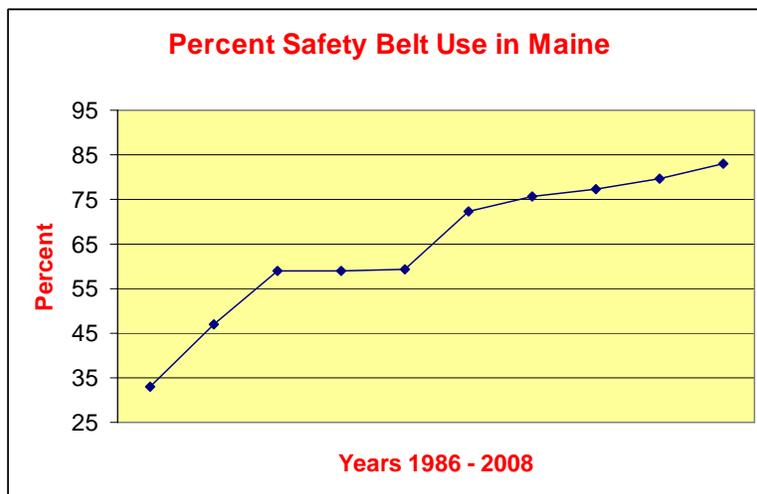


State of Maine Department of Public Safety
Bureau of Highway Safety



Federal Fiscal Year 2008
Annual Highway Safety Report



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Report Submitted: December 23, 2008



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Introduction

The Maine Bureau of Highway Safety (BHS) is a Bureau within the Department of Public Safety. BHS currently consists of five full-time employees all dedicated to ensuring safe motor transportation for all traveling on Maine roads and highways.

BHS provides leadership and financial resources that develop, promote and coordinate programs designed to influence public and private policy, make systemic changes and heighten public awareness of highway safety issues. Through the administration of federal funding from the National Highway Traffic Safety Administration, the Federal Highway Administration and State Highway funds, BHS impacted each of the major identified program areas in FY 2008:

- Impaired Driving
- Occupant Protection
- Child Passenger Safety
- Traffic Records
- Police Traffic Services

We believe that through committed partnerships with others interested in highway safety, through a data driven approach to program planning, through public information and education, and with coordinated enforcement activities, we can achieve our goal to reduce fatalities and injuries.

This Annual Report reflects our efforts to impact traffic safety in areas including occupant protection, impaired driving, child passenger safety, motorcycles, public education and information, and traffic records for Federal Fiscal Year 2008 (October 1, 2007 – September 30, 2008).



Governor:

John E. Baldacci

Governor's Highway Safety
Representative:

Anne H. Jordan, Commissioner

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Lauren V. Stewart

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Carl Hallman

Highway Safety Coordinators:

Johnny Male
Michelle Ward

Administrative Assistant:

Laura Nichols

Accounting Technician:

Tina Madore, SESC

Planning and Administration

The Bureau of Highway Safety, established in accordance with the Highway Safety Act of 1966, is the focal point for highway safety in Maine and is the only agency in Maine with the sole responsibility to promote safer roadways. BHS provides leadership and financial resources that develop, promote, and coordinate programs designed to influence public and private policy, make systemic changes and heighten public awareness of highway safety. The highway safety problems outlined in the Annual Highway Safety Plan were identified by analyzing available data that includes traffic crashes, traffic citation information, OUI arrests, FARS, surveys and other input from state, county and local agencies interested in addressing highway safety issues. The analysis helps identify when, where, why, and to whom specific safety problems occur.

The BHS annually solicits input from state, county and municipal police, state agencies, and other eligible potential grantees having a direct interest in promoting safer highways. This solicitation asks agencies to list their five most serious highway safety problems and to suggest potential solutions that BHS could consider for funding. BHS staff also attends meetings of the Maine Transportation Safety Coalition, the Maine Chiefs of Police Association, Maine Sheriffs Association, EMS coordinators and others to further gather input of needs and potential solutions and to explain federal guidelines, BHS policy and the application process. In addition to the solicitation, BHS considers information developed by staff members through contacts with grantees, potential grantees and other highway safety professionals.

The overall goal of the Bureau of Highway Safety is to reduce the rate of motor vehicle crashes in Maine that result in death, injuries, and property damage.

Summary of Accomplishments

In June of 2007, the Maine State Legislature passed a law allowing for primary enforcement of Maine's seat belt law. The law was effective in September of 2007, but contained a grace period until April 2008 to allow Maine citizens to become aware of the new law. In the months leading up to April, BHS utilized various state and federal resources to ensure the education of Maine citizens through radio and television media and news print.



Phillip Weiser, Regional Director of NHTSA, escorts Senator Savage while receiving her Safety Champion Award for her work on Maine's primary seat belt law.

In January and February of 2008, BHS conducted two well attended grant writing and management workshops for new, existing and potential grantees. Applications and grant forms are now accessible and downloadable from our newly revised website.

In March of 2008, NHTSA conducted its second Management Review of BHS's federally funded highway safety program. The review covered federal fiscal years 2005, 2006 and 2007 and resulted in no findings.

Also in September of 2008, BHS hosted an Occupant Protection Assessment, conducted by a nationally recognized team of experts in the fields of occupant protection, child passenger safety, data analysis and evaluation, and law enforcement. The Assessment resulted in many commendations and recommendations for strengthening our occupant protection programs in Maine.

Federal Fiscal Year 2008 Initiatives

Grant Writing and Management Training
Maine Chiefs Challenge 2008
Maine Motorcycle Safety Maps
Click It or Ticket/Buckle Up. No Excuses!
Child Passenger Safety Instructor Training
Child Passenger Safety Fitting Stations & Program Sites
Get Out Alive, Parent & Teen Challenge
MTSC Status of Transportation Safety In Maine
SafeGuard
Save A Brain – Wear A Helmet
Share the Road with Motorcycles Campaign
Drunk Driving. Over the Limit. Under Arrest.
Speed Enforcement
OAS Enforcement
Drug Recognition Expert Training
Crash Reconstruction Training
In-Cruiser Video Camera purchase and training
Think About It Campaign
The Convincer Program
Share the Road with Bicycles
"SMASHED" Lewiston Youth Advisory Council
"Brandon"
Safe Kids Check Up Events
Maine EMS Run Reporting Project
Maine Crash Reporting System
Partnership Newsletter
Maine Implied Consent Program
Maine Driving Dynamics
Traffic Records Coordinating Committee
Statewide Observational Survey
BMV Surveys
Child Passenger Safety Week
Teen Driver Safety Week
SAFETEA-LU Administration
Teen Driver Focus Group
Traffic Records Plan
Bureau of Highway Safety Website Redesign
Highway Safety Media Campaign



Motor Vehicle Crash Data

U.S. Fatality Rate:

2004: 1.46 fatalities per 100 million VMT
 2005: 1.47 fatalities per 100 million VMT
 2006: 1.41 fatalities per 100 million VMT
 2007: 1.37 fatalities per 100 million VMT

Maine Fatality Rate:

2004: 1.30 fatalities per 100 million VMT
 2005: 1.13 fatalities per 100 million VMT
 2006: 1.25 fatalities per 100 million VMT
 2007: 1.22 fatalities per 100 million VMT

Fatalities by County (2007):

Cumberland	27
York	26
Kennebec	19
Penobscot	18
Aroostook	17
Hancock	14
Kennebec	14
Somerset	14
Androscoggin	11
Washington	8
Lincoln	8
Waldo	6
Franklin	5
Sagadahoc	5
Oxford	5

New England Region Motor Vehicle Crash Fatalities 2007:

Maine	183
New Hampshire	129
Vermont	66
Massachusetts	417
Connecticut	277
Rhode Island	69

In 2007, more than 41,000 people were killed in the U.S. in motor vehicle crashes. In Maine, motor vehicle crashes killed 183 people (Maine had over 33,000 total reportable crashes in 2007).

MAINE MOTOR VEHICLE CRASH DATA FROM 1976-2007

<u>YEAR</u>	<u>TOTAL CRASHES</u>	<u>FATAL CRASHES</u>	<u>ALCOHOL INVOLVEMENT</u>	<u>SPEED INVOLVEMENT</u>	<u>NUMBER OF PEOPLE KILLED</u>
1976	30,147	201	136 (59.9%)		227
1977	32,183	200	131 (60.1%)		218
1978	32,719	212	147 (60%)		245
1979	29,577	203	140 (58.6%)		239
1980	27,910	234	157 (60.2%)		261
1981	26,698	186	127 (60.2%)		211
1982	30,522	151	84 (50.6%)		166
1983	31,375	198	127 (56.7%)		224
1984	34,544	211	125 (53.9%)		232
1985	36,799	189	110 (53.4%)		206
1986	40,378	190	108 (50.5%)		214
1987	43,201	212	114 (49.1%)		232
1988	40,764	231	89 (34.8%)		256
1989	43,498	175	61 (32.1%)		190
1990	37,468	196	81 (38%)		213
1991	35,046	181	73 (35.6%)		205
1992	35,548	189	85 (39.7%)		214
1993	37,819	168	74 (40%)		185
1994	37,561	167	65 (34.4%)	74 (39%)	189
1995	38,512	171	51 (27.1%)	71 (37%)	188
1996	39,760	156	55 (32.5%)	76 (45%)	169
1997	42,510	172	63 (32.8%)	71 (37%)	192
1998	40,877	176	50 (26%)	79 (41%)	192
1999	39,024	168	51 (28.2%)	79 (43%)	181
2000	37,251	159	46 (27.2%)	74 (43%)	169
2001	37,580	170	49 (25.5%)	73 (38%)	192
2002	36,979	186	42 (19.4%)	83 (38.42%)	216
2003	35,652	186	57 (27.53%)	79 (38.16%)	207
2004	35,226	178	60 (30.92%)	90 (46%)	194
2005	34,196	151	55 (32.5%)	86 (50%)	169
2006	36,403	168	64 (34.0%)	61 (32%)	188
2007	33,077	170	71 (38.7%)	85 (46%)	183

