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State of Rhode Island

# Highway Safety Plan

## Annual Report

Federal Fiscal Year 2022



PREPARED FOR

U.S. Department of Transportation  
National Highway Traffic Safety Administration

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## Acronym Guide

AAA	American Automobile Association
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Concentration
BHDDH	Behavioral Healthcare, Developmental Disabilities, and Hospitals
BIARI	Brain Injury Association of Rhode Island
CARE	Combined Accident Reduction Effort
CCRI	Community College of Rhode Island
CDL	Commercial Driver's License
CDMS	Crash Data Management System
CIOT	Click It or Ticket
COZ	Child Opportunity Zone
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CSEA	Center for Southeast Asians
CTM	Countermeasures that Work
DDACTS	Data-Driven Approach to Crime and Traffic Safety
DITEP	Drug Impairment Training for Educational Professionals
DNTL	Drive Now Text Later
DRE	Drug Recognition Expert
DSoGPO	Drive Sober or Get Pulled Over
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EMT	Emergency Medical Technician
EUDL	Enforcing the Underage Drinking Laws
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration

FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governor's Highway Safety Association
HS 1	Highway Safety Grant application
HSM	Highway Safety Manual
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
IHSDM	Interactive Highway Design Model
ILSR	Institute for Labor Studies and Research
LEHSTC	Law Enforcement Highway Safety Training Coordinator
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead of for Progress in the 21st Century
MOU	Memorandum of Understanding
NHTSA	National Highway Traffic Safety Administration
NOPUS	National Occupant Protection Use Survey
OHS	Office on Highway Safety
OSCAR	On-Line System Crash Analysis and Reporting
PCL	Providence Community Library
PEP	Performance Enhancement Plan
RFP	Request for Proposal
RIBHDDH	Rhode Island Department of Behavioral Healthcare, Developmental Disabilities, and Hospitals
RIDOC	Rhode Island Department of Corrections
RIDOT	Rhode Island Department of Transportation
RIDMV	Rhode Island Division of Motor Vehicles
RIIL	Rhode Island Interscholastic League
RIMPA	Rhode Island Municipal Police Academy
RIPCA	Rhode Island Police Chiefs Association
RIPTIDE	Rhode Island Police Teaming for Impaired Driving Enforcement

RISP	Rhode Island State Police
SADD	Students Against Destructive Decisions
SAFETEA LU	Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SIDNE	Simulated Impaired Driving Experience
TOPS	Traffic Occupant Protection Strategies
TRCC	Traffic Records Coordinating Committee
TSRFT	Traffic Safety Resource Forensic Toxicologist
TSRP	Traffic Safety Resource Prosecutor
URI	University of Rhode Island
VMS	Variable Message Sign
VMT	Vehicle Miles Traveled

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## 1

## Highway Safety in Rhode Island

This Rhode Island Highway Safety Annual Report for Federal Fiscal Year (FFY) 2022 serves as the State of Rhode Island's assessment of the Highway Safety Plan (HSP) for FFY 2022. It 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, Section 405 National Priority Safety Program of Fixing America's Surface Transportation (FAST) Act, Section 164 penalty transfer funds, and carry-forward funds from other funding programs. A comprehensive HSP is developed by the Rhode Island Department of Transportation (RIDOT) Office on Highway Safety (OHS) on an annual basis to document the targets and objectives related to creating safer roadways. The plan identifies current highway safety problems, defines performance targets, and describes projects and activities that will be implemented to address highway safety concerns and achieve set targets. This Annual Report reviews the yearly status and progress on implementing Rhode Island highway safety programs and projects.

For FFY 2022, the HSP identified eleven program areas to focus resources to reduce fatalities and serious injuries. The areas included occupant protection, impaired driving, speed, motorcycles, young drivers, pedestrian and bicyclists, traffic records, distracted driving, police traffic services, media campaigns, and planning and administration. Within each area, data-driven performance measures and targets were identified based primarily on 2017 to 2021 trend data. The 12 Core Performance Measures required by the National Highway Traffic Safety Administration (NHTSA) and targets were tracked through the 2022 HSP Annual Report and are detailed in **Table 2.1**. Through the implementation of safety activities and projects, Rhode Island is on pace to achieve 9 its 12 five-year average targets in Calendar Year 2022 with insufficient data at this time to fully quantify impaired fatalities. Targets not met are for motorcycle fatalities and belt use.

The number of roadway fatalities has trended down, approaching the State's 10-year low of 45 (2015) and similarly low years with 51 fatalities (2014, 2016). The pace of fatalities in 2022 has reduced, showing strong improvements over recent years and hopefully a regression to the mean, offsetting a recent spike in risk-taking behaviors.

Consistent with societal trends, OHS and Subrecipients were able to resume most activities, events, and programs consistent with pre-pandemic approaches and have improved programs for the better based on what we've learned through the pandemic.

This Annual Report:

- › Documents Rhode Island progress in meeting its highway safety targets identified in the 2022 HSP for each of the ten program areas; and
- › Describes projects and activities funded during FFY 2022 and how they contributed to meeting Rhode Island's identified highway safety targets.

## 1.1 Introduction

The Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the primary agency responsible for implementing federally funded highway safety projects in Rhode Island. Improving highway safety is the major focus of the OHS and the RIDOT.

As of December 15, 2022, crashes on Rhode Island highways resulted in 47 fatalities and as of October 29, 2022, 213 serious injuries.

The number of roadway fatalities has trended down, approaching the State's 10-year low of 45 (2015) and similarly low years with 51 fatalities (2014, 2016). The pace of fatalities in 2022 has reduced, showing strong improvements over recent years and hopefully a regression to the mean, offsetting a recent spike in risk-taking behaviors.

As of December 15, 2022, observed fatalities in 2022 are down 24% compared to the same time in 2021. Vehicle miles traveled are projected to be on-track with travel in 2019, when total fatalities were 57 for the year. Historically, serious injuries have been trending down year-by-year, in 2022, serious injuries appear to continue a downward trend, however data for November and December were not readily available at the time of this reporting. Vehicle miles traveled are projected to be on-track with travel in 2019, pre-pandemic.

The human and economic consequences of fatal and serious injury crashes remain unacceptable and unaffordable. An increase in the number of fatalities and serious injuries means we need to strengthen our efforts to address highway safety. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission, which consists of two goals:

1. To reduce the number of fatalities and serious injuries on Rhode Island roadways.
2. To reduce the number of traffic crashes and the severity of their consequences.

The OHS provides the required resources to plan and carry out activities to fulfill this mission. To ensure effectiveness, OHS develops and maintains relationships with advocacy groups, citizens, community safety groups, complementary state and federal agencies, and local and state police departments. The OHS conducts data analysis to monitor crash trends in the State and ensure State and federal resources target the areas of greatest need. The OHS is an active participant in the development and implementation of the State Strategic Highway Safety Plan (SHSP),

providing expertise related to driver behavioral issues, education, and enforcement-related countermeasures.

The Rhode Island SHSP is coordinated and facilitated through the OHS. This ensures alignment of the HSP with the SHSP and emphasizes coordinated performance measures throughout all safety issue areas. The SHSP continues to be reviewed and reinforced. It is our continued goal to create a distinct and workable linear correlation between the HSP and our 2022-2026 SHSP.

Ongoing challenges of gathering and linking data exist. Both the SHSP and HSP utilize FARS data and other traffic safety data collected through contracted services. An outcome of the NHTSA Traffic Records Assessment in Rhode Island that concluded in April 2015 led to a comprehensive listing of core system deficiencies. This list expanded as the TRCC identified more room for improvement following the Assessment. The projects included in this Highway Safety Plan directly address the deficiencies identified by the Assessment team and TRCC members. Projects were proposed by TRCC members and voted on based on potential for eliminating system deficiencies. Since 2019, progress was made to unify data sources and augment the quality of databases and resources.

In 2021 a NHTSA Occupant Protection Program Assessment was completed. Key recommendations from this effort concern integration with the Record Management System once it is established, expanding and building upon partnerships with other organizations, improving outreach to Spanish-speaking communities, and outreach and education efforts surrounding child passenger safety.

## 1.2 Strategic Partners

During the FFY 2022 planning cycle, OHS reached out to safety stakeholders to gather input on safety problems and effective countermeasures being implemented by other agencies. Opportunities to enhance partnerships and collaboration were also identified. The list of stakeholders working in partnership with the OHS is provided below.

- › American Automobile Association, Southern New England (AAA)
- › Brain Injury Association of RI (BIARI)
- › Bike Newport
- › Community College of Rhode Island (CCRI)
- › Cranston Child Opportunity Zone (COZ)
- › Mothers Against Drunk Driving (MADD)
- › Rhode Island Bike Coalition
- › Rhode Island Department of Revenue, Division of Motor Vehicles (RIDMV)
- › Rhode Island Department of Health – Prevention and Control
- › Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH) Rhode Island Hospital Injury Prevention Center

- › Rhode Island Hospital – Injury Prevention Center
- › Rhode Island Hospitality and Tourism Association – Rhode Island Hospitality Association Education Foundation
- › Rhode Island Motorcycle Association
- › Rhode Island Municipal Police Academy
- › Rhode Island Office of the Attorney General
- › Rhode Island Police Chiefs Association (RIPCA)
- › Rhode Island State Police (RISP)
- › Rhode Island Student Assistance Services (RISAS)
- › Rhode Island Traffic Tribunal
- › Woonasquatucket River Watershed Council’s Bike Safety Programs
- › Young Voices
- › Statewide Substance Abuse Task Forces

In addition to these stakeholders, the OHS works with numerous other agencies and organizations throughout the year:

- › 38 local police departments
- › AMICA Insurance
- › Federal Highway Administration (FHWA)
- › Federal Motor Carrier Safety Administration (FMCSA)
- › Rhode Island Judiciary
- › Motorcycle retail and repair representatives
- › National Highway Traffic Safety Administration (NHTSA)
- › Rhode Island Association of Independent Insurers
- › Rhode Island Department of Corrections (DOC)
- › Rhode Island Interscholastic League (RIIL)
- › Rhode Island Safe Kids Coalition
- › Students Against Destructive Decisions (SADD)
- › University of Rhode Island (URI)

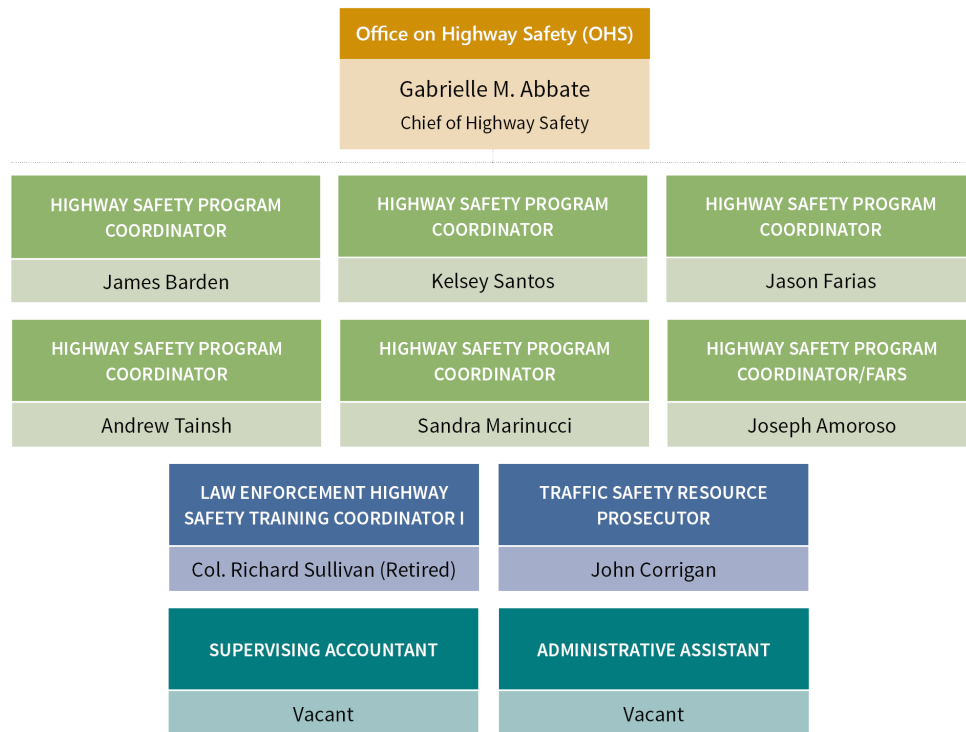
### 1.3 Organization and Staffing

**Figure 1.1** shows the RIDOT OHS organizational chart. In addition to operational and administrative tasks, each OHS Program Coordinator is responsible for overseeing specific programs and emphasis areas which promote identified countermeasures to enhance highway safety across the State. The program areas addressed by OHS are assigned to Program Coordinators based on their individual safety training and the capacity of the OHS, as noted below.

As discussed with the NHTSA Region 1 office, all OHS personnel will attend the United States Department of Transportation (USDOT) Transportation Safety Institute (TSI) training at least every five years to keep up to date with the latest changes on program policies and federal legislation.

During FFY 2022, OHS onboarded a new Highway Safety Program Coordinator. Financial duties continue to be carried out by the broader RIDOT Finance Department. The OHS Administrative Assistant position remains vacant.

**Figure 1.1 2022 RIDOT OHS Organizational Chart**



## 1.4 Problem Identification

Eleven program areas were the focus of the OHS FFY 2022 HSP. The activities and projects identified to address these areas, and the results are detailed in Section 3.0 – Program Areas. These programs included:

- › **Occupant Protection** – The failure of vehicle occupants to use safety belts and appropriate child passenger safety (CPS) restraints.
- › **Traffic Records** – The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State’s traffic records for problem identification, strategy selection, and performance measurement.

- › **Impaired Driving** – The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- › **Distracted Driving** – The incidence of driving while distracted by any outside factors, most commonly cell phone use.
- › **Speed** – The incidence of speed and related recklessness as a contributor to fatalities and serious injuries on Rhode Island’s roadways.
- › **Motorcycles** – The safety of motorcyclists and their passengers on Rhode Island’s roadways.
- › **Young Drivers** – The overrepresentation of young drivers in fatal and serious injury crashes.
- › **Pedestrians and Bicyclists** – The safety of pedestrians, bicyclists, and school bus passengers.
- › **Police Traffic Services** – The enforcement of traffic safety laws.
- › **Planning and Administration** – The planning, development, coordination, monitoring, and evaluation of highway safety projects.
- › **Media Campaigns** – The education of safety for the general public.

## 1.5 Legislative Update

- › In 2017 Rhode Island’s general law was enhanced by mandating that infants and toddlers under the age of two (2) years or weighing less than thirty pounds (30 lbs.) shall be restrained in a rear-facing car seat.
- › In 2018 RI’s Hand Free Law became fully enacted. In 2019, after eliminating some non-approved NHTSA language in our texting law, RI realized additional NHTSA funds in their FFY 2020 HSP for distracted driving efforts.

The OHS established a set of targets for 2022, shown in **Table 2.2**, to improve safety in each of the program areas. The targets are based on a trend from a 2016-2020 five-year average baseline.

# 2

## Performance Data

### 2.1 Crash Summary

As of December 15, 2022, crashes on Rhode Island highways resulted in 47 fatalities and as of October 29, 2022, 213 serious injuries. The number of roadway fatalities has trended down, approaching the State's 10-year low of 45 (2015) and similarly low years with 51 fatalities (2014, 2016). The pace of fatalities in 2022 has reduced, showing strong improvements over recent years and hopefully a regression to the mean, offsetting a recent spike in risk-taking behaviors.

As of December 15, 2022, observed fatalities in 2022 are down 24% compared to the same time in 2021. Vehicle miles traveled are projected to be on-track with travel in 2019, when total fatalities were 57 for the year. Historically, serious injuries have been trending down year-by-year, in 2022, serious injuries appear to continue a downward trend, however, more data is needed.

In terms of the five-year rolling average, because of the spike in 2020, the average number of fatalities does not reflect the low pace of fatalities in 2022.

**Table 2.1** summarizes performance measures trends over the last 10 years. At this time, 2021 and 2022 fatalities are considered preliminary as NHTSA reviews are ongoing. All 2022 values are considered preliminary as of December 15, 2022 for fatalities and October 29, 2022 for serious injuries. A review of performance aligned to adopted targets for 2021 and 2022 follows in **Table 2.2**.

**Figure 2.1** to **Figure 2.12** illustrate NHTSA identified Core Performance Measures in detail and include data points, an associated trend line, and one-year achievements for the most recent year for which data are available. For each figure, the 2022 year includes a dot to indicate the five-year average target described in the 2022 Highway Safety Plan. The left column in 2022 is the actual year number to date while the right column shows the five-year average. If the right column extends above the dot, this indicates the five-year average target was not met. Additional details on meeting the targets and plans to improve performance are provided in the individual program areas in the next chapter.

**Table 2.1 Performance Measure Trends**

Performance Measures		2013	2014	2015	2016	2017	2018	2019	2020	2021 <sup>a</sup>	Actual 2022 <sup>a</sup>
C-1	Traffic Fatalities (Actual)	65	51	45	51	84	59	57	67	63	47
	Five-Year Moving Average	69	63	58	55	59	58	59	64	66	59
C-2	Serious Injuries (Actual)	366	438	427	407	322	313	288	287	229	213
	Five-Year Moving Average	454	445	422	412	392	381	351	323	288	n/a
C-3	Traffic Fatalities per 100 million VMT	0.84	0.66	0.57	0.64	1.05	0.74	0.75	1.02	0.85	0.58
	Five-Year Moving Average	0.86	0.79	0.75	0.71	0.75	0.74	0.75	0.84	0.88	0.79
C-4	Unrestrained Occupant Fatalities	19	10	16	15	24	13	18	17	18	15
	Five-Year Moving Average	24	20	18	16	17	16	17	17	18	16
C-5	Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC <sup>b</sup>	23	17	19	19	35	22	24	28	15	n/a
	Five-Year Moving Average	28	24	23	21	23	22	24	26	25	n/a
C-6	Speed-Related Fatalities	17	13	20	23	41	30	36	20	29	25
	Five-Year Moving Average	28	23	21	21	23	25	30	30	31	28
C-7	Motorcyclist Fatalities	11	10	9	4	11	18	13	13	13	11
	Five -Year Moving Average	14	12	11	8	9	10	11	12	14	14
C-8	Unhelmeted Motorcyclist Fatalities	6	7	4	4	5	10	3	6	8	9
	Five-Year Moving Average	9	8	6	5	5	6	5	6	6	7
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	7	4	6	9	13	6	3	8	6	5
	Five-Year Moving Average	7	5	5	6	8	8	7	8	7	6



Performance Measures		2013	2014	2015	2016	2017	2018	2019	2020	2021 <sup>a</sup>	Actual 2022 <sup>a</sup>
C-10	Pedestrian Fatalities	14	14	8	14	21	7	8	17	7	7
	Five-Year Moving Average	12	11	11	11	14	13	12	14	12	9
C-11	Bicyclist Fatalities	3	0	0	2	2	1	0	2	2	0
	Five-Year Moving Average	1	1	1	1	1	1	1	1	1	1
B-1	Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	86%	87%	87%	88%	88%	89%	88%	88%	89%	87%
A-1	Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	8,446	9,607	6,200	8,092	10,798	9,836	9,732	7,146	11,621	11,291
A-2	Number of Safety belt Citations Issued During Grant-Funded Enforcement Activities	5,346	2,825	7,099	5,562	5,272	4,444	5,335	2,408	3,976	4,387
A-3	Number of Impaired Driving Arrests Made during Grant-Funded Enforcement Activities	438	507	404	363	306	257	272	484	666	600

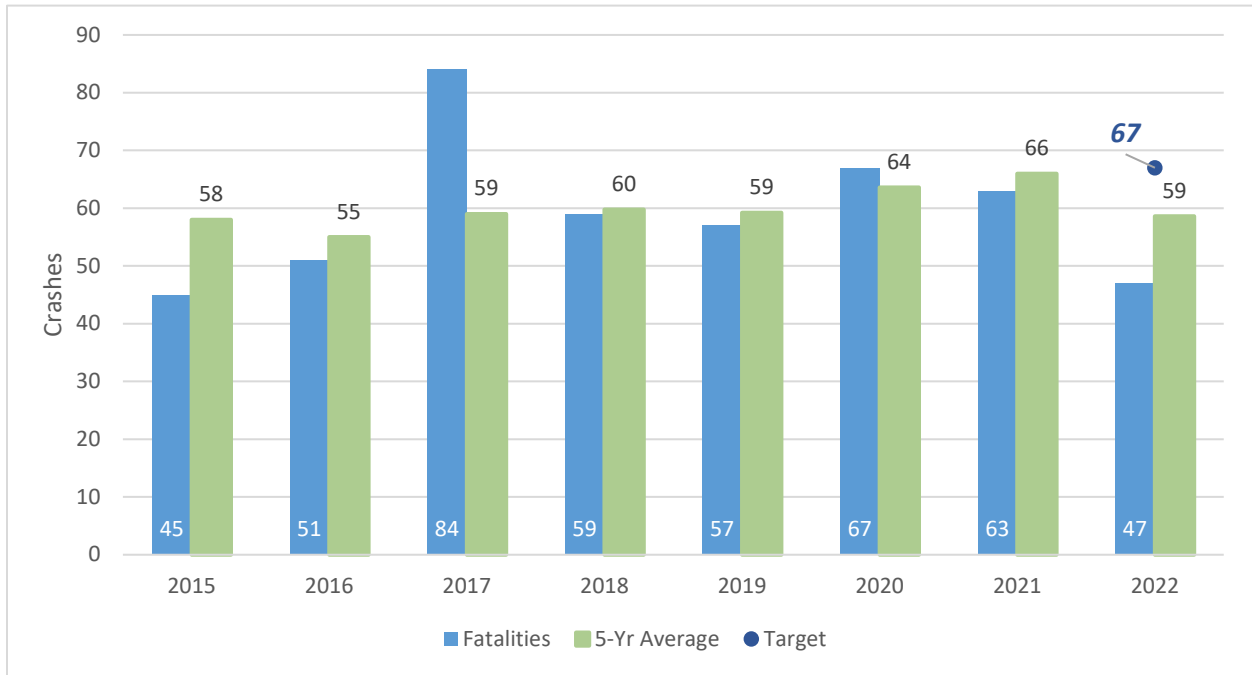
Source: RIDOT, December 2021-2022; FARS, December 2020; Belt Use - 2013 to 2022 Rhode Island Observed Restraint Use Surveys.

a Fatality statistics based on 2022 preliminary total reported from January 1 to December 15, 2022. Fatality statistics for 2021 remain preliminary. Serious Injury statistics based on 2022 preliminary total reported from January 1 to October 29, 2022. Citation statistics based on 2022 preliminary total reported from January 1 to December 1, 2022.

b NHTSA imputed.

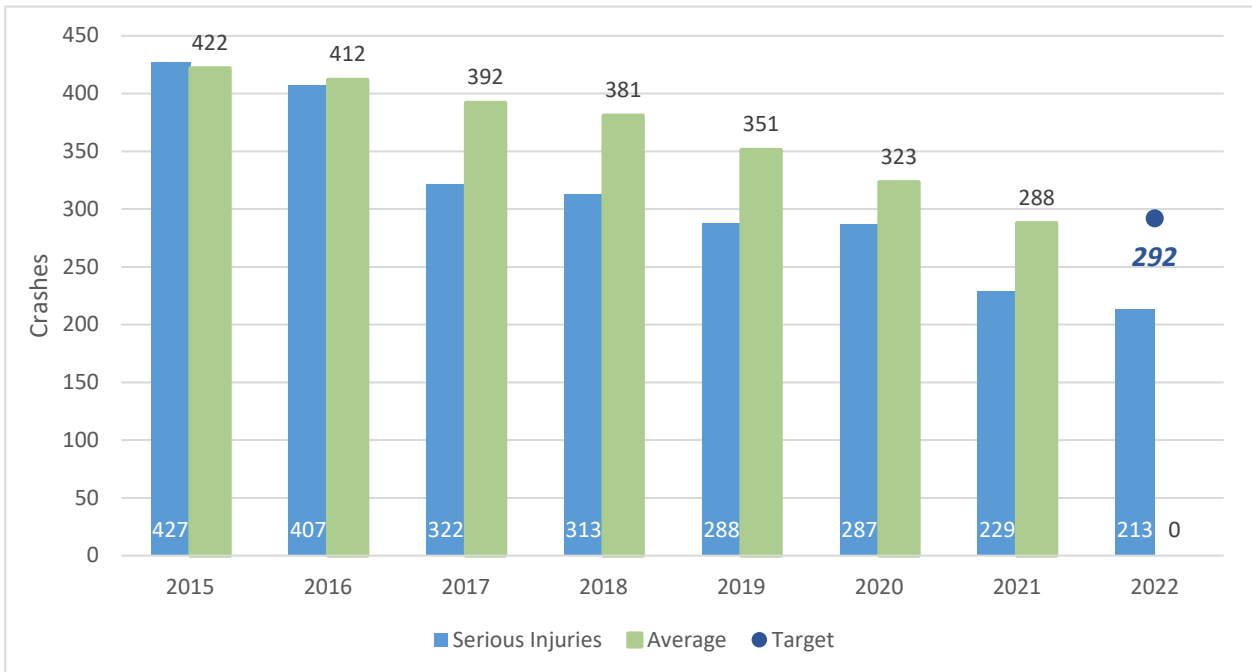
n/a Indicates insufficient data available at this time.

**Figure 2.1 Fatalities (2015 Baseline to 2022)**



Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

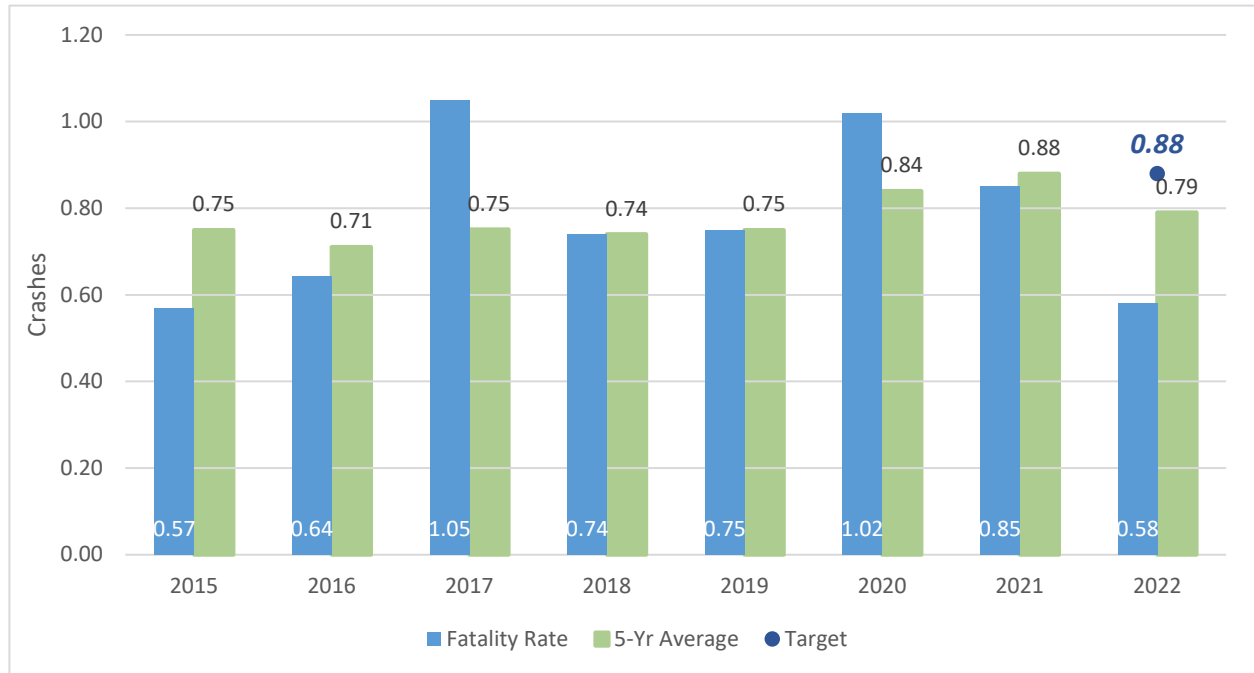
**Figure 2.2 Serious Injuries (2015 Baseline to 2022)**



Source: RIDOT/OHS, 2022.

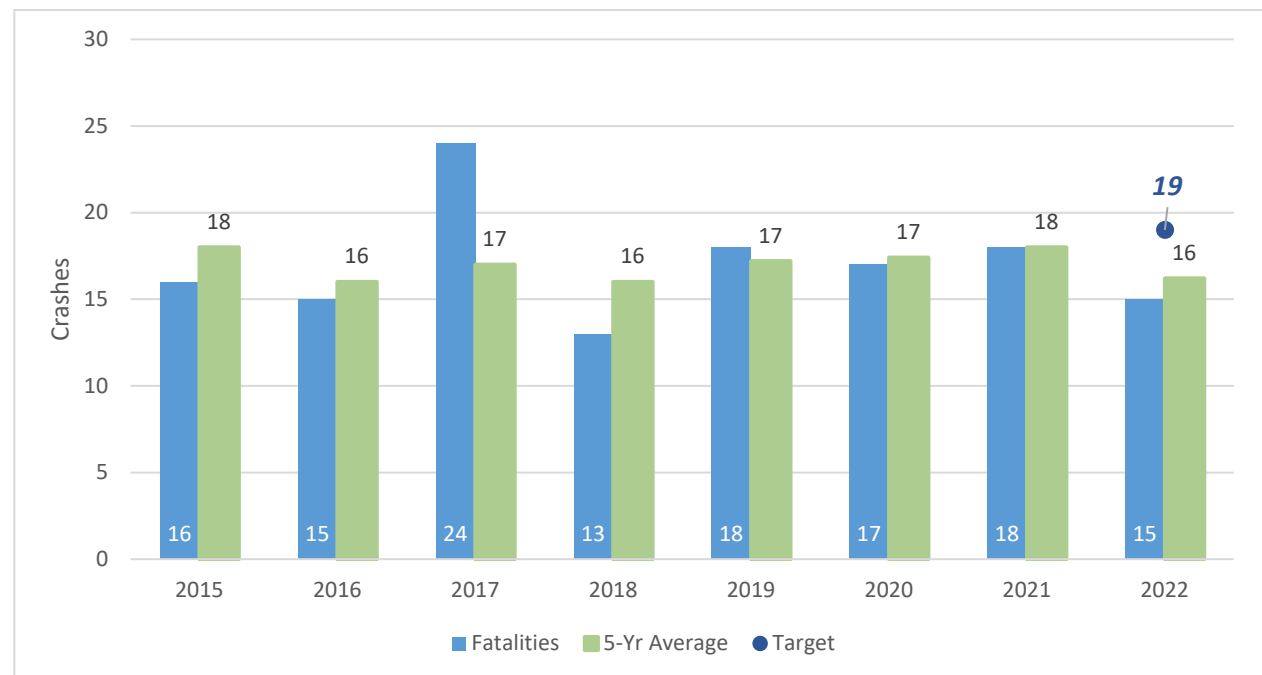
2022 Serious injury data is current as of October 29, 2022.

