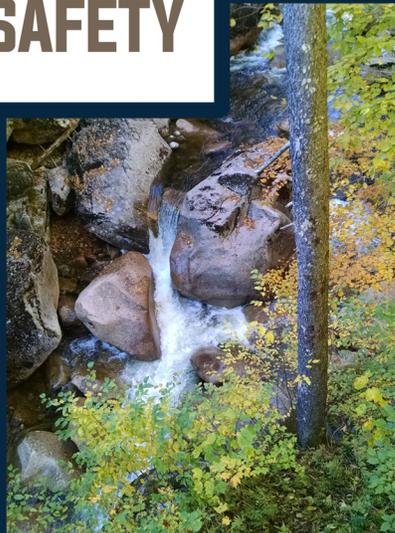
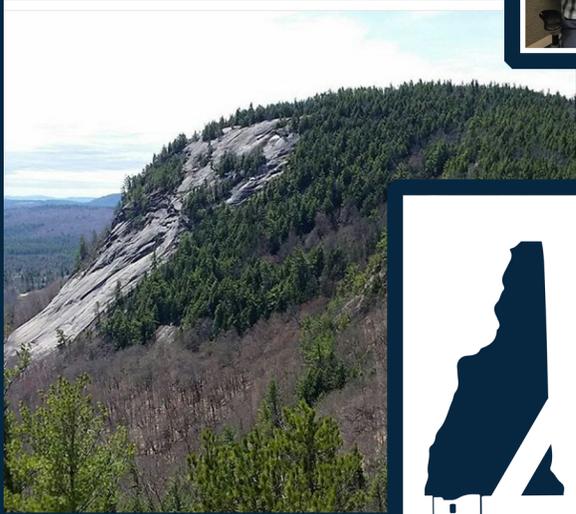


NH OFFICE OF HIGHWAY SAFETY HIGHWAY SAFETY PLAN 2021



New Hampshire Office of Highway Safety

Department of Safety

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The NH OHS is now represented on the World Wide Web, Facebook, Twitter, and Instagram at the following links:



<https://www.nh.gov/hsafety/>



<https://www.facebook.com/NHHighwaySafety/>



https://twitter.com/nh_ohs



https://www.instagram.com/nh_ohs/

Submission: This is the proposed FFY 2021 Highway Safety Plan for New Hampshire.

This document was initially submitted by the NH Office of Highway Safety Commander William R. Haynes Jr. and Program Manager John Clegg, on July 24, 2020 via email, including a read receipt, to NHTSAStategrantapplications@dot.gov, cc'd Charlene.Oakley@dot.gov, as requested by Charlene Oakley, Region 1 Program Manager.

After receiving feedback from NHTSA, NH Office of Highway Safety Commander William R. Haynes Jr. and Program Manager John Clegg edited this document, making the requested changes. The FFY2021 Highway Safety Plan for New Hampshire was resubmitted on August 27, 2020, in the same manner as stated above.



State of New Hampshire Department of Safety

Robert L. Quinn, Commissioner
Richard C. Bailey, Jr., Assistant Commissioner



Office of Highway Safety
Commander William R. Haynes, Jr.
John A. Clegg, Program Manager

July 24, 2020

On behalf of Robert Quinn, the Commissioner of the New Hampshire Department of Safety (DOS), our Governor's Representative, we are pleased to present the FFY 2021 New Hampshire Highway Safety Plan (HSP). This plan serves as an outline for improving the safety of all motorists on New Hampshire's roadways. It will also detail our efforts to reduce traffic related fatalities and injuries. The goal of the New Hampshire Office of Highway Safety (NH OHS) is to prevent serious bodily injuries and fatalities resulting from crashes related to driver behavior.

In 2019, New Hampshire traffic fatalities decreased from 147 fatalities in 2018 to 101 fatalities (a 31% decrease). Some of the contributing factors to the decrease in fatalities in 2019 was a 47.7% decrease in speed related fatalities, a 28.88% decrease in alcohol/drug impaired fatalities, and a 48.6% decrease in unrestrained fatalities. Education, enforcement, and media efforts continue to be at the forefront of addressing these issues.

Another contributing factor to the decrease in crashes and fatalities in 2019 is the important evidence based data that is consistently improving in New Hampshire, and continues to be the driving force to help identify highway safety issues. This in turn allows the Office of Highway Safety to develop highway safety programs to address these issues. An example of this is the recent modernization of New Hampshire's DMV "VISION" system. This system is providing much needed data that is helping to improve highway safety on New Hampshire roads. Working in partnership with the DMV, J-One, NHTSA and Law Enforcement agencies throughout the State, the NH OHS is proud to support the Electronic Crash Record (E-Crash) program to provide Law Enforcement agencies with the necessary equipment to submit crash reports electronically to the "VISION" system. The number of Law Enforcement agencies submitting crash reports electronically to "VISION" continues to grow each year. Currently, 58 law enforcement agencies are submitting electronic crash reports to "VISION" with more law enforcement agencies preparing to submit crash reports electronically in FFY 2021.

The NH OHS is excited about the highway safety partnerships that continue to grow each year. The growth and support of the highway safety partnership is one of, if not the most valuable component of our continuing efforts to achieve our mission of reducing crashes and the resulting serious injuries and/or fatalities on New Hampshire roads. The NH OHS recognizes that no agency, organization, or institution can accomplish this goal alone. It is only with the support of these valuable partners that our goals and objectives can be met. All of us here in the Office of Highway Safety would like to thank all of our partners who are committed to this cause and look forward to working with new partners in the near future who are interested in contributing to our mission and goals.

In closing, the NH OHS and our partners are passionate about highway safety. This passion, coupled with teamwork, will allow us to potentially surpass our goals and achieve our mission to save lives in FFY 2021. Current FFY 2020 fatality data shows that New Hampshire is on track to potentially achieve these goals. As such, the FFY 2021 HSP was developed in support of our partners and will provide the necessary funding to support enforcement efforts, highway safety educational and media programs, as well as to inform the public on important highway safety related issues.

Sincerely,

A handwritten signature in black ink, appearing to read "William Haynes Jr.", written over a light blue horizontal line.

Captain William Haynes Jr. New Hampshire State Police
Commander, NH Office of Highway Safety

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HSP Planning Process

Highway Safety Plan - Processes and Data

Highway Safety Planning Process

New Hampshire’s Office of Highway Safety (NH OHS) implements a comprehensive highway safety planning process. In addition to statewide crash analysis, the NH OHS also utilizes self-reported local crash data and population from local and county law enforcement agencies that apply for funding to support overtime enforcement. NH OHS conducts problem identification and analysis that establishes data driven performance measures and targets used to develop and implement the most effective and efficient highway safety plan. These measures are then used to develop countermeasure strategies and planned activities for the distribution of federal funds.

The NH OHS conducts a preliminary review and analysis of crash data and selects agencies to participate in sustained traffic enforcement initiatives as well as all national campaigns. NH OHS then reviews each grant application to document each grantee’s merit in terms of current activities and past performance, the potential grantee’s ability to perform the activities as well as stops per hour, DUI or other traffic arrests, traffic count, and location of high priority corridors. Other relevant highway safety information is gathered and analyzed to identify behavioral trends.

As NH OHS moved towards a more data driven approach to funding, each applicant was asked to describe their community’s traffic safety problems along with when the problem is taking place (month, day of week, time of day), where (specific streets, neighborhoods, etc.), who (demographics), what (speeding, red light running, bus violations, etc.) and any other relevant information to their city or town (officer shortages, vacation destination, colleges, traffic safety challenges, etc.). In addition, the NH OHS worked with NH DOT to provide and identify traffic counts, fatal crash mapping, and Tier Corridors (roadways with highest traffic crashes and traffic activity). Once all that information was reviewed, NH OHS staff held numerous meetings to develop a methodology that would provide consistency to funding communities of similar size and crash numbers, and to review each grant application to determine the appropriate amount of funding allocated to each community.

There are many data elements that the New Hampshire Office of Highway Safety analyzes to identify highway safety problems. This analysis assists NH OHS in determining what evidence-based countermeasure strategies shall be used to address these issues. The following data; included but not limited to, is analyzed as part of the planning process to determine highway safety challenges/problems:

- | | | |
|-------------------|---------------------------|----------------------------|
| 1. Fatalities | 5. Gender | 9. Seat belt usage rate |
| 2. Crashes | 6. Age | 10. High traffic corridors |
| 3. Serious injury | 7. Demographics | 11. Attitude surveys |
| 4. Population | 8. Roadway traffic counts | 12. Causation |

13. Roadway design

14. Time

15. Location

Once grant agreements are in place, there will be continual monitoring of all projects via the required quarterly reimbursements which include the Patrol Activity Reports for all patrols conducted in that quarter. There will also be on-site visits to grantees, in order to monitor compliance with the requirements of the grant agreement or examine NH OHS funded equipment as well as to provide NH OHS guidance, or obtain feedback from grantees.

Departments are encouraged to conduct a minimum of three (3) documented stops/contacts per hour unless otherwise occupied with an arrest. In order to track this, stops per hour were added to the Patrol Activity Report. Officers conducting NH OHS funded patrols must calculate their stops per hour for their shift which will allow NH OHS to track the number of stops per hour for NH OHS funded patrols. This will allow NH OHS staff to provide feedback to grantees to assist law enforcement partners in their strategic allocation of manpower.

Data Sources

Data Sources for Analyzing Highway Safety Problems

The State of New Hampshire has various data sources that contribute to forming problem identification and project and/or program evaluation. The majority of the data originates from New Hampshire DMV's VISION Crash Records Management System (CRMS), which includes State and Local individual police officer crash reports (Form DSMV-400 for noncommercial vehicles and DSMV-161 for commercial vehicles). The New Hampshire Department of Safety Office of Highway Safety initiated the planning process for developing the 2021 Highway Safety Plan by gathering data from various sources to determine what highway safety issues are trending (within one-year and five year periods) within areas of the state (Towns, Cities, Municipalities, Counties, etc.).

List/Table of Information and Data Sources

The following data sources are used to gather important data to analyze as part of the 2021 planning process:

- NHTSA and New Hampshire Department of Safety, Division of Motor Vehicles Fatality Analysis Reporting Systems (FARS) - fatalities and fatal crashes.
- New Hampshire Department of Safety, Division of Motor Vehicles (DMV) Crash Data System (Vision) - crash data/serious injury.
- New Hampshire Department of Safety Office of Highway Safety GIS database - motor vehicle/pedestrian enforcement data (arrest, citation, warning, stops, etc.)
- New Hampshire Department of Safety Data Analyst - crash data/serious injury.

- New Hampshire Department of Safety Emergency Medical Services/Fire Standards - ems related data.
- New Hampshire Department of Transportation - traffic counts of New Hampshire roads.
- New Hampshire Police Departments - fatality, serious injury, population, crash, etc.
- New Hampshire Crash Data
- FHWA Highway Statistics - Vehicle miles traveled (VMT), licensed drivers, and road miles.
- University of New Hampshire - seat belt use and attitude survey data.
- Injury Prevention Center at Dartmouth - seat belt, teen driver, child passenger safety data

Analyzed Data

To help determine where additional funding could be most effective, the New Hampshire Office of Highway Safety works collaboratively with our partners (State, County, and Local) during the planning process to develop appropriate counter measures and planned activities. This partnership assists NH OHS in determining what evidence-based countermeasure strategies shall be used to address these issues. The following data is analyzed as part of the planning process to determine highway safety challenges/problems:

- | | | |
|-------------------|----------------------------|--------------------|
| 1. Fatalities | 7. Demographics | 12. Causation |
| 2. Crashes | 8. Roadway traffic counts | 13. Roadway design |
| 3. Serious injury | 9. Seat belt usage rate | 14. Time |
| 4. Population | 10. High traffic corridors | 15. Location |
| 5. Gender | 11. Attitude surveys | |
| 6. Age | | |

The New Hampshire Department of Safety, Office of Highway Safety, the Division of Motor Vehicles, and the New Hampshire Department of Transportation have worked collaboratively to ensure performance targets are identical for fatalities, serious injury, and fatalities per 100 million VMT within New Hampshire's Highway Safety Plan (HSP), the Highway Safety Improvement Plan (HSIP), and the Strategic Highway Safety Plan (SHSP). The Department of Safety Office of Highway Safety has also been working with the Department of Safety Division of Motor Vehicles, State Police, and Local Police Departments to increase the number of local police departments that are submitting crash data electronically to the Division of Motor Vehicle Vision crash records management system. This will ensure more timely, accurate, crash data in the future to better identify highway safety problems that will provide evidence based data to support countermeasure strategies. Once all law enforcement agencies are submitting data electronically and in a timely manner, it is a goal of the Office of Highway Safety to have "real time" mapping developed to be able to see where highway safety problem areas are occurring within the state to deploy resources to address these issues. Important fatality data from 2019 was analyzed to identify highway safety problem areas in the development of the 2021 Highway Safety Plan.

DATA TYPE	DATA SET	SOURCE/OWNER	YEARS EXAMINED
Fatality & Injury	<ul style="list-style-type: none"> - FARS - NH Crash Data System - NH Trauma & EMS Information System (NH TEMSIS) 	<ul style="list-style-type: none"> - NHTSA - NH Department of Safety Crash Data Unit - NH Emergency Medical System (EMS) 	2015 to 2019
Violations	<ul style="list-style-type: none"> - NH Citation Data 	<ul style="list-style-type: none"> - NH Division of Motor Vehicles - NH Department of Safety - NH Office of Highway Safety 	2015 to 2019
Seat Belt Use	<ul style="list-style-type: none"> - UNH Seat Belt Survey 	<ul style="list-style-type: none"> - University of New Hampshire 	2015 to 2019
Licensed Drivers, Registrations & Vehicle Miles Traveled (VMT)	<ul style="list-style-type: none"> - Highway Statistics 	<ul style="list-style-type: none"> - NH Division of Motor Vehicles - NH Department of Transportation - US Census Bureau 	2015 to 2019
Operating Under the Influence	<ul style="list-style-type: none"> - Crime Statistics 	<ul style="list-style-type: none"> - NH Department of Motor Vehicles 	2015 to 2019

Participants

It is essential that New Hampshire Office of Highway Safety and NH Department of Transportation (NH DOT) continue to collaborate with traffic safety stakeholders to remain current about emerging traffic safety issues. This allows for appropriate action to be taken to address any identified problems.

The NH OHS staff regularly participates in Traffic Safety Commission meetings with NH DOT counterparts, community coalitions, highway safety advocacy groups, State and local law enforcement and others. The NH OHS utilizes the various Strategic Highway Safety Plan (SHSP) meetings to obtain partner input and feedback. Additional data analysis, stakeholder meetings, and opportunities for partner feedback occur throughout the year to reassess areas of need and identify potential solutions. The NH OHS considers the results of “rate-the-State” reviews by national organizations such as the

Centers for Disease Control (CDC), National Highway Traffic Safety Administration (NHTSA) research and analysis, and others as appropriate. Additionally, the NH OHS has face to face meetings to coordinate the data to be included in both the HSP and SHSP. These meetings facilitate a review of the last five years of data and we work collaboratively to develop our projections and subsequent goals for both agencies. Once the teams agree on projections and subsequent goals, the information is provided to the Commissioners of the Departments of Safety and Transportation for their approval.

The New Hampshire Office of Highway Safety partnerships include:

- ❖ The National Highway Traffic Safety Administration (NHTSA)
- ❖ NH Department of Transportation
- ❖ NH Department of Safety (State Police, Division of Motor Vehicles, Division of Fire Safety, Homeland Security and Emergency Management)
- ❖ NH Department of Justice
- ❖ Administrative Office of the Courts
- ❖ NH Liquor Commission
- ❖ NH Traffic Safety Commission
- ❖ NH Police Standards & Training Council
- ❖ NH Traffic Records Coordinating Committee
- ❖ NH Department of Health and Human Services
- ❖ NH Department of Education
- ❖ NH Insurance Department
- ❖ NH Association of Chiefs of Police
- ❖ NH Sheriffs' Association
- ❖ NH Police Officers' Association
- ❖ NH Association of Counties
- ❖ NH Municipal Association
- ❖ NH Driver Education Teachers Association
- ❖ Granite State Wheelman
- ❖ Associated General Contractors of NH Inc.
- ❖ Federal Highway Administration
- ❖ New Hampshire's U.S. Congressional Representatives and Senators
- ❖ Governors' Highway Safety Association
- ❖ National Safety Council of Northern New England
- ❖ The University of New Hampshire
- ❖ Community Alliance for Teen Safety (CATS)
- ❖ NH Mothers Against Drunk Driving
- ❖ The Injury Prevention Center at Children's Hospital at Dartmouth
- ❖ AAA Northern New England
- ❖ Local Police & Sheriff Departments
- ❖ Brain Injury Association of New Hampshire
- ❖ NH Auto Dealers Association

- ❖ Dartmouth College
- ❖ Plymouth State College
- ❖ Keene State College
- ❖ SNHU
- ❖ Victim's Inc.
- ❖ AT&T
- ❖ New Hampshire Fisher Cats Baseball
- ❖ iHeart Media
- ❖ Destination Media DBA Gas Station Television (GSTV)
- ❖ WMUR TV
- ❖ Bike Walk Alliance of NH
- ❖ Federal Motor Carrier Safety Administration
- ❖ Ross Express
- ❖ NH School Transportation Association

Data Analysis

To help determine where additional funding could be most effective, the New Hampshire Office of Highway Safety works collaboratively with our partners (State, County, Local) during the planning process to develop appropriate counter measures and planned activities. This partnership assists NH OHS in determining what evidence-based countermeasure strategies shall be used to address these issues. The following data is analyzed as part of the planning process to determine highway safety challenges/problems:

- | | | |
|-------------------|----------------------------|--------------------|
| 1. Fatalities | 7. Demographics | 12. Causation |
| 2. Crashes | 8. Roadway traffic counts | 13. Roadway design |
| 3. Serious injury | 9. Seat belt usage rate | 14. Time |
| 4. Population | 10. High traffic corridors | 15. Location |
| 5. Gender | 11. Attitude surveys | |
| 6. Age | | |

The New Hampshire Department of Safety (NH DOS), Office of Highway Safety (NH OHS), the Division of Motor Vehicles (NH DMV), and the New Hampshire Department of Transportation (NH DOT) have worked collaboratively to ensure performance targets are identical for fatalities, serious injury, and fatalities per 100 million VMT within New Hampshire's Highway Safety Plan (HSP), the Highway Safety Improvement Plan (HSIP), and the Strategic Highway Safety Plan (SHSP). The Department of Safety Office of Highway Safety has also been working with the Department of Safety, Division of Motor Vehicles, State Police, and Local & County Police Departments to increase the number of local police departments that are submitting crash data electronically to the Division of Motor

Vehicle VISION Crash Records Management System. This will ensure more timely, accurate, crash data in the future to better identify highway safety problems that will provide evidence based data to support countermeasure strategies. Once all law enforcement agencies are submitting data electronically and in a timely manner, it is a goal of the Office of Highway Safety to have "real time" mapping developed to be able to see where highway safety problem areas are occurring within the state to deploy resources to address these issues.