Source: FARS Data and MDOT

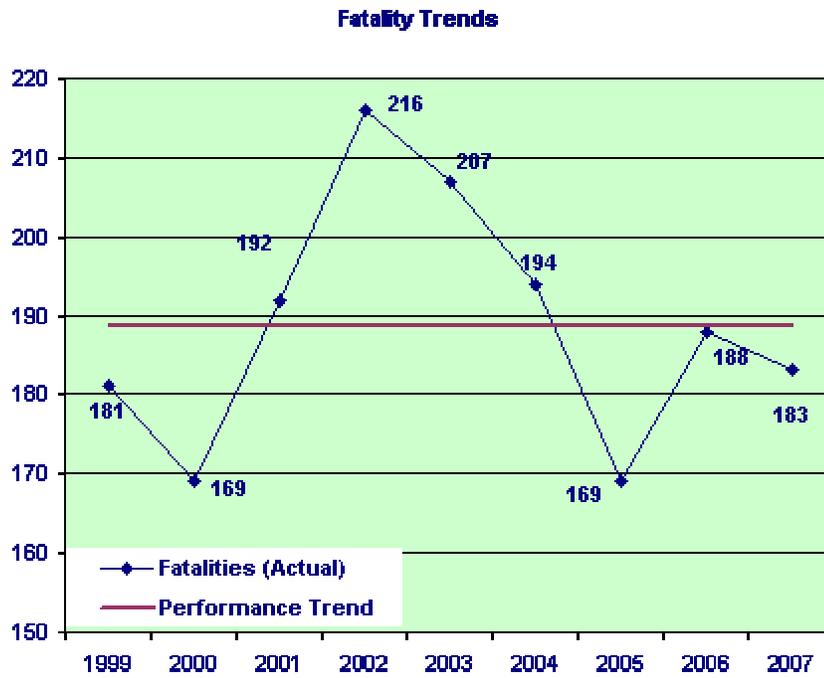
Maine Crash Data Summary

Crash Data / Trends

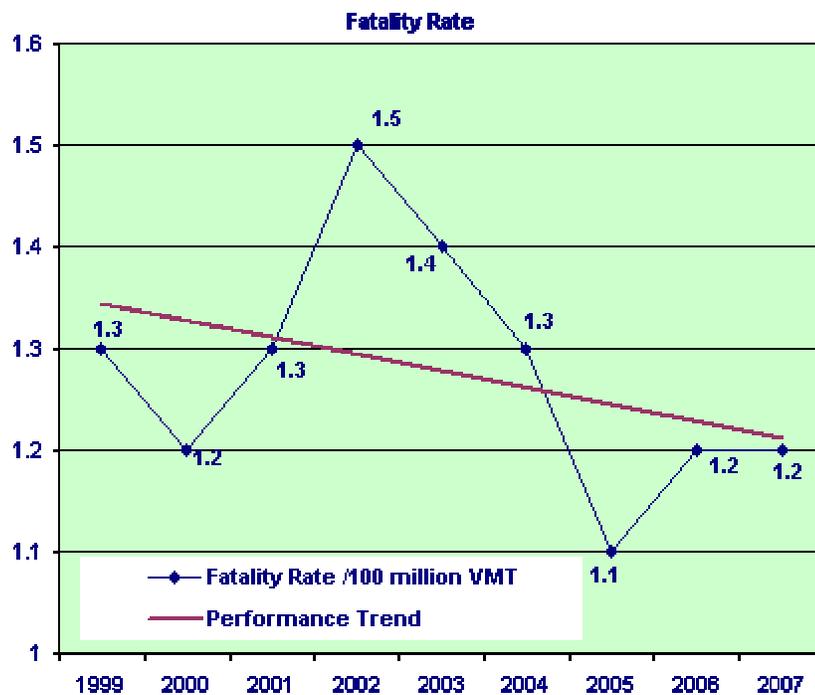
	1999	2000	2001	2002	2003	2004	2005	2006	2007
Fatalities (Actual)	181	169	192	216	207	194	169		183
Fatality Rate /100 million VMT	1.3	1.2	1.3	1.5	1.4	1.3	1.1		1.2
Serious Injuries (Actual)	1,298	1,271	1,222	1,237	1,091	1,119	1,030		978
Fatality & Serious Injury Rate/100 million VMT	10.6	10.2	9.8	10.1	8.8	8.8	7.9		7.7
Fatality Rate/100K Population	14.4	14.2	14.9	16.8	16.1	14.7	12.7		13.8
Fatal & Serious Injury Rate/100K population	118.5	113.3	109.4	112.9	100.9	99.8	90.7		88.1
Alcohol Related Fatalities	51	46	49	42	57	60	55		69
Proportion of Alcohol Related Fatalities	28.2	25.4	25.5	19.4	27.5	30.9	32.5		38.0
Alcohol Related Fatality Rate/100 Million VMT	0.36	0.33	0.34	0.28	0.39	0.4	0.36		0.46
Percent of Population Using Safety Belts	59.00%	59.00%	59.00%	59.20%	59.20%	72.60%	75.80%		79.80%
Speed Related Fatal Crashes	73	67	66	65	69	79	86		86
Percent of Speed Related Fatal Crashes	0.43	0.42	0.38	0.34	0.37	0.44	0.50		0.46
Motorcycle Fatalities	16.0	18.0	14.0	13.0	20.0	22.0	15.0		23.0

