

# Massachusetts FFY 2009 Highway Safety Annual Report



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## 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 reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We continue to base our work on the concept that any death or injury on our roadways is one too many and that traffic crashes are preventable.

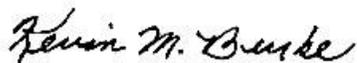
I am pleased to submit this Federal Fiscal Year (FFY) 2009 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements with the National Highway Traffic Safety Administration (NHTSA). The report highlights many accomplishments of the EOPSS and its highway safety partners.

I thank the staff of the EOPSS/HSD, located within the EOPSS's Office of Grants and Research, for their efforts in FFY 2009 and in particular for the development of this report:

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The EOPSS/HSD conducted extensive outreach to its safety partners in 2009. EOPSS/HSD hosted five listening sessions with more than 150 stakeholders as well as a full-day forum with over 50 representatives from local police departments to discuss emerging trends in roadway safety and identify opportunities for additional partnerships.

In the past year, the Commonwealth made some significant gains toward improving safety. Based on preliminary 2008 crash data, total fatalities decreased by 16 percent and alcohol impaired fatalities dropped by nearly 20 percent from 2007. The Commonwealth also achieved a significant milestone by increasing the statewide seat belt usage rate from 67 percent in 2008 to 74 percent in 2009 – the highest usage rate ever recorded in the Commonwealth. Also in 2009, the EOPSS/HSD quickly mobilized to help communicate changes associated with the new *Slow Down Move Over Law*. In 2009, the EOPSS/HSD prepared for and hosted a NHTSA sponsored Traffic Records Assessment. The report documented many of the challenges facing the Traffic Records Coordinating Committee (TRCC) and provided guidance on how to move forward. The EOPSS/HSD along with the EOPSS Criminal History Systems Board (CHSB) developed a Statewide E-Citation and Traffic Records Business Plan to lay the framework for advancing toward an integrated statewide system.



Kevin M. Burke, Massachusetts Secretary of Public Safety and Security and Governor's Highway Safety Representative



# Table of Contents

|   |           |
|---|-----------|
| <b>Executive Summary .....</b>                                | <b>1</b>  |
| Federal Fiscal Year (FFY) 2009 Accomplishments .....          | 1         |
| FFY 2009 Challenges .....                                     | 4         |
| <b>Occupant Protection .....</b>                              | <b>5</b>  |
| <b>Impaired Driving .....</b>                                 | <b>13</b> |
| <b>Speeding and Aggressive Driving.....</b>                   | <b>19</b> |
| <b>Higher-Risk Transportation System Users.....</b>           | <b>23</b> |
| <b>Police Training and Support.....</b>                       | <b>27</b> |
| <b>Traffic Records.....</b>                                   | <b>31</b> |
| <b>Paid and Earned Media.....</b>                             | <b>35</b> |
| <b>Performance Data.....</b>                                  | <b>44</b> |
| Crash Summary .....   | 44        |
| <b>Noteworthy Accomplishments/Project Highlights .....</b>    | <b>59</b> |
| Click It or Ticket Next Generation .....                      | 59        |
| College Demonstration Project.....                            | 60        |
| Underage Drinking Prevention Conferences .....                | 61        |
| Safe Prom and Graduation Video Contest.....                   | 63        |
| Rollout of New <i>Slow Down Move Over</i> Law.....            | 64        |
| Massachusetts Traffic Records Analysis Center (MassTRAC)..... | 65        |
| Child Safety and Child Booster Seat Program .....             | 66        |
| <b>Financial Summary/Distribution of Funds.....</b>           | <b>71</b> |

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# List of Tables

|   |    |
|---|----|
| 1. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions..... | 41 |
| 2. Massachusetts Crash Data Trends 1999 to 2009.....                                      | 45 |
| 3. Additional Massachusetts Crash Data Trends 2002 to 2008 .....                          | 58 |
| 4. 2009 Financial Summary .....   | 72 |
| 5. 2009 Estimated Carry Forward Funds .....   | 73 |

# List of Figures

|  |    |
|--|----|
| 1. Massachusetts Seat Belt Use Rate Compared to the U.S. Average .....                   | 6  |
| 2. Number of Fatalities.....   | 46 |
| 3. Fatality Rate/100 Million VMT.....  | 47 |
| 4. Number of Serious Injuries.....   | 48 |
| 5. Number of Fatalities Involving Driver or Motorcycle Operator with .08 BAC.....        | 49 |
| 6. BAC 0.08+ Driver Fatalities as 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. 2009 Financial Summary .....   | 73 |



# Executive Summary

## n Federal Fiscal Year (FFY) 2009 Accomplishments

- According to preliminary statistics from the NHTSA, Massachusetts fatalities dropped 16 percent from 434 in 2007 to 363 in 2008; serious injuries decreased by 10 percent; the number of unrestrained passenger vehicle occupant fatalities decreased by 19 percent; motorcycle fatalities dropped by 32 percent; and alcohol impaired fatalities dropped 20 percent from 155 in 2007 to 124 in 2008.<sup>1</sup>
- The EOPSS/HSD's June 2009 statewide safety belt observation survey showed there was a seven percentage point increase in safety belt use in Massachusetts from 67 percent in 2008 to 74 percent. This is the highest seat belt use rate ever reported for the Commonwealth.
- In the fourth year of the Federal multiyear transportation funding bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), the EOPSS successfully applied to NHTSA for \$7,862,473 in new highway safety grant funding under Sections 402 (general highway safety), 154 (transfer), 405 (occupant protection), 408 (traffic records), 410 (impaired driving), 2010 (motorcycle safety), and 2011 (booster seats) for FFY 2009. The EOPSS also applied for and received \$360,000 from the U.S. Department of Justice (underage drinking prevention) in FFY 2009.
- The EOPSS/HSD helped to implement the *Slow Down Move Over Law* that went into effect in March 2009. The *Slow Down Move Over Law* requires drivers approaching a stationary emergency or maintenance vehicle with flashing lights to move to the next adjacent lane if it is safe to do so, and, barring that, to reduce their speed.
- In 2008 and 2009, several safety advocates made a concerted effort to encourage the legislature to enact a primary safety belt bill. Legislation was introduced by Senator Jehlen. The EOPSS/HSD and Massachusetts Highway Department (MassHighway) developed a detailed report summarizing the literature on the benefits of primary enforcement and highlighting the Commonwealth's opportunity to receive \$13.6 million in grant funding from the Federal Highway Administration (FHWA). The NHTSA Regional Office also participated by briefing the legislature on the issue and

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<sup>1</sup> NHTSA, *Traffic Safety Facts, Crash Stats, DOT HS 811 172, 2008 Traffic Safety Annual Assessment – Highlights, June 2009*. Note: data for calendar year 2009 is not available at this time; and data reported for 2008 is preliminary data from the Crash Data System (CDS).

providing detailed statistics on the number of lives that could be saved and injuries prevented and overall cost savings to the Commonwealth. The legislation was dropped from the budget and stalled in a legislative committee.

- In FFY 2009, the EOPSS/HSD prepared for and hosted a NHTSA-sponsored Traffic Records Assessment. The Assessment was conducted in March 2009. A number of members of the traffic safety community contributed to the Assessment through their response to surveys and participation in interviews with the expert traffic records panel. The Traffic Records Assessment Report documented many of the challenges facing the Traffic Records Coordinating Committee (TRCC) and provided guidance on how to move forward. The EOPSS/HSD along with the EOPSS/CHSB developed a Statewide E-Citation and Traffic Records Business Plan to lay the framework for advancing toward an integrated statewide system.
- During spring 2009, the EOPSS/HSD along with government and corporate partners conducted a Safe Prom and Graduation Campaign. The centerpiece of the initiative was a contest for high school students to submit 30-second videos with messages of safe driving, seat belt use, dangers of drag racing, and avoidance of alcohol and other drugs. Video submissions were available for viewing on-line and the winning video from Burncoat High School in Worcester was highlighted at two public events.
- The EOPSS/HSD hired two new program coordinators and a senior program manager in August 2009. These new employees will help EOPSS/HSD to broaden its outreach into the community and expand on services. The new senior program manager will help divide management of staff and programs more evenly across the management team, providing a resource that has been lacking for over a year.
- EOPSS/HSD continued to serve on the Executive Leadership Committee of the MassHighway-led Massachusetts Strategic Highway Safety Plan (SHSP) effort.
- The Division worked with a growing number of Federal, state, and local partners to continue its successful statewide series of *Click It or Ticket (CIOT)*, *Drunk Driving. Over the Limit. Under Arrest. (DDOLUA)* and *Road Respect (RR)* Mobilizations. The EOPSS/HSD awarded traffic enforcement grants to 249, or 67 percent of 371 municipal and campus police departments to support their participation in these mobilizations.
- The EOPSS/HSD conducted extensive outreach to its safety partners in 2009. From March through June, the EOPSS/HSD conducted numerous stakeholder outreach and listening sessions around the Commonwealth. More than 155 stakeholders attended these sessions, including representatives from 123 law enforcement agencies. The purpose of these sessions was to present the most recent crash and mobilization data, discuss current issues, and obtain feedback from stakeholders on their communities' greatest needs and challenges. The sessions also focused on addressing grant reporting issues and encouraging increased enforcement of the Commonwealth's safety belt law.
- The EOPSS/HSD and its partners continued to implement key suggestions from the 2005 NHTSA Impaired Driving Assessment.

- The Division participated in a NHTSA Occupant Protection Special Management Review spanning 2007 through 2009. This review included a status report on the 2007 NHTSA Occupant Protection Assessment. NHTSA's initial comments indicated "no findings." The Division awaits NHTSA recommendations.
- To recognize traffic safety accomplishments of state and local police, the Division conducted its annual Massachusetts Law Enforcement Challenge (MLEC) in cooperation with the Massachusetts Chiefs of Police Association (MCOPA). Sixteen communities and the Massachusetts State Police (MSP) were recognized at a ceremony in June 2009, along with the winners of the EOPSS Prom Shorts Video Contest. EOPSS/HSD secured prizes valued at over \$24,000 from vendors.
- The Division awarded Section 1906 (Racial Profiling) funds to conduct two statewide benchmark studies of traffic stops for evidence of disparate treatment based on race and gender and a series of chief and supervisor trainings on traffic stop data collection practices.
- The Commonwealth demonstrated progress in advancing the integration of the Massachusetts' Crash Data System (CDS). The average time span between crash incident and the entry of the crash data into Massachusetts' CDS for nonpilot test local police departments decreased from **52.59 days** in 2008 to **16.14 days** in 2009. It was determined by the NHTSA that this achievement of improved timeliness of the CDS satisfied the requirement for demonstrating measurable progress, making the Commonwealth eligible for a subsequent year of Section 408 funding (\$500,000).
- In 2009, EOPSS/HSD retained the services of its Traffic Records Contractor to develop a traffic records portal which allows users to query and filter crash and citation data, map crash locations, run tabulations, develop graphs, and develop data reports. This marks a significant accomplishment to equip the EOPSS/HSD staff with the data they need to make informed decisions about problem identification, countermeasure selection, and program evaluation.
- EOPSS/HSD received an Emmy for Outstanding Community/Public Service Single Spot for "the Price," a 2008 public service announcement dealing with the consequences of non seat belt use. The award was presented at the 32<sup>nd</sup> Annual Boston/New England Emmy award ceremony in 2009.
- EOPSS/HSD staff attended professional development courses offered by NHTSA and the Transportation Safety Institute, including Motorcycle 101 Training and Occupant Protection. Staff also attended multiple conferences and meetings: the 2009 Underage Drinking Enforcement Training Center National Leadership Conference, 2009 National Lifesavers Conference, Alcohol Responsibility Conference, the National Governors Highway Safety Association Annual Meeting, Biregional Motorcycle Safety



Forum, Biregional All-Inclusive Data Group Exchange, and the State and Territorial Injury Prevention Director's Association Pedestrian Injury State Workshop.

- In FFY 2008, EOPSS/HSD created and received state approval to establish a highway safety trust fund which will enable EOPSS to solicit and receive funds from traditional and nontraditional partners in FFY 2009. Initial steps were taken to develop project timelines and deliverables.
- EOPSS/HSD provided funds for interpretation, translation and specialized printing services for those in need of accommodations relative to the Americans With Disabilities Act (ADA). Programmatic, organizational and procedural improvements were made to alert the public to the availability of such accommodations.
- EOPSS/HSD provided funds allocated by the U.S. Department of Transportation to the Executive Office of Transportation and Public Works/MassHighway for statewide hazard elimination and safety improvement projects. EOPSS/HSD continued to monitor spending patterns of these funds.

## **n FFY 2009 Challenges**

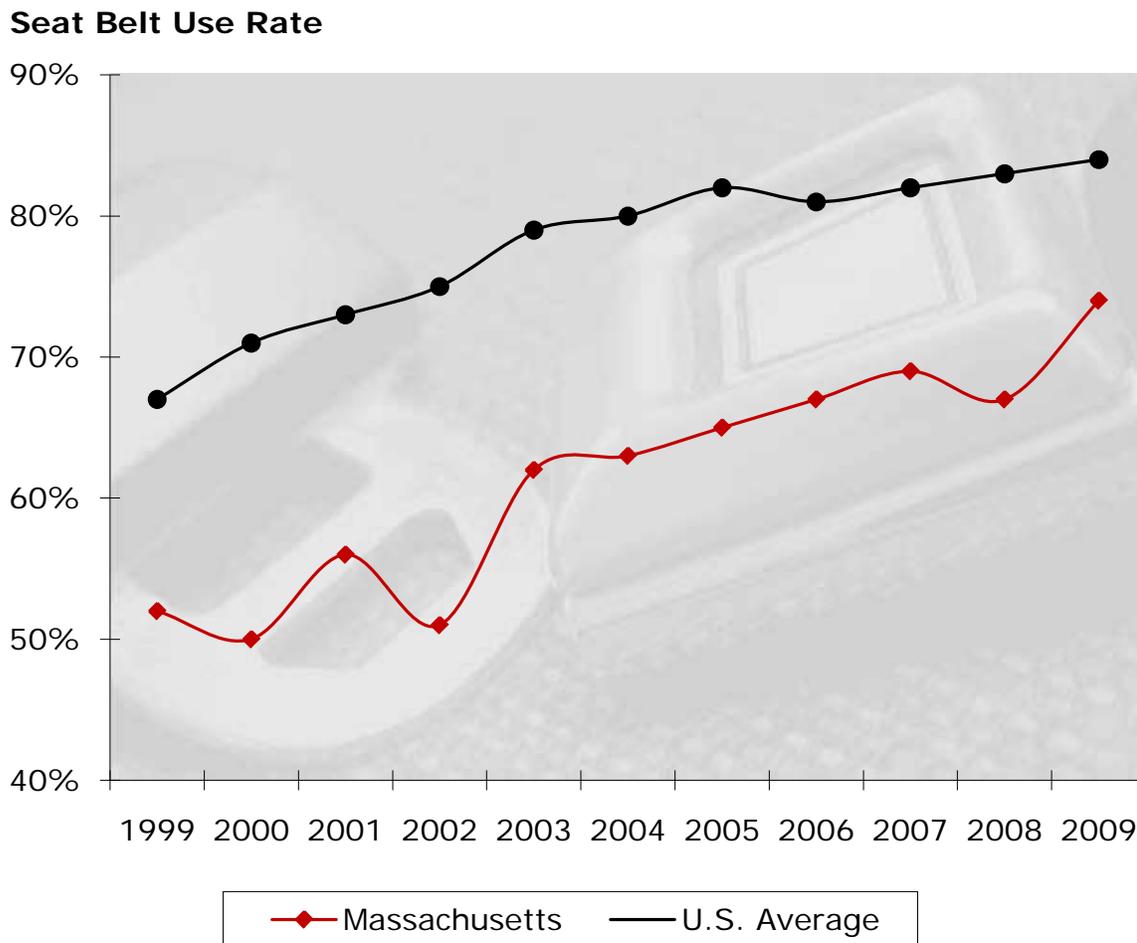
- Pedestrian fatalities increased 13.6 percent from 66 in 2007 to 75 in 2008.
- The number of seat belt citations issued during grant-funded enforcement activities decreased 45.6 percent from 2007 to 2008; and the number of speeding-related citations issued during grant-funded enforcement activities decreased by 33 percent in 2008.
- Despite significant efforts to educate the legislature on the health and financial benefits of a primary seat belt law, the Massachusetts Legislature did not enact such legislation.
- In 2009, the Office of Grants and Research (OGR) and HSD were impacted by state budget cuts which resulted in up to six days of unpaid furlough for senior management.

# Occupant Protection

Occupant protection relates to the use of safety belts, booster seats, and child safety seats by motor vehicle drivers and passengers. Massachusetts has historically had one of the lowest statewide safety belt use rates in the country. In FFY 2003, the application of NHTSA's *Click It or Ticket* (CIOT) model enabled Massachusetts to increase its safety belt use from 51 percent to 62 percent. Since then, there had been a steady increase in safety belt use until 2008 when the belt use rate dropped to 67 percent. In 2009 the annual seat belt use observation survey showed a seven percentage point increase to 74 percent. This is the highest seat belt use rate ever reported by the Commonwealth.

The NHTSA estimated that there would be a 13 percent increase in safety belt use in Massachusetts in the first year after the adoption of a primary safety belt law, annually saving 27 lives, preventing 1,032 serious injuries, and saving \$260 million in economic costs. Despite efforts of EOPSS/HSD, other state agencies, and many safety advocates, primary legislation was not enacted in 2009. Consequently, the effort to increase safety belt use will continue to be a major program area for the EOPSS/HSD.

**Figure 1. Massachusetts Seat Belt Use Rate Compared to the U.S. Average**



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

*The occupant protection goal of the 2009 Highway Safety Plan was to increase the statewide safety belt use rate from the 2008 rate of 67 percent to 70 percent by 2009.*

**Goal**

- Increase the statewide safety belt use rate from the 2008 rate of 67 percent to 70 percent by 2009. Achieved this goal: the seat belt usage rate in 2009 was 74 percent.

