalities. According to 2010 data, there were 6 unhelmeted motorcyclist fatalities.
- To maintain the number of motorcycle riders trained at 9,016 (2009) in 2011. In calendar year 2010, 7,608 riders successfully completed the beginner rider course and 542 successfully completed the experienced rider course. Calendar year 2011 data is not available at this time.

Program Performance Measures

- Number of young drivers (age 20 or younger) involved in fatal crashes
- Number of older drivers (age 65 or older) involved in fatal crashes
- Number of pedestrian fatalities
- Number of bicyclist fatalities
- Number of motorcycle fatalities
- Number of unhelmeted motorcyclist fatalities
- Number of motorcycle riders trained

Strategies

Note: Projects addressing younger and older driver issues are included within other Program Area Project summaries

1. Support statewide and community-level pedestrian safety initiatives. EOPSS/HSD provided funding to 19 communities to conduct pedestrian enforcement and co-sponsored the Statewide Pedestrian and Bicycle Safety *Moving Together* Conference.

2. Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates. During the Statewide Pedestrian and Bicycle Safety Moving Together Conference, attendees participated in pedestrian safety workshops.
3. Award up to 20 community pedestrian, bicycle, and moped-type enforcement, education, and equipment grants based on problem identification. Nineteen local police departments were awarded funds to conduct pedestrian, bicycle, and moped-type enforcement.
4. Co-sponsor Statewide Pedestrian and Bicycle Safety *Moving Together* Conference for over 200 attendees in FFY 2011. EOPSS/HSD co-sponsored the conference, and approximately 285 people attended the FFY 2011 *Moving Together* Conference.
5. Support statewide and community-level bicycle safety initiatives. A total of 2,914 helmets were dispersed to 68 communities and organizations throughout the state.
6. Enhance bicycle safety expertise among state and local law enforcement, public health, highway planners, engineers, and traffic safety advocates. During the Statewide Pedestrian and Bicycle Safety *Moving Together* Conference, attendees participated in bicycle safety workshops.
7. Enhance motorist awareness communications. Motorcycle rider reports ran on three radio stations and two television stations in Massachusetts. MassDOT also ran messages on their variable message system boards throughout Massachusetts.
8. Increase the recruitment of motorcycle training instructors. The RiderCoach trainings have been postponed until FFY 2012.
9. Improve training curricula. The RMV has purchased new Motorcycle Safety Foundation (MSF) Student books, new RiderCoach Guidebooks, new Experience RiderCourse Range Cards, and new Compact Range Cards for all of the training schools. This will be the first time in 10 years that everyone in the Massachusetts Rider Education Program (MREP) community will be using the same version of the MSF materials.

Additional Accomplishments

- EOPSS/HSD representatives attended Massachusetts Bicycle and Pedestrian Advisory Board meetings. The board consists of public and private partners statewide to advocate for improved roadways and trails for pedestrians and bicyclists.
- EOPSS/HSD distributed bike helmets to communities and organizations that were selected as recipients of the 2011 Bike Helmet Distribution



The Hamilton Police Department providing children with bike helmets at a safety event

Grant Program. A total of 2,914 helmets were dispersed to 68 communities and organizations throughout the Commonwealth, which were then distributed to children and adults through a variety of methods, including bike safety and public safety fairs, community events, local school assemblies, and walk-ins.

- In October of 2010, EOPSS co-sponsored an annual statewide bicycle and pedestrian advocacy and safety conference, *Moving Together*, in partnership with MassDOT, DPH, and other state agencies. There was a record 285 people in attendance representing multiple interests such as law enforcement, non-profit organizations, and traffic safety advocates. There were nine workshops regarding GreenDOT's policy goals and then MassDOT Secretary Jeffrey Mullan was the keynote speaker.
- Nineteen local police departments were awarded funds to conduct pedestrian, bicycle, and moped-type enforcement. Despite the relative shortness of the grant period (two months), 2,264 hours of enforcement patrols were conducted resulting in nearly 5,433 stops by officers. The stops garnered 3,570 citations, ranging from failure to yield to pedestrians to speeding violations to running red lights. There were also 2,653 warnings and 38 arrests. The impact of the enforcement was evidenced by the Quarterly Motor Vehicle Violation report issued by the Merit Rating Board (MRB), showing violations for Failure to Yield to Pedestrian jumped from 484 in August to 1,017 in September. Many grantees reported increased awareness within the community, alleviating congestion from busy areas, and successful Adopt-a-Cone programs. Additionally, many new partnerships were formed including relationships with a yoga studio, bicycle shops, and a town Recreation Department.
- The EOPSS/HSD collaborated with the RMV using Section 2010 funds to conduct a Share the Road Campaign entitled *Check Twice, Save a Life-Motorcycles are Everywhere!* To target drivers, radio ads ran during morning and evening commutes and Saturday mornings.
- EOPSS/HSD and the MPTC worked with the Association of Directors of Law Enforcement Standards and Training and NHTSA to conduct two Motorcycle Safety and Enforcement Trainings for local police departments. The first one was a train-the-trainer class and was conducted on May 23rd. The second class was conducted the following day by the students who participated in the train-the-trainer class. Enforcement issues that were covered included the following: Officer and Motorcyclist Safety, Strategies for Stopping Motorcycles and Avoiding Pursuit, Motorcycle Laws, DUI/Impairment Detection, Licensing - Motorcycle Endorsements, Required Motorcycle Equipment, and Non-compliant helmets. Approximately 40 officers from 15 departments attended these trainings.
- EOPSS/HSD received a cooperative agreement award from NHTSA for approximately \$103,000 to increase the number of properly endorsed motorcyclists in Massachusetts. With this funding, EOPSS/HSD conducted two Motorcycle Safety Conferences in April. One was directed towards law enforcement and the other towards motorcycle riders. Topics included crash data, licensing, motorcycle laws,



operating under the influence, distinguishing between types of vehicles (mopeds, limited use vehicles, motorized scooters, etc.) and insurance. Approximately 150 attendees participated in this first-of-its-kind event in Massachusetts.

- Letters from the Registrar of the RMV were mailed to all 7-D vehicle owners in Massachusetts. A 7-D vehicle is any vehicle registered with the RMV as a school pupil transport vehicle pursuant to M. G. L. Chapter 90 Section 7D. These are usually passenger-type light duty vehicles used to transport students. In addition to their annual Massachusetts Vehicle Check inspections, these vehicles also receive twice-yearly, special 7-D inspections. The purpose of the letters was to make owners aware of fatal crashes in New York and Georgia in calendar year 2010 involving 15 passenger vans that resulted in the tragic loss of ten lives and injuries to many other occupants. The letters also listed some safety risks regarding 9-, 12- and 15-passenger vans so owners could take critical precautions to ensure that all those who ride in their van are safe.

Looking Forward...

The updated special users goals of the 2012 Highway Safety Plan are:

1. *To reduce the rolling five-year average (2006 to 2010) of young drivers (age 20 or younger) involved in fatal crashes from 59 by five percent to no more than 56 (2007-2011)*
2. *To reduce the rolling five-year average (2006-2010) of older drivers (age 65 or older) involved in fatal crashes from 58 by five percent to no more than 55 (2007-2011)*
 - *To reduce the rolling five-year average (2006-2010) of pedestrian fatalities from 60 by five percent to no more than 57 (2007-2011)*
 - *To maintain the rolling five-year average (2006-2010) of bicyclist fatalities at 7.6 (2007-2011)*
 - *To reduce the rolling five-year average (2006-2010) of motorcycle fatalities from 47 by five percent to no more than 45 (2007-2011)*
 - *To maintain the rolling five-year average (2006-2010) of unbelted motorcyclist fatalities at the five-year average of 6.7 (2007 to 2011)*
 - *To increase the number of motorcycle riders trained at 8,150 (2010) to 8,200 in 2012*

Special Users Program spending will be \$415,358 in FFY 2012.

Key initiatives to address special users in the 2012 Highway Safety Plan include:

- Support statewide and community-level pedestrian safety initiatives

- Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates
- Award up to 20 community pedestrian, bicycle, and moped-type enforcement, education, and equipment grants based on problem identification
- Co-sponsor Statewide Pedestrian and Bicycle Safety *Moving Together* Conference for over 200 attendees in FFY 2012
- Support statewide and community-level bicycle safety initiatives
- Enhance bicycle safety expertise among state and local law enforcement, public health, highway planners, engineers, and traffic safety advocates
- Enhance motorist awareness communications
- Increase the recruitment of motorcycle training instructors
- Improve motorcycle training curricula
- Conduct motorcycle safety conferences
- Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement

Note: Projects addressing younger and older driver issues are included within other program area project summaries.

Traffic Records

EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has increased substantially since the creation of the Federal Section 408 grant program in 2006, which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems, inadequate data submission requirements and capabilities, and difficulties developing easy to use on-line tools to share and analyze available data.

In 2006, due to limited use outside the agency and limited system functionality, EOPSS/HSD shut down its traffic records data warehouse and portal that provided a central storage point for crash and citation data. Unfortunately, this hampered EOPSS/HSD's access to data and its ability to conduct detailed analysis needed for identifying and addressing statewide and community-specific traffic safety issues. EOPSS/HSD is not an owner of any core traffic records data system, but greatly relies upon the use of traffic safety data. Therefore, in FFY 2009, EOPSS/HSD worked with its Traffic Records Contractor to develop the Massachusetts Traffic Records Analysis Center (MassTRAC), a web-based solution for crash records analysis, mapping, and reporting. This tool helps EOPSS/HSD meet Federal reporting requirements and supports safety planning processes across the state. In FFY 2010, EOPSS/HSD began introducing this application to law enforcement and other traffic safety advocates. In FFY 2011, EOPSS/HSD worked with the MPTC to institutionalize this training so that MassTRAC can be rolled out to additional departments across the Commonwealth.

As required by NHTSA's Section 408 grant program, Massachusetts has an active Traffic Records Coordinating Committee (TRCC), chaired by the Director of EOPSS/HSD. In January 2010, EOPSS/HSD established the Massachusetts Executive-Level TRCC (METRCC). The METRCC, chaired by the EOPSS Undersecretary of Forensic Science and Technology, is comprised of agency directors who set the vision and mission for the working-level TRCC. The METRCC and the TRCC's FFY 2011 Section 408 application and strategic plan for traffic records, submitted to NHTSA in June 2011, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made on projects funded with FFY 2008, FFY 2009, and FFY 2010 Section 408 funds. The application/plan detailed how potential FFY 2011 Section 408 funds would be utilized for proposed projects prioritized by the METRCC.

Goals and Progress

- Ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state, and Federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs, and evaluations.

Program Performance Measures

EOPSS/HSD also will work with METRCC and TRCC member agencies, who are the core system owners and data collectors, in order to improve the overall traffic record system. Performance measures established by the METRCC and the TRCC in its FFY 2010 Section 408 Grant application include:

- Increase in the percentage of locatable crashes integrated with the road inventory file
- Increase in the number of agencies able to access integrated fields via the web-based crash-mapping tool
- Increase in the number of roadway inventory file and auxiliary fields that are integrated with the crash system
- Decrease in the average number of days from crash incident to receipt of crash report by the RMV (for original pilot towns with electronic reporting capabilities and departments that have had electronic reporting capabilities for less than 12 months)
- Increase in the percentage of paper valid crash reports that match vehicle registration and driver history fields on the crash report against RMV's Automated License and Registration System (ALARS) database (i.e., reduce entry errors)
- Increase in the percentage of electronic valid crash reports that match vehicle registration and driver history fields on the crash report against RMV's ALARS database

Strategies

1. Enhance the workings of the METRCC and TRCC. The TRCC met bi-monthly to discuss traffic records issues. The METRCC met once to approve the Section 408 funding suggestions provided by the technical representatives of the METRCC agencies.
2. Ensure ongoing implementation of the 2010 Strategic Plan for Traffic Records Improvements. The Strategic Plan for Traffic Records Improvements was updated in June 2011 and approved by the METRCC and TRCC.

3. Expand access to and use of local, state, and Federal traffic records data and analyses. EOPSS/HSD provided law enforcement and other traffic safety stakeholders access to and training on MassTRAC, which includes local and state data. In addition, MassTRAC contains information about how to access Federal traffic records data and analysis.
4. Enhance the activities of the TRCC subcommittees. A subcommittee was formed to provide input regarding the updates of the new crash and citation forms. Some of the suggestions of the subcommittee were incorporated in the new citation form. The crash form has yet to be updated.
5. Fund and monitor the TRCC's 408-funded projects as well as submit on behalf of the METRCC and TRCC a FFY 2011 Section 408 Grant Application and Massachusetts Strategic Plan for Traffic Records Update. This will continue into FFY 2012.
6. Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse. EOPSS/HSD continues to promote MassTRAC to traffic safety stakeholders and asks for suggestions on possible improvements or enhancements.

Program Accomplishments

- In 2010, METRCC agreed to move forward with an electronic data collection system that would automate the collection and dissemination of motor vehicle citation and crash report information in order to improve the quality and timeliness of reporting in the Commonwealth. The project goal is consistent with that of the Massachusetts Statewide e-Citation and Traffic Records System Business Plan, the Highway Safety Plan, and the Massachusetts Strategic Highway Safety Plan, which is to save lives and reduce injuries and economic losses on Massachusetts roadways. The objectives of this project, consistent with those established by NHTSA for traffic records, are to improve the accuracy of crash and citation data by improving the efficiency with which traffic records information is collected (eliminating some paper processing and re-keying of information), completeness of the crash and citation files; uniformity of the comprehensive traffic records system; and timeliness of reporting by law enforcement to MRB and RMV. The Office of Technology and Information Services of EOPSS will continue to work on this project throughout FFY 2012. The pilot testing of this project is set to begin March 2012.
- Because not all fatal crashes had been reported properly, EOPSS/HSD and MassDOT worked together to conduct regional meetings with local law enforcement agencies to discuss how state agencies use data from police crash reports and why this data is crucial to traffic safety. These meetings also gave law enforcement an opportunity to ask questions and explain some of the difficulties they may have with reporting. To

date, two regional meetings were conducted with approximately 40 officers representing 25 departments. Additional regional meetings will be scheduled for FFY 2012.

- In 2009, the Department of Fire Services was awarded a Federal Section 408 grant to develop the data analysis capability to use in performing deeper and more rigorous analysis of Massachusetts Fire Incident Reporting System (MFIRS) data. DFS developed a GIS database that included the geocoded coordinates of MFIRS data. This project was completed in 2011 and the findings were distributed to the TRCC.
- EOPSS/HSD received a grant from NHTSA to increase BAC reporting in Massachusetts. In FFY 2011, the RMV worked on updating their crash data system with funds from this grant. In FFY 2012, EOPSS/HSD, the RMV, and the MPTC will work on completing this project, updating the crash data form, and training law enforcement.
- EOPSS/HSD completed and submitted FFY 2011 Section 408 Application to NHTSA. The Commonwealth was awarded \$500,000 in funding.
- EOPSS/HSD continued to roll out MassTRAC to law enforcement and other traffic safety stakeholders. EOPSS/HSD offered training and allowed attendees to provide comments on MassTRAC so it could be enhanced to meet the needs of their communities and organizations.