**Figure 2.3 Fatality Rate per 100 Million VMT (2015 Baseline to 2022)**



Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

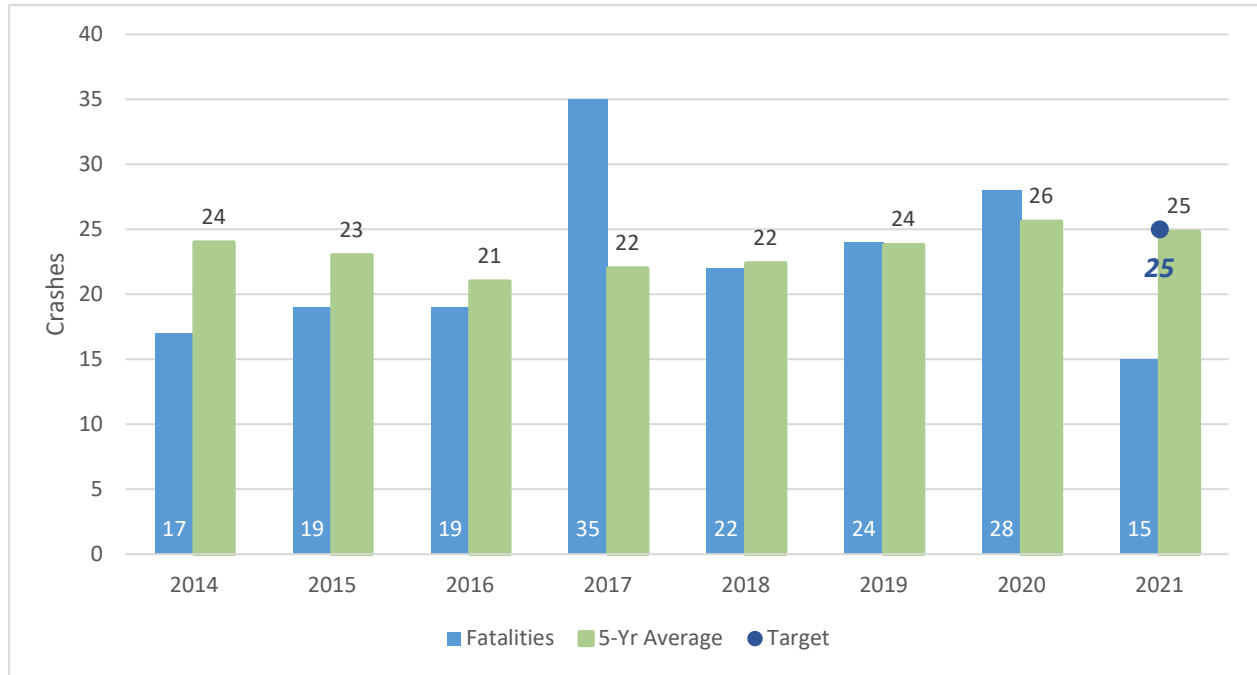
**Figure 2.4 Unrestrained Motor Vehicle Occupant Fatalities (2015 Baseline to 2022)**



Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

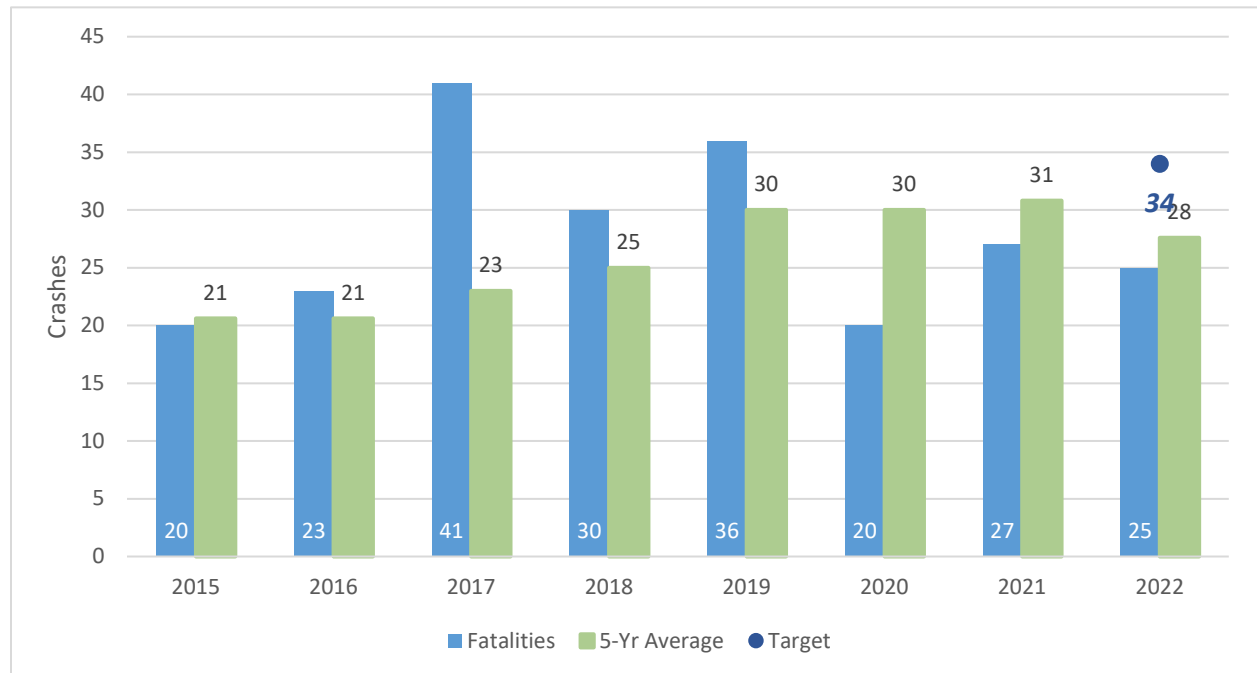
Note: Restraint usage restated to reflect all motor vehicle occupants except buses.

**Figure 2.5 Fatalities Involving Driver or Motorcycle Operator  $\geq 0.08$  BAC (2014 Baseline to 2021)**



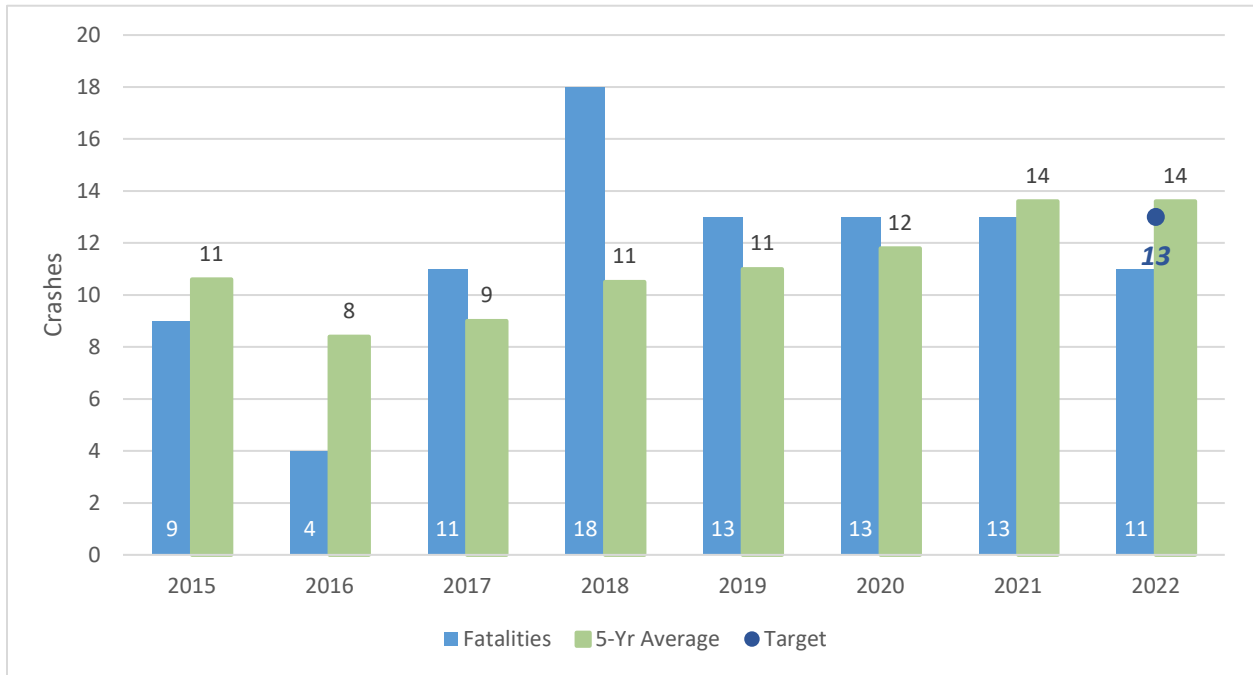
Source: RIDOT/OHS, 2021 and FARS, 2021. 2021 numbers as of December 15, 2022. 2022 data not currently available for alcohol impaired fatalities.

**Figure 2.6 Speed-Related Fatalities (2015 Baseline to 2022)**



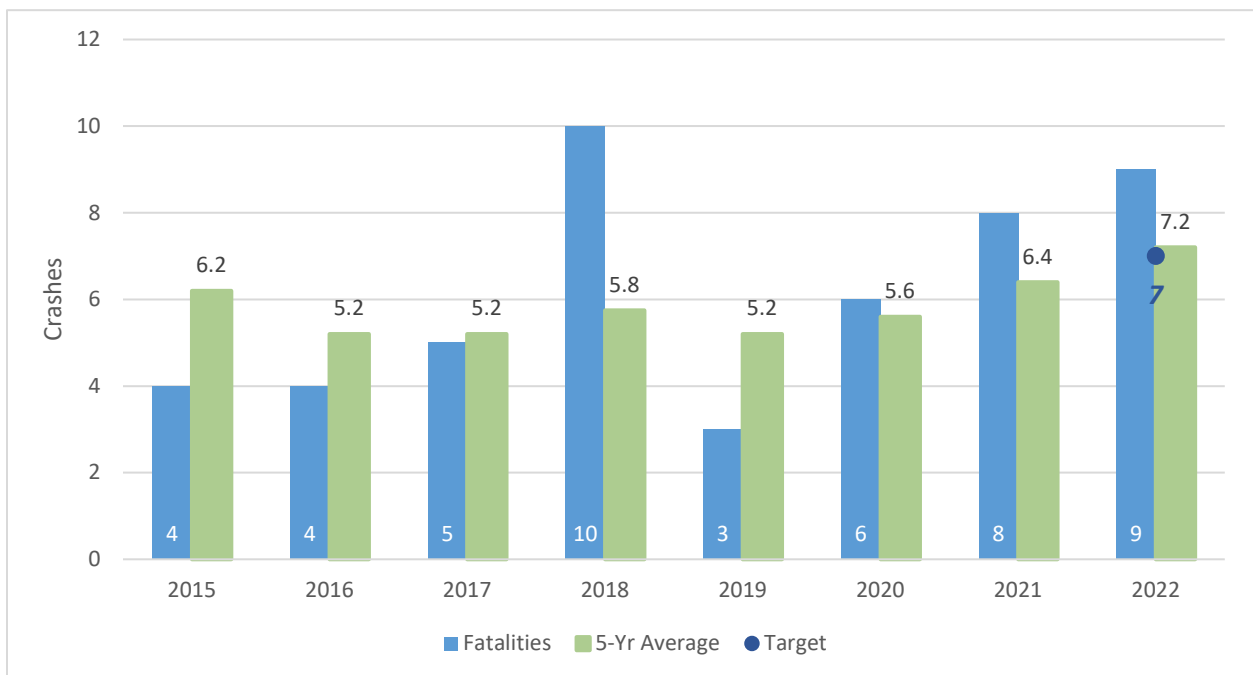
Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

**Figure 2.7 Number of Motorcyclist Fatalities (2015 Baseline to 2022)**



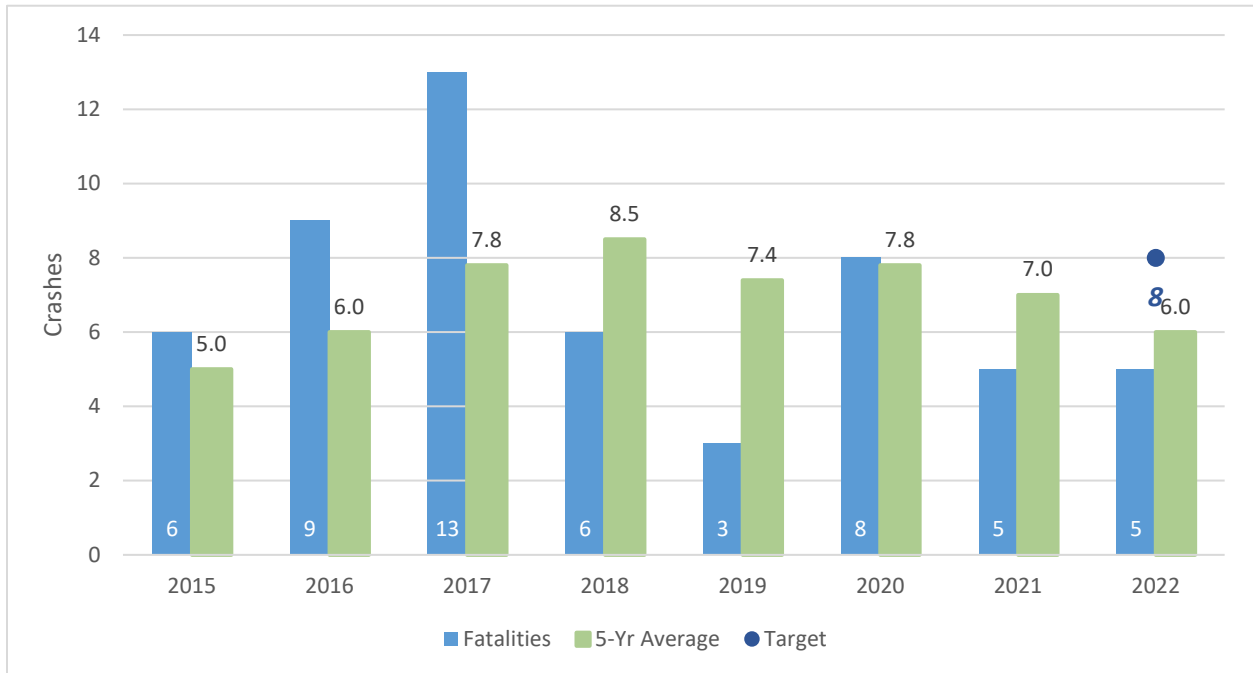
Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

**Figure 2.8 Unhelmeted Motorcycle Fatalities (2015 Baseline to 2022)**



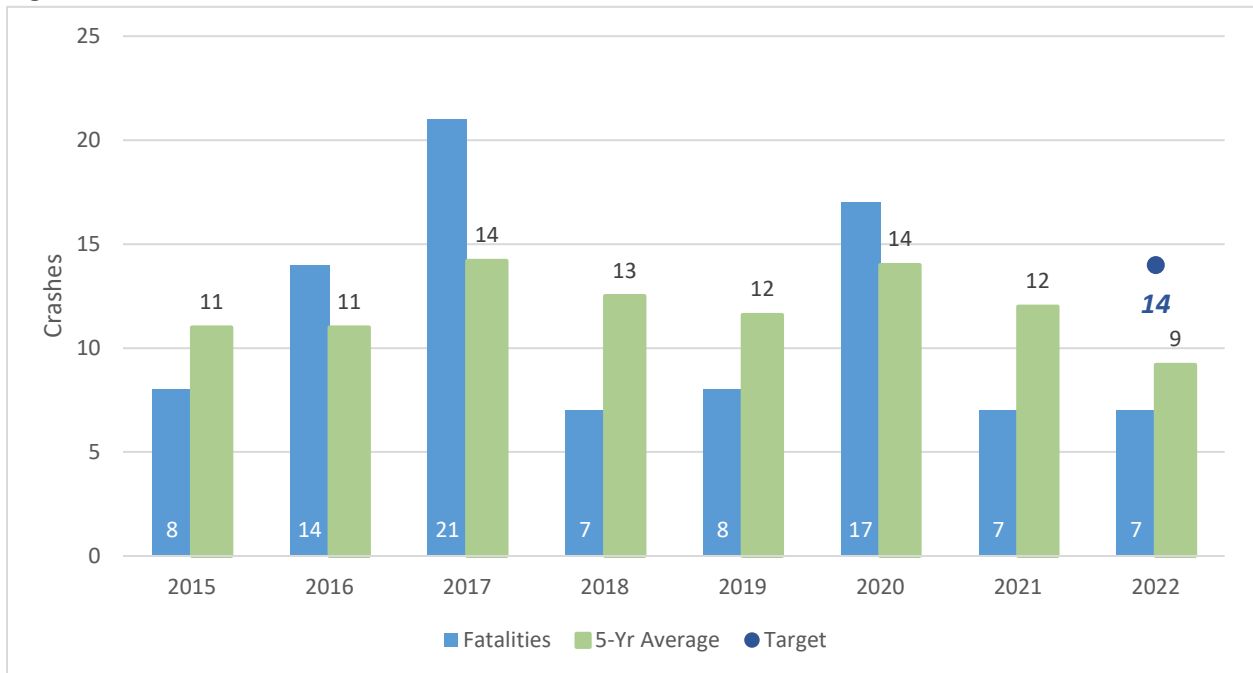
Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

**Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes (2015 Baseline to 2022)**



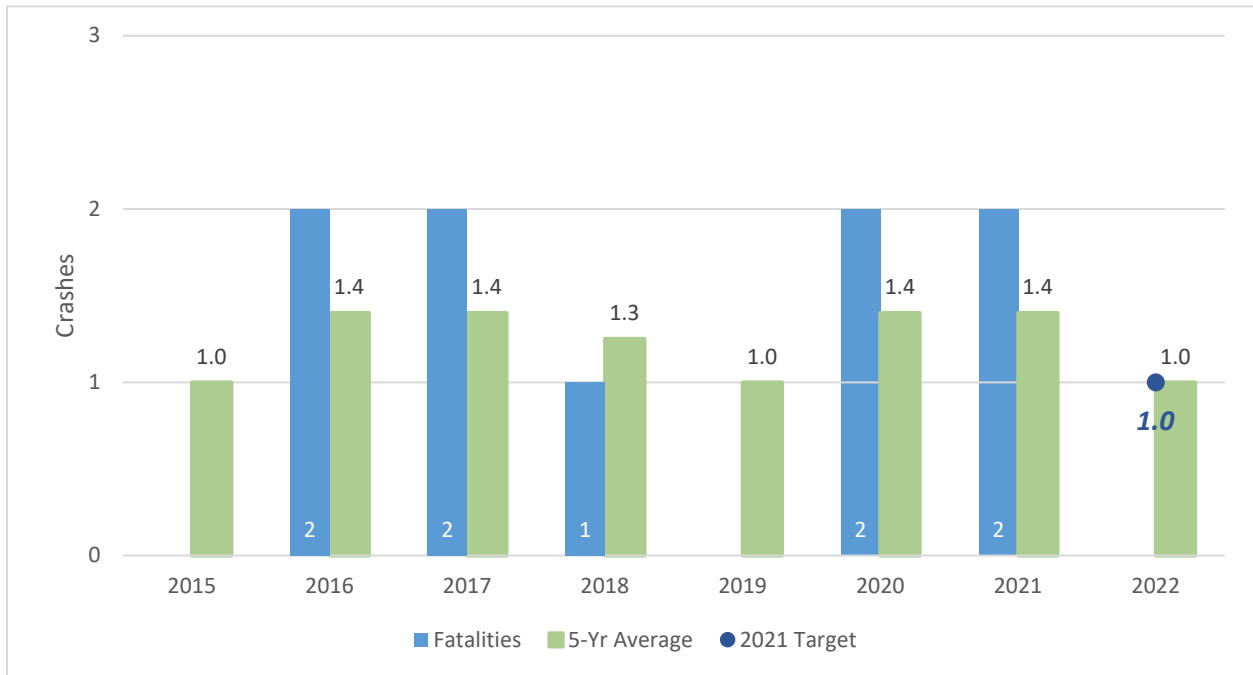
Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

**Figure 2.10 Pedestrian Fatalities (2015 Baseline to 2022)**



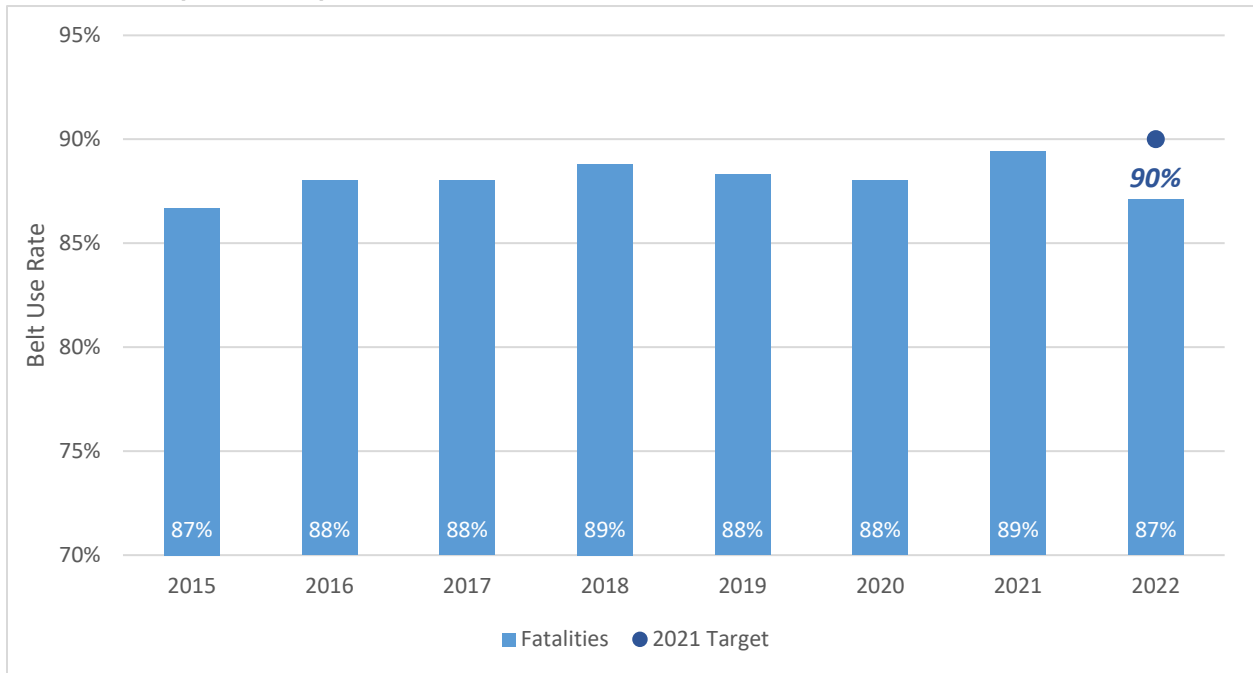
Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022.

**Figure 2.11 Bicyclist Fatalities (2015 Baseline to 2022)**



Source: RIDOT/OHS, 2021-2022 and FARS, 2020. 2021 and 2022 numbers as of December 15, 2022. Missing bars indicate that no fatal crashes occurred.

**Figure 2.12 Percent Observed Belt Use for Passenger Vehicles (Front Seat Outboard Occupants (2015-2022))**



Source: RIDOT/OHS, 2022 Seat Belt Use in Rhode Island Report.

## 2.2 Target Summary

Through the FFY 2022 Highway Safety Plan, OHS established several targets to help gauge the success and challenges of the various safety programs and initiatives.

**Table 2.2** summarizes those safety targets, observed performance in 2022 and provides context for challenges or successes the State observed.

### Performance Measure Adjustments

For the upcoming Highway Safety Plan, the following adjustments will inform the approach to funding and taking on grant activities for the year FY 2024 to better support meeting these targets.

#### Occupant Protection and Seat Belt Use

B-1: Achieving 90% seat belt use, continues to be a challenge. In 2022 Rhode Island recorded a belt use rate of 87.1% but fell short of the 90% target.

State Target: Achieving 80% seat belt use among pickup truck drivers, continues to be a challenge. In 2022 Rhode Island recorded a belt use rate of 75.3% but did fall short of the 80% target.

State Target: Perception of being ticketed continues to be a challenge. In 2022, Rhode Island recorded the perception of being ticketed for failure to wear seat belts of "always" and "nearly always" of 35%.

State Target: Increased aware of "Click It or Ticket" continues to be a challenge. In 2022, Rhode Island recorded awareness of the "Click It or Ticket" slogan to be 84%.

#### Narrative and adjustment:

To date 15 fatal crashes involved unrestrained occupants in 2022. Despite our continued educational and enforcement activities, unbelted fatalities have remained steady.

For our FFY2024 HSP, we have incorporated the recommendations and feedback from the February 2021 Occupant Protection NHTSA Assessment specifically improving messaging to reach Spanish-speaking communities and to better reach males age 18-34 years old. These adjustments are intended to support the general belt use target and the pickup truck driver specific target.

#### Alcohol Impaired driving Fatalities

C-5: Impaired fatalities, continue to be a challenge. On average approximately 40% of fatalities are impaired related.

#### Narrative and adjustment:

The five-year average in 2021 was 25 fatal crashes. Despite our continued impaired safety educational campaigns and outreach efforts in FFY2021 and ongoing



enforcement at the state and municipal levels impaired fatalities remains a challenge.

For the FFY2024 HSP, activities beyond typical enforcement include training and education opportunities for law enforcement, prosecutors, and the judiciary.

### **Motorcycle Fatalities**

C-7: Motorcycle fatalities, continue to be a challenge. In 2022 approximately one quarter of fatalities are motorcycle fatalities.

#### **Narrative and adjustment:**

To date 11 fatal crashes involved motorcycles in 2022. Despite our continued motorcycle safety educational campaign in FFY2021 and ongoing enforcement at the state and municipal levels motorcycle safety remains a challenge. A reduction in fatalities to 11 is the lowest recorded motorcycle fatalities since 2017.

For the FFY2024 HSP, activities that OHS is working toward focus on advanced rider training and expanded media and education.

### **Traffic Records**

State Target: Crash records linked to another traffic record. The process of improving links between data sources and streamlining efforts has been making ongoing progress. This was always anticipated to be a multi-year effort. Additionally, as new data sources continue to develop at state and municipal agencies around the state it is anticipated that the effort of linking data will continue to grow.

#### **Narrative and adjustment:**

For the FFY2024 HSP, development of the statewide records management system (RMS) will continue. Efforts will be guided by the 2020 TRCC STRAP Assessment. One of the current priorities is to develop a DUI tracking system to better understand the nature and extent of impaired driving in Rhode Island and make efforts toward reducing recitivism.

**Table 2.2 FY2021 - FY2022 Target Summary**

Performance Measure	Assessment of Results in Achieving Performance Targets for FY22 and FY21								
	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/ Progress Results*	FY22 Target On-Track: Y/N*	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
<b>C-1) Total Traffic Fatalities</b>	5 year	2018-2022	67	FARS 59	Y	69	2017-2021	FARS 65	Y
<b>C-2) Serious Injuries in Traffic Crashes</b>	5 year	2018-2022	292	STATE N/D	N/D	309	2017-2021	STATE 288	Y
<b>C-3) Fatalities/VMT</b>	5 year	2018-2022	0.88	FARS 0.58	Y	0.88	2017-2021	FARS 0.88	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY22 HSP.									
<b>C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	5 year	2018-2022	19	FARS 16	Y	18	2017-2021	FARS 18	Y
<b>C-5) Alcohol-Impaired Driving Fatalities</b>	5 year	2018-2022	25	FARS N/D	N/D	25	2017-2021	FARS 24	Y
<b>C-6) Speeding-Related Fatalities</b>	5 year	2018-2022	34	FARS 28	Y	29	2017-2021	FARS 31	N
<b>C-7) Motorcyclist Fatalities (FARS)</b>	5 year	2018-2022	13	FARS 14	N	15	2017-2021	FARS 14	Y
<b>C-8) Unhelmeted Motorcyclist Fatalities</b>	5 year	2018-2022	7	FARS 7	Y	8	2017-2021	FARS 6	Y
<b>C-9) Drivers Age 20 or Younger Involved in Fatal Crashes</b>	5 year	2018-2022	8	FARS 6	Y	9	2017-2021	FARS 7	Y
<b>C-10) Pedestrian Fatalities</b>	5 year	2018-2022	14	FARS 9	Y	14	2017-2021	FARS 12	Y

Assessment of Results in Achieving Performance Targets for FY22 and FY21									
Performance Measure	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/ Progress Results*	FY22 Target On-Track: Y/N*	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
<b>C-11) Bicyclist Fatalities</b>	5 year	2018-2022	1	FARS 1	Y	1.5	2017-2021	FARS 1	Y
<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)</b>	Annual	2022	90%	State survey 87%	N	90%	2021	State Survey 89%	N
Performance Measures below were identified by the State based on historic fatality trends.									
<b>Occupant Protection: Observed Seat Belt Use among Pickup Truck Drivers</b>	Annual	2022	80%	State Survey 75.3%	N	80%	2021	State Survey 79%	N
<b>Occupant Protection: Perception of being ticketed</b>	Annual	2022	47%	State Survey 35%	N	-	2021	State Survey 33%	Not a PM in 2021 AR
<b>Occupant Protection: Increase Awareness of "Click It or Ticket" slogan</b>	Annual	2022	92	State Survey 84%	N	-	2021	State Survey 84%	Not a PM in 2021 AR
<b>Traffic Records: Number of systems that access State EMS data</b>	Annual	2022	100%	8 TRSP	N	100%	2021	8 TRSP	N
<b>Traffic Records: Percentage of all state-owned signals with no missing data elements</b>	Annual	2022	100%	100% TRSP	Y	100%	2021	89.3% TRSP	N
<b>Impaired Driving: Increase Perception of Being Arrested after Drinking and Driving</b>	Annual	2022	60%	State Survey 47%	N	-	2021	State Survey 60.3%	Not a PM in 2021 AR
<b>Impaired Driving: Increase Recognition of DSoGPO</b>	Annual	2022	65	State Survey	N	-	2021	State Survey 61.1%	Not a PM in 2021 AR

Assessment of Results in Achieving Performance Targets for FY22 and FY21									
Performance Measure	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/ Progress Results*	FY22 Target On-Track: Y/N*	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
				45.3%					
<b>Distracted Driving: Percent who Never Talk on a Handheld Device while Driving</b>	Annual	2022	50%	State Survey 55.4%	Y	50%	2021	State Survey, 50.3%	Y
<b>Pedestrians/Bicycles: Pedestrian Fatalities Testing Positive for Blood Alcohol</b>	Annual	2022	1.7%	State N/D	-	1.8%	2021		N

\* Current year target tracking based on data up to December 15, 2022 for fatalities and October 29, 2022 for serious injuries.  
 2021 and 2022 data are preliminary.  
 N/D Data not currently available.

# 3

## Program Areas

The program performance targets and measures, and projects identified for the ten program areas addressed in the FFY 2022 HSP are described in this section.

### 3.1 Occupant Protection

#### Problem Statement

Lack of restraint use continues to be a significant contributing factor in Rhode Island’s crash fatalities and serious injuries. Fatalities resulting from crashes where restraints were not used accounted for approximately 32 percent of the total fatalities in 2022. The number of unrestrained fatalities in 2022 decreased to 15, comparable to the drop in overall fatalities.

#### Performance Measures and Targets

**Table 3.1** summarizes the occupant protection performance measures and targets identified in the 2022 HSP. The performance measures below show that unrestrained fatalities have dropped slightly. Identifying opportunities to increase awareness of restraint use and perceptions of being ticketed will continue this trend. Rhode Island will continue to reinforce its awareness campaigns and enforcement efforts to help drive numbers toward improved performance.

**Table 3.1 Occupant Protection Performance Measures**

<b>Performance Targets</b>	<b>Performance Update</b>
Maintain the five-year average unrestrained fatalities below 19 (2018 to 2022 average) by December 31, 2022.	Number of unrestrained fatalities reduced slightly in 2022 comparable to overall fatalities. This resulted in a five-year average of 16.
Increase observed seat belt use from 88.6 percent in 2019 to 90 percent by 2022.	Belt use in 2022 was 87.1%.
Increase safety belt use among pickup truck drivers, as measured by observations, from 79.1 percent in 2019 to 80 percent in 2022.	Percent of pickup truck drivers observed using safety belts. In 2022, there was a 75.3 percent observance rate.
Increase perception of being ticketed for failure to wear safety belts "always" or "nearly always" from 44 percent in 2019 to 47 percent in 2022.	The perception of being ticketed for failure to wear safety belts "always" or "nearly always" was 35 percent in 2022.
Increase awareness of "Click It or Ticket" slogan from 84 percent in 2019 to 92 percent in 2022.	Drivers aware of "Click It or Ticket" slogan was 84 percent in 2022.