Performance Goals and Trends

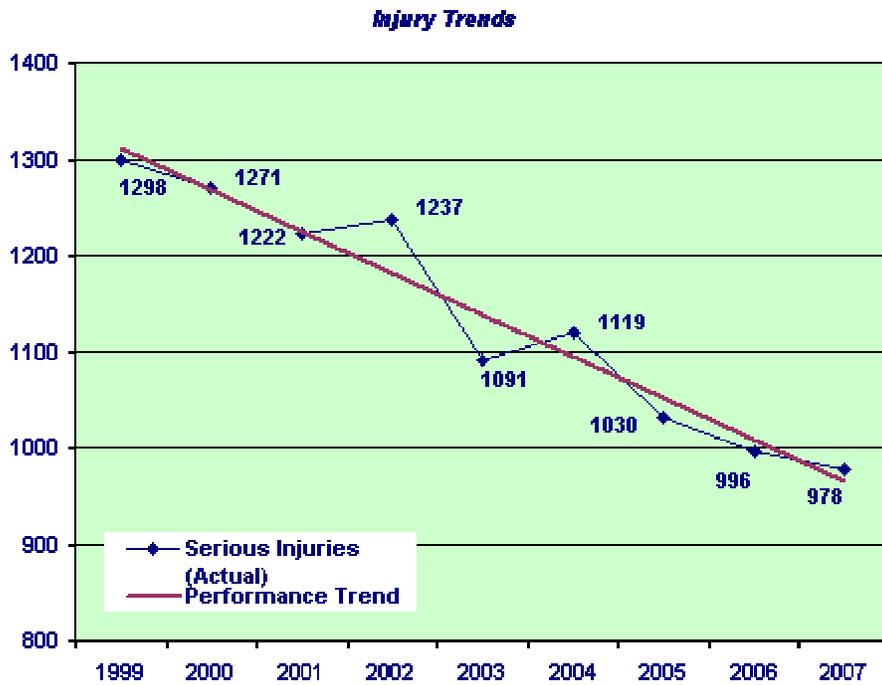
Goal: Reduce Fatalities



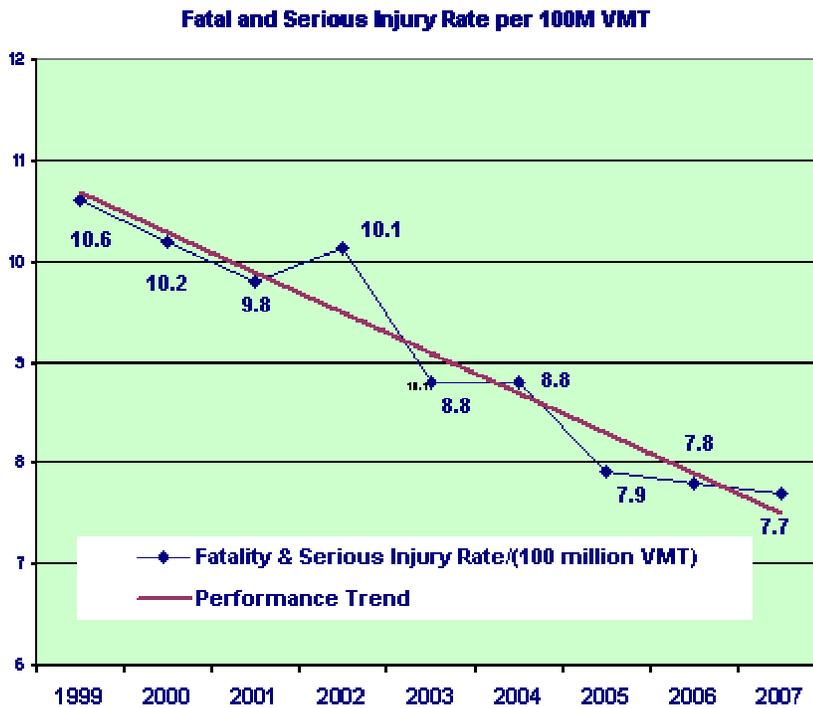
Goal: Reduce Fatality Rate/VMT



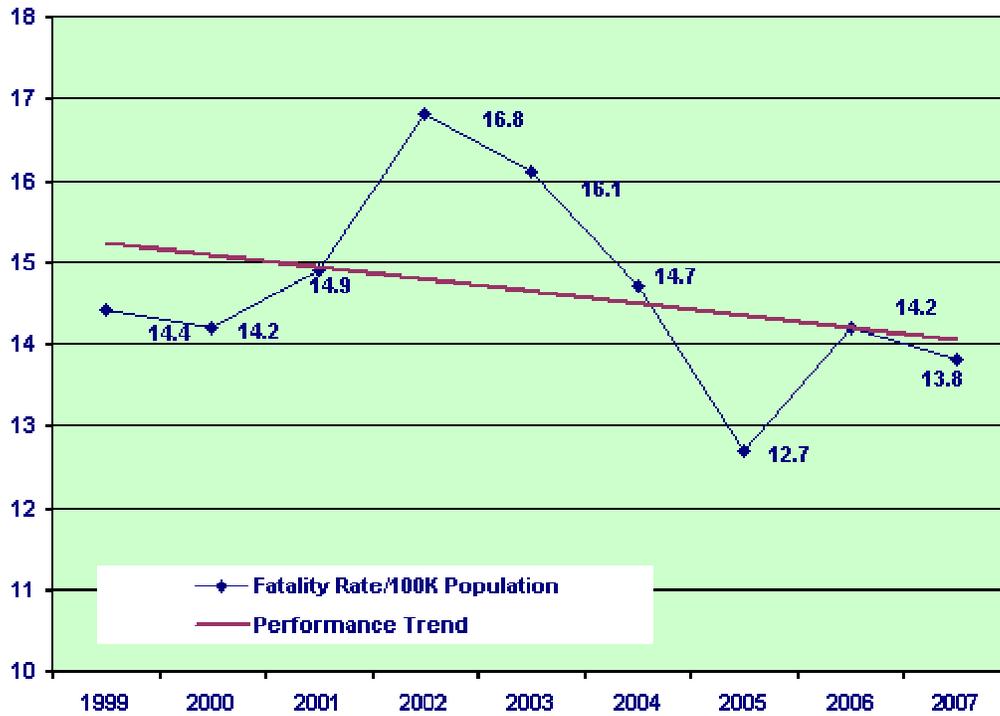
Goal: Reduce Injuries



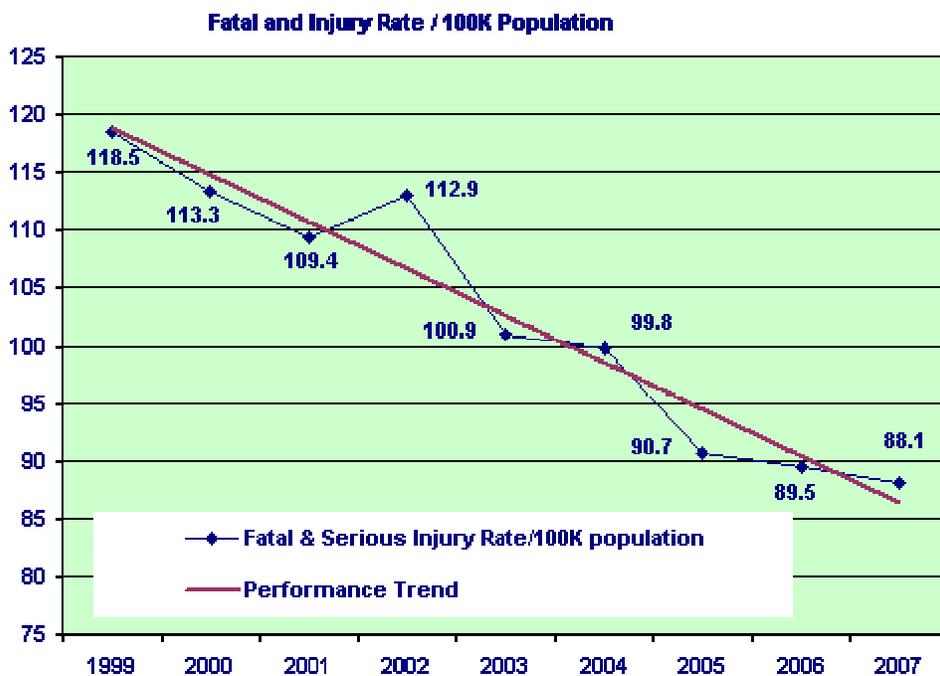
Goal: Reduce Fatal and Injury Rate/VMT



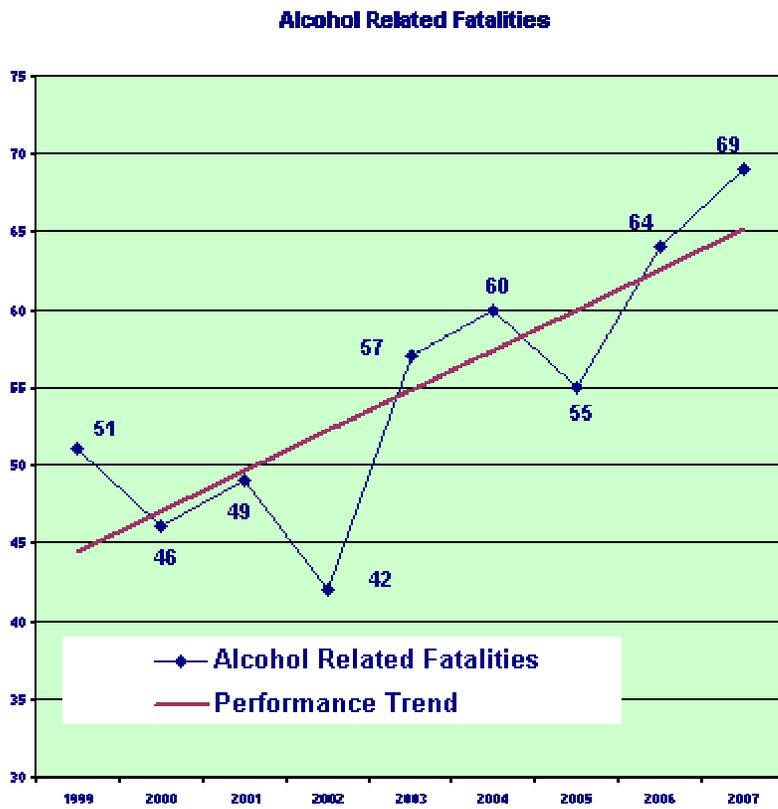
Goal: Maintain/Reduce Fatality Rate/100K Population



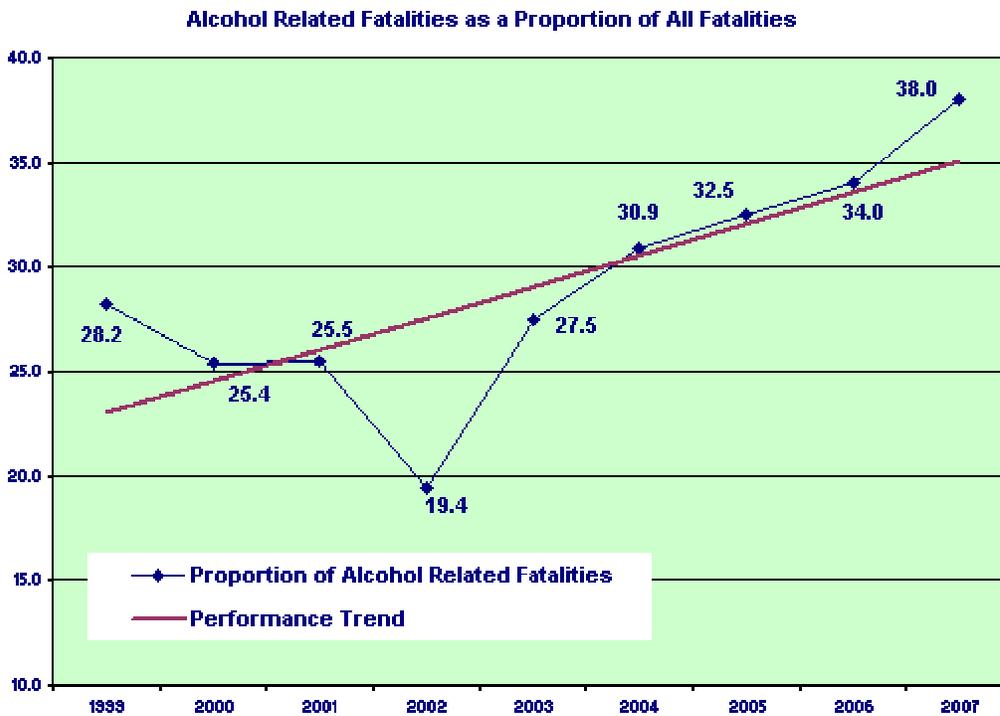
Goal: Maintain/Reduce Fatal/Injury Rate/100K Population



