2006

MISSISSIPPI

Highway Safety

Annual Report

Contact Information

Street	3750 I-55 N. Frontage Road	ph:601-987-3775
PO Box		fax:601-987-3792
Suite/Room		kproctor@mdps.state.
City	Jackson	Web
State	Mississippi	
Zip Code	39211	

Introduction

Crash Summary: For 2005, there were 78,889 reported traffic crashes, which represented a decrease from 93,049 in 2004. The 2004 total crashes was an estimate based on prior years. Crashes by severity were: Fatal - 840, Injury - 19,301 and Property Damage Only - 58,748. The fatality rate raised slightly to 2.33 per 100 million VMT from 2.31 - the second lowest rate ever recorded. Mississippi demographics are: 2,921,088 population; 2,507,298 licensed drivers; 2,519,328 registered vehicles. Vehicular miles traveled in millions was 39,899. The alcohol fatality rate per VMT was .93.

Accomplishments: For 2005, there was a 3.4% increase in total fatalities and a 18.3% increase in county road fatalities. The 40% alcohol-related fatality rate is equal to the national average. Both the "Click It Or Ticket" Campaign and the "You Drink and Drive, You Lose" Campaign sustained DUI enforcement campaign have been successful. The Mississippi Highway Patrol received over $1,000,000 in call-back overtime to conduct these enforcement blitzes.

Challenges: Mississippi became the 22nd state to pass the primary safety belt law during the 2006 legislative session. It's effective date was May 27, 2006, to coincide with the Memorial Day holiday.   With this new law, our safety belt usage rate increased to 73.6% from the 2005 rate of 60.8%. While this change is a differential of 12.8 percentage points, it actually represents a 21% increase in safety belt usage.
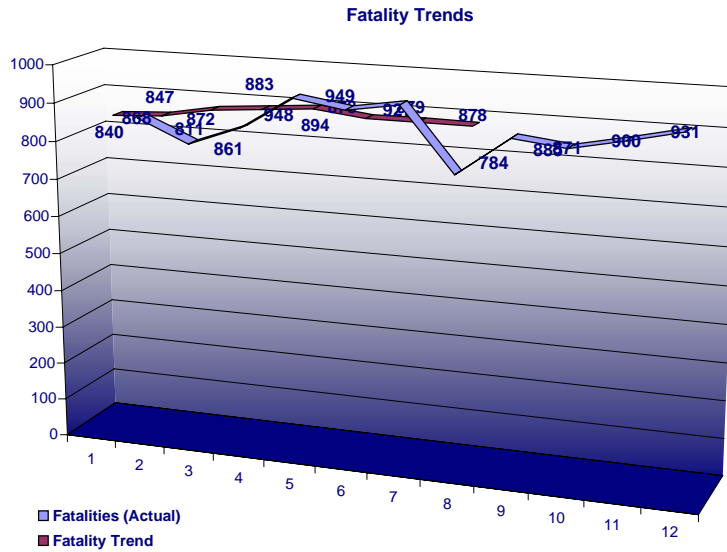
Crash Data / Trends

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	868	811	861	948	927	949	784	885	871	900
Fatality Trend		840	847	872	883	894	878	879	878	880
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatality Rate /100 million VMT	2.9	2.7	2.8	2.8	2.7	2.7	2.2	2.4	2.3	2.3
Fatality Rate Trend		2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.6	2.6
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Injuries (Actual)	34,412	27,784	26,125	26,399	26,321	39,432	38,384	38,840	37,174	38,133
Injury Trend		31,098	29,440	28,680	28,208	30,079	31,265	32,212	32,763	33,300
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatality & Serious Injury Rate /(100 million VMT)	13	12.2	14.8	13.8	12.2	13.5	11.7	11.8	10.5	10.8
Fatality & Serious Injury Rate Trend		12.6	13.3	13.5	13.2	13.3	13.0	12.9	12.6	12.4
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatality Rate/100K Population	32.2	29.9	31.5	34.4	33.1	33.4	27.6	31	30.2	31
Fatality Rate Trend/100K Population		31.1	31.2	32.0	32.2	32.4	31.7	31.6	31.5	31.4
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Fatal & Serious Injury Rate/100K population	143.2	136.6	169.2	172.1	152.3	168.6	148	150.4	137.8	145.1
Fatal & Serious Injury Rate Trend /100K population		139.9	149.7	155.3	154.7	157.0	155.7	155.1	153.1	152.3
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Alcohol Related Fatalities	362	328	344	351	335	380	282	332	320	341
Alcohol Related Fatality Trend		345.0	344.7	346.3	344.0	350.0	340.3	339.3	337.1	337.5
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Proportion of Alcohol Related Fatalities	41.7	40.5	40.0	37.0	36.1	40.0	36.0	37.5	37.0	37.9
Alcohol Proportion Trend		41.1	40.7	39.8	39.1	39.2	38.8	38.6	38.4	38.4
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Alcohol Related Fatality Rate /100M VMT	1.22	1.07	1.1	1.03	0.96	1.07	0.79	0.92	0.85	0.88
Alcohol Fatality Rate Trend		1.15	1.13	1.11	1.08	1.08	1.03	1.02	1.00	0.99
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Percent of Population Using Safety Belts*	46.00%	46.00%	48.20%	58.00%	54.50%	50.00%	62.00%	62.00%	62.20%	63.20%
Safety Belt Use Trend		46.00%	46.73%	49.55%	50.54%	50.45%	52.10%	53.34%	54.32%	55.21%
	1995	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**
Serious Injuries (A) Actual	2,989	2,899	3,762	3,787	3,335	3,848	3,428	3,413	3,098	3,313