## Planned Activities and Funding

The 2022 HSP identified 9 occupant protection projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. Table 3.2 lists the 9 projects; the relevant performance measures; the Funds Approved to each project; and the project status.

**Table 3.2 FFY2022 Occupant Protection**

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402OP-22-02	Genesis OP for Diverse Families	\$24,837.50	\$24,517.50	Complete
M2PE-22-01	RI Hospital Child Passenger Safety in Rhode Island	\$136,592.11	\$94,649.93	Complete
402OP-22-04	CIOT DMV Intercept Survey	\$15,000.00	\$0.00	Complete
402OP-22-05	CIOT Observational Survey	\$85,000.00	\$85,000.00	Complete
402PT-22-15 402OP-22-09 FDL*EM-22-03 M8*EM-22-01	EMS Crash Safety Equipment	\$100,000.00 (402) \$150,000.00 (405D) \$100,000.00 (405E)	\$19,304.00 (402) \$9,652.00 (405D) \$9,652.00 (405E)	Complete

## Project Descriptions

Occupant Protection continues to be an issue in Rhode Island yet data limitations present challenges to mitigating the issue. In FFY 2022 OHS pursued five Occupant Protection projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the Occupant Protection projects, including the project title and outcome of the project over the 2022 fiscal year.

**NHTSA 402OP-22-02:** Genesis OP for Diverse Families

**Subrecipient:** The Genesis Center

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$ 24,837.50	\$24,517.50	Complete

### Description:

OHS will fund the implementation of outreach and education events within the Providence community with a multilingual staff on the proper use of seat belts and child restraints. They can reach a diverse and disadvantaged community of all age levels and will provide car seats to families that have shown the need. The program will look to increase seat belt and child restraint use by the community members,

many of which are recent immigrants who are not aware of the laws. The program will also work with Law Enforcement to provide training and demonstrations to this community.

**Performance:**

In the FFY22 fiscal year, the Genesis Center delivered occupant protection targeted education to communities in Providence. Genesis Center’s service community consists largely of low-belt-use groups, including ethnic and racial minorities. Through adult education and early childhood education, the Center serves approximately 1,000 individuals per year.

Genesis Center’s staff conducts outreach to inform their participants about RI’s seat belt and child restraint laws. They also educate parents on safe child restraint use and providing low- income parents with safe car seats and/or booster seats after educating them on proper use of various child safety seats. Project success is evaluated by reviewing results of a pre-test/post-test that measures adult and parent knowledge and behavior regarding seat belt/car seat laws, as well as habits regarding seat belt and child restraint use.

Genesis distributed over 700 flyers pertaining to RI seat belt laws and nearly 2600 interactions with the seat belt/car seat photos and videos they posted on their social media. Their surveys showed a broad understanding (91%) that the driver and passengers are required to wear a seatbelt in RI.

54 families were matched (8% over our goal of 50) with a total of 64 boosters and car seats and received a 97.5% response rate to the answer of ALWAYS when utilizing a car seat. These recipients also increased their awareness of when children are old enough to sit in the front seat (from 78% accuracy to 99%) as well as the height/weight restrictions for car seats and boosters (from 50% accuracy to 88%).

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**NHTSA M2PE-22-01: RI Hospital Child Passenger Safety in Rhode Island**

**Subrecipient:** RI Hospital

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$136,592.11	\$94,649.93	Complete

**Description:**

The Injury Prevention Center at Rhode Island Hospital has housed Safe Kids RI since 2008. Safe Kids RI is the agency that certifies Child Passenger Safety Technicians across the state of Rhode Island. In this role the IPC also assumed responsibility for all CPS training activities in the state of Rhode Island. They hold CPST certification classes, and renewal classes each year. They have certified over 400 individuals as CPSTs. The IPC has also served as the central resource for technicians to maintain their certification. They organize updates for technicians, so they can earn the continuing education credits (CEUs) needed for renewing their certifications. Representing children and young families across Rhode Island, Safe Kids RI helps represent, and educate families on the proper use of Child Passenger Seats to prevent injury and misuse across the state. In FY22, Safe Kids RI is planning an evaluation of all the child passenger safety inspection stations in Rhode Island to ensure that each location is educating families with the most up to date information regarding Child Passenger safety and to ensure that child seat checks are being conducted properly and safely.

**Performance:**

The Office on Highway Safety continued to support the Safe Kids Rhode Island program housed at the Injury Prevention Center in Providence, a division of Rhode Island Hospital. The program’s primary focus is to deliver education statewide to communities on Child Passenger Safety and to be the states central repository for all Child Passenger Safety Technician training. Fiscal year 2022 was a transition year, with



the program's coordinator leaving her position, and a new hire filling in that role. As a result more funding than usual was left on the table especially in personnel hours due to the vacant position for a month or two. However, the year was still a success, with 3 certification courses held in October 2021, November 2021, and May 2022. A recertification course was also held. A total of 24 technicians were added, all coming from various careers including police, EMS, non-profit etc. across the state. RIDOT looks forward to working with Ri Island Hospital and the Safe Kids program again in FFY2023, and to help ensure that families continue to stay educated and safe on Rhode Island roadways.

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**NHTSA 402OP-22-04/402OP-22-05:** CIOT DMV Intercept Survey & CIOT Observational Survey

**Subrecipient:** Preusser Research Group

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$91,000.00	\$85,000.00	Complete

**Description:**

RIDOT continued its contracted partnership with Preusser Research Group (PRG) during the 2022 federal fiscal year. For years now, PRG has been responsible for surveying the entire state in their observational seatbelt surveys to obtain the annual seatbelt usage rate for drivers and passengers on Rhode Island roadways.

**Performance:**

In FFY2022, the belt usage rate was determined to be 87.1% which is more than a 2-point drop from FY21's usage rate of 89.4%. This usage rate is determined by surveying 90 different observation sites across the state for 60-minute intervals. In addition to providing the annual belt usage rate through observational surveys, PRG also conducts pre and post attitudinal surveys for "Click It or Ticket" and Impaired Driving at local RI DMV's (Department of Motor Vehicles). Data was collected from approximately 500 respondents in each year (501 in 2021, 506 in 2022). Roughly half of respondents were female (50.5% and 50.6% in 2021 and 2022, respectively), approximately 48 percent were male (48.5% and 47.8% in 2021 and 2022, respectively). The two most reported age categories for respondents were 60+ years old (29.9% and 30.8% in 2021 and 2022, respectively) and 21-34 years old (24.2% in 2021 and 23.7% in 2022). Most respondents described themselves as *white* (86.4% in 2021, 78.7% in 2022), followed by *African American* (3.4% and 7.5% in 2021 and 2022, respectively), and *Spanish/Hispanic/Latino* (4.6% in 2021, 5.9% in 2022). The race distribution showed a significant difference between 2021 and 2022 ( $\chi^2(1) = 21.57, p < .01$ ), likely associated with the lower percentage of white respondents in 2022. Preusser Research Group expended all of their awarded contract funds for FY22. RIDOT is looking forward to another contract year in FFY23 with PRG and hopes to reach the goal of 90% belt use for the state in the next fiscal year.

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**NHTSA 402PT-22-15/NHTSA 402OP-22-09/NHTSA FDL\*EM-22-03/NHTSAM8\*EM-22-01: EMS Crash Safety Equipment****Subrecipient:** Municipal

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$100,000.00	\$19,304.00	Complete
<b>Section 405D</b>	\$150,000.00	\$9,652.00	
<b>Section 405E</b>	\$100,000.00	\$9,652.00	

**Description:**

OHS will fund Municipal Fire and EMS departments for crash extraction equipment to have the most comprehensive set of tools for crash extraction.

**Performance:**

Equipment was purchased and used in conjunction with educational programs when community audiences were available, and safety could be guaranteed. The equipment itself was employed regularly in communities and in many cases with bordering communities to support the "golden hour" of rescue work to support fewer fatal and fewer serious injuries in car crashes. Hydraulic extrication equipment and stabilization equipment was purchased by one fire department in Charlestown, RI Fire Department to safely extricate trapped occupants within damaged automobiles. The purchased equipment, commonly known as the "Jaws of Life" is self-contained and battery powered. This provides ease of operation and enables the department the ability to cut newer style steels utilized in today's vehicles. "Jaws of Life" equipment is used to disentangle occupants from wrecked automobiles by spreading, cutting and displacing areas of the vehicle allowing for the rapid removal of critically injured occupants.

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## 3.2 Traffic Records

**Problem Statement**

The traffic records system allows for collection and reporting of data elements necessary for problem identification, problem analysis, and countermeasure evaluation in all areas of traffic safety in the State. Some of the identified issues, include lack of data integration, flawed injury data, lack of serious injury data for speed-related crashes, lack of roadway/roadside inventory data, incomplete toxicology reports for impaired driving, lack of data on contributing factors in run-off-road fatalities, and low numbers for distracted driving crashes. Rhode Island has achieved success with maintain crash records with no errors in critical data elements at a rate of over 99 percent.

Crash data integration with other databases remains a long-term target as linking to other datasets such as trauma and crime can provide analytical benefits, however, these efforts still remain at the starting point. Rhode Island plans to look for opportunities to invest in technology, training, and partnerships to help achieve targets for data integration and improve location information.

## Performance Measures and Targets

**Table 3.3** summarizes the traffic records performance measures and targets identified in the 2022 HSP.

**Table 3.3 Traffic Record Performance Measures**

Performance Targets	Performance Update
The percentage of all State-owned signals with no missing data elements	No state-owned signals in the MIRE database have missing data elements.
Number of systems that access State EMS data.	8 systems have access to State EMS data.

## Planned Activities and Funding

The 2022 HSP identified 11 traffic records projects to address the above performance measures and make progress towards the targets. **Table 3.4** lists the nine projects, including Funds Approved to each project, and the project status.

**Table 3.4 FFY2022 Traffic Records**

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
<b>M3DA-22-01</b>	Crash MMUCC Revisions	\$300,000.00	\$0.00	New system to be unveiled in FFY 2023
<b>M3DA-22-02</b>	RIDOT OHS Crash Form Training	\$75,000.00	\$0.00	New system to be unveiled in FFY 2023
<b>M3DA-22-03</b>	State Agency (Health) & EMS Maintenance Contract Fee	\$92,445.11	\$62,487.59	Complete
<b>M3DA-22-04</b>	TRCC Support	\$75,000.00	\$32,558.75	Complete
<b>M3DA-22-05</b>	MIRE Data Enhancements	\$300,000.00	\$261,566.13	Complete
<b>F1906CMD-22-01</b>	CCPRA Intuitive Public Access of Traffic Stop Data	\$50,000.00	\$0.00	Incomplete due to policy not being extended
<b>F1906ER-22-02</b>	Race Data Analysis	\$100,000.00	\$0.00	Incomplete due to policy not being extended
<b>F1906CMD-22-04</b>	Consultant Reports/Maintenance	\$100,000.00	\$0.00	Incomplete due to policy not being extended
<b>F1906-22-05</b>	CCPRA Regional Community Traffic Stop Data Analysis	\$100,000.00	\$0.00	Did not take place due to staff shortages and limited community

				engagement efforts
<b>F1906-22-06</b>	Law Enforcement Training	\$20,000.00	\$0.00	Incomplete due to policy not being extended
<b>M8*TR-22-01</b>	Statewide Traffic Records System (RMS)	\$1,000,000.00	\$0.00	Continue the program into FFY 2023

**Project Descriptions**

Traffic records and crash data are valuable in the process of identifying and programming safety activities in Rhode Island. In FFY 2022 OHS pursued 11 traffic records projects to help meet the performance targets, however, some were not completed as described below.

The following are descriptions of the traffic records projects, including the project title and outcome of the project over the 2022 fiscal year.

**NHTSA M3DA-22-01: Crash MMUCC Revisions**

**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405C</b>	\$300,000.00	\$0.00	New system to be unveiled in FFY 2023

**Description:**

Rhode Island is not poised to begin a statewide Crash report and MMUCC revision project, but the Providence Police Department has agreed to be the first pilot program to begin the process. As one of our largest departments, Providence will position our data revisions to have a stronger outcome statewide. An outside contractor will lead the process of creating new forms and modules that will mirror data criteria with MMUCC 5. The new modules will also enhance our efforts to collect additional crash data and change the serious injury input form within the crash report. We will create a data bank to store the new information. It is not our intent to use the new data in the coming year. Instead, we will use the pilot as the beginning of our necessary MMUCC and crash revisions and associated training needs to meet federal standards. The Rhode Island Uniform Crash Report will be revised to include new fields and make the crash report consistent with the latest version of the MMUCC. Additional fields for consideration are mile marker identification (to provide crash location accuracy) and a "lane departure" checkbox.

OHS will also purchase various training materials to support the MMUCC Crash reporting project. With the requirement to change our serious injury data input form we will need to enhance our law enforcement training efforts to explain what we need officers to do to assure our federal reporting requirements. In conjunction with training law enforcement of the updates to MMUCC reporting requirements, the OHS will purchase various training materials through an approved vendor. This will include handouts, brochures and dash cards for police vehicles as a quick reference guide for data input.

**Performance:**

RIDOT is creating a new crash system which will be unveiled to local partners in FFY 2023. Once that is in place we will host a training.

**NHTSA M3DA-22-02: RIDOT OHS Crash Form Training****Subrecipient:** RIDOT OHS

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405C</b>	\$75,000.00	\$0.00	New system to be unveiled in FFY 2023

**Description:**

OHS will conduct training for the updates to the crash report based on MMUCC requirements. This will include training and presentations to all law enforcement which can include PowerPoint or web-based training and handouts or brochures. Dash cards will be made to give to the departments to place into police cruisers as a quick reference for officers completing crash reports.

**Performance:**

RIDOT is creating a new crash system which will be unveiled to local partners in FFY 2023. Once that is in place, we will host a training.

**NHTSA M3DA-22-03: State Agency (Health) & EMS Maintenance Contract Fee****Subrecipient:** EMS Departments

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405C</b>	\$92,445.11	\$62,487.59	Complete

**Description:**

NHTSA funds will support the Rhode Island Emergency Medical Services Information System (RI-EMSIS), specifically to defray the cost for the state's vendor ImageTrend to host and maintain the system. Since its implementation in 2012, the Center for Emergency Medical Services (CEMS) has collected 734,881 electronic run reports, including 22,800 related to incidents involving motor vehicles and pedestrians.

**Performance:**

NHTSA funds supported the Rhode Island Emergency Medical Services Information System (RIEMSIS), specifically to defray the cost for the state's vendor ImageTrend to host and maintain the system.

HEALTH conducted a review of fields not reported to RIEMSIS by EMS agencies to develop a data quality improvement plan. Also, incomplete FARS data was remediated. Training and technical assistance was provided to RI EMS agencies with data deficiencies and validation scores below the mean of 88.

EMS surveillance of motor vehicle crashes in RI was improved to document seat belt use in 99.8 percent of crashes. Documentation of suspected alcohol or drug use was recorded in 84.8 percent of crashes.

Helmet use was indicated in 93.8 percent of motorcycle crashes.

**NHTSA M3DA-22-04: TRCC Support**

**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405C</b>	\$75,000.00	\$32,558.75	Complete

**Description:**

This project provides funds to assist with the support of regularly scheduled TRCC meetings, including minutes of such meetings, as well as the development of the annual Traffic Records Strategic Plan.

**Performance:**

We remain in a data collection and reporting mode regarding this project. The Rhode Island Traffic Records Coordinating Committee (TRCC) promotes improving the State’s crash, driver, vehicle, roadway, citation/adjudication, and injury surveillance data systems. Consultant support has been used to advance this mission.

For Federal fiscal year (FFY) 2022, the State will continue to implement improvements based on needs identified by stakeholders in Rhode Island and the 2020 Traffic Records Assessment recommendations. This FFY 2022 plan update addresses these recommendations. The consultants completed their scope of work for FFY 2023 which includes assisting with the support of regularly scheduled TRCC meetings, including minutes of such meetings, as well as the development of the annual Traffic Records Strategic Plan.

**NHTSA M3DA-22-05: MIRE Data Enhancements**

**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405C</b>	\$300,000.00	\$261,566.13	Complete

**Description:**

This project will fund the collection of additional MIRE safety data elements to support systemic safety improvements for the speeding, intersection and vulnerable road user emphasis areas. Data collected will impact the completeness attribute. The data collected will be used to increase/adjust clearance timing for pedestrians and vehicles. It is anticipated that up to 100 intersections will be inventoried and adjusted as part of this project. The funds allocated to this project will be used for the data collection effort, including an inventory of up to 100 signalized intersections. Data elements collected include traffic counts (vehicular and pedestrian), free flow vehicles speeds, crosswalk distances, and current signal phasing and timing. Post-processing of data into the MIRE database is also included.

**Performance:**

During FFY 2022 this activity involved a desktop review of all state-owned traffic signals in the state. The review/inventory of each signal characterizes the elements of the infrastructure and available signal information. This project increased the data completeness for traffic signal data records to 100%.

**NHTSA F1906CMD-22-01: CCPRAs Intuitive Public Access of Traffic Stop Data****Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405C</b>	\$50,000.00	\$0.00	Incomplete due to policy not being extended

**Description:**

CCSU will create a public repository for traffic stop data from 2016 to 2019. The public repository would include the ability to download data, intuitively summarize data, provide enhanced analytical visualizations, and data stories. The public site could be modeled after the site built in Connecticut: <http://trafficstops.ctdata.org/> [trafficstops.ctdata.org]. This would provide a higher level of transparency to the data collected from all law enforcement agencies in Rhode Island during the study period. Currently, only the raw data and reports are available. This tool will ease access to a more understandable format for civilians and community groups alike.

**Performance:**

This project was intended to support enhanced CCPRAs legislation which was not realized in the FFY 2022 legislative session.

**NHTSA F1906ER-22-02: Race Data Analysis****Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 1906</b>	\$100,000.00	\$0.00	Incomplete due to policy not being extended

**Description:**

Create a reporting system, maintain information technology requirements, and service all Rhode Island law enforcement agencies in their mandate to collect data sets included within Rhode Island's CCPRAs statute.

**Performance:**

New public policy for racial profiling was not passed in FFY 2022 that would create a data base and data analysis.

**NHTSA F1906CMD-22-04: Consultant Reports/Maintenance****Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 1906</b>	\$100,000.00	\$0.00	Incomplete due to policy not being extended

**Description:**

RIDOT/OHS will contract with an outside consultant to manage and maintain IT requirements and/or data relating to the servicing of all Rhode Island law enforcement agencies traffic stop data that was mandated

by the CCPRA statute. The OHS will also provide funding for updated software and equipment necessary for law enforcement agencies to comply with the statute. The funds will also support RIDOT’s MIS data maintenance and service requirements.

**Performance:**

This project was intended to support enhanced CCPRA legislation which was not realized in the FFY 2022 legislative session.

**NHTSA F1906-22-05:** CCPRA Regional Community Traffic Stop Analysis

**Subrecipient:** CCPRA

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	\$100,000.00	\$0.00	Did not take place due to staff shortages and lack of dedicated community engagement efforts

**Description:**

OHS will facilitate a survey targeting all road users in Rhode Island to gauge the level of risk of being in a crash or receiving a citation for Distracted Driving from law enforcement. This survey will be created by a reputable company experienced in polling and conducting surveys that has the capabilities to make survey work much more efficient and economical while maintaining scientific rigor. The company will be able to provide in-depth analysis and provide guidance as to the findings identified.

This survey will help OHS in developing a strategic plan to address the rising instances of Distracted Driving on our roadways.

**Performance:**

No new CCPRA programs took place.

**NHTSA F1906-22-06:** Law Enforcement Training

**Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 1906</b>	\$20,000.00	\$0.00	Incomplete due to policy not being extended

**Description:**

Create a reporting system, maintain information technology requirements, and service all Rhode Island law enforcement agencies in their mandate to collect data sets included within Rhode Island’s CCPRA statute.

**Performance:**

This project was unable to be implemented due to no final CCPRA legislation being passed at the State House legislative level.



**NHTSA M8\*TR-22-01: Statewide Traffic Records System (RMS)**

**Subrecipient:** RISP

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	\$1,000,000.00	\$0.00	Continue the program into FFY 2023

**Description:**

Continue with the implementation of a Statewide Records Management, Traffic Records, and Computer Aided Dispatch System (RMS/CAD). The project will consolidate all Rhode Island law enforcement agencies onto a single RMS/CAD platform. Updating the system will allow police departments to contribute and receive information from one central records management system.

**Performance:**

On hold until State RFP is reviewed and approved.

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### 3.3 Impaired Driving

#### Problem Statement

The 2022 HSP stated that alcohol impaired driving comprised a large share of the State's crash fatalities in recent years. Based on NHTSA imputed numbers in the past few years, almost 40 percent of Rhode Island's fatalities involved a driver or motorcycle rider with blood alcohol concentration (BAC) of 0.08 or above. Rhode Island plans to conduct continued targeted enforcement as well as targeted outreach campaigns to reinforce responsible driving behavior.

#### Performance Measures and Targets

**Table 3.5** summarizes the impaired driving performance measures and targets identified in the 2022 HSP.

**Table 3.5 Impaired Driving Performance Measures**

Performance Targets	Performance Update
Maintain the five-year average impaired driving fatalities below 25 (2018 to 2022 average) by December 31, 2022.	Number of impaired driving fatalities is not fully determined for 2022.
Increase perception of being arrested by law enforcement after drinking and driving "always" or "nearly always" from 50 percent in 2019 to 60 percent in 2022.	The perception of being arrested for after drinking and driving "always" or "nearly always" was 47 percent in 2022.
Increase recognition of DSoGPO impaired driving enforcement slogan from 52 percent in 2019 to 65 percent in 2022.	Drivers who recognize the DSoGPO slogan was 45.3 percent in 2022.

#### Planned Activities and Funding

The 2022 HSP included 14 impaired driving projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.6** contains a list of the nine projects, Funds Approved to each project, and the project status.

**Table 3.6 FFY2022 Impaired Driving**

<b>Activity Number</b>	<b>Subrecipient</b>	<b>Funding Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>164AL-22-05</b>	Alcohol Survey	\$15,000.00	\$15,000.00	Complete
<b>164AL-22-06</b>	Alcohol Program Resources	\$15,000.00	\$0.00	Was not asked to supply
<b>164AL-22-07</b> <b>FDLBAC-22-02</b>	State DOH AI Tox and Batmobile Support	\$243,586.39 (164) \$114,976.50 (405D)	\$109,034.76 (164) \$207,224.03 (405D)	Complete
<b>FDLDATR-22-05</b>	LE Training – State & Local	\$15,000.00 (405D)	\$147.00 (405D)	Did not occur
<b>FDLDATR-22-02</b>	Judicial Training	\$100,000.00	\$7,067.24	Did not occur
<b>FDLCS-22-01</b>	RIAG Traffic Safety Resource Prosecutor (TSRP)	\$176,402.37	\$157,012.51	Completed
<b>164AL-22-11</b> <b>402DD-22-02</b> <b>402OP-22-06</b> <b>402PT-22-05</b>	State Agencies (RISP) Crash Reconstruction Equipment	\$6,250.00 (164) \$18,750 (402)	\$3506.25(164) \$10,518.75 (402)	Completed
<b>FDLDATR-22-04</b>	CCAP High School Education Program	\$63,480.00	\$63,220.00	Complete
<b>164AL-22-04</b> <b>402PT-22-07</b> <b>402DD-22-06</b>	RIPCA Safety Partnership	\$45,000.00 (164AL) \$95,000.00 (402)	\$16,514.00 (164AL) \$39,760.23 (402)	Complete
<b>164AL-22-08</b>	URI State Agencies Alcohol Enforcement & Training	\$1,858.56	\$0.00	Did not occur
<b>164AL-22-13</b> <b>FDLDATR-22-06</b>	RISP Specialized Unit; Impaired Driving	\$1,504,800.00 (164) \$220,000.00 (405D)	\$1,231,589.24 (164) \$1,358.51 (405D)	Complete
<b>FDL*SA-22-02</b>	Drugged Driving High School /Driver Ed Initiative	\$50,000.00	\$0.00	Not completed
<b>164AL-22-15</b> <b>402DD-22-09</b> <b>402OP-22-03</b> <b>402PT-22-10</b>	Work Zone Safety Awareness Campaign	\$30,000.00 (164) \$60,000.00 (402)	\$5,599.65 (164) \$16,798.92 (402)	Complete

### Project Descriptions

The following are descriptions of the impaired driving projects, including the project title and outcome of the project over the 2022 fiscal year.

**NHTSA 164AL-22-05: Alcohol Survey**

**Subrecipient:** Preusser Research Group

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$15,000.00	\$15,000.00	Complete

**Description:**

RIDOT continued its contracted partnership with Preusser Research Group (PRG) during the 2022 federal fiscal year. For years now, PRG has been responsible for surveying the entire state in their observational seatbelt surveys to obtain the annual seatbelt usage rate for drivers and passengers on Rhode Island roadways.

**Performance:**

See performance from CIOT DMV and Obervational surveys.

**NHTSA 164AL-22-06: Alcohol Program Resources**

**Subrecipient:**

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$15,000.00	\$0.00	Was not asked to supply

**Description:**

OHS was prepared to develop, maintain, and disseminate appropriate resource and educational materials for use by local and state programs addressing "DSOGPO" and underage alcohol use regarding dangerous driving behaviors. The OHS can create informational handouts/brochures to bring awareness to young drivers especially around the Prom season to local high schools. These materials will also be provided to our partners and stakeholders to disseminate at their events as well to increase the reach of the message.

**Performance:**

OHS was not asked to supply any resources during FFY 22. Community programs funded any necessary resources though their awarded NHTSA funds.

**NHTSA 164AL-22-07/NHTSA FDLBAC-22-02: State DOH TSRFT AI Tox and Batmobile Support**

**Subrecipient:** Dept. of Behavioral Healthcare, Developmental Disabilities and Hospitals

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$243,586.39	\$109,034.76	Complete
<b>Section 405D</b>	\$114,976.50	\$207,224.03	

**Description:**

OHS will reimburse 60% of the activities of a Traffic Safety Resource Forensic Toxicologist at the Rhode Island Department of Health, Forensics Laboratory. We will also support 40% of the activities of a forensic scientist and 100% of activities of a senior laboratory technician.

This project supports overtime in HEALTH's Forensics Unit, the BATmobile deployments and Breath Analysis Section to calibrate Preliminary Breath Testers (PBT) to expand use of these instruments and to calibrate and set up Intoxilyzer 9000s in the lab. Also, to download data from these instruments for

reporting to OHS and to conduct associated tasks that arise with the implementation of these instruments. The Sr. Lab Technician position was a completely new position funded solely by federal monies. This was never a state funded position. This FTE provides monthly data on breath alcohol cases from the 9000 units as part of the reporting module within the program. They maintain all PBT's for the federally funded DRE program and plays a critical role in transitioning the entire state to the new units purchased by federal funding. The lab technician duties are to implement, certify, and maintain monthly certification on the Intoxilyzer 9000 and PBT's, all purchased solely with federal funds.

**Performance:**

Their goal to maintain turnaround time of 20 days or less on law enforcement DUI blood cases: We currently are at 19 days for the turnaround time on testing of these kits. Monthly reporting is difficult due to cases being accepted throughout the month. The Forensic Toxicology laboratory has undergone staff shortages and the absence of a supervisor as of recent, therefore working understaffed in an effort to maintain our services. Our hope is that even though we have met this goal, when staffing and the supervisory role is filled that we can improve on this. Maintain outsourcing rate at less than 1% for law enforcement cases- During this reporting Federal fiscal year, the Forensic Toxicology laboratory received 175 DUI/impaired driving cases. 3of these cases required outside sourcing for a percentage rate of 1.7%. Although this is slightly higher than our objective, we feel confident that when staffing levels are fulfilled, we can decrease this to less than 1%. Report law enforcement data monthly to RIDOT and expand our drug panels via validation- We have begun a monthly reporting metric and will continue to complete this. Our validation efforts are ongoing with the hope of completing same in the near future to include additional blood testing for emerging and frequently abused drugs. This would include the validation of a new instrument with greater sensitivity to our located drugs of abuse and impaired driving.

In FFY 22 the tox lab purchased toxicology equipment for police departments: CMI Intoxilyzer 9000 breath instruments (11): \$87,538.00 Law enforcement DUI breath sampling Intoximeter Alco Sensor PBT breath instruments (46): \$22,540.00 Law enforcement DUI breath sampling blood collection kits (350): \$2,418.50 Law enforcement DUI blood sampling

**NHTSA FDLDATR-22-05: Law Enforcement Training State & Local****Subrecipient:** State & Local

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$15,000.00	\$147.00	Did not occur

**Description:**

Funding was intended to sponsor officers to attend drugged driving in-service training events. We are hoping to facilitate 6 trainings with approximately 30 officers per training. The Office on Highway Safety shall facilitate, through the Rhode Island Municipal Police Academy, in-service training classes focusing on drug impaired driving highlighting the contemporary issues of driving while under the influence of controlled substances and also prescription medications. With the potential legalization of recreational Cannabis, the Office on Highway Safety anticipates specialized training focusing on driving under the influence of Cannabis to be a definite topic of training. Rhode Island is also in the midst of an opioid crisis and many operators involved in crashes are found with opioids in their system.

**Performance:**

This project was not completed due to staff shortages in the majority of law enforcement agencies, as well as the OHS and limited time and space availability. We certainly will make every effort to include this type of training within the curriculum of other drugged driving training or look to facilitate the same format as soon as the departments and our office are fully staffed.

**NHTSA 164AL-22-08: URI State Agencies Alcohol Enforcement & Training****Subrecipient:** URI Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$1,856.56	\$0.00	Did not occur

**Description:**

OHS will fund implementation of the "DSOGPO" impaired driving enforcement patrols by the University of Rhode Island Police. Patrols are conducted for 24 hours and there is mandatory participation in one annual enforcement period. The project will fund at least 160 plus enforcement hours. They will participate in all designated and mandatory impaired driving mobilizations. Dates will be publicized and offered within their OHS extended grant agreement included with every law enforcement agency's award.

**Performance:**

Captain Chalek from the University of Rhode Island stated that no patrols were deployed due to a combination of their staffing being short 6 officers which has resulted in forced patrol overtime, 2 officers being out on medical leave, and a third officer out for a majority of the year. Chalek also stated that their younger, more active officers are working 10P-8a and are not interested in coming back to work for discretionary overtime.

**NHTSA FDLDATR-22-02: Judicial Training****Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405D</b>	\$100,000.00	\$7,067.24	Did not occur

**Description:**

It is the intention of the OHS and other impaired driving stakeholders to create and implement an education/training module on the effectiveness of Standardized Field Sobriety Testing (SFST) and the Drug Recognition Expert (DRE) Program for our safety partners in Rhode Island's judiciary. Other states have found this educational initiative helpful since they are focused on the identification of alcohol and drug impaired drivers. The training will be based on science-based research and best practices in eliminating impaired driving incidents and fatal crashes. A multimedia presentation will be produced by local and national Highway Safety Professionals which demonstrate the effectiveness of the SFST and DRE programs. A summit will be conducted utilizing subject matter experts to include other Judges and Medical experts.

Several sessions will be facilitated throughout the fiscal year to ensure all relevant members of the judiciary and their staff have an opportunity to partake in this educational undertaking.

