

FFY 2025

Annual Report



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(a) Performance Report

(1) An assessment of the State's progress in achieving performance targets identified in the most recently submitted triennial HSP, as updated in the annual grant application, based on the most currently available data, including:

Setting and meeting targets helps a state achieve goals by providing a measurable method to track ongoing progress. It allows the Highway Safety Office to focus on strategies that ensure they are on track to meet targets and prioritize projects and activities that will assist in reaching the desired outcome. Reviewing targets annually within a three-year Plan allows time for reflection and adjustments when needed.

An assessment of the State's progress in achieving performance targets identified in the 2024-2026 Triennial Highway Safety Plan (TSHP), based on the most recent data, shows that Maine is not on target to meet most of the performance targets originally set. For the many targets not on track to be met at the end of 2026, a narrative description of adjustments made or to be made has been added.

Assessment of Core Performance Measures

Core Outcome Measures	Target Period	Target Value	Progress Results	Data Source	On Track to Meet Target
C-1) Total Traffic Fatalities	5-year 2021-2025	160	165*	State data, as of 12/9/25	N
C-2a) Serious Injuries in Traffic Crashes	5-year 2021-2025	709	743†	State data, as of 12/9/25	N
C-2b) Serious Injury Rate	5-year 2021-2025	4.79	4.90†	State data, as of 12/9/25	N
C-3a) Fatalities/VMT	5-year 2021-2025	1.12	1.09†	State data, as of 12/9/25	N
C-3b) Rural Mileage Death Rate	Annual 2025	1.23	—	—	in progress
C-3c) Urban Mileage Death Rate	Annual 2025	0.70	—	—	in progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual 2025	52	41	State data, as of 12/9/25	Y
C-5) Alcohol-Impaired Driving Fatalities	Annual 2025	46	11	State data, as of 12/9/25	Y
C-6) Speeding-Related Fatalities	Annual 2025	41	44	State data, as of 12/9/25	N
C-7) Motorcyclist Fatalities (FARS)	Annual 2025	23	35	State data, as of 12/9/25	N
C-8) Unhelmeted Motorcyclist Fatalities	Annual 2025	16	18	State data, as of 12/9/25	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual 2025	12	11	State data, as of 12/9/25	Y
C-10) Pedestrian Fatalities	Annual 2025	12	27	State data, as of 12/9/25	N
C-11) Bicyclist Fatalities	Annual 2025	2	4	State data, as of 12/9/25	N

* Value reported is the average of data from 2021 to 2025 using a projected value for 2025. Historically, approximately 93.8% of fatalities occur on or before Dec. 9 of each year. The current count for 2025 (as of 12/9) is 168 and is expected to be 179 by year's end.

† Value/rate computed using 2024 VMT for 2025 and using data to date.

Core Behavior Measures	Target Period	Target Value	Progress Results	Data Source	On Track to Meet Target
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual 2025	94.4%	92.2%	Maine Seat Belt Use 2025 (survey and report)	N

Additional Measures	Target Period	Target Value	Progress Results	Data Source	On Track to Meet Target
Senior Driver Fatalities	Annual 2025	27	41	State data, as of 12/09/25	N
Distracted Driver Fatalities	Annual 2025	7	39	State data, as of 12/09/25	N
EMS First Responder Fatalities	Annual 2025	0	0	State data, as of 12/09/25	Y
Media Recall Target	Spring 2025	44%	24%	Critical Insights Survey, 2025	N

Activity Measures	Target Period	Target Value	Progress Results	Data Source	On Track to Meet Target
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	Annual 2025	n/a	603	State data, 2025	n/a
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	Annual 2025	n/a	135	State data, 2025	n/a
# of Speeding Citations Issued During Grant-Funded Enforcement Activities	Annual 2025	n/a	2,540	State data, 2025	n/a
# of Distracted Driving Citations Issued During Grant-Funded Enforcement Activities	Annual 2025	n/a	1,393	State data, 2025	n/a

Assessment of Traffic Records Performance Targets

TRAFFIC RECORDS OUTCOME MEASURES	Timeframe	2020	2021	2022	2023	2024	2025	2025 Target	Target Met
5.1.1 eCitation Completeness- Lat/Long	4/1/-3/31	6.72%	12.66%	17.54%	22.86%	25.09%	29.02%	25%	Y
5.1.2 eCitation Timeliness- Maine Violations Bureau	4/1/-3/31	6.3	5.2	4.0	3.9	3.9	2.3	3.6	Y
5.1.3 eCitation Uniformity – Maine Violations Bureau	4/1-3/31	15.14%	33.33%	44.16%	51.51%	54.80%	68.00%	53%	Y
5.1.4 eCitation Completeness- Agency Count	4/1/-3/31	14	20	43	62	62	78	66	Y
5.1.5 eCitation Completeness- Officer User Count	4/1/-3/31	320	412	823	1,088	1,397	2,119	1,110	Y
5.1.6 ECitation Timeliness	4/1/-3/31	7	23	43	135	3 hrs	30 min	3.9 hrs	Y
5.1.7 Crash Completeness	4/1/-3/31	65.20%	65.11%	65.11%	64.90%	63.73%	64.79%	66.5%	N
5.1.8 Crash Timeliness- Received within 5 days	4/1/-3/31	87.8%	87.69%	88.34%	88.13%	88.82%	89.22%	88.6%	Y
5.1.9 Crash Timeliness-Average	4/1/-3/31	5.6	5.71	5.5	5.67	5.43	5.1	5.3	Y
5.1.10 Crash Uniformity	4/1/-3/31	42.79%	42.79%	42.79%	42.79%	42.79%	42.79%	44.1%	N
5.1.11 EMS Uniformity (NEMSIS 3.4)	4/1/-3/31	99.99%	97.6%	98.8%	99.87%	97.78%	No data	100%	N
5.1.12 EMS Uniformity (NEMSIS 3.5)	4/1/-3/31				0%	34.54%	99.85%	40%	Y
5.1.13 EMS Completeness	4/1/-3/31	89.0%	63.0%	91.0%	92.45%	93.06%	96.75%	93.1%	Y
5.1.14 EMS Timeliness- Received within 24 Hours	4/1/-3/31	85.0%	62.0%	No Data	97.07%	96.60%	92.64%	96.61%	N
5.1.15 Roadway Uniformity – MIRE -Roadway Segment	4/1-3/31		80.47%	86.01%	86.01%	86.01%	No data	88.2%	N
5.1.16 Roadway Uniformity- MIRE-At Grade Intersections/Junctions Elements	4/1-3/31		79.76%	75.95%	75.95%	75.95%	No data	77.2%	N
5.1.17 Roadway Uniformity- MIRE-Interchange/Ramps Elements	4/1-3/31		60.88%	57.58%	57.58%	57.58%	No data	59.2%	N

(i) An explanation of the extent to which the State's progress in achieving those targets aligns with the triennial HSP (i.e., the State has (not) met or is (not) on track to meet target); and

Maine's triennial highway safety plan documents a three-year period of the State's highway safety program that is data-driven in the establishment of performance targets and in the selection of countermeasure strategies for programming federal funds to meet those targets. Performance targets are data-driven, quantifiable, and measurable and must demonstrate constant or improved performance over the three-year period covered by the THSP. Core measures were developed in collaboration with the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) in 2008. Requirements added later included a provision that three common measures between State Highway Safety Office Highway Safety Plan and State DOT's Strategic Highway Safety Plan and HSIP Annual Report were identical, and those three measures are fatality, fatality rate, and serious injuries. For the past three years, the common measure requirement has been waived, but Maine continues to set those three targets as identical with Maine DOT.

Each program area identified by the State during the planning process must include a measurable performance target. For program areas not required but identified by a State as requiring programming for federal grant funds (e.g. distracted driving, senior drivers), the State is required to develop its own performance measures and targets that are data-driven and report on progress (met or not met) the same as required measures. When dealing with relatively smaller numbers, one outlier can make a significant difference. Maine saw one year (2023) with lower than usual fatality numbers and each year since has been more in line with other years. This likely has contributed to many of our targets not being on track to be met.

Understanding where you stand during the implementation of a plan provides opportunities to identify if you are on track to achieve your intended outcome(s) and allows for timely adjustments and course corrections. The MeBHS regularly monitors progress against yearly targets so that we may be proactive in response and make informed decisions regarding new strategies and resource allocation such as funding, personnel, engaging additional partners, or beginning new projects. One example was the introduction of the Commercial Motor Vehicle Program. MeBHS recognized that commercial motor vehicle crashes and fatalities were steadily increasing. We quickly created a partnership with an organization dedicated to educating and providing resources for drivers who share the road with commercial motor vehicles. As a result of this partnership, we made necessary adjustments in media and outreach and added new projects for engagement during the fiscal year. Additionally, the MeBHS pushed out more news releases to get concerning issues like speeding and aggressive driving on the daily news stations. A discussion regarding which measures were not met, and adjustments made to attempt to achieve those measures, follows in this report.

(ii) a description of how the activities conducted under the prior year annual grant application contributed to meeting the State's highway safety performance targets.

While a description of each of the State projects and activities including funds expended is no longer required under BIL, we believe that significant time, and effort go into the implementation of chosen countermeasures, projects, and activities. We feel it is important to highlight the success of our hard work, as well as the hard work of our subrecipients and partners through a description of project outcomes, benefits in the overall analysis of how these activities contributed to meeting or not meeting the chosen performance targets. Therefore, a project performance update on each project and activity identified in the most recent AGA is provided below including discussion of Public Participation and Engagement (PP&E) efforts, law enforcement community collaboration, high-visibility enforcement efforts and mobilization participation and results, and identified adjustments to future programming to assist in the meeting of chosen targets.

Communications and Outreach Program Area

Statewide Strategic Media Plan: Paid and Earned Media

Project Description (incl. Location and Affected Communities): A robust public education paid and earned media campaign (television, radio, print, digital, social) combined with high-visibility and sustained enforcement is proven to impact driver behavior (NHTSA). The MeBHS' public relations and marketing program focuses on all the behavioral programs listed below:

- Statewide Strategic Media Plan
- Supporting CIOT/BUNE HVE Enforcement
- Supporting DD HVE & Sustained
- Supporting Impaired HVE & Sustained
- Supporting Speed HVE & Sustained
- Cannabis-impaired driving
- Unattended Passengers Program
- Senior/Older/Mature Driver PSA's
- Pedestrian & Bicycle PSA's Motorcycle Safety PSA's
- Commercial Motor Vehicle Safety,
- Move Over PSA (Emergency & Stationary Vehicles)

MeBHS uses the Request for Proposal (RFP) and resultant vendor/contractor(s) to assist us with PSA production, media buys, and critical insight surveys during the fall and spring. This project will include the creation of new PSAs for television, radio, digital, social media, and print. For print media we will create educational handouts for mature driving issues such as what to do when a loved one's driving skills are declining with age. The direction of these PSA's will be determined on a case-by-case basis, and we will review which program areas need additional content to better reach the target demographic and which need additional attention based on critical insight surveys and performance measures.

Because we continue to see relatively consistent motorcycle fatalities, we will print and distribute the Maine Smart Riding Guide for those who pass their motorcycle rider course. Additionally, a long-form educational video will be created on motorcycle riding courses and is being created to ensure more constancy in the courses, and to cover more complicated subjects. It will be sent to motorcycle rider schools in the counties with the highest number of crashes first. For motorcycle safety those high-crash locations are identified in order of highest to lowest however all communities are affected. The goal for the overall media project is to educate about all areas of driver behavior and connect with the public on a personal level to create a more memorable PSA consistent with NHTSA messaging. By doing this effectively, drivers will reconsider some of their driving behaviors and make positive changes. The statewide media plan reaches both far North to the Canada border and to Southern Maine on the New Hampshire border, with special emphasis on high-crash and high fatal locations.

Countermeasure Strategy	Increase media recall rate for public education supporting law enforcement activities, which will show that the public is more aware of the behavioral highway safety messages and to decrease first responder fatalities.
Project Agreement Number	PM25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Contracted Services
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402/405b/405b flexed to 402/405d/405d Flexed to 402/405e/405e Flexed to 402/405f
Eligible Use of Funds	23USC402/1300.24/1300.25
GTS Voucher Coding	402PM/M1HVE/M1*PM/M8*PM/M11MA/UNATTD/FDL*PM/FDLPEM
Amount of Federal Funds	\$1,800,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance:

Campaign Spending – Media (October 2024 – September 2025)

The following details media spending (digital, OOH, radio, social media, streaming audio, streaming video, and TV) by campaign:

Distracted	\$ 465,382
Impaired Driving	\$ 130,241
Mature	\$ 15,864
OP – CPS	\$ 12,223
Speed	\$ 35,459
Vulnerable Roadway User	\$ 17,237
Young Driver	\$ 15,384
Total Media Paid	\$ 691,790
<i>Plus Total FREE & Bonus media</i>	\$218,679

Campaign Impressions – By Campaign

Program	Campaign	Demographic Impressions
Distracted	Adults 18-49	30,346,303
Impaired Driving	Men 18-59	9,135,042
Mature	Adults 65+	972,441
OP-CPS	Adults 18-64	850,590
Speed	Men 18-49	1,908,270
Vulnerable Roadway User	Adults 18+	2,301,804
Young Driver	Teens 16-19	786,686
Total		46,301,136
Paid Impressions		38,888,893
Bonus: 1 for 1 PSAs & Over Delivery		7,412,243

Direct Mail, Marketing Plan, Printing, Research - \$17,602

The following details printed materials, marketing plans and research projects completed in FY2025:

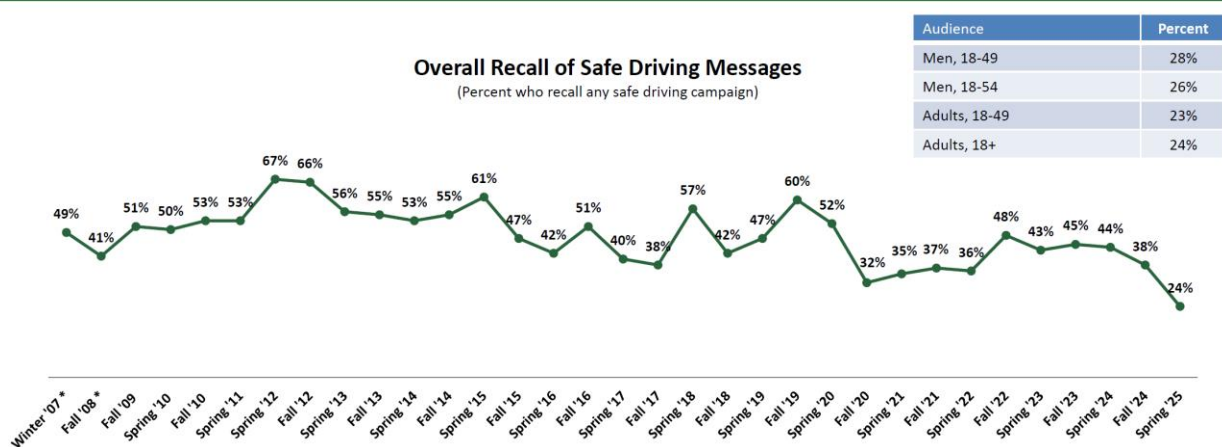
Printed Materials

- CPS – Child Restraint Rack Card
- CPS – Car Installation Guide
- CPS – Precious Cargo Rack Card
- Distracted - Hands-Free Driving rack cards
- Distracted – Take 5 Hand-out
- Distracted – Take 5 Poster
- Impaired – Drive Sober Maine brochure
- Impaired – Sobriety checkpoint rack cards
- Occupant Protection – Buckle-up Maine brochure
- Young Driver – GDL Postcard
- Marketing Plans – Stage One and Stage Two

Research

- Critical Insights Tracking Survey – Fall '24
- Critical Insights Tracking Survey – Spring '25

Total Safety Campaigns - \$709,392



From Spring 24' to Spring 25' there was a decrease from 44% to 24% in recall of safe driving messages. This is the largest decrease we have seen. At first glance, nothing in the media buy stands out as a clear cause. The plan was well diversified, the messaging performed strongly, and we also received substantial added value. However, what has worked in the past isn't performing, as the media landscape continues to evolve. We believe the decline in our recall rate is due to our messaging length and channel mix no longer being received as effectively as previously. We will be redirecting our media funding toward the platforms where our audience is most active, with an emphasis on digital channels. We are also considering adjustments to our PSA formats to ensure the message is delivered more efficiently within a shorter timeframe. Lastly, we are ensuring that our messaging is consistent across all our channels. Whether it be an in-person event, interview, social media post, or radio spot we are making sure the slogans are uniform. While the overall media recall rate decreased, we did see an increase in "*Click It or Ticket*" which rose among men ages 18-49 from 85% in Spring 2024 to 87% in Spring 2025. "*Buckle Up. No Excuses!*" also saw an increase from 70% to 73%.

When determining where in the state our PSAs should be prioritized, our media partner develops a five-year fatality index that compares each county's share of the population to its share of total fatalities. Based on this analysis, counties such as Hancock, Washington, and Piscataquis rank among the highest, so we geotarget our digital streaming placements accordingly. To determine which campaigns receive greater emphasis, we reviewed the most recent 2024-2025 data. In 2024, 19% of fatalities involved alcohol impairment, leading us to allocate additional funding to that focus area. We also recognize that distraction behind the wheel, particularly mobile phone use, plays a significant role in many crashes. To combat this, we utilized 405e funding to ensure we reached all drivers with relevant messaging. Additionally, we coordinated the timing of our topical PSAs with the NHTSA communication calendar to further reinforce key safety messaging throughout the year.

We also conducted separate media buys through two additional programs: the Younger Driver and Community Outreach Program and the Community Voices Program. These will be discussed in greater detail in their respective sections, but several key highlights are worth noting. Within the Young Driver and Community Outreach Program, 40 localized video spots were produced, generating a combined, 1,117,276 impressions- an average of 27,390 views per spot, reflecting strong engagement among the student population. In total, this program delivered 1,682, 968 impressions across all media. The Community Voices Program was targeted specifically toward Oxford and Hancock counties due to the nature of the initiative. Through paid media, the program achieved 4,620,000 impressions across all media. Event-based outreach accounted for the largest share, with 1,690,000 impressions. Additionally, earned media efforts reached 1,890,000 impressions.

Creative Media Spending (PSAs are both for Audio and Video)

Distracted Driving PSA	\$ 11,160
Unattended Passenger PSA	\$ 11,160
Commercial M/V PSA	\$ 11,160
Young Driver PSA	\$ 11,160
Unattended Passenger Handout	\$ 3,325
Move Over Handout	\$ 3,325
Mature Driver Handout	\$ 3,325
Speeding Handout	\$ 3,325
Total Media Paid	\$ 57,940

We partnered with vendor BlackFly Media to create new public service announcements and print handouts. They created four PSAs with a focus on Distracted Driving, Unattended Passengers, Commercial Motor Vehicles, and Young Drivers. The Distracted Driving PSA focused on cell phone use, told from the perspective of youth to their loved ones. The Unattended Passenger PSA was a “man on the street” style video. Maine BHS attended a Touch-a-Truck event hosted by the Rockland Public Library. The Commercial Motor Vehicle PSA followed the president of Brown Dog Trucking on his route, demonstrating the necessity of safely sharing the road with commercial trucks. The Young Driver PSA shared the dangers of making a poor decision behind the wheel. Maine BHS partnered with the Brunswick Police Department, Brunswick Fire Department, and Atlantic Coast Towing to recreate a crash scene from the point of view of the driver. All our PSA’s can be viewed on our YouTube channel. The print handouts will be sent out to law enforcement agencies, given out at in-person events, and at Maine Driving Dynamics classes. All the handouts are available for download on our website. Over the course of the federal fiscal year, we were interviewed 13 times across all media channels and sent out seven press releases. In-house we have created new Take-5 handouts and posters to distribute to schools and at events attended by young drivers. The purpose of these handouts is to encourage young drivers to take the pledge to perform safety-related activities before driving.

Currently we are not on target to reach our goal of a recall rate of 46% by spring 2026. To make adjustments for the future we first started with our media partners. Through the RFP process, we have newly partnered with Blaze Partners for our media buys. Blaze has put together a refreshed comprehensive media plan that is more focused on the digital landscape. This will allow us to precisely identify our target demographics, ensuring that our messaging effectively reached the intended audience. We will continue partnering with BlackFly Media to create additional audio and visual public service announcements and print handouts. The PSAs will focus on Alcohol Impaired Driving, Cannabis Impaired Driving, Speed, Seatbelt Use, Child Passenger Safety, and Motorcycle Safety. We will be continuing with partnering with Travelers Marketing for our Community Voices Program, with a focus on pedestrians. Pedestrian fatalities continue to rise in high crash cities such as Portland, Auburn, and Lewiston. The Traffic Safety Educator Program will bring our safety messaging to in person events. By partnering with Alliance Highway Safety, they will educate communities in all areas of traffic safety. As we see an increase in Commercial Motor Vehicle fatal crashes, MeBHS in partnership with Virginia Tech, “Sharing the Roads with Trucks” program is coming to Maine to educate the public on the necessity of safety sharing the roads with trucks. MeBHS has formulated a new quarterly check-in process with all our media partners together to ensure everyone is aligned regarding our messaging. Through restructuring the Statewide Strategic Media Plan, MeBHS is confident we can reach our targeted recall rate goal by Spring 2026.

Traffic Safety Education Community Outreach Program

Project Description (incl. Location and Affected Communities): This project funds the activities for statewide traffic safety education. The traffic safety education may include Convincer and Rollover Simulator demonstrations for occupant protection, distracted, commercial motor vehicle safety, and impaired driving simulations, and the use of highway safety displays at schools, colleges, health fairs, community centers, businesses, and other locations where affected communities and focused demographic populations can be found. The seat belt education component of this program reaches approximately 4,000 citizens each year and provides education to grades K-12, private businesses, and state agencies. This Traffic Safety Education Program has been proven to be the most effective tool for outreach and communication to school-aged children, young drivers, parents, and the employer workforce and is presented statewide in historically all 16 counties (Androscoggin, Aroostook, Cumberland, Franklin, Hancock, Kennebec, Knox, Lincoln, Oxford, Penobscot, Piscataquis, Sagadahoc, Somerset, Waldo, Washington, and York.) The program is at the request of the communities located in those counties. Surveys and feedback are incorporated into the programming to further inform and enhance the programming. This project also includes community traffic safety education conducted by law enforcement agencies wishing to interact with their communities either through traffic safety education or collaboration.

Countermeasure Strategy	Decrease core performance measures C1-C11 and additional measures for distracted and senior/older drivers by implementing programs targeted toward all communities to provide education and outreach with respect to traffic safety and messaging for all program areas.
Project Agreement Number	CP25-001 and CP25-003-TBD
Amendment to Add Project Numbers	No
Subrecipient(s)	TBD by RFP and Law Enforcement Agencies TBD
Organization Type	TBD by RFP; State/County/Municipal Law Enforcement Agencies.
Federal Funding Source(s)	402 or 405e Flexed to 402
Eligible Use of Funds	23USC 402 and/or 1300.24(d)(3)
GTS Voucher Coding	402CP and/or M8*CP
Amount of Federal Funds	\$250,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: FFY25 was a pilot year for the Traffic Safety Education and Community Collaboration program. In total four law enforcement agencies were awarded funding. The agencies were Lewiston Police Department, Scarborough Police Department, Berwick Police Department, and Windham Police Department. Unfortunatley, each agency ran into staffing constraints making the outcome of this program less than desirable. In total, four educational events were conducted, reaching only 3,500 community members. To strenghten this program for FFY2026, MeBHS through the RFP process, has partnered with Alliance Highway Safety to deliver a robust and dedicated Traffic Safety Education program. Alliance Highway Safety will complete fifty (50) days or more of community health and safety events, fairs, and police,EMS, fire safety, and other events, corporate and military safety related events, school presentations at elementary, middle, high schools and colleges, and driver education classes.

Community Voices for Road Safety

Project Description (incl. Location and Affected Communities): The Community Voices for Road Safety initiative originates from the Safe System Approach with a focus on Safer People. This program aims to create campaigns inspired by the voices of the target vulnerable community and encourage safe, responsible driving and behavior by people who use roads. Messaging is developed for the community by the community. This approach stimulates behavioral change through community engagement and positive messaging. This project includes analyzing data to determine focus communities, learning about the community including demographics, cultural norms and preferences, and engaging community stakeholders. The service contract will support an investment of project management through dedicated staffing resources to execute program activities, meeting coordination, required engagement fees, research and evaluation, development and design of campaign materials and costs of placing market media.

Countermeasure Strategy	Decrease Core Performance Measures C1-C11 and additional measures for Distracted and Older/Senior Drivers as stated in the THSP. By implementing programs targeted at-risk populations to understand the issues of the community with respect to traffic safety and messaging for all program areas.
Project Agreement Number	CP25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	TBD by RFP
Organization Type	TBD by RFP
Federal Funding Source(s)	402 or 405e Flexed to 402
Eligible Use of Funds	23USC 402 and/or 1300.24(d)(3)
GTS Voucher Coding	402CP and/or M8*CP
Amount of Federal Funds	\$250,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The Community Voices for Road Safety program addressed low seat belt use among young male pickup-truck drivers in rural Maine. Guided by community insight, the initiative delivered a clear, relatable message where drivers live, drive, and connect on the road, online, and in their communities. The message: “You’re a good driver. (Others? Not so much.) Buckle up.” emerged from community discussions and reflects local language and perspective. The Community Voices for Road Safety campaign in Oxford and Hancock Counties was designed to reach a focused, high-risk audience with strong message repetition and community credibility. While the counties have relatively small populations (57,777 in Oxford and 55,478 in Hancock) their combined 26,700 adults aged 18–39 represent the driver segment most likely to forgo seat belts in pickup trucks.

A coordinated media mix such as radio, social and digital media, print handouts, and print signage ensured visibility and repetition across daily life. The messaging also appeared at the Oxford County Fair, Oxford Plains Speedway. A press release distributed through a third-party service generated 129 media pickups, 1.89 million impressions, and \$17,465 in estimated media value, amplifying the campaign’s reach.

Campaign Spending – Paid (July 2025 – September 2025)	
Social Media	\$ 15,240.82
YouTube	\$ 4,139.03
Display	\$ 9,000.00
Audio (Streaming & Audio)	\$ 25,127.20
Events	\$ 52,003.35
Out of Home	\$21,000.00
Total Media Paid	\$ 126,510.40
Campaign Impressions – Paid (July 2025 – September 2025)	
Social Media	1,070,000
YouTube	633,000
Display	545,000
Audio (Streaming & Radio)	639,000
Events	1,690,000
Total Impressions	4,620,000
Earned Media – (July 2025 – September 2025)	
Earned Media Value	\$ 17,465
Earned Media Impressions	1,890,000
Total Paid & Earned Media – (July 2025 – September 2025)	
Media Campaign	\$143,975.40
Media Impressions	6,510,000

The University of Southern Maine’s Survey Research Center conducted pre and post campaign seat-belt observations in Oxford and Hancock Counties to measure behavioral impact among drivers. Surveys followed NHTSA observational protocols and focused on male pickup-truck drivers, the Community Voices’ initiative’s target audience. Approximately 1,400 roadside observations were completed across both counties (350 per county before and after the campaign) capturing real-world behavior in consistent community settings. Oxford County’s 12.4-point increase demonstrates how data-driven targeting paired with community insight can shift behavior. The improvement aligns with areas of highest media concentration and engagement, showing that consistent, localized exposure strengthens seatbelt use among rural drivers. Locally informed messaging, reinforced through high-frequency media and in-person presence, built familiarity and credibility with the audiences least likely to buckle up, producing measurable gains within just three months. Hancock County’s results trended differently. Contextual factors may help explain the variation. The pre-campaign survey followed immediately after the national *Click It or Ticket* mobilization, a period that typically boosts compliance in the short term. Seasonal and demographic differences, including out-of-county drivers and a lower level of local engagement opportunities, may also have influenced results. The Oxford County results reaffirm a core strength of the Community Voices approach: when local residents inform both message content and delivery, the impact is stronger and more enduring. Oxford’s outcome shows how authentic, community-based communication, reinforced through consistent visibility, can meaningfully influence safety behavior among rural drivers. For FFY26 Travelers Marketing will be focused on Pedestrian Safety. Pedestrian fatal crashes have increased over the past few years in Maine. By focusing on high crash locations such as Portland, Lewiston, and Auburn, MeBHS is hoping to curb this disturbing trend.