Performance Goals and Trends

Goal: Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data

Fatality Trends

Data labels: 840, 868, 847, 811, 872, 883, 861, 948, 894, 949, 927, 879, 878, 784, 885, 871, 900, 931

- ■ Fatalities (Actual)
- ■ Fatality Trend

Goal: Fatality Rate/VMT
Baseline

Reduce/maintain, etc.
Baseline Data

Fatality Rate

Data labels: 2.9, 2.7, 2.1, 2.8, 2.8, 2.1, 2.7, 2.0, 2.7, 2.2, 2.0, 2.05, 2.4, 2.7, 2.6, 2.3, 2.3, 2.6, 2.3, 2.5

- ■ Fatality Rate /100 million VMT
- ■ Fatality Rate Trend

Goal: Injuries
Baseline

Baseline Data

Injury Trends

Injuries (Actual) values: 34,158, 34,412, 31,098, 27,784, 29,440, 28,689, 28,208, 26,125, 26,399, 26,321, 39,472, 38,384, 38,640, 30,079, 31,265, 32,212, 37,174, 38,133, 32,743, 32,458, 25,983

- ■ Injuries (Actual)
- ■ Injury Trend
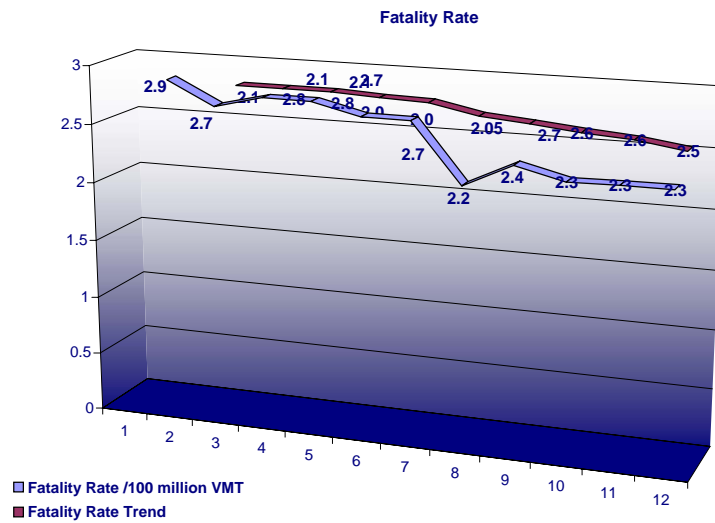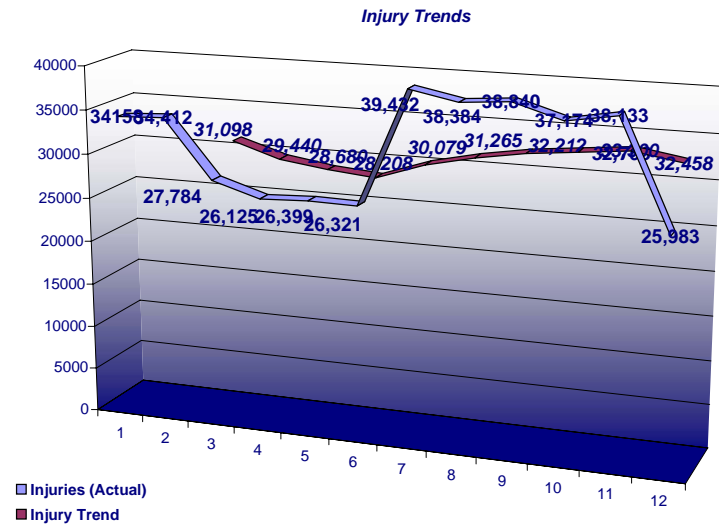
Goal: Fatal and Injury Rate/VMT
Baseline

Reduce/Maintain, etc.

