



State of Mississippi  
Triennial Highway Safety Plan  
Federal Fiscal Years  
2024-2026



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## **EXECUTIVE SUMMARY:**

The Mississippi Office of Highway Safety (MOHS) is pleased to present the 2024-2026 Triennial Highway Safety Plan (3HSP). The State's triennial Highway Safety Plan documents a three-year period of the State's highway safety program that is data-driven in establishing performance targets and selecting the countermeasure strategies for programming funds to meet those performance targets. The 3HSP is required by the U.S. Department of Transportation (U.S. DOT)/National Highway Traffic Safety Administration (NHTSA) regulations to provide the State with Highway Safety Funds.

The 3HSP is a triennial-year plan developed and updated by the MOHS to describe how Federal highway safety funds will be apportioned. This report will show the process, projections, and highway safety outcomes for the period of 2024 to 2026. The 3HSP is intergovernmental and functions directly or indirectly through grant agreements, contracts, requisitions, purchase orders, and work orders. Projects can be activated only after the State 3HSP has received Federal funding approval. The goal is to have all the agreements negotiated and ready for implementation on October 1st, the beginning of the Federal fiscal year.

*Mission Statement and Overall Goal:* The mission of the MOHS 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 that 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, police traffic services including speed, occupant protection, traffic records, driver education, and special projects funded through NHTSA.

## **HIGHWAY SAFETY PLANNING PROCESS:**

### i. Planning Process

The MOHS planning process involves numerous functions to make the program and projects run smoothly. The highway safety program follows the federal fiscal year and begins with an approved 3HSP as required by 23 CFR Part §1300.11. The Triennial HSP contains targets, performance measures, and strategies Mississippi has set for FY24 and projected for FY25-FY26.

Mississippi's 3HSP is developed and produced by the MOHS but is a large collaboration of partnerships that together, create the plan to reduce motor vehicle-related injuries, and fatalities and to save lives.

The following steps broadly outline the planning process:

- Review the previous year's Annual Report (AR) and the latest available data.
- Implement strategic planning meetings with sub-recipients; community partners and state agencies from program areas (Traffic Records, Impaired Driving, Occupant Protection, Public Information and Education, Police Traffic Services, Media, LEL Coordination, Judicial, and Youth.
- Conduct a planning meeting with task forces, coordinating committees, partners, and agency leaders.
- Develop the statewide problem identification, strategic and enforcement plans.
- Prepare and distribute the Request for Application.
- Implement grant writing workshops with key partners and stakeholders.
- Analyze data to be used in prioritizing and setting targets.
- Review, rate, rank, and select evidence-based projects based on problem identification, public participation, public engagement, analysis, and performance measures to include in the 3HSP.
- Preparation of the 3HSP, Annual Grant Application and Section 405 Applications; and
- Prepare the AR for submission to NHTSA of the States accomplishments for the grant year.

The 3HSP will discuss goals, targets, performance measures, and strategies that the State has set for the FY24-FY26 grant years and is provided as part of the state application for Federal highway safety funding. The MOHS safety program is based on detailed problem analysis and problem identification that precedes the selection of projects for funding.

The MOHS planning process consists of the following stages:

1. Data Analysis.
2. Participation from traffic safety-related partners.
3. Problem identification.
4. Issuance of Requests for Application.
5. Identify performance measures with data-based targets and countermeasures.
6. Development of priorities for funding categories, and budget.
7. Determine additional priority programs through public participation and engagement.
8. Review and assign grant applications and determine funding categories.
9. Develop, approve, and distribute grant agreements
10. Implementation.

The MOHS operates under the provisions of the national priority grant program codified in a single section of the United States Code (HR.22 §4001-4015) and the Bipartisan Infrastructure Law (BIL). Section 405 priority funds can be used for occupant protection, state traffic safety information systems, impaired driving countermeasures, motorcycle safety, distracted driving, state-graduated driver licensing, and non-motorized safety grants.

Based on the data, the MOHS will utilize grant funds to reduce crashes, fatalities, injuries, and property damage by addressing road user behavior in program areas such as police traffic services, motorcycle safety, traffic records improvements, impaired driving, adjudication, occupant protection, and public information and education.

The 3HSP planning process was developed through coordination with a variety of highway safety committees, stakeholders, community groups, and partners from public and private agencies across the State. The MOHS partners and stakeholders help provide data for problem identification, performance measure target setting, and development of countermeasure strategies for the upcoming grant years.

#### MOHS Partners:

##### Federal Partners:

- Federal Motor Carrier Safety Administration
- Federal Highway Administration
- National Highway Traffic Safety Administration
- Governor's Highway Safety Association

##### State Partners:

- Legislators
- Mississippi Association of Chiefs of Police
- Mississippi Sheriff's Association
- Mississippi Department of Transportation
- Mississippi Department of Health
- Mississippi Department of Public Safety
- Mississippi Highway Patrol

##### Public Information and Education Groups

- Mississippi Mothers Against Drunk Driving
- MOHS Staff Members
- Local Municipal, Sheriff's, and State Law Enforcement
- Mississippi State University
- Mississippi Social Science Research Center
- Jackson State University

#### Utilization of State and Federal Planning Partners:

The MOHS utilizes its partners at various meetings to:

- Obtain partner input and feedback.
- Examine needs and potential solutions.
- Perform an analysis of problem identification.
- Assess data improvements; and
- Identify targets for the NHTSA Core Performance Measures.

The MOHS staff is involved throughout the Triennial HSP planning and implementation process. MOHS staff serve on executive committees, implementation development, task forces, Strategic Highway Safety Planning committees, and the State Traffic Records Coordinating Committee.

Data Sources:

The MOHS uses a variety of data sources for planning highway safety, projects, and programs. The program is based on a detailed review of data and problem analysis that begins before the selection of projects. Problem identification is based on the most recently completed FARS data. Fatalities, injuries, crash data, citation data, and survey data are used for problem identification analysis, and to determine priority areas within the State. Projects are selected to address the needs determined by the problem identification. Problem identification is also used to set performance targets, performance measures, and strategies.

The following are the data sources used during the planning process:

Fatality Analysis Reporting System	State Data and Statistics (MS Highway Patrol)
National Statistics (NHTSA)	Regional Data (NHTSA Region 6)
State Demographics (Census)	Large Trucks Data (Federal Motor Carrier Safety Administration)
Roadway/Infrastructure Statistics (Mississippi Department of Transportation)	

Steps in the Planning Process:

The MOHS program staff begins the application process for the requests of applications to meet the identified problems of the State. The applications invite eligible state, county, and local enforcement agencies, as well as colleges, universities, and non-profit agencies, to apply for highway safety funds. All agencies **must** be involved in highway safety and submit an application that will help meet the identified problems.

The MOHS Program Managers (PM) review the incoming application, provide recommendations, and perform a risk assessment of each application to a review panel. The risk assessments are provided to the review panel, which consists of the Office Director, Program Director, Finance Director, Data Director, Planner, and Compliance Director.

The applications must address the performance measures and targets; identified problem target areas, data-driven approaches address needs, and utilize proven safety countermeasures to address the State’s identified problem areas. The recommendations from the review panel are then used to select proposed countermeasure project activities to help the PM develop agreements with sub-grantee

### Planning Process Timeline:

Timeline	Activity
October	New Fiscal Year Grant Year Begins
October-September	Review sub-grantee and MOHS progress and monitoring reports to identify significant highlights or accomplishments for inclusion in the Annual Report
November 15	Deadline for submission of sub-grantee final reimbursement requests and reports
November -December	Review sub-grantee final reports, activities funded and implemented, including the total Federal funded expenditures for the Annual Report.
December/January	Impaired Driving Blitz Enforcement and Media Campaign
Early December	Assemble the Annual Report components into a draft for review. For each Program Area develop a general summary of the following: <ul style="list-style-type: none"><li>• performance measures</li><li>• performance targets</li><li>• description of each program and activity funded and implemented</li><li>• description of how each program contributed to meeting the target</li><li>• Federal funding amount expended and source for each program</li></ul>
December 31	Produce final Financial Obligation Closeout (voucher) and obtain MOHS Administrator approval.
December 31	Submit final Annual Report to the NHTSA Regional Office
January	Analyze and assemble data for each HSP core, target, and activity performance measure to determine the State's progress in achieving performance measures for the year. Update State crash data and trends with the most recent available data.
January/February	Develop Performance Measures and Strategies for upcoming Fiscal Year.
March 1	Submit Seatbelt Survey Results to NHTSA
May	Occupant Protection Blitz Enforcement and Media Campaign
July 1	Submit Triennial HSP
August 1	Submit Annual Grant Application and 405 Application
August/September	Impaired Driving Blitz Enforcement and Media Campaign
September 30	Grant Year Ends

### ii. Problem Identification

One of the core steps that the MOHS uses for problem identification is data analysis. The MOHS looks at different forms of data to establish what the performance measures will be for the upcoming grant years, along with where the data shows that the targets for the MOHS should be established.