**Performance:**

In August of 2021, Ted Minall, Region 1 LEL, assembled a team of traffic safety partners from the region to discuss recording a training video for law enforcement officers. The title of the training, 'Cops in Court'. The recording would follow a similar script as the classroom training which was developed by Joanne Thomka of the National Law Center of the National District Attorneys Association in Arlington, Virginia. The purpose of the training being videoed was to show officers what to expect when testifying in an impaired driving case. The sequential sessions would act as a refresher of what the officer would see once inside a courtroom. The regions Law Enforcement Liaisons, Traffic Safety Resource Prosecutors, Judicial Outreach Liaisons and other advocates met virtually for several months. During that time the script was written and scripted for each participant by the states TSRPs. In January 2022, the team met in person, in Rhode Island during the first week of January 2022 to film the training. With the help of Luminous, the vendor chosen to film the training video, the two-hour video was completed under the direction of Bryan Roberts. Over the next several months the video was edited, and re-visions were conducted as some scenes and language were changed. The final draft was completed in June 2022 and sent to the committee for approval and distribution. As of August 17, 2022, over 454 views were registered on the U-tube link. All of the participants in the project sent links to the video to their respective agencies. Rhode Island, the host and funding source for the production sent the link to all 39 cities and towns through the grant managers network, the Drug Recognition Experts and the Police Chiefs Association. Ted Minall, the Region 1 LEL wrote an article for publication in the Law Enforcement Liaison Newsletter, explaining why the video was created and the target audience. The information and link to the recording was sent to Tim Burrows, the National LEL Training Coordinator for further distribution.

**NHTSA FDLCS-22-01: RIAG Traffic Safety Resource Prosecutor**

**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405D</b>	\$176,402.37	\$157,012.51	Complete

**Description:**

OHS supported three-fourths of an attorney from the Attorney General’s staff, to serve as the Traffic Safety Resource Prosecutor. The TSRP:

- › Created training programs for law enforcement agencies with specific emphasis on driving under the influence and vehicular homicide cases.
- › Provided training and legal updates for all state and local law enforcement agencies.
- › Provided training and legal updates for all state prosecutors and city and town solicitors.
- › Maintained relationships with solicitors’ organization to assist in the effective and standard prosecution of driving under the influence cases.
- › Served as contact/liasion for all state and local law enforcement agencies for all driving under the influence and vehicular homicide cases.
- › Served as the liaison between RIDOT, state and Local Law Enforcement agencies, and the Rhode Island Attorney General’s Office.
- › Oversaw the prosecution of all felony motor vehicle cases, maintain caseload of felony driving cases, and mentor junior prosecutors in handling “driving offenses.”
- › Reviewed motor vehicle matters to determine whether charges should be brought.
- › Maintained statistics for driving under the influence and breathalyzer refusal cases.

**Performance:**

The TSRP has witnessed some staffing transitions but met their promised deliverables during FFY 2022. They are also mentoring younger prosecutors to assist this position which elevates the ability to meet all intended present and future goals.

Though there was some slowdown in the training schedule for a short period of time during COVID, the work related to the Traffic Safety Resource Prosecutors continued as cases continued to occur and necessitated handling.

In the area of training provided to police officers, recruits, and prosecutors, the RI TSRP provides lecture at annual recertification classes for breathalyzer operators in the area of DUI and Implied Consent Prosecutions along with Continuing Legal Education seminars for attorneys. For police officers, this presentation includes an overview of the law in this area, recent changes in the law, report writing and courtroom mechanics (testimony). In this one-year reporting period, we have provided thirteen (13) training presentations around the state with three hundred and eight police officer or prosecutor attendees. These training classes take a multi-disciplinary approach (a legal block, an evidence collection block-breathalyzer and blood, and a field sobriety testing block). Training is also offered at the Rhode Island Municipal Police Academy and the Rhode Island State Police Academy. Academy training includes lecture and a courtroom mock trial exercise with an actual judge.



**NHTSA 402OP-22-06/402PT-22-05/402DD-22-02/164AL-22-11:** State Agencies (RISP) Crash Reconstruction Equipment

**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164AL</b>	\$6,250.00 (164)	\$3,506.25 (164)	Complete
<b>Section 402</b>	\$18,750.00 (402)	\$10,518.75 (402)	

**Description:**

OHS will fund the Rhode Island State Police (RISP) Crash Reconstruction Unit which currently uses the Bosch Crash Data Retrieval System. Due to advancing technologies including autonomous and driver assisted vehicles, a new CAN module interface is needed along with the updated cables and software. To increase scene clearance, they are also looking to purchase a Vericom VC4000DAQ for scene friction measurements, scene markers for evidence points and crash recon mathematical software for mobile use.

**Performance:**

Crash reconstruction software was proportionally funded, and the portion taken from 164AL funds were used due to RI's high percentage of alcohol impaired fatal crashes. This reconstruction equipment allows the RISP to perform more comprehensive crash analysis and their crash reconstruction specialists are a resource to the entire state.

**NHTSA FDLDATR-22-04:** Comprehensive Community Action Program

**Subrecipient:** Comprehensive Community Action Program

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405D</b>	\$63,480.00	\$63,220.00	Complete

**Description:**

The Cranston and the Coventry Substance Abuse Task Forces, under the leadership of Comprehensive Community Action Program (CCAP) utilized funding to address impaired driving for youth (alcohol/marijuana, other substances).

Younger people are involved in higher rates of car accidents, higher rates of substance use due to cognitive development, peer influence, and risk-taking behavior. CCAP's target audience will be parents of middle and high school aged youth in Coventry and Cranston and these general communities. Specifically, they work to provide opportunities for increased awareness and education and monitor available data measures and local DOT/Police reports to review success. CCAP promotes awareness through development of a commercial to be aired on both Facebook and television. CCAP also leverages local prevention funding to increase public service announcements (through social media and other communication channels) to broaden their reach.

**Performance:**

In FY22 CCAP had three goals:

**Goal 1. To increase the awareness of impaired youth driving to parents of Cranston middle and high school students, as measured by media metrics, surveys and focus groups.**

Objective 1. Increase parental knowledge of risks associated with impaired driving.

- A 30-second PSA was developed and air time purchased with NBC10 Community Outreach Manager Sheila Crosby focusing on increasing parental awareness and knowledge about teens and impaired driving. The table below provides Outstream data for the PSA from May-July 2022.

Objective 2. Increase parental knowledge of how to talk to youth about these issues.

- The 2018 Cranston RISS asked students if parents have clear rules about drug and alcohol use. Just over 54% of 9th and 10th graders agreed or strongly agreed with that statement. In 2021, the rate of student agreement had risen to 62%, an increase of +8%.

**Goal 2. To increase youth and community awareness about driving risks while impaired by alcohol or drugs.**

Objective 1. Airing of Commercial on TV and Facebook

*(as measured by actual numbers of airings on media source)*

We partnered with WJAR NBC10 media company to develop and produce a 30-second PSA targeting parents about teens and impaired driving. The total cost of airing the production using Outstream video was \$21,000. From May thru June, a total of 50,003 Outstream impressions were delivered, with an additional 7,516 impressions delivered to Warwick.

"Life is Precious, Parents, Protect Your Kids"  
PSA Delivery Statistics (May-July 2022)

Delivery Totals						GRPs/Impressions
Demo	Spots	Reach	Frequency	GRPs/Imps	Total	Delivered
DMA P25-54 D.000	131	56.5	1.6	544.6	\$80	544.6

Source: Sheila Crosby, NBC10, 8/25/22

• **Student Survey Results**

1. Students' mean score on a 10-point Likert scale was 7.5 out of 10.0, with 68.5% of the students (37 of 54) scored the PSA at least 7 out of 10 or higher. This suggests a high level of satisfaction with the PSA and its messages, though as one student noted, "there's room for improvement." Sentiment analysis of the comments made revealed that 42.6% of the comments were positive, 27.8% negative and 29.6% neutral.
2. Many students expressed favorable attitudes toward the PSA, but some mentioned that there was need for improvement from their perspectives, if parents were going to understand and value the core messages.

• **Student Focus Group information**

1. All 54 students agreed unanimously that it was more likely that parents would be impacted by the messaging more than other people, because of the gem/child analogy and the facts about teens in fatal crashes.
2. The most-liked components or content of the PSA were:

- a. The “Precious Gems” comparison to a child, which is telling parents that “Your child is more precious than a diamond or ruby, but more fragile. 37 responses (68.5%)
- b. Facts that were presented (e.g., what drinking can do to your brain, 1/3 of teen fatal car crashes occur from April to June, etc.). 11 responses. (20.4%)
- c. The visuals. 7 responses. (13.0%)
- d. Message focused on parents. 5 responses. (9.3%)
- e. The editing. 4 responses. (7.4%)
- f. Makes students feel good about themselves. 2 responses. (3.7%)
- g. The music. 2 responses. (3.7%)

**Goal 3. Decrease the number incidents of impaired driving.**

Objective 1. Increase the number of middle and high school students who do not use substances while driving.

**Under the Influence Comparisons (Statewide RISS data)**

Status	2018	2020	% Change*
Students who reported using alcohol before driving.	2.1%	1.9%	-0.2%
Students who were passengers in a vehicle in which the driver used alcohol before driving.	21.7%	18.7%	-3.0%
Students who reported using marijuana before driving.	5.9%	3.8%	-1.9%
Students who were passengers in a vehicle in which the driver used marijuana before driving.	19.1%	15.8%	-3.3%

\* Statistically significant decreases from 2018 to 2020

RISS 2018 & 2020

Compared to 2018, there was a decrease in students who have ever driven under the influence or been a passenger in a vehicle of someone driving under the influence.

**NHTSA 164AL-22-04/402PT-22-07/402DD-22-06: RIPCA Safety Partnership Program**

**Subrecipient:** Rhode Island Police Chiefs Association

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164AL</b>	\$45,000.00 (164)	\$16,514.00 (164)	Complete
<b>Section 402</b>	\$95,000.00 (402)	\$39,760.23 (402)	
<b>Section 402</b>			

**Description:**

RIDOT/OHS will partner with RIPCA on other traffic safety initiatives to include distracted driving and pedestrian safety. Funding will allow the RIPCA to disseminate information from the Office on Highway Safety to all active law enforcement leadership entities and other state agencies (i.e., DEM). The RIPCA will also lead a media effort which includes law enforcement safety information by all municipalities.

**Performance:**

These grant funds were used to partially fund the Executive Director’s position for the RIPCA. The Executive Director coordinated multiple efforts between the Rhode Island Department of Transportation /

Office of Highway Safety and law enforcement across all of Rhode Island, including both state and local. Examples of these efforts were the hosting and coordination of 4 press conferences where the Director of RIDOT as well as the Colonel of the Rhode Island State Police, members of the RIPCA Executive Board and many other stakeholders spoke and presented crash/impairment data and stressed safe driving habits and educational information for our driving population. The Executive Director also produced numerous press releases which coincided with the NHTSA 2021 highway safety campaign calendar. The press releases were shared with all of our media partners and posted on social media outlets. Various law enforcement departments used these press releases on their own social media outlets as well.

Lastly, the Executive Director worked with numerous state agencies in our continued efforts to implement a statewide Computer Aided Dispatch and Records Management system (CAD/RMS). This effort made great progress this year (July 2021) with the Legislature passing legislation to implement the CAD/RMS, giving the Department of Public Safety (DPS) authority and oversight. The RIPCA is working with the DPS to negotiate a final contract and coordinate statewide implementation.

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**NHTSA 164AL-22-13/FDLDATR-22-06:** RISP Specialized Unit; Impaired Driving

**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$1,504,800.00 (164)	\$1,231,589.24 (164)	Complete
<b>Section 405D</b>	\$220,000.00 (405D)	\$1,358.51 (405D)	

**Description:**

This fund is for the impaired driving enforcement patrols by the Rhode Island State Police’s “Traffic safety unit”. This unit is staffed by four (4) Troopers and one (1) patrol Sergeant and uses a data driven approach to target alcohol impaired drivers on the roadways of Rhode Island to reduce alcohol related crashes. Patrols are deployed to “hot spot” locations based upon data provided by RIDOT to maximize the general and specific deterrent effect of alcohol impaired driving. Operational members of this unit are SFST & ARIDE certified, and several members are also drug recognition experts.

This unit is overseen by a Captain who analyzes data and adjusts unit deployment accordingly with the latest data, an administrative sergeant who serves as a liaison between the Rhode Island State Police and the Office on Highway Safety and manages all aspects of this project, a prosecution officer to handle all arraignments related to arrests, an impaired driving coordinator who ensures certifications are maintained and equipment such as breathalyzers, PBT’s and blood kits are kept operational, and crash reconstruction unit investigators who investigate and reconstruct alcohol related crashes involving serious bodily injury and deaths.

**Performance:**

The RISP made 381 DUI Arrests over 14,520 enforcement hours using OHS grant-funded patrols during FFY 2022. 524 warnings were issued, and citations were issued for 1,927 speed violations, 58 seatbelt violations, 108 distracted driving violations, and 2,354 other violations.

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**NHTSA FDL\*SA-22-02: Drugged Driving High School /Driver Ed Initiative****Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405D</b>	\$50,000.00	\$0.00	Did not occur

**Description:**

The Office on Highway Safety will fund prevention safety pilot program that will take place in local public/private high schools as well as Drivers Education Classes during the federal fiscal year of 2022. The program will focus on the dangers of and prevention of impaired driving, focusing on drugged driving, amongst young drivers. In its initial year, the program will reach 25 high schools and Drivers Education classes across Rhode Island to deliver education, awareness, and lessons in community student advocacy lessons. The educational content delivered in the presentation by dedicated programmatic staff will be research based using data sources such as the CDC, NHTSA, RIDOT, AAA and FARS. There will be an evaluation component on the content delivered to classes throughout the fiscal year to determine attitudinal and behavior changes of students involved in the program.

**Performance:**

Not completed due to lack of subrecipient.

**NHTSA 402PT-22-10/402OP-22-03/402DD-22-09/164AL-22-15: Work Zone Safety & Awareness Media Campaign****Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$30,000.00 (164)	\$5,599.65 (164)	Complete
<b>Section 402</b>	\$60,000.00 (402)	\$16,798.92 (402)	

**Description:**

This project will support a creative and paid media initiative highlighting the importance of work zone safety and the general public's responsibility to honor the safety of those zones. One of RIDOT's experienced Work Zone safety staff was severely injured by an impaired driver this year. This program is twofold. One part is an educational module created with one of the state's unique charter schools, The New England Laborer's Construction Career Academy. The school has a 10-week work zone safety module which stresses dangerous driving behavior. The school has agreed to allow us to share our NHTSA safety knowledge with the students. We'll also be creating a Work Zone safety poster media competition. This program is intended to reach young students studying road construction as well as the general public. Although we have a move over law many people do not understand the law itself or its intention.

**Performance:**

In conjunction with RIDOT's Office of Communications, OHS selected DDL Communications via the State Purchasing MPA Process to implement this Campaign. Radio was the preferred medium and Cumulus, iHeart, CAT Country and LATINA were the selected stations that aired the :15 messages. Every station provided added value.



## 3.4 Distracted Driving

### Problem Statement

Distracted driving crashes are often difficult to identify, as the officers arrive on scene after the fact and are dependent upon the drivers' accounts and recollection of the facts. Self-reported information is statistically unreliable, and it is estimated that cell phone-related crashes are severely underreported. Rhode Island has been collecting cell phone-related crash information since 2011. The performance metric that is used to measure distracted driving performance is a behavioral survey through the DMV. In 2022, 55.4 percent of respondents indicated they never talk on a cell phone while driving. This is an increase from 47 percent from the 2019 survey but still short of the 75 percent target. With the hands-free law, and continued awareness campaign efforts, this has helped to promote a cultural shift toward minimizing or eliminating the use of cell phones while driving and drive future performance targets.

**Table 3.7** summarizes the distracted driving performance measures and targets identified in the 2022 HSP.

**Table 3.7 Distracted Driving Performance Measures**

Performance Targets	Performance Measures
Increase the number of DMV survey respondents who never talk on a hand-held cellular phone while driving from 55 percent to at least 75 percent.	Percentage of survey respondents who never talk on a hand-held cellular phone. Results of the 2022 survey showed 55.4 percent.

### Planned Activities and Funding

The 2022 HSP included four distracted driving projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.8** describes the relationship between individual projects and the impaired driving performance measures, and provides a list of the eight projects, the relevant performance measures, the Funds Approved to each project, and the project status.

**Table 3.8 FFY2022 Distracted Driving**

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
<b>402DD-22-03</b>	Distracted Driving Injury Prevention High School Program	\$25,000.00	\$0.00	Did not occur
<b>M8PE-22-05</b>	Distracted Driving Injury Prevention Employer Program	\$35,000.00	\$33,120.00	Complete
<b>M8PE-22-01</b>	ThinkFast Interactive College and Workplace Education Program	\$100,000.00	\$0.00	Did not occur/Contract expired
<b>M2PE-22-02</b>	Aging Road User Highway Safety Program	\$5,000.00 (405B)	\$0.00 (405B)	Did not occur
<b>402PS-22-07</b>		\$0.00 (402)	\$0.00 (402)	
<b>FDLDATR-22-03</b>		\$10,000.00 (405D)	\$0.00 (405D)	
<b>M8*SA-22-01</b>		\$5,000.00 (405E)	\$0.00 (405E)	
<b>FHPE-22-02</b>		\$5,000.00 (405H)	\$0.00 (405H)	

### Project Descriptions

Distracted driving continues to be an issue in Rhode Island yet data limitations present challenges to mitigating the issue. In FFY 2022 OHS pursued four distracted driving projects to help meet the performance targets, however, a some were not completed as described below.

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2022 fiscal year.

#### **NHTSA 402DD-22-03: Distracted Driving Injury Prevention High School Program**

**Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$25,000.00	\$0.00	Did not occur

#### **Description:**

The Office on Highway Safety will fund prevention safety pilot program that will take place in local public/private high schools as well as Drivers Education Classes during the federal fiscal year of 2022. The program will focus on the dangers of and prevention of impaired driving, focusing on drugged driving, amongst young drivers. In its initial year, the program will reach 25 high schools and Drivers Education classes across Rhode Island to deliver education, awareness, and lessons in community student advocacy lessons. The educational content delivered in the presentation by dedicated programmatic staff will be research based using data sources such as the CDC, NHTSA, RIDOT, AAA and FARS. There will be an



evaluation component on the content delivered to classes throughout the fiscal year to determine attitudinal and behavior changes of students involved in the program.

**Performance:**

Was not able to gain sub recipient support to implement this project.

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**NHTSA M8PE-22-05:** Distracted Driving Injury Prevention Employer Program

**Subrecipient:** BIARI

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	\$35,000.00	\$33,120.00	Complete

**Description:**

The Office on Highway Safety will fund a new prevention safety pilot program that will take place in various businesses across Rhode Island geared towards adults ages 35- 60 during the federal fiscal year of 2022. The program will focus on the dangers of and prevention of distracted driving for adults that commute by driving. In its initial year, the program will reach a minimum of 12 employers across Rhode Island to deliver education and awareness on distracted driving. The educational content delivered in the presentation by dedicated programmatic staff will be research based using data sources such as the CDC, NHTSA, RIDOT, AAA and FARS. There will be an evaluation component on the content delivered to businesses throughout the fiscal year to determine attitudinal and behavioral changes of participants involved in the program.

**Performance:**

The Office on Highway Safety partnered with the Brain Injury Association of Rhode Island (BIARI) to deliver their new pilot program "Devastating Decisions" to adults and employers across the state of Rhode Island in FFY2022. The program focuses on the effects of distracted driving and how it relates to traumatic brain injury in crashes. During their first year, 2022, BIARI delivered 23 presentations to a total of 451 attendees. Pre and post evaluations were utilized for attendees. Out of 451 attendees, 322 surveys were completed and returned, a 71% return rate. The survey showed that 4 out of 5 questions had a 90% correct response. All survey responses are readily available to RIDOT if inquired on. The Office on highway Safety looks forward to seeing this program expand in the coming 2023 fiscal year.

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**NHTSA M8PE-22-01:** ThinkFast Distracted Driver Employee Program

**Subrecipient:** TJohn E. Productions

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	\$100,000.00	\$0.00	Did not occur/Contract Expired

**Description:**

Colleges and universities and workplaces will expose students and workers to important targeted distracted driving information with a strong retention rate. The goal of ThinkFast is to empower Rhode Island college students and workers to make more educated and safe decisions when driving. To measure the success of the program, pre and post examinations will be administered. This will ensure the program's success by measuring knowledge of distracted driving, and what areas each motorist needs to

focus in on. The results of these surveys will be compiled and put into a formal report by TJohnE Productions and sent to RIDOT’s Office on Highway Safety. These results will be featured in the OHS’s Annual Report. Students or employees are organized and compete as teams. It’s a great “team building feature of ThinkFast. T John E will work with OHS to incorporate our custom distracted driving educational content with its age relevant pop culture trivia, music video question, 20 Second Challenge and numerous other interactions with students or employees on stage.

**Performance:**

Did not occur due to contract expiring. This was associated with COVID challenges when contract was extended.

**NHTSA M2PE-22-02/402PS-22-07/402SA-22-06/FDL DART-22-03/M8\*SA-22-01/FHPE-22-02: Aging Road User Highway Safety Program**

**Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$5,000.00 (405B)	\$0.00 (405B)	Did not occur
<b>Section 402</b>	\$2,500.00 (402)	\$0.00 (402)	
<b>Section 402</b>	\$10,000.00 (405D)	\$0.00 (405D)	
<b>Section 405D</b>	\$5,000.00 (405E)	\$0.00 (405E)	
<b>Section 405E</b>	\$5,000.00 (405H)	\$0.00 (405H)	
<b>Section 405H</b>			

**Description:**

This project will fund the development and creation of an aging road user program that incorporates education, perceptual, physical and on-road training.

This voluntary program would affect the immediate needs of our aging road-user population which is expected to increase. RI has seen an increase of our older population being involved in higher levels of crashes from minor, serious and fatal injuries. It is expected that the program should reach as many aging road users as possible within as many communities as possible. OHS would like to see a target of at least six communities with a minimum total of reaching at least 150 participants.

**Performance:**

This project was not developed due to committee resources being discussed and evaluated before implementing the project.

### 3.5 Speed

**Problem Statement**

Rhode Island has had mixed success in reducing speed-related fatalities, with regular fluctuations in fatalities. In 2017, there were 41 speed related fatalities, the highest number since 2012 when there were 30. Since 2017, speed-related fatalities have

remained higher than historic with 36 in 2019, up from 20 in 2020. OHS took on two speed-related projects in 2022 to help address this issue. Speed enforcement and awareness campaigns are primary tools Rhode Island will use to promote safer speeds by the traveling public.

### Performance Measures and Targets

**Table 3.9** summarizes the speed-related performance measures and targets identified in the 2022 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.10**.

**Table 3.9 Speed-related Performance Measures**

Performance Targets	Performance Measures
Maintain the five-year average speed-related fatalities below 34 (2018 to 2022 average) by December 31, 2022.	Number of speed-related fatalities fell slightly comparable to the reduction in overall fatalities. This resulted in five-year average of 28.

### Planned Activities and Funding

The 2022 HSP identified two projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.10** details those projects.

**Table 3.10 FFY2022 Speed**

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
<b>PT-22-09</b>	Citizens/Law Enforcement Community Outreach and Education Program	\$10,000.00 (402)	\$0.00 (402)	Did not occur
<b>FDL*CP-22-01</b>		\$10,000.00 (405D)	\$0.00 (405D)	
<b>FHPE-22-03</b>		\$10,000.00 (405H)	\$0.00 (405H)	
<b>M2PE-22-03</b>		\$10,000.00 (405B)	\$0.00 (405B)	
<b>M8PE-22-02</b>		\$10,000.00 (405E)	\$0.00 (405E)	
<b>402PT-22-16</b>	Community SPEED Tools/ Equipmet	\$250,000.00	\$0.00	Did not occur

### Project Descriptions

Speeding continues to be an issue in Rhode Island yet data limitations present challenges to mitigating the issue. In FFY 2022 OHS pursued two speed-related projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the speed-related projects, including the project title and outcome of the project over the 2022 fiscal year.

**NHTSA 402PT-22-16:** Citizens/Law Enforcement Community Outreach and Education Program**Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$10,000.00	\$0.00	Did not occur
<b>Section 405B</b>	\$10,000.00	\$0.00	
<b>Section 405D</b>	\$10,000.00	\$0.00	
<b>Section 405E</b>	\$10,000.00	\$0.00	
<b>Section 405h</b>	\$10,000.00	\$0.00	

**Description:**

The purpose of this educational program is to create a cadre of traffic safety experts to foster better communication between citizens and highway safety experts through education and awareness. The program will train and educate citizens, so they make safe and informed judgments while driving, walking, or biking. This opportunity will provide quality education in the traffic safety emphasis areas to help in the protection of life and property and to improve the public's awareness to the dangers facing all roadway users.

The program will use classroom instruction paired with demonstrations and participation blocks to raise awareness and change behaviors while focusing on the emphasis areas of the SHSP. The program will be able to target specific target audience agendas based on the community in which the program is presented.

The program will also be offered to all state employees within DOT and other Departments as part of the States incentive program for education and training. The goal of the program is to pair highway safety trained law enforcement officers with community leaders to create a wave of awareness and outreach that best supports the educational components included within the emphasis areas listed with the annual HSP and the 5-year SHSP.

**Performance:**

Unable to proceed with this exciting program due to staff shortages and eventual hiring of new staff who weren't ready to absorb this program without advanced training which will take place in FFY 2023.

**NHTSA 402PT-22-16:** Community SPEED Tools/Equipment**Subrecipient:** Community SPEED Tools

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$250,000.00	\$0.00	Did not occur

**Description:**

There are many tools available for effective speed management. They include appropriate speed limits, engineering treatments, effective enforcement of speed limits by police and the use of extensive public information and education programs to encourage compliance with both advisory speed signs and statutory speed limits. Fatal car crashes in RI continue to list speeding at a high percentage rate of their causal factors. Excessive speeds are also contributable to multiple serious injury and property damage crashes. Many of those crashes involved Motorcycles and Pedestrians. Although law enforcement officers

continue to perform vigilant speed patrols on our roadways, communities are still being impacted by those driving at dangerous speed levels. Speed has been identified as a key risk factor in road traffic injuries, influencing both the risk of a road crash as well as the severity of the injuries that result from crashes. We will provide Speed Enforcement tools such as radar, lidar, and Speed data retrieving tools. All this equipment will be monitored, and all data gathered will be shared. This is not part of an automated enforcement effort. This equipment is necessary to help law enforcement measure speed and offers motorists a warning of the Speed they are traveling. Any equipment purchase will be offered for NHTSA approval before the equipment is purchased and employed. Tools will be granted to departments on a case-by-case request. All requests will include a detailed justification, problem identification, and a history of strong SPEED performance measures. All municipal law enforcement departments will be eligible for speed equipment apart from our Speed enforcement programs we support.

**Performance:**

Although these funds were intended for SPEED equipment the OHS needed to divert limited 402 funds to provide additional funds to SPEED patrols and SPEED programs.

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## 3.6 Motorcycles

### Problem Statement

From 2013 through 2022, unhelmeted motorcyclist fatalities in Rhode Island have fluctuated between a low of 4 in 2016 to a high of 10 in 2018. With a relatively small state and smaller values, there is a high degree of fluctuation in averages.

Overall, there were 11 motorcyclist fatalities in 2022, which is lower than the 18 in 2018, but fairly consistent with recent years. This maintained the five-year average motorcyclist fatalities to 14. Unhelmeted fatalities five-year average increased to 7.

Rhode Island does not have a universal helmet law for all motorcyclists (Rhode Island's motorcycle helmet use law only covers all passengers (regardless of age) and all operators during the first year of licensure (regardless of age), which makes it challenging to lower unhelmeted motorcycle fatalities). Rhode Island will look to develop stronger awareness campaigns to promote motorcyclist safety and awareness of these users of transportation system by all users. The State will also continue to investigate opportunity to strengthen legislation pertaining to motorcycle safety. In FFY 2023, the development of targeted materials for riders outside of the Basic Rider Training Class at CCRI will enable us to engage this population.

Rhode Island has a motorcycle training program with three major goals:

1. Train police officers the safe, efficient and effective way to operator a police motorcycle.
2. Train police officers to situational awareness when operating police motorcycles during; enforcement campaigns, performing escorts, crash investigations and maneuvering highways and by-ways.
3. Each officer attending the training will be introduced to the concept of being an ambassador for community relations and working toward a motorcycle coalition to share safe operating practices with the civilian motoring public.

This course from its initial design was established to teach prospective police motorcycle officers the skills required to enhance their overall safety on the road. Students spend most of their time riding the motorcycle with practical, real world scenarios and exercises and riding instruction, supplemented with classroom instruction and demonstrations of tactical techniques. The added classroom sequence drives home the importance of the community approach to assisting civilians with safe operating practices.

The main objective of this program is to train prospective officers the skills necessary to safely and effectively operate a police motorcycle while conducting daily police business in their community.

Objectives covered during the two-week training include, but not limited to the following:

- › Maintenance/nomenclature
- › Mounting/dismounting, parking, picking up a fallen motorcycle, pushing the motorcycle
- › Slow speed maneuvers
- › High speed/emergency braking
- › Curb and obstacle negotiation
- › Curve negotiation
- › Vehicle stops/escort procedures
- › Night riding/off-road riding
- › Traffic stops/officer safety
- › Effective enforcement

### Performance Measures and Targets

**Table 3.11** summarizes the motorcycle performance measures and targets identified in the 2022 HSP. The relationship between the individual projects and the motorcycle performance measures is described in **Table 3.6**.

**Table 3.11 Motorcycle-related Performance Measures**

Performance Targets	Performance Update
Maintain the five-year average motorcyclist fatalities at 13 or below by December 31, 2022	Number of five-year average motorcycle fatalities was 14.
Maintain the five-year average unhelmeted motorcyclist fatalities at 7 or below by December 31, 2022	Number of five-year average unhelmeted motorcycle fatalities was 7.

### Planned Activities and Funding

The 2022 HSP identified one motorcycle project to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.12** lists the project; the relevant performance measures; the Funds Approved to each project; and the project status.

**Table 3.12 FFY2022 Motorcycle**

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
M9MA-22-01	Motorcycle Public Education Awareness and Outreach Campaign	\$25,000.00	\$20,000.00	Complete

## Project Descriptions

In FFY 2022 OHS pursued one motorcycle project to help meet the performance targets, however, a couple were not completed as described below.

The following is a description of the motorcycle project, including the project title and outcome of the project over the 2022 fiscal year.

**NHTSA M9MA-22-01: Motorcycle Public Education Awareness and Outreach Campaign**

**Subrecipient:** CCRI Rider Program

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405F</b>	\$25,000.00	\$20,000.00	Complete

**Description:**

OHS will develop comprehensive motorcycle educational materials based on Rhode Island data on impaired riding, personal protective gear, and the importance of rider training. This expenditure will allow OHS to fill the gap that currently exists in motorcycle education and outreach. The only phase in a rider’s life where we consistently reach them is during their Basic Rider Training Class at CCRI. Upon completion of this class, no mechanism exists that targets and exposes riders to educational materials and messaging. The development of these targeted materials and messages will enable us to engage this population. Among the materials are the NHTSA handbook on motorcycle impairment and additional brochures and wallet cards with mirrored messaging.

**Performance:**

The Community College of Rhode Island is the primary provider of motorcycle rider training, through an approved course, that is required by state law prior to licensure. During this 16 hour Basic Rider class, impressions can be left through evidence based training that educates riders on safe procedures both of motorcycle dynamics, and of the eyes and mind. The practical portion of the class has been conducted in and open and active section of the parking lot. There have been concerns of safety for instructors and students during the training and exercises being conducted.

The MC training coordinator located at CCRI increased safety training, knowledge and skills for MC drivers by installing traffic barriers for their protection. This installation blocked off a section of the parking lot from the other active uses during these training classes providing a safer environment to learn and develop skills in the safe operation of motorcycles for all levels of the training programs.



## 3.7 Young Driver

### Problem Statement

The number of younger driver related fatalities was five in 2022 and six in 2021, continuing a drop from the spike of 13 in 2017. This helps to drive the five-year average at 6, under the target of 8. Rhode Island will continue to conduct its outreach efforts over the next few years to promote safe driving by young drivers. Historically, young drivers age 16 to 20 years old represented about five percent of Rhode Island licensed driver population; in 2022, they represent ten percent of all fatalities.

### Performance Measures and Targets

**Table 3.13** summarizes the younger driver performance measures and targets identified in the 2022 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.13**.

**Table 3.13 Younger Driver Performance Measures**

Performance Targets	Performance Update
Maintain the five-year average number of drivers age 20 or younger involved in fatal crashes below 8 (2016 to 2022 average) by December 31, 2022.	Number of young drivers (age 16 to 20) involved in fatalities and serious injuries declined to 5 young drivers involved in fatalities in 2022, resulting in a five-year average of six.

### Planned Activities and Funding

The 2022 HSP identified five projects to address the above performance measures and make progress towards the targets. **Table 3.14** lists the projects, including the relevant performance measures; the Funds Approved to each project; and the project status.

**Table 3.14 FFY2022 Younger Driver**

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
<b>402SA-22-02</b>	Young Voices Keeping Younger Drivers Safe	\$35,025.00	\$33,981.07	Complete
<b>402-SA-22-05</b>	RILL Traffic Safety is a Team Sport	\$66,000.00	\$60,000.00	Complete
<b>402DD-22-07</b> <b>402PS-22-04</b> <b>402SA-22-03</b>	ThinkFast Interactive High School Education Program	\$50,000.00 (402) \$50,000.00 (402) \$50,000.00 (402)	\$33,593.75 (402) \$35,156.25 (402) \$1,562.50 (402)	Complete
<b>402SA-22-04</b>	RISAS - Youth Driven program	\$116,600.00	\$109,055.97	Complete
<b>402SA-22-06</b>	Aging Road User Guidebook	\$5,391.00	\$0.00	Did not occur

### Project Descriptions

In FFY 2022 OHS pursued five younger driver projects to help meet the performance targets, however, one was not completed as described below.

The following are descriptions of the younger driver projects, including the project title and outcome of the project over the 2022 fiscal year.

#### **NHTSA 402SA-22-02: Young Voices, Keeping Young Drivers Safe**

**Subrecipient:** Young Voices

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$35,025.00	\$33,981.07	Complete

#### **Description:**

Young Voices has been designing and delivering successful youth led highway safety education across Rhode Island since 2006. Programs that they have developed have focused on highway safety emphasis areas including young drivers, distracted driving, and seatbelt safety.

#### **Performance:**

Young Voices continued its partnership with the Office on Highway Safety in the 2022 Federal Fiscal program year. Their program "Keeping Young Drivers Safe" focused its highway safety efforts on creating a survey for youth around the driver's education program, create a focus group of youth to further the discussion on drivers' educations, a storybook for education and outreach, and finally work with a consultant to develop the finds of their driver's education work to report out.

The first listed objective was completed and was to get youth and staff to identify a cohort of 100 volunteers ages 14-18 who live near and attend school in the Providence, Pawtucket, and Central Falls area to take a survey on the accessibility, affordability, and quality of the driver's education experience in Rhode Island.

The second was completed and the youth in organizing a focus group with age 14-18 students in Providence, Pawtucket, and Central Falls to inquire about the roadblocks and hesitation to enroll in driver’s education in the lived experiences of youth.

The third was completed with an informational storybook teaching pedestrian safety to elementary school age youth. The storybook was written, illustrated, and read aloud at no fewer than 3 institutions in Providence, Pawtucket, and/or Central Falls.

The final listed objective, with the aid of an outside Research Consultant, youth designed a policy brief with their findings and recommendations for increased access to driver’s education in Rhode Island. Youth collected YPA findings and compiled them into a readable graph format showing student attitudes and behaviors.

**NHTSA 402SA-22-05: RIIL RI Interscholastic League - Traffic Safety Is A Team Sport**

**Subrecipient:** Rhode Island Interscholastic League

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$66,000.00	\$60,000.00	Complete

**Description:**

Creating a strategic partnership with the Rhode Island Interscholastic League (RIIL) allows the RIDOT OHS to create a sports marketing campaign aimed at tackling the following areas of emphasis: Occupant Protection, Impaired Driving, Speed and Aggressive Driving and Distracted Driving. The target audience is High School athletes, their parents and High School students generally. Advertising is placed at venues where all RI High School sports events take place as well as on RIIL owned on-line properties.

**Performance:**

Goal: Getting 100 adults and 100 Young Drivers to take the RIIL Traffic Safety Pledge. Met. 112 adults and 263 Young Drivers took the Pledge.

Goal: Exposing signage, Public Address system reads and program advertisements to 35,000 fans attending RIDOT sponsored RIIL championship events. Met: More than 40,000 fans attended these events.

Goal: Generate 30 million web banner impressions for each Traffic Safety Campaign: Met: “Click It or Ticket” received more than 50 million impressions; One Text or Call Could Wreck It All” received over 90 million impressions.

**NHTSA M8PE-22-01: ThinkFast Distracted Driver Employee Program**

**Subrecipient:** TJohn E. Productions

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	100,000.00	0.00	Not Completed

**Description:**

Think Fast Interactive, created by TJohnE Productions, is an interactive game show style program that blends critical highway safety messaging with pop culture to command engagement and attention at institutes of higher education and workplaces. The production will educate on Distracted Driving. Colleges and universities and workplaces will expose students and workers to important targeted distracted driving

information with a strong retention rate. The goal of ThinkFast is to empower Rhode Island college students and workers to make more educated and safe decisions when driving. To measure the success of the program, pre and post examinations will be administered. This will ensure the program’s success by measuring knowledge of distracted driving, and what areas each motorist needs to focus in on. The results of these surveys will be compiled and put into a formal report by TJohnE Productions and sent to RIDOT’s Office on Highway Safety. These results will be featured in the OHS’s Annual Report. Students or employees are organized and compete as teams. It’s a great “team building feature of ThinkFast. TJohnE will work with OHS to incorporate our custom distracted driving educational content with its age relevant pop culture trivia, music video question, 20 Second Challenge and numerous other interactions with students or employees on stage. As spectators of this high energy show, students or employees will see their classmates or coworkers captivated by this fast paced, interactive program. TJohnE Productions has been contracted by the Office on Highway Safety to hold their ThinkFast presentation to adults at universities and businesses with the content being exclusively focused on Distracted Driving. This program will also be monitored closely by the OHS due to ongoing COVID 19 restrictions. If businesses and colleges are not able to let us in due to COVID restrictions, we will work closely with TJohnE to find alternative virtual options that can be used in place of in person presentations. This program will include 12 trainings reaching approximately 400 participants.

**Performance:**

This project did not take place. Many of our partnering businesses remain in a remote work format so are unable to facilitate this type of program. Many of the businesses have shared that they have continued interest in educating their staff in distracted driving so an electronic curriculum targeting distracted driving may be developed use in the near future.

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**NHTSA 402SA-22-04: RISAS - Youth Driven Program**

**Subrecipient:** RISAS (Rhode Island Student Assistance Services)

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$116,600.00	\$56,970.89	Complete

**Description:**

Youth Driven is a Youth Leadership Program put forth by the Rhode Island Student Assistance Services and supported by the Rhode Island Department of Transportation’s Office on Highway Safety. Youth Driven’s target audience is 8th-12th grade middle and high school students from over 30 Rhode Island schools around the state totaling around 100 students from rural to urban populations. This two-part youth focused traffic safety program will feature a summer summit in FFY22 at a college or university yet to be determined during the summer, and a year- long action plan to be created at the summit and carried out over the remainder of their year at school. The summit will focus on all manners of traffic safety related emphasis area and will also empower Rhode Island youth to make informed, and strong decisions towards safety in their daily lives. Youth Driven’s mission is to provide Rhode Island Youth and their adult advisors with the motivation, information, skills and support necessary to organize events in their communities focusing on traffic safety related emphasis areas. Areas to be covered during the summit and year-round will include distracted driving, occupant protection, speed, impaired driving, and RI General Law. The summit features pre and post examinations for all student attendees to determine a baseline and then to analyze the intended effect that the summit had on the participating youth. This effect will continue to be monitored and analyzed year-round as youth create and deliver the events portion of their action plans within their school or communities. The action plan will be centered around a

specific emphasis area to be decided on at the summit, and then expanded upon through youth planned school or community traffic safety events over the course of their year. Youth Driven’s Program Coordinator Becky White will hold monthly check in meetings after the summit with the youth to go over their plans and next steps. The \$116,600.00 for the program will cover residential housing for the overnight at the summit, various office supplies that will be used at the summit, staff time for the Program Coordinator and Grant Supervisor to organize the summit and monitor the grant, an evaluator for the summit, adult advisor stipends and av requirement fees.

**Performance:**

The second RISAS Youth Driven (YD) student leadership summit was held over a three-day period from August 2-4, 2022, at Bryant University in Smithfield RI. Participants included 54 RI high school students representing 18 RI public and private schools, 14 adult advisors, 10 youth leaders and 12 YD staff. The 2022 Youth Driven Summit is sponsored annually by RI Student Assistance Services (RISAS), a division of Coastline EAP. Youth Driven is a year-round high school traffic safety program led by teams of student leaders, kicking off with the summer Summit, and continuing throughout the school year with student-led activities and events offered at participating public and private schools. The mission of Youth Driven is “to provide Rhode Island youth and their adult advisors with the motivation, information, skills and support necessary to organize events and activities that support Traffic Safety efforts within their communities.”

Survey instruments were developed for the sole purpose of collecting the participant satisfaction and impact responses at the summit. Overall, results of pre and post summit surveys indicated slight changes in personal accountability and empowerment. For example, the percentage of participants indicating knowing how to report a crime if they see someone do something illegal increased from pre- to post-surveys. Similarly, significant increases were present in students’ perceptions of their own school leadership potential, active mindfulness, willingness to report or confront impaired drivers, and other constructs related to the skills needed to actively participate in leading positive school-wide attitudinal and behavioral changes, including self-confidence, capacity to achieve, willingness to contribute to team efforts, and procedural know-how.

A detailed final report was presented to RIDOT at the conclusion of the fiscal year with a breakdown evaluation of all pre/post survey questions. The Office on Highway Safety looks forward to another successful year of partnership with RISAS in FFY23.

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**NHTSA 402SA-22-06: Aging Road User Guidebook**

**Subrecipient:** TBD

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$5,391.00	\$0.00	Did not occur

**Description:**

This project will fund for AAA to develop and distribute one state-wide compendium to enhance aging driver re-education opportunities, information about driving evaluations, transportation alternatives, and updates to traffic laws. Additionally, this guidebook will include helpful information for older adults as vulnerable roadway users with safety practices for pedestrians and cyclists.

AAA Northeast and the Transportation Work Group of Age-Friendly RI (AAA, AARP, Community Agencies and RI DOT professionals to name a few) will utilize both national research widely publicized by NHTSA and local information to increase access to services and educational programming to collectively develop the content for the guidebook. AAA Northeast’s graphic design department will design and layout the

project and have approximately 10,000 copies of the guidebook printed at the cost of about \$0.45 each. The hard copies will be shipped to DMV and AAA branch offices, senior centers, healthcare organizations, all 39 Cities and Towns as well as the Office of Healthy Aging. Additionally, an electronic "e-book" will be designed and shared with stakeholders and state agencies for posting on organizational websites.

**Performance:**

This project was not developed due to committee resources being discussed and evaluated before implementing the project.

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## 3.8 Pedestrians and Bicyclists

### Problem Statement

Although crashes in Rhode Island are majority exclusive to personal automobiles, other modes of transportation, specifically pedestrians and bicyclists, require consideration. There were 7 pedestrian fatalities in 2022 resulting in five-year average pedestrian fatalities of 9, which includes a high of 17 in 2020. This meets the 2022 target of 14. Rhode Island will need to continue its outreach and enforcement efforts for several years to help achieve consistently lower fatalities numbers that will drive the five-year average downward.

There were no bicyclist fatalities in 2022, however, the five-year average bicyclist fatalities remain at one, meeting the target. The State continues to exhibit a low number of bicyclist fatalities, therefore, its current efforts to promote safe bicycling and awareness of bicycles appear to provide consistent results.

### Performance Measures and Targets

**Table 3.15** summarizes the pedestrian and bicyclist-related performance measures and targets identified in the 2022 HSP.

**Table 3.15 Pedestrian and Bicyclist Performance Measures**

Performance Targets	Performance Measures
Maintain the five-year average number of pedestrians in fatal crashes below 14 (2018 to 2022) by December 31, 2022	The number of five-year average pedestrian fatalities was 9 in 2022.
Maintain the five-year average number of bicyclist fatalities at or below 1 by December 31, 2022.	The five-year average of bicycle fatalities remains at 1, meeting the target.
Reduce the five-year average number of impaired pedestrian fatalities to 2 or below (2018 to 2022 five-year average) by December 31, 2022.	The number of alcohol-related pedestrian fatalities is not available at time of this publication.

### Planned Activities and Funding

The 2022 HSP identified other road user projects to address the above performance measures and make progress towards the targets. **Table 3.16** lists the projects; the relevant performance measures; the Funds Approved to each project; and the project status.

**Table 3.16 FFY2022 Pedestrian and Bicycle**

<b>Activity Number</b>	<b>Subrecipient</b>	<b>Funding Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>402PS-22-02</b>	Bike Newport Road Share Education	\$76,980.00	\$74,480.00	Complete
<b>402PS-22-03</b>	RI Bike Coalition Statewide Smart Cycling Education	\$12,151.50	\$11,276.80	Complete
<b>FHPE-22-01</b>	Woonasquatucket River Watershed Council	\$80,000.00	\$57,481.86	Complete
<b>402PS-22-05</b>	PrevCon Educational High School Program	\$8,300.00	\$2,583.40	Complete
<b>402PS-22-06</b>	RI Hospital Injury Prevention Center Pedestrian Safety Program	\$35,000.00	\$29,278.33	Complete

### Project Descriptions

In FFY 2022 OHS pursued five pedestrian and bicycle projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the pedestrian and bicycle projects, including the project title and outcome of the project over the 2022 fiscal year.

#### **NHTSA 402PS-22-02: Bike Newport Road Share Education**

**Subrecipient:** Bike Newport

<b>Funding Source</b>	<b>Funds Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>Section 402</b>	\$76,980.00	\$74,480.00	Complete

#### **Description:**

Bike Newport runs numerous initiatives to improve practices of safe road sharing - addressing all road users simultaneously whenever possible - including bicyclists, motorists and pedestrians as equal participants in saferoad sharing. Productive partnerships with community organizations - city, schools, agencies, foundations, and businesses - gives them direct access to all sectors of the community and are models for other municipalities.

#### **Performance:**

FY 2022 Road Share Education expanded existing programs which were provided by a staff of one full-time Director and several part-time educators to six days/week.

Of the team of educators, five are League Certified Smart Cycling Instructors, five are experienced mechanics, one is a native Spanish speaker, two are semi-fluent in Spanish, four are female, three are dedicated youtheducators, and one is a master mechanic. This roster of educators ensures that we serve residents of all ages, experience, cultures, and walks of life in the greater Newport community.

Web Site administration and support is ongoing and includes maintaining responsive, intuitive, and accessible educational and bike safety related materials provided by Bike Newport and other recognized safe cycling resources. Growing program and activities for various community sectors such as their Black



Girls Do Bike Program which is an educational and community building initiative that promotes biking by women and girls of color. Spanish language education: improved connection with the Spanish-speaking community - by having Spanish speaking educators at all program hours, and by providing all informational and educational materials in both Spanish and English. Road Safety education for Newport youth diagnosed on the Autism spectrum and/or experiencing other learning challenges. All road safety education is based on the Need to Knows of Safer Road Sharing as identified by the League of American Bicyclists and included in the League’s Smart Cycling and Instructor certification programs. Information will always be shared at age-appropriate levels, with a focus on communicating with other road users.

**NHTSA 402PS-22-03: RI Bike Coalition Statewide Smart Cycling Education**

**Subrecipient:** Rhode Island Bike Coalition

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$12,151.50	\$11,276.80	Complete

**Description:**

The Rhode Island Bike Coalition serves the bicyclist population of Rhode Island by offering their Smart Cycling courses throughout the state. Through education and outreach, the Rhode Island Bicycle Coalition will strengthen the confidence of both adults and children as vulnerable road users with a focus on safety, rules of the road and an application of taught practical skills. The coalition’s goal is to help the state lower the number of serious injuries and fatalities of bicyclists on Rhode Island roadways through practical training and safety education. Their target audience covers any and all bicyclists in the state from novice to pro. The Rhode Island Bike Coalition serves as the states go-to resource for those looking to improve their riding skills while also being educated on safety standards. The Rhode Island Bicycle Coalition is funded under NHTSA402PS which covers pedestrian and bicycle education efforts throughout the state of Rhode Island.

**Performance:**

RI Bike provided 166 hours of instruction in various formats to 115 students. The pandemic limited the number of attendees that courses were able to reach. RI Bike had high hopes for FFY2022 after two disappointing years due to COVID. In many ways, it was highly successful, though different than anticipated. They did accomplish several goals in the project narrative. Two primary goals; reaching new communities and restarting school-based programming were met by a weeklong Traffic Garden based in Sackett Elementary School in the Elmwood neighborhood of Providence. Additionally, they were able to reach new students by teaching at police led safety days. Their goal of providing practical, on-bike instruction was met by the Traffic Garden program where students can learn road related skills in a closed course.

Finally, they felt quite proud of their flexibility and the way they were able to take advantage of opportunities that presented themselves. However, they did not meet all the goals set for themselves. They would like to reach more adult students and were unable to do so in FFY2022. They have come to understand that this goal will not be successful until adults feel more comfortable riding in the street and that will require on-road bicycle infrastructure. Similarly, they had hoped to conduct intergenerational cycling classes, but found no demand.

**NHTSA FHPE-22-01: Youth Bike/Pedestrian Safety Woonasquatucket River****Subrecipient:** Woonasquatucket River Watershed Council

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$80,000.00	\$57,481.86	Complete

**Description:**

The Office on Highway Safety partnered again with the Woonasquatucket River Watershed Council's (WRWC) bicycle education programs in the 2022 federal fiscal year. The Red Shed Bike Program run through the Woonasquatucket River Watershed Council in Olneyville, Rhode Island has targeted providence youth ages 8-18 in many different bicycle safety/competency education programs. These programs include an eight-week summer bike camp, a spring bike camp for girls, and various after school bike programs at Providence and Pawtucket public schools. An LCI (League Certified Instructor) through the League of American Bicyclists administers all these classes and programs. Red Shed's goal is to educate and create confidence in the next generation of vulnerable road users in urban communities of Rhode Island including Olneyville, Providence and Pawtucket. WRWC also presents the RIDOT elementary school on bike curriculum Rhode to Bicycle Safety to 5<sup>th</sup> graders across the state of Rhode Island since 2019. The 2022 fiscal year was another successful year for WRWC in all of their programs.

**Performance:**

Rhode to Bicycle Safety was offered at 8 elementary schools and reached 548 total students in their on-bike, in-school education in 2022. WRWC's Red Shed Bicycle Safety Summer Camp ran for 7 weeks this year and reached 84 campers between the ages of 8 and 13. The Red Shed April Girls Bike Camp was a 5-day program this year that reached 4 campers between the ages of 8 and 12. In total Red Shed bike programs delivered an impressive 156 courses this year. WRWC received funding for personnel hours and expended all the funds awarded in that area. Funding for equipment was also awarded including bike fleet maintenance tools, helmets, educational supplies, printed materials, and a box truck rental to transfer the fleets of bikes for Rhode to Bicycle Safety's program. WRWC utilizes pre and post examination in all of their bicycle education programs to determine their program's success. This year they had a total of 632 respondents to these evaluations which are all readily available to RIDOT for review if needed. The Office on Highway Safety looks forward to partnering again with WRWC in FFY2023 as they deliver their education to communities and youth across the state.

**NHTSA 402PS-22-05: PrevCon Educational High School Program****Subrecipient:** JSI Research & Training Institute, Inc.

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$8,300.00	\$2,583.40	Complete

**Description:**

The Rhode Island Prevention Conference was created in 2018 by a subcommittee of the PAC (prevention Advisory Committee) which consists of certified prevention providers across Rhode Island, student assistance counselors, mental health providers, as well as national and state public health subject matter experts.

**Performance:**

The Office on Highway Safety awarded funds to John Snow Institute (JSI) for supplies at their bi-annual Prevention conference that occurred on April 5, 2022, at the Crowne Plaza Hotel in Warwick, Rhode Island.

149 people were in attendance at the conference from 42 different organizations. Attendees were able to learn about the most current issues surrounding substance use and abuse through various workshops at the all-day conference. The conference had a keynote speaker and 12 different workshops to choose from. JSI only used a portion of their awarded NHTSA funds due to receiving surplus donations and funds from other organizations that they hadn't previously planned on. The Office on Highway Safety looks forward to working with JSI again in 2 years on their next PrevCon.

**NHTSA 402PS-22-06: RI Hospital Injury Prevention Pedestrian Safety Program**

**Subrecipient:** RI Hospital

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$35,000.00	\$29,278.33	Complete

**Description:**

This Pedestrian Safety program born out of the Injury Prevention Center in Providence at Rhode Island Hospital proposes to utilize the medical community to promote pedestrian safety. Although physicians and other providers almost universally promote the benefits of walking as exercise to improve health, pedestrian safety is not part of that conversation. This program seeks to change that so that walking can be promoted but guidance on how that can be done safety is part of that conversion. The Injury Prevention Center will utilize NHTSA materials, CDC materials, AAA, and National Safety Council to develop talking points for practitioners to utilize with patients as well as bilingual patient handouts printed materials that include Rhode Island specific content on safe walking routes/trials. In addition, they will provide practitioners high reflective objects to give to patients as a token reminder to use safe pedestrian practice.

**Performance:**

The Office on highway Safety supported RI Hospital's Adult Pedestrian Safety education program in federal fiscal year 2022. At community workshops the focus of the content was on improving pedestrian safety awareness, how to properly use pedestrian infrastructure, and an explanation on Rhode Island pedestrian safety laws. During the year a total of six workshops were held; five at community senior centers and one was held for Rhode Island librarians. Three additional workshops were scheduled but were canceled due to lack of registration. Educational materials including 475 pedestrian safety bookmarks, 100 posters, and 300 reflectors were distributed and used for educational content at these workshops. Additionally, an adult pedestrian safety video was created with Adobe Creative Cloud and distributed to 15 senior centers, other community partners and on the Injury Prevention Center Website. Evaluations were utilized in the form of pre and post surveys and were completed by 36 participants. Of the five knowledge questions, the baseline knowledge rate was 68.5% on the pre training survey; this number increased to 80% in the post training survey. RIDOT looks forward to partnering again with RI Hospital's Injury Prevention Center in FFY2023.

## 3.9 Police Traffic Services

### Problem Statement

Speeding, alcohol-involved, and unrestrained fatalities have traditionally represented the largest proportions of fatalities in Rhode Island over the period 2018-2022. These crashes are not mutually exclusive; a vehicle occupant may exhibit all three behaviors in the crash. Based on the detailed descriptions of contributing factors to these three types of crashes as described in their respective program areas, law enforcement programs can be designed to address these factors. It is well established that the key to effective and successful enforcement programs is rooted in available data, that is based on analyzing available state and local data. By utilizing accurate data, agencies with the help from the Office on Highway Safety will result in the most cost-effective means to reduce incidents of crashes, which result in injury or extensive property damage.

Law enforcement agencies participate in state and federal enforcement campaigns such as Drive Sober or Get Pulled Over, Obey the Sign or Pay the Fine, Drive Now Test Later and the Click-It-or-Ticket mobilizations. Rhode Island's law enforcement agencies follow the accepted practice of enforcement using High Visibility Enforcement and Sustained Enforcement – Placed Based Enforcement and Problem-Solving Enforcement model. This is described in more detail in Section 6 – Evidence-based Enforcement.

### Performance Measures and Targets

Police Traffic Services support all program areas in some way. All reported performance measures, with the exception of Traffic Records and Planning & Administration, are supported by Police Traffic Services activities.

### Planned Activities and Funding

The 2022 HSP identified 20 police traffic services projects to address the above performance measures and make progress towards the targets. **Table 3.18** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

**Table 3.18 FFY2022 Police Traffic Services**

<b>Activity Number</b>	<b>Subrecipient</b>	<b>Funding Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>164AL-22-02</b> <b>FDL*SA-22-01</b>	Mid-Range DUI Coalition	\$200,000.00 (164) \$200,000.00 (405D)	\$41,012.30 (164) \$35,311.30 (405D)	Complete
<b>FDLBAC-22-01</b>	Providence Impaired Driving – BAT Mobile	\$60,000.00	\$47,926.42	Complete
<b>M8DDLE-22-01</b>	Municipal Distracted Driving Enforcement & Training	\$300,000.00	\$182,826.69	Complete
<b>M8DDLE-22-02</b>	Municipal Enforcement Distracted Driving Campaigns	\$217,269.93	\$153,073.22	completed
<b>402DD-22-04</b>	RISP Enforcement Distracted Driving Campaigns	\$59,402.20	\$42,092.08	Completed
<b>402DD-22-05</b>	State Agency (URI) Enforcement Distracted Driving Campaigns	\$3,484.80	\$211.40	Complete
<b>402PT-22-02</b>	State Agency (RISP) Speed Enforcement	\$109,960.40	\$79,174.36	Complete
<b>402PT-22-03</b> <b>164AL-22-03</b> <b>M2HVE-22-02B</b> <b>FDLDATR-22-01</b> <b>FHTR-22-01</b> <b>FESDLE-22-01</b>	Law Enforcement Highway Safety Training Coordinator (LEHSTC) including Drug Recognition Expert (DRE) Training and Statewide Programming	\$65,000.00 (402) \$100,000.00 (164) \$24,602.80 (405B) \$150,000.00 (405D) \$50,000.00 (405E) \$20,000.00 (405H)	\$28,616.66 (402) \$50,105.59 (164) \$24,602.80 (405B) \$87,394.89 (405D) \$0.00 (405E) \$16,646.55 (405H)	Complete
<b>402PT-22-04</b>	Municipalities Speed Enforcement	\$482,618.25	\$316,153.84	Complete
<b>402PT-22-06</b>	State Agency (URI) Speed Enforcement	\$4,646.40	\$4468.16	Did not occur
<b>FDLHVE-22-01</b>	Municipalities Impaired Driving Enforcement	\$500,000.00	\$227,314.52	Complete
<b>M2HVE-22-01</b>	State Agency (URI) Seat Belt Enforcement	\$6,018.72	\$3484.80	Complete
<b>M2HVE-22-03</b>	Municipalities Seat Belt Enforcement	\$246,399.60	\$149,955.09	Complete
<b>M2HVE-22-05</b>	State Agency (RISP) Seat Belt Enforcement	\$13,708.20	\$12,018.30	Complete

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
<b>164AL-22-12</b>	VMS Message Boards	\$100,000.00 (164)	\$16,625.00 (164)	Complete
<b>402OP-22-07</b>		\$56,000.00 (402)	\$16,625.00 (402)	
<b>402PT-22-08</b>		\$56,000.00 (402)	\$18,759.55 (402)	
<b>M8TS-22-01</b>		\$50,000.00 (405E)	\$0.00 (405E)	
<b>FHLE-22-03</b>		\$35,000.00 (405H)	\$16,625.00 (405H)	
<b>M7*CP-22-01</b>		\$0.00 (405D)	\$0.00 (405D)	
<b>FHLE-22-01</b>	Pedestrian/Bicycle Enforcement Patrols	\$113,663.73	\$57,051.65	Complete
<b>FHLE-22-02</b>	Pedestrian/Bicycle Public Education (LE)	\$20,000.00	\$0.00	Completed without NHTSA cost
<b>FHLE-22-04</b>	URI Pedestrian/Bike Enforcement Patrols	\$3,067.55	\$232.32	Complete
<b>M2HVE-22-04</b>	State Agencies (RISP) Rollover Simulator Demonstrations	\$10,981.30	\$4,444.81	Complete
<b>M2HVE-22-06</b>	Municipalities Child Passenger Safety	\$123,114.10	\$71,999.29	Complete

## Project Descriptions

In FFY 2022 OHS pursued 20 PTS projects to help meet fatality and serious injury performance targets, however, a couple were not completed as described below.

The following are descriptions of PTS projects, including the project title and outcome of the project over the 2022 fiscal year.

### NHTSA 164AL-22-02/FDL\*SA-22-01: Mid-Range DUI Coalition

**Subrecipient:** Rhode Island State Police Chief's Association

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$200,000.00	\$41,012.30	Complete
<b>Section 405D</b>	\$200,000.00	\$35,311.30	

### Description:

Alcohol related crashes comprise a large percentage of the State's total crash fatalities and serious injuries. Rhode Island has been above the national average for the past five (5) years. In 2020, 33 percent of all fatalities in Rhode Island were alcohol-related, compared to 30 percent nationally. Rhode Island's

percentage of alcohol-related fatalities remains a serious highway safety problem. After being deemed a “mid-range impaired driving state” the RI Police Chiefs Assn has agreed to lead a statewide impaired driving coalition to respond to this problem. The Rhode Island Impaired Driving Coalition will be chartered as a subcommittee of the Rhode Island Traffic Safety Coalition (RITSC). Since its inception in 2007, the Traffic Safety Coalition has monitored Rhode Island's impaired driving environment and offered recommendations for improvements. A half time contractor will be tasked with creating and strengthening ongoing impaired driving programs that are developed by multiple stakeholders. This task force will work to implement an already developed and approved strategic plan which details specific tasks, goals and objectives focused on decreasing the incidences of impaired driving in RI. The coalition will work to increase positive influences via social media efforts developed by the coalition's diverse membership. Although the coalition will be hosted by the RIPCA it will work to increase efforts beyond enforcement to increase an equity model supported by state and community leaders. It has been agreed that messaging and programs created and tracked will include outreach in Spanish. Leveraging the approved plan, dedicated and knowledgeable members will serve to reinvigorate impaired driving efforts. In FFY 2022 RI legalized possession, recreational use, and sales of cannabis. It is called the “Rhode Island Cannabis Act”. The coalition will be an important vehicle that steers our efforts to prevention and treatment practices when dealing with our state's challenges with impaired driving including drugged driving. The coalition will be “branded” and created as an all-inclusive group of dedicated safety advocates who advance and articulate their efforts based on data, plans, and available resources. The coalition is RI's opportunity to increase our influence based on proven impaired driving countermeasures.

**Performance:**

The overall goal and objective of the RI Police Chiefs' Association was to create a committee composed of stakeholders involved in impaired driving in Rhode Island for the purpose of reviewing and enhancing and implementing RI's OHS' statewide impaired driving plan, which provides a comprehensive strategy for preventing and reducing impaired driving. This committee was renamed as the Impaired Driving Engagement Council. The first-year objectives was to establish the council, identify stakeholders and hire a coordinator. Unfortunately, our coordinator left for another opportunity leaving the RIPCA to find another coordinator. What was accomplished was the coordinator was able to identify a number of stakeholders and attending introductory meetings with many of them. The coordinator was also able to work with the RIDOT/OHS to gather data regarding RI's impaired driving arrests and prosecutions. Through this research and outreach the coordinator facilitated a meeting with the Chief Magistrate of the RI Traffic Tribunal and his Chief Legal counsel to discuss areas that law enforcement can better prepare for impaired driving prosecutions and eventual trials. This helped to identify that RI needs to better train our officers in documenting their observations of impairment. The testimony of each officer still carries the majority of weight in the judges' eyes when determining impairment. Further objectives was to work with the prosecution team at the RI Attorney General's Office to also determine where there are weakness in the reporting process. As a result, an educational symposium was arranged by the IDEC Coordinator and the 2 lead prosecutors at the AG's office to discuss officer training for observation testimony as well as new challenges due to the recent passage of decriminalization of recreational marijuana. Unfortunately, there was a pause in the efforts of the IDEC when the coordinator left

**NHTSA FDLBAC-22-01:** Providence Impaired Driving – BAT Mobile

**Subrecipient:** Providence Police Department

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405D</b>	\$60,000.00	\$47,926.42	Complete

OHS reimbursed the Providence Police Department (PPD) for all necessary BAT equipment, and overtime for the PPD at two officers per day for each time the truck was utilized.