Important fatality data from 2019 was analyzed to identify highway safety problem areas in the development of the 2021 Highway Safety Plan.

New Hampshire saw traffic fatalities decrease from 147 fatalities in 2018 to 101 fatalities in 2019 which resulted in being more than the 2018 target set of 113 fatalities by December 31, 2018 and less than the 2019 target set of 116.4 by December 31, 2019. Looking at fatalities within a 20-year timeline, 2019 was one of the years that had the lowest number of fatalities since 2000 – almost twenty years! There were several contributing factors involved in this decrease of fatalities in 2019. Speed related crashes resulted in a decrease in fatalities from 65 in 2018 to 34 in 2019 (decrease of 47.7%). In 2019, alcohol/drug impaired crashes resulting in fatalities decreased from 90 in 2018 to 64 in 2019 (decrease of 28.88%). New Hampshire's unrestrained fatalities also decreased from 72 in 2018 to 37 in 2019 (decrease of 48.6%). Also distracted driving and inattention fatal crashes continues to drop, as there were only 3 of these fatal crashes in 2019, down from 5 in 2018. The NH OHS understands that this number can quickly increase. Education, enforcement, and media efforts must continue to address these issues. The NH OHS is committed to reducing fatalities on New Hampshire roads and will continue in FFY 2021 to provide funding to support statewide enforcement efforts, educating the public on important highway safety issues and messaging to the public in relation to fatalities and their causation.

The data driven approach to funding projects provides the necessary information to identify highway safety issues/concerns and provides important information to assist in determining the who, what, when, where and why a highway safety problem exists as well as aides in determining the countermeasures best able to address these highway safety problems. The NH OHS conducted a preliminary review and analysis of statewide crash data for the period of 1 October 2018 - 30 September 2019, as well as the past performance measures and reported activity of projects conducted to evaluate measured results or progress. This information is utilized to predict and ensure that future projects will also demonstrate measured results. Evaluation of past performance measures of a project helps NH OHS staff determine if current partner has the ability to achieve identified performance measures outlined in their application. Examples of specific goal related or performance measured activities include but are not limited to: number of stops per hour, number of traffic violations and arrests, number of CPS Technicians certified, number of CPS fitting stations, number of seat belt and/or distracted driving presentations conducted at schools, number of interlock devices that have been installed in vehicles throughout the state, the percentage of seat belt use in the state, the number of DRE certifications in NH, the number of last drink surveys conducted, etc. Additionally, an analysis of the responsible and effective past use of federal funds is conducted to ensure the applicant will maximize available federal funds to accomplish their goals in the future. Most importantly, consideration to obligate funding to projects will depend not only on the grantees identification of a problem, but empirical data to support selection and subsequent effectiveness of the countermeasures chosen.

Problem Identification Process

How were NH's traffic safety problems identified?

Problem identification takes place on multiple levels. The first and earliest form of problem identification begins with reviewing projects from the previous fiscal year and requesting project level input from highway safety partners as well as an ongoing review of the fatality and crash data as it becomes available.

In addition, the NH OHS reviews traffic fatality and crash data provided to us by the NH State Police and the Fatality Analysis Reporting System (FARS) housed within the Division of Motor Vehicles (DMV). Additional data provided by the DMV, NH Department of Transportation (DOT), Fire Standards and Training/Emergency Medical Services, the Office of State Planning, NHTSA, the Federal Highway Administration (FHWA), traffic summons/warnings, annual seatbelt survey, behavioral attitude survey, as well as Vehicle Miles Traveled (VMT), allow for a detailed analysis. Included in this analysis are other data sets such as the number of licensed drivers by category, number of motor vehicles and motorcycles registered in the state, population, miles driven, and injury data; all of which have the potential to affect highway safety in the state.

The State of New Hampshire, a small state in the Northeast Contiguous United States (New England), is bordered by Canada (N), Maine (E), the Atlantic Ocean (SE), Massachusetts (S) and Vermont (W). From North to South, New Hampshire stretches 159 miles; from East to West, 69 miles. According to the most recent US census in 2010, New Hampshire has a population of 1,316,470 residents with a [U.S. Census Quick Facts July 1, 2019 estimated population of 1,359,711](#). According to the NH Office of Energy and planning the total New Hampshire state population is projected to be 1,432,730 in 2040, an increase of 116,260 or 8.8 percent from the 2010 Census population of 1,316,470. NH has a landmass of 9,282.11 square miles which results in a population density of 141.82 people per square mile. The State is composed of ten (10) counties that encompass 13 cities, 221 towns, and 25 unincorporated places. Approximately Sixty-four (64) percent of the population (842,389) resides in the three counties of Hillsborough, Merrimack, and Rockingham, all of which are located in the southern half of the State. These three counties cover 2,574 square miles resulting in a population density of 327 people per square mile- more than double the state average. The Cities of Manchester and Nashua, both located in Hillsborough County, are the State's two most heavily populated, with approximately 109,565 and 86,494 residents, respectively. Approximately 93.7 percent of the population is White/Caucasian, while the remaining 6.3 percent represents all other populations (i.e. Black/African American, Indian, Asian, Hispanic, and all others).

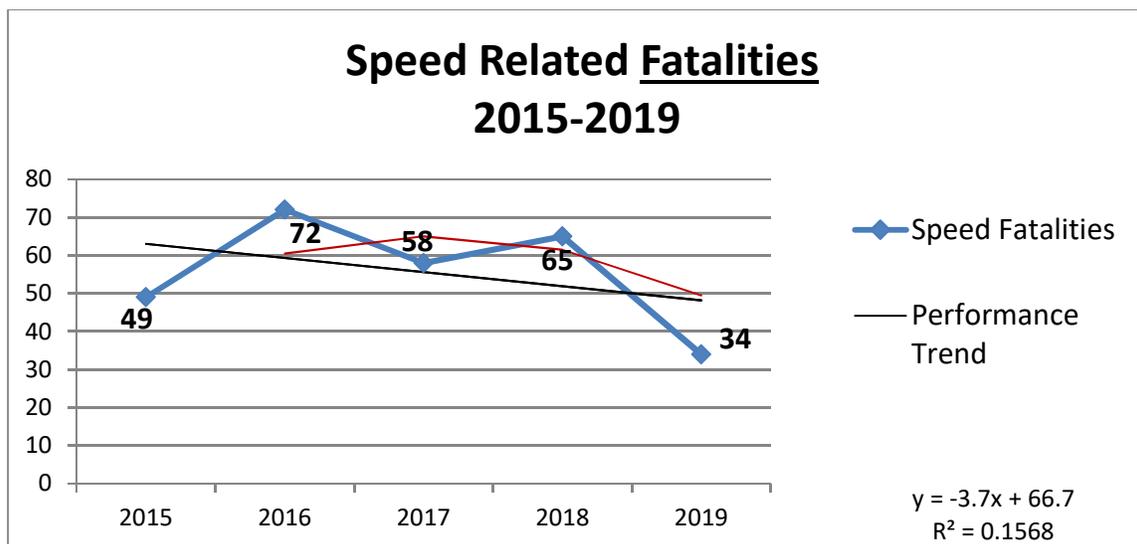
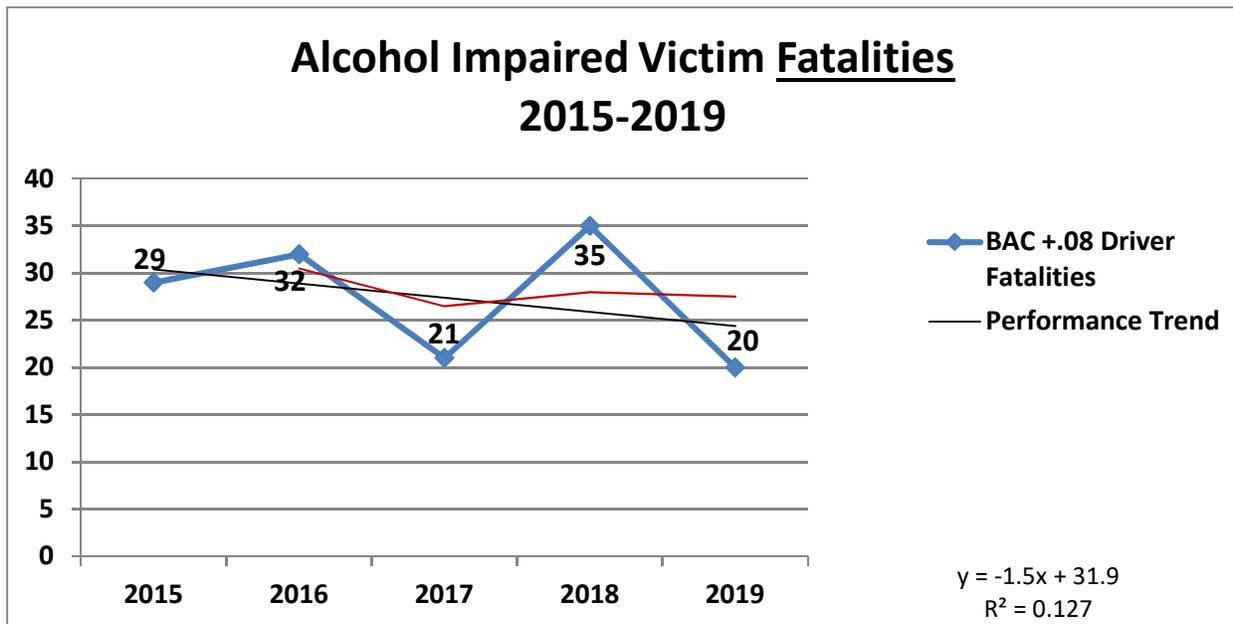
According to the NH Department of Transportation, the New Hampshire public road system consists of 16,622 miles, classified under RSA 229:5. The State Highway System has 4,603 miles. City and town maintained roads total 12,019 miles (includes compact roads) and Class IV Compact roads total 303 miles. This system includes Interstates, Turnpikes, numbered highways, non-numbered highways, traffic circles, ramps, and recreational roads.

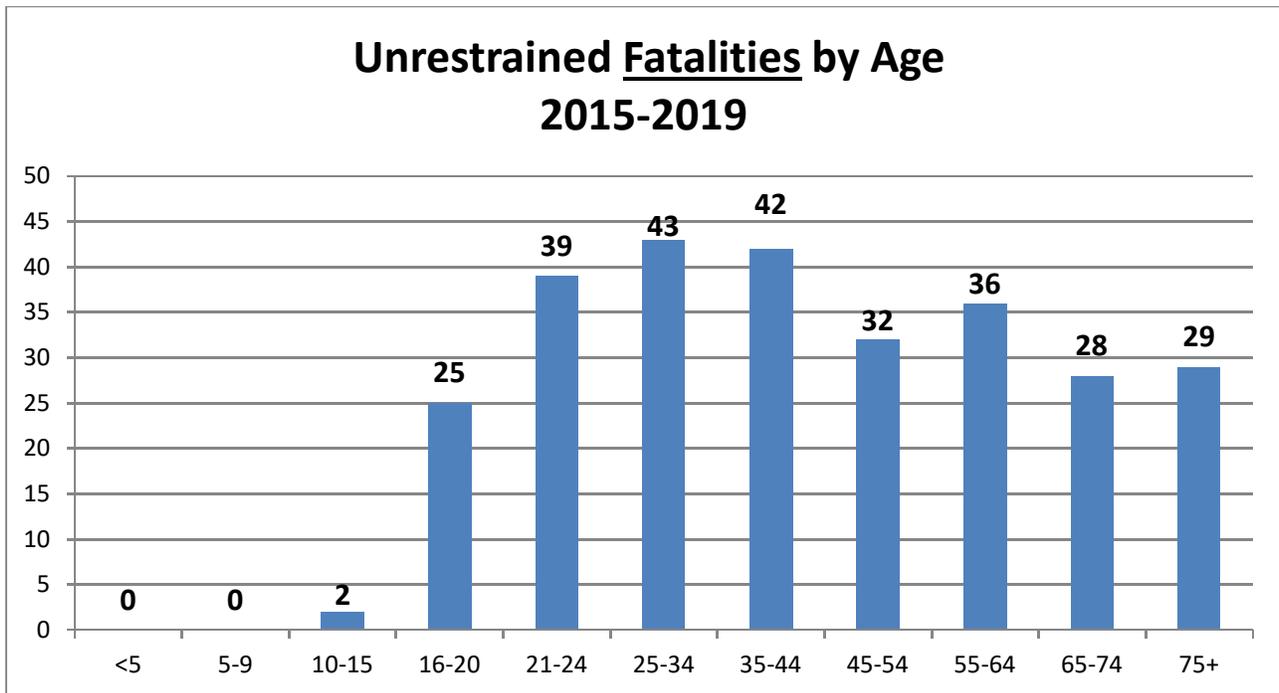
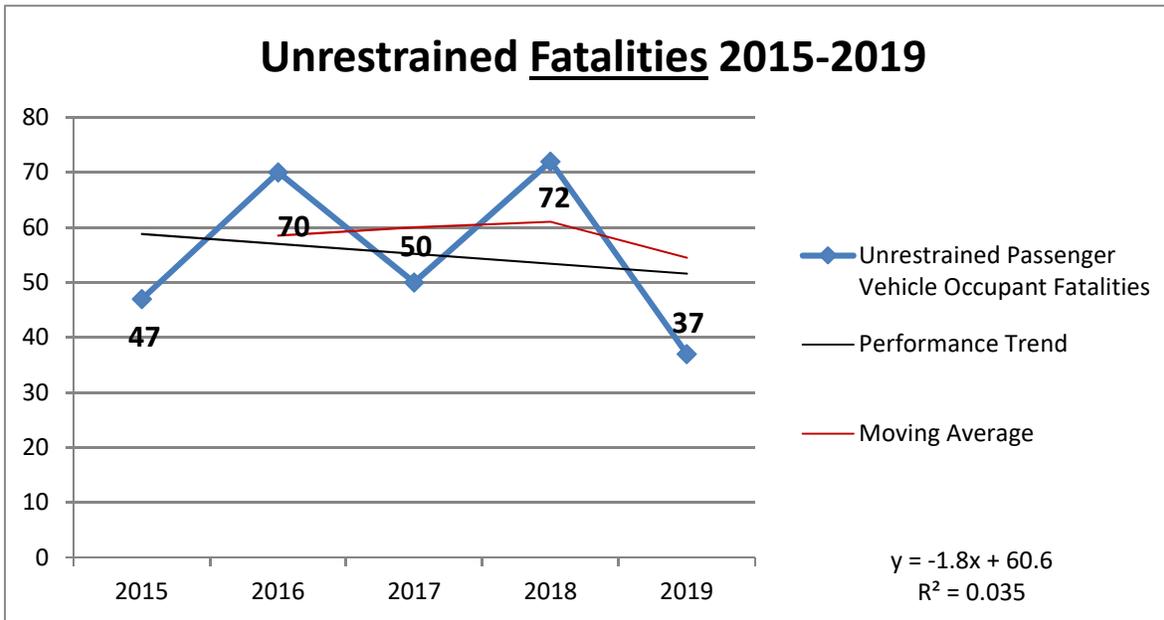
In 2019 there were approximately 1,312,342 NH registered vehicles (including 194,625 trailers) and 71,210 NH registered motorcycles and 1,173,944 NH licensed drivers.

New Hampshire had 33,592 total crashes reported in 2019. Of that, 90 were fatal crashes with 101 persons killed. 34 fatalities were Speed Related, 64 fatalities were Alcohol/Drug Impairment victims, and 37 fatalities were unrestrained. The non-use of restraints has historically been a challenge in

reducing fatalities. That struggle continues to date. In 2019, there is a decrease in the seat belt usage rate from 76% in 2018 to 71% which is in line with the five year trend. As noted in the charts provided below, the primary seatbelt law for occupants under age 18 seems to be working, however there is a need to educate, message, and develop a seatbelt law for all occupants. Additionally, it is noted that historically, the majority of crashes occurred in the three most populated counties in the southern tier of the State. Supporting charts, graphs, and data are provided below.