The 3HSP problem identification process is developed through coordination with a variety of stakeholders and partners from public and private agencies across the State. The MOHS Partners and Stakeholders review the data and help develop performance measures/targets, countermeasure strategies, and projects for the upcoming grant years FY24 through FY26 based on the needs that are identified during the problem identification process. Collected data is analyzed and reviewed to identify locations with highway safety issues or locations with potential for future safety issues, and to select countermeasures to improve safety and save lives.

The followings are the partners and stakeholders that contribute to the 3HSP problem identification process with data and information. The partners are invited to strategic planning meetings to discuss problem identification. During these meetings, partners are asked to help the MOHS in identifying issues and problems in their areas and discuss ways to help with those issues.

### MOHS Partners:

- MOHS Youth Programs
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Community Groups
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Public Safety
- Mississippi Department of Transportation
- NHTSA
- SHSP Planning Committee
- GHSA
- Local Law Enforcement
- Association of Transportation Safety Information

### Data Sources in Problem Identification Process

The MOHS 3HSP is based on the most recent published data available at <http://www.nhtsa.gov> along with a variety of data sources for the identification of highway safety issues and trends. The data sources that are used are:

Fatality Analysis Reporting System (FARS)	MS Highway Patrol (Citation)
NHTSA- (National Statistics)	NHTSA Region 6 Regional Data
Mississippi Department of Transportation-Roadway	US Census (State Demographics)
Police, Sheriff's Departments & Community Partners	
Federal Highway Administration	

### Data Trend Analysis:

Comparisons are made of trends over a 5-year period, targets are set, and performance measures are drawn to find patterns in data over time. The reduction of traffic fatalities and injuries drives the mission and priorities are set by selecting activities that address the highway safety problems. Trends are based on the number of fatalities and the rates of decrease and increase. Setting performance targets is also based on trends that are shown in the data. Below are trends that were used to help select performance measures for each program area for the upcoming fiscal year. The R<sup>2</sup> value in the equation represents the reliability of the trend line. The trend line is most reliable when the equation is closest to number one.

### Steps in Problem Identification Process:

The steps implemented to determine needs and identify problem areas are based on available data. The most recent data is used to compare population, fatal and injury crashes, alcohol, unbelted, motorcycle, speed, pedestrian and bicycle fatalities, youth fatalities, and the costs associated with crashes, injuries, and fatalities.

The steps in the problem identification process take place throughout the year, as data becomes available for all data sources listed above. The Traffic Records Coordinator works with the FARS analyst and with individuals from the agencies listed above to retrieve data that is critical in the development of the problem identification process.

- Each county is evaluated and ranked using a 5-year average of data trends in the areas of alcohol, unbelted, speed, motorcycle, pedestrian, bicycle, and youth fatalities. The data shows trends in multiple fatalities for each program area and where the focuses need to be in the upcoming grant years.
- Trend analysis is performed for each program area so that funds, activities, and programs can be placed in the areas with the most need.

- MOHS also reviews the following to determine sub-recipient performance, along with needs and trends within the agencies:
  - Project Problem Identification.
  - Risk Assessments.
  - Surveys; Public Engagement and
  - State Demographics, Geospatial, and Sociodemographic. The Public Participation and Engagement process proactively seeks full representation from communities, public comments, and feedback and incorporates that feedback into a project, program, or plan from affected communities, particularly those most significantly impacted by traffic crashes resulting from injuries and fatalities.
  
- Meetings are conducted with partners to determine needs, trends, and issues and are based on:
  - Youth.
  - Alcohol/Impaired Driving.
  - Partnership Meetings (FHWA, FMCSA, MDOT, MCSD)
  - Judicial- Traffic Safety Resource Prosecutor (TSRP)
  - LEL Coordinators.
  - Public Information and Education.
  - Traffic Records; and
  - Occupant Protection (Adult and Child Restraint)
  
- Applications are based on the problem identification identified by the partners and MOHS staff.
- Applications require applicants to show how proposed countermeasures and strategies relate to the problem identification information and to identify how the activities will address problems identified in the sub-recipient's area of coverage.

The MOHS works with MDOT to conduct problem identification through available data. Each group looks at the data in different ways, but all have several common goals to meet both agencies' goals, which are fatality, fatality rate, and serious injury.

The SHSP Coordination process includes:

- Hold collaboration meetings to share data.
- Identify common factors through problem identification to find solutions.
- Determine common trends and common joint goals; and
- Create collaborative plans to combat joint highway safety issues within the State.

Problem identification is an important process for the MOHS so that the State knows what the safety problems are and what the data and problem identification show. The State can discuss issues and concerns within their community on developing strategies and combat the safety issues that are occurring in the State. Problem identification is an ongoing process for the MOHS and never stops because trends, data, and issues are always developing. As new issues become known, the MOHS develops and adjusts programs and strategies to help with the problems that are identified.

## **PUBLIC PARTICIPATION AND ENGAGEMENT**

### **i. Triennial HSP Engagement Planning**

A. The MOHS looks at all the data provided in each of the programs' areas of impaired driving, occupant protection, speed, etc., to determine the areas of need and the areas considered the highest risks. The MOHS looks at all fatalities, injuries, and crashes in counties and cities for each program area and determines the top high-risk areas so that programs can be solicited and developed to reduce fatalities, injuries, and crashes in underserved communities. By developing and funding programs in the highest risk areas, the MOHS, along with law enforcement and public information groups, have the highest chances for impact on those measures.

Public participation and engagement increase awareness and encourage and assist State and Local agencies in establishing plans to help educate community partners on ways to reduce fatalities and serious injuries on state roadways and determine funding for those areas. Our public forums help MOHS identify target areas based on data sources and discuss traffic behavior trends within affected communities.

The MOHS PPE plan includes public engagement for targeted audiences in affected communities, particularly those most significantly impacted by traffic crashes resulting in injuries and fatalities. MOHS plans for FY24-FY26 are as follows:

- Identify target audience based on data sources used.
- Host Impaired Driving, Occupant Protection, and Police Traffic Services Highway Safety Luncheons recognizing police officers for the number of traffic citations written.
- Host traffic safety public presentations and roundtable discussions and evaluations, particularly those areas that are most impacted. In addition, discuss traffic behavioral trends, traffic fatalities and serious injuries.
- Conduct seatbelt safety checks.
- Hosting/Participation in Community Health Fairs
- Vendor and Exhibit Tables, which includes set up fees.
- Child, Teen, and Adult driver summits
- Radio Advertisement.

The goal of the Mississippi Office of Highway Safety (MOHS) 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, traffic safety problems. These problems are identified through data analysis and interpretation. The process includes quantifying the data to determine the focus populations, areas, and trends of Mississippi road users. The data assist in providing a broader view for implementing MOHS traffic safety programs. Fatality Analysis Reporting Systems (FARS), Mississippi State data, United State Census Bureau are all sources from which the data originated. The data used by MOHS helps with the grant program development and implementation. These federally funded Mississippi grant programs include 402 Occupant Protection, 402 Police Traffic Services, 154 Alcohol, and 405 Alcohol and Drug. Moreover, program activities, specifically marketing activities, help provide road safety through methods and measures that are used to prevent road users from being killed or seriously injured.

MOHS core principles of public engagement will include planning and preparation; demographic diversity; collaboration and the shared purpose of saving lives. Public engagement efforts have contributed to developing the State's Highway safety program as well as countermeasure strategies.

**B.** According to the FARS data, Mississippi had a ten-year average of 702 traffic fatalities. Just recently, in 2021, Mississippi reported a total of 772 fatalities and 33,220 injuries from crashes; of which 3,519 were Type A; 11,771 were Type B and 17,930 were Type C crashes. See the following state-used injury definitions below:

**Type A** – Life-Threatening Injury - Injuries where there is a high probability of the loss of life.

**Type B** - Moderate Injury - Visible injuries that may include one or more of the following: abrasions, cuts, lacerations, or broken bones.