Distracted Driving Program Area

Distracted Driving HVE and Sustained Enforcement and Education

Project Description (incl. Location and Affected Communities): This project will supply 405e funding to support grants to law enforcement agencies for dedicated crash reduction overtime patrols to conduct distracted driving enforcement where their data and state data indicate the most distracted driving related crashes, including US Route 1, I-95, I-295 and other designated high crash locations as demonstrated in the FFY2024-2026 Triennial Highway Safety Plan (THSP). Our law enforcement partners will conduct high visibility overtime enforcement in support of the National Campaign(s) and during times and places that have been identified through the distracted observational survey and/or an analysis of the crash and fatal statistics that we have provided in the THSP. MeBHS anticipates the following listed law enforcement subrecipients for activities dedicated to overtime enforcement and education. Locations are determined by the jurisdictions designated by the state, municipal and county agencies selected for grant awards.

Countermeasure Strategy	Decrease distracted driving motor vehicle fatalities by using high-visibility and sustained enforcement activities coupled with communication and education strategies.
Project Agreement Number	DD25-TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	TBD- Various State, Municipal, and County Law Enforcement Agencies (see list of potential subrecipients on pages 75-78)
Organization Type	State/Municipal/County Law Enforcement Agencies
Federal Funding Source(s)	405e
Eligible Use of Funds	23 USC 1300.24
GTS Voucher Coding	M8DDLE
Amount of Federal Funds	\$1,000,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: During FFY2025, MeBHS awarded funds to 34 law enforcement agencies to conduct overtime patrols targeting distracted driving. There was an increase in participation this year from last federal fiscal year, in which 32 law enforcement agencies participated. Because of the increase in federal funds awarded, agencies collectively spent more time conducting overtime enforcement details, stopped more cars, and issued more citations and warnings than the previous year. Overall, HVE dedicated to distracted driving was a success. For FFY2026, MeBHS hopes to increase their participation numbers and incorporate regional distracted driving enforcement.

Distracted Driving HVE Results:

Total Enforcement Hours: 3,821

Vehicles Stopped: 6,045

Citations Written: 1,304

Warnings Given: 1,623

MeBHS continued to loan out our distracted driving simulators to interested agencies during FFY2025. Our goal was to surpass the number of loan outs (8) in FFY2024. MeBHS loaned out our distracted driving simulators to 6 agencies this year. Additionally, MeBHS brought the simulators along with other safety education equipment to a total of 8 community events throughout FFY2025. Each community event attended had a unique purpose. HSCs attended Brunswick Police Department's National Night Out, the Bangor Air National Guard Family Wing Day, the Lewiston Public Works Employee Safety Day, as well as the Cole Land Transportation Museum Touch-a-Truck event in Bangor. These events helped to educate the public on the importance of not driving distracted. Ages 8 to 80 tried their hand in "driving distracted" on the simulators. The events allowed MeBHS to increase their network throughout the community to continue spreading the message of not driving distracted. Previously mentioned under the communications and media program, MeBHS partnered with Brunswick Police Department, Brunswick Fire Department, and Atlantic Coast Towing to produce a PSA dedicated to young drivers and driving distracted. The PSA has received overwhelmingly positive feedback and will continue to share its message across Maine.

Distracted Driving Observational Survey

Project Description (incl. Location and Affected Communities): Cell phone use and texting while driving can degrade driver performance in three ways -visually, manually, and cognitively. Talking and texting while driving has grown in the past decade as drivers take their cell phones into their vehicles. To gather data on actual cell phone use, and to determine if enforcement efforts and education have been successful, Maine conducts annual cell phone usage observational studies. Surveys have been conducted since 2018 when the hands-free law passed (except for 2020 due to the pandemic). The April 2023 survey showed the overall use rate in 2023, across all counties and categories was 3.1%, significantly lower than the 4.5% measured in 2022. Since the law change, even with a small “spike” in use in 2022, the use rate is down. Location or site selection of observations for the distracted driving survey are a subsample of sites selected for Maine’s seat belt survey. Observations of any use by county (combined 2018 to 2023) show:

County	Any
Hancock	6.2%
Aroostook	5.2%
Lincoln	5.1%
Washington	5.0%
Penobscot	4.7%
Waldo	4.0%
Oxford	3.6%
Androscoggin	3.3%
York	2.5%
Somerset	2.3%
Cumberland	2.2%
Kennebec	2.0%

Countermeasure Strategy	Data collection is essential to decrease distracted driving motor vehicle fatalities together with using high-visibility and sustained enforcement activities coupled with communication and education strategies.
Project Agreement Number	DD25-100
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Service Contract
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405e Flexed to 402
Eligible Use of Funds	1300.24
GTS Voucher Coding	M8*DD/B8A
Amount of Federal Funds	\$84,000.00 /year (PS. Est \$35,000/TR est. \$15/CS est/ \$35,000 /OTH est. \$12,500)
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: In addition to high visibility enforcement grants, MeBHS also partnered with the University of Southern Maine (USM) for the annual Distracted Driving Observational Survey. USM observed drivers in several locations through Maine to record the number of drivers they see either holding their phone to their ear, manipulating their phone, as well as a combination of the two. USM noted that there was a slight increase in the percentage of observed drivers engaging in one of the three behaviors compared to what they observed in 2024. In 2025, there were 9,964 drivers observed which is a 678 driver decrease compared to 2024. Of those drivers, for handheld use (phone to ear), there was no change from 2024, and it remained at 1.80%. For manipulation of phone, there was a .5% increase from the previous year resulting in a total of 3% being observed. Lastly, for any use (handheld and manipulating), there was an increase to 4.70% compared to 3.70% from 2024.

This is the second year in a row we have seen an increase, which is concerning given both the strong hands-free law and increase in dedicated patrols by law enforcement. MeBHS will continue to work through our LEL's to increase the number of agencies participating in the NHTSA April mobilization and those that conduct dedicated distracted driving patrols outside of the national mobilization.

Emergency Medical Services (EMS) Program Area

Preventing Roadside Deaths: Maine EMS Connectivity and Roadway Safety Project

Project Description (incl. Location and Affected Communities): Maine EMS is equipping emergency medical services vehicles throughout the State of Maine with vehicle-to-everything (V2X) technology to improve roadway safety for first responders, increase the safety of the patients and EMS clinicians rendering post-crash care, and create safer roadways for those motorists and passengers traveling near and around emergency vehicles. Maine is a very rural state and every second counts when responding to a rural crash and transporting patients to appropriate medical institutions. Having the ability to let other drivers know that ambulances and other first responder vehicles are roadside or enroute will presumably allow faster access to post-crash care. This project will continue to support the outfitting of EMS vehicles throughout the State of Maine with a digital alerting transponder that will activate when emergency lighting is activated on EMS vehicles. When the emergency vehicle is in motion traveling through traffic with its emergency lights activated or stopped on a roadway with its lighting active, it will notify approaching motorists of the hazard ahead. This project will be implemented and used statewide with an initial emphasis on underserved rural communities. All affected communities are included.

Countermeasure Strategy	Create PSA's and handouts regarding Slow Down and Move Over and safety of first responders at roadside.
Project Agreement Number	EM25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405h/405e Flexed to 402
Eligible Use of Funds	1300.27 and/or 1300.24 (d)(3)
GTS Voucher Coding	M12BDAT/M12BPE/M8*EM
Amount of Federal Funds	\$1,500,000.00 estimated
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance:

This project was not completed in FFY2025. Due to the high cost associated with this project when it was completed in 2024, the EMS and MeBHS elected not to attempt to fund additional units with the minimal 405h awards. The MeBHS did not have sufficient 405e funds to flex to a project of this magnitude.

Impaired Driving Program Area

Impaired Driving Program Management

Project Description (incl. Location and Affected Communities): Program Management costs associated with this program area include allowable expenditures for program manager activities, travel, and training statewide. Costs may also include general expenditures for operating costs e.g., printing, supplies, state indirect cost rates, insurance, and postage.

The MeBHS Roadside Testing Vehicle (RTV) will also be supported under this project. The Maine State Police (MSP), county and local law enforcement agencies and the MeBHS will be reimbursed for all necessary RTV operational and maintenance expenses including supplies and equipment (with pre-approval from NHTSA prior to purchase), overtime for the troopers and other drivers working the RTV activities (estimated at \$65 per hour for 150 hours), fuel, maintenance, repairs, and monthly fees associated with storage (estimated at \$4950) tolls, radio fees, and OIT/Wi-Fi. This project benefits and supports all Maine law enforcement agencies at their OUI checkpoints and saturation patrols, including those scheduled by the SPIDRE Team.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities through implementation of a successful impaired driving program using Uniform Guideline #8 and Countermeasures that Work.
Project Agreement Number	AL25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402/405e flexed to 402
Eligible Use of Funds	23 USC 402
GTS Voucher Coding	402AL/ M8*AL
Amount of Federal Funds	\$500,000.00
Planning and Administration? (if applicable)	No
Promised Project?	Yes

Project Performance: The Maine Bureau of Highway Safety (MeBHS) had a productive year in managing Maine's Impaired Driving Program. The success was due in part to adding a third Highway Safety Coordinator/Impaired Driving Program Manager in May 2025. This coordinator is a retired police detective from the Brunswick Maine Police Department, a long-time DRE Instructor and DRE course manager, and has been very involved in training other law enforcement officers in Standardized Field Sobriety Testing (SFSTs), Advanced Roadside Impaired Driving Enforcement (ARIDE) and to be a Drug Recognition Expert (DRE).

Throughout FFY2025, MeBHS continued to utilize the AGA and Impaired Driving Strategic Plan. The planned activities implemented and reported below were administered by MeBHS.

No significant adjustments were needed to help continue with projects, as originally planned. During FFY2025, in addition to managing grants awarded to our law enforcement partners, Highway Safety Coordinators (HSC) attended many trainings and meetings with various agencies/partners. They also attended and chaired the quarterly Impaired Driving Task Force (IDTF) meetings.

MeBHS, in partnership with AAA Northern New England, held the annual Impaired Driving Summit in Portland. The summit was held on Friday June 20, 2025. The three HSCs were in attendance and helped with registering the 250 plus attendees. They also attended the various presentations held during the summit.

Two of the HSCs attended the annual DRE refresher training at the Maine Criminal Justice Academy (MCJA) in September. They presented information brought back from the IACP Impaired Driving and Traffic Safety Conference (IDTS), along with other DRE instructors who also attended the conference. The day long training also included presentation of DRE awards given to top performing DRE law enforcement officers, a presentation by TSRP on courtroom testimony and an update from the toxicology lab. Another HSC attended the Forensic Phlebotomy Training course and gave a presentation. She also attended the Forensic Phlebotomy Refresher to give a presentation and receive feedback from the Forensic Phlebotomists on how the program can be bettered.

The Maine Bureau of Highway Safety's Roadside Testing Vehicle (RTV) was deployed several times during FFY2025. The RTV was utilized for Regional Impaired Driving Enforcement (RIDE) Team details, as well as the Maine Prosecutors' Summit that was held in October. The RTV helped to support seven (7) RIDE Team Detail locations in Cumberland County, during the summer of 2025. Those seven details resulted in a total of 703 traffic stops, which yielded 23 Operating Under the Influence (OUI) Cases. The RIDE Team also made eight (8) other arrests during the details for various crimes and warrants.



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The MeBHS RTV will once again be stored in a hangar at the Waterville Maine Airport. This location is owned by a local businessman and continues to be a very secure and convenient space to house our RTV for the winter months. Arrangements have been made with the Maine State Police Garage to park the RTV in their parking lot when not in storage. The garage is located near our office, proving to also be a convenient location to keep the RTV. HSC's and Maine State Police Specialist had the annual winterization service done on the RTV in November and then placed it in the hangar storage space for the winter of 2025/2026. MeBHS continues our practice of not deploying it in winter months. We do this to preserve and extend the "life" of the specialty vehicle.

Impaired Driving HVE- NHTSA Drive Sober or Get Pulled Over -and- Drive Sober, Maine Programs

Project Description (incl. Location and Affected Communities): The primary purpose of high-visibility saturation patrol and publicized sobriety checkpoint programs is to deter driving under the influence of alcohol or drugs by increasing the perceived risk of arrest. To do this, high-visibility saturation patrols and sobriety checkpoints should be publicized extensively and conducted regularly, as part of an ongoing impaired driving enforcement program. Saturation patrols and publicized sobriety checkpoints are proven effective by the CTW Eleventh Edition 2023 receiving 4 and 5 stars respectively. This project will support dedicated overtime costs for approximately 30 law enforcement agencies (LEA's) selected by previously described data analysis, to participate in impaired driving enforcement details and checkpoints including those that support NHTSA's national campaigns in August and December. The "Drive Sober, Maine!" campaign is designed to further address the impaired driving problem in Maine (outside of the two, two-week national campaigns) but only during the months identified by each requesting agency. Sustained enforcement is based on an analysis of impaired crash and fatality data, OUI citation data, and locations with planned events involving alcohol and drugs. The location of activities is dependent upon the agencies that apply for dedicated overtime enforcement activities. Additionally, funds will support overtime costs to continue support of impaired driving enforcement efforts by Regional Impaired Driving Enforcement (RIDE) Teams. RIDE team members are comprised of law enforcement officers from various local jurisdictions within a designated county and include law enforcement officers that are proficient in NHSTA Standardized Field Sobriety Training, ARIDE trained, Drug Recognition Experts, and Forensic Phlebotomists. RIDE team members may also include dedicated dispatch support staff. Each RIDE team member is selected by a designated RIDE team leader based on their impaired driving training and expertise. When established, RIDE teams will be focusing their efforts during the time and days identified by data-analysis of alcohol and drug related crashes in the counties identified as high crash areas. RIDE teams conduct impaired driving high-visibility saturation patrols and sobriety checkpoints in selected locations (using evidence-based traffic safety methods) throughout identified jurisdictions. Exact patrol locations are determined and agreed upon by the MeBHS program coordinators and the Law Enforcement Liaison in partnership with individual RIDE team leaders. MeBHS monitors the successes of the grant as it is being conducted to determine if modifications need to be implemented to ensure the activity is producing results. The MeBHS Roadside Testing Vehicle is used to support various check point activities.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies. Paid and earned education and community engagement will be emphasized in FFY2026.
Project Agreement Number	AL2 -TBD or ID2-TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	TBD- Various State, Municipal, and County Law Enforcement Agencies
Organization Type	Maine Law Enforcement Agencies
Federal Funding Source(s)	402/405d
Eligible Use of Funds	23 USC 402/1300.23
GTS Voucher Coding	402 AL/M5HVE
Amount of Federal Funds	\$800,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: During FFY25, 33 Law Enforcement Agencies (LEAs) partnered with MeBHS to run dedicated High Visibility Enforcement. This was a 6 agency increase from the previous year. Approximately 1/3 of those agencies either met or exceeded their measurable goal to reduce impaired driving related crashes, as set in their grant application. A grand total of 92 summonses/arrests for OUI-Alcohol were done, 24 summonses/arrests for OUI-Drugs were done, 2 summonses were issued for violation of the Juvenile OUI Law, and SFSTs were performed on 181 motorists suspected of being impaired while operating a motor vehicle.

Impaired Driving HVE Results:

Total Enforcement Hours: 3,196

Vehicles Stopped: 3,727

Summons Issued: 116

Warnings Given: 181

Checkpoints Conducted: 4

Checkpoint Vehicles Stopped: 583

The Maine Warden Service conducted the highest amount of Impaired Driving Enforcement with 327 overtime hours. The Warden Service conducts ONLY Title 29-A (Maine Motor Vehicle Law) Traffic Stops when doing their Impaired Driving Enforcement. A close second for the highest amount of detail hours is the Presque Isle Police Department, having conducted 285 hours of Impaired Driving Enforcement. The Waterville Police Department made the most amount of Operating Under the Influence (OUI) Arrests during the 129 hours of Impaired Driving Enforcement details they conducted, with 11. They performed a total of 213 traffic stops, which is almost 2 traffic stops per hour.

During FFY25, Law Enforcement Officer Drug Recognition Experts were called out 116 times to perform evaluations on motorists suspected of being impaired by drugs. Forensic Phlebotomists were called out 93 times to perform evidentiary blood draws on motorists suspected of being impaired. These numbers reflect the amount of “off duty” overtime callouts.

Cumberland County RIDE Team Summary:

While the Maine Bureau of Highway Safety (MeBHS) did not award any federal grant funding for RIDE Team Details to be conducted during FFY2025, we did offer a supporting role to the Cumberland County RIDE Team that was spear-headed by the Falmouth Police Department. This RIDE Team consisted of 7 law Enforcement Agencies within Cumberland County: Falmouth PD, Brunswick PD, Windham PD, South Portland PD, Scarborough PD, Yarmouth PD, and the Cumberland County Sheriff's Office. MeBHS deployed our Roadside Testing Vehicle (RTV) to all 7 locations in which a RIDE Team detail was conducted. We did this to help support the RIDE Team efforts as our RTV is a valuable resource to law enforcement officers (LEOs) when they perform certain parts of an OUI Investigation.

This RIDE Team Project was an overall success, having yielded an astounding 703 Traffic Stops across the 7 details conducted. 23 OUI Arrests were made for alcohol and/or drug impaired driving violations. LEOs also made 8 other arrests for other violations of Maine's Criminal Code, to include warrant arrests. The Ride Team learned a great deal during the summer months of 2025, in which they conducted all their details. Due to tremendous professionalism, teamwork, and the shared mission to collaboratively crackdown on impaired driving in Cumberland County, this RIDE Team was very well coordinated and organized by all agencies involved.

To support the RIDE team project in FFY2026, MeBHS partnered with the Maine Chief's of Police Association (MCOPA) to administer RIDE activities. This project will work to create additional RIDE teams throughout Maine and incorporating additional Law Enforcement Agencies and ease the administrative burden of these RIDE teams from individual agencies.

Maine State Police SPIDRE

Project Description (incl. Location and Affected Communities): The State Police Impaired Driving Reduction Enforcement team (SPIDRE) is comprised of members of the Maine State Police that are proficient in NHSTA Standardized Field Sobriety Training as well as ARIDE trained, and several are certified as Drug Recognition Experts. SPIDRE consists of a team leader and team members are available Statewide. The SPIDRE team will increase publicized sobriety checkpoints and impaired driving high-visibility saturation patrols, with a focus on data-driven crash locations and scheduled events where there is a significant potential for impaired drivers. SPIDRE works primarily in the Bangor area during Spring-Fall for concerts and provides support to rural communities with little ability to conduct checkpoints (such as Presque Isle and Stonington) and in Southern Maine during peak vacation season. The team leader will be a liaison within the MeBHS to work with other agencies. The Maine Bureau of Highway Safety Roadside Testing Vehicle (RTV) and agency message trailers will be utilized when assisting other departments at various events and publicized sobriety checkpoints throughout the State.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies.
Project Agreement Number	ID25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine State Police
Organization Type	Dept. of Public Safety- Maine State Police
Federal Funding Source(s)	405d
Eligible Use of Funds	1300.23
GTS Voucher Coding	M5HVE
Amount of Federal Funds	\$50,000.00(PS est. \$48k/ Other IDR est. \$2k).
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: In federal fiscal year 2025, the Maine State Police SPIDRE team conducted 97 hours of impaired driving enforcement, which resulted in 112 traffic stops. In addition to the alcohol and/or drug impaired drivers arrested, many other drivers that showed possible signs of impairment, were put through standardized field sobriety tests. Enforcement efforts were significantly reduced during FFY2025 due to a lack of ability to schedule a significant number of details. The State Police Impaired Driving Reduction Trooper Position, which typically helps to oversee the SPIDRE Team, got a new person in that position almost halfway through the federal fiscal year.

The SPIDRE team's efforts lead to the following arrests and/or citations:

- 6 Operating Under the Influence (OUI) Arrests
 - 5 under the influence of alcohol
 - 1 operating under the influence (OUI) of Drugs
 - 3 warnings were issued after SFSTs were performed.
- 2 Operating After Suspension Summonses
- 2 Speeding Summonses
- 6 Other Moving Violation Summonses
- 1 Arrest Warrant
- 7 Defect Summonses
- 2 Drug Summonses

The SPIDRE team did not conduct as many hours of enforcement in FFY25 compared to FFY24. This is partially due to the Impaired Driving Reduction Trooper, who serves as the SPIDRE team coordinator, being promoted and a new Impaired Driving Reduction Trooper stepped into the role in Spring of 2025. MeBHS and the SPIDRE team anticipate an increase in enforcement for FFY26 as the Trooper is now well versed in the SPIDRE team activities and is revamping the Maine State Police SPIDRE team requirements and spearheading involvement by ensuring more troopers are proficient in SFST and trained in ARIDE and DRE.

Drug Recognition Expert (DRE) and Forensic Phlebotomists (FP) Call-Out/ Training

Project Description (incl. Location and Affected Communities): MeBHS recognizes the importance of specially trained law enforcement officers for drug recognition evaluations (DRE) and forensic evidence collection through forensic phlebotomy (FP). The lack of available on-duty DREs and FPs results in the frequent inability of officers to properly investigate OUI alcohol and drug cases. Many law enforcement agencies express a reluctance to allow overtime because of funding. Without DRE trained personnel performing OUI drug investigation, a proper foundation cannot always be established for prosecution. Furthermore, Maine law enforcement agencies have trouble obtaining qualified personnel to draw blood within a time frame that is required for effective OUI prosecution. Agencies are more inclined to allow their specialized officers to assist in these efforts if the overtime expenses are being reimbursed. Prosecutors are more likely to aggressively prosecute OUI cases when the proper evidence is gathered to create a solid legal foundation. We anticipate more law enforcement agencies will participate in the DRE Program as the issue of drug impaired driving becomes more of an issue here in our state following legalized recreational marijuana sales. This planned activity supports a recommendation of the Maine Impaired Driving Task Force (IDTF) to increase the availability of Drug Recognition Experts (DRE) and Forensic Phlebotomy (FP) personnel by reimbursing overtime expenses when they are called-out from off-duty to assist on-duty officers investigating OUI cases. Law enforcement agencies that have invested time and resources in DRE and FP will be reimbursed for overtime associated with their officer attending other agency requests. They will also be reimbursed for their own agency, provided their DRE or FP is off-duty at the time of the call-out. In FFY2020, MeBHS partnered with Kennebec Valley Community College to develop a Forensic Phlebotomy training course for law enforcement officers. Kennebec Valley Community College plans to offer the course at least four times in FFY2025 due to the large demand from the law enforcement community. Class size is limited to 6-10 students, and we expect to have approximately 50-80 public safety professionals trained in forensic phlebotomy in FFY2025. Kennebec Valley Community College also plans to offer the Forensic Phlebotomy refresher training course in FFY2025. The Forensic Phlebotomy refresher training course is a requirement for law enforcement FP officers two years after completing the original training course. This will ensure that Maine's Forensic Phlebotomy program remains successful and is a program that will maintain a high level of integrity.

This planned activity will reimburse educational fees, and necessary travel costs for law enforcement officers that attend FP training and clinicals. Anticipated costs to have approximately 50-80 public safety professionals trained in forensic phlebotomy in FFY2025.

MeBHS would like to create other alternate training opportunities for Forensic Phlebotomy by utilizing the already certified and trained forensic phlebotomists. One of the training opportunities would consist of a mentorship program. Interest in the training would be initiated by the law enforcement agency to sign up for the program, the officer would be matched with a forensic phlebotomist in their area or be expected to travel to complete shadowing.

The timeline to complete the shadowing would need to be determined, but it would be like the classroom instruction days at Kennebec Valley Community College.

Another training opportunity would create an RFP to find a company to train forensic phlebotomists in a clinical setting such as a hospital or laboratory. A plan would be created to provide the forensic phlebotomists with the skills needed to perform proper evidentiary blood draws. All these activities are conducted statewide, and locations are determined by law enforcement jurisdiction.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, and sobriety checkpoints together with communication and education strategies.
Project Agreement Number	AL or ID25-100 + TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	TBD- Various State, Municipal, and County Law Enforcement Agencies
Organization Type	Municipal and County Law Enforcement
Federal Funding Source(s)	402/405d
Eligible Use of Funds	23 USC 402/1300.23
GTS Voucher Coding	402AL/M5BAC/M5PEM/FDLBAC
Amount of Federal Funds	\$350,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The DRE/FP “call out” assistance project was successful throughout FFY2025 as Maine added 16 new DREs and 3 new DRE instructors while additionally adding 10 new Forensic Phlebotomists.

This project provided reimbursement funding to assist law enforcement agencies with callouts for Drug Recognition Expert evaluations and Forensic Phlebotomy (FP) blood draws. During FFY2025, the DRE portion of this project provided funding for 1 DRE training school could be held. This school produced 16 new DRE Officers. Grant funding also supported travel expenses for these 16 new DRE Officers to attend DRE Field Certification Training, held once again in Jacksonville, FL. The training at this location proved highly successful, and the MCJA plans to return the next class of DRE Officers to the same facility for FFY2026.

In FFY2025, the Forensic Phlebotomy section of this program successfully held 1 training course and 1 refresher course. The FP training course was held at Kennebec Valley Community College (KVCC) in November and had 10 attendees, who all completed the course to become FPs. Grant funding assisted 5 agencies with receiving 50% of the course cost back once their officer completed the training course. In March, an FP refresher course was held to ensure the integrity of the program is maintained and the FP’s in the field are conducting all practices based on the course. 2 officers attended the refresher. This required refresher course is not paid for with grant funding but is eligible to be used as match towards the DRE/FP “call out” grant.

The State of Maine now has a total of 91 DREs and 18 DRE Instructors currently certified. Throughout the state, 28 FPs are in the field. We hope to continue to grow those numbers in the future with more interest in the programs.

MeBHS and the MCJA would like to note that during the period of 10/1/2024 to 9/30/2025, 494 enforcement evaluations (a 7.8% decrease over FFY2024) and 212 training evaluations were conducted. This data has also been entered into the DRE national database. The MCJA hosted an annual DRE Refresher Training Day on September 17, 2025, that 33 DREs attended. During this training day, several awards were presented to top performing DREs. To help increase the number of evaluations during FFY26, MCJA with the support of MeBHS will be training 12 new DREs who will be fully certified by the end of March 2026.

The following data was gathered from reimbursements processed by Highway Safety Coordinators; reimbursement requests submitted by the 23 LEAs that partnered with BHS to receive a DRE and FP Grant Program.

As of 12/29/2025, during FFY2025, DREs were called out 116 times to perform an evaluation on motorists suspected of being impaired by drugs. FPs were called out 98 times to perform evidentiary blood draws on motorists suspected of being impaired. *NOTE: These numbers reflect the amount of "off duty" overtime callouts that the BHS reimbursed our law enforcement partners for during the 2025 grant year.

Civilian Phlebotomist Call-Out & Travel

Project Description (incl. Location and Affected Communities): Maine law enforcement officers continue to experience challenges in obtaining evidential blood draws in impaired driving cases. While the medical community (both pre-hospital and hospital) continue to assist in rare cases, they remain reluctant to obtain non-medical related blood draws. In response to this problem, Maine created the Forensic Phlebotomy program for law enforcement officers with the Kennebec Valley Community College and we reimburse trained officers for overtime callouts (see planned activity #ID25-100+). We do continue to maintain a small civilian phlebotomist call out reimbursement program.