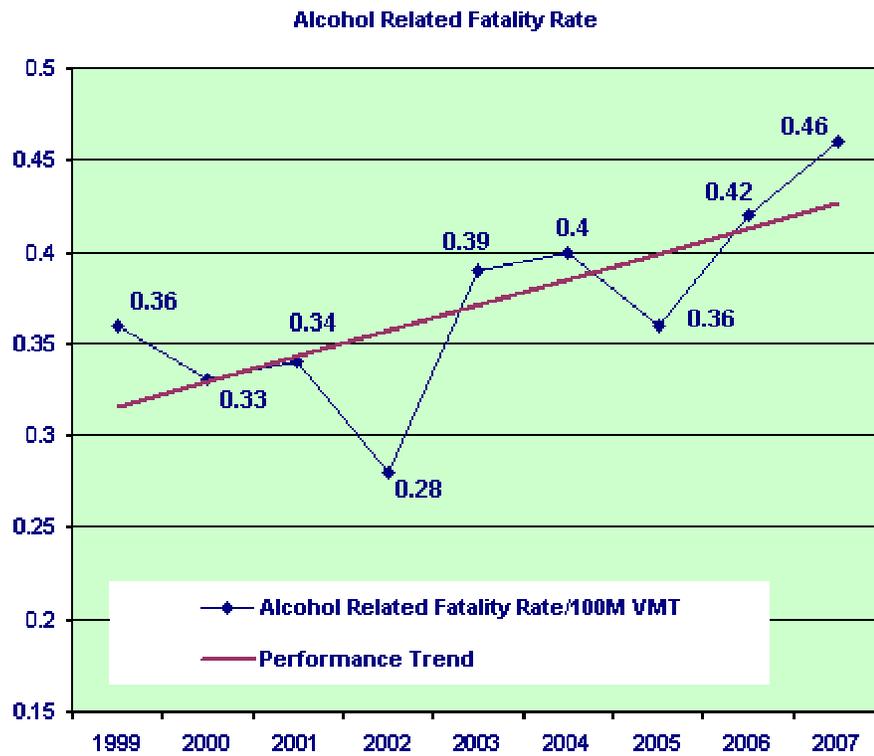
Goal: Reduce Alcohol Fatalities



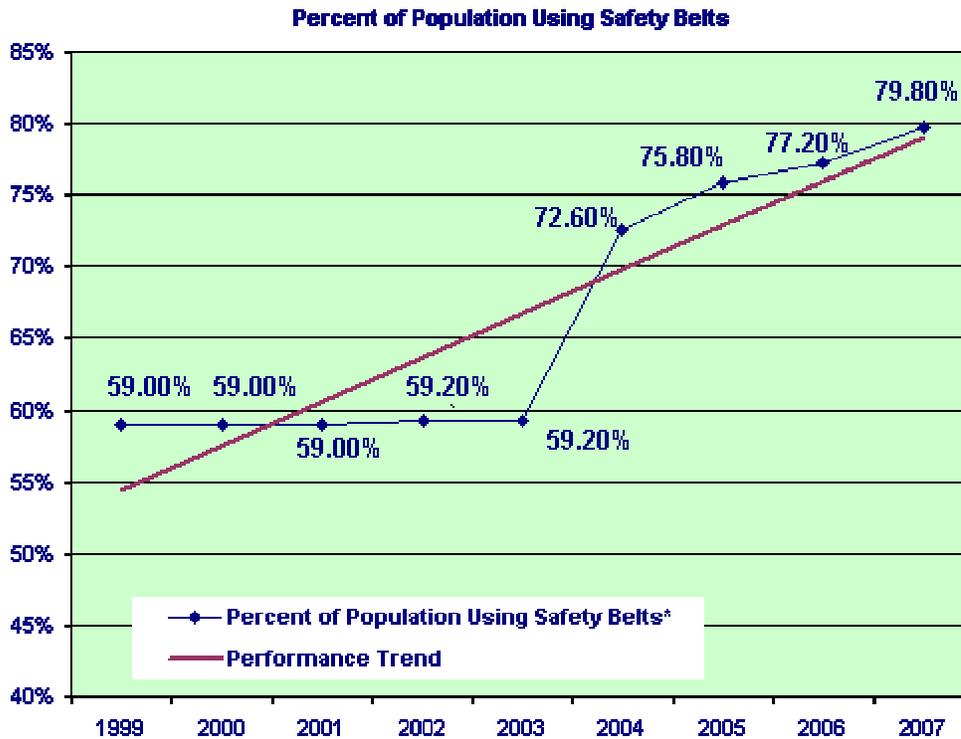
Goal: Reduce Alcohol Fatality Proportion



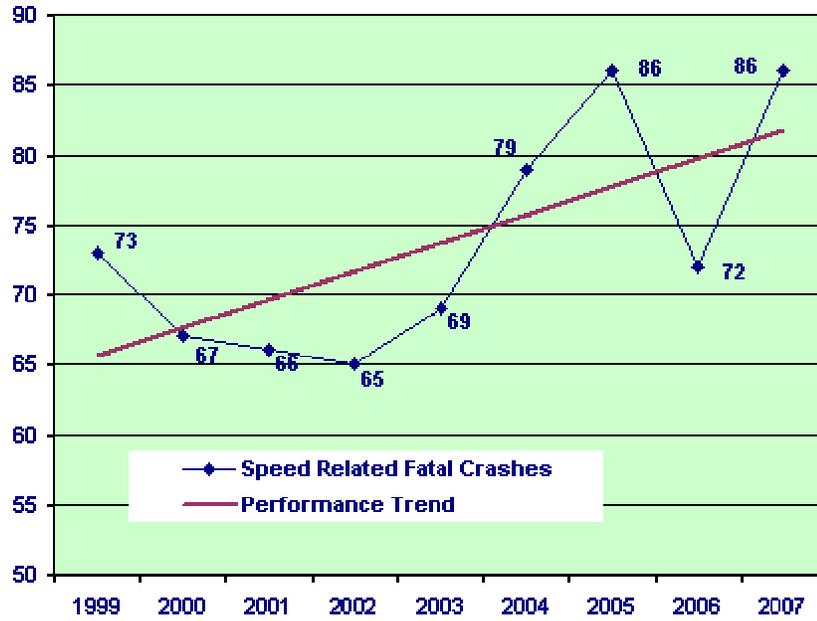
Goal: Reduce Alcohol Fatality Rate/VMT



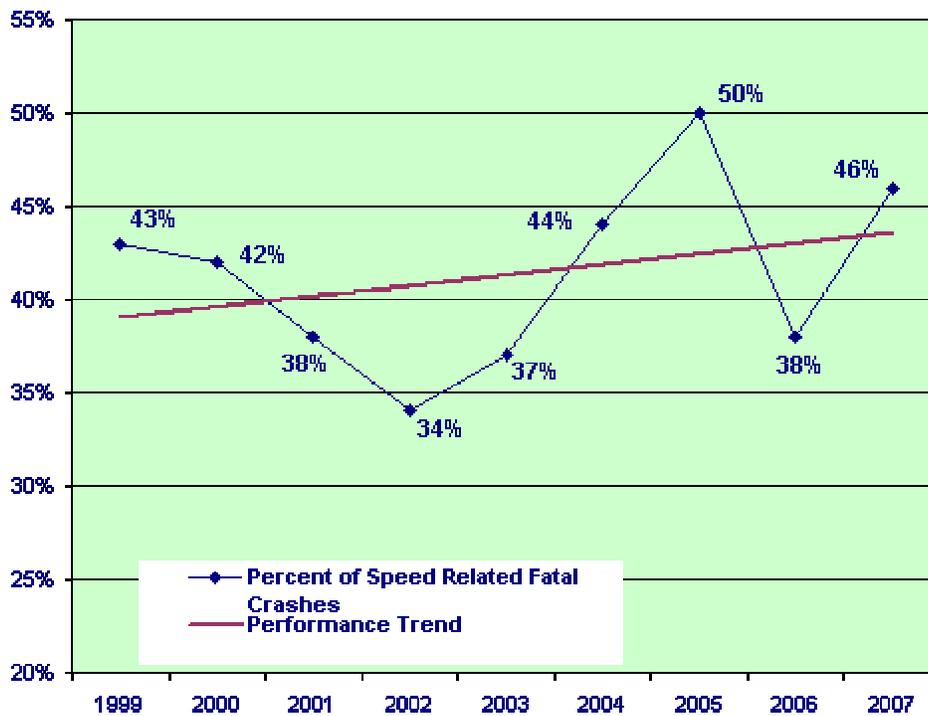
Goal: Increase Safety Belt Use



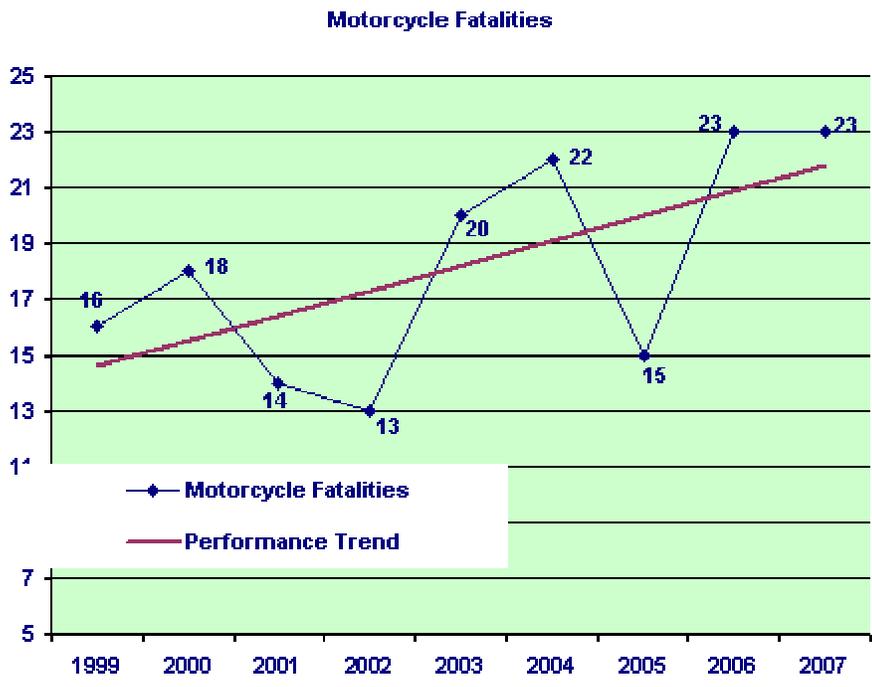
Goal: Reduce Speed Related Fatal Crashes



Goal: Reduce Percentage of Speed Related Fatal



Goal: Reduce Motorcycle Fatalities

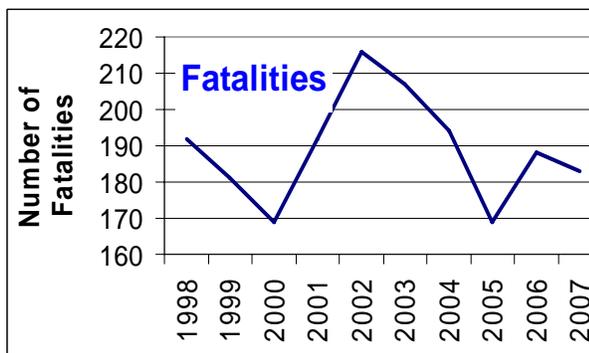
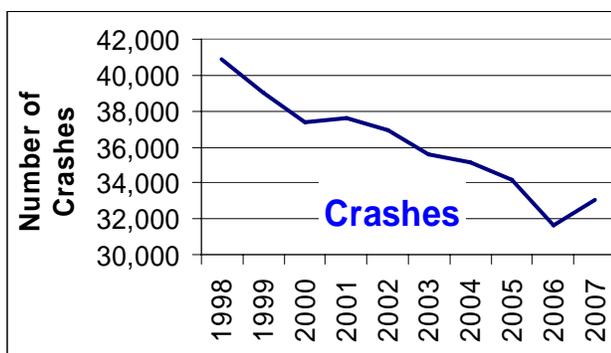
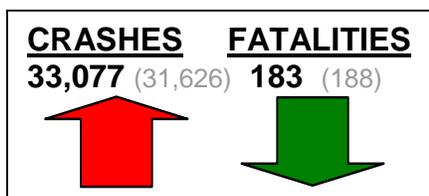


The Status of Transportation Safety in Maine

The Maine Transportation Safety Coalition reports annually on the state's crash activity in four priority crash topics: **Seat Belts/ Passenger Restraints; Lane Departure Crashes; Younger and Older Drivers; and Illegal/Unsafe Speed** (the core component of Aggressive Driving) plus the other noteworthy areas of **Alcohol/Drugs** and **Motorcycles**. 2006 results are shown in (gray).