**Type C** - Complaint of Pain - No visible injury, the person/occupant only gives a verbal description of any injury.

\*KABCO Injury Classification Scale and Definitions.

The 2021 fatality data gave insight to the following counties, roadways, age groups, race and ethnicity, gender, time, day, and crash type. By identifying the specific target areas, MOHS, and other traffic safety partners can establish a marketing plan that directly improves outcomes and preventive measures. It also allows for a clearer vision of reducing traffic fatalities and injuries.

Based on FARS data for the 2021 Mississippi overall fatalities, highways, and counties were the deadliest. According to the data, these roadways accounted for 53% of the traffic fatalities. The focus age groups were 30-39; 40-49; and 60-69. Whites and African Americans presented a high fatality rate than any other race; with white males having the highest, with a total of 284 fatalities. In comparison to white and African American males, Native Americans and Alaska Native males only accounted for 4% of traffic fatalities. Sundays were the deadliest day of the week. The data also showed that January, May, and September had the most fatalities. In addition, most statewide fatalities occurred between the hours of 3:00 p.m. and 5:00 p.m. The focus for MOHS was on the following counties: DeSoto, Forrest, Harrison, Hinds, Jackson, Jefferson Davis, Lafayette, Lauderdale, Lee, Rankin, Scott, and Tunica.

These specific targets were identified in the previously approved MOHS Highway Safety Plan and will remain the primary focus.

By focusing on these specific targets, MOHS has planned and/or conducted specialized marketing campaigns, which will include educational events, vendor booths, seatbelt checks, roundtable discussions, town hall meetings, marketing (social media, radio ads, television commercials), pre and post surveys, and participation in traffic safety blitz. The MOHS marketing strategies are all geared towards occupant protection, speed, impaired driving, heat stroke, aging driver, and distracted driving presentations.

The section below gives a detailed summary of the MOHS public participation or engagement conducted and/or participated in. Each summary gives a detailed description, which includes program type, geographical data, subject matter, stakeholder and sub-grantee participation, audience feedback, outcomes, etc.

### **Buckle Up; Phone Down (BUPD)**

1. The Buckle Up; Phones Down (BUPD) public safety program initiative for Metro Jackson (Hinds, Madison, and Rankin) areas launched on October 20, 2022. The BUPD initiative was a collaborative partnership between MOHS, Continental Tires, Mississippi Safety Services, Jackson State University (IADSC), C-Spire, Mississippi Braves, Mississippi Department of Health, and Mississippi State Medical Association. MOHS hosted a press conference. The guest speakers were from the Mississippi Office of Highway Safety (MOHS), Department of Public Safety (DPS), Mississippi State Medical Association, and C-Spire. According to the FARS data, Mississippi has

one of the highest rates of motor vehicle deaths in the nation. From 2016-2020, almost 52% of the occupants killed in passenger vehicle crashes in Hinds, Madison, and Rankin Counties were not wearing a seat belt.

The BUPD campaign highlighted two of the most important actions a driver can take to reduce incidents and fatalities related to driver and passenger behavior. This initiative encouraged Metro Jackson businesses and citizens to take the pledge and show a commitment for a healthier and safer Metro Jackson. Individuals were asked to [go to www.BUPDjax.org](http://www.BUPDjax.org) and take the BUPD pledge. Since the launch of the BUPD initiative, there has been 2,657+ participants that have taken the pledge. MOHS and other active partners continue to spread the message of *Buckling Up and Putting their Phones Down While Driving*.

2. On October 21, 2022, MOHS, Mississippi Safety Services, and Continental Tires participated in the 2022 Jackson State University Homecoming festivities. Jackson State is a public historically black university, located in Hinds County. While there, a vendor table display was setup. This gave MOHS and other partners an opportunity to talk to individuals about the consequences of not buckling up and texting while driving. Students, faculty, alumni, and friends were all asked to take the BUPD pledge. Because there was a high attendance, it gave a substantial opportunity to reach and share the message and provide participants with educational materials.
3. On February 1, 2023, MOHS appeared on WMPR radio station, during the Coffee and Conversation morning segment. WMPR is a community-based station which specializes in gospel and blues. It is licensed in Jackson, Mississippi and is located in Hinds County. It has a huge listening audience from the African American community. According to the 2020 census, in Jackson, Mississippi, the African American population is comprised of 82.6%. In 2020, African American males had the highest fatalities in speed, alcohol, and seat belts. (FARS) The radio listening audience was provided with driving safety tips so that they might better understand traffic safety. At the same time, listeners were also challenged to take the BUPD pledge.
4. On February 28, 2023, MOHS orchestrated a BUPD pledge event at the Department of Public Safety (DPS) Headquarters, located in Hinds County. Employees were challenged to buckle up and put their phones down when driving. Distracted driving is a major cause of crashes, not only in Mississippi, but in the entire nation. Compared to the 90% national average, Mississippi had a seat belt usage rate of 79.6%. (Mississippi Observational Seat Belt Survey, September 2022) DPS employees were provided with this life saving information. At the event, there were 75 employees that took the pledge.

### **Older Driving Awareness**

1. 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, visual, and cognitive changes. However, this does not imply that these individuals must give up driving. December kicked off the start of Older

Driver Safety Awareness. On December 29, 2022, MOHS conducted a *Drive Well, Promoting Older Driver Safety and Mobility in Your Community* event at St. Catherine's Village., St. Catherine's Village is located in Madison, Mississippi; and is a retirement community that offers independent living and assisted living to older individuals. At the event, we had approximately 35 participants. Older drivers were provided with the fatality and injury data, life-saving skills needed for driving and educational literature on safe driving. Participants showed responsiveness to the following:

- Older Driver Fatality Data
- DMV requirements for reexamination of an aging driver
- Revoking an older driver's license

In response to the huge turnout, the Resident Activity Coordinator has invited MOHS back to conduct future older driver presentations.

2. The Prentiss County TRIAD and the Prentiss County Sheriff's Office held its Annual Appreciation Day for all Senior Citizens on May 26, 2023. The total population in Prentiss County is 24,792 citizens, of which 83.5% are white and 14.6 % are African American. Vendors were welcomed to set up a vendor table for the services provided. This gave MOHS the opportunity to talk to aging drivers about their driving skills, as well as a chance to disseminate educational materials.
3. On May 31, 2023, the Holmes County TRIAD 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%. MOHS had the chance to share driving skills information with the senior citizens. An invitation has been extended to MOHS to return.

### **Teen Driver Presentation**

1. Aimed at reducing fatalities and serious injuries among teens ages 16-20, MOHS partnered with Jackson State University from the Interdisciplinary Alcohol and Drug Studies Center (IADSC). On January 25, 2023, a panel discussion was held for approximately 150 students at McComb High School, located in Pike County. McComb is known for its extensive railroad system. It's said to be one of the best places to live. It has a population of over 12,000 citizens. According to the FARS data, in 2021, there were 61 teens, between the ages of 16-20, 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. MOHS feels that there is a need to engage less experience drivers at a young age. During the panel presentation, students were eager to know blood alcohol concentration limits and the dangers of texting while driving. Several students took the BUPD pledge to not text and drive.

2. On February 10, 2023, MOHS joined Jackson State University (IADSC) for a Youth Driving Prevention: Driving tips to keep teens safe on the roads and free of alcohol and distraction presentation at Humphreys County High School. The school is in Humphreys County, located in the Mississippi Delta. The Mississippi Delta is considered one of the most deprived regions in the state. It has a poverty rate of 33.3%. The overall population in this county is 7,785. It is made up of approximately 75.8% of African Americans. (United States 2020 Census) Roughly 40 male students, between the ages of 16-20 were engaged in an opened dialogue aimed at providing teens with skills needed to remain safe while driving. This allowed for questions from the audience. After the presentations, students participated in a trivial game of Jeopardy. It was an opportunity to gage how much the students had learned. There was an overwhelming response to the questions presented.
  