Baseline Data

Fatal and Serious Injury Rate per 100M VMT

Values: 13, 12.2, 12.6, 14.8, 13.3, 14.0, 13.5, 13.2, 13.3, 13.5, 13.0, 11.7, 12.9, 12.0, 12.6

Years: 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002

- ■ Fatality & Serious Injury Rate/(100 million VMT)
- ■ Fatality & Serious Injury Rate Trend
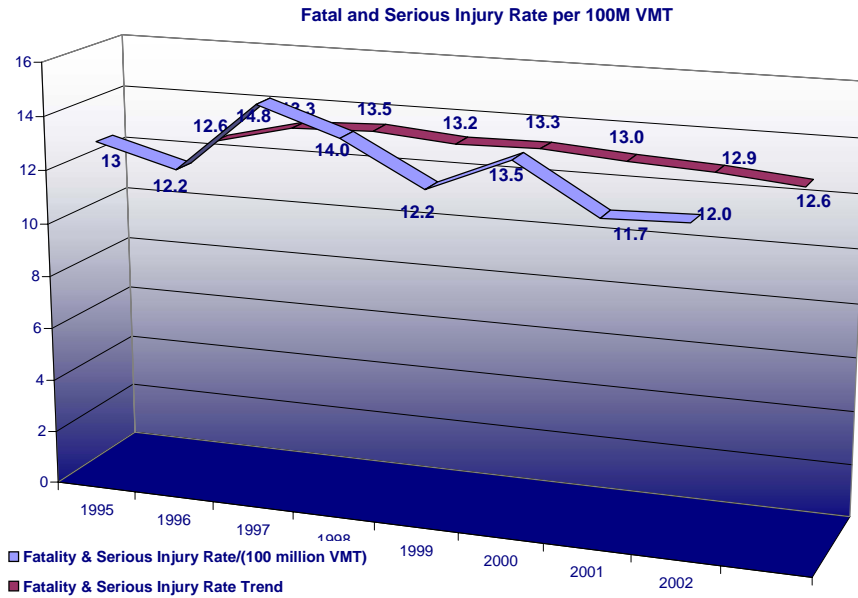
Goal: Fatality Rate/100K Population
Baseline

Reduce/Maintain, etc.

Baseline Data

Fatality Rate/100K Population

Chart data labels:
32.2, 29.9, 31.5, 31.1, 31.2, 32.4, 32.0, 32.2, 33.1, 33.4, 32., 31.7, 27.6, 31, 31.6, 31.5

Legend:
■ Fatality Rate/100K Population
■ Fatality Rate Trend/100K Population

X-axis: 1995 1996 1997 1998 1999 2000 2001 2002
Y-axis: 0, 5, 10, 15, 20, 25, 30, 35
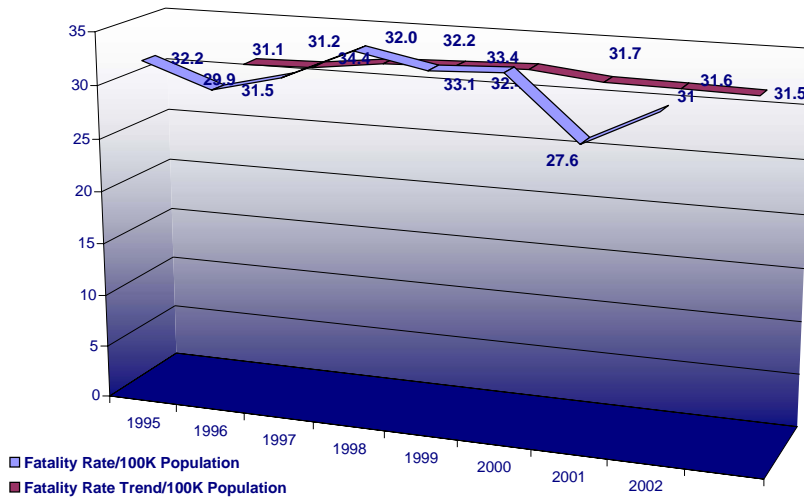
Goal: Fatal/Injury Rate/100K Population
Baseline

Reduce/Maintain, etc.