2007 Maine Crash Results

- There were 33,077 crashes in 2007.
- Crash Rate increased in 2007 is above the national average. Maine's crash rate is 221 Crashes/Hundred Million Vehicle Miles (HMVM). Latest national rate is 198 (2006)¹.
- There were 183 fatalities on Maine roads, a decrease over last year, and slightly less than Maine's average for the last ten years.
- Maine's Fatality Rate of 1.22 Fatalities/HMVM is a decrease over 2006's rate of 1.25.
- Maine's Fatality Rate continues below the national rate of 1.41 (2006 NHTSA data).



¹ National crash and fatality rates are from USDOT Bureau of Transportation Statistics

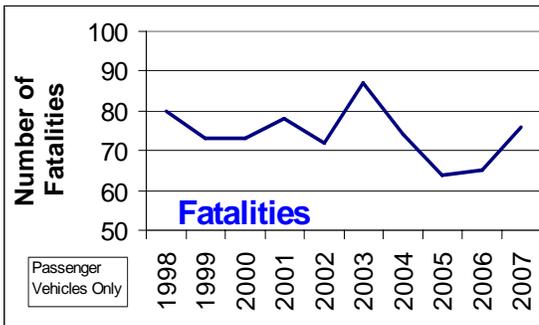
- Maine did pass a primary seat belt law effective 4/1/2008

*Data Notes: 1. Total **Fatality** counts are from Maine Fatal Accident Report System (FARS).*

***Crash** data is from MainedOT systems that track crashes on public roads.*

2. Crashes can be caused by a combination of factors, so one crash may have relationships to several of the categories listed in this report.

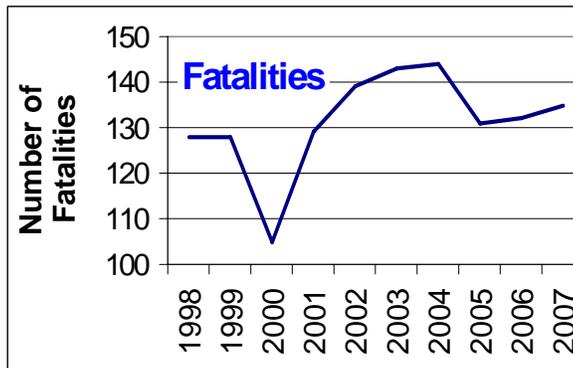
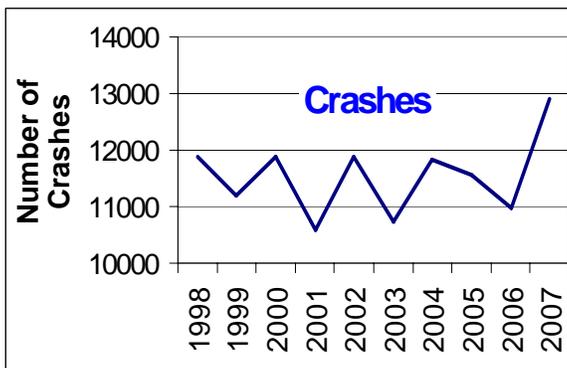
SAFETY BELT usage improves, but increasing unbelted fatalities continues to be a concern. Safety belts are not worn by occupants in a high percentage of traffic fatalities. The number of known unbelted fatalities in passenger vehicles is shown in the chart. Maine's seat belt usage rate in 2007 was 79.8% compared to the national average usage rate of 82%. Non-use of seat belts does impact the fatality results in some of the following sections. **Maine's seat belt usage for 2008 climbed to 83%.**



percentage of traffic fatalities. The number of known unbelted fatalities in passenger vehicles is shown in the chart. Maine's seat belt usage rate in 2007 was 79.8% compared to the national average usage rate of 82%. Non-use of seat belts does impact the fatality results in some of the following sections. **Maine's seat belt usage for 2008 climbed to 83%.**

LANE DEPARTURE crashes continue as Maine's most fatal crash type.

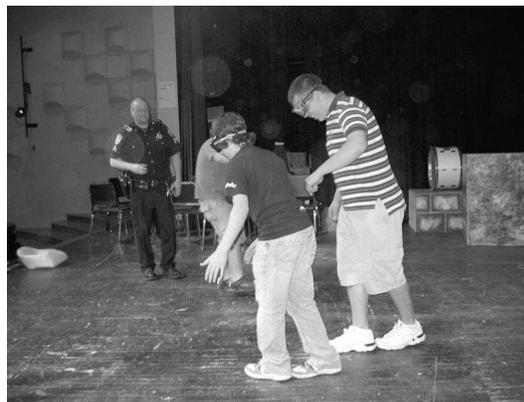
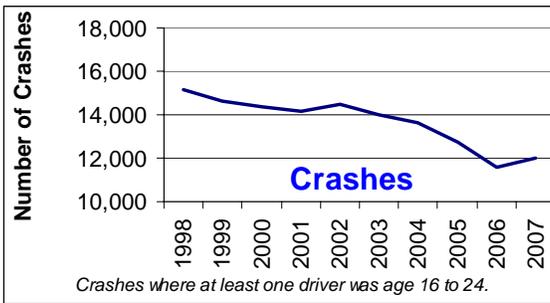
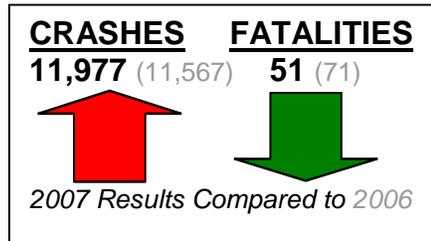
- Lane Departure (LD) **crashes** are **39%** of Maine's crash total.
- 135 fatalities resulted from Lane Departure crashes. This is **74%** of Maine's total **crash fatalities**. (25% of LD fatalities were Head On, 75% were Run Off Road).
- 73 (54%) of these fatalities were speed related.
- Weather plays a role in Maine's Lane Departure crashes – 4,800 crashes occurred on wintry road surfaces, 1,400 on wet roads.



YOUNGER DRIVERS. (defined here as between the ages of 16 and 24) Forty-six young drivers aged 16 to 24 were involved in fatal crashes that resulted in 51 fatalities (28% of total Maine traffic deaths). Forty-two young drivers and occupants died. Thirty-nine of these fatal crashes were Lane Departure. Leading fatal crash factors were unsafe speed (31); failure to keep in the proper lane (13) and inattention (6). A particular concern is safety for teen drivers.

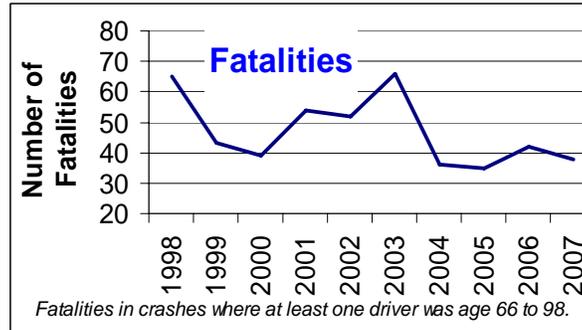
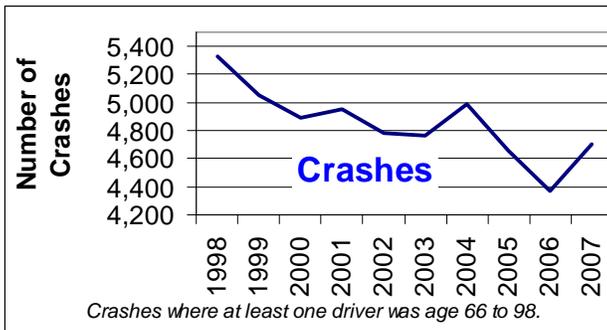
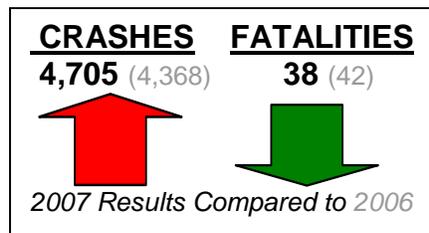
Crash facts about Maine’s youngest drivers – aged 16 through 20:

- 25 drivers were involved in fatal crashes that resulted in 27 deaths.
- 27 people in this age group died – drivers -12, passengers – 13, pedestrians – 2.
- 219 alcohol (under age 21) or drug-related crashes (12% of all alcohol related crashes).
- In fatal crashes, there were 7 teen drivers with positive BAC
- Of the 25 involved drivers, 12 wore seat belts.