## Program Accomplishments

- Reduced unrestrained passenger vehicle occupant fatalities from 148 in 2007 to 120 unrestrained fatalities in 2008.<sup>2</sup>
- Reduction in the percent of unrestrained vehicle occupant fatalities from 34 percent in 2007 to 33 percent in 2008.



CIOT press event in May 2009.

## Program Performance Measures

- Increase number of local police and campus police department enforcement grants during CIOT Mobilizations from 245 in FFY 2008 to 275 in FFY 2009. Two hundred and forty-nine municipal and campus police departments and the MSP participated in CIOT Mobilizations.
- Conduct a Child Passenger Safety (CPS) Conference for up to 500 attendees in FFY 2009. There were over 250 attendees.
- Increase number of CPS equipment grants awarded to a minimum of 100 in FFY 2009. Sixty-seven CPS equipment grant awards were distributed in 2009.
- Maintain approximately 600 CPS technicians in Massachusetts in FFY 2009. Massachusetts has nearly 700 certified CPS technicians.
- Expand on the Teen Safe Driving Program with the Department of Public Health (DPH) and Registry of Motor Vehicles (RMV). In FFY 2009, DPH expressed interest in working together on the program, but their inability to hire a program coordinator again caused the program to be put on hold.
- Conduct Older Driver Summit with state agencies and traffic safety partners. The summit was put on hold because the University of Massachusetts Boston conducted a similar event in September 2008.
- Implement Grammar/Middle School Traffic Safety Pilot Program. In FFY 2009, year one of the two-year program, the focus of the program was on development. The program will be implemented in FFY 2010.
- Implement Hispanic Community Traffic Safety Pilot Program. This program was put on hold pending the development of materials from the Grammar/Middle School Traffic Safety Pilot Program.

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<sup>2</sup> Note: All 2008 CDS data is preliminary at the time of reporting.

### ***Click It or Ticket Mobilizations***

The MSP received funding to participate in three EOPSS/HSD-sponsored CIOT Mobilizations in November 2008, May-June 2009, and July 2009. More than 249 local police departments received funding to participate in the November 2008, May-June 2009, and July 2009 CIOT Mobilizations. The mobilizations resulted in:

|   | <b>State Police</b> | <b>Local Police</b> |
|---|---------------------|---------------------|
| Enforcement (hours)                         | 5,531               | 18,368              |
| Traffic Stops                               | -                   | 54,973              |
| OUI Arrests                                 | 18                  | 68                  |
| Speeding and Other Moving Violations Issued | 5,316               | 9,394               |
| Safety Belt Violations Issued               | 2,868               | 10,325              |
| Child Safety Seat Violations Issued         | 249                 | 364                 |
| Warnings Issued                             | 2,553               | 12,783              |
| Related Enforcement Actions                 | 2,863               | 9,148               |

The MassHighway and the Massachusetts Turnpike Authority (MassPike) lent support to the CIOT Mobilizations by displaying supportive messages on their 16 fixed and 80 portable variable message boards located throughout the Commonwealth and attached large vinyl safety belt decals on their trucks and large vehicles. This effort helped spread the mobilization messages to hundreds of thousands of motorists.

In September 2008, the EOPSS/HSD entered into the two-year CIOT *Next Generation* Cooperative Agreement with NHTSA. In FFY 2009, the EOPSS/HSD increased the number of CIOT Mobilizations from two to three. HSD completed three CIOT Mobilizations, two of which had support from this Cooperative Agreement (May-June and July).

On a voluntary basis, numerous local police departments conducted designated “best practices” safety belt educational initiatives with EOPSS/HSD support. Departments developed partnerships with high schools, businesses, media outlets, public health, and medical organizations to increase safety belt use.

Throughout FFY 2009, and in particular during the CIOT Mobilizations, the MSP used its EOPSS/HSD-funded Roll-Over Simulator at 18 traffic safety events to teach thousands of people about the benefits of safe driving and the importance of buckling up all vehicle occupants. Approximately 3,500 observers viewed the educational presentations.

Many police departments continued to promote the CIOT Mobilizations using EOPSS/HSD-produced vinyl cruiser window signs that were first introduced in FFY 2006.



*CIOT window sign on police cruiser.*

### ***Additional Accomplishments***

- During the series of six occupant protection, impaired driving, and speed/aggressive driving mobilizations, local police departments enhanced these mobilizations by providing \$970,439.16 in documented in-kind match for traffic enforcement and highway safety activities.
- EOPSS/HSD successfully incorporated the messaging of the CIOT *Next Generation* grant and added an extra one week CIOT blitz in July.
- At the encouragement of EOPSS/HSD, the MSP and 107 local departments adopted and implemented zero-tolerance policies for belt violations in their jurisdictions. This will be expanded in FFY 2010.
- The EOPSS/HSD worked with representatives from the NHTSA Region 1 office and NHTSA Headquarters to conduct a Special Management Review (SMR) of the Massachusetts Occupant Protection program. Occupant Protection stakeholders from across the Commonwealth were interviewed by the SMR team to help determine the strengths and weaknesses of the program.
- Mothers Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD) launched a statewide safety belt use contest for school and community groups called "Belt it Out!" Twelve schools participated with three of them winning recognition for their outstanding work in increasing safety belt usage in their schools and communities.
- EOPSS/HSD mailed letters to over 750 school superintendents, private school administrators, and school resource officers across the State to provide information regarding occupant protection. Included with the letters were brief public announcements for schools to use to help provide information to students about the importance of using safety belts.
- Letters were sent to over 750 high school administrators to provide information about the National Teen Driver Safety Week (October 19-25). School administrators were provided with traffic safety information and asked to remind students and staff to buckle up.

- Letters were sent to over 775 Parent Teacher Association Presidents and school resource officers for high schools and middle schools in Massachusetts informing them of the traffic safety materials that are available from EOPSS/HSD. Approximately 200 schools requested traffic safety materials for their students.
- With funding from EOPSS/HSD, Dr. Greg Parkinson traveled to the Lifesavers Conference in Nashville, Tennessee to receive the NHTSA Award for Public Service for his efforts to improve traffic safety, particularly as it concerns youth and young drivers.
- EOPSS/HSD representatives participate in quarterly Preventing Injuries Now! Network (PINN) meetings. PINN is a group funded by a non-EOPSS/HSD grant to the state DPH to bring together stakeholders in preventing injury. Highway safety is a significant portion of the portfolio of PINN and its efforts helped pass Massachusetts' new booster seat law.
- EOPSS/HSD representatives participate in quarterly Partners in Passenger Safety meetings which focus on occupant protection and include many safety advocates and state agencies, including child safety advocates, elderly, public health officials, and transportation safety representatives.
- EOPSS/HSD contracted with a local college to administer the Statewide CPS Program. Plans for outreach included a wide range of diverse populations such as daycare centers, community groups, fraternal organizations, health care providers, police, and fire personnel.



*Dr. Parkinson receives the NHTSA Award for Public Service.*

### ***Looking Forward...***

*The occupant protection goals of the 2010 Highway Safety Plan are to: increase by three percentage points the statewide observed safety belt use of front seat outboard occupants in passenger vehicles, from 74 percent in 2009 to 77 percent in 2010; and decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, from a five year average of 152 (2004 to 2008) by 6.5 percent to 142 in 2010.*

- *Occupant Protection Program spending will be approximately \$6,492,000 in FFY 2010.*

Key initiatives to address occupant protection in the 2010 Highway Safety Plan include:

- Conduct the 2010 Annual Massachusetts CPS Conference for up to 500 attendees, including all certified technicians and instructors. Topics will include national and

state updates and changes in current CPS laws, regulations, and standards about CPS seats.

- Increase state and local police participation in the November 2009, May-June 2010, and July 2010 CIOT Mobilizations.
- Continue to incorporate the goals of the NHTSA CIOT *Next Generation* grant into existing mobilizations.
- Update occupant protection hand cards and child safety videos and hand cards.
- Produce and distribute materials in English, Spanish, Portuguese, Mandarin, and other languages as needed.
- Conduct the statewide annual safety belt usage survey.
- Work with the DPH to promote the Teen Driver Program and encourage parents to promote compliance with the junior operator license law.
- Continue the Grammar/Middle School Pilot Program to educate students about safety belts and add a component to address high-risk elementary, middle, and high school students in diverse communities.
- Train up to 200 new CPS technicians and up to five new instructors to address turnover and expand the program. Recruit additional bilingual instructors and technicians.
- Conduct specialized training for local police in Traffic Occupant Protection Strategies (TOPS) through the statewide Municipal Police Training Committee.
- Provide funding for MSP and local and campus police departments to participate in CIOT Mobilizations in November 2009, May, and July 2010.

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# 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.* (YD&DYL) Mobilizations starting in 2002 and its *Drunk Driving. Over the Limit. Under Arrest.* (DDOLUA) Mobilizations as of 2006. Several pieces of legislation were passed that strengthened the Commonwealth's drunk driving laws, including "Melanie's Law" in October 2005 which is aimed at reducing the threat posed by repeat offenders. Unfortunately, alcohol-related fatalities in Massachusetts steadily increased over the past three years. The alcohol-related fatality rate per 100 million VMT increased slightly between 2005 and 2007, and the percentage of all motor vehicle-related fatalities increased by six percent during that timeframe.

Alcohol-related fatalities in Massachusetts per 100 million VMT declined between 2002 and 2007, from 0.39 to 0.35. The 2007 national rate was 0.51. On Massachusetts roadways there were 16,740 impaired driving violations issued in 2008. The number of alcohol-related citations, crashes, and fatalities in Massachusetts warrant EOPSS/HSD to continue to treat impaired driving as a major program area. This program area also includes efforts to address the dangers of drowsy and distracted driving.

*The impaired driving goals of the 2009 Highway Safety Plan were to reduce alcohol related fatalities from 41 percent in 2006 to 40 percent in 2009 and reduce BAC of 0.08 or greater alcohol impaired fatalities from 36 percent in 2006 to 35 percent in 2009.*

## Goals

- To reduce alcohol-related fatalities from 41 percent in 2006 to 40 percent in 2009. Not making progress toward goal (42 percent in 2008).
- To reduce involvement of impaired driving (BAC of 0.08 or greater) in fatalities from 36 percent in 2006 to 35 percent in 2009. Met goal with 34 percent in 2008.

## Program Accomplishments

- Alcohol-related fatalities in Massachusetts as a percentage of all motor vehicle-related fatalities dropped between 2002 and 2007, from 46 percent to 44 percent. The 2007 national rate was 37 percent.

- With assistance from the RMV, EOPSS/HSD redesigned and distributed the impaired driving brochure.

## Program Performance Measures

- Increase number of state police-led sobriety checkpoints from anticipated 70 in FFY 2008 to 90 in FFY 2009 utilizing the two Breath Alcohol Testing (BAT) Mobiles. In FFY 2009, the MSP conducted 82 EOPSS/HSD-funded sobriety checkpoints.
- Increase number of local and campus police department enforcement grants during DDOLUA Mobilizations from 245 in FFY 2008 to 275 in FFY 2009. Two hundred forty-nine local and campus police departments participated in the DDOLUA Mobilizations.
- Conduct first-time upgrade of Breath Test Units for evidence collection with 150 systems for cities and towns, state police, and municipal police training facilities. Utilize new advanced technology. This initiative has been deferred to FFY 2010.
- Increase number of local and campus police departments participating in underage drinking enforcement partnerships from four in FFY 2008 to minimum of 50 in FFY 2009. Ninety-four local and campus police departments participated in the Underage Alcohol Enforcement Program.
- Conduct awareness and education programs with evaluation component designed to encourage responsible decision-making and reduce alcohol use and abuse in minimum of 50 institutions of higher education in FFY 2009. This initiative has been deferred to FFY 2010.
- Conduct a NHTSA Standardized Field Sobriety Testing Assessment to determine statewide effectiveness of training programs and efforts. This initiative has been deferred to a later date that will be determined.

## Additional Accomplishments

- MADD continued its Youth in Action (YIA) Program to reduce underage drinking as well as encourage safer teen driving and safety belt use. The “Sticker Shock” effort by 32 YIA teams led to the placement of 200,000 multilingual stickers directly on alcohol products in 32 stores in 10 communities to remind shoppers it is illegal to purchase alcohol for those under 21.
- SADD supported 48 high schools and middle schools with minigrants across the Commonwealth to participate in its “A Call to Action” and “Using Prevention Strategies, Empowering Students to Improve Their Schools and Communities” programs. Both strive



MADD underage drinking prevention sticker.

to educate and empower high school students; change social norms; reduce underage drinking, substance abuse, and impaired driving; and increase safety belt use among Massachusetts youth.

- Ninety-four local police departments received U.S. Office of Juvenile Justice Delinquency Prevention (OJJDP) and NHTSA funding to conduct underage alcohol enforcement initiatives. Reverse stings, underage stings/compliance checks, Cops in Shops, party patrols, and surveillance patrols were conducted resulting in 3,253 compliance checks, 2,642 youth citations, and 332 adult citations. Grantees reported many other positive outcomes from this grant, including: improved relations with establishments, making it very difficult for youth to attain alcohol; good publicity; a life saved by finding a wounded person; in addition to other drug busts, including marijuana, cocaine, and ecstasy.
- Funding to the Massachusetts District Attorneys Association provided a full-time Traffic Safety Resource Prosecutor; statewide technical trainings and conferences for prosecutors, local and state police; the revision of the Massachusetts Prosecutors OUI Manual; and partnerships with the judiciary, state Office of Alcohol Testing, and substance abuse prevention organizations.
- The New England Association of Drug Court Professionals received funding through an events coordinator for the sponsorship of the annual conference of law enforcement, prosecutors, substance abuse and health care professionals, probation, judges, and traffic safety advocates.
- Two Massachusetts Drug Court teams received travel-related expenses to attend the NHTSA DUI Drug Court Training. All Massachusetts courts were contacted regarding their level of interest to participate in FFY 2010.
- The Berklee College of Music completed year one of a three-year College/University Alcohol Education Grant demonstration project. The social norms marketing campaign highlighted specific, positive statistics regarding alcohol use on the Berklee College of Music campus. An event focused on alcohol use, giving alternatives to drinking and encouraging students to make safe and healthy choices, was attended by approximately 300 students.
- A survey was developed and sent to Massachusetts college and university presidents in FFY 2009. The survey focused on finding out what types of underage drinking prevention programming currently were being offered by colleges and universities for the purpose of aligning future EOPSS/HSD programming appropriately. For this survey, EOPSS/HSD used the on-line service SurveyMonkey to better tabulate and analyze the data received.
- Funding was provided to MSP for the purchase of two impaired driving simulators for use at high schools and public and media events.
- Four District Attorneys offices received funding to host five 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 700 people. Attendees were able to gain in-depth knowledge on a variety of issues such as brain development, social host laws, and alcohol's effect on sports performance. Grantees reported successes such as: creation of a training video for law enforcement, many opportunities for networking and future collaboration, and the chance to implement policy changes.

- The Massachusetts Municipal Police Training Committee (MPTC) conducted a total of 25 classes, including: five BT/PBT Instructor Updates, 14 BT/PBT Operator, four SFST Specialized, one SFST Operator, and one SFST Refresher. Through these classes, a total of 611 officers were trained.
- The Massachusetts Alcoholic Beverage Control Commission (ABCC) received funding to conduct compliance checks in 125 municipalities in Massachusetts. Two thousand forty-four licensed establishments were checked, an increase from 1,575 in FFY 2008. One hundred and nine establishments failed the check – a 95 percent success rate, which is well above the national average of 84 percent showing that consistent enforcement yields a higher success rate.
- The ABCC conducted 270 training sessions at police departments across the Commonwealth involving 1,081 officers. The demand for this program remains high, and the ABCC has been requested to return to more departments and academies where classes have been previously held.

### ***DDOLUA Mobilizations***

The MSP and 249 local police departments received funding to participate in two EOPSS/HSD-sponsored DDOLUA Mobilizations in December 2008-January 2009 and August-September 2009. The mobilizations resulted in:

|   | <b>State Police</b> | <b>Local Police</b> |
|---|---------------------|---------------------|
| Enforcement (hours)                         | 3,435               | 13,080              |
| Traffic Stops                               | -                   | 32,596              |
| OUI Arrests                                 | 158                 | 241                 |
| Speeding and Other Moving Violations Issued | 1,236               | 4,622               |
| Safety Belt Violations Issued               | 543                 | 3,405               |
| Child Safety Seat Violations Issued         | 36                  | 193                 |
| Warnings Issued                             | 1,149               | 9,241               |
| Related Enforcement Actions                 | 1,022               | 5,799               |

The MSP acquired its first BAT Mobile in late spring 2006 and the second BAT Mobile in June 2008. In FFY09, the MSP conducted 82 EOPSS/HSD-funded sobriety checkpoints

and EOPSS/HSD authorized Operating Under the Influence (OUI) saturation patrols. The 82 checkpoints resulted in 7,549 enforcement hours and a total of 701 arrests for OUI. Local police participated in most of these checkpoints, resulting in their making numerous OUI arrests, and helping to generate additional media coverage. During FFY 2009, the BAT Mobile appeared at numerous EOPSS press events and community events.

In FFY 2009, the EOPSS/HSD distributed an impaired driving brochure to police departments, RMV branches, schools, and traffic safety advocates. The new brochure, “Bad Breath is a Crime in Massachusetts,” points out the costs, penalties, legal consequences, and personal ramifications of drunk driving. It also provides information for those with an alcohol abuse problem and assistance for victims of drunk driving crashes.