Looking Forward...

The traffic records goal of the 2012 Highway Safety Plan is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

Traffic Records Program budget will be \$3,938,215.38 in FFY 2012.

Key initiatives involving traffic records in the 2012 Highway Safety Plan include:

- Enhance the workings of the METRCC and TRCC
- Ensure ongoing implementation of the 2011 Strategic Plan for Traffic Records Improvements
- Expand access to and use of local, state, and Federal traffic records data and analyses
- Enhance the activities of the TRCC subcommittees

- Fund and monitor the TRCC's Section 408-funded projects as well as submit on behalf of the METRCC and TRCC a FFY 2012 Section 408 Grant Application and Massachusetts Strategic Plan for Traffic Records Update
- Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse

Police Traffic Services and Support

Well-trained police, judiciary personnel, and highway safety stakeholders are critical to the successful development, implementation, and evaluation of highway safety initiatives and programs. Many of the previously mentioned major program areas are dependent on the success of police training efforts.

BURLINGTON POLICE

Grant for advanced criminal detection

Automated license plate readers dramatically enhance enforcement

The Burlington Police Department recently announced that they will receive part of the grant to fund the purchase of Automated License Plate Readers (ALPR) which will be installed on a police department vehicle. The grant, funded by the National Highway Traffic Safety Administration and awarded as a competitive lease to the Burlington Police Department, is for \$500,000. The ALPR system is new technology to law enforcement that is highly accurate and increases the efficiency of vehicle searches. The system can recognize and store up to 10,000 plates in the data base when a vehicle has been observed, police can locate where a plate is located as it reads that, or records number violation that could result in enforcement in an instant. The Burlington Police Department will use it very much to reduce law enforcement costs while increasing enforcement. The ALPR system will only check license plate against the criminal history database system (CRS) which later that day police could save them by hand and Officer Wilson, from the grant to law enforcement as a means of reducing law enforcement costs and increasing enforcement. The grant will be used to purchase 43 ALPR units to be installed on police vehicles. The grant will be used to purchase 43 ALPR units to be installed on police vehicles. The grant will be used to purchase 43 ALPR units to be installed on police vehicles.

Goals and Progress

- Increase the level of participation by municipal and campus police departments during high-visibility traffic enforcement mobilizations. - No progress: The number of municipal and campus police departments decreased from 259 in FFY 2010 to 198 in FFY 2011.
- Continue to foster recognition of traffic safety accomplishments by increasing awareness of and participation in the annual MLEC. In preparation for the Challenge, HSD conducted three MLEC workshops with state and national judges on hand for law enforcement agencies to discuss the initiative and provide assistance to department representatives. EOPSS/HSD continued to promote MLEC through grant administration meetings, and as a result, the MSP and 19 municipal police departments participated in the Challenge and were recognized at award ceremonies held in August 2011. Department participation increased by three from FFY 2010. All applications were sent to the International Association of Chief of Police (IACP) for national recognition. MSP placed third in the National Law Enforcement Challenge.
- Continue to support traffic enforcement efforts and safety training. During FFY 2011, EOPSS/HSD supported three high-visibility traffic enforcement mobilizations and 68 sobriety checkpoints. EOPSS/HSD also provided funding to the MSP and local law enforcement for the purchase of 43 Automated License Plate Readers (ALPR).

Additional Accomplishments

- EOPSS/HSD in cooperation with MCOPA hosted the annual MLEC in August 2011, modeled after the National Law Enforcement Challenge sponsored by the IACP. The MSP and 19 municipal police departments participated in the Challenge and were recognized at an award ceremony for their traffic safety accomplishments during calendar year 2010. Donated prizes from VIP sponsors, valued at over \$28,000, were awarded to all participants. All twenty applications were forwarded on to the National Challenge where the MSP placed third overall.



MSP is presented with the first place overall winner award for MLEC

- During FFY 2011, the MPTC taught a total of 18 specialized courses addressing a range of enforcement topics, including LiDAR, Speed Measurement, Traffic Crash Investigation, Traffic Crash Reconstruction, Work Zone Safety and Bicycle Safety. These courses reached a total of 159 officers across the Commonwealth, representing 34 departments.

- Forty-three police departments received funding to purchase ALPRs. Grantees reported that the units filled an operational need resulting from officer shortages, improved community relations, provided good officer training and feedback, and increases in violations.



A law enforcement officer using their department's ALPR

- In addition to the website launch, EOPSS/HSD implemented a number of Section 1906-funded initiatives addressing fair and impartial policing. Initiatives included a multiyear contract for the design and implementation of Chiefs and Supervisors Trainings through the Municipal Police Training Institute (MPTI), the training arm of MCOPA, workshops, law enforcement train-the-trainer workshops, curriculum development through the MPTC and the production of educational materials for delivery in video and online. These materials educate law enforcement personnel and citizens on ways to work cooperatively to reduce and ultimately prevent racial profiling within their communities. Ongoing meetings were conducted with the General Counsel from EOPSS and major city Chiefs of Police to develop an action plan for the effective use of remaining Section 1906 funds. In FFY 2010, EOPSS/HSD was ineligible to apply for a third year of Section 1906 funding since Massachusetts is an "Assurance State," which means the Commonwealth is undertaking activities to prohibit racial profiling and to maintain and provide public access to data on the race and ethnicity of the driver and

passengers for each motor vehicle stop made by a law enforcement office on a federal-aid highway.

- MCOPA and the Massachusetts Safety Officers League (MSOL) meetings conducted during FFY2011 resulted in strengthened law enforcement partnerships for EOPSS/HSD funding opportunities, professional development trainings, workshops and conferences. HSD presentations and outreach to both associations increased attendance at HSD events and submission of EOPSS/HSD grants.

Looking Forward ...

The Police Traffic Service goals of the 2012 Highway Safety Plan are:

- 1. Encourage eligible law enforcement to participate in mobilizations.*
- 2. Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- 3. Support traffic enforcement and safety training.*

Police Traffic Services Program budget will be \$287,012.91 in FFY 2012.

Key initiatives under police training and support in the 2012 Highway Safety Plan include:

- Provide federal funds for high-visibility overtime traffic enforcement for three mobilizations
- Fund sobriety checkpoints for the MSP and partner departments to continue to combat impaired driving
- Conduct the annual MLEC
- Conduct Municipal Police Specialized Training Programs through the MPTC
- Conduct annual Traffic Safety Listening Sessions
- Fund the MDAA TSRP, trainings, and conferences
- Continue working with a Statewide Police Chiefs Task Force to assist with efforts to conduct traffic enforcement and safety initiatives and provide technical assistance to municipal police agencies
- Work with LEL to increase efforts of municipal and state police in EOPSS/HSD initiatives

Paid and Earned Media

During FFY 2011, EOPSS/HSD used paid and earned media to disseminate information on a wide array of program areas, including occupant protection, distracted driving, impaired driving, child passenger safety, teen driving, and work zone safety. EOPSS/HSD was assisted by paid media contractor ARGUS. Most of these efforts were in support of December 2010's *Drunk Driving. Over the Limit. Under Arrest.* Mobilization, May 2011's *Click it or Ticket* Mobilization and August 2011's *Drive Sober or Get Pulled Over* Mobilization, which happened in close coordination with MSP and local police departments.

Additional media outreach to High Schools helped raise awareness of the *Dance. Don't Chance.* Prom and Graduation video contest and the Underage Drinking Prevention Program as well.

Goals and Progress

- Meet paid and earned media requirements of the EOPSS/HSD's mobilizations to help accomplish the goals of occupant protection and impaired driving program areas. Met all paid and earned media requirements of EOPSS/HSD's three FFY 2011 mobilizations and helped to meet or achieve progress towards the goals of the occupant protection and impaired driving program areas. EOPSS/HSD also worked with MassDOT on the use of digital billboards for PSA use.
- For all mobilization paid media buys, EOPSS/HSD's paid media contractor should obtain 50 percent bonus of the gross value based on the formula of the average cost-per-spot in each market weighted for rotators. The paid media contractor obtained an average bonus value of 50 % during the mobilizations.

Click It or Ticket Mobilization



The primary audience for the CIOT mobilization is white males 18 to 34. Secondary efforts were directed at young male drivers ages 15 to 17 and Latino males ages 18 to 35, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts. Tertiary efforts targeted African American males ages 18 to 34. Furthermore, NHTSA's national paid media campaign included broadcast and cable television, radio, online media and social media.

A press conference, statewide news releases, and op-eds promoted the CIOT mobilization. These media efforts highlighted the extra enforcement work of MSP and local police as

well as personal "saved by the belt" stories. Also, a CIOT message was displayed on 16 fixed and 80 portable variable message boards of the MassDOT. A sample news release was developed for use by local and state police departments for the CIOT mobilization as well.

Drunk Driving, Over the Limit, Under Arrest, and Drive Sober or Get Pulled Over Mobilizations

The primary audience of the December 2010 and August 2011 impaired driving mobilizations was single men aged 21 to 34 and married men aged 25 to 54. Secondary emphasis for all mobilizations targeted Spanish-speaking populations and women ages 21 to 44.

The December 2010 mobilization for DDOLUA included NHTSA national radio and television paid media flights. Statewide, EOPSS/HSD utilized free highway billboards and variable message signs to reach drivers through our locally-created billboard, "Drive Drunk. Get Busted."



Press conferences, statewide news releases, and op-eds promoted the DDOLUA Mobilization highlighted the extra enforcement work of MSP and more than 250 local police agencies. A DDOLUA message was displayed on 16 fixed and 80 portable variable message boards belonging to MassDOT.



In August 2011, NHTSA debuted a new impaired driving campaign for the mobilization that consisted of a new logo, tagline, television and radio ads, and online components for the *Drive Sober or Get Pulled Over* Mobilization. The national media buy consisted of broadcast and cable television and radio advertising and an online web component geared toward male sports fans. Young women ages 21 to 44 were also targeted using the social norming media message "Buzzed Driving is Drunk Driving."

An EOPSS/HSD news release regarding the MSP and local police efforts promoted the mobilization and highlighted the extra enforcement work of MSP and more than 250 local police agencies. The Drive Sober message was displayed on 16 fixed and 80 portable variable message boards belonging to MassDOT. A press conference was not held during the mobilization instead, a larger press event was held ten days later where upon the B.A.T. mobile was dedicated to a fallen state trooper.

On October 4, 2011, the Massachusetts State Police dedicated the Department's second B.A.T. Mobile in the name of Sergeant Douglas A. Weddleton, a state trooper who was killed on Route 95 in Mansfield in 2010 while protecting a road construction crew.

EOPSS Secretary Mary Elizabeth Heffernan and Colonel Marian J. McGovern, Superintendent of the MSP, dedicated the B.A.T. Mobile in a ceremony that was attended by Sergeant Weddleton's widow and four sons, as well as troopers who served with him in the department's ballistics unit and at the Foxboro State Police Barracks.

The B.A.T. Mobiles are command posts that are deployed to sobriety checkpoints that the Department executes many weekend nights across the state to enforce impaired driving laws. The Department currently has two B.A.T. Mobiles and runs approximately 80 checkpoints per year with funding provided by EOPSS/HSD. The purpose of checkpoints is to further educate the motoring public and strengthen the public's awareness of the need to detect and remove from the roadway motorists operating under the influence of alcohol and/or drugs from roadways.

Prom and Graduation Safe Driving Campaign and Underage Drinking Prevention Program

April 2011 marked the fourth year of a safe-driving and alcohol awareness campaign developed for the prom and graduation season. The primary audience was males and females, ages 16-19, including all ethnicities.

The Prom and Graduation Safe Driving Campaign, branded *Dance. Don't Chance.* was a contest in which high school seniors produced 60-second videos promoting safe driving. The contest ran from January 10 through March 25, 2011 and was open to registered high school juniors and seniors across the state. The contest required teens to write and produce 60-second videos to promote safe driving and discourage underage drinking for the chance to win prom-related prizes. In addition, students were encouraged to address important issues such as safety belt usage, speeding, drag racing, driving while impaired, and distracted driving.

Dance. Don't Chance. had its own YouTube channel that hosted the video submissions and allowed students and the general public to view and vote on their favorites. For the video contest, 35 video submissions were received. The winning video was selected by EOPSS/HSD and JAM'N 94.5 radio personalities, after students and the general public had a chance to vote on their favorites.

The team of students from Durfee High School, calling themselves the "Gift Rappers" received prizes from the *Dance. Don't Chance.* contest sponsors including a cash prize for their school prom from AAA of Southern New England. Additional prizes included transportation on prom night for 10 students from Boston Limo, driver training classes from In Control Advanced Driver Training, and gift cards for corsages and boutonnieres provided by Winston Flowers. In addition, a JAM'N 94.5 DJ played the music at the prom.

Other promotional materials for the *Dance. Don't Chance.* campaign included a 30-second radio spot that aired on JAMN' 94.5 FM and online banners that were posted on the JAMN' 94.5 website to create awareness of the contest to the target audience. Posters were

designed to promote the contest and the *Dance. Don't Chance.* message. The event was featured in stories and articles on six news websites.

Free Digital Billboard Placements

Through a partnership with the MassDOT, EOPSS/HSD was able to secure time on 18 digital billboards throughout the fiscal year. These billboards showed important highway safety messages in 10-second increments based on a rotation determined by the companies managing the billboards. From January to October 2011, over 5,000 hours, or 1.8 million spots, of public service announcements aired on billboards viewable from some of the most trafficked highways in the state. The messages crossed the breadth of highway safety, including: distracted driving, impaired driving, seat belt use, teen driving safety, work zone safety, the move over law, motorcycle safety, school zone safety and child passenger safety and how to respond to hazard lights. Please see the chart and images below of the PSA's, designed in-house by MassDOT staff at no cost to HSD:

City/Town	Route	January Exposures	February Exposures	March Exposures	April Exposures	May Exposures	June Exposures	July Exposures	August Exposures	September Exposures	October Exposures	TOTAL TO DATE
Fall River N	Rt 196	15174	10592	8999	13908	7525	14276	17422	10427	9020	10090	117433
Stoneham S	Rt 93	17366	22696	33418	15517	28068	28844	33407	36130	11881	1089	228406
Stoneham N	Rt 93	31107	30111	36625	5063	32721	32546	33912	39200	25231	5452	271988
Lawrence N	Rt 495	6984	30772	11664	17747	17878	31932	36220	35454	4938	14102	207689
Lawrence S	Rt 495	33342	22750	34795	25514	31634	19533	40416	39934	12925	7561	268404
Medford N	Rt 93	21157	23606	24516	22909	25354	24976	26196	30290	25466	13848	238316
Medford S	Rt 93	22213	16999	26710	5569	24525	19197	25034	16017	10867	810	167941
Medford N	Rt 93	17590	4860	3240	2164	0	0	0	21543	0	0	49397
New Bedford S	Rt 196	21056	12822	14544	21014	25110	22130	35027	12566	23307	24517	212093
Foxboro N	Rt 196	2657	0	0	0	0	0	0	0	1359	6868	10884
Chicopee E	Rt I-90	17266	10823	11705	10762	8708	6942	2630	9039	8871	9613	95379
Total :10 second exposures		205912	186021	206216	140207	201521	199376	250264	250600	133865	93950	1867932
Total Hours		572	517	572	389	560	554	695	696	373	261	5189

Billboards





Workzone Safety Campaign

In October 2011, EOPSS/HSD partnered with MassDOT and the MSP to debut a multi-faceted public awareness campaign on work zone safety. This pilot program will cost \$200,000 to implement for one year and is funded by federal grants from EOPSS/HSD and by MassDOT's Highway Safety Improvement Fund.