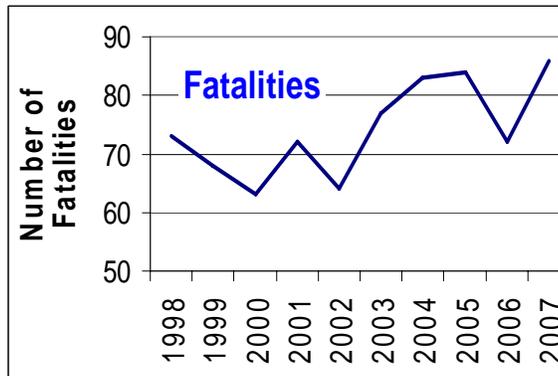
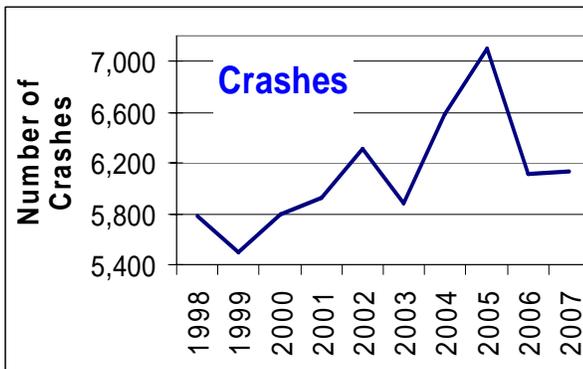
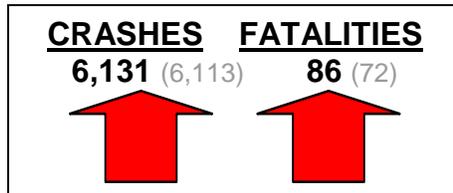
OLDER DRIVERS. (defined as age 65 and older) Thirty-four drivers over 65 years of age were involved in fatal crashes that resulted in 38 deaths. Twenty-five drivers, 3 passengers and 3 pedestrians over the age of 65 died in these crashes. Sixteen fatal crashes were Lane Departure. Leading crash characteristics are different than those for younger drivers. They were:

- Inattention (11)
- Not wearing a seat belt (10)
- Failure to Keep in Proper Lane (9)
- Failure to Yield the Right of Way (8)
- Failure to obey traffic signs, traffic control devices, or safety zone laws (3)



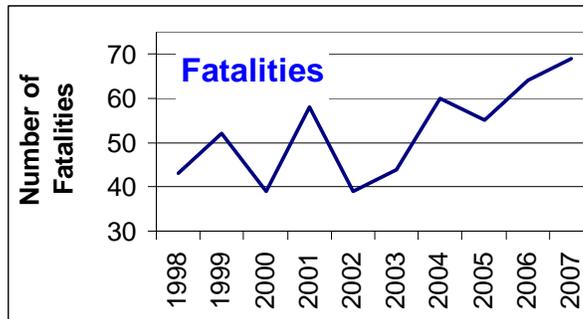
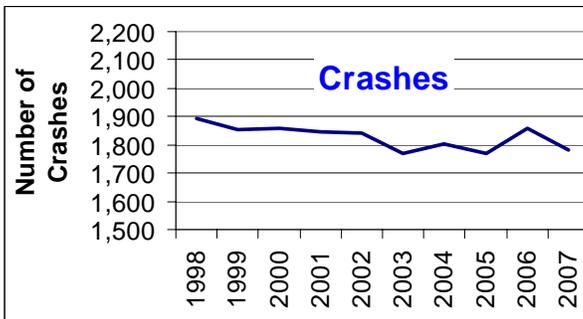
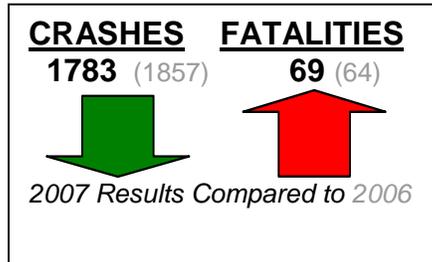
ILLEGAL/UNSAFE SPEED, a core element of Aggressive Driving showed a increase in crashes and fatalities in 2007. Speed-related crashes account for 18.5% of the total crashes and 47% of total fatalities.

- Adjusting speed for weather - related road conditions is a problem. Unsafe speed was noted in 3,472 crashes on snowy, slushy or icy road surfaces, and another 596 occurred on wet road surfaces.



*Note: See additional background on these topics in MTSC's **The Status of Transportation Safety in Maine.** **Aggressive Driving** is a crash where the driver displays a risky behavior – that can be reflected through various driver contributing factors listed on a Police Crash Report. This report will track one of those behaviors – Illegal or Unsafe speed.*

ALCOHOL-related crash fatalities increased in 2007, as did the percentage of Maine’s alcohol-related fatal crashes. This reflects a growing problem. Maine’s fatal crashes where BAC was .08 or higher is 33% - above the 2006 fatality level (26%) and above the national rate of 32% (2007). In fatal crashes, 18 young drivers, age 16 to 24, had positive BAC levels, seven 16-20 year olds had positive BAC results.



Contact Information: Maine Transportation Safety Coalition, P.O. Box 818, Augusta, ME 04333-0818 and on the web at <http://themtsc.org>

Priority Programs

Occupant Protection Program

The overall goal of Maine's Occupant Protection Program is to increase safety belt use for all occupants, thereby decreasing deaths and injuries resulting from motor vehicle crashes. In 2007, there were 141 fatalities involving passenger vehicles. Seventy-six (76) occupants were unrestrained, nearly 54%.

- High Visibility Enforcement and Education

In May, BHS funded the annual "Buckle Up. No Excuses!" safety belt education and enforcement campaign that ran from May 19 to June 1 in conjunction with the national "Click It or Ticket" campaign. There were 78 Maine law enforcement departments who participated in this campaign. (Note: Maine has 143 police departments of which 49 have 5 or fewer personnel.) The traffic statistics for this program include 9,144 traffic stops made with 9,608 tickets and warnings, 3,471 safety belt summons (a 223% increase in safety belt summons from 2007), and 2,222 safety belt warnings given. The overtime cost for this high visibility enforcement program was more than \$147,000 paid out of federal 402 funds. The Click It or Ticket initiative is designed to raise public awareness about the importance of using seatbelts. This is achieved through the use of coordinated high-visibility enforcement, public awareness, education and outreach.



- Statewide Observational Survey

A NHTSA approved occupant protection observational survey was conducted immediately after the "Buckle Up. No Excuses!" campaign in June of 2008. This survey showed an overall voluntary seat belt usage rate increase to 83%. BHS stated a goal of reaching 80% voluntary usage by 2008. In addition, PRG, through NHTSA, conducted surveys at motor vehicle branch offices to determine effects of the primary belt law on Maine's usage rate.

- Convincer & Rollover Education Program

In partnership with Mid-Coast EMS Council, BHS funds a very successful seat belt education program using both Convincer and Rollover simulators. In 2008, through various schools, safety fairs, college campuses, expos, and work-related health and safety events, more than 15,000 Maine citizens of all age groups were educated about the importance of using seat belts. A variety of activities were used to reach Mainers, including fatal vision goggle demonstrations, a seatbelt challenge, and hosting guest speakers at public events.

Targeting driver-training programs remained a priority of this program this past year. Over 800 driver-training students in 45 classes heard presentations on over a dozen different training programs. While the Convincer and Rollover simulators are geared toward teens and adults, several hundred children received safety belt demonstrations when they attended various expos this past year.



Impaired Driving Program

Impaired driving continues to be one of Maine's greatest and most persistent threats to public safety. A strong commitment by BHS and Maine law enforcement to traffic enforcement is essential in order for any of our impaired driver programs to be successful. Maine's 2008 Impaired Driving Program focused on reducing alcohol-related crashes by targeting high crash locations. Using police crash data, BHS was able to identify and partner with law enforcement to increase patrols in those areas.

The overall goal of Maine's Impaired Driving Program is to reduce the number of alcohol-related crashes. As part of that goal, the BHS performance goal for 2008 included reducing the alcohol-related fatalities from 36% to 34% of all crashes. In 2007, 38% of all motor vehicle fatalities were alcohol-related. These rates are based on actual Maine data. More needs to be done to address this upward trend.

In 2007, 18 young drivers (age 16-24) had positive BAC levels; seven 16-20 year olds had positive BAC results.

- High Visibility Impaired Driving Enforcement

The use of dedicated enforcement strategies combined with public awareness and education are key components to reducing the injuries and deaths attributed to impaired driving. In



addition, local community programs must continue to put forth their independent efforts to reduce impaired driving crashes. Sending the message to the public that impaired driving will not be tolerated is essential.

In 2008, BHS funded 62 law enforcement agencies for the annual impaired driving high visibility enforcement campaign. As a result, Maine law enforcement stopped more than

11,000 drivers and made 326 OUI arrests. During the 2008 National OUI Campaign (August 15 to September 1) Maine law enforcement made 83 OUI arrests and 3,705 traffic stops.

Pictured above, Waterville Police Department conducting an Impaired Driver roadblock in 2008.

<u>Alcohol-Related Fatalities*:</u>	
2002	50
2003	75
2004	70
2005	60
2006	64
2007	69

* NHTSA Statistics

<u>Top 10 Counties for Alcohol-Related Fatalities (2007):</u>	
Cumberland	11
York	11
Aroostook	7
Penobscot	6
Androscoggin	6
Franklin	5
Kennebec	5
Lincoln	5
Somerset	5
Hancock	3

- Drug Recognition Expert Program

Maine currently has 78 active Drug Recognition Experts (DRE), down from 95 last year. We have seen this downward trend of active DREs over the past few years as newer DREs get promoted or reassigned and agency budgets tighten. The Maine Criminal Justice Academy will plan to offer a DRE school every other year to maintain our numbers in this program.

The next DRE school is scheduled for February 2009. We anticipate 15 students will attend the training. Officers from the Westbrook Police Department attended a DRE school in New Hampshire over the summer. They are currently working through their certification process.

- Standardized Field Sobriety Test and Drug Identification

The Maine Criminal Justice Academy (MCJA) conducted 9 full Standardized Field Sobriety Test (SFST) student classes with 140 students in attendance. SFST skills were offered for the third year in a row to the National Park Service at Acadia National Park. The MCJA conducted 7 off-site SFST 4 hour Refresher classes with 55 students in attendance. The MCJA is in the process of planning for a NHTSA SFST program evaluation for 2009.



In 2008, MCJA also initiated the Advanced Roadside Impaired Driver Enforcement program (A.R.I.D.E.) and had a class in Presque Isle and at the MCJA with more classes to be scheduled in 2009.

- In-Cruiser Video Cameras for Impaired Driving Enforcement

BHS funded thirty-five Maine law enforcement agencies with over \$285,000 in Section 410 funds for the purchase of in-cruiser video cameras. These cameras are used during the high visibility enforcement campaigns to assist in the arrest process. Sixty units were purchased.

Child Passenger Safety Program

The Maine Child Passenger Safety (CPS) Coordinator educates Maine parents, caregivers, and children about the correct use of and safe practices for child safety seats, booster seats, and other child safety restraints. The Coordinator also ensures that technicians receive education, training and materials and are supported in their statewide efforts.

NHTSA CPS Technician Courses

Four CPS Classes were held resulting in 49 technicians receiving certification, two of whom were technicians who had let their certification lapse and were recertifying. Class locations included Augusta, Bangor, Presque Isle, and the Maine Criminal Justice Academy.



CPS Tech Updates

Three CPS Technician update classes were held, one in York (a collaboration with York Police Department), one in Bangor, and one in Augusta resulting in 44 CPS technicians receiving four continuing education credits toward recertification.

Falmouth Fire-EMS conducted a class entitled "Special Considerations for Premies and Newborns" in April 2008 with 19 technicians/instructors in attendance.

CPS awareness trainings were held on October 15 in Augusta at Home Counselor Inc. (8 attended); on March 31 at the Biddeford DHHS offices (13 attended); on July 31 in Skowhegan at the DHHS offices (8 attended) and on June 27 at KVCAP (12 attended).

Safe Kids Maine provided four-hour awareness training courses for Child Care Providers through Regional Development Centers (RDC) in Bangor, Presque Isle, Dover-Foxcroft, Gilford, Sanford and Scarborough.

CPS for Buses

In April and June 2008, regional training for bus drivers and bus assistants who transport preschool aged children was held in the school departments of Farmington, Windham, Berwick, Eliot, Brunswick and Topsham. These trainings were attended by thirty-eight individuals and six State Police Bus Inspectors. Additional trainings were conducted in North Berwick, Topsham, Oakland, Farmington, Caribou and Jonesboro. All training attendees were trained on the correct installation of a variety of bus specific child restraint systems designed specifically for children of pre-school age who are not protected by compartmentalization. An additional 73 bus drivers, bus assistants, mechanics and transportation directors attended training in Readfield, Naples, Windsor and Oakland.

The Maine CPS School Transportation Vehicles program has been expanded to include additional curriculum regarding transporting children with special health care needs in school vehicles, family vehicles and public transit vehicles. The new program was previewed at the 37th Annual Student Transportation Safety Conference held on July 22-25th at Sugarloaf USA in Carrabassett Valley, sponsored by the Maine Association for Pupil Transportation (MAPT), Department of Education (DOE) and Maine State Police. Over 20 transportation directors from Maine attended this training course and are requesting additional trainings be conducted for the bus drivers in their region. In addition twenty bus professionals attended a full day training on safely evacuating children with special needs and nearly 60 attended a one-hour training on safe evacuation at the MAPT Conference.

Instructors for the Special Needs on School Vehicles provided consultation services for two school departments -- North Berwick in January 2008 and Maranacook in the spring of 2008. In both cases the instructors were able to assist the school department in finding a safe way to transport these special children.

Nineteen site managers attended the CPS Annual Meeting held on August 1. Students were provided education on special needs seats and were provided an opportunity to practice their skills under the supervision of the CPS Coordinator and three seasoned CPS Technicians.

Fitting Stations and Check Up events

Monthly CPS check-up events are scheduled in Augusta, Belfast, Falmouth, and Waterville; others are held as requested. This year a total of 80 events were held (includes Safe Kids events). 1,029 car seats were checked either by appointment or at an event. Safe Kids events constituted approximately one third of the seat checks and Falmouth Fire checked about one fifth of the seats. Fitting stations provided 111 seats (purchased with funding from BHS) to families who attended the events with outdated, broken or recalled seats.

Community Outreach Efforts

Approximately 1,620 people received information or education about Maine's Child Passenger Safety Program in 2008 at the following locations:

- Maine School Municipal Association Conference October 07 – (350)
- Comprehensive School Health Meeting Sept 08 (50)
- Injury Prevention Meetings Quarterly (20)
- Safe Kids Maine – Awareness events Desert Isle April 26 (100)
- Safe Kids Maine – May 3, Millinocket (500)
- Safe Kids Maine –May 10, Kiwanis Health Fair in Oakland (150)
- Safe Kids Maine – August 5, Gardiner National Night Out (250)
- Safe Kids Maine and EMMC – August 16, Hampden Children's Festival effort with EMMC (200)

The CPS Coordinator visited 9 fitting or voucher sites:

- Presque Isle – MicMac and Aroostook Medical Center
- Houlton Band of Maliseets
- Northeastern EMS-Bangor
- Indian Island – Old Town
- Milford Fire
- Ellsworth
- Maine Medical Center-Trauma
- Waldo CAP – Ellsworth

Established 5 new sites at:

- Eliot PD
- Northeastern Maine EMS – Bangor
- EMMC – Bangor
- Brewer Fire – Bangor
- Pleasant River Ambulance – Columbia

and closed 3 sites at:

- Catholic Charities – Portland – due to their lack of funding
- Milford due to CPS changing fields
- Penquis CAP – due to storage issues

There are 33 total sites as of Sept 30, 2008. The sites provided 1,964 seats to income eligible families in 2008.

Traffic Records

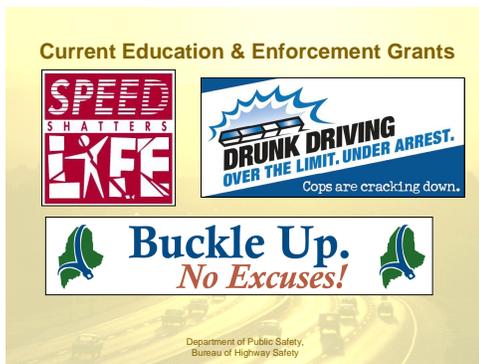
The overall goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system that provides users with timely, complete, accurate and usable traffic data so that we may analyze and address our highest priority traffic safety issues.

In 2007 and 2008, the TRCC evaluated identified traffic records system deficiencies (including EMS, Crash, DOT Roadway, Licensing & Registration and Citations). The TRCC solicited and evaluated projects and identified several that should be funded. With OIT approval, two projects were approved. The first is a project to convert EMS paper run-reporting to an electronic run-reporting platform. BHS partnered with Maine Emergency Medical Services to bring EMS data in full compliance with NEMSIS and provide online access to run report data. This project was implemented through the acquisition of laptop computers, software, and training for EMS providers statewide on submitting EMS patient/run reports in electronic format and in compliance with NEMSIS. The second approved project specifically upgrades and enhances the existing crash reporting system, which is the central repository for all state crash data. An RFP was issued and a vendor chosen. Work on this new project commenced in early 2008.



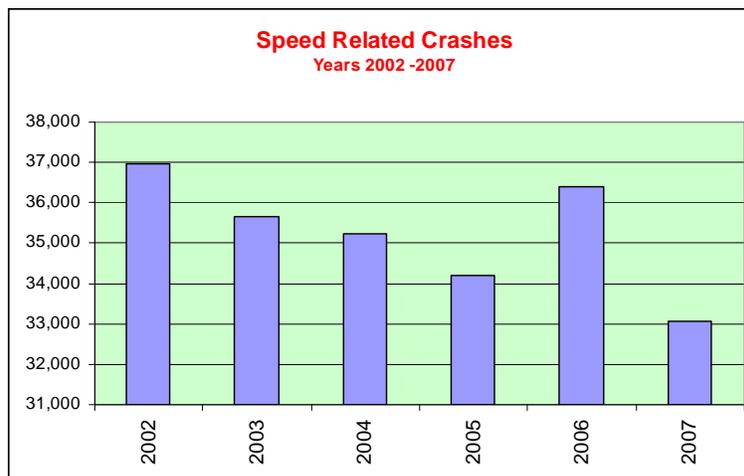
Speed and Aggressive Driving

2008 Dedicated Speed Enforcement



In 2007, speed-related crashes accounted for 18.5% of Maine's total crashes and 47% of total fatalities.

In an effort to drive those numbers down, BHS offered grants to law enforcement agencies that demonstrated a community speed problem. Details included each agency's high crash locations, locations of speed-related fatal crashes, high-ticket areas and areas of community complaints. We offered an over-time grant to 51 agencies across the state, including the Maine State Police, with the sole objective of reducing the number of speed related crashes, injuries and fatalities.



Agencies receiving the grant were required to conduct speed details in identified high crash locations. The Maine State Police conducted a yearlong program while the remainder of the agencies conducted a program from June to September. Speed enforcement included saturation patrols, speed radar traps and aircraft patrols.

As a result of combined law enforcement efforts, 12,974 traffic stops were conducted, and 3,590 speed summons and 6,765 speed warnings were issued. Many departments reported that the public responded very positively regarding the increased enforcement efforts. In our 2008 Highway Safety Plan, we set an aggressive goal of reducing speed related fatalities to 36% for 2008. Clearly dedicated enforcement and education efforts need to continue.

Motorcycle Safety

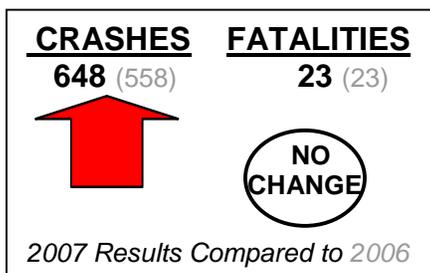
The Maine Bureau of Motor Vehicles (BMV), working under a grant from BHS, conducted a yearlong motorcycle safety awareness program this year. BMV focused on four areas of motorcycle safety: motorcycle rider education program expansion, driver/rider awareness regarding motorcycle safety, instructional material provision to various motorcycle groups, and the purchase of training equipment.

Maine now has three recognized motorcycle rider education programs. From January to September 2008, over 7,800 people participated in these three courses. Four educational motorcycle safety programs were purchased this year by the BMV. These programs are available for use by motorcycle groups and driver education classes around the state.



This year's motorcycle safety media campaign included two outlets. A television PSA entitled "Think", targeted at non-motorcycling road users to reinforce the importance of looking out for motorcycles, ran during the summer holiday weeks. A radio PSA, featuring a voice over by Maine's Secretary of State Matthew Dunlap urging roadway users to be on the lookout for motorcycles, ran in the Bangor market area.

Motorcycle crashes resulted in twenty-three fatalities in 2007. Motorcycle/scooter crashes may be a trend to watch with fuel costs causing travelers to consider cheaper transportation modes.



- General crash and fatality trends are increasing.
- There was a positive BAC for the motorcycle operator in 5 of the fatal crashes.
- Helmets were not worn by 65% of the operators killed.
- The leading age group of motorcycle operator fatalities is 26-54. There is a continuing upward shift of driver age related to motorcycle operation and crash involvement, similar to the

trend that's being seen nationwide.

- Thirteen of twenty-one fatal motorcycle crash fatalities were single vehicle occurrences.

Noteworthy Programs

Law Enforcement Challenge

BHS sponsored the Maine Law Enforcement Challenge (MLEC) this year; this is the second year BHS has been involved in the Challenge. The MLEC is an opportunity to showcase a law enforcement agency's community traffic safety programs. A successful traffic safety program reduces injuries and saves lives. A winning MLEC program combines public information and enforcement to reduce crashes, death and injuries as well as economic loss.

Law enforcement agencies are broken into two categories for Maine judging purposes: large and small departments, based on the size of a department's patrolmen. The agencies finishing in the top of their categories were recognized for their efforts and were eligible for awards of police equipment. Once winners were selected, their Challenge submission was forwarded to the International Association of Chiefs of Police Law Enforcement Challenge, which is a nationwide competition.

This year 10 departments participated in the Challenge, which showcased each department's traffic safety programs during the 2007 year.

York PD, Rockland PD, Presque Isle PD, Sagadahoc County SO, Farmington PD, and Bath PD submitted applications for the small department category. York PD came in first place, winning a Watchguard DV-1 in-cruiser overhead video unit. Rockland PD took second place, winning a MPH laser radar. Presque Isle PD won third place, and earned a Decatur radar.



Augusta PD, South Portland PD, Wells PD, and Cumberland County SO competed in the larger department category. Augusta PD and South Portland PD tied for first place; both departments earned a Watchguard DV-1 in-cruiser overhead video unit. Wells PD took second place, and was awarded a MPH laser radar.

Additionally, Sagadahoc County SO won third place in their category in the national

competition.

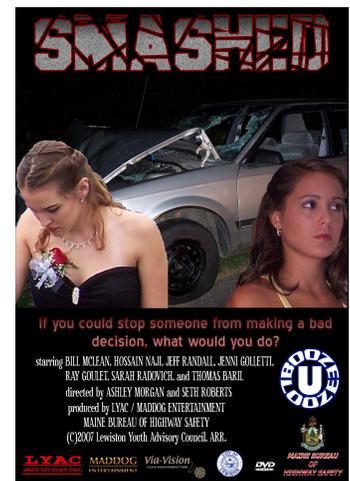
An awards luncheon was held Monday, July 21, at the Ramada Inn in Lewiston. All 10 participating departments were present for the luncheon and the awards ceremony that followed.

Partnerships and the Strategic Highway Safety Plan

BHS has partnered with the Maine Department of Transportation, the Maine Turnpike Authority, Department of Health and Human Services, state law enforcement agencies and many others in working toward the identified initiatives within the statewide **Strategic Highway Safety Plan** to substantially reduce the number of injuries and deaths related to crashes on our highways. BHS will continue to explore new partnerships and continue to strengthen existing partnerships with more agencies (governmental and non-governmental, local, state, law enforcement and non-law enforcement) in our efforts to increase our chances of affecting behavioral changes and educating Maine citizens about all matters related to behavioral traffic safety.

Smashed

In 2007, BHS partnered with the Lewiston Youth Advisory group (LYAD) to specifically target young drivers with increased risk for impaired driving. BHS funded a 25 minute professionally produced video called "Smashed". It involved factors leading up to prom night, drinking alcohol, impaired driving, a fatal teen alcohol crash and the aftermath. There was extensive media coverage at a movie premiere shown at the Auburn Flagship Cinema. The premiere included guest speakers and media. In December of 2007, BMV approved the movie to be shown in Maine driver education schools.



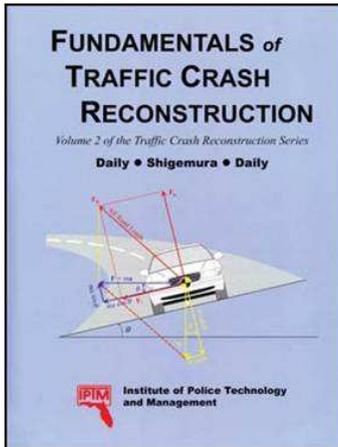
Save a Brain-Wear a Helmet



BHS partnered with The Brain Injury Association of Maine to provide a "Save a Brain- Wear a Helmet" Campaign. This campaign provided 5,000 children in Maine with a new fitted bicycle helmet as well as school based prevention workshops.

Free, properly fit bicycle helmets were also offered at numerous safety events this year.

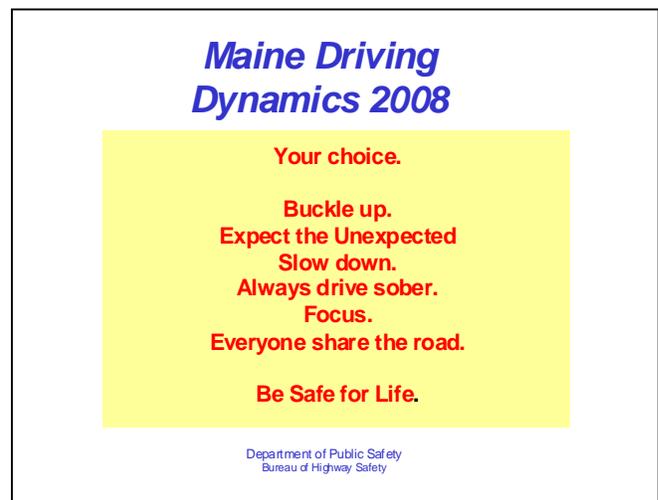
Crash Reconstruction



The Maine State Police (MSP) upgraded their reconstruction program this year by increasing the training of the two certified Mapscene CAD program instructors by sending them to the advanced 3D CAD software course. The MSP purchased reconstruction equipment, software and updated manuals for certified officers in the field. Additionally, MSP provided the reconstructionists in the field forensic mapping kits. The cost for this project was \$80,000.

Maine Driving Dynamics

Maine Driving Dynamics (MDD) is a Maine sponsored 5-hour defensive driving course that offers all drivers the opportunity to improve their defensive driving abilities. The course includes discussion of collision avoidance techniques, safety issues, driver habits and attitudes, and the basic elements that constantly challenge drivers on Maine's highways. MDD is taught by a certified Maine Driving Dynamics instructor in a format that engages students with lectures, videos, and class discussion/participation. Those completing the course will receive a three-point credit on their driving record and students 55 and older can receive an insurance discount from their insurer.



BHS believes students will be safer drivers after completing this course. They will leave the class with a new and unique way of looking at the driving experience.

The course is offered to the public several times each month at various locations around the state. MDD is sponsored by BHS in partnership with local and regional adult education organizations.

The course is also offered on site to private companies.

Challenges

Young Drivers

Young men, specifically ages 16-18 continue to be involved in fatal crashes. A newly formed Teen Driver Focus Group has made this age group the target of a dedicated, multi-agency effort to address the issue. This group is drilling down all available data, reviewing best practices and forming partnerships to address the issue of young male driver fatalities.

Effective Media Plan with Evaluation

In September of 2008, BHS's paid media contract expired leaving us without adequate paid media coverage for the Holiday Enforcement period. An RFP for media services needs to be completed in order to coordinate paid media (and earned media) for the 2009 FFY. BHS hopes to select a vendor that can create TV, radio and print media that is coordinated for the entire state on all highway safety issues.

Alcohol Crashes

Alcohol continues to be a rising factor in the majority of fatal crashes despite increased and dedicated high visibility enforcement activities targeted at high-crash locations involving alcohol. BHS hopes to convene an impaired driving task force to help address this issue.

Traffic Records

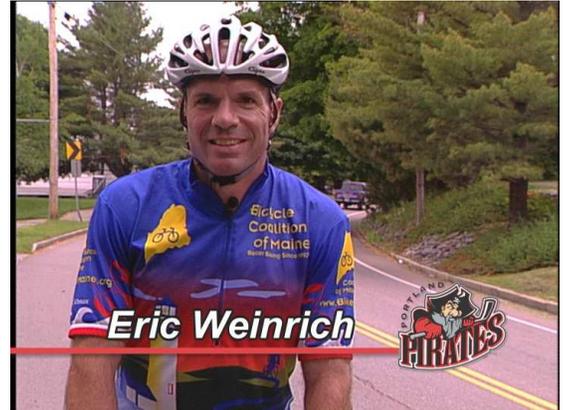
Although much has been accomplished in Maine, much still needs to be done. E-ticketing and on-line citation data is the most difficult to obtain. The Traffic Records Coordinating Committee exists to address the Traffic Records deficiencies that have been identified.

Paid and Earned Media Summary

During 2008, BHS committed more than \$270,000 toward paid media to address highway safety priority areas, including seat belts, the new primary belt law, winter/weather driving, and motorcycles.

BHS contracted with Leading Edge Services, Inc. d/b/a Marketeers for purchase of radio airtime for the seatbelt, winter/weather driving, and motorcycle topics. Flight times coincided with winter driving, the national "Click It or Ticket" campaign, and Maine's motorcycle riding season (May-Labor Day).

BHS, in partnership with the Maine Dept. of Transportation, aired TV spots geared to teen drivers and lane departures. BHS also worked with the Bicycle Coalition of Maine for a Share the Road safety campaign for bicycles.



Earned media, as always, was a great asset to BHS's media campaign in 2008. Several television interviews were held with local law enforcement agencies during the "Click It or Ticket" campaign, and over 15 print stories ran in Maine's newspapers. Earned media also played a big role in BHS's OUI and speed enforcement campaigns, with several local police authorities relating to their communities the upcoming enforcement programs, and the importance of driving soberly and responsibly.