Baseline Data

Fatal and Injury Rate / 100K Population

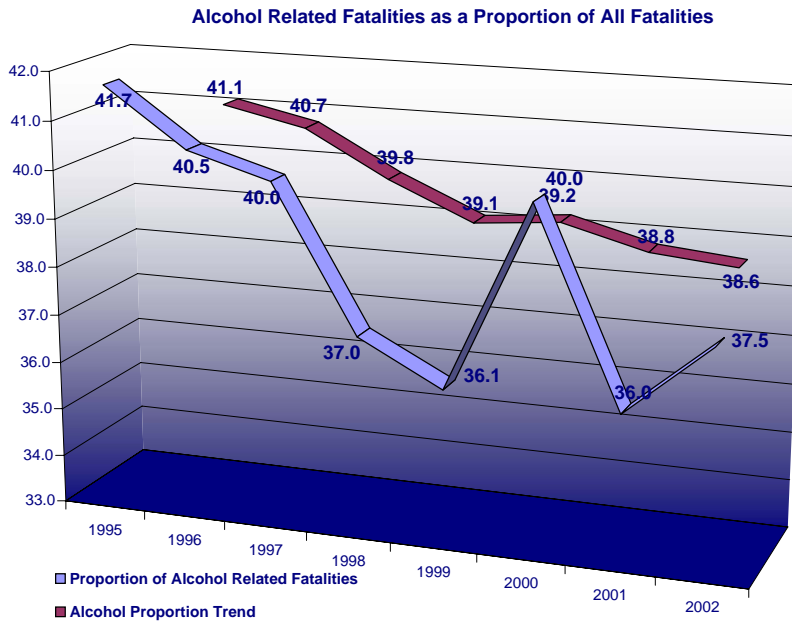Chart data labels:
143.2, 136.6, 139.9, 169.2, 149.7, 172.1, 155.3, 152.3, 154.7, 168.6, 157.0, 148, 155.7, 150.4, 155.1, 153.1

Legend:
■ Fatal & Serious Injury Rate/100K population
■ Fatal & Serious Injury Rate Trend /100K population

X-axis: 1995 1996 1997 1998 1999 2000 2001 2002
Y-axis: 0, 20, 40, 60, 80, 100, 120, 140, 160, 180
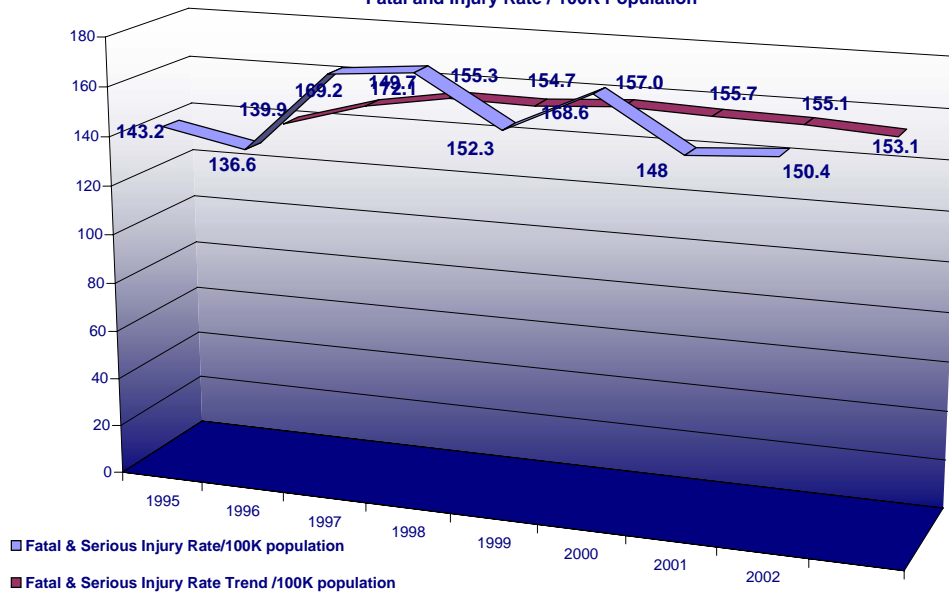
Goal: Alcohol Fatalities
Baseline

Reduce/Maintain, etc.