The campaign "Reduce speed, increase safety" was displayed on MassDOT's digital billboards and variable message signs, posters, MBTA advertising, and posters placed in the Registry of Motor Vehicles lobbies.

The campaign will widen in FFY 2012 to encompass additional focus areas such as the Move Over Law, Distracted Driving, Seat Belt Use and Impaired Driving.

Paid and Earned Media Expenditures

The FFY 2011 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are as follows:

Section of Funding	Paid Media	Earned Media
Section 405	\$47,134.54	\$8,715.27
Section 410	\$110,147.71	\$9,178.13
Total	\$157,282.25	\$17,893.40

Table 1. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions

DECEMBER 2010 "DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST" MOBILIZATION 12/17/10 - 12/30/10						
CINEMA ADVERTISING:	THEATRES	SCREENS	PAID IMPRESSIONS	BONUS IMPRESSIONS	GROSS COST	ACTUAL EXPENDITURE
NCM MEDIA NETWORKS	21	252	447,656	250,000	\$15,280.00	\$14,288.80
NCM.COM - ONLINE	N/A	N/A	500,000	25,155	\$5,882.35	\$5,500.00
SCREENVISION DIRECT	13	474	904,459	257,211	\$24,600.00	\$23,001.00
TOTAL:	34	726	1,852,115	532,366	\$45,762.35	\$42,789.80
MAY 2011 "CLICK IT OR TICKET" MOBILIZATION 5/20/11 - 6/2/11						
CINEMA ADVERTISING:	THEATRES	SCREENS	PAID IMPRESSIONS	BONUS IMPRESSIONS	GROSS COST	ACTUAL EXPENDITURE
NCM MEDIA NETWORKS	20	324	682,645	682,645	\$17,658.83	\$16,511.01
NCM.COM - ONLINE	N/A	N/A	500,501	24,089	\$5,882.35	\$5,500.00
SCREENVISION DIRECT	26	288	1,288,200	353,400	\$23,182.33	\$21,675.48
TOTAL:	46	612	2,471,346	1,060,134	\$46,723.51	\$43,686.49
AUGUST 2011 "DRIVE SOBER OR GET PULLED OVER" MOBILIZATION 12/17/10 - 12/30/10						
CINEMA ADVERTISING:	THEATRES	SCREENS	PAID IMPRESSIONS	BONUS IMPRESSIONS	GROSS COST	ACTUAL EXPENDITURE
NCM MEDIA NETWORKS	21	1008	1,134,000	1,134,000	\$15,416.47	\$14,414.40
NCM.COM - ONLINE	N/A	N/A	617,171	33,484	\$7,253.58	\$6,782.10
SCREENVISION DIRECT	27	1192	953,800	953,800	\$25,882.35	\$24,200.00
TOTAL:	48	2200	2,704,971	2,121,284	\$48,552.40	\$45,396.50

Looking Forward ...

The paid and earned media goals of the EOPSS's 2012 Highway Safety Plan include:

- *Meet the paid and earned media requirements of EOPSS's three mobilizations to help achieve the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- *EOPSS's paid media contractor to obtain 50% bonus of the gross value of mobilization paid media buys based on the formula of the average cost-per-spot in each market weighted for rotators.*

Paid and Earned Media Program budget will be approximately \$300,000 in FFY 2012.

Key initiatives involving paid and earned media in the 2012 Highway Safety Plan include:

- Support the paid and earned media needs of the EOPSS/HSD's three mobilizations;
- Continue to support the Prom and Graduation Safe Driving and Underage Drinking Prevention Program in the new fiscal year; and
- Provide ongoing earned media support to the Occupant Protection, Impaired Driving and Distracted Driving program areas.

Performance Data

■ Crash Summary

For the Annual Report, EOPSS/HSD relied primarily on 2005 to 2009 trend data, and, whenever possible, 2010 data. Some 2009 and 2010 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is in part attributable to different reporting rates by different police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists who are involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

The number of fatalities in Massachusetts has fluctuated from 2000 to 2010, spiking in 2001 and 2004 then declining since 2007. 2010 data show continued progress with a 28% decline in total fatalities since 2007.

Table 2 provides the data requested to track performance as outlined in the GHSA 2010 guidance for development of Annual Reports.

**Table 2. Massachusetts Crash Data Trends
2000 to 2011**

Crash Data/Trends	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities (Actual)	433	477	459	462	476	441	429	434	364	340	314	N/A
Fatality Rate/(100 Million VMT)	0.83	0.90	0.86	0.86	0.87	0.80	0.78	0.79	0.67	0.61	N/A	N/A
Number of Serious Injuries	4,286	-	5,279	5,370	5,033	5,052	4,579	4,182	3,983	3,384	3,048	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC	152	181	178	156	169	148	144	155	124	108	115	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	166	195	189	177	165	171	158	148	120	79	92	N/A
Number of Speeding-Related Fatalities	151	144	176	156	158	145	148	143	97	116	68	N/A
Number of Motorcyclist Fatalities	33	53	58	35	60	56	50	62	42	52	56	N/A
Number of Unhelmeted Motorcyclist Fatalities	1	3	5	4	9	4	5	3	1	13	6	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	-	-	-	90	88	69	76	62	48	42	N/A
Number of Pedestrian Fatalities	82	79	58	86	81	76	61	66	75	46	51	N/A
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	50%	56%	51%	62%	63%	65%	67%	69%	67%	74%	74%	73%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	10,613	22,463	12,216	16,159	9,277	N/A
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	-	-	-	447	420	542	364	330	N/A
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	-	11,859	37,251	24,939	17,590	7,662	N/A

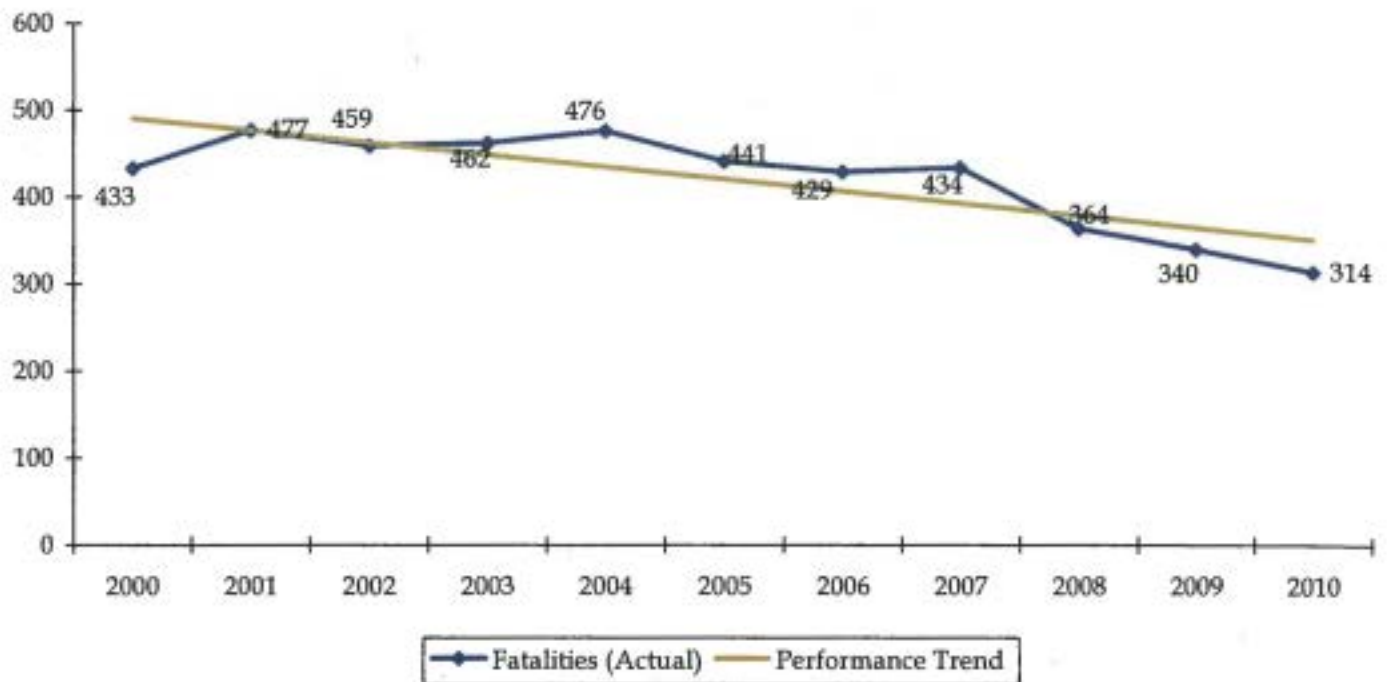
Source: MassTRAC, June 2011; RMV May 2011; FARS, December 2011; 2002 to 2010 Massachusetts Safety Belt Use Observation Surveys; HSD grant data 2006-2010

Note: Some numbers reported in this FFY 2011 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2010 data are preliminary.

Figures 2 through 13 illustrate select data shown in Table 2 in greater detail and include data points and an associated trend line.

Figure 2 presents the number of motor vehicle fatalities in Massachusetts from 1999 to 2010. The number has fluctuated greatly during this time period, spiking in 2001 and 2004 then declining in 2006 to nearly the same number of fatalities as in 2000. 2010 data show continued progress with a 27.6% decline in total fatalities from 2007. This decrease may be due in part to the development of more effective countermeasures related to motor vehicle safety that have been primarily focused on alcohol, speed, and safety belt program areas.

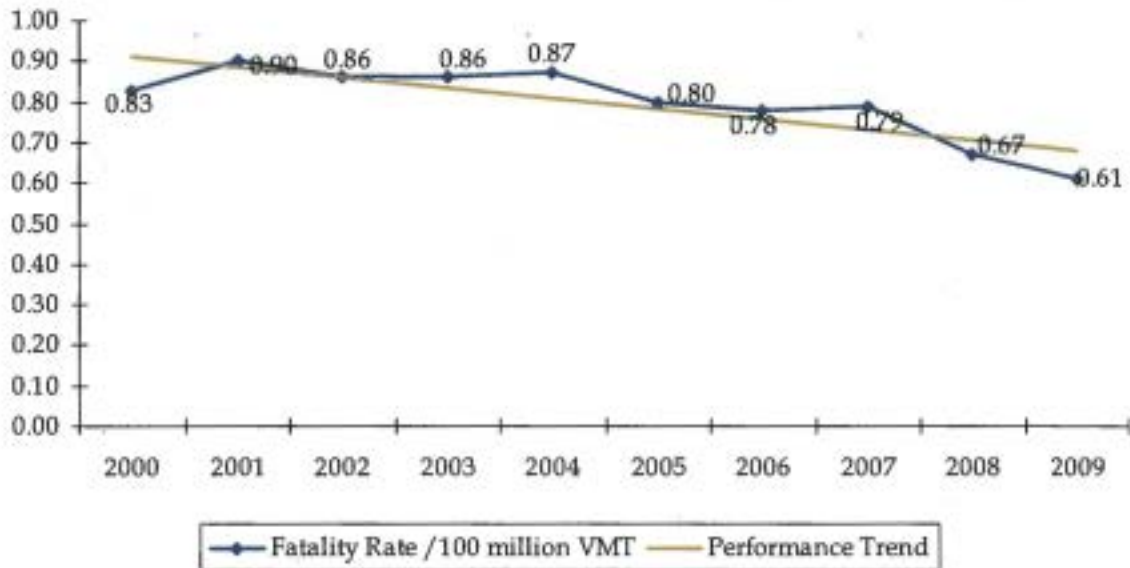
Figure 2. Number of Fatalities
Achieved 27.6% Reduction from 2000 to 2010



Source: FARS, December 2011

Figure 3 presents the motor vehicle fatality rate in Massachusetts per 100 million VMT between 1999 and 2009. From 2004 to 2009, the fatality rate per 100 million VMT declined 26 percentage points, from 0.87 to 0.61, which is the lowest rate of any state in the nation.

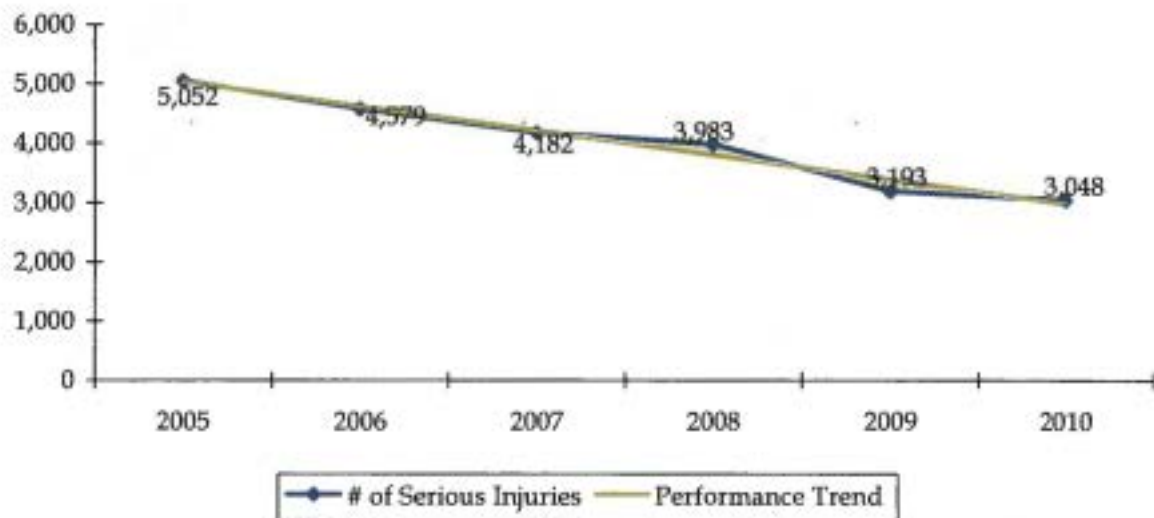
Figure 3. Fatality Rate/100 Million VMT



Source: NHTSA Traffic Safety Facts 2005-2009

Figure 4 presents the number of serious injuries in Massachusetts between 2005 and 2010. Since 2005, the number of serious injuries has been on a steady decline from 5,052 to 3,048 in 2010, a 40% decrease.