Fatal Crash Data

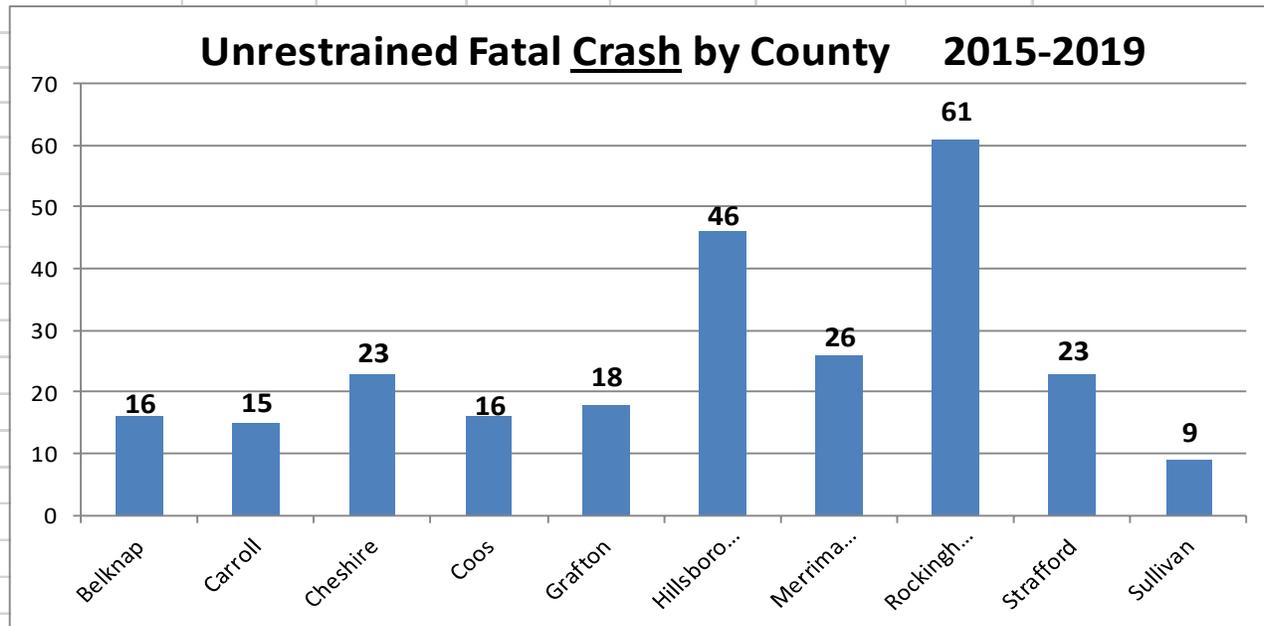




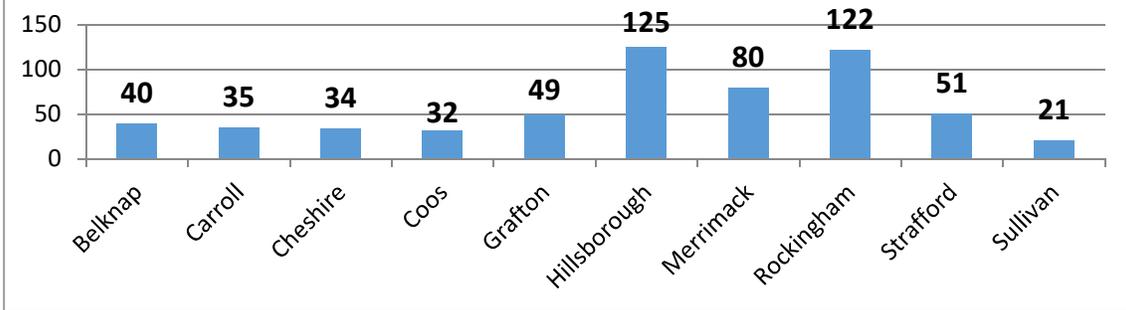
State of New Hampshire

County	2019	2018	2017	2016	2015	Total	Percent of Total
Belknap	1	5	5	4	2	16	6.20
Carroll	1	3	3	4	3	15	5.81
Cheshire	2	4	5	6	0	23	8.91
Coos	1	4	4	3	7	16	6.20
Grafton	4	3	2	10	2	18	6.98
Hillsborough	12	14	11	9	9	46	17.83
Merrimack	4	11	3	6	5	26	10.08
Rockingham	9	6	8	15	14	61	23.64
Strafford	0	9	4	7	4	23	8.91
Sullivan	0	4	2	2	2	9	3.49
Total	34	63	47	66	48	258	

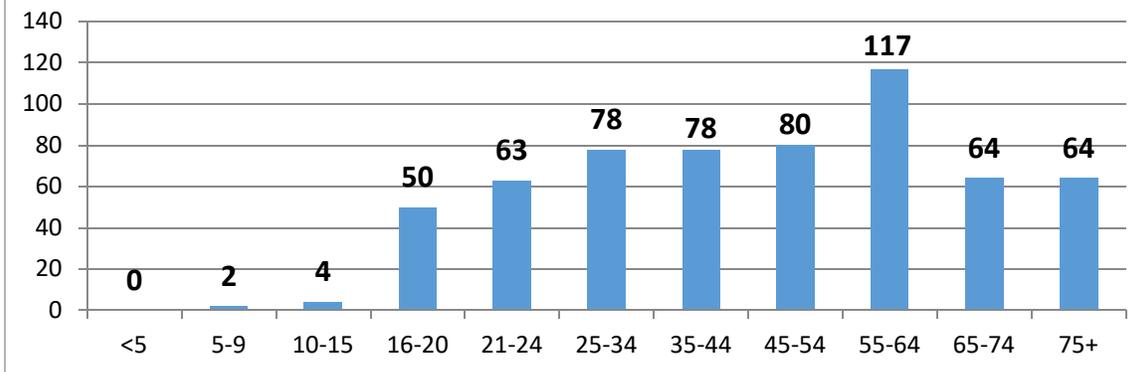
2019 Update



Fatal Crash Resulting Fatalities by County 2015-2019



Fatal Crash Resulting Fatalities by Age Group 2015-2019



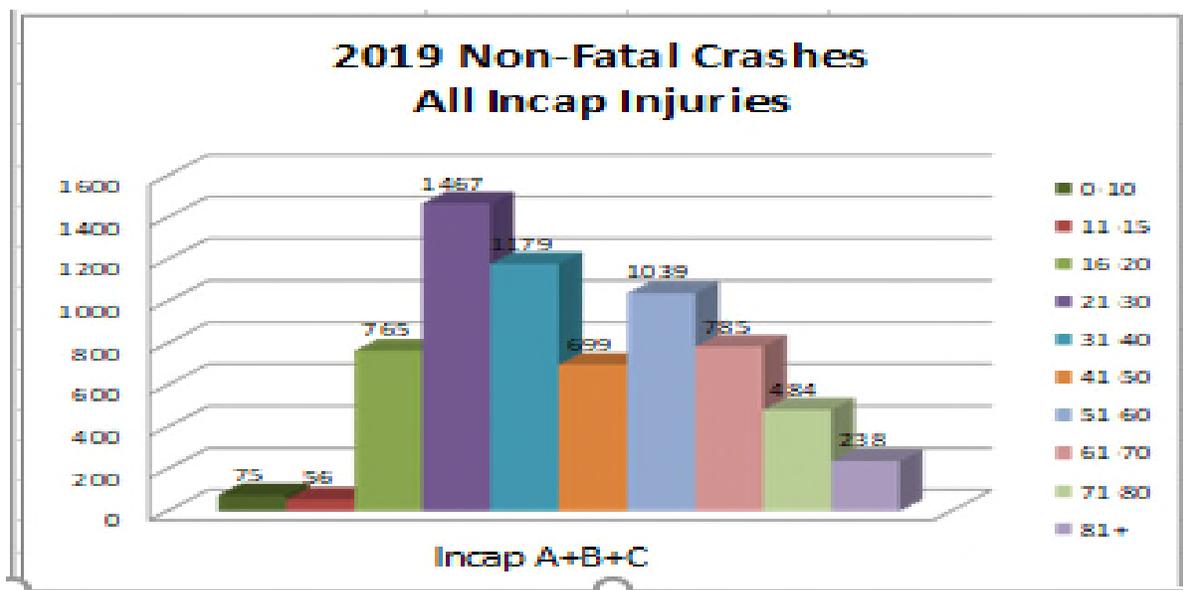
Non-Fatal Crash Data

By NHTSA Definition:

A = SBI (incapacitated) B= SBI (unknown) C= Possible Injury (not specific in crash report)

There were 6,787 injury crashes, with 493 being serious injury crashes (A).

2019 Non-Fatal Crashes			
Age and Sex of Operators			
Age	Male	Female	Total Driver Incap
	Incap Injury (A+B+C)	Incap Injury (A+B+C)	Incap Injury (A+B+C)
0 - 10	34	41	75
11 - 15	23	33	56
16 - 20	402	363	765
21 -30	672	795	1467
31 - 40	568	611	1179
41 - 50	344	355	699
51 - 60	501	538	1039
61 - 70	428	357	785
71 - 80	271	213	484
81+	131	107	238
TOTALS	3374	3413	6787



2019 Non-Fatal Crashes

<i>Total Non-Fatal Crashes = 33,592</i>						
<i>Crash Type</i>	Crashes	(A) Incap Injuries	(B) Non- Incap Injuries	(C) Possible Injury	(N) No Injury	Unk
Other Motor Vehicle	13,939	112	1,792	832	30,508	3,629
Fixed Object	3,928	75	615	136	3,769	389
Animal	1,107	3	36	11	1,405	57
Overturn/Rollover	228	19	64	28	180	17
Other Object	184	1	21	6	197	30
Pedestrian	248	26	116	33	285	59
Bicyclist/Pedal Cycle/Moped	83	2	44	15	105	18
Thrown or Falling Object	88	0	6	3	130	23
Spill (2 Wheel Veh)	78	10	54	12	23	3
Snowmobile/OHRV	12	1	5	0	16	3
MV Crossing Median	11	0	2	0	17	4
Submersion/Immersion	8	1	1	0	7	1
Jackknife	7	0	0	0	10	0
Fire	9	0	0	0	12	2
Other Non Collision	291	1	3	8	311	83
Explosion	12	2	0	0	11	4
Parked MV	809	3	29	12	783	931
Railroad Train	4	0	3	0	7	1
Other/Unk/Null	12546	237	1626	781	156	30
<i>Totals</i>	33,592	493	4,417	1,877	37,932	5,284

There were 47,328 Speeding Citations and 316 Seat Belt Citations issued and 4,945 Impaired Driving Arrests made during 2019.

The recent initiative to have all local and county law enforcement agencies report enforcement actions and crash data electronically has strengthened our ability to both gather and analyze crash and enforcement data further enabling our ability to accurately predict where appropriate countermeasures will be most effective. As each agency begins to report statistics and data electronically, the NH OHS will be better prepared to evaluate and refocus the countermeasures on the problem areas in real time versus an annual analysis. The continued improvement and effectiveness of electronically reported data and statistics coupled with effective enforcement and prosecution of motor vehicle violations is a key component of effective countermeasures and will continue to be a primary focus of the NH OHS in FFY 2021.

Currently only 54 of the 200+ local and county law enforcement agencies report crashes and citation data electronically. Those who are not currently capable of reporting electronically are also not reporting MMUCC IV compatible data which seriously restricts New Hampshire's ability to utilize predictive enforcement in combating and reducing fatalities and serious bodily injury throughout the state. Analysis of the data that is reported electronically indicates a serious problem related to distracted driving. Of the 33,592 crashes reported, over 10% (3,504 crashes) have been found to have "distraction" as one of the contributing factors to the crash. Considering that New Hampshire State Police was responsible for the reporting of at least 20% of these crashes electronically (MMUCC IV compliant), it can be assumed that the number of distraction related crashes are under reported.

New Hampshire's HSP is predicated on the available data and is focused primarily on countermeasures and planned activities to not only effectively receive, analyze, and distribute data, but also to provide robust, data driven and measurable goals and objectives to meet our targets.

Problems Identified on NH Roadways

Evidence based countermeasures that are used to address highway safety problems play a very important role in New Hampshire meeting its performance targets. The following countermeasure and target example will be used to address highway safety problems in 2021:

Highway Safety Problem: Speeding Related Fatalities

Countermeasure:

- Enforcement conducted by local and state police
- Media projects conducted by the Office of Highway Safety and grantees to message the public
- Speed related equipment projects used in support of enforcement efforts to reduce speed related fatalities

Target: Maintain Speed related fatalities by December 31, 2021 at **53.4**.

*Description of **Problem A***

Currently, New Hampshire continues to struggle with the reduction of crashes related to speed that occur on our roadways. As the road surfaces are improved and drivers become more confident in vehicle safety systems, speeds continue to increase proportionally. The NH OHS and our partners recognize this as behavioral in nature and continue to work collaboratively to educate, mentor the motoring public on the danger of speed as it relates to our fatalities.

*Proposed Method/ Project for Solution – **Problem A***

Provide additional resources to State, County and Local municipalities to enforce posted speed limits.

*Description of **Problem B***

Our partners are currently challenged daily in our district courts with the successful prosecution of speed related violations due to out dated speed enforcement equipment.

*Proposed Method/ Project for Solution – **Problem B***

Implement a program designed to assist our partners with updating needed equipment and subsequent training for the primary effort of speed enforcement.

Core Performance Measures

2020 Performance Report

Progress towards meeting State performance targets from the previous fiscal year's HSP:

Sort Order	Target Identifier	Performance measure name	Update
1	C-1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above (FARS)	In Progress
6	C-6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1/C-12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Not Met
13	A-1	A-1) Number of Seatbelt Citations Issued During Grant Funded Activities	Met
14	A-2	A-2) Number of Impaired Driving Enforcement Arrests During Grant Funded Activities	Met
15	A-3	A-3) Number of Speeding Citations Issued During Grant Funded Activities	Met
16	A-4	Number of Distraction/Inattention Fatal Crashes	Met
17	A-5	TR E-Ticket Advancement	Met
18	A-6	TR Trauma Registry Timeliness	Met

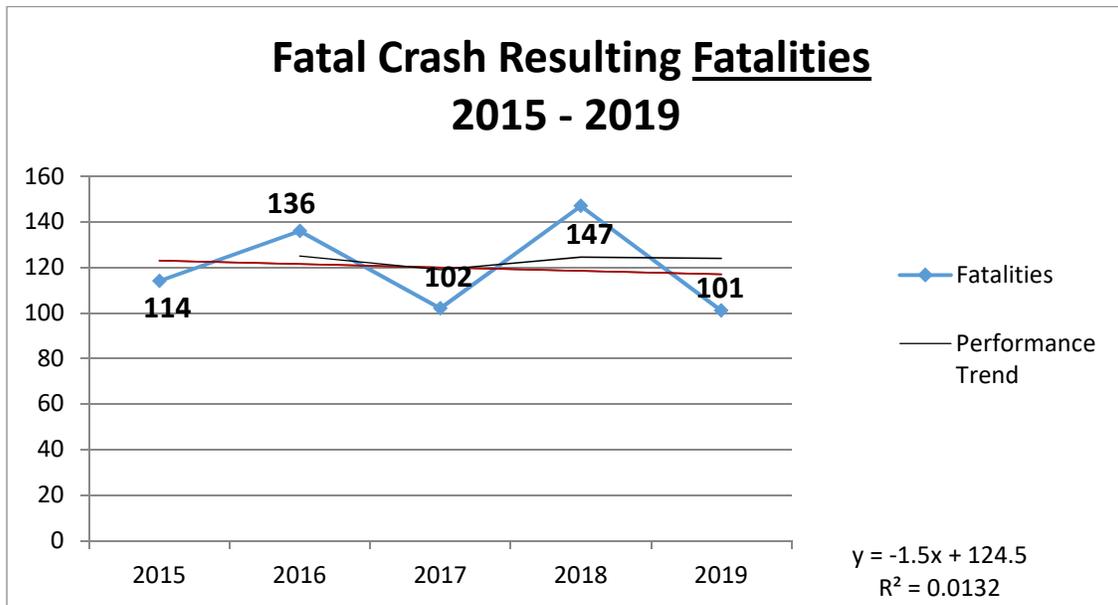
19	A-7	TR Crash Timeliness	Not Met
20	A-8	TR EMS Uniformity	Met

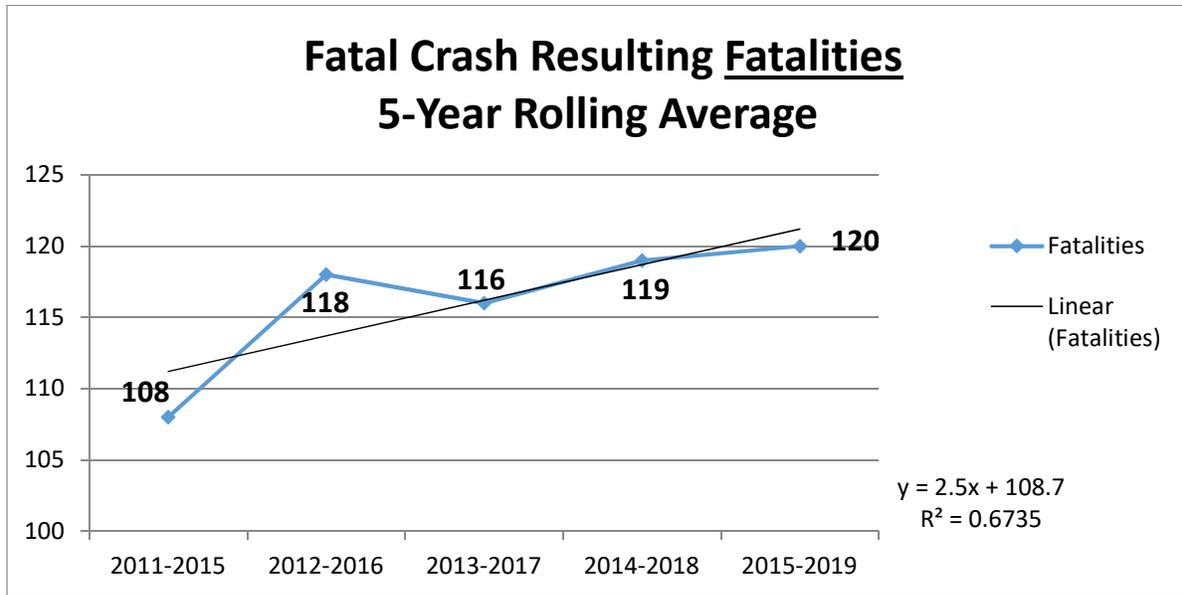
Performance Measure: C-1) Number of Traffic Fatalities (FARS)

Program-Area-Level Report

Update: In Progress

The four-year average (2016-2019) is 121.5. If New Hampshire is successful in reducing fatalities to 109 or under, we would meet our goal. The fatalities in 2018 had the biggest impact on meeting our five-year average. Goal that was established in the FFY 2020 HSP.