Baseline Data

Alcohol Related Fatalities

Year	Alcohol Related Fatalities	Alcohol Related Fatality Trend
1995	362	
1996	328	345.0
1997	344	344.7
1998	351	346.3
1999	335	344.0
2000	350.0	
2001	282	340.3
2002	332 / 320	339.3 / 337.1
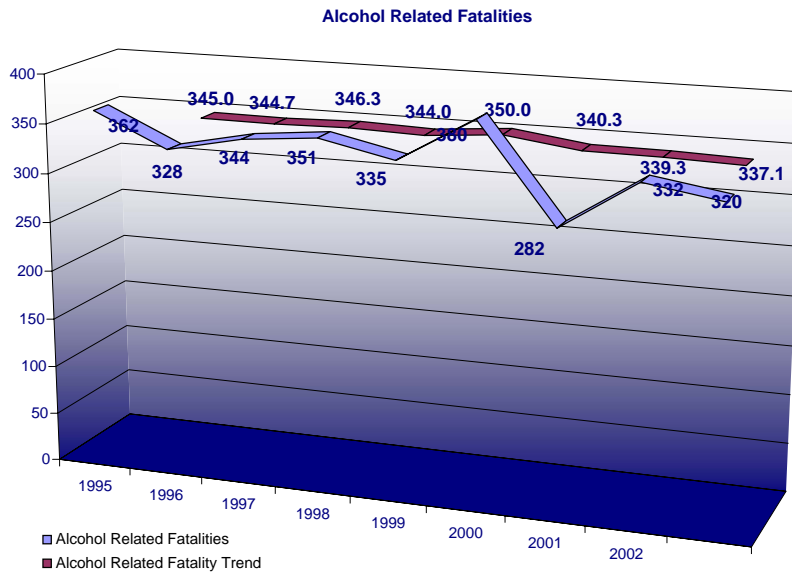
Goal: Alcohol Fatality Proportion
Baseline

Reduce/Maintain, etc.

Baseline Data

Alcohol Related Fatalities as a Proportion of All Fatalities

Year	Proportion of Alcohol Related Fatalities	Alcohol Proportion Trend
1995	41.7	
1996	40.5	41.1
1997	40.0	40.7
1998	37.0	39.8
1999	36.1	39.1
2000	40.0	39.2
2001	36.0	38.8
2002	37.5	38.6

Goal: Alcohol Fatality Rate/VMT
Baseline

Reduce/Maintain, etc.

Baseline Data

Alcohol Related Fatality Rate

1.4	
1.2	1.22 · 1.15 · 1.13 · 1.11 · 1.08 · 1.08 · 1.03 · 1.02
1	1.07 · 1.1 · 1.03 · 0.96 · 1.07 · 0.92 · 1.00
0.8	0.79
0.6	
0.4	
0.2	
0	

1995 1996 1997 1998 1999 2000 2001 2002

☐ Alcohol Related Fatality Rate/100M VMT
■ Alcohol Fatality Rate Trend
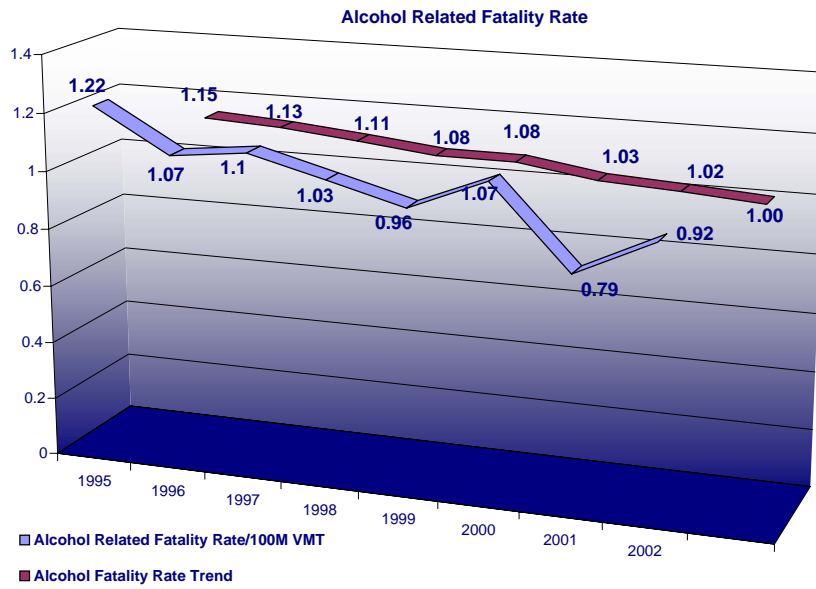
Goal: Safety Belt Use
Baseline

Reduce/Maintain, etc.