3. A Teen Driver presentation event was held on March 24, 2023, at Strayhorn High School. Strayhorn is in rural Sarah, Mississippi, it has a population of roughly 2,600 residents. Fifty-eight percent of the population is white, whereas thirty-seven percent are African American. A presentation was given on occupant protection, impaired driving, speed, and distracted driving. During the presentation, students participated in a trivial game of Jeopardy to see how much they had retained. Students responded well to the questions asked. School Resource Officer thanked MOHS and JSU for the presentation; the faculty felt it was great and thought it had made a huge impact on the students. MOHS and JSU have been invited back for future traffic safety presentations.
  
4. 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 Starkville Prom Promise event was held for the students at Starkville High School on March 30, 2023. Starkville High is located in Oktibbeha County, which also is known for its colleges and universities. According to the United State Census Bureau, over 25% of the population is under the age of eighteen. Over 57% of Oktibbeha County's population are comprised of White Americans. This event was organized by the University of Mississippi Medical Center-Safe Kids (UMMC-Safe Kids). There was collaboration between UMMC – Safe Kids, Starkville High School, Starkville Police and Fire Departments, MOHS, Jackson State University (IADSC), Mississippi Highway Patrol, and many other volunteers. The car crash simulation was aimed to deter drunk driving after prom. The goal was to ensure prom goers get home safe. Leading up to the crash simulation, traffic safety presentations were conducted by MOHS and Jackson State University (IADSC).
  
5. A Jones County Prom Promise event was held for the students at Northeast Jones County High School on March 31, 2023. The school is located in rural Jones County. The population for Jones County is approximately 66,569; of which 68.1% are white and 29.6% are African American. Twenty-five percent are under the age of eighteen. (United States Census Bureau) The individuals involved in this effort were Jones County Sheriff's Office, fire and rescue, drama club students, MOHS, Mississippi Highway Patrol, Memorial Chapel Funeral Home, and many other volunteers. MOHS also spoke to the juniors and seniors about the dangers of driving distracted and/or impaired.

## Community Outreach Events

1. MOHS was invited by Jackson State University (Interdisciplinary Alcohol and Drug Studies Center) to the *Love Yourself Community Safety and Health Fair*. This event took place on February 17, 2023. As a vendor, MOHS was able to share educational material on occupant protection, speed, impaired driving, and distracted driving. MOHS was able to address the audience on the issues surrounding traffic safety. It allowed for an opportunity to connect with potential traffic safety partners and share our goals and state targets.
2. The Office of Highway Safety hosted a roundtable event on April 12, 2023. There were guest speakers from the Mississippi Department of Transportation, Mississippi Department of Health, MOHS, and Mississippi Highway Patrol. The topics discussed were grants, law enforcement (trends and challenges), strategies, highway safety mobilizations, traffic safety data, child passenger recruitment, community and outreach engagements, and eCrash equipment. Based on the audience's feedback, the information discussed was very beneficial. This event also provided an opportunity for traffic safety engagement.
3. MOHS participated in the South Jackson Festival Community event. This event was sponsored by the Association of South Jackson Neighborhoods (ASJN). The event was held April 15, 2023, at Cordoza Middle School. The purpose of the event is to give government, businesses, schools, churches, and all other individuals the opportunity to network and engage with one another. It was also a chance to join forces to reduce crime in the area. MOHS had the opportunity to join forces with Mississippi Safety Services and JSU (IADSC) to discuss occupant protection, impaired and distracted driving. There were participants who signed up to take the BUPD pledge.
4. On May 6, 2023, MOHS participated in an Infant and Child Safety Class, held in Clinton, Mississippi. The event was a collaboration between UMMC-Safe Kids, Mississippi Department of Health, and MOHS. The topics on the agenda were Child Heat Stroke Prevention, Child Restraint Safety, and Lead Poisoning and Prevention. During this event, there was meaningful dialogue, where ideas and views were exchanged concerning child safety.
5. Tunica County SWCD hosted a Conservation Field Day designed for grade school students. Not only was it an opportunity to teach students about conservation and the environment, but it was also a chance for MOHS to teach students about the consequences of not wearing their seat belt while riding in a vehicle. According to the national data, there has been an increase in fatalities for children ages 13 and younger. In Mississippi, for 2021, there were a total of 23 fatalities for children between the ages of 5-15. MOHS received great feedback from the participants of this event.
6. The Mississippi Public Health Institute hosted a childbirth education class on May 20, 2023. MOHS conducted a Vehicular Heat Stroke Prevention presentation to new and expecting mothers and fathers. Vehicular heat stroke is an important topic. There have been four hot car deaths in the last

three years in Mississippi. Participants were provided scenarios in which heat strokes can occur and the effects and signs of a heat stroke. Based on participant evaluations, there was an overwhelming satisfaction to the information provided.

7. On May 27, 2023, Jackson State University (IADSC) organized a Safe Driving Expo. JSU (IADSC), B&B Theatre Northpark, MOHS, Ridgeland Police Department, Madison County Sheriff's Office, Mississippi Highway Patrol, Mississippi Department of Transportation, Allstate Insurance and Mississippi Safety Services all partnered together for the Safe Driving Expo. The event was aimed at reducing traffic fatalities. Participants were able to engage with driving simulators, drunk goggles, and educational booths. The goal for this event was to bring more awareness to the issues surrounding impaired driving, seat belt usage, speeding, and distracted driving.
8. Jackson State University (Metro Jackson) hosted its Mississippi DUI Preventive Initiative/DUI Roundtable Discussion. This event was held on June 15, 2023. Law Enforcement agencies from the following counties were in attendance: Biloxi PD, Greene County SO, Gulfport PD, Hancock County SO, Harrison County SO, Jackson County SO, Moss Point PD, Pascagoula PD, and Pearl River County SO. The open forum was an opportunity for traffic safety partners to discuss DUI laws, DUI offensives, and law enforcement manpower, and Highway Safety Grants.
9. For FY23, the Mississippi Braves (M-Braves) and MOHS has partnered for the Drive Sober or Get Pulled Over and Click It or Ticket initiatives. The Mississippi Braves Baseball Club is working with MOHS on the following for both initiatives.
  - Billboards
  - Video Board/Public Awareness Announcements
  - MOHS/Community partners administer informational table.
  - MOHS initiatives will be represented in an M-Braves social media or e-newsletter feature.

#### ii. Triennial HSP Engagement Outcomes

**A.** The primary goal of the Mississippi Office of Highway Safety is to reduce fatalities and serious injuries across the state. These specialized marketing strategies are important because they provide a road map to decreasing traffic deaths. Moreover, 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 utilize the data and surveys, and outcomes in the planning of future marketing campaigns. The continuous planning process involves monitoring goals, performance measures, and data for the existing targets. These strategies will be used during the three-year period FY2024-FY2026. As current data is reviewed, target groups and communities may need amending.

**B.** The Mississippi Office of Highway Safety's efforts are focused on the entire state, but more specifically target groups and communities that have a high risk for traffic fatalities and serious injuries, underserved communities, and communities overrepresented.

MOHS plans are to continue using and analyzing FARS, Mississippi State, United States Census, and other reliable data sources to identify target groups and areas. By using this data, it allows for a more efficient way to address traffic safety problems in the coming years of 2024, 2025, and 2026.

The geographical areas that MOHS will continue to focus on will include, but not be limited to, DeSoto, Forrest, Harrison, Hinds, Jackson, Jefferson Davis, Lafayette, Lauderdale, Lee, Rankin, Scott, and Tunica counties.

The target population, based on the number of traffic fatalities and injuries will be Whites and African American males; ages 30-39; 40-49; and 60-69.

In addition, MOHS plans to focus on other ethnic groups, such as the Hispanic population. In comparison to White and African American populations, Hispanics are the third largest population base in Mississippi. Currently, Hispanics make up 3.5% of the population.

Based on this information, MOHS plans to engage the Hispanic communities of Mississippi. This involves disseminating educational materials in Spanish. Hosting traffic safety events, which will include round table discussions to listen to the traffic concerns of this community. MOHS plans to make the necessary accommodations needed for these types of meetings.

### iii. Outgoing Engagement Planning

**A.** During FY24-FY26 MOHS plans to hold Public Engagement Participation (PPE) activities in all areas and groups pinpointed. These activities involve bringing MOHS, NHTSA, law enforcement officials, task force members, community partners, other traffic safety partners, sub-grantees, municipalities, and citizens together to evaluate and to identify what strategies may or may not work. The process will also include participation evaluations, surveys, performance reviews, and questionnaires. These tools will be used in the decision-making process for future planning and marketing efforts.