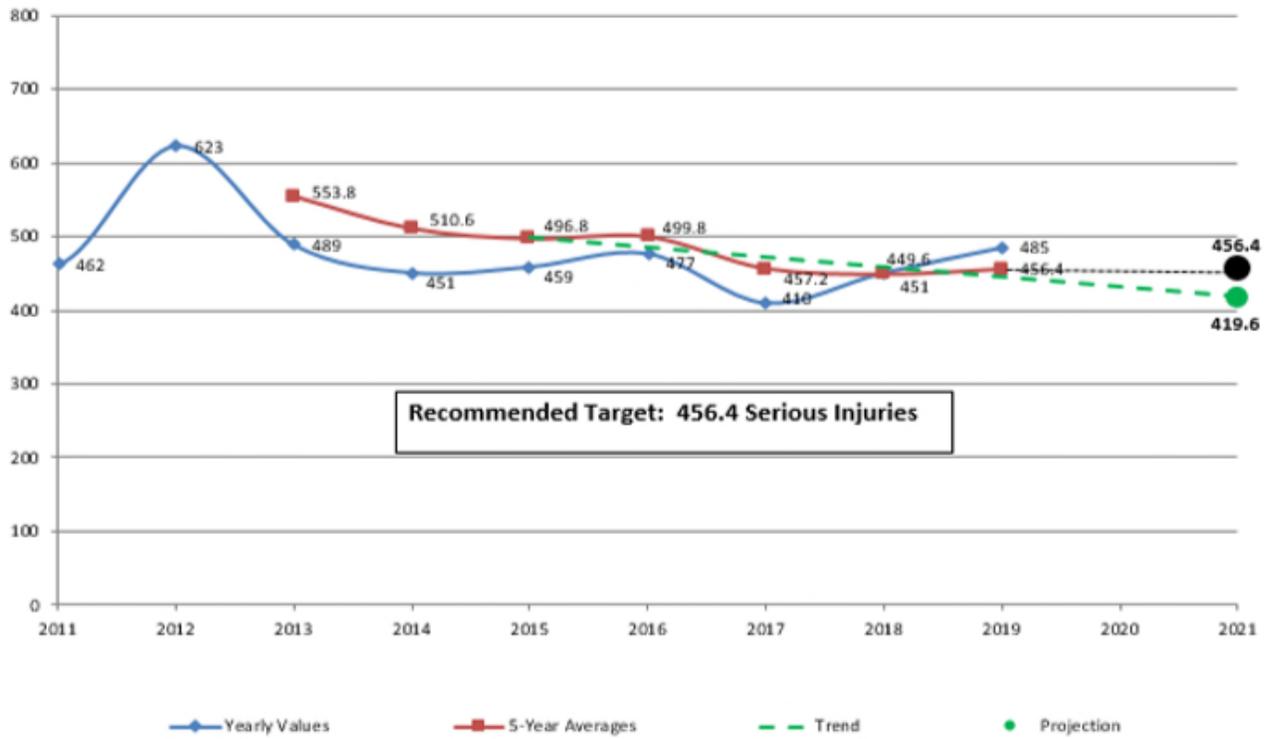
Performance Measure: C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)

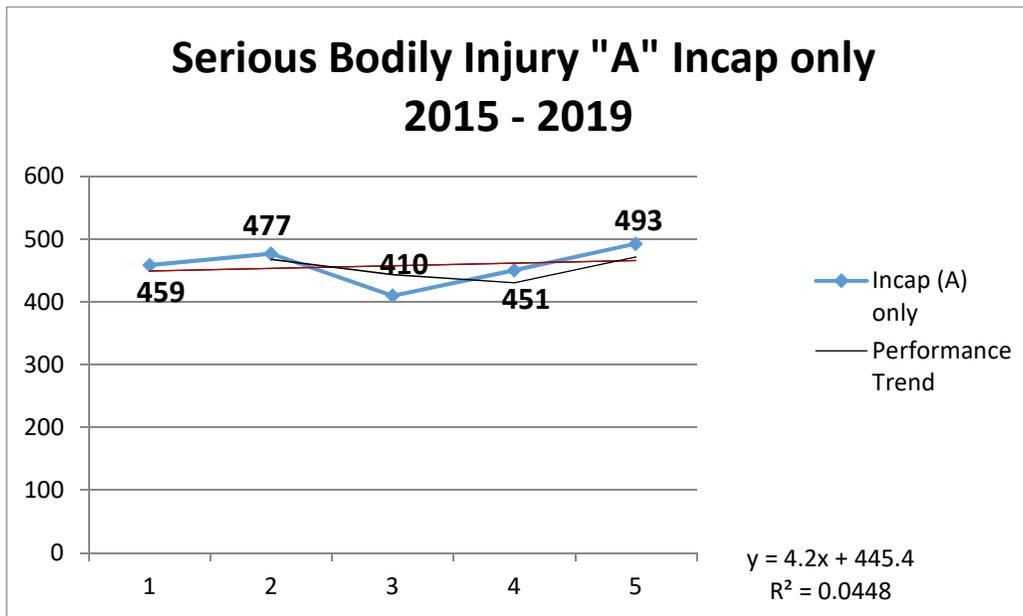
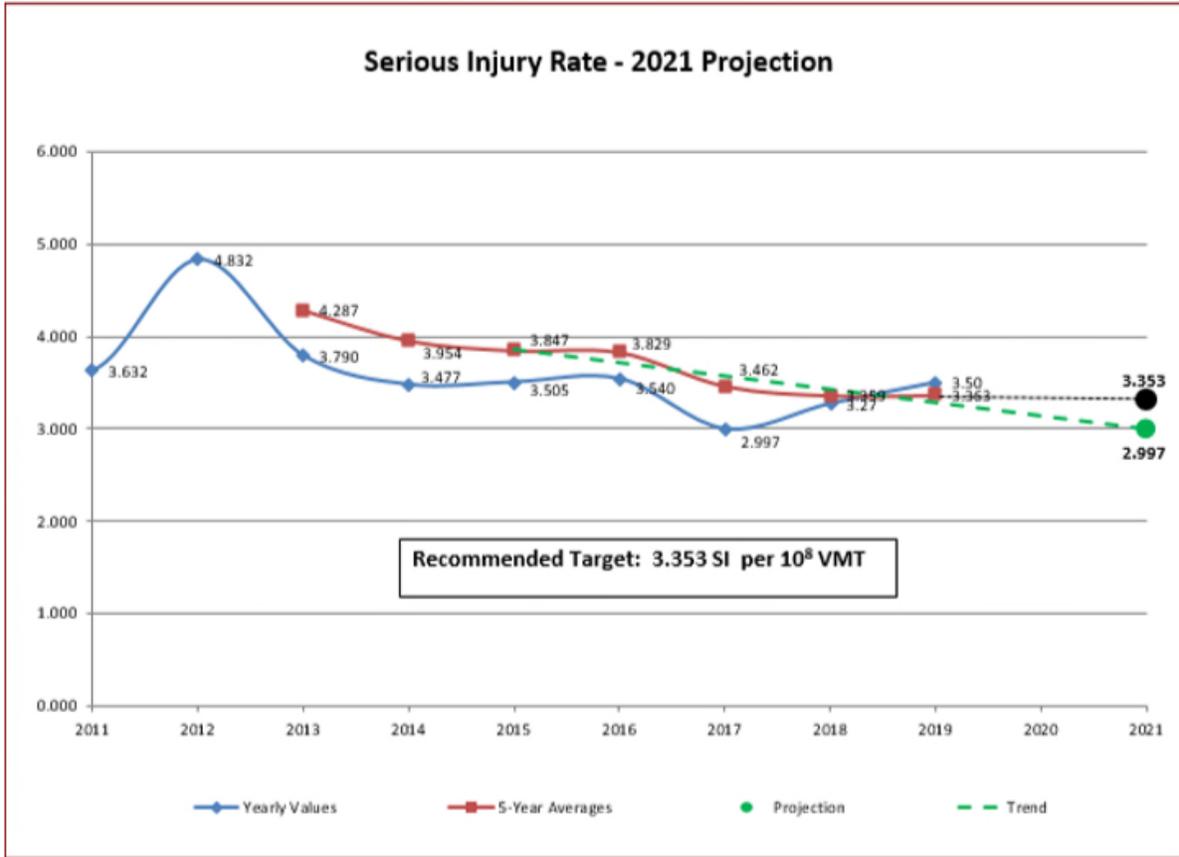
Program-Area-Level Report

Update: In Progress

New Hampshire predicted an increase in SBI crashes in FFY 2020 to 448.0. At the completion of the 2019 calendar year, NH had 493 SBI crashes. As a result of the increase in SBI crashes, the NH OHS, in conjunction with NH DOT, are predicting a modest increase in SBI crashes to 456.4. The five-year average spanning 2015-2019 continues to drop from a high of 553.8 to 451.0. The NH OHS continues to evaluate crash data and is now focused on increased messaging and education centered on reducing the SBI crashes throughout our state.

Serious Injuries - 2021 Projection



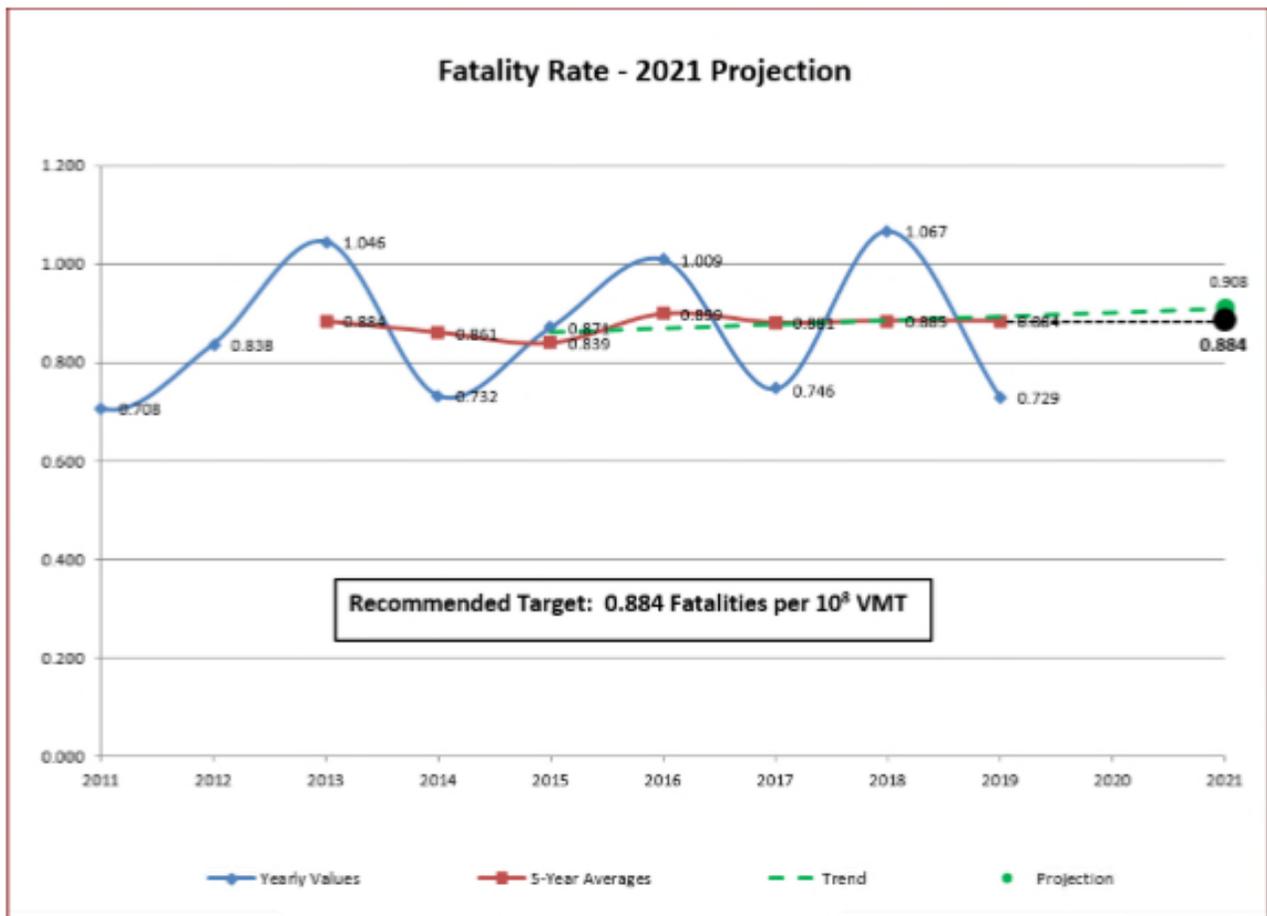


Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to strive to reduce fatalities in relation to VMT. In the FFY 2020 HSP, NH OHS in conjunction with NH DOT, predicted an increase in fatalities based on VMT to 0.885. At the close of calendar year 2019, New Hampshire had a fatality rate based on VMT of 0.729. Both the five-year trend (2015-2019) and the projections for FFY 2021 have decreased. The target for FFY 2021 in this area is set at 0.884. NH OHS has programmed additional education and messaging to the motoring public in the FFY2021 HSP to help address the increases in this area.

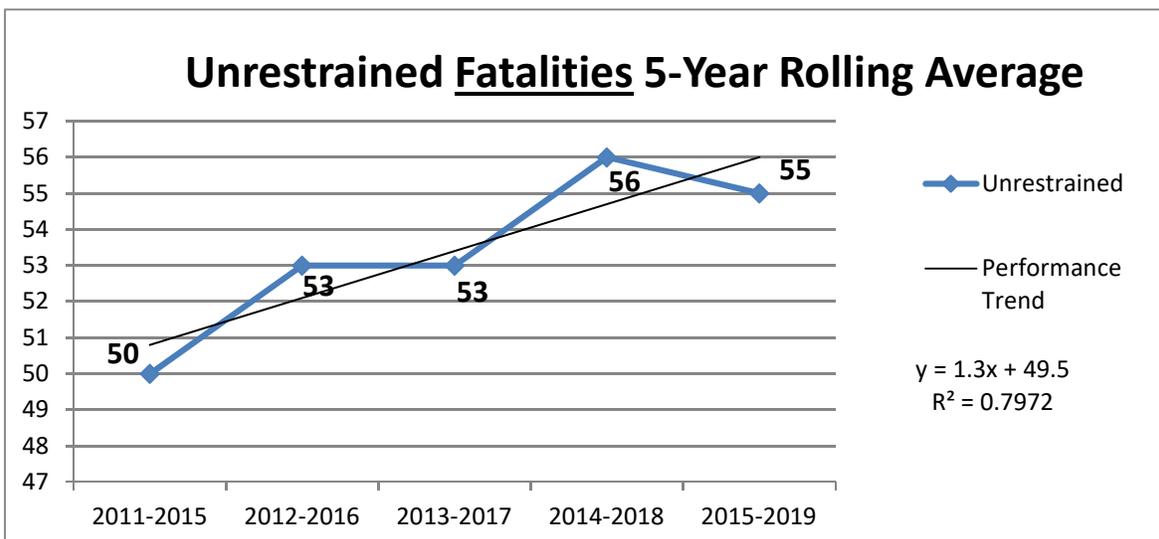
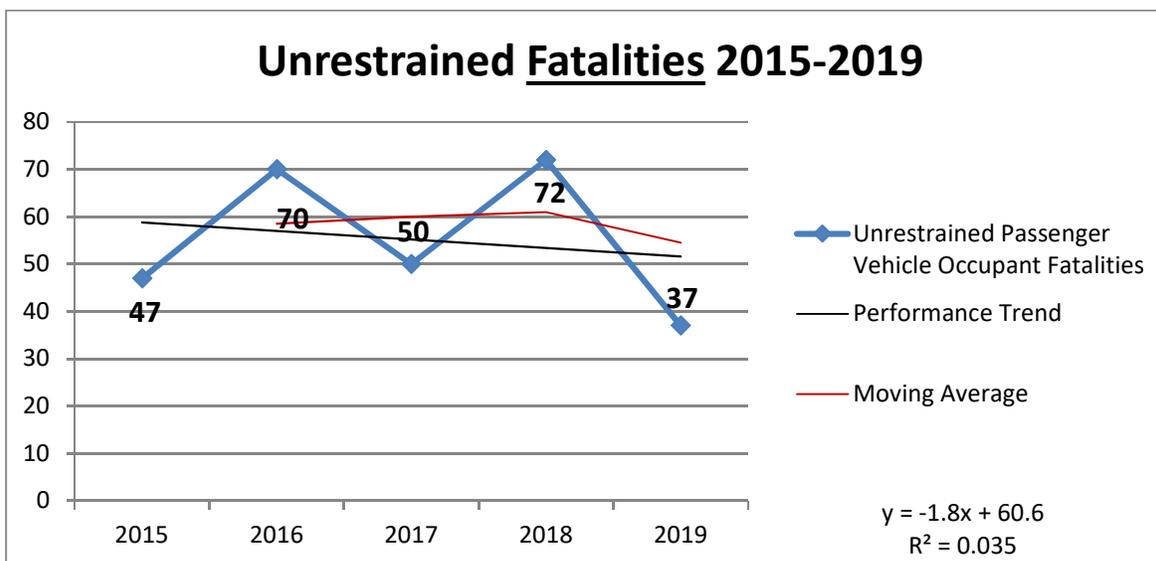


Performance Measure: C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)

Program-Area-Level Report

Update: In Progress

Unrestrained fatalities in NH to date (June 10, 2020) have increased slightly from 2019 (July 1st). NH OHS predicted a decrease in the five year average to 50.40 unrestrained fatalities in FFY 2020. Fatality data reported up to June 10, 2020 indicates that we are currently at 7 unrestrained fatalities. This data is based on currently known FARS cases that have been dispositioned as of this date. New Hampshire continues to work toward an adult seatbelt law. If the downward trend continues, NH OHS and NH DOT predict a modest reduction in FFY 2020 to 49.50.

