

**STATE OF MAINE  
FEDERAL FISCAL YEAR 2014  
HIGHWAY SAFETY PLAN**



**MAINE DEPARTMENT OF PUBLIC SAFETY  
BUREAU OF HIGHWAY SAFETY  
164 STATE HOUSE STATION  
AUGUSTA, ME 04330**

**PAUL R. LePAGE, GOVERNOR  
JOHN E. MORRIS, COMMISSIONER  
LAUREN V. STEWART, DIRECTOR**



**Our Mission:**

To save lives and reduce injuries on the state's roads and highways through leadership, innovation, facilitation, project and program support, and working in partnership with other public and private organizations.



## Table of Contents

Letter from the Director -----	4
Maine Facts -----	5
About the MeBHS -----	6
Highway Safety Organization Chart -----	7
HSP Planning Process Overview -----	8-9
Data Analysis -----	10
Goal Development Process -----	10
Core Measures -----	11-19
Priority Planning Areas -----	20
2014 Performance Targets & Countermeasure Projects -----	21-57
Administration -----	22-23
Impaired Driving -----	24-29
Occupant Protection -----	30-35
Traffic Records -----	36-39
Police Traffic Services -----	40-43
Distracted Driving -----	44-47
Motorcycle Safety -----	48-49
Young Drivers -----	50-55
Public Relations & Marketing -----	56-57
Appendix 1 -----	58
Financial Summary -----	59
Certifications and Assurances -----	60-67





Paul R. LePage  
Governor

STATE OF MAINE  
Department of Public Safety  
*Bureau of Highway Safety*  
164 State House Station  
Augusta, Maine  
04333-0164



John E. Morris  
Commissioner  
Lauren V. Stewart  
Director

Dear Maine Citizens:

The Maine Bureau of Highway Safety (MeBHS) strives to eliminate traffic deaths and injuries. We do this by making grants available to local, state and non-profit organizations for programs that help them enforce traffic laws, educate the public in traffic safety, and provide a varied and effective means of reducing fatalities, injuries and economic losses from traffic crashes. The MeBHS strives to be results-oriented in all that we do and to be a leader in the traffic safety arena. We proactively respond to emerging traffic safety issues through innovative and evidential-based programs and technologies.

Through extensive data analysis we are able to pin-point Maine's top traffic safety problems such as impaired driving, speed, non-use of seat belts and distraction. With this Highway Safety Plan as our guide, the Bureau of Highway Safety will fund numerous grants aimed at combating the driver behaviors that lead to injuries and fatalities on our roadways. We will fund grants specifically designed to decrease impaired driving crashes, including sobriety checkpoints and special dedicated enforcement mobilizations. We will continue to fund education and enforcement grants aimed at increasing the use of seat belts, especially for our most vulnerable young drivers and child passengers. We will continue to fund programs and projects designed to reduce speed-related and distraction-related crashes and fatalities.

The MeBHS draws from federal and state government funding sources for our purposes. We mount public awareness campaigns and act as the primary traffic safety resource in order to enlist the help of the general public and the media to encourage traffic safety on all of our roads and highways. We work most effectively through public and private partnerships with key stakeholders, and continue to explore methods that enable traffic safety practitioners to do their jobs more efficiently. We join with other states to maintain the vision of *Toward Zero Deaths: Every Life Counts!* The 2014 Highway Safety Plan details the State of Maine's strategies to achieve our overall goals of continuing to reduce fatalities, injuries, and property damage costs resulting from motor vehicle crashes. It also serves as our application for Section 402 federal funds for Federal Fiscal Year 2014 as required by 23CFR 1200.10-1200.13.

With the support of Governor Paul LePage and Commissioner John Morris, the Governor's Representative for Highway Safety, our legislature, and through the efforts of all of our partners in traffic safety, we have been experiencing a trend toward decreases in traffic fatalities. However, **one fatality will always be too many**. We all need to work together toward the common goal of safer Maine roads. We are proud of the success realized here in Maine in traffic safety and will continue to strive toward coordinating, funding and implementing programs that will make significant impacts on traffic safety in Maine.

Sincerely,

Lauren V. Stewart, Director



## Maine Facts



- Population of Maine in 2010: 1,328,361
- Land Area: 33,215 square miles
- Length of coastline: 3,500 miles
- Forest: 17 million acres
- Persons per square mile: 41.3
- Home ownership rate (2010): 71.3%
- Largest city by population: Portland
- 1,009,230 licensed drivers (2012)
- 108,477 licensed motorcyclists (2012)
- 1,533,840 registered vehicles (2012)
- State Capital: Augusta
- 16 Counties
- Nearly 500 municipalities
- 146 law enforcement agencies: 123 local agencies, 16 County Sheriffs' offices, and 7 Maine State Police troops
- 5% under age 5; 63 % 18-64 years; 16% age 65 and over
- 95.2% white; 1.2% African American; .6% American Indian and Alaska Native; 1% Asian; 1.3% Hispanic or Latino



## ABOUT THE MAINE BUREAU OF HIGHWAY SAFETY

The Federal Highway Safety Act of 1966 directed the National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) of the United States Department of Transportation to jointly administer various highway safety programs and projects. This federal grant program provides funds administered through the Maine Department of Public Safety, Bureau of Highway Safety (MeBHS) to eligible entities to be used, in part, for traffic safety education and enforcement to decrease the deaths and injuries that occur on Maine roads and highways.

The MeBHS is tasked with the responsibility of effectively administering and utilizing Section 402 State and Community Highway Safety Funds and related grant funds received from NHTSA and FHWA. These funds are to be used for planning, implementing and evaluating short-term behavioral highway safety programs and projects with the intent that other sources of funding will sustain these programs over the long-term. The MeBHS is the leader in coordinating the safety efforts of federal, state and local organizations involved in Maine traffic safety. Our programs are intended to improve the behavior of and instill a sense of responsibility in drivers, passengers, pedestrians and cyclists. Our goal is to ultimately reduce the number of fatalities, injuries and property damage costs caused by highway crashes.

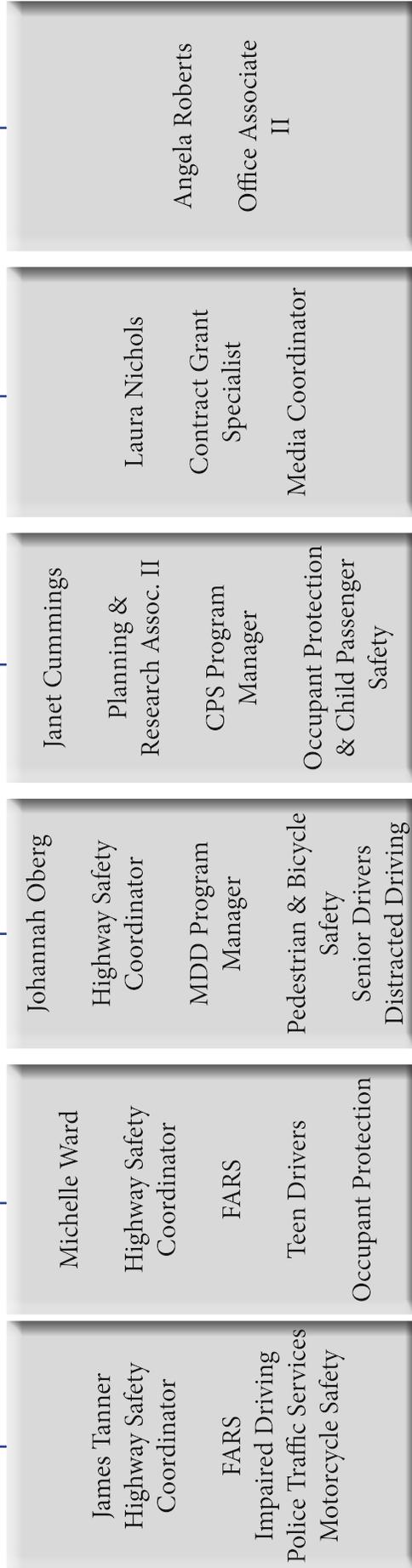
In addition to administering federal grant funds, the MeBHS is also responsible for:

- Managing Maine's Implied Consent Program under Title 29A subchapter 4 §2521- 2528. This is a state-wide program that tests drivers suspected of being impaired by alcohol or other drugs. Maine's Implied Consent and Operating Under the Influence laws mandate that all drivers arrested for suspected OUI must take a blood alcohol test. Failure to do so results in even longer mandatory license suspension periods. The Maine Supreme Judicial Court has ruled that our law mandating the testing of all individuals involved in fatal accidents is both constitutional and enforceable.
- Developing and administering the Maine Driving Dynamics Driver Improvement Program under Title 23 §4208. This is a five-hour driver improvement course that allows for point reduction on a driver's record. Each year, approximately 5,000 people attend a Maine Driving Dynamics class.
- Administration of the Federal Fatal Analysis Reporting System (FARS). This system records data on fatal crashes in Maine for input into a larger national record-keeping system of statistical data. The FARS data is analyzed by the MeBHS, the Maine State Police and others to determine enforcement priorities and schedules.



John E. Morris  
Commissioner  
Department of Public Safety  
Governor's Representative

Lauren V. Stewart  
Director  
Bureau of Highway Safety



## HSP Planning Process Overview

In accordance with 23 CFR 1200.11, the MeBHS must provide NHTSA with a comprehensive plan to reduce traffic crashes and resulting deaths, injuries and property damage by July 1. The Highway Safety Plan (HSP) serves as Maine's application for these specific purposes. The HSP describes Maine's top highway safety problems, identifies activities and countermeasures, provides qualitative and quantitative performance measures to determine goals and describes the strategies and projects the MeBHS plans to implement as well as the resources that MeBHS will use to achieve its highway safety performance targets.

The MeBHS, the Commercial Motor Vehicle Division and the MeDOT Safety Office continue to update the Strategic Highway Safety Plan and the Maine Transportation Safety Coalition (MTSC) Data Book to be sure that all highway safety and traffic safety efforts are coordinated and compliment each other and that all potential partners and activities have been identified. The MeBHS has the full support of these partners for the projects included in the 2014 HSP. These projects, as well as data included herein, align with and compliment the current **Strategic Highway Safety Plan**. Visit [www.themtsc.org](http://www.themtsc.org) for copies of these publications.

The MeBHS program goals help local communities develop traffic safety programs which will contribute toward the reduction in traffic crashes, injuries and deaths. Our grants involve as many state and local agencies as possible. The grants are distributed statewide.

MeBHS solicits input and requests for HSP projects from all eligible state, public and private agencies outlining opportunities to participate in MeBHS programs and releases the requirements to compete for available funds.

In addition, the MeBHS initiates a comprehensive Request for Proposal (RFP) process as part of the HSP planning process. The RFP process is used to streamline the projects the MeBHS will focus on, create a definitive evaluation system for RFP projects, and bring in new highway safety partners.

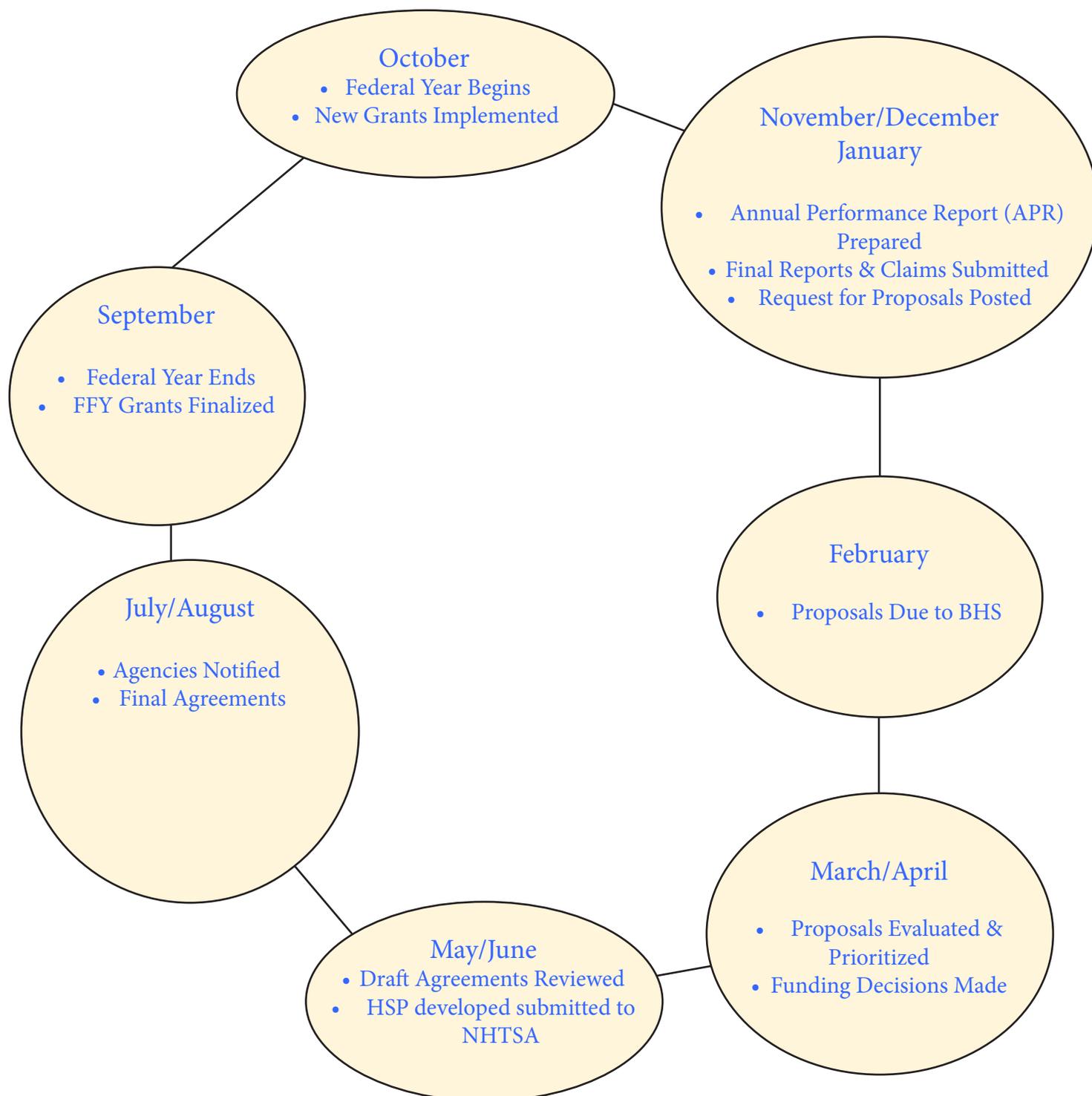
The RFPs are released and publicized across Maine to alert Maine's communities and organizations of available funding for highway safety related projects. Proposals are submitted from all interested and eligible agencies addressing traffic safety problems.

The MeBHS reviews proposals and selects the most qualified candidates to partner with for the following federal fiscal year. Since the MeBHS may not have sufficient funds for all submitted proposals, a comprehensive review is part of the proposal selection process. We review all proposals against several criteria including: potential traffic safety impact, crash and fatality statistics (specifically high crash locations), seriousness of identified problem(s), and performance on previous grants.

The MeBHS coordinators function as liaisons with private and public sector traffic safety leaders to track successful programs and encourage collaborative efforts. This approach encourages widespread participation in MeBHS programs and gives us a broad base from which to select the most effective and cost-efficient countermeasure programs possible. The Governor's Representative for Highway Safety, the MeBHS Director, the Law Enforcement Liaison and highway safety coordinators regularly attend meetings of the Maine Chiefs of Police Association, Maine Sheriffs Association, and Maine Chiefs Traffic Safety Committee, among others, to gather input on needs and potential solutions and to explain federal guidelines, MeBHS policy and the application process. In addition to the RFP solicitation process, the MeBHS considers information developed by staff members through contacts with grantees, potential grantees, and other highway safety professionals and non-profit agencies.



## MAINE BUREAU OF HIGHWAY SAFETY GRANT CYCLE



## Data Analysis

The specific highway safety problems in Maine, as outlined in this plan, were identified by analyzing available data from traffic crashes, traffic citations, OUI arrests, FARS, CODES, NHTSA, Emergency Medical Services, the Maine Strategic Highway Safety Plan, the Highway Safety Improvement Program, the Commercial Vehicle Safety Plan, surveys, and input from state, county and local agencies interested in addressing highway safety issues. This analysis helps to identify when, where, why and to whom specific safety problems occur. We analyze our data using mapping and crash data capabilities from the Maine Department of Transportation, injury data from Maine CDC, FARS, CODES (where available), NHTSA data, Maine Transportation Safety Coalition data, and other data sources. Isolating and identifying contributing factors is a great advantage in the planning and selection of countermeasures. Problem identification and solution development are ongoing throughout the year.

MeBHS also partners with the University of Southern Maine Muskie School to incorporate their expertise with data analysis and project forecasting into our performance projections. Partnering with The Muskie School enables MeBHS to develop future performance goals that are both data driven and feasible.

## Goal Development Process

The performance targets identified in this report were determined in conjunction with the problem identification process. The targets were established for each program priority area and are based on a five-year average using past trends and Maine specific experiences. The targets in this HSP are shown together with appropriate performance measures. Performance measures include: absolute numbers (fatalities, serious injuries); percentages (speed-related or alcohol-involved crashes); and rates (fatality rate/100 million VMT). Graphs and charts are used to present trends and targets. Five-year averages were used in setting the base periods.

The MeBHS recognizes that achievement of performance targets is not solely dependent upon the activities performed within our office, but is inclusive of collaborative and ongoing efforts of a multitude of government and private entities and all of our partners interested in highway safety.

The NHTSA and the Governor's Highway Safety Association (GHSA) have agreed to *a minimum set of core performance measures* to be used by States and Federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel of highway safety professionals from NHTSA, GHSA, FHWA, IACP, AASHTO, State Highway Safety Offices, and academic and research organizations, assisted in developing the measures. NHTSA will use the core measures as an integral part of its reporting to Congress, the public, and others.

There are fourteen performance measures: ten core outcome measures, one core behavior measure and three activity measures. The measures cover the major areas common to State highway safety plans and use existing state data systems. MeBHS includes an attitudinal measure based on a survey conducted by USM Muskie School. See the attached attitudinal survey questions used and the observational and attitudinal survey results from 2012.

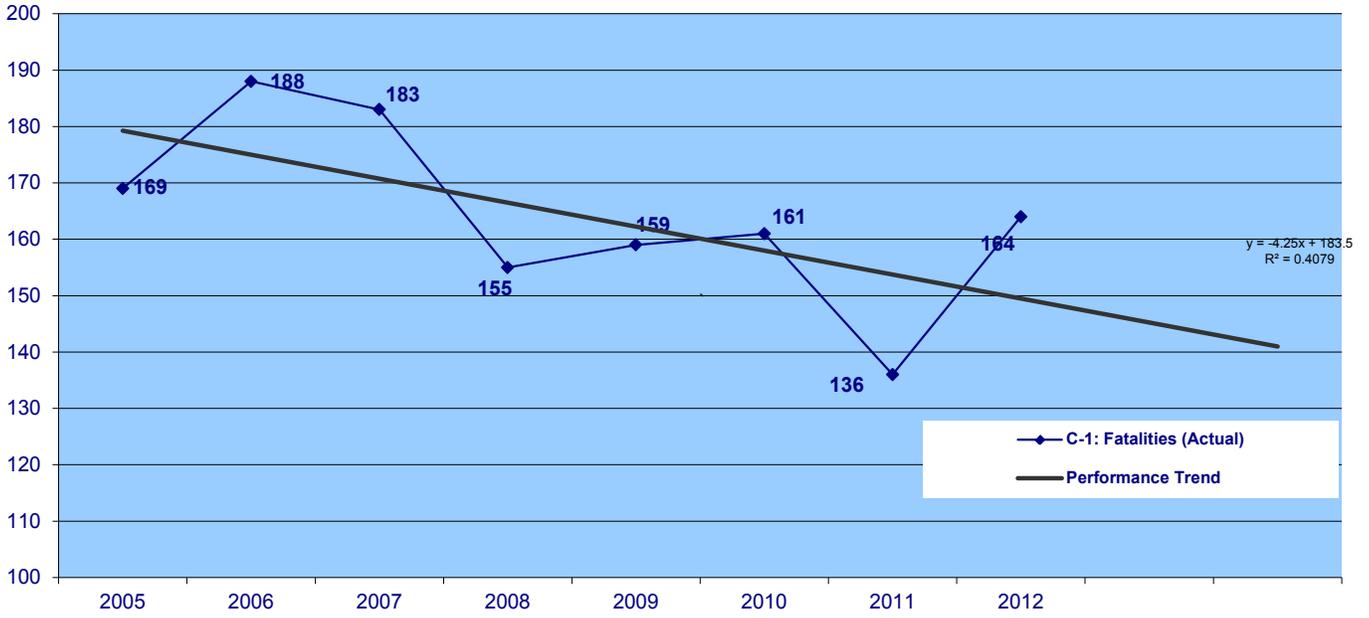


**Maine**  
**NHTSA Core Performance Measures**

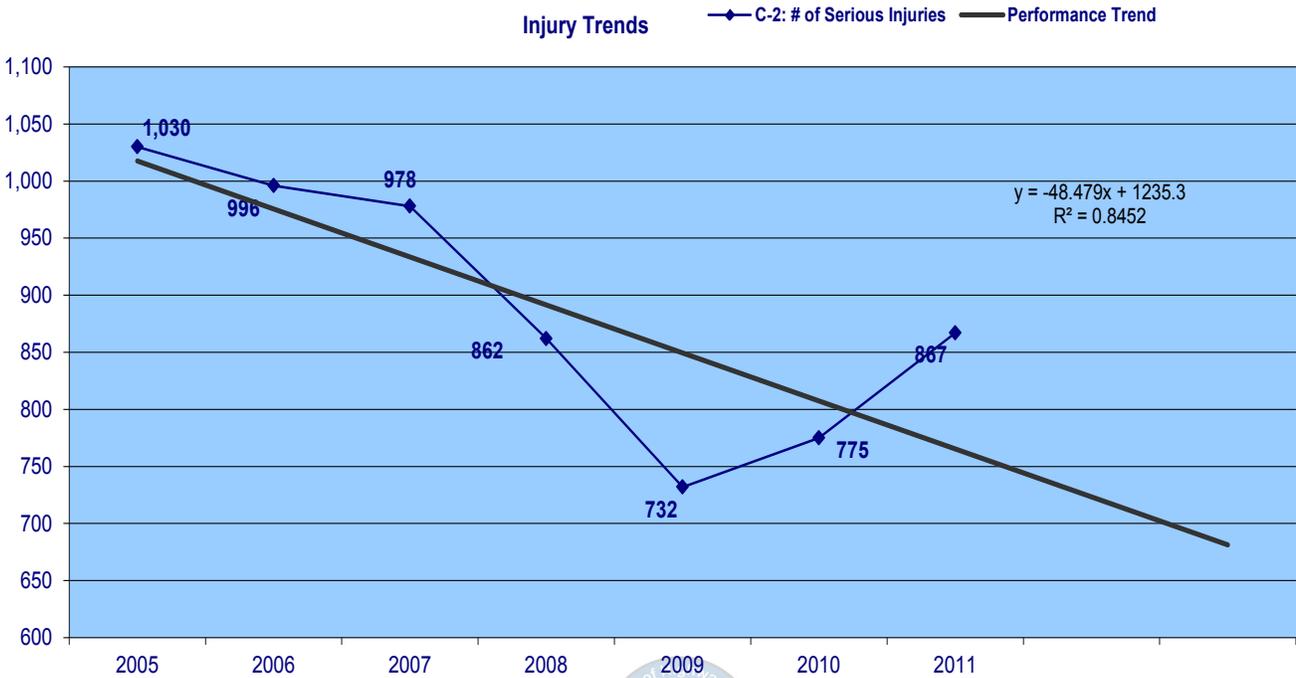
FFY 2014 Highway Safety Plan

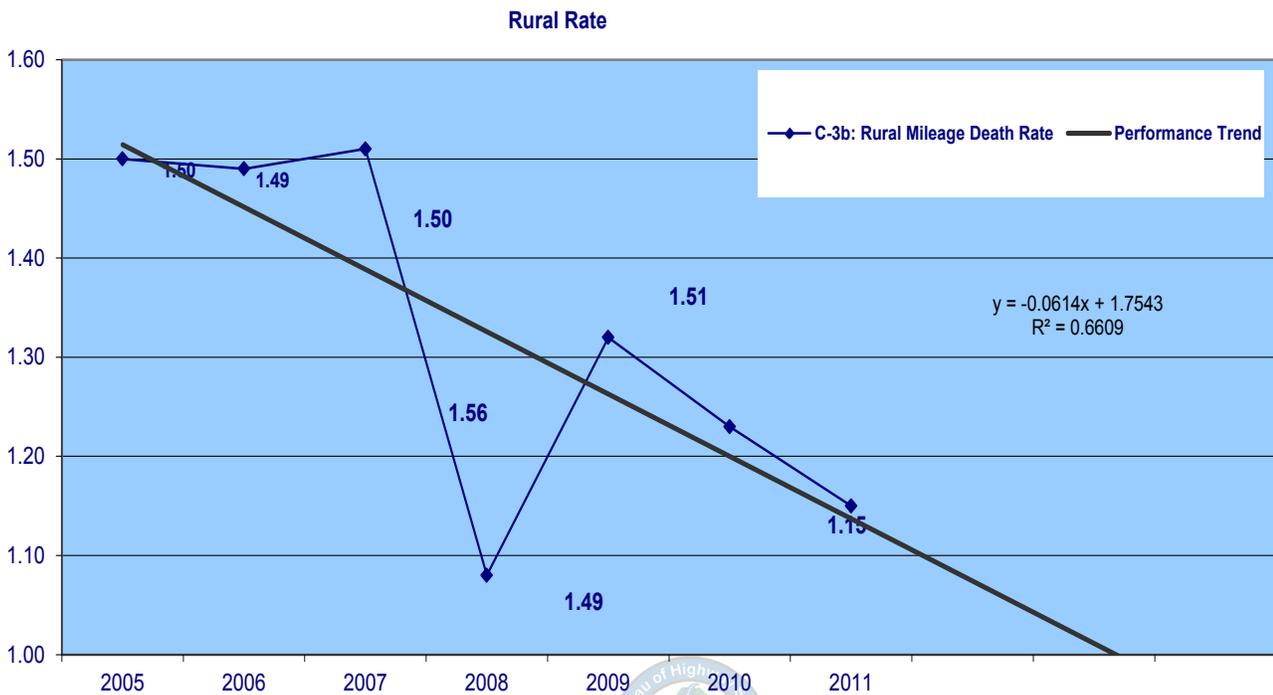
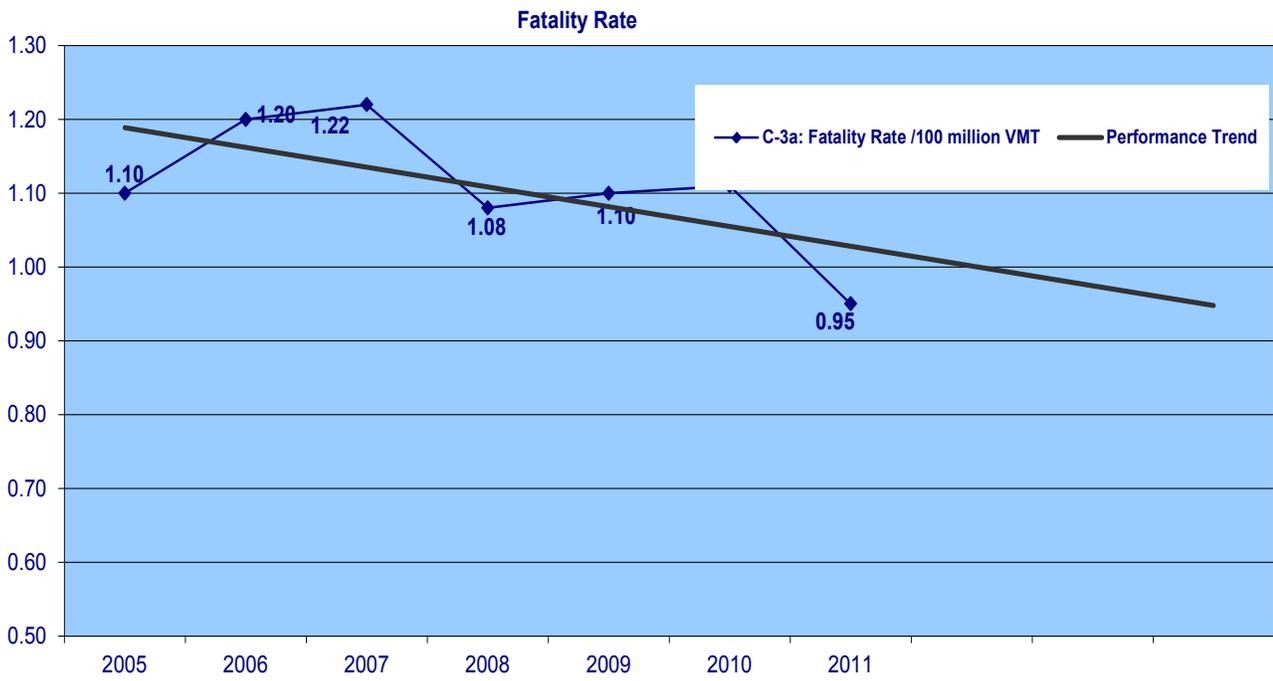
	2008	2009	2010	2011	2012	2013 Goal	2014 Goal	2015 Goal	2016 Goal	2017 Goal
C-1: Fatalities (Actual)	155	159	161	136	164					
5 Year Averages	177.8	170.8	169.2	158.8	155.0	168.91	162.26	160.74	150.86	147.25
C-2: # of Serious Injuries	862	732	775	867	981					
5 Year Averages	997.0	919.6	868.6	842.8	843.4	948.86	873.62	825.17	800.66	801.23
C-3a: Fatality Rate /100 million VMT	1.08	1.10	1.11	0.95	N/A					
5 Year Averages	1.18	1.14	1.14	1.09	1.06	1.12	1.08	1.08	1.04	1.04
C-3b: Rural Mileage Death Rate	1.08	1.32	1.23	1.15	N/A					
5 Year Averages	1.43	1.38	1.33	1.26	1.20	1.36	1.31	1.26	1.20	1.14
C-3c: Urban Mileage Death Rate	0.64	0.51	0.79	0.43	N/A					
5 Year Averages	0.48	0.48	0.60	0.56	0.59	0.46	0.45	0.57	0.54	0.56
C-4: # of Unrestrained Passenger Vehicle Occupant Fatalities	54	51	41	53	76					
5 Year Averages	66.8	62.0	57.4	55.0	55.0	63.46	58.90	54.53	52.25	52.25
C-5: Alcohol-Impaired Driving Fatalities (BAC ≥ .08)	42	44	35	23	45					
5 Year Averages	49.2	48.0	45.6	41.0	37.8	46.74	45.60	43.32	38.95	35.91
C-6: # of Speeding-Related Fatalities	53	61	83	69	78					
5 Year Averages	75.2	69.4	68.8	70.4	68.8	71.44	65.93	65.36	66.88	65.36
C-7: # of Motorcyclist Fatalities	18	23	18	15	24					
5 Year Averages	20.2	20.4	21.0	19.4	19.6	19.19	19.38	19.95	18.43	18.62
C-8: # of Unhelmeted Motorcyclist Fatalities	14	17	10	11	14					
5 Year Averages	13.2	14.4	14.6	13.4	13.2	12.54	13.68	13.87	12.73	12.54
C-9: # of Drivers Age 20 or Younger Involved in Fatal Crashes	19	20	24	22	20					
5 Year Averages	20.8	20.6	22.2	22.0	21.0	19.76	19.57	21.09	20.90	19.95
C-10: # of Pedestrian Fatalities	12	11	12	11	9					
5 Year Averages	10.2	10.4	11.0	11.2	11.0	9.18	9.36	9.90	10.08	9.90
B-1: % Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	83.0%	82.6%	82.0%	81.6%	84.0%					
5 Year Averages	77.62%	79.68%	80.92%	81.80%	82.64%	0.85	0.84	0.84	0.83	0.86
A-1: # of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	5,997	6,650	9,856	3,332	2,796					
5 Year Averages	2,804.4	3,701.2	5,158.8	5,480.2	5,726.2					
A-2: # of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	506	545	456	503	230					
5 Year Averages	354.2	408.2	433.4	473.8	448.0					
A-3: # of Speeding Citations Issued During Grant-Funded Enforcement Activities	3,963	4,887	11,732	2,382	1,232					
5 Year Averages	2,044.4	3,021.8	5,368.2	5,182.2	4,839.2					
Areas Tracked but no goals set										
Maine Total Crashes	31,330	28,692	27,863	27,414	27,466					
Lane Departure Crashes (Head-on & Run off Rd Left, Right)	10,662	8,585	8,792	9,524	9,313					
Lane Departure Fatalies (Head-on & Run off Rd Left, Right)	111	110	114	105	118					
Involved 16-24 Crashes	11,323	10,691	9,996	9,296	9,342					
Involved 16-24 Fatalities	27	43	41	33	41					

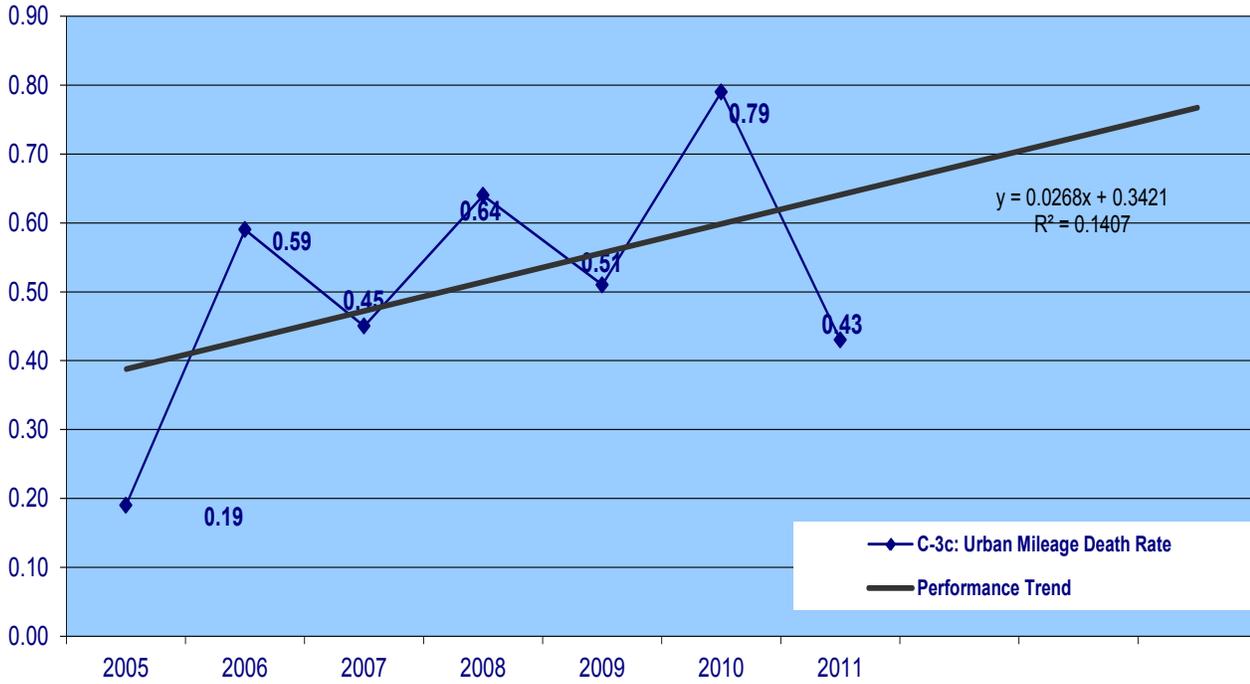
Fatality Trends



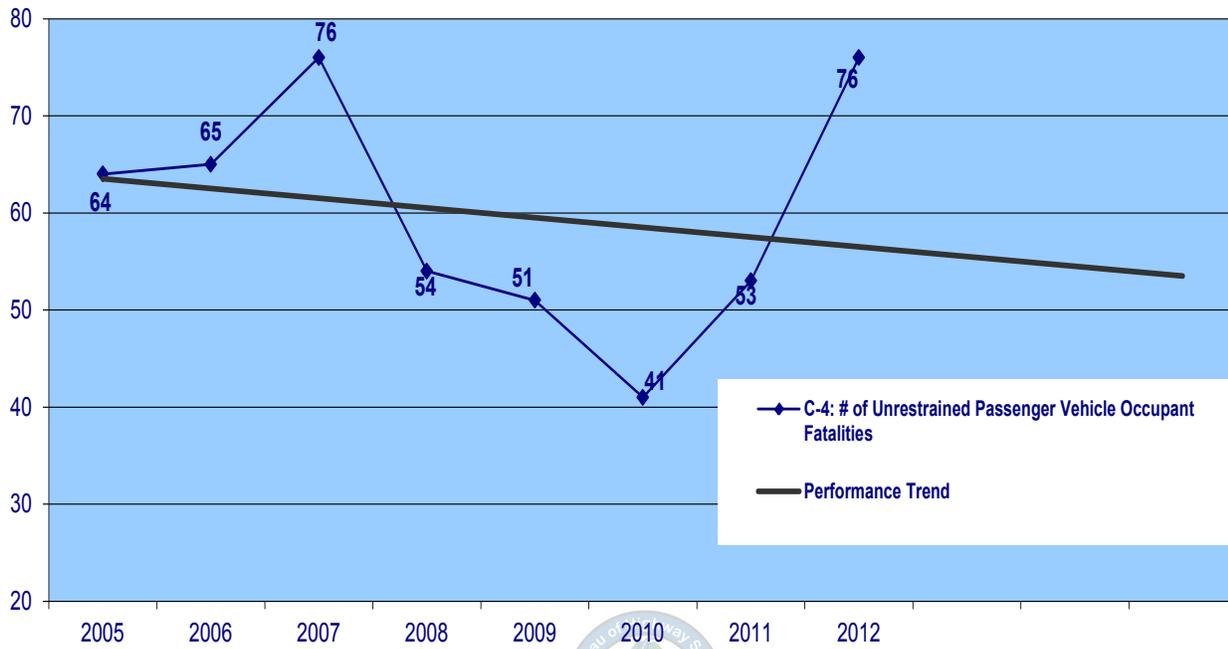
Injury Trends



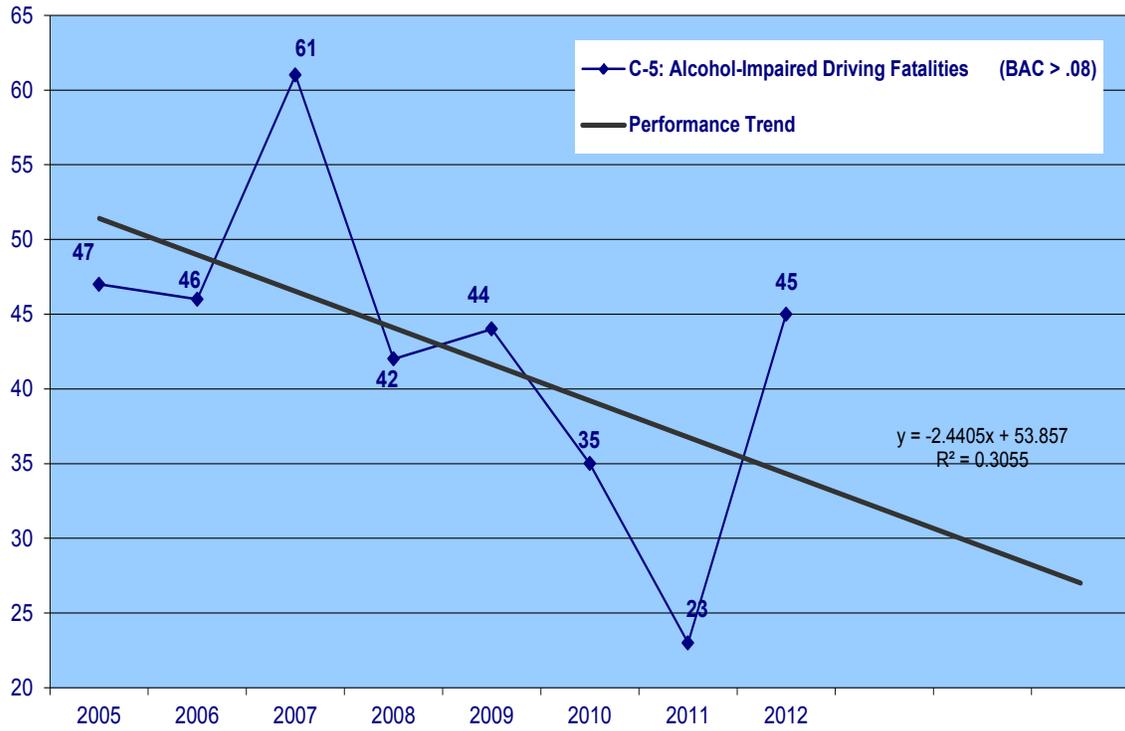




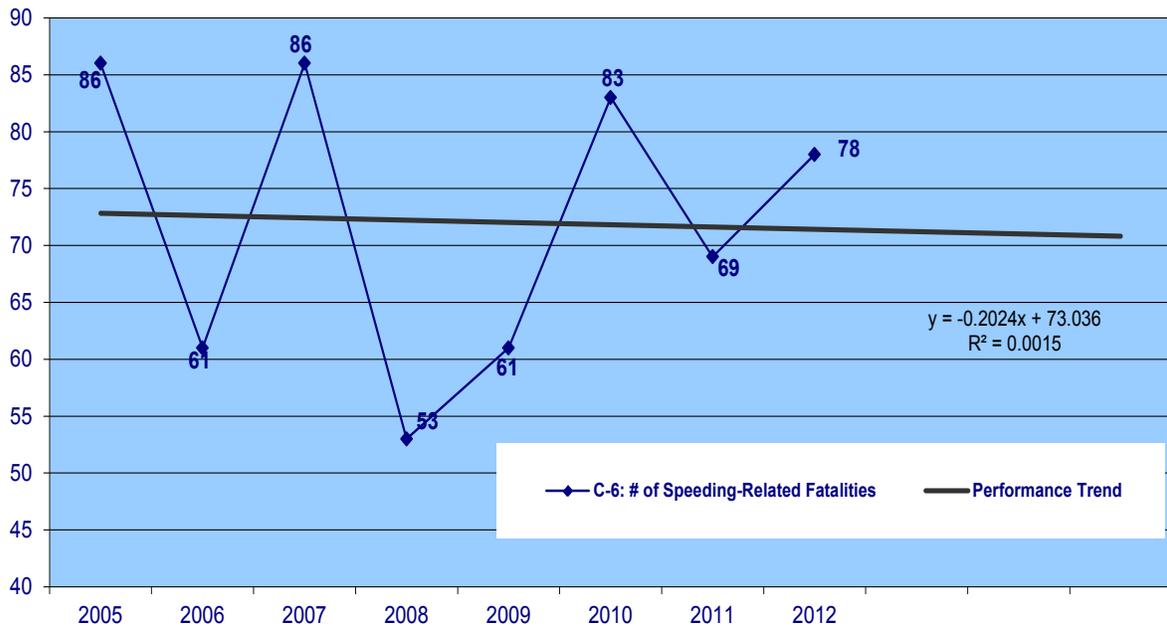
# Unrestrained Passenger Vehicle Occupant Fatalities



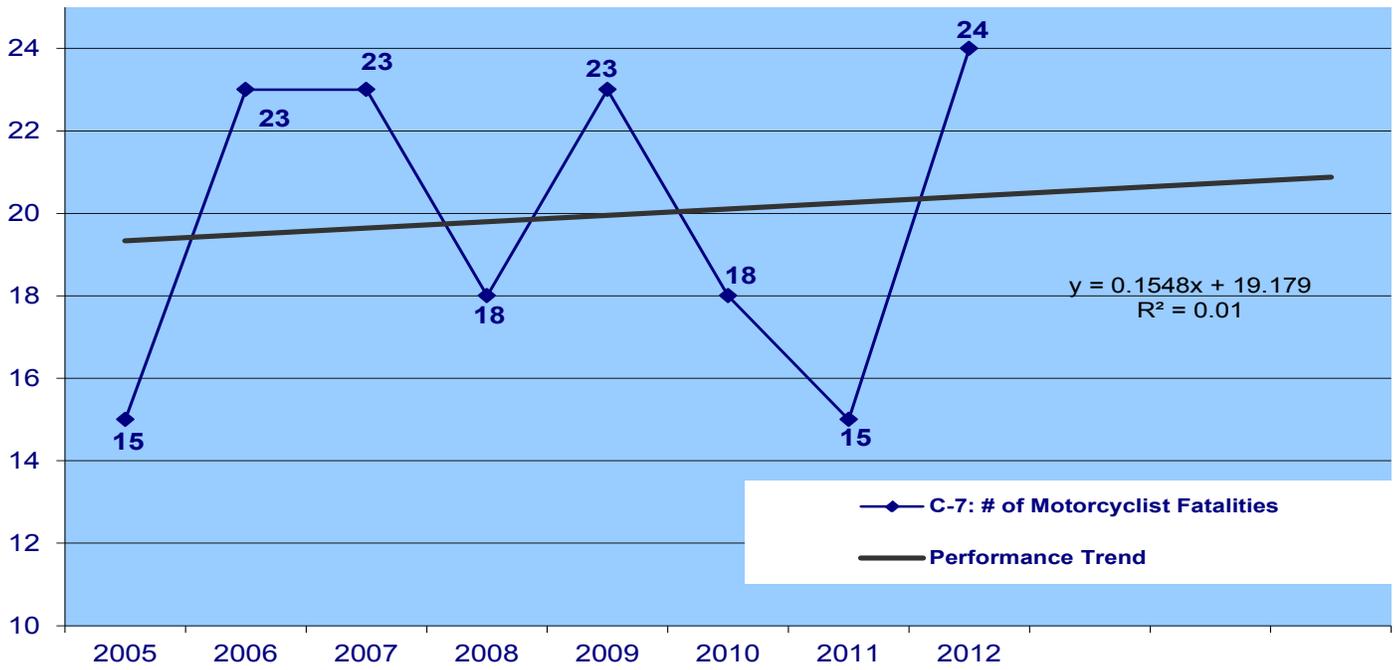
Fatalities involving driver or motorcycle operator w> .08 BAC



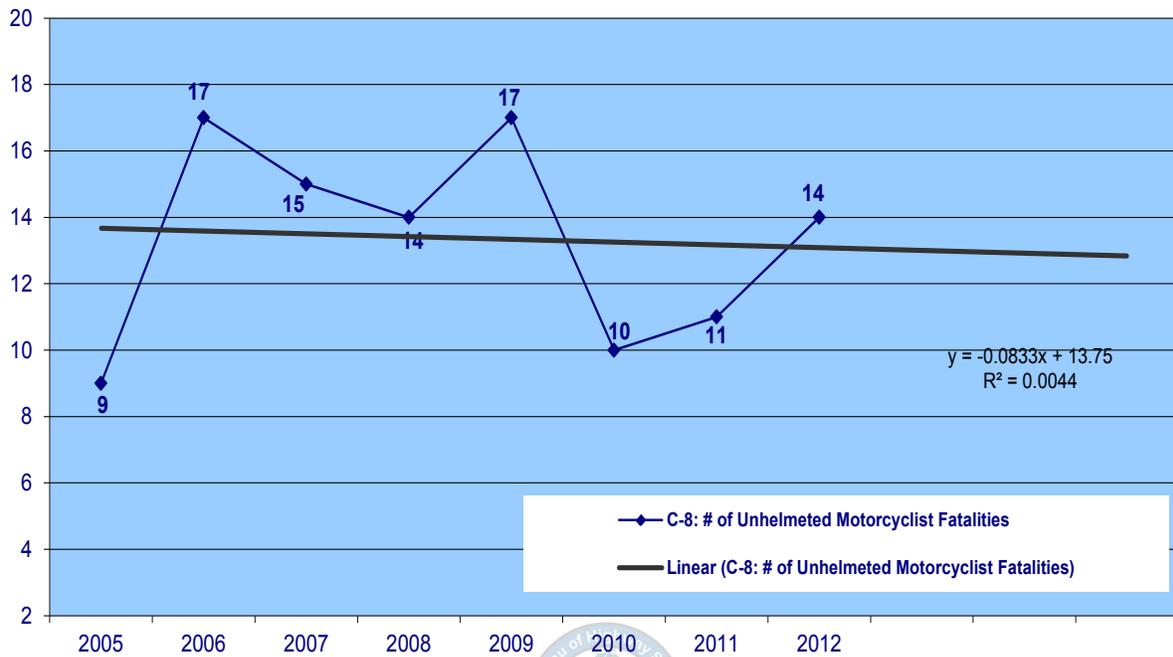
# of Speeding-Related Fatalities



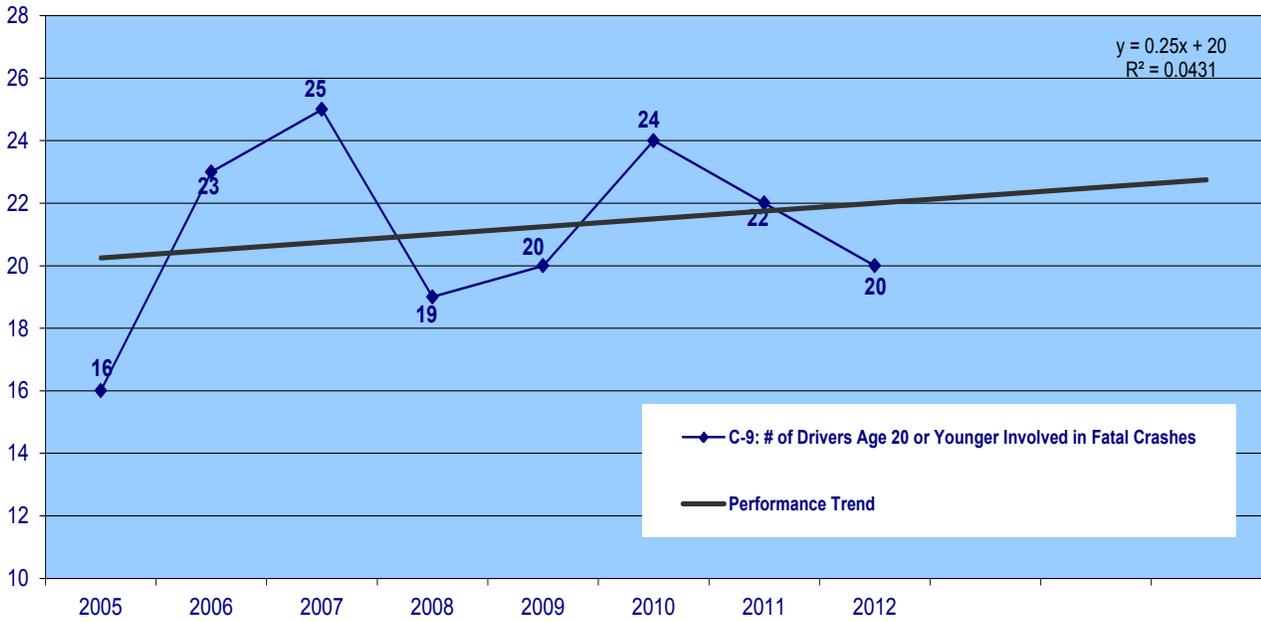
# of Motorcyclist Fatalities



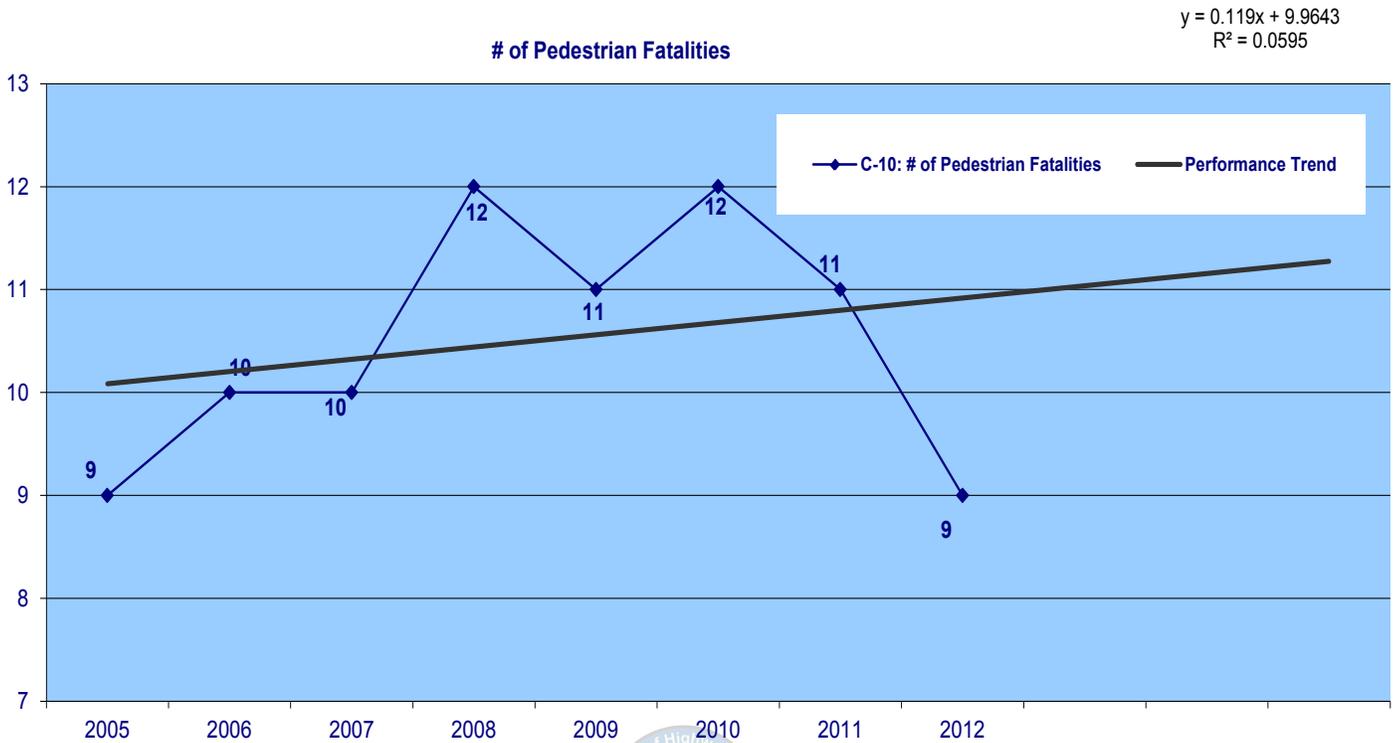
# of Unhelmeted Motorcyclists Fatalities



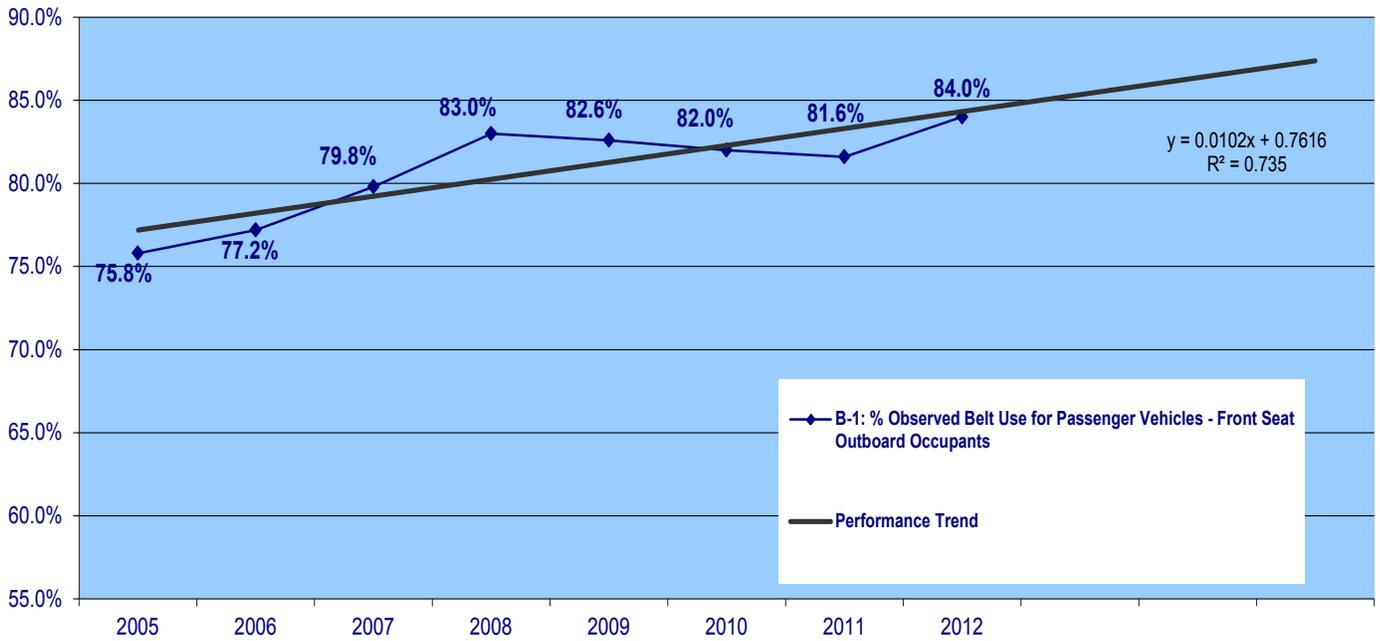
# Drivers Age 20 or Younger Involved in Fatal Crashes



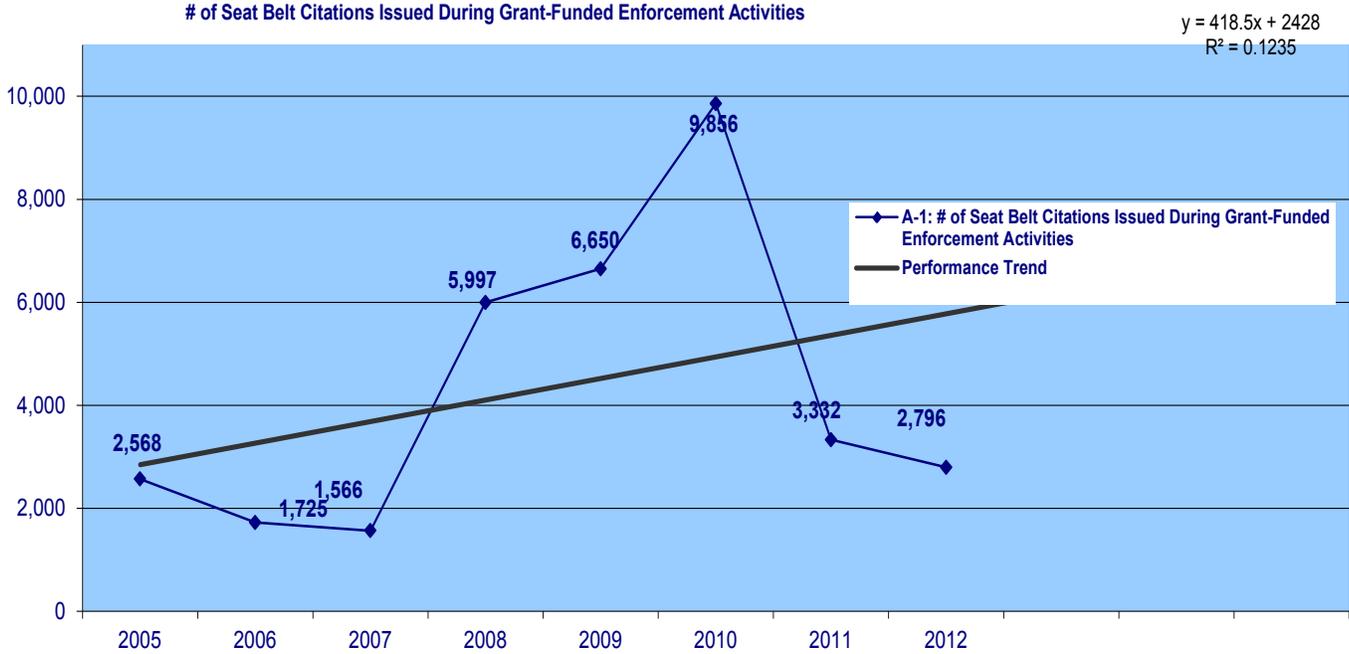
# of Pedestrian Fatalities



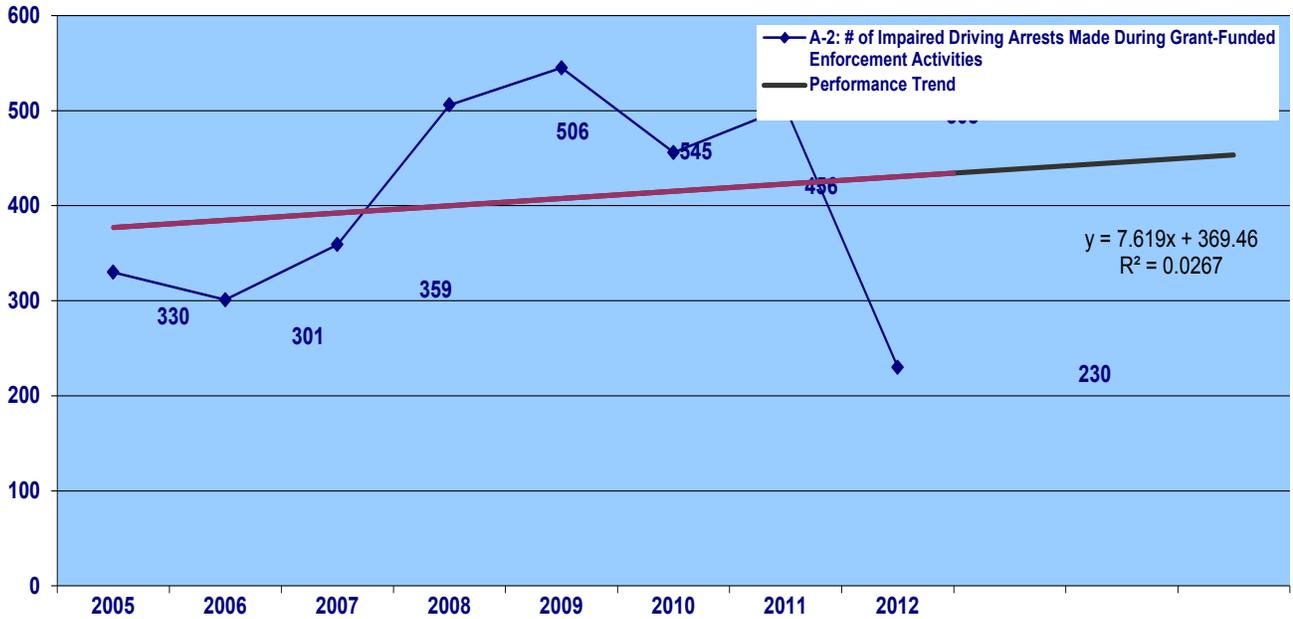
**% Observed Belt Use**



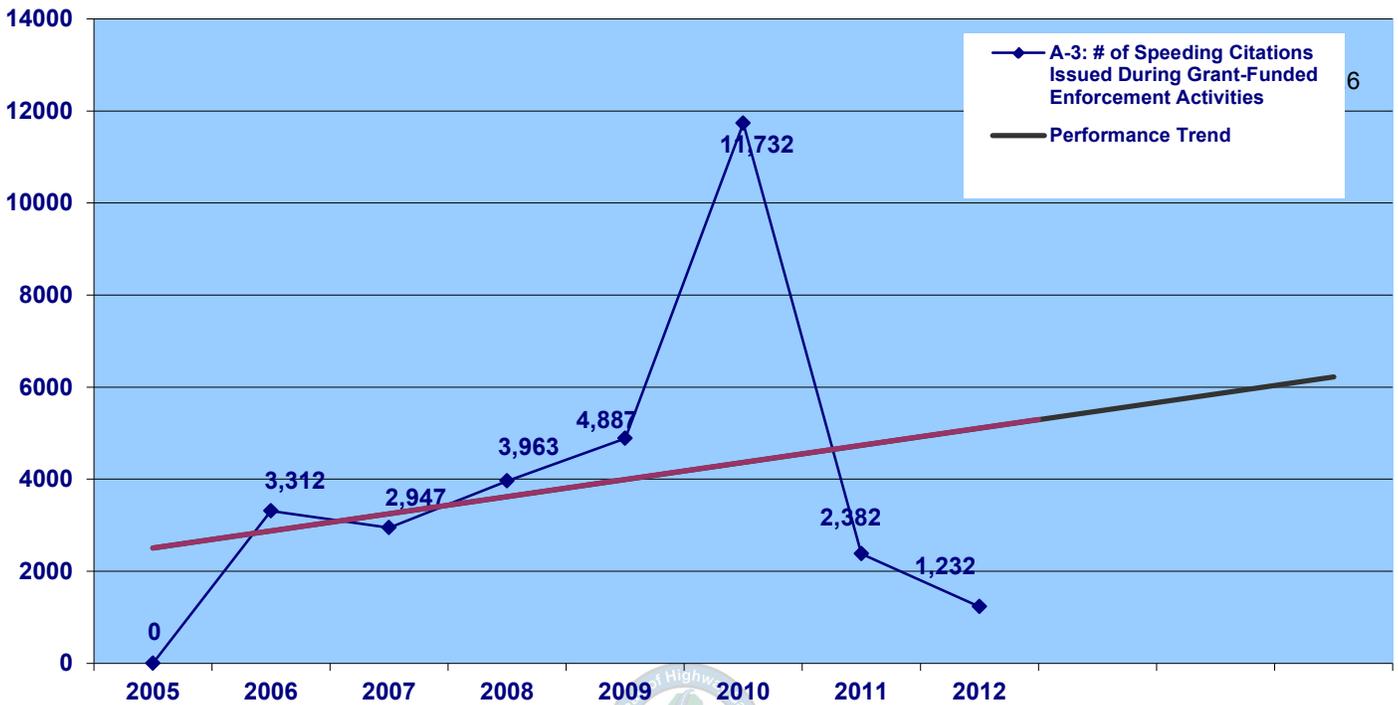
**# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities**



# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities



# of Speeding Citations Issued During Grant-Funded Enforcement Activities



## FFY 2014 MeBHS Priority Areas

Our most recent analysis of available data indicates that despite our specific education and enforcement efforts, Maine continues to experience traffic fatalities related to: unrestrained occupants in vehicles; drivers and motorcycle operators with alcohol content in excess of .08; excessive speed; teen drivers; and distracted drivers.

From a behavioral standpoint, below are the priority areas that the MeBHS anticipates addressing in Federal Fiscal Year 2014:

**Alcohol/Drugs and Impaired Driving:** The program goal is to reduce deaths and injuries attributable to alcohol and drug involvement, by adults and teens, by removing alcohol- and drug-impaired drivers from the roads.

**Occupant Protection and Child Passenger Safety:** These two programs share a goal to increase compliance with both adult and child safety restraint laws including the correct and consistent use of infant and child safety seats.

**Traffic Records:** The program goal is to establish/improve record systems that aid in identifying existing and emerging traffic safety problems and aid in evaluating program performance. Accurate and current records are needed to support problem identification and to evaluate countermeasure effectiveness.

**Emergency Medical Services:** The program goal is to ensure that persons involved in motor vehicle collisions receive rapid and appropriate medical treatment through a coordinated system of emergency medical care. Maine strives to increase the reliability and consistency of the program data.

**Police Traffic Services:** The program goal is to reduce motor vehicle collisions through selective enforcement, education and deterrence. This programs seek to encourage compliance with safety belt use, impaired driving, speed limit and other traffic laws.

**Motorcycle Safety:** The program goal is to improve motorcycle safety by training and educating motorcycle riders on the effectiveness and need for safety equipment and educating the motoring public on the presence of motorcycles in the traffic environment.

**Teen Drivers and Senior Drivers:** These two programs share a common goal of keeping our most vulnerable drivers safe, reducing the number of crashes and injuries by teen and elder drivers and providing alternate means of transportation when necessary.

**Distracted Driving:** This program area has become a major concern nationwide. There is a significant need for education and awareness in this area, and MeBHS has been developing projects and promoting safe driving behavior through statewide media markets. In September 2011, the Maine Legislature passed a no texting while driving law that prohibits a person from operating a motor vehicle while engaging in text messaging.



## 2014 PERFORMANCE TARGETS & COUNTERMEASURE PROJECTS

Projects listed on the following pages are planned for implementation in FFY 2014. These projects have been developed using a data driven approach to address specific program area problems.



## ADMINISTRATION

The Planning and Administration program area includes those activities and costs necessary for the overall management and operations of the MeBHS. These activities include (but are not limited to):

- Identifying the state's significant traffic safety problems
- Prioritizing problems and developing methods for distribution of funds
- Developing the annual Highway Safety Plan and Annual Report
- Recommending individual grants for funding
- Developing planned grants
- Monitoring grants
- Evaluating grant progress and accomplishments
- Preparing a variety of program and grant reports
- Conducting grantee performance reviews
- Increasing public awareness and community support
- Participating on various traffic safety committees and task forces
- Generally promoting and coordinating traffic safety in Maine
- Creating public awareness campaigns and providing staff spokespersons for all national and state campaigns, including Child Passenger Safety Week, Drive Sober or Get Pulled Over, Teen Driver Week, etc.
- Conducting trainings for applicable grant personnel

### Performance Targets

It is the goal of the Administration program to provide the management, supervision, and support services for the activities necessary to operate the traffic safety program in Maine. The performance measures to support this goal include:

- Developing a coordinated Highway Safety Plan to submit to NHTSA by July 1
- Providing documentation on qualifications for specially funded incentive programs
- Developing, coordinating, monitoring and administratively evaluating traffic safety grants identified in the HSP
- Submitting an annual performance report to NHTSA by December 31
- Utilizing all available means for improving and promoting the mission of the MeBHS

## II. PROJECTS

Project Number: 2014-14PA01

Project Title: Operation of the Program

Project Description: This project will fund staff salaries and expenses incurred that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of the MeBHS's programs, grants, and grant sub-recipients. This task also funds staff attendance and participation in committees, trainings, meetings, and conferences related to the MeBHS's mission. Time certification records are completed on a monthly basis by staff who are funded through this project. Records are kept on file in the MeBHS office and are available upon request.

Project Cost: \$352,074.00 S.402



## II. PROJECTS CONT'D

Project Number: 2014-14PA02

Project Title: Grants Management System

Project Description: One of MeBHS's primary functions is to provide grant funds to sub recipients who can have an immediate impact in their community in a specific priority program area. MeBHS is also responsible for the proper management of federal funds.

Funds for this project will support the development and implementation of a web based grants management system. A web based system will streamline the submission process for subgrant applications, reimbursement requests, and supporting documentation. The MeBHS will be moving from a Microsoft Access based system to a web based system via the state RFP process. Potential vendors have provided estimates for the cost of a new system; those estimates guided this project cost.

MeBHS is currently in the RFP process for this system and has reviewed and rejected the first group of proposals submitted. MeBHS will be re-submitting an RFP for a second group of proposals. Implementation of a new grants management system should take place in 2014.

Project Cost: \$350,000.00 S.402

Grantee: Maine Bureau of Highway Safety will contract with selected vendor.



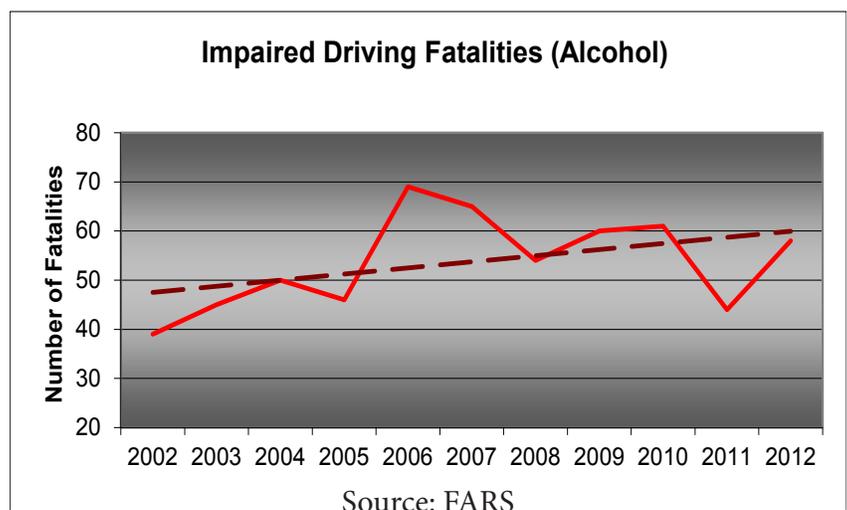
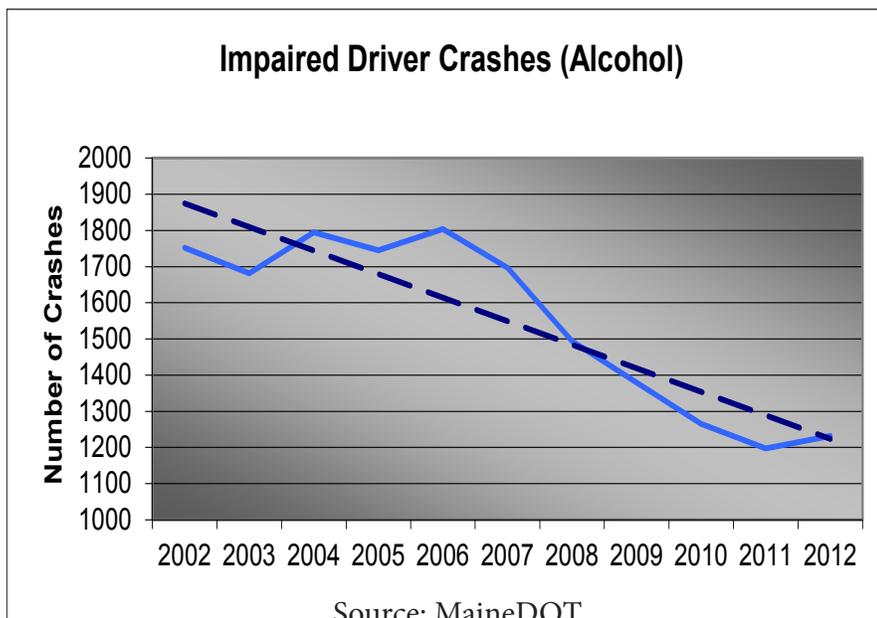
## IMPAIRED DRIVING

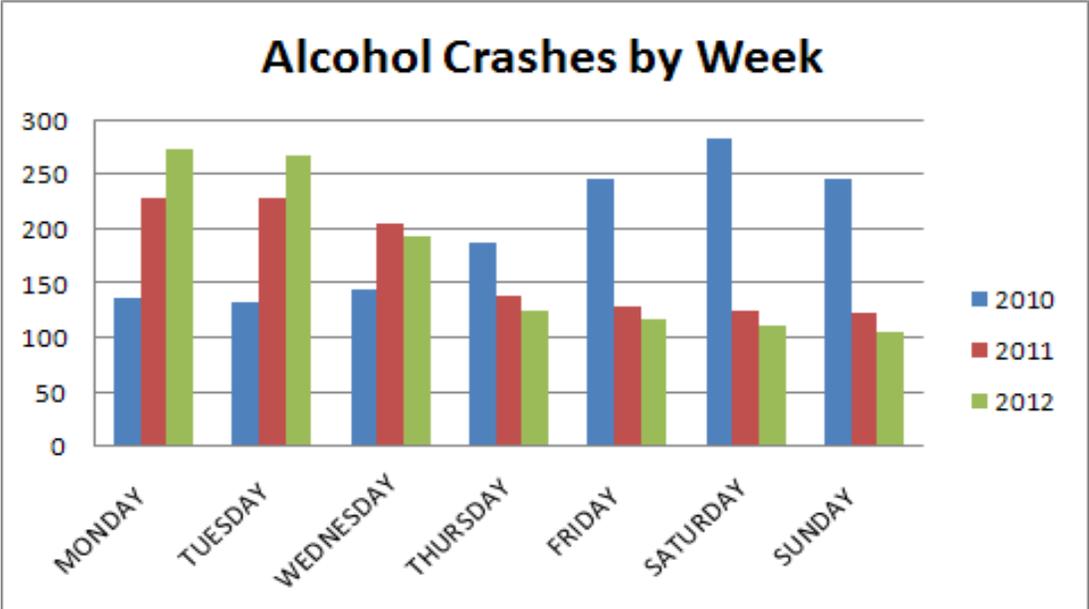
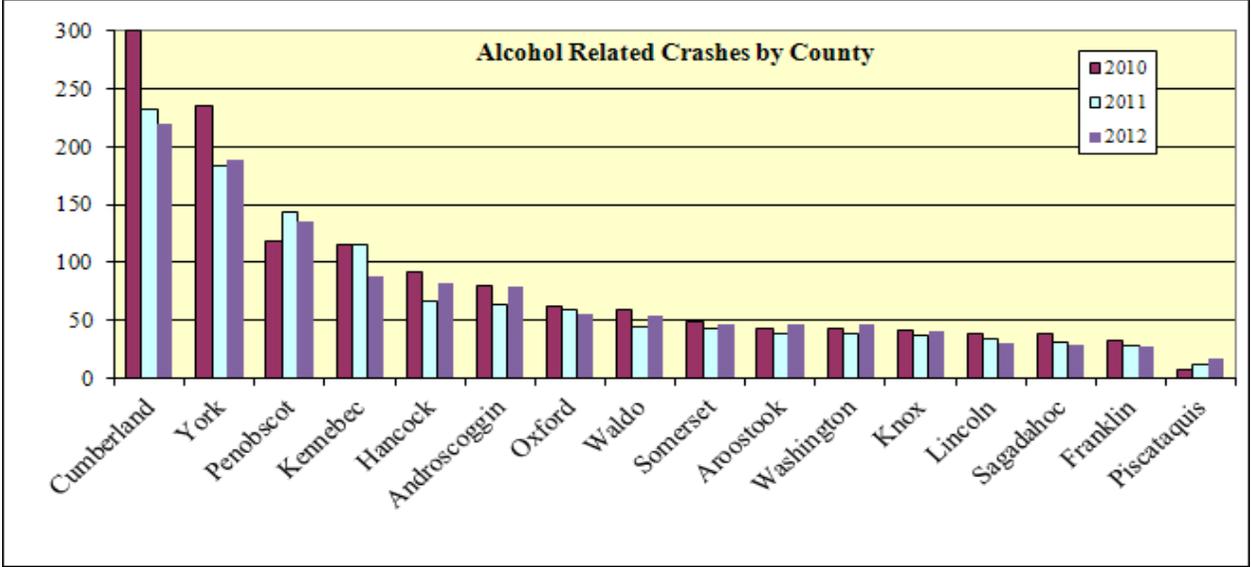
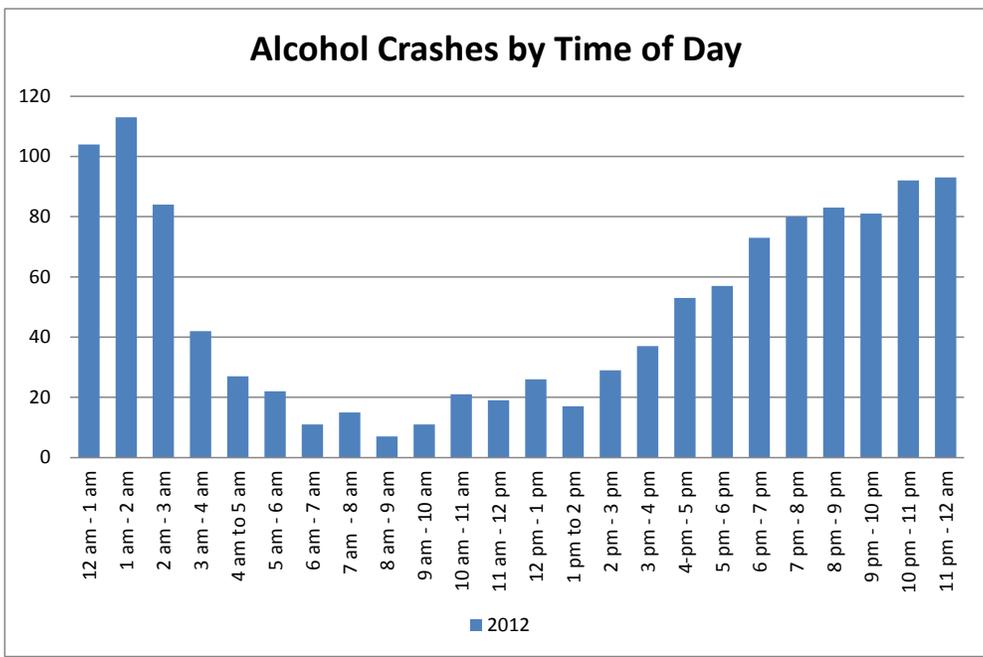
Maine's alcohol-related fatalities were 60% of all fatalities during the mid-1970's to 1980 but improved to a level of around 20% in 2002-2003. Since then, the percent of alcohol-related fatalities has risen slightly above 30% to 36% in 2012. The recent fatality trend reflects an overall increase.

In 2012, Maine had 58 alcohol-related fatalities and 45 of these fatalities involved drivers with a Blood Alcohol Content (BAC) of .08 or higher. Maine is slightly below the FARS (Fatality Analysis Reporting System) national rate of 32% (2008). Attention also needs to be focused on drug-impaired drivers.



## II. PERFORMANCE MEASURE: C5 ALCOHOL IMPAIRED DRIVING FATALITIES





### III. PERFORMANCE TARGET

-To decrease alcohol impaired (BAC=.08+) driving fatalities by 5% from the 5 year average for 2006-2010 of 45.6 to 43.3 by December 31, 2014. This target is consistent with the current SHSP.

**Progress** - The five year average from 2008-2012 for alcohol impaired (BAC=.08+) driving fatalities is 38.

### IV. COUNTERMEASURE PROJECTS

Project Number: 2014-14AL

Project Title: Program Management and Operations

Project Description: Costs under this program area include salaries for highway safety coordinators and/or program managers, clerical support personnel and operating costs directly related to this program, such as program development, coordination, monitoring, evaluation, public education and marketing, auditing and training.

Project Cost: \$300,000.00 S.402

Project Number: 2014-14K8PA

Project Title: S.410 Planning & Administration

Project Description: Costs under this program area include salaries for highway safety coordinators and/or program managers, clerical support personnel and operating costs directly related to the impaired driving program, such as program development, coordination, monitoring, evaluation, public education and marketing, auditing and training.

Project Cost: \$257,646.00 S.410

Project Number: 2014-14AL

Project Title: Zero Tolerance Enforcement

Project Description: Maine has a zero-tolerance law of .00 for drivers under the age of 21. Violators will have their drivers' license suspended or revoked. Zero-tolerance laws can be enforced on regular patrol or on special patrols directed at times and areas when young impaired drivers may be present. Enforcement will require moderate costs for appropriate training and publicity. Maine data shows that:

- Out of the 13 <21 drivers that lost their lives 46% were alcohol related in 2012.
- Statistics from the Office of The Secretary of State shows more than 550 arrests between the ages of 15 and 20 for OUI
- Enforcement and publication of zero tolerance laws have been proven effective in reducing underage drinking and driving.

Project Cost: \$375,000.00 S.402 / S.410 / S.405d

Participating Agencies: Refer to Appendix 1 for potential participating law enforcement agencies



## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14AL

Project Title: Regional Impaired Driving Task Force Teams

Project Description: Funds will support overtime costs and supplies necessary to continue to support the enforcement efforts by the Cumberland County and York County Regional Impaired Driving Enforcement (RIDE) Teams. Teams of approximately 20 officers are necessary to conduct the proposed enforcement details. The Regional Teams will conduct numerous saturation patrols and sobriety checkpoints in selected locations (using crash data) throughout their jurisdiction. The enforcement details will be run from the spring through the fall of 2014. Location of details will be determined by the program coordinator based on crash and fatal data analysis.

Project Cost: \$100,000.00 S.402 / S.410

Grantees: Yarmouth PD, Bridgton PD, Brunswick PD, Kennebunk PD, York County Sheriffs Department, Saco PD, York PD, North Berwick PD, Freeport PD, Cumberland PD, Westbrook PD, South Portland PD, Gorham PD, Ogunquit PD, Scarborough PD, Falmouth PD, Windham PD, Maine State Police, Cumberland County Sheriffs Department, Portland PD, Cape Elizabeth PD.

Project Number: 2014-14AL

Project Title: Breath Alcohol Testing Vehicle

Project Description: Funds will support the procurement of a new mobile command unit that will assist Maine law enforcement in their dedicated efforts to combat impaired driving. This mobile unit will work with the RIDE Teams. Procurement will be completed using the State procurement rules for capital equipment. No purchase will be made without written approval from NHTSA. Research has been completed by the Law Enforcement Liaison and MeBHS to ensure the best unit for our state.

Project Cost: \$500,000.00 S.410 / S.405d

Grantee: MeBHS

Project Number: 2014-14AL

Project Title: Traffic Safety Resource Prosecutor

Project Description: A Traffic Safety Resource Prosecutor (TSRP) facilitates a coordinated, multi-disciplinary approach to the prosecution of traffic crimes including alcohol/drug-impaired driving. The addition of a TSRP as a partner with the MeBHS would benefit prosecutors and law enforcement agencies throughout the state by providing training, education, and technical support in traffic crimes and safety issues.

Funds would support a full time TSRP who will assist Maine law enforcement and prosecutors in the prosecution of impaired driving-related crimes. The person in this position may be selected from the state's RFP process. MeBHS has discussed this position with the Maine Attorney General's Office, but the current state budget situation has prevented placement of an individual. MeBHS continues to explore opportunities for this position.

Project Cost: \$175,000.00 S.410 / S.405d

Grantee: MeBHS



## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14AL

Project Title: Impaired Driving High Visibility Enforcement Campaigns

Project Description: Funding for this project will support overtime costs for law enforcement agencies to participate in impaired driving enforcement details and checkpoints during the August 2014 NHTSA National High Visibility Enforcement and Education Campaigns. This project is a NHTSA required project. Agencies will focus enforcement efforts on data driven locations and times. Agencies will be awarded grants up to \$10,000.00.

Project Cost: \$1,000,000.00 S.402 / S.410 / S.405d

Participating Agencies: Refer to Appendix 1 for potential participating law enforcement agencies

Project Number: 2014-14AL

Project Title: Law Enforcement Incentive Equipment

Project Description: Funding will support the procurement of in-cruiser video cameras to assist Law Enforcement in the detection and prosecution of impaired drivers. No equipment in excess of \$5,000.00 will be purchased without approval in writing by NHTSA.

Project Cost: \$1,500,000.00 S.410 / S.405d

Participating Agencies: Refer to Appendix 1 for potential participating law enforcement agencies

Project Number: 2014-14AL

Project Title: Specialized Law Enforcement Training

Project Description: Funds will support specialized training, travel and/or materials for state, local, and county law enforcement in the area of Standardized Field Sobriety Testing, drug recognition and blood draws in the campaign against driving under the influence of drugs and alcohol. Funds will also support travel expenses for the yearly national drug recognition expert conference.

Project Cost: \$104,772.00 S.402 / S.410 / S.405d

Grantee: MeBHS

Project Number: 2014-14AL

Project Title: Prosecutors Conference DRE Training Expenses

Project Description: Funds will support instructor travel expenses to the 2014 Maine Prosecutors Conference to provide DRE Training to prosecutors. The training will be organized with the National District Attorney Association, National Traffic Law Center, and New England Traffic Safety Resource Prosecutors.

Project Cost: \$40,000.00 S.410 / S.405d

Grantee: MeBHS

Project Number: 2014-14AL

Project Title: Evidence Investigator Analyzer

Project Description: The Maine Department of Health and Human Services' Health and Environmental Testing Laboratory is tasked with toxicology drug screening and testing for the detection of illicit or other drugs in OUI and forensic cases. The Evidence Investigator Analyzer uses a computerized process to test for many drugs at one time. The Evidence Investigator Analyzer would allow for more thorough, efficient, and reliable testing for drugs and alcohol in Maine, which could lead to an increase in successful prosecution of impaired driving cases and, therefore, could decrease the overall occurrence of impaired driving in Maine. No purchase will be made without written approval from NHTSA.

Project Cost: \$150,000.00 S.410 / S.405d

Grantee: MeBHS/MeDHHS





# OCCUPANT PROTECTION & CHILD PASSENGER SAFETY

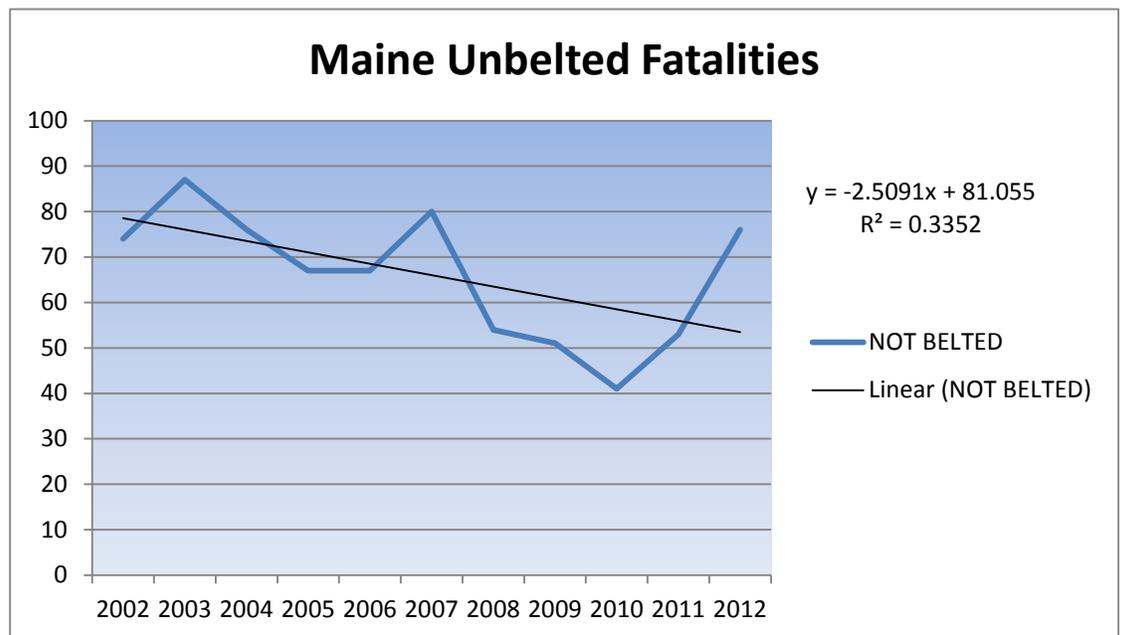
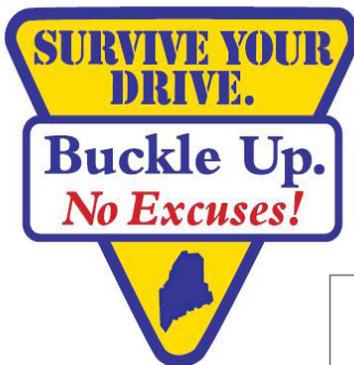
In 2008, Maine's seat belt usage rate peaked at 83%. In the years following there was a gradual decline in the observed use of seat belts. However, in 2012 the seat belt usage rate increased to the highest rate on record. The 2012 seat belt usage rate stands at 84.4%. This is slightly below the national average of 86%.

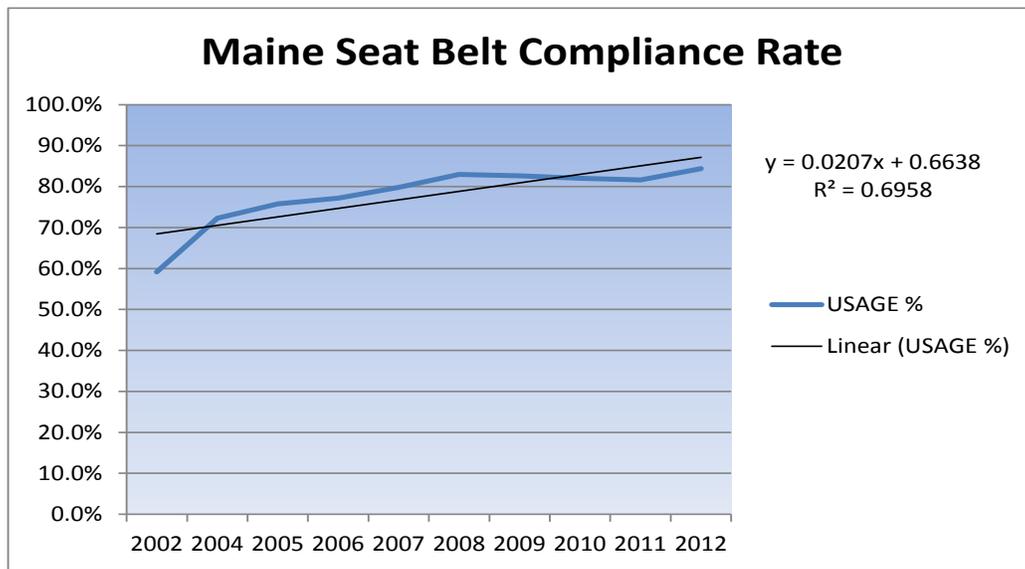
The overall goal of Maine's Occupant Protection Program is to increase safety belt use for all occupants, thereby decreasing deaths and injuries resulting from unrestrained motor vehicle crashes. In 2011, 53 occupants were unrestrained, representing nearly 50% of fatalities involving motor vehicles.

In 2012 unrestrained occupant fatalities increased to 76, representing 61% of fatalities involving motor vehicles.



## II. PERFORMANCE MEASURE: C4 # OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES





### III. PERFORMANCE TARGET

- Increase statewide seat belt compliance by 2% from the 2009 survey results from 82.6% to 84.3% by December 31, 2014.

**Progress** - The statewide seat belt compliance rate according to 2012 survey results was 84.4%.

- Reduce unrestrained vehicle occupant fatalities by 5% from the 5 year average of 62.6 for 2005-2009 to 59.5 by December 31, 2014. (see SHSP)

**Progress** - The five year average from 2008-2012 for unrestrained vehicle occupant fatalities was 55.

### IV. COUNTERMEASURE PROJECTS

Project Number: 2014-14OP

Project Title: Program Management and Operations

Project Description: Costs under this program area include salaries for highway safety coordinators and/or program managers, clerical support personnel and operating costs directly related to this program, such as program development, coordination, monitoring, evaluation, public education and marketing, auditing and training.

Project Cost: \$300,000.00 S.402

Grantee: MeBHS

Project Number: 2014-14OP

Project Title: Seat Belt Education Position

Project Description: This full-time position allows for seat belt education and outreach to individuals of all ages through the use of convincer and roll-over simulator demonstrations and public presentations. This program reaches thousands of Maine citizens each year and provides education to all Maine school grades K-12, private business and state agencies. This position has been filled by the Request for Proposal and contract process and has been proven to be our most effective tool for reaching school age children from pre-K through 12 grade.

Project Cost: \$100,000.00 S.402

Grantee: Atlantic Partner, EMS



## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14OP

Project Title: Convincer, Rollover, and CPS Trailer Operations & Maintenance

Project Description: Costs associated with the use, purchase, and maintenance of highway safety vehicles and equipment used in the promotion of education. No equipment in excess of \$5,000.00 will be purchased without express approval in writing by NHTSA.

Project Cost: \$75,000.00 S.402

Grantee: MeBHS

Project Number: 2014-14OP

Project Title: Click it or Ticket High Visibility Enforcement Campaign

Project Description: Funds will support dedicated overtime costs associated with daytime and nighttime enforcement and education for the 2014 NHTSA May Click It or Ticket High Visibility Enforcement Campaign. This is a NHTSA required project. Funds will support efforts to increase the seat belt usage rate and decrease unbelted passenger fatalities. Agencies will be awarded up to \$3,000.00.

Project Cost: \$297,490.00 S.402 / S.405 / S.405b

Participating Agencies: Refer to Appendix 1 for anticipated participating law enforcement agencies.

Project Number: 2014-14OP

Project Title: Annual Observational Seat Belt Usage Survey

Project Description: Funds will support the sole service contract with the University of Southern Maine, Muskie School for the MeBHS annual observational and attitudinal surveys including reporting and redesign based on NHTSA requirements.

Project Cost: \$200,000.00 S/402 / S.405b

Grantee: University of Southern Maine Muskie School

Project Number: 2014-14OP

Project Title: Unbelted Teen Enforcement Project

Project Description: Grant funds will be awarded to Law Enforcement agencies to enforce the Primary Belt Law day and night in areas where teens congregate. This is a proven countermeasure to increase teen belt compliance.

Project Cost: \$300,00.00 S.402

Participating Agencies: Refer to Appendix 1 for anticipated participating law enforcement agencies.

Project Number:

Project Title: Parental Education Program

Project Description: Includes education to parents regarding teen seat belt usage. Research shows that parental involvement and influence is still a major factor in teen decision making. The Teen Driver Safety Committee has designed an education campaign toolkit aimed at parents to include setting a proper example for their teens.

Project Cost: \$75,000.00 S.402

Grantee: MeBHS/ MeSOS/ Maine Bureau of Motor Vehicle



## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14CP

Project Title: Child Safety Seats for Distribution Sites

Project Description: Funding for this project will support new child safety seats, supplies and materials, for Maine income eligible families through distribution sites. Approximately 1,500 safety seats are distributed each year to income eligible families.

Project Cost: \$148,372.00 S.402 / S.2011 / S.405b (5%)

Grantee: MeBHS

Project Number: 2014-14CP

Project Title: CPS Online Child Safety Seat Distribution Tracking Database

Project Description: Funds will support an online distribution database to track program use. Child safety seat and recipient information will be entered into an online database that will be inter-connected among all distribution site locations. The database will be used to track recipient program use and ensure program accountability from program misuse. The database will also offer comprehensive service to site users throughout the recipients' use history. It will also provide a consistent means of service and data will be able to be populated for sites to understand the societal impact they are helping to provide. This should eliminate potential for distribution fraud and provide the state with a better mechanism for tracking need.

Project Cost: \$75,000.00 S.402

Grantee: MeBHS

Project Number: 2014-14CP

Project Title: Child Passenger Safety Technician and Instructor Training

Project Description: Funds will support the training and recertification for new, current, and expired technicians and instructors. Having well trained technicians has been proven to increase education of occupant protection safety to children, parents, guardians and caregivers.

Project Cost: \$78,837.00 S.2011 / S.405b / S.405

Grantee: MeBHS

Project Number: 2014-14CP

Project Title: Child Passenger Safety Roving Instructor Program

Project Description: Funds will support one instructor to travel to sites on an as needed basis to provide seat sign-offs for technicians that have been unable to attend seat check events. CPS Coordinator will monitor technician expiration dates and contact technicians that are close to expiration. Those technicians that have a few remaining seats for sign-off will have the option to meet with an instructor. Technicians will be asked to coincide appointments with instructor seat sign-offs for a best case scenario. Travel time will not be paid for sign-offs but mileage and time working with the technician will be reimbursed. Instructors will be sought for their geographic location to technicians in their area.

Project Cost: \$35,000.00 S.2011 / S.405b / S.405

Grantee: MeBHS



Project Number: 2014-14CP

Project Title: CPS Biennial Conference Planning

Project Description: Funds will support planning and costs for the 2015 conference and technical roundtable meeting to provide training, education and networking for CPS Technicians and Instructors. Speakers will be sought to discuss CPS topics that appeal to technicians acting in law enforcement, fire, and the medical communities as well as other aspects. CEU's will be offered for sessions, seat check event will be organized to coincide, and awards will be granted for exceptional work in CPS in Maine. Conference locations will be offered in north, central, and southern areas of the State of Maine on a rotational basis. Location will be based on accessibility to transportation and size of accommodations. This will support our structure of trained and qualified technicians and help to keep our percentage of technicians from declining by offering necessary Continuing Education Units (CEU) and training opportunities.

Project Cost: \$10,000.00 S.402

Grantee: MeBHS



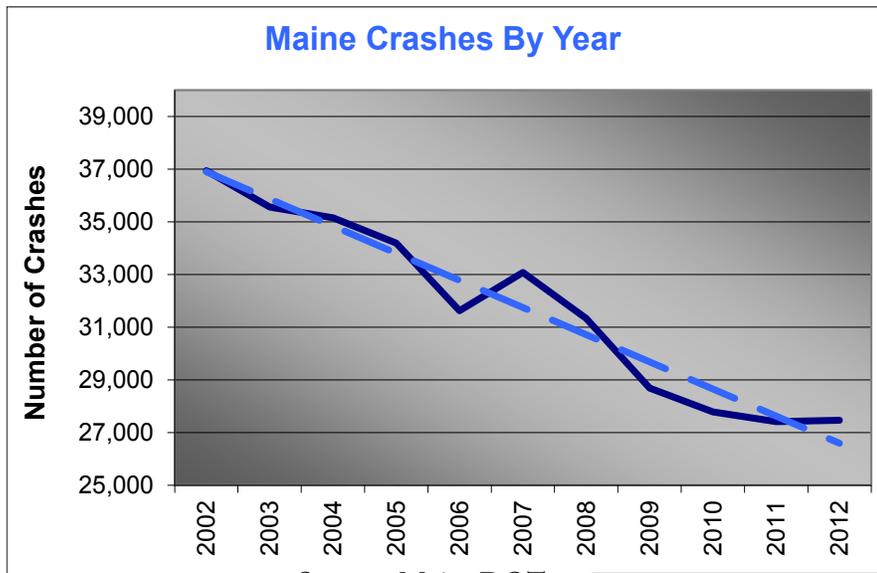


# TRAFFIC RECORDS

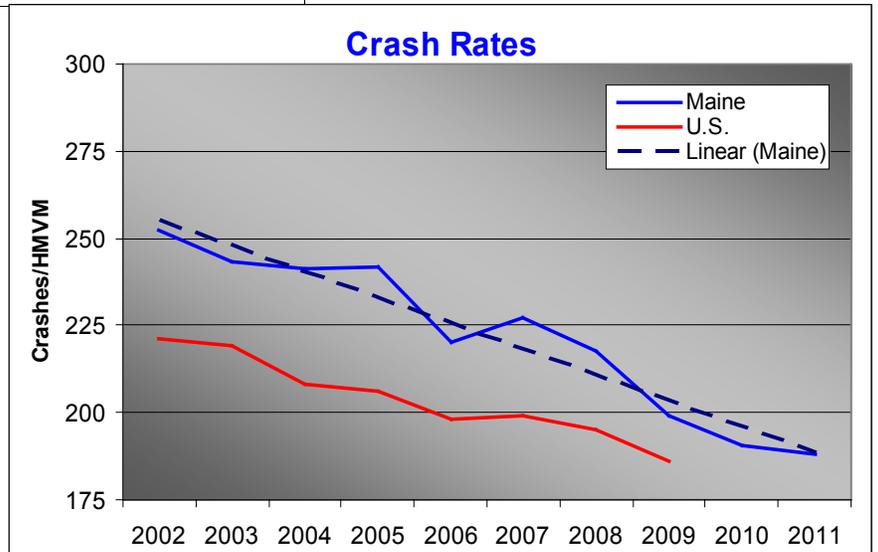
A complete traffic records program is necessary for planning, problem identification, operational management or control, and evaluation of a state’s highway safety activities. The MeBHS and its partners collect and use traffic records data to identify highway safety problems, problem areas, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has been substantially increasing since the creation of the Federal Section 408 grant program under SAFETEA-LU and continues under S.405c under MAP-21.

Traffic records and traffic safety data form the decision-making basis for the setting of policy and the selection of projects and programs to improve the safety of our state’s highways. Gathering, processing and reporting all data pertaining to the traffic safety activities in an accurate and timely fashion is a primary objective of the MeBHS.

## II. PERFORMANCE MEASURE: C1-C10

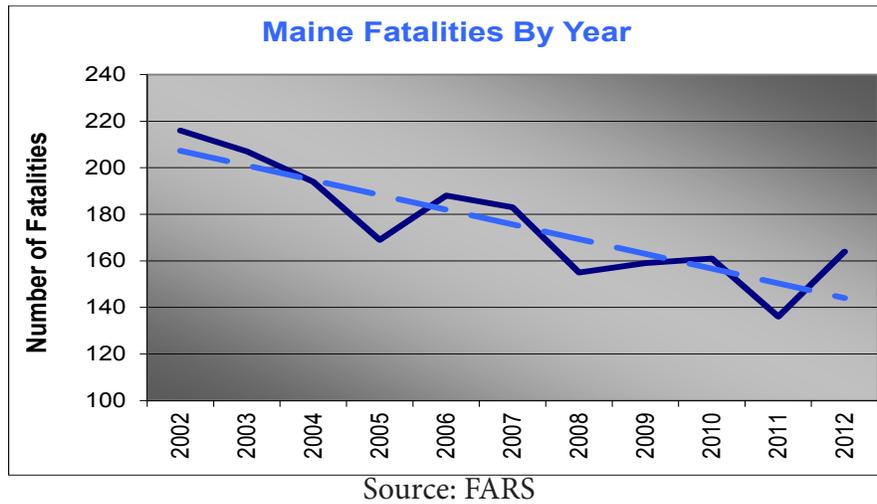


Source: MaineDOT



Source: MaineDOT





### III. PERFORMANCE TARGET

The goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system that provides timely, complete, accurate, uniform, integrated and accessible traffic records data, so that we may analyze and address our highest priority traffic safety issues. These data are needed to identify priorities for traffic safety programs, evaluate the effectiveness of such efforts, link state data systems and improve our ability to recognize trends.

### IV. COUNTERMEASURE PROJECTS

Maine's TRCC partners have made significant progress in improving Maine's traffic records systems. These successes include:

- Completed statewide deployment of Maine's Electronic EMS Run Report System (all services have been required to submit electronically as of 4/1/09). Ongoing training and data quality improvement efforts continue.
- Bureau of Motor Vehicles (BMV) continued migration of business functions to a new computer system
- BMV completed the electronic transfer of registration data from municipalities project which resulted in improved efficiencies and reduction in submission times
- BMV's Online Rapid Renewal Registration system was upgraded to register trailer fleets and additional municipalities began using the online system
- Maine Crash Report Form was redesigned based on MMUCC Revision 3 which will result in a significant increase in MMUCC compliance for Maine's crash data
- Maine's Crash Reporting System technology upgrade was deployed in January of 2011. This upgrade allows for the capture of more information including specific causes for distraction.

#### Future Strategies

Future projects have been identified in the State's approved Traffic Records Plan for 2014. Those projects include funding for collection of electronic citation data, a Maine specific CODES project and public access to crash records and data analysis. In order to continue to be eligible to receive federal funds for traffic data and records purposes, the State must undergo traffic records assessments every five years. Maine's Traffic Records Assessment was conducted April 25-29, 2011. A copy of the final assessment report is available upon request.



## IV. COUNTERMEASURE PROJECTS CONT'D

The State of Maine TRCC has identified and prioritized 14 projects selected to resolve the deficiencies identified in the strategic plan (see S.405c plan). The committee agreed on the prioritization and funding at the TRCC meeting held on June 12, 2013.

The State of Maine TRCC prioritized projects based on their ability to: improve data quality in the core traffic records data systems, bring existing efforts currently underway to completion, make measurable progress toward the end goals of the TRCC and the Sections 405c programs using the performance areas (timeliness, consistency, completeness, accuracy, accessibility, and integration), and increase MMUCC and NEMESIS compliance.

The project priority is as follows:

- ME-P-00001 Electronic Collection of EMS Run Report Data
- ME-P-00003 FTP data from Municipal systems to the BMV database
- ME-P-00004 Online Registration Renewal
- ME-P-00006 MCRS Update
- ME-P-00007 BMV Crash XML Update
- ME-P-00008 INFORME Crash Form Web Service
- ME-P-00009 Traffic Records Data Warehouse
- ME-P-00010 EMS Public Access and Data Mining
- ME-P-00011 E-Citation
- ME-P-00014 Maine Codes
- ME-P-00015 Public Access Reports - Traffic
- ME-P-00020 CODES EMS Linkage
- ME-P-00022 Registration Barcode
- ME-P-00023 Barcode Scanners/Training

S.408 / S.405c



## PROJECT PRIORITIZATION AND BUDGET

The State of Maine TRCC reviewed each system's deficiencies and developed goals, projects, and tasks to address the deficiencies identified during the April 29, 2011 Traffic Records Assessment. As a result of this review, the State of Maine TRCC has identified and prioritized the 14 projects listed in the table below.

### State of Maine TRCC FFY 2014 Budget

Project ID	Project Title	FY 2013 405c Funds
2014-14TR	Program Management & Operations	\$10,000.00
ME-P-00001	Electronic Collection of EMS Run Report Data	\$300,000.00
ME-P-00003	FTP data from Municipal systems to the BMV database	
ME-P-00004	Online Registration Renewal	
ME-P-00006	MCRS Update	\$500,000.00
ME-P-00007	BMV Crash XML Update	
ME-P-00008	INFORME Crash Form Web Service	
ME-P-00009	Traffic Records Data Warehouse	
ME-P-00010	EMS Public Access and Data Mining	
ME-P-00011	E-Citation	\$700,000.00
ME-P-00014	Maine CODES	\$100,000.00
ME-P-00015	Public Access Reports - Traffic	\$600,000.00
ME-P-00020	CODES EMS Linkage	
ME-P-00022	Registration Barcode	
ME-P-00023	Barcode Scanners/Training	
Total		\$2,210,000.00

\*Please see the states Traffic Records Strategic Plan (S.405c) for more information.



## POLICE TRAFFIC SERVICES

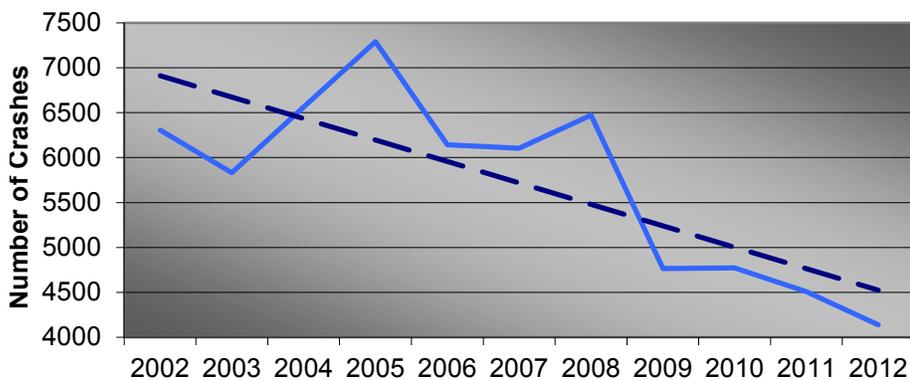
Combating speed, aggressive driving, operating after suspension, and other unsafe driving habits as well as offering programs to law enforcement agencies to support their traffic enforcement efforts are an integral part of MeBHS's effort to make Maine roads safer. The biggest concern with excessive speed is that it often leads to other driver errors and serious injuries. Adjusting speed for weather-related road conditions is also a problem.

MeBHS is working with Maine law enforcement agencies to fund dedicated overtime details to combat the rise of speeders and unsafe driving behaviors on Maine roads. Enforcement and proper unsafe driver detection equipment can be effective means of improving driver behavior.



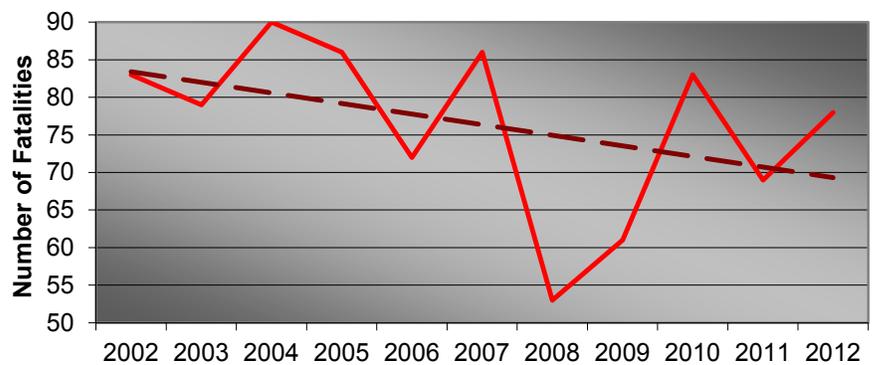
## II. PERFORMANCE MEASURE: C-6 REDUCE # OF SPEEDING-RELATED FATALITIES

**Maine Illegal/Unsafe Speed Crashes**



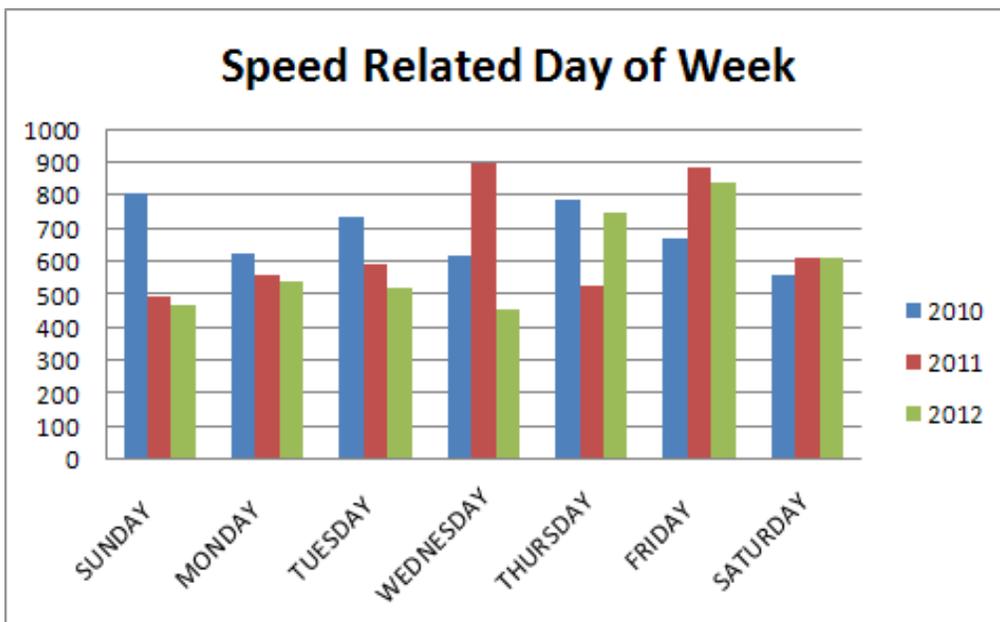
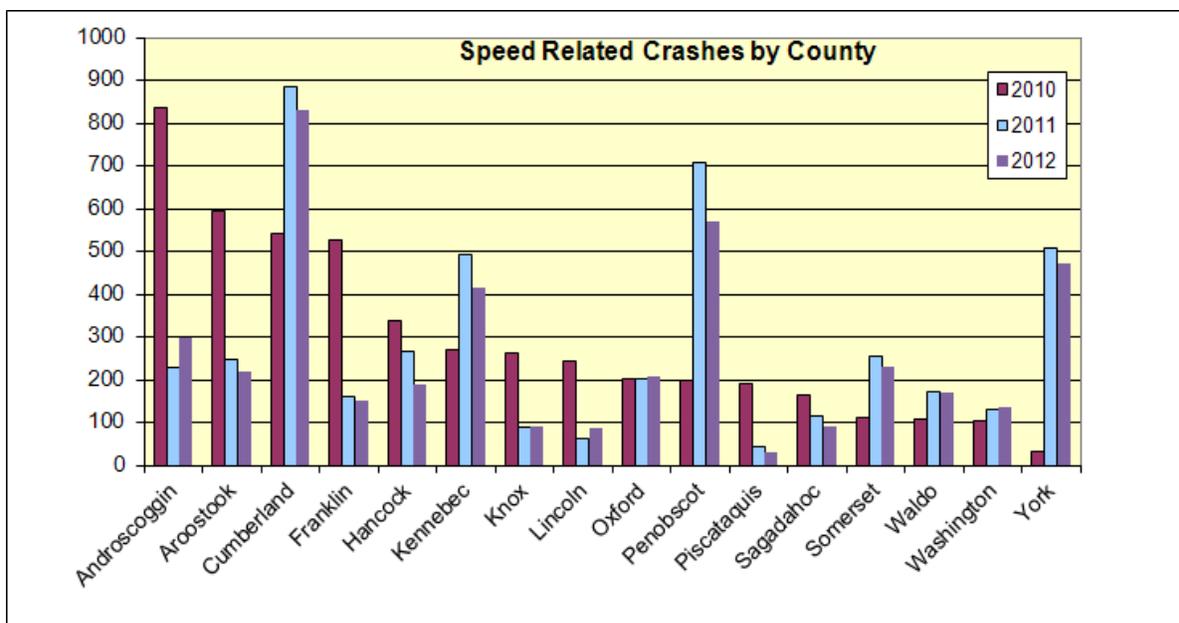
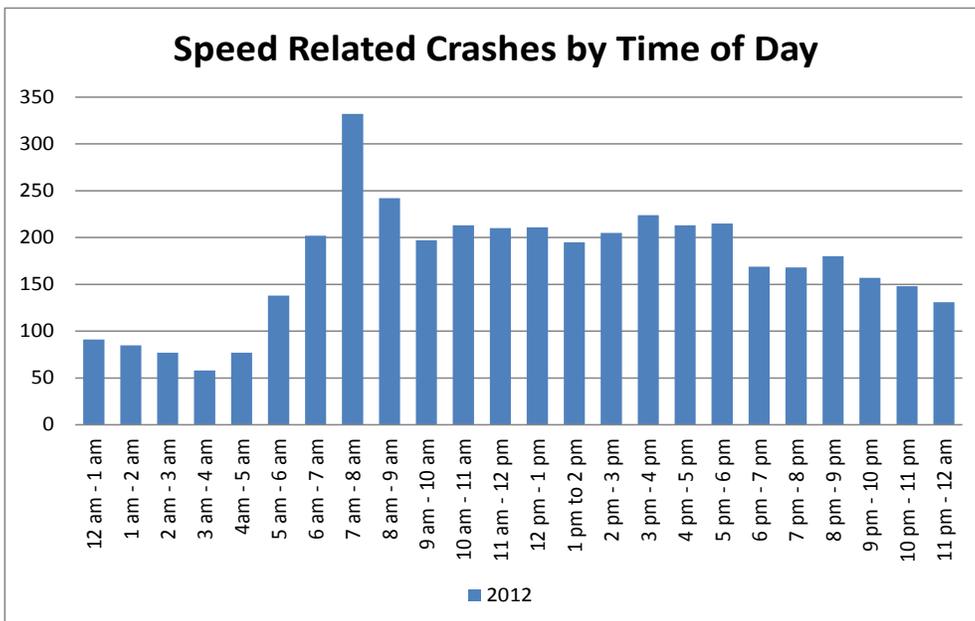
Source: MaineDOT

**Maine Illegal/Unsafe Speed Fatalities**



Source: FARS





### III. PERFORMANCE TARGET

To decrease speeding related fatalities by 5% from the 5 year average of 69.4 for 2005-2009 to 66 by December 31, 2014. (SHSP)

**Progress** - The five year average from 2008-2012 for speeding related fatalities was 68.8.

### IV. COUNTERMEASURE PROJECTS

Project Number: 2014-14PT

Project Title: Program Management and Operations

Project Description: Costs under this program area include salaries for highway safety coordinators and/or program managers, clerical support personnel and operating costs directly related to this program, such as program development, coordination, monitoring, evaluation, public education and marketing, auditing and training.

Project Cost: \$300,000.00 S.402

Grantee: MeBHS

Project Number: 2014-14PT

Project Title: Equipment Procurement (individual items under \$5,000.00)

Project Description: Funds will support law enforcement in the procurement of various traffic enforcement equipment and other tools necessary to enforce Maine's traffic laws. Equipment may include items such as radars, video cameras, portable printers and other items necessary for traffic enforcement. No equipment in excess of \$5,000.00 will be purchased without separate approval in writing by NHTSA. MeBHS will utilize the state RQS process to select the traffic safety equipment.

Project Cost: \$800,000.00 S.402

Refer to Appendix 1 for anticipated participating law enforcement agencies.

Project Number: 2014-14PT

Project Title: Maine State Police SAFE Program

Project Description: Funds will support Maine State Police troops and the air wing unit in conducting SAFE (Strategic Area Focused Enforcement) dedicated overtime speed details in designated high crash locations. This is a data driven approach to statewide speed enforcement by 8 troops of the Maine State Police.

Project Cost: \$150,000.00 S.402

Grantee: Maine State Police

Project Number: 2014-14PT

Project Title: Law Enforcement Liaison

Project Description: The role of a Law Enforcement Liaison includes serving as the liaison between the law enforcement community and key partners and the MeBHS; encouraging increased participation by law enforcement in HVE campaigns; encouraging the use of DDACTS and other proven countermeasures and evaluation measures; soliciting input from MeBHS partners on programs and equipment needed to impact priority program areas. Funding for this project will support contracted Law Enforcement Liaison costs including hourly wage and related travel expenses.

Project Cost: \$113,452.00 S.402

Grantee: MeBHS



## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14PT

Project Title: Data Driven Speed Enforcement Campaign

Project Description: A preliminary review of speed related crash data from 2011 and 2012 has been completed in order to determine potential speed crash related problem areas in the state for FY 2014. This information will be used for the 2014 Speed Enforcement Campaign projected to start October 1, 2013. The law enforcement agencies listed below are potential subgrantees for the 2014 Campaign based on the speed related crash data that will be collected at the end of the 2013 Speed Enforcement Campaign. Agencies will be awarded up to \$10,000.00.

Project Cost: \$350,000 S.402

Participating Agencies:

- Auburn PD
- Augusta PD
- Bangor PD
- Biddeford PD
- Brunswick PD
- Caribou PD
- Ellsworth PD
- Kennebunk PD
- Lewiston PD
- Falmouth PD
- Farmington PD
- Freeport PD
- Gorham PD
- Presque Isle PD
- Scarborough PD
- Skowhegan PD
- South Portland PD
- Topsham PD
- Waterville PD
- Oxford County Sheriff's Office
- Penobscot County Sheriff's Office
- Kennebec County Sheriff's Office
- Androscoggin County Sheriff's Office
- Cumberland County Sheriff's Office



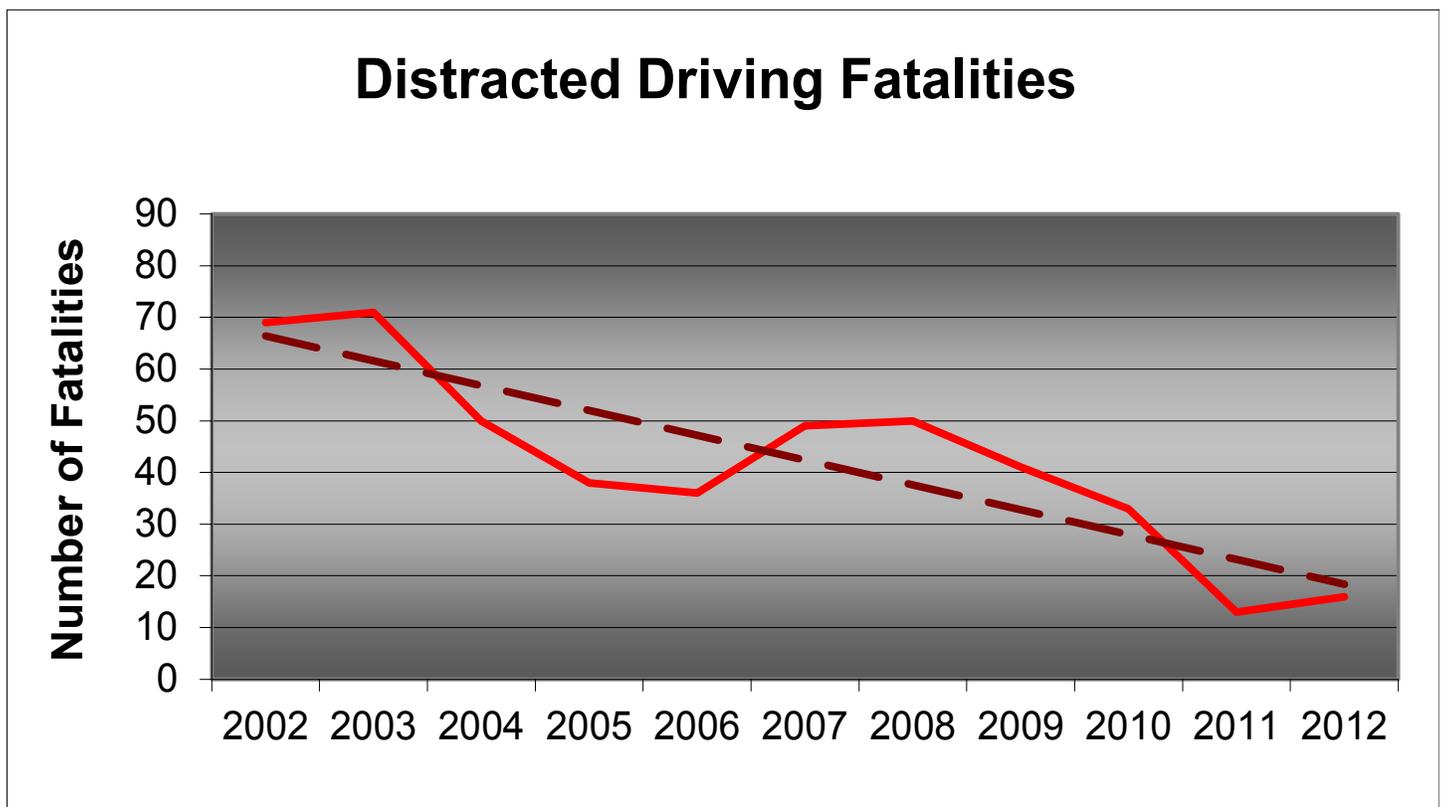
## DISTRACTED DRIVING

Distracted Driving has received heightened public and media attention recently with a general knowledge that driving does demand full time attention. As mobile technology evolves at a breakneck pace, more and more people rightly fear and recognize that distracted driving – texting, e-mails, phone calls and more – is a growing threat on the road.

Often it is difficult to accurately collect this information at the crash scene since drivers won't always volunteer what led to the crash. Nonetheless driver inattention is a major contributor to highway crashes. The National Highway Traffic Safety Administration estimates that at least 25% of police-reported crashes involve some form of driver inattention.



### II. PERFORMANCE MEASURE: C1-C3

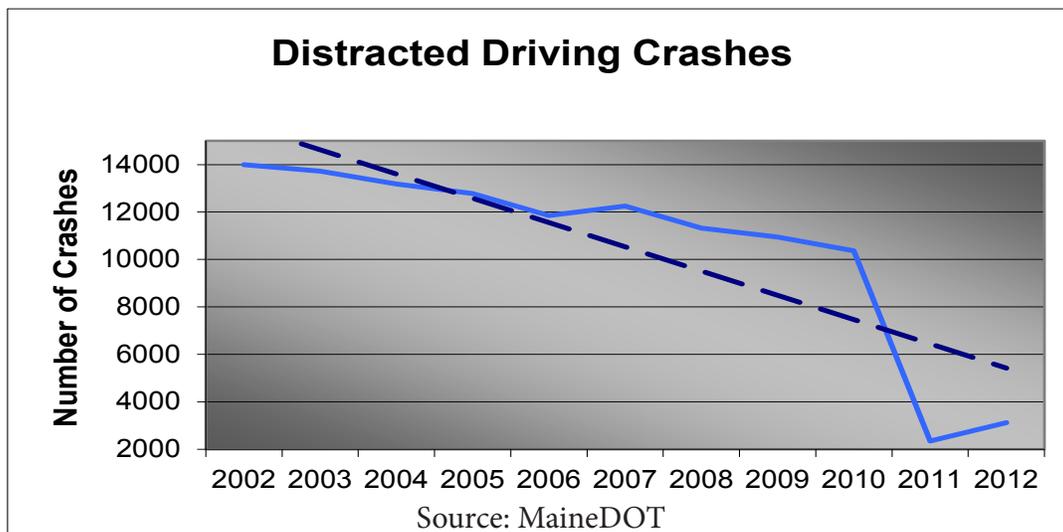


Source: FARS

Note: Reduction in crash and fatality numbers does not necessarily reflect any true improvement in the Distracted Driving crash factor. Two aspects have likely impacted these results:

1. Crash reporting change in 2011: the former Apparent Contributing Factor 'Driver inattention – distraction' has changed to 4 very specific elements for 'Driving Distracted'.
2. Increased laws and related fines related to distracted driving can result in drivers being more reluctant to self-report on distracted activities.





### III. PERFORMANCE TARGET

-Reduce distracted driving-related fatalities by 10% from 33 in 2010 to 29.7 by 2014. (SHSP)

### IV. COUNTERMEASURE PROJECTS

Project Number: 2014-14DD

Project Title: Program Management and Operations

Project Description: Costs under this program area include salaries for highway safety coordinators and/or program managers, clerical support personnel and operating costs directly related to this program, such as program development, coordination, monitoring, evaluation, public education and marketing, auditing and training.

Project Cost: \$25,000.00 S.402

Grantee: MeBHS

Project Number: 2014-14DD

Project Title: Simulated Distracted Driving Education

Project Description: Funds will support materials necessary for educating all Maine drivers about the dangers of distracted driving, including texting while driving. This project includes use of the MeBHS's distracted driving simulators, safety presentations and marketing materials. The project is geared towards pre-permitted and newly permitted teens at middle schools and high schools. This project is merged with the Teen Driver Awareness program. The funds will also support MeBHS staff to go to safety days presented by different workplaces to speak about the dangers of distracted driving as it relates to the workplace. The funds will also be used to purchase educational and promotional items to support the MeBHS's efforts.

Project Cost: \$25,000.00 S.405e 1st Year Texting Ban

Grantee: MeBHS



## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14DD

Project Title: Distracted Driving Poster Project

Project Description: "Who's Next, Don't Text" Posters will be printed and distributed to local police departments, middle and high schools, work-places and community venues to educate the general public, new drivers and employees on the dangers of distracted driving. The ultimate goal is to change driver behavior and reduce the number of serious and fatal crashes associated with driving while distracted.

Project Cost: \$15,000.00 S.405e 1st Year Texting Ban

Grantee Maine State Police

Project Number:2014-14DD

Project Title: Distracted Driving Enforcement

Project Description: Driver distraction is a major contributor to highway crashes. High visibility enforcement has been shown to change driver behavior through programs such as "Click It or Ticket". The MeBHS will conduct a comprehensive review of 2012 distracted driving crash and fatal data to devise a similar enforcement campaign and make materials and funding available to local and state law enforcement agencies.

Project Cost: \$175,000.00 S.402

Participating Agencies: Refer to Appendix 1 for anticipated participating law enforcement agencies.

Project Number: 2014-14DD

Project Title: Distracted Driving Video Produced by Kennebunk Police Department

Project Description: Funds will support the production of an educational distracted driving video. This video will be produced by local teens and the Kennebunk Police Department to help combat and raise awareness of the dangers of distracted driving and young drivers.

Project Cost: \$10,000.00 Ford Driving Skills For Life GHSA





# MOTORCYCLE SAFETY

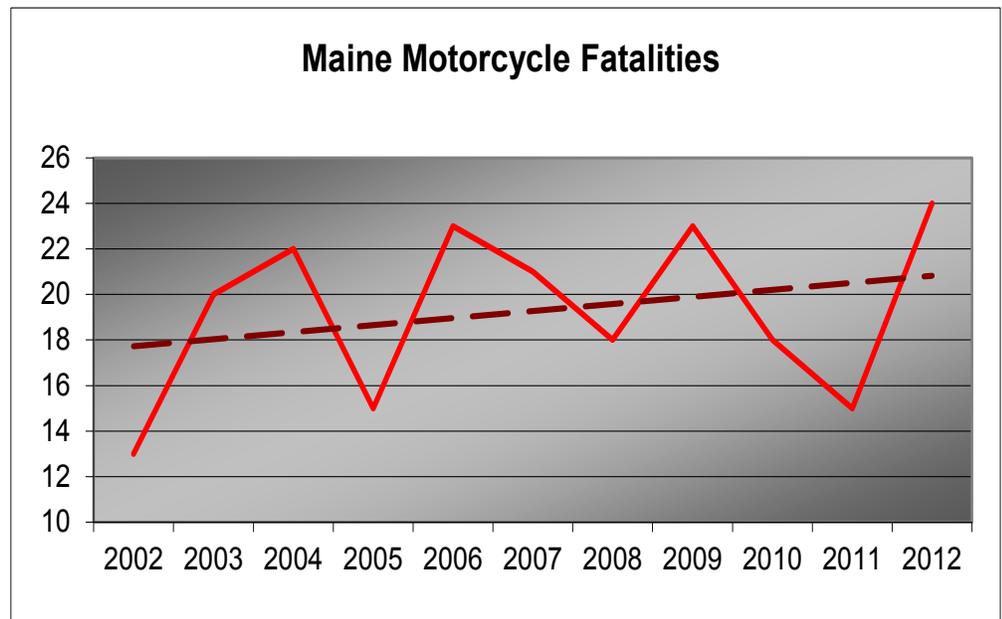
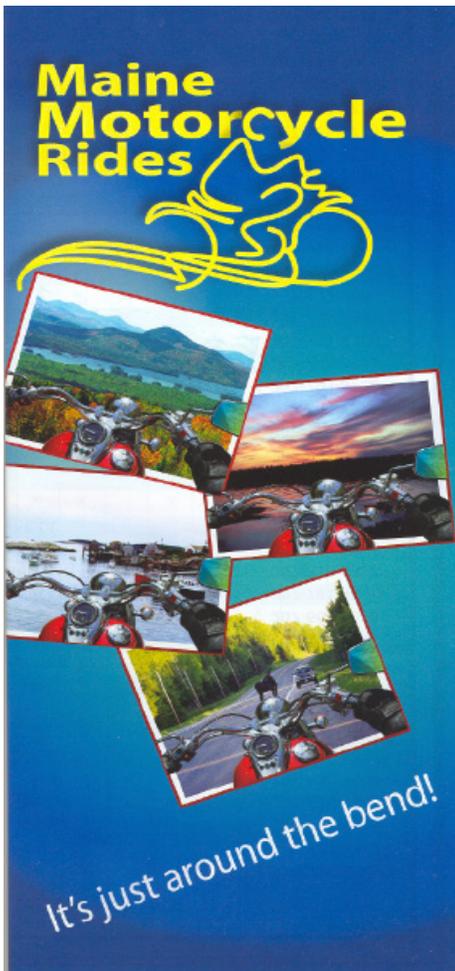
Motorcycle crashes resulted in 24 fatalities in 2012, which was an increase from 15 fatalities in 2011.

In 2012, motorcycle crashes and fatalities increased from 2011. Motorcycle crash data from 2012 include:

- Helmets were not worn by 14 of the 24 riders killed
- Leading age group of motorcycle operator fatalities is 45-54
- 11 of the 24 fatal motorcycle crashes were single vehicle occurrences

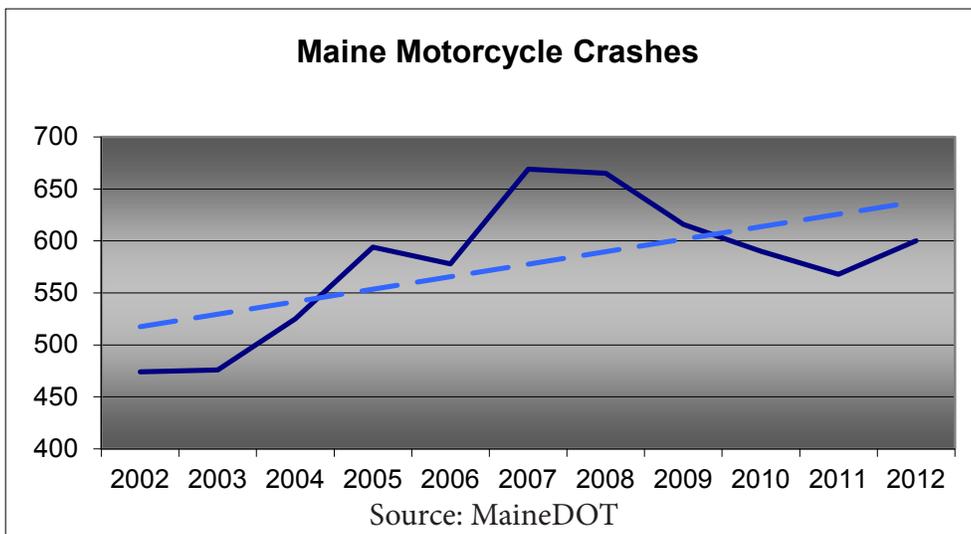


## II. PERFORMANCE MEASURES: C-7 & C-8



Source: FARS





### III. PERFORMANCE TARGET

-To decrease motorcyclist fatalities by 5% from the 5 year average of 21 for 2006-2010 to 19.9 by December 31, 2014. (SHSP)

**Progress** - The five year average from 2008-2012 for motorcyclist fatalities is 20.

-To decrease unhelmeted motorcyclist fatalities by 5% from the 5 year average of 14.4 for 2005-2009 to 13.7 by December 31, 2014 through education.

**Progress** - The five year average from 2008-2012 for unhelmeted motorcyclist fatalities is 13.8.

### IV. COUNTERMEASURE PROJECTS

All projects are located in the Paid Media section of the Highway Safety Plan.



# YOUNG DRIVERS

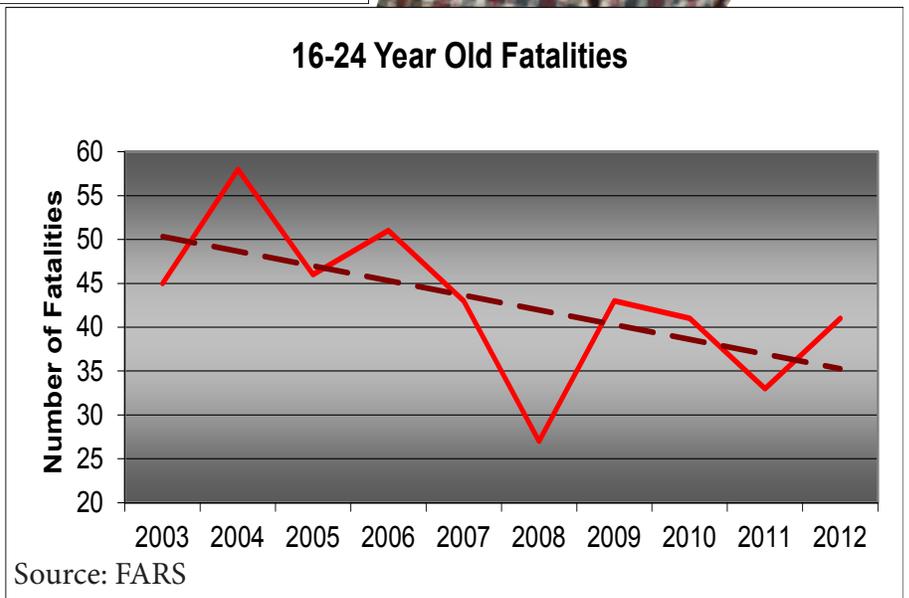
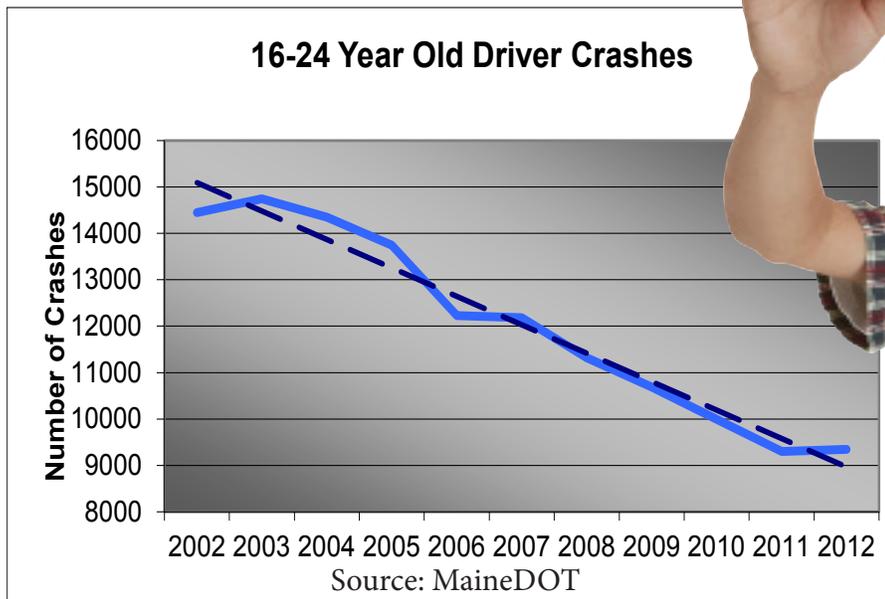
Young drivers contribute to and suffer from the consequences of motor vehicle crashes at a disproportionate rate. Studies have concluded that crash rates are highest during a teen's first few hundred miles on the road.

Motor vehicle crashes are the leading cause of deaths for young drivers in the United States. Due to inexperience and other factors, young drivers have a much higher crash and fatality rate than that average driver. Maine's young driver program focuses on drivers between the ages of 16 and 24, with particular focus on the youngest of drivers, ages 16 to 18.

The following are crash facts about Maine's young drivers:

- Based on miles driven, teens are involved in 3 times as many fatal crashes as all other drivers
- Speeding or driving too fast for conditions is a factor in 37% of crashes involving teen drivers
- Teens have the lowest seat belt use rates of any age group, leading to deadly consequences
- 82% of our nation's teens ages 16-17 have a cell phone. 34% of them admit to talking on their cell phone while driving

## II. PERFORMANCE MEASURE: C-9



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total Number of Fatalities - All Ages	207	194	169	188	183	155	159	161	136	164
Total Number of Crashes - All Ages	186	178	151	168	170	144	153	144	125	151
Total Number of 16-20 Year Old Drivers	33	39	34	37	26	18	20	24	22	20
Total Number of Deceased 16-20 Year Olds	21	36	27	32	28	15	17	22	17	21
Total Number of Deceased 16-20 Year Old Drivers	13	21	16	23	13	12	11	16	14	13
Number of Fatal Crashes involving 16-20 YO Drivers	33	39	34	37	26	17	15	24	22	20
Number of Deaths caused by 16-20 YO Drivers	39	50	41	47	28	18	16	27	19	22
Number of Deceased Drivers (16-20) with a Positive BAC	3	7	5	8	5	4	3	4	3	6
Number of Deceased Drivers (16-20) Using a Seat Belt	3	5	6	4	4	8	5	6	12	3
<b>2012 contributing causation factors:</b>										
12 of the 20 crashes were speed related										
0 of the 20 crashes involved distracted driving										
Operating vehicle in erratic, reckless or negligent manner										
Failure to keep in proper lane (crossing center line)										
Failure to obey actual Traffic signs and or traffic control devices										
Failure to yield right of way										
Overcorrecting										
Operator inexperience										

### III. PERFORMANCE TARGET

-To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 5 year average of 22.2 for 2006-2010 to 21.1 by December 31,2014.

**Progress** - The five year average from 2008-2012 for drivers ago 20 or younger involved in fatal crashes was 20.8.

-Reduce young driver crash fatalities by 10% by 2014

-Reduce alcohol related crashes for underage operators by 10% by 2014

### IV. COUNTERMEASURE PROJECTS

Project Number: 2014-14TD

Project Title: Teen Driver Marketing Campaign: Radio Station

Project Description: Teen drivers were involved in a disproportionate number of crashes and fatalities on Maine roads in recent years. Providing education to these teen drivers and their parents is one component of a successful program area comprehensive plan designed to decrease crashes and fatalities among this age group.

This project will fund the development, implementation, and evaluation of a multi-market radio station campaign. This campaign will target locations with high incidences of teen driver crashes and fatalities. The radio stations participating in this campaign were selected based on teen driver crash and fatality geographic locations and are the top teen station in each market.

This campaign will feature messaging by teens and radio host personalities that encourages safe driving habits; branding and postings on participating radio stations' websites and Facebook and Twitter accounts; and promotional contests that engage teens in developing their own safe driving campaign (note: radio stations will be responsible for providing any promotional items or giveaways related to this project).

Project Cost: \$55,000.00 S.402 / Ford Driving Skills For Life \$5,000.00

Grantee: MeBHS w/Media Contractor

## IV. COUNTERMEASURE PROJECTS CONT'D

Project Number: 2014-14TD

Project Title: Teen Driver Marketing Campaign: Pandora Internet Radio

Project Description: Teen drivers are involved in a disproportionate number of crashes and fatalities on Maine roads in recent years. Providing education to these teen drivers and their parents is one component of a successful program area comprehensive plan designed to decrease crashes and fatalities among this age group. This project will fund the development, implementation, and evaluation of advertising through Pandora Internet Radio, an automated music recommendation service available online and through mobile devices. Advertisements will play on stations favored by Maine residents, ages 16-25. Advertisements will encourage teens to be safe and responsible drivers.

Project Cost: \$55,000.00 S.402 / Ford Driving Skills For Life \$5,000.00

Project Number: 2014-14TD

Project Title: Teen Driver Safety Mini Grants

Project Description: Funds will support mini-grants for various teen driver programs and enforcement designed to educate new drivers on the dangers of operating vehicles on Maine's roadways. Funds will be made available to various organizations to educate young drivers.

Project Cost: \$50,000.00 S.402

Participant: Lisbon Police Department

The town of Lisbon is located in Androscoggin County which has the 6th highest rate of alcohol related crashes. Of the 25 impaired driving arrests made in 2011, 5 of the arrests were minors. Lisbon Police Department in partnerships with Lisbon High School's SADD (Students Against Destructive Decisions) will produce and distribute a PSA in which teen impaired driving is specifically targeted. The target goal is to reduce the number of teen involved OUI's from 20% to 10% by spreading this message in conjunction with the Teen Driver Awareness presentation during school assemblies, prior to prom and graduation activities, and at public safety events.

Evaluation of the effectiveness of the PSA and events will be comprised of data from arrest records and surveys completed by students and members of the public.



Participant: Auburn Police Department

The city of Auburn is located in Androscoggin County and is the home of 2 large high schools. There are approximately 100,000 people who live, work and play in Auburn. Data collected from "Get Crash Reports.com" indicate that teen drivers have been involved in 12 crashes associated with Distracted Driving. From January 2010-March 2013, Auburn has not had any fatal crashes; however, there have been 17 OUI arrests involving teen drivers and distracted driving. Auburn Police Department is also concerned with the number of "near misses", which do not get recorded.

Auburn Police Department in partnership with CMCC (Central Maine Community College), ORL Productions will produce a 30-second distracted driving PSA to be distributed to local media outlets and social media pro-

## IV. COUNTERMEASURE PROJECTS CONT'D

will produce a 30-second distracted driving PSA to be distributed to local media outlets and social media providers as well as the MeBHS. The video will run in late November/early December and will coincide with holidays and winter driving. The objective to the goal is to empower other high school students to become “part of the solution to an existing problem”.

Edward Little High School will also conduct a “mock crash” in April prior to high risk events such as prom season and graduation. All students from Edward Little High School and St. Dominic High School will be invited to attend.

In addition to the above activities, Auburn Police Department will conduct scheduled details to target young drivers and provide education on the risks of distracted driving, seat belt and speed, and will utilize fatal vision equipment at the annual “National Night Out Event”, hosted by the Auburn Police Department.

Participant: York Police Department

York is coastal town in York County. York Police Department puts traffic safety at the top of its priority list. In 2011, 10% of injuries and in 2012 8% of injuries sustained in motor vehicle crashes involved young drivers. York Police Department will utilize funds to educate students at the York High School with a “hands on approach” which will include a two-day traffic safety fair. This event is open to the entire student body and encompasses all aspects to defensive driving.

York Police Department will also utilize funds to pay for the overtime costs associated with assigning officers to the safety fair and the driver’s education classes.

During the grant period, the crash data will continue to be reviewed to determine future activities. Seat belt surveys and surveys in regard to the safety fair will also be given to students to identify the strengths and weaknesses of the safety fair. The project will be evaluated on how effective York PD is in utilizing the media to communicate their traffic safety message to the entire community.



## IV. COUNTERMEASURE PROJECTS CONT'D

Participant: Westbrook Police Department

Westbrook is a large city located in Cumberland County. This city serves as a major hub for persons traveling from western Maine to southern Maine. In 2011, 61 crashes involved teen drivers and in 2012 74 crashes involved teen drivers. In 2011, Westbrook issued 102 alcohol violations and in 2012, there were 87 violations. Distracted driving is a problem as well in Westbrook. In 2008, a fatal crash occurred and was suspected to have involved texting. Speed by young drivers was the causation for serious crashes in young drivers between the ages of 16-19 years old.

Westbrook Police Department will utilize funds to conduct targeted enforcement patrols aimed at identifying teen drivers engaging in distracted driving, OUI, speed/aggressive driving and seat belt violations. All efforts placed on this will be targeted toward teen drivers.

Westbrook will conduct a media event prior to enforcement details to educate the public on the deadliness of teen driving issues and at the same time, explain the philosophy behind the targeted enforcement.

On a quarterly bases, Westbrook Police Department will submit a tally of violations cited during the enforcement along with teen driver crash data. The final report will combine all collected data and citations.

Participant: Augusta Police Department

Augusta is the capital city of Maine located in Kennebec County. Augusta is surrounded by many smaller towns; therefore it has a large amount of traffic daily. Cony High School has approximately 775 students, many of whom are new drivers.

Augusta Police Department will utilize funds to focus on a two-pronged approach to educate young drivers on the dangers of teen driving. The first will introduce two programs to Cony High School, The Teen Driving Awareness Program and Impaired Driving Awareness Program. The second approach is enforcement targeted to teen drivers who maybe driving while impaired, driving distracted or not wearing seat belts.

Evaluation data from previous years will serve a baseline and after this program, surveys will be issued to all students who participated in the program to test the effectiveness of the program as a whole.





## PUBLIC RELATIONS & MARKETING

Utilizing media outreach will continue to be a key focus in our effort to decrease accidents and fatalities on Maine roadways in the upcoming fiscal year. Types of media outlets evolve and it is important to make sure we enter media markets that are not only cost affective but will reach our target audience in our campaign. NL Partners continues to be our media partner and we will be working with them to reach our younger drivers through a higher percentage of social media marketing in the upcoming year.



## II. PERFORMANCE MEASURE: C1 - C10

## III. COUNTERMEASURE PROJECTS

Project Number: 2014-14PM

Project Title: Paid Media to support national crackdowns and priority program areas

Project Description: Education must be provided to the Maine public for all priority program areas. Educational topics shall include high visibility enforcement campaigns, Maine laws, and safe driving habits in order to reduce the number of crashes and fatalities that occur statewide.

A statewide media campaign will be implemented to provide education on impaired driving, OP, DD, MC, Speed, CPS. Funds will support the campaign development, retagging of announcements, and purchase of radio, TV and print media that will provide education on these program areas. The NHTSA Communications Calendar will be used as a guide when developing the statewide media campaign timeline to ensure adequate coverage in all media coverage areas during national and local crackdown periods.

A statewide “share the road” media campaign will be implemented to educate drivers and riders on motorcycle awareness and motorcycle safety through TV and radio media outlets. Funds will support paid media and activities related to motorcycle education and awareness.

Project Cost: \$719,568.00 S.402

Project Number:2014-14PM

Project Title: Sports Marketing

Project Description: Education must be provided to the Maine public for all priority program areas. Sports marketing provides an opportunity to educate a group of people in a focused environment.

Funds will support educational events and advertising at sporting venues. Sports team/venues include minor league hockey and baseball teams, university sports, racetracks, and high school sports. Education will be provided on priority program areas through public service announcements, signage, informational displays, and interaction with local law enforcement and MeBHS staff during “You’ve Been Ticketed” events.

Funds will also be used to support educational events and advertising at sporting venues that are frequented by motorcycle enthusiasts. Sports team/venues include Maine’s minor league baseball team and racetracks. Motorcycle awareness education will be provided through public service announcements, signage, informational displays, and interaction with local law enforcement and MeBHS staff.

Project Cost: \$500,000.00 S.402 / S.2010



### III. COUNTERMEASURE PROJECT CONT'D

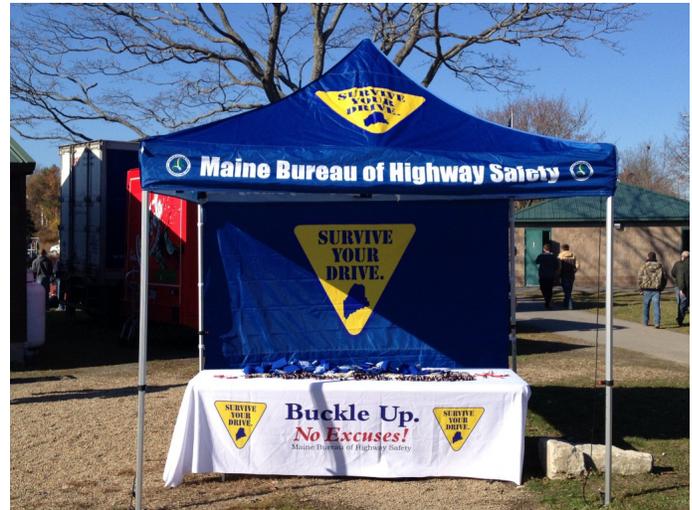
Project Number: 2014-14PM

Project Title: Public Education through Trailer Wraps

Project Description: Education must be provided to the Maine public for all priority program areas. Educational topics shall include high visibility enforcement campaigns, Maine laws, and safe driving habits in order to reduce the number of crashes and fatalities that occur statewide.

Funds for this project will support a partnership with the Maine State Police and the Federal Motor Carrier Safety Administration to provide education via advertising wraps on tractor trailers. Maine-based companies will provide their tractor trailers as mobile ad space for safety messaging. Companies will rotate the trailers throughout high crash locations in Maine. Messaging will be focused on encouraging seat belt use and safe, undistracted driving.

Project Cost: \$150,000.00 S.402



## Appendix 1

ANDROSCOGGIN CTY SHERIFF'S DEPT  
 AROOSTOOK CTY SHERIFF'S DEPT  
 ASHLAND POLICE DEPT  
 AUBURN POLICE DEPT  
 AUGUSTA POLICE DEPT  
 BAILEYVILLE POLICE DEPT  
 BANGOR POLICE DEPT  
 BAR HARBOR POLICE DEPT  
 BATH POLICE DEPT  
 BELFAST PD  
 BERWICK POLICE DEPT  
 BIDDEFORD POLICE DEPT  
 BOOTHBAY HARBOR TOWN OF  
 BREWER POLICE DEPT  
 BRIDGTON POLICE DEPT  
 BROWNVILLE PD  
 BRUNSWICK POLICE DEPT  
 BUCKSPORT POLICE DEPT  
 BUXTON POLICE DEPT  
 CALAIS POLICE DEPT  
 CAMDEN POLICE DEPT  
 CAPE ELIZABETH POLICE DEPT  
 CARIBOU POLICE DEPT  
 CARRABASSETT VALLEY POLICE DEPT  
 CLINTON POLICE DEPT  
 CUMBERLAND CTY SHERIFF'S DEPT  
 CUMBERLAND POLICE DEPT  
 DAMARISCOTTA POLICE DEPT  
 DEXTER POLICE DEPT  
 DIXFIELD POLICE DEPT  
 DOVER-FOXCROFT POLICE DEPT  
 E MILLINOCKET POLICE DEPT  
 EASTPORT PD  
 ELIOT POLICE DEPT  
 ELLSWORTH POLICE DEPT  
 FAIRFIELD POLICE DEPT  
 FALMOUTH POLICE DEPT  
 FARMINGTON POLICE DEPT  
 FORT FAIRFIELD POLICE DEPT  
 FORT KENT POLICE DEPT  
 FRANKLIN SHERIFF'S DEPT  
 FREEPORT POLICE DEPT  
 FRYEBURG POLICE DEPT  
 GARINDER POLICE DEPT  
 GORHAM POLICE DEPT.  
 GOULDSBORO POLICE DEPT.  
 GREENVILLE POLICE DEPT.  
 HALLOWELL POLICE DEPT  
 HAMPDEN POLICE DEPT  
 HANCOCK CTY SHERIFF'S DEPT  
 HANCOCK PD  
 HOULTON POLICE DEPT  
 JAY POLICE DEPT  
 KENNEBEC CTY SHERIFF'S DEPT  
 KENNEBUNK POLICE DEPT  
 KENNEBUNKPORT POLICE DEPT  
 KITTERY POLICE DEPT  
 KNOX CTY SHERIFF'S DEPT  
 LEWISTON POLICE DEPT  
 LIMESTONE POLICE DEPT  
 LINCOLN CTY SHERIFF'S DEPT  
 LINCOLN TOWN POLICE DEPT  
 LINCOLNVILLE POLICE DEPT  
 LISBON POLICE DEPT  
 LIVERMORE FALLS POLICE DEPT  
 MACHIAS PD  
 MADAWASKA POLICE DEPT  
 MADISON POLICE DEPT  
 MAINE STATE POLICE  
 MECHANIC FALLS PD  
 MEXICO TOWN POLICE DEPT  
 MILBRIDGE POLICE DEPT  
 MILLINOCKET POLICE DEPT  
 MILO POLICE DEPT  
 MONMOUTH POLICE DEPT  
 MT DESERT POLICE DEPT  
 NO BERWICK POLICE DEPT  
 NORWAY POLICE DEPT  
 OAKLAND POLICE DEPT  
 OGUNQUIT PD  
 OLD ORCHARD BEACH POLICE DEPT  
 OLD TOWN POLICE DEPT  
 ORONO POLICE DEPT  
 OXFORD CTY SHERIFF'S DEPT  
 OXFORD POLICE DEPT  
 PARIS POLICE DEPT  
 PENOBSCOT CTY SHERIFF'S DEPT  
 PENOBSCOT INDIAN NATION  
 PISCATAQUIS CTY SHERIFF'S DEPT  
 PITTSFIELD PD  
 PORTLAND POLICE DEPT  
 PRESQUE ISLE POLICE DEPT  
 RANGELEY POLICE DEPT  
 RICHMOND POLICE DEPT  
 ROCKLAND POLICE DEPT  
 ROCKPORT POLICE DEPT  
 RUMFORD POLICE DEPT  
 SABATTUS POLICE DEPT  
 SACO POLICE DEPT  
 SAGADAHOC CTY SHERIFF'S DEPT  
 SANFORD POLICE DEPT  
 SCARBOROUGH POLICE DEPT  
 SEARSPORT POLICE DEPT  
 SKOWHEGAN POLICE DEPT  
 SO BERWICK POLICE DEPT  
 SO PORTLAND POLICE DEPT  
 SOMERSET CTY SHERIFF'S DEPT  
 THOMASTON PD  
 TOPSHAM POLICE DEPT  
 VAN BUREN POLICE DEPT  
 VASSALBORO PD  
 VEAZIE POLICE DEPT  
 WALDO CTY SHERIFF'S DEPT  
 WALDOBORO PD  
 WASHINGTON CTY SHERIFF'S DEPT  
 WATERVILLE POLICE DEPT  
 WELLS POLICE DEPT  
 WESTBROOK POLICE DEPT  
 WILTON POLICE DEPT  
 WINDHAM POLICE DEPT  
 WINSLOW POLICE DEPT  
 WINTHROP POLICE DEPT  
 WISCASSET PD  
 YARMOUTH POLICE DEPT  
 YORK CNT SHERIFF'S DEPT  
 YORK POLICE DEPT



Program Area	Project Number	Project Cost	Current Funds 402	Current Funds Other	F2014 Funds 402	F2014 Funds Other	Grand Total
<b>Administration</b>							
Operation of the Program	2014-14PA01	\$352,074.00	\$173,876.00		\$178,198.00	\$0.00	\$352,074.00
Grants Management System	2014-14PA02	\$350,000.00	\$300,000.00		\$50,000.00	\$0.00	\$350,000.00
		<b>\$702,074.00</b>	<b>\$473,876.00</b>	<b>\$0.00</b>	<b>\$228,198.00</b>	<b>\$0.00</b>	<b>\$702,074.00</b>
<b>Impaired Driving</b>							
Program Management and Operations	2014-14AL	\$300,000.00	\$200,000.00		\$100,000.00	\$0.00	\$300,000.00
Planning and Administration S. 410	2014-14K8PA	\$257,646.00		\$257,646.00	\$0.00		\$257,646.00
Zero Tolerance Underage Drinking and Driving	2014-14AL	\$375,000.00	\$100,000.00	\$200,000.00		\$75,000.00	\$375,000.00
Regional Impaired Driving Task Force Teams	2014-14AL	\$100,000.00	\$50,000.00	\$50,000.00			\$100,000.00
Breath Alcohol Testing Mobile Vehicle	2014-14AL	\$500,000.00		\$350,000.00		\$150,000.00	\$500,000.00
Traffic Safety Resource Prosecutor	2014-14AL	\$175,000.00		\$175,000.00			\$175,000.00
Evidence Investigator Analyzer	2014-14AL	\$150,000.00		\$150,000.00			\$150,000.00
Impaired Driving High Visibility Enforcement Campaigns	2014-14AL	\$1,000,000.00	\$130,000.00	\$645,000.00		\$225,000.00	\$1,000,000.00
Law Enforcement Incentive Equipment	2014-14AL	\$1,500,000.00		\$1,000,000.00		\$500,000.00	\$1,500,000.00
Specialized Law Enforcement Training	2014-14AL	\$104,772.00	\$36,432.00	\$68,340.00			\$104,772.00
Prosecutors Conference DRE Training Expenses	2014-14AL	\$40,000.00		\$40,000.00			\$40,000.00
		<b>\$4,502,418.00</b>	<b>\$516,432.00</b>	<b>\$2,935,986.00</b>	<b>\$100,000.00</b>	<b>\$950,000.00</b>	<b>\$4,502,418.00</b>
<b>Occupant Protection</b>							
Program Management and Operations	2014-14OP	\$300,000.00	\$150,000.00		\$150,000.00		\$300,000.00
Seat Belt Education Position	2014-14OP	\$100,000.00	\$50,000.00		\$50,000.00		\$100,000.00
Convincer, Rollover, and CPS Trailer Operations and Maintenance	2014-14OP	\$75,000.00	\$10,000.00		\$65,000.00		\$75,000.00
Click it or Ticket High Visibility Enforcement Campaign	2014-14OP	\$297,490.00	\$128,204.00	\$169,286.00			\$297,490.00
Annual Observational Seat Belt Usage Survey	2014-14OP	\$200,000.00		\$94,959.00	\$10,082.00	\$94,959.00	\$200,000.00
Unbelted Teen Enforcement Project	2014-14OP	\$300,000.00	\$300,000.00				\$300,000.00
Parental Education Program	2014-14OP	\$75,000.00	\$75,000.00				\$75,000.00
Child Safety Seats for Distribution Sites	2014-14CP	\$148,372.00	\$110,056.00	\$33,319.00		\$4,997.00	\$148,372.00
CPS Online Child Safety Seat Distribution Tracking Database	2014-14CP	\$75,000.00			\$75,000.00		\$75,000.00
Child Passenger Safety Technician and Instructor Training	2014-14CP	\$78,837.00		\$78,837.00			\$78,837.00
Child Passenger Safety Roving Instructor Program	2014-14CP	\$35,000.00		\$35,000.00			\$35,000.00
CPS Biennial Conference	2014-14CP	\$10,000.00	\$10,000.00				\$10,000.00
		<b>\$1,694,699.00</b>	<b>\$833,260.00</b>	<b>\$411,401.00</b>	<b>\$350,082.00</b>	<b>\$99,956.00</b>	<b>\$1,694,699.00</b>
<b>Traffic Records</b>							
Program Management and Operations	2014-14TR	10,000.00	10,000.00				10,000.00
Electronic Collection of EMS Run Report Data	ME-P-00001	300,000.00		\$250,000.00	\$50,000.00		\$300,000.00
MCRS Update	ME-P-00006	500,000.00	\$245,857.00	\$158,250.00	\$95,893.00		\$500,000.00
E-Citation	ME-P-00011	700,000.00		\$200,000.00		\$500,000.00	\$700,000.00
Maine Codes	ME-P-00014	100,000.00		\$100,000.00			\$100,000.00
Public Access Reports-Traffic	ME-P-00015	600,000.00		\$600,000.00			\$600,000.00
		<b>\$2,210,000.00</b>	<b>\$255,857.00</b>	<b>\$1,308,250.00</b>	<b>\$145,893.00</b>	<b>\$500,000.00</b>	<b>\$2,210,000.00</b>
<b>Police Traffic Services</b>							
Program Management and Operations	2014-14PT	\$300,000.00	\$150,000.00		\$150,000.00		\$300,000.00
Equipment Procurement	2014-14PT	\$800,000.00	\$800,000.00				\$800,000.00
Maine State Police SAFE Program	2014-14PT	\$150,000.00	\$50,000.00		\$100,000.00		\$150,000.00
Law Enforcement Liaison	2014-14PT	\$113,452.00	\$63,452.00		\$50,000.00		\$113,452.00
Data Driven Speed Enforcement Campaign	2014-14PT	\$350,000.00	\$250,000.00		\$100,000.00		\$350,000.00
		<b>\$1,713,452.00</b>	<b>\$1,313,452.00</b>	<b>\$0.00</b>	<b>\$400,000.00</b>	<b>\$0.00</b>	<b>\$1,713,452.00</b>
<b>Distracted Driving</b>							
Project Management and Operations	2014-14DD	\$25,000.00	\$25,000.00				\$25,000.00
Simulated Distracted Driving Education	2014-14DD	\$25,000.00		\$25,000.00			\$25,000.00
Distracted Driving Poster Project	2014-14DD	\$15,000.00		\$15,000.00			\$15,000.00
Distracted Driving Video produced by Kennebunk Police Department	2014-14DD	\$10,000.00		\$10,000.00			\$10,000.00
Distracted Driving Enforcement	2014-14DD	\$175,000.00	\$175,000.00				\$175,000.00
		<b>\$250,000.00</b>	<b>\$200,000.00</b>	<b>\$40,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$240,000.00</b>
<b>Motorcycle Safety</b>							
See Paid Media for MC Projects							
<b>Young Drivers and Safe Communities</b>							
Teen Driver Marketing Campaign: Radio Station	2014-14TD	\$55,000.00	\$50,000.00	\$5,000.00			\$50,000.00
Teen Driver Marketing Campaign: Pandora Radio	2014-14TD	\$55,000.00	\$50,000.00	\$5,000.00			\$50,000.00
Teen Driver Safety Mini Grants	2014-14TD	\$50,000.00	\$48,883.00		\$1,117.00		\$50,000.00
		<b>\$160,000.00</b>	<b>\$148,883.00</b>	<b>\$10,000.00</b>	<b>\$1,117.00</b>	<b>\$0.00</b>	<b>\$150,000.00</b>
<b>Public Relations and Marketing</b>							
Paid Media to Support National Crackdown and Priority Program Areas	2014-14PM	\$719,568.00	\$500,000.00		\$219,568.00		\$719,568.00
Sports Marketing	2014-14PM	\$500,000.00	\$77,656.00	\$291,912.00	\$130,432.00		\$500,000.00
Public Education through Trailer Wraps	2014-14PM	\$150,000.00			\$150,000.00		\$150,000.00
		<b>\$1,369,568.00</b>	<b>\$577,656.00</b>	<b>\$291,912.00</b>	<b>\$500,000.00</b>	<b>\$0.00</b>	<b>\$1,369,568.00</b>
						\$12,582,211.00	
<b>Total</b>		<b>\$13,971,779.00</b>	<b>\$4,319,416.00</b>	<b>\$4,997,549.00</b>	<b>\$1,725,290.00</b>	<b>\$1,549,956.00</b>	<b>\$12,582,211.00</b>

This highway safety plan assumes funding for FFY13 and FFY14 that has not been determined by NHTSA or received by MeBHS.

This highway safety plan also includes carryover funding and does not take into consideration any expenditure of funds after June 26, 2013.

APPENDIX A TO PART 1200  
 CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS  
 (23 U.S.C. CHAPTER 4)

State: Maine                      Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

#### GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.) The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 - Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

#### FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the

senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by OMB guidance.

#### NONDISCRIMINATION

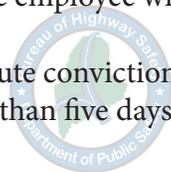
(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 173 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

#### THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
- Any available drug counseling, rehabilitation, and employee assistance programs.
- The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
- Abide by the terms of the statement.
- Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.



- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
- Taking appropriate personnel action against such an employee, up to and including termination.
- Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

#### BUY AMERICA ACT

(applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

#### POLITICAL ACTIVITY (HATCH ACT)

(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

#### CERTIFICATION REGARDING FEDERAL LOBBYING

(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form- LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was

made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

#### RESTRICTION ON STATE LOBBYING

(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

#### CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

(applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is

erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

#### Certification Regarding Debarment, Suspension, and Other Responsibility Matters- Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or

voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

#### Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a

public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at [www.trafficsafety.org](http://www.trafficsafety.org).

#### POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while

driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

#### ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

#### SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

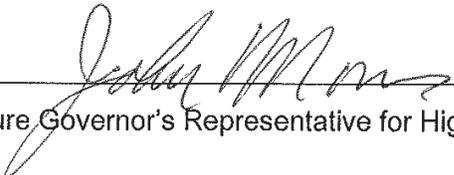
(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.

  
\_\_\_\_\_  
Signature Governor's Representative for Highway Safety Date

John Morris, Commissioner

Printed name of Governor's Representative for Highway Safety