*BAT mobile at the Worcester Underage Drinking Prevention Conference.*

For a second year, in May 2009, a safe-driving and alcohol awareness campaign was implemented for the Prom/Graduation season to promote safe and sober driving. The program was branded “Dance. Don’t Chance.” and included the development of a YouTube channel that hosted a video contest in which high school seniors produced 60-second videos promoting safe driving. The winning team received a rally at their high school and a package of donated prizes for their prom. Participation more than doubled from the previous year, and the YouTube channel reported more than 60,000 video views in about two months.



*SADD members at the “Dance. Don’t Chance.” fashion show.*

### ***Looking Forward...***

*The impaired driving goals of the 2010 Highway Safety Plan are to reduce by 3.6 percent the number of alcohol related fatalities with BAC of 0.01 or greater, from 177 in 2007 to 171 in 2010; and reduce by 5.4 percent 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 2010.*

*Impaired Driving Program spending will be approximately \$6,244,000 in FFY 2010.*

Key initiatives to address impaired driving in the 2010 Highway Safety Plan include:

- Increase state and local police participation and overall number of DDOLUA Mobilizations.
- Year-round sobriety checkpoints with two BAT Mobiles involving state and local police.
- Continue and expand prom short video contest by incorporating more social media to reach teen drivers.
- Provide funding for the purchase of PBTs for MSP officers with a high propensity to apprehend impaired operators, selected local police departments based on OUI arrests, Drug Recognition Experts (DRE), and training purposes at municipal police training facilities.
- Increase the number of local and campus police departments participating in underage drinking enforcement partnerships for FFY 2010.
- Support law enforcement with training, equipment, and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking.
- Conduct three Student Athlete Underage Drinking Prevention Conferences.
- Provide funding for up to 30 colleges and universities to develop environmentally focused programs for reducing alcohol use and abuse.
- Continue to fund to the Berklee College of Music to address alcohol abuse prevention for all freshmen students.

# Speeding and Aggressive Driving

Massachusetts roadways have significant speeding and aggressive driving problems fueled by people with busy lifestyles and increasingly congested roadways. To help address this situation, EOPSS/HSD developed an annual *Road Respect* (RR) Mobilization. In 2007, 33 percent of crash fatalities were speed-related, which surpassed the national rate of 32 percent. In 2008, there were 293,440 speeding violations issued and 177,932 aggressive driving violations issued 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 will address the dangers of distracted driving and drag racing.

*The speeding and aggressive driving goal of the 2009 Highway Safety Plan was to reduce the percentage of speed related fatalities from 35 percent in 2006 to 34 percent in 2009.*

## Goal

- Reduce the percentage of speed-related fatalities from 35 percent in 2006 to 34 percent in 2009. Goal met (27 percent in 2008).

## Program Accomplishments

- Reduced speed-related fatalities from 148 in 2006 to 143 in 2007. Preliminary 2008 data shows 97 speed-related fatalities.

## Program Performance Measures

- Increase number of local and campus police department enforcement grants during RR Mobilizations from 245 in FFY 2008 to 275 in FFY 2009. The MSP and 249 local and campus police departments participated in the RR Mobilization.
- Implement a speed measurement equipment grant program for state, local, and campus police departments to enable them to expand their traffic enforcement efforts in the RR Mobilization and at other critical times. This program was deferred. EOPSS/HSD allows police departments to purchase equipment for speed measurement/management through mobilization grants.

- Implement Work Zone Speed Management Pilot Program with Executive Office of Transportation and Public Works. This program was deferred to FFY 2010.
- Implement Lane Corridor Community Pilot Programs with MassHighway. This program was deferred to FFY 2010.

### **Road Respect (RR) Mobilization**

The MSP and 249 local police departments received funding to participate in the EOPSS-sponsored RR Mobilization in April 2009. The Mobilization served as an opportunity to make the public aware of the new *Slow Down Move Over Law* that came into effect in March of 2009. The Mobilization involved:

|   | State Police | Local Police |
|---|--------------|--------------|
| Enforcement (Hours)                         | 1,924        | 6,139        |
| Traffic Stops                               | -            | 10,161       |
| OUI Arrests                                 | 12           | 31           |
| Speeding and Other Moving Violations Issued | 2,025        | 3,333        |
| Safety Belt Violations Issued               | 613          | 2,067        |
| Child Safety Seat Violations Issued         | 52           | 98           |
| Warnings Issued                             | 719          | 3,667        |
| Related Enforcement Actions                 | 1,031        | 2,983        |

### **Looking Forward...**

*The speeding and aggressive driving goal of the 2010 Highway Safety Plan is to reduce by 10 percent the number of speed related fatalities from a five year average (2004 to 2008) of 138 to 124 in 2010.*

*Speeding and Aggressive Driving Program spending will be approximately \$1,114,000 in FFY 2010.*

Key initiatives that focus on speeding and aggressive driving in the 2010 Highway Safety Plan include:

- Work with Massachusetts Department of Transportation (MassDOT) to implement a program to monitor speeds of vehicles driving through work zones on limited access highways.
- Support law enforcement with training and technical assistance aimed at increasing their effectiveness to reduce speeding and other distracted driving behaviors.

- Develop and distribute educational and incentive materials for community educational initiatives to reduce speeding and distracted driving (especially texting). Produce materials in multiple languages.
- In partnership with the MassDOT, provide funding to develop and implement strategies to address problems at specific lane departure crash locations.
- Increase focus on distracted driving and review suggestions from the 2009 National Distracted Driving Summit for implementation of new programs.

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# Higher-Risk Transportation System Users

In Massachusetts, higher risk transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, and school bus occupants. In 2007, fatalities involving younger drivers, those ages 16 to 24, made up 19 percent of all motor vehicle-related fatalities in Massachusetts as compared to 24 percent nationwide. Also in 2007, fatalities for older drivers, those over 65 years of age, made up 9 percent of all motor vehicle-related fatalities in Massachusetts as compared to 14 percent nationwide. In 2007, motorcycle-related fatalities comprised about 14 percent of all motor vehicle-related fatalities across the Commonwealth as compared to 13 percent nationwide. Preliminary 2008 data for the Commonwealth shows a decrease in the proportion of motorcycle-related fatalities, comprising 12 percent of all fatalities. In 2007, pedestrian fatalities were 15 percent of the total in Massachusetts, but only 11 percent nationally. In 2007, Massachusetts was above the U.S. average in bicyclist fatalities, 2.5 percent in Massachusetts versus just over 1.7 percent nationally. Although historically each year bicyclists and school bus occupants represent small percentages of the fatalities in Massachusetts, the Commonwealth seeks to continually increase the safety of these modes of travel under this program area.

*The updated special users goals of the 2009 Highway Safety Plan were to:*

- *Reduce younger driver fatalities and incapacitating injuries from 76 in 2006 to 72 in 2009.*
- *Reduce older driver fatalities and incapacitating injuries from 40 in 2006 to 38 in 2009.*
- *Reduce the pedestrian fatalities from 61 in 2006 to 58 in 2009.*
- *Reduce bicyclist fatalities and incapacitating injuries from six in 2006 to five in 2009.*
- *Reduce motorcyclist fatalities and incapacitating injuries from 50 in 2006 to 47 in 2009.*

## Goals

- Reduce younger driver (16-24) fatalities from 76 in 2006 to 72 in 2009. In 2007, there were 80 young driver fatalities. Preliminary data from 2008 show these deaths have been reduced to 55.
- Reduce older driver fatalities from 40 in 2006 to 38 in 2009. In 2007, there were 39 older driver fatalities. Preliminary data show these deaths have been reduced to 35 in 2008.

- Reduce the pedestrian fatalities from 61 in 2006 to 58 in 2009. In 2007, there were 66 pedestrian fatalities. Preliminary data show there was an increase to 75 fatalities in 2008.
- Reduce bicyclist fatalities from six in 2006 to five in 2009. In 2007, there were 11 bicyclist fatalities. Preliminary data show there were 10 in 2008.
- Reduce motorcyclist fatalities from 50 in 2006 to 47 in 2009. In 2007, there were 62 motorcycle fatalities. Preliminary data show these deaths have been reduced to 42 in 2008.

### **Program Accomplishments**

- Preliminary data for 2008 shows motorcyclist fatalities have decreased by 32 percent from 2007.
- Preliminary data from 2008 shows young driver (16-20) involvement in fatal crashes decreased nearly 31 percent.

### **Program Performance Measures**

- Award up to 30 community pedestrian, bicycle, and moped-type enforcement, education, and equipment grants based on problem identification. Sixteen local police departments were awarded funds.
- Cosponsor the statewide pedestrian and bicycle safety conference and increase over 150 attendees in FFY 2008 to 200 in FFY 2009. The conference was conducted in October 2008 with over 175 people in attendance.
- Increase number of community bicycle helmet grants from 250 in FFY 2008 to 400 in FFY 2009. Eighty-six bicycle helmet grants were awarded in FFY 2009 to towns and community organizations across Massachusetts. Over 8,000 helmets were delivered to subgrantees.
- Increase number of motorcycle riders trained from 8,587 in 2008 to 9,016 in 2009. In 2009, 8,594 riders were trained.
- Conduct assessment of motorcycle safety program to determine effectiveness and develop strategic plan based on results. This has been deferred to FFY 2010.
- Evaluate impact of communications efforts of the RMV's motorcycle safety program during 2009 riding season. Between May 4, 2009 and May 16, 2009, 1,188 spots ran on radio stations throughout Massachusetts.

### ***Additional Accomplishments***

- EOPSS/HSD representatives attended monthly Massachusetts Bicycle and Pedestrian Advisory Board meetings. The board consists of public and private partners statewide with the goal of advocating for improved roadways and trails for pedestrians and bicyclists.
- EOPSS/HSD representatives participated in quarterly Safe Routes to School Task Force meetings to expand the program and to coordinate goals. Board members include state agencies, planners, and construction personnel associated with ongoing projects.
- In FFY 2009, the Bicycle Helmet Distribution Program awarded more than 8,000 bicycle helmets to 86 towns and community organizations throughout Massachusetts. Grant recipients included groups working with diverse populations in low-income and minority neighborhoods. Helmets were distributed through a variety of channels such as bike safety awareness events, inner-city after school programs, and school safety fairs. Toddlers to high school students were all eligible to receive bike helmets through the program.
- In October of 2008, the EOPSS cosponsored an annual statewide bicycle and pedestrian advocacy and safety conference, *Moving Together*, in partnership with the Executive Office of Transportation, MassHighway, DPH, and other state agencies. There were over 175 people in attendance representing multiple interests, such as law enforcement, highway planners, engineers, nonprofit organizations, and traffic safety advocates. There were 15 sessions/workshops (including three recruited and organized by EOPSS) and 17 exhibitors.
- In July 2009, 16 local police departments were awarded funds to conduct pedestrian, bicycle, and moped-type enforcement. The first part of this program took place in August and September. As a result of this program, there were 1,303 motor vehicle stops, 777 motorist crosswalk violations, 106 motorist speed violations, 355 other motorist violations (such as seat belt violations, illegal turn, running a red light), six pedestrian violations, 108 bicycle violations, and six moped violations. Many grantees reported good media coverage, increased awareness within the community, and successful collaboration with town representatives and schools.
- 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, ads were placed on the radio during morning and evening commute times and Saturday mornings. The four 15 second spots that were produced in FFY 2008 ran from May 4 to



May 16, 2009. In total, 1,188 spots ran on 20 radio stations. In addition, 1,500 *CHECK TWICE, SAVE A LIFE MOTORCYCLES ARE EVERYWHERE!!!!* signs were distributed throughout Massachusetts.

### ***Looking Forward...***

*The updated special users goals of the 2010 Highway Safety Plan include:*

- *To maintain the number of young drivers (age 20 or younger) involved in fatal crashes at 61 (2008) in 2010.*
- *To reduce by 10 percent the number of older drivers (age 65 or older) involved in fatal crashes, from a five year average (2004-2008) of 63 to 57 in 2010.*
- *To reduce by 12 percent the number of pedestrian fatalities, from 75 in 2008 to 66 in 2010.*
- *To reduce by 20 percent the number of bicyclist fatalities, from 10 in 2008 to 8 in 2010.*
- *To increase the number of community bicycle helmet grants awarded, from 86 in FFY 2009 to 250 in FFY 2010.*
- *To reduce by 10 percent the number of motorcycle fatalities, from a five year average of 54 (2004 to 2008) to 49 in 2010.*
- *To decrease unhelmeted motorcyclist fatalities by 50 percent from a five year average of four (2004 to 2008) to no greater than two in 2010.*
- *To maintain the number of motorcycle riders trained at 8,587 (2008) in 2010.*

*Special Users Program spending will be \$519,810 in FFY 2010.*

Key initiatives to address special users in the 2010 Highway Safety Plan include:

- Fund youth impaired driving prevention programs in middle schools, high schools, universities, and state and local colleges.
- Conduct Grammar/Middle School Traffic Safety Pilot Program.
- Increase bicycle helmet distribution.
- Increase participation in the Pedestrian, Bicycle, and Moped-Type Enforcement, Education, and Equipment Grant Program.
- Cosponsor statewide pedestrian and bicycle safety conference.
- Conduct assessment of motorcycle safety program to determine effectiveness and develop strategic plan based on results.

# Police Training and Support

Well-trained police, judiciary personnel, and others involved in highway safety 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 efforts under this program area.

*The goals of the 2009 Highway Safety Plan were to:*

- *Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

## Goals

- Increase the level of traffic enforcement during mobilizations by law enforcement agencies. Traffic enforcement during mobilizations increased 18.5 percent from FFY 2008 (40,911 hours) to FFY 2009 (48,477). Also, five additional local and campus police departments participated in mobilizations grants in FFY 2009 (249).
- Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments. In FFY 2009, EOPSS/HSD held the MLEC and conducted outreach and listening sessions with law enforcement and other stakeholders to present trend data, recent accomplishments, and the results of their enforcement efforts.
- Support traffic enforcement and safety training. In FFY 2009, EOPSS/HSD supported numerous traffic enforcement mobilizations and sobriety checkpoints, provided equipment grants, and funded several training programs for law enforcement and members of the judiciary.

## Accomplishments

- The EOPSS/HSD conducted the annual Massachusetts Law Enforcement Challenge (MLEC) to recognize traffic enforcement and safety accomplishments (based on calendar year 2007 data). Winners included 16 local police departments and the MSP. Over 100 law enforcement representatives joined the winners of the EOPSS “Dance. Don’t Chance.” contest to be jointly recognized at an award ceremony. EOPSS/HSD secured over \$25,000 in equipment and prizes from state and national vendors for all local and state entries. Speakers included the Undersecretary of Law Enforcement and Fire Services for EOPSS, the Executive Director of the MCOPA, the NHTSA Region 1 Deputy Regional Administrator, the Colonel of the MSP, and municipal Chiefs of Police and department representatives. The event provided an excellent opportunity to discuss the state and Federal highway safety goals and expectations for success.
- 
- Wayne Sampson, MCOPA; Col. Mark Delaney, MSP; and James Ryan, NHTSA at the MLEC award ceremony.*
- The EOPSS/HSD awarded funds to the 249 local and campus police departments involved in the CIOT, RR, and DDOLUA Mobilizations and high-visibility traffic equipment grants.
  - An additional 10 local police departments were recruited to support, without grant funding, the CIOT and DDOLUA Mobilizations between May and September 2009.
  - The Municipal Police Training Committee trained 75 officers in Basic Accident Investigation, Accident Investigation Reconstruction, work zone safety, and speed measurement instructor and LiDAR operator.
  - The EOPSS/HSD implemented a number of Federal Section 1906-funded initiatives addressing racial profiling. Initiatives included the completion of the Statewide Benchmark Study conducted on state roads with the goal to verify the hypothesis that crash data is an accurate proxy for the racial, ethnic, and gender composition of driving populations and also the awarding of a multiyear contract for the design and implementation of Chiefs and Supervisors Trainings. Ongoing meetings were conducted with the General Counsel of EOPSS and major city Chiefs of Police to develop an action plan for the effective use of remaining Section 1906 funds. In FFY 2009, EOPSS/HSD was ineligible to apply for a third year of funding.

## ***Looking Forward ...***

*The police training and support goals of the EOPSS 2010 Highway Safety Plan are:*

- *Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

*Police Training and Support Program spending will be approximately \$1,090,000 in FFY 2010.*

Key initiatives under police training and support in the 2010 Highway Safety Plan include:

- Provide funding for overtime enforcement of six traffic safety mobilizations.
- Fund sobriety checkpoints with MSP and the top 25 local police departments based on alcohol-related crash and citation data.
- Conduct the Massachusetts Law Enforcement Challenge.
- Conduct a Law Enforcement Conference.
- Conduct Chiefs and Supervisors Trainings to address Racial Profiling.
- Develop curriculum and conduct Train-the-Trainer law enforcement trainings to address bias-based policing, often referred to as racial profiling.
- Create and implement a racial profiling video and on-line educational materials to assist state and local police to reduce or prevent racial profiling within their communities.
- Conduct Municipal Police Specialized Training Programs.
- Conduct annual Traffic Safety Listening Sessions.
- Fund the Massachusetts District Attorneys Traffic Safety Resource Prosecutor, trainings, and conferences.
- Fund the services of a Law Enforcement Liaison and/or establish a Statewide Police Chiefs Task Force to assist with efforts to conduct traffic enforcement and safety initiatives and provide technical assistance with municipal police agencies.

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# Traffic Records

The 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 been increasing 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, insufficient 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, the Division shut down its traffic records data warehouse and portal which provided a central storage point for crash and citation data. Unfortunately, this has hampered the Division's access to data and its ability to conduct detailed analysis needed for identifying and addressing statewide and community-specific traffic safety issues. The EOPSS/HSD is not an owner of any core traffic records data system, but is greatly dependent 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. It is anticipated that once the system is on-line, and EOPSS/HSD staff are trained on using the system, it will be made available to other traffic safety partners, as approved by EOPSS.