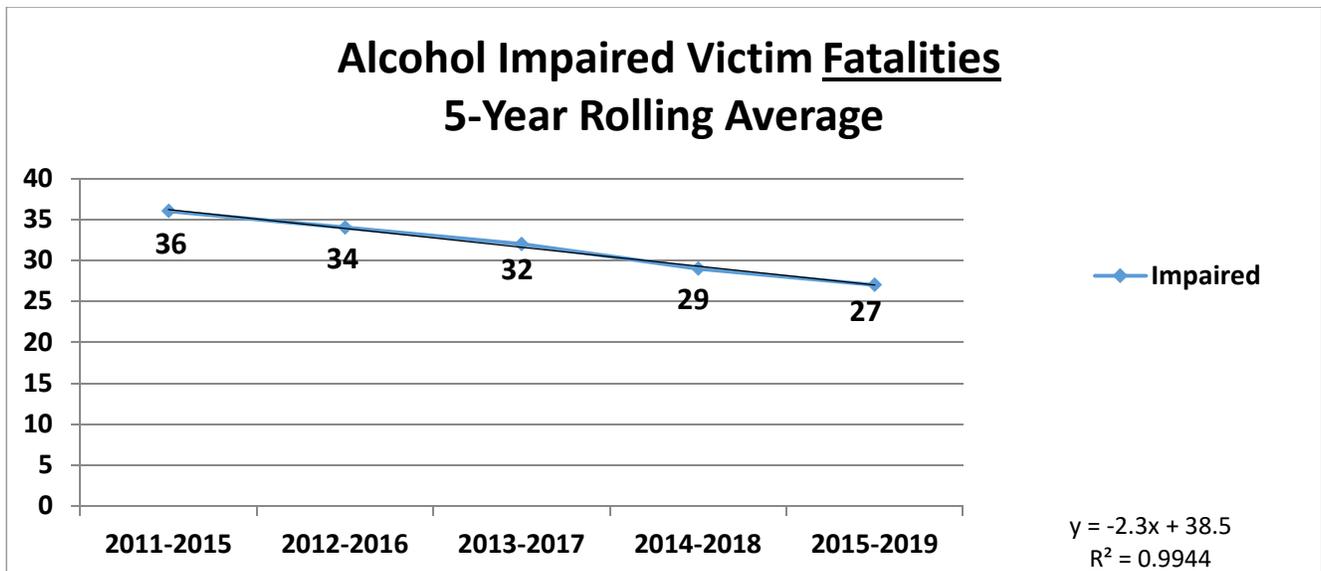
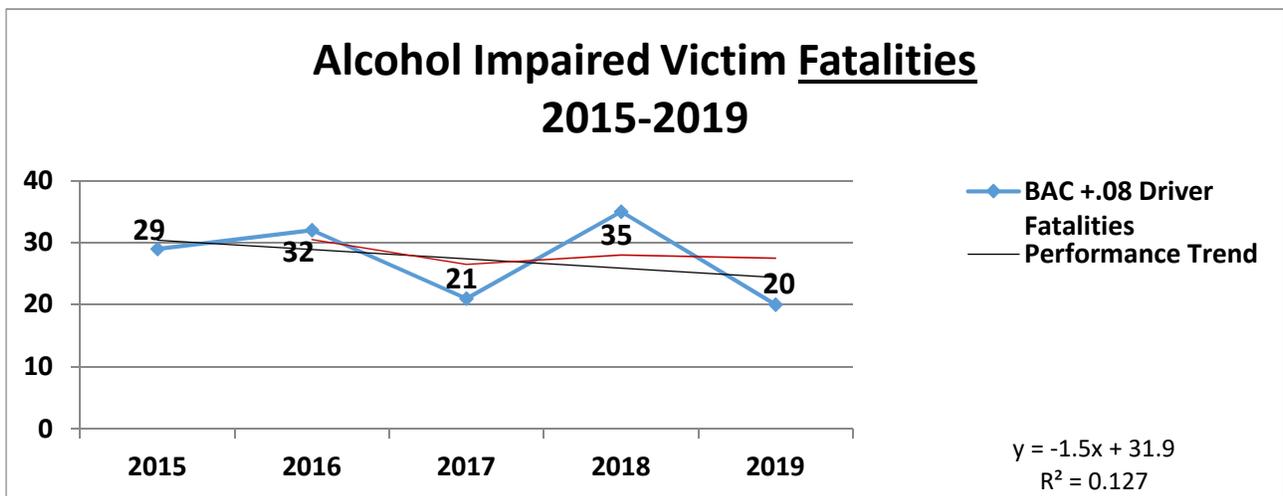


Performance Measure: C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to work to achieve its goal to reduce alcohol impaired victims from 29 (2014-2018) to 25.65 (2016-2020). Current closed FARS data shows there were 4 impaired operators involved in fatal crashes as of 10 June 2020. NH OHS will continue to monitor the trend line through 2020 to effectively deploy available tools and assets to continually combat this problem. Based on current data, New Hampshire expects to meet its goals outlined in the FFY2020 HSP.

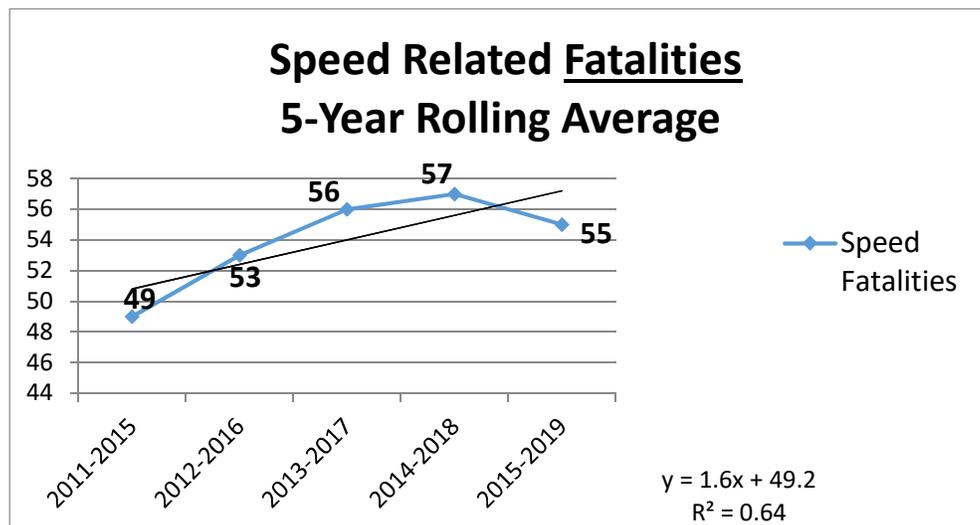
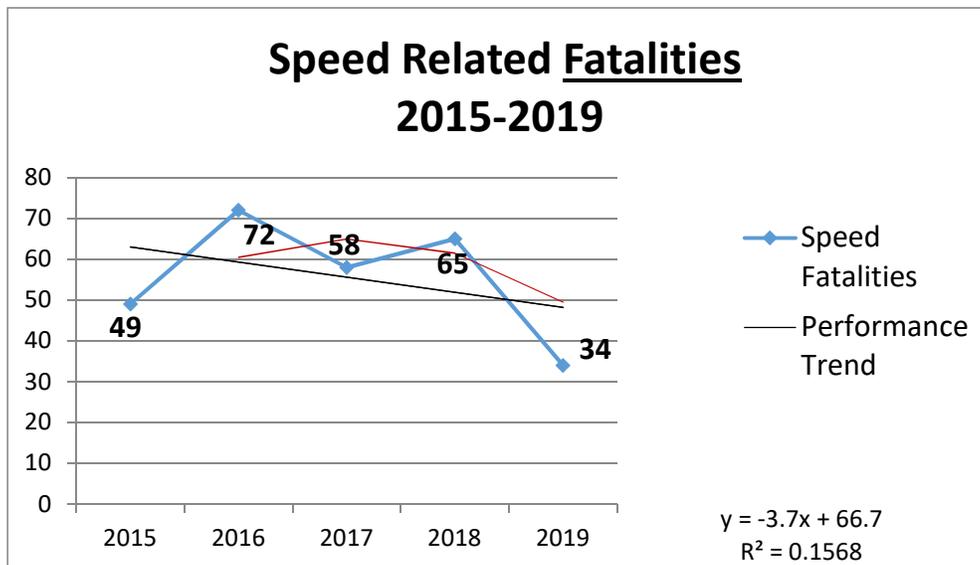


Performance Measure: C-6) Number of Speeding-Related Fatalities (FARS)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to strive to meet its goal to reduce speed related fatalities. In 2019, there were 34 speed related fatalities down from 65 in 2018. Current data for FFY 2020 is inconclusive, as many fatality cases are still pending police investigation files. Speed related fatalities continue to be a challenge. NH OHS has placed a special emphasis on speed related fatalities in FFY2020 and FFY2021. As of 22 June 2020, NH is currently seeing a slight 5.13%% increase in overall fatalities compared to the same time period in 2019. Charts below depict the known speed related fatalities. If the downward trend continues, New Hampshire predicts it will close 2020 with a five-year average of 53.60.

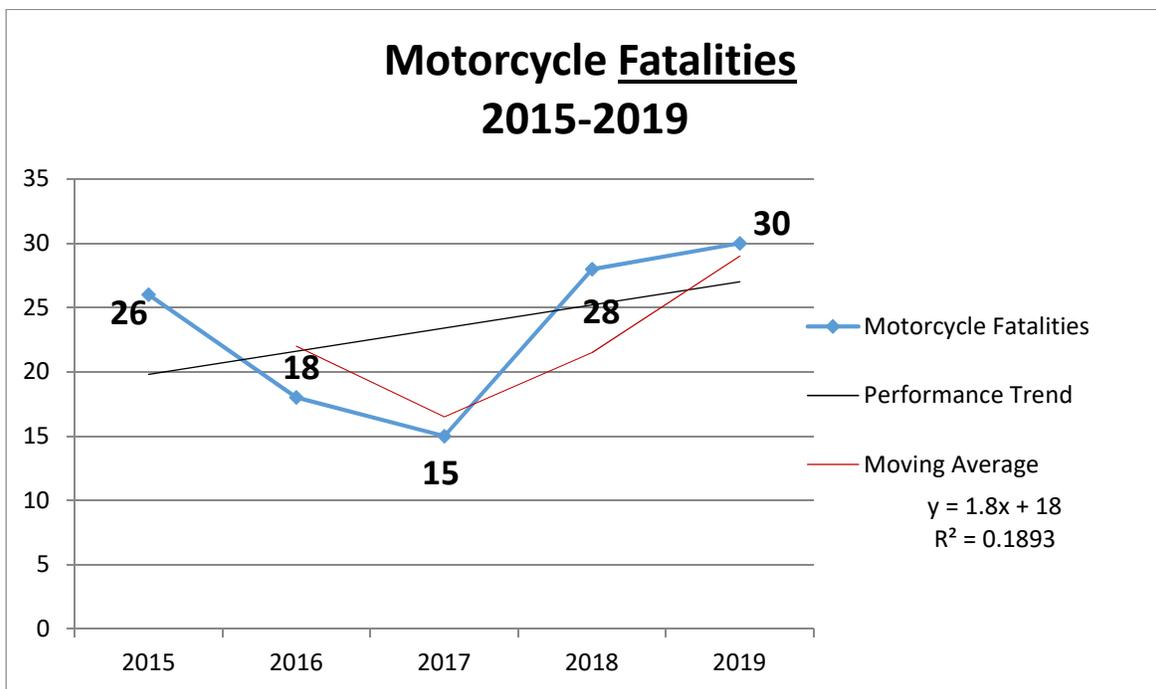


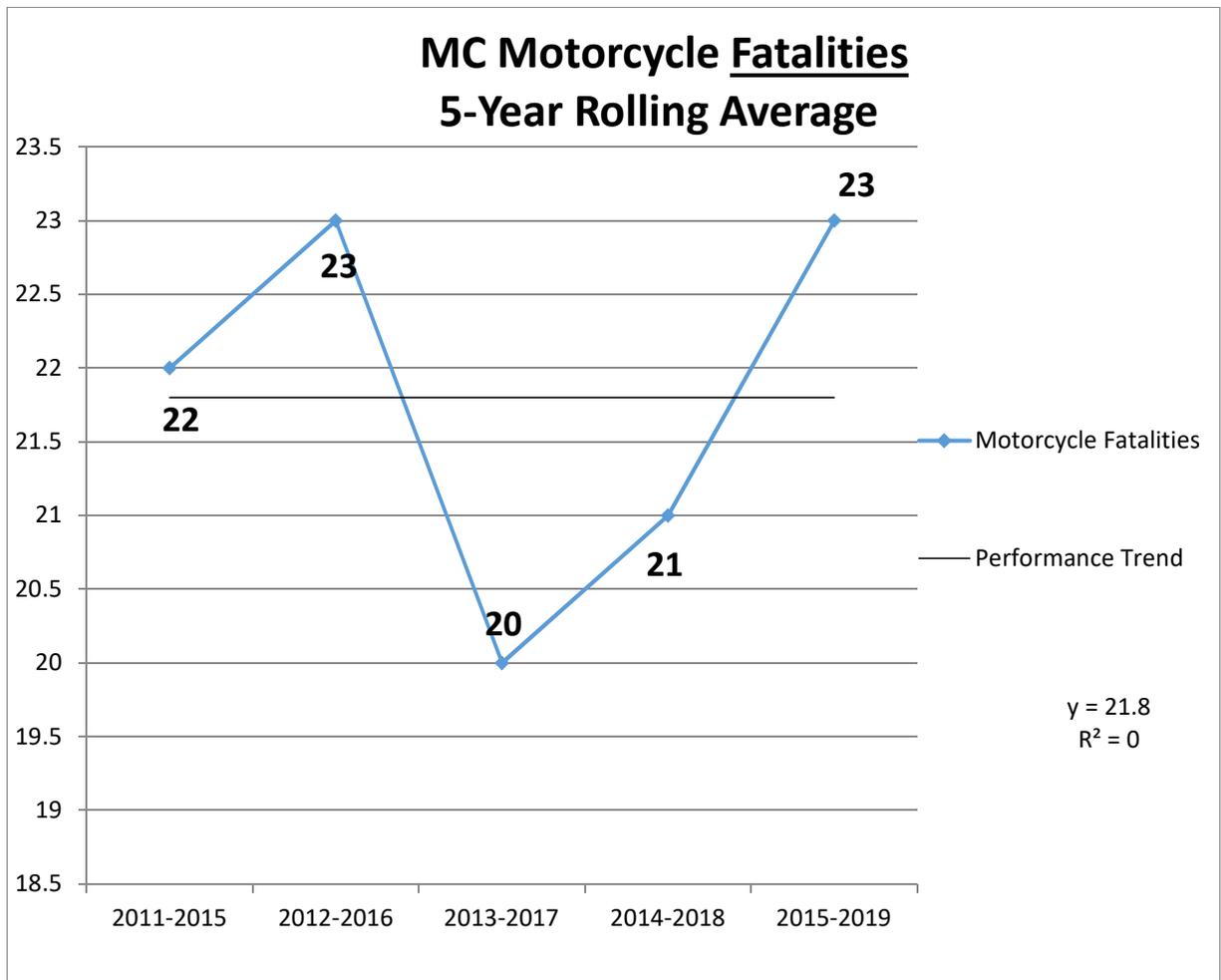
Performance Measure: C-7) Number of Motorcyclist Fatalities (FARS)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to strive to reduce Motorcycle fatalities. As of 22 June 2020, New Hampshire reflects 3 motorcyclist fatalities. In the FFY2020 HSP, New Hampshire set a goal of a five-year average of 19 motorcyclist fatalities. At the close of the 2019 calendar year, the five-year average increased to 23.4. However, this number is somewhat skewed due to a single vehicle versus several motorcycle crash, that resulted in 7 motorcycle fatalities. Based on current 2020 data, New Hampshire expects to trend towards a lower five-year average of 20.70.