**B.** MOHS data reflects the following affected communities as target areas. According to the FARS data, Mississippi has one of the highest rates of motor vehicle deaths in the nation. From 2016-2020, almost 52% of the occupants killed in passenger vehicle crashes in Hinds, Madison, and Rankin Counties were not wearing a seat belt.

Jackson State University is a public historically black university, located in Hinds County. According to the 2020 census, in Jackson, Mississippi, the African American population is comprised of 82.6%. In 2020, African American males had the highest fatalities in speed, alcohol, and seat belts. Jackson is the capital of Mississippi and is one of the most underserved communities. Looking at the data MOHS will focus on the Metro area and other surrounding areas of Hinds, Madison, and Rankin counties.

**C.** In conjunction with these PPE activities, MOHS will continue to host and partner with agencies for our outreach efforts. These efforts include hosting and/or participating in community health fairs, prom promise events, aging driving presentations, teen driver summits-JSU Youth programs, BUPD events, media expansions, and seat belt checks. MOHS also has plans to expand our efforts to include a quarterly email newsletter during FY24, FY25, and FY26. A newsletter will ensure that partners stay connected. This process will initiate new partnerships and foster old ones. Building a coalition of traffic safety leaders, community leaders, and citizens will help invoke the change needed to reduce traffic-related incidents and save lives.

**D.** MOHS has worked to expand its Occupant Protection and Impaired Driving Taskforce committees. This expansion process was carried out by using the data as a roadmap to help identify and incorporate new members from these affected areas. The MOHS efforts were all-encompassing, which included input from task force

members and feedback received from the various community engagement efforts listed below. The input received from all participants assisted in the development of the Mississippi Office of Highway Safety's Triennial HSP. Through these efforts, projects have been expanded to reach broader audiences identified through community feedback. This includes expanding outreach efforts which targets underrepresented populations through the development of bilingual educational outreach materials and programming.

## PERFORMANCE PLAN

The MOHS looks at different forms of data to establish what the performance measures will be for the upcoming grant years, along with where the data shows that the targets for the MOHS should be established.

### Performance Plan -Quantifiable Targets for Each Program Triennial Highway Safety Plan 2024- 2026

PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan <sup>1</sup>			Base Years (Historical Data)					
			2017	2018	2019	2020	2021	2022 <sup>2</sup>
C-1	Traffic Fatalities	FARS Annual/State	685	663	642	748	772	729
	Maintain traffic fatalities at the current safety level of the five-year (2018-2022) average of <b>711</b>	Five-year average					702	711
C-2	Serious Injuries in Traffic Crashes	State	627	546	1577	3616	3519	3344
	Maintain serious injuries at the current safety level of the five-year (2018-2022) average of <b>2520</b>	Five-year average					1977	2520
C-3	Fatalities/100M VMT	FARS Annual/MDOT	1.68	1.63	1.56	1.89	1.89	1.81
	Maintain fatality rate at the current safety level of the five-year (2018-2022) average of <b>1.76</b>	Five-year average					1.73	1.76
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions <sup>3</sup>	FARS Annual	310	281	275	228	238	
	Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at the current safety level of the five-year (2017-2021) average of <b>266</b> by December 31, 2026	Five-year average					266	
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	157	166	166	146	155	
	Maintain alcohol-impaired driving fatalities at the current safety level of the five-year (2017-2021) average of <b>158</b> by December 31, 2026	Five-year average					158	
C-6	Speeding-Related Fatalities	FARS Annual	59	48	120	129	122	
	Maintain speeding-related fatalities at the current safety level of the five-year (2017-2021) average of <b>96</b> by December 31, 2026	Five-year average					96	

PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan <sup>1</sup>			Base Years (Historical Data)					2022 <sup>2</sup>
			2017	2018	2019	2020	2021	
C-7	Motorcyclist Fatalities	FARS Annual	39	41	40	61	38	
	Maintain motorcyclist fatalities at the current safety level of the five-year (2017-2021) average of <b>44</b> by December 31, 2026	Five-year average					44	
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual	7	6	5	14	2	
	To maintain unhelmeted motorcyclist fatalities at the current safety level of the five-year (2017-2021) average of <b>7</b> by December 31, 2026	Five-year average					7	
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS Annual	101	75	71	101	99	
	Maintain drivers age 20 and younger involved in fatal crashes at the current safety level of the five-year (2017-	Five-year average					89	
	2021) average of <b>89</b> by December 31, 2026							
C-10	Pedestrian Fatalities	FARS Annual	71	89	65	105	94	
	Maintain pedestrian fatalities at the current safety level of the five-year (2017-2021) average of <b>85</b> by December 31, 2026	Five-year average					85	
C-11	Bicyclist Fatalities	FARS Annual	6	6	8	9	16	
	Maintain bicyclist fatalities at the current safety level of the five-year (2017-2021) average of <b>9</b> by December 31, 2026	Five-year average					9	
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) To increase the statewide observed seat belt use in passenger vehicles, front seat outboard occupants to 80.6%	State Annual	78.8	80.2%	80.5%	79.3%	80.0%	78.9%

PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan <sup>1</sup>		Base Years (Historical Data)						
		2017	2018	2019	2020	2021	2022 <sup>2</sup>	
	from a current safety level of the five-year (2018-2022) average of <b>79.78%</b> by 1% by December 31, 2026							
	Five-year average					79.76%	79.78%	
<b>A-1</b>	Seat Belt Citations Issued During Grant Funded Activities <sup>1</sup> To increase seat belt citations to 14,457 from a safety level of the five-year (2018-2022) average of <b>14,036</b> by 3% by December 31, 2026	State Annual	18,932	15,351	13,776	10,315	12,124	18,614
	Five-year average					14,099.6	14,036	
<b>A-2</b>	Impaired Driving Arrests During Grant Funded Activities <sup>1</sup>	State Annual	8,015	6,314	5,552	5,292	6,665	6312
	To increase the number of impaired driving arrests to 6,148 from a current safety level of the five-year (2018-2022) average of <b>6,027</b> by 2% by December 31, 2026	Five-year average					6,368	6,027
<b>A-3</b>	Speeding Citations Issued During Grant Funded Activities <sup>1</sup> To increase the number of speed citations to 18,557 from a current safety level of the five-year (2018-2022) average of <b>18,373</b> by 1% by December 31, 2026	State Annual	13,762	12,371	11,323	20,802	23,843	23,527
	Five-year average					16,420	18,373	
	MOHS Outcome Measure: Teen-AL Maintain alcohol-related fatalities among 16–20-year-	FARS Annual	17	10	9	11	10	

PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan <sup>1</sup>		Base Years (Historical Data)					
		2017	2018	2019	2020	2021	2022 <sup>2</sup>
old drivers at a current safety level of the five-year (2017-2021) average of <b>11</b> by December 31, 2026							
	Five-year average					11	
MOHS Outcome Measure: Teen-OP Maintain seat belt related fatalities among age among 16–20-year-old drivers at a current safety level of the five-year (2017-2021) average of <b>31</b> by December 31, 2026	FARS Annual	38	35	33	27	24	
	Five-year average					31	
MOHS Outcome Measure: Teen-Speed Maintain speed-related fatalities among 16–20-year-old drivers at a current	FARS Annual	8	3	17	19	16	
Safety level of the five-year (2017-2021) average of <b>13</b> by December 31, 2026	Five-year average					13	

\*State data used when available/MDOT/FARS

### Targets and Performance Measures

#### **C-1 Core Outcome Measure/Number of Traffic Fatalities**

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.

#### **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.

#### **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.

#### **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 target will be adjusted as needed.

#### **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. The target will be adjusted as needed.

#### **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. The target will be adjusted as needed.

#### **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. The target will be adjusted as needed.

#### **C-8 Core Outcome Measure/Unhelmeted Motorcyclists**

To maintain the current unhelmeted motorcyclist fatalities safety level of the five-year (2017-2021) of 7 by the end of 2024-2026. The target will be adjusted as needed.