As required by the NHTSA's Section 408 grant program, Massachusetts has an active Traffic Records Coordinating Committee (TRCC). The TRCC is chaired by the EOPSS/HSD's Director. The TRCC seeks to improve the accessibility, accuracy, completeness, integration, timeliness, and uniformity of the six traffic records systems in Massachusetts: citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle. One way the TRCC does this is by ensuring that any Section 408 funds received by Massachusetts are used for eligible, prioritized projects that will enhance these systems.

The TRCC's FFY 2009 Section 408 application and update to its strategic plan for traffic records, submitted to NHTSA in June 2009, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made to date on projects funded with FFY 2007 and FFY 2008 Section 408 funds. The application/plan detailed how potential FFY 2009 Section 408 funds would be utilized for proposed projects that were prioritized by the TRCC.

*The traffic records goal of the 2009 Highway Safety Plan was to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analysis from local, state, and Federal systems involving citation/adjudication, crash, driver history, injury surveillance, roadway, and vehicle data to conduct cost effective and successful highway safety programs, evaluations, and research.*

## Goal

- Ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state, and Federal systems involving citations/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs, and evaluations. The Commonwealth demonstrated progress in advancing the integration of the Massachusetts' CDS. The average time span between crash incident and the entry of the crash data into Massachusetts' CDS for nonpilot test local police departments decreased from 52.59 days in 2008 to 16.14 days in 2009. It was determined by the NHTSA that this achievement of improved timeliness of the CDS satisfied the requirement for demonstrating measurable progress, making the Commonwealth eligible for a subsequent year of Section 408 funding.

## Program Performance Measures

- Enhance the TRCC's Data Quality and Strategic Plan/408 Application subcommittees. Subcommittees will be convened in 2010.
- Fund and monitor the TRCC's Fund and monitor the TRCC's FFY 2006, 2007, and 2008 408-funded projects as well as submit on behalf of the TRCC a FFY 2009 Section 408 Application and Massachusetts Strategic Plan for Traffic Records Update. Completed.
- Establish EOPSS/HSD's access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the division's ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse and portal. Ongoing. EOPSS/HSD-funded first two phases of portal development and now has access to crash and citation data and analysis tools.

## Program Accomplishments

- Conducted a Traffic Records Assessment in March 2009. Many recommendations from the team were successfully included in the strategic plan for Massachusetts in the FFY 2009 Section 208 Application.

- Successfully completed and submitted FFY 2009 Section 408 Application for funding to NHTSA. The Commonwealth was awarded funding.
- Began process of outreach to executive-level decision-makers across multiple agencies in Massachusetts to participate in an executive-level TRCC. The goal is to establish a two-tier TRCC organization to help further promote objectives of the TRCC and data integration.
- With vendor Cambridge Systematics, EOPSS/HSD has successfully rolled out Phase II of MassTRAC. While still in testing phase, the portal allows mapping functionality and access to crash as well as citation data from 2002 to 2008. EOPSS/HSD will continue with improvements to the portal with the beginning of Phase III, which will commence in the fourth quarter (calendar year) 2009.
- In FFY 2009, the EOPSS/CHSB developed a Statewide E-Citation and Traffic Records Systems Business Plan. This plan will position the Commonwealth to advance coordination and integration among traffic records systems by identifying statewide goals and objectives for information technology projects.

### ***Looking Forward...***

*The traffic records goal of the 2010 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 spending will be approximately \$2,596,000 in FFY 2010.*

Key initiatives involving traffic records in the 2010 Highway Safety Plan include:

- In conjunction with selected contractor, expand upon development of the EOPSS/HSD's MassTRAC. This pilot system will be shared with other approved state agencies at no cost.
- Implement recommendations from the 2009 NHTSA Traffic Records Assessment.
- With assistance from selected traffic records contractor, implement the 2009 statewide business plan for the Commonwealth of Massachusetts' traffic crash records, including the establishment of an executive-level TRCC.
- Solicit applications from large, non- or under-reporting police departments and assist them with changes necessary to increase their level of crash reporting to the state crash data system.

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# Paid and Earned Media

During FFY 2009, EOPSS/HSD used statewide paid and earned media to increase safety belt and child passenger restraint use as well as to reduce aggressive/distracted/impaired driving and speeding. EOPSS/HSD was assisted by its paid and earned media contractors, ARGUS and Solomon & McCown, respectively. Most of these efforts were in support of EOPSS/HSD's three CIOT Mobilizations, one RR Mobilization, two DDOLUA Mobilizations, the CPS program, the Prom/Graduation Safe Driving and Underage Drinking Prevention Program, the Operating Under the Influence (OUI) project, and the Motorcycle Hand Card project. The mobilization work was performed in close coordination with the MSP's Office of Media Relations.

*The paid and earned media goals of the EOPSS's 2009 Highway Safety Plan were to:*

- Meet the paid and earned media requirements of the EOPSS's series of mobilizations to help accomplish the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- For all mobilization paid media buys, have EOPSS's paid media contractor obtain 50 percent bonus of the gross value based on the formula of the average cost per spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly gross rating points (GRPs) of 150 for radio and 200 for television.*

## Goals

- Meet the paid and earned media requirements of the EOPSS's series of mobilizations to help accomplish the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas. Met all paid and earned media requirements of the EOPSS's six FFY 2009 mobilizations and helped to meet or achieve progress towards the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.
- For all mobilization paid media buys, have EOPSS's paid media contractor obtain 50 percent bonus of the gross value based on the formula of the average cost-per-spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly gross rating points (GRPs) of 150 for radio and 200 for television. The paid media contractor obtained an average bonus value of 50 percent during the mobilizations and achieved all minimum weekly GRPs.

### ***Click It or Ticket Mobilizations***

The primary audience of the November 2008 CIOT Mobilization was males and females, ages 16 to 34. The primary audience of the May 2009 mobilization was males and females, ages 16 to 49. Secondary efforts were directed at young drivers, especially males, the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts. Furthermore, the buy data and contacts from the May mobilization were provided to The Tombras Group, who then made a supporting media buy as part of the *CIOT Next Generation* Cooperative Agreement for the July mobilization.



For the November 2008 mobilization, a new 30-second radio spot was developed, *Distraction*, with a CIOT tag-line. A version of *Distraction* in Spanish ran on Spanish-language radio stations. It also was translated for use on a Portuguese-language radio station in southeastern Massachusetts.

For the May 2009 mobilization, television (broadcast and cable), radio, and on-line ads were created by NHTSA/Next Generation CIOT. The 30-second TV spot, *Spell it Out*, ran in English for statewide broadcast and cable television, and *Seamless Day and Night* ran in Spanish-language broadcast TV stations. The 30-second radio spot, *Let Me Spell It Out*, ran in English and Spanish for statewide radio. It was translated for use on a Portuguese-language radio station in southeastern Massachusetts. In addition, on-line banner ads, *Cops are stepping up seat belt enforcement*, were used to support the CIOT May 2009 effort statewide. Intercept survey research was conducted statewide at RMV branches to measure awareness of the CIOT May mobilization. The preevaluation was conducted in April 2009 and the postevaluation was conducted in June 2009.

Community-focused press conferences, statewide news releases, and op-eds promoted the CIOT Mobilizations as well as safe driving over the Thanksgiving holiday and Memorial Day weekends resulted in a total of 12 television reports, 42 stories in newspapers, 24 interviews or stories on the radio, and 12 on-line stories. Also, the July mobilization blitz was covered by 7 television stations, 3 radio stations, 19 newspapers, and 7 on-line news outlets. These efforts highlighted the extra enforcement work of state and local police agencies. A *Click It or Ticket* message was displayed on 16 fixed and 80 portable variable message boards of the MassPike, Massport, and MassHighway. A sample news release was developed for use by state and local police departments.

### ***Road Respect Mobilization***

The primary audience for this mobilization was persons, ages 16 to 49. Secondary emphasis was placed on the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those in southeastern Massachusetts.

During the April 2009 mobilization, a new 30-second radio ad, *Move Over*, was developed in English and Spanish to create awareness of the State's new *Slow Down Move Over Law*

while using an enforcement-based message. The ad was translated for use on a Portuguese-language radio station in southeastern Massachusetts. In addition, a poster and hand card were developed for statewide distribution.



A press conference was held and a statewide news release distributed promoting awareness of the Commonwealth's new *Slow Down Move Over Law* and showing a trooper who had been injured while on duty. This earned media was successful in getting 13 radio stations, seven television stations, 18 newspapers, and 17 news web sites to report on the new law. The *Slow Down Move Over Law* message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway. A sample news release was developed for use by state and local police departments.

### ***Drunk Driving. Over the Limit. Under Arrest. Mobilizations***

The primary audience of the December 2008 and August 2009 *Drunk Driving. Over the Limit. Under Arrest.* (DDOLUA) Mobilizations were males ages 18 to 34. Secondary emphasis in all mobilizations was truck drivers and on Spanish-speaking populations and those living in southeastern Massachusetts.



The December 2008 mobilization entailed a reedited version of the previously developed 30-second *Surrounded* radio spot in English and *Cost of a Beer* 30-second radio spot in Spanish. The enforcement ad, *Surrounded*, was translated for use on a Portuguese-language radio station in southeastern Massachusetts.

The August 2009 mobilization entailed the use of radio ads, *Heartbeat*, in English and Spanish. The ad was translated for use on a Portuguese-language radio station in southeastern Massachusetts.

Out-of-Home vanity posters, *Just Your Luck*, were developed with an enforcement-based message and were displayed in sporting arenas throughout the Commonwealth and in bars and restaurants in targeted areas. A DDOLUA enforcement video and PSAs ran at Fenway Park, Gillette Stadium, Campanelli Stadium, and Le Lacheur Park, and at two Boston College football games. A postgame PA announcement at all sports venue reminded patrons to not drink and drive. The buy also included aerial banners over Fenway Park, Gillette Stadium, and Cape Cod. On-line banner ads were designed and ran as added-value on media and partner web sites.

Press conferences, statewide news releases, and op-eds promoted the DDOLUA Mobilizations and safe driving over the winter holidays and Labor Day weekend resulted in six television stories, four print stories, 19 radio stories and interviews and two on-line articles. These highlighted the extra enforcement work of the state police and 249 local police agencies. The earned media in the December mobilization placed emphasis on the dangers of operating under the influence and highlighted Ron Bersani, who was a driving

force behind “Melanie’s Law,” which increased penalties for drunk driving, especially by repeat offenders. It also highlighted that for the fourth consecutive year, the number of statewide drunk driving arrests had increased, up seven percent from the year before. The press conference attracted all television stations to attend the press conference and report on the DDOLUA message. A *Drunk Driving. Over the Limit. Under Arrest.* message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway.

### ***Child Passenger Safety Program***

The primary audience of the 2009 Child Passenger Safety Program (CPS) was parents and caregivers in Massachusetts. These parents and caregivers are diverse, of different age groups, socioeconomic levels, education levels, and households (two-parent versus single-parent). The secondary audience included statewide community partners and regional print and broadcast media.



The previously developed CPS hand cards aimed at providing parents and caregivers with information on how to safely transport their children in compliance with the new CPS law, were redesigned to include additional ADA compliance text. The hand cards were translated into the following three languages: Chinese, Spanish, and Portuguese and were distributed at CPS checkups and RMV offices across Massachusetts. PDFs of the English, Spanish and Portuguese CPS hand cards were uploaded to the EOPSS child passenger safety web site.

The CPS program also includes an awareness video that currently is still in the strategy, planning and production phase. The video will be distributed statewide and should be finalized next fiscal year.

For earned media, new messaging was developed for instructors and technicians to use out in the field when speaking with either care givers and/or media. A training session was held with instructors to show them how to implement this messaging during training and check-ups. Template media advisories and press releases were created so that each instructor and technician would have access to them and be able to send them out before events to increase awareness of the program.

In addition, in September, EOPSS/HSD partnered with Disney and manned a booth with CPS educational materials when the “A Christmas Carol Train” came in Boston. A press conference was held and the booth was set up for Child Passenger Safety representatives to display materials and educate consumers for the entire three days of the train’s stop in Boston.

### ***Prom and Graduation Safe Driving Campaign and Underage Drinking Prevention Program***

May 2009 marked the second 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 to 19, including all ethnicities.

The Prom and Graduation Safe Driving Campaign, branded “Dance. Don’t Chance.” includes its own channel on YouTube that hosts a video contest in which high school seniors produced 60-second videos promoting safe driving. To kickoff the campaign, EOPSS/HSD hosted a media and public fashion show event at Macy’s, one of the sponsors of the program, highlighting prom fashions worn by SADD students across the State. For the video contest, nearly 60 video submissions were received more than doubling the previous year’s entries. The winning video received a rally at their high school and various prizes for their prom provided by sponsors. Earned media also included a Prom and Graduation Safe Driving op-ed that was released statewide appealing to parents as well as news releases announcing the contest, campaign, and winners. Between the multiple events and op-ed the program was featured in stories and articles on six television stations, 17 newspapers and 14 news web sites.



Promotional materials for the “Dance. Don’t Chance.” campaign included a 30-second radio spot that aired on JAMN’ 94.5 FM and on-line banners that were posted on the JAMN’ 94.5 web site to create awareness of the contest to the target audience. Posters were designed to promote the contest and the “Dance. Don’t Chance.” message. Nylon banners with sponsorship logos also were developed for use at media events.

### ***Operating Under the Influence Project***

The primary audience for the Operating Under the Influence (OUI) project is young adults, ages 18 to 34, with an emphasis on males. In FFY 2009, the OUI project involved the redesign of an existing OUI Brochure. The theme of the redesign for the brochure was “Bad Breath is a Crime in Massachusetts.” The goal of the brochure is to educate the primary audience about the General Laws of operating under the influence in the Commonwealth and the consequences of OUI. In addition, flyers based on the redesigned brochure were created in Spanish, Portuguese, and Chinese.

**BAD BREATH  
IS A CRIME  
IN MASSACHUSETTS**



### ***Motorcycle Hand Card Project***

The primary audience for the Motorcycle Hand Card project is motorcycle riders (males ages 18 to 49) including the Spanish-speaking population.



The project “Rules of the Road,” entailed the development of hand cards in English and Spanish to educate motorcycle riders of the operating requirements (license, registration, insurance, and safety) in the Commonwealth, including an emphasis on the risks of drinking and driving. However, due to a new Massachusetts law regarding the reclassification of some mopeds, this project was postponed.

### **Paid and Earned Media Expenditures**

The FFY 2009 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are as follows:

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|              |                       |
|--------------|-----------------------|
| Section 402  | \$1,130,625.72        |
| Section 405  | \$25,541.25           |
| Section 410  | \$187,980.83          |
| Section 164  | \$147,322.41          |
| Section 154  | \$23,837.25           |
| OJJDP        | \$50,293.45           |
| <b>Total</b> | <b>\$1,565,600.91</b> |

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Note: Earned media was \$440,766.88 of the above total figure. All figures are as of December 15, 2009 and do not reflect final fiscal closeout for FFY 2009.

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

| Dates of Campaign               | CIOT                             |                 |                                |                  | Road                              |                 |
|---------------------------------|----------------------------------|-----------------|--------------------------------|------------------|-----------------------------------|-----------------|
|                                 | November<br>11/13/08 to 11/30/08 |                 | May-June<br>5/12/09 to 5/25/09 |                  | Respect/Move<br>3/20/09 to 4/2/09 |                 |
|                                 | Paid                             | Bonus           | Paid                           | Bonus            | Paid                              | Bonus           |
| <b>Number of Spots</b>          |                                  |                 |                                |                  |                                   |                 |
| Broadcast TV                    |                                  |                 | 266                            | 289              |                                   |                 |
| Cable TV                        |                                  |                 | 574                            | 645              |                                   |                 |
| Radio                           | 1,382                            | 787             | 920                            | 476              | 1,478                             | 976             |
| <b>Costs</b>                    |                                  |                 |                                |                  |                                   |                 |
| Broadcast TV                    |                                  |                 | \$152,755.62                   |                  |                                   |                 |
| Cable TV                        |                                  |                 | \$137,305.69                   |                  |                                   |                 |
| Radio                           | \$158,733.08                     |                 | \$92,097.50                    |                  | \$143,169.07                      |                 |
| On-Line                         |                                  |                 | \$41,996.44                    |                  |                                   |                 |
| <b>Total Cost of Paid Spots</b> | <b>\$158,733.08</b>              |                 | <b>\$424,155.25</b>            |                  | <b>\$143,169.07</b>               |                 |
| <b>Estimated Value of Bonus</b> |                                  | <b>\$71,256</b> |                                | <b>\$218,624</b> |                                   | <b>\$77,285</b> |
| <b>Gross Impressions</b>        |                                  |                 |                                |                  |                                   |                 |
| Broadcast TV                    |                                  |                 | 1,774,258                      |                  |                                   |                 |
| Cable TV                        |                                  |                 | 2,175,144                      |                  |                                   |                 |
| Radio                           | 6,300,000                        |                 | 1,633,207                      |                  | 13,105,495                        |                 |
| On-Line                         |                                  |                 | 10,233,783                     |                  |                                   |                 |
| <b>Total Gross Impressions</b>  | <b>6,300,000</b>                 |                 | <b>15,816,392</b>              |                  | <b>13,105,495</b>                 |                 |