This tool was employed in all communities throughout the state and assisted with High Visibility Enforcement efforts regarding the detection and apprehension of impaired drivers. In FY22 the Batmobile saw increased usage by the RISP impaired driving unit which utilized the truck as a way to quickly and effectively process impaired driving suspects as the Providence officers assigned to staff the vehicle assist with the processing and final disposition of any prisoners. This allows officers to get back to duty and continue to enforce DUI laws.

The Batmobile is also an excellent general deterrent as it is parked in high traffic locations and signage is employed notifying the motoring public, they are in an impaired driving enforcement zone.

- » The Batmobile was deployed : **21 Enforcement deployments**

**1 Educational deployment**

**1 Press event**

**Performance:**

The BATMobile was mobilized on the following days

- January- New Year’s Day;
- February- Super Bowl;
- March- St. Patrick’s Day;
- May- Cinco De Mayo and Memorial Day;
- June- High School and College Graduations;
- July- 4th of July; August- High Tourist Season;
- September- Labor Day DSOGPO;
- October- Halloween;
- November- Thanksgiving;
- December- Christmas/Holiday Parties, New Year’s Eve. DSOGPO enforcement.

All municipalities have agreed, as a part of their grant applications to utilize the BATMobile. The BATMobile had 21 enforcement deployments, 1 education deployment, and 1 press event.

**NHTSA M8DDLE-22-01:** Municipal Distracted Driving Enforcement & Training

**Subrecipient:** Rhode Island Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$300,000.00	\$182,826.69	Complete

**Description:**

OHS will fund implementation of a Distracted Driving enforcement effort by local city/town policedepartments. OHS is expecting participation from potentially 38 communities. Patrols are conducted day and night and there is mandatory participation in one annual enforcement period during April 2022



(NHTSA’s Distracted Driving Awareness Month). The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates, and amount requested by the enforcement agency. Prior to the start of these enforcement campaigns, departments are required to attend training developed and facilitated by Rhode Island’s LEL

**Performance:**

This was completed. 1,633 distracted driving citations were issued with grant funds in 2,163 hours of enforcement. Specifically, during the month of April (NHTSA-sponsored “Distracted Driving Awareness Month”), 23 out of 37 grant-funded LEAs conducted High Visibility Enforcement of RI’s distracted driving laws, resulting in the issuance of 382 distracted driving citations during 564 hours of enforcement.

**NHTSA 402DD-22-04: RISP Enforcement Distracted Driving Campaigns**

**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$59,402.20	\$42,092.08	Complete

**Description:**

OHS will fund implementation of specific Distracted Driving enforcement patrols by the RISP.

**Performance:**

631 citations were issued in FFY 2022 YTD. 914 citations in calendar year 2021. Goal was to increase presence and enforcement efforts to see a 5% increase in the issuance of violations (from 914 in CY 2021 to 960 in CY 2022).

**NHTSA 402DD-22-05: State Agency (URI) Enforcement Distracted Driving Campaigns**

**Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$3,484.80	\$3,273.00	Completed

**Description:**

OHS will fund implementation of specific Distracted Driving enforcement patrols by URI.

**Performance:**

Goal of a ten percent reduction in cell phone use by vehicle operators (as measured by observational surveys) might have been unrealistic, despite a high level of citations to contacts and warnings and use of Variable Message Signs to support the enforcement message, given traffic safety culture attitudes surrounding distracted driving among URI students driving on the Kingston campus and decrease in usage of cells phones by vehicle operators. 95 distracted driving citations were issued during 56 hours of grant-funded enforcement, resulting in reimbursement of \$3,273 to the URI Police Department.

**NHTSA 402PT-22-02: State Agency (RISP) Speed Enforcement**

**Subrecipient:** RI State Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$109,960.40	\$79,174.36	Complete

**Description:**

OHS will fund implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by the Rhode Island State Police. OHS expects participation from all barracks. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period, during the first week of August. OHS may fund speed enforcement related equipment for in support of sustained enforcement efforts.

**Performance:**

The Rhode Island State Police issued 1,552 speeding citations with speed specific funds (1,579 hours, 2,757 contacts, 231 warnings) and an overall total of 3,590 speed citations with all grant funds combined.

**NHTSA 402PT-22-03/164AL-22-03/M2HVE-22-02/FDLDATR-22-01/FHTR-22-01: Law Enforcement Highway Safety Training Coordinator (LEHSTC) including Drug Recognition Expert (DRE) Training and Statewide Programming**

**Subrecipient:** RISP/Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$65,000.00 (402)	\$28,616.66 (402)	Complete
<b>Section 164</b>	\$100,000.00 (164)	\$50,105.59 (164)	
<b>Section 405B</b>	\$20,000.00 (405B)	\$24,602.80 (405B)	
<b>Section 405D</b>	\$150,000.00 (405D)	\$87,394.89 (405D)	
<b>Section 405H</b>	\$16,646.55 (40H)	\$16,646.55 (40H)	

**Description:**

OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE and other program areas, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.

**Performance:**

Please see the EBE report.

**NHTSA 402PT-22-04: Municipalities Speed Enforcement****Subrecipient:** Municipal Police Departments

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$482,618.25	\$316,153.84	Complete

**Description:**

OHS will fund overtime speed enforcement patrols by local city and town police departments. Funds for a potential National "Obey the Sign or Pay the Fine" campaign and sustained enforcement efforts throughout the grant year will be made available. In Rhode Island, a fatality is defined as speed-related if one of the driver-related factors includes driving over the speed limit, excessive speed, driving too fast for conditions, or racing. OHS may fund speed enforcement related equipment for support of sustained enforcement efforts.

**Performance:**

The Municipal Police Departments issued 6,503 speeding citations with speed specific funds (4,562 hours, 9,240 contacts, 2,246 warnings) and an overall total of 7,570 speed citations when including all grant funds combined.

**NHTSA 402PT-22-06: State Agencies (URI) Speed Enforcement****Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402PT</b>	\$4,646.40	\$4,468.16	Complete

**Description:**

OHS will fund for overtime patrols for speed enforcement to include mandatory participation in the "Obey the Sign or Pay the Fine" campaign (if implemented). Patrols can be conducted day and night and must focus on identified problem areas. In Rhode Island, a fatality is defined as speed-related if one of the driver-related factors includes driving over the speed limit, excessive speed, driving too fast for conditions, or racing. A speed-related serious injury crash is defined as occurring when a citation is issued to a driver involved in the crash for exceeding the lawful speed limit.

**Performance:**

The University of Rhode Island Police issued 125 speeding citations with speed specific funds (75 hours, 145 contacts, 16 warnings) and an overall total of 131 speed citations with all grant funds combined.

VMS speed measuring signs showed a decrease in the percentage of speeding motorists by six percent on Upper College Road but the percentage on Rt. 138 and Plains Road remained unchanged at 30 percent.

**NHTSA FDLHVE-22-01: Municipalities Impaired Driving Law Enforcement Patrols & Training**

**Subrecipient:** Municipalities

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405D</b>	\$500,000.00	\$227,314.52	Complete

**Description:**

The Rhode Island State Police Impaired Driving Unit is a pilot specialized unit managed and supervised by the Rhode Island State Police dedicated to the reduction of impaired driving to support the Rhode Island Department of Transportation’s (RIDOT) 10-year zero fatality plan. While the focus of the unit will be targeted enforcement to detect impaired operators and reduce alcohol related crashes, the overall efforts of the unit will reduce the number of motor vehicle crashes statewide.

The reduction in impaired operators and impaired driving motor vehicle crashes can be accomplished by utilizing a data driven approach to target areas across the state with high crash rates during times when most impaired driving crashes occur.

**Performance:**

Rhode Island’s municipal law enforcement agencies participated in the two national Drive Sober or get pulled over mobilizations and several other holidays to include, St Patrick’s day, Halloween, Thanksgiving, Christmas, New Years, the Super Bowl, Cinco de Mayo, Memorial Day and Independence Day. Data driven; sustained enforcement is also conducted year-round. During FY22 Municipal law enforcement agencies conducted 3343.75 enforcement hours resulting in 3606 contacts, 2218 warnings, 1646 violations, 423 SFST’s and 219 DUI arrests.

**NHTSA M2HVE-22-01: State Agency (URI) Seat Belt Enforcement**

**Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$5918.72	\$3,484.80	Complete

**Description:**

The University of Rhode Island Police Department continued their work in Seatbelt Enforcement and education during the 2022 Federal Fiscal Year. Departments followed the NHTSA communications calendar as well as local mobilizations for dates to focus their efforts on Click It or Ticket (CIOT) enforcement. Local Mobilizations took place during November 2021, March 2022, and September 2022 with the National Mobilization taking place during May/June 2022.

**Performance:**

The URI PD worked a total of 60 hours and issued a total of 77 seatbelt citations during NHTSA grant funded seatbelt enforcement. The Office on Highway Safety is proud to partner with the URI PD again in FFY2023 to continue educating the Rhode Island driving public on the dangers present when not wearing a seatbelt.

**NHTSA M2HVE-22-03: Municipalities Seat Belt Enforcement****Subrecipient:** Municipal Police Departments

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$246,339.60	\$149,955.09	Complete

**Description:**

Rhode Island Law Enforcement Municipalities continued their work in Seatbelt Enforcement and education during the 2022 Federal Fiscal Year. Departments followed the NHTSA communications calendar, as well as, local mobilizations for dates to focus their efforts on Click It or Ticket (CIOT) enforcement. Local Mobilizations took place during November 2021, March 2022, and September 2022 with the National Mobilization taking place during May/June 2022.

**Performance:**

Law Enforcement municipalities worked a total of 2,410 hours and issued a total of 3,160 seatbelt citations during NHTSA grant funded seatbelt enforcement. The Office on Highway Safety is proud to partner with RI Law Enforcement again in FFY2023 to continue educating the Rhode Island driving public on the dangers present when not wearing a seatbelt.

**NHTSA M2HVE-22-05: State Agencies (RISP) Seat Belt L.E. Patrols****Subrecipient:** RI State Police

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$13,708.20	\$12,018.30	Complete

**Description:**

The Rhode Island State Police continued their work in Seatbelt Enforcement and education during the 2022 Federal Fiscal Year. RISP followed the NHTSA communications calendar as well as local mobilizations for dates to focus their efforts on Click It or Ticket (CIOT) enforcement. Local Mobilizations took place during November 2021, March 2022, and September 2022 with the National Mobilization taking place during May/June 2022.

**Performance:**

The Rhode Island State Police worked a total of 136 hours and issued a total of 144 seatbelt citations during NHTSA grant funded seatbelt enforcement. The Office on Highway Safety is proud to partner with the state police again in FFY2023 to continue educating the Rhode Island driving public on the dangers present when not wearing a seatbelt.

**NHTSA 164AL-22-12/402OP-22-07/402PT22-08/M8TS-22-01/FHLE-22-03/M7\*CP-22-01: VMS**  
 Message Boards and Cloud Services

**Subrecipient:** All Traffic Solutions

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$100,000.00 (164)	\$16,625.00 (164)	Complete
<b>Section 402</b>	\$112,000.00 (402)	\$35,384.55 (402)	
<b>Section 405E</b>	\$50,000.00 (405E)	\$0.00 (405E)	
<b>Section 405H</b>	\$35,000.00 (405H)	\$16,625.00 (405H)	
<b>Section 405D</b>	\$0.00 (405D)	\$0.00 (405D)	

**Description:**

Portable Variable Message Boards to display the “Drive Sober or Get Pulled Over” or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national “Drive Sober or Get Pulled Over” impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies. 10 cities/towns will be chosen based on data and those who help coordinate the States’ DUI task force details.

Agencies chosen to receive grant funding to purchase Portable Variable Message Boards shall enter into a Memorandum of Agreement with the Office on Highway Safety regarding the effectiveness of safety messages. Furthermore, this Memorandum of Understanding will cover the usage of these tools and will make the subrecipient explicitly aware that the usage of these signs is restricted to alcohol related safety messages; Speed enforcement safety messages; seatbelt safety messages; Distracted Driving safety messages; and Non-Motorized messaging.

**Performance:**

We did not purchase VMS boards during 2022. All Traffic Solutions provides routine monthly VMS updates to OHS that offer the opportunity for us to review a snapshot of usage. This project provided a full year of cloud services for 66 signs and prorated services during the grant cycle for 6 more. Each community is advised to utilize the VMS for specific NHTSA messaging during mobilizations. Many also used the VMS to assist in identifying problem ID locations for HS1 applications.

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**NHTSA FHLE-22-01: Pedestrian/Bicycle Enforcement Patrols**

**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$113,663.73	\$57,051.65	Complete

**Description:**

This task will provide funds to enable municipal law enforcement agencies to conduct patrols aimed at enforcing the state’s pedestrian/bicycle laws. Grants will be funded based on a competitive application including factors such as demonstrated need, number of crashes, community size, road configuration/congestion, and violations/warnings issued. Patrols will be conducted year-round with a focus on the summer months primarily in downtown locations during the morning and evening commuting hours. Specific times and locations will be based on local data.

**Performance:**

During FFY22 grant funded patrols, law enforcement departments worked a total of 539 hours and issued a total of 441 Pedestrian Violations to motorists and pedestrians that failed to comply with RI laws within this emphasis area. The Office on Highway Safety looks forward to partnering with Rhode Island L.E. municipalities again in FFY2023 to continue their important work in ensuring the safety of vulnerable road users.

**NHTSA FHLE-22-02:** Pedestrian/Bicycle Public Education (LE)

**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$20,000.00	\$0.00	Completed without NHTSA cost

**Description:**

The Office on Highway safety conducts training for law enforcement officers for pedestrian safety. Officers are provided data showing the existing issue and are encouraged to conduct pedestrian enforcement activities, using a data driven approach, in their respective communities. Officers are also trained on how to properly conduct pedestrian enforcement "Decoy operations" and a review of local state laws is also conducted. A portion of the training encompasses bicycle safety as well.

**Performance:**

The OHS developed an in-house Pedestrian / Bicycle Safety Enforcement Program during FFY 2018. Utilizing all the available resources from NHTSA, accepted successful programs from around the country and establishing a training of best practices, Rhode Island produced an extremely interactive enforcement/education program.

In FFY 2022, one virtual training session was held with twenty-two (22) law enforcement officers from twelve (12) agencies attending the training. As in past trainings, the program includes a two-fold approach to the pedestrian enforcement problem, an enforcement pedestrian decoy training along with PowerPoint and a media component.

The training incorporates a complete set of guidelines to ensure its success when conducting a decoy deployment campaign. As a result of these two training components, several law enforcement agencies bring the training back to their departments and develop their own role-call type trainings. The Office on Highway Safety Program Coordinator will conduct two (2) trainings sessions in FFY 2023.

**NHTSA FHLE-22-04:** URI Pedestrian/Bike Enforcement Patrols

**Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$3,067.55	\$232.32	Complete

**Description:**

This task will provide funds to enable trained officers at the University of Rhode Island Police Department to conduct patrols aimed at enforcing the state's pedestrian/bicycle laws. This grant will be funded based on a competitive application including factors such as demonstrated need, number of crashes, community size, road configuration/congestion, and violations/warnings issued. Patrols will be conducted year-round

with a focus on the summer months primarily in downtown locations during the morning and evening commuting hours due to high pedestrian and bicycle traffic. Specific times and locations will be based on local data and each community’s needs.

**Performance:**

The University of Rhode Island Police Department continued their work in Pedestrian and Bicycle education and enforcement during the 2022 Federal Fiscal Year. During FFY22 grant funded patrols, URI PD worked a total of 4 hours and issued a total of 5 Pedestrian Violations to motorists and pedestrians that failed to comply with RI laws within this emphasis area. URI is new to this enforcement initiative and are looking to hold more decoy operations in the coming fiscal year. The Office on Highway Safety looks forward to partnering with The University of Rhode Island Police Department again in FFY2023 to continue their important work in ensuring the safety of vulnerable road users.

**NHTSA M2HVE-22-04: State Agencies (RISP) Rollover Simulator Demonstrations**

**Subrecipient:** State Agencies

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$10,981.30	\$5,917.41	Complete

**Description:**

OHS will work with RISP to promote and conduct Rollover Simulator demonstrations in as many locations as possible (with a warranted size audience). For each demonstration, two persons are required to operate the Simulator. Wherever possible, one RISP officer and an OHS Program Coordinator (one has been trained for these demonstrations) will attend the event. If a program Coordinator is not available, OHS will fund two RISP officers for the event. These demonstrations present a graphic depiction, without the risk on human life, of the consequences of not properly wearing a safety belt while inside a motor vehicle. For each detail – two Troopers are assigned, No exceptions. The Planning and Research Unit requires one Rollover Check Sheet be completed for each detail by assigned Troopers. This check sheet includes mechanic/operative checks before, during, and after the event. These steps are clearly labeled to ensure proper care and maintenance of the simulator.

**Performance:**

The Rollover Simulator, housed and utilized by the Rhode Island State Police, continued to hold safety demonstrations during the 2022 Federal Fiscal Year. A total of 10 demonstrations were held at safety events during October, May, June, July, August, and September of FFY22. These demonstrations continue to educate the community at various events across the state on the importance of wearing a seatbelt to avoid serious injuries or fatalities while operating or riding in a motor vehicle. The Office on Highway Safety looks forward to the RISP using this impactful piece of educational safety equipment even more during FFY2023.



**NHTSA M2HVE-22-06:** Municipalities Child Passenger Safety

**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$123,114.10	\$71,999.29	Complete

**Description:**

OHS will fund implementation of qualified personnel (nationally certified CPSTs) to conduct CPS checks on an appointment basis.

**Performance:**

The Office on Highway Safety partnered with law enforcement municipalities across the state on Child Passenger Safety enforcement in FFY2022. Whether it be at individual departments for scheduled seat checks, or at planned community events, families across Rhode Island benefited from the education and instruction of correct child safety seat installations. Municipalities were awarded a total of \$121,254.05 this fiscal year, and by the close of the fiscal year expended \$70,778.58. A total of 1077 hours were worked, and 944 seats were checked over the course of the year. RIDOT will continue to support this enforcement initiative that benefits families and children across the state in the coming years.

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## 3.10 Planning and Administration

### Problem Statement

The RIDOT Office on Highway Safety serves as the primary agency responsible for ensuring highway safety concerns for State are identified and addressed, especially through the delivery of the Highway Safety Plan and Annual Report.

### Performance Measures and Targets

**Table 3.19** summarizes the planning and administration performance measures and targets identified in the 2022 HSP. The relationship between the individual projects and the planning and administration performance measures are described in **Table 3.19**.

**Table 3.19 Planning and Administration Performance Measures**

<b>Performance Targets</b>	<b>Performance Measures</b>
Administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses State specific safety characteristics.	Conduct a Stakeholders' meeting to receive input for development of the FFY 2022 HSP - Completed Deliver the FFY 2022 Annual Report by December 31, 2022 – Completed. Deliver the Federal Fiscal Year 2023 Highway Safety Plan by July 1, 2022 – Completed.

### Planned Activities and Funding

The 2022 HSP identified 9 planning and administration projects to address the above performance measures and make progress towards the targets. **Table 3.20** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

**Table 3.20 FFY2022 Planning & Administration**

<b>Activity Number</b>	<b>Subrecipient</b>	<b>Funding Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>164PA-22-00</b>	Audit Fees	\$24,000.00 (164)	\$580.89 (164)	N/A
<b>F1906CMD-22</b>		\$2,800.00 (1906)	\$0.00 (1906)	
<b>FHPE-22-00</b>		\$1,200.00 (405E)	\$98.70 (405E)	
<b>M2X-22-00</b>		\$2,700.00 (405F)	\$19.57 (405F)	
<b>M3DA-22-00</b>		\$2,700.00 (405C)	\$104.12 (405C)	
<b>M6X-22-00</b>		\$5,000.00 (405D)	\$150.21 (405D)	
<b>M8X-22-00</b>		\$2,300.00 (405E)	\$216.93 (405E)	
<b>M9X-22-00</b>		\$500.00 (405F)	\$0.00 (405F)	
<b>402PA-22-00</b>		\$25,000.00 (402)	\$543.58 (402)	
<b>402PA-22-01</b>	Membership and Dues	\$25,000.00	\$4,900.37	N/A
<b>402PA-22-02</b>	Office Equipment	\$30,000.00	\$2,489.66	N/A
<b>402PA-22-03</b>	Office Supplies	\$25,000.00	\$2,885.55	N/A
<b>402PA-22-04</b>	Preparation of Highway Safety Plan and Annual Program Evaluation	\$150,000.00	\$78,500.51	N/A
<b>402PA-22-05</b>	Travel and Training	\$30,000.00	\$140.75	N/A
<b>402PA-22-06</b>	Grants Management System	\$200,000.00	\$197,912.86	Complete & continued to FY23

<b>402PA-22-07</b>	OHS Web-based Education and Training Outreach	\$5,000.00	\$0.00	N/A
<b>164AL-22-01</b>	Salaries	\$700,000.00 (164)	\$639,897.44 (164)	N/A
<b>402MC-22-01</b>		\$65,000.00 (402)	\$25,908.09 (402)	
<b>402OP-22-01</b>		\$325,000.00 (402)	\$103,420.75 (402)	
<b>402PS-22-01</b>		\$125,000.00 (402)	\$27,308.09 (402)	
<b>402PT-22-01</b>		\$127,009.80 (402)	\$126,846.03 (402)	
<b>402SA-22-01</b>		\$106,000.00 (402)	\$76,745.39 (402)	
<b>402DD-22-01</b>		\$250,000.00 (402)	\$141,635.50 (402)	
<b>FDLIDC-22-01</b>		\$0.00 (405D)	\$0.00 (405D)	

### Project Descriptions

The following are descriptions of the Planning and Administration projects, including the outcomes of the projects over the 2022 fiscal year.

**NHTSA 164PA-22-00/F1906CMD-22-00/FHPE-22-00/M2X-22-00/M3DA-22-00/M6X-22-00/M8X-22-00/M9X-22-00/402PA-22-00:** Audit Fees

**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164PA</b>	\$24,000.00	\$580.89	N/A
<b>Section 1906</b>	\$2,800.00	\$0.00	N/A
<b>Section 405H</b>	\$1,200.00	\$98.70	N/A
<b>Section 405F</b>	\$2,700.00	\$19.57	N/A
<b>Section 405C</b>	\$2,700.00	\$104.12	N/A
<b>Section 405D</b>	\$5,000.00	\$150.21	N/A
<b>Section 405E</b>	\$2,300.00	\$216.93	N/A
<b>Section 405F</b>	\$500.00	\$0.00	N/A
<b>Section 402</b>	\$25,000.00	\$543.58	N/A

**Description:**

Fees charged by the State of Rhode Island based on cash receipts from NHTSA.

**Performance:**

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

**NHTSA 402PA-22-01: Membership and Dues****Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$25,000.00	\$4,900.37	N/A

**Description:**

This project will allow RI's OHS to support their annual GHSA dues to remain active members. It will also support the growth and work of the WTS as we try to increase our leadership of advancing women in transportation safety. Both organizations are dedicated to creating a more diverse, inclusive, and equitable safety partnerships.

**Performance:**

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

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**NHTSA 402PA-22-02: Office Equipment****Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$30,000.00	\$2,489.66	N/A

**Description:**

This project will fund OHS office copier/fax machine lease and maintenance. It will also offer the ability to purchase possible new IT equipment and software related to an OHS grants management system. Everything we purchase needs to support our remote working situation in relation to creating, implementing, and monitoring and evaluation our annual HSP projects and partners.

**Performance:**

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

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**NHTSA 402PA-22-03: Office Supplies****Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$25,000.00	\$2,885.55	N/A

**Description:**

Developing and monitoring RI's HSP requires the purchase of office supplies which support our computers systems, phone charges, and other various supplies which assist our daily tasks and responsibilities.

**Performance:**

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

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**NHTSA 402PA-22-04:** Preparation of Highway Safety Plan and annual Program Evaluation Report**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$150,000.00	\$78,500.51	N/A

**Description:**

OHS will contract for the development and production of the HSP and the AR required by NHTSA. The project will also fund the development of annual targets for fatalities, fatality rate, and serious injuries. These activities include a review of historic safety performance, estimates for the previous years, and discussion of trends observed to date and their implications on meeting targets. As an overview of various methods used to estimate a range of potential targets will be documented. The information gathered for these tasks was presented to various stakeholders within RIDOT and to the state MPO for review. This project also provides funds to assist with the development and execution of RI's SHSP. Specific tasks include annual refinement of all emphasis areas based on current data trends and execution of certain countermeasures identified such as pedestrian and bicycle education, DDACTS for impaired driving, etc.

**Performance:**

Both plan and report were created internally and supported by VHB as OHS' paid consultant.

**NHTSA 402PA-22-05:** Travel and Training**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$30,000.00	\$140.75	N/A

**Description:**

Although in the past few years OHS staff has been unable to travel due to state policies, we continue to hope those policies will soon be re-adjusted and safety staff will be allowed to attend in-state and out of state highway safety conferences and training sessions.

**Performance:**

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

**NHTSA 402PA-22-06: Grants Management System****Subrecipient:** Office on Highway Safety/

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$200,000.00	\$197,924.09	Started and Continued to FY2023

**Description:**

Grant management is the process and method the OHS will use to oversee our NHTSA funded grants, reimbursement processes, application processing, monitoring, and year end reporting. It will encompass every part of a NHTSA grant's lifecycle, from pre-award research through post-award grant closeout. The process is always evolving and includes various lifecycle tasks through its unique award phases. Grantmaking is a complex and time-consuming exercise, even for our relatively small sub-recipients. The entire process — including tracking scores of applications, reviewers, requirements, and payments simultaneously — takes serious planning, foresight, and we believe that a good grants management software solution will keep us organized and more efficient and effective as a small safety team. We believe it strengthens our communications with applicants and grantees for the duration of the grant life cycle. The software should automate many of our administrative tasks associated with grantmaking, freeing staff to concentrate on strategy, relationships, and opportunities otherwise lost inside an inefficient grantmaking process. With developments in technology, the smart use of data has become a priority for grants management packages and once integrated into our grants management system with external data from organizations and DOT's crash data repository we can access critical information that we can use to put resources in the hands of our sub-recipients much more quickly. Modern grants management software also allows organizations one-click access to their own grantmaking data (e.g., geographical, program area, funds awarded, and more), revealing insights that are revolutionizing the way philanthropy thinks about grantmaking. As interfaces become easier to use and mobile technology becomes commonplace, foundation staff has quicker access to the data it needs — anytime, anywhere.

**Performance**

The process and development of a grants management system have been started and will need to continue into FY23. OHS utilized an already contracted vendor, VHB, to develop and create this system based upon the input and needs of the OHS. Testing of a pilot was started but was put on hold to continue work on our HSP, close of FY22 and start of FY23.

**NHTSA 402PA-22-07: OHS Web-based Education & Training Outreach****Subrecipient:** Office on Highway Safety/TBD

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$5,000.00	\$0.00	N/A

**Description:**

This project will fund the ability of OHS to obtain the necessary equipment, programs, and services to provide web-based training opportunities. These trainings may include all highway safety program areas to educate our stakeholders to include law enforcement and community groups. Services to conduct web-based training require fees to host such events.

**Performance**

We purchased limited equipment (headsets) to begin this project but was unable to complete it. No NHTSA funds were expended for this project in FY22.

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**NHTSA 164AL-22-01/402MC-22-01/402OP-22-01/402PS-22-01/402PT-22-01/402SA-22-01/402DD-22-01/FDLIDC-22-01:** OHS Salaries

**Subrecipient:** Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$700,000.00	\$639,897.44	N/A
<b>Section 402</b>	\$996,000.00	\$501,863.85	
<b>Section 405D</b>	\$0.00	\$0.00	

**Description:**

This project will fund the ability of OHS to obtain the necessary equipment, programs, and services to provide web-based training opportunities. These trainings may include all highway safety program areas to educate our stakeholders to include law enforcement and community groups. Services to conduct web-based training require fees to host such events.

**Performance:**

All NHTSA funded staff was supported with these funds.

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## 3.11 Media

### Problem Statement

The RIDOT Office on Highway Safety recognizes that Media is a valuable tool for sharing information to the broadest possible audience and those messages go a long way to underscore the importance of our actions to reduce severity in traffic crashes.

### Performance Measures and Targets

**Table 3.20** summarizes the Media performance measures and targets identified in the 2022 HSP. The relationship between the individual projects and the performance measures are described in **Table 3.20**.

**Table 3.20 Planning and Administration Performance Measures**

Performance Targets	Performance Measures
Increase perception of being ticketed for failure to wear safety belts "always" or "nearly always" from 44 percent in 2019 to 47 percent in 2022.	The perception of being ticketed for failure to wear safety belts "always" or "nearly always" was 35 percent in 2022.
Increase awareness of "Click It or Ticket" slogan from 84 percent in 2019 to 92 percent in 2022.	Drivers aware of "Click It or Ticket" slogan was 84 percent in 2022.
Increase perception of being arrested by law enforcement after drinking and driving "always" or "nearly always" from 50 percent in 2019 to 60 percent in 2022.	The perception of being arrested for after drinking and driving "always" or "nearly always" was 47 percent in 2022.
Increase recognition of DSoGPO impaired driving enforcement slogan from 52 percent in 2019 to 65 percent in 2022.	Drivers who recognize the DSoGPO slogan was 45.3 percent in 2022.

### Planned Activities and Funding

The 2022 HSP identified 17 planning and administration projects to address the above performance measures and make progress towards the targets. **Table 3.20** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

**Table 3.21 FFY2022 Media**

<b>Activity Number</b>	<b>Subrecipient</b>	<b>Funding Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>164PM-22-01</b>	Paid Media (AL)	\$500,000.00	\$248,579.47	Complete
<b>164PM-22-02</b>	Creative Media (AL)	\$400,000.00	\$77,289.10	Complete
<b>164PM-22-03</b>	Newport Gulls Sports Marketing Sponsorship	\$6,000.00	\$5,600.00	Complete
<b>FDLPEM-22-01</b>	PSE Sports & Entertainment Marketing Sponsorship	\$15,000.00	\$15,000.00	Complete
<b>M2PE-22-04</b>	Paid Media (CPS)	\$25,000.00	\$0.00	Did not occur
<b>M8PE-22-04</b>	Paid Media (DD)	\$486,036.91	\$486,036.91	Complete
<b>M8PE-22-03</b>	Creative Media (DD)	\$300,000.00	\$0.00	Did not occur
<b>402PM-22-05</b>	Paid Media (MC)	\$110,000.00	\$0.00	Did not occur
<b>402PM-22-06</b>	Creative Media Awareness Personal Protective Gear	\$100,000.00	\$0.00	Did not occur
<b>402PM-22-01</b>	Paid Media (OP)	\$200,000.00	\$75,000.00	Complete
<b>402PM-22-02</b>	Creative Media (OP)	\$134,169.31	134,169.31	Complete
<b>FHPE-22-04</b>	Paid Media (Ped/Bike)	\$200,000.00	\$0.00	Did not occur
<b>FHPE-22-05</b>	Creative Media (Ped/Bike)	\$100,000.00	\$0.00	Did not occur
<b>402PM-22-03</b>	Paid Media (Speed)	\$250,000.00	\$0.00	Did not occur
<b>402PM-22-04</b>	Creative Media (Speed)	\$100,000.00	\$54,278.7	Complete

### Project Descriptions

The following are descriptions of the Media projects, including the outcomes of the projects over the 2022 fiscal year.

**NHTSA 164PM-22-01:** Paid Media (AL)

**Subrecipient:** Approved Consultant

<b>Funding Source</b>	<b>Funds Granted</b>	<b>Funds Expended</b>	<b>Project Status</b>
<b>Section 164</b>	\$500,000.00	\$248,579.47	Complete

#### Description:

OHS developed and implemented a statewide paid media campaign for the DSoGPO campaigns to coincide with enforcement mobilizations scheduled for December 2020 and August/September 2021 in addition to supporting monthly sustained enforcement. The target audience is 20-50-year-old males. The media buy is expected to cover print, online/web/Internet and "out of home" (billboard/bus/movie theater). Media materials are produced in both English and Spanish and the venues are chosen based on market data for each audience.

**Performance:**

Please see submitted media report.

**NHTSA 164PM-22-02: Creative Media (AL)**

**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$400,000.00	\$77,289.10	Complete

**Description:**

OHS will enter into a contract with a public relations firm (listed on our state’s MPA list) for creative media to create and produce an alcohol impaired driving campaign that will serve as a “part 5” in our “Ripple Effect” efforts. These campaigns have offered increased awareness and education regarding Traffic Safety countermeasures targeting the reduction of alcohol impaired driving behavior. The campaigns specifically target alcohol related traffic behavior and fatalities. Due to the unprecedented reach and frequency of the campaigns, the Ripple Effect has become branded in motorists’ minds and our strategy is to continue to build off and promote the brand further with continued innovative attention catching appeals to motorists on the issue of drunk driving.

**Performance:**

A contract was entered into with The RDW Group, which created “Part 5” of the “Ripple Effect” to include providing clear action items to stop impaired driving incidences. The Creative assets were subsequently deployed via the Paid Media Purchase and Placement Project, thus continuing to strengthen the brand and impact the research derived target audiences selected through a data driven process.

**NHTSA 164PM-22-03: Newport Gulls-Drunk Driving Education**

**Subrecipient:** Newport Gulls

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 164</b>	\$6,000.00	\$5,600.00	Complete

**Description:**

This project will fund a media campaign to change the behavior of individuals currently with their license and of legal drinking age as well as educate those who will one day operate a motor vehicle.

**Performance:**

The goal of this project was to raise awareness of the detriments of Alcohol Impaired Driving, bolstering RI DOT’s overall marketing campaign. Using digital and print media, the Gulls accomplished this goal as 30,000+ printed materials were distributed over the course of the summer of 2022 and banners were prominently displayed as intended on one of Rhode Island’s most heavily trafficked streets, raising awareness for Rhode Islanders to not drink and drive.

**NHTSA FDLPEM-22-01: Learfield Sports Marketing Sponsorship**  
**Subrecipient: Learfield IMG**

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405</b>	\$15,000.00	\$15,000.00	Complete

**Description:**

Learfield IMG contracts with the Rhode Island Convention Center to market advertising for the following Providence sports and entertainment venues in addition to the Convention Center itself; the Dunkin' Donuts Center and the VETS (aka Veterans Memorial Auditorium). Between the Dunkin' Donuts Center, Rhode Island Convention Center and the VETS, OHS messaging will reach over 1,000,000 local sports and entertainment event goers.

The demos for the Providence Bruins and Providence College Friars skew towards college aged to middle aged males which have shown to be a target audience for the Impaired Driving and Distracted Driving Messaging. Sports fans and event goers who attend Providence Bruins and Providence College Friars games as well as other concerts and shows between the venues are also impacted.

The project will be implemented by Learfield IMG College's local team at Providence Venues & Sports Properties.

Assets with alcohol impaired driving and distracted driving messaging will be in the form of (2) fixed position dasher board signs with the Providence Bruins on opposite, high visibility locations at ice level. Also, scoreboard messaging in-game with the P-Bruins and digital signage on the concourse which will run during all P-Bruins, PC Friars, family shows, concerts, special events and conference at all events held in the Dunkin' Donuts Center, RI Convention Center.

**Performance:**

Impaired driving messaging was provided by Learfield in the following locations:

NAME	PROPERTY	QTY
DASHERBOARD SIGNAGE (TV-SIDE)	PROVIDENCE BRUINS	1
DASHERBOARD SIGNAGE	PROVIDENCE BRUINS	1
DIGITAL SIGNAGE (CONCOURSE & FOOD COURT - P-BRUINS)	DUNKIN' DONUTS CENTER	1
DIGITAL SIGNAGE (CONCOURSE & FOOD COURT - PC FRIARS)	DUNKIN' DONUTS CENTER	1
DIGITAL SIGNAGE (CONCOURSE & FOOD COURT - DDC EVENTS)	DUNKIN' DONUTS CENTER	1
DIGITAL SIGNAGE (SUITE LEVEL)	DUNKIN' DONUTS CENTER	1
DIGITAL SIGNAGE (MAIN CONCOURSE & LOBBY)	RI CONVENTION CENTER	1
DIGITAL SIGNAGE	THE VETS	1
SCOREBOARD CENTER PANEL AD (IN-GAME)	PROVIDENCE BRUINS	1
SOCIAL MEDIA FEATURE AD	PROVIDENCE BRUINS	4
WEBSITE AD BANNER (HOMEPAGE - RECTANGLE)	PROVIDENCE BRUINS & DDC	1

**NHTSA M2PE-22-04:** Paid Media (CPS)**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405B</b>	\$25,000.00	\$0.00	Did not occur

**Description:**

OHS will inform the public via paid media of all the steps of child restraints, including infant seats, convertible seats, forward-facing seats, booster seats, and safety belts. The media buy is expected to cover on-line/web/Internet and "out of home" (billboard/bus) with the target market of parents and caregivers, with emphasis on women between 18 and 40. The media buy will coincide with National Child Passenger Safety Week. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA M8PE-22-04:** Paid Media Distracted Driving**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	\$300,000.00	\$486,036.91	Complete

**Description:**

OHS will fund placement of media to support law enforcement mobilizations, including during National Distracted Driving Month (April 2022). Our primary target audience will be adults between 25 to 54 years old, with the secondary target being adults 16-24 years old. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-by analysis, which will serve as the evaluation for this project.

**Performance:**

See Media Report

**NHTSA M8PE-22-03:** Creative Media Distracted Driving**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405E</b>	\$300,000.00	\$0.00	Did not occur

**Description:**

OHS contracted with a public relations firm (listed on our state's MPA list) for creative media to create and produce an impaired driving campaign that will serve as a "part 4" in our "Ripple Effect" efforts. Both of those campaigns have offered increased awareness and education regarding Traffic Safety countermeasures targeting the reduction of impaired driving behavior. These campaigns specifically target alcohol related traffic behavior and fatalities.

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA 402PM-22-05: Paid Media Awareness Campaign**

**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$110,000.00	\$0.00	Did not occur

**Description:**

OHS entered into a contract with a public relations firm for creative media to create and produce ads for each of the major campaigns. When OHS implements a media plan we receive reach and frequency numbers and impressions listed to answer the "penetration of the target audience". There is a need to create more localized messages that highlight local stories, local issues, local strengths and local partners. OHS will also increase our social media presence. We also use our DMV survey data, and we rely on Providence media expertise to purchase media buys and creative. The date of the campaign is May 2019 and will target all drivers with the message of "Motorcycle Safety is a Two-Way Street."

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA 402PM-22-06: Creative Media Motorcycle Awareness Personal Protective Gear**

**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$100,000.00	\$0.00	Did not occur

**Description:**

OHS will develop creative media in the three major areas, impaired driving, protective gear, and speeding, to address and appeal to motorcycle riders in specific age groups and demographics based on 2010 to 2015 data trends that we have found. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements developed under this plan include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA 402PM-22-01:** Paid Media (OP)

**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$200,000.00	\$223,530.13	Complete

**Description:**

Targeted to Men 18-34 in the State of Rhode Island, this buy utilizes a multi-media approach to capture viewers/listeners at all points in their daily life. It includes a variety of digital and offline tactics to ensure we are reaching our target where they are consuming media.

This robust schedule will bring awareness of the repercussions of driving without a seatbelt and is estimated to deliver over 20 million impressions during the flight. \$7,775 in added value media was negotiated for this campaign.

**Performance:**

Please see submitted media report.

**NHTSA 402PM-22-02:** Creative Media (OP)

**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$248,700.00	\$248,700.00	Complete

**Description:**

OHS will contract with a State of RI-approved media consultant to create and produce a major occupant restraint campaign. Our primary target market will be males 16-34 years old, with rural drivers as a secondary audience. OHS has long believed OHS messaging needs to be localized to RI's uniqueness. Pickup truck drivers (majority located in rural sections of state) remain high in unbelted usage. rates. Our consultant will target that area using media components that attract that population. We will use Texas DOT "Buckle Up in Your Truck" campaign as a starting point for our creative media campaign and customize to resonate with the unique demographics and characteristics of RI to reach these audiences. Focus groups will be conducted to determine the best creative direction.

**Performance:**

We secured a state-approved contract with The RDW Group in FFY 2021 and continued into FFY 2022. The two Focus Groups' strong reactions to 'Reasons.' i.e. excuses (for not wearing a seat belt) reinforce that hard-hitting messages effectively convey the importance of wearing seatbelts. This finding is consistent with the Phase 1 research and other research studies, which showed that some graphic PSA messages imprint more permanently on the mind and lead to more effective long-term behavioral change. ("It works because it shows someone actually getting hurt."

**NHTSA FHPE-22-04:** Paid Media Pedestrian/Bicycle**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$200,000.00	\$0.00	Did not occur

**Description:**

OHS will fund media placement to further education of the motoring public, pedestrians and bicyclists regarding motor vehicle laws intended to protect pedestrians and bicyclists from injury. Using a State of Rhode Island Master Price Agreement (MPA) vendor, our primary target audience will be adults 18-45. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA FHPE-22-05:** Creative Media Pedestrian/Bicycle**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 405H</b>	\$100,000.00	\$0.00	Did not occur

**Description:**

OHS will fund creation of media to further education of the motoring public, pedestrians and bicyclists regarding motor vehicle laws intended to protect pedestrians and bicyclists from injury. Using a State of Rhode Island Master Price Agreement (MPA) vendor to design the creative materials, our primary target audience will be adults 18-45. Focus groups will be conducted to determine the best creative direction to reach these audiences.

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA 402PM-22-03:** Paid Media Speed**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402PT</b>	\$250,000.00	\$0.00	Did not occur

**Description:**

OHS will develop and implement statewide paid and earned media campaigns for the "Obey the Sign or Pay the Fine" law enforcement mobilizations. The target audience will be 16- to 34-year-old males. Media materials will be produced in both English and Spanish and the venues will be chosen based on market data for each audience. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.



**Performance:**

RFP delay in approval process. Continued into FFY 2023.

**NHTSA 402PM-22-04: Creative Media Speed**

**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
<b>Section 402</b>	\$100,000.00	\$54,278.70	Complete

**Description:**

OHS' contract with a public relations firm for creative media will include creation and production of ads for the "Obey the Sign or Pay the Fine" campaign. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

**Performance:**

RFP delay in approval process. Continued into FFY 2023.

## 4

## State Attitudes Survey Reports

### 4.1 Rhode Island Click it or Ticket Campaign 2022 – DMV Awareness Survey Results

The purpose of this summary report is to share with the Rhode Island Department of Transportation's Office on Highway Safety (OHS) results of the Summer 2022 survey effort surrounding the Click It or Ticket Initiative. The 2022 survey is probability-based, and estimates are representative of seat belt use for the entire state of Rhode Island. Statewide belt use (the official belt use rate reported to NHTSA) is derived solely from *daytime* observations; the 2022 survey results provide an up-to-date estimate comparable to the previous statewide surveys of belt use. Across the 90 observation sites, 14,632 drivers and front-seat outboard passengers were observed during daytime hours. The weighted use rate for these drivers and passengers was 87.1 percent, a slight decrease from the previous year (2021).

#### Basic Information and Demographics

In 2022, 506 web awareness survey was collected. **Table 4.1** summarizes the demographic characteristics of the web survey respondents. Roughly half of respondents were female (50.6%) and (47.8%) respectively were male. The two most common reported age categories for respondents were *60+ years old* (30.8%) and second most common age group were 21-34 years old (23.7%). Most respondents were *caucasian* (78.7%) followed by Spanish/Hispanic/Latino (5.9%) and African American (7.5%). Majority of the respondents were fall in \$50,000 to \$74,999 income bracket (19.4%). Most of the respondents had bachelor's degree (28.6%) or High school or equivalent (GED) (37.5%).

**Table 4.1 Demographic Characteristics of Survey Respondents**

Characteristic	Percentage (%)
<b>Gender</b>	
Male	47.8
Female	50.6
Other	1.6
<b>Total (N)</b>	<b>100% (N=506)</b>
<b>Age</b>	
18-20	3.6
21-34	23.7
35-49	22.7
50-59	18.2

<b>Characteristic</b>	<b>Percentage (%)</b>
60+	30.8
No Response	1.0
<b>Race</b>	
Caucasian	78.7
African American	7.5
Spanish/Hispanic/Latino	5.9
American Indian/Alaskan	
Native	1.2
Asian	3.0
Native Hawaiian or Other	
Pacific Islander	0.2
Other & No Response	3.6
<b>Total (N)</b>	<b>100% (N=506)</b>
<b>Income</b>	
Less than \$25,000	14.2
\$25,000 to \$34,999	11.1
\$35,000 to \$49,999	13.6
\$50,000 to \$74,999	19.4
\$75,000 to \$99,999	13.8
\$100,000 to \$149,999	14.4
\$150,000 to \$199,999	3.2
Over \$200,000	2.4
No Response	7.9
<b>Total (N)</b>	<b>100% (N=506)</b>
<b>Education</b>	
Some high school	1.8
High school or equivalent (GED)	37.5
Bachelor's degree	28.5
Master's degree	12.8
Ph.D. or higher	2.6
Trade school	6.9
Other & No Response	9.9
<b>Total (N)</b>	<b>100% (N=506)</b>

**Table 4.2** summarizes the findings for the survey questions. Questions were grouped together with others based on subject similarity.

### **Belt Use, Belt Use Change & Belt Ticketing Perceptions**

For the question regarding how often respondent use seat belt, 90.5% of respondents said they always use the seatbelt while only 0.4% said they never use seat belt. Similarly, use of seat belt in the rear seat, majority of the respondents said they always use seat belt (67.6%) and only 4.5% of the respondent said they never use it.

**Table 4.2 Self-Reported Belt Use and Belt Use Change, Questions 8 and 9**

<b>Question</b>	<b>Percentage (%)</b>
<b>Q6. How often do you use seat belts when you drive/ride in a motor vehicle?</b>	
Always	90.5
Nearly Always	5.9
Sometimes	2.6
Rarely	0.6
Never	0.4
<b>Total (N)</b>	<b>100% (N=506)</b>

<b>Question</b>	<b>Percentage (%)</b>
<b>Q7. How often do you wear a seat belt when you are a REAR SEAT passenger in a motor vehicle?</b>	
Always	67.6
Nearly Always	16.4
Sometimes	6.7
Rarely	4.7
Never	4.5
<b>Total (N)</b>	<b>100% (N=506)</b>

Perceptions about the chances of getting a ticket while not wearing a seat belt is showed in the following questions. Only 18.0 % of the respondents think that chances are of someone getting a ticket for not wearing a seat belt during daylight hours is "always". Similarly, 12.1% of the respondents think the chances are of someone getting a ticket for not wearing a seat belt after dark is 'always". In the daylight scenario, a majority of the respondents think that there is only possibility of "sometimes" to get a ticket whereas in the after dark scenario, a majority of the respondents think that there is only possibility of "rarely" to get a ticket. **Table 4.3** shows response-level results.

**Table 4.3 Chance of Belt Ticketing**

<b>Question</b>	<b>Percentage (%)</b>
<b>Q8. What do you think the chances are of someone getting a ticket for not wearing a seat belt during DAYLIGHT hours?</b>	
Always	18.0
Nearly Always	17.6
Sometimes	44.9
Rarely	17.8
Never	1.8
<b>Total N</b>	<b>100%(N=506)</b>

<b>Question</b>	<b>Percentage (%)</b>
<b>Q9. What do you think the chances are of someone getting a ticket for not wearing a seat belt AFTER DARK?</b>	
Always	12.1
Nearly Always	14.3
Sometimes	34.5
Rarely	34.5
Never	4.8
<b>Total N</b>	<b>100%(N=506)</b>

Some changes in self-reported distracted driving behaviors were observed. Respondents were asked how often they 1) *talk on a handheld phone*, 2) *talk on a hands-free device*, and 3) *send text messages or emails* while driving.

The percentage of Respondents that reported “Always” or “Nearly Always” talking on a hand-held cellular phone while driving was 3.2 percent and 2.2 percent, respectively. Similarly, the percentage of Respondents that reported “Always” or “Nearly Always” send text messages or emails on a hand-held cellular phone while driving was 2.6 and 2.4 percent, respectively. When asked if they have you read, seen, or heard anything about police being focused on enforcing distracted driving related to handheld cell phone use in the past 90 days, only 29.2 percentage of respondents said “Yes”. The percentage of Respondents that reported “Always” or “Nearly Always” think the chances are of someone getting a ticket for talking on a handheld cell phone while driving is 16.8 and 19.2 percent, respectively. Similarly, the percentage of Respondents that reported “Always” or “Nearly Always” think the chances are of someone getting a ticket for sending text messages or emails on a hand-held cellular phone while driving is 15.2 and 18.8 percent, respectively.

<b>Question</b>	<b>Percentage (%)</b>
<b>Q12. How often do you talk on a <u>HANDHELD</u> cell phone while driving?</b>	
Always	3.2
Nearly Always	2.2
Sometimes	12.1
Rarely	27.1
Never	55.4
<b>Total N</b>	<b>100%(N=505)</b>

Question	Percentage (%)
<b>Q13.</b> How often do you send text messages or emails on a <u>HANDHELD</u> cell phone while driving?	
Always	2.6
Nearly Always	2.4
Sometimes	9.7
Rarely	21.7
Never	63.6
<b>Total N</b>	<b>100%(N=506)</b>

Question	Percentage (%)
<b>Q14.</b> <u>In the past 90 days</u> , have you read, seen, or heard anything about police being focused on enforcing distracted driving related to <u>HANDHELD</u> cell phone use?	
Yes	29.2
No	70.8
<b>Total N</b>	<b>100%(N=506)</b>

Question	Percentage (%)
<b>Q15.</b> What do you think the chances are of someone getting a ticket for talking on a <u>HANDHELD</u> cell phone while driving?	
Always	16.8
Nearly Always	19.2
Sometimes	38.3
Rarely	21.5
Never	4.2
<b>Total N</b>	<b>100%(N=506)</b>

Question	Percentage (%)
<b>Q16.</b> What do you think the chances are of someone getting a ticket for sending texts or emails on a <u>HANDHELD</u> cell phone while driving?	
Always	15.2
Nearly Always	18.8
Sometimes	39.5
Rarely	22.3
Never	4.2
<b>Total N</b>	<b>100%(N=506)</b>

## Awareness of Seat Belt Message, Slogan Recognition and Ticket Amount

Respondents who said "Yes" indicating they had "seen or heard about extra enforcement where police were looking at seat belt use" is only 24.1 percent. Respondents who had seen or heard about extra enforcement were then asked about the source and the nature of the message. Results are summarized in Table below. The most frequently reported source of seat belt awareness messages was the "television" (52.5%) followed by "radio" (29.8%). Respondents were also asked if they knew the name of any seat belt enforcement program in Rhode Island. The campaign slogan, "**Click It or Ticket**" showed strong recognition among the respondents with 85.8 percentage.

**Table 4.4 Survey Questions 10, 10a, and 11**

Question	Percentage (%)
<b>Q10. In the past 90 days, have you read, seen, or heard anything about police being focused on seat belt enforcement?</b>	
Yes	24.1
No	75.9
<b>Total (N)</b>	<b>100% (N=506)</b>
<b>Q10a. If <u>Yes</u>, where did you see or hear about it?</b>	
Newspaper	16.5
Radio	29.8
Internet	20.5
TV	52.5
Poster	12.4
Billboard	25.6
Police Patrol	13.2
Electronic Message Board	25.4
Bus Ad	4.1
Other	3.3
Don't Know	4.1
<b>Q11. Do you know the name of any seat belt enforcement program(s) in Rhode Island?</b>	
Click It or Ticket	85.8
Buckle Up. No Excuses!	15.8
Survive Your Drive	5.5
Other	0.0
Don't Know	9.9

## Speeding and Perception of Severity of Enforcement & Experience with Enforcement

Respondents were asked about the speed limit violation, and respondents that reported “Always” or “Nearly Always” drive faster than 35 mph on 20 mph road was 3.0 and 5.7 percent, respectively. While respondents said “Always” or “Nearly Always” drive faster than 70 mph on 65 mph road was 6.9 and 19.3 percent, respectively. When asked about if they had “seen or heard about anything about police being focused on speed enforcement in the past 90 days, only 39.1 percent of respondents said “Yes”. Respondents also asked chances of chances are of someone getting a ticket for driving over the speed limit and 14.8 percent said “Always”, and 25.3 percent said, “Nearly Always”.

Question	Percentage (%)
<b>Q17. On a local road with a speed limit of 20 mph, how often do you drive faster than 35 mph?</b>	
Always	3.0
Nearly Always	5.7
Sometimes	28.7
Rarely	36.6
Never	26.1
<b>Total N</b>	<b>100%(N=506)</b>

Question	Percentage (%)
<b>Q18. On a road with a speed limit of 65 mph, how often to you drive faster than 70 mph?</b>	
Always	6.9
Nearly Always	19.3
Sometimes	37.7
Rarely	23.7
Never	12.4
<b>Total N</b>	<b>100%(N=506)</b>

Question	Percentage (%)
<b>Q19. In the past 30 days, have you read, seen, or heard anything about police being focused on speed enforcement?</b>	
Yes	39.1
No	60.9
<b>Total N</b>	<b>100%(N=506)</b>



<b>Question</b>	<b>Percentage (%)</b>
<b>Q20. What do you think the chances are of someone getting a ticket for driving over the speed limit?</b>	
Always	14.8
Nearly Always	25.3
Sometimes	51.0
Rarely	7.1
Never	1.8
<b>Total N</b>	<b>100%(N=506)</b>

### **Awareness of Impaired Driving Message and Slogan Recognition**

The percentage of the respondents personally witnessing a mobile alcohol breath testing unit where police process drunk drivers in past 90 days was 8.7. When they are asked the chances are of someone getting arrested for drinking and driving, respondents indicated "Always" or "Nearly Always" was 22.5 and 24.9 percent, respectively. While only 1.8 percent of the respondents said the chances are of someone getting arrested for drinking and driving was "Never".

<b>Question</b>	<b>Percentage (%)</b>
<b>Q22. <u>In the past 90 days</u>, have you seen a mobile alcohol breath testing unit where police process drunk drivers?</b>	
Yes	8.7
No	91.3
<b>Total N</b>	<b>100%(N=505)</b>

<b>Question</b>	<b>Percentage (%)</b>
<b>Q23. What do you think the chances are of someone getting arrested for drinking and driving?</b>	
Always	22.5
Nearly Always	24.9
Sometimes	42.7
Rarely	8.1
Never	1.8
<b>Total N</b>	<b>100%(N=506)</b>

## Awareness of Impaired Driving Message and Slogan Recognition

Respondents who said “Yes” indicating they had “*read, seen or heard anything about impaired driving in Rhode Island*” in the past 90 days is 45.3%. The most frequently reported source of impaired driving messages was the “*television*” (62.9%) followed by “*electronic message sign*” (35.8%). While only 10.9 percentage of the respondents indicated that they had “*read, seen or heard anything about impaired driving in Rhode Island*” via “*Police Patrol*”.

Respondents were also asked if they knew the name of any impaired driving enforcement programs in Rhode Island. “***Drive Sober or Get Pulled Over***” was recognized by 60.5 percentage of the respondents. The second most recognized slogan was “***You Drink and Drive, You Lose***” among the respondents (44.7%). “***Friends Don’t Let Friends Drive Drunk***” was recognized by 42.7 percentage of the respondents.

**Table 4.5 Survey Questions 24, 24a and 25**

Question	Percentage (%)
<b>Q24. In the past 90 days, have you read, seen, or heard anything about police being focused on enforcing drunk driving laws?</b>	
Yes	45.3
No	54.7
<b>Total (N)</b>	<b>100% (N=506)</b>
<b>Q24a. If Yes, where did you see or hear about it?</b>	
Newspaper	17.5
Radio	36.2
Internet	29.7
TV	62.9
Poster	10.9
Billboard	27.1
Police Patrol	10.9
Electronic Message Board	35.8
Bus Ad	7.0
Other	1.7
Don’t Know	2.6
<b>Q25. Do you know the name of any alcohol impaired driving enforcement program(s) in Rhode Island?</b>	
Drive Sober or Get Pulled Over	60.5
The Ripple Effect	24.3
You Drink & Drive. You Lose	44.7
Team DUI	4.2

<b>Question</b>	<b>Percentage (%)</b>
Friends Don't Let Friends Drive Drunk	42.7
Please Step Away from Your Vehicle	3.4
Enough!	3.0
MADD's Red Ribbon	10.9
Buzzed Driving is Drunk Driving	28.7
Other	0.4
Don't Know	14.0

## 4.1 Seat Belt Survey Results

The Office on Highway Safety (OHS) is responsible for the administration of the State of Rhode Island's Highway Safety Program. Occupant protection is among several significant program areas for which OHS is responsible. A portion of the Office on Highway Safety occupant protection program funding comes from the Federal Government which requires administration of a statewide survey of seat belt use that must adhere to Federal Register Guidelines. The most recent survey was conducted in June 2022.

The 2022 survey, used the same sites which were resampled in 2018, determined statewide safety belt usage for drivers and outboard front seat passengers in passenger vehicles during daytime hours. Additional use rates were calculated for specific locations, type of vehicle, as well as other conditions that may be associated with seat belt use.

### 4.1.1 Site Selection

Road segments were mapped according to the latitude and longitude of their midpoints. The selected road segment was identified by an intersection or interchange that occurred within or just beyond the segment. If no intersection or interchange occurred within the segment, then any point on that road could be used for observation. Data collection sites were deterministically selected such that traffic would be moving during the observation period. Therefore, sites were assigned to locations within the segment that were 50 yards from any controlled intersections. For interstate highways, data collection will occur on a ramp carrying traffic that is exiting the highway.

The locations of the data collection sites were described on Site Assignment Sheets for each county and maps were developed to assist the Data Collectors and QC Monitors in traveling to the assigned locations (it was recommended that personal GPS units were programmed ahead of time).

Traffic direction was determined by randomly assigning a 1 or 2 to each site (random.org) in which a 1 represents 'Observe traffic coming from north or east' and 2 represents 'Observe traffic coming from south or west.'

### 4.1.2 Site Observation Details

After initial site selection took place, all sites were described by location, possible observation points, and direction of travel to be observed. The complete road segment was also described by map details such as road name or number and segment start and end points. This was done so that each observer would know the range of alternate sites to consider in the off chance that an alternate site needed to be selected.

Due to the extent of data elements that need to be collected for each vehicle, (vehicle type, gender, race, driver/passenger belt use, etc.), we gave preference to observation points where traffic naturally slows or stops. Preferable locations were near intersections which may cause vehicles to slow, increasing the time for observation and improving data completeness and accuracy. For limited access highway segments, we capture traffic at or near an exit ramp where traffic should be slow enough to allow reliable and accurate observations to be made. Finding a location with slowing traffic is not a strict requirement. In the past, our observers have accurately made such observations during free-flowing traffic with a minimum number of "unknowns."

### 4.1.3 Observers

All observers are hired and trained by PRG. Three (3) PRG observers participated in the 2021 daytime observations, all having had extensive seat belt observation experience in addition to field instruction and multiple training sessions. These observers, working alone, performed all field data collection for this evaluation. Prior to any data collection, all observers went through a training "refresher course" where the procedures were reviewed with all observers in a training session which included on-street practice. Training included additional procedures to follow should a site be temporarily unusable (e.g., due to bad weather or temporary traffic disruption), unusable during this survey period (e.g., due to construction), or permanently unusable (road closure, public area becoming private, etc.). Training was conducted several weeks prior to the start of observations.

### 4.1.4 Scheduling & Mapping

Daytime observations were conducted Sunday-Saturday during daylight hours between 7:00 a.m. and 6:00 p.m. Each county's observations were scheduled, in advance, to be conducted in four clusters, with a maximum of five sites scheduled for each day. The first site to be observed was randomly selected; the subsequent sites were assigned in an order which provided balance by type of site and time of day while minimizing travel distance and time. For each site, the schedule specified time of day, day of week, roadway to observe, and direction of traffic to observe. Time of day was specified as one of five time periods, 7:00 – 9:00 a.m., 9:00 – 11:00 a.m., 11:00 a.m. – 2:00 p.m., 2:00 – 4:00 p.m., and 4:00 – 6:00 p.m., with a 60-minute observation period to take place for each individual site (within the timeframes noted above).

Observation sites were mapped in advance by PRG's in-house Field Data Coordinator. Each scheduled observer was provided with a link to Google Maps which provided pinned locations based on latitude/longitude. They were also provided with electronic scans (and printouts) of hand-drawn maps from prior observations which indicated where to park and stand during each observation period. Mapping helps to identify geographic location of sites as well as lay out the timeline for each observation day. Advanced mapping preparation enabled observers to plan trips well ahead of time, thereby increasing efficiency in travel and labor.

#### **4.1.5 Data Collection**

Data collection procedures were set forth before any observations took place. These procedures were guided by the Federal Register's Uniform Criteria for State Observational Surveys of Seat Belt Use.

All data collection was conducted according to the observer instructions/procedures provided in Appendix B. Observers were told to review these instructions on a regular basis during the observation process.

In general, the procedures indicated:

- Length of observation period is exactly 60 minutes;
- Qualifying vehicles include cars, pickup trucks, sport utility vehicles and vans;
- Qualifying occupants include the driver and the outboard, front seat passenger (children in a front seat child restraint are excluded from the survey; children that are not restrained and in the front seat qualify);
- Each lane of traffic in one direction is to be observed for equal amounts of time;
- If traffic is moving too quickly on heavy traffic roadways, a reference point some distance away on the road is chosen, by which the next qualifying vehicle must pass before being recorded on the data sheet;
- If rain, heavy fog or other inclement weather occurs, the observer will halt the survey for 15 minutes; if bad weather persists, the site is to be rescheduled; and
- If construction compromises a site, the observer is to move to a nearby location (on the same street) and observe the same stream of traffic. If this is not feasible, an alternate site will be selected.

All passenger vehicles less than 10,000 lbs. Gross Vehicle Weight Rating (GVWR) were eligible to be observed. Survey information was recorded on an observation data collection form (Appendix C) for each 60-minute seat belt observation session. The form was designed so that all pertinent site information can be documented, including county name, city/town/area identifier, exact roadway location, date, day of week, time, weather condition, direction of traffic flow and lane(s) observed. All through lanes will be observed; if traffic is too heavy to observe all at one time, then

time should be split among the lanes to give each through lane equal observation time. Each one-page form includes space to record information on 70 vehicles, the driver of that vehicle, and the outboard, front seat passenger, if any. If more than 70 observations are made, additional sheets will be used and all sheets for the observation site will be stapled together. Observations will include vehicle type (Car, Pick-up truck, SUV or Van) and person gender and race (black, white or other) in addition to belt use.

#### **4.1.6 Building a Data Set**

Several PRG staff members were assigned the responsibility of keypunching all of the data that were collected. After the data were keypunched, 10 percent of all data records were checked and confirmed by PRG in order to verify the quality and accuracy of data entry. No substantial keypunch problems were found. The data set was then analyzed by PRG using both Excel and the Statistical Package for the Social Sciences (SPSS).

#### **4.1.7 Quality Control**

Quality control monitors conducted random, unannounced visits to at least 5% of the observation sites for the purpose of quality control. The monitor ensured that the observer was in the appropriate scheduled place and time and actively conducting observations during the correct observation period. When possible, the monitor remained undetected by the observer.

#### **4.1.8 Results**

In April of 2022, seat belt observations were conducted at a select number of sites. Specifically, 30 of the previous year's newly selected 90 statewide sites were visited. This "Pre" round of data collection is referred to as a "mini" round of observations and is done before any Click It or Ticket media and/or enforcement activity begins.

Unlike the statewide, the mini sites were selected from the statewide observations such that the raw use in the mini was similar to that of the statewide while keeping similar proportion of road types (e.g., interstate). That is, it is designed to give a snapshot of statewide use might be as well as to provide some comparison to gauge the change in seatbelt use from pre-CIOT to Post CIOT.

There were 4,672 vehicles observed during the 2022 mini; Pre-Driver/Passenger belt use measured **89.0%**.

#### **4.1.9 Descriptive Statistics**

The percentages displayed in the tables and description that follow were calculated from raw data counts of drivers and outboard front seat passengers during daytime observations.

Results from the 2022 daytime statewide survey indicate that drivers of passenger cars, sport utility vehicles and vans were far more likely to wear a seat belt than were drivers of pickup trucks. Front seat passengers also showed higher belt use in passenger cars, sports utility vehicles and vans, whereas those in pick-up trucks had the lowest belt use. Overall, belt use rates were highest for drivers and passengers of SUVs (90.7 and 92.4 percent, respectively) and lowest for occupants of pick-up trucks (75.3% for drivers and 77.2% for passengers). Passengers were buckled up more frequently than drivers in all four observed vehicle types. (see Table 4.1).

**Table 4.1 Percent Seat Belt Use by Vehicle Type**

	<b>Car</b>	<b>SUV</b>	<b>Van</b>	<b>Pick-Up</b>
Drivers	87.3%	90.7%	84.4%	75.3%
(N)	4,888	4,800	577	1,630
Passengers	88.7%	92.4%	87.2%	77.2%
(N)	1,100	1,187	148	302

The highest driver belt use rates were found in Newport and Washington counties (89.7% and 91.1%, respectively); see Table 4.2. The highest passenger belt use rate was seen in Washington (94.7%) and Newport (90.7%) counties. The lowest belt use rates were found in Providence County (drivers: 82.6%; passengers 87.1%).

**Table 4.2 Percent Seat Belt Use by County**

	<b>Bristol</b>	<b>Kent</b>	<b>Newport</b>	<b>Providence</b>	<b>Washington</b>
Drivers	85.6%	86.4%	89.7%	82.6%	91.1%
(N)	2,960	2,345	2,040	2,359	2,191
Passengers	84.9%	89.0%	90.7%	87.1%	94.7%
(N)	591	738	547	465	396

In 2022, seat belt use was higher for female drivers and passengers relative to male drivers and passengers (Table 5). Female drivers achieved a 89.9 percent belt use rate and female passengers a 91.0 percent use rate, compared to 84.6 percent for male drivers and 85.4 percent for male passengers.

**Table 4.3 Percent Seat Belt Use by Sex**

	<b>Male</b>	<b>Female</b>
Drivers	84.6%	89.9%
(N)	6,737	5,135
Passengers	85.4%	91.0%
(N)	985	1,747

Seat belt use is higher among white drivers (87.3%) and passengers (90.0%) in 2022; see Table 6. Seat belt use is lowest among black drivers (82.1%) and black

passengers (79.1%). While most observations fell into the Caucasian/White group; African American/Black and All Other vehicle occupants had significantly smaller Ns. Please note given the relatively small amount of data captured on non-white drivers and passengers, these assumptions may be misleading.

**Table 4.4 Percent Seat Belt Use by Race**

	<b>Caucasian/White</b>	<b>African American/Black</b>	<b>Other</b>
Drivers	87.3%	82.1%	86.6%
(N)	10,264	781	850
Passengers	90.0%	79.1%	85.7%
(N)	2,306	158	273



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## 5

## Mobilization Participation Information

The table below shows metrics for the State's mobilization participation in national campaigns.

**Table 5.1 Mobilization Participation**

<b>Campaign</b>	<b>Time Period</b>	<b>Dates</b>	<b>Participating Agencies</b>	<b>Enforcement Hours</b>	<b>Citations</b>	<b>Paid/Earned Media</b>
Drive Sober or Get Pulled Over	Halloween	10/31/2021	5	30	N/A	No
Click It or Ticket	November	11/22/2021-11/28/2021	20	240	302	No
Drive Sober or Get Pulled Over	Thanksgiving	11/24/2021-11/28/2021	20	237	N/A	Yes
Drive Sober or Get Pulled Over	Holidays	12/15/2021 – 1/1/2022	19	284	N/A	Yes
Drive Sober or Get Pulled Over	Superbowl Sunday	2/13/2022	5	28	N/A	Yes
Click It or Ticket	March	3/21/2022-3/27/2022	26	481	621	Yes
Drive Now, Text Later	April	4/4/2022-4/11/2022	22	564	362	No
Drive Sober or Get Pulled Over	Cinco de Mayo	5/4/2022 – 5/5/2022	4	57	N/A	No
Click It or Ticket	May & June	5/23/2022-6/5/2022	27	803	1,058	Yes
Drive Sober or Get Pulled Over	Memorial Day	5/28/2021 – 5/31/2021	12	94.5	N/A	Yes
Drive Sober or Get Pulled Over	4th of July	7/4/2022	4	16	N/A	Yes
Drive Sober or Get Pulled Over	August	8/17/2022 – 9/5/2022	19	235.5	N/A	Yes
Click It or Ticket	September	9/12/2022-9/18/2022	18	227.5	360	No

Note: Citations and arrests are not reported for individual campaigns for Drive Sober or Get Pulled Over

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## 6

## Evidence-Based Enforcement Program

Highway safety experts agree, programs that are Evidence-Based will have a greater opportunity for success. Evidence-based enforcement is an approach to policy making and tactical decision-making at all levels of police agencies. It has value in analyzing a problem and the ability to track performances.

During FFY 2022, the Rhode Island Department of Transportation's Office on Highway Safety (RIDOT-OHS) continued to follow the internal and external policies and procedures required by the state of Rhode Island and the National Highway Traffic Safety Administration (NHTSA). The Office on Highway Safety (OHS) holds all sub-grantees to the identical standards and requires all agencies to follow the same protocols and to adopt similar financial performance tracking reports. In addition to the documentation, during FFY 2022, the Highway Safety Office monitored Evidence-Based Enforcement (EBE) practices and performance measures submitted by all sub-grantees to ensure compliance to internal policies and procedures.

The OHS requires law enforcement agencies to adopt a working model to deploy officers using directed patrols, High Visibility Enforcement (HVE), and location-based by applying available data which follow accepted standards and best practices. All sub-grantees are required to compile with all these standards and practices by documenting all their activities which will be broken down into performance measures. Compiled documentation will be presented and explained when members of the Office on Highway Safety staff performed mandatory monitoring visits and when the monthly invoices and activity from the monthly reports are reviewed.

The OHS also encourages, promotes, and supports enforcement programs that sustains their efforts outside NHTSA funded law enforcement details. In many instances these enforcement initiatives enable agencies to increase normal enforcement practices or establish a stand-alone program. The Highway Office found that a key component to a successful traffic safety program is establishing a partnership with the media outlets. Publicity can be as elaborate as hosting a press conference, writing a media advisory, submitting a press release, or a formal social media posting. We strongly encourage agencies to separate enforcement efforts into three categories:

1. Develop or implement a program that increase citations or motor vehicle contacts along with increasing the number of officers on patrol thus supplementing the efforts of an agencies on-post officers.

2. Create a program that promote more citations or motor vehicle contacts during an officer's normal duty assignment which is more of a targeted or placed-based enforcement.
3. A Selective Traffic Enforcement Program (STEP) as outlined in NHTSA publications and other well publicized campaigns that have been conducted for several years.

The major organizational components of a STEP and any enforcement campaign will be the agency's ability to adequately staff patrols with available funds but also increasing patrols with NHTSA funds. Enforcement programs will not be successful unless an agency has a supportive administration, both inside and outside a police department. In order to receive funds, each law enforcement program must have a well-developed problem identification process, coupled with defined goals and objectives. Agencies should set realistic goals, otherwise their hard work will never be obtainable and could cause frustration because they are not met. For goals to be achieved, they must measurable and include an evaluation component. The OHS set up a step-by-step procedure for agencies to adopt a system for setting, monitoring and successfully completing a goals-based program.

An enforcement strategy that has proven positive results is the High Visibility Enforcement (HVE) model. This program has a proven track record as a viable countermeasure by utilizing a universal traffic-safety approach with predictable results. These programs have built in deterrence methods which over time can change the behavior of unlawful and risky drivers. Combining highly visible and proactive law enforcement strategies which target specific violations, has a deterrence factor that can detect risky driving behaviors, and subsequently reduce crashes in areas identified as community problems.

The OHS carefully monitors the activity of all law enforcement subgrantees, ensuring when possible that only areas where 'hot spots' exist, or traffic crashes and are prime locations to conduct enforcement. With this proactive approach process in place, many serious bodily injury crashes and fatalities can be reduced. This same problem identification model can also be used to collect data for pinpointing crashes by time of day, day of the week, types of roadways and personal information about operators of vehicles and other victims of crashes. The data is also be used to monitor incidents of property damage and possible engineering issues.

Members of the OHS monitor all crashes, and upon request, share the information with sub-grantees and partners. By sharing data many agencies can formulate acceptable countermeasure plans to solve problems moving forward. It is widely accepted that the key to effective and successful enforcement programs is utilizing real time data and submitting a comprehensive plan with projected goals, objectives, and outcomes. In addition to identifying hot sports, Law Enforcement sub-grantees requesting funding for their initial enforcement efforts will also be authorized the flexibility to fund extra enforcement should the problem(s) shift within their community.

By reviewing data, the OHS has an understanding where these high-profile incidents tend to take place and when necessary, meet with law enforcement partners to assist them with a viable plan which includes deploying additional officers with grant funds. Agencies are required to utilize proven countermeasures, such as those spelled out in the 2020 NHTSA publication, Countermeasures that Work.

In FFY 2022 many departments continued to deal with manpower challenges as they attempted to conduct enforcement patrols. At the same time many officers had several other opportunities to work overtime duties. These struggles continued during most of the grant cycle as many agencies are shorthanded even as they attempt to fill vacant positions. It is frustrating when we know where many clusters of crashes and traffic incidents are taking place but being unable to direct law enforcement officers to these locations.

Most Law Enforcement sub-grantees participated in grant funded patrols in FFY 2022 as COVID restrictions were loosened. During these difficult times, the OHS continued to release funds to agencies who developed strong problem identification applications within one or more of the emphasis areas based on NHTSA standards for funding.

At the end of the FFY grant cycles, law enforcement agencies submitted their end-of-year report spelling out where and when the funds were spent. Agencies enumerate by data and invoices how successful they were in meeting their goals. The goals portion is a very important part of the grant application and therefore it is also the information obtained which is valuable when deciding how much money a department will need in the next fiscal year. The OHS will review the year end reports with an eye toward evaluating how much an agency should be requesting for the upcoming fiscal year. As with all sub-grantees, the OHS must ensure that funds are spent efficiently and effectively and support the goals as stated in the FFY 2022 Highway Safety Plan.

At the beginning of Law Enforcement sub-grantees federal fiscal year, the OHS requires agencies to follow the established policies and procedures.

(a) Collection, analysis, and promulgation of specific data related to the Office on Highway Safety priorities, who is crashing, where are they crashing, when they are crashing and how they are crashing.

(b) Allocation of funding for enforcement be based on problem identification in order to implement effective and efficient strategies and countermeasures.

(c) Use the philosophy of utilizing data to fund law enforcement activities with continued monitoring, while also looking at the important element of evaluating the enforcement efforts but allowing for fluid movement to shift gears when and if the collected data calls for a change. By utilizing evidence-based enforcement as a data-driven tool to identify specific traffic safety concerns and enforcement will be deployed to areas that represent the highest risk for crashes. This formula also breaks down the risky behavior by identified emphasis area and allows for movement from one hot spot to another.

(d) To help community deal with their problem identification and subsequent enforcement, we rely on a collaboration between bordering communities. We strongly encourage and promote the border-to-border enforcement concept not just during NHTSA sponsored mobilizations, but on a weekly and monthly basis. When law enforcement agencies deploy officers for grant funded patrols and regular duty enforcement, the Highway Safety Office require agencies to contact neighboring departments to work out coinciding patrols on the same roads, at the same time and on the same day of the week. This cooperative enforcement model will give way to the seamless effect and lead to the general deterrence which we strive for each time a patrol is dispatched.

## 6.1 Media, Education, and Community Outreach

In Federal Fiscal Year 2022, the Office on Highway Safety continued the practice of splitting up the police and civilian agencies among the four (4) Program Coordinators. This decentralization of the workload has proven to be very successful and will continue in the next grant cycle. This practice enables each Program Coordinator to work with a smaller group of law enforcement grant managers and community groups. Each coordinator shares information from all the NHTSA emphasis areas to all sub-grantees only in a smaller group setting. The smaller working groups allows Program Coordinators to continue to work with and build trust as well as encourage more community-based programs to take a more active role in planning and sharing with the traffic safety initiatives.

a. Program Coordinators continued to champion their own specific expertise as well as distribute materials statewide from the established emphasis areas. They also assisted with traffic safety education and community outreach.

b. In the Highway Safety guidelines for grant managers, it is encouraged that all partners continue to reach out to all-media outlets to cover highway safety initiatives. This will be building on FFY 2022's success of media ride-along programs as well as the departments establishment of many great personal relationships that have grown during calendar year 2022. The Highway Safety Office has seen individual Police Departments become more proactive with media events, press advisories and communications with local news outlets.

c. The Rhode Island Police Chiefs Association received media funding in FFY 2022 which helped each Police Department create a media event. The Highway Safety Office will be supporting this concept as we move into FFY 2023.

d. In FFY 2022 the Police Chiefs Association partnered with a public relations company and hosted several press conferences during peak traffic safety dates as well as sending out press advisories monthly.

## 6.2 Monitoring Efforts

The OHS Program Coordinators monitored and met with sub-grantees in person, electronically and by telephone. These year-round meetings ensure agencies are

following the internal and external policies and procedures as spelled out in their grant guidelines which are distributed yearly. A monitoring visit is a key partnership building tool.

### **6.3 Rhode Island State Police SRU**

Over the past four (4) years RI ranked within the top 4 or 5 states with the worst alcohol related fatalities in the country. Even with the proactive enforcement programs in each law enforcement agency, our numbers of arrests remain at or near 3,000 yearly. To that end, the OHS made the bold move to partner with the Rhode Island State Police in forming of an impaired driving enforcement effort statewide.

### **6.4 Rhode Island Municipal Police Impaired Driving Enforcement Team**

With the State Police's SRU in place, the Office on Highway Safety partnered with municipal police departments to increase participation in the Drive Sober or Get Pulled Over campaigns. Using the task force model, municipal officers developed a partnership between agencies as collectively they patrol the cities and towns for impaired drivers.

### **6.5 Municipal Impaired Driving Breath Alcohol Testing Mobile (BAT)**

The Providence Police Department continued deployments of the Breath Alcohol Testing (BAT) Vehicle in FFY 2022. They are responsible for deployment, from record keeping for all enforcement and coordinating partnerships with all the law enforcement agencies in the state

### **6.6 Work Zone Safety and Mobility Training**

During FFY 2022, 50-recruits from the Providence Police and 30-recruits from the State Police received Work Zone certification. A total of fifty (50) other police officers, community service officers, dispatchers and fire fighters received work zone certification.

### **6.7 School Crossing Guard Training**

During FFY 2022, 155 Providence and 42 North Providence crossing guards received training.

### **6.8 Municipal Enforcement Efforts**

1. During FFY 2022, thirty-eight (38) cities and towns participated in the OHS enforcement total grant program. The emphasis areas included Impaired



Driving, Occupant Protection, Speed Reduction, Distracted Driving, Drug Recognition Expert and Pedestrian and Bicycle Safety. The participating agencies followed the local, state, and federal guidelines for accepting, reporting, and spending grant funds.

2. The planned activities which constitute the state's Evidence-Based Traffic Safety Enforcement Program are reflected below: Most law enforcement agencies participated in the state and national campaigns of; *Drive Sober or Get Pulled Over*, *Drive Now Text Later*, *Obey the Sign or Pay the Fine*, and the *Click-It-or-Ticket* mobilizations. Rhode Island's law enforcement agencies followed the accepted practice of enforcement using statistical data from each community as well as from the Rhode Island Department of Transportation utilizing; High Visibility Engagement (HVE) efforts, Sustained Enforcement, Placed Based Enforcement and Problem-Solving Enforcement models.
  - a) **Drive Sober or Get Pulled Over:** Rhode Island's impaired driving injuries and fatalities remain higher than the national average. Eight-five per cent (85%) of Rhode Island's law enforcement agencies deployed officers monthly, during special events and during the national mobilizations; Thanksgiving (Black Out Wednesday), Christmas and New Years', Super Bowl, St Patrick's Day, Cinco De Mayo, Memorial Day, 4<sup>th</sup> of July and Labor Day. Most of the Law Enforcement agencies worked solo patrols, border to border, and inter-jurisdictional Northern and Southern Impaired Driving Task Forces.
  - b) **Drug Recognition Experts:** With seventy-nine (79) Drug Recognition Experts among the 35 cities and towns, including the Rhode Island State Police, these agencies continue to participate in the Drive Sober Program weekly, monthly, and participate in the Breath Alcohol Testing (BAT) Vehicle deployments, as well as the required national campaigns. Rhode Island utilizes the NHTSA tag lines; Drive Sober or Get Pulled Over and the drugged driving campaign of Drive High – Get a DUI. Rhode Island's statistical data indicates that approximately 44% of our fatal crashes are alcohol/drug related.
  - c) **Click-It-or-Ticket:** During FFY 2022 law enforcement agencies stepped up their occupant protection enforcement after a long delay due to COVID-19. The Highway Safety Office continued supporting the NHTSA guidelines and worked with their law enforcement partners to develop hybrid programs to keep the motoring public aware of the police presence and concerns for death and injuries because of unbelted motorists.
    - (1) As Rhode Island continues its quest for 90% seat belt compliance, we are surveyed with a statewide rate is 87.2% and over 50% of the fatalities and injuries recorded are from crashes where the occupants were not belted.

- (2) Eighty per-cent (80%) of the law enforcement agencies deployed officers during the five (5) weeks of enforcement; Thanksgiving (November), March (Saint Patrick's Day), May/June (National CIOT mobilization) and September (Back to school). Several law enforcement agencies participate in the border-to-border national campaign to kick-off the national mobilization.
  - (3) Rhode Island has also been very successful teaming up with neighboring Rhode Island departments as well as with Massachusetts and Connecticut. Rhode Island's law enforcement agencies will continue setting up safety seat inspections stations throughout the year to education parents and guardians on the proper method to protect their small children.
  - (4) In addition to installations, agencies educate motorist on the child restraint laws and the proper installation of child safety seats.
- d) **Speed Enforcement:** During FFY 2022, many law enforcement agencies increased their patrols after scaling them back due to COVID-19. Forty (40) percent of Rhode Island's fatalities are serious injuries were speed related in FFY 2022. Most of the law enforcement agencies deployed officers on a regular basis. Participation increased as COVID restrictions began to drop. The speed enforcement funding is the most popular and productive grant funded program offered to the law enforcement agencies. Performance efforts are higher when measuring them to the other emphasis areas conducted by law enforcement. Speed funds are the rarely returned at the end of the grant cycle.
- e) **Distracted Driving / Texting Enforcement:** In FFY 2022, the OHS continued its leadership within the region by hosting three (3) distracted driving trainings at the Municipal Police Academy.
- (1) Over one sixty (60) officers representing 24 law enforcement agencies attended the in-person classroom training sessions.
  - (2) In FFY 2022, all law enforcement agencies were awarded grant funding to conduct enforcement and education programs. Approximately 50% of those trained departments have conducted successful enforcement campaigns since their training.
  - (3) During FFY 2022 all of our law enforcement partners participated in enforcement campaigns as Rhode Island was a recipient of additional distracted driving funds. The Office on Highway Safety anticipates four (4) Distracted Driving trainings throughout the grant cycle in FFY 2023.
3. **Pedestrian / Bicycle Enforcement Programs:** The OHS developed an in-house Pedestrian / Bicycle Safety Enforcement Program during FFY 2018. Utilizing all the available resources from NHTSA, accepted successful programs from around the country and establishing a training of best

practices, Rhode Island produced an extremely interactive enforcement/education program.

- a) In FFY 2022, one virtual training session was held with twenty-two (22) law enforcement officers from twelve (12) agencies attending the training. As in past trainings, the program includes a two-fold approach to the pedestrian enforcement problem, an enforcement pedestrian decoy training along with PowerPoint and a media component.
- b) The training incorporates a complete set of guidelines to ensure its success when conducting a decoy deployment campaign. As a result of these two training components, several law enforcement agencies bring the training back to their departments and develop their own role-call type trainings. The Office on Highway Safety Program Coordinator will conduct two (2) trainings sessions in FFY 2023.

4. **Law Enforcement Highway Safety Training Coordinator, State Agencies (Rhode Island Municipal Police Training Academy) Law Enforcement Highway Safety Training Coordinator (LEHSTC) / Grant Manager.** The LEHSTC is responsible for the coordination of the states seventy-nine (79) Drug Recognition Experts and is designated as the state coordinator for the IACP.

- a) The LEHSTC was involved in all aspects of the 39 cities / towns and State Police's planning, reporting, monitoring, funding, and participation in weekly, monthly, and yearly enforcement campaigns with the DRE Program.
- b) The LEHSTC continued as Rhode Island's Field Sobriety Testing Coordinator and was responsible for all aspects of monitoring, training, deployment, reporting, record keeping, travel, and certification.
- c) The LEHSTC was responsible for all aspects of the classroom Advanced Roadside Impaired Driving Enforcement (ARIDE) training. In FFY 2022, sixty (60) officers were ARIDE trained.
- d) In FFY 2022, fifty (50) Providence Police recruits received SFST training during their police academy training.
- e) In FFY 2022, utilizing another IACP grant, Rhode Island certified nineteen (19) new DRE's and recertified forty-nine (49) existing DRE's.
- f) In FFY 2022, Rhode Island conducted a Drug Recognition Expert Instructor School which added an additional seven (7) instructors to the present fifteen (15) member teaching cadre.
- g) The LEHSTC working with the Department of Health also assists in maintaining the certification and recertification of the states 1500 certified SFST officers. Each officer is recertified with a four (4) hour update yearly.

5. **Rhode Island State Police, State Agencies:** The Rhode Island State Police continue their enforcement efforts in several of the emphasis areas. They logged impressive numbers in Impaired Driving, Occupant Protection, Speed Enforcement, Distracted Driving, Drug Recognition Expert and Pedestrian Safety. Their special task force has outpaced the enforcement numbers from last fiscal year. The Rhode Island State Police continue to perform as one of the most proactive and productive law enforcement agencies in the state.
  - a) The State Police continued partnering with the municipalities with impaired driving enforcement efforts.
  - b) The State Police participated in all the emphasis area campaigns during the past fiscal year. Their newly formed impaired driving task force was limited in their activities during the first half of FFY 2022 due to COVID-19, but their enforcement increased as the months of the pandemic passed. The dedicated troopers stepped up their patrols over the weekends and their enforcement numbers increased around impaired driving arrests.
  - c) The Rhode Island State Police graduated 30 troopers in FFY 2022. In addition to receiving SFST certification, the troopers also completed the two-day ARIDE training.
6. **Municipal Police Training Academy:** The recruits in Rhode Island Police Training Academy received laptop computers in FFY 2021. In FFY 2022, funds were given to the Providence Police Department for the purchase of recruit laptop computers. This purchase enabled recruits to streamline their time spent collecting, analyzing, and completing important reports that are used by the Office on Highway Safety.
  - a) By purchasing laptops, the recruits can tailor their training so that it mirrors the real day-to-day duties and responsibilities of an average patrol officer. The laptops will help them transition from the academy model to the patrol car of their respective cities and towns. A laptop is a tool that is necessary so officers can complete their job task quicker and more efficient.
  - b) The graduating officers will be comfortable transitioning from the training academy to departments computer system seamlessly. Each laptop is equipped with all the templates for impaired driving arrests, crash investigations, all motor vehicle code violations, and other traffic safety materials are items recruits can familiarize themselves with daily.
7. **Traffic Crash Investigation Training:** The Office on Highway Safety receives numerous requests throughout the fiscal year from the law enforcement agencies and the Office of Attorney's Generals for funding for training opportunities in crash investigations. In 2021 and 2022, officers should learn how to reconstruct motor vehicles crashes at level higher than what they are taught in the Police Academies.

- a) In the FFY 2021, a three (3) phase crash investigation school was conducted in Rhode Island with twenty-two (22) agencies sent officers for certification.
  - b) This six (6) week training was followed up with a reconstruction certification training program in FFY 2022. The additional sessions were conducted in Motorcycle and Pedestrian/Bicycle Reconstruction.
  - c) Officers investigate several crashes each year and are dealing with high profile or impaired driving crashes which require a more sophisticated level of training and expertise. Because of the complexity of these crashes, the Law Enforcement Liaison and the Traffic Safety Resource Prosecutor take a proactive approach and become involved with training officers to ensure they become part of a statewide call out reconstruction team. This collaborative approach will help the Attorney General prosecute cases and build a team of professional investigators.
  - d) The Reconstruction School graduated thirty-four (34) officers from 22 law enforcement agencies.
8. **Drug Recognition Expert Tablets:** These tablets assist trained DRE officers, to collect field notes, report, and analyze drugged driving information in real time. The collected data will assist the DREs prepare reports that can be used in an investigation of suspected drugged driver.
- a) In FFY 2021, the Office on Highway Safety allocated \$40,000 for the purchase of tablets, software, and a contractor to manage the system.
  - b) In FFY 2022 Rhode Island continued the partnership with the Institute of Traffic Safety Management and Research (ITSMR).
  - c) The Institute manages all DRE evaluations and assists with quarterly reports and year-end reports to the International Association of Chiefs of Police (IACP). In FFY 2022, twenty (20) new tablets were issued to the newly certified DRE's who graduated in March 2022.
9. **Racial Equity:** Ensuring racial equity in traffic enforcement became a priority for the Office on Highway Safety during FFY 2022. Racial equity is at the center of every highway safety initiative and is critical and necessary as states work toward the long-term goal of zero-fatalities. The Office on Highway Safety has incorporated programing to identify strategies to reduce racial disparities in traffic enforcement.
10. **Safe System Approach:** Equity and other programs incorporate the Safe System approach to planning which looks at the entire traffic safety program. It looks at roadways, ensuring the protection of its users, with a shared safety responsibility. Safe Systems has a long-term mission to encourage subgrantees to continue develop partnerships with zero-focused advocates to promote safety. Enforcement remains an important part for the long-term effort of improving roadway safety.

## 7

## Paid Media

### 7.1 Paid Media to Support High-Visibility Traffic Enforcement

To support enforcement efforts on alcohol impaired driving in the diverse communities of Rhode Island, OHS placed relevant and linguistically appropriate advertising in a variety of general market and multicultural/multiethnic media outlets.

#### Distracted Driving (October 2021 thru November 2021)

Targeted to Adults 18-49 in the State of Rhode Island, this buy utilizes a multi-media approach to capture viewers/listeners at all points in their daily life. It includes a variety of video tactics to ensure we are reaching our target where they are consuming media – particularly the non-linear TV platforms.

This robust video schedule will bring awareness of the repercussions distracted driving and is estimated to deliver over 16 million impressions during the seven week flight. \$10,000 in added value media was negotiated for this campaign.

**Table 7.1 Details of Media Buy for Distracted Driving Enforcement Campaign**

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots/ Impressions</b>	<b>Net Cost</b>
TV	3,962,000 impressions	2,573	424 spots	\$228,741
Connected TV	4,967,296 impressions	n/a	n/a	\$143,313
Streaming Audio	264,000 impressions	n/a	n/a	\$10,500
YouTube	2,650,000 impressions	n/a	n/a	\$40,000
Paid Social	4,619,220 impressions	n/a	77,520 impressions	\$40,000
<b>Total</b>	<b>16,462,516 impressions</b>			<b>\$462,554</b>

#### Alcohol-Impaired Driving Enforcement Campaign (November 2021 thru February 2022)

With the goal of reducing the number of impaired driving related deaths, the RI DOT continued The Ripple Effect campaign, which ran between Thanksgiving and New Year's Eve + NFL Playoffs and Superbowl 55. The media objective was to create awareness and drive website traffic among Adults 18-49 in the State of Rhode Island.

This robust video schedule will bring awareness of the repercussions distracted driving and is estimated to deliver over 7 million impressions during the two month flight. \$5,000 in added value media was negotiated for this campaign.

**Table 7.2 Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign**

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots/ Impressions</b>	<b>Net Cost</b>
TV	586,000 impressions	1,080	150 spots	\$65,008
TV – Playoff + Superbowl	712,000 impressions	n/a	15 spots	\$85,000
Connected TV	1,041,354 impressions	n/a	n/a	\$37,000
Streaming Audio	503,893 impressions	n/a	n/a	\$10,000
YouTube	1,130,000 impressions	n/a	n/a	\$12,000
Paid Social	1,840,000 impressions	n/a	n/a	\$12,000
Digital Banners	1,333,333 impressions	n/a	132,000 impressions	\$8,914
<b>Total</b>	<b>7,146,580 impressions</b>			<b>\$237,262</b>

**Occupant Protection (June 27, 2022 – August 7, 2022)**

Targeted to Men 18-34 in the State of Rhode Island, this buy utilizes a multi-media approach to capture viewers/listeners at all points in their daily life. It includes a variety of digital and offline tactics to ensure we are reaching our target where they are consuming media.

This robust schedule will bring awareness of the repercussions of driving without a seatbelt and is estimated to deliver over 20 million impressions during the flight. \$7,775 in added value media was negotiated for this campaign

**Table 7.3 Details of Media Buy for Occupant Protection Media Campaign**

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots/ Impressions</b>	<b>Net Cost</b>
TV	181,000 impressions	770	100 spots	\$43,216
CTV	1,542,857 impressions	n/a	75,000 impressions	\$54,000
Movie Theaters	148,684 impressions	n/a	n/a	\$5,923
Streaming Audio	667,694 impressions	n/a	n/a	\$14,950
Digital Banners	3,333,333 impressions	n/a	225,000 impressions	\$21,611
YouTube	2,290,000 impressions	n/a	n/a	\$24,000
Paid Social	819,352 impressions	n/a	n/a	\$20,000
Bus Sides	4,015,680 impressions	n/a	4 add'l panels	\$9,000
Outdoor Billboards	7,740,674 impressions	n/a	n/a	\$18,600
<b>Total</b>	<b>20,775,274 impressions</b>			<b>\$211,300</b>

## Speed Enforcement (February 2021)

The media objective was to create awareness of the importance of obeying the speed limit among drivers in the State of Rhode Island in both English and Spanish.

In conjunction with RIDOT's Office of Communications, OHS selected DDL Communications via the State Purchasing MPA Process to implement this Campaign. Radio was the preferred medium and Cumulus, iHeart, CAT Country and LATINA were the selected stations that aired the :15 messages.

**Table 7.4 Details of Media Buy for Workzone Safety Awareness Campaign**

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots/ Impressions</b>	<b>Net Cost</b>
Radio	2,050,800 impressions	480	27 spots	\$18,610
<b>Total</b>	<b>2,050,800 impressions</b>	<b>480</b>	<b>27 spots</b>	<b>\$18,610</b>