#### **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 target will be adjusted as needed.

#### **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.

#### **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.

#### **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.

### **Activity Measures**

#### **A-1 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.

#### **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.

### **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.

### **Additional MOHS Targets and Performance Measures**

**MOHS Outcome Measure: Teen-AL:** 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.

**MOHS Outcome Measure: Teen-OP:** 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.

**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.

**MOHS Outcome Measure/Traffic 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.

**MOHS Outcome Measure/Traffic Records:** 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.

**MOHS Outcome Measure/Traffic Records:** 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

**MOHS Outcome Measure/Traffic Records:** 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.

**MOHS Outcome Measure/Traffic Records:** 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 Outcome Measure/Traffic Records:** 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.

## COUNTERMEASURE STRATEGY FOR PROGRAMMING FUNDS

The MOHS uses the latest edition of *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 years. The MOHS takes into consideration all data that is available, target areas and the countermeasures to begin the selection process of applications and to determine what the MOHS hopes to accomplish during the grant years of FY2024-FY2026.

The State focuses on measures that are rated with three stars or above for effectiveness and include the most effective measures in funded projects and programs. The higher the effectiveness of the measure, the more likely the success of the program will be. All the strategies selected for inclusion in the 3HSP, are selected from proven countermeasures and strategies and will have the highest potential to improve highway safety.

The problem identification process was developed through coordination with a variety of stakeholders and partners from public and private agencies across the State. The MOHS reviews the data and helps develop performance measures/targets, countermeasure strategies, and projects for the upcoming grant years based on the needs that are identified during the problem identification process. MOHS identifies the safety issues and uses the best countermeasure action.

These steps during the process of evidenced-based strategies and the project selection process help the MOHS develop evidence-based enforcement plans for impaired driving, occupant protection, and police traffic services. Below are the countermeasures for each program area.

### ***i. Alcohol/Impaired Driving Proposed Strategies:***

The MOHS reviewed the *Countermeasures that Work 10<sup>th</sup> edition 2020* and will use 8 evidence-based countermeasures as strategies for the upcoming grant years, along with surveys.

#### **Impaired Driving Coordinated Programs:**

- Strategic Meetings (**Countermeasures: 2.1 Publicized Sobriety Checkpoints** and **2.2 High-Visibility Saturation Patrols**).
- Attend meetings to strategic plan enforcement efforts through data trends, performance measures and strategies.
- Provide a comprehensive statewide ID coordinated program.
- Fund law enforcement programs for ID enforcement.
- Assign MOHS staff to manage ID enforcement and PI&E grants.
- Provide for earned and paid media to discourage impaired driving; and
- Provide technical assistance for the ID Program

#### **Selective Traffic Enforcement Programs:**

- STEP Programs (**Countermeasure: 2.1 Publicized Sobriety Checkpoints, 2.2 High-Visibility Saturation Patrols, and 7.1 Enforcement of Drug-Impaired Driving**)
- STEP Enforcement Period- (**Countermeasure: 2.1 Publicized Sobriety Checkpoints, 2.2 High-Visibility Saturation Patrols, and 7.1 Enforcement of Drug-Impaired Driving**)
- Fund ID checkpoints and/or saturation patrols.
- ID project agencies within a high-risk location will conduct at least one special ID enforcement operation per month.
- Distribute National Impaired Driving Campaign Blitz information/reporting packets.
- Each project will generate earned media and shall utilize the earned media before, during, and after planned high visibility enforcement efforts conducted during the National Impaired Driving Blitz Campaigns and State holiday campaigns.

#### **High Visibility Enforcement:**

- High Visibility Enforcement (HVE): (**Countermeasure: 2.1 Publicized Sobriety Checkpoints, 2.2 High-Visibility Saturation Patrols, and 7.1 Enforcement of Drug-Impaired Driving**)

- Implement activities in support of national highway safety targets to reduce. All programs are required to complete the HVE compliance form in the grant agreement, which defines the mobilizations and sustained enforcement activities.
- Enforcement agencies will be advised to ensure the checkpoint itself has maximum visibility from each direction and has sufficient illumination to ensure safety during night inspection along with the use of reflective vest (use of vest outlined by MDOT).
- Enforcement efforts from county, local law enforcement and the MHP will be concentrated in areas that have been identified as high driving fatality and severe injury crash locations in Mississippi.
- Seek to expand in the areas of enforcement, training, public awareness and community outreach, etc. in an effort to address impaired highway safety issues. The implementation of these programs will assist the State in meeting the impaired driving highway safety targets and performance measures.
- Fund special wave grants for law enforcement.

#### **National Blitz:**

- Participate in the National Blitz (**Countermeasure: 2.1 Publicized Sobriety Checkpoints, 2.2 High-Visibility Saturation Patrols**)
- Distribute public information and educational materials.
- Fund enforcement to multiple agencies (checkpoints/saturation patrols);
- Fund enforcement hours for DUI Officers.
- Fund STEP HVE activities.
- Issue press releases and participate in earned media; and
- Fund paid media.

#### **Training:**

- Training (**Countermeasure: 2.3 Preliminary Breath Test Devices and 2.4 Passive Alcohol Sensors**)
- Continue funding the MOHS Law Enforcement (LE) Training Program.
- Provide classes free of cost for law enforcement; and
- Provide technical support for law enforcement agencies thru statewide LEL and LEL coordinators.

#### **Survey:**

- Conduct pre and post seatbelt surveys and CPS surveys.
- Generate final analysis report to include in the Annual Report.

#### **Evaluation:**

- MOHS will evaluate the programs to ensure projects that are funded are having the desired effect on the Statewide ID program.
- Evaluate grant funded impaired driving activities.
- Review monthly cost and activity reports;
- Review progress reports;
- Conduct in-house and on-site monitoring; and
- Review all surveys and analysis of data collected.

#### **DUI-(TSRP)**

- Judicial Training (**Countermeasure: 1.5 Alcohol-Impaired Driving Law Review, 3.3 Court Monitoring and 7.2 Drug-Impaired Driving Laws**);
- DUI Outreach/Court Monitoring (**Countermeasure: 3.3 Court Monitoring**);
- Continue funding a TSPR to assist with training for prosecutors and law enforcement;
- Work in conjunction with other ID programs; and
- Address the decline in impaired driving (DUI) conviction rate throughout the State.

### **Occupant Protection Countermeasures:**

The MOHS reviewed the *Countermeasures that Work 10<sup>th</sup> edition, 2020*, and will use 10 evidence-based countermeasures as strategies for the upcoming grant years, along with surveys.

#### **Occupant Protection Coordinated Program:**

- Occupant Protection (OP) Coordinated Program: (**Countermeasures 2.1 Short Term, High-Visibility Seat Belt Law Enforcement and 2.2 Integrated Nighttime Seat Belt Enforcement and 2.3 Sustained Enforcement**);
- Statewide Child Passenger Safety Coordination program (**Countermeasures: 5.1 Short High-Visibility CR Law Enforcement; 6.1 Strategies for Older Children; 6.2 Strategies for Child Restraint and Booster Seat Use ;and 7.1 School-Based Programs** );
- Attend meetings to strategic plan enforcement efforts through data trends, performance measures, and strategies.
- Provide a comprehensive statewide OP Coordinated Program.
- Conduct pre and post seatbelt surveys.
- Fund law enforcement programs for day and night enforcement.
- Assign MOHS staff to manage OP enforcement and outreach grants.
- Promote seatbelt safety through earned and paid media; and
- Provide technical assistance when needed for the OP Program.

#### **Statewide Child Passenger Safety Coordination program:**

- Statewide Child Passenger Safety (CPS) Program (**Countermeasure: 7.2 Inspection Stations**)
- Provide a comprehensive Statewide CPS Coordination program.
- Conduct CPS Surveys.
- Fund the Mississippi Department of Health to provide child passenger seats; child passenger seat checks and installations.
- Assign MOHS staff to manage enforcement and outreach grants, promote seatbelt safety and provide assistance where needed for the OP Program.

#### **Child Passenger Seat Technician Training:**

- Child Passenger Seat Technician Training will provide training on how to properly install, understand the use of seats to aid to law enforcement and others help groups and organizations.
- Increase training opportunities and retention of child passenger safety (CPS) technicians and instructors.
- Continue to provide assistance to Safe Kids Mississippi, to provide training opportunities to individuals and agencies, to obtain Child Passenger Safety Seat Technician certification;
- Provide the NHTSA approved CPS training for law enforcement, in an effort to build the base for Child Passenger Safety Seat Technicians in the State;
- Increase the number of Emergency Medical Service and Fire Department that are CPS fitting stations; and
- Increase the number of CPS checkpoint locations across Mississippi and in target areas identified with low usage rates.