**Table 1. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions (continued)**

| Dates of Campaign               | DDOLUA                         |                 | DDOLUA                         |                  |
|---------------------------------|--------------------------------|-----------------|--------------------------------|------------------|
|                                 | December<br>12/21/08 to 1/1/09 |                 | Labor Day<br>8/10/09 to 9/7/09 |                  |
|                                 | Paid                           | Bonus           | Paid                           | Bonus            |
| <b>Number of Spots</b>          |                                |                 |                                |                  |
| Radio                           | 670                            | 437             | 1,219                          | 782              |
| Outdoor                         |                                |                 | 300                            | 345              |
| <b>Costs</b>                    |                                |                 |                                |                  |
| Radio                           | \$75,477.88                    |                 | \$136,453.90                   |                  |
| Aerial                          |                                |                 | \$6,160.00                     |                  |
| Outdoor                         |                                |                 | \$81,515.51                    |                  |
| <b>Total Cost of Paid Spots</b> | <b>\$75,477.88</b>             |                 | <b>\$224,129.41</b>            |                  |
| <b>Estimated Value of Bonus</b> |                                | <b>\$41,218</b> |                                | <b>\$117,540</b> |
| <b>Gross Impressions</b>        |                                |                 |                                |                  |
| Radio                           | 2,067,130.00                   |                 | 2,306,697.00                   |                  |
| Aerial                          |                                |                 | 1,860,000.00                   |                  |
| Outdoor                         |                                |                 | 7,339,149.00                   |                  |
| <b>Total Gross Impressions</b>  | <b>2,067,130.00</b>            |                 | <b>11,505,846.00</b>           |                  |

| Dates of Campaign               | Prom Safety<br>March<br>3/2/09 to 3/11/09 |                |
|---------------------------------|---|----------------|
|                                 | Paid                                      | Bonus          |
| <b>Radio</b>                    | 45  | 10             |
| <b>Costs</b>                    |   |                |
| Radio                           | \$5,142.50                                |                |
| <b>Total Cost of Paid Spots</b> | <b>\$5,142.50</b>                         |                |
| <b>Estimated Value of Bonus</b> |   | <b>\$2,500</b> |
| <b>Gross Impressions</b>        |   |                |
| Radio                           | 264,900.00                                |                |
| <b>Total Gross Impressions</b>  | <b>264,900.00</b>                         |                |

## ***Looking Forward ...***

*The paid and earned media goals of the EOPSS's 2010 Highway Safety Plan include:*

- *Meet the paid and earned media requirements of the EOPSS's six mobilizations to in turn help achieve the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- *EOPSS's paid media contractor to obtain 50 percent 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. Also, have all mobilization buys achieve minimum weekly GRPs of 150 for radio and 200 for television.*

*Paid and Earned Media Program spending will be approximately \$1.9 million.*

Key initiatives involving paid and earned media in the 2010 Highway Safety Plan include:

- Support the paid and earned media needs of the EOPSS/HSD's six mobilizations.
- Address communications needs of the other EOPSS/HSD program areas, for example, continue to develop a 10-minute child passenger safety educational video PSA in English and Spanish for distribution to local cable stations and community-based organizations.
- Continue to support the Prom/Graduation Unsafe Driving and Underage Drinking Prevention Program in the new fiscal year.
- Provide ongoing earned media support to the Occupant Protection, Impaired Driving and Distracted Driving program areas.

# Performance Data

## n Crash Summary

In Massachusetts, the total number of crashes decreased between 2002 and 2008, from 139,038 in 2002 to 126,364 in 2008 or 9.1 percent. The number of crash injuries also decreased between 2002 and 2008, from 56,562 in 2002 to 43,822 in 2008 or 22.5 percent. Seventy-one fewer lives were lost in 2008 than in 2007, a 16.4 percent reduction. Massachusetts experienced a 20 percent decrease in the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Concentration (BAC) of at least .08 from 2007 (155) to 2008 (124) and there also were fewer speed-related fatalities in 2008 (97) than in 2007 (143). According to the observed restraint use survey, Massachusetts saw an increase in the safety belt use rate from 67 percent in 2008 to 74 percent in 2009, the highest rate the State has ever seen.

Unfortunately, from 2007 to 2008, Massachusetts also experienced increases in pedestrian fatalities. Table 2 provides the data requested to track performance as outlined in the Governors Highway Safety Association's (GHSA) 2010 guidance for development of Annual Reports.

**Table 2. Massachusetts Crash Data Trends**  
1999 to 2009

| Crash Data/Trends  | 1999  | 2000  | 2001 | 2002  | 2003  | 2004  | 2005  | 2006   | 2007   | 2008 <sup>a</sup> | 2009 |
|--|-------|-------|------|-------|-------|-------|-------|--------|--------|-------------------|------|
| Fatalities (Actual)  | 414   | 433   | 477  | 459   | 462   | 476   | 441   | 429    | 434    | 363               |      |
| Fatality Rate/(100 Million VMT)  | 0.80  | 0.83  | 0.90 | 0.86  | 0.86  | 0.87  | 0.80  | 0.78   | 0.79   | N/A               |      |
| Number of Serious Injuries   | 3,897 | 4,286 | –    | 5,279 | 5,370 | 5,033 | 5,052 | 4,579  | 4,182  | 3,747             |      |
| Number of Fatalities Involving Driver or Motorcycle Operator with .08 BAC          | 143   | 152   | 181  | 178   | 156   | 169   | 148   | 144    | 155    | 124               |      |
| Number of Unrestrained Passenger Vehicle Occupant Fatalities                       | 178   | 166   | 195  | 189   | 177   | 165   | 171   | 158    | 148    | 120               |      |
| Number of Speeding-Related Fatalities  | 127   | 151   | 144  | 176   | 156   | 158   | 145   | 148    | 143    | 97                |      |
| Number of Motorcyclist Fatalities  | 35    | 33    | 53   | 58    | 35    | 60    | 56    | 50     | 62     | 42                |      |
| Number of Unhelmeted Motorcyclist Fatalities                                       | 3     | 1     | 3    | 5     | 4     | 9     | 4     | 5      | 3      | 1                 |      |
| Number of Drivers Age 20 or Younger Involved in Fatal Crashes                      | –     | –     | –    | –     | –     | 90    | 88    | 69     | 76     | 61                |      |
| Number of Pedestrian Fatalities  | 74    | 82    | 79   | 58    | 86    | 81    | 76    | 61     | 66     | 75                |      |
| Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants   | 52%   | 50%   | 56%  | 51%   | 62%   | 63%   | 65%   | 67%    | 69%    | 67%               | 74%  |
| Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities    | –     | –     | –    | –     | –     | –     | –     | 10,613 | 22,463 | 12,216            |      |
| Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities | –     | –     | –    | –     | –     | –     | –     | 447    | 420    | 542               |      |
| Number of Speeding Citations Issued During Grant-Funded Enforcement Activities     | –     | –     | –    | –     | –     | –     | –     | 11,859 | 37,251 | 24,939            |      |

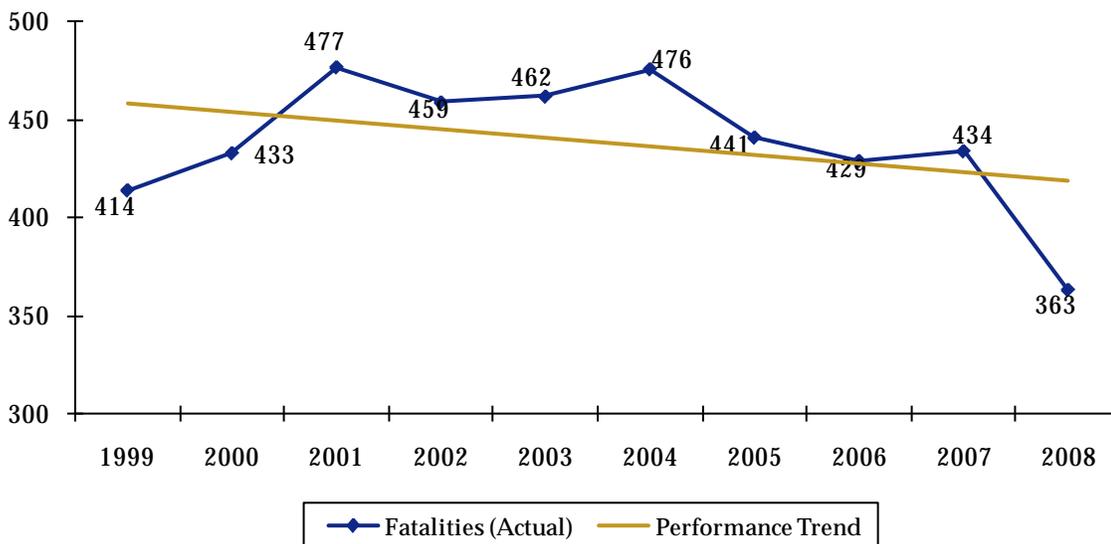
Source: Fatality and fatal crash data is from FARS, queried October 2009. Serious injury data is from Massachusetts Statewide Crash Data System (CDS), queried through the Massachusetts Traffic Records Analysis Center (MassTRAC), September 2009. Seatbelt use is from Massachusetts Safety Belt Use Observation Surveys. Grant-funded enforcement activity data is from Massachusetts Highway Safety Division. Reported 2008 data is preliminary from FARS, and currently does not match the Commonwealth's CDS.

<sup>a</sup> Note: Some numbers reported in this FFY 2009 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.

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 2008. The number of fatalities has fluctuated greatly during this time period, spiking in 2001 and 2004 and then declining in 2007 to nearly the same number of fatalities as in 2000. Preliminary 2008 data show continued progress with a 16 percent 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, primarily focused on alcohol, speed, and safety belt program areas, as well as an overall national decline in vehicle miles traveled.

**Figure 2. Number of Fatalities**  
*Achieved a 16.4 Percent Reduction from 2007 to 2008*

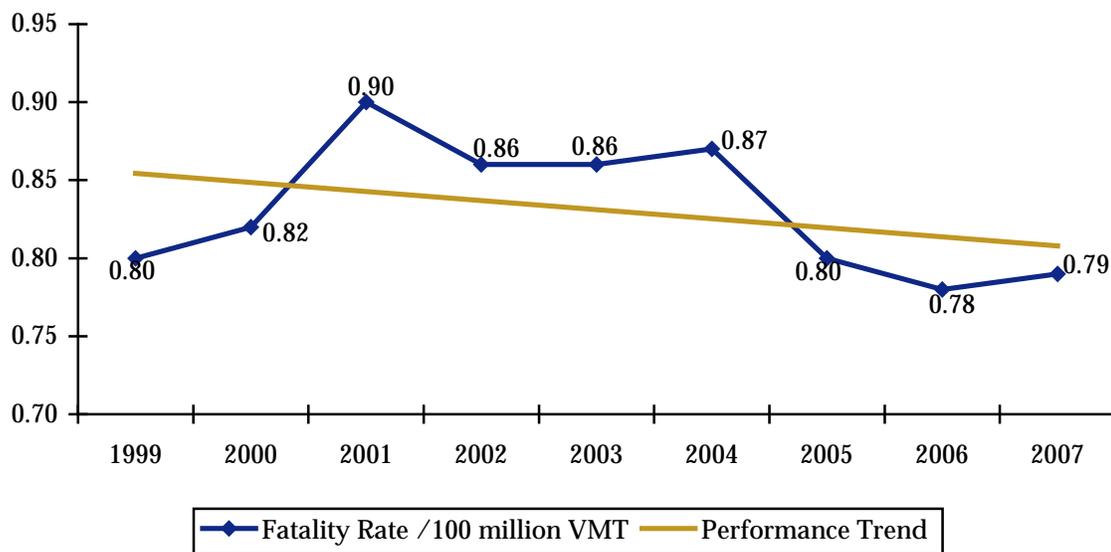


Note: 2008 data is preliminary.

Source: FARS.

Figure 3 presents the motor vehicle fatality rate in Massachusetts per 100 million VMT between 1999 and 2007. From 2004 to 2006, the fatality rate per 100 million VMT declined approximately 10 percent, from 0.87 to 0.78. The fatality rate increased slightly in 2007 to 0.79,<sup>3</sup> but was still the lowest of any state in the nation.

**Figure 3. Fatality Rate/100 Million VMT**  
*Experienced a 1.3 Percent Increase from 2006 to 2007*

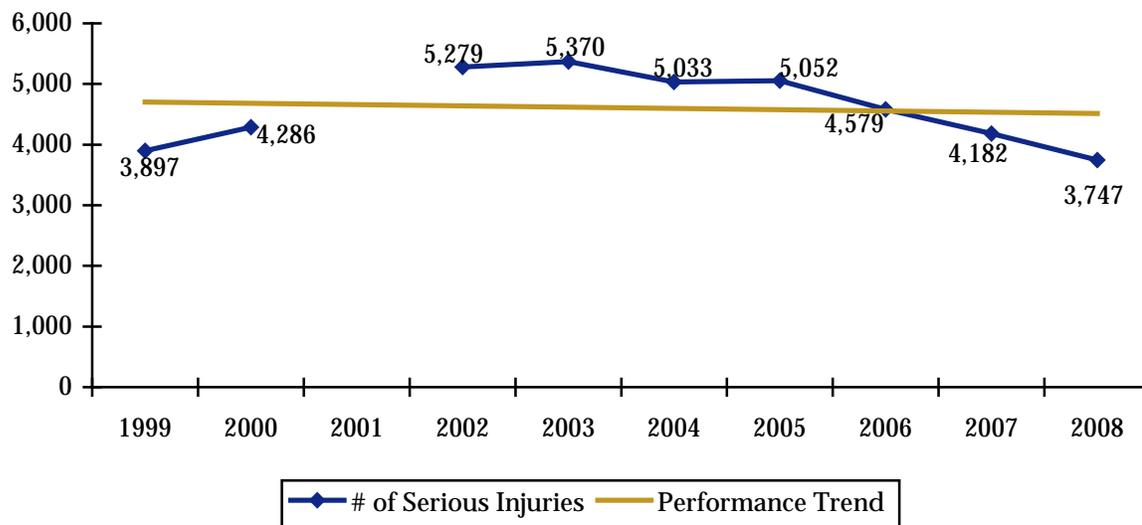


Source: FARS.

<sup>3</sup> Based on state reported fatalities (434), rather than NHTSA data (417).

Figure 4 presents the number of serious injuries in Massachusetts between 1999 and 2007. Since 2003, the number of serious injuries has been on a steady decline from 5,370 to 4,182 in 2007, a 22 percent decrease.

**Figure 4. Number of Serious Injuries**  
*Achieved a 10.4 Percent Reduction from 2007 to 2008*

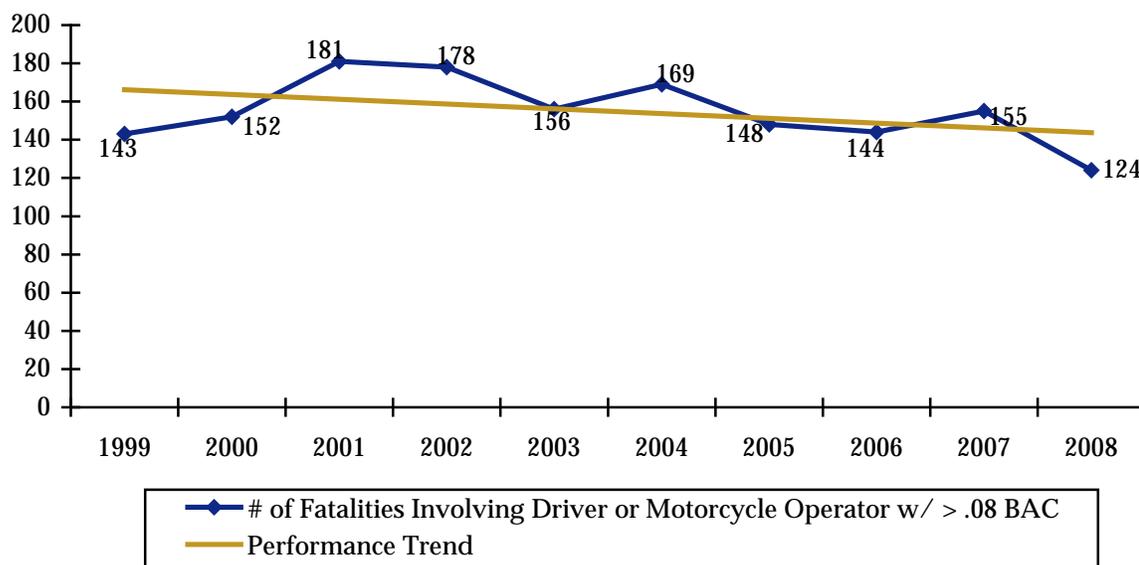


Note: 2001 data not available. 2008 data is preliminary.

Source: Massachusetts CDS, obtained through MassTRAC.

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 2008. From 2001 to 2007, the number of alcohol-impaired driver fatalities declined from 181 to 155, a 14 percent decrease.

**Figure 5. Number of Fatalities Involving Driver or Motorcycle Operator with  $\geq 0.08$  BAC**  
*Achieved a 20 Percent Reduction from 2007 to 2008*

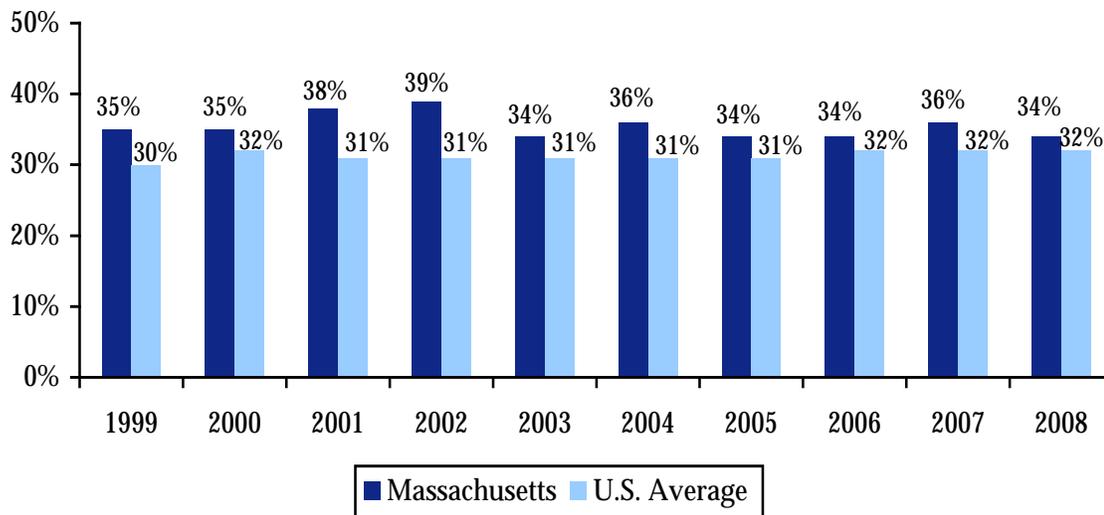


Note: 2008 data is preliminary.