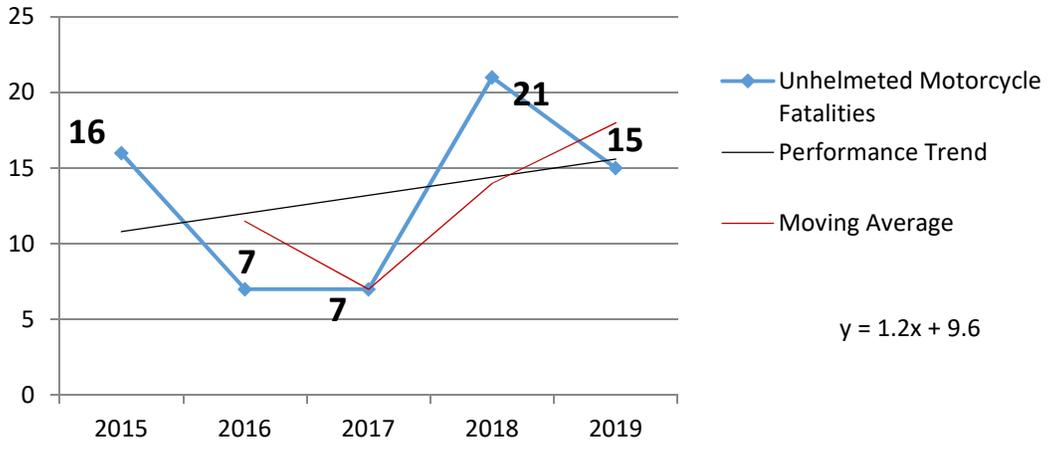
Performance Measure: C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)

Program-Area-Level Report

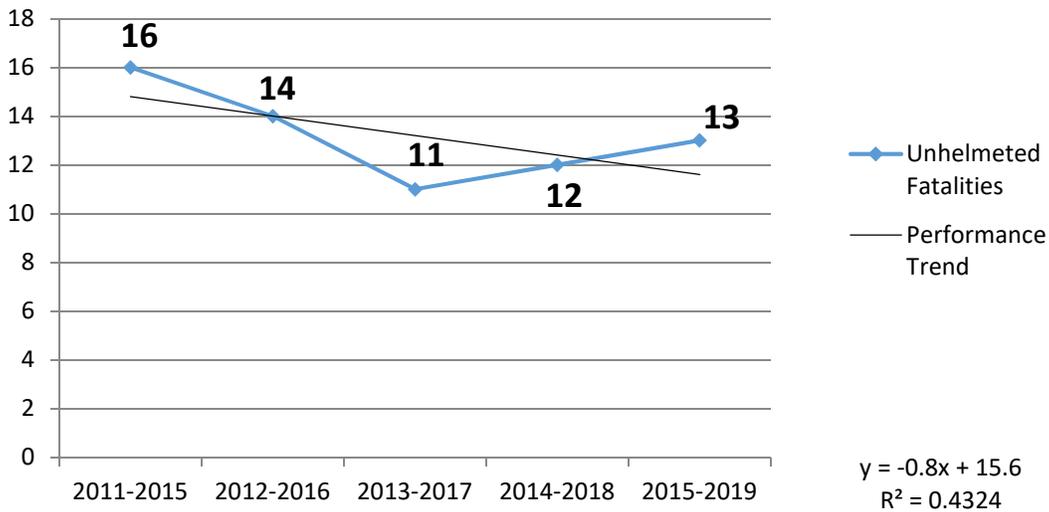
Update: In Progress

New Hampshire continues to strive to reduce unhelmeted motorcyclist fatalities. As of 22 June 2020, there have been 3 motorcyclist's fatalities (one who was wearing a helmet, one that was not wearing a helmet and one that does not show if a helmet was worn or not). In the FFY 2020 HSP we predicted a decrease to 11.16. At the close of calendar year 2019 the five-year average rose to 23.4. However, this number is somewhat skewed due to a single vehicle versus several motorcycle crash that resulted in 7 motorcycle fatalities. Based on current fatality data, New Hampshire is trending towards a lower five-year average of 11.70.

Unhelmeted Motorcycle Fatalities 2015-2019



Unhelmeted Motorcycle Fatalities 5-Year Rolling Average

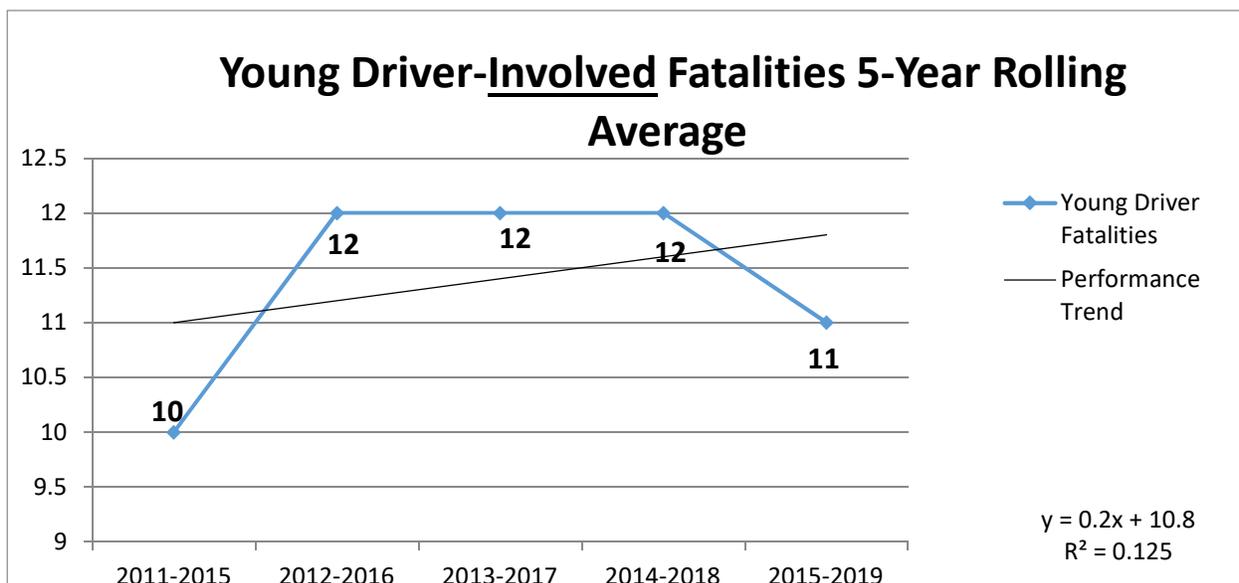
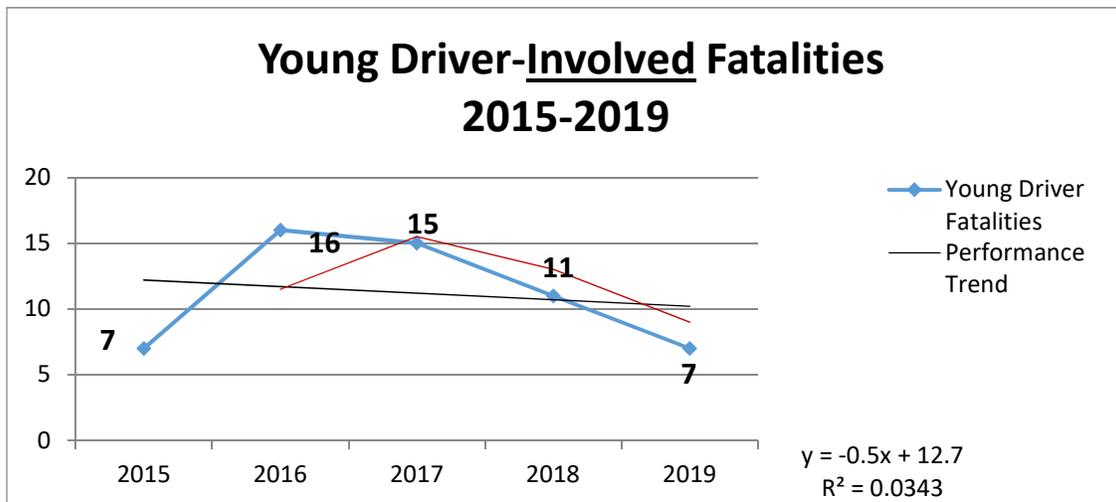


Performance Measure: C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to strive to reduce the number of fatalities of drivers under age 20 in the state. As of 22 June 2020, there have been 3 under 20 operator fatalities in the state. In FFY 2019 there were 3 under 20 operator fatalities in the state (as of July 1, 2019). If this trend continues, New Hampshire is on a path that would realize a five-year average of 11.00 drivers under age 20 fatalities. This would not only meet, but reduce the five-year average for operator fatalities who are under 20 years of age in FFY 2020.

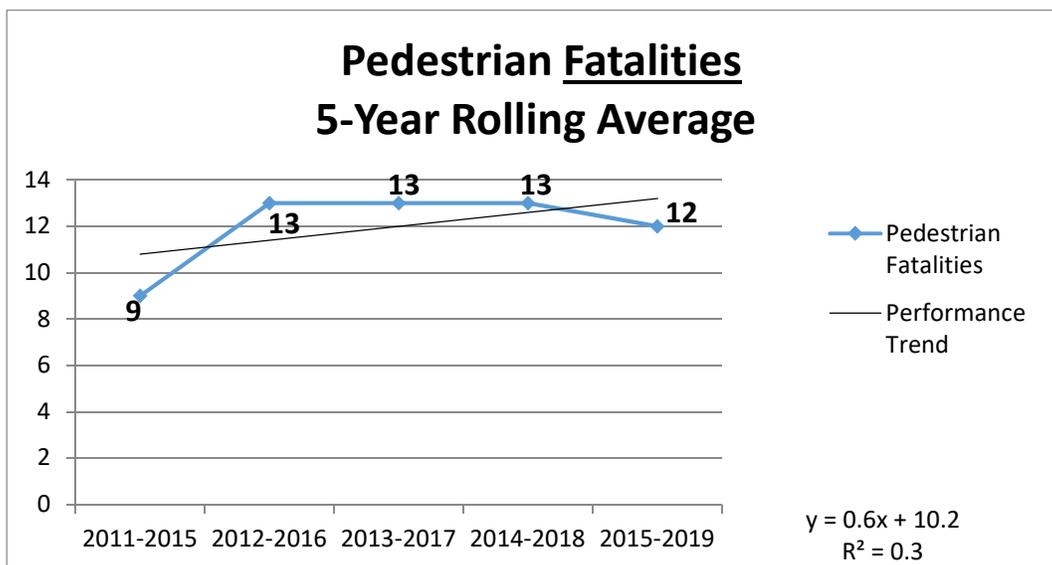
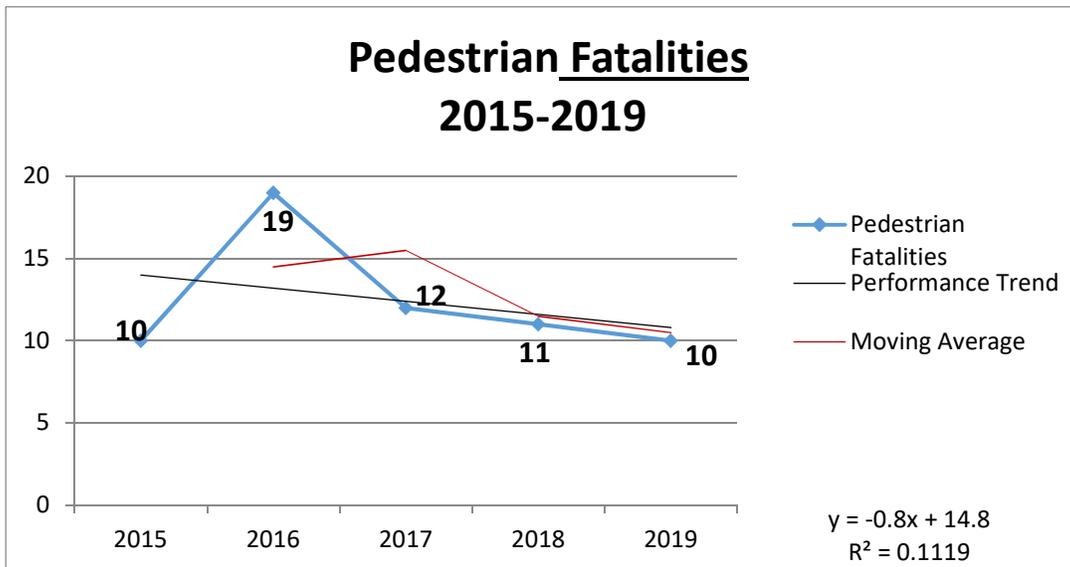


Performance Measure: C-10) Number of Pedestrian Fatalities (FARS)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to work to achieve its predicted reduction in pedestrian fatalities from the FFY 2019 prediction of 12. As of 1 July 2020, New Hampshire has seen 8 pedestrian fatalities. If the state continues on this trend, we estimate that we will close the year at a five-year average of 12 fatalities. Grant funded pedestrian/bicycle enforcement in 2019 included 960 youth and adult warnings and 104 youth and adult summons.

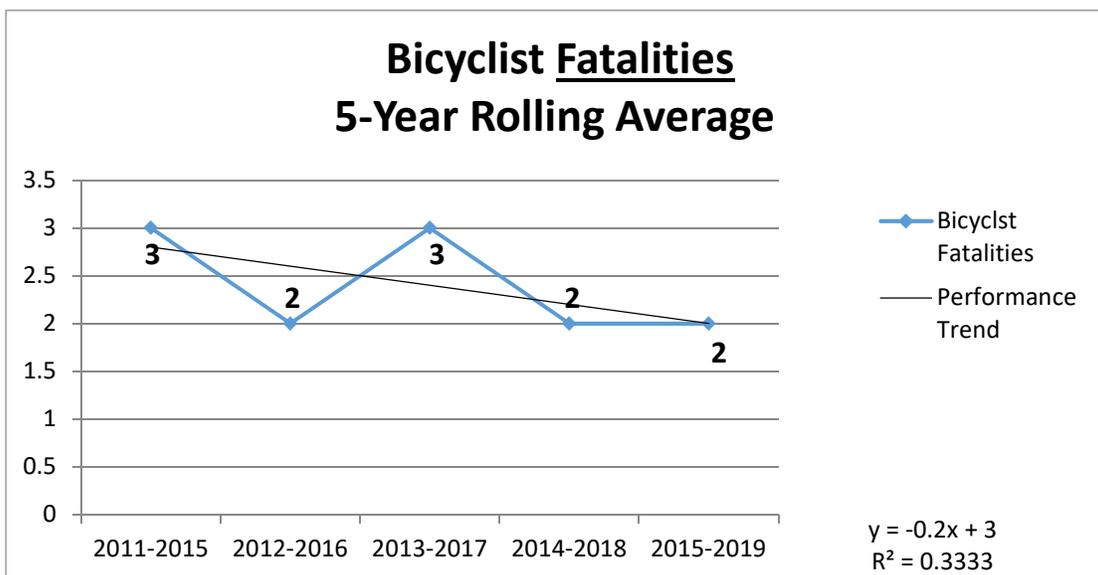
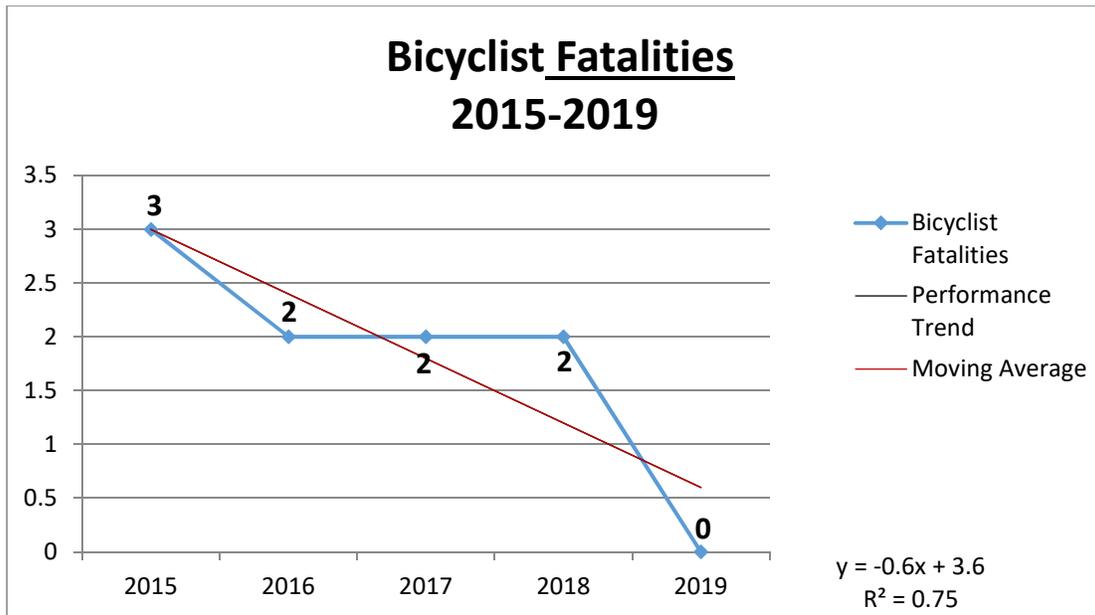


Performance Measure: C-11) Number of Bicyclists Fatalities (FARS)

Program-Area-Level Report

Update: In Progress

New Hampshire continues to strive to reduce the total number of bicycle fatalities in the state. We have undertaken a vigorous messaging campaign surrounding bicyclist and as of 22 June 2020 there has been one fatality related to bicyclists. If this trend continues, the state is predicting to maintain the five-year average at 3.10 fatalities predicted in the FFY 2020 HSP.



Performance Measure: B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)

Program-Area-Level Report

Update: Not Met

New Hampshire did not meet the goal to increase front seat outboard passenger restraint use. In 2017 outboard passenger restraint use was observed at 67.7%. Survey data from 2018 reflects the front seat outboard passenger restraint use at 76.4%. It is noted however that survey data obtained in FFY 2019 reflects a decrease from the prior year in front seat outboard passenger restraint use at 70.7%.

Table 5: NH Seat Belt Usage Rates: 2006 through 2019¹

Seat Belt Usage

(Front seat outboard pass.)	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Seat belt usage rate:	63.5%	63.8%	69.2%	68.9%	72.2%	75.0%	68.5%
Unweighted usage rate:	64.2%	62.9%	68.4%	68.8%	72.0%	72.5%	68.1%
Standard error:	5.3%	9.4%	3.4%	2.8%	3.0%	3.0%	3.0%
95% conf. interval – upper:	73.9%	82.2%	75.9%	74.3%	78.0%	80.8%	74.5%
95% conf. interval – lower:	53.1%	45.4%	62.4%	63.5%	66.4%	69.2%	62.6%

Seat Belt Usage (cont'd)

(Front seat outboard pass.)	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Seat belt usage rate:	71.5%	70.4%	69.5%	70.2%	67.6%	76.4%	70.7%
Unweighted usage rate:	73.7%	71.8%	71.5%	70.2%	68.5%	76.6%	70.4%
Standard error:	1.11%	1.17%	1.13%	1.39%	1.23%	1.26%	1.28%
95% conf. interval – upper:	73.6%	72.7%	72.1%	73.0%	70.0%	78.9%	71.9%
95% conf. interval – lower:	69.3%	68.0%	66.8%	67.5%	65.1%	73.9%	66.8%

¹ Results from 2012-2017 cannot be directly compared with earlier studies because of methodological changes. Care must be used comparing 2018 and later rates to 2012-2017 rates as different sites were observed.