The civilian phlebotomy program is utilized to fill the gaps in geographic portions of the state where a forensic phlebotomist is not available to respond. Most forensic phlebotomists are from larger law enforcement agencies primarily in central and southern Maine. This leaves a large gap for western and northern Maine but really is a problem statewide due to medical facilities increasingly disallowing their staff to draw forensic evidence. Civilian Phlebotomists receive a flat state-funded stipend of \$35 per call out, so this project would support additional funds (above the state stipend) for call out and travel costs associated with civilian phlebotomists to respond, on an as needed basis, to law enforcement officers requesting an evidential blood draw in impaired driving cases. The Maine Bureau of Highway Safety maintains the roster of qualified civilian phlebotomists available for call out. This list is distributed to local dispatch centers across the State of Maine. We anticipate upon roll-out of the program, that we will have up to 20 civilian phlebotomists available to be called out for evidentiary blood draws. Locations of the civilian phlebotomist range throughout the state as far south as Biddeford to as far north as Bangor.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies.
Project Agreement Number	ID25-013
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Contracts
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405d and/or 405e Flexed to 402
Eligible Use of Funds	1300.23 and/or 1300.24 (d) (3)
GTS Voucher Coding	M5BAC/M8*AL
Amount of Federal Funds	B5BAC/B5TST/M8*AL
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: Throughout FFY2025, MEBHS maintained a rotation of civilian phlebotomists who assist LEOs with evidentiary blood draws. These draws are typically for impaired driving stops or crashes. 56 reimbursement forms were submitted in this FFY along with adding 5 new civilian phlebotomists to our regional list. MEBHS is continuously looking to add more well-qualified individuals to our civilian phlebotomist roster as this is such a crucial need to continue our safety initiatives combatting impaired driving. A state statute requires that anyone drawing blood on behalf of a law enforcement officer be paid by the State highway fund. A budget initiative was not passed for additional state funds. The scope of this project containing a provision for federal funding will not be repeated in future years due to the statute.

DHHS HETL Chemist & Data Analyst Activities

Project Description (incl. Location and Affected Communities): This project funds the activities of four chemists at the Maine Health and Environmental Testing Lab (HETL) and one data analyst. Four chemists are tasked with analyzing blood samples for drugs. These chemists also assist with urine drug testing, blood alcohol testing, and the breath testing alcohol program. Training and travel costs are necessary for the chemists to remain certified toxicologists and to ensure Maine is working under, and toward, best practices and to ensure that these chemists can provide expert toxicological and pharmacological testimony for Maine prosecutors as needed. Training may include SOFT conference, Borkenstein courses, IACP DRE conference, and Web Based Courses. These chemists will also work on developing testing methods for the analytical blood and urine drug testing programs, to expand the current drug testing panels available at HETL. They will help with intake and handling of evidence submitted by law enforcement agencies, perform analytical testing of toxicology evidence, as well as review and interpret scientific results. They will prepare forensic case certificate of analysis reports, technically review other chemist's case files, and provide expert opinions. Finally, the chemists will testify as state expert witnesses before criminal, civil and administrative courts.

This activity will fund supplies necessary to ensure the integrity of the blood/drug testing program. Controlled standard reference materials and certified negative blood are ongoing materials required to maintain testing. Any equipment purchased will meet BAA and will be pre-approved by NHTSA in writing as required.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies.
Project Agreement Number	ID25-006
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Department of Health and Environmental Sciences (DHHS) Health and Environmental Testing Laboratory (HETL)
Organization Type	Maine Health and Human Services Department
Federal Funding Source(s)	405d and/or 405e Flexed to 402
Eligible Use of Funds	1300.23 and/or 1300.24 (d)(3)
GTS Voucher Coding	M5BAC/M8*AL/B5BAC/B5TST/M8*AL
Amount of Federal Funds	\$500,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: While not all the planned goals were met this FFY due to the Forensic Quality Assurance manager position becoming vacant in August 2024, many of the goals were met and this planned activity continues to be extremely successful. The Health & Environmental Testing Laboratory-Forensic Section continues to maintain its accreditation through the ANSI National Accreditation Board with the blood drug testing program being a critical and successful asset of the whole Forensic Toxicology Program.

The Forensic Toxicologist Supervisor oversees all the Health & Environmental Testing Laboratory Toxicology programs (blood alcohol, blood drug, urine drug, and breath alcohol) and performs all Quality Assurance

During FFY2025, the four certified chemists funded through this planned activity were able to maintain testing of blood drug samples. One of the chemists continued to perform blood alcohol testing, care has been taken to ensure that this federally funded staff member's work does not supplant the work performed by state funded staff. While she is performing a non-supplant-able amount of blood alcohol testing, the laboratory has been able to maintain testing of blood alcohol samples and has also been able to divert resources to eliminate the urine drug backlog. The elimination of the urine drug testing backlog was a huge accomplishment for the laboratory as this backlog in urine drug testing had been an issue since 2017. The laboratory continues to collaborate with Maine's Medical Examiner's office to test postmortem samples for blood alcohol and blood drug in all fatal motor vehicle crashes within the state.

Due to the staffing changes at the laboratory, several improvement and expansion projects were placed on hold. Specifically, a validation project was started to increase the number of blood alcohol instruments but was paused due to staffing changes. A screening method for urine drug and blood drug samples was developed on the Liquid Chromatography-Time of Flight instrument, but staff instrument training and validation was paused due to staffing changes. Confirmatory methods for urine drug testing on the Liquid Chromatography-Tandem Mass Spectrometer were created (new methods would allow for significantly expanded testing menu), but staff instrument training and validation was paused due to staffing changes.

The two Chemist II positions started training to perform blood alcohol testing and participated in the validation of the new instrument. Once this validation project can be completed, they shall complete the certification process to perform blood alcohol testing.

All four of these Chemist positions were successfully put forth in the biennial state budget and are anticipated to become fully Stateline permanent positions in FFY 2026. This is a prime example of how NHTSA federal funding can seed or start-up a program that will ultimately been seen as valuable and necessary for a state to continue and then funded by the state.

The four chemists attended multiple remote training courses throughout the year, including the Robert F. Borkenstein Course on Alcohol and Highway Safety: Testing, Research and Litigation, and the Center for Forensic Science Research & Education (CFSRE) Current Trends in Forensic Toxicology. One of the chemists continues to serve on the New England Area Toxicologist's Guidance Committee. In addition, these chemists have also provided training and expertise to many agencies throughout the State of Maine.

In FFY2025 the Maine Health and Environmental Testing Laboratory processed:

- 683 blood samples tested for alcohol.
- 745 blood samples tested for drugs.
- 123 urine samples tested for drugs.

Intoxilyzer 9000 Purchase Program to Support Impaired Driving HVE

Project Description (incl. Location and Affected Communities): The State of Maine utilizes breath testing devices as the primary means to obtain evidence in alcohol-impaired driving cases. The results from these breath testing devices are used as evidence in court to help prosecute OUI offenses. This planned activity will support the NHTSA “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!” campaigns as well as all high-visibility saturation patrols and publicized sobriety checkpoints as described above. Maine has 92 Evidential Breath Test (EBT) instruments that are strategically located at points throughout the State. A large majority of these State-owned EBT instruments are the model 8000 Intoxilyzer Instruments and they are 10-13 years old. They are frequently in need of repair, which is costly and can be detrimental to moving OUI investigations and cases forward in a timely manner. Thirty 9000 Intoxilyzer Instruments (Phase 1) were purchased in FFY2021 and those are scheduled to be deployed during FFY2024. Phase 2 of the 9000 Intoxilyzer Instrument rollout was originally intended for FFY2022, but due to the vendor’s inability to provide the necessary software development, MeBHS had to delay purchasing another batch of 9000 instruments. Phase 2 is now planned for FFY2025 and MeBHS plans to purchase thirty more 9000 instruments, which will replace many of the “older” 8000 instruments. These thirty new 9000 instruments shall be shipped, validated, and distributed in three sets of ten instruments. This planned activity will fund up to thirty new, model 9000 EBT instruments, including gas canisters and hand-held scanners, which are needed to operate the 9000 instruments. This planned activity will also cover associated costs for training, licensing (including the request of a second COBRA software license), continued IT support from Maine’s Office of Information Technology for the COBRA SQL server database and the reports generated by the 9000 instruments. These activities are part of a 5-year phased-in replacement of the current model 8000 EBTs still in use. This phased approach will allow the State to maintain the integrity of its breath testing program, which is an integral part of any high-visibility enforcement and sobriety checkpoint program to function efficiently and effectively. Equipment is planned to be placed in the following locations: Androscoggin SO, Augusta PD, Bangor PD, Dexter PD, Dover-Foxcroft PD, East Millinocket PD, Fairfield PD, Franklin SO, Fryeburg PD, Gardiner PD, Holden PD, Lewiston PD, Lincoln PD, Lisbon PD, Livermore Falls PD, Newport PD, Oakland PD, Old Town PD, Orono PD, Oxford PD, Oxford SO, Penobscot SO, Piscataquis SO, Pittsfield PD, Rumford PD, Skowhegan PD, Somerset SO, Waterville PD, Winslow PD, and Winthrop PD. Any equipment purchased will meet the Buy America Act (BAA) and will be on NHTSA’s “Conforming Products List”. Equipment will also be pre-approved by NHTSA, in writing, as required. Equipment will be procured in the first or second quarter of the FFY to allow for deployment.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies.
Project Agreement Number	ID25-014 (Phase 2)
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Contract
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405d/405d flexed to 402/405e Flexed to 402
Eligible Use of Funds	1300.24(d)(3)
GTS Voucher Coding	M8*AL/B8A*AL/B8L*AL
Amount of Federal Funds	\$500,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: FFY2025 was the fifth year of a five-year plan to phase in new breath testing devices in support of the “Drive Sober or Get Pulled Over” and “Drive Sober, Maine!” campaigns. In FFY2025, the Maine Department of Health and Human Services, Health and Environmental Testing Laboratory completed the validation process required to rollout twenty-nine of the initial thirty EBTs purchased during FFY2021. The remaining EBT shall be validated and deployed upon return from the manufacturer for necessary repairs. Twenty-nine of the initial thirty EBTs are now deployed in the field. Additionally, twenty-five EBTs were purchased in FFY2025 and twenty of these have been validated and deployed in the field. Getting forty-nine of the 55 instruments deployed was a success for this project during FFY2024 and FFY2025. Progress is continuing in a good direction, after having had to work through many technological challenges. The Intox 9000 transition training was conducted through the MCJA in the summer of 2025 for law enforcement officers that hold an Intox 8000 certification. Training units were sent from the lab to various locations in central Maine. Additionally, during FFY2025, numerous trainings given by laboratory staff were provided to law enforcement and the Bureau of Motor Vehicles. The training was regarding the updated functionality of the new EBT 9000s. The phase-three procurement of 25 additional instruments has been initiated and is in progress for FFY2026, it is anticipated that the ordered EBTs shall arrive and be available for the laboratory to start validation January 2026.

Maine State Police Statewide Impaired Driving Coordinator

Project Description (incl. Location and Affected Communities): Impaired Driving continues to be the largest challenge facing Maine, especially with the drug and opiate crisis, and the legalization of marijuana laws driving expansion of sales for recreational and medical marijuana. A dedicated statewide impaired driving coordinator ensures that all of Maine's countermeasure strategies to address impaired driving are implemented Statewide. The coordinator's purpose includes assisting the highway safety program coordinator with law enforcement training; conducting successful sobriety checkpoints; to ensure alcohol and drug testing procedures and protocols are in place; working to increase the number of ARIDE and DRE trained officers; working with Law Enforcement Liaisons to increase enforcement of impaired driving; and working with the Traffic Safety Resource Prosecutors to ensure successful prosecution of OUI cases. A well-trained cadre of officers and prosecutors in impaired driving is beneficial to a state's Impaired Driving Program. Increasing ARIDE, DRE, and SFST trained officers, and well-trained prosecutors will enhance the State's overall impaired driving program.

This project supports the continuation of the activities of one Maine State Police Trooper with the Maine State Police Traffic Safety Unit. These activities assist the MEBHS and the MSP and all Maine law enforcement agencies with the creation, administration and improvement of various traffic safety programs aimed at reducing impaired driving by alcohol and/or drugs. These activities support various partners and communities such as the MEBHS, MCJA, BMV, Impaired Driving Task Force, LELs, and TSRPs, to deliver the best possible impaired driving reduction projects and educational information that save lives.

This will include, but is not limited to the DRE Program, Forensic Phlebotomy Program, OUI/SFST instruction, ARIDE instruction, Impaired Driving Enforcement, educational speaking engagements, PSA's, awareness and prevention programs and monitoring of legislative issues.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies
Project Agreement Number	ID25-009
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine State Police
Organization Type	Public Safety State Police Academy
Federal Funding Source(s)	405d
Eligible Use of Funds	1300.23
GTS Voucher Coding	M5IDC
Amount of Federal Funds	\$150,000.00 (PS est. \$145k/TR est. \$5k/OTH est. \$2,500 and includes ICR for MSP).
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The Maine State Police Impaired Driving Reduction Trooper (IDRT) Position (also known as the Statewide Impaired Driving Coordinator) was held by two different people for Federal Fiscal Year 2025 (FFY25). Specialist Seth Allen held the position for almost the first half of FFY25, and then the Maine State Police hired Specialist Haley Fleming to fill the position of IDRT in Spring of 2025.

During the first part of FFY25, Specialist Allen performed 11 Drug Recognition Evaluations, during OUI Investigations. Specialist Allen acted as a Cannabis Impairment Instructor for a training class held in December of 2024. He was an important part of this training class taught by Dirigo Safety, which was also attended by members of Maine's Office of Cannabis Policy.

Specialist Allen also attended several webinars that focused on impaired driving enforcement, to further increase his knowledge in the field, during the first part of FFY25. He continued to act as a lead instructor for several specialized impaired driving enforcement training courses that are held at various locations throughout Maine, but mostly at the Maine Criminal Justice Academy (MCJA). Some examples of the specialized impaired driving enforcement training that he taught are the following: Breath Testing Device Instruction on the Intoxilyzer 8000 & 9000 Instruments, Standardized Field Sobriety Testing (SFST), for both the initial training and refresher training, SFST Scenario Training, SFST "Wet Lab" Training, and the Advanced Roadside Impaired Driving Enforcement (ARIDE) Training, and he continued to be one of the lead instructors for Maine's Drug Recognition Expert Program (DRE).

Specialist Allen was invited to be a guest speaker at meetings and conferences that focused on Impaired Driving Enforcement. One of the conferences he was invited to speak at was the NESPAC Press Conference in Concord, N.H. on November 26, 2025. Also, as part of the duties as Maine's IDRT, Specialist Allen was tasked with reviewing re-certification tests for law enforcement officers from around the state when they needed to obtain re-certification on operating the Intoxilyzer 8000 & 9000 instruments. Specialist Allen once again helped to review & approve DRE reports, asking for corrections when needed, and he helped to review DRE Re-certification packets for several Maine Law Enforcement Officers (LEOs). DRE Reports and re-certifications must be 100% accurate before they get submitted to the International Chiefs of Police Association (IACP).

When Specialist Haley Fleming was hired by The Maine State Police in March of 2025, he took over the role of IDRT and worked diligently to pick up where Specialist, promoted to Sergeant, Seth Allen left off. Specialist Fleming became one of the lead instructors for SFST and ARIDE Training that LEOs go through to increase their impaired driving enforcement skills. Specialist Fleming attended the Drug Recognition Expert Training so that he will eventually be able to assume the role of DRE Instructor, which is an expectation of the IDRT Position. During his first several months as Maine's IDRT, Specialist Fleming developed a curriculum to cover the process of on-scene investigation of a significant crash and/or impaired driving investigation. This curriculum is being taught to LEOs at the MCJA, during the crash investigation week of the 18-week Basic Law Enforcement Training Program (BLETP). Specialist Fleming participated in several Regional Impaired Driving Enforcement (RIDE) Team details that took place in Cumberland County (Southern Maine) during the summer months. He was helpful in facilitating logistics with the law enforcement agencies that organized the RIDE Team. He also ensured that the Bureau of Highway Safety's Roadside Testing Vehicle (RTV) was on scene at the detail locations, to help provide a resource for important parts of the OUI Investigations that stemmed from the detail activities.

Specialist Fleming acts as the Breath Testing Device (BTD) site coordinator for the MEBHS RTV. Specialist Fleming has worked with the Maine DHHS Health Environmental and Testing Lab (HETL), by being heavily involved with the continued rollout of and necessary training for the Intoxilyzer 9000 Instruments. Specialist Fleming has even traveled around to various locations within the State of Maine, which did not have access to an Intoxilyzer Instructor, and otherwise would have had significant struggle to gain updated Intoxilyzer instruction. Specialist Fleming has trained numerous Breath Test Device (BTD) operators and assisted in the installation of the Intoxilyzer 9000 Instruments.

MeBHS feels that this project for the IDRT Position was very successful during FFY25, even though the position was held by two different State Police Specialists. Sgt. Seth Allen did an outstanding job for the several years he held this position and Specialist Haley Fleming is off to a very good start in this valuable role that supports Maine's Impaired Driving Enforcement Program.

Maine Criminal Justice Academy (MCJA) Specialized Impaired Driving Law Enforcement Training

Project Description (incl. Location and Affected Communities): Well-trained law enforcement in SFST, ARIDE, and DRE increase the likelihood that police officers will successfully detect impaired drivers during enforcement activities and/or traffic stops.

This project funds the specialized training and supplies necessary for law enforcement officers to detect, apprehend, and prosecute motorists suspected of operating under the influence of alcohol and/or drugs. The Maine Impaired Driving Task Force has identified that the best practice methodology for OUI investigation dictates a three-pronged approach:

(1) the NHTSA approved curriculum in Standardized Field Sobriety Testing (SFST) and Introduction to Drugged Driving, which is offered to all new police officers trained at the Maine Criminal Justice Academy's mandatory Basic Law Enforcement Training Program. (2) the Advanced Roadside Impaired Driving Enforcement (ARIDE) program offered to experienced patrol officers who desire better awareness of OUI drug cases; and (3) The Drug Recognition Expert (DRE) program for those police officers who excel in OUI Enforcement. The MeBHS recognizes the need to increase the amount of trained DREs in the State and is actively working toward that goal by funding both DRE Schools and DRE Instructor Schools.

To ensure that DRE candidates meet the proficiency requirements without undue delay, these individuals may travel out of state for their certification requirements. This project provides travel expenses for DRE candidates and instructors to complete field certifications in more densely populated states. It may also fund selected attendance at the annual IACP Impaired Driving and Traffic Safety Conference which is critical for keeping DRE's current and proficient in utilizing best practices. The goal is to train 80-100 new officers for ARIDE as well as to add/train at least 15 new Drug Recognition Experts in FFY2025. Many successful OUI cases hinge on an accurate breath test to confirm the amount of alcohol in a motorist suspected of operating under the influence. Funding is also provided to train Breath Testing Device (BTD) Instructors who are responsible for training Maine's 2000 plus BTD operators. This supports the Breath Testing Project also identified in this grant application. These projects are administered jointly with the Maine Drug Evaluation and Classification (DEC) Coordinator and the Impaired Driving Training Coordinator at the Maine Criminal Justice Academy (MCJA). Training activities at the MCJA serve all Maine law enforcement agencies statewide and especially those agencies serving rural communities.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by using a combination of high-visibility and sustained enforcement, sobriety checkpoints coupled with communication and education strategies.
Project Agreement Number	ID25-010
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Criminal Justice Academy
Organization Type	State Law Enforcement Training Academy
Federal Funding Source(s)	402 and/or 405d and/or 405e Flexed to 402
Eligible Use of Funds	23 USC 402 and/or 1300.23 and/or 1300.24 (d)(3)
GTS Voucher Coding	402AL/M5PEM/M8*AL/B5PEM
Amount of Federal Funds	\$100,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The Maine Criminal Justice Academy (MCJA) was able to utilize grant funds in the federal fiscal year 2025 to successfully provide advanced courses and educational materials for impaired driving enforcement activities. The MCJA did not spend all their awarded funding for FFY2025 but still produced a fair amount of success in meeting their training goals. The MCJA offered 4 ARIDE classes statewide with a total of 63 students attending, increases of 33% and 40% respectively, over the numbers from FFY2024. MCJA provided Breath Testing Device (BTD) Instructor updates and Intoxilyzer 9000 instrument transition training for lead BTD instructors. The MCJA also certified 3 new BTD Instructors. Maine currently has 114 BTD instructors throughout the state. In the MCJA 18-week Basic Law Enforcement Training Program (BLETP), 148 new law enforcement officers were trained in the NHTSA SFST curriculum during FFY2025. Classes were also held for SFST Instructor Development and DRE Instructor Development, adding 17 new SFST Instructors and 3 new DRE Instructors. This grant also provided funding for our State's Drug Evaluation and Classification Coordinator (DEC) to attend the International Association of Chiefs of Police Annual Training Conference on Impaired Driving and Traffic Safety. He brought back information to enhance Maine's impaired driving training program, to include Maine's DRE program. The conference was held in Chicago, IL, in August 2025. The DEC was once again able to attend this annual conference to gather recent, up to date information, that helps to strengthen Maine's DRE Program.

Traffic Safety Resource Prosecutors

Project Description (incl. Location and Affected Communities): Funding the Maine Traffic Safety Resource Prosecutor(s) (TSRPs) will ensure that we continue to maintain a coordinated, multidisciplinary approach to the prosecution of impaired driving and other traffic crimes. TSRPs provide training, education, and technical support to traffic crimes prosecutors and law enforcement personnel throughout their states. Traffic crimes and safety issues include alcohol and/or drug impaired driving distracted driving, vehicular homicide, occupant restraint, and other highway safety issues.

A Traffic Safety Resource Prosecutor facilitates a coordinated, multi-disciplinary approach to the prosecution of traffic crimes with a strong focus on impaired driving. Funds will continue to support the TSRP services contract, which assists Maine law enforcement agencies, prosecutors, motor vehicle hearings examiners, DHHS lab technicians, and other State agencies with training, investigation and prosecution of traffic safety and impaired driving-related crimes. The TSRP is encouraged by NHTSA and proven effective in the fight against impaired driving. The TSRPs disseminate, among other things, training schedules, case law updates, new trial tactics, and new resource material to help keep prosecutors, judges, and law enforcement officers, and other interested parties current and informed. This project will fund printing costs of various training materials.

Trainings: This project supports Maine's Traffic Safety Resource Prosecutor training projects for Maine prosecutors, law enforcement and others. The project funding covers the following classes: (1) OUI Investigation Review (2) Prosecutor and Toxicologist Expert Testimony in Impaired Driving Cases; (3) Cops in Court; (4) Implied Consent Law; (6) Prosecutor Presentations; and (7) Maine Criminal Justice Academy (MCJA) Trainings. These classes have been chosen by the Maine TSRPs after reviewing the current landscape in Maine's impaired driving investigation and enforcement and assessing the needs of police officers, prosecutors, the Bureau of Motor Vehicles Hearings Examiners, and the Health and Environmental Testing Chemists over the past year. The classes are designed to deliver the best and most current impaired driving investigation and prosecution information to the practitioners needed as efficiently as possible.

Below is a list of the trainings.

- **OUI Investigation Review**
- **Prosecutor and Chemist Expert Testimony in Impaired Driving Cases**
- **Cops in Court**
- **Implied Consent**
- **Prosecutor's Association Annual Conference Presentation**
- **Maine Criminal Justice Academy Trainings**
- **The MCJA Basic Law Enforcement Training Program OUI Week**
- **Advanced Roadside Impaired Driving Enforcement**
- **Breath Testing Device Operator**
- **Drug Recognition Expert School**
- **DRE Refresher**

This project is designed to provide this high-quality training – at no cost – to all prosecutorial districts in Maine that they would otherwise not be able to obtain. Project funding is intended to include the expenses associated with delivery of the above trainings including printing/materials, travel, lodging, lunch on site, and registration fees (if applicable) for the training staff (including expenses for out of state subject matter experts) and prosecutors, law enforcement, and HETL and BMV staff attending. Due to changing staffing levels amongst agencies in Maine, the location, date, and time of the training will be determined by TSRPs in accordance with the needs of law enforcement and prosecutorial districts as assessed by the TSRPs at the time training is offered. Emphasis will be placed on holding the training courses at different locations so that the greatest number of participants can attend. Some classes may be live streamed and/or recorded for on-demand video when appropriate.

The goal is to provide at least one of each class during FFY2025 throughout the State. A survey instrument will be sent out after each class to provide the SHSO with data on how the class is received and what the needs are for future training. Additional classes (up to 2 of each) will be scheduled in conjunction with the SHSO if needed throughout the year. It should also be noted that some of the classes may be combined into three-day long "boot camp" style classes. This was an idea that the TSRPs began in FFY2022, and it was well received. Traffic Safety Resource Prosecutors serve all law enforcement and prosecutorial agencies statewide and are especially desired by the agencies with fewer resources.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by ensuring that prosecutors have the training, education, and guidance needed to ensure that highly complex impaired driving cases are successfully prosecuted.
Project Agreement Number	ID25-011
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Contract
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405d and/or 405e Flexed to 402
Eligible Use of Funds	1300.23 and/or 1300.24 (d)(3)
GTS Voucher Coding	M5CS/M8*AL/B5CS
Amount of Federal Funds	\$650,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: Maine TSRPs collectively attended 42 full or partial days' worth of training during the year FY2025 on various traffic safety crimes and related topics (all specifically relating to impaired driving). The highlights include:

- TSRP National Conference (3-day)
- Maine Prosecutors Conference (1-day attended)
- Maine Impaired Driving Summit
- DRE Annual Refresher Training
- International Association of Chiefs of Police's Impaired Driving and Traffic Safety Conference (3-day)
- Borkenstein Alcohol Course

Maine TSRPs collectively presented or assisted with over 51 full or partial days training during the year FY2025 on various traffic safety crime related topics (all specifically relating to impaired driving). The highlights include:

- Maine's Basic Law Enforcement Training Program (BLETP) OUI Week "Legal Environment"
- BLETP OUI Week "Moot Court"
- BLETP OUI Week "Administrative Law"
- Fundamentals of OUI Investigation
- OUI After the Arrest
- Impaired Driving Summit (3 Presentations): Panel Discussion; Recreational Cannabis Impact on Health and Public Safety; *Smith v. Arizona*
- Cannabis Studies and What Traffic Safety Professionals Need to Know About Them
- DRE School: Cannabis
- DRE Refresher Training: Testimony and Challenges
- ARIDE: Testimony
- Law-Enforcement Pre-Service OUI Law
- TSRP Webinar Wednesdays: Hearsay, the Confrontation Clause & Lab Testing: The Principles Behind *Smith v. Arizona* in DUI Cases
- TSRP Traffic Tuesdays: Cannabis Studies and What Traffic Safety Professionals Need to Know
- Vermont Impaired Driving Summit: Recreational Cannabis's Impact on Health and Public Safety
- Preventing the Drugged-Driver
- Maine Driver's Education Summit (to raise awareness of the OUI issue)
- Examining Effective Mechanisms for Early Detection and Diagnosis of Drug Related Road Crashes: A Perspective from the United States
- International Practices and Strategies for Addressing Road Crashes Caused by Drug Use: Preventing the Drugged driver

Note: While the Maine Health and Environmental Testing Laboratory (HETL) worked with the TSRPs, particularly on *Smith v. Arizona* related issues and attended several TSRP trainings related to laboratory issues, the TSRPs did not host a specific laboratory training in FY2025 (as they focused their efforts on *Smith* and its effects in Maine).

Maine TSRPs collectively attended 18 Committee Meetings during the year FY2025 on various traffic safety crimes related topics (all specifically relating to impaired driving). The highlights include:

- Impaired Driving Task Force
- Maine Transportation Safety Coalition
- Impaired Driving Summit Planning Meetings
- Oral Fluid Testing Working Group

The TSRPs collectively contributed to the quarterly Maine BHS Newsletter in the "TSRP Talk" section. For FY2025, the TSRPs contributed four articles: an article on current activities that was designed to increase interest in an attendance at OUI-related training, a republication of the *Smith v. Arizona* article referred to below, an article about the resources available to law enforcement and prosecutors on the TSRP website (designed to increase use thereof), and an article about high-visibility enforcement and its role in OUI prevention.

The Assistant TSRP wrote and published one article at a national level. *Smith v. Arizona: Hearsay and the Presentation of Forensic Evidence* was published by the National Traffic Law Center in February of 2025. It was then republished in both print and electronic versions by the National District Attorney's Association in the April 2025 edition of *The Prosecutor*.

The TSRPs collectively updated, edited, and distributed the 2025 version of The Maine OUI Guide. The guide was distributed electronically to all of Maine law enforcement and prosecutors. 500 copies of the 2025 Maine OUI Guide were printed by the Maine Bureau of Highway Safety, and they are currently being distributed. It is anticipated that they will be distributed to prosecutors, officers, the Maine Bureau of Motor Vehicles, and the judiciary. Indeed, many have already been so distributed.