Source: FARS.

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

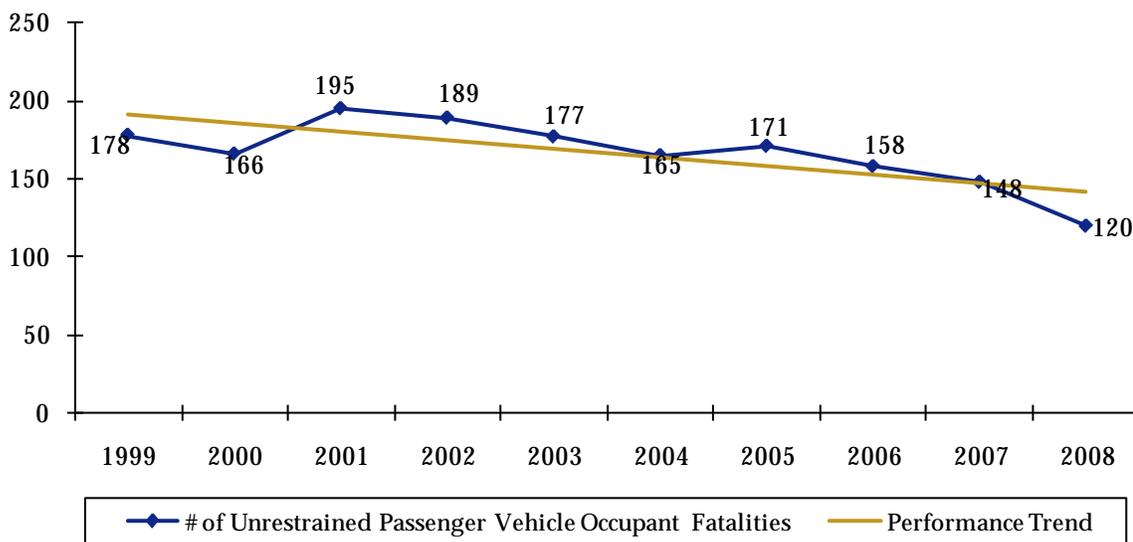
**Figure 6. BAC 0.08+ Driver Fatalities as Percent of All Fatalities**  
*Achieved a Reduction of Two Percentage Points from 2007 to 2008*



Source: FARS.

Figure 7 presents the unrestrained passenger vehicle occupant fatalities in Massachusetts between 1999 and 2008. The number of unrestrained passenger vehicle occupant fatalities has been gradually declining from 195 in 2001 to 120 in 2008, a 38 percent decrease. This decrease may be due in part to an increase in the safety belt use rate by 11 percentage points during the same time period, 2001 to 2008, as shown in Figure 8.

**Figure 7. Number of Unrestrained Passenger Vehicle Occupant Fatalities**  
*Achieved an 18.9 Percent Reduction from 2007 to 2008*

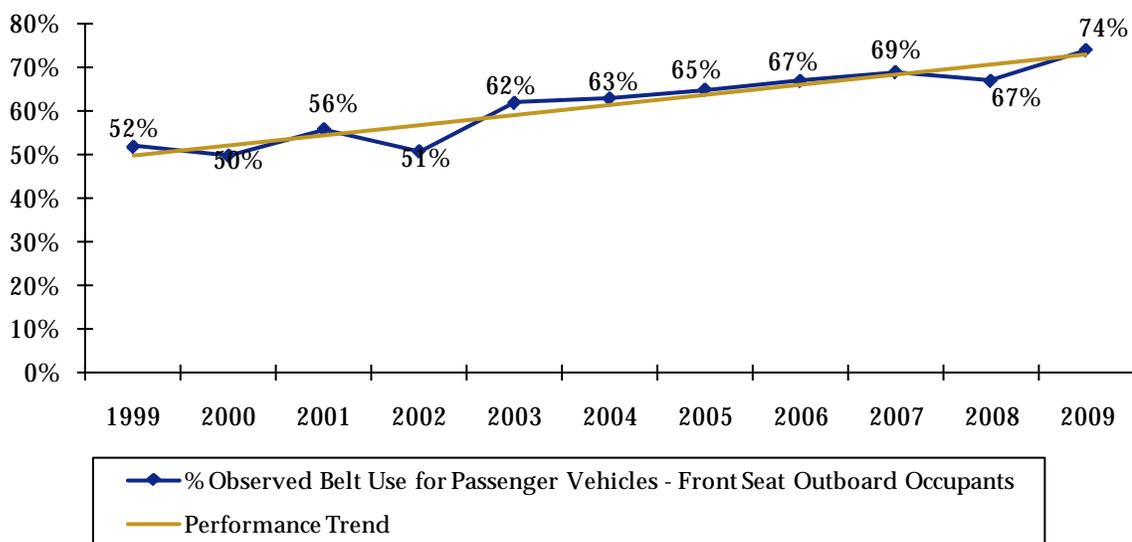


Note: 2008 data is preliminary.

Source: FARS.

Figure 8 presents the observed safety belt use rate in Massachusetts between 1999 and 2009. The rate gradually increased each year from 2003 to 2007, reaching 69 percent, but declined to 67 percent in 2008. However, the rate increased seven percentage points in 2009 to 74 percent, the highest the Commonwealth has ever recorded. Looking at safety belt use between 2002 and 2009, there has been an overall increase of 23 percentage points. The dramatic increase may be a result of stricter enforcement of safety belt laws done in conjunction with more effective public outreach efforts to promote safety belt use in Massachusetts.

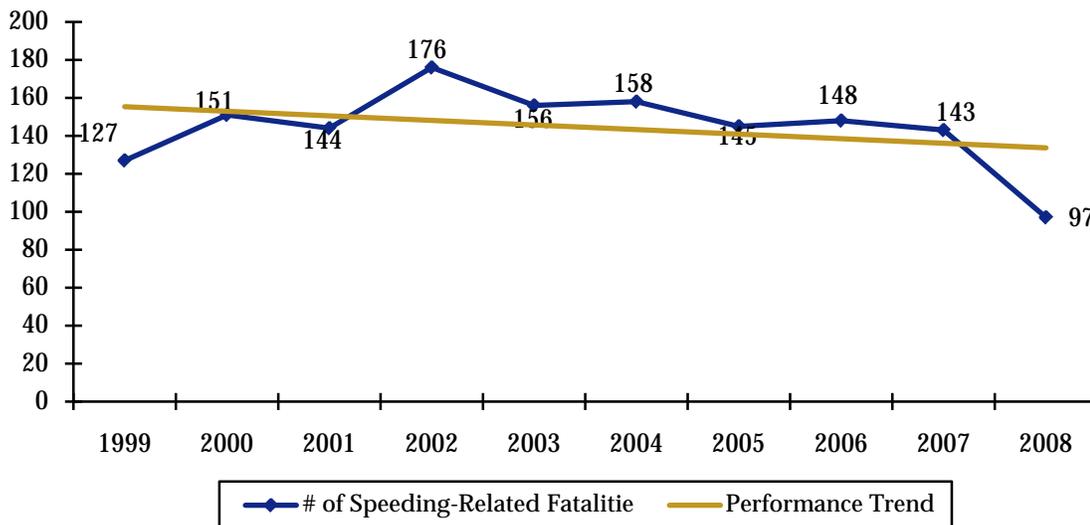
**Figure 8. Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupant**  
*Achieved an Increase of Seven Percentage Points from 2008 to 2009*



Source: Massachusetts Safety Belt Use Observation Surveys.

Figure 9 presents the number of speed-related fatalities in Massachusetts between 1999 and 2008. Since 2002, the number of speed-related fatalities has dropped steadily from 176 to 97, a 45 percent decrease. The decrease may be due in part to stricter enforcement of speeding laws done in coordination with extensive public information about the negative consequences of speeding and distracted driving. Preliminary 2008 data show a substantial decline from 2007, with 43 fewer speed-related fatalities.

**Figure 9. Number of Speeding-Related Fatalities**  
*Achieved a 32.2 Percent Reduction from 2007 to 2008*

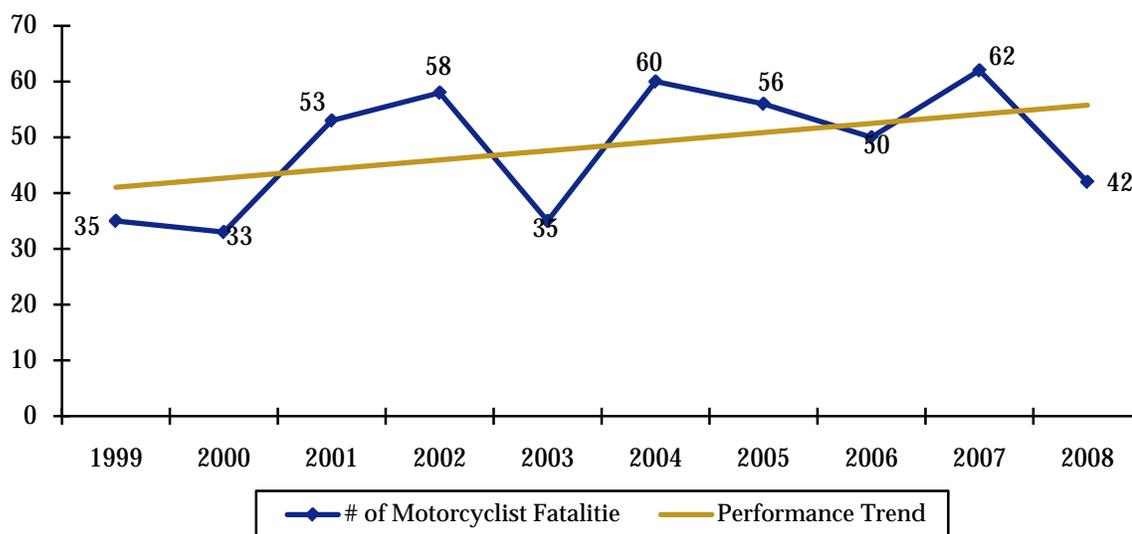


Note: 2008 data is preliminary.

Source: FARS.

Figure 10 presents the number of motorcyclist fatalities in Massachusetts between 1999 and 2008. Although it has fluctuated greatly during this time period, the number of motorcycle fatalities nearly doubled from 1999 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. There were 40 percent more motorcycle registrations in Massachusetts in 2007 than in 1999. However, preliminary 2008 data show a substantial decline from 2007, with 32 percent fewer motorcycle fatalities.

**Figure 10. Number of Motorcyclist Fatalities**  
*Achieved a 32.3 Percent Reduction from 2007 to 2008*

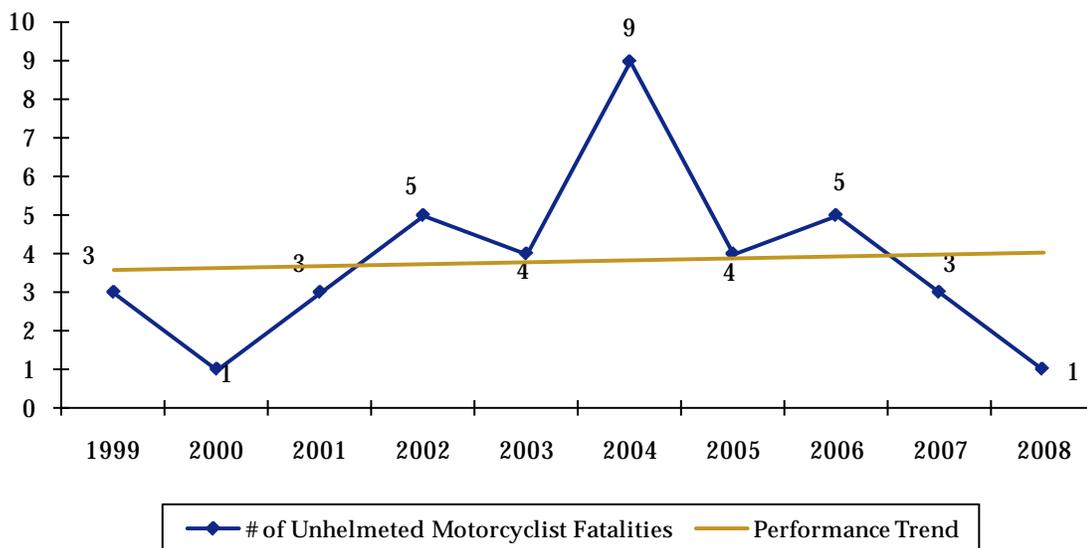


Note: 2008 data is preliminary.

Source: FARS.

Figure 11 presents the number of unhelmeted motorcycle fatalities from 1999 to 2008. The number of fatalities has fluctuated greatly during this time period, from three in 1999 to nine in 2004, back down to three in 2007. Preliminary 2008 data show a continued decline from 2007, with one unhelmeted fatality. Unhelmeted motorcycle fatalities comprised 8 percent of all motorcycle fatalities in Massachusetts from 1999 to 2008, significantly lower than the U.S. average of 43 percent during this same time period.

**Figure 11. Number of Unhelmeted Motorcyclist Fatalities**  
*Achieved a 66.7 Percent Reduction from 2007 to 2008*

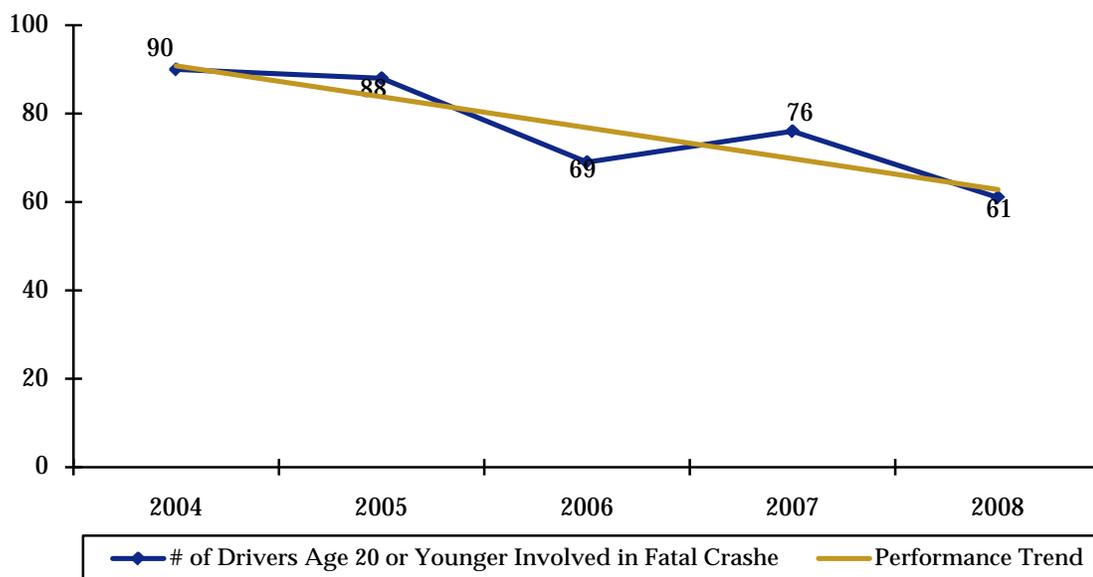


Note: 2008 data is preliminary.

Source: FARS.

Figure 12 presents the number of young drivers (ages 20 and younger) involved in fatal crashes in Massachusetts between 2004 and 2008. Since 2004, the number of young drivers involved in fatal crashes has decreased by 32 percent. This decline may be a result of stricter enforcement of the Massachusetts Junior Operator License Law and 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**  
*Achieved a 19.7 Percent Reduction from 2007 to 2008*

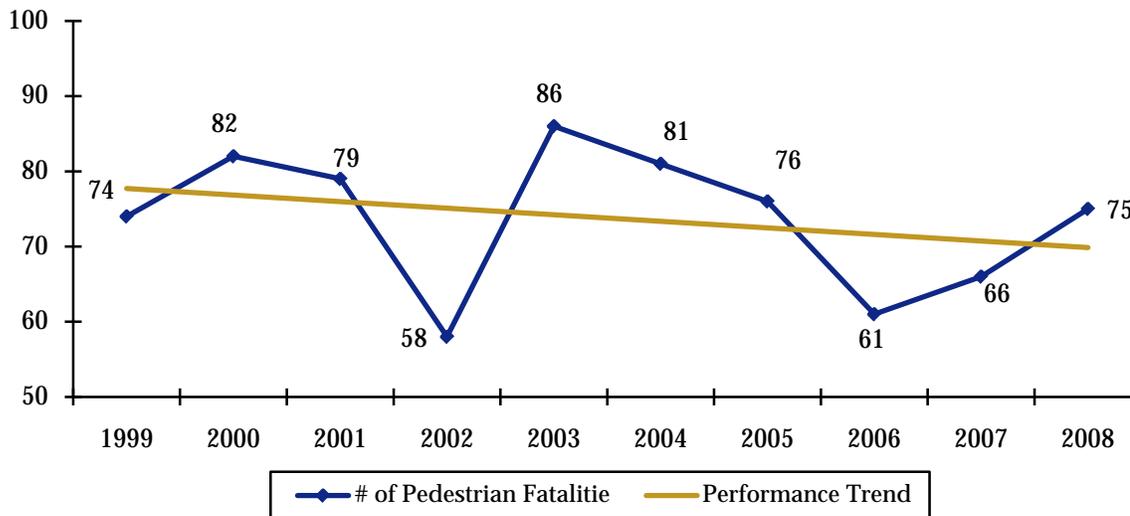


Note: 2008 data is preliminary.

Source: FARS.

Figure 13 presents the number of pedestrian fatalities in Massachusetts between 2004 and 2008. From 2003 to 2006, pedestrian fatalities declined 29 percent. However, there was an 8 percent increase in fatalities from 2006 to 2007, and preliminary 2008 data show an additional increase of 14 percent.

**Figure 13. Number of Pedestrian Fatalities**  
*Experienced a 13.6 Percent Increase from 2007 to 2008*



Note: 2008 data is preliminary.

Source: FARS.

Table 3 provides additional detail on recent highway safety trends in Massachusetts.

**Table 3. Additional Massachusetts Crash Data Trends  
2002 to 2008**

| <b>Crash Data/Trends<sup>a</sup></b>                                  | <b>2002</b> | <b>2003</b> | <b>2004</b> | <b>2005</b> | <b>2006</b> | <b>2007</b> | <b>2008</b> |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of Motor Vehicle Crashes of All Types                          | 139,038     | 141,681     | 138,635     | 154,084     | 149,860     | 144,510     | 126,364     |
| Fatalities – Male (Actual)  | 313         | 311         | 321         | 300         | 292         | 296         | 264         |
| Fatalities – Female (Actual)  | 144         | 147         | 153         | 140         | 135         | 137         | 99          |
| Fatal Crashes (Actual)  | 433         | 434         | 447         | 417         | 403         | 408         | 337         |
| Number of Crash Injuries  | 57,021      | 57,917      | 55,976      | 58,274      | 55,350      | 50,499      | 43,822      |
| Fatality and Serious/Incapacitating Injury Rate/<br>(100 Million VMT) | 10.77       | 10.86       | 10.06       | 9.90        | 9.08        | 8.38        | N/A         |
| Alcohol-Related Fatalities (Actual) BAC = 0.01+ <sup>b</sup>          | 210         | 194         | 189         | 170         | 172         | 191         | 151         |
| Percent of All Fatalities that are Alcohol-Related <sup>b</sup>       | 46%         | 42%         | 40%         | 39%         | 40%         | 44%         | 42%         |
| Alcohol-Related Fatality Rate/(100 Million VMT) <sup>b</sup>          | 0.39        | 0.36        | 0.35        | 0.31        | 0.31        | 0.31        | N/A         |
| Percent of Vehicle Occupant Fatalities<br>Unrestrained <sup>b</sup>   | 57%         | 55%         | 53%         | 57%         | 53%         | 52%         | 53%         |
| Percent of All Fatalities that are Speed-Related <sup>b</sup>         | 38%         | 34%         | 33%         | 33%         | 34%         | 33%         | 27%         |
| Speed-Related Fatality Rate/(100 Million VMT) <sup>b</sup>            | 0.33        | 0.29        | 0.29        | 0.26        | 0.27        | 0.26        | N/A         |
| Pedestrian Serious/Incapacitating Injuries<br>(Actual)                | 287         | 246         | 268         | 241         | 221         | 234         | 233         |
| Bicyclist Fatalities (Actual)   | 6           | 11          | 11          | 5           | 6           | 11          | 10          |
| Bicyclist Serious/Incapacitating Injuries (Actual)                    | 84          | 70          | 94          | 74          | 103         | 97          | 81          |
| Motorcyclist Serious/Incapacitating Injuries<br>(Actual)              | 328         | 291         | 355         | 374         | 314         | 316         | 329         |
| Young Driver Fatalities (Actual) <sup>b</sup>                         | 75          | 65          | 81          | 78          | 76          | 80          | 55          |
| Young Drivers Involved in Fatal Crashes (Actual)                      | 162         | 152         | 169         | 163         | 152         | 154         | 106         |
| Young Driver Serious/Incapacitating Injuries<br>(Actual)              | 884         | 874         | 889         | 815         | 752         | 622         | 586         |
| Older Drivers Involved in Fatal Crashes (Actual)                      | 73          | 93          | 64          | 69          | 60          | 71          | 53          |
| Older Driver Serious/Incapacitating Injuries<br>(Actual)              | 629         | 644         | 590         | 700         | 338         | 271         | 265         |

Source: <sup>a</sup>All data obtained from the Massachusetts Statewide Crash Data System (CDS) through the Massachusetts Traffic Records Analysis Center, unless noted otherwise.

<sup>b</sup>Data obtained from the Fatality Analysis Reporting System (FARS).

- Notes:
- 1) Young drivers are defined as drivers age 16 to 24.
  - 2) Older drivers are defined as drivers age 65+.
  - 3) Some numbers reported in this FFY 2009 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. All 2008 data is preliminary.
  - 4) Any inconsistencies between total of male/female fatalities and overall reported fatalities for given year are due to gender that was either not being reported or was unknown on crash report.

# Noteworthy Accomplishments/ Project Highlights

## n Click It or Ticket Next Generation

### **Problem Addressed**

In 2008, Massachusetts had the lowest belt use rate in the nation, but research shows that multiple, sustained mobilizations may help increase the belt use rate.

### **Accomplishments**

In September 2008, the EOPSS/HSD applied for and received a two-year *Click It or Ticket* (CIOT) *Next Generation* Cooperative Agreement with NHTSA. In January 2009, a kickoff meeting was conducted at EOPSS. The meeting was attended by key stakeholders such as representatives from the NHTSA Occupant Protection Division in Washington, D.C., the NHTSA Office of Communications and Consumer Information, NHTSA Region 1, the MSP, Undersecretary of Law Enforcement and Fire Services for EOPSS, General Counsel for EOPSS, local police, and EOPSS/HSD staff. This was the first time that this diverse high-level group, including many nontraditional partners, collaborated on a major project.

In FFY 2009, the EOPSS/HSD completed three CIOT Mobilizations, two of which had support from this Cooperative Agreement (May and the July one-week blitz). This was an increase from the usual two CIOT Mobilizations. NHTSA provided support in the form of television and radio spot production and media buys plus expenditure of some of the \$600,000 Cooperative Agreement funds.

There have been several accomplishments as a result of this Cooperative Agreement, most notably, a seven percentage point increase in statewide safety belt use to a new high of 74 percent following the May 2009 CIOT Mobilization. Moreover, the Preusser Research Group-led study following the July mobilization showed an increase to 78 percent.

The EOPSS/HSD awarded grants to the MSP and 249 local and campus police departments to participate in CIOT Mobilizations, 107 of which implemented “Zero Tolerance Policies” regarding issuance of citations for seat belt violations. The MSP and local and campus police issued 5,645 safety belt citations during the May mobilization and 4,149 during the July mobilization.

The EOPSS/HSD also received wide media coverage for these events, including:

- May – Coverage in 17 print articles, five on-line articles, and coverage on Univision.
- July – Nine television stories on Boston and Providence stations, three radio stations, 19 print articles, and seven on-line articles.

## n College Demonstration Project

### Problem Addressed

One of the goals for the program was to rectify the misperception that underage drinking is the norm and accepted. This problem was exacerbated at Berklee College of Music because of the perception that musicians and other professionals who work in the music industry accept the use of alcohol and other substances.

### Accomplishments

The Berklee College of Music completed year one of the three-year College/University Alcohol Education Demonstration Project. Over the grant period, six presentations took place that helped to introduce the program and a social norms campaign. The social norms marketing campaign highlighted specific, positive statistics with respect to alcohol use on Berklee's campus (based on a Berklee-administered survey regarding alcohol use). The statistics were printed on various promotional materials and posters hung throughout the campus to create awareness. Using grant funds, the Substance Abuse Prevention Team sponsored a Songwriting Competition in which the lyrics of songs entered into the contest had to focus on issues surrounding alcohol use, abuse, and/or recovery. There were approximately 50 submissions to this contest and three winners. The Substance Abuse Prevention Team collaborated with the LiveWell team to launch *ChooseWell*, which is an event focused on alcohol use, providing alternatives to drinking and encouraging students to make safe and healthy choices. The event attracted between 275 to 300 students.



*Berklee College of Music  
songwriting competition  
winner.*

Although data is not yet available showing what changes, if any, have taken place regarding alcohol abuse, the program has been successful thus far based on outreach and the number of students reached by this program. Additionally, in an effort to gain statewide exposure a previous winner of the Songwriting Competition performed before more than 100 state and local law enforcement representatives at the EOPSS MLEC in November 2009.

## n Underage Drinking Prevention Conferences

### Problem Addressed

Recognizing that underage drinking has consistently been one of the leading causes of motor-vehicle death, for the first time five underage drinking conferences were held across the Commonwealth. According to the Fatality Analysis Reporting System (FARS), from 2004 to 2006 nationwide, about 30 percent of youths (ages 16 to 20) killed in motor vehicle crashes had been drinking. The trends for Massachusetts show that approximately 40 percent of youth fatalities – ages 16 to 20 – were alcohol-related. Despite the decrease in the proportion of alcohol-related fatalities among youth during recent years, the Massachusetts percentage is higher than the national average.

### Accomplishments

Funded by the EOPSS/HSD, four District Attorneys offices hosted five 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 700 people. Attendees were able to gain in-depth knowledge on a variety of issues such as brain development, social host laws, and alcohol's effect on sports performance. Grantees reported successes such as creation of a training video for law enforcement, many opportunities for networking and future collaboration, and the chance to implement policy changes.



*DA Joseph Early at the Worcester Underage Drinking Prevention Conference.*

As part of this project awardees were responsible for: creating a plan that increases community readiness to deal with underage drinking and that changes norms regarding underage drinking; conducting a comprehensive review of alcohol education literature; creating an atmosphere that respects the laws and promotes a healthy community; providing a forum for stakeholders to discuss perceptions of their community environment regarding social pressures, responsible decisions concerning alcohol abuse, and how laws are enforced; hosting workshops that emphasize the link between alcohol abuse and highway safety and other safety issues; hosting workshops that touch on law enforcement issues such as social host enforcement; hosting workshops that accentuate school or other organizational policy; hosting workshops that stress responsible decisions regarding alcohol use; and hosting workshops that highlight other topics relevant to underage drinking.

Since the conferences took place, the Worcester County District Attorney's office has strengthened its relationship with several groups, including SADD, MADD, and the Juvenile Advocacy Group. Worcester District Attorney staff members have been serving

on the Substance Abuse Coalition for Central MA Youth Leadership Group since the conference. Also, Worcester District Attorney staff have made presentations to over 4,700 students, parents, and teachers on topics such as social host laws, impaired driving, and chemical health. They also set up resource tables regarding social host laws and alcohol prevention at numerous health fairs throughout the county.

The Berkshire County District Attorney's office has been using the *Take 15 for Safety Program* that features District Attorney David F. Capeless and Dr. Jenny Michaels. The idea is that people do not have a lot of time but by taking only 15 minutes you can learn important information to protect your child. It is running on the Berkshire local public TV station. The video also has been used by community groups and schools to educate students and parents.

The Prevention Needs Assessment (PNA) Survey which was conducted in June of 2007 and again in June of 2009 in grades 8, 10, and 12 showed some encouraging results. For example, when asked, "In the past 30 days, on how many occasions (if any) have you (one or more occasions) had alcoholic beverages (beer, wine or hard liquor) to drink – more than just a few sips?" grade 10 responses indicated a reduction from 46.0 percent in 2007 to 40.7 percent in 2009; while grade 12 responses dropped from 63.8 percent in 2007 to 57.3 percent in 2009. Additionally, when asked, "How many times have you had five or more alcoholic drinks in a row in the past two weeks?" grade 8 responses dropped from 12.0 percent in 2007 to 7.0 percent in 2009 and grade 10 responses dropped from 29.1 percent to 21.2 percent.

The biggest result since the conferences for the Norfolk County District Attorney's office has been the compilation of the *Parents=Part of the Equation* video (see link below) which has been shared with the communities in the county. The District Attorney's office also has leveraged some of their existing relationships (the Norfolk School Partnership, community coalitions in Stoughton, Weymouth, Avon, Needham, Quincy, Braintree, Foxboro, and Randolph) to share the resources developed at the conference. Most notably Kathi Meyer, whose 17-year-old daughter Taylor died after a night of drinking, has spoken at numerous high schools in Norfolk County and beyond, talking to parents and students alike. The District Attorney's office also is working to get additional feedback about the police training on OUI testimony that took place during the conference. The link for this video is: <http://www.youtube.com/watch?v=B9hZ8cbm9Qk>.

The Plymouth County District Attorney's office has been working with many of their partners since the conference. For example, they have worked with Brockton's Community Mobilizing for Change on Alcohol and youth from the Boy's and Girl's Club to complete "Sticker Shock" labeling initiatives. Thousands of stickers outlining the penalties for purchasing alcohol for minors were put on 30 packs of beer in six package stores in Brockton. More stores are targeted for the future. Using funds from the Drug Free Communities grant, the office has worked to train Boys and Girl Club members in mentoring younger members using the alcohol education curricula. The office collaborated with Stonehill College students to complete compliance checks over the summer and early fall.

The office is continuing to work with several agencies in the community, including the Brockton Police Department to provide parent education. This is presented in several formats, including the Not My Kid presentation to the Strengthen Families curricula. The office has provided five trainings/workshops to school systems in Plymouth County on Social Host liability. Following the conference, several communities are now mandating parents attendance at these training for their child to receive their prom ticket.

## n Safe Prom and Graduation Video Contest

### Problem Addressed

Young drivers are particularly susceptible to risky driving practices. The prom and graduation season is a period when many teens engage in risky behaviors, including increased underage drinking and reckless or impaired driving.



### Accomplishments

In May 2009, Massachusetts implemented a safe-driving and alcohol awareness campaign for the prom/graduation season to promote safe and sober driving. The primary audience was young drivers, ages 16 to 19. To create interest and discussion about safe driving in this audience and to best reach them in a way that would be appealing, Massachusetts ran a contest to produce one-minute public service announcements (PSA).

In partnership with SADD and the Massachusetts Department of Elementary and Secondary Education, EOPSS/HSD was able to inform all high schools of the contest and sparked substantial interest. Nearly 30 schools from across the Commonwealth participated, producing 58 entries and representing all regions of the Commonwealth.



*Doherty Memorial High School receives recognition for their submission in the "Dance, Don't Chance." video contest.*

Massachusetts successfully assembled a prize package for the contest by partnering with various private companies that provided prizes for the winning school's prom, including beverages, a DJ from a major local radio station, limousine rental, tuxedo rentals, hair styling and dress coupons, and a cash prize for the prom committee.

One partner even hosted a special fashion show event with SADD students to call attention to the contest once it was launched.

Lastly, Massachusetts created a web site on YouTube where the videos could be viewed and shown to others to rate. This allowed for increased community participation as the top rated videos were then submitted to a panel of judges to choose the winner. The videos were viewed approximately 60,000 times.



Prom and graduation fashion show.

The entire campaign plus the rally at the winning high school resulted in media coverage from six television stations, 17 newspapers, and 14 on-line outlets.

## n **Rollout of New *Slow Down Move Over* Law**

### **Problem Addressed**

In December of 2008, a new *Slow Down Move Over* Law was passed in Massachusetts, and it was necessary to educate the public about the new law before it went into effect 90 days after signature by the Governor.

### **Accomplishments**

To help educate the public about the new law, messaging about the law was incorporated into the annual *Road Respect* (RR) Mobilization. An interagency task force was formed with members of EOPSS, the MassHighway, MSP, local police and fire unions, AAA, tow truckers unions, and other stakeholders to develop strategies and materials for the public awareness campaign.

Posters, hand cards, and a radio PSA were all developed and distributed by all members of the task force. A press conference also was held the day the law went into effect highlighting all of the different vehicles to which the law applied. The earned media push earned coverage from seven TV stations (several ran multiple stories), 18 newspapers, 13 radio stations, and 17 on-line news outlets. Additionally, permanent signs informing drivers of the law were posted at strategic locations throughout the Commonwealth by MassHighway.

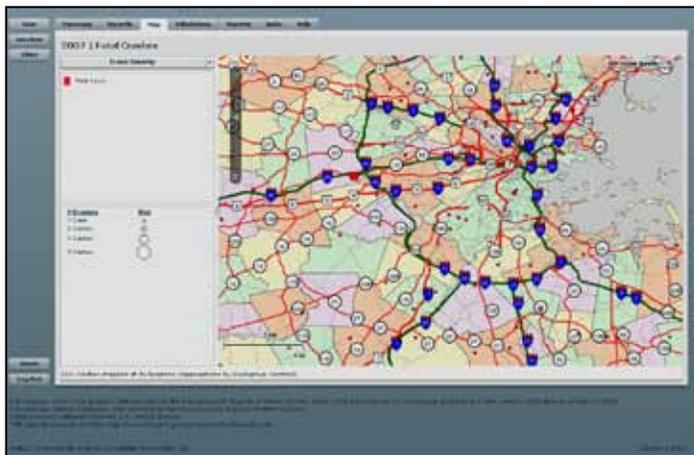
## n Massachusetts Traffic Records Analysis Center (MassTRAC)

### Problem Addressed

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

### Accomplishments

To facilitate EOPSS/HSD's ability to obtain and analyze traffic safety data, a new generation of the Commonwealth's traffic safety information portal was established. The EOPSS/HSD worked with its contractor to develop the Massachusetts Traffic Records Analysis Center (MassTRAC), a web-based solution for crash records analysis, mapping, and reporting. This tool helps the Division meet Federal reporting



requirements and supports safety planning processes across the Commonwealth. The 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. Designed and implemented as a rich Internet application, the system was developed using C#, Flex, and Oracle, with fully integrated GIS capabilities that leverage Mass GIS infrastructure, data, and services. The data warehouse has been optimized to provide superb response times as the database grows to 10 million records and beyond. The second phase of the project included the addition of citation and violation data, support for more complex queries and ad hoc reports, and provided enhanced GIS analysis and mapping capabilities. In FFY 2010, EOPSS/HSD intends to broaden the functionality of the system to address the unique needs of state and local law enforcement. This tool will allow the user to more effectively identify problem locations, and target their human and financial resources in the areas of greatest need.

## n Child Safety and Booster Seat Program

### Problem Addressed

In July 2008, Massachusetts enacted the Massachusetts Child Passenger Safety (CPS) Law which requires 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" 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 the public was informed of the changes and that CPS technicians were properly trained.

### Accomplishments

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Program in FFY 2009. The major highlights included:

- Trained 160 new technicians.
- Recertified 41 former technicians.
- Certified five new instructors.
- Conducted three update classes for 51 students.
- Conducted a special needs training for 14 students.
- Consistently ranked in the top five nationally for recertification.
- Checked 325 seats at open check-up events.
- Designed a specialized bus training program.
- Supported 16 events during CPS week and checked 229 seats, distributing 72.
- Checked 138 seats at check-up events following classes.
- Developed an educational session to conduct at check-up events.



*Educational session during a check-up event.*

### ***Distribution of Child Restraints to Low Income Families***

In addition, programming and systems have been refined to offer a higher level of service. New strategies and programs emerged to address diversity and partnership development. An aggressive check-up event schedule targeted priority areas, including those with underserved populations and those areas that had not previously hosted an event. A monthly newsletter distributed to nearly 800 individuals, keeps technicians and advocates informed of important CPS issues and program activities.

A significant amount of time went into planning for expanding the reach of the CPS program to underserved populations. In March, the CPS program recruited members for the Diversity Committee; six individuals expressed interest. Goals of the committee include reviewing the draft process and outreach efforts put forth, developing strategies for cultural competency training, and assisting with recruitment.

The CPS program currently has approximately 670 certified CPS technicians. The majority of these technicians are English speaking Caucasians. The lack of diversity and bi-lingual skills of the technicians has resulted in less interaction and trust of 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

Implementation of the diversity program included a Technician Class check-up event held in November 2008 in Lowell. The CPS staff met members of the Community Team Work, Inc. (CTI) Program. CTI, an agency serving low-income families in the Greater Lowell area, attended and brought clients to the check-up to have seats checked. Families serviced by CTI are very diverse and include those whose primary languages are Portuguese, Spanish, Arabic, Thai, Vietnamese, Khmer, and Hindi. The CPS Program and CTI agreed to collaborate on three projects, including an education and bus inspection event, a check up event, and training.

More than 1,000 child restraints were distributed in FFY 2009, using the EOPSS/HSD procurement process, including outreach through the CPS technicians, EOPSS/HSD website, and EOPSS newsletter.

### ***Enforcement of Child Restraint Laws***

All six EOPSS/HSD funded traffic enforcement mobilizations conducted in FFY 2009 addressed occupant protection for all passengers, including children. The MSP and 249

local police departments participated in these mobilizations, shown below. During mobilization events, enforcement resulted in 992 child safety seat violations issued.

**Law Enforcement Partners**

|                    |                         |                  |               |                     |               |                  |
|--------------------|-------------------------|------------------|---------------|---------------------|---------------|------------------|
| Abington           | Brookline               | Foxborough       | Lexington     | North Attleboro     | Scituate      | Walpole          |
| Acushnet           | Burlington              | Framingham       | Leyden        | North Brookfield    | Seekonk       | Waltham          |
| Adams              | Cambridge               | Franklin         | Lincoln       | North Reading       | Sharon        | Ware             |
| Amesbury           | Canton                  | Gardner          | Littleton     | Northampton         | Sheffield     | Warren           |
| Amherst            | Carlisle                | Georgetown       | Lowell        | Northbridge         | Shelburne     | Washington       |
| Andover            | Carver                  | Gill             | Ludlow        | Northfield          | Sherborn      | Watertown        |
| Aquinnah           | Charlton                | Goshen           | Lunenburg     | Norton              | Shrewsbury    | Wayland          |
| Arlington          | Chelsea                 | Grafton          | Lynn          | Norwell             | Shutesbury    | Weymouth         |
| Ashburnham         | Chester                 | Granby           | Manchester    | Norwood             | Somerset      | Webster          |
| Ashby              | Chesterfield            | Granville        | Mansfield     | Oak Bluffs          | Somerville    | Wellesley        |
| Ashfield           | Chilmark                | Great Barrington | Marion        | Oakham              | South Hadley  | Wellfleet        |
| Assumption College | Cohasset                | Greenfield       | Marlborough   | Orange              | Southampton   | Wenham           |
| Attleboro          | Concord                 | Groveland        | Marshfield    | Orleans             | Southbridge   | West Boylston    |
| Auburn             | Cummington              | Hadley           | Mattapoisett  | Palmer              | Spencer       | West Bridgewater |
| Barnstable         | Dalton                  | Hamilton         | Maynard       | Paxton              | Springfield   | West Newbury     |
| Barre              | Danvers                 | Hampden          | Melrose       | Peabody             | Sterling      | Westborough      |
| Becket             | Dartmouth               | Hanover          | Mendon        | Pelham              | Stockbridge   | Westfield        |
| Bedford            | Dedham                  | Hardwick         | Methuen       | Peru                | Stoneham      | Westminister     |
| Belchertown        | Deerfield               | Harvard          | Middleborough | Petersham           | Stoughton     | Westport         |
| Belmont            | Dennis                  | Hatfield         | Middleton     | Phillipston         | Sturbridge    | West Stockbridge |
| Berkley            | Douglas                 | Haverhill        | Milford       | Pittsfield          | Sudbury       | Westwood         |
| Bernardston        | Dover                   | Hingham          | Millis        | Plympton            | Sunderland    | Whately          |
| Beverly            | Dudley                  | Hinsdale         | Millville     | Princeton           | Sutton        | Wilbraham        |
| Billerica          | East Bridgewater        | Holbrook         | Milton        | Provincetown        | Swampscott    | Williamsburg     |
| Blackstone         | East Brookfield         | Holyoke          | Monson        | Quincy              | Swansea       | Williamstown     |
| Blandford          | Eastham                 | Hopkinton        | Montague      | Randolph            | Taunton       | Wilmington       |
| Bolton             | East Longmeadow         | Hubbardston      | Nantucket     | Reading             | Tewksbury     | Winchendon       |
| Boston             | Easton                  | Hudson           | Natick        | Rehoboth            | Topsfield     | Winthrop         |
| Bourne             | Erving                  | Hull             | Needham       | Revere              | Townsend      | Woburn           |
| Boxborough         | Essex                   | Hyannis          | New Bedford   | Rochester           | Tyngsboro     | Worcester        |
| Boxford            | Everett                 | Lakeville        | New Braintree | Rockland            | Tyringham     | Wrentham         |
| Braintree          | Fairhaven               | Lanesborough     | New Salem     | Royalston           | Umass Amherst | Yarmouth         |
| Bridgewater        | Fall River              | Lawrence         | Newburyport   | Salem               | UMass Lowell  |                  |
| Brockton           | Falmouth                | Leicester        | Newton        | Salem State College | Upton         |                  |
| Brookfield         | Fitchburg               | Lenox            | Norfolk       | Salisbury           | Uxbridge      |                  |
| Buckland           | Fitchburg State College | Leverett         | North Andover | Sandisfield         | Wakefield     |                  |

EOPSS/HSD also updated previously developed CPS hand cards aimed at providing parents and caregivers with information on how to safely transport their children in compliance with the new CPS law. The hand cards were redesigned to include additional ADA compliance text and were translated into the following three languages: Chinese, Spanish, and Portuguese. These were used to educate law enforcement about the new law as well as distributed at CPS check-ups and RMV offices across Massachusetts.

***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 2009, the EOPSS/HSD CPS Program trained 160 new technicians; recertified 41 former technicians; certified five new instructors; conducted three update classes; conducted a special needs training for 14 students; and was consistently ranked in the top five nationally for recertification. At 69.3 percent, Massachusetts consistently has one of the highest recertification rates of CPS technicians in the country. Since October 2008, the

CPS Program has hosted nine 32-hour technician training programs. The table below summarizes the results.

| <b>Training Participation Summary</b> |                  |                |                      |                          |
|---------------------------------------|------------------|----------------|----------------------|--------------------------|
| <b>Location of Class</b>              | <b>#Enrolled</b> | <b>#Passed</b> | <b>Seats Checked</b> | <b>Seats Distributed</b> |
| Barnstable                            | 16               | 15             | 15                   | -                        |
| Boston                                | 20               | 11             | 36                   | 16                       |
| Brockton                              | 22               | 22             | -                    | -                        |
| Dorchester                            | 23               | 19             | 5                    | -                        |
| Holyoke                               | 19               | 15             | 23                   | -                        |
| Lowell                                | 24               | 23             | 16                   | 5                        |
| Lunenburg                             | 30               | 26             | 2                    | -                        |
| Pittsfield                            | 11               | 11             | 26                   | 2                        |
| Wilmington                            | 21               | 18             | 15                   | -                        |
| <b>Totals</b>                         | <b>186</b>       | <b>160</b>     | <b>138</b>           | <b>23</b>                |

### ***Educating the Public on CPS***

The following provides an overview of the types of programs and support provided by the CPS program. The list is representative and does not show all of the outreach efforts.

- Attended meetings and conducted presentations for the following: Partnership for Passenger Safety, Lowell Church and community members, Fire Safety Conference, American Academy of Pediatrics Conference, Kidz in Motion Conference, Central MA CPS Coalition, Babies R Us, Guild of St. Agnes Day Care (transportation provider), CTI, Jarvis Heights, Buffalo Soldiers, Cape Cod EDDY, and other smaller events.
- Check-up outreach to all Technicians to staff events.
- Conducted 31 check-up events at eight locations not affiliated with a class.
- Responded to daily inquiries on the CPS hotline and the CPS email.
- Developed a calendar on CPS week activities.
- Developed a presentation for use at check-up events.

Check-up events promoted and staffed by the CPS program that did not occur during a class yielded the following results:

| <b>Check up Event Results</b> |                      |                          |
|-------------------------------|----------------------|--------------------------|
| <b>Location</b>               | <b>Seats Checked</b> | <b>Seats Distributed</b> |
| Acton                         | 18                   | 2                        |
| Amherst                       | 40                   | 22                       |
| Attleboro                     | 11                   | -                        |
| Blackstone                    | 19                   | -                        |
| Bondsville                    | 6                    | -                        |
| Boston                        | 24                   | 45                       |
| Bourne                        | 15                   | 5                        |
| Braintree                     | 4                    | 0                        |
| Brockton                      | 43                   | 27                       |
| Danvers                       | 6                    | 0                        |
| Dennis                        | 24                   | 5                        |
| Devens                        | 7                    | 1                        |
| Dorchester                    | 22                   | 14                       |
| Fitchburg                     | 47                   | 23                       |
| Greenfield                    | 7                    | 3                        |
| Harvard                       | 6                    | 0                        |
| Holyoke                       | 30                   | 20                       |
| Holyoke                       | 8                    | 6                        |
| Hopkinton                     | 16                   | 3                        |
| Hudson                        | 37                   | -                        |
| Hyannis                       | 30                   | -                        |
| Lowell KIA                    | 33                   | 22                       |
| Ludlow                        | 19                   | 0                        |
| Lynn                          | 8                    | 5                        |
| North Attleboro               | 15                   | 1                        |
| Plymouth                      | 13                   | -                        |
| Scituate                      | 6                    | 0                        |
| Springfield                   | 43                   | 22                       |
| Topsfield                     | 6                    | 0                        |
| Westford                      | 15                   | 1                        |
| Worcester                     | 3                    | 2                        |
| <b>Totals</b>                 | <b>575</b>           | <b>229</b>               |

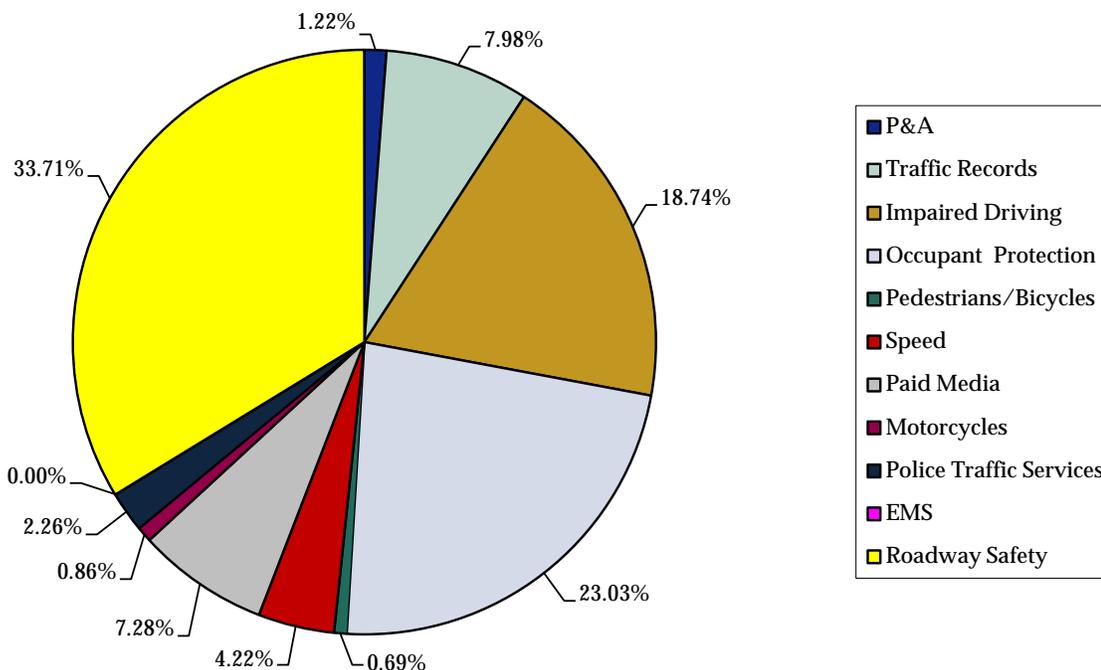
# **Financial Summary/ Distribution of Funds**

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

**Table 4. 2009 Financial Summary**

|                         | 402                | 405              | 410                | 408              | 2010             | 1906             | 403              | 163              | 164                | 154     | 2003b      | Total               | Percent of Total |
|-------------------------|--------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------|------------|---------------------|------------------|
| P&A                     | \$131,232          |                  | 20,731             |                  |                  |                  |                  |                  | 36,092             |         |            | \$188,055           | 1.2%             |
| Traffic Records         | \$551,814          |                  |                    | 681,172          |                  |                  |                  |                  |                    |         |            | \$1,232,986         | 8.0%             |
| Impaired Driving        | \$111,317          |                  | 1,682,406          |                  |                  |                  |                  |                  | 699,562            | 402,169 |            | \$2,895,455         | 18.7%            |
| Occupant Protection     | \$2,548,776        | 790,894          |                    |                  |                  |                  | 219,351          |                  |                    |         |            | \$3,559,021         | 23.0%            |
| Pedestrians/Bicycles    | \$107,179          |                  |                    |                  |                  |                  |                  |                  |                    |         |            | \$107,179           | 0.7%             |
| Speed                   | \$332,836          |                  |                    |                  |                  |                  |                  | 319,234          |                    |         |            | \$652,070           | 4.2%             |
| Paid Media              | \$852,807          |                  | 187,981            |                  |                  |                  |                  |                  | 84,053             |         |            | \$1,124,840         | 7.3%             |
| Motorcycles             | \$0                |                  |                    |                  | 132,297          |                  |                  |                  |                    |         |            | \$132,297           | 0.9%             |
| Police Traffic Services | \$155,262          |                  |                    |                  |                  | 194,447          |                  |                  |                    |         |            | \$349,708           | 2.3%             |
| EMS                     | \$0                |                  |                    |                  |                  |                  |                  |                  |                    |         |            | \$0                 | 0.0%             |
| Roadway Safety          | \$0                |                  |                    |                  |                  |                  |                  |                  | 5,208,885          |         |            | \$5,208,885         | 33.7%            |
| <b>TOTAL</b>            | <b>\$4,791,223</b> | <b>\$790,894</b> | <b>\$1,891,118</b> | <b>\$681,172</b> | <b>\$132,297</b> | <b>\$194,447</b> | <b>\$219,351</b> | <b>\$319,234</b> | <b>\$6,028,591</b> |         | <b>\$0</b> | <b>\$15,450,496</b> |                  |

**Figure 14. 2009 Financial Summary**



**Table 5. 2009 Estimated Carry Forward Funds**

|   | Carry Forward Funds     |
|---|-------------------------|
| Section 402 - NHTSA                               | \$ 1,614,197.00         |
| Section 405 - OP SAFETEA-LU                       | \$ 24,146.00            |
| Section 408 - DATA PROGRAM                        | \$ 981,398.00           |
| Section 410 - ALCOHOL SAFETEA-LU                  | \$ 2,759,175.00         |
| Section 2010 - MOTORCYCLE SAFETY                  | \$ 135,596.00           |
| Section 2011 - CHILD SEATS                        | \$ 707,091.00           |
| Section 1906 - PROHIBIT RACIAL PROFILING          | \$ 745,695.00           |
| Section 164 - TRANSFER FUNDS - ALCOHOL            | \$ 743,950.00           |
| Section 164 - TRANSFER FUNDS - HAZARD ELIMINATION | \$ 6,320,430.00         |
| Section 154 - TRANSFER FUNDS - ALCOHOL            | \$ 1,120,588.00         |
| Section 154 - TRANSFER FUNDS - HAZARD ELIMINATION | \$ 6,091,034.00         |
| <b>Total</b>                                      | <b>\$ 21,243,300.00</b> |