Grant Program Activity Measure Reporting

Activity Measure: A-1) Number of seat belt citations issued during grant-funded enforcement activities

Seat belt citations: **98**
Fiscal Year A-1: 2019

Activity Measure: A-2) Number of impaired driving arrests made during grant-funded enforcement activities

Impaired driving arrests: **544**
Fiscal Year A-2: 2019

Activity Measure: A-3) Number of speeding citations issued during grant-funded enforcement activities

Speeding citations: **8,757**
Fiscal Year A-3: 2019

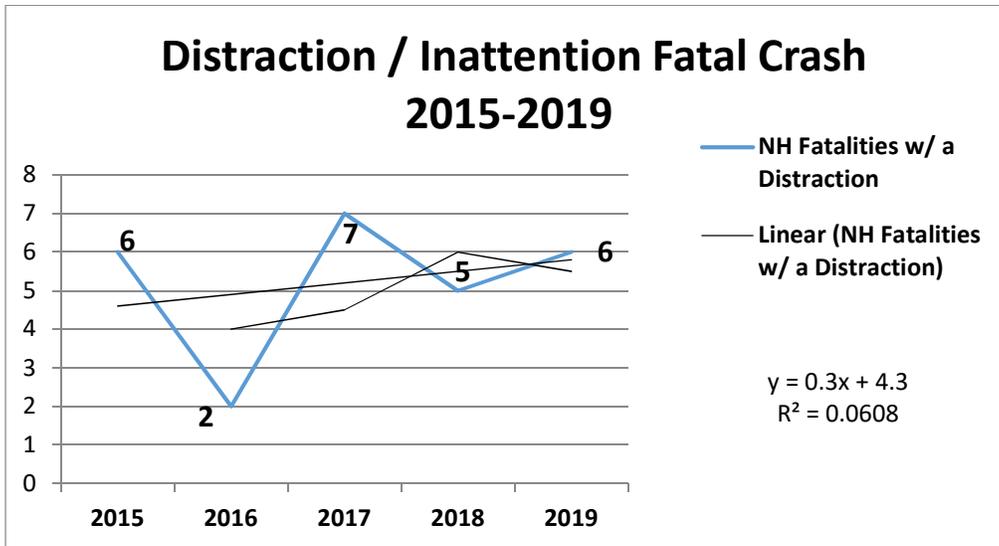
NH Established Performance Measures

Performance Measure: A- 4) Number of Distraction/Inattention Fatal Crashes

Program-Area-Level Report

Update: Met

New Hampshire met its goal to maintain the number of distraction related fatalities from 5 in 2018 to 6 in 2019. There were 6 distraction related fatalities in 2019, an increase of 1 from 2018 and thus maintaining the goal in the 2020 HSP.



Performance Measure: A-5) TR E-Ticket Advancement

Program-Area-Level Report

Update: Met

New Hampshire exceeded its goal to bring 10 additional local LE agencies onboard with E-Crash/E-Ticketing. To date as of May 2020 there are 54 agencies currently reporting electronically.

Performance Measure: A-6) TR Trauma Registry Timeliness

Program-Area-Level Report

Update: Met

New Hampshire met its goal to increase Trauma Registry Timeliness by 16.67 days.

Status of Improvement: Demonstrated Improvement

Active Status: Active

Revision Date: 23-April-2020

Narrative:

This performance measure is based on the I-T-1 model. New Hampshire will improve the timeliness of the Trauma Registry system as measured in terms of a decrease of the average number of days from the admission date to the date the record is entered into the trauma registry database.

The State will show measurable progress using the following method:

The average number of days from the admission date to the date the report is entered into the trauma registry database using a baseline period of April 1, 2018 to March 31, 2019 and a current period of April 1, 2019 to March 31, 2020.

The result is an increase in timeliness of 16.67 days.

Reports Entries by Date:

Start Date	End Date	Total Reports	Average Number of Days
April 1, 2016	March 31, 2017	1,993	79.47
April 1, 2017	March 31, 2018	2,073	64.73
April 1, 2018	March 31, 2019	2,307	35.46
April 1, 2019	March 31, 2020	2,837	18.79

Supporting Materials (Backup) -

Count of Incidents for Grant Years 2016 - 2017 through 2019 – 2020:

Count of Incidents	Grant Years:				Total Incidents
	16-17	17-18	18-19	19-20	
Hospitals					
CATHOLIC MEDICAL CENTER (NH)	317	548	598	574	2037
CHESHIRE MEDICAL CENTER (NH)	319	163			482
EXETER HOSPITAL (NH)			233	591	824
FRISBIE MEMORIAL HOSPITAL (NH)			176	337	513
LITTLETON REGIONAL HOSPITAL (NH)				163	163
SAINT JOSEPH HOSPITAL (NH)	3	213	145	121	482
SOUTHERN NEW HAMPSHIRE MEDICAL CENTER (NH)	732	561	540	381	2214
SPEARE MEMORIAL HOSPITAL (NH)			2	55	57
UPPER CONNECTICUT VALLEY HOSPITAL (NH)	8	4	3	13	28
WENTWORTH DOUGLASS HOSPITAL (NH)	614	584	610	602	2410
Grand Total	1993	2073	2307	2837	9210

**Supporting Materials (Backup) –
Average Entry Days for Grant Years 2016 - 2017 through 2019 - 2020:**

Average of Admission to Entry Days	Grant Years:				Overall Average
	16-17	17-18	18-19	19-20	
Hospitals (9 out of 26)					
CATHOLIC MEDICAL CENTER (NH)	33.65	19.33	16.03	17.08	19.95
CHESHIRE MEDICAL CENTER (NH)	17.18	21.77			18.73
EXETER HOSPITAL (NH)			32.01	2.66	11.01
FRISBIE MEMORIAL HOSPITAL (NH)			32.78	15.05	21.14
LITTLETON REGIONAL HOSPITAL (NH)				80.56	80.56
SAINT JOSEPH HOSPITAL (NH)	154.00	105.67	47.72	91.83	85.06
SOUTHERN NEW HAMPSHIRE MEDICAL CENTER (NH)	104.99	107.42	37.69	7.71	72.48
SPEARE MEMORIAL HOSPITAL (NH)			176.50	129.31	130.96
UPPER CONNECTICUT VALLEY HOSPITAL (NH)	13.88	28.33	4.00	47.92	30.78
WENTWORTH DOUGLASS HOSPITAL (NH)	105.66	63.56	59.42	1.74	58.71
Overall Average	79.47	64.73	35.46	18.79	46.85

Performance Measure: A-7) TR Crash Timeliness

Program-Area-Level Report

Update: Not Met

New Hampshire did not meet this goal. **The result was a decrease in timeliness of 0.59 days.**

3.1.2 Crash Timeliness – NH State Police

Status of Improvement: No Improvement

Active Status: Active

Revision Date: 23-April-2020

Narrative:

This performance measure is based on the C-T-01B model. New Hampshire will improve the timeliness of the Crash system as measured in terms of an increase of the average number of days from the crash date to the date the crash report is entered into the crash database within a period determined by the State.

The State will show measureable progress using the following method:

The average number of days from the crash date to the date the crash report is entered into the crash database using a baseline period of April 1, 2018 to March 31, 2019 and a current period of April 1, 2019 to March 31, 2020.

All numbers in this performance measure are limited to NH State Police crash reports. There were 5,501 crash reports during the baseline period with an average timeliness of 11.767 days. There were 5,076 crash reports during the performance period with an average timeliness of 12.36 days.

Reports Entries by Date:

Start Date	End Date	Total Reports	Average Number of Days
April 1, 2013	March 31, 2014	5,442	14.98
April 1, 2014	March 31, 2015	5,733	11.50
April 1, 2015	March 31, 2016	4,720	12.95
April 1, 2016	March 31, 2017	6,118	12.907
April 1, 2017	March 31, 2018	5,481	12.617
April 1, 2018	March 31, 2019	5,501	11.767
April 1, 2019	March 31, 2020	5,076	12.36

Performance Measure: A-7) TR EMS Uniformity

Program-Area-Level Report

Update: Met

New Hampshire met its goal, which resulted in a 27.23% increase in uniformity of NEMSIS V3 compliant data reports.

Status of Improvement: Demonstrated Improvement

Active Status: Active

Revision Date: 5-June-2020

Narrative:

This performance measure is based on the I-U-02 model performance measure. New Hampshire will improve the Uniformity of EMS patient care reports as measured in terms of an increase in the number of NEMSIS V3 compliant EMS patient care reports entered into the database or obtained via linkage to other databases.

The State will show measurable progress using the following method:

Count the number of NEMSIS V3 reports during the baseline period and compare against the same numbers during the performance period.

This performance measure demonstrates an increase in uniformity of EMS patient care reports to NEMSIS V3 during the performance period as compared to the baseline period.

The result is a 27.23% increase in uniformity of NEMSIS V3 compliant data reports.

Reports Entries by Date:

Start Date	End Date	NEMSIS V2 Reports	NEMSIS V3 Reports	NEMSIS V3 Percentage
April 1, 2015	March 31, 2016	242,184	0	0%
April 1, 2016	March 31, 2017	102,333	136,160	57.09%
April 1, 2017	March 31, 2018	87,306	165,980	65.53%
April 1, 2018	March 31, 2019	90,401	164,688	64.56%
April 1, 2019	March 31, 2020	23,107	218,509	90.44%

2021 Performance Plan

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
1	C-1	C-1) Number of traffic fatalities (FARS)	5 Year	2017	2021	120.0
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2017	2021	456.4
3	C-3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2017	2021	0.884
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	47.70
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above (FARS)	5 Year	2017	2021	25.65
6	C-6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	51.70
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	20.70
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	11.70
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	9.9
10	C-10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	12.00
11	C-11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2017	2021	3.10
12	B-1/C-12	B-1/C-12) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2021	73.44
16	A-4	A-4) Number of Distraction/Inattention Fatal Crashes	5 Year	2017	2021	6.00
17	A-5	A-5) TR E-Ticket Advancement	Annual	2020	2021	68
18	A-6	A-6) TR Trauma Registry Timeliness	Annual	2020	2021	17.54
19	A-7	A-7) TR Crash Timeliness	Annual	2020	2021	.85

Performance Target: C-1) Number of Traffic Fatalities (FARS)

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
1	C-1	C-1) Number of traffic fatalities (FARS)	5 Year	2017	2021	120

Performance Target Justification

C-1 Projection - Fatalities: Maintain fatalities from 120 (2015-2019 average) to 120 for the (2017-2021 average).

Trend analysis of the fatalities data produces mostly intuitive results. The 2019 five year averages are 120.0 fatalities and 0.884 fatalities rate (per 10⁸ vehicle miles traveled (VMT)). Fatalities in the last decade have shown wide variation over a one to two-year cycle, with the number of 2018 fatalities being the highest recorded value for the decade. The five-year average of the number of fatalities also increased from 2017 to 2018, but with the five-year average trend line mostly attenuating the large annual increase. The annual fatalities rates and the five year averages exhibit similar patterns seen in the numbers of fatalities. **Proposed targets:** A **2021 target of 120.0 fatalities** (i.e., maintaining the 2019 five-year average) is recommended. The rising trend computed by the data is not acceptable as a target as it would be contrary to the core objective of the state’s Driving Toward Zero initiative.

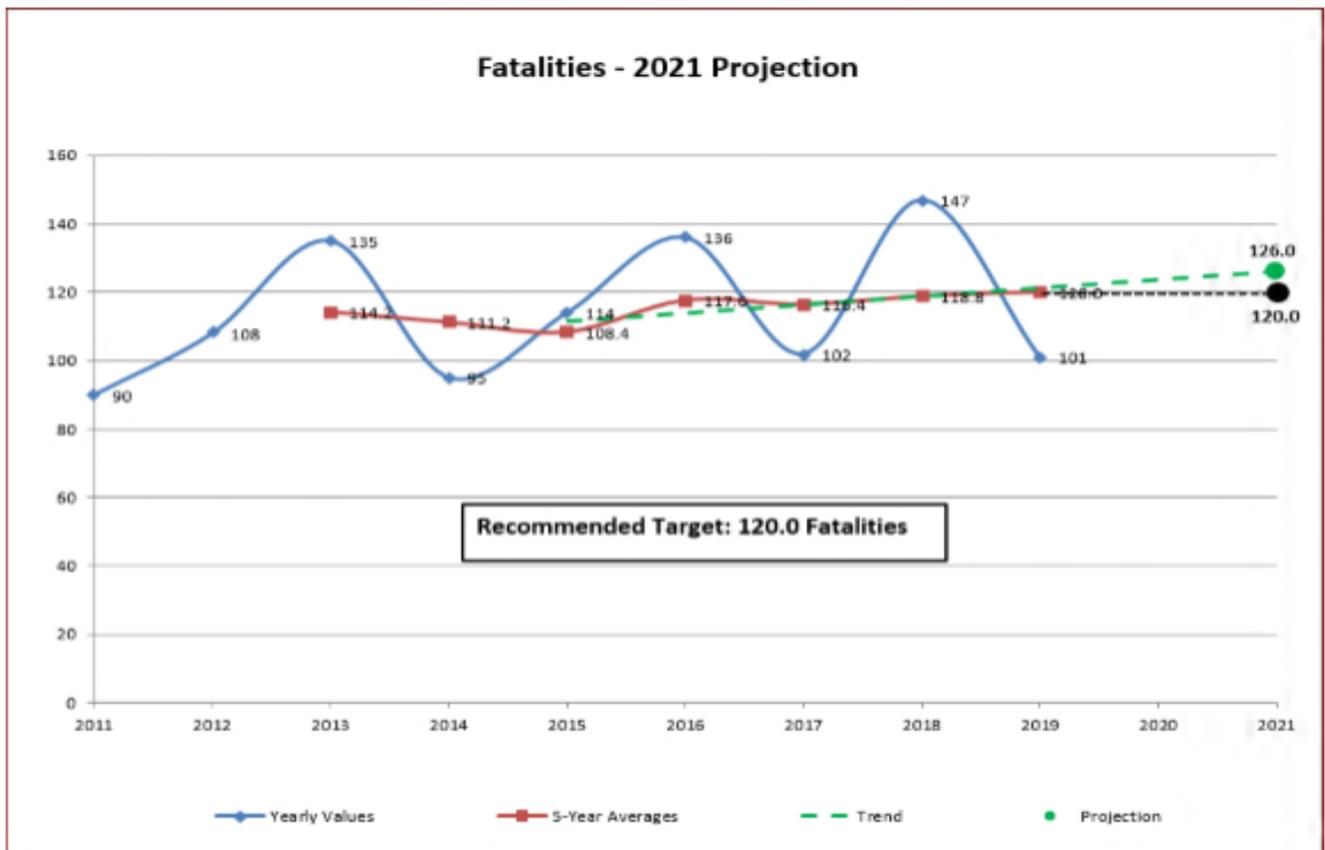
The methodology to determine targets is not NH exclusive and is based on trend analysis. Please refer to pgs. 14-22 to understand the data gathered and trend analysis throughout this HSP. Data is collected from the National Highway Traffic Safety Administration (NHTSA), the Highway Performance Monitoring System (HPMS) and the New Hampshire Department of Safety (NH DOS). Trend analysis was used to analyze the data. Trend analysis uses past data and patterns to project future outputs. Safety gains are driven by policy and budget and because there has been no recent significant change to policy or budget, trend analysis is appropriate. New Hampshire Office of Highway Safety has been using data sources to identify areas in the state that have dense populations, high crash numbers, high traffic counts, and major corridors, to deploy resources (i.e. enforcement efforts, highway safety messaging, and education) as a countermeasure to minimize crashes and the resulting injuries and or fatalities.

Sources: Data is collected from several sources. Yearly values are collected from each source and when enough data is available, 5-year rolling averages are created. 5-year rolling averages are valuable for safety analysis because the five-year period generally reduces variability that significantly affects values from year to year and because regulators will use 5-year, rolling averages to determine significant progress. To calculate three individual 5-year rolling averages data would need to be available from 2007. Data sources are prescribed by the regulations:

- Fatalities: NHTSA
- Serious Injuries: DOS

- Rate of Fatalities (108 VMT): NHTSA & HPMS

Fatality data is posted by NHTSA; these sources are considered consistent and reliable. Data is available from 2007 allowing for the use of 5-year rolling averages for trend analysis. DOS – Serious injury data is provided by DOS. Previously reported values have been inconsistent and duplicated records have been found in the data. Data is not available from 2007, therefore 5-year rolling average values may not be used for trend analysis, and more variable yearly values must be used instead. HPMS – Traffic volume data is calculated by DOT posted by FHWA. The source is considered consistent and reliable. Data is available from 2007 allowing for the use of 5-year rolling averages for trend analysis.