#### **Child Passenger Seat Enforcement:**

- Child Passenger Seat Enforcement (**Countermeasure: 5.1 Short High-Visibility CR Law Enforcement**)
- Increase proper use of CPS in motor vehicles.
- Increase CPS checkpoint locations throughout the State.
- Conduct pre and post seatbelt surveys.
- Fund law enforcement programs for day and night enforcement.
- Assign MOHS staff to manage OP enforcement and outreach grants.
- Promote seatbelt safety through earned and paid media; and
- Provide technical assistance when needed for the OP Program.

#### **High Visibility Enforcement:**

- Occupant Protection Enforcement (**Countermeasure: 1.1 State Primary Enforcement Seat Belt Use Laws**);

- High Visibility Enforcement (**Countermeasure: 2.1 Short Term, High-Visibility Seat Belt Law Enforcement, 2.2 Integrated Nighttime Seat Belt Enforcement, and 2.3 Sustained Enforcement**)
- Support sustained HVE of occupant protection laws, which includes supporting the National OP Enforcement Campaign, *Click It or Ticket (CIOT)*.
- Fund law enforcement programs and fund special wave grants for law enforcement.
- Fund law enforcement programs with an emphasis in nighttime enforcement.
- Provide public information and education programs with an emphasis in occupant protection.
- Develop and promote a comprehensive media campaign for the *CIOT* mobilization; and
- Develop and promote a comprehensive media campaign for a nighttime enforcement mobilization.

**Public Information and Education:**

- Improve education on new and/or updated laws related to OP and Child Restraints.
- Supply services through the LEL Program; and
- Provide information through special MOHS Task Forces.

**Teen Driver Seatbelt Program:**

- Teen Seatbelt Focus Program (**Countermeasure: 4.1 Strengthening Child/Youth Occupant Restraint Laws; 6.1 Strategies for Older Children; 7.1**)
- Develop and promote a statewide education campaign that will focus on teen seatbelt use and increasing seatbelt usage rates among teens;
- Develop and promote a statewide media campaign that will focus on teen seatbelt use and increasing seatbelt usage rates among teens;
- Provide public information and education programs with an emphasis in teen occupant protection; and Fund law enforcement programs to focus on teen seatbelt use

**Surveys:** MOHS will utilize the NHTSA/GHSA questions to track driver attitude and awareness related to seat belt issues by conducting surveys during the fourth quarter.

- Conduct Seatbelt and Child Restraint Survey to track seatbelt usage across the State

**Police Traffic Services Countermeasures:**

The MOHS reviewed the *Countermeasures that Work 10<sup>th</sup> edition, 2020* and will use 1 evidence-based countermeasure as strategies for the upcoming grant year, along with surveys.

**Police Traffic Services Coordination program:**

- Assign MOHS staff to manage enforcement, promote seatbelt safety and provide assistance where needed for the OP Program; ID Program and Speed.
- Fund law enforcement programs that provide HVE of speed, OP, ID, distracted driving and other moving violations;
- Participate in CIOT and DSGPO National Mobilization periods;
- Provide training for law enforcement; and

**Public Information and Education:**

- Provide education and outreach for all traffic safety related issues and campaigns; and
- Provide funding to public information and education programs.

**Enforcement:**

- Enforcement: (**Countermeasure 2.2 High-Visibility Enforcement**)
- Increase and sustain HVE for speed and other moving violation.
- Fund law enforcement programs to focus on speeding and enforcing speed limits;
- Provide local law enforcement training.

**Traffic Records Countermeasures:** The MOHS will use the following countermeasures as strategies to accomplish the targets that have been set for the 2024-2026 grant years.

- Software Updates: Provide software updates to essential programs, such as eCrash (UA-CAPS) , D360 and other programs that are essential to data collection.
- Programming: Continue to improve programming of eCrash (UA-CAPS) , D360 and other programs that are essential to data collection. Create new programming to collect additional data.

The MOHS will evaluate the impact of the evidence-based countermeasures through evaluation tools such as:

- Monitoring sub-grantees and programs.
- Review of financial and program documentation submitted from the agency.
- Evaluation through progress reports to evaluate performance measures.
- Evaluation of year end progress of reaching targets and performance measure through Progress Reports prepared by the agency; and
- Evaluation of citation information, financial information, and program requirements.

### **2021 Mississippi Overall Fatality-Snapshot**

For 2024, the MOHS staff will continue to look into the data like never before. The fatality data in a snapshot is as follows and what will be the priority for the MOHS during FY24-FY26: *\*MOHS State Data*

- Roadway Focus: MS highway and County Road roadways are the deadliest.
- Age Group Focus: 30-39; 40-49, and 60-69.
- Ethnicity/Race: White and Black races presented a higher fatality rate than other ethnicities during 2021.
- Gender Focus: Males will remain the primary gender focus for 2024 for fatalities.
- Months of Focus: January, May, and September are the deadliest month during the year. The MOHS will focus on activities, enforcement, media campaigns during these months..
- Day of Week Focus: Sunday is the deadliest day of the week.
- Time of Day Focus: The time-of-day focus with the most statewide fatalities occur at 3:00 p.m. and 5:00 p.m.
- Type of Crash Focus: The type of crash focus for 2024 will be single vehicle and roadway departure fatal crashes.

### **2021 Mississippi Overall Injury-Snapshot**

For 2024, the MOHS staff will continue to look into the data like never before. The injury data in a snapshot is as follows and what will be the priority for the MOHS during FY24-FY26:

- Age Group Focus: 30-39; 16-20 and 40-49.
- Ethnicity/Race: Black and white ethnic groups have the highest injuries in 2021.
- Gender Focus: Females have the highest injuries in 2021, but males will also remain gender focus.
- Months of Focus: October and May had the highest number of injury crashes.
- Day of Week Focus: Friday has the highest injuries during the week.
- Time of Day Focus: 5:00 p.m., 3:00 p.m. and 4:00 p.m. have the highest numbers of injury crashes during 2021.

## **2021 Mississippi Alcohol/Impaired Fatality and Injury-Snapshot**

For 2024, the MOHS staff is looking at data like never before. The focus for MOHS has changed and has shifted the focus and priorities for the upcoming year for the MOHS. The data in a snapshot is as follows and what will be the priority for the MOHS during FY24-FY26: *\*MOHS State Data*

- Roadway Focus: State highways and county roads are the deadliest roadways.
- Age Group Focus- Fatal: 30-39; 40-49
- Age Groups Focus-Injury: 30-39; 40-49
- Ethnicity/Race Focus: Black Males
- Gender Focus: Males
- Months of Focus: January and August are the deadliest months during the year.
- Day of Week Focus: Sunday, Saturday, and Thursday are the deadliest days of the week.
- Time of Day Focus: 11:00 p.m., 5:00 p.m., 1:00 a.m., and 10:00 p.m.

## **2021 Mississippi Occupant Protection Snapshot**

For 2024, the MOHS staff is looking at data like never before. The focus for MOHS has changed and has shifted the focus and priorities for the upcoming year for the MOHS. The data in a snapshot is as follows and what will be the priority for the MOHS during FY2-FY26: *\*MOHS State Data*

- Roadway Focus: State highways and county roads are the deadliest roadways.
- Age Group Focus: 30-39; 40-49.
- Ethnicity/Race & Gender Focus: Black males.
- Months of Focus: January, May, and September are the deadliest months during the year.
- Day of Week Focus: Sunday, Saturday, and Thursday are the deadliest days of the week.
- Time of Day Focus: The time-of-day focus for unbelted fatalities is 5:00 p.m., 3:00 p.m., and 7:00 a.m.

## **2021 Mississippi Speed Snapshot**

For 2024, the MOHS staff is looking at data like never before. The focus for MOHS has changed and has shifted the focus and priorities for the upcoming year for the MOHS. The data in a snapshot is as follows and what will be the priority for the MOHS during FY24-FY26: *\*MOHS State Data*

- Roadway Focus: County roads and state highways are the deadliest roadways.
- Age Group Focus: 25-29; 30-39; 40-49
- Ethnicity/Race & Gender Focus: Black Males.
- Months of Focus: July, January, June, and September are the deadliest months during the year.
- Day of Week Focus: Friday and Sunday are the deadliest days of the week.
- Time of Day Focus: The time-of-day focus for speed-related fatalities is 5:00 p.m. and 7:00 p.m.

#### **iv. Estimated 3-Year Funding Allocation**

- ❖ Estimated 3-year funding allocation: \$17,000,000: BIL 154 Alcohol
- ❖ Estimated 3-year funding allocation: \$6,000,000: BIL 405D Impaired Driving Mid
- ❖ Estimated 3-year funding allocation: \$7,000,000: BIL 402PT Police Traffic Services
- ❖ Estimated 3-year funding allocation: \$7,500,000: BIL 402OP Occupant Protection
- ❖ Estimated 3-year funding allocation: \$713,000: BIL 402DE Driver's Education
- ❖ Estimated 3-year funding allocation: \$800,000: BIL 402SO Seat Belt Survey
- ❖ Estimated 3-year funding allocation: \$324,000: BIL 402CR MS Dept of Health
- ❖ Estimated 3-year funding allocation: \$1,572,000: BIL 405B MS Dept of Health
- ❖ Estimated 3-year funding allocation: \$1,744,000: BIL 405C Data Program

v. The programs funded through the MOHS are evaluated extensively to ensure that the evidence-based countermeasures are being used, and performance measures and targets are being met. MOHS will conduct a review of the impact of the combined countermeasures in each program area and provide an explanation of the expected outcome in each program area and will consider such factors as population coverage, geographic coverage, affected communities, percent of the problem addressed, the percent of funds dedicated, high impact projects vs. support project, etc.

## PERFORMANCE REPORT

The MOHS works diligently with all agencies, creating strategic plans and hosting strategic planning meetings in an effort to reach core outcomes and behavior measures.

The MOHS reviews the performance from the previous year as a planning tool for the upcoming grant years. The MOHS adjusts programs and projects, based on data, trends, and past performance. The MOHS continuously evaluates programs and projects to meet performance measures that are set.

### GHSA/NHTSA Recommended/Optional Performance Report Chart

#### FY 2024 – FY 2026 Triennial Highway Safety Plan

FFY 2023 HSP					
Performance Measure:	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/ FY23 Progress Results	On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2016-2020	760.8	FARS/ State 2018-2022 average of 711	Yes. We are currently on track to meet this goal.
C-2) Serious Injuries in Traffic Crashes	5 year	2016-2020	3098	State Data/ 2018-2022 average of 2520	Yes. We are currently on track to meet this goal.
C-3) Fatalities/VMT	5 year	2016-2020	1.87	FARS/ 2018-2022 average of 1.76	Yes. We are currently on track to meet this goal.

**Note:** For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY23 HSP.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016-2020	238	FARS Data/ 2017-2021 average of 266	No. We are not on track to meet this goal.
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016-2020	172	FARS/ 2017-2021 average of 158	Yes, we are on track to meet this goal.

<b>C-6) Speeding-Related Fatalities</b>	<b>5 year</b>	<b>2016-2020</b>	<b>129</b>	<b>FARS/ 2017-2021 average of 96</b>	<b>Yes, we are on track to meet this goal.</b>
<b>C-7) Motorcyclist Fatalities</b>	<b>5 year</b>	<b>2016-2020</b>	<b>53</b>	<b>FARS/ 2017-2021 average of 44</b>	<b>Yes, we are on track to meet this goal.</b>
<b>C-8) Unhelmeted Motorcyclist Fatalities</b>	<b>5 year</b>	<b>2016-2020</b>	<b>11</b>	<b>FARS/ 2017-2021 average of 7</b>	<b>Yes, we are on track to meet this goal.</b>
<b>C-9) Drivers Age 20 or Younger Involved in Fatal Crashes</b>	<b>5 year</b>	<b>2016-2020</b>	<b>85</b>	<b>FARS/ 2017-2021 average of 89</b>	<b>No, we are not on track to meet this goal.</b>
<b>C-10) Pedestrian Fatalities</b>	<b>5 year</b>	<b>2016-2020</b>	<b>97</b>	<b>FARS/ 2017-2021 average of 85</b>	<b>Yes, we are on track to meet this goal.</b>
<b>C-11) Bicyclist Fatalities</b>	<b>5 year</b>	<b>2016-2020</b>	<b>9</b>	<b>FARS/ 2017 – 2021 average of 9</b>	<b>Yes, we are on track to meet this goal.</b>
<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)</b>	<b>5 year</b>	<b>2017-2021</b>	<b>80.36%</b>	<b>NHTSA Certified State Survey (2022 result) 78.9%</b>	<b>In-progress. MOHS will work to improve the current five-year (2018-2022) average of 79.78 by increasing intervention efforts.</b>
<b>A-1 Seat Belt Citations Issued During Grant Funded Activities<sup>1</sup></b>	<b>5 year</b>	<b>2017-2021</b>	<b>14,382</b>	<b>State/ 2018-2022 average of 14,036</b>	<b>Yes, we are on track of meeting this goal.</b>
<b>A-2 Impaired Driving Arrests During Grant Funded Activities<sup>1</sup></b>	<b>5 year</b>	<b>2017-2021</b>	<b>6,495</b>	<b>State/ 2018-2022 average of 6,027</b>	<b>Yes, we are on track of meeting this goal.</b>

<b>A-3 Speeding Citations Issued During Grant Funded Activities<sup>1</sup></b>	<b>5 year</b>	<b>2017-2021</b>	<b>16,748</b>	<b>State/2018-2022 average of 18,373</b>	<b>Yes, we are on track of meeting this goal.</b>
<b>MOHS Outcome Measure: Teen-AL</b>	<b>5 year</b>	<b>2016-2020</b>	<b>15</b>	<b>FARS/2017-2021 average of 11</b>	<b>Yes, we are on track of meeting this goal.</b>
<b>MOHS Outcome Measure: Teen-OP</b>	<b>5 year</b>	<b>2016-2020</b>	<b>19</b>	<b>FARS2017-2021 average of 31</b>	<b>No, we are not on track of meeting this goal.</b>
<b>MOHS Outcome Measure: Teen-Speed</b>	<b>5 year</b>	<b>2016-2020</b>	<b>8</b>	<b>FARS/2017-2021 average of 13</b>	<b>No, we are not on track of meeting this goal.</b>

The FY23 countermeasure strategies contributed to meeting most of the targets. MOHS will continue working to educate the public on seat belt safety, the risk of speeding, and the consequences of drinking and driving in an effort to lower the fatality rates, especially among the youth through data, preventative measures and reevaluation of performance targets.

## List of Acronyms:

3HSP	Triennial Highway Safety Plan
AL	Alcohol and Other Drugs
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Concentration
BD	Bureau Director
BIL	Bipartisan Infrastructure Law
CIOT	Click It or Ticket
CPS	Child Passenger Safety
DD	Division Director
DPS	Department of Public Safety
DRE	Drug Recognition Expert
DSGPO	Drive Sober Get Pulled Over
DUI	Driving Under the Influence of Intoxicants
EBE	Evidence Base Enforcement
FARS	Fatal Analysis Reporting System
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
FY	Fiscal Year
GR	Governor's Representative
GHSA	Governor's Highway Safety Association
GTS	Grant Tracking System
HVE	High Visibility Enforcement
ID	Impaired Driving
LEL	Law Enforcement Liaison
MASEP	Mississippi Alcohol Safety Education Program
NHTSA	National Association Traffic Safety Administration
MCSA	Mississippi Motor Carrier Safety Division
MDOT	Mississippi Department of Transportation
MHP	Mississippi Highway Patrol
MMUCC	Model Minimum Uniform Crash Criteria
MOHS	Mississippi Office of Highway Safety
MSU	Mississippi State University
NHTSA	National Highway Traffic Safety Administration
OD	Office Director
OM	Office Manager
OP	Occupant Protection
P&A	Planning and Administration
PAO	Public Awareness Officers
PI & E	Public Information and Education
PM	Program Manager
PPE	Public Participation and Engagement
PTS	Police Traffic Services
RC	Review Committee
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
STEP	Selective Traffic Enforcement Program
STRCC	State Traffic Safety Coordinating Committee
STSI	State Traffic Safety Information
TR	Traffic Records
TSRP	Traffic Safety Resource Prosecutor
U.S.C.	United States Code
U.S. DOT	United States Department of Transportation
VMT	Vehicles Miles Traveled