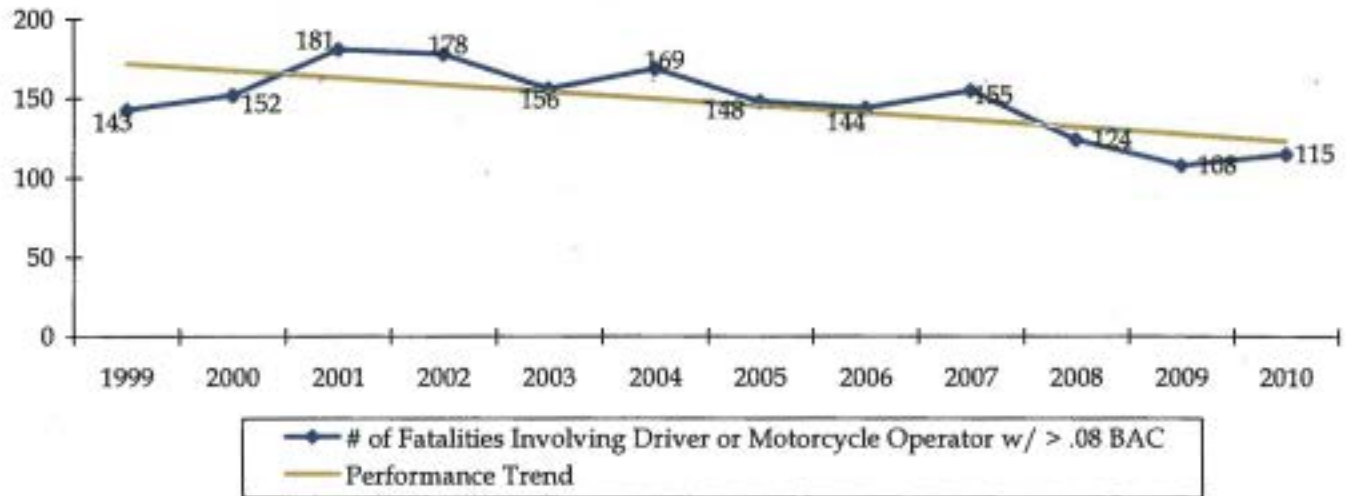
Figure 4. Number of Serious Injuries



Source: MassTRAC, October 2011
Note: 2010 data are preliminary.

Figure 5 presents the number of alcohol-impaired fatalities in Massachusetts involving a driver with a BAC of 0.08 or greater between 1999 and 2009. The 2010 data show a decline in alcohol-impaired driver fatalities, with a 26% decrease from 2007.

Figure 5. Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC



Source: FARS, December 2011

As shown in Figure 6, Massachusetts repeatedly exceeds the national average for alcohol-impaired fatalities involving a driver with a BAC of at least 0.08 as a percentage of all fatalities.

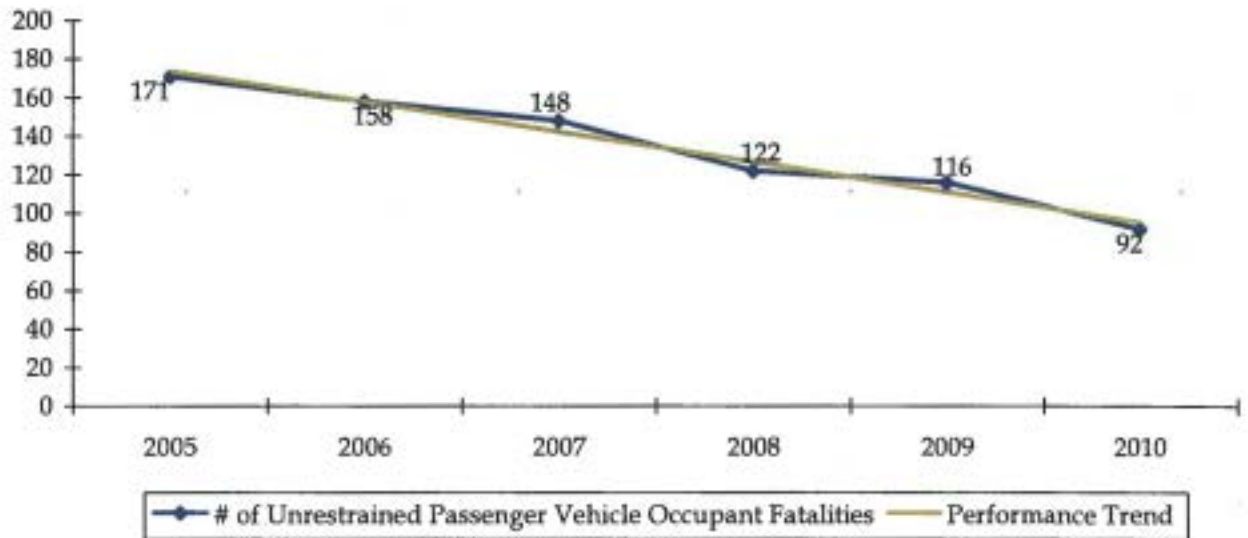
Figure 6. BAC 0.08+ Driver Fatalities as Percent of All Fatalities



Source: FARS, December 2011

Figure 7 presents the unrestrained passenger vehicle occupant fatalities in Massachusetts between 2005 and 2010. The number of fatalities has declined every year since 2005.

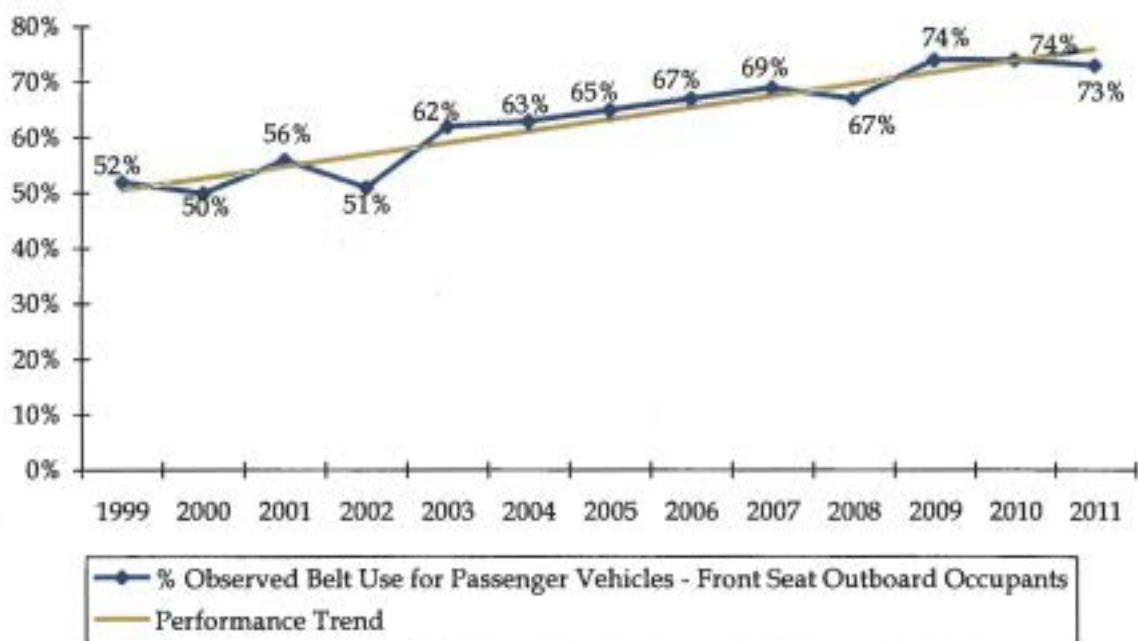
Figure 7. Number of Unrestrained Passenger Vehicle Occupant Fatalities



Source: FARS, December 2011

Figure 8 presents the observed safety belt use rate in Massachusetts between 1999 and 2011. The rate gradually increased each year from 2003 to 2007, reaching 69%, then declined to 67% in 2008. However, the rate increased seven percentage points in 2009 and 2010 to 74%, the highest the Commonwealth has ever seen. In 2011 the safety belt use rate decreased one percentage point to 73%. Looking at safety belt use between 2002 and 2011, there has been an overall increase of 22 percentage points. The dramatic change may be due in part to stricter enforcement of safety belt laws done in conjunction with more effective public outreach efforts to promote safety belt use in Massachusetts.

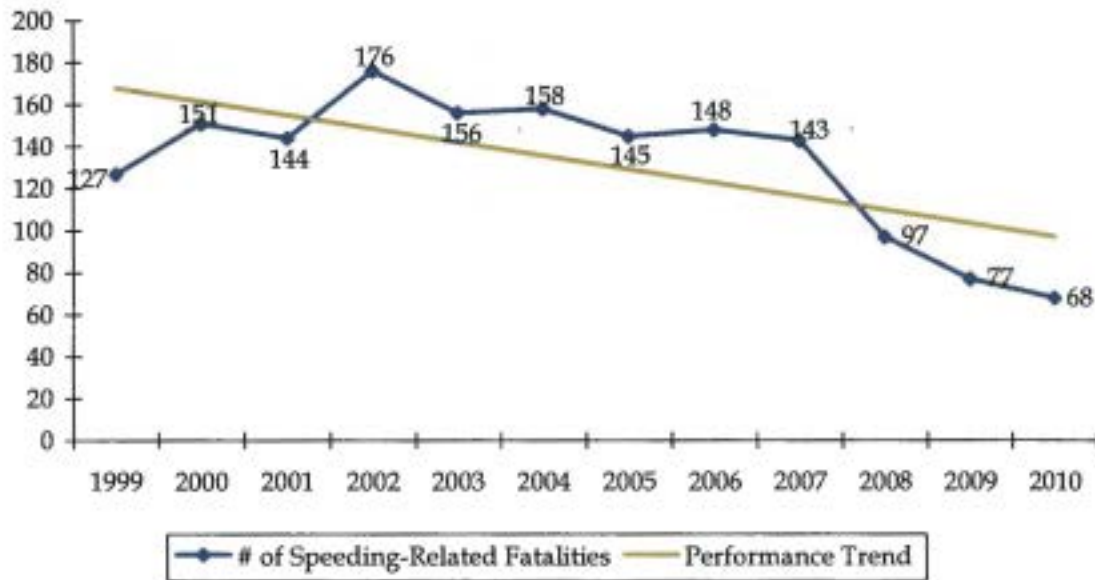
Figure 8. Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant



Source: Massachusetts Safety Belt Use Observation Surveys 1999-2011

Figure 9 presents the number of speed-related fatalities in Massachusetts between 1999 and 2009. Between 2002 and 2010, the number of speed-related fatalities has dropped from 176 to 68, a 61% decrease.

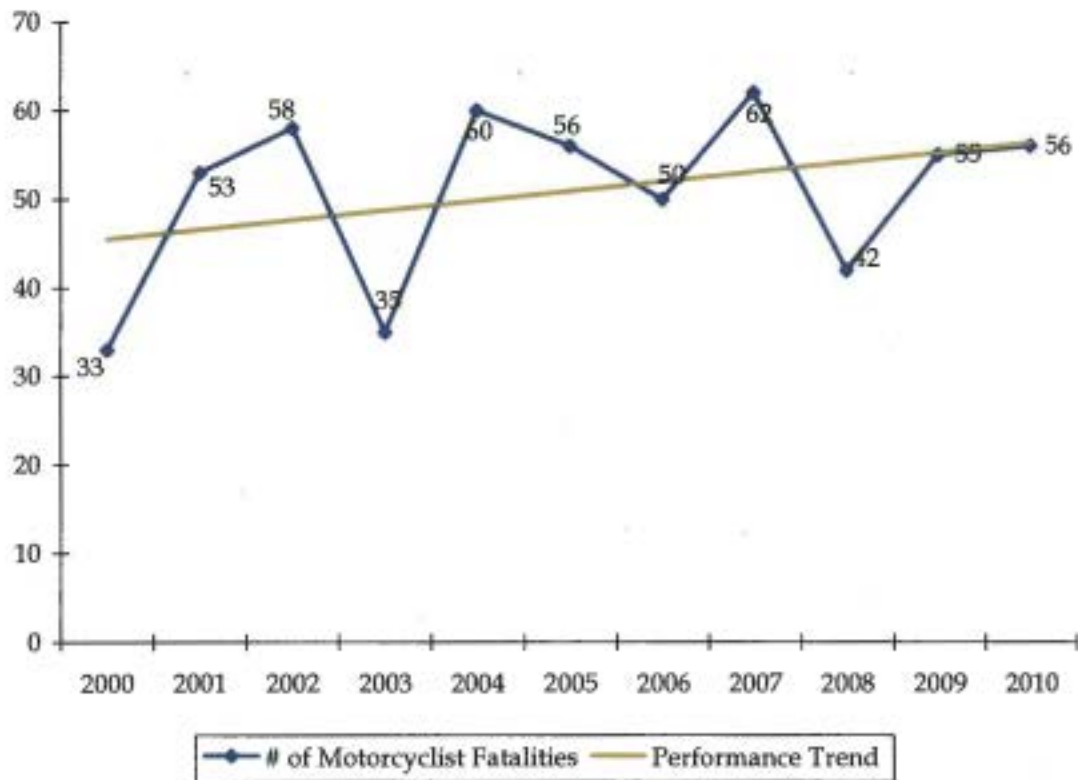
Figure 9. Number of Speeding-Related Fatalities



Source: FARS, December 2011

Figure 10 presents the number of motorcyclist fatalities in Massachusetts between 2000 and 2010, which has fluctuated greatly during this time period. The number of motorcycle fatalities nearly doubled from 2000 to 2007, reflecting the national trend during the same period. This rise in fatalities may be due in part to the increasing number of motorcyclists on the roads. 2010 data show a 25% increase from 2008 with 56 motorcycle fatalities.

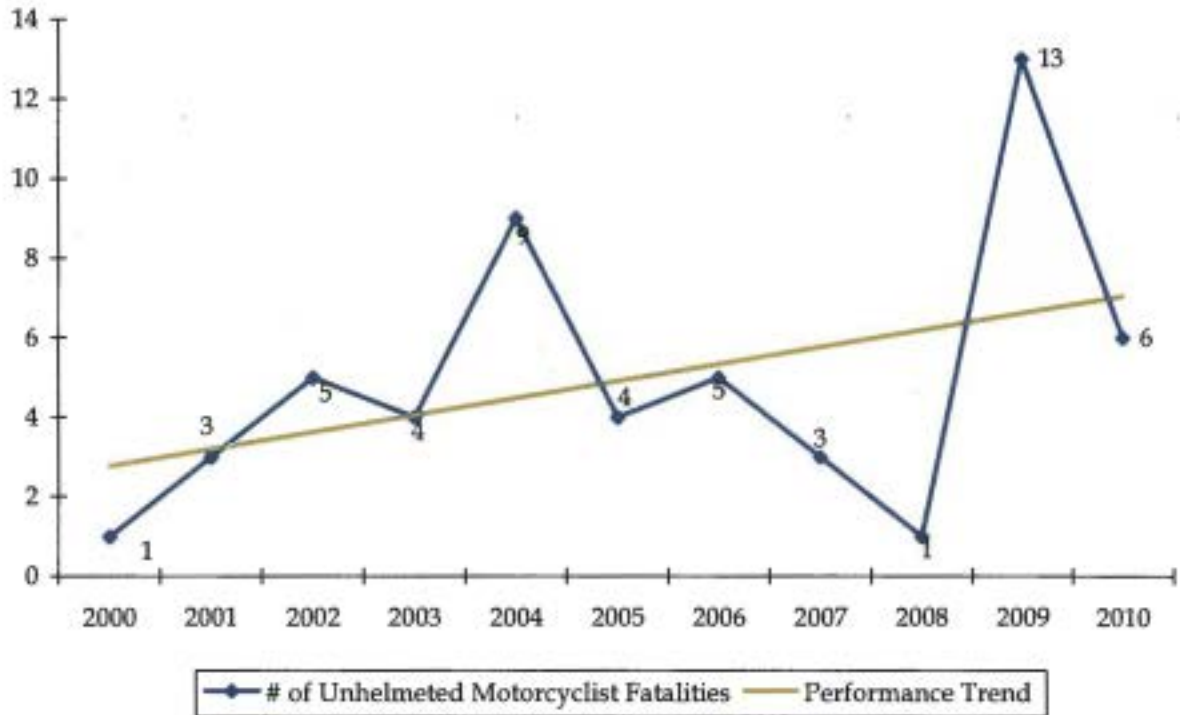
Figure 10. Number of Motorcyclist Fatalities



Source: FARS, December 2011

Figure 11 presents the number of unhelmeted motorcycle fatalities from 2000 to 2010, which has fluctuated greatly from a range of one in 2000 to thirteen in 2009. However, preliminary data show a decrease to 6 unhelmeted fatalities in 2010.

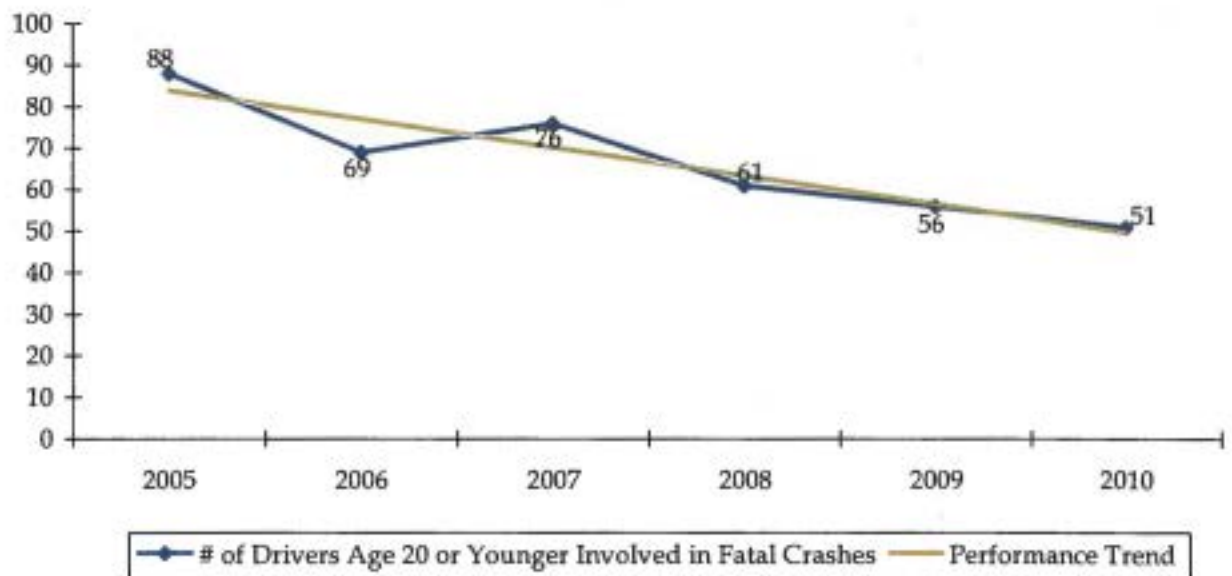
Figure 11. Number of Unhelmeted Motorcyclist Fatalities



Source: FARS, December 2011

Figure 12 presents the number of young drivers (ages 20 and younger) involved in fatal crashes in Massachusetts between 2005 and 2010. The number of young drivers involved in fatal crashes has decreased significantly from 88 in 2005 to 51 in 2010. This decline may be due in part to stricter enforcement of the Massachusetts JOL Law in addition to more targeted public outreach efforts to young drivers and their parents to raise motor vehicle safety awareness.

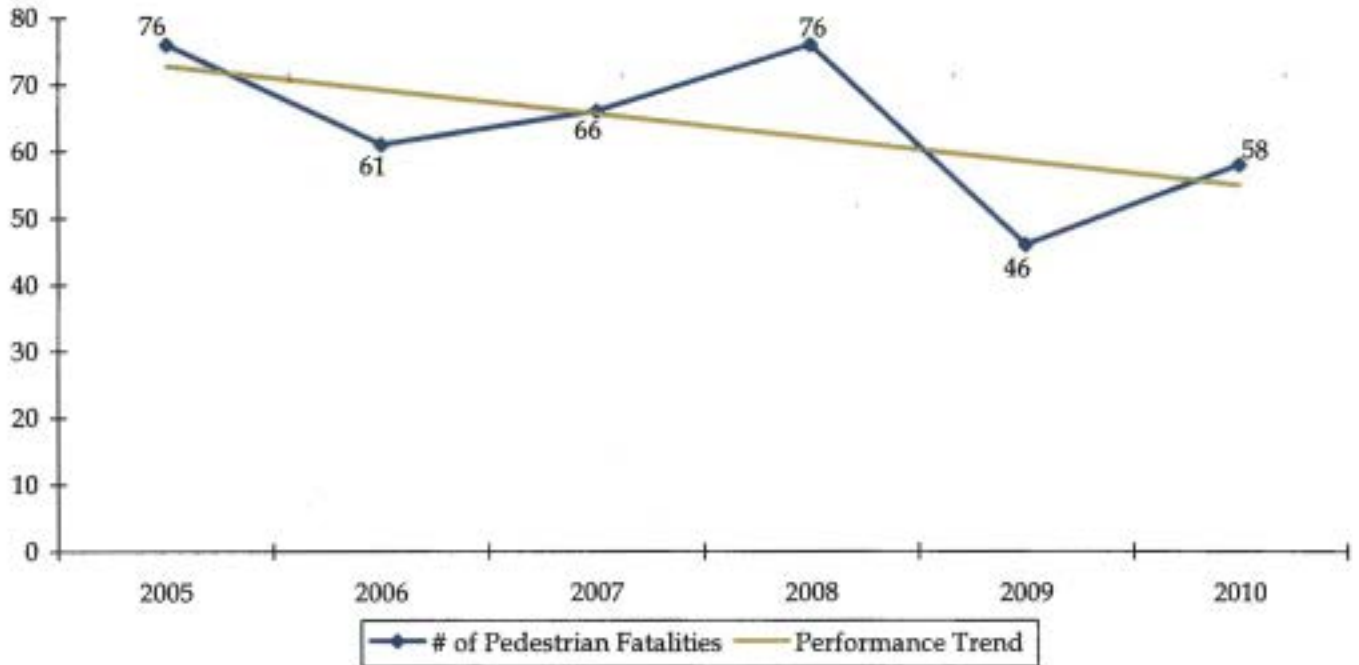
Figure 12. Number of Drivers Age 20 or Younger Involved in Fatal Crashes



Source: FARS, December 2010

Figure 13 presents the number of pedestrian fatalities in Massachusetts between 2005 and 2010. Since 2005 pedestrian fatalities have decreased.

Figure 13. Number of Pedestrian Fatalities



Source: FARS, December 2011

Table 3 provides additional details about recent highway safety trends in Massachusetts.

Table 3.

Additional Massachusetts Crash Data Trends
2002 to 2010

Crash Data/Trends	2002	2003	2004	2005	2006	2007	2008	2009	2010
Number of Motor Vehicle Crashes of All Types	139,038	141,681	138,632	154,084	149,860	144,510	126,364	117,720	102,723
Fatalities - Male (Actual)	318	311	324	301	293	288	264	245	230
Fatalities - Female (Actual)	141	149	152	140	136	129	99	94	84
Fatal Crashes (Actual)	433	434	447	417	403	408	337	313	301
Number of Crash Injuries	56,562	57,455	55,500	57,833	54,921	43,628	43,822	42,266	25,927
Fatality and Serious/Incapacitating Injury Rate/ (100 Million VMT)	10.77	10.86	10.06	9.90	9.08	8.38	7.98	6.46	N/A
Alcohol-Related Fatalities (Actual) BAC = 0.01+	210	194	189	170	186	203	164	143	154
Percent of All Fatalities that are Alcohol-Related	46%	42%	40%	39%	43%	47%	45%	42%	49%
Alcohol-Related Fatality Rate/ (100 Million VMT)	0.39	0.36	0.35	0.31	0.31	0.31	0.27	0.23	N/A
Percent of Vehicle Occupant Fatalities Unrestrained	57%	55%	53%	57%	37%	34%	34%	34%	29%
Percent of All Fatalities that are Speed-Related	38%	34%	33%	33%	34%	33%	27%	23%	22%
Speed-Related Fatality Rate/ (100 Million VMT)	0.33	0.29	0.29	0.26	0.27	0.26	0.17	0.13	N/A
Pedestrian Serious/Incapacitating Injuries (Actual)	287	246	268	241	221	234	233	257	271
Bicyclist Fatalities (Actual)	6	11	11	5	6	11	10	6	6
Bicyclist Serious/Incapacitating Injuries (Actual)	84	70	94	74	103	97	81	102	98
Motorcyclist Serious/Incapacitating Injuries (Actual)	328	291	355	374	314	316	329	306	273
Young Driver Fatalities (Actual) ^a	75	65	81	78	76	80	55	112	100
Young Driver Serious/Incapacitating Injuries (Actual) ^a	884	874	889	815	752	622	586	772	711
Older Drivers Involved in Fatal Crashes (Actual) ^b	72	93	63	70	59	70	53	58	50
Older Driver Serious/Incapacitating Injuries (Actual) ^b	629	644	590	700	338	271	265	304	296

Source: MassTRAC, May 2011; RMV, June and August 2011; FARS, December 2011

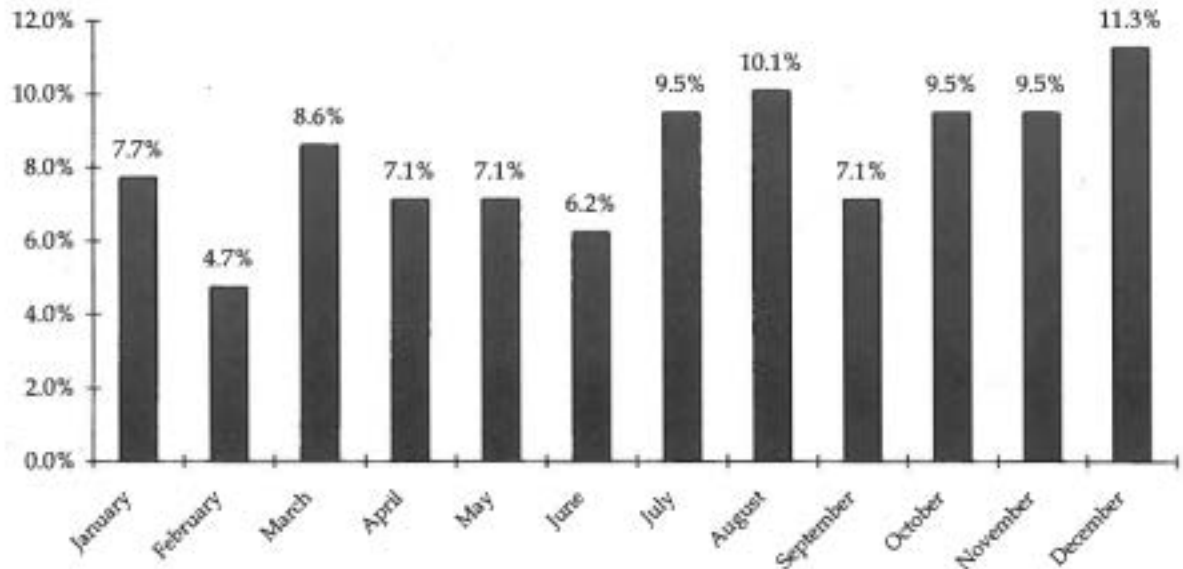
^a Young drivers are age 16 to 24

^b Older drivers are age 65+

- Note:
- 1) Some numbers reported in this FFY 2011 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
 - 2) Any inconsistencies between total of male/female fatalities and overall reported fatalities for given year are due to gender that was either not reported or was unknown on crash report
 - 3) 2010 data is preliminary

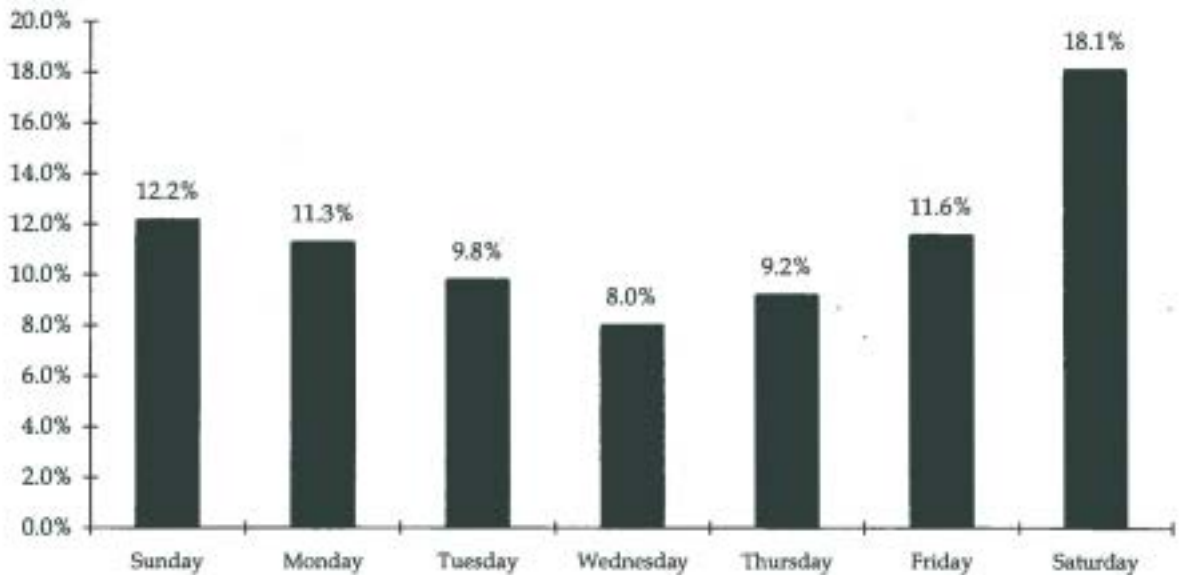
As shown in Figures 14 and 15, the greatest percentage of fatal crashes occurred during the summer months and on Saturdays. Fatal crashes occurred most frequently between the hours of 3:00 p.m. and 5:59 p.m., as shown in Figure 16.

Figure 14. Percent of Massachusetts Fatal Crashes by Month-of-Year 2010



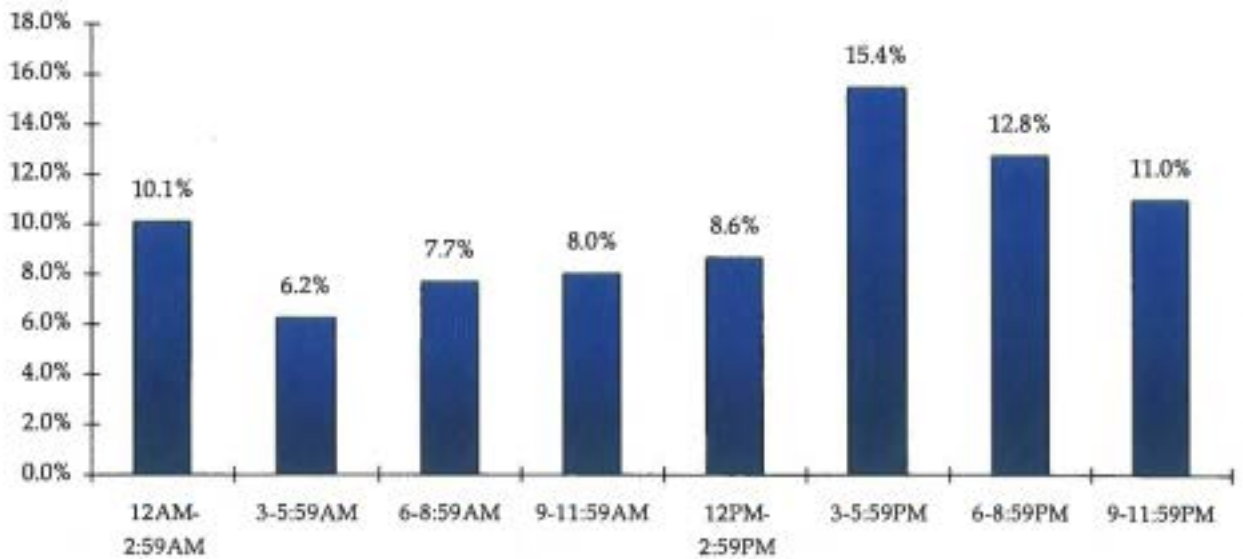
Source: RMV, August 2011
 Note: 2010 data are preliminary

Figure 15. Percent of Massachusetts Fatal Crashes by Day-of-Week in 2010



Source: RMV, June 2011
Note: 2010 data are preliminary.

Figure 16. Percent of Massachusetts Fatal Crashes by Time-of-Day in 2010



Source: RMV, June 2011
Note: 2010 data are preliminary.

Noteworthy Accomplishments and Project Highlights

■ No Distractions – Just Drive

Issue Addressed

In 2010 Massachusetts ranked among the lowest states in the nation for safety belt usage at 74%. The 2010 Massachusetts Safety Belt Observation Survey indicated that teens buckled up at an even lower rate of 72.5%. Unfortunately, Massachusetts also saw an increase in the number of drivers aged 20 and below involved in fatal crashes 2007 to 2009 (35 fatalities in 2007 compared with 48 in 2009). The combination of lack of experience behind the wheel, low safety belt usage and engagement in risk-taking behaviors makes young drivers the most vulnerable for injury and death in traffic-related crashes.

Accomplishments

Through a grant from Ford Driving Skills for Life and the GHSA, EOPSS/HSD produced a one-day, free, outdoor event to promote awareness about the dangers of distracted driving.

The event, branded *No Distractions - Just Drive* was held on Saturday, September 24th from 11 AM - 2 PM at the Hanover Mall. The location was easily accessible with ample parking for participants and an area large enough for driving demonstrations. The objective of the event was to bring together hundreds of new and experienced drivers in a vibrant atmosphere to learn through a series of demonstrations and simulations that distracted driving can lead to deadly consequences.

EOPSS/HSD partnered with stakeholders with similar highway safety objectives who participated in this event as indicated below:

NO DISTRACTIONS Just Drive!

ATTENTION: TEENS & NEW DRIVERS
Learn the Dangers of Distracted Driving!

MAKE A PIT STOP...
Where? The Hanover Mall – Macy's back parking lot
When? Saturday, September 24th 11 AM-2 PM

FUEL UP WITH...

- The training team of the Ford Driving Skills for Life and the chance to get behind the wheel with a professional instructor!
- Massachusetts State Police rollover simulator demonstrations and tests of the Breath Alcohol Testing (BAT) Mobile Unit
- Driving the Free In-Carroll Crash Prevention Team
- Health information from South Shore Hospital Trauma Service and the South Shore YMCA
- KISS 100 Street Team and the Ribby Business Band

THEN CRUISE AWAY...
With awesome GIVEAWAYS, PRIZES and LIFE-SAVING DRIVING SKILLS!

Executive Office of Public Safety and Security Highway Safety Division

To get involved call: 617-680-5100

*To register visit www.drivingskillsforlife.com and click on the "Register" button on the left.

- Ford Driving Skills for Life
 - Distracted driving course and trailer
- In Control Crash Prevention
 - Provided information on the driving school and company president, Dan Stollo, acted as the emcee
- Massachusetts State Police
 - Displayed the Roll Over Simulator with demonstrations on safety belt safety and provided tours of the Breath Alcohol Testing Mobile to show potential consequences of impaired driving
- New England Ford
 - Facilitated safety trivia games, prizes, and giveaways
- South Shore Hospital
 - Disseminated information on the serious results of distracted driving
- Atlantic Driving School
 - Provided information and a Seat Belt Simulator, demonstrating the consequences of not buckling up
- South Shore YMCA
 - Disseminated information on general teen health
- Jannell Ford Dealership
 - Displayed three 2012 Ford vehicles at the event
- KISS 108 Street Team
 - Provided on-site music, games, and prizes
- Risky Business Band
 - Local high school band entertained the crowd, participated in the Driving Skills for Life course and talked to the audience on the importance of safe driving
- Hanover Police and Fire Departments
 - Provided a cruiser, two safety officers, an ambulance, and two emergency medical technicians



Seat Belt Simulator at the No Distractions - Just Drive event



Ford Driving Course

Approximately 175 people attended the event. Terrible weather had been forecasted for the day of the event, which may have led to a greatly reduced turnout. There were 43 young drivers who participated in the driving course and 56 attendees signed a pledge to buckle their safety belts at all times.

■ MassTRAC

Issue Addressed

At the start of FFY 2009, EOPSS/HSD had limited access to crash and citation data, which were housed in different locations and required manual processes for analyses. Through the FFY 2010 and FFY 2011 Highway Safety Plans, EOPSS/HSD was able to revitalize and improve upon a data storage and analysis tool to aid in problem identification and analysis.

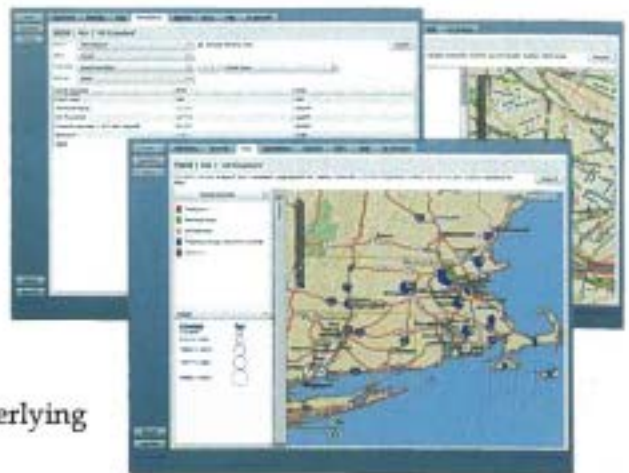


Accomplishments

The MassTRAC program was created with the technical assistance of Cambridge Systematics during FFY 2009 to address limitations in the availability and accuracy of crash and citation data in the Commonwealth. EOPSS/ HSD continued to make updates and improvements to this web-based tool during FFY 2011, and sought to train as many police departments and personnel across the state as possible.

MassTRAC provides users with the ability to:

- Perform key spatial and statistical analytic functions using crash, person, and vehicle data.
- Create map-based displays and perform spatial queries of crash locations.
- Evaluate crash data and relate it to underlying road network characteristics.
- Generate statistical summaries and tabulations of crash, person, and vehicle characteristics.
- Generate standard reports to be used in development of various highway safety plans.

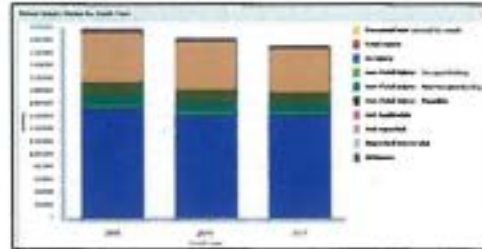


MassTRAC software provides quick and easy user access to crash data, tabulations, maps, and counts of crashes, vehicles, drivers, passengers, and nonmotorists. Predefined filters and classifications are designed to support the needs of users with various levels of skill and

training, and ad hoc reporting functions allow users to produce custom reports of crash statistics for any subset of records.



EOPSS/HSD, in conjunction with the RMV and other partnerships, is continuously working to identify ways to further improve the system, from adding additional query fields to the database to updating the crash and citation reporting forms for all police officers to conducting more advanced training sessions across the Commonwealth. An estimated 100 traffic safety stakeholders attended 13 no-cost training sessions since the application was developed.



EOPSS/HSD will continue to run introductory training sessions through the MPTC during FFY 2012 and also hopes to identify a cadre of advanced users who will become regional trainers of the software.

■ District Attorneys Conferences

Issue Addressed

Motor vehicle crashes are the leading cause of death among young drivers between ages 15 and 20. Young drivers lack driving experience and have difficulty scanning their environments to detect imminent hazards. Coupling alcohol with these limitations exacerbates these driving weaknesses; additionally, after drinking young drivers tend to engage in other risky driving behaviors such as speeding, running red lights, making illegal turns, and not wearing safety belts.



Dr. Aaron White, the program director of underage and college drinking prevention research at the National Institute of Alcohol, speaking at the Essex County conference

Although much progress has been made in the last two decades, alcohol-related crashes are all too common among young people. According to NHTSA, in 2008, nationwide, 31% of 15- to 20-year-olds who were killed in crashes had a blood alcohol content of .01 or higher. Drivers are also less likely to use restraints when they have been drinking. In 2008, 63% of young drivers of passenger vehicles involved in fatal crashes were unrestrained. Of the young drivers who had been drinking and were killed in crashes, 73% were unrestrained.

Accomplishments

EOPSS/HSD funded five District Attorneys offices to host underage drinking prevention conferences throughout the Commonwealth. These conferences brought together stakeholders from a variety of areas, including representatives from school sports organizations, medical professions, and law enforcement. Collectively, the conferences were attended by approximately 400 people. Attendees were able to gain in-depth knowledge on a variety of issues such as brain development, social host laws, and tools to combat underage drinking. Grantees reported successes such as forging new productive partnerships and the chance to implement policy changes.

As part of this project awardees were responsible for: creating a plan that increased



Norfolk District Attorney Michael W. Morrissette, Professor Michael Siegel, M.D., M.P.H., of the Department of Community Health Sciences at the Boston University School of Public Health; Secretary Mary Beth Heffernan from EOPSS; and The Honorable Paul C. Dawley, Regional Administrative Justice for the Administrative Office of the Trial Court

community readiness to deal with underage drinking and that changed norms regarding underage drinking; working to create an atmosphere that respects the laws and promotes community and healthy social norms; providing a forum for stakeholders to discuss perceptions of their community environment regarding social pressures, responsible decisions concerning alcohol use, and how laws are enforced; hosting a variety of workshops on topics such as the link between alcohol use and highway safety and making responsible decisions regarding alcohol use.

Due to the timing of the grant, all conferences took place towards the end of the FFY. However, since the programs ended, all five grantees have reported that underage drinking prevention activities

and strategies will continue into the foreseeable future thanks to the spark provided by the conferences.

■ Legal Challenges to the Draeger Alcotest 7110 MKIII-C BT Instrument

Issue Addressed

In Massachusetts, there were a series of legal challenges to the Draeger Alcotest 7110 MKIII-C breath test instrument used by the MSP and local law enforcement for alcohol testing across the Commonwealth. The vast majority of the legal challenges have been filed in the courts of Middlesex County, though the impact of these will undoubtedly be of

statewide concern and application. In an effort to be proactive in addressing this issue, the Middlesex District Attorney's Office (MDAO) contacted the Regional Administrative Justices for their District Courts, and in turn to the Administrative Office of the Trial Court which oversees the entire state, in an effort to consolidate cases and to stay similar cases in other counties.

Accomplishments

The MDAO took steps to apprise the judiciary of the pending cases and suggested that the administration of justice would be well served if all the cases were consolidated, or to select one case to proceed to the *Daubert/Lanigan* stage, while all others stayed pending the ultimate ruling. The Administrative Office of the Trial Court assigned a special judge to hear all the cases in a consolidated manner. In order for the MDAO to defend against this challenge on behalf of the Commonwealth, MDAO needed to secure expert testimony. The preliminary breath test (PBT) results in every case where the 7110 BT instrument is/will be used would be subject to attack and likely dismissal. All cases charged under the *per se* provision of the OUI statute were at risk of acquittal.

With funding from EOPSS/HSD, Security Innovation, a leading independent provider of technical security and quality assessment, software risk analysis, and software risk mitigation, conducted the source code review in July 2010. A final written report was submitted to MDAO, which in turn provided it to the defense attorneys involved in the case, and filed it with the court. On February 1, 2011 Judge Mark Sullivan, who had been specially assigned to the cases, issued a ruling denying the defendants' motion to exclude the results of the Alcotest 7110MKIIIIC. The judge issued his ruling based on the written motions and memoranda submitted to the court by both the Commonwealth and the defendants. The judge determined that it was not necessary to hold an evidentiary hearing on the issues raised by the defendants because the results of the breath test are expressly made admissible by statute in Massachusetts, and that none of the alleged flaws in the Alcotest's computer software source code undermine the overall reliability of the device. The defendants filed a motion for the judge to reconsider his ruling, which was denied. The defendants filed a petition with the single justice of the Supreme Judicial Court seeking further appellate review, which was also denied. The defendants could have appealed that decision, but the time frame in which they are allowed to do so expired. Nevertheless, there is always the possibility that the defendants could file a late notice of appeal. At this time, the underlying criminal cases have trial dates starting in November 2012.

■ **Motorcycle Safety Conferences**

Issue Addressed

One of the main concerns in Massachusetts is that many riders are being issued motorcycle permits, but many are not seeking licenses. When the RMV compared the FARS data on men who lived in Massachusetts who owned their motorcycle for less than

one year, 60% of those who died had no license, a motorcycle permit only, or had their motorcycle license less than one year. The RMV then analyzed the same data and analyzed the riders that only had a motorcycle permit (63) and found that 43% had multiple motorcycle permits (27). It is clear that Massachusetts needs to enforce and provide education about the law and encourage riders to take rider education courses.

Accomplishments

In December 2010, EOPSS/HSD received a cooperative agreement with NHTSA to address the issue of unlicensed/improperly licensed motorcyclist fatalities in Massachusetts.

As part of the cooperative agreement with NHTSA, EOPSS/HSD conducted two Motorcycle Safety Conferences in April. One was directed towards law enforcement and the other was directed towards motorcycle riders. Topics included crash



Motorcycle Safety Conference geared toward motorcyclists

data, licensing, motorcycle laws, operating under the influence, distinguishing between types of vehicles (mopeds, limited use vehicles, motorized scooters, etc.) and insurance. Attendees were excited to be participating in this first-of-its-kind event in Massachusetts.



A representative from the RMV explaining to law enforcement how to measure the sound levels of a motorcycle

Before the end of the project period in September 2013, EOPSS/HSD will evaluate the project. To do this, EOPSS/HSD and the RMV will review the total number of motorcyclist fatalities, the number of fatalities of riders without a valid license or permit, the number of motorcycle licenses issued, the number of students who have completed the basic and experienced rider courses and the number of citations given to riders who are not properly endorsed.

■ DDACTS Workshops

Issue Addressed

In recognition of the direct correlation between crash and crime data, EOPSS/HSD, in partnership with NHTSA and the International Association of Directors of Law Enforcement Standards and Training, hosted three DDACTS Implementation Workshops across the Commonwealth for 31 police departments during FFY 2011.

Accomplishments

Deb Piehl, Project Manager for the International Association of Directors of Law Enforcement Standards and Training, served as the lead trainer for each course and was accompanied by several other instructors from across the country, all of whom were able to share their success stories firsthand.

The three-day trainings were attended by three representatives from each department – the Chief or other high-ranking official with decision-making powers, such as a Captain, a supervisor or member of the command staff, and a crime/data analyst. The course format consisted of lectures, presentations, breakout sessions, brainstorming sessions and concluded with the presentation of a specific action plan by each participating community. EOPSS/HSD also hosted a mini-workshop for departments from across the Commonwealth to learn more about DDACTS and what is involved in the Implementation Workshops.

The goal of this nationally-recognized program is to provide officers with the necessary skills to implement this model in their respective communities, increasing public safety and reallocating limited resources and funds in a more efficient manner. The program was so well-received that EOPSS/HSD is committed to continuing the Implementation Workshops during FFY 2012 and is currently working with the MPTC to identify in-state trainers from the pool of past attendees.

■ Statewide Traffic Safety Forum

Accomplishments

EOPSS/HSD hosted the first annual Statewide Traffic Safety Forum in May 2011 for an estimated 70 attendees representing state and local law enforcement from across the Commonwealth. This one-day event featured speakers from the national and state level, including keynote speaker Mike Geraci from NHTSA Washington; Phil Weiser, Regional Administrator from NHTSA Region 1; Dan Zivkovich, Executive Director of the MPTC, and Maria Farrah Howell, NHTSA Region 1 Media Contractor.



First Statewide Traffic Safety Forum

The Forum focused on occupant protection issues and was scheduled in advance of the CIOT Mobilization and June Safety Belt Survey in order to maximize awareness of the importance of buckling up in the Commonwealth. One hundred and eighty-three municipal departments, one campus police department and the MSP participated in the May CIOT Mobilization, issuing a total of 3,513 safety belt citations.

EOPSS/HSD staff presented a series of no-cost community safety belt initiatives to attendees along with sample templates, news releases and success stories. These programs highlighted the value of combining enforcement with education and included the creation of Thank You Tickets, Safety Belt Pledge Cards, Municipal Proclamations, Community Safety Belt Presentations, School Homeroom Announcements and local Saved by the Belt stories.

In addition to the above-mentioned programs, EOPSS/HSD also provided federal grant funding to the MPTC to conduct seven TOPS Courses, which are geared towards officers to reiterate the importance of officer safety through the use of safety belts. Dan Zivkovich took the opportunity to further discuss the value of this course, among many others offered at no-cost to officers across the Commonwealth. Lastly, Maria Farrah Howell gave a brief presentation on the value of tying in a media component to all initiatives - both grant funded or otherwise - to increase the return by departments seeking to reach the largest audience within their community.

■ Student Athlete Underage Drinking Prevention Conferences

Issue Addressed

Medical and scientific studies are clear about the negative consequences of alcohol consumption on underage individuals. Regardless, many communities still face substantial difficulties in preventing underage drinking and forming unified responses. For example, youth may receive mixed and/or inconsistent messages about this topic which can cloud their decision making. Because adults play a part in children's lives and can influence their decision-making, it is imperative that adults and youth work together to prevent underage drinking and to form a united front against it.

Although much progress has been made in the last two decades, alcohol-related crashes are still all too common among young people. The number of young drivers involved in fatal crashes varies on an annual basis. According to FARS, in Massachusetts, the number of young drivers (16-20) involved in fatal crashes decreased from 169 in 2004 to 146 in 2006 - a 13.6% decline.



Sarah Panzau, Crash Survivor and Speaker in Recovery, addressing the students at the conference

Young drivers killed in fatal crashes declined from 81 to 76 between 2004 and 2006 - a 6.17% decline.

Accomplishments



Corey Scanlan addresses students at the conference to explain how drinking led to him killing two of his friends in a crash in 2002

EOPSS/HSD conducted two full-day underage drinking prevention conferences directed toward high school age student athletes, though all students were welcome and encouraged to attend. The conferences promoted a lifestyle free of alcohol and other drug use, even within a culture that reflects use of alcohol and other drugs by adolescents as the norm. Students, coaches, and administrators participated in workshops addressing the effects of alcohol on athletes, sportsmanship, highway safety, and strategies to curb underage drinking.

The first conference was held on May 11th at the Basketball Hall of Fame in Springfield and the second was held on June 1st at Gillette Stadium in Foxborough. The two conferences saw a combined 500 attendees, including students, coaches, law enforcement and other traffic safety advocates. The Basketball Hall of Fame and Gillette Stadium provided additional support to enhance the program. For example, the New England Patriots offered Patrick Pass, a six year Patriot fullback, as one of the speakers to inspire the young athletes. Additional speakers included Undersecretary Karen Wells; MSP Superintendent Colonel Marian McGovern; Sarah Panzau, Social Responsibility Speaker; Dave McGillivray, Race Director of the Boston Marathon and motivational speaker; and Ashley Weisse, a former ice skating champion previously addicted to drugs.

EOPSS/HSD received favorable responses to these conferences and will continue the program in FFY 2012.



Patrick Pass, N.E. Patriot (2000-2006) addresses the students at the conference

■ Fair and Impartial Policing (FAIP)

On March 15, 2011, at a statewide event held at UMass Boston, which was also simultaneously web cast, EOPSS/HSD launched its first “Fair and Impartial Policing” website, a series of training modules and supporting documents that are available to



Phil Weiser, NHTSA; Sheila Burgess, EOPSS/HSD; and Dan Zivkovich, MPTC at the FAIP event

the public on-line and for police departments to use as training materials and for community outreach at www.mass.gov/safety/faip These materials, in five 15 - to 20 - minute modules, cover subjects such as



unconscious bias and how it can be detrimental to law enforcement efforts; police encounters seen from the police perspective and through the eyes of people of color; traffic stop data collection and

analysis; and community interaction on the issue. The major goals of this initiative are to help promote understanding and foster dialogue between law enforcement professionals and the community and to give law enforcement professionals and members of the community new insight into the issues related to racial profiling.

In September, HSD completed the translations of the five modules into Spanish, Portuguese, Arabic, Haitian Creole, Khmer, Chinese, Cape Verdean, and Vietnamese for posting on the EOPSS website. Individual translations on DVDs are available to NHTSA, GHSA members, law enforcement and the general public upon request at no cost.



Secretary Mary Heffernan of EOPSS and other stakeholders at the FAIP event

The success of this initiative was made possible by the combined efforts of EOPSS/HSD, MPTC, MCOA, the Major City Chiefs Association and the MSP.

GHSA named the FAIP initiative as a GHSA Highway Safety Showcase. This initiative was funded by Section 1906.

■ Child Safety and Booster Seat Program

Issue Addressed

In July 2008, Massachusetts amended the CPS Law to require that all children riding in passenger motor vehicles be in a federally-approved child passenger restraint that is properly fastened and secured until they are eight years old or more than 57 inches tall. Once a child has outgrown a child seat, he or she needs to use a belt positioning booster seat until attaining the required age or inches in height. This is a primary enforcement law in Massachusetts. Following passage of this law, it was imperative to ensure that the public was informed of these changes and that CPS technicians were properly trained.

Accomplishments

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Administration and Training program in FFY 2011. The major highlights included:

- Training 38 new technicians for a total of 559 certified across the Commonwealth
- Recertifying 28 technicians
- Maintaining certification of 19 instructors
- Additional checkup events and regularly-scheduled fitting stations to EOPSS/HSD's CPS website in order to maximize distribution of child seats
- Distributed 490 child safety seats as part of the CPS Equipment Grant program through grant awards to police and fire departments and not-for-profit entities

Distribution of Child Restraints

In addition, programming and systems have been enhanced to offer a higher level of service. New strategies and programs emerged to address diversity and partnership development. The CPS Administration and Training grantee conducted trainings and answered questions about the CPS program but did not purchase child safety seats for distribution at checkup events. Instead, the 2011 CPS Equipment Grant allowed recipients

Free Car Seat Check-Up Event



Saturday
Sept. 24th, 2011
10am - 2pm

Certified technicians will be on hand to check your child's seat for proper installation and to offer advice on damaged or recalled seats.

Roxbury Community College
1234 Columbus Ave.
Parking Lot # 2, Roxbury MA

For More Info: Contact Aisha 781-706-2178



to purchase and distribute car seats to low income and needy populations. Each 2011 CPS Equipment grantee had to have at least one CPS technician on staff and commit to two checkup events or have a regularly scheduled fitting station during the grant period. The ensuing checkup event and fitting station schedule targeted priority areas, including those with underserved populations and those areas that had not previously hosted an event. As of September 2011, 490 child safety seats had been distributed through the CPS Equipment grant, which drew praise from communities.

The CPS program currently has 559 certified CPS technicians. The majority of these technicians are English speaking Caucasians. The lack of diversity and bilingual skills of the technicians has resulted in less interaction with the targeted populations. The CPS program determined that the following populations require special outreach efforts:

- Hispanic/Latino
- Southeast Asian
- Other non-English speaking individuals
- African American
- Low income

Enforcement of Child Restraint Laws

The three EOPSS/HSD-funded traffic enforcement mobilizations conducted in FFY 2011 addressed occupant protection for all passengers, including children. In FFY 2011, 197 local police departments and one campus police department participated in all three mobilizations, and the MSP participated in the first two of the FFY. During mobilization events, enforcement resulted in the issuance of 389 child safety seat violations. The following municipal and campus police departments participated in these mobilizations:

Abington	Dudley	Melrose	South Hadley
Acushnet	Duxbury	Middleton	Southborough
Adams	East Bridgewater	Milford	Southbridge
Amesbury	East Brookfield	Millville	Spencer
Amherst	East Longmeadow	Milton	Springfield
Andover	Eastham	Monson	Sterling
Arlington	Erving	Montague	Stockbridge
Ashburnham	Essex	Natick	Stoneham
Ashfield	Everett	Needham	Stoughton
Attleboro	Fairhaven	New Bedford	Sturbridge
Auburn	Fall River	Newburyport	Sunderland
Ayer	Falmouth	Newton	Sutton
Barnstable	Fitchburg	Norfolk	Swampscott
Barre	Franklin	North Attleboro	Swansea
Becket	Gardner	North Brookfield	Taunton

Bedford	Georgetown	Northampton	Tewksbury
Belchertown	Goshen	Northbridge	Topsfield
Belmont	Grafton	Northfield	Truro
Bernardston	Granby	Norton	Tyngsboro
Beverly	Granville	Norwell	Tyringham
Billerica	Great Barrington	Oak Bluffs	Upton
Blackstone	Greenfield	Orleans	Uxbridge
Blandford	Groton	Palmer	Wakefield
Boston	Groveland	Paxton	Walpole
Boxford	Hadley	Peabody	Waltham
Braintree	Halifax	Pelham	Wareham
Bridgewater	Hamilton	Pittsfield	Watertown
Brockton	Hampden	Plympton	Wayland
Brookline	Hanover	Princeton	Webster
Buckland	Haverhill	Provincetown	Wellesley
Burlington	Hingham	Quincy	Wellfleet
Cambridge	Holbrook	Randolph	Wenham
Canton	Holliston	Reading	West Boylston
Carlisle	Holyoke	Rehoboth	West Bridgewater
Carver	Hopkinton	Revere	West Brookfield
Charlton	Hull	Rochester	West Newbury
Chelmsford	Lakeville	Rockland	Westborough
Chelsea	Leicester	Royalston	Westfield
Chesterfield	Lenox	Rutland	Westford
Chilmark	Lexington	Salem	Westport
Cohasset	Leyden	Salem State College	Westwood
Colrain	Lincoln	Salisbury	Williamsburg
Concord	Littleton	Seekonk	Williamstown
Cummington	Longmeadow	Sharon	Wilmington
Danvers	Lowell	Sherborn	Winchendon
Dartmouth	Lunenburg	Shrewsbury	Winthrop
Dedham	Lynn	Shutesbury	Woburn
Deerfield	Mansfield	Somerset	Worcester
Dennis	Marlborough	Somerville	Yarmouth
Douglas	Marshfield		

Approximately 56% of the cities/town in Massachusetts participated in EOPSS/HSD grant-funded mobilizations.