Performance Target: C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)

Performance Target Details:

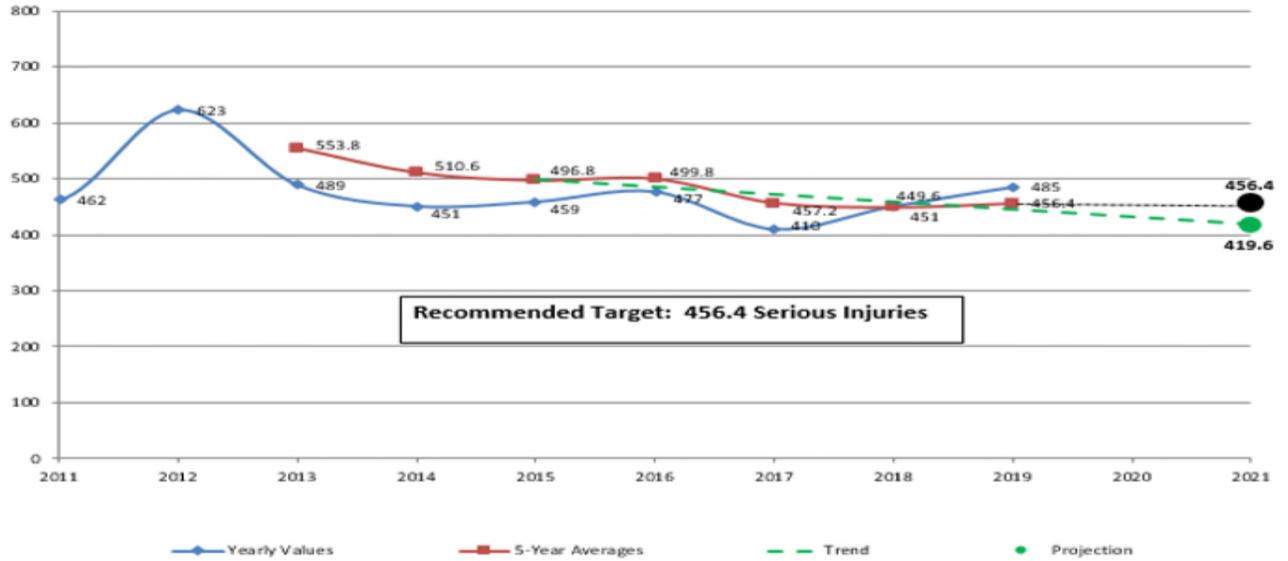
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2017	2021	456.4

Performance Target Justification

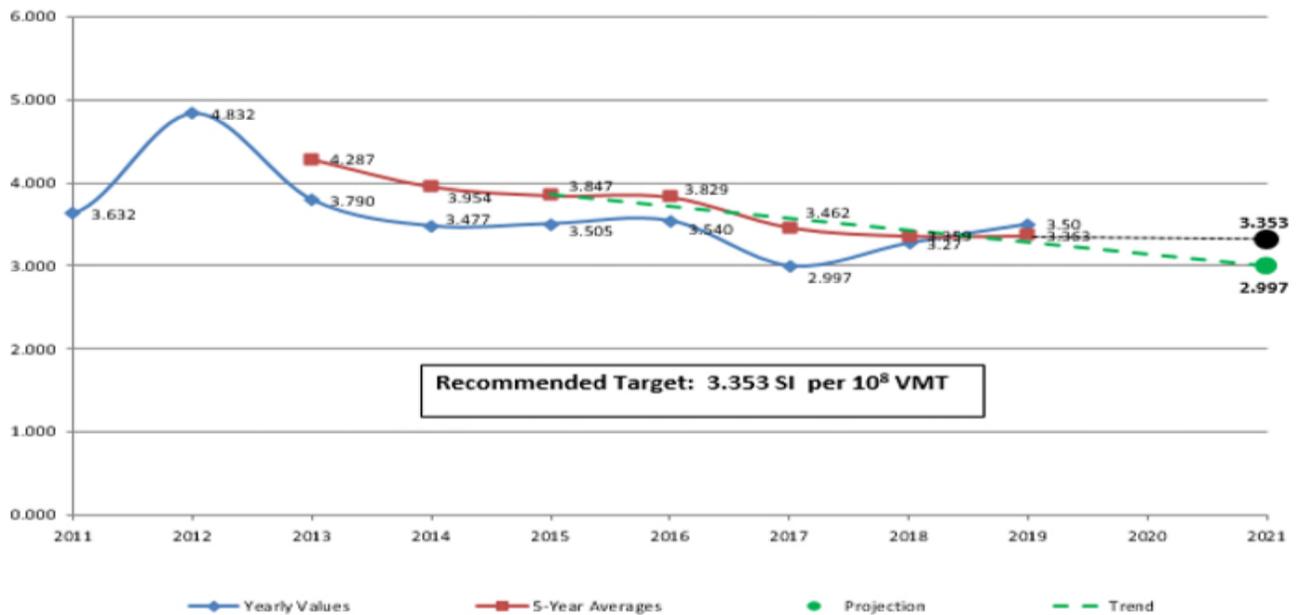
C-2 Projection - Serious Injuries: Maintain Serious Injuries from 456.4 (2015-2019 average) to 456.4 for the (2017-2021 average).

Trend analysis produces intuitive results, showing reductions in both the number and rate of serious injuries. The computed 2021 targets represent 4.1% and 5.6% reductions respectively from the 2019 five year averages. The computed targets are substantially lower than any historical values within the analysis period (with the exception of 2017), and are still strongly influenced by the data spike (caused by possible unreliable data) in 2012. **Proposed targets:** A **2021 target of 456.4 serious injuries** is recommended as it would be a more achievable goal, consistent with the observed safety performance in recent years, improving upon the recent annual performance in each year but 2018. This target represents maintaining the 2019 performance. Likewise, a **2021 target serious injury rate of 3.353 fatalities per 10⁸ VMT** is recommended as it would present a more achievable goal while still representing better performance than has been observed in the decade with the exception of 2018. This target represents a slight annual reduction in the five-year average of less than one percent. Factors influencing the performance target selection is the anticipated increase in messaging and education coupled with proactive enforcement in communities with the highest priority.

Serious Injuries - 2021 Projection



Serious Injury Rate - 2021 Projection



Performance Target: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
3	C-3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2017	2021	0.884

Performance Target Justification

C-3 Projection - Fatalities/VMT: Maintain Fatalities/VMT from 0.884 (2015-2019 average) to 0.884 for the (2017-2021 average).

Trend analysis of the fatalities data produces mostly intuitive results. The 2019 five year averages are 120.0 fatalities and 0.885 fatalities rate (per 10⁸ vehicle miles traveled (VMT)). Fatalities in the last decade have shown wide variation over a one to two-year cycle, with the number of 2018 fatalities being the highest recorded value for the decade. The five-year average of the number of fatalities also increased from 2017 to 2018, but with the five-year average trend line mostly attenuating the large annual increase. The annual fatalities rates and the five year averages exhibit similar patterns seen in the numbers of fatalities. The rising trend computed by the data is not acceptable as a target as it would be contrary to the core objective of the state’s Driving Toward Zero initiative. Likewise, a **2021 target fatality rate of 0.884 fatalities per 10⁸ VMT** (i.e., also maintaining the 2019 five-year average) is recommended.



Performance Target: C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)

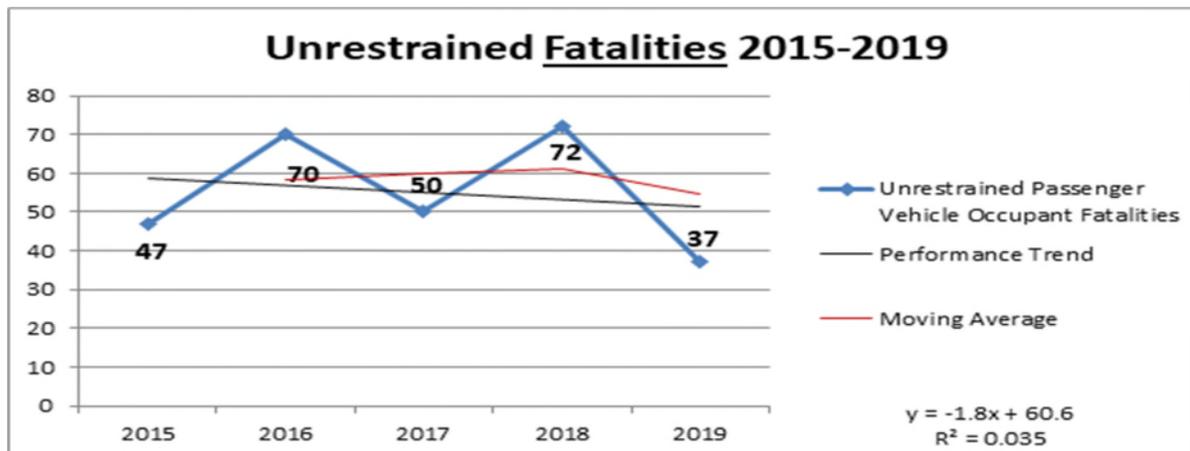
Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	47.7

Performance Target Justification

C-4 Projection – Unrestrained Fatalities: Reduce unrestrained fatalities by 10 percent from 53.0(2016-2020 average) to 47.7 (2017-2021 average).

The trend line shows a modest downward trend. Current non seat belt use fatalities recorded as of 10 June 2020, show we are on track for numbers potentially higher than 2019. Therefore, based on the low R-squared value (0.035) demonstrating a weak correlation between the projection and real data, we are predicting a modest reduction. NH OHS's seat belt educational programs have become more robust than in past years. In 2019, we identified the age group (25-34 years old) that has the highest unrestrained fatalities and NH OHS plans to allocate greater resources to media outreach and education to this demographic. In addition, NH OHS will continue to put out general messaging about the importance of "Buckling Up" to all age groups including enforcement for occupants up to 18 years of age. Factors influencing the performance target selection is the anticipated continued use of the NH OHS methodology put in place coupled with more robust education and media efforts that focus heavily on fatal and serious injury crashes. These efforts will focus primarily on communities with the highest crashes and will strategically focus both enforcement and educational outreach in these communities. Awards for enforcement efforts within the "Join the NH Clique" which coincides with the national mobilization "Click It or Ticket" will help achieve a maximum positive impact on Occupant Protection.



Performance Target: C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

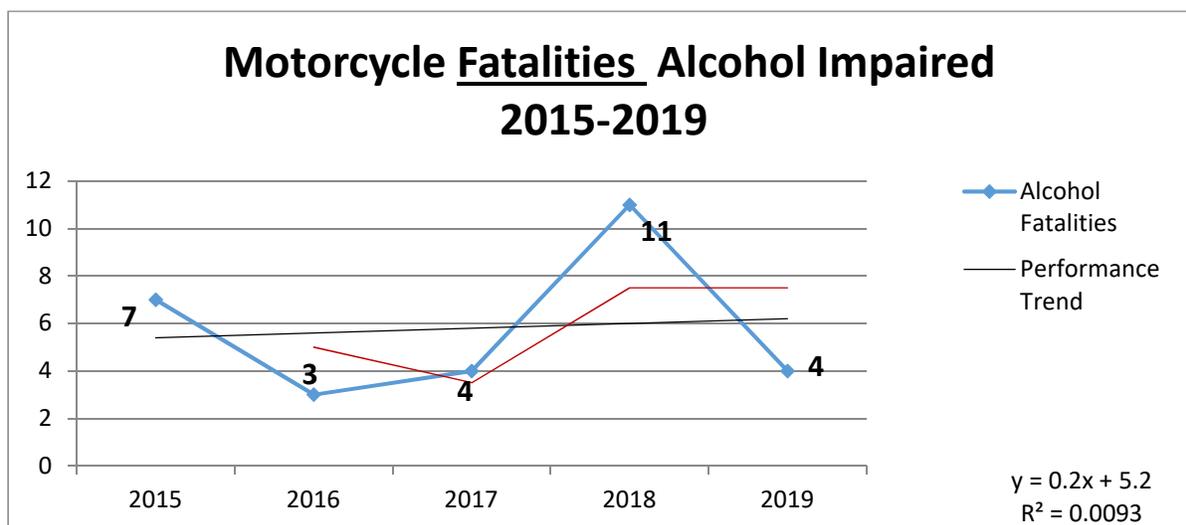
Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2017	2021	25.65

Performance Target Justification

C-5 Projection – Impaired Motorcyclist Fatalities: Reduce-alcohol impaired fatalities by 5 percent from 5.2 (2016-2020 average) to 4.94 (2017-2021 average).

The trend line in the chart below shows an upward trend. However, current FFY 2020 motorcycle impairment fatalities shows a decrease in these fatality numbers (one motorcycle impairment fatality as of August 19, 2020) from 2019. Because of the low R-squared value (0.0093) demonstrating a weak correlation between the projection and real data, we are predicting a very modest reduction. To help combat a potential upward trend, enforcement efforts will be focused in the three counties that represent the highest impairment fatalities. Enforcement efforts will also focus on high population areas and high priority corridors around the State. Media messaging in conjunction with enforcement will be an important component to our efforts to reduce impairment related fatalities. In addition, educational programs being brought to the high schools will enhance this overall effort to achieve this goal. Factors influencing the performance target selection is the NH OHS improved methodology for FFY 2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on impairment related fatalities.



Performance Target: C-6) Number of Speeding-Related Fatalities (FARS)

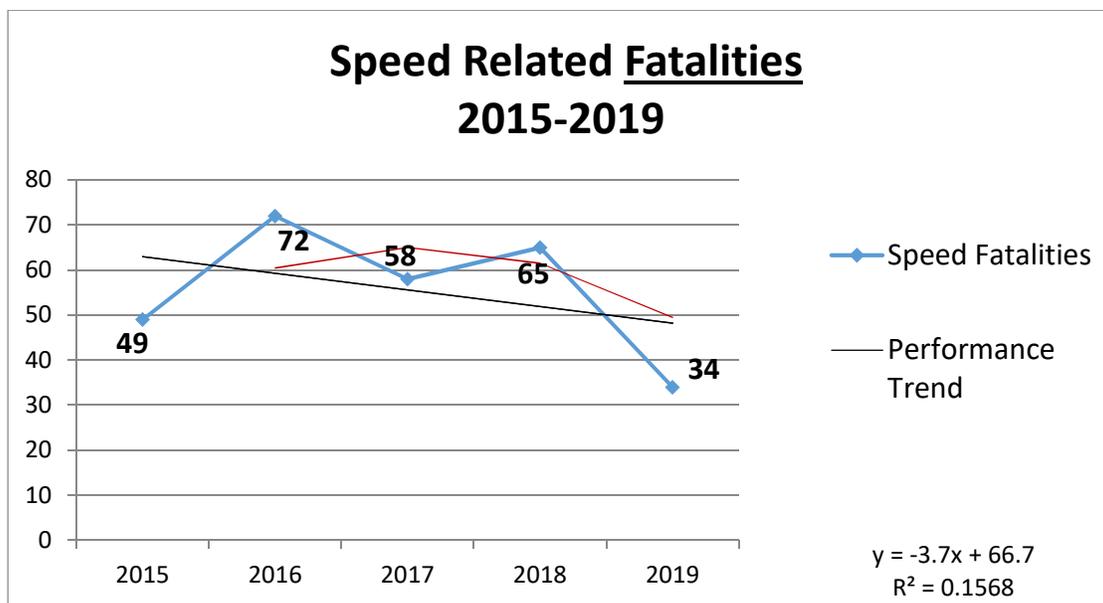
Performance Target Details:

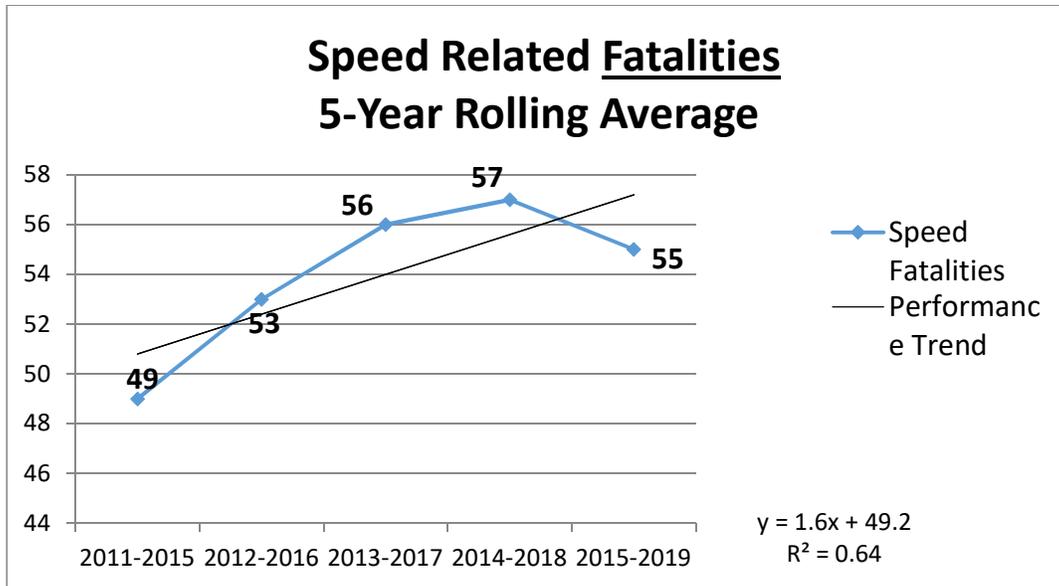
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
6	C-6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	51.70

Performance Target Justification

C-6 Projection – Speeding Fatalities: Reduce speed related fatalities by 6 percent from 55 (2016-2020 average) to 51.70 (2017-2021 average).

The trend line shows a downward trend and with the current fatalities recorded to date in 2020 showing we potentially may have a higher number of fatalities than in 2019. Because of the low R-squared value (0.1568) demonstrating a weak correlation between the projection and real data, we are predicting a very modest reduction. To help combat the potential upward trend, enforcement efforts will be focused on the counties that represent the highest speed-related fatalities. Enforcement efforts will also focus on high population areas and high priority corridors around the State. Media messaging in conjunction with enforcement will be an important component to our efforts to reduce speed-related fatalities. In addition, educational programs being brought to the high schools will enhance this overall effort to achieve this goal. Factors influencing the performance target selection is the NH OHS improved methodology for FFY 2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on speed related fatalities.





Performance Target: **C-7) Number of Motorcyclist Fatalities (FARS)**

Performance Target Details:

