

# MISSISSIPPI OFFICE OF HIGHWAY SAFETY ANNUAL REPORT

**FEDERAL FISCAL YEAR 2024**

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## Table of Contents

<b>Executive Summary .....</b>	<b>ES-2</b>
<b>2024 MOHS Organization Chart .....</b>	<b>1</b>
<b>MOHS Mission Statement and Mission Goal.....</b>	<b>3</b>
2024 Mississippi Legislation.....	3
2024 Mississippi Legislative Summary .....	3
2024 Legislative Bills Passed.....	3
Mississippi Safety Partners .....	4
Assessment of State of Mississippi's Progress.....	5
<b>2024 Core Performance Measures .....</b>	<b>7</b>
Progress in Achieving Performance Targets .....	7
C-1 Core Outcome Measure/Number of Traffic Fatalities (FARS) .....	10
C-2 Core Outcome Measure/Serious Injury .....	10
C-3 Core Outcome Measure/Fatality Rate.....	11
C-4 Core Outcome Measure/Unrestrained Passengers .....	12
C-5 Core Outcome Measure Alcohol and Other Drugs .....	12
C-6 Core Outcome Measure/Speed.....	12
C-7 Core Outcome Measure/Motorcycles.....	13
C-8 Core Outcome Measure/Unhelmeted Motorcyclists .....	14
C-9 Core Outcome Measure/Under 21 .....	15
C-10 Core Outcome Measure/Pedestrians .....	15
C-11 Core Outcome Measure/Bicyclists .....	16
<b>2024 Core Behavior Measure .....</b>	<b>16</b>
B-1 Percent Observed Belt Use for Passenger Vehicles.....	17
<b>2024 Core Activity Measure.....</b>	<b>17</b>
A-1 Core Activity Measure/Seat belts .....	17
A-2 Core Activity Measure/Impaired Driving .....	18
A-3 Core Activity Measure/Speed .....	19

<b>MOHS Outcomes Measures .....</b>	<b>20</b>
MOHS Outcome Measure/Teen Alcohol.....	20
MOHS Outcome Measure/Teen Seat Belts .....	22
MOHS Outcome Measure/Teen Speed .....	22
MOHS Outcome Measure/Electronic Crash Records.....	23
MOHS Outcome Measure/Traffic Records Entry.....	23
MOHS Outcome Measure/Traffic Records Insurance Data Integration .....	23
MOHS Outcome Measure/ EMS Integration.....	23
MOHS Outcome Measure/Data Uniformity.....	24
MOHS Outcome Measure/Electronic Citation.....	24
<b>FFY2024 MOHS Evidence Based Programs and Planned Activities .....</b>	<b>24</b>
Crash Analysis.....	25
Selection of Planned Activities .....	25
Selection of Countermeasures/Strategies.....	25
Enforcement Analysis.....	25
Adjustments to the Planned Activities and EBE.....	25
Alcohol/Impaired Driving Evidenced Based Enforcement .....	26
<b>Planning and Administration Overview .....</b>	<b>27</b>
FFY2024 Funded Planned Activities and Accomplishments .....	27
<b>Impaired Driving Program—Section 154 and 405(d) .....</b>	<b>31</b>
2024 Highway Safety Plan Performance Targets .....	31
Planned Activity Contribution toward Achieving Performance Target .....	31
Participation in National Impaired Driving Mobilization .....	31
FFY2024 Funded Planned Activities and Accomplishments .....	33
<b>Occupant Protection Program—Section 402 &amp; 405(b).....</b>	<b>36</b>
FFY2024 Highway Safety Plan Performance Targets .....	36
Planned Activities Contribution toward Achieving Performance Target: .....	36
Participation in National Click It or Ticket Mobilization .....	37
FFY2024 Funded Planned Activities and Accomplishments .....	37

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<b>Police Traffic Services Program Section 402.....</b>	<b>41</b>
2024 Highway Safety Plan Performance Targets .....	41
Planned Activity Contribution toward Achieving Performance Target .....	41
FFY2024 Funded Planned Activities and Accomplishments .....	41
<b>Traffic Records Program Section 405(c).....</b>	<b>42</b>
2024 Highway Safety Plan Performance Targets .....	42
Planned Activity Contribution toward Achieving Performance Target .....	42
FFY2024 Funded Planned Activities and Accomplishments .....	43
<b>Driver's Education Program Section 402 DE .....</b>	<b>44</b>
2024 Highway Safety Plan Performance Targets .....	44
Planned Activity Contribution toward Achieving Performance Targets .....	44
FFY2024 Funded Planned Activities and Accomplishments .....	45
<b>FFY2024 402/405F Motorcycle Program .....</b>	<b>46</b>
2024 Highway Safety Plan Performance Targets .....	46
Planned Activity Contribution toward Achieving Performance Target .....	46
<b>Media and Marketing Program.....</b>	<b>46</b>
Paid and Earned Media Report.....	46
Broadcast Strategy .....	46
Outdoor.....	47
PP&E.....	47
FFY2024 Funded Planned Activities and Accomplishments .....	52
Christmas/New Year's 2023/2024.....	52
Labor Day 2024 .....	52
Memorial Day 2024 .....	52
<b>FFY2024 MOHS Financial Report.....</b>	<b>53</b>

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## List of Tables

Table 1	FFY24 Statistical Progress .....	5
Table 2	Preliminary 2024 Highway Safety Progress Report.....	8
Table 3	Grant Funded Activity .....	26
Table 4	Financial Summary of FFY2024 Expenditures .....	53

## List of Figures

Figure 1	C-1 Number of Fatalities (FARS) .....	10
Figure 2	C-2 Serious Injury (State Data) .....	10
Figure 3	C-3 Fatality Rate (FARS).....	11
Figure 4	C-4 Unrestrained Fatalities.....	12
Figure 5	C-5 Alcohol-Impaired Driving Fatalities (BAC =.08+).....	12
Figure 6	C-6 Speeding Related Fatalities.....	13
Figure 7	C-7 Motorcyclist Fatalities .....	13
Figure 8	C-8 Unhelmeted Motorcycle Fatalities .....	14
Figure 9	C-9 Under 21 Years of Age Fatalities .....	15
Figure 10	C-10 Pedestrian Fatalities .....	15
Figure 11	C-11 Bicycle and Other Cyclist Fatalities .....	16
Figure 12	B-1 Percent Observed Belt Use for Passenger Vehicles.....	17
Figure 13	A-1 Grant Funded Citations for Seat Belts.....	17
Figure 14	A-2 Grant Funded Citations for Impaired Driving.....	18
Figure 15	A-3 Grant Funded Citations for Speeding .....	19
Figure 16	Alcohol Related Fatalities of 16-20 Year Old Drivers.....	21
Figure 17	Seat Belt Related Fatalities of 16-20 Year Old Drivers.....	22
Figure 18	Speed Related Fatalities of 16-20 Year Old Drivers.....	22
Figure 19	Christmas Blitz.....	32
Figure 20	Labor Day Mobilization.....	32
Figure 21	Memorial Day Click It or Ticket.....	37

## Executive Summary

The Mississippi Office of Highway Safety (MOHS) administers Mississippi's Federal highway safety grant program in accordance with the provisions and all amendments of the Highway Safety Act of 1966. This 2024 Annual Report documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill, the Fixing America's Surface Transportation (FAST) Act and the Bipartisan Infrastructure Law (BIL). The funds awarded to the MOHS in Federal Fiscal Year (FFY) 2024 included:

- Section 402-General Traffic Safety
- Section 154-Open Container Funds
- Section 405b-Occupant Protection Funds
- Section 405c-Traffic Records Funds
- Section 405d-Impaired Driving Funds

At MOHS, **we take our responsibility of saving lives seriously**. We administer federally funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state. These funds support the Mississippi Highway Safety programs for Impaired Driving, Occupant Protection, Child Passenger Restraint, Police Traffic Services, Public Information & Education, Traffic Records, Driver's Education, Paid Media, Motorcycle Safety, Youth, and Planning and Administration.

The 2024 Annual Report reviews the yearly progress on implementing the Triennial Highway Safety Plan and highlights our successes toward many of the MOHS goals and performance targets. The report provides detailed descriptions of goals based on national standards, achievements in performance measures, and strategies for each program area. Mississippi will continue increasing the public's knowledge, perception, and understanding of traffic safety issues. MOHS is working diligently to minimize the state's fatalities. Mississippi still has a lot of work to do to drive down fatalities and injuries. The overall traffic fatalities increased from 703 in 2022 to 732 in 2023.

The MOHS was successful in the following achievements during FFY2024:

- The number of serious traffic injuries decreased from 3344 in 2022 to 3205 in 2023.
- The number of bicycle fatalities decreased from 17 in 2022 to 13 in 2023.

We remain committed to serving Mississippi through best practices, data driven approaches and evidenced based programs to continue the successes of the MOHS program. Our support of law enforcement agencies, non-profit partners, and state and local partners will continue to grow while meeting joint goals of reducing fatalities, decreasing injuries and crashes on the Mississippi roadways.

I want to thank our Commissioner, Sean Tindell and Governor's Representative Josh Bremen, along with our staff, state leaders, partners, and sub-grantees for working with us to achieve our goal of reducing injuries and fatalities on Mississippi's roadways.

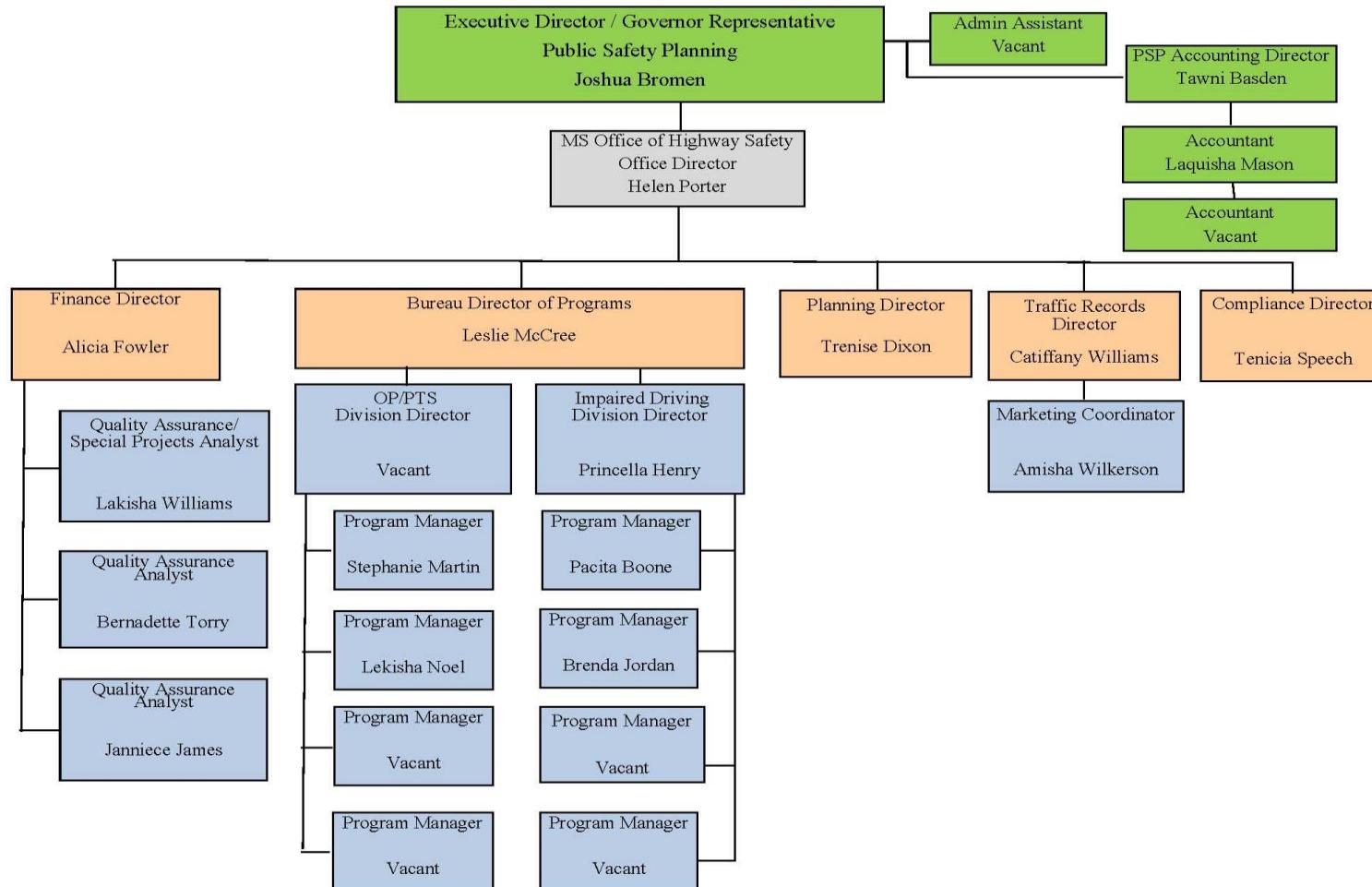
Helen Porter, Office Director Mississippi Office of Highway Safety



## 2024 MOHS ORGANIZATION CHART

The Mississippi Office of Highway Safety (MOHS) is managed by the Mississippi Department of Public Safety and the Division of Public Safety Planning. MOHS is located within the Division of Public Safety Planning office. The chart below shows the last approved organizational chart submitted by the MOHS to NHTSA.

### FY24 MS Office of Highway Safety Organizational Chart





# MOHS MISSION STATEMENT AND MISSION GOAL

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions, and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems.



The overall goal is to reduce traffic crashes which result in death, injury, and economic loss in the state. To accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).

## 2024 Mississippi Legislation

### 2024 LEGISLATIVE BILLS PASSED

During the 2024 Mississippi legislative session the following bills were passed through the House of Representatives and Senate and then presented to the Governor for signature regarding highway safety. The following are the bills that were passed:

#### House Bills:

- **HB 292:** An act to amend sections 63-11-23 and 63-11-30, Mississippi code of 1972, to provide a timeline for the 120-day suspension for DUI violations to provide an aggravated DUI penalty for persons who are under the legal age for purchasing alcoholic beverages; and for related purposes.
- **HB 1015:** An act to amend section 77-7-335, Mississippi code of 1972, to authorize Department of Public Safety inspectors to assist other officers; to amend section 63-11-5, Mississippi code of 1972, to add commercial motor carrier inspectors to the list of persons authorized to give breath tests; and for related purposes.

#### Senate Bills:

- **SB 2695:** An act to amend section 37-25-3, Mississippi Code of 1972, to provide that the school board of any school district maintaining a secondary school shall establish and maintain driver education and training programs for pupils enrolled in the secondary schools in that district; to amend section 37-25-5, Mississippi code of 1972, to provide that the state superintendent of education and the commissioner of public safety shall jointly prepare and recommend to the state board of education, the scope of driver education and training programs in secondary schools; to provide that on or before July 1, 2025, the state superintendent of education and the commissioner of public safety shall jointly prepare an estimated budget and fiscal report of the additional expenses and costs related to the implementation of mandatory driver education programs and present the same to the legislature; to amend section 37-25-7, Mississippi code of 1972, to provide that a driver's education student shall not be required to possess a learner's permit or driver's license while the student is under the direct supervision or an instructor; to delete certain fees that the department of public safety could charge for a learner's permit; to create new section 37-25-8, Mississippi code of 1972, to provide that upon satisfactory completion of a driver education and training program, a driver's education student shall be issued a certificate of completion and copy of said certificate shall be delivered to the driver service bureau of the department of public safety.

## Mississippi Safety Partners

The Mississippi Safety Partners listed below include Government agencies (Federal and State), program stakeholders, community partners that are involved in safety issues, public information, law enforcement, and training for the State of Mississippi. These partners are vital to the success of the MOHS traffic safety program in reducing fatalities, injuries, and crashes. In FY24, partners participated in the strategic planning and implementation of highway safety programs listed within the Triennial Highway Safety Plan, 2024 Annual Report and made the FY24 grant year a success and helped reduce fatalities and injuries on state roadways. This is a small listing of all the partners that are involved and partner with the MOHS. For FY2025 MOHS is looking to reach out to additional agencies that will help in contributing to saving lives on our highways.

Federal Motor Carrier Safety Administration  
Federal Highway Administration  
Jackson State University  
Mississippi Legislators  
Mississippi Association of Chiefs of Police  
Mississippi Sheriff's Association  
Mississippi Department of Transportation  
Mississippi Department of Health  
Mississippi Department of Mental Health  
Mississippi Department of Public Safety  
Mississippi Highway Patrol

Mississippi Law Enforcement Agencies  
National Highway Traffic Safety Administration  
Governor's Highway Safety Association  
State Traffic Records Coordinating Committee  
Mississippi State University  
Mississippi Social Science Research Center  
MOHS Staff Members  
Oxford Police Department Mississippi Law Enforcement Training Division

# Assessment of State of Mississippi's Progress

**Table 1 FFY24 Statistical Progress**

Measure	2019	2020	2021	2022	2023	Average
<b>C1. Core Outcomes Measure—Fatalities (FARS)<sup>1</sup></b>	642	748	766	703	732	718
<b>C2. Core Outcome Measure—Number of Serious Injuries (State Data)</b>	1577	3616	3519	3344	3205	3052
<b>C3. Core Outcome Measure—Fatalities/100 MVMT<sup>1</sup></b>	1.56	1.89	1.88	1.76	1.81	1.78
<b>C4. Core Outcome Measure—Number of unrestrained passenger vehicle occupant fatalities, all seating positions<sup>1</sup></b>	275	228	237	197	216	231
<b>C5. Core Outcome Measure—Number of fatalities involving driver or motorcycle fatalities involving driver or motorcycle operator with .08 BAC or above<sup>1</sup></b>	166	145	152	159	162	157
<b>C6. Core Outcome Measure—Number of speeding-related fatalities<sup>1</sup></b>	120	129	122	139	140	130
<b>C7. Core Outcome Measure—Number of motorcyclist fatalities<sup>1</sup></b>	40	62	38	52	58	50
<b>C8. Core Outcome Measure—Number of un-helmeted motorcyclist fatalities<sup>1</sup></b>	5	15	2	10	12	9
<b>C9. Core Outcome Measure—Number of drivers age 20 or younger involved in fatal crashes<sup>1</sup></b>	71	101	99	75	90	87
<b>C10. Core Outcome Measure—Number of pedestrian fatalities<sup>1</sup></b>	65	105	93	81	86	86
<b>C11. Core Outcome Measure—Number of bicycle fatalities<sup>1</sup></b>	8	9	16	17	13	13
<b>Core Behavioral Measure:</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Average</b>
B-1. Percent observed belt use for passenger vehicles	79.3%	80.0%	78.9%	82.2%	81.2%	<b>80.3%</b>
<b>Core Achievement Measures:</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Average</b>
Seat Belt Citations Issued During Grant Funded Activities	10,315	12,124	18,614	19,970	20,754	<b>16,355</b>
Impaired Driving Arrests During Grant Funded Activities	5,292	6,665	6,312	5,670	5,200	<b>5,828</b>
Speeding Citations Issued During Grant Funded Activities	20,802	23,843	23,527	31,421	30,454	<b>26,009</b>

Source: NHTSA STSI/FARS; Mississippi Office of Highway Safety.



## 2024 Core Performance Measures

The MOHS is working diligently with partner agencies, hosting virtual strategic planning meetings, and creating action plans to reach core outcome and behavior measures. The reduction of law enforcement within the Mississippi Highway Patrol and local agencies has continued to cause challenges in FY24 which limited participation by agencies in our law enforcement safety Planned Activities.

FY2020-2024 seatbelt survey data is final. Targets are set in the Triennial Highway Safety Plan to be reached by the end of the calendar Year 2024; which will be represented by 2023 FARS data; 2024 data will not be final until the early part of 2025.

## Progress in Achieving Performance Targets

Outside of the core behavior measure for observed seat belt use, only preliminary fatality data were available to determine if performance targets identified in the FFY 2024-2026 Triennial HSP will be met for 2024. At the time of this report, it appears Mississippi will meet 7 of the 11 targets set for FFY 2024 (Table 2). Moving forward, the MOHS will continue adjusting the targets using the five-year rolling averages from 2019-2023, with the incorporation of this new data set in upcoming Triennial HSPs.

The MOHS will continue working with its staff and agencies on making great strides to increase the observed seat belt rate, reducing impaired driving fatalities as well reducing speeding. MOHS encourages increased participation in high-visibility evidence-based occupant protection, impaired driving, and speed enforcement by agencies across the state. Plans are also underway for increased education, public engagement, and communication efforts with existing and new stakeholders and contractors to reach a greater audience across the state on safe driving behaviors. With these continued and enhanced efforts, the MOHS believes additional future performance targets will be met.

**Table 2** Preliminary 2024 Highway Safety Progress Report

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Year	2018-2022	711	FARS 2019-2023 718	No. Currently not on track to meet FY24 benchmark.
C-2) Serious Injuries in Traffic Crashes	5 Year	2018-2022	2520	State Data 2019-2023 3052	No. Currently not on track to meet FY24 benchmark.
C-3) Fatalities/VMT	5 Year	2018-2022	1.76	FARS/State 2019-2023 1.78	No. Currently not on track to meet FY24 benchmark.
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2017-2021	266	FARS 2019-2023 231	Yes. Currently on track to meet FY24 benchmark.
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2017-2021	158	FARS 2019-2023 157	Yes. Currently on track to meet FY24 benchmark.
C-6) Speeding-Related Fatalities	5 Year	2017-2021	96	FARS 2019-2023 130	No. Currently not on track to meet FY24 benchmark
C-7) Motorcyclist Fatalities	5 Year	2017-2021	44	FARS 2019-2023 50	No. Currently not on track to meet FY24 benchmark.
C-8) Un-helmeted Motorcyclist Fatalities	5 Year	2017-2021	7	FARS 2019-2023 9	No. Currently not on track to meet FY24 benchmark.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2017-2021	89	FARS 2019-2023 87	Yes. Currently on track to meet FY24 benchmark.
C-10) Pedestrian Fatalities	5 Year	2017-2021	85	FARS 2019-2023 86	No. Currently not on track to meet FY24 benchmark.
C-11) Bicyclist Fatalities	5 Year	2017-2021	9	FARS 2019-2023 13	No. Currently not on track to meet FY24 benchmark.
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	5 Year	2018-2022	80.6%	NHTSA Certified State Survey (2024 Result) 81.2%	In progress. MOHS will continue working to improve the current five-year (2020-2024) average of 80.3%.

A-1 Seat Belt Citations Issued During Grant Funded Activities <sup>1</sup>	5 Year	2018-2022	14,457	State 2020-2024 average of 16,355	Yes. Currently on track to meet FY24 benchmark.
A-2 Impaired Driving Arrests During Grant Funded Activities <sup>1</sup>	5 Year	2018-2022	6,148	State 2020-2024 average of 5,828	No. Currently not on track to meet FY24 benchmark.
A-3 Speeding Citations Issued During Grant Funded Activities <sup>1</sup>	5 Year	2018-2022	18,557	State 2020-2024 average of 26,009	Yes. Currently on track to meet FY24 benchmark.
MOHS Outcome Measure: Teen-AL	5 Year	2017-2021	11	FARS/State 2019-2023 average of 10	Yes. Currently on track to meet FY24 benchmark.
MOHS Outcome Measure: Teen-OP	5 Year	2017-2021	31	FARS/State 2019-2023 average of 24	Yes. Currently on track to meet FY24 benchmark.
MOHS Outcome Measure: Teen-Speed	5 Year	2017-2021	13	FARS/State 2019-2023 average of 16	No. Currently not on track to meet FY24 benchmark.

Source: NHTSA STSI/FARS; Mississippi Office of Highway Safety.

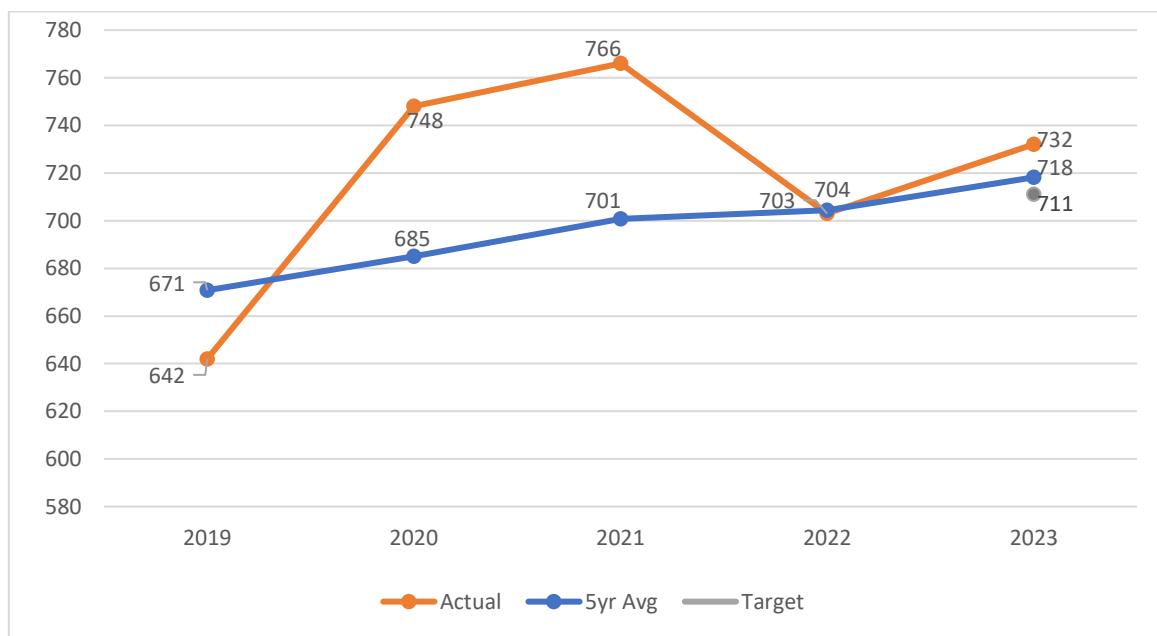
## C-1 Core Outcome Measure/Number of Traffic Fatalities (FARS)

To maintain traffic fatalities at the five-year (2018-2022) average of 711 by December 31, 2024. MOHS will keep this constant target for years 2025 and 2026 as well and update as needed.

Fatalities increased from 703 in 2022 to 732 in 2023. The five-year average (2019-2023) of 718 is above the target of 711. **(Target not met)**

**\*MOHS will continue doing quarterly evaluations on performance measures, reaching out to agencies, and increasing our public awareness efforts on safe driving behaviors. \***

**Figure 1 C-1 Number of Fatalities (FARS)**



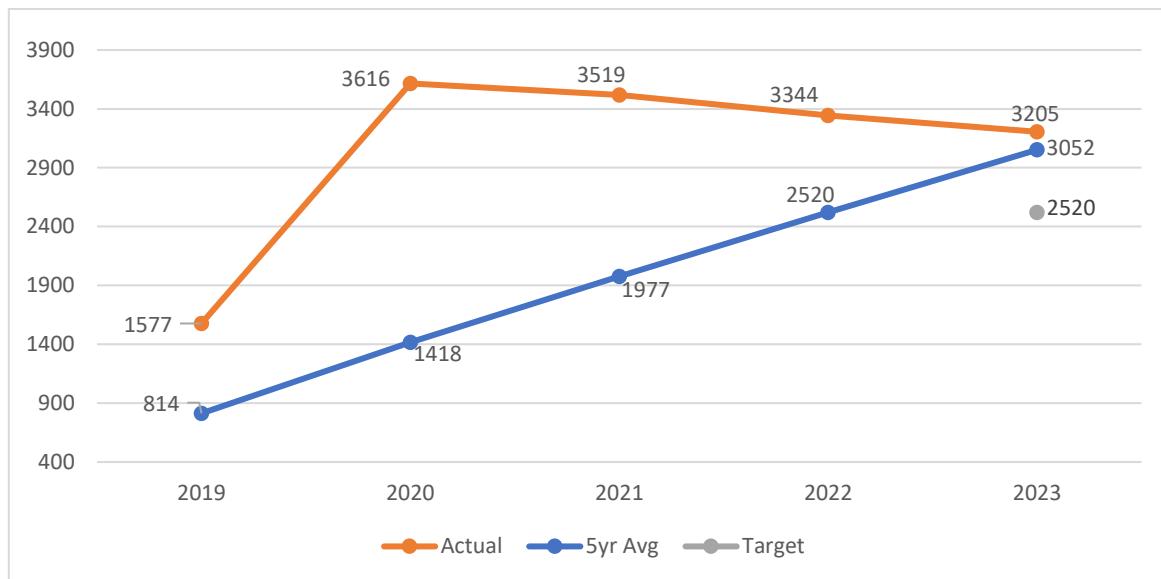
Source: NHTSA STSI/FARS

## C-2 Core Outcome Measure/Serious Injury

To maintain serious injuries at the five-year (2018-2022) average of 2520 by December 31, 2024. MOHS will keep this constant target for years 2025 and 2026 as well and update as needed.

Although serious traffic injuries have decreased in the past several years, the five-year average (2019-2023) of 3052 is more than the target of 2520. **(Target not met)**

**\* MOHS will continue to promote the importance of wearing seatbelts as it does help to avoid injuries in auto accidents. \***

**Figure 2 C-2 Serious Injury (State Data)**

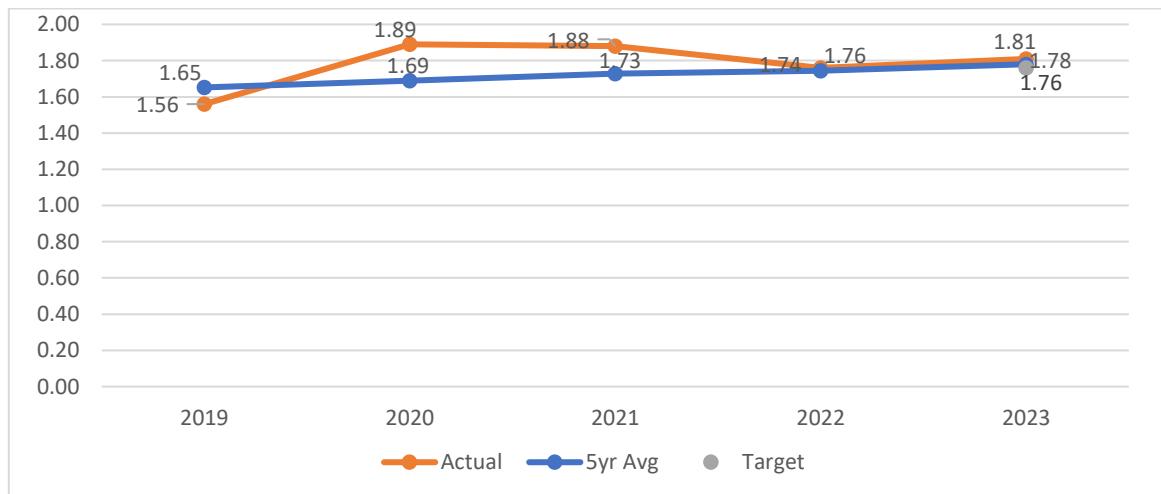
Source: Mississippi Office of Highway Safety. Accessed December 3, 2024.

### C-3 Core Outcome Measure/Fatality Rate

*To maintain fatality rate at the five-year (2018-2022) average of 1.76 by December 31, 2024. MOHS will keep this constant target for years 2025 and 2026 as well and update as needed.*

The fatality rate increased from 1.76 in 2022 to 1.81 in 2023. The five-year average of fatalities/100 MVMT for 2019-2023 is 1.78 and is higher than the target of 1.76. **(Target not met)**

**\*MOHS will continue doing quarterly evaluations on performance measures, reaching out to agencies, and increasing our public awareness efforts on safe driving behaviors. \***

**Figure 3 C-3 Fatality Rate (FARS)**

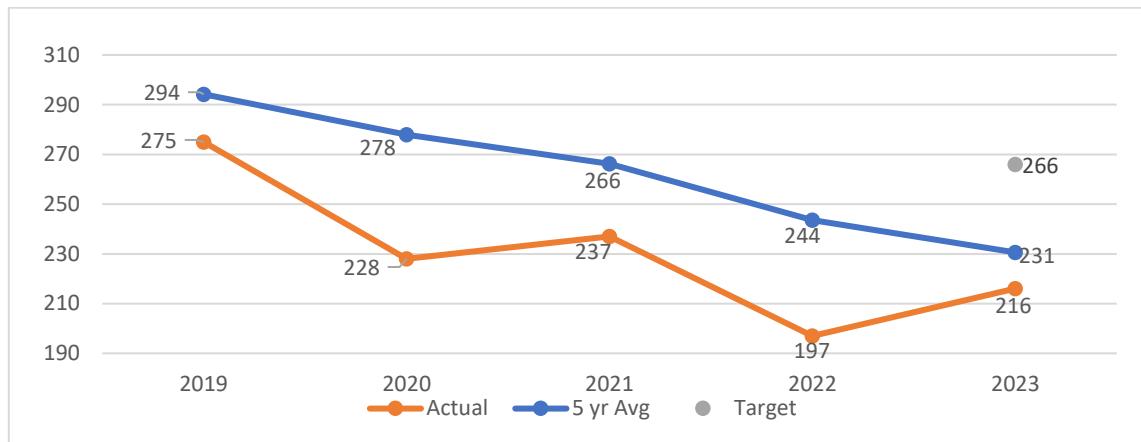
Source: NHTSA STSI/FARS/State Data. Accessed December 3, 2024.

## C-4 Core Outcome Measure/Unrestrained Passengers

*To maintain unrestrained passenger vehicle occupant fatalities, all seat positions at the five-year (2017-2021) average of 266 by the end of 2024-2026.*

The number of unrestrained fatalities increased from 197 in 2022 to 216 in 2023. The five-year average (2019-2023) of 231 is below the target of 266. **(Target met)**

**Figure 4 C-4 Unrestrained Fatalities**



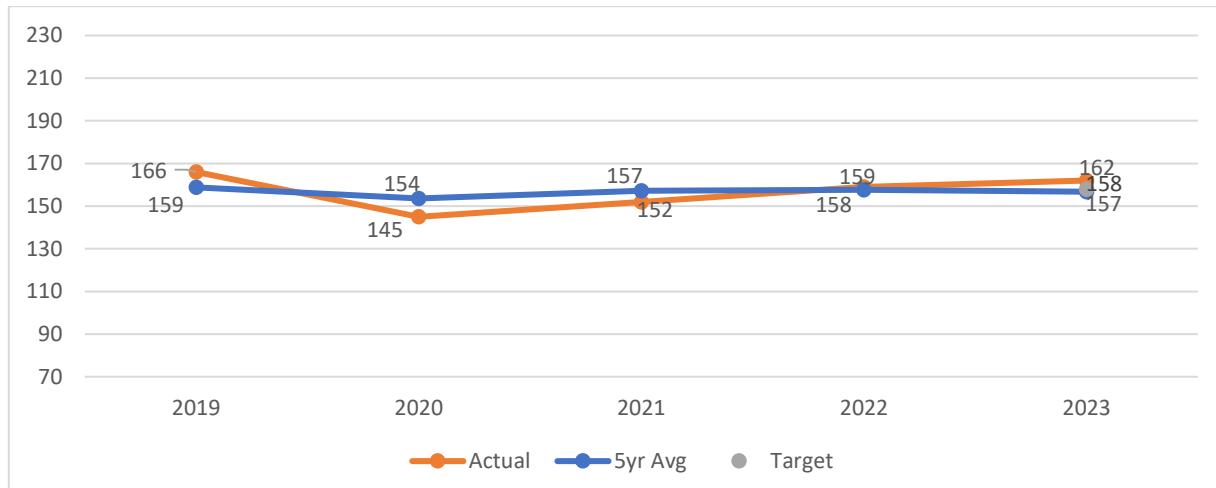
Source: NHTSA STSI

## C-5 Core Outcome Measure/Alcohol and Other Drugs

*To maintain alcohol-impaired driving fatalities at the five-year (2017-2021) average of 158 by the end of 2024-2026.*

Impaired driving fatalities increased from 159 in 2022 to 162 in 2023. The five-year average (2019-2023) of 157 is below the target of 158. **(Target met)**

**Figure 5 C-5 Alcohol-Impaired Driving Fatalities (BAC = .08+)**



Source: NHTSA STSI/ FARS

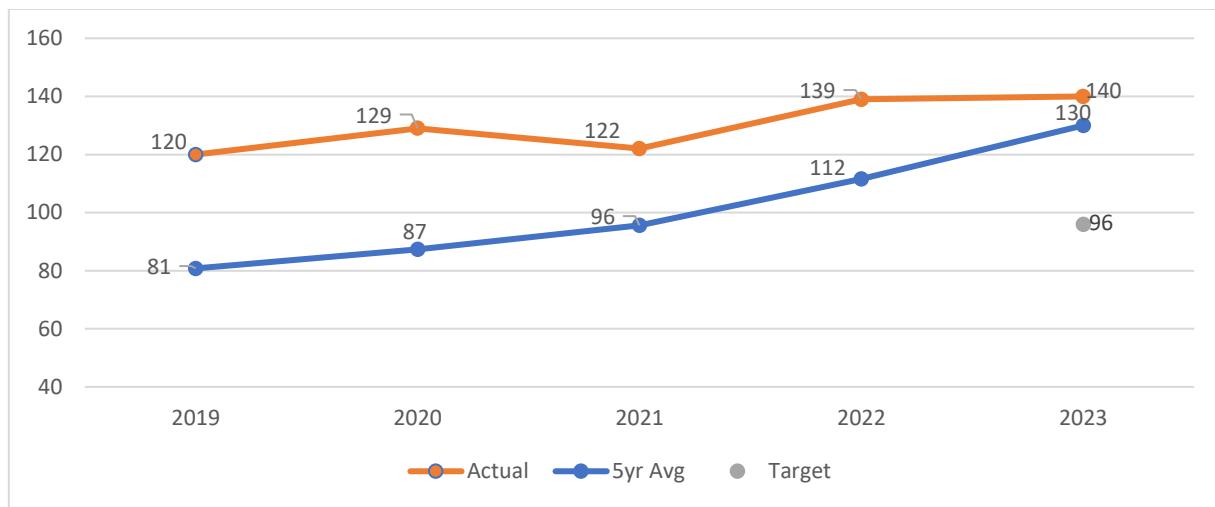
## C-6 Core Outcome Measure/Speed

*To maintain speeding-related fatalities at a current safety level of the five-year (2017-2021) average of 96 by the end of 2024-2026.*

Speeding fatalities increased from 139 in 2022 to 140 in 2023, the five-year average (2019-2023) of 130 is above the target of 96. **(Target not met)**

**\*MOHS will continue doing quarterly evaluations on performance measures, reaching out to agencies, and increasing our public awareness efforts on safe driving behaviors. \***

**Figure 6 C-6 Speeding Related Fatalities**



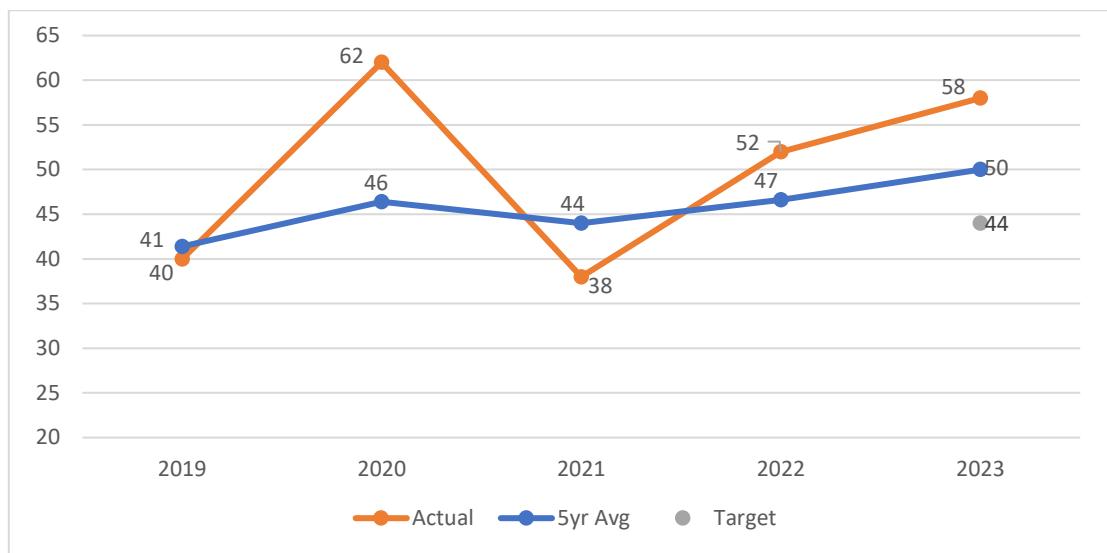
Source: NHTSA STSI/ FARS

## C-7 Core Outcome Measure/Motorcycles

*To maintain motorcyclist fatalities at a current safety level of the five-year (2017-2021) average of 44 by the end of 2024-2026.*

Motorcyclist fatalities increased from 52 in 2022 to 58 in 2023. The five-year average (2019-2023) of 50 is above the target of 44. **(Target not met)**

**\*MOHS will continue doing quarterly evaluations on performance measures, reaching out to agencies, and increasing our public awareness efforts on safe driving behaviors. \***

**Figure 7 C-7 Motorcyclist Fatalities**

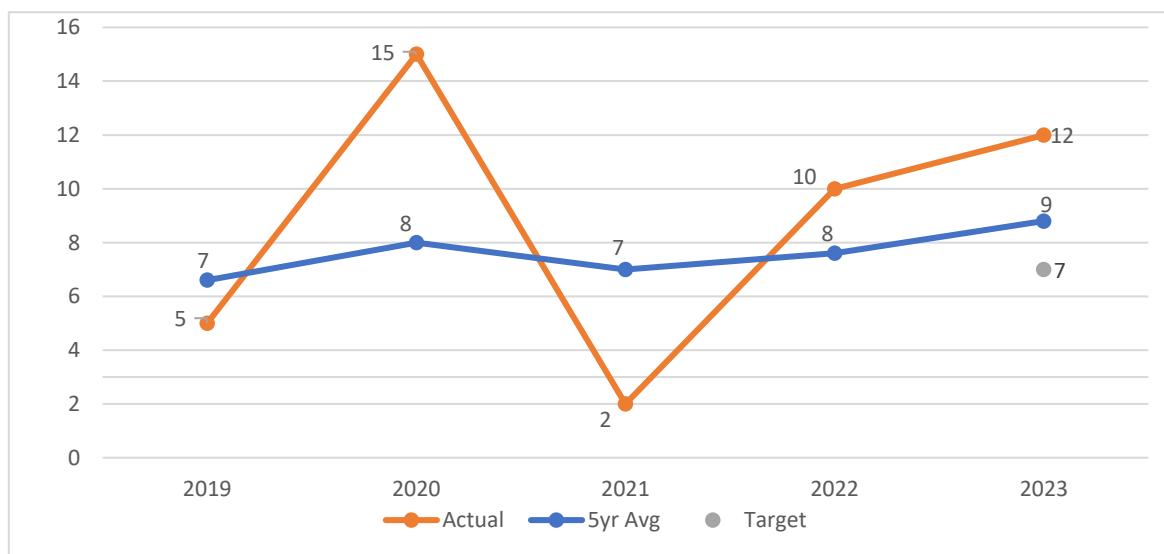
Source: NHTSA STSI/FARS

## C-8 Core Outcome Measure/Unhelmet Motorcyclists

*To maintain the current unhelmeted motorcyclist fatalities safety level of the five-year (2017-2021) of 7 by the end of 2024-2026.*

Unhelmeted motorcycle fatalities increased from 10 in 2022 to 12 in 2023. The five-year average (2019-2023) of 9 is above the target of 7. **(Target not met)**

**\*MOHS will continue doing quarterly evaluations on performance measures, reaching out to agencies, and increasing our public awareness efforts on safe driving behaviors. \***

**Figure 8 C-8 Unhelmet Motorcycle Fatalities**

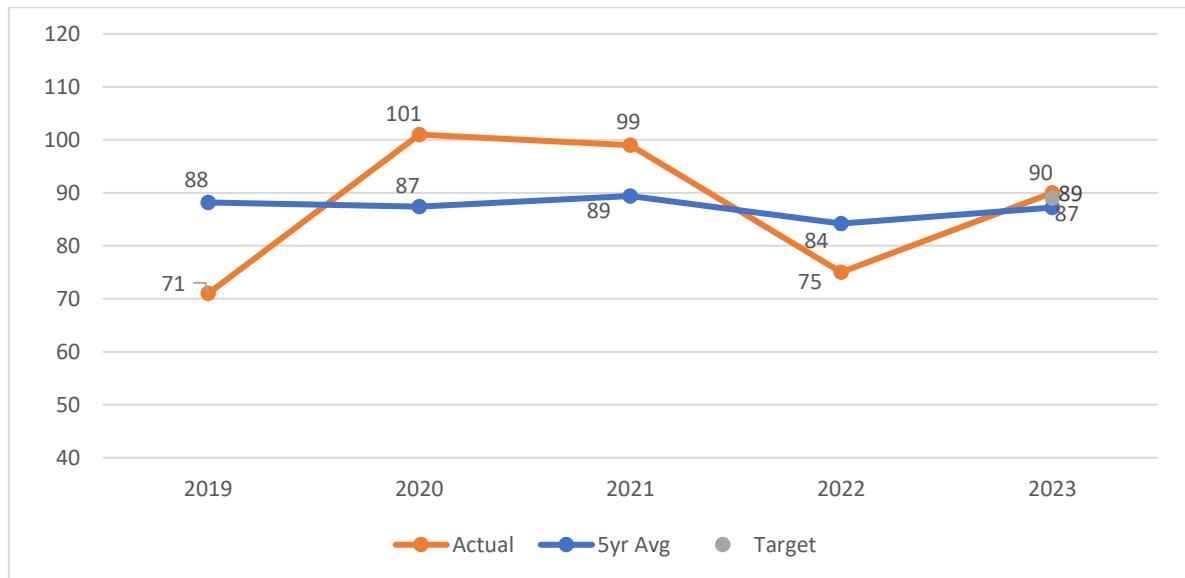
Source: NHTSA STSI/ FARS

## C-9 Core Outcome Measure/Under 21

*To maintain the number of drivers under the age of 21 in fatal crashes at the five-year (2017-2021) average of 89 by the end of 2024-2026.*

The fatalities for persons under 21 years of age increased from 75 in 2022 to 90 in 2023. The five-year (2019-2023) average of 87 is below the target of 89. **(Target met)**

**Figure 9 C-9 Under 21 Years of Age Fatalities**



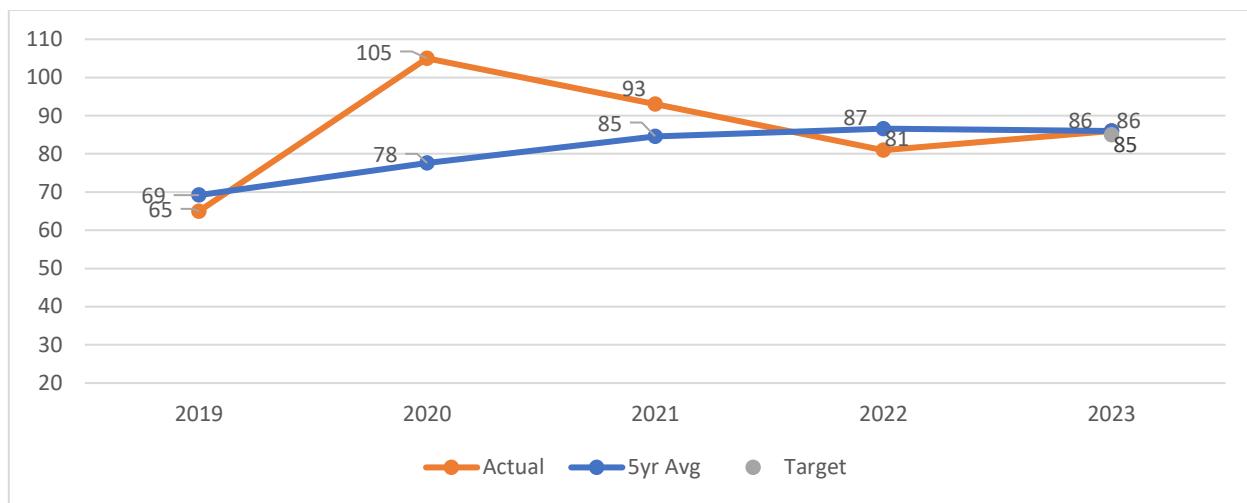
Source: NHTSA STSI/ FARS

## C-10 Core Outcome Measure/Pedestrians

*To maintain pedestrian fatalities at the five-year (2017-2021) average of 85 by then end of 2024-2026. The target will be adjusted as needed.*

Pedestrian fatalities increased from 81 in 2022 to 86 in 2023. The five-year average (2019-2023) of 86 is above the target of 85. **(Target not met)**

**\*MOHS will continue reaching out to agencies to educate the public and make them aware of pedestrians and safe driving behaviors as well as discuss how we can work towards meeting target goals.\***

**Figure 10 C-10 Pedestrian Fatalities**

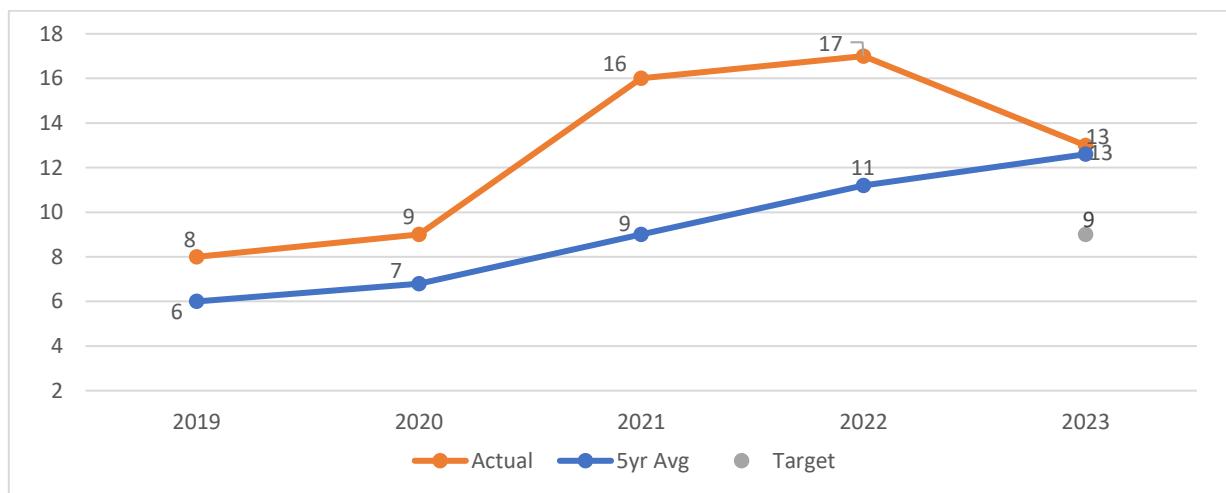
Source: NHTSA STSI/FARS

**C-11 Core Outcome Measure/Bicyclists**

*To maintain bicyclist fatalities at the five-year (2017-2021) average of 9 by the end of 2024-2026. The target will be updated as needed.*

Bicyclist fatalities decreased from 17 in 2022 to 13 in 2023. The five-year average (2019-2023) of 13 is above the target of 9. **(Target not met)**

**\*MOHS will continue working on goals to meet performance measures, reaching out to agencies, collecting data to help set performance targets, and implement a program on making public awareness of safe driving behaviors. \***

**Figure 11 C-11 Bicycle and Other Cyclist Fatalities**

Source: NHTSA STSI/ FARS

## 2024 Core Behavior Measure

### B-1 Percent Observed Belt Use for Passenger Vehicles

*To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 80.6% from the five-year (2018-2022) average of 79.78% by 1% by the end of 2024-2026. The target will be updated as needed. The benchmark will be set at 80.6% each year.*

The observed belt use for passenger vehicles percentage increased from 78.9 in 2022 to 82.2 in 2023 but slightly dipped to 81.2 in 2024. The five-year average (2020-2024) of 80.18 is below the target of 80.6. Although the target was not met, there is progress. (Target currently not met but in progress)

**\*MOHS will continue to make the public aware of the safety of wearing seatbelts through our CIOT campaign as well as reaching out through social media, radio, and billboards\***

**Figure 12 B-1 Percent Observed Belt Use for Passenger Vehicles**

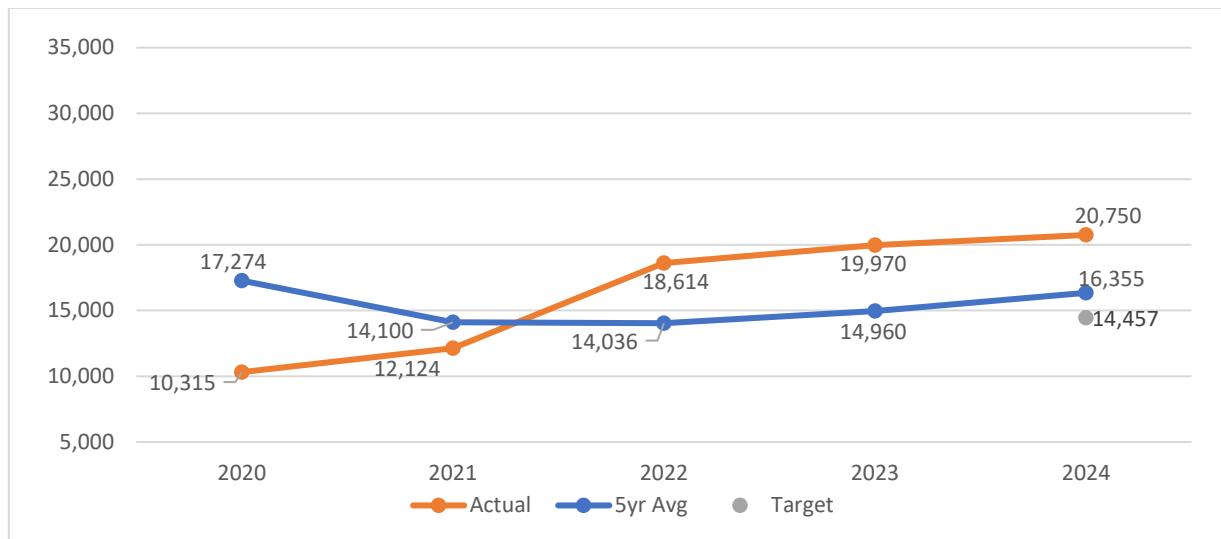


Source: Mississippi Office of Highway Safety. Accessed December 3, 2024

## A-1 Core Activity Measure/Seat belts

*To increase the number of seatbelt citations and child restraint citations issued during grant-funded law enforcement activities to 14,457 from the five-year (2018-2022) average of 14,036 by 3% by the end of 2024-2026. The target will be updated as needed. The benchmark will be set at 14,457 each year.*

The grant funded citations for seat belts increased from 19,970 in 2023 to 20,750 in 2024. The five-year average (2020-2024) of 16,355 is above the target of 14,457. (Target met)

**Figure 13 A-1 Grant Funded Citations for Seat Belts**

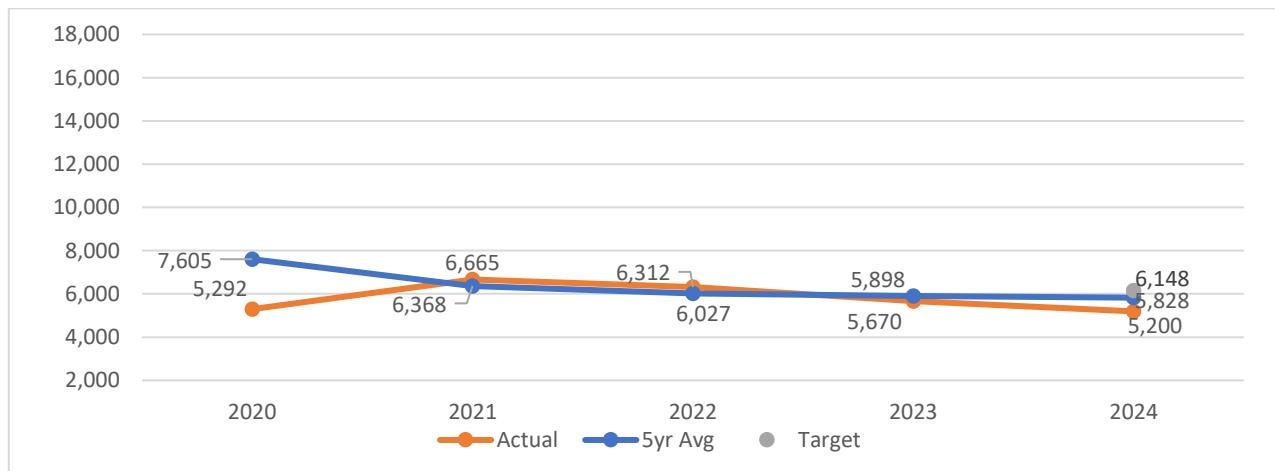
Source: Mississippi Office of Highway Safety. Accessed December 3, 2024.

## A-2 Core Activity Measure/Impaired Driving

*To increase the number of impaired driving citations issued during grant-funded enforcement activities to 6,148 from the five-year (2018-2022) average of 6,027 by 2% by the end of 2024-2026. The target will be updated as needed. The benchmark will be set at 6,148 each year.*

The grant-funded impaired driving citations decreased from 5,670 in 2023 to 5,200 in 2024. The five-year average (2020-2024) of 5,828 is below the target of 6,148. **(Target not met)**

**\*MOHS will continue to make the public aware of the importance of not drinking and driving through our DSGPO campaigns, and public engagement, as well as reaching out through social media, radio, and billboards.\***

**Figure 14 A-2 Grant Funded Citations for Impaired Driving**

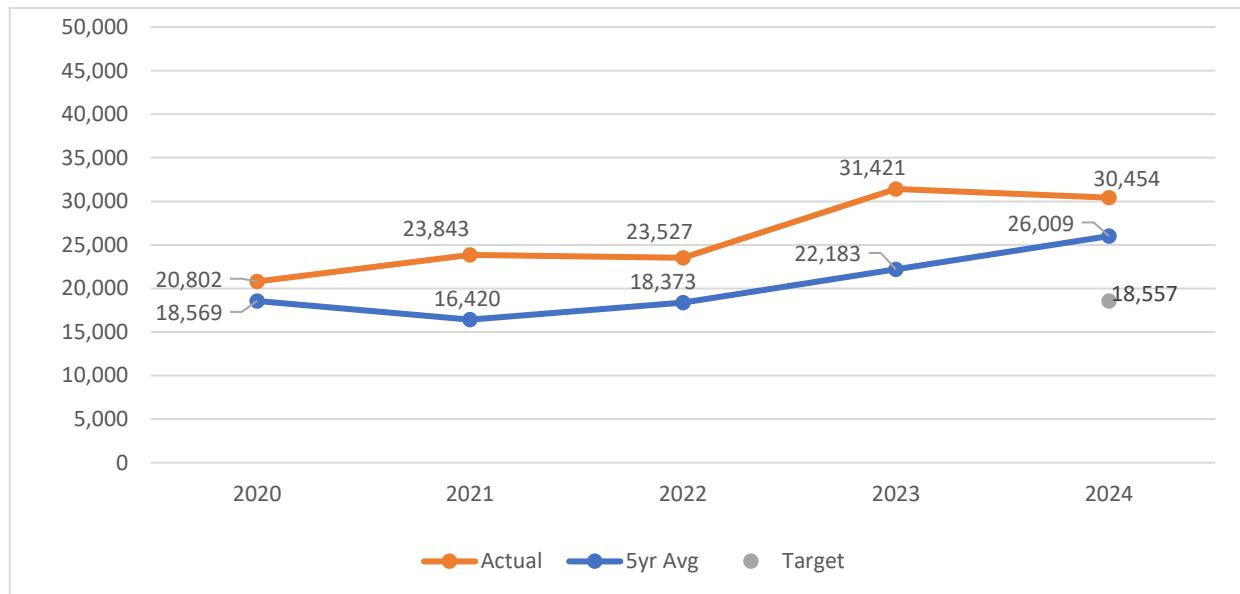
Source: Mississippi Office of Highway Safety. Accessed December 3, 2024.

## A-3 Core Activity Measure/Speed

*To increase the number of speed citations issued during grant-funded activities to 18,557 from the five-year (2018-2022) average of 18,373 by 1% by the end of 2024-2026. The target will be updated as needed. The benchmark will be set at 18,557 each year.*

Grant funded citations for speeding increased from 31,421 in 2023 to 30,454 in 2024. The five-year average (202-2024) of 26,009 is above the target of 15,557. (Target met)

**Figure 15 A-3 Grant Funded Citations for Speeding**



Source: Mississippi Office of Highway Safety. Accessed December 3, 2024



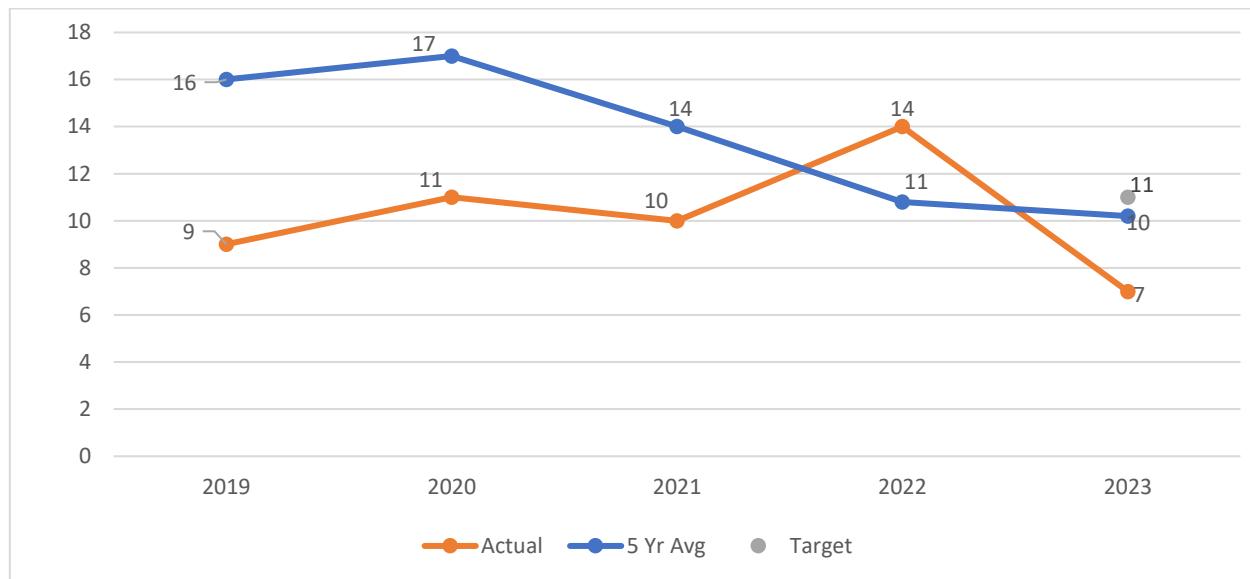
## MOHS OUTCOMES MEASURES

### MOHS Outcome Measure/Teen Alcohol

*To maintain the number of alcohol-related fatalities in drivers under 21 years old from the five-year (2017-2021) average of 11 by 2024-2026. The target will be updated as needed.*

Teen alcohol related fatalities decreased from 14 in 2022 to 7 in 2023. The five-year average (2019-2023) of 10 is below the target of 11. **(Target met)**

**Figure 16 Alcohol Related of 16–20-Year-Old Drivers**



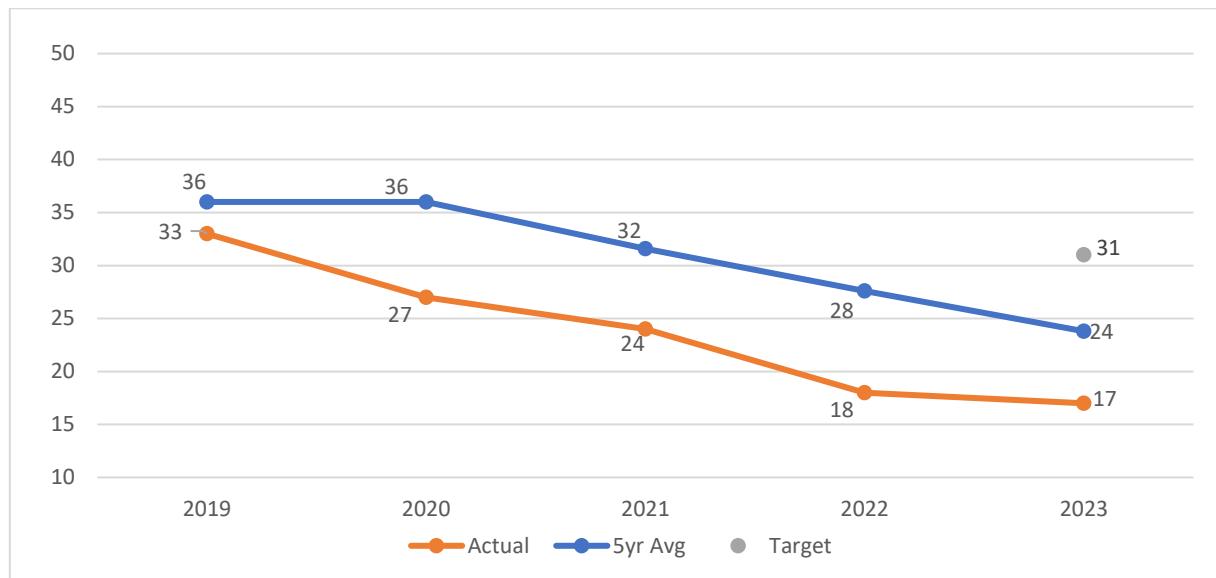
Source: FARS/Mississippi Office of Highway Safety. Accessed December 3, 2024

## MOHS Outcome Measure/Teen Seat Belts

*To maintain the number of unrestrained fatalities from 16–20-year-old drivers during the five-year (2017–2021) average of 31 by the end of 2024–2026. The target will be updated as needed.*

Teen unrestrained fatalities decreased from 18 in 2022 to 17 in 2023. The five-year average (2019–2023) of 24 is below the target of 31. **(Target met)**

**Figure 17 Seat Belt Related Fatalities of 16-20-Year-Old Drivers**



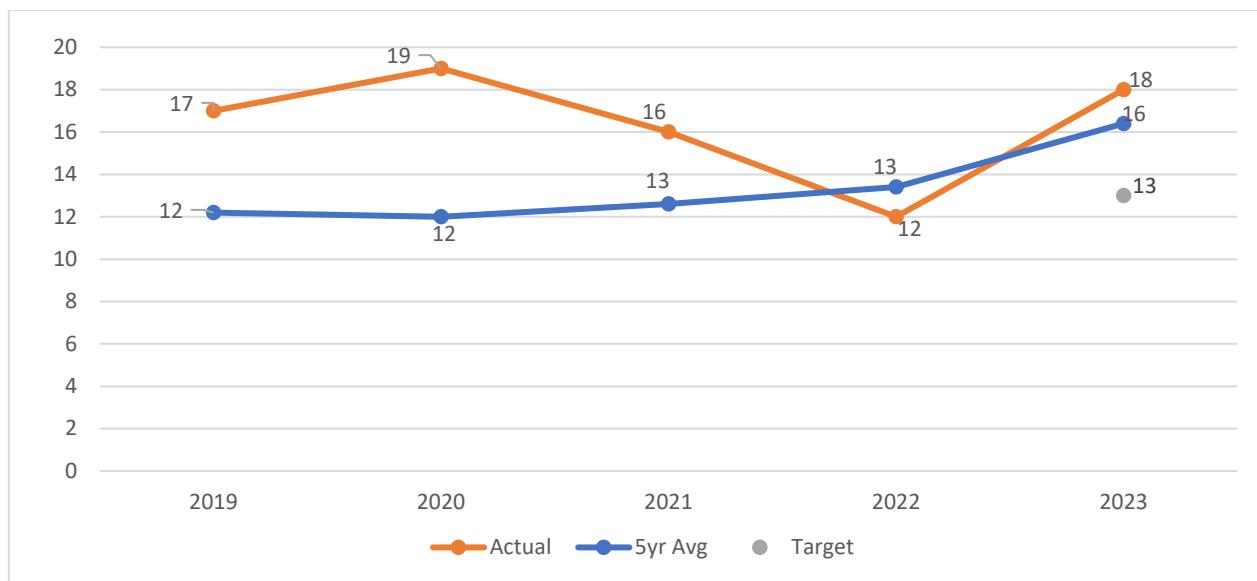
Source: FARS/ Mississippi Office of Highway Safety. Accessed December 3, 2024.

## MOHS Outcome Measure/Teen Speed

*To maintain the number of speed-related fatalities among 16–20-year-old drivers and passengers from the five-year (2017–2021) average of 13 by the end of 2024–2026. The target will be updated as needed.*

Teen speeding fatalities increased from 12 in 2022 to 18 in 2023. The five-year average (2019–2023) of 16 is above the target of 13. **(Target not met)**

**\*MOHS will continue to reach out and educate teen drivers on the importance of not speeding and safe driving awareness through our PI&E grants, public engagement, and campaigns.**

**Figure 18 Speed Related Fatalities of 16–20-Year-Old Drivers**

Source: FARS/ Mississippi Office of Highway Safety. Accessed December 3, 2024.

## MOHS Outcome Measure/Electronic Crash Records

*To maintain the number of electronic submissions of completed crash record data from Mississippi law enforcement agencies to DPS at 100% in 2020 by the end of 2024-2026.*

The Mississippi Department of Public Safety was able to maintain the percentage of crash record data submitted electronically at 100 percent in 2024. **(Target met)**

## MOHS Outcome Measure/Traffic Records Entry

*To maintain the number of average days from the crash event to entry into the Electronic Crash System of 2.2 days in 2022 by the end of 2024-2026.*

The average number of days from the crash event to entry into the electronic crash system was 2.18 days in 2023. **(Target met)**

## MOHS Outcome Measure/Traffic Records Insurance Data Integration

*To continue the process of integrating data of vehicle insurance information with the vehicle VIN from the vehicle file by the end of 2024-2026.*

MSVIVS (Mississippi Vehicle Insurance Verification System) has been live since 2016. Every MS tag run by law enforcement returns an insurance status. This information is available in eCrash (UA-CAPS). **(Target Met)**

## MOHS Outcome Measure/ EMS Integration

*To continue the process of integrating data on crash reports, to link with the EMS Transport system and to the Hospital Trauma registry by the end of 2024-2026.*

MOHS and the STRCC is currently working with the MSDH and NSPARC to link crash data and hospital and EMS data. **(Target currently not met but in progress)**

## MOHS Outcome Measure/Data Uniformity

*To continue the process of mapping data of citation, crash and EMS run using same base layer map to overlay for proactive planning by the end of 2024-2026.*

MOHS and the STRCC is currently working with the MSDH and NSPARC to link crash data and hospital and EMS data. **(Target currently not met but in progress)**

## MOHS Outcome Measure/Electronic Citation

*To improve citation accuracy, timeliness, and uniformity by increasing the percentage of citation data submitted to DPS electronically by 69.8% in 2021 to 70% by the end of 2024-2026.*

The percentage of citation data submitted to DPS electronically increased from 68% in the baseline period (April 1, 2022 – March 31, 2023) to 70% during the performance period (April 1, 2023 – March 31, 2024). **(Target met)**

## FFY2024 MOHS EVIDENCE BASED PROGRAMS AND PLANNED ACTIVITIES

Through the implementation of evidence-based enforcement programs and successful countermeasure initiatives, MOHS continues to assist law enforcement and community partners during FFY24. To determine where resources should be allocated and where the greatest need exists in the state, the MOHS and grant-funded agencies use data to identify issues. Mississippi uses data analysis and program and participant monitoring in high-fatality, high-injury, and high-crash areas to support enforcement and program operations.

In addition to saving lives, traffic enforcement supports a variety of criminal justice initiatives. Some of the most economical strategies to lower the number of fatalities and injuries on the roads are lowering DUI and promoting the usage of seatbelts and child restraints. Additionally, seat belts continue to be one of the best ways to prevent drunk drivers. All residents eventually bear the societal costs of health care and public safety services, regardless of whether they were victims of a crime or a collision.

The Planned Activities and FFY24-funded activities, as well as the Planned Activities' contributions to achieving the MOHS highway safety targets and performance metrics, are detailed in the Program Area Sections included in this Annual Report. Federal fund expenditures are listed in the Grants Funds Summary at the end of the Annual Report and are broken down by Planned Activity numbers.

## Crash Analysis

The MOHS is aware that lowering the number of fatalities, injuries, and collisions in the State of Mississippi requires a robust enforcement strategy. The State must concentrate on data and problem identification, trend analysis, and crash location data in order to reduce fatalities, injuries, and crashes. Every element is taken into account when attempting to meet the State's goals.

The state can assess the requirements of the community, improve enforcement, and plan planned activities by looking at the entire state. Crash analysis is used to determine the areas with the most fatal and injury crashes, which helps the MOHS determine where to place the available resources that include program management and funding.

## Selection of Planned Activities

The MOHS reviews data from FARS and other data sources to look for impaired fatality and crash trends in areas around the State, which helps create target areas that the MOHS will work to assist in the upcoming grant year. For further information on the selection of Planned Activities for the enforcement program, see enforcement section of each program area. After the review of the data and target areas are selected, grant applications are distributed throughout the State for the solicitation of grants. Once grants have been received within the MOHS, if target areas have not submitted a grant application, then the MOHS uses the help from the LEL programs to go and solicit applications from those target areas.

## Selection of Countermeasures/Strategies

The MOHS uses *Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*, published by the NHTSA to select countermeasures/strategies that will be used for the upcoming grant year. The MOHS takes into consideration all data that is available, target areas and the countermeasures to begin selection process of applications and to determine what the MOHS hopes to accomplish during the grant year.

## Enforcement Analysis

The MOHS reviews the data and problem identification throughout the year and deploys resources as needed as the data analysis is developed. The resources could include addition of new Planned Activities, additional training in the area of concern and public information and education programs based on areas with the most need and evidenced based data. During the FY24 year MOHS conducted this through strategic meetings, data review and review of progress reports. If support is needed in the enforcement community, the MOHS, Oxford Police Department Law Enforcement Training, PI&E partners and LEL coordinator are to help with the needs and concerns.

## Adjustments to the Planned Activities and EBE

The MOHS continues to review data throughout the year, even after the grant application process has ended. If additional targets are identified during the year, the MOHS will use the help from the LEL program to contact those areas for grant funding.

In addition, program assessments are provided to each sub-grantee in the monthly program reimbursement packet to help show the agencies, cost per citation information; trend analysis, and budget comparisons, so the agency can see the costs of the program and cost of the citations for effectiveness and direct enforcement

as needed for their Planned Activities. Planned Activities that are added to the enforcement program after the submission of the 3HSP will be included in the modifications.

The Evidence Based Enforcement (EBE) continues to be updated (as necessary) as the grant year progresses, with the addition of strategies used, Planned Activities added and descriptions of enforcement activities that are conducted, for example Special Wave grants. Adjustments are made to Planned Activities based on data analysis that includes fatal and injury crash data.

## Alcohol/Impaired Driving Evidenced Based Enforcement

The MOHS provided funding to agencies to participate in the National Impaired Driving Campaign over Labor Day and the Click It or Ticket Campaign over Memorial Day. Planned Activities can be located on pages 29-42. Each Planned Activity was selected by the criteria above. The program contributed through its evidenced based enforcement a total of:

**Table 3      FY2024 Grant Funded Activity**

Grant Type	DUI	DUI Other	Seatbelt	Child Restraint	Speed
154 Alcohol	2,470	0	0	0	0
405 Impaired Driving	1,447	981	0	0	0
402OP	0	0	10,729	657	0
402PT	132	170	8,330	1,038	30,454
<b>Total</b>	<b>4,049</b>	<b>1,151</b>	<b>19,059</b>	<b>1,695</b>	<b>30,454</b>

## PLANNING AND ADMINISTRATION OVERVIEW

The MOHS is responsible for the development and implementation of the Triennial Highway Safety Plan (3HSP) based on an evaluation and analysis of highway safety problems within the State. The State must also consider the involvement of local units of Government in its highway safety planning, implementation, oversight and financial management efforts.

Internal management of the MOHS is coordinated by the Office Director. Other administrative management is coordinated by the finance director, planning director and bureau director. Programs under the Division Directors are impaired driving, occupant protection, traffic records, motorcycle, outreach, judicial, and police traffic services, Planned Activities and programs. Through planning and administration, continuous efforts will be made to provide the resources necessary for planning, data collection, financial review, administration, and coordination of the statewide Highway Safety Program. The Highway Safety Program's operating expenses are covered by P&A. These expenses include salaries, benefits, travel, contractual services, commodities, and indirect expenditures for administrative support.

### FFY2024 Funded Planned Activities and Accomplishments

#### **Planned Activity Title: MOHS Alcohol/Impaired Driving Coordination & Program Management**

**Planned Activity Description:** The MOHS Impaired Driving Coordination & Program Management provided program management in the impaired driving program area to coordinate statewide and local law enforcement efforts related to DUI operations, national impaired driving blitz campaigns and other Planned Activities related to the impaired driving effort. The program oversaw funding to state and local law enforcement agencies and assisted in developing strategies for inter-jurisdictional enforcement efforts. Collaborated with the State's law enforcement liaisons, TSRP, and other alcohol impaired programs to increase effectiveness and efficiency of law enforcement efforts to reduce DUI.

Provided program management for the planned MOHS alcohol impaired driving outreach Planned Activities, surveys and the "Drive Sober or Get Pulled Over" (DSGPO) National Mobilization. Assisted with impaired driving media campaign during National DSOGPO blitz period as needed and/or requested. Personnel services including salaries and benefits, travel, supplies, and training were also included in the Planned Activity for monitoring, workshops, seminars and program management at the same percentage.

Funding is based on the salary and activities of full-time positions of a program.

**Budgeted:** \$383,000.00 Federal Funding Source 154 AL/\$0.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$242,250.13 Federal Funds

**Planned Activity Title: MOHS P&A (154PA 2024 PA 41 01/ 402PA 2024 PA 41 01)**

**Planned Activity Description:** Provided program management to coordinate statewide local law enforcement efforts related to MOHS operations. Program oversaw funding to state and local law enforcement agencies for overtime enforcement and assisted in developing strategies for inter-jurisdictional enforcement efforts. MOHS P&A includes salaries, fringe, and other expenses for MOHS.

Funding is based on the salary and activities of full-time positions of a program. The MOHS was unable to fully staff the highway safety program during FY22. The MOHS is currently in the process of hiring positions for the program in FY23.

**Budgeted:** \$1,829,444.59 Federal Funding Source 154/\$0.00 Match/\$0.00 Indirect Cost/\$0.00 Local Benefit/MOE-\$0.00; \$482,545.27 Federal Funding Source 402/\$96,509.05 Match/\$0.00 Indirect Cost/ \$ Local Benefit/MOE-\$0.00

**Expended:** \$355,285.28 Federal Funds

**Planned Activity Description:** Provided program management in the Occupant Protection program area to coordinate statewide local law enforcement efforts related to MOHS operations. Program oversaw funding to state and local law enforcement agencies for overtime enforcement and assisted in developing strategies for inter-jurisdictional enforcement efforts. Provide program management for the planned MOHS Seat Belt Survey, the Child Passenger Seat (CPS) survey and the Click It or Ticket (CIOT) National Mobilization. Oversaw Planned Activities related to CPS, including fitting stations, checkpoint stations and CPS technician training. Oversaw the Occupant Protection media campaign during National CIOT blitz period. Included travel and misc. expenses. Personnel services included salaries and benefits, travel, supplies, and training, monitoring, workshops, seminars, and program management at the same percentage.

Funding is based on the salary and activities of full-time positions of a program.

**Budgeted:** \$193,000.00 Federal Funding Source 402OP Occupant Protection/\$38,600.00 Match/\$0.00 Indirect Costs/MOE-\$0.00

**Expended:** \$158,348.33 Federal Funds

**Planned Activity Title: MS Office of Highway Safety Police Traffic Services Coordination and Program Management (PT 2024 PT 41 01/PT 2024 PT 41 02/PT 2024 PT 41 03)**

**Planned Activity Description:** Provided program management in the Police Traffic Services program area to coordinate statewide local law enforcement efforts related to MOHS operations. Program oversaw funding to state and local law enforcement agencies for overtime enforcement and assist in developing strategies for inter-jurisdictional enforcement efforts. Provided program management for the planned MOHS Seat Belt Survey, the CPS survey, the CIOT National Mobilization and Drive Sober Get Pulled Over. Oversaw Planned Activities related to CPS, including fitting stations, checkpoint stations and CPS technician training. Oversaw OP media campaign during National CIOT blitz period. Personnel services included salaries and benefits, travel, supplies, and training, monitoring, workshops, seminars, and program management at the same percentage.

Funding is based on the salary and activities of full-time positions of a program.

**Budgeted:** \$233,000.00 Federal Funding Source 402-Police Traffic Services/\$46,600.00 Match/\$0.00 Indirect Costs/MOE-\$0.00

**Expended:** \$191,637.05 Federal Funds

**Planned Activity Title: MOHS Impaired Driving Coordination & Program Management (M5IDC 2024 MD 41 01)**

**Planned Activity Description:** Provided program management to the impaired driving program area to coordinate statewide and local law enforcement efforts related to DUI operations, national impaired driving blitz campaigns and other Planned Activities related to impaired driving efforts. Program oversaw funding to state and local agencies and assisted in developing strategies for inter-jurisdictional enforcement efforts. Collaborated with the State's law enforcement liaisons, TSRP, and other alcohol impaired programs to increase effectiveness and efficiency of law enforcement efforts to reduce DUI. Provided program management for the planned MOHS alcohol impaired driving outreach Planned Activities, surveys and the "Drive Sober or Get Pulled Over" National Mobilization. Assisted with impaired driving media campaign during National DSOGPO blitz period as needed and/or requested. Personnel services including salaries and benefits, travel, supplies, and training are also included in the Planned Activity for monitoring, workshops, seminars, and program management at the same percentage. Impaired enforcement can also be included in police traffic service grants, as well.

**Budgeted:** \$150,956.18 Federal Funding Source 405(d)/\$30,191.24 Match/\$0.00 Indirect Costs/MOE-\$0.00

**Expended:** \$149,589.05 Federal Funds



## IMPAIRED DRIVING PROGRAM—SECTION 154 AND 405(D)

The impaired driver is a crucial factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol impairment remains the greatest threats to road safety. When impaired arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as a top priority due to the state's high number of alcohol and drug-related fatalities. During the grant year, extensive efforts and the use of evidence-based initiatives were chosen and put into action in order to continue reducing this extremely dangerous infraction by taking part in all state-wide National Crackdowns on drunk and impaired driving. Throughout the grant year, state and local law enforcement also carried out increased efforts to prevent impaired driving, with a focus on special events and holidays. Additionally, a wide range of public awareness campaigns were held all year long to highlight public education and knowledge. The MOHS supports enhanced police presence, high visibility, and enforcement through impaired driving programs. DUI arrests increased as a result, and more people were reached by public education and awareness campaigns.

### 2024 Highway Safety Plan Performance Targets

Targets provided from the Triennial Highway Safety Plan related to this program section can be found in the “2024 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

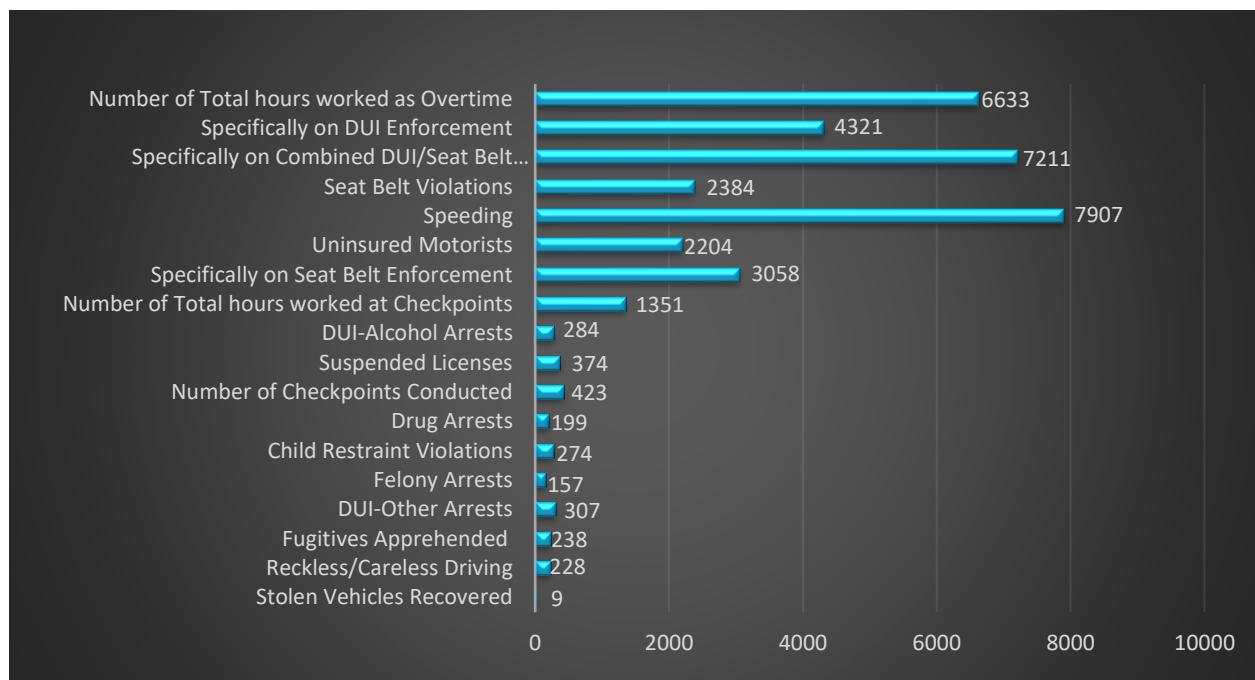
### Planned Activity Contribution toward Achieving Performance Target

During FFY24, fifty-four (54) grant funded law enforcement agencies participated in high visibility enforcement, while public information and education groups and partners educated the public on the dangers of impaired driving. Paid and earned media campaigns were held during the FY24 year, with special emphasis during blitz campaign times.

During FFY24, the MOHS were able to have SFST, ARIDE and DRE training programs with the help of the Oxford Police Department, which helped train and re-certify law enforcement officers in impaired driving training. The MOHS provided program management and oversite on all impaired driving programs, which included program management, technical assistance, monitoring, and training to local grant funded agencies.

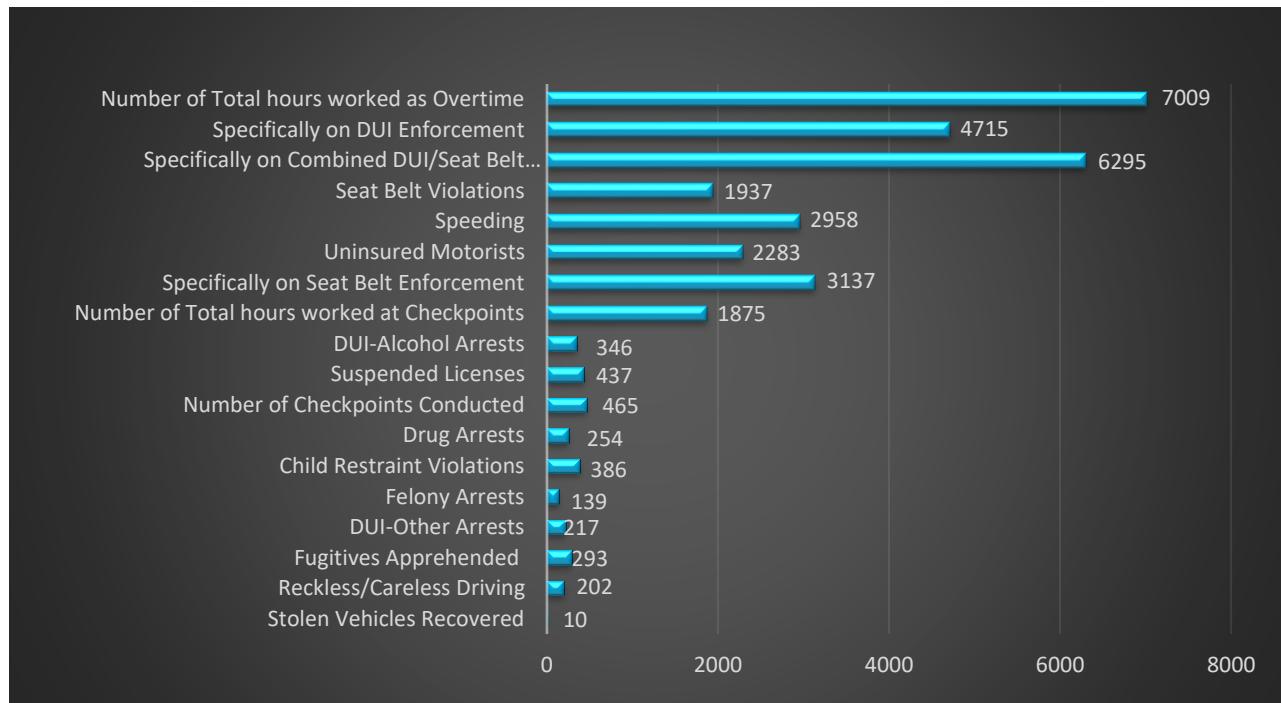
### Participation in National Impaired Driving Mobilization

The MOHS took part in the Christmas Blitz campaign for impaired driving. Details on the target audience and media utilized can be found in the Paid and Earned Media Report (Page 55) within the Media and Marketing Program Section. Citations, arrests, and other outcomes from the campaign are shown below in Figure 19.

**Figure 19** FY24 Christmas Blitz

Source: Mississippi Office of Highway Safety. Accessed October 25, 2024.

The MOHS also took part in the Labor Day campaign for impaired driving. Details on the target audience and media utilized can be found in the Paid and Earned Media Report (Page 55) within the Media and Marketing Program Section. Citations, arrests, and other outcomes from the campaign are shown below in Figure 20.

**Figure 20** FY24 Labor Day Mobilization

Source: Mississippi Office of Highway Safety. Accessed October 25, 2024.

## FFY2024 Funded Planned Activities and Accomplishments

### Planned Activity Title: MOHS Alcohol Countermeasures Law Enforcement Grant Program (See Financial Summary Table 4)

**Planned Activity Description:** Planned Activities under the MOHS Law Enforcement DUI Grants provide grant funds to local police departments and sheriff's offices for enforcement in jurisdictions across Mississippi. All jurisdictions provided enforcement for hours that are specified in each agency agreement, in support of the alcohol DUI program. These enforcement grants were coordinated with the national DSGPO, along with any State blitz campaigns that the MOHS develops for FY24.

All law enforcement agencies participating in the MOHS Law Enforcement Grant program utilize data to targets of need and deploy resources bases on problem identification and traffic trends in the agency locales and adjust the program as needed. Law Enforcement agencies use the funding for salaries (part time and full time), travel, contractual service (Installations and Rental of Meeting Space) and equipment (In Car Camera, PBT and Computers), that has been reviewed and approved by the MOHS. All information on the budget can be found in the agency agreements. The agency will generate at least (1) earned media campaigns during the DSGPO campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement

**Budgeted:** \$2,960,970.83 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Cost/\$2,960,970.83 Local Benefit/- MOE-\$0.00

**Expended:** \$2,823,664.18 Federal Funds

### Planned Activity Title: MOHS Paid Media Sustained DUI Enforcement Campaign (154PM 2024 PM 00 00)

**Planned Activity Description:** A comprehensive and sustained paid media campaign in support of the continual DUI enforcement efforts for the DSGPO campaigns utilizing Section 405d alcohol funding was implemented in the FY24 grant period. These funds were used for sustained radio, and outdoor space in December 2023, January 2024, and Labor Day 2024.

The DSGPO messages were approved by NHTSA before airing. The number of holiday alcohol-related vehicle crash fatalities were used to evaluate the media messaging. The measures that were used to assess message recognition are as follows: radio spots, ads, and GPAs for paid media, earned media messages for print and television, alcohol-related vehicle crash fatalities and the results obtained from the behavioral measures awareness survey will be used to evaluate the effectiveness of the messaging.

**Budgeted:** \$150,000.00 Federal Funding Source 154AL/ \$30,000.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$ 55,061.15 Federal Funds

### Planned Activity Title: Metro Jackson/ Jackson State University (154AL 2024 ST 40 01)

**Planned Activity Description:** The Metro Jackson Community Prevention Coalition will be the state's primary adult impaired driving awareness program. The program will focus on the top 30 counties of the State with the most alcohol related fatalities. The program will coordinate with law enforcement agencies to promote impaired driving prevention; provide impaired driving prevention education/ information to support and enhance law enforcement efforts during (4) National Blitz campaigns: July 4<sup>th</sup>, Labor Day, Christmas/New Years and the Superbowl by facilitating initiatives and or press conferences; assist law enforcement agencies with the dissemination of educational information and materials during checkpoint efforts; conduct impaired driving prevention awareness presentations and generate earned media.

**Budgeted:** \$368,412.59 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Cost/ \$0.00 Local Benefit/ MOE-\$0.00

**Expended:** \$265,661.79 Federal Funds

### Planned Activity Title: MOHS Contingency Travel (154AL 2024 ST 41 04/M5TR 2024 MD 41 02)

**Planned Activity Description:** The MOHS provided financial support for approved contingency travel for agency partners requesting in and out of State travel expenses to alcohol and impaired meetings, conferences and trainings benefitting the alcohol and impaired highway safety programs. Funds included airfare, baggage fees, hotel accommodation, transportation, per diem for meals, tips and additional travel fees approved by the MOHS. Travel is directly related to the support of funded strategies and Planned Activities.

**Budgeted:** \$2,500.00 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00; \$2,500.00 Federal Funding Source 405d/\$500.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

### Planned Activity Title: MOHS National Blitz Drive Sober Get Pulled Over High Visibility Special Wave Grants (154AL 2024 ST 41 05)

**Planned Activity Description:** The agencies used the funds to provide overtime to non-funded agencies for officers to work overtime in conducting impaired driving enforcement during the national blitz periods of DSGPO. The agencies conducted a minimum of (2) Special Traffic Enforcement Program (STEP) HVE/Deterrence checkpoints and a minimum of (2) Special Traffic Enforcement Program (STEP) HVE/Deterrence saturation patrols during each national DSGPO (Christmas/New Year & Labor Day), for a total of (4) Checkpoints and (4) Saturation Patrols. The agency generated at least (1) earned media campaigns during the DSGPO campaigns. Funds will be used for law enforcement in strategically targeted areas, based on problem identification during blitz periods to reduce fatalities and injuries. Funds were used for: Overtime, which is over and beyond regular duties and responsibilities.

**Budgeted:** \$25,000.00 Federal Funding Source 154AL/\$0.00 Match/\$0.00 Indirect Costs/\$25,000.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

**Planned Activity Title: Oxford Police Department Law Enforcement Training Coordination  
(M5HVE 2024 MD 22 51/ M5TR 2024 MD 22 51)**

**Planned Activity Description:** The Oxford Police Department- Law Enforcement Training Coordination program is a statewide program to provide impaired driving training to all law enforcement officers. The Oxford Police Department- Law Enforcement Training Coordination program expanded training to State and local law enforcement officers within the State. Funds were used for salary for the LE training staff which includes proportional funding for coordinator, finance/accounting/training coordinator; contractual services; travel and supplies for the program.

Law Enforcement Training Coordination	Target	Number of Classes	Number Trained
SFST Classes	165	11	<b>210</b>
SFST Instructor	12	1	<b>11</b>
ARDIE Classes	60	7	<b>66</b>
DRE	10	1	<b>14</b>

**Budgeted:** \$161,436.16 Federal Funding Source 405(d)/\$32,287.23 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

\$505,758.33 Federal Funding Source 405(d) Match/ \$101,151.67 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$534,453.48 Federal Funds

## OCCUPANT PROTECTION PROGRAM—SECTION 402 & 405(B)

Mississippi's primary seat belt law and child passenger laws, public information and education programs, enforcement efforts, media and child safety seat distribution programs, and utilization of evidence-based enforcement efforts have all contributed to the Mississippi's continued success with occupant protection. The MOHS participated in all national mobilizations for seat belt enforcement, including the "Click It or Ticket" (CIOT) campaign during Memorial Day. MOHS utilizes Section 402 and 405 funds for paid media campaigns and seat belt enforcement details, and reports law enforcement activities as required by NHTSA. High visibility enforcement continues to be a major deterrent to driving unbelted within the State, along with a high visibility media and education programs.

Recognizing the importance of Occupant Protection (OP) and Child Restraint (CR), MOHS has designated an Occupant Protection Division Director to focus on bolstering the OP/CR program. A significant amount of time was also devoted to CIOT special wave awards, emphasizing the value of child restraint and seat belt enforcement as well as law enforcement's involvement in the statewide CIOT campaign.

### 2024 Highway Safety Plan Performance Targets

Targets provided from the Triennial Highway Safety Plan related to this program section can be found in the "2024 Core Performance Measures" section. Discussion of the state's progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activities Contribution toward Achieving Performance Target:

During FY24, forty-seven (47) law enforcement agencies participated in high visibility enforcement, while public information and education groups and partners educated the public on the dangers of buckling up. Paid and earned media campaigns were held during the FY24 year, with special emphasis during blitz campaign times. The MOHS funded programs that focused on high visibility enforcement and contributed to fewer occupant protection deaths and injuries across the State. High visibility media provided the citizens of Mississippi with awareness about buckling during the \*Click It or Ticket blitz campaign and throughout the entire year.

MS Department of Health Child Restraint Program continue to be instrumental in child safety seat distribution, public education, fitting stations, and child passenger safety seat training to ensure that Mississippi youth are buckled and in the correct restraints.

The MOHS conducts an annual statewide safety belt use surveys in accordance with criteria established by the Secretary of Transportation for the measurement of state safety belt use rates. The survey will ensure that the measurements accurately represent the state's seat belt usage rate.

The MOHS Occupant Protection Division provides leadership and works to coordinate programs with the MS State Department of Health (MSDH) and other state and local agencies. MOHS promoted Click it or Ticket" during the Memorial Day holiday period. Through the MS State Department of Health, the Child Passenger Safety Coordination Planned Activity provided statewide safety checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson and across the state. The MOHS provided program management and oversite on all OP programs, which included program management, technical assistance, monitoring, and training to local grant funded agencies.

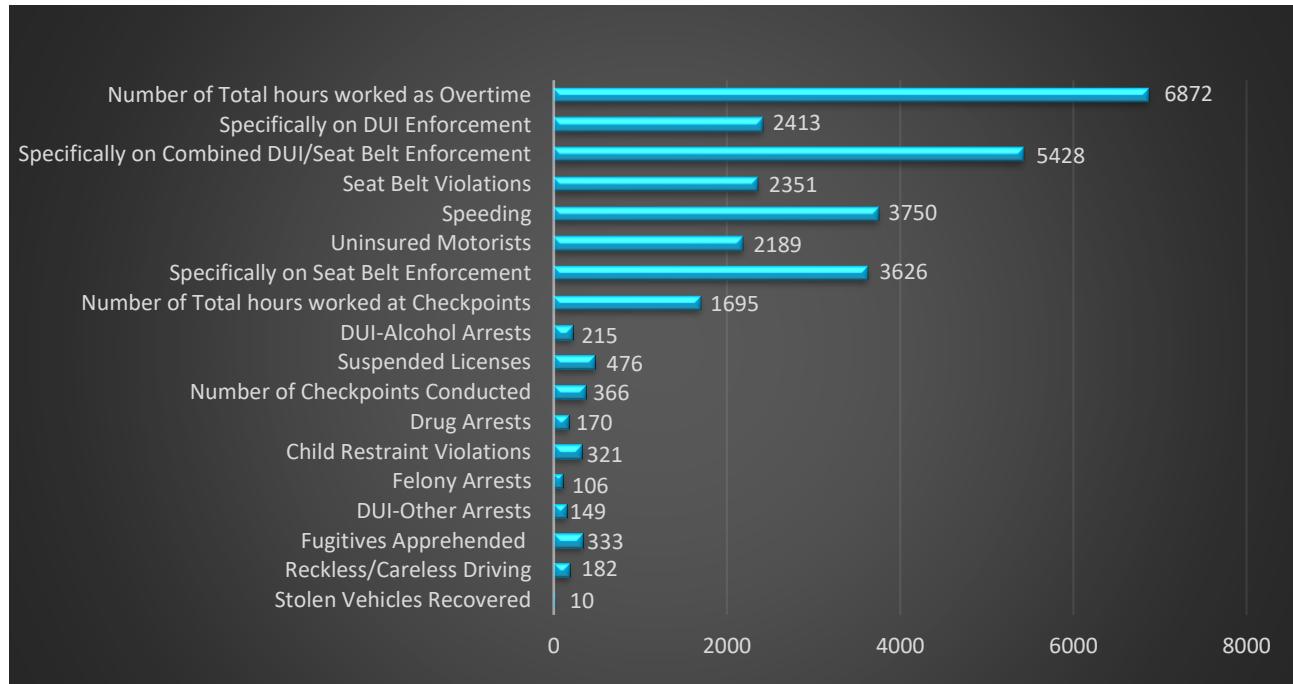
Mississippi will keep moving in the right direction regarding child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level. Section 405 funds were utilized in 2024 to continue funding the MS State Department of Health's Child Passenger Safety Program,

Mississippi State University Seat Belt Survey. MOHS and the MSDH will continue to make the effort to preserve the lives of children through the continued education of the public on child passenger safety awareness.

## Participation in National Click It or Ticket Mobilization

The MOHS also took part in the “Click It or Ticket” campaign around Memorial Day. Details on the target audience and media utilized can be found in the Paid and Earned Media Report (page 55) within the Media and Marketing Program Section. Citations, arrests, and other outcomes from the campaign are shown below in Figure 21.

**Figure 21 FY24 Memorial Day Click It or Ticket**



Source: Mississippi Office of Highway Safety. Accessed October 28, 2024.

## FFY2024 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Occupant Protection Law Enforcement STEP Grants (See Financial Summary Table 4)**

**Planned Activity Description:** Various use the funds to provide salary and fringe for officers to work overtime hours conducting enforcement, which can include impaired driving, occupant protection and speed during FY24. There will be a special emphasis during the national blitz periods of DSGPO and CIOT. The agencies will conduct Special Traffic Enforcement Program (STEP) HVE checkpoints and a Special Traffic Enforcement Program (STEP) HVE saturation patrols during each national DSGPO (Christmas/New Year) and CIOT (Memorial Day). The STEP agency will generate earned media campaigns during the DSGPO (Christmas/New Year) and CIOT (Memorial Day) campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement.

The agency generated at least (1) earned media campaigns during the “CIOT” campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement.

**Budgeted:** \$1,045,610.15 Federal Funding Source 402OP/\$209,122.03 Match/\$0.00 Indirect Costs/\$1,045,610.15 Local Benefit/MOE-\$0.00

**Expended:** \$950,565.99 Federal Funds

#### Planned Activity Title: MOHS Click It or Ticket Special Wave Grants (OP 2024 OP 41 06)

**Planned Activity Description:** The agency will use the funds to provide overtime to officers to work overtime in conducting Occupant Protection. Funds will be used for law enforcement in strategic target areas that have been identified through data to increase enforcement during the blitz period to reduce fatalities and injuries. Funds will be used for: Overtime that is over and beyond regular duties and responsibilities. The number of Planned Activities will be determined based on problem identification, need and trends. The number of hours and funding amounts will be determined by need, population size and funds available.

**Budgeted:** \$25,000.00 Federal Funding Source 402 OP/\$5,000.00 Match/\$0.00 Indirect Costs/\$25,000.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

#### Planned Activity Title: MOHS High Risk Population Special Wave Grants (OP 2024 OP 41 05)

**Planned Activity Description:** The agency will use the funds to provide overtime to officers to work overtime in conducting Occupant Protection for data driven high risk populations. Funds will be used for law enforcement in strategic target areas that have been identified through data to increase enforcement to reduce fatalities and injuries. Funds will be used for: Overtime that is over and beyond regular duties and responsibilities. The number of Planned Activities will be determined based on problem identification, need and trends. The number of hours and funding amounts will be determined by need, population size and funds available.

**Budgeted:** \$5,000.00 Federal Funding Source 402 OP/\$1,000.00 Match/\$0.00 Indirect Costs/\$5,000.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

#### Planned Activity Title: MOHS Contingency Travel (OP 2024 OP 41 04)

**Planned Activity Description:** The funds were used for contingency travel in and out of State to OP meetings, conference and trainings approved by the MOHS. Funds were also used to provide honorariums for speakers, presenters for speaking engagements, conferences, meetings and training that would enhance the MOHS OP program. Funds included airfare, baggage fees, hotel accommodation and transportation, per diem for meals, tips and any additional travel fees approved by the MOHS. Travel was directly related to the support of funded strategies and Planned Activities.

**Budgeted:** \$2,204.24 Federal Funding Source 402OP/\$440.84 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$0.00 Federal Funds

**Planned Activity Description:** The Mississippi Office of Highway Safety will use a portion of the grant funds for a program to educate the public regarding the risks of leaving a child or an unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. MOHS will conduct presentations and disseminate educational brochures to help reduce the number of deaths for unattended passengers.

**Budgeted:** \$10,000.00 Federal Funding Source 402OP/\$2,000.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$316.82 Federal Funds

#### Planned Activity Title: MS Department of Health Child Restraint Seat Program (CR 2024 CR 40 71)

**Planned Activity Description:** The Department of Health is responsible for enforcement activities for the entire State of Mississippi through extensive enforcement. The population of Mississippi is 2,961,279 according to the 2020 census. The program covers square miles 48,434 and county miles 10,958. The Department of Health will conduct child safety seat checkpoints at local health departments, daycares, or preschools. Will conduct publicized community child safety seat checkpoints at community events, shopping centers, or health and safety fairs to promote correct usage statewide and distribute child passenger restraints. The Department of Health will collaborate with Mississippi Department of Education, and other local partners to conduct school-based occupant protection activities (e.g. presentations, safety fairs, workshops, countdown to drive program) for children ages 0-15 years.

Collaborate with Public Health District Educators to conduct child passenger safety presentations on regulations and recommendations at schools and community/public events in all nine Health Districts. Schedule CPST courses to increase the number of Child Passenger Safety Technicians throughout the state. Conduct child safety seat checkpoints and publicized community child safety seat checkpoints. Distribute child restraints, increase knowledge about proper usage, and ensure they are being utilized and distribute fact sheets and child passenger safety brochures that target children, ages 0-15 years that come into local health clinics.

The Department of Health will use funding for the purchase of child restraints for the Child Restraint Seat Program.

**Budgeted:** \$108,000.00 Federal Funding Source 402CR/\$21,600.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$107,987.02 Federal Funds

**Planned Activity Title: MS Department of Health Child Occupant Protection Program (M2PE 2024 MB 40 71)**

**Planned Activity Description:** The Department of Health is responsible for child passenger activities for the entire State of Mississippi. The Child Protection Program will distribute child passenger safety seats, conduct child passenger safety presentations and child safety seat checkpoints.

The Department of Health will plan occupant protection awareness activities for student's ages 0-15 years and the parents/guardians. Contact state, local, and federal agencies, hospitals, elementary schools, daycares, HeadStart Centers, and faith-based organizations statewide in a collaborative effort to speak with individuals.

As a part of the program, 1,743 Car Seats were distributed for families in need, car seats were installed for families at community events, 313 community presentations were conducted, and 113 CPS technicians.

**\*Supplemental to CR-2024-CR-40-71\***

**Budgeted:** \$243,048.46 Federal Funding Sources 405(b)/\$48,609.69 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$192,908.76 Federal Funds

**Planned Activity Title: Mississippi State University Occupant Restraints Survey Stennis Institute (SO 2024 SO 40 11)**

**Planned Activity Description:** The MOHS conducts annual statewide safety belt use surveys in accordance with criteria established by the Secretary of Transportation for the measurement of state safety belt use rates. The survey will ensure that the measurements accurately represent the state's seat belt usage rate. Seatbelt usage continues to be a priority emphasis area for NHTSA and for MOHS.

The seat belt portion of the Planned Activity, the agency will survey a pseudo-random sample of (16) counties across the State of Mississippi in order to represent the entire State. The child restraint survey of the Planned Activity will be conducted in a convenience survey of 40 municipalities with populations over 10,000. This is also done to generate representative numbers for the entire state. So, each municipality's inclusion in the survey is not targeted based on any predetermined problems. The agency will utilize the grant funds for; salary; overtime; fringe; contractual service; travel; commodities and indirect cost to conduct described program activities above and beyond the agency's daily activities and responsibilities.

During the 2024 Seatbelt Survey 13,729 vehicle occupants and 173 survey observation sites were observed. Madison County had the highest increase in seatbelt usage, where Copiah and Desoto County had the largest decrease. Desoto County exhibited marked improvement over the 2024 CIOT Campaign. MOHS uses the seatbelt usage rates to observe where in the state have the largest decreases or increases, so that the MOHS, law enforcement and public information groups may make the biggest impact. The official, overall calculated seat belt use estimate for the state of Mississippi for 2024 is 81.2%.

**Budgeted:** \$274,214.93 Federal Funding Source 402SO/\$54,842.99 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$238,023.35 Federal Funds

## POLICE TRAFFIC SERVICES PROGRAM SECTION 402

The Police Traffic Service area provides funds to law enforcement agencies for targeted enforcement areas of seat belt, impaired and speed enforcement along with additional highway safety areas, such as distracted driving and texting and driving. Problem areas are identified through data, problem identification and impact of problems. The PTS Planned Activities helped the MOHS support the overall evidence-based enforcement programs of the police traffic services program. As a result, more citations for speed, occupant protection and DUI were up, as well as more citizens were reached with public information and education.

### 2024 Highway Safety Plan Performance Targets

Targets provided from the Triennial Highway Safety Plan related to this program section can be found in the “2024 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activity Contribution toward Achieving Performance Target

During FY24, forty-seven (47) law enforcement agencies, participated in high visibility enforcement, while public information and education groups and partners educated the public on the dangers of highway safety issues. Paid and earned media campaigns were held during the FY24 year, with special emphasis during blitz campaign times for Drive Sober and Get Pulled Over and Click It or Ticket National Blitz Campaigns.

The MOHS funded programs that focused on high visibility enforcement and contributed to fewer deaths and injuries across the State. The MOHS PTS Division provides leadership and works to coordinate programs with the state and local agencies, including the Mississippi Department of Transportation. The MOHS provided program management and oversite on all PTS programs, which included program management, technical assistance, monitoring and training to local grant funded agencies.

### FFY2024 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Law Enforcement Police Traffic Services STEP Grants (See Financial Summary Table 4)**

**Planned Activity Description:** Various agencies funds to provide salary and fringe for officers to work overtime hours conducting enforcement, which can include impaired driving, occupant protection and speed during FY22. There will be a special emphasis during the national blitz periods of DSGPO and CIOT. The agencies will conduct Special Traffic Enforcement Program (STEP) HVE checkpoints and a Special Traffic Enforcement Program (STEP) HVE saturation patrols during each national DSGPO (Christmas/New Year) and CIOT (Memorial Day). The agency will generate earned media campaigns during the DSGPO (Christmas/New Year) and CIOT (Memorial Day) campaigns. Each agency has a personalized performance measure and strategies that can be found in the grant agreement.

**Budgeted:** \$2,134,422.85 Federal Funding Source 402PT/\$426,884.58 Match/\$0.00 Indirect Costs/\$2,134,422.85 Local Benefit/MOE-\$0.00

**Expended:** \$1,792,649.16 Federal Funds

## TRAFFIC RECORDS PROGRAM SECTION 405(C)

The MOHS continued to partner and work with the Mississippi State Traffic Records Coordinating Committee (STRCC) during the FY24 grant year. The STRCC is a group of state partners that focus on the collaboration, implementation, and execution of state traffic record systems. The MOHS continues to work on objectives that are listed in the Statewide Strategic Traffic Records Strategic Plan and work to achieve performance-based targets established by the STRCC.

### 2024 Highway Safety Plan Performance Targets

Targets provided from the Triennial Highway Safety Plan related to this program section can be found in the “2024 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

### Planned Activity Contribution toward Achieving Performance Target

The MOHS continues to work with partners with the Mississippi Highway Safety Information System (MHSIS) system. MHSIS is a complex, volume-intensive data collection, storage and retrieval system that supports national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics, and travel density.

The State Traffic Records Coordinating Committee (STRCC) met on a regularly scheduled basis to review all major traffic record Planned Activities. The strategic plan for data system improvements is developed and updated annually to apply for Section 405(C) traffic records funds. The STRCC has discussed working on priority Planned Activities this year and strengthening the STRCC. During the STRCC conference call meetings they outlined six areas of improvement to assist the STRCC were reviewed for consideration:

1. STRCC Structure and Management.
2. STRCC Roles and Responsibilities.
3. STRCC Vision and Mission.
4. STRCC Stakeholders and Members.
5. STRCC Foundational Documents.
6. STRCC Strategic Planning and Planned Activity Development.

During FY24, preparation and dissemination of statistical reports were major traffic record activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public. Special planning data sets were also developed to show the picture of areas that need improvement in the state and focused enforcement efforts areas.

Traffic record users include: MHP; local police and sheriff's departments to deploy enforcement units; engineers to identify roadway hazards; judges to determine sentencing; and, prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs; and motor carrier officials to identify problem commercial drivers and carriers.

The Planned Activities listed below increase the ability to provide the Traffic Records program with accurate, timely and assessable data to be used in problem identification, planning and evaluation of highway safety programs. This data that is collected from the traffic records programs is used for the reduction of fatalities, injuries, and crashes across Mississippi.

## FFY2024 Funded Planned Activities and Accomplishments

### **Planned Activity Title: MOHS Traffic Records Coordination Program Management (M3DA 2024 MC 40 01/ M3DA 2024 MC 41 02/M3DA 2024 MC 41 03)**

**Planned Activity Description:** The program involves the development of the Crash Data Portal to address issues relating to data access and processing in the state as well as improving data availability and interoperability. In an effort to ensure the necessary data is readily available for strategic purposes in the planning of target areas and education awareness across the state for impaired driving, occupant protection, speed, youth, elderly, pedestrian, motorcycle, and bicyclist fatalities, the Crash Data Portal is needed to provide a central location where reporting documents can be retrieved and readily available for MOHS staff, local, county, and state jurisdictions for making data driven decisions. The development of the Crash Data Portal will offer documentation power tools and reporting functions to ensure uniformity, timeliness and accessibility of the data needed to identify priorities for traffic safety. EMS-related reports will be shared on this portal to ensure completeness and integration of EMS data as it relates to specific crashes.

**Budgeted:** \$92,000.00 Federal Funding Source 405(c)/\$18,400.00 Match/\$0.00 Share to Local; \$5,000.00 Federal Funding Source 405(c)/\$1,000.00 Match/\$0.00 Share to Local; \$1,500.00 Federal Funding Source 405(c)/\$300.00 Match/\$0.00 Share to Local

**Expended:** \$89,654.53 Federal Funds

### **Planned Activity Title: Mississippi State University Data Program (M3DA 2024 MC 40 11)**

**Planned Activity Description:** The program involves the development of the Crash Data Portal to address issues relating to data access and processing in the state as well as improving data availability and interoperability. In an effort to ensure the necessary data is readily available for strategic purposes in the planning of target areas and education awareness across the state for impaired driving, occupant protection, speed, youth, elderly, pedestrian, motorcycle, and bicyclist fatalities, the Crash Data Portal is needed to provide a central location where reporting documents can be retrieved and readily available for MOHS staff, local, county, and state jurisdictions for making data-driven decisions. The development of the Crash Data Portal will offer documentation power tools and reporting functions to ensure uniformity, timeliness, and accessibility of the data needed to identify priorities for traffic safety. EMS-related reports will be shared on this portal to ensure completeness and integration of EMS data as it relates to specific crashes

**Budgeted:** \$89,820.64 Federal Funding Source 402SO/\$17,964.12 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$82,950.19 Federal Funds

## DRIVER'S EDUCATION PROGRAM SECTION 402DE

The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving, occupant protection, distracted driving and teen safety has been in effect for the past seven grant years.

The MOHS Public Information and Education Program has a collection of sub-grantees that focus on public information and education, which includes presentations at churches, schools, conferences, meetings, health fairs and many other events to increase awareness. Booths or table set-ups are displayed with relevant educational materials and promotional items bearing "no drinking and driving," "buckle up" and distracted driving safety messages. These Planned Activities helped the MOHS support multiple programs including impaired, OP unrestrained, youth and older drivers in Mississippi. These Planned Activities helped reach more citizens with public information and education.

## 2024 Highway Safety Plan Performance Targets

Targets provided from the Triennia Highway Safety Plan related to this program section can be found in the "2024 Core Performance Measures" section. Discussion of the state's progress in meeting the targets is also included, using available data at the time of reporting.

## Planned Activity Contribution toward Achieving Performance Targets

During FY24 The MOHS funded programs that included peer education and prevention strategies to focus on the age population of 21 and younger, with the focus of ages 16-20 years of age. Evidence-based programs were selected and were implemented during the grant year.

There were one (1) Planned Activities selected for the driver's education program, with only one being fully implemented. This program educated young drivers about the negative effects of distracted driving, impaired driving, seat belt usage, speeding and awareness of risks while driving. This educational program attributed to the statistics above.

# FFY2024 Funded Planned Activities and Accomplishments

## Planned Activity Title: Jackson State University Youth Highway Safety Program (DE 2024 DE 40 02)

**Planned Activity Description:** Planned Activity Description: Jackson State University will be the state's primary teen safety awareness program. The program will focus on the top counties of the State with the teen fatalities and injuries.

Jackson State University- Youth Highway Safety Programs will increase the awareness and work statewide to provide public information on safe driving for young drivers aged 16-20 years old. Jackson State University- Youth Highway Safety Programs will conduct educational outreach activities and participate in safety fairs, and community events. This year Jackson State University –Youth Program will reach teens in the State while working in schools, safety fairs, conferences, and meetings.

The program will also work with local law enforcement and local schools across the State to bring the message of the consequences of seatbelt usage, speed control, distracted driving and more highway safety issues.

The program measures the effectiveness of the program with pre- and post-evaluations after each program. Funding will be used to provide salaries, fringe, contractual services, travel, commodities, and indirect cost.

Drivers Education Planned Activity Accomplishments (402DE):

- 200 highway safety speed awareness presentations; 200 seatbelt safety presentations for teens 16-20 across Mississippi
- Conducted 185 one-hour presentations on the “Dangers of not wearing a Seatbelt” to 7,091 students.
- Set up nine (9) information booths during community and health fairs in target areas.
- A total of 253 cars were visually checked for seat belts. Of the 253 cars checked 147 drivers were wearing restraints
- Disseminate over 5,100 pieces of seat belt safety and speeding literature via classroom presentations, community events, social media, email blast, and during various health fairs.
- Posted messages on seatbelt safety and speeding through social media outlets (Facebook, Twitter, and emails) as well as the center's page on the Jackson State University website.
- Completed 654 pre and post-survey presentations on seatbelt safety and speeding
- The center received a Public Service Award from NHTSA for its tireless dedication to education and protecting the next generation of Mississippi Drivers.

**Budgeted:** \$252,141.66 Federal Funding Source 402DE/\$50,428.33 Match/\$0.00 Local Benefit/MOE \$0.00

**Expended:** \$142,656.82 Federal Funds

## FFY2024 402/405F MOTORCYCLE PROGRAM

In the planning of the FY24 programs, the MOHS was anticipating the implementation of a statewide motorcycle program funded through grant funds. The state has struggled with a rise in motorcycles fatalities, injuries, and crashes over the past few years. Although the motorcycle program is a needed program, the MOHS was unable to implement this program during the grant year.

The MOHS was also not able to provide personnel to work directly with the program, as the MOHS began to restructure and change the focus of existing programs. Although the program is important, the MOHS chose to redirect funding, services, and personnel to more high priority programs for FY24. The MOHS will look into creating this pilot in the future when staff can be allocated to the program.

## 2024 Highway Safety Plan Performance Targets

Targets provided from the Triennial Highway Safety Plan related to this program section can be found in the “2024 Core Performance Measures” section. Discussion of the state’s progress in meeting the targets is also included, using available data at the time of reporting.

## Planned Activity Contribution toward Achieving Performance Target

With the lack of a statewide motorcycle program, the state motorcycle fatalities, injuries, and crashes continue to rise. Without a sustained statewide motorcycle program, the MOHS can determine that the problem with fatalities, injuries and crashes cannot be reduced if a program does not exist.

## MEDIA AND MARKETING PROGRAM

The MOHS diversifies the media mix to increase audience awareness to the message in a more divided market than ever. To influence behavioral change, the MOHS seeks to produce the message as often as feasible while obtaining the greatest media placement at the most affordable price.

The process of media planning entails thorough, upfront evaluations. Finding special placement opportunities and offering affordable solutions are given top priority. The composition, coverage, and effectiveness of the specific medium in reaching the target audience are taken into consideration while analyzing media alternatives. The MOHS also establishes how often the target audience should see or hear the message. The MOHS demands one bonus spot for each paid media spot placed with each media buy.

## Paid and Earned Media Report

### BROADCAST STRATEGY

Radio serves as the primary medium to increase reach while generating higher levels of frequency. Radio is the top medium of choice Monday-Friday, 9 a.m.-6 p.m., making radio a great compliment. Radio provides a solid mechanism to distribute the message almost evenly throughout the state. Formats that index high for male targets include All Talk, AC, Alternative, CHR, Country, Hip-Hop, News, Rock, Urban and College. MOHS did not reach the audience by radio for FY2024. MOHS is looking forward to the FY24 year as our plan is to return to radio stations.

## OUTDOOR

Digital outdoor boards quickly remind all drivers about impaired driving enforcement and seat belt usage. High school and University campuses and high-traffic metropolitan areas are targeted statewide through quick, memorable reminders. The MOHS also leases special digital message boards for some of the northern counties, an area difficult to reach through radio.

## PUBLIC PARTICIPATION AND ENGAGEMENT

MOHS has discovered that reaching out to communities to find community stakeholders who are willing to assist us in gaining support from the impacted communities identified under 23 CFR 1300.11(b)(2)(i)(B) in order to promote traffic safety is the first step in creating meaningful and successful engagement programs. Our ongoing attempts to broaden "engagement" programs by identifying new community stakeholders within the designated affected populations are reflected in the actions that can be fairly characterized as "outreach." Because of this, every outreach initiative has the potential to be a future engagement opportunity that we are creating to supplement our current efforts to comply with 23 CFR 1300.11(b)(2)(iii).

MOHS has always understood the importance of providing community-level outreach and education in target areas and with target groups. MOHS's prior outreach efforts included partnerships with traffic and community leaders. These efforts were conducted through federal grants awarded by MOHS.

Reducing fatalities and serious injuries throughout the state is the Mississippi Office of Highway Safety's top priority. These specialized marketing strategies are important because they provide a road map to decreasing traffic deaths. Additionally, it can also encourage positive behavioral change and feedback for ways to achieve the Mississippi Office of Highway Safety's fatality and injury goals. Based on the performance measures and feedback of engagement received, MOHS will continue to use the data, surveys, and results based on engagement feedback and performance measures. Monitoring goals, performance measures, and data for the existing targets are all part of the continuous planning process.

While the Mississippi Office of Highway Safety works throughout the state, it focuses on underserved communities, overrepresented communities, and groups and communities at high risk for traffic fatalities and serious injuries.

PP&E depends on the participation of community stakeholders who reflect the demographics of the communities that were found to be impacted. Community collaboration efforts are vital for improving relations between law enforcement and diverse community groups. Engaging with community members through forums, advisory boards, or outreach programs allows police departments to gain insights into the specific needs and concerns of different populations to ensure the communities on what they need and keeping our highway safe. This engagement not only helps tailor policing strategies to be more effective but also demonstrates that law enforcement values community input in keeping our roadways safe.

### **Older Driver Outreach and Education/Vehicular Heatstroke Prevention**

In recent years, more attention has been given to older driver safety. According to the National Highway Traffic Safety Administration (NHTSA), there were 55.7 million people in the United States – 17% of the population – who were over the age of 65. As individuals get older, their driving ability may change, due to physical capability, and visual, and cognitive changes. However, this does not imply that these individuals must give up driving.

- ❖ December 6, 2023– MOHS met with independent living residents at Jackson Run Retirement Home, in Jackson, Mississippi to promote road safety and heatstroke prevention among the elderly population. MOHS provided educational materials and discussed occupant protection, older driving, impaired driving, and distracted driving. Emphasizing the importance of wearing seatbelts is crucial in protecting seniors from serious injuries and fatalities in the event of a crash. Many elderly people may have grown up in an era when seatbelts were not commonly used, so educating them on the life-saving benefits of this simple safety measure is paramount. By raising awareness and fostering a culture of responsible driving among the elderly, we can contribute to a safer road environment for everyone. MOHS feels that by structuring the discussion clearly and engagingly, incorporating real-life examples and interactive elements, such as demonstrations, we can ensure that the message resonates with the elderly audience. Reading assistance support was provided to individuals.
- ❖ December 7, 2023 – Jackson-Hinds Comprehensive Health Center is one of the largest and oldest community health centers in Mississippi. Their mission is to provide low-cost, quality, family-based health care, and social services to people who may not have access. Jackson, Mississippi is located in Hinds County. According to the 2020 U.S. Census, in Jackson, Mississippi, the African American population is comprised of 82.6%. African American males has the highest fatalities in speed, alcohol, and seat belts. Identifying the target group for this area allowed for a more efficient way to address the traffic safety problems. MOHS met with healthcare leaders and law enforcement agencies. During this time, rules of driving and how to stay safe while driving were discussed. A few participants expressed concerns about road rage, aggressive driving, and how to keep them safe while driving. Reading assistance support was provided to individuals.
- ❖ December 13, 2023 – MOHS was invited by the Tunica County Sheriff's Office for the annual Tunica County T.R.I.A.D Christmas Dinner to address the audience concerning Senior Driving Safety. There were discussions on the dangers of driving while intoxicated, as age-related changes can impact one's ability to process alcohol. By highlighting the legal consequences, potential harm to themselves and others, and alternative transportation options, seniors can make more informed decisions about driving under the influence.  
Lastly, the Tunica County Sheriff's Office addressed the issue of distracted driving, particularly the use of mobile phones while behind the wheel, which is crucial in preventing accidents. Elderly individuals may not be as familiar with technology or its dangers, making it important to provide clear examples and statistics illustrating the risks associated with distracted driving. Participants received educational materials regarding older driver safety.
- ❖ May 17th, 2024- MS Office of Highway Safety (MOHS) had previously met with individuals from the Port City Kiwanis Club in Vicksburg, MS, for an older driver presentation. MOHS was invited back. This group was made up of mostly African American and White males. African American and White males had the highest fatalities in speed, alcohol, and seat belts. Identifying the target group for this area allowed for a more efficient way to address the traffic safety problems. Based on the FARS data, the target group identified for this area were African American and White males 30-39, 40-49, and 60-69. Attendees expressed a great deal of concern about distracted driving and a digital messaging ban. The elderly population's concerns about distracted driving and the need for a digital messaging ban highlight the critical importance of prioritizing road safety. With the elderly expressing significant

concerns about distracted driving and digital messaging, there is a growing consensus on the need for a ban on using mobile devices while driving. By understanding and addressing these concerns, the OHS and policymakers can implement effective measures to enhance road safety and protect all drivers, especially the vulnerable elderly population. We must listen to the voices of the elderly and take concrete actions to combat distracted driving and ensure safer roads for everyone.

- ❖ May 29, 2024 - The Holmes County T.R.I.A.D and Holmes County Sheriff's Office hosted its Annual Senior Citizens Appreciation Luncheon. Holmes County has a total population of 16,121 citizens. African Americans make up 83.1% of the population, whereas the white population only makes up 15.7%. Driving plays a significant role in independence and quality of life for senior citizens. However, age-related changes can impact driving abilities, making it crucial for older adults to continually focus on improving their skills and maintaining safety on the road. Overall, prioritizing driving skills and safety among senior citizens is crucial for promoting road safety, preventing accidents, and supporting the overall well-being of older adults in our communities. Holmes County Sheriff's Office and MOHS had the chance to share information on driving skills and safety with senior citizens.

### **Teen Driver Presentation**

According to the FARS data, in 2022, there were 74 teens, between the ages of 15-20, that died in traffic fatalities in Mississippi. Traffic crashes are the leading cause of fatalities among young people. This number indicates an opportunity for MOHS and other traffic leaders to provide students with driving tips to keep teens safe on the roads and free of alcohol and distractions

- ❖ October 17, 2023 – MOHS was invited by Vicksburg High School to conduct a teen driver presentation for all juniors and seniors. Alcohol and distracted driving educational materials were disseminated during this event.
- ❖ February 6, 2024 - MOHS was invited by Jackson State University (Interdisciplinary Alcohol and Drug Studies Center) to the Love Yourself Community Safety and Health Fair. As a vendor, MOHS was able to share educational material on occupant protection, speeding, impaired driving, and distracted driving.
- ❖ April 4, 2024 – MOHS joined Chief Joseph Wade, of the Jackson Police Department for his weekly podcast to discuss teen driver behavior and the mock crash collaboration.
- ❖ April 24, 2024 - High School Prom can be one of the most memorable times of a high school student's life. Juniors and Seniors get all dressed up in their fancy dresses and suits. Although prom night is designed for dressing up, dinner, and dancing, it can be one of the most dangerous nights a student can experience. A Lanier High School Prom Promise event was held for the students at Lanier High School. This event was organized by the Mississippi Office of Highway Safety. There was a collaboration between Lanier High School, Jackson Police Department, Jackson Fire Department, Mississippi Highway Patrol – Helicopter Rescue, AMR Ambulance, and Jackson Memorial Funeral Home. The car crash simulation was aimed at deterring drunk driving after prom. The goal was to ensure promgoers got home safely.
- ❖ September 18, 2024 - Louisiana Highway Safety Commission and MS Office of Highway Safety Interstate Collaboration (Grambling State University vs. Jackson State University Seat Belt Looks Good on You Outreach Event)

## **Occupant Protection (Child Restraints)/Vehicular Heatstroke Prevention**

- ❖ May 1, 2024 - National Heatstroke Prevention Day (May 1, 2024), MOHS partnered with the GA Carmichael Family Center. MOHS was able to educate new and expecting parents on how to avoid heatstroke-related injury and death by never leaving a child alone in a car. While there, MOHS was able to share educational materials on how over the past 25 years, more than 1,000 children have died of heatstroke from being trapped in a hot car and other traffic safety topics, such as car seats and booster seats.
- ❖ May 18, 2024 - MOHS partnered with SR1 College Preparatory and STEM Academy for their enrollment day and Latino Community Celebration. As a vendor, MOHS was able to share educational material on vehicular heat stroke. More specifically, MOHS was able to educate parents on how to avoid heatstroke-related injury and death by never leaving a child alone in a car. In addition, parents were educated on occupant protection, speeding, impaired and distracted driving.
- ❖ July 31, 2024 – MOHS participated in Tunica County's National Night Out. Participants were given educational materials concerning occupant protection, distracted driving, and vehicular heatstroke prevention. Participants were advised that once they park, STOP, LOOK, LOCK.
- ❖ August 6, 2024 - MOHS participated in Starkville's National Night Out. Participants were given educational materials concerning occupant protection, distracted driving, and vehicular heatstroke prevention.

### **September 18- 21, 2024 - Louisiana/Mississippi – GSU vs. JSU Seat Belts Look Good on You Event**

Wednesday, September 18, 2024

#### **Transportation Safety Empowerment Summit**

- MOHS and Louisiana Highway Safety Commission in partnership with Grambling State University and Jackson State University hosted a Seat Belts Good on You Empowerment Summit both in-person on the campus of Grambling State University, and virtually for Jackson State University students. The Summit covered various topics such as seat belt statistical data from Mississippi and Louisiana, seat belt safety laws and helpful hints, the impact of non-seat belt usage on campus, the effects on the body as result of a traffic crash, and positive and negative effects of seat belt usage within the community. Forty-three students attended in-person, and thirty-seven students attended via zoom.

#### **Transportation Safety Resource Fair**

- The Seat Belts Look Good on You Transportation Safety Resource Fair at Grambling State University was a fantastic event! Local transportation safety partners gathered on campus to set up engaging tables filled with valuable information for students. From 12pm – 3pm, after the Empowerment Summit attendees and GSU's student body had the opportunity to explore resources related to traffic safety to include railroad safety, pedestrian safety, seat belt safety, and safe driving tips.

- ❖ Thursday, September 19, 2024

#### **Radio Interview**

- Amisha Wilkerson and Chanita Vazquez made an impactful appearance on KGRM 91.5 promoting the upcoming "Seat Belts Look Good on You" events. Their engaging discussion focused on encouraging students to attend the press conference aimed at enhancing seatbelt safety awareness. During the segment, Amisha and Chanita provided compelling statistics about transportation safety, highlighting that wearing seat belts significantly reduces the risk of injury and

fatalities in motor vehicle crashes. They emphasized the importance of this message, especially for young drivers and passengers who may underestimate the risks. Both speakers passionately urged students to participate in the press conference, where they could learn more about seat belt safety initiatives and community efforts to promote responsible driving. They also shared insights on the fun and engaging activities planned for the events, making it clear that safety can be a shared community effort.

❖ Friday, September 20, 2024

**Seat Belts Look Good on You Press Conference**

- On Friday, September 20, 2024, state, local, and community leaders from Louisiana and Mississippi convened at the Grambling Community Center in Grambling, Louisiana aimed at promoting seat belt safety focusing on the football fans of Grambling State University and Jackson State University.

The event was attended by representatives from both states' highway safety offices with a special guest appearance by the Deputy Director of the Oklahoma Highway Safety Office, GSU's President and law enforcement representatives, and state and local law enforcement, all highlighting the critical importance of seat belt use, particularly among the African American community and during the football season when fan turnout is at its peak. Leaders emphasized that as fans travel to support their teams, ensuring their safety on the roads is paramount.

❖ Saturday September 21, 2024

**Seat Belts Look Good on You Outreach Event**

- The "Seat Belts Look Good on You" outreach event was a huge success! The Mississippi Office of Highway Safety and the Louisiana Highway Safety Commission in partnership with the Grambling State University Police Department collaborated with thirteen GSU student volunteers to promote seat belt awareness. At the event, an engagement table was set up where participants took part in seat belt surveys and provided educational information. This allowed valuable data to be gathered while raising awareness about seat belt usage. Attendees were encouraged to take fun pictures with the "Seat Belts Look Good on You" signs, creating a positive and interactive atmosphere. Overall, the event fostered community engagement from Grambling State University and Jackson State University and helped spread the critical message of road safety.

**Adult Drivers**

- ❖ October 5-15, 2023 – This event was co-led by MOHS and traffic safety stakeholder, Mississippi Safety Services, and sub-recipient, Jackson State University. The exhibition days were divided between all three agencies. The Mississippi Office of Highway Safety set up an exhibitor's table where over 150 surveys were collected to be used in the MOHS planning process.
- ❖ March 12, 2024 – MOHS took part in a Victim Impact Class taught by MADD (Mothers Against Drunk Drivers). Participants were provided with impaired driving data facts and the consequences of impaired driving.
- ❖ July 26, 2024 - MOHS participated in the annual Mississippi Ag Expo. MS Safety Services and MOHS collaborated on the event. Kids were greeted by MS Safety Services' very own Ollie Otter and were given safety coloring books. Adults were also provided with educational materials concerning occupant protection, impaired driving, distracted driving, and speeding.

## FY2024 Funded Planned Activities and Accomplishments

**Planned Activity Title: MOHS Paid Media Sustained Occupant Protection Enforcement Campaign (M2PE 2024 MB 00 00)**

**Planned Activity Description:** A comprehensive and sustained paid media campaign in support of the continual Occupant Protection enforcement efforts for the “CIOT” campaigns utilizing Section 405 Occupant Protection funding was implemented in the grant period. These funds were used for sustained radio and outdoor space in May 2024. The number of holiday unbelted vehicle crash fatalities were used to evaluate the media messaging. The measures that were used to assess message recognition are as follows: number of radio spots, ads, and GPAs for paid media, earned media messages for print and television, unbelted-related vehicle crash fatalities, the results obtained from the behavioral measures awareness survey and seat belt survey will be used to evaluate the effectiveness of the messaging.

**Budgeted:** \$70,000.00 Federal Funding Source 405(b)/\$14,000.00 Match/\$0.00 Indirect Costs/\$0.00 Local Benefit/MOE-\$0.00

**Expended:** \$42,474.00 Federal Funds

### CHRISTMAS/NEW YEAR'S 2023/2024

This year's Drive Sober or Get Pulled Over Christmas/New Year's campaign was from December 13, 2023—January 1, 2024, included coverage of cities and counties throughout the state. The overall objective was to effectively reach African American and white males ages 30-39 and 40-49, through a heavily concentrated campaign with one key message “Drive Sober or Get Pulled Over” in order to effect positive change. The strategy was to use outdoor billboards to reinforce the message by paid and earned media.

MOHS focused on outdoor billboards, which were created for the campaign, throughout the state in high fatality areas. Electronic outdoor signage was placed across the state on 40 outdoor boards with 6,423,484 impressions airing throughout the state in high fatality areas. \$26,596.15 of the budgeted \$35,000.00 was expended.

### LABOR DAY 2024\*

The MOHS Drive Sober or Get Pulled over Labor Day 2024 Campaign was from August 16—September 2, 2024, including paid and earned media. The primary target audience was African American and white males ages 30-39 and 40-49. The Drive Sober or Get Pulled Over message was reinforced by outdoor billboards including coverage of cities and counties throughout the state.

MOHS focused on outdoor billboards, which were created for the campaign, displayed throughout the state in high-fatality areas. Electronic outdoor signage was placed across the state on 40 outdoor boards with 6,409,488 impressions throughout the state in high fatality areas. \$18,731.00 of the budgeted \$35,000.00 was expended.

**\*MOHS only ran billboard ads, no radio advertising\***

### MEMORIAL DAY 2024\*

The MOHS Click It or Ticket Memorial Day 2024 Campaign included paid and earned media from May 13-June 2, 2024. The primary target audience was African American and White males ages 30-39 and 40-49.

MOHS focused on outdoor billboards, which were created for the campaign, displayed throughout the state in high fatality areas. Electronic outdoor signage was placed across the state on 32 outdoor boards with

4,917,177 impressions throughout the state in high fatality areas. \$19,974.00 of the budgeted \$35,000.00 was expended. **\*MOHS only ran billboard ads, no radio advertising\***

## FFY2024 MOHS FINANCIAL REPORT

The Mississippi Office of Highway Safety funded a total of 111 highway safety Planned Activities during the FY24 grant year. The FY24 highway safety program included: (31) 154-Federally Funded Grants, (12) 405(d)-Federally Funded Grant, (27) 402-OP Federally Funded Grants, (2) 405(b) Federally Funded Grants; (30) 402-PT Federally Funded Grants, (5) 405(c) Federally Funded Grants, (1) 402 Driver's Education; (1) 402-CR; (1) 402-PA; and (1) 402-SO.

Below please find corresponding financial charts for FY24 with the Planned Activity number assigned to the Planned Activity in the Grants Tracking System (GTS); Planned Activity Title; Obligated/Budget Amount; Expended Amount; Unexpended Total; Match and Funding Source.

**Table 4 Financial Summary of FFY2024 Expenditures**

### Planning and Administration Grants

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2024-ST-41-01	MOHS IMP DRV Coordination.	\$370,000.00	\$239,090.15	\$130,909.85	\$0.00	154AL
154AL-2024-ST-41-02	MOHS IMP DRV COORD Travel	\$10,000.00	\$2,737.36	\$7,262.64	\$0.00	154AL
154AL-2024-ST-41-03	MOHS IMP DRV COORD Misc.	\$3,000.00	\$422.62	\$2,577.38	\$0.00	154AL
154PA-2024-PA-41-01	Planning and Administration Expenses for the 154 program	\$1,829,444.59	\$38,713.68	\$1,790,730.91	\$0.00	154AL
402PA-2024-PA-41-01	Planning and Administration Expenses 402 programs	\$482,545.27	\$316,571.60	\$165,973.67	\$96,509.05	402PA
OP-2024-OP-41-01	MOHS Occupant Protection Coordination & Program Management	\$180,000.00	\$154,389.77	\$25,610.23	\$36,000.00	402OP
OP-2024-OP-41-02	MOHS Occupant Protection Coordination & Program Management Travel	\$10,000.00	\$2,810.43	\$7,189.57	\$2,000.00	402OP
OP-2024-OP-41-03	MOHS Occupant Protection Coordination & Program Management	\$3,000.00	\$1,148.13	\$1,851.87	\$600.00	402OP

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
	Program Expenses.					
PT-2024-PT-41-01	MOHS Police Traffic Services C	\$220,000.00	\$185,593.78	\$34,406.22	\$44,000.00	402PTS
PT-2024-PT-41-02	MOHS Police Traffic Services Coordination & Program Management Travel	\$10,000.00	\$4,240.06	\$5,759.94	\$2,000.00	402PTS
PT-2024-PT-41-03	MOHS Police Traffic Services Coordination & Program Management Misc Expenses	\$3,000.00	\$1,803.21	\$1,196.79	\$600.00	402PTS
PT-2024-PT-41-04	MOHS Police Traffic Services Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	402PTS
M5IDC-2024-MD-41-01	MOHS Impaired Driving Coordination & Program Management	\$153,000.00	\$149,589.05	\$3,410.95	\$30,600.00	405D
<b>Total Planning and Administration Funds</b> <b>\$3,276,489.86</b> <b>\$1,097,109.84</b> <b>\$2,179,380.02</b> <b>\$212,809.05</b>						

### Alcohol Countermeasures Enforcements

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2024-ST-10-81	Carroll County S.O.	\$53,770.00	\$53,770.00	\$0.00	\$0.00	154AL
154AL-2024-ST-12-01	George County S.O.	\$8,000.00	\$7,428.25	\$571.75	\$0.00	154AL
154-AL-2024-ST-21-31	Greenwood Police Dept.	\$20,000.00	\$13,554.73	\$6,445.27	\$0.00	154AL
154AL-2024-ST-28-41	Grenada Police Dept.	\$57,106.40	\$57,106.40	\$0.00	\$0.00	154AL
154AL-2024-ST-21-41	Gulfport Police Dept.	\$11,615.04	\$11,615.04	\$0.00	\$0.00	154AL
154AL-2024-ST-12-31	Hancock County S.O.	\$103,484.50	\$103,348.32	\$136.18	\$0.00	154AL
154AL-2024-ST-21-51	Hattiesburg Police Dept.	\$50,000.00	\$50,000.00	\$0.00	\$0.00	154AL
154AL-2024-ST-28-61	Hernando Police Dept.	\$133,782.00	\$133,782.00	\$0.00	\$0.00	154AL

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2024-ST-21-81	Horn Lake Police Dept.	\$156,822.24	\$127,823.66	\$28,998.58	\$0.00	154AL
154AL-2024-ST-13-41	Jones County Sheriff's Dept.	\$101,108.00	\$100,287.57	\$820.43	\$0.00	154AL
154AL-2024-ST-23-71	Laurel Police Dept.	\$63,999.84	\$63,738.86	\$260.98	\$0.00	154AL
154AL-2024-ST-22-01	Louisville Police Dept.	\$5,000.00	\$4,911.89	\$88.11	\$0.00	154AL
154AL-2024-ST-14-91	Montgomery County S.O.	\$25,659.21	\$8,086.00	\$17,573.21	\$0.00	154AL
154AL-2024-ST-40-81	MS Highway Patrol	\$1,833,741.00	\$1,826,282.53	\$7,458.47	\$0.00	154AL
154AL-2024-ST-41-05	MOHS-National DSGPO Special Wave	\$25,000.00	\$0.00	\$25,000.00	\$0.00	154AL
154AL-2024-ST-15-31	Oktibbeha County S.O	\$15,000.00	\$13,550.77	\$1,449.23	\$0.00	154AL
154AL-2024-ST-22-61	Pascagoula Police Dept.	\$15,042.00	\$12,865.22	\$2,176.78	\$0.00	154AL
154AL-2024-ST-15-51	Pearl River County	\$59,348.00	\$48,510.94	\$10,837.06	\$0.00	154AL
154AL-2024-ST-22-81	Philadelphia Police Dept.	\$48,751.60	\$48,751.60	\$0.00	\$0.00	154AL
154AL-2024-ST-22-91	Picayune Police Dept.	\$25,000.00	\$5,773.99	\$19,226.01	\$0.00	154AL
154AL-2024-ST-23-11	Starkville Police Dept.	\$100,000.00	\$90,148.42	\$9,851.58	\$0.00	154AL
154AL-2024-ST-17-21	Tunica County S.O.	\$38,616.00	\$34,457.38	\$4,158.62	\$0.00	154AL
154AL-2024-ST-23-51	Waynesboro Police Dept.	\$10,125.00	\$7,870.61	\$2,254.39	\$0.00	154AL
<b>Total Alcohol Law Enforcement</b>		<b>\$2,960,970.83</b>	<b>\$2,823,664.18</b>	<b>\$137,306.65</b>	<b>\$0.00</b>	

### MOHS Impaired Driving Enforcement Grants

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
M5HVE-2024-MD-11-61	Covington County S.O.	\$51,627.00	\$50,439.01	\$1,187.99	\$10,325.40	405D
M5HVE-2024-MD-11-71	Desoto County S.O.	\$201,086.64	\$194,716.64	\$6,370.00	\$40,217.32	405D
M5HVE-2024-MD-12-51	Hinds County Sheriff's Dept	\$134,047.20	\$96,878.66	\$37,168.54	\$26,809.44	405D
M5HVE-2024-MD-13-71	Lamar County S.O.	\$15,066.00	\$10,763.04	\$4,302.96	\$3,013.20	405D

M5HVE-2024-MD-13-81	Lauderdale County S.O.	\$161,004.16	\$160,766.81	\$237.35	\$32,200.83	405D
M5HVE-2024-MD-14-61	Marion County S.O.	\$121,855.00	\$118,619.17	\$3,235.83	\$24,371.00	405D
M5HVE-2024-MD-15-01	Neshoba County S.O.	\$40,807.00	\$28,264.69	\$12,542.31	\$8,616.40	405D
M5HVE-2024-MD-22-51	Oxford Police Dept.	\$161,436.16	\$143,672.81	\$17,763.35	\$32,287.23	405D
M5HVE-2024-MD-16-61	Stone County S.O.	\$58,448.60	\$58,448.60	\$0.00	\$11,689.72	405D
<b>Total Impaired Law Enforcement</b>		<b>\$945,377.76</b>	<b>\$ 862,569.43</b>	<b>\$82,808.33</b>	<b>\$189,530.54</b>	

#### 154/405D Special Programs

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
154AL-2024-ST-40-02	JSU Youth Highway Safety Programs	\$248,320.05	\$141,508.78	\$106,811.27	\$0.00	154AL
154AL-2024-ST-40-01	Metro Jackson/JSU	\$368,412.59	\$265,661.79	\$102,750.80	\$0.00	154AL
154PM-2024-PM-00-00	MOHS Paid Media Impaired Driving	\$150,000.00	\$55,061.15	\$94,938.85	\$0.00	154AL
154AL-2024-ST-41-04	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$0.00	154AL
154AL-2024-ST-41-06	MOHS Public Relations	\$200,000.00	\$0.00	\$200,000.00	\$0.00	154AL
M5TR-2024-MD- 22-51	Oxford Police Dept. Law Enforcement Training	\$505,758.33	\$390,862.67	\$114,895.66	\$101,151.67	405D
M5TR-2024-MD-41-02	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	405D
<b>Total 154 Special Planned Activities</b>		<b>\$3,930,203.47</b>	<b>\$3,285,895.90</b>	<b>\$644,307.57</b>	<b>\$0.00</b>	
<b>Total 405D Special Planned Activities</b>		<b>\$1,453,636.09</b>	<b>\$1,253,432.10</b>	<b>\$200,203.99</b>	<b>\$291,182.21</b>	

#### MOHS OP Enforcement Planned Activities

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
OP-2024-OP-10-81	Carroll County S.O.	\$17,784.00	\$17,784.00	\$0.00	\$3,556.80	402OP
OP-2024-OP-11-61	Covington County S.O.	\$97,277.00	\$89,331.68	\$7,945.32	\$19,455.40	402OP
OP-2024-OP-11-71	Desoto County S.O.	\$30,554.33	\$25,529.97	\$5,024.36	\$6,110.87	402OP
OP-2024-OP-27-41	Eupora Police Dept.	\$5,460.00	\$2,199.70	\$3,260.30	\$1,092.00	402OP

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
OP-2024-OP-12-31	Hancock County S.O.	\$7,800.00	\$4,833.44	\$2,966.56	\$1,560.00	402OP
OP-2024-OP-12-41	Harrison County S.O.	\$57,232.00	\$57,232.00	\$0.00	\$11,446.40	402OP
OP-2024-OP-12-51	Hinds County S.O.	\$16,000.00	\$10,922.77	\$5,077.23	\$3,200.00	402OP
OP-2024-OP-13-41	Jones County S.O.	\$100,000.00	\$90,509.25	\$9,490.75	\$20,000.00	402OP
OP-2024-OP-13-71	Lamar County S.O.	\$17,665.00	\$14,305.48	\$3,359.52	\$3,533.00	402OP
OP-2024-OP-13-81	Lauderdale County S.O.	\$45,135.46	\$25,590.27	\$19,545.19	\$9,027.09	402OP
OP-2024-OP-29-91	Lucedale Police Dept.	\$36,776.00	\$18,701.11	\$18,074.89	\$7,355.20	402OP
OP-2024-OP-14-91	Montgomery County S.O.	\$13,395.00	\$12,470.20	\$924.80	\$2,679.00	402OP
OP-2024-OP-40-81	MS Highway Patrol	\$481,133.16	\$471,111.80	\$10,021.36	\$96,226.63	402OP
OP-2024-OP-15-21	Noxubee County S.O.	\$18,360.00	\$16,894.00	\$1,466.00	\$3,672.00	402OP
OP-2024-OP-15-31	Oktibbeha County S.O.	\$20,000.00	\$19,816.35	\$183.65	\$4,000.00	402OP
OP-2024-OP-15-51	Pearl River County	\$12,000.00	\$10,099.18	\$1,900.82	\$2,400.00	402OP
OP-2024-OP-22-91	Picayune Police Dept.	\$15,000.00	\$9,643.52	\$5,356.48	\$3,000.00	402OP
OP-2024-OP-17-21	Tunica County Sheriff's Dept.	\$19,308.00	\$19,308.00	\$19,308.00	\$3,861.60	402OP
OP-2024-OP-23-51	Waynesboro Police Dept.	\$16,030.20	\$15,771.60	\$258.60	\$3,206.04	402OP
OP-2024-OP-17-81	Webster County S.O.	\$18,700.00	\$18,511.67	\$188.33	\$3,740.00	402OP
<b>Total Occupant Protection Enforcement</b>		<b>\$1,045,610.15</b>	<b>\$950,565.99</b>	<b>\$114,352.16</b>	<b>\$209,122.03</b>	

### Occupant Protection Special Programs

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
OP-2024-OP-41-05	MOHS- High Risk Population-Special Wave	\$5,000.00	\$0.00	\$5,000.00	\$1,000.00	402OP
OP-2024-OP-41-06	MOHS-CIOT Special Wave	\$25,000.00	\$0.00	\$25,000.00	\$5,000.00	402OP
OP-2024-OP-41-07	MOHS Public Relations	\$100,000.00	\$0.00	\$100,000.00	\$20,000.00	402OP
OP-2024-OP-41-04	MOHS Contingency Travel	\$2,204.24	\$0.00	\$2,500.00	\$500.00	402OP

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
UNATTD-2024-UN-41-00	Heat Stroke/Unattended Passenger	\$10,000.00	\$316.82	\$9,683.18	\$2,000.00	402OP
SO-2024-SO-40-11	Mississippi State University- Stennis Institute- SB Survey	\$274,214.93	\$238,023.35	\$36,191.58	\$54,842.99	402SO
M2PE-2024-MB-00-00	MOHS Paid Media- OP	\$70,000.00	\$42,474.00	\$27,526.00	\$14,000.00	405B
M2PE-2024-MB-40-71	MS Dept. of Health-OP Program	\$243,048.46	\$192,908.76	\$50,139.70	\$48,609.69	405B
CR-2024-CR-40-71	MS Dept. of Health -Child Restraint Seat	\$108,000.00	\$107,987.02	\$12.98	\$21,600.00	402CR
<b>Total 402 Occupant Protection Special Program Funds</b>		<b>\$142,204.24</b>	<b>\$316.82</b>	<b>\$142,183.18</b>	<b>\$28,500.00</b>	
<b>Total 402 Child Restraint Funds</b>		<b>\$108,000.00</b>	<b>\$107,987.02</b>	<b>\$12.98</b>	<b>\$21,600.00</b>	
<b>Total 405B</b>		<b>\$313,048.46</b>	<b>\$235,382.76</b>	<b>\$77,665.70</b>	<b>\$62,609.69</b>	
<b>Total 402SO Funds</b>		<b>\$274,214.93</b>	<b>\$238,023.35</b>	<b>\$36,191.58</b>	<b>\$54,842.99</b>	
<b>Total Occupant Protection Funds</b>		<b>\$1,883,077.78</b>	<b>\$1,532,275.94</b>	<b>\$370,405.60</b>	<b>\$376,674.71</b>	

### Drivers Education

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
DE-2022-DE-40-02	Jackson State Youth Highway Safety Program	\$252,141.66	\$142,656.82	\$109,484.84	\$50,428.33	402DE
<b>Total Driver's Education Planned Activities</b>		<b>\$252,141.66</b>	<b>\$142,656.82</b>	<b>\$109,484.84</b>	<b>\$50,428.33</b>	

### Police Traffic Services Enforcement Program

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
PT-2024-PT-20-21	Bay St. Louis Police Dept.	\$33,750.00	\$15,066.01	\$18,683.99	\$6,750.00	402PT
PT-2024-PT-20-51	Brandon Police Dept.	\$99,323.60	\$42,465.16	\$56,858.44	\$19,864.72	402PT
PT-2024-PT-25-41	Canton Police Dept.	\$67,579.20	\$49,357.89	\$18,221.31	\$13,515.84	402PT

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
PT-2024-PT-20-81	Crystal Springs Police Dept.	\$15,000.00	\$15,000.00	\$0.00	\$3,000.00	402PT
PT-2024-PT-26-91	D'Iberville Police Dept.	\$20,500.00	\$20,147.58	\$352.42	\$4,100.00	402PT
PT-2024-PT-27-81	Flowood Police Dept.	\$118,499.00	\$118,499.00	\$0.00	\$23,699.80	402PT
PT-2024-PT-26-61	Gluckstadt Police Dept.	\$20,000.00	\$19,269.82	\$730.18	\$4,000.00	402PT
PT-2024-PT-21-41	Gulfport Police Dept.	\$37,669.83	\$35,974.55	\$1,695.28	\$7,533.97	402PT
PT-2024-PT-21-81	Horn Lake Police Dept.	\$57,612.00	\$22,449.02	\$35,162.98	\$11,522.40	402PT
PT-2024-PT-21-91	Jackson Police Dept.	\$150,679.00	\$130,697.89	\$19,981.11	\$30,135.80	402PT
PT-2024-PT-23-71	Laurel Police Dept.	\$70,000.00	\$70,000.00	\$0.00	\$14,000.00	402PT
<b>*PT-2024-PT-29-71</b>	<b>Lexington Police Dept.</b>	<b>\$25,498.10</b>	<b>\$0.00</b>	<b>\$25,498.10</b>	<b>\$5,099.62</b>	<b>402PT</b>
PT-2024-PT-22-01	Louisville Police Dept.	\$30,000.00	\$29,443.14	\$556.86	\$6,000.00	402PT
PT-2024-PT-30-21	Madison Police Dept.	\$38,831.00	\$35,258.29	\$3,572.71	\$7,766.20	402PT
PT-2024-PT-40-81	MS Highway Patrol-Speed	\$830,735.58	\$800,836.98	\$29,898.60	\$166,147.12	402PT
PT-2024-PT-22-31	Natchez Police Dept.	\$100,000.00	\$29,935.07	\$70,064.93	\$20,000.00	402PT
PT-2024-PT-22-51	Oxford Police Dept.	\$21,911.54	\$20,194.05	\$1,717.49	\$4,382.31	402PT
PT-2024-PT-22-71	Pass Christian Police Dept.	\$23,000.00	\$22,884.83	\$115.17	\$4,600.00	402PT
PT-2024-PT-31-91	Pearl Police Dept.	\$119,767.00	\$119,767.00	\$0.00	\$23,953.40	402PT
PT-2024-PT-22-81	Philadelphia Police Dept.	\$10,404.00	\$7,828.72	\$2,575.28	\$2,080.80	402PT
PT-2024-PT-15-81	Pontotoc Police Dept.	\$50,000.00	\$49,992.00	\$8.00	\$10,000.00	402PT
PT-2024-PT-33-21	Richland Police Dept.	\$50,000.00	\$49,983.03	\$16.97	\$10,000.00	402PT
PT-2024-PT-88-11	Sherman Police Dept.	\$67,008.00	\$39,106.94	\$27,901.06	\$13,401.60	402PT
PT-2024-PT-23-11	Starkville Police Dept.	\$20,655.00	\$7,382.61	\$13,272.39	\$4,131.00	402PT
PT-2024-PT-35-41	Waveland Police Dept.	\$40,000.00	\$26,311.87	\$13,688.13	\$8,000.00	402PT
PT-2024-PT-35-81	Winona Police Dept.	\$16,000.00	\$14,797.71	\$1,202.29	\$3,200.00	402PT
<b>Total Police Traffic Service Program</b>		<b>\$2,134,422.85</b>	<b>\$1,792,649.16</b>	<b>\$341,773.69</b>	<b>\$426,884.58</b>	

**\*PT-2024-PT-29-71 Lexington Police Department was approved in the FY24 Annual Grant Application. MOHS was informed by the agency that they declined the grant due to unanticipated circumstances. \***

### Traffic Records Program

Planned Activity Number	Planned Activity Title	Obligated	Expended	Unexpended Funds	Match	Funding Source
M3DA-2024-MC-41-01	Traffic Records Coordination	\$92,000.00	\$89,255.19	\$2,744.81	\$18,400.00	405C
M3DA-2024-MC-41-02	Traffic Records Coordinator Travel	\$5,000.00	\$149.34	\$4,850.66	\$1,000.00	405C
M3DA-2024-MC-41-03	Traffic Records Coordinator Misc.	\$1,500.00	\$250.00	\$1,250.00	\$300.00	405C
M3DA-2024-MC-41-04	MOHS Contingency Travel	\$2,500.00	\$0.00	\$2,500.00	\$500.00	405C
M3DA-2024-MC-40-11	MS State University Data Programs	\$89,820.64	\$82,950.19	\$6,870.45	\$17,964.12	405C
<b>Total Traffic Records Program</b>		<b>\$190,820.64</b>	<b>\$172,604.72</b>	<b>\$18,215.92</b>	<b>\$38,164.12</b>	

The Mississippi Office of Highway Safety would like to thank Governor Tate Reeves, the National Highway Safety Administration, FHWA, State and local officials, coordinators, law enforcement, and other traffic safety partners and organizations for their continued support of the Mississippi Office of Highway Safety programs and Planned Activities.