EOPSS/HSD also distributed CPS handcards aimed at providing parents and caregivers with information on how to safely transport their children in compliance with the CPS law. The hand cards were redesigned to include additional ADA compliance text and were translated into Chinese, Spanish, and Portuguese. The handcards were updated during FFY 2011 to incorporate the new NHTSA and AAP Guidelines and will be disseminated in early FFY 2012.

Training CPS Professionals

The CPS Program uses the NHTSA standardized curriculum for instructors and technicians which is reviewed by the National Child Passenger Safety Board.

In FFY 2011, the EOPSS/HSD CPS Program trained 38 new technicians, recertified 28 technicians and actively involved instructors in checkup events and trainings. The recertification rate for the first six months of the project was 51.8%, slightly lower than the national rate of 53.1%. The rate at the close of the FFY had increased to 56.3%, a full point above the national average of 55.1%.

Training courses were held throughout the year and EOPSS/HSD made a concerted effort to bring these trainings to as many different communities within the Commonwealth as possible.

Educating the Public on CPS

The 2011 CPS Equipment Grant required grantees to participate in at least two checkup events, whether they organized or attended, during the course of the grant contract. As a result, grantees went above and beyond all expectations and participated in 54 checkup events between May 1st and September 30th. Based on feedback from grantees, the fitting stations and checkup events led to CPS technicians checking over 1,500 car seats and properly install nearly 1,400. As a result of the car seat checks, grantees distributed 490 car seats, purchased with FFY 2011 CPS Equipment Grant funds, to replace defective or outdated seats. Car seat recipients came from 73 different towns and cities throughout the Commonwealth.



Quincy Police Department provides a car seat to a family

Regional Checkup Clinics by 2011 CPS Grantees

Month	Date	Location	Town	Grantee Involved
May	1	Unknown	Westford	Saving Lives Inc.
	7	Unknown	Taunton	Unknown
	10	Brookline Municipal Service Center	Brookline	Brookline PD
	18	Unknown	Worcester	Unknown
	25	Brookline Municipal Service Center	Brookline	Brookline PD
June	2	Second Baptist Church	South Hadley	Safe Kids Western MA
	8	Brookline Municipal Service Center	Brookline	Melrose PD
	11	Brookline Municipal Service Center	Brookline	Brookline PD
	11	Walgreens - Lakeville	Lakeville	Lakeville PD
	13	Raymond Sullivan Safety Complex	Springfield	Safe Kids Western MA

	18	Walmart	Quincy	Quincy PD
	25	Brookline Municipal Service Center	Brookline	Brookline PD
	25	Unknown	Hadley	Unknown
	25	Chinatown	Boston	Urban Public Safety
July	1	Unknown	Brockton	Saving Lives Inc.
	16	Brookline Municipal Service Center	Brookline	Brookline PD
	16	Amherst PD	Amherst	Amherst PD
	18	Amherst Survival Center	Amherst	Amherst PD
	23	Brookline Municipal Service Center	Brookline	Brookline PD
	23	Bank of America	Weymouth	Children's Hospital
	29	Children's Hospital - Waltham	Waltham	Children's Hospital
Aug	5	Unknown	Boston	Saving Lives Inc.
	11	Unknown	Townsend	Saving Lives Inc.
	12	Brookline Municipal Service Center	Brookline	Brookline PD
	12	Stop n Shop - Jamaica Plain	Boston	Children's Hospital
	15	Unknown	Amherst	Unknown
	15	Unknown	Lowell	Saving Lives Inc.
	25	Unknown	Lowell	Saving Lives Inc.
	25	Brookline Municipal Service Center	Brookline	Brookline PD
	25	Unknown	Boston	Saving Lives Inc.
	29	Unknown	Lowell	Saving Lives Inc.
	31	Unknown	Amherst	Unknown
	31	Martha Eliot Health Center	Boston	Children's Hospital
Sept	1	Unknown	Amherst	Unknown
	2	Unknown	Amherst	Unknown
	10	Roxbury Community College	Boston	Urban Public Safety
	10	Brookline Municipal Service Center	Brookline	Brookline PD
	10	Unknown	Hyannis	Unknown
	17	Unknown	Hyannis	Unknown
	18	Brooklawn Park	New Bedford	New Bedford PD
	18	Marrymount Park - Pageant Field	Quincy	Quincy PD
	21	Unknown	Lowell	Saving Lives Inc.
	21	Brookline Municipal Service Center	Brookline	Brookline PD
	21	Unknown	Boston	Saving Lives Inc.
	21	Children's Hospital - North Shore	Peabody	Children's Hospital
	23	Unknown	Mansfield	Unknown
	23	Unknown	South Hadley	Unknown
	24	Unknown	Worcester	Unknown
	24	Unknown	Boston	Unknown
	24	Unknown	Chicopee	Unknown
	24	Unknown	Westford	Saving Lives Inc.

25	Brooklawn Park	New Bedford	New Bedford PD
30	Brookline Municipal Service Center	Brookline	Brookline PD
30	Unknown	Boston	Saving Lives Inc.

Fitting Stations/Appointments/Walk-in by 2011 CPS Grantees

Amherst PD	Every 3 rd Saturday of the month, 3:00 p.m. to 6:00 p.m.
Cape Cod Council (A Baby Center)	Every Monday 5:00 p.m. -7:00 p.m. and Wednesday 12:00 p.m. - 2:00 p.m. in Hyannis
Children's Hospital	Every Friday 11:00 a.m. - 1:00 p.m. in Boston
Mansfield PD	Everyday by appointment
Melrose PD	Everyday by appointment
Northampton FD	Every Wednesday 9:00 a.m. - 1:00 p.m.
Safe Kids of Western Mass/Baystate Health Ambulance Services	Every Thursday 9:00 a.m. - 5:00 p.m. at Baystate Health
UMass Medical (Worcester)	Every 1 st and 3 rd Thursday of month 9:00 a.m. - 3:00 p.m.

The following provides an overview of the types of programs and support available through EOPSS/HSD and the MPTC during FFY 2011. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/HSD staff responded to 179 inquiries to the toll-free CPS hotline
- Developed a calendar on CPS week activities in September and shared information with NHTSA
- Reviewed community outreach material
- Recommended changes to the current iteration of the CPS Informational hand card
- Updated technicians on industry changes via the Annual CPS Conference and email notification, as necessary
- Answered technical questions regarding installations and the law

- Responded to inquiries regarding the availability of seats, the location of technicians, product recalls and related information
- Secured training sites
- Solicited breakout session topics from currently certified technicians and instructors via email in advance of the annual conference
- Hosted the annual CPS conference for an estimated 230 attendees
- Updated the technician class waiting list
- Provided technical assistance by sending the Statewide CPS Coordinator to the National Lifesavers Conference workshops on CPS
- Assisted communities, non-profit agencies and other entities by reviewing seats to be ordered as part of the equipment grant
- Acknowledged emails and program inquiries about upcoming training dates
- Responded to telephone calls and emails for technical assistance from grant recipients
- Assisted technicians with fulfilling CEU requirements

Financial Summary/ Distribution of Funds

The EOPSS/HSD financial summary is provided on the following page.

Table 4. 2011 Financial Summary*

	402	405	410	408	2010	1906	403	164	154	2011	DOJ/EUDL	Total	% of Total
P&A	\$78,844		\$11,223					\$6,445	\$8,184		\$18,854	\$123,550	1.7%
Traffic Records	\$324,146			\$865,225			\$82,330					\$1,271,701	17.1%
Impaired Driving	\$689,070		\$1,336,690					\$215,987	\$143,440		\$419,141	\$2,804,328	37.8%
Occupant Protection	\$584,778	\$232,882								\$184,968		\$1,002,628	13.5%
Pedestrians/Bicycles	\$183,114											\$183,114	2.5%
Speed	\$7,163											\$7,163	0.1%
Paid Media		\$47,135	\$110,148									\$157,283	2.1%
Motorcycles	\$6,217				\$185,087		\$14,860					\$206,164	2.8%
Police Traffic Services	\$766,837					\$272,757						\$1,039,594	14.0%
EMS	\$0											\$0	0.0%
Roadway Safety	\$0							\$627,258				\$627,258	8.5%
Total	\$2,640,169	\$280,017	\$1,458,061	\$865,225	\$185,087	\$272,757	\$97,190	\$849,690	\$151,624	\$184,968	\$437,995	\$7,422,783	100.000%

* As of December 9, 2011

Figure 14. 2011 Financial Summary

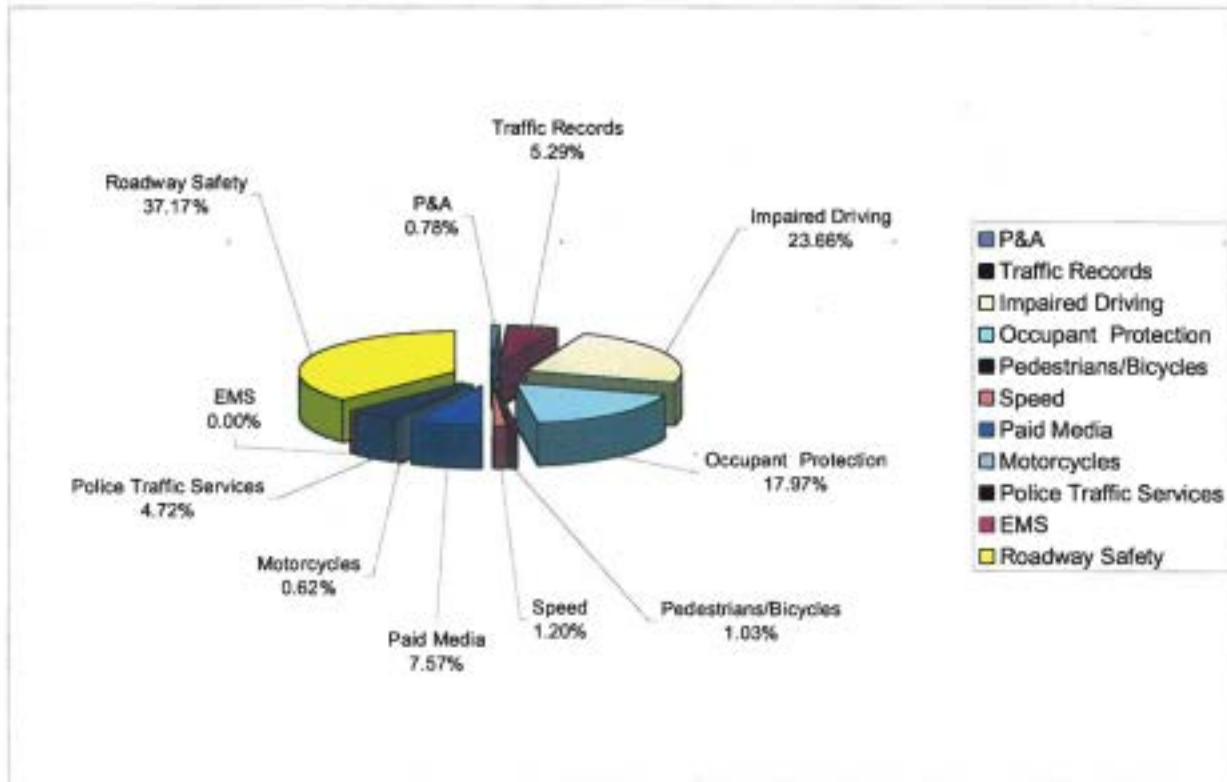


Table 5. 2011 Estimated Carry Forward Funds*

Section 402 - NHTSA	\$2,907,000
Section 405 - OP SAFETEA-LU	\$789,000
Section 408 - DATA PROGRAM	\$914,000
Section 410 - ALCOHOL SAFETEA-LU	\$3,402,000
Section 2010 - MOTORCYCLE SAFETY	\$143,000
Section 2011 - CHILD SEATS	\$834,000
Section 1906 - PROHIBIT RACIAL PROFILING	\$34,000
Section 164 - TRANSFER FUNDS - ALCOHOL	\$161,000
Section 164 - TRANSFER FUNDS - HAZARD ELIMINATION	\$2,728,000
Section 154 - TRANSFER FUNDS - ALCOHOL	\$434,000
Section 154 - TRANSFER FUNDS - HAZARD ELIMINATION	\$1,445
Total	\$12,347,445

*As of December 9, 2011

Acronym Glossary

Advanced Roadside Impaired Driving Enforcement (ARIDE)
Alcoholic Beverage Control Commission (ABCC)
Automated License and Registration System (ALARS)
Automated License Plate Readers (ALPR)
Blood Alcohol Concentration (BAC)
Breath Test (BT)
Brief Alcohol Screening and Intervention for College Students (BASICS)
Child Passenger Safety (CPS)
Click It or Ticket (CIOT)
Data-Driven Approaches to Crime and Traffic Safety (DDACTS)
Department of Public Health (DPH)
Drug Impairment Training for Educational Professionals (DITEP)
Drug Recognition Experts (DRE)
Drunk Driving, Over the Limit, Under Arrest. (DDOLUA)
Enforcement of Underage Drinking Laws (EUDL)
Executive Office of Public Safety and Security (EOPSS)
Fair and Impartial Policing (FAIP)
Federal Fiscal Year (FFY)
Ford Driving Skills for Life (FDSFL)
Gross Rating Points (GRP)
Highway Safety Division (HSD)
International Association of Chief of Police (IACP)
Junior Operator License (JOL)
Law Enforcement Liaison (LEL)
Massachusetts Chiefs of Police Association (MCOPA)
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)
Massachusetts Fire Incident Reporting System (MFIRS)
Massachusetts Law Enforcement Challenge (MLEC)

Massachusetts Rider Education Program (MREP)
Massachusetts Safety Officers League (MSOL)
Massachusetts State Police (MSP)
Massachusetts Traffic Records Analysis Center (MassTRAC)
Merit Rating Board (MRB)
Middlesex District Attorney's Office (MDAO)
Motorcycle Safety Foundation (MSF)
Municipal Police Training Committee (MPTC)
Preliminary breath test (PBT)
National Highway Traffic Safety Administration (NHTSA)
Office of Alcohol Testing (OAT)
Office of Grants and Research (OGR)
Prevent Injuries Now! Network (PINN)
Registry of Motor Vehicles (RMV)
Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)
Standardized Field Sobriety Testing (SFST)
Strategic Highway Safety Plan (SHSP)
Substance Abuse Prevention (SAP)
Traffic Occupant Protection Strategies (TOPS)
Traffic Records Coordinating Committee (TRCC)
Traffic Safety Institute (TSI)
Traffic Safety Resource Prosecutor (TSRP)
Vehicle Miles Traveled (VMT)