Baseline Data

Percent of Population Using Safety Belts

70.00%	
60.00%	62.00%
50.00%	46.00% · 46.00% · 58.00% · 50.54% · 50.45% · 52.00% · 52.10% · 54.32%
40.00%	46.00% · 48.20% · 46.73% · 54.50% · 50.00% · 53.34%
30.00%	
20.00%	
10.00%	
0.00%	

1995 1996 1997 1998 1999 2000 2001 2002

☐ Percent of Population Using Safety Belts*
■ Safety Belt Use Trend
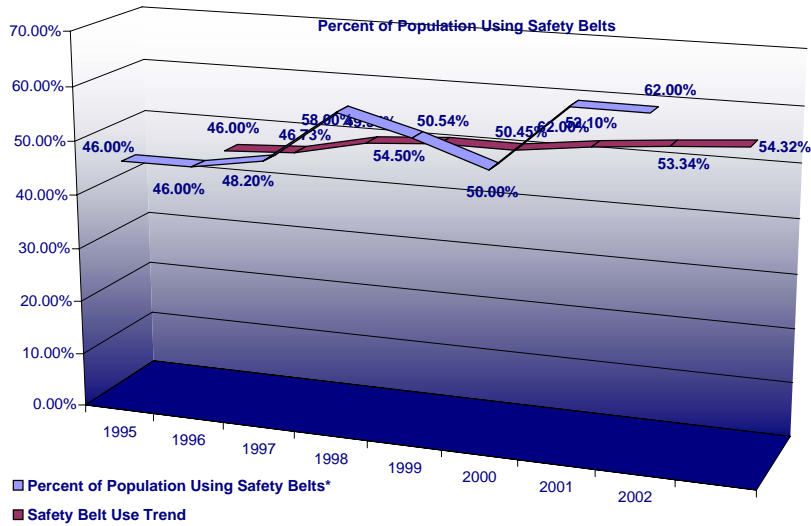
Impaired Driving

Provide a general description of the alcohol program: objectives, noteworthy programs, results, future strategies.

Objectives:

1. Reduce from 37% to 36% of alcohol-related fatalities by the end of 2006. Results for 2005 show an increase in alcohol-related fatalities from 37.9%in 2004 to 40% in 2005.

2. Reduce drivers aged 15-20 involved in fatal alcohol-related crashes from 16.3% in 2004 to 14% by the end of 2006. In 2005, young drivers involved in fatal alcohol crashes fell to 14.5%.

Program Overview

Total DUI arrests decreased from 29,012 in 2003 to 26,958 in 2004. The 2005 DUI totals fell further to 22,511. The final number for 2006 is not yet available.The sustained DUI enforcement project "You Drink and Drive, You Lose", implemented in December 2002, continued throughout 2005. A new campaign "Drunk Driving, Over the Limit, Under Arrest" began in August 2006 for the Labor Day mobilization. The reduction in DUI arrests for 2005 can be attributed in part to Hurricane Katrina. The prevalence of drinking and driving among youth ages 15 - 20 continues to be a problem in this state. In 2005, 2,067 underage Mississippians were arrested for DUI. Such innovative programs as "Teens on the Move" and the Student Advisory Board promote alcohol-free lifestyles. Two other DUI programs include the 100 Club, where officers are honored for writing a minimum of 100 DUIs in a calendar year, and STORM, the DUI officer association with over 1000 members. Fourteen Standardized Field Sobriety Testing Training Courses were conducted by the LEL, as well as one SFST instructor school.

Occupant Protection

Provide a general description of the occupant protection program: objectives, noteworthy programs, results and future strategies.

1. Increase safety belt usage among all motorists from 63.2% in 2004 to 66% by the end of 2006.

Mississippi's safety belt rate increased to 73.6% in 2006, which exceeded our goal.

2. Increase child restraint usage from71% in 2004 to 73% by the end of 2006.

Mississippi's child restraint usage rate rose to 75% for 2006,which is the highest rate ever achieved.