Individual Requests for Assistance with Traffic Safety Crimes Related Questions:

The TSRPs provided legal research, technical expertise, various resources and other support to law enforcement and prosecutors via email, phone calls, or in person, approximately 108 times during this year on various issues associated with impaired driving to law enforcement and prosecutors.

Miscellaneous Traffic Safety Crime Related Projects:

The following additional items of note were completed by the TSRPs

- Distributed approximately 34 electronic mailings throughout the year on various important traffic safety issues to Maine law enforcement and prosecutors through the Maine OUI Enforcement Newsgroup and other list serves. This includes opportunities for Impaired Driving related on-line training from various out-of-state groups.
- Reviewed and advised on various proposed statutory changes.
- Presented factual testimony to the legislature regarding a bill's potential effects.
- Played pivotal role in formation, organization, and running of the Maine Oral Fluid Testing Working Group.
- Worked with new impaired driving reduction trooper in resource preparation.
- Reviewed various state statutes and regulations regarding their effects on traffic safety.
- Senior TSRP joined the National Traffic Law Center's Cannabis Working Group.
- The TSRPs collectively presented to thousands of traffic safety professionals. A collective total, in which some individuals are counted twice (if the TSRPs presented together – see note below) is estimated to be over 3,200 students. When the TSRPs remove duplication from courses that they recall teaching together, the number of students trained remains in the thousands at an estimated 2,190 students.

MeBHS Impaired Driving Summit

Project Description (incl. Location and Affected Communities): MeBHS, in partnership with AAA Northern New England (AAA NNE), and other highway safety partners, will continue to increase awareness of the growing issue of drug impaired driving by hosting annual summits due to previous summits having been so successful. The date and location of the annual summit will be determined upon contract negotiation with AAA NNE. These specialized Impaired Driving Summits typically see attendance of over 200 people consisting of law enforcement officers, prosecutors, toxicologists, defense attorneys, and other highway safety professionals. Several impaired driving experts from around the country are present at the summit each year as well. For AAA NNE to continue to provide the level of instruction and demonstration necessary to continue attracting attendees, and for CEU's to be granted to eligible participants in the legal field, it is imperative to Maine's Impaired Driving Program that AAA NNE representatives attend other national conferences. By doing this, it allows them the opportunity to network with other highway safety professionals, see and hear other topnotch speakers and secure them for our annual summits. The goal is always to increase the attendance of the Impaired Driving Summits and to encourage greater judicial and legislative attendance. The summits generate a significant amount of earned media and the after-event surveys provide useful recommendations for ongoing annual summits in Maine. The location for the 2025 summit is TBD, however it will likely be in Augusta. This helps to ensure that we meet the needs of Northern, Central and Southern Maine on an annual rotating basis.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by ensuring that the state carries out a well-developed and comprehensive communications program that supports the impaired driving prevention activities, including paid and earned media and public affairs with strategies focused on increasing knowledge and awareness.
Project Agreement Number	ID25-003
Amendment to Add Project Numbers	No
Subrecipient(s)	AAA Northern New England or RFP
Organization Type	Motor Vehicle Club
Federal Funding Source(s)	402/405d flexed to 402/ 405e Flexed to 402
Eligible Use of Funds	23 USC 402 and/or 1300.24(d)(3)
GTS Voucher Coding	402AL/M8*L
Amount of Federal Funds	\$50,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The 2025 Maine Impaired Driving Summit was held on June 20, 2025, at the Portland Sheraton at Sable Oaks in South Portland. The venue's convenient location, with direct access from Interstate 95, contributed to strong participation and a smooth experience.

Post-event survey results indicated that 92.5% of attendees rated the summit as "extremely useful" or "useful." This year's primary objective was to increase attendance by 25% over 2024 goal that was successfully achieved, due in large part to the accessibility of the venue and the quality of the speakers.

The 2025 summit focused on impaired driving related to marijuana and other drugs. Presentations included:

- **Recognizing the Signs: Impaired Driving Awareness**
- **Negative Impacts of High-Potency THC Marijuana on Community and Victim Safety**
- **Emerging Trends in Impaired Driving Investigations, Defense, and Prosecution**
- **Optimizing DRE Testimony in Cannabis/Alcohol Cases**
- **Preventing Impaired Driving and Repeat Offenses; Smith v. Arizona: Hearsay and the Presentation of Forensic Evidence**
- **Updates from Maine's Health and Environmental Testing Laboratory**
- **Leadership, Teamwork Dynamics, and Resilience**

Attendance was strong, with 310 registered participants. Law enforcement represented the largest group, Additional attendees included prosecutors, defense attorneys, public health officials, toxicology, and traffic-safety advocates.

A wide range of professional input was incorporated during the planning process to ensure the agenda met the needs of all participant groups.

MADD Court Monitoring Program

Project Description (incl. Location and Affected Communities): MADD's Court Monitoring Program enlists and trains court monitors to observe and document what happens in the courtroom during impaired driving proceedings. Court monitors track results and identify inconsistencies on how impaired driving cases are handled and resolved. MADD shares the information with law enforcement, judges, prosecutors, public defenders and, if necessary, the media, to help ensure appropriate actions. Studies have shown that the mere presence of a court monitor can have a positive effect on sentencing. Trained court monitors observe proceedings, gather data, and identify trends to keep the wheels of justice turning effectively and keep families safe. Research shows that court monitoring is an effective tool for bringing accountability and change to the criminal justice system. The four studies below demonstrate how court monitoring can result in higher rates of conviction, fewer case dismissals, and fewer repeat offenses. Shinar (1992) found that court-monitored cases in Maine produced higher conviction rates and stiffer sentences than unmonitored cases. Pobst et al. (1987) found that judges, prosecutors, and other officials in 51 communities believed that court monitoring programs helped increase OUI arrests, decrease pleas agreements and increase guilty pleas.

Countermeasure Strategy	Decrease impaired driving motor vehicle fatalities by ensuring that the state carries out a well-developed and comprehensive court monitoring program that supports the impaired driving prevention activities of law enforcement and prosecutors.
Project Agreement Number	ID25-004
Amendment to Add Project Numbers	No
Subrecipient(s)	Mothers Against Drunk Driving (MADD)
Organization Type	501(c)(3) non-profit organization
Federal Funding Source(s)	402 and/or 405e Flexed to 402
Eligible Use of Funds	23 USC 402 and/or 1300.24(d)(3)
GTS Voucher Coding	402AL/M8*L
Amount of Federal Funds	\$150,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: This project was not completed in FFY2025. Several conversations occurred with MADD to establish needs from their organization and if BHS could create a partnership. MADD was looking to hire one or two full-time individuals in Maine utilizing grant funding. BHS could not make that happen as we cover activities with federal funds, not salaries. This project will not continue in FFY2026.

Motorcycle Safety Program Area

Motorcycle Safety Community Engagement Coordinator Activities

Project Description (incl. Location and Affected Communities): In early 2023, at the state's request, the National Highway Traffic Safety Administration comprehensively assessed Maine's motorcycle safety program. The assessment report specifically highlighted the need for Maine to expand outreach efforts to the state's riding population for the purposes of encouraging safer riding behaviors and increased safety awareness.

Given seasonal weather patterns in Maine, the annual motorcycle riding season is generally limited to May through October. As a result, the state has typically avoided hiring additional full-time employees dedicated solely to motorcycle safety out of a sense of good stewardship of public funds.

Currently, Maine employs a single Motorcycle Safety Program Coordinator whose primary responsibility is oversight of rider education schools statewide. That seasoned employee works in the Bureau of Motor Vehicles. This employee is a seasoned rider himself and does indeed carry safety messages when out working with the schools and has on multiple occasions been the face and voice of the state's public safety messages on television and radio. He does not, however, have time during Maine's condensed riding season to also engage at social or fundraising gatherings hosted by the riding community. This request proposes using federal grant funding, for a second year, to contract up to two seasoned, professional, safety-minded motorcycle riders to project state government motorcycle safety messages at various events throughout the peak riding season. The Maine Bureau of Highway Safety will provide messages and products and will track engagement data to measure effects. The scheduling of these contractors will be overseen by the Motorcycle Safety Program Coordinator in the Bureau of Motor Vehicles. These coordinators will concentrate on high-crash counties such as York and Cumberland; however community activities will be conducted statewide.

Countermeasure Strategy	Decrease motorcyclist fatalities by utilizing "Share the Road" and "Watch for Motorcycles" safety messaging. Along with dedicated public outreach and community engagement specific to the use of proper riding gear, rider training, and riding sober.
Project Agreement Number	MC25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Bureau of Motor Vehicles
Organization Type	Office of the Secretary of State
Federal Funding Source(s)	405f or 405e Flexed to 402
Eligible Use of Funds	1300.25/1300.24(d)(3)
GTS Voucher Coding	M11MA/M8*MC
Amount of Federal Funds	\$6,000.00 (PS est. \$5k/TR (MC fuel est. \$1k)
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The Maine Bureau of Motor Vehicles (BMV) Motorcycle Safety Program Coordinator obtained permission for the following event locations during Federal Fiscal Year 2025 (FFY25) so that the two contracted outreach coordinators could attend public events. These coordinators set up a booth at each event so they could sufficiently pass out motorcycle safety related print materials to the public.

On Saturday July 12, 2025, the two motorcycle safety coordinators attended the annual Moxie Festival in Lisbon, Maine. They were at this event from 8am to 4pm, and they engaged in motorcycle safety related conversations with approximately ten (10) individuals per hour during the festival. Many of the conversations included the topic of proper motorcycle safety training.

On Saturday August 2nd and Sunday August 3rd, 2025, the coordinators attended the annual Lobster Festival in Rockland, Maine. They manned their booth from 9am to 9pm on Saturday, and then again on Sunday from 9am to 6pm. They found this event to be successful as they engaged in conversation with approximately twelve (12) individuals per hour each day. Once again, motorcycle safety training and where to take a course was most of the conversation content.

Saturday August 9, 2025, the motorcycle safety coordinators attended the Red Hot Dog Festival in Dexter, Maine. They reported that this was their busiest and most successful event of the motorcycle season, having had conversations with about 15 people per hour. The coordinators manned their booth at this event from 10am to 5pm that day.

The final event that the motorcycle safety coordinators attended during FFY25 was the Vintage Motorcycle Festival. This event was held at the Owls Head Transportation Museum in Owls Head, Maine on Saturday September 6, 2025. The coordinators talked with approximately eight (8) festival attendees per hour while manning their motorcycle safety booth and passed out a fair amount of motorcycle safety print materials. During this event, a few conversations were had about how a person can obtain motorcycle safety instructor training certification.

Overall, the contracted motorcycle safety coordinators had a very successful project year, having had numerous public contacts and having distributed a fair amount of motorcycle safety print materials. They also helped to promote motorcycle rider education training, both beginner and advanced training courses. The feedback received at these family-oriented events by the coordinators was reported back to the BMV Motorcycle Safety Program Coordinator. It was found that having the coordinators at these events to discuss and promote motorcycle safety here in Maine was very well received.

Motorcycle Safety Instructor Training to Increase Recruitment and Retention

Project Description (incl. Location and Affected Communities): In concert with its unique responsibility to oversee motorcycle rider education in Maine, and our shared responsibility to contribute to motorcycle safety more broadly, the Maine Bureau of Motor Vehicles conducts an annual Rider Coach Preparation (RCP) course using the nationally standardized Motorcycle Safety Foundation curriculum to create professional motorcycle instructors. The RCP course is instructed by Maine BMV's Motorcycle Safety Program Coordinator (a full-time state employee) and is delivered over 3 weekends (9 days total) at one of Maine's licensed motorcycle training schools. A typical class load involves 10 instructor candidates. The State of Maine does not possess a dedicated and safe training facility suitable for this course. This grant requests \$7500 for rental of a closed-course motorcycle training facility during the 3-weekend annual RCP course to assist with the recruitment and retention of professional motorcycle instructors across our state.

Countermeasure Strategy	Decrease motorcyclist fatalities and unhelmeted motorcyclist fatalities by increasing the recruitment, retention, and training of motorcycle safety training instructors.
Project Agreement Number	MC25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Bureau of Motor Vehicles
Organization Type	Office of the Secretary of State
Federal Funding Source(s)	405f or 405e Flexed to 402
Eligible Use of Funds	1300.24(d)(3)
GTS Voucher Coding	M11MT/M8*MC
Amount of Federal Funds	\$7,500.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The Maine Bureau of Motor Vehicles (BMV) holds an annual motorcycle safety instructor training school to increase our state's complement of motorcycle safety instructors. To reduce motorcycle crash related fatalities, the State of Maine made it mandatory for all people who would like to obtain a motorcycle learner's permit and/or motorcycle license endorsement to attend a "Basic Rider Course" (BRC). The BRC is an approved training curriculum from the Motorcycle Safety Foundation (MSF).

As the State of Maine does not have our own approved training facility to conduct motorcycle safety instructor training, this project allows the rental of an approved training school with a fully closed course, so that instructor trainees have a safe place to complete their training.

For Federal Fiscal Year 2025, seven (7) individuals had originally signed up to attend the nine-day motorcycle safety instructor training. However, for various reasons, several of the candidates decided not to attend the training. Thus, only two (2) candidates took the instructor training and successfully completed it, to receive their motorcycle safety instructor certification.

To help ensure the completion of this year's instructor training, thirteen (13) existing motorcycle safety instructors volunteered throughout the nine-day training to act as "new riders" for the instructor

trainees to “coach”. This also helped to enable another level of refresher training and camaraderie among the experienced coaches and instructor candidates.

While the size of the training class for FFY2025 did not include the desired number of candidates, it was still a beneficial training that yielded our state two (2) new motorcycle safety instructors.

Occupant Protection and Child Passenger Safety Program Area

Occupant Protection Program Management

Project Description (incl. Location and Affected Communities): This project funds costs associated with the maintenance and activities of highway safety program coordinators, highway safety demonstration vehicles and existing equipment used for occupant protection and traffic safety education programs. Vehicles and equipment include: the CPS trailers, and both the Convincer and Rollover Simulators.

Countermeasure Strategy	Uniform Guideline #20 Program Management
Project Agreement Number	OP25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402/405b flexed to 402 or 405e flexed to 402
Eligible Use of Funds	23 USC 402 and 1300.24
GTS Voucher Coding	402OP/M1*OP/M8*OP
Amount of Federal Funds	\$300,000.00
Planning and Administration? (if applicable)	No
Promised Project?	YES

Project Performance: In 2022, the Maine Bureau of Highway Safety (MeBHS) established the Maine Occupant Protection Task Force (OPTF) to identify Occupant Protection issues, review proven strategies, discuss changes to materials, policies, programs, and more. The Occupant Protection Task Force consists of professionals representing law enforcement, administration, emergency services, child services, and other closely related fields that are important to the success of this initiative. The mission of the Maine Occupant Protection Task Force is to reduce the number of fatalities and serious injuries on Maine roadways. The task force holds quarterly meetings where invested stakeholders discussed important issues like occupant protection laws, gaining more Child Passenger Safety Technicians, how to increase seat belt usage, fatality statistics, and much more. During FFY25, the OPTF conducted three meetings. In these meetings, invested stakeholders discussed topics including, but not limited to, seat belt surveys/usage rates in Maine, fatal crash analysis statistics, upcoming campaigns, and much more.

The CPS Coordinator created fliers for all five (5) CPST Certification Courses and one Renewal Course that was held in FFY25. These fliers were then sent out to businesses and agencies across Maine as well as posted across social media platforms to advertise and gain participation for the upcoming trainings. The CPS Coordinator reached out to majority of technicians throughout the State that had an upcoming expiration date for their CPST recertification and provided them with the appropriate resources needed. During FFY25, the CPS Coordinator conducted five televised news interviews about our upcoming CPST Certification Courses and our Maine Child Passenger Safety Summit. The CPS Coordinator also conducted one radio interview about the importance of heatstroke prevention and unattended passengers.

Unattended Passengers: To raise awareness and prevent tragic incidents like heatstroke in a motor vehicle, the MeBHS created an ad to be included in the “Summer in Maine” Guide. The ad created serves as a reminder of the dangers of heatstroke and the importance of prevention. It emphasizes the need for parents to always check the back seat before locking the car, as well as the importance of never leaving a child unattended in a vehicle. By raising awareness through initiatives like this ad, we can help prevent traffic incidents and keep children safe during the hot summer months.

The Maine Bureau of Highway Safety sent out press releases to the media regarding three important campaigns: 2025 Heatstroke Prevention, National Child Passenger Safety Week, and *Click It or Ticket* Seat Belt Safety Campaign. These campaigns are crucial in promoting the safety of children and preventing injuries and fatalities on the road. The press releases highlighted the importance of child passenger safety, reminding parents and caregivers of the necessity of using proper car seats, booster seats, and seat belts for children of all ages.

Heatstroke prevention tips were provided in the press release, such as always checking the backseat before leaving the car and leaving a reminder, such as a purse, in the backseat to always check. Campaign materials were also sent to the Occupant Protection Task Force (OPTF) and all Maine child passenger safety technicians. One of the OPTF members at Maine Emergency Medical Services posted the press release and additional information on their website and social media platforms. Through partnerships like this and raising awareness through press releases and campaigns, the Bureau hopes to reduce the number of preventable crashes and keep children safe on the road.

Equipment: In FFY25, MeBHS purchased two (2) new school bus training seats and two (2) dial-a-belt training seats, which are instrumental in our national school bus training course and various child passenger safety education initiatives. The school bus training seats are designed to simulate authentic seating arrangements found in modern school buses; these seats provide instructors with a practical teaching tool. The dial-a-belt training seats are crucial for our child passenger safety technician certification courses and basic child passenger safety awareness trainings. These seats are multi-faceted tools that allow instructors to demonstrate proper harnessing and installation methods for children and child restraint systems. By keeping our training equipment up to date, it ensures that our instructors are teaching the most current practices and standards. Students also leave with the assurance that they have been trained with the best tools available.

NHTSA Click it or Ticket (COIT) HVE & ME Buckle Up No Excuses (BUNE) Sustained Enforcement and Education

Project Description (incl. Location and Affected Communities): Funds will support overtime enforcement and community education activities for law enforcement to conduct patrols for the NHTSA National *Click It or Ticket* high-visibility campaign and for qualifying agencies to conduct sustained enforcement under the state Buckle Up. No Excuses! campaign. In addition to enforcement, subrecipients will include community education as part of their seat belt safety activities. Selected law enforcement agencies will be awarded grants following Maine's standard process for subrecipient contracting and will follow the data analysis process described in the Triennial Highway Safety Plan. Participating law enforcement agencies often incorporate an educational component to their CIOT activities through school events, MeBHS marketing events, and community PP&E events. Activity location is determined by subrecipient jurisdiction but includes those underserved, overburdened, or over-represented in crashes.

Countermeasure Strategy	Decrease unrestrained motor vehicle fatalities by using high-visibility and sustained enforcement activities coupled with communication and education strategies.
Project Agreement Number	OP-TBD or OPB25- TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	TBD- Various State, Municipal, and County Law Enforcement Agencies
Organization Type	Municipal and County Law Enforcement Agencies
Federal Funding Source(s)	402/405b
Eligible Use of Funds	23 USC 402/1300.21
GTS Voucher Coding	402OP/M1HVE/M1*OP
Amount of Federal Funds	\$350,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: Seatbelt usage is a critical factor in reducing fatalities and injuries resulting from motor vehicle crashes. The Maine Bureau of Highway Safety proves grant funding to law enforcement agencies to conduct overtime patrols to enforce Maine's occupant protection law. The twenty-three (23) law enforcement agencies listed below have taken a proactive approach to seat belt enforcement. The allocation of funds for overtime not only increases the presence of law enforcement on the roads but also communicates the seriousness of seatbelt compliance to the public. Agencies participating in this grant program are encouraged to develop ways to increase community awareness regarding the importance of seatbelt use. This could include public service announcements, community outreach programs, and increased police visibility during peak traffic time and in high-crash areas.

Occupant Protection HVE Results:

Total Enforcement Hours: 1,807

Citations Written: 529

Vehicles Stopped: 3,062

Warnings Given: 503

Law enforcement officers stopped more vehicles this year compared to last year, indicating a higher level of engagement and enforcement activity. In 2024, there were 2,505 vehicles stopped during patrols versus an increase in 2025 to 3,062.

High Visibility Enforcement (HVE) campaigns are essential tools for increasing seatbelt usage rates. Many participating law enforcement agencies completed details during the national *Click It or Ticket* campaign, ensuring maximum visibility and impact. However, as the seat belt usage rate has been decreasing over the last few years in Maine, it is important for these agencies to maximize their enforcement details and increase their community outreach and education efforts. Moving forward, a combination of high visibility enforcement and ongoing public education is key to reversing the decline in seatbelt usage.

This collaborative effort between the Maine Bureau of Highway Safety and law enforcement agencies, is vital in promoting seatbelt use through high visibility enforcement and community outreach. It is imperative that agencies maintain and expand their efforts to prevent seatbelt usage in declining further through the prioritization of enforcement and education. These initiatives not only uphold the law but also directly save lives.

Maine State Police Targeted Occupant Protection Awareness Zone (TOPAZ)

Project Description (incl. Location and Affected Communities): The Maine State Police Targeted Occupant Protection Awareness Zone (TOPAZ) project will consist of overtime HVE during the NHTSA CIOT and sustained enforcement of seat belt laws year-round to increase seat belt compliance and decrease unrestrained fatalities. The TOPAZ team of trained troopers focus on seat belt enforcement in previously identified (using up to date data analysis) zones with the highest unbelted fatalities and serious injuries. The annual observational study has helped the MeBHS determine not only where the unbelted driving is primarily occurring, it has also identified the times (day and night) at which unbelted driving tends to occur. The MSP TOPAZ team will work the specific days, times and zones and will focus on those drivers least likely to voluntarily buckle up. The Maine State Police focus on high-crash locations but serve statewide based on their Troop and Barrack locations. Activity locations include those communities served by Troops in Alfred, Gray, Augusta, Skowhegan, Bangor, Ellsworth, and Houlton as well as Troop G on the Maine Turnpike.



Countermeasure Strategy	Decrease unrestrained motor vehicle fatalities by using high-visibility and sustained enforcement activities coupled with communication and education strategies.
Project Agreement Number	OPB25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine State Police
Organization Type	Dept. of Public Safety-State Police
Federal Funding Source(s)	405b
Eligible Use of Funds	1300.21- 405b HVE
GTS Voucher Coding	M1HVE
Amount of Federal Funds	\$100,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The primary goal of the Maine State Police with this project is to encourage and increase the use of occupant protection measures and reduce unrestrained fatalities and injuries. During the project, the Maine State Police TOPAZ Team conducted 239 hours on patrol and made 494 contacts, an increase from FFY24 where they conducted 180 overtime hours on patrol and made 268 contacts. During FFY25, Maine State Police wrote 129 seat belt summonses and 81 warnings. This was also an increase compared to 2024, when they wrote 66 seat belt summonses and 116 warnings. In 2025, there were two arrests due to drug possession, one due to a warrant, and one OUI arrest. Given the overall increase in enforcement hours, contacts made and summonses wrote, the Maine State Police TOPAZ Team were able to conduct successful occupant protection details in FY2025.

Annual Seat Belt & CPS Observational Data Surveys

Project Description (incl. Location and Affected Communities): This project funds the contract for the MeBHS annual observational, attitudinal and Child Passenger Safety surveys. These surveys are usually conducted following the May/June Click It or Ticket HVE enforcement campaign. Results of surveys are certified and provided to NHTSA upon completion. Maine certified a 94.5% belt use rate in FFY2023. A FY2024 survey is currently underway and this project funds the FFY2025 survey contract. A CPS misuse survey was conducted in 2023, as a recommendation in the most recent OP Assessment. The survey found 96.5% of the children observed were restrained while 3.5% were not. Locations are selected based on NHTSA certified survey selection sites. Locations include the counties of Androscoggin, Aroostook, Cumberland, Hancock, Kennebec, Lincoln, Oxford, Penobscot, Somerset, Waldo, Washington, and York.

Countermeasure Strategy	Decrease unrestrained motor vehicle fatalities and increase seat belt usage rate by conducting and publicizing an annual statewide observational survey for adult seat belt usage and child passenger safety use.
Project Agreement Number	OPB25-003
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Contract
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405b/405e Flexed to 402
Eligible Use of Funds	1300.24(d)(3)
GTS Voucher Coding	M1OP/M8*OP
Amount of Federal Funds	\$222,105.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The MeBHS contracted with the University of Southern Maine, Muskie School of Public Service, Survey Research Center for both the NHTSA required annual observational survey of seat belt usage, and the optional, but valuable attitudinal survey. Nationally, seat belts saved the lives of 14,955 people ages 5 and older in 2017.2 In Maine, seat belts saved approximately 69 lives a year over one decade, a total of 688 lives, and could have saved 204 more.

In FFY25, according to the Maine Seat Belt Use Study, 92.2% of occupants were belted. Sadly, this is a slight decrease from 93.8% in 2024. Female occupants were more likely to use seat belts than males; 90.0% of male occupants were belted, compared to 94.8% of female occupants. Drivers were less likely to use seat belts than passengers; 91.8% of drivers were belted, compared to 94.2% of passengers. Drivers of SUV's were the most likely to be belted at 94.1%, followed by drivers of vans at a rate of 92.3%, and drivers of cars at 91.8%. Drivers of pickup trucks were the least likely to be belted, at 87.0%. Seat belt use was highest from 7:00 AM to 8:59 AM (94.7%) and lowest from 9:00 AM to 10:59 AM (89.4%).

Nighttime belt use rates are consistently lower than daytime belt use rates. In FFY25, the overall nighttime statewide belt use rate was 90.2%. The observed nighttime seat belt use rate in 2025 is the highest since 2019. Female drivers had a significantly higher use rate (94.6%) than male drivers

(85.3%) at night. Both daytime (2025) and nighttime (2024) observations showed lower use among men and pickup truck drivers. The 2025 nighttime seat belt use in Maine was lower than the daytime rates in 2025 (92.2%), 2024 (93.8%), and 2023 (94.5%), by 2.0, 3.6, and 4.3 percentage points. Maine is still above the (daytime) national average of 91.2% seat belt use.

A Child Safety Restraint Use Study was conducted in 2025. A total of 1,261 individual children were observed for child safety restraint use. Of the observations that were conclusive, 96.3% of the children observed were restrained. This year's rate is statistically similar to last year's rate of 96.9% and the rate of 96.5% in 2023. Over the last three-year observation period, children were observed to be restrained at consistently higher rates than those observed for adults. The child restraint rate appears to be more stable than that of adults. While the adult rate has decreased by 2.3 percentage points over the last two years, the child rate has fluctuated by less than a percentage point. The county with the lowest child restraint use rate was Washington County with 74.1%, followed by Aroostook County with 84.5%. The counties with the highest restraint use were York (100%), Cumberland (98.9%), and Kennebec (98.3%).

Child Passenger Safety Technician and Instructor (CPSTI) Training & Inspection Site Activities

Project Description (incl. Location and Affected Communities): This project will support the new certification training costs (and possible conference attendance) for Child Passenger Safety (CPS) technicians and instructors. It will also provide for recertification for those with expired credentials. Child Passenger Safety Technicians participating in MeBHS authorized and sponsored events and Maine CPS Instructors receive stipend for activities associated with seat installations, check-up events, and training classes provided they are not already being paid by an employer for such activities. MeBHS anticipates at least four certification classes and at least one certification renewal class in the federal fiscal year 2025 resulting in up to 80 newly certified technicians.

Certification courses will be planned to be held in each large region of the State of Maine: Northern Central Maine, Northern Maine (County), Central Maine and Down East, however exact hosting locations and dates for the trainings will be determined in the fall and spring to ensure that we are meeting the needs of potential trainees (as received by requests) and that we are ensured full class registrations.

Additionally, MeBHS hopes to host a one-day CEU training for technicians and instructors at a centrally located venue (TBD). We expect attendance of up to 100. Costs will include speaker fees, venue rental, food, and other allowable costs as determined. This one day CEU training would occur if the planned CPS Conference doesn't occur. It did not occur in FFY24, as planned.

In FFY25, MeBHS will either host a CPS Conference for technicians and instructors OR host multiple smaller CEU and seat sign-off events throughout each portion in Maine (Northern, Southern, Central, etc.). The CPS Conference would be a one- or two-day event at a centrally located venue. This conference would host national CPS speakers, provide CEU credits, seat signoffs for technicians and more. It would be an excellent opportunity for technicians to receive all their recertification requirements in just one or two days. This would also help the State of Maine CPS technician retention rate as well as provide an opportunity for technicians to build relationships with one another and allow for collaborations in the future (car seat check events, etc.).

Certified instructors in partnership with MeBHS, will provide updated CPS Basic Awareness Training to be delivered to the Department of Health and Human Services licensed childcare providers and transporters. This updated training will ensure young passengers are properly restrained during transit by caregivers. Over FFY2025, we expect to train up to 50 or more providers.

Due to requests from the public and CPS Instructors, certified instructors in partnership with MeBHS, will provide a National School Bus training to be delivered to school districts, daycare providers and other transporters. This training will ensure that young passengers are properly secure while in a school bus, van, or other transit vehicle. We are planning to bring in a speaker/outside trainer to Maine so that our instructors can be properly trained on the National School Bus Safety curriculum and then they can provide that training and education to various school districts and other transporter agencies.

After discussing with our law enforcement liaisons, a new CPS Tip Sheet/Quick Reference Guide will be created for law enforcement officers. It will have basic child passenger safety information and the state child restraint laws on it for officers to utilize as a quick reference guide. This will help to

alleviate the lack of knowledge that some officers feel prohibits them from writing citations and warnings or providing guidance during a routine traffic stop.

Due to requests for special needs transporter training (STAC) from CPS Instructors and technicians, the Maine Bureau of Highway Safety hopes to host a Special Needs Transporter Training for technicians and instructors in Maine. *Safe Travel for All Children* (STAC) is designed to serve as an enrichment course for child passenger safety technicians (CPSTs) who are interested in learning more about adaptive transportation. The training, which lasts approximately two days, combines classroom lectures, discussions, and hands-on exercises. During the training, participants will be introduced to medical conditions that can impact restraint selection and can complete positioning, harnessing, and installation the adaptive restraint systems. The training concludes with an exam that assesses knowledge of adaptive restraints, proper use, and installation. Child passenger safety activities are conducted statewide and primarily affect lower income and underserved communities.

Countermeasure Strategy	Decrease unrestrained motor vehicle fatalities by ensuring parents and caregivers are trained in properly transporting children, including education of laws, proper fitting of child safety seats, and access to seats for income eligible children.
Project Agreement Number	OPB25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405b
Eligible Use of Funds	1300.21
GTS Voucher Coding	M1TR/M1PE/M1CPS
Amount of Federal Funds	\$100,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: In FFY2025, the state of Maine saw a significant increase in the number of child passenger safety technicians (CPSTs) thanks to the hosting of five certification courses throughout the state. These courses, held in Mexico, Waterville, Gorham, Bangor, and Rockland created 62 new CPSTs, ensuring that more children are kept safe on the roads.

The technicians are trained to properly install car seats, booster seats, and seat belts, as well as to educate parents and caregivers on best practices for keeping children safe while traveling by car. By becoming certificated CPSTs, individuals are equipped with the knowledge and skills necessary to provide valuable guidance and assistance to families in their communities. By offering training opportunities to individuals from different regions, more communities can benefit from having CPSTs available to help ensure that children are properly secure in vehicles. This in turn can lead to a decrease in the number of injuries and fatalities resulting from car crashes, ultimately making Maine's roads safer for everyone.

MeBHS conducted a Child Passenger Safety Technician Renewal Course that was held in Augusta. This training is for technicians whose certifications have expired but they wish to become a CPST

again. This will allow them to continue providing education to families, while helping save children's lives. The recertification training resulted in 7 recertified technicians.

In FFY25, there were eighteen DHHS Childcare Provider/Basic Awareness Trainings conducted. The trainings were held in Lewiston (4), Brewer, Biddeford, Gorham (3), Waterville, Bangor (3), Portland, Brunswick, Presque Isle, and Cape Elizabeth. These trainings were designed to equip childcare providers/caseworkers with basic knowledge and skills to ensure the safety and well-being of children in their care. The training was offered in both hybrid and in-person formats, allowing participants to choose the option that best suited their learning preferences. This was an increase from 2024 when we conducted twelve training courses.

The Maine Bureau of Highway Safety sponsored fifteen public car seat check events across various cities in the state. These events were held in Augusta, Hampden, Lebanon, Waterboro, Gorham, Skowhegan, Machias, Windsor, and more. The primary purpose of these events is to ensure that children are safely secure in their car seats while traveling, as well as to educate parents on the importance of proper car seat installation. During the check events, trained technicians were on hand to inspect the car seats of participating families and ensure that they were installed correctly. Overall, the events were a great success, with many families receiving education and installation assistance on their car seats.

In FFY25, we sent three instructors to the Kidz in Motion conference held in Wisconsin. Instructors attended sessions that discussed recertification tips for new technicians, mentorship, the updated curriculum, data tracking, and more. The knowledge gained from conferences like this is invaluable and significantly contributes to improving the quality of education and services provided. In an ever-evolving field, staying current is crucial.

The Maine Child Passenger Safety Summit was held at the Bangor Cross Insurance Center on September 21-22, 2025. The Maine CPS Summit aims to educate and raise awareness about the importance of ensuring the safety of children in vehicles and allows Maine certified technicians to receive all credits needed to recertify as a technician for another two years. The summit had approximately 70 certified technicians in attendance.

The event commenced with a public car seat check event held on National Seat Check Saturday on September 21, 2025. On the second day, the summit featured six continuing education unit (CEU) sessions, providing up-to-date information on child passenger safety best practices and new seat technology. The summit also welcomed five leading car seat manufacturers and exhibitors, giving participants the unique opportunity to engage with the latest products in the field. Technicians from all backgrounds were able to network, exchange ideas, and build relationships that strengthen the collective impact of child passenger safety efforts. One highlight of the summit was the recognition of outstanding individuals through three awards: Technician of Year, Instructor of the Year, and the Dedication to Community Award. These awards not only celebrate individual excellence but also inspire peers to strive for similar achievements.

Feedback following the summit was overwhelmingly positive, with many technicians expressing appreciation for the hands-on learning opportunities and access to industry experts. The interactive sessions and exposure to new products were particularly valued. Attendees not only enjoyed the event but also voiced enthusiasm for participating in future summits. Overall, the CPS Summit was a large success, and we look forward to hosting another one in the future.

MeBHS hosted a National School Bus Training on July 17, 2025, in Wells. There were eight instructors and instructor candidates in attendance. The training provided an overview of child safety restraint systems on school buses, with a focus on preschool-aged children and children with disabilities. The CPST's received 3.5 CEUs for completing the pupil transportation version of the training. Due to this training, our instructor team has significant knowledge on child restraint systems on school buses and are available to provide guidance and support to school departments on all aspects of child passenger safety.

MeBHS hosted the "Safe Travels for all Children (STAC)" training, focusing on the education of child passenger safety technicians in adaptive transportation. The training was held at Central Maine Medical Center in Lewiston on May 16-17, 2025. Thirteen CPSTs attended the two-day course, each earning 11.5 CEUs for their participation. Participants not only learned about the latest equipment and techniques but also engaged in hands-on sessions that simulated real-world scenarios. This training fostered collaboration and knowledge-sharing among technicians that came from diverse backgrounds, allowing them to build upon each other's skills. Ongoing investment in training like this is essential for improving public safety and ensuring that all children, regardless of ability, can travel safely.

In FFY25, a new child passenger safety quick reference guide was developed for Maine law enforcement officers. This postcard-sized tool provides essential, yet basic, information about child passenger safety and outlines Maine state laws regarding child restraints, while also ensuring that officers can easily carry and reference the information during routine traffic stops. Knowledge regarding child safety laws and proper restraint usage can vary in certain areas, especially in communities that lack dedicated child passenger safety technicians. The creation of a concise, accessible guide aims to bridge this gap by equipping all law enforcement officers with the basic information needed to ensure compliance and educate the public. These guides were distributed to partner law enforcement agencies across Maine. Ultimately, such resources contribute to safer travel for children and a stronger partnership between law enforcement and the communities they serve.

Maine's child passenger safety program is dedicated to reducing injuries and fatalities on the state's roadways, with a mission to ensure every child is safely and properly secured while traveling. This year, the program has made major strides across several key areas. Through expanding the number of CPSTs, increasing training and outreach, supporting law enforcement, and introducing specialized education, the program made measurable progress toward its mission.

Occupant Protection Outreach & Education and CSS Distribution Program

Project Description (incl. Location and Affected Communities): This project supports partnering with multiple entities, organizations, and other businesses to provide outreach and education on the importance of Occupant Protection and Child Passenger Safety to any underserved or minority populations throughout Maine. We are expecting to partner with the Wabanaki Tribe Public Health and Wellness, Woodfords Family Services in Westbrook, and others that provide case management and other various resources to families and children. We are providing these agencies with grant funding for CPST Training and activities. We have a new partnership/collaboration with DHHS, Help Me Grow, in which they will have five new CPSTs certified, one of which speaks seven different languages and will be able to provide translation services during appointments and help with translating and promoting culturally and linguistically appropriate educational messaging and/or resources to their communities regarding the importance of occupant protection. Help Me Grow will help to alleviate some barriers with our distribution program. Such as, they will be providing car seat distribution and inspection appointments and education at families' homes, instead of having them come to a specific agency. By allowing the technicians to go to families' homes for these appointments, we can "meet families where they are" and provide this service in an easier, less stressful, and more inviting way. This grant funding will also allow agencies to conduct more community education by hosting more car seat checks, events, etc. The potential organizations we would partner with are serving the Southern Maine communities and New Mainers/Refugees, and Immigrants.

Countermeasure Strategy	Decrease unrestrained motor vehicle fatalities by ensuring parents and caregivers are trained in properly transporting children, including education of laws, proper fitting of child safety seats, and access to seats for income eligible children.
Project Agreement Number	OPB25-004
Amendment to Add Project Numbers	Yes
Subrecipient(s)	Various Law Enforcement Agencies/Fire Departments/Non-Profit Entities
Organization Type	Non-Profit Supporting Income Eligible
Federal Funding Source(s)	402/405b
Eligible Use of Funds	23 USC 402/ 1300.21
GTS Voucher Coding	402CR/M1TR/M1PE/M1CPS/MICSS/B1CPS_US
Amount of Federal Funds	\$80,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: In FFY25, MeBHS provided grant funding to Woodfords Family Services to address a critical need in Cumberland County. Woodford's, with its longstanding commitment to supporting families and children, focused on reducing the risk of serious injury among children through car seat distribution, education, and installation assistance. In Cumberland County, significant gaps exist in providing parents with the education and resources needed to keep children safe in vehicles. Cumberland County is densely populated and home to a high volume of asylum seekers and new Mainer families.

Populations, such as children from immigrant families, are often at increased risk due to barriers like poverty, language, or lack of access to services. Woodfords responded to this need in the community by serving 36 families, distributing 48 car seats, and hosting 11 staff training classes, reaching 63 staff members. Translation services were also provided during appointments, ensuring access for families speaking various languages. Woodfords provided resources, like car seats, but also ensured that child passenger safety education is accessible to all, regardless of language or background.

In addition, in response to numerous requests from law enforcement agencies for on-hand car seats to transport children following crashes or emergencies, MeBHS will host a 4-hour Law Enforcement Basic Child Passenger Safety (CPS) Awareness Training in FFY26. The Basic LEA Training will educate law enforcement on child passenger safety, including proper car seat installation and Maine child restraint laws. At the completion of the training, MeBHS will provide each agency with two car seats (one convertible, one booster) for emergency child transportation. This training will equip non-CPST officers with the knowledge and resources necessary to ensure the safe transportation of children in emergency situations.

Child Safety Seats (CSS) Inspection and Distribution for Income Eligible Families

Project Description (incl. Location and Affected Communities): This project supports the purchase and distribution of child safety seats (convertible and/or booster) for Maine income eligible families that are issued through partner CPS distribution sites having at least one certified technician on staff and various Inspection Stations located around the state. Every distribution and inspection station are staffed with certified child passenger safety technicians. We expect to distribute more than 800 seats to income eligible children in FFY2025 through our current and active distributions sites. Inspection stations and distribution stations are located around the State of Maine and serve 70% of the State. Most Maine counties offer car seat inspection services. Underserved communities are the rural towns throughout the State of Maine. Essential services are provided in larger towns/cities where smaller underserved communities seek services. After discussing with various agencies that work with the New Mainer populations, we have learned that the New Mainer population in Maine could benefit from Child Passenger Safety training and education. After learning about some of the barriers that the New Mainers are facing, we are allowing all distribution sites to conduct appointments and education at families' homes, instead of having them come to a specific agency. By doing so, we can "meet people where they are" and provide this service in an easier, less stressful way and help alleviate some barriers that we are seeing in Maine. The MeBHS and our partners plan the below number of inspection events:

Population Served - urban 18

Population Served - rural 16

Population Served- at risk 20

The State's distribution partner sites conduct outreach in their own communities as well. This project will also include some necessary inspection stations and technician supplies and educational materials required for distribution if pre-approved by MeBHS. Distribution sites and Inspection Stations can be found on the MeBHS website.

Countermeasure Strategy	Decrease unrestrained motor vehicle fatalities by using extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community.
Project Agreement Number	CR25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405b (10%) BIL/ 402
Eligible Use of Funds	1300.21/23USC 402
GTS Voucher Coding	M1CSS/MIPE/MICPS/402CR/B1CPS_US
Amount of Federal Funds	\$150,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: During FFY2025, there were 451 car seat inspection checks completed utilizing the National Digital Check Form (NDCF). According to the NDCF, there is currently a 74% postnatal misuse rate. The highest overall misuse by type was seatbelt (62.4%), followed by tether (54.6%). For the seats utilizing the seatbelt method that were inspected, majority of them had the seatbelt too loose or used the seatbelt with lower anchors. For the tether, the most common error observed was that the tether was not used (misuse).

According to the NDCF, Cumberland County is conducting the majority of car seat inspection appointments with a total of 291, followed by Oxford County and York County. Most vehicles at inspection appointments are made by Toyota, followed by Subaru and Chevrolet. The average vehicle age at the inspection appointment date is 8.54 years old. The car seat type on arrival is mostly rear-facing only followed by rear-facing convertible seat. Lap-and-shoulder belt appointments are the lowest. The highest misuse rate by child age is ages 4-6 years (80.9%) followed by 6-8 years (77.5%) and 2-3 years (77.3%).

MeBHS currently has thirty partner car seat distribution sites and seven inspection-only sites. Distribution sites offer proper car seat installation education with hands-on techniques and if income eligibility has been determined, a no-cost car seat may be issued to a child. 839 car seats were distributed to income eligible children in Maine and 729 parents and caregivers received education on proper transportation of children. In FFY25, we added three new partner locations across the state located in Fairfield, Sullivan and Waterboro.

Older/Senior Driver Program Area

MeBHS Older Driver Safety Expo

Project Description (incl. Location and Affected Communities): MeBHS, in partnership with a vendor to be named and other highway safety partners, intend to increase awareness of keeping older drivers safe behind the wheel, by hosting the first annual Older Driver Safety Expo. The date and location of the annual expo will be determined upon contract negotiation with the chosen vendor following the State RFP process. This Expo will host various vendors, and care givers from the older driver community. MeBHS is hopeful that we will have various traffic safety partners in attendance, such as, members from the Bureau of Motor Vehicles, and their Medical Review Board, which hosts various care givers, and clinicians from across the State of Maine. The purpose of this expo is to educate and collaborate with Senior Centers, older drivers, and their families and/or care givers to provide them with information and transportation options that are available to them. Since this is the first annual expo, we are hopeful that there will be a large turnout and that it will benefit older drivers and their safety behind the wheel. The expo will have various vendors, and speakers in attendance.

Countermeasure Strategy	Decrease Senior/Older Driver Fatalities
Project Agreement Number	OD25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	AAA Northern New England or TBD by RFP
Organization Type	TBD by RFP
Federal Funding Source(s)	402
Eligible Use of Funds	23 USC 402/NHTSA Uniform Guideline #13 VI, VII
GTS Voucher Coding	402OD
Amount of Federal Funds	\$50,000.00 including costs associated with venue, audio and visual equipment, speaker travel and fees.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: This project was not completed as planned for FFY2025. The subrecipients were unable to complete the pilot project by the end of the federal fiscal year. However, this did spark a discussion of creating a new project in the future to encompass multiple programs, hosted as one Traffic Safety Summit. This project is in the works to be completed in FFY2026.

Maine Pathways Driving Rehabilitation Services

Project Description (incl. Location and Affected Communities): MeBHS, in partnership with Maine Pathways Driving Rehabilitation Services, would collaborate, to educate clinicians, doctors, and physicians on when to refer patients/drivers to the Bureau of Motor Vehicles for a driving evaluation. Pathways would also educate clinicians, doctors, and physicians on how and when to have the difficult conversations with caregivers and older drivers about the potential of losing their driver's license, what to expect, and what resources are available to caregivers and drivers. This will help bridge the gap between the disconnect of older drivers and caregivers to allow them to be prepared for the loss of licensure, and know what resources are available for them all. This will build a better understanding of what steps are being taken and will give drivers and caregiver time to prepare for the loss of licensure.

MeBHS, in partnership with GeroPsych Maine LLC, will educate caregivers, senior drivers, and their families at various locations across the State of Maine. This education would include a medical-function fitness to drive safely, the review of driver licensing and medical review process in the State of Maine, and alternative mobility options and transition planning for people no longer medically fit to drive. Together, these outreach objectives are intended to bridge a critical gap between public understandings of the driving privilege in advancing age with the interests of the State to support roadway safety AND continued mobility for those required to retire from driving. Because this project will include in person training across various locations within the State of Maine, travel and planning and administrative costs are a part of this project. In-Person Public Education Programming. Dr. Meuser will develop partnerships with statewide, regional, and local organizations which serve older adults (e.g., Maine's five Area Agencies on Aging (AAA); UMaine Lifelong Communities Project; AARP Age-Friendly Communities) to offer 20 local, in-person presentations on driving fitness in aging and planning for driving retirement when needed (i.e., slides, video, handouts, audience participation, discussion). These presentations will be targeted around the state, with at least 3 occurring in each of the five AAA regions. Outreach will be conducted among these and other partners, participate in meetings, engage in event planning, develop and support dissemination of necessary materials (including marketing), and then travel to execute each training session and evaluate impact (i.e., through a brief participant survey). Local social service professionals will also be invited. Both Pathways and GeroPsych are both happy to lend assistance with planning the Older Driver Expo.

Countermeasure Strategy	Decrease Senior/Older Driver Fatalities
Project Agreement Number	OD25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Pathways Driving Rehabilitation & GeroPsych Maine LLC
Organization Type	Non-Profit/LLC
Federal Funding Source(s)	402
Eligible Use of Funds	NHTSA Guideline #13 IV
GTS Voucher Coding	402OD
Amount of Federal Funds	\$50,000.00 including costs associated with venue, audio and visual equipment, speaker travel and fees.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: This pilot project to promote and educate older driver safety across the State of Maine, to include but not limited to, UMaine – Northern Light Rural Dementia Care Conference, Jewish Family Services at the JCA- Portland, Social Service/Health Professionals, Comm. Volunteers, Social Service/Health Professionals, Comm. Volunteers, Downeast Public Health Council, Maine Integrative Family Care / Direct PCP CE Event, Maine Integrative Family Care / Direct PCP CE Event, AARP Portland Area Chapter, Yarmouth, Dept of Public Health, Kennebunkport, Spaulding Center, Psychiatry Rounds, Maine Medical Center, Maine Housing- Augusta, The Cedars Retirement Community, Geriatrics Rounds- Maine Medical Center, Age Friendly Monmouth, West End Neighborhood Association, Aroostook Agency on Aging, Neighbors Driving Neighbors. There was a total of 504 older drivers, family members/care givers and medical providers who were in attendance to these various events held across the state. This project was able to develop various partnerships statewide and his educational presentations were highly recommended to Areas on Aging, Senior Centers, and to various medical providers.

This program was able to provide various individuals who are in the senior education field or who are senior drivers themselves with an education on how to drive safely, knowing when to retire from driving, how to get a car fit, and other various driver safety tools available to them. Dr. Meuser was able to complete 20 educational presentations across the state, as well as others, that he used towards his match contribution.

Pedestrian and Bicyclist Program Area

Pedestrian and Motor Vehicle Enforcement and Education Program

Project Description (incl. Location and Affected Communities): Focused enforcement (in high pedestrian crash locations) will continue to be utilized to reduce the number of pedestrian crashes and fatalities in the State of Maine. Agencies will be selected based on crash, injury, geographic and socioeconomic data. If not all the identified agencies accept an award, the MeBHS will use our data-analysis to select additional subrecipients in surrounding areas to impact those towns/cities. MeBHS anticipates 10-15 subrecipients for pedestrian-related enforcement activities. The Maine DOT Pedestrian Safety Working Group is known to work with those that are homeless, older adults, and those whom the primary language is not English and who may be representative of pedestrian crashes and injuries and the MeBHS will connect with agencies in those communities to offer motor vehicle-pedestrian enforcement and education. Locations and affected communities are determined by law enforcement jurisdiction.

Countermeasure Strategy	Decrease Pedestrian and Bicyclist Fatalities
Project Agreement Number	PS25-001 to PS26- TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	TBD- Various State, Municipal, and County Law Enforcement Agencies
Organization Type	Municipal and County Law Enforcement Agencies
Federal Funding Source(s)	402
Eligible Use of Funds	23 USC 402
GTS Voucher Coding	M8*PS
Amount of Federal Funds	\$250,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: For FFY25 MeBHS continued with our High Visibility Enforcement efforts for pedestrian safety. Though pedestrian crashes have decreased from 20 to 14 from 2023 to 2024, we see the importance of awarding fundings to these areas.

Pedestrian HVE Results:

Total Enforcement Hours: 654

Citations Written: 27

Patrol Stops: 900

Warnings Given: 139

For FFY26 we will continue with this project, while looking for new ways to better educate the public about pedestrian safety. Additionally, our Community Voices program is shifting their focus to pedestrian safety, specifically in the Portland, Lewiston, and Auburn communities. The focus group meetings aim to have the community tell us what they see as the biggest issue, and how to combat it with messaging. Travelers Marketing will then implement those messages in the communities.

Planning and Administration Program Area

Planning and Administration

Project Description (incl. Location and Affected Communities): MeBHS will fund activities related to program management, planning, implementation, operations, development, coordination, monitoring, evaluation, public education, and public participation and engagement to achieve a reduction in fatalities and serious injuries. Activities will also include those associated with data analysis, prioritization of problems, financial management, grant administration, created required Plans and Reports, public awareness, outreach, management reviews, program assessments, traffic safety committees, task forces, meetings, and expenses related to vehicle(s) and other equipment required for the Highway Safety Program. Activities are conducted both statewide and out-of-state for conferences and meetings. Planning and Administration benefits all affected communities.

Countermeasure Strategy	Administration – Planning and Administration is an allowable cost under 1300.13 and necessary for the administration for the State Highway Safety Office and its programs and meeting stated performance targets.
Project Agreement Number	PA25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402
Eligible Use of Funds	1300.13(a)
GTS Voucher Coding	402PA
Amount of Federal Funds	\$858,500.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: In FFY2025, the MeBHS prepared and submitted its FFY2026 Annual Grant Application (AGA) for s. 402 and s. 405 incentive funding to the National Highway Traffic Safety Administration (NHTSA) following a required and approved Triennial Highway Safety Plan (THSP). This FFY2025 Annual Report submission under 1300.35 will be submitted within the required 120 days after the close of FFY2025. Activities under P&A primarily include personnel costs for the Highway Safety Office Director and Grant Manager who coordinate and direct all Highway Safety Coordinators, programs, financial administration to include a bi-monthly draw of federal funds. Additional P&A is used for Public Participation and Engagement (PP&E) efforts by Highway Safety Coordinators, updating the MeBHS Policy and Procedure manual and other costs as appropriate in management of the overall program.

Speed and Police Traffic Services Safety Program Area

Police Traffic Services (PTS) Program Management

Project Description (incl. Location and Affected Communities): Costs under this program area include salaries for highway safety program coordinators working on law enforcement grants, travel (e.g., TSI training courses, in-state travel to monitor sub-grantees, meetings) for highway safety program coordinators, and operating costs (e.g., printing, supplies, state indirect rate, postage) directly related to the development, coordination, monitoring, evaluation, public education, monitoring, marketing, and training required of this program. Activities of coordinators serve communities statewide.

Countermeasure Strategy	Decrease speed-related motor vehicle fatalities through implementation of a successful speed management program using Uniform Guideline #19 and Countermeasures that Work.
Project Agreement Number	PT25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402 & 405b flexed to 402
Eligible Use of Funds	23 USC 402 & 1300.24
GTS Voucher Coding	402PT/M8*PT
Amount of Federal Funds	\$500,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: During FFY2025, the MeBHS Highway Safety Coordinators managed program activities specific to law enforcement including grants for illegal, aggressive, and unsafe speed, law enforcement meetings and trainings, desk and on-site monitoring of subrecipient file, and other contracts and evaluations as needed. These activities are intended to decrease crashes, fatalities, and serious injuries.

Law Enforcement Liaison Services & Activities

Project Description (incl. Location and Affected Communities): Law Enforcement Liaisons serve the highway safety office and the law enforcement community and key partners by encouraging increased participation by law enforcement agencies in NHTSA HVE campaigns; encouraging the use of data-driven enforcement policies and other proven countermeasure and evaluation measures; promoting specialized training (SFST, ARIDE, DRE, and the Law Enforcement Blood Tech Program); soliciting input from the MeBHS partners on programs and equipment needed to impact priority program areas, and assisting agencies with community engagement efforts. Funding for this project will support activities of up to two contracted Law Enforcement Liaisons (possibly one serving Northern Maine and one in Central/Southern Maine) including travel expenses. State Highway Safety Offices are encouraged to utilize LEL's to foster greater collaboration with law enforcement partners.

Countermeasure Strategy	Decrease speed-related motor vehicle fatalities through implementation and support of successful enforcement program using Uniform Guideline #15.
Project Agreement Number	PT25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration of Service Contract
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405e Flexed to 402
Eligible Use of Funds	1300.24(d)(3)
GTS Voucher Coding	M8*PT
Amount of Federal Funds	\$400,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: MeBHS continues to contract with Dirigo Safety LLC, employing two LEL's who are assigned full-time to the MeBHS. Our LEL's are quickly approaching three years of service, refining their roles and responsibilities of a Law Enforcement Liaison in Maine.

Operating from a foundational set of goals established by the leadership team at MeBHS, our LEL's remain largely engaged in highway safety-focused education with law enforcement partners. They routinely work with BHS staff, including the Director and Highway Safety Coordinators, and they attend BHS staff meetings.

Our LEL's attend regular meetings of the Maine Impaired Driving Task Force, e-Citation working group, Occupant Protection, TRCC, MSTC, and many other BHS task force meetings. The LEL's attended grant reimbursement workshops along with law enforcement grant recipients to understand the reimbursement process. On several occasions, our LEL's have partnered with Highway Safety Coordinators to meet with Law Enforcement Agencies in their spaces in an effort to break down barriers to the grant application process.

Our LEL's, along with our TSRP's, became part of a legislatively created workgroup tasked with examining the feasibility of introducing oral fluid testing in Maine and making recommendations based on their work. LEL's attended many meetings and examined printed materials as part of their work. That workgroup is expected to conclude their work near the end of calendar year 2025.

Our LEL's continue to promote the e-Citation program across the State. Significant progress has been made with the implementation and acceptance of the product from all corners of Maine. Our LEL's have become the points of contact for onboarding and Q&A about the product. The LEL's successfully encouraged many Maine law enforcement agencies to participate in the MeBHS e citation printer grants.



Both LEL's routinely attend the Maine Chief's of Police Association meetings at the State level and attend the eight individual district meetings that are held in their respective prosecutorial areas. All venues promote a positive opportunity to share timely HSO materials with Law Enforcement and relay back to HSO's Director both positive program feedback and additional needs.

Our LEL's worked with law enforcement agencies in Cumberland County, assisting with the creation of a regional impaired driving enforcement team that was composed of officers from seven different law enforcement agencies. The LEL's participated with related media messaging, coordinating to have the MeBHS roadside testing vehicle at each of the seven events over the summer months. The campaign was very successful, with many impaired drivers being located and prosecuted. Our LEL's are continuing this work to partner with the Maine Chief's of Police Association in an effort to further this effort across Maine in the future.

LEL's consult regularly with our TSRP's in areas of law and policy focused on both alcohol and cannabis impairment. This partnership supports education through training and printed materials for our law enforcement partners. Both LEL's continue to promote and attend training in ARIDE and DRE schools conducted across our State.

During the past year, our LEL's have attended our annual OUI Summit, Driver's Education Summit, and Child Passenger Summit. On a national networking scale, one of our LEL's attended the 2025 GHSA conference in Pittsburgh, PA.

Speed Sustained Enforcement and Education Program

Project Description (incl. Location and Affected Communities): High-visibility and sustained enforcement are proven countermeasures to reduce speeding and aggressive driving. Enforcement, together with a robust educational component, is proven to be more effective in changing driver behavior. Speeding continues to be a significant factor in motor vehicle fatal crashes in all categories (younger, older, motorcycle). By choosing this strategy to conduct data-driven sustained speed enforcement and community education in locations of known high-crash, will help reduce speeding related crashes in FFY2025 and beyond. The MeBHS will utilized a tiered approach to awarding funding. If larger high crash location agencies do not apply, lower crash rate agencies will be offered an opportunity to apply. In addition to enforcement activities and community education, this project will also support reimbursement for speed enforcement equipment, such as speed measuring devices meeting NHTSA's CPL, if equipment is necessary and required to conduct the additional speed patrols. Agencies with the greatest need will be considered first. Locations and affected communities are determined by law enforcement jurisdiction. A list of potential subrecipients is listed below.

Countermeasure Strategy	Decrease speed-related motor vehicle fatalities using enforcement and communication strategies from Uniform Guideline #19 and CTW.
Project Agreement Number	SC25-001 to SC25-TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	TBD- Various State, Municipal, and County Law Enforcement Agencies
Organization Type	State, Municipal, and County Law Enforcement Agencies
Federal Funding Source(s)	402
Eligible Use of Funds	23 USC 402
GTS Voucher Coding	402SC
Amount of Federal Funds	\$600,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: Over the course of FFY2025, MeBHS partnered with 46 law enforcement agencies to participate in High Visibility Speed Enforcement. Of those 46 agencies, 10 of them received radars to conduct speed enforcement in their area.

Speed HVE Results:

Total Enforcement Hours: 4,955

Vehicles Stopped: 10,251

Citations Written: 1,964

Warnings Given: 5,788

During the year, there were a few agencies who placed significant emphasis on conducting speed details. These agencies included, but are not limited to, Lewiston Police Department, Auburn Police Department, Biddeford Police Department, Maine State Police, and Androscoggin County Sheriff's Office. These agencies were targeting their high crash locations and pivoting their details based on that data. Lewiston Police Department continues to go above and beyond with their PP&E and community collaboration in their community. They have officers going into schools and giving traffic safety education. Lewiston PD also does a Q & A with their housing authority to see what residents are noticing for traffic concerns in their area and they adjust their patrols based on this need. The Auburn Police Department created a 2025-2026 Traffic Safety Plan for their city. This 20-page document describes the concerns and issues they'd like to address and how they will accomplish this in their community. The Plan includes objectives and strategies, their data driven selective enforcement, what their agency does for community outreach and education, as well as their traffic analysis. Biddeford Police Department conducted the highest number of contacts and issuing 198 citations and 595 warnings. The Maine State Police conducted 711 stops across the State of Maine, which included 327 speed citations and 353 warnings. Androscoggin County Sheriff's Office also had a high number of contacts made with 513, resulting in 140 speed citations and 221 warnings. All the law enforcement agencies who partnered with the Maine Bureau of Highway Safety were instrumental in helping to meet our goal.

Traffic Records Systems Program Area

Traffic Records Program Management

Project Description (incl. Location and Affected Communities): Program Management activities will include traffic records program manager activities and travel, training, monitoring, operational costs including sta-cap, equipment maintenance costs and other costs necessary to successfully manage the Traffic Records Program, including facilitation of the Traffic Records Coordinating Committee and an update to the State Traffic Records Inventory (L-N), and the data analysis of fatal and serious injury crashes (USM), both of which are described in the associated projects in this Traffic Records Section. Activities are conducted both statewide and out-of-state for conferences and meetings. Program Management and data analysis benefit all affected communities.

Countermeasure Strategy	Continue a TRCC that as the authority to approve the State's Strategic Plan for Traffic Records Improvements and conduct activities related to data analysis.
Project Agreement Number	TR25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Administration and Contract Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402 and/or 405e Flexed to 402
Eligible Use of Funds	23 USC 402 and/or 1300.24(3)
GTS Voucher Coding	402TD and/or M8*TR
Amount of Federal Funds	\$100,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: In FFY2025, the MeBHS managed the Traffic Records Program including the projects listed below, such as Maine Crash Reporting, eCitation/eWarning/eStop development, upgrades, and implementation, the BHS data warehouse, facilitation of the Traffic Records Coordinating Committee by the Chair and contracted vendor Lexis-Nexis, and the data analysis of fatal and serious injury crashes by Highway Safety Coordinators and through a contract with the University of Southern Maine, all of which are described in the associated projects in this Traffic Records Section. Activities are conducted both statewide and out-of-state for training, conferences and meetings. Program Management and data analysis benefit all affected communities and are essential for meeting traffic records performance targets as well as ensuring MMUCC data element compliance and facilitating projects that facilitate training and technical assistance designed to improve the six performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility for the six traffic records data systems: crash, driver, vehicle, roadway, citation and adjudication, and injury surveillance.

Maine Crash Reporting System (MCRS)

Project Description (incl. Location and Affected Communities): The Maine Crash Reporting System (MCRS) statewide crash repository is consolidated in a Microsoft SQL Server database hosted by Maine Office of Information Technology with data governance ownership being the Maine Department of Public Safety.

Maine has achieved 100% electronic crash reporting to the State and paper reports are no longer accepted, a goal that many other states continue to strive to achieve. The MCRS web portal provides dashboards including statistics and logging that provide useful information to the systems administrators to track performance of the statewide system. These dashboards include days since an agency last uploaded crash data to the portal, average number of days for each agency to upload, and average number of days to upload statewide (across all agencies). Additionally, the portal provides standard pre-built reports as well as ad-hoc reporting capabilities.

Crash data collected in MCRS is shared with the Maine Department of Transportation (MaineDOT) and with local law enforcement agencies and traffic safety professionals via the MCRS web portal. The portal allows for crash report tracking, and error and rejection handling. The crash system has many strong validation rules and edit checks in place to ensure the accuracy, completeness, and timeliness of crash reports. The MCRS has undergone significant enhancements to improve functionality, security, and data accuracy and we continue to look for opportunities to integrate with other systems to reflect best practices identified in the Traffic Records Program Assessment Advisory. The Maine Crash Reporting System (MCRS) Upgrade project goals are to: update the technical foundation of the system, increase MMUCC compliance of the data collected; and incorporate a common data schema for ease of data transfer between the variety of software programs and agencies that use crash data. The goals of this project are to improve the overall data handling processes, create message switch interfaces, reduce redundancy, reduce data manipulation, minimize human intervention, and improve efficiency throughout the system. This will also create opportunities for increased interoperability with other data systems.

Additional details regarding planned enhancements are in the Traffic Records Strategic Plan. The system is used statewide and includes all affected communities.

Countermeasure Strategy	Increase MMUCC compliance of the data collected; and incorporate a common data schema for ease of data transfer between the variety of software programs and agencies that use crash data. The goals of this project are to improve the overall data handling processes, reduce redundancy, reduce data manipulation, minimize human intervention, and improve efficiency throughout the system. This will also create opportunities for increased interoperability with other data systems.
Project Agreement Number	TRC25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Contract Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405c and/or 405e Flexed to 402
Eligible Use of Funds	1300.22(d) and/or 1300.24(d)(3)
GTS Voucher Coding	M3DA and/or M8*TR B3DSA; B3C; B3MUC and/or M8*TR
Amount of Federal Funds	\$250,000.00 including service provider programming costs, help-desk activities, and system maintenance.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance:

- Provided MCRS client, MCRS database, and MCRS Website help desk support to Maine State Police and OIT.
- Provided technical support to Maine Office of Information Technology for the MCRS website, interfaces, and database hosted by the State of Maine.
- Provided MCRS help desk support to local law enforcement for Maine Crash Reporting System.
- Allow correction of resubmitted non-fatal FARS flagged reports
- Update Maine DPS to version 18
- Add frame-ancestors to content-security-policy across all websites/webapis
- Update Nuget packages in the MCRS Solution
- Update MCRS Statewide Database to add DriverDistracted Child Table of Persons
- Update MCRS Schema to add Driver Distracted MMUCC 6
- Update ActiveReports Crash Form to display Driver Distracted MMUCC 6 based on XSD version
- Create new Driver Distracted Standard Report based on existing report
- Wireframe the Logs page for MCRS (green) website
- Build logs search & display page
- Update Network Diagrams to include State Server Message Switch WebAPI functionality
- Create a single network diagram file
- Determine licensing situation
- Build whitelist rewrite rules for all public web services
- Upgrade MCRS Prep from SQL 2016 to SQL Server 2022
- Fix jQuery not loading on Login page
- Fix broken Prep website through assembly binding

- Refactor MCRS Service vs ThickClient communication away from WCF using new custom certificate hosting included an update to the MCRS Service to host endpoints secured by a self-signed certificate.
- Refactor MCRS Service vs ThickClient communication away from WCF using new custom certificate hosting required updating the MCRS client to call the MCRS Service using HTTPS GET and POST requests instead of WCF.
- Refactor MCRS Service vs MCRS client communication away from WCF using new custom certificate hosting involved bug fixes during testing, resulting in improved outcomes.
- Refactor MCRS Service vs MCRS client communication away from WCF using new custom certificate hosting addressed an MCRS Client error that occurred immediately after a user logged in.
- Refactor MCRS Service vs MCRS client communication away from WCF using new custom certificate hosting included a fix for the MCRS Client related to Driver Distraction tracking.
- Refactor MCRS Service vs MCRS client communication away from WCF using new custom certificate hosting resolved an issue where the MCRS Client Units Dropdown was not functioning correctly.
- The MCRS WebCrash issue concerning jQuery not loading was investigated and documented.
- The MCRS WebCrash issue concerning jQuery not loading was linked to the MCRS prep pipeline potentially not deploying the website, and the pipeline was failing due to an OWASP file.
- A high-cost query detection SQL script was run against all databases to identify poor-performing queries, with a plan to review results and create tasks for necessary fixes.
- The DriverDistraction update required modifying the NHTSA Export Service to support new Distracted Driving data elements.
- The MCRS Service change to support SignalR involved adding steps to the installation process for API key and port configuration.
- The project included adding new Rockport Ambulance Codes to the MCRS system.
- The MCRS Reports Failing Audit related to Last Name Required was addressed and fixed.
- Fixed various MCRS Client issues, including login errors, driver distraction, and the units dropdown not working.

Maine eCitation System

Project Description (incl. Location and Affected Communities): The Maine Department of Public Safety (DPS) has deployed an electronic citation data collection client (i.e., Maine eCitation) that allows Maine State Police, county, and municipal local law enforcement agency to issue electronic traffic infraction citations and automatically transmit them to the Maine DPS eCitation repository. Once in the repository, the electronic citations are periodically transmitted (every 15 minutes) to the Maine Judicial Branch, Violation Bureau's Secure FTP (SFTP) site for processing by the Maine Judicial Branch's Odyssey Court Case Management System. The eCitation client also includes modules to collect eWarning traffic stop information and eStop (racial profiling traffic stop) data. Enhancements planned are detailed in the Traffic Records Strategic Plan and include court requested enhancements, developing security infrastructure, completing reporting and analysis functionality to provide reports to other users such as Highway Safety and creating message switch interfaces. The system will allow saving of Ad Hoc reports for future use. eCitation is utilized statewide and includes all affected communities.

Countermeasure Strategy	The eCitation system maintenance and upgrades will ensure uniformity, completeness, accuracy, and accessibility of a core traffic records system.
Project Agreement Number	TRC25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Contract Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405c and/or 405e Flexed to 402/1906
Eligible Use of Funds	1300.22(d) and/or 1300.24(d)(3)/1300.29
GTS Voucher Coding	M3DA and/or M8*TR B3DSA; B3C; B3MUC and/or M8*TR/ F1906CMD
Amount of Federal Funds	\$250,000.00 to include service provide costs associated with programming, helpdesk support for users, and maintenance costs.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance:

- Provided support to the Maine Office of Information Technology for the eCitation SQL Server database and the eCitation web site hosted by the State of Maine.
- Maintained a complete programming development environment for all eCitation related programs, including SQL Server database and IIS web serversTask 3 – Crash Public Query Tool.

eCitation Updates:

Website

- Updated to .NET 4.8
- Created standard report to identify unused accounts
- Increased session duration to 3 hours
- Implemented multiselects for dropdowns in Standard Reports
- Fixed issue where agency reporters couldn't see records from previous agencies
- Fixed reset password link for users with apostrophes in username

- Skipped logging unauthorized attempts for ClientLogin endpoint
- Updated jQuery following BURP scan
- Fixed AgencyReporting permission visibility issue
- Removed "Report" from names of standard reports
- Added "Rank" column for user index grid
- Added link to MFA zip file and PDF documentation
- Removed domain-authentication code
- Cleaned up old cert and configuration code
- Updated permissions for reporting pages to support agency permission
- Updated MessageSwitchWebAPI sample responses for endorsements and restrictions
- Standardized endorsements and restrictions
- Fixed Peterbilt make not decoding in vehicle responses
- Designed and built QueryWebAPI
- Added agency-specific query permissions and backfill endpoints
- Improved 404 error handling
- Fixed various testing feedback issues (legacy notes viewing, endpoints, etc.)
- Added frame-ancestors rule to content-security-policy
- Updated ActiveReports to v18
- Added website help information
- Removed AutoMapper
- Fixed security headers and removed extra identifying headers
- Addressed Checkmarx scan issues (cookie security, unnecessary JS)
- Fixed BURP scan issues (SQL injection, vulnerable dependencies, XSS)
- Moved away from ACE UI library and AngularJS
- Created dedicated logins for QueryWebAPI
- Investigated transmission statistics issues
- Updated ChartJS for 4th Amendment actions
- Built out Content Security Policy
- Fixed Florida driver's license error processing
- Reviewed for field-stuffing vulnerabilities
- Implemented autoversioning for JS and CSS using WebGreas
- Updated EasyQuery with new fields
- Built URL rewrite entries to whitelist and deny URLs
- Improved user identification security
- Implemented account lockout notification emails

Client

- Updated to .NET 4.8
- Enforced maximum login duration (3 days) with warning popups
- Fixed WindowCitationWarning.Instance errors
- Migrated UserSettings.json to local database
- Added dark mode with system theme detection
- Hardcoded PDF page sizes to fix printing issues
- Fixed citation form headers and summary page text color issues
- Made multiple dark mode improvements across the application
- Fixed zipcode display on summary screen
- Removed Arial Narrow Font from PDFs
- Fixed software update window close button functionality
- Improved styling for both dark and light themes

- Fixed citation transmission failures
- Fixed barcode scanning validation for driver's license suffixes
- Added password reset capability for flagged accounts
- Enhanced field interaction (highlighting on focus, improved input patterns)
- Added user-friendly message for TLS connection failures
- Fixed file path references for administrator runs
- Fixed Reset Password window layout issues
- Added Help window with IT support contact information
- Improved error handling for window constructors
- Fixed race conditions in error popup displays
- Improved compatibility with IMC's dark mode feature
- Enhanced dark mode for Message Switch window and tooltips
- Fixed dropdown styling and text colors in dark mode
- Added new agency (BMV) to the list of agencies
- Added validation popups for paper citations
- Added warning popups for suspicious dates

DPS eCitation Website and WebAPI

- Fixed stored procedure for Age of Driver charts and ViolationDate vs DateOfService
- Created infrastructure for running reports via ActiveReports
- Built automated diffcheck and updated statutes to short version
- Updated payment information and courts website link
- Fixed WarningID not appearing in AdHoc
- Insert statute fix for required fields and degree zero
- Manually reviewed statute differences
- Conducted BURP scan
- Resolved XSS issue
- Updated to ActiveReports 19
- Performed ZAP security scan
- Conducted BURP security scan
- Resolved XSS issue

DPS eCitation ThickClient

- Added hyperlinks for common body types and reasons for contact
- Multiple dark mode UI fixes (datepicker readability, copy button contrast, masked field visibility, font size, blue text contrast)
- Updated message details to show caption
- Created v22 installer
- Updated to ActiveReports 19

DPS eCitation ExportService

- Updated to use ServerDbContext instead of ClientDbContext
- Updated NuGet packages

eCitation Web API for Backfilling Third-Party RMS

- Developed a secure Web API enabling authorized law enforcement agencies to retrieve citation, warning, and traffic stop data from the Maine eCitation system for RMS backfill. Delivered endpoints for date-range queries and built an administrative interface for managing authentication and authorization.

eCitation Web API for Search.org

Implemented new Web API endpoints to support Search.org integration, including reference code retrieval and advanced search capabilities by involved person, vehicle, top-level citation fields, and record ID. Enabled structured access to citation and warning data for external systems.

- Provided support to the Maine Office of Information Technology for the eCitation SQL Server database and the eCitation web site hosted by the State of Maine.
- Maintained a complete programming development environment for all eCitation related programs, including SQL Server database and IIS web servers.
- Implemented comprehensive field validation for all citation, warning, and stop string fields coming into the WebAPI and updated ThickClient forms to allow only acceptable characters.
- Refactored core services and configuration by migrating `app.config`/`web.config` entries to the database for the ExportService, MessageSwitch WebAPI, and Website, and created a central configuration table.
- Updated client communication to use HTTPS GET/POST requests instead of WCF and transitioned the ThickClient to use API keys instead of certificates for secure server POSTs.
- Improved the print function by investigating alternative print calls to avoid system hangs due to corrupt printers and adjusting logic to force a print if a citation is modified before issuance.
- Enhanced PDF handling by implementing database storage of transmitted PDFs, updating the website to display saved PDFs, modifying the ThickClient to save and transmit the generated PDF, and investigating PDF compression before transmission.
- Fixed various client-side errors and interface issues, including the jQuery loading issue on the Login page, map dragging causing freezes, units dropdown failures, and driver distraction issues in the MCRS client.
- Improved the user login experience by adding FIPS compliance, fixing the inability to install without internet, supporting a unified login for LDAP/Username/Password users, revising the login screen for TOTP/MFA, and improving error messaging.
- Addressed pipeline and deployment issues, including resolving deployment failure caused by the OWASP file and refactoring build/release steps to apply transforms during the build process.
- Updated parsing logic for state vehicle/driver queries for Florida, New Hampshire, Massachusetts, New York, and Connecticut, including handling multiple VIN results, name parsing errors, and addressing organizational vehicle owner details.
- Implemented the Message Switch Framework and related components, including a test page, adding a counter to in-progress queries, and scripting out a dedicated database account for the QueryWebAPI.
- Performed multiple security scans (BURP, ZAP) and resolved vulnerabilities, including SQL injection, Cross-Site Scripting (XSS), vulnerable JavaScript dependencies, and sensitive information exposure.
- Implemented robust auto-update cleanup functionality to ensure empty folders are removed.
- Cleaned up and refactored code by removing unused properties/database columns, switching to AnyCPU, cleaning up whitespace/comments, and refactoring API classes to use generics.
- Improved data population and entry by fixing "Populate From Previous" issues, adding a "Criminal Investigative Stop" checkbox, and updating the time on the New Traffic Stop window to default to the current time.
- Conducted testing and coordinated deployments for various updates across PREP, TEST, and PROD environments.

Maine eCitation In-Cruiser Printer Procurement

Added Project Description (incl. Location and Affected Communities): This project will supply funding to support utilization of the eCitation system by assisting law enforcement agencies with procurement of necessary in-cruiser printers (and related necessary components and supplies) in a one-time purchase. Currently agencies do not have the means to procure the printers required for using the system and are therefore opting to continue to use paper citations. In addition to increasing accessibility, this project also increases the timeliness and accuracy of citation data by eliminating the mailing of paper citations to the Violations Bureau and replacing it with an immediate electronic upload. This project would also allow these agencies accessibility to the eWarning and eStop components of the eCitation system for both issuing electronic warnings and allowing for accurate and timely recording of mandated driver demographic data.

Countermeasure Strategy	Increase accessibility to traffic records data through data collection in database and public access
Project Agreement Number	TR25-025-TBD
Amendment to Add Project Numbers	Yes
Subrecipient(s)	MeBHS Contract Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402
Eligible Use of Funds	23 USC 402/1300.22(d) and/or 1300.22(d)(3)
GTS Voucher Coding	402TR
Amount of Federal Funds	\$150,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: 21 Maine law enforcement agencies were awarded grant funds for this project to support further implementation of eCitation. Ultimately, 20 of them successfully utilized 100% of their funding while 1 agency returned their funds as they were unable to order their in-cruiser printer in time to be compliant with the grant terms. The 20 agencies that did utilize their funding spent a combined \$103,620.51. This allowed them to purchase a combined 175 in-cruiser printers, install all of them, and begin issuing electronic citations using Maine's eCitation system during FFY2025.

Maine Crash Public Query Tool

Project Description (incl. Location and Affected Communities): Maine Bureau of Highway Safety and MaineDOT have developed the “Maine Public Crash Query Tool” (<https://mdotapps.maine.gov/MaineCrashPublic/>), a web-based crash query tool that provides public access to up-to-date information on Maine crash data using standard web-based data queries and mapping capabilities. This project improves public access to highway safety information and reduces the data requests now handled by various contacts in the state. This website is available statewide and includes all affected communities.

Countermeasure Strategy	Increase accessibility of traffic records data through data collection in databases and public access.
Project Agreement Number	TRC25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Contract Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405c and/or 405e Flexed to 402
Eligible Use of Funds	1300.22(d) and/or 1300.24(d)(3)
GTS Voucher Coding	M3DA and/or M8*TR B3DSA; B3C; B3MUC and/or M8*TR
Amount of Federal Funds	\$50,000.00 including service provider costs for programming, maintenance and upgrades, and helpdesk support.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance:

- Provided support to the Maine Office of Information Technology for the Crash Public Query Tool website.
- Maintained a complete programming development environment for all programs and IIS web server related to the Crash Public Query Tool website.
- Advanced User Creation/Approval
- Admin Event Viewer Error
- Forgot Password Error
- Forgot Password not on the same line in different resolutions
- Allow an admin to send a “Forgot Password” reset email via the admin interface / user grid
- CSP improvements
- Upgrade Public Query to 4.8 and update all dependencies and NuGet packages
- Upgrade Telerik
- MDOT network diagram combined into a single file
- Create JavaScript and CSS bundles for MDOT PublicQuery
- Build rewrite rules to whitelist application URLs and block all others in web.config
- Update NuGet packages for the entire MDOT PublicQuery solution
- Get Oracle connections working on the MDOT Jumpbox
- Create scheduled task on Jumpbox to start IIS service
- Create daily scheduled task to start web service
- Fix Admin Logs page bootstrap error when viewing log entries
- Fix missing fonts on User Management page
- PublicQuery secrets pull request review
- Remove DEBUG compiler flag from Public Query

Maine BHS Data Warehouse

Project Description (incl. Location and Affected Communities): Continue development of the data warehouse into which all traffic records systems submit data; develop linkages between the various data sets and provide data warehouse drill down and reporting capabilities that support highway safety decision making. The traffic records data warehouse will host a central repository of traffic records information, beginning with statewide crash data, which will be analyzed by Highway Safety stakeholders to make better, more informed decisions. The first phase will allow users to access reports, dashboards, and analytic tools. This is a project for the Highway Safety Office. It will provide data analysis for safety studies and countermeasure efforts. The traffic records data warehouse will load data periodically from MCRS database into TR Data Warehouse. It will allow business analyst, data scientists, and decision makers to access the data through business intelligence (BI) tools, SQL clients, and other analytics applications. Provide reports, dashboards, and analytics tools that extract insights from crash data and support highway safety decision making. These reports, dashboards, and analytic tools will be power by the Traffic Records Data Warehouse. The Data Warehouse is used by the SHSO and its location is in Augusta, Maine. Information from all affected communities is included in the data.

Countermeasure Strategy	Increase accessibility of traffic records data through data collection in databases and public access.
Project Agreement Number	TRC25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	MeBHS Contract Administration
Organization Type	State Highway Safety Office
Federal Funding Source(s)	405c and/or 405e Flexed from 402
Eligible Use of Funds	1300.22(d) and/or 1300.24(d)(3)
GTS Voucher Coding	M3DA and/or M8*TR B3DSA; B3C; B3MUC and/or M8*TR
Amount of Federal Funds	\$150,000.00 including service provider costs associated with programming, upgrades and maintenance, and helpdesk support.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance:

- Provided support to the Maine Office of Information Technology for the Traffic Records Data Warehouse website.
- Maintained a complete programming development environment for Traffic Records Data Warehouse.
- Updated Power BI reports for Maine eCitation to add an agency-level filtering dropdown across all eCitation reports.
- Updated Power BI reports for Maine eCitation to add an agency-level filtering dropdown across all crash reporting reports.
- Validated and deployed the updated Power BI reports to ensure consistent agency-based filtering and reporting across Maine eCitation and MCRS.

Maine Racial Profiling Data Collection

Project Description (incl. Location and Affected Communities): Pursuant to 5 M.R.S. §4752 et seq, the Office of the Maine Attorney General (OAG) is required to create a new traffic stop profiling data collection program to collect, analyze and report traffic stop and enforcement results of all traffic stops throughout the state, in order to determine whether there exist disproportionate impacts on any demographic with respect to race, color, ethnicity, gender and age. To implement the law, the OAG, with consultation from statewide stakeholders and national experts on racial profiling, must develop a new standardized method to efficiently and effectively collect and analyze stop data from over 170 law enforcement agencies. Not all law enforcement agencies collect traffic stop data presently. The agencies that do collect data do not necessarily collect all data categories required by law and use various electronic and other methods in doing so. To capture the universe of data required in a manner that makes meaningful analysis possible, the OAG intends to contract with vendors to:

(1) create a centralized system/database for the required data from all Maine law enforcement agencies, potentially including an interface to extract data from existing law enforcement agencies' records management systems and import relevant data into that centralized system, and an online portal to which all law enforcement agencies that do not use records management systems can electronically report data to the centralized system; (2) evaluate the results of such data, including work with national experts and the academic community to develop and apply relevant metrics and tools to analyze the collected data assist in the preparation of reports published annually by the OAG, and provide training to law enforcement agencies regarding data collection and results of data analysis; and (3) allow for public inspection of statistical information regarding the race, color, ethnicity, gender and age of drivers for motor vehicle stops made by state and local law enforcement officers. This project will be used statewide. Affected communities have been discussed above.

Countermeasure Strategy	Increase accessibility of traffic records data through data collection in databases and public access.
Project Agreement Number	TRC25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Office of the Attorney General
Organization Type	State of Maine Office of Attorney General
Federal Funding Source(s)	1906
Eligible Use of Funds	1300.29
GTS Voucher Coding	F1906CMD and F1906ER
Amount of Federal Funds	\$550,000.00 including service provider costs associated with programming, evaluation of data and production of reports.
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: This project was not implemented by using 1906 racial profiling federal funding from the MeBHS in conjunction with the Office of the Attorney General (OAG) as planned, however the OAG was successful in collecting and analyzing data received from the Maine eCitation system utilizing their own resources. Maine has not been able to utilize its 1906 awards and did not apply for FFY2026 or include this project in the FFY2026 AGA.

Young Driver Program Area

MeBHS and MeBMV Driver Education Training Summit

Project Description (incl. Location and Affected Communities): Traffic crashes are the leading cause of death for U.S. teens ages 16-19. Per miles driven, teen drivers are nearly three times more likely than drivers aged 20 and older to be killed in a crash. A study from the AAA Foundation for Safety found that a quality driver's education program is key to helping teens gain the skills and knowledge they need to keep themselves, their passengers, and fellow motorists safe. Maine has 348, state licensed driver education instructors that train roughly 13,000 teen drivers on an annual basis. A 2023 Driver Education Assessment demonstrated opportunities for increased training and collaboration between all Maine driving instructors. In partnership with AAA, and the Maine Bureau of Motor Vehicles, the Maine Bureau of Highway Safety is increasing access to developmental training for driver education instructors. The training(s) will leverage national and state safety stakeholders that include various state agencies, law enforcement, AAA and the Maine Driver Education Associations. The training(s) will address Maine's safety concerns in a coordinated way and maximize effectiveness and efficiency in achieving the improvements in many of the state's strategic highway safety plan target areas. This training is available to all Driver Educators statewide and includes all affected communities. The FFY23 summit was held in Bangor and was attended by 170 instructors. The FFY24 event is planned for Portland in September.

Countermeasure Strategy	Ensure that driver education instructors receive enhanced training to stay up to date on most recent state laws and driver practices and research.
Project Agreement Number	DE25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	AAA of Northern New England
Organization Type	Not-for-profit motor club
Federal Funding Source(s)	405d flexed to 402
Eligible Use of Funds	1300.13e
GTS Voucher Coding	FDL*DE
Amount of Federal Funds	\$50,000.00 including costs associated with venue, audio and visual equipment, speaker travel and fees
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: This was the fourth year for the Driver Education Training Summit, and it was held in Auburn, Maine. The event was well attended with nearly 200 attendees, surpassing the goal of increasing attendance by 10% over last year's total of 185 participants. The summit brought together driver education professionals from across the country to discuss research, crash trend data, and evolving technologies impacting novice, adult and commercial (CDL) drivers. Presentation topics included a variety of subjects with speakers from all over the country. Another one of the summit's goals was to feature four (4) to six (6) nationally recognized instructors to speak on current trends, research and best practices. That goal was successfully met with four (4) presenters traveling from outside New England to share their expertise. A post-summit survey indicated strong satisfaction with

the event with 93% of attendees rating the summit as “extremely useful” or “useful.” One attendee noted “this was the best summit I have ever attended.” The presenters are listed below:

We Were All Teenagers Once: Talking About Safe Driving Decisions

- Rebecca White, Program Coordinator – Youth Driven

Update from the Maine Bureau of Motor Vehicles

- Chris Ireland, Director – Drivers License Services, Maine Bureau of Motor Vehicles

Driving Evaluations for Students with Medical Needs

- Heather Shields, OTR/L Certified Driving Rehab Specialist – Pathway Rehabilitation Services

Today's Vehicle Technologies: How Effective Are They, Really?

- Dr. Bill Van Tassel, Manager of Driving Training Programs – AAA National

Making Connections with Students and the Impact We Have on Them

- Michael Morgan, 4TRUE Connections, LLC

Maine's Path to Modernizing CDL Skills Testing

- Aaron Hayden, Chief Driver License Examiner – Maine Bureau of Motor Vehicles

Trends in Impaired Driving

- Scot Mattox, Maine Traffic Safety Resource Prosecutor

Taming the Beast: Student and Instructor Anxiety

- Ned Ferris, Curriculum Development Specialist – AAA National

MeBHS plans to partner with MeBMV again for FFY2026. Tentatively, the summit will be held again in Auburn, as that was a more central location for Maine attendees and not as far to travel for attendees from nearby states. Additionally, we will try to get feedback from driver education instructors for better ways to improve driver education across the state.

Choices Matter-Rule the Road- Young Driver and Community Outreach Program

Project Description (incl. Location and Affected Communities): Alliance Highway Safety is an agency specializing in outreach and education programs for highway safety offices across the country. The Bureau partners with Alliance Highway Safety to conduct traffic safety education through its branded projects such as Choices Matter including the Coaches Playbook and Safe Roads Challenge and Rule the Road. Choices Matter is a life-changing program for high school students using personal speaker stories and interactive materials and apps to inspire students to make the right choices both behind the wheel and in life. Choices Matter provides a critical component of education for students in high-school and college. In 2015, GHSA released a report called “Under Their Influence: The New Teen Safe Driving Champions.” The report identified coaches as great influencers. Alliance Highway Safety created a campaign for Maine to educate coaches on highway safety and influence their students and athletes to make good driving decisions. The result was a Coaches and Captains Playbook. Finally, Alliance offers a Rule the Road hands-on training program for new and younger drivers to enhance their driving skills in a safe environment. Rule the Road events are specifically focused on teens ages 15-18 and involves activities such as controlled braking, evasive maneuvering, distracted and impaired simulators, seat belt convincer, and seat belt challenges. Locations are TBD, but these programs include all affected communities.

Countermeasure Strategy	Implement programs targeted at young drivers to supplement driver education materials and offer additional information and resources regarding risky driving behaviors such as impaired driving, distracted driving, drowsy driving, speeding, and non-use of seat belts.
Project Agreement Number	TSP25-001
Amendment to Add Project Numbers	No
Subrecipient(s)	Maine Principals Association
Organization Type	State Highway Safety Office
Federal Funding Source(s)	402/405e Flexed to 402
Eligible Use of Funds	USC 23 402/1300.24 (d)(3)
GTS Voucher Coding	402 TSP/M8*TSP/M8*CP/
Amount of Federal Funds	\$680,000.00 including service provider costs associated with conducting activities such as program management, service provider activity time, and travel.
Planning and Administration? (if applicable)	No
Promised Project?	YES

Project Performance: Alliance Highway Safety’s Choices Matter program presentations reached 40 schools and more than 11,500 students and young adults across the State of Maine in 13 counties during FFY2025.

Alliance Highway Safety also delivered two Rule the Road events held in Maine during FFY2025, one in Bangor in June and one in Portland in July. MeBHS hopes the growth of Rule the Road events will continue going into FFY2026.

MeBHS gave funding to Maine’s Principals Association (MPA) to administer a grant to work with Alliance Highway Safety for high school sporting events. In addition to Maine Bureau of Highway

Safety messaging and signage, Alliance delivered the Choices Matter campaign at sports events throughout the state, where the attendance of teens and parents is very high. The Choices Matter campaign was on display at more than 40 sporting events during FFY2025, including regional and championship games for boys and girls during the fall, winter and spring. Campaigns at sporting events reached more than 95,000 people this year.

The Highway Safety Coordinator who oversees this program, attended several events including Choices Matter at Oceanside Middle School in Thomaston, the safety event at Maine Maritime Academy in Castine, high school basketball tournament games in Augusta and the Rule the Road event in Bangor. The students were incredibly captivated by the speaker at the Choices Matter event and had thoughtful and impactful questions when the presentation concluded. The turnout and participation level were great at the Maine Maritime safety event and the Rule the Road event in Bangor. Simulators, impairment goggles and field sobriety testing are a few of the activities that took place at these events and were well received.

The MPA directed Alliance on which high schools should receive the benefits of this project. The following table shows events and activities that took place in FFY2025:

Tuesday, October 1, 2024	Leavitt Area High School - Turner
Wednesday, October 2, 2024	Philip W. Sugg School - Lisbon Falls
Thursday, October 3, 2024	Brewer Middle School - Brewer
	Leonard Middle School - Old Town
Friday, October 4, 2024	Washington Academy - East Machias
	Holbrook School - Holden
Saturday, November 2, 2024	HS Class A & B Volleyball Championships - South Portland
Tuesday, November 5, 2024	Foxcroft Academy - Dover-Foxcroft
	HS Class D Boys Soccer South Regional - Winthrop
Wednesday, November 6, 2024	Greenville Consolidated School - Greenville
	HS Class B Boys Soccer North Regional - Hampden
Thursday, November 7, 2024	Pen Bay Christian School - Rockland
Friday, November 8, 2024	Monmouth Memorial School - Monmouth
	Lisbon HS - Lisbon
Saturday, November 9, 2024	HS Class A, B & C Field Hockey State Championships - Auburn
Saturday, November 23, 2024	HS Class C & D Football State Championships - Lewiston
Saturday, November 23, 2024	HS Class A & B Football State Championships - Portland
Wednesday, January 29, 2025	Monmouth Academy - Monmouth
	Lewiston Middle School - Lewiston
Thursday, January 30, 2025	Waterville Junior HS - Waterville
	Gardiner Regional Middle School - Gardiner
Friday, January 31, 2025	Gardiner Area HS - Gardiner

	Nokomis HS - Newport
Saturday, February 1, 2025	HS Class A & B Wrestling State Duals - Sanford
Saturday, February 8, 2025	HS Class B Wrestling Regional Championship - Fryeburg
	HS Girls Ice Hockey South Semifinal Game - Portland
Tuesday, February 11, 2025	Mountain View Correctional Facility - Charleston
	Winslow HS - Winslow
	Winslow HS Unified Basketball - Winslow
Wednesday, February 12, 2025	HS Girls Ice Hockey Regional Finals - Augusta
	Schenck HS - East Millinocket
	Central HS - Corinth
Friday, February 14, 2025	HS Class A North & C & D South Girls Basketball (4 games) - Augusta
	HS Class B/C North & South Boys Basketball (4 games) - Portland
Saturday, February 15, 2025	HS Class A North & C & D South Boys Basketball (4) - Augusta
	HS Class A South & B Boys Basketball (3 games) - Portland
Monday, February 17, 2025	HS Class A State Swimming Championships - Bangor
	HS Class A North & C/D South Boys Basketball (4 games) - Augusta
	HS Class AA, A & B Girls Basketball (4 games) - Portland
Tuesday, February 18, 2025	HS Class A Boys Swimming State Championships - Bangor
Tuesday, February 18, 2025	HS Class A North & C/D South Girls Basketball (4 games) - Augusta
	HS Class A North & C/D South Boys Basketball (2 games) - Portland
Wednesday, February 19, 2025	HS Class A North & C/D South Boys Basketball (2 games) - Augusta
	HS Class AA Girls Basketball (2 games) - Portland
Thursday, February 20, 2025	HS Class A North & C/D South Boys Basketball (2 games) - Augusta
	HS Class AA Boys Basketball (2 games) - Portland
Friday, February 21, 2025	HS Class A North & C/D South Girls Basketball (2 games) - Augusta
	HS Class A Boys & Girls Semifinal Basketball (2 games) - Portland
Saturday, February 22, 2025	HS Class A North & C/D South Boys/Girls Basketball (2) - Augusta
	HS Class AA Boys & Girls Basketball (2 games) - Portland
Saturday, March 8, 2025	HS Class B Boys Ice Hockey State Championship - Augusta
Monday, March 10, 2025	Safety Event, Maine Maritime Academy - Castine
Tuesday, April 1, 2025	Windsor Elementary School - Windsor

	Cony HS - Augusta
Wednesday, April 2, 2025	Mount View HS - Thorndike
	Oceanside Middle School - Thomaston
Thursday, April 3, 2025	Deer Isle-Stonington HS - Deer Isle
Monday, April 14, 2025	Ellsworth HS - Ellsworth
	Penobscot Job Corps - Bangor
Tuesday, April 15, 2025	Erskine Academy - China
	Wiscasset Middle HS - Wiscasset
Wednesday, April 16, 2025	Searsport District Middle HS - Searsport
Thursday, April 17, 2025	Shead HS - Eastport
Monday, May 5, 2025	Arthur R. Gould School - South Portland
Tuesday, May 6, 2025	Mt. Blue Middle School - Farmington
	Mount Abram Regional HS - Salem Township
Wednesday, May 7, 2025	Oxford Hills Comprehensive HS - South Paris
Thursday, May 8, 2025	Sanford HS - Sanford
	Gorham HS - Gorham
Friday, May 9, 2025	York HS - York
Saturday, June 7, 2025	Rule the Road - Bangor
Thursday, June 12, 2025	HS Class D Baseball Quarterfinals - Richmond
Saturday, June 14, 2025	HS Class D Baseball Semifinals - Richmond
Tuesday, June 17, 2025	HS Class C Lacrosse Divisional Championships - Lewiston
	HS Class A Lacrosse Divisional Championships - Augusta
Wednesday, June 18, 2025	HS Class B Boys/Girls Class B Lacrosse Championships - Topsham
	HS Class A Boys Lacrosse Divisional Championship - Falmouth
Friday, June 20, 2025	HS Class C Boys & Girls Lacrosse State Championships - Portland
Saturday, June 21, 2025	HS Class A Boys & Girls Lacrosse State Championships - Portland
Saturday, June 21, 2025	HS Class A & C Baseball State Championships - Standish
Saturday, June 21, 2025	Rule the Road – Portland

Campaign Spending – Media (October 2024 – September 2025)

PSA at Event	\$ 5,500.00
Signage - Banners	\$ 4,500.00
Digital Programming	\$ 14,000.00 (Digital Programs, Web Banner Ads, Social)
<u>Streaming PSAs</u>	<u>\$ 7,000.00</u>
Total Media Paid	\$ 31,000.00

PAID MEDIA	October	November	December	January	February	March	April	May	June	July	August	September	Total
PSA at Event		\$1,500.00	\$0.00	\$0.00	\$2,250.00	\$1,750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,500.00
Signage - Banners		\$1,250.00	\$0.00	\$0.00	\$2,000.00	\$1,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,500.00
Digital Programming		\$4,000.00	\$500.00	\$500.00	\$5,000.00	\$3,000.00	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$14,000.00
Streaming PSAs		\$2,000.00	\$0.00	\$0.00	\$3,500.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,000.00
Total Media Paid		\$8,750.00	\$500.00	\$500.00	\$12,750.00	\$7,500.00	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$31,000.00

Match

PSA at Event	\$ 8,500.00
Signage - Banners	\$7,000.00
Digital Programming	\$101,300.00
<u>Streaming PSAs</u>	<u>\$ 15,500.00</u>
Total Media Match	\$ 132,300.00

MATCH	October	November	December	January	February	March	April	May	June	July	August	September	Total
PSA at Event		\$1,500.00	\$0.00	\$0.00	\$2,250.00	\$1,750.00	\$0.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$8,500.00
Signage - Banners		\$1,250.00	\$0.00	\$0.00	\$2,000.00	\$1,250.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$7,000.00
Digital Program.		\$4,000.00	\$8,000.00	\$27,000.00	\$26,500.00	\$16,000.00	\$3,500.00	\$3,500.00	\$8,000.00	\$1,650.00	\$1,650.00	\$1,500.00	\$101,300.00
Streaming PSAs		\$2,000.00	\$0.00	\$0.00	\$5,500.00	\$2,500.00	\$0.00	\$0.00	\$4,000.00	\$500.00	\$500.00	\$500.00	\$15,500.00
Total Media Paid		\$8,750.00	\$8,000.00	\$27,000.00	\$36,250.00	\$21,500.00	\$3,500.00	\$3,500.00	\$17,500.00	\$2,150.00	\$2,150.00	\$2,000.00	\$132,300.00

Plus Total **FREE & Bonus media** : Of the Match Total, \$5,800 was “BONUS” as social media posts and live reads (on streamed broadcasts) for basketball and ice hockey, the MPA's top-streamed sports.

Campaign	Demographic	Impressions
Digital Programming	Adults 55+	11,695,673
Streaming PSAs	Adults 18-64+	291,731
Live Reads at Events	Adults 18-64+	120,000
Web Impressions	Adults 18-64+	58,478,366
		Total Impressions 70,585,770

Students Against Destructive Decisions (SADD) State Coordinator Program

Project Description (incl. Location and Affected Communities): This project funds the activities of one SADD, Inc (Students Against Destructive Decisions) peer-to-peer program coordinator to increase the number of SADD chapters across the State, facilitate, train, and/or support 30+ peer to peer programs, engage young advocates at middle and elementary schools, and continue to partner with new groups across Maine. SADD, Inc creates educational messaging to promote safe teen driving across social media, digital, and traditional communications. Also establishing new chapters and supporting existing chapters. Students are empowered to help identify problems within their school and community and will oversee delivering intervention(s), participating in activities, and running their local SADD chapter. The SADD state coordinator looks at crash and fatal data per county when determining which schools to reach out to and will focus on Cumberland, Penobscot, Waldo, Hancock, Washington, Oxford, Franklin, and York. Funds will also be used to produce and procure various educational materials, cover supporting technology programs, and allowable in and out of state travel costs for continuing education and program management.

Countermeasure Strategy	Implement programs targeted at young drivers to supplement driver education materials and offer additional information and resources regarding risky driving behaviors such as impaired driving, distracted driving, drowsy driving, speeding, and non-use of seat belts.
Project Agreement Number	TSP25-002
Amendment to Add Project Numbers	No
Subrecipient(s)	SADD, Inc.
Organization Type	National Non-Profit serving Youth
Federal Funding Source(s)	402
Eligible Use of Funds	23 USC 402
GTS Voucher Coding	402 TSP
Amount of Federal Funds	\$175,000.00
Planning and Administration? (if applicable)	No
Promised Project?	No

Project Performance: The SADD State Coordinator, Blossom Thao, began working for SADD in May of 2024, at a time where learning the ins and outs of the program was challenging due to most schools being on summer break. Having Blossom working full-time at the start of FFY2025 was encouraging, and a lot of connections were made during the first few months of the contract. After a strong start, however, goals were not being met, and the contract ended in March, due to Blossom's resignation and the multitude of coordinator changes over the past few years.

The following goals and progress for SADD in FFY2025 are below:

Goal #1: Increase the number of SADD chapters in schools and communities across the state to 25 by September 30, 2025.

From September 2024 to March 2025, Blossom contacted advisors, administrators and students from 15 different schools about starting a new chapter. She followed up with some of the schools several times. Blossom spoke to 3 students and an advisor who reached out to her about starting a new

chapter, handed out approximately 60 recruitment folders at events, was broadcast on WABI radio talking about new SADD chapters, and created an Impaired Driving PSA that ran on Spotify and Husson-WHSN radio.

Goal not met: No new chapters were started during the grant period.

Goal #2: SADD staff will facilitate, train on, and/or support 35+ peer-to-peer programs, events, or programs across the state by September 30, 2025.

Attended town hall event at Maine Maritime Academy, State Neighborhood Networking event, potential event after a student pedestrian was struck by a vehicle at Guy E. Rowe Elementary School, promoted Teen Driver Safety Week with active chapters, and worked on safety event to be held at Maine Maritime Academy. Connected with Bee Responsible Driving School where instructors are also educators at Brewer High School.

Goal not met: 12 of 35

Goal #3: ME SADD staff will conduct 2+ chapter train-the-trainers on facilitating the middle and elementary school mentor guide programs.

Connected with Maine CDC to learn more about their Public Health Survey from 5th-12th grade. Possible opportunity to present at the next PDO meeting. Connected with Maine Girl Scouts, and Kind Mind for possible ways to collaborate within middle and elementary schools. Worked on a blog post for Erika's Lighthouse involving safety during the holidays and spring break. Revamped the Rock the Belt toolkit.

Goal not met: Revised a toolkit but completed no trainings.

Goal #4: In FY25, ME SADD will continue outreach to all relevant communities, engaging new and established partners, leveraging partnerships across the state to engage in 50 joint meetings, with a keen eye on addressing areas of heightened need based on Statewide crash data.

Shared recruitment folders and traffic safety information with MADD representatives, Maine school board members, principals, and vice principals. Presented SADD Annual Report to Grant Managers and Maine Traffic Safety Committee. Connected with the Maine Principals Association at high school sporting events.

Goal not met: 15 of 50

None of the four goals for the SADD program were met in FFY2025, due mostly to the fact that the contract ended in March, only halfway through the grant period. We will not be moving forward with a SADD program in FY2026.

(2) An explanation of how the State plans to adjust the strategy for programming funds to achieve the performance targets, if the State has not met or is not on track to meet its performance targets, or an explanation of why no adjustments are needed to achieve the performance targets.

Explanations for how the State adjusts its strategies for programming funds, when necessary and applicable, to achieve performance targets have been discussed within each project performance description and report. The following discussion goes into further detail for those targets that were not met at the end of FFY2025.

Core and additional performance targets (not) met or (not) on track to meet

C-1), (C-2a), (C-2b) and (C-3a) Total Traffic Fatalities, Serious injuries, rates

Sadly, we are not on target to meet 160 fatalities for 2025 or our targets for serious injuries, serious injury rate, or fatalities/VMT. One factor is an increase in the number of multiple-fatality crashes. In 2025, there were 9 double fatality crashes and 1 triple fatality crash, where 2024 had 8 double fatality crashes and 1 triple fatality crashes. There were 24 motorcycle fatalities in 2025. That is a decrease compared to the 35 motorcycle fatalities we saw in 2024. In 2024, Maine also saw several fatal crashes involving either moose or deer which is something we had not seen for several years. Finally, we also saw 23 fatalities that involved commercial motor vehicles, which was an increase from previous years. MeBHS understands the severity of this increase and is working to address CMV crashes with innovative programming approaches and with partners like the Maine State Police to enforce motor vehicle operations around CMV. Speeding and aggressive driving continue to play a role in the severity of crash outcomes. MeBHS is working on additional educational programming to address this, and the Maine DOT is working on infrastructure improvements to help decrease severity of injuries.

We will adjust programming to attempt to hit our target in multiple ways. First, we have seen a significant increase in the number of law enforcement agencies that are requesting grant funding. 170 grants were awarded to 56 law enforcement agencies to conduct overtime high-visibility enforcement patrols to target dangerous driving behaviors. Our law enforcement partners continue to issue citations and warnings during their patrols. In FFY25, law enforcement partners made 102 arrests for OUI, 31 Drug-OUI arrests, 1,443 distracted driving citations, 1,996 distracted driving warnings, 2,547 speeding citations, 8,465 speeding warnings, 603 seatbelt citations, 707 seatbelt warnings, 34 pedestrian violation citations and 171 pedestrian violation warnings. As impressive as these numbers are, with the exception of speed and distracted driving, they are lower than those from the previous year.

C-6 Speeding-Related Fatalities

Maine is not on target to meet speed-related fatalities. The target was set at 41 fatalities and to date, 44 fatalities have occurred on Maine roadways. The MeBHS is aiming to get back on target to lower speed crashes with our numerous HVE speed details that are planned with law enforcement agencies (LEA). With HVE we are hoping that when LEA's are making those contacts, giving an education, and explaining why they're out making stops, will help to educate the public and their perceptions on speeding. MeBHS is also running speed a PSA and has a new speed print media handout that will be distributed to all LEA's that can be given at traffic stops to further educate regarding the effects speeding has on drivers and others on the roadways. The print media, PSA and HVE combined,

MeBHS is hopeful this will shed light on the dangers of speeding and lower the number of serious injury and fatal crashes occurring on Maine's roadways. In years past, MeBHS has also participated in the Region 1 Speed campaign, as well as obtaining an impact speaker for this event. MeBHS ensures there is a media press release ahead of the Region 1 speed campaign to promote the event/campaign.

C-7 Motorcyclist Fatalities (FARS)

Maine is not on target to meet motorcyclist fatalities. The target was set at 23 and to date 35 motorcyclist fatalities have occurred on Maine roads. The Maine Bureau of Highway Safety (BHS) plans to once again partner with the Maine Bureau of Motor Vehicles in FFY26 by awarding funding for a project that has contracted motorcycle safety instructors attend community events all around the state. These contractors are seasoned motorcycle riders themselves and have a strong desire to promote motorcycle safety. The past two years that we have done this project; it has been well received by the public and motorcycle riders of varied skill levels. The contractors distribute motorcycle safety print materials to each person they encounter. These materials discuss the importance of completing a motorcycle rider safety training course and the use of proper motorcycle riding safety gear. The motorcycle rider training courses the contractors strive to promote are for both beginner and advanced riders.

BHS is also planning to re-work our media strategy for FFY2026. We will be focusing our efforts on reaching the "high risk" demographic of males, age 18-49, with motorcycle interests. We will be running motorcycle safety public service announcements (PSAs) on YouTube. BHS strives to promote NHTSA's Motorcycle Safety Slogan of "Watch for Motorcycles" in all our PSAs.

C-8 Unhelmeted Motorcyclist Fatalities (FARS)

For Federal Fiscal Year 2025 (FFY25), Maine missed our targeted goal to reduce unhelmeted motorcyclist fatalities. The target value was set at 16 and as of December 9, 2025, we were at 18 unhelmeted motorcyclist fatalities.

Maine does not have an all-rider helmet law. However, by statute the MeBHS is required to develop and implement a public education program designed to encourage helmet utilization by all motorcycle and moped riders. The Maine Bureau of Highway Safety (BHS) is planning to create a new public service announcement (PSA) for FFY26. We create our motorcycle PSAs with the intent of showing motorcycle riders and passengers utilizing proper riding gear. This includes the use of DOT approved motorcycle helmets. When we prepare to make the new PSA, BHS will seek input from the Maine Bureau of Motor Vehicles (BMV) Motorcycle Safety Training Coordinator, as well as from the Maine State Police Motorcycle Troop.

C-10 Pedestrian Fatalities

Maine is not on target to meet pedestrian fatalities. The target was set at 12 and to date 27 pedestrian fatalities have occurred on Maine Roads. We will be continuing with partnering with Travelers Marketing for our Community Voices program. The Community Voices for Road Safety initiative originates from the Safe System Approach with a focus on Safer People. The project engages residents, business owners, and community influencers to address road safety focus area—pedestrian safety in Portland, Auburn, and Lewiston. Through localized participation, the project will develop a campaign that prioritizes community ownership, drives behavioral change, and promotes a road safety culture. The project spans 12 months and will follow a structured approach to raising

awareness, encouraging safer behaviors, and decreasing road related injuries and fatalities within these communities. This program provides valuable feedback from the community's that can help with our creative media for other safety program messaging.

We will continue to look for ways to expand our enforcement and education efforts in this area and will continue to work closely with the Maine DOT pedestrian and bicycle safety coordinator to ensure that we are looking at opportunities for infrastructure changes that will help address the problem.

C-11 Bicyclist Fatalities

Maine is not on target to meet bicyclist fatalities. The target was set at 2 and to date 4 bicyclist fatalities have occurred on Maine Roads This is the only year we have seen an increase of this size. We see bicyclists' fatalities occur in urban areas during the daytime hours and the victims are adults, ages 45-64. In the FFY2026 AGA, we will continue to look for ways to expand our enforcement and education efforts in this area and will continue to work closely with the Maine DOT pedestrian and bicycle safety coordinator to ensure that we are looking at opportunities for infrastructure changes that will help address the problem.

B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

Despite continuing to have a NHTSA certified high-belt usage rate (92.2% for FFY2025) and our active and engaged Occupant Protection Task Force, we are not on target to meet our stated target of 94.9% for seat belt use in passenger vehicles. To address this we will continue to collaborate with various stakeholders, including nonprofits, businesses, and law enforcement agencies, to develop effective strategies to increase seat belt usage. During FFY26, the Traffic Safety Educator will utilize the seatbelt convincer to show the dangerous effects of not wearing your seatbelt. The convincer will be attending various school events, fairs, and community events. MeBHS is also working to streamline the process for agencies seeking funding for the Click It or Ticket campaign. This application will encourage additional agencies to participate, resulting in increased enforcement and education.

Senior Driver Fatalities

The target for senior drivers was not met for FFY2025. The focus for programming centered around creation of mature driver PSA's and paid and earned media, but that was not sufficient to reach our target.

The Maine Bureau of Highway Safety (MeBHS) is working with GeroPsych Maine LLC in locations and areas that have a high crash location in their communities involving older drivers. With this education for care givers, older drivers, and medical professionals, along with the educational materials and PSAs for older driver safety, MeBHS is hopeful that the number of older driver crashes and fatalities will decrease. The program manager for the Older Driver Program also works closely with the Maine Bureau of Motor Vehicles and attends various Medical Review Board meetings to coordinate their efforts in Older Driver Safety.

Distracted Driver Fatalities

We are not on target to meet our planned target for Distracted Driving as we exceeded the target number of fatal crashes involving distracted driving. We will look to spread the importance of high visibility distracted driving enforcement to our law enforcement partners. We will encourage them to conduct as much community collaboration within their jurisdictions, as possible, on this topic. It

seemed that much of the community concerns they reported to us were centered around speeding vehicles. In addition, we plan to work with Maine State Police in FFY26 to launch a Distracted Driving Bus Tour HVE Campaign. This HVE will take place the first day in April, kicking off the NHTSA campaign, while also reminding drivers to put their phone away. On Maine crash reports, there is a field for "Distracted By - Action", which is where law enforcement will select the appropriate data element for whether a driver was distracted, and if so, what that distraction was. There is an "Unknown" option for law enforcement to select when they simply can't determine whether the driver was distracted at the time of the crash. When this data element was selected in any fatal crashes being coded in the FARS database, the FARS Analyst would select "Unknown if distracted". For the 2025 calendar year, guidance changed for coding this data element. FARS instructed this data element to now be coded as, "Distracted, details unknown" when an officer selected "Unknown" for driver distraction in a crash report. This has resulted in Maine's distracted driving numbers increasing over prior years as crashes where driver distractions are unknown are now being counted as having some sort of driver distraction involved.

Media Recall Rate

Maine is not on target to meet the Media Recall target. The target was 44% and we only reached 24% in our Spring 25' Critical Insight Survey. For FFY26 we have a lot instore for our media programs. For our Media Buy we went out for RFP and will be partnering with Blaze Partners. Blaze has put together a comprehensive media plan that is more focused on the digital landscape. This will also us to pin point our demographics to ensure our messaging is reaching the ideal drivers. Next we will continue working with BlackFly and they will be creating 6 new PSAs (Audio and Video versions), and 1 new handout (CMV focused). For PSAs we will be creating 2 for Impaired Driving (one will focus on cannabis and driving), speed, seat belt, child passenger safety, and a new motorcycle PSA. Since we were able to start on October 1st for all of these, we are planning to be a bit more ambitious where we are filming in the state. We will be continuing with partnering with Travelers Marketing for our Community Voices program. As pedestrian fatalities continue to rise, they will focus on that in Portland, Auburn, and Lewiston. Those cities have been identified as high crash locations. We will have our safety messaging at more in-person events too. Alliance Highway Safety will be attending events with the Seat Belt Convincer to educate communities on all areas of traffic safety. Lastly we are working on partnering with Virginia Tech, to attend events and to educate the public on sharing the roads with CMV.

To make sure we are all staying on track with our messaging, and to help each other out, once a quarter we hold a Maine Media Meeting with our media partners so they can give update on their program. Our media program has some overlap with the Choices Matter/Rule the Road program as they attended high school sporting events on our behalf. We believe the restructuring of the program and new focus will help us reach our media recall target.

Traffic Records targets (not) met or (not) on track to meet

The Traffic Records Program only requires one performance target, but the MeBHS sees value in selecting and reporting on several targets. Some targets will likely be removed from future THSP programming.

5.1.7 Crash Completeness

Crash Completeness nearly met the target of 66.5% for completeness of latitude and longitude crash location data elements. This completeness measure appears to have plateaued. Future mapping enhancements related to integration of GPS with the GIS maps may improve this measure.

5.1.10 Crash Uniformity

Crash Uniformity in Maine is dependent on revisions to the Maine Crash Form; there were no revisions during the performance period.

5.1.11 EMS Uniformity (NEMSIS 3.4)

Data for the EMS Uniformity performance measure was not available during the plan year. Since Maine has transitioned to NEMSIS 3.5, this measure will not be tracked in the future.

5.1.14 EMS Timeliness-Received within 24 Hours

EMS is currently investigating the root causes of the recent decline in timeliness. Findings will inform targeted improvements to ensure future performance aligns with established targets.

5.1.15 Roadway Uniformity – MIRE -Roadway Segment

No data was received from Maine DOT for these measures during the performance period. However, Maine DOT is actively working to improve compliance with MIRE requirements.

5.1.16 Roadway Uniformity-MIRE-At Grade Intersections/Junctions Elements

No data was received from Maine DOT for these measures during the performance period. However, Maine DOT is actively working to improve compliance with MIRE requirements.

5.1.17 Roadway Uniformity-MIRE-Interchange/Ramps Elements

No data was received from Maine DOT for these measures during the performance period. However, Maine DOT is actively working to improve compliance with MIRE requirements, with a specific focus on the MIRE Fundamental Data Elements (FDEs).

(b) Activity Report

(1) An explanation of reasons for projects that were not implemented.

The explanation for any project that was not implemented as planned, has been described within the project performance report under Performance Report (1)(ii).

(2) a narrative description of the public participation and engagement efforts carried out and how those efforts informed projects implemented under countermeasure strategies during the grant year.

In BIL, Congress added a requirement that state highway safety programs result from meaningful public participation and engagement (PP&E) from affected communities, particularly those most significantly impacted by traffic crashes resulting in injuries and fatalities. NHTSA promulgated rules requiring how PP&E will be carried out and reported by Highway Safety Offices. Useful and meaningful feedback or information gleaned from community engagement sessions contributes to the development of highway safety program(s) by incorporation of meaningful suggestions into actionable countermeasures and strategies where appropriate and data driven. In planning for the THSP, the state reviewed and discussed the requirements of the NHTSA Final Rule and attended all NHTSA webinars on PP&E and spoke with other states regarding their plans for PP&E. We met with NHTSA in April for help with identification of underserved communities and those overrepresented in crashes.

PP&E Planning:

An initial PP&E Plan was developed for the engagement of the communities identified. That initial plan is briefly discussed below:

Washington County has a low population and high crash rate. They also have three or more community risks. Currently there are limited contacts in Washington County to create trust to schedule a public input meeting. The suggested first outreach is to the CPS distribution center to build trust and public engagement.

Amish and Hispanic Communities: Aroostook County to address rural, low income, Amish, and Hispanic communities. One meeting in Smyrna is planned to reach the Amish. BHS staff will utilize contacts at Aroostook County SO to print and post materials for the meeting. BHS will reach out to MeDOT to get contact with the Amish Community since they already print brochures and materials regarding sharing the road with Horses and Buggies.

Refugee Center Outreach: Lewiston, Maine and the Refugee Center to reach the Somali diaspora community. Traditionally, the refugee communities have not received BHS grants due to the number of fatal crashes when compared to the state. When we weigh the county crash information by population, the Somali Community has a disproportionate number of crashes. While not strictly a refugee problem, it is noted that underserved populations are often seen exceeding the number of seating positions in vehicles resulting in unbelted occupants but also utilizing hand-held devices when behind the wheel. This combined with inexperience with Maine driving laws and signage puts more people at risk. BHS will utilize contacts in Lewiston, Maine and the CPS community to determine a location or locations that serve the community best. Due to the urban nature of this community, there will be a focus of conducting the meeting(s) in neutral locations that have access to public transportation, easy and safe side walks. The locations will have safe and accessible parking for

those that drive. BHS will be reaching out to DHHS for translation services of materials and during the presentation

Traditionally, the Tribal Nations have not received MeBHS grants due to the number of fatal crashes when compared to the state. When we weigh the county crash information by population, the Tribal Nations have a disproportionate number of crashes. MeBHS utilized contacts in each of the Nations to determine a location or locations that serve the community best. Due to the historic mistrust that the Nations have with Government entities, it is critical that the meetings occur in neutral locations such libraries or community centers to foster and build trust. The locations will have access to safe and accessible parking. The following Tribal Nations were identified: Penobscot Nation, The Tribe at Indian Township, Passamaquoddy Tribe at Pleasant Point, Mi'kmaq Nation, and the Houlton Band of Maliseet Indians.

PP&E Activities and Results

During FFY2025, MeBHS chose to focus on Washington County, Amish and Hispanic Communities. The below results discuss who we engaged and why we chose them to engage with. Additional PP&E information has also been included within the individual project performance reports.

Washington County – MeBHS partnered with the Oh Yea! 4-H Grows True Leaders 4H Club located in Machias. This group of youth are the local leaders around the county who come from various communities that make up Washington County. The youth ranged in ages from 14-16 years old and were equally male and female. MeBHS attended their “Teach the Teacher” event to discuss immersing traffic safety issues they saw within the county. This event was held at the University of Maine, Machias campus which had ample parking, accessible entrances, and most importantly, met this community where they were . We held a 90min round table session where we asked a few prompting questions and allowed the group to take the conversation in the direction they felt was important relating to traffic safety. We learned that zero attendees had heard of the Maine Bureau of Highway Safety before that day. We shared a little bit about our office, what we do, and our overall goal of improving the behavior of all roadway users to save lives on our state’s roadways.

MeBHS asked, “What is the most annoying or stressful thing about getting around your community?”. The overwhelming response was “the distance it takes to travel anywhere”. They shared on average it can take anywhere from 45min to 90min to get to school every day. This sparked a conversation about speeding. They shared with us, because of the distance to travel, they often speed to get to where they’re going quicker. Most of the youth felt that 15 mph over the posted speed limit was too fast, and that most of the group said they would feel comfortable going 10 mph over the posted limit. All agreed that going over 100mph was way too fast and dangerous. Everyone shared they have been in a vehicle that has been speeding. Some shared that if they knew the person driving and felt comfortable that they would keep them safe, they didn’t mind how fast they were going. Others shared that they would start to feel nervous if they were a passenger in the vehicle that was speeding more than 10mph over the posted limit. It was also shared that due to the rural locations in Washington County, it would be normal to not see a vehicle for miles at a time. This was agreed upon to be when they would speed the most.

We transitioned into talking about seatbelt use. They all raised their hand when asked if they wore a seatbelt. But many put their hands down when asked if they wore their seatbelt every time they were in a vehicle. Responses were as follows as to why that was the case.

- If the drive was under 10 minutes, it wasn't worth it because they knew they would be safe.
- If they are in the backseat, they would lay down and nap due to the distance to travel.
- The seatbelt is uncomfortable, and annoying to wear.
- They just didn't want to
- If it is on private property, then they don't have to wear it.
- If they felt comfortable with whoever was driving, they wouldn't wear it
- If the driver didn't buckle up, then they wouldn't either.

MeBHS then asked what they could personally do to make sure everyone in the vehicle wears a seatbelt every time. The response was as follows.

- Remind the other occupants of the vehicle
- Give them candy as a reward
- Ask them to buckle up
- Don't put the car into drive until everyone is buckled
- Slam on their brakes to remind them to wear a seatbelt
- Wear one yourself to set an example.

This conversation started to transition into how a driver feels while driving. The overall response was that due to the distance of travel and not seeing a lot of traffic on the route, they tend to become complacent and zone out. They start to think about other things or turn up their music volume. They shared when they see a person walking or an animal in the road, they instantly feel fear and slow down. It reminds them they are not alone on the road. They were asked why an animal scared them, they said it was because they were unpredictable and didn't know what they would do. We then asked if that was the same thought that came to mind when they saw another vehicle, and there was a lot of thinking, but no response.

We then started discussing possible messaging, campaigns, and other ideas to share the importance of safe driving. Responses were as follows.

- No speed limits, so everyone can drive at a speed they are comfortable with
- Longer yellow lights to avoid speeding up or slamming on brakes.
- Automatically adding a seatbelt feature in all cars that does not allow the car to be put into drive unless the seatbelt is buckled
- Making sure all vehicles have a seatbelt indicator for all seats, not just the front.
- Adding speed bumps
- Having entirely self-driving vehicles so there would not be any human error
- Adding speed cameras in those rural areas to eliminate speeding
- Regulating the brightness of LED headlights. It was shared that when large, lifted trucks with bright lights are behind them, they tend to speed to get out of the direct light so they can see
- Creating wildlife overpasses to eliminate animals on the road
- Adding more police officers in the area because they will instantly slow down if they see one
- Adding signage with safety messaging in common places including- Dunkin, McDonald's and School
- Playing our safety messaging at AAU Travel sporting events. Many of these kids participate in that program due to the lack of large sports in their schools

- Adding animal decoys on the side of the road with some messaging to “alert” people and make them pay attention
- Making all of our safety messaging in Spanish as there is a large Spanish speaking community in Washington County
- Utilizing social media- posting impactful stories
 - Posting sad stories
 - Posting videos of bad crashes
 - Officer day-in-the life
 - Spotify ads
 - Sharing how people are dying & the effects it has on others
 - Don’t make our ads look like we are trying to sell something or promote something. It was shared they often scroll past those
- Hosting a car show
 - Each vehicle would have specific messaging on it
- Creating “Redbull” style PSAs, meaning PSAs with a lot of stunts and the shock factor
- Adding memorial crosses in more locations of fatal crashes with signage on how the crash happened and how the people died
- Using the local Ellsworth ghost story “Catherine’s Road” on Black woods road. It was shared that this road has a lot of sharp curves and steep hills. Driving down this road can be scary and unsafe if travelling at a high rate of speed or not paying attention. They said using something the locals would relate to and was “made for them” would get good attention
- Partnering with the schools
 - Talking with principals
 - Main office- have a banner up
 - Posters in bathrooms – but was shared they would be destroyed
 - Partnering with the Shattered Lives program- an in school emersed experience reconstructing a crash during the school day
 - Putting driver’s ed back into the school system to make it accessible and a social norm to know about safe driving

We asked if they had any slogan ideas. Responses were as follows.

- You never know who’s next
- Life’s too short & you don’t know exactly how short

We also asked about our current messaging and if anyone had ever heard any of our safety messages/slogans. No one had heard any of our messaging, besides the motorcycle messaging, which we did see about a dozen of the BHS/UBM yard signs on our ride home.

Overall, these conversations were eye opening and impactful. We learned that our safety messaging does not seem to be getting shared in Washington County. We learned that speeding is a concern, but also a complacent and common act. Moving forward, when considering messaging or new program development, this conversation will be utilized.

Amish and Hispanic Communities – Through the help of local law enforcement, HSCs made a connection with an Amish community in Fort Fairfield. MeBHS traveled to meet with two community leaders in their homes to discuss traffic safety concerns in their community. These leaders were welcoming and receptive to discussing issues their community is facing on Maine roadways. Below are a few questions and responses from the meeting.

Initial Question: “What is the most challenging part of your travel experience?”

Response: Vehicles are passing too close to their horses. Horses do not travel as straight as a vehicle does.

Initial Question: “What concerns do you have when travelling on roads in your community?”

Response: Potholes, vehicles not giving enough space when passing, Drivers being distracted on their phones, Traffic lights do not pick up their buggy on Main St. The initial term used to represent traffic lights was streetlights. After a light laugh, our HSC’s were able to understand he meant traffic lights and educated on the difference. This brought about a very interesting point. How do the Amish learn our roadway terms and what the signage means on our roads? They do not attend a Maine driver’s education program or take a driver’s test, but they utilize the roadways.

They travel every day on our roadways. All hours during daylight times, but not as frequently at night. There are often young kids aged 8-12yrs old who travel together on a buggy unsupervised, on their way to school. They shared they do frequent local businesses in town, travel to work or school, and the grocery store. They mostly stay local and do not travel very long distances.

The Amish community would like MeBHS to educate the public how to interact and share the road with their community. If the public sees a horse acting up, do not stop and try to help. If the horse is loose and running away, follow from a safe distance and do not approach the animal. Horse and Buggy’s do not travel in a straight line, have a different stopping distance from vehicles, and perform different maneuvers than vehicles. They want the public to make sure they are passing at a safe distance and not cutting off their buggies. They would also like the public to not heckle and speak to their horses while they are in motion or tied up. An example was shared, “if kids roll down the window and yell WOAHH at my horse, he will listen and it can be dangerous”.

They also shared with us that the horses do not like the sound of the air brakes when a commercial motor vehicle stops behind them and to make sure CMVs give them plenty of space and when going around them, they need to slow down.

There was a lot of discussion around infrastructure and physical roadway issues. There are a lot of potholes that they would like to get fixed. They would also like tree branches trimmed along the roadways because they stick out onto the road and poke the horse’s noses. This ultimately makes it so they move farther into the lane. They like speed tables and feel they are helpful to lowering speeding drivers. They are easier for their buggies to navigate rather than a traditional speed bump. They do not like the DOT sign trailers along the roadways because they get in the way of their traveling and they must move deeper into the lane. There is a specific roadway near the fertilizer plant where the railroad tracks pass over the road. The tracks are badly damaged, and it is very dangerous for them to pass. It needs to be addressed immediately.

The two community leaders let us know that they do not feel unsafe when travelling on roadways. Overall, this conversation was integral in our planning process. MeBHS has taken the eye opening experiences that they face and is applying it in the program planning process.

(3) A description of the State’s evidence-based enforcement program activities, including discussion of community collaboration efforts and efforts to support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures and activities; and

MeBHS has developed procedures to ensure that enforcement resources are data-driven and that awarded federal funds are used efficiently and effectively to support the goals of the State’s highway safety program. Maine incorporates an evidence-based approach in its Statewide enforcement program through the following components:

Data Driven Problem Identification

A Statewide problem identification process is used in the development of the Triennial Highway Safety Plan (THSP) and Annual Grant Applications (AGA). The data analyses are designed to identify the high-risk populations, including those that may reside in underserved communities or those who are over-represented in crashes and to identify the who, what, when, where, and why these crashes are occurring.

The Maine Bureau of Highway Safety utilizes a three-prong approach to identify problem areas for the three major program areas; Impaired, Distracted, and Speed. This three-prong approach is outlined below:

1. Due to the geographic size of the State of Maine, the state was divided into eight regions. To proportionately divide the state based on geography alone, the current State of Maine district court regions were utilized.
2. The eight geographic regions vary significantly in population density, which in turn affects their respective crash rates. To account for population density in each of these regions, the Maine Bureau of Highway Safety calculated the proportion of vehicle miles traveled in each region as compared to the total vehicle miles traveled in the State of Maine. Each region was then assigned a specific number of grants based upon those percentages and the total number of grants decided upon for each program area in the state. For example, Region 1 (York County) accounted for 15.73% of the total vehicle miles traveled in the entire State of Maine.
3. To identify problem areas within each geographic region, the Maine Bureau of Highway Safety utilized different tools to analyze data. The first tool that was utilized was respective crash rates for each program area. Crash data spanning the five-year period is averaged for each program area. The crash data included crashes that resulted in possible injuries, evident injuries, serious injuries, and fatalities.

Geographic Information Systems (GIS) were used to map the top problem areas in the state to further assist in problem identification. This step helped identify the major roads that had high crash rates in each program area. Law enforcement agencies located in the problem areas identified for each region, were offered grant opportunities as tier 1 agencies. Sheriff’s offices and the Maine State Police in the tier 1 areas were also identified to assist with tier 1 problem areas outside of local jurisdictions. Tier 2 problem areas were identified based on their proximity to tier 1 areas using crash data as outlined above. Law enforcement agencies in the tier 2 problem areas were offered grant

opportunities if an agency in the tier 1 agency did not apply for a grant. The intent for tier 2 agencies was to have an impact on crash numbers in areas identified as tier 1 due to their proximity and shared roadways.

All enforcement agencies requesting MeBHS grant funding, to support additional overtime patrols, must also present a data driven approach to identifying the traffic safety problems in their jurisdictions. Data documenting the highway safety concerns must be included in the funding application submitted to MeBHS, along with proven strategies and countermeasures that will be implemented and evaluated to address the problem. Available data sets include, but are not limited to:

Data Type	Data Set	Source/Owner
Fatality and Injury	FARS, Maine Crash Reporting System (MCRS), DOT MaineCrash, Crash Query Tool	NHTSA, State Traffic Safety Information (STSI), MeBHS, MeDOT, Maine State Police
Violation	Maine Citation Data	e-Citation, BHS Data Warehouse, Maine Violations Bureau
Seat Belt Use	Maine Seat Belt Use Observational Data, MCRS, e-Citation	MeBHS, NHTSA
Licensed Drivers, Registrations and Vehicle Miles Traveled (VMT)	Highway Statistics	FHWA, U.S. Census Bureau, Maine BMV, MeDOT
Operating Under the Influence	MCRS, FARS	NHTSA, Me DOT, Maine State Police

Implementation of Evidence-Based Strategies

MeBHS, our partners and our subrecipients use a combination of overtime enforcement checkpoints and saturation patrols, both of which are found in the newest and most recent edition of NHTSA's, *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* to address the identified traffic safety problem(s). The most common traffic safety problems include enforcement of traffic laws pertaining to but not limited to, adult and child seat belt safety, speeding and aggressive driving, fatigued and distracted driving, and alcohol and drug impaired driving. Non-law enforcement partners also use the most recent edition of *Countermeasures That Work* to implement evidence-based strategies that will result in a reduction in crashes and injuries for a focus demographic (i.e., young drivers or older/senior drivers) or an increase in voluntary compliance of traffic laws (i.e., adult and child safety restraints).

Documentation and Tracking

All grant funded activities including citations, warnings, hours spent on the planned activities, contacts made, resources utilized, and other details of activities efforts are collected at the state level and are used for determining the value of efforts, future grant awards and return on investment.

Continuous Adjustments and Monitoring

MeBHS Highway Safety Program Coordinators use progress reports and other information collected during telephone, virtual (ZOOM or TEAMS), and on-site monitoring to ensure grant funded planned activities are effective. Required progress reports (monthly, bi-monthly or quarterly and a final) received from each subrecipient are examined to review achievement of the goals and outcomes of each planned activity. These reports include data on the activities conducted, such as the area and times worked, the focus demographic reached, any problems or challenges encountered, and for law enforcement the number of warnings and citations issued. MeBHS uses various available data systems, i.e., Maine Crash Reporting System, the Public Query Crash Website, e-Citation, BHS Data Warehouse, Maine DOT's Crash Analysis Unit, and FARS to monitor crashes and fatalities and will advise and work with law enforcement, and other partners, if there are increases or decreases that would require a change in strategy in a particular jurisdiction. This continuous follow-up allows for subtle or major adjustments thereby ensuring the best use of resources to address the stated priority traffic safety problem(s). Additionally, all subrecipients are given an annually updated Grants Management Manual and are required to attend a Grant Training Workshop before federal funds are awarded.

Some adjustments were required due to ongoing staffing shortages, cancelled projects, and subrecipients simply not conducting efforts in their communities to the extent of prior years, or at all. While unused awards are returned as quickly as possible when evident an activity will not occur as planned or programmed, for the most part, it was impossible to reprogram those funds to other subrecipients or projects because existing projects could not absorb additional funds. We did see more enforcement efforts in FFY2025 than prior post-COVID years, leading us to believe that staffing shortages are lessening and perhaps there is a renewed interest in traffic safety.

Community Collaboration Efforts

Law enforcement officers train to do the hard work of keeping their communities safe from crime, but also to keep the roads safe from crashes and serious injuries for their neighbors, families, themselves, and all road users. Traffic laws and enforcement of those laws is one aspect designed to deter and prevent risky driving behavior. Therefore, citizens may interact most often with law enforcement officers during a traffic stop and while effective in the moment, it may not lead to community acceptance of their own law enforcement officers. Community collaboration or community policing, effectively conducted by law enforcement, involves proactive initiatives by law enforcement to engage their community in their enforcement efforts during implementation, thereby building community buy-in and trust. It gives the community a chance to voice their concerns and needs and gives them an opportunity to be a part of the solution. It gives the police an opportunity to conduct meaningful education on safe driving and the role of traffic enforcement in safe driving, but also to hear their community's concerns and demonstrates that law enforcement is engaged in solving the problems in their jurisdictions. This meaningful engagement and feedback may result in law enforcement agencies adjusting their enforcement strategies to better serve the people they are sworn to serve and protect.

During FFY2025, the MeBHS continued discussing community collaboration with its law enforcement subrecipients. What we found is that many agencies are already conducting some form of collaboration, some in the form of education only, but most in the form of engagement resulting in community feedback that informs their programs, including those that may be federally funded such as high-visibility overtime enforcement.

The Lewiston Police Department continues to go above and beyond with their PP&E and community collaboration in their community. They have officers going into schools and giving traffic safety education. Lewiston Police Department also does a Q & A with their housing authority to see what residents are noticing for traffic concerns in their area and they adjust their patrols based on this need.

The Auburn Police Department created a 2025-2026 Traffic Safety Plan for their city. This 20-page document describes the concerns and issues they'd like to address and how they will accomplish this in their community. The plan includes objectives and strategies, their data driven selective enforcement, what their agency does for community outreach and education, as well as their traffic analysis.

The Brunswick Police Department continues to engage in community collaboration efforts through their annual event "Cone with a Cop" This program offers a free ice cream cone to kids under the age of 12 at a local ice cream shop. Many young kids and families interacted positively with the officers, providing positive and constructive feedback about their community.

The Augusta Police Department routinely participates in *Coffee with a Cop*. The Chief along with Officers and a Staff Sergeant join the hosts, to play radio games with listeners as well as answer questions from callers. During their high visibility enforcement grant activities, the department also used this engagement as an opportunity to expand outreach regarding impaired driving, occupant protection, pedestrian safety and speed enforcement. Officers on the radio show would read brief segments focusing on these risky driving behaviors and explain the consequences and repercussions of impaired driving, speeding, and failing to wear a seatbelt. Listeners can ask questions, provide feedback, and offer ideas for policing which the Chief incorporates when able.

Numerous Law Enforcement Agencies participated in National Night Out which was August 5, 2025. This is an annual event where communities and law enforcement gather to build stronger community bonds and promote safe habits. Brunswick Police Department asked for MeBHS to attend with the seatbelt convincer and the distracted driving simulators. Many agencies since, have expressed their interest in having our Traffic Safety Educator attend their 2026 event.

Support of Data Collection and Analysis

Beginning in FFY2021, the MeBHS offered grants to LEA to provide in-cruiser printers to support the transition from issuance of paper-based citations to electronic citations. This grant supported the timeliness and accuracy of citation data and the integration with other traffic records systems and supports and allows the MeBHS as well as individual agencies the ability to analyze citation data immediately.

On June 30, 2023, P.L. 2023 Ch. 368 was enacted, requiring the Office of the Attorney General ("OAG") to adopt rules in furtherance of Title 5, Chapter 337-D (§4751–§4755): *Profiling and Data Collection*, which requires and governs collection and reporting of traffic stop data statewide for the

purpose of identifying and eliminating any profiling by law enforcement. Those rules, found at C.M.R. 26, 239, Ch. 500 set forth how law enforcement officers are to report traffic stop information based on an officer's observation and perception of the stopped person's race, color, ethnicity, gender, and age (collectively referred to as "perceived characteristic data"), as well as whether the stop resulted in a warning, citation, search, and/or arrest. Specifically, the rules define the perceived characteristic data points for collection, set quarterly deadlines for collected data submission to the OAG, and establish how long law enforcement agencies must retain the data.

The profiling and data collection statute further directs that by January 15th of each year beginning in 2025, "the Attorney General shall provide to the joint standing committees of the Legislature having jurisdiction over judiciary matters and criminal justice and public safety matters and make available to the public a report of the information collected pursuant to this chapter". This first report has been produced and provided to the Legislature and can be found on the website of the Office of the Attorney General.

Because the MeBHS and its subrecipients can analyze citation data, from at least the agencies utilizing the electronic system, we reviewed submissions from law enforcement agencies (LEA) and discovered that for some campaigns LEAs issued more summonses for the primary offenses the high visibility enforcement (HVE) was being conducted for (e.g. seat belt or speed) and more warnings for other violations observed during the HVE.

Some LEAs issue more summonses for offenses than others. During HVE for distracted driving, the Berwick Police Department issued 252 warnings compared to 38 summonses for distracted driving, and in contrast, during HVE for distracted driving the Cape Elizabeth Police Department issued 26 summonses with no warnings. Speed HVE also demonstrated that agencies have varying approaches to enforcement. Of the 46 LEAs participating in speed HVE, 7 issued many more summonses than warnings, in contrast to the other participating LEA's who all issued fewer summonses than warnings. Collectively, the Augusta, Gorham, Presque Isle, Sanford, Westbrook, Windham, and York Police Departments issued 595 summonses and 242 warnings for speeding violations during their speed HVE. Almost all the above departments achieved their goal of lowering speed related crashes on their roadways. Reviewing this available data for grant funded enforcement activities did not identify, for the MeBHS, any patterns in citation distribution, disparities in enforcement efforts in any geographic location or unfairness or bias in low-income communities.

MeBHS supports data collection in ways including the support of the eCitation/eWarning/eStop modules, through the help of our LEL's encouraging statewide use of eCitation/eWarning/eStop, and by providing our law enforcement partners with in-cruiser printers to quickly and effectively use the eCitation system. We also support the DOT public Crash Query tool allowing any user to get crash and injury data.

(4) Submission of information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information).

Information regarding mobilization participation, participating and reporting agencies, enforcement activity, citation and warning information, stops and contacts, and paid and earned media have been provided within each project activity report.