Program OverviewProgram OverviewProgram OverviewProgram Overview

In 2006, Mississippi conducted the "Click It or Ticket" Campaign for the Memorial Day Blitz, and participated in the regionwide "Buckle Up in Your Truck" campaign as well. With the passage of a primary safety belt law effective May 27, 2006, the safety belt usage rate rose to 73.6%. The passage of the primary law, a strong media campaign and heightened enforcement contributed to this dramatice increase in safety belt usage. With NHTSA 403 funding, the Mississippi OHS held a safety belt assessment in July 2005 with expert team members from across the U.S. The main recommendation from this group was the passage of a Primary Safety Belt Law in 2006, which was attained. A 403 action plan was developed in FY 2006 to increase usage rates in low usage rate counties, to be implemented in FY 2007. Mississippi Safe Kids conducted over 100 child passenger checkpoints in 2006. Buckle for Life sponsored an officer appreciation luncheon, honoring law enforcement officers across the state for enforcing the primary child restraint laws. Safe Kids conducted educational campaigns through various organizations such as daycares, elementary scho

Paid Media Report

Describe how the paid media funds were used and an assessment on the effectiveness of the public service messages. Base the assessment on data collected on paid advertising and on non-paid public service announcements.

Program Overview

The Mississippi OHS conducted both safety belt and impaired driving public awareness campaigns during FY 2006 in collaboration with NHTSA, spending in paid media in television and radio for both campaigns. The Click It or Ticket public service announcement was filmed by the Department of Public Safety.   Mississippi utilized the national "Buckle Up in Your Truck" ads during the national campaign preceeding "Click It or Ticket". For BUIYT, approximately $117,500 was purchased in television and $17,000 in radio. OHS purchased $174,712 in CIOT television ads and $27,912 in radio.   During the May 2006 CIOT campaign, 4,259 local CIOT television spots and 735 radio spots were aired across the state.   The "Drunk Driving, Over the Limit, Under Arrest" Campaign was conducted during the Labor Day Holiday period . Budgeted Paid Media for this campaign totaled $500,000, with actual costs of $495,286. For additional information, see the Paid Media Report for 2006.

Project Title: Traffic Records Data Analysis and SAMS Development

Target: Statewide Law Enforcement and MDOT

Program Area: Traffic Records and Hazard Elimination

Problem Statement

There was a need to analyze the automated uniform crash data statewide. The new crash report form collects the necessary data to comply with MMUCC criteria and increase the data elements for Traffic Engineering for a Safety Management System. Data for the calendar year 2005 is comprehensive since over 90% of local agencies rep their data using Reportbeam. The State Traffic Records Committee (STRC) must apply for new 408 Traffic Funds during 2006.

Objectives

1. Purchase improved GPS devices for MHP troopers.   2.
Identify remaining agencies to be trained on Reportbeam software.
3. Analyze and report the new crash data supplied by jurisdictions via Reportbeam

Strategies

Collect, store, retrieve and analyze uniform crash data from January, 2004 to current. Hold traffic records committee meetings to oversee all aspects of the new crash data collection system and the development of SAMS. Hold regular STRC meetings to devel the strategic plan for traffic records systems and identify priority projects beginning in FY-2006.

Results

Additional GPS devices were acquired. Work progressed on the MDOT Safety Analysis Management System (SAMS). Our strategic plan for safety information systems was developed by the state traffic records committee made up of law enforcement, MIS staff, engineers, planning, judicial and other traffic safety professionals. During FY-2006, Reportbeam training was offered to all local law enforcement. The software can be run on PDA's, laptops or desktop computers using Windows. The 408 plan was submitted in June, 2006 to NHTSA.

Contact Information

Name	Ron Sennett
Title	State Traffic Records Coordinator
Agency	Public Safety Planning - Office of Highway Safety
Phone Number	601-987-4990
Email	rsennett@mdps.state.ms.us

Looking to the Future

Significant challenges to be addressed:

Mississippi needs to continue to strongly enforce the DUI laws and the new primary safety belt law in order to reduce traffic related fatalities in the state. Mississippi's traffic crash rate for fatalities is still considerably higher than the national crash rate. OHS will continue to support high visibility enforcement campaigns, combined with paid media, for both DUI and Safety Belt Enforcement.

Significant training, technical assistance, expertise and other resources necessary for success:

Crash Data

	Baseline Data 1994-1997				Progress Report Data 1998-2003					
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**
Fatalities (Actual)	791	868	811	861	948	927	949	784	885	871
Fatality Rate /100 million VMT	2.8	2.9	2.7	2.8	2.8	2.7	2.7	2.2	2.4	2.3
Injuries (Actual)	34,158	34,412	27,784	26,125	26,399	26,321	39,432	38,384	38,840	37,174
Fatality & Serious Injury Rate/(100 million VMT)	13.5	13	12.2	14.8	13.8	12.2	13.5	11.7	11.8	10.5
Fatality Rate/100K Population	29.6	32.2	29.9	31.5	34.4	33.1	33.4	27.6	31	30.2
Fatal & Serious Injury Rate/100K population	144.3	143.2	136.6	169.2	172.1	152.3	168.6	148	150.4	137.8
Alcohol Related Fatalities	343	362	328	344	351	335	380	282	332	320
Proportion of Alcohol Related Fatalities	43.4	41.7	40.5	40	37	36.1	40	36	37.5	39.4
Alcohol Related Fatality Rate/100M VMT	1.2	1.22	1.07	1.1	1.03	0.96	1.07	0.79	0.92	0.91
Percent of Population Using Safety Belts*	43.30%	46.00%	46.00%	48.20%	58.00%	54.50%	50.00%	62.00%	62	62.2

Financial Summary

	402	405	410	411	154	157 Inc.	157 Inno.	163	2003b	Total
P&A	$165,517									$165,517
Traffic Records	$76,408			133,758						$210,166
Impaired Driving	$214,067		88,413		1,699,619			170,541		$2,172,640
Occupant Protection	$273,629						388,342		57,551	$719,522
Safe Communities	$166,859									$166,859
Police Traffic Services	$488,389									$488,389
Roadway Safety	$189,608									$189,608
paid media	$164,940		495,286			35,000	139,540			$834,766
TOTAL	$ 1,739,417		$ 583,699	133,758	$1,699,619	$ 35,000	$388,342	$170,541	$57,551	$4,947,467
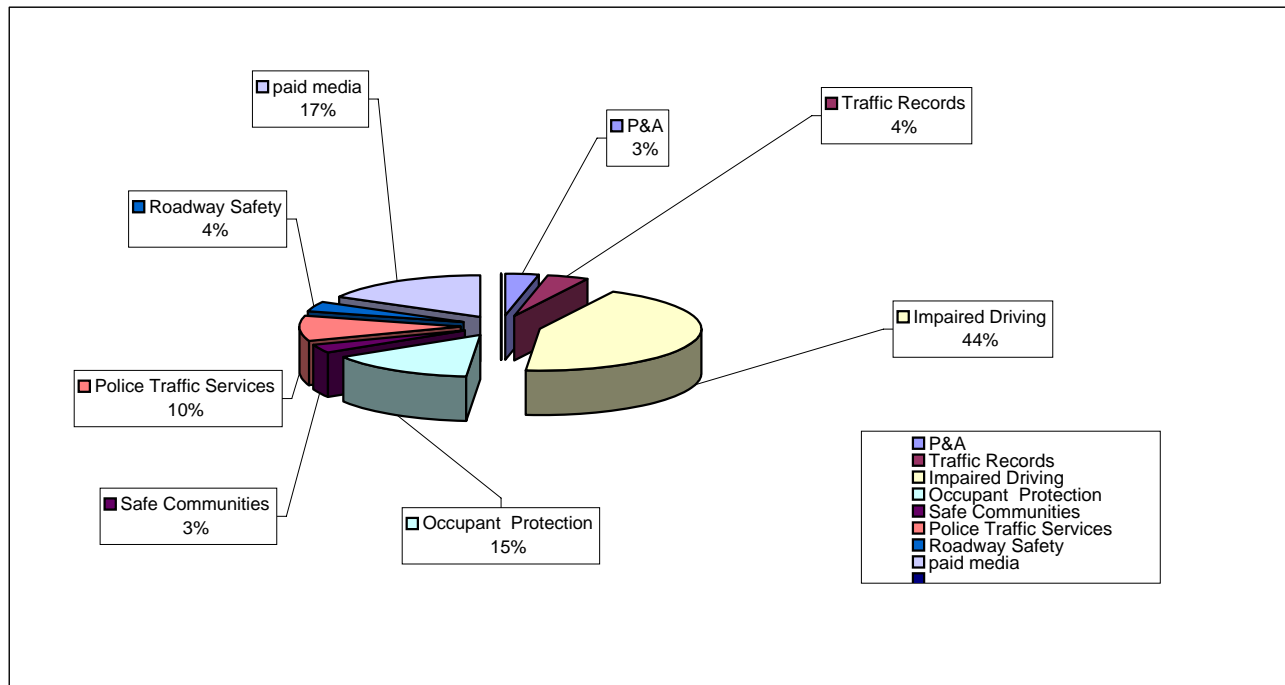
% of Total
3.3%
4.2%
43.9%
14.5%
3.4%
9.9%
3.8%
16.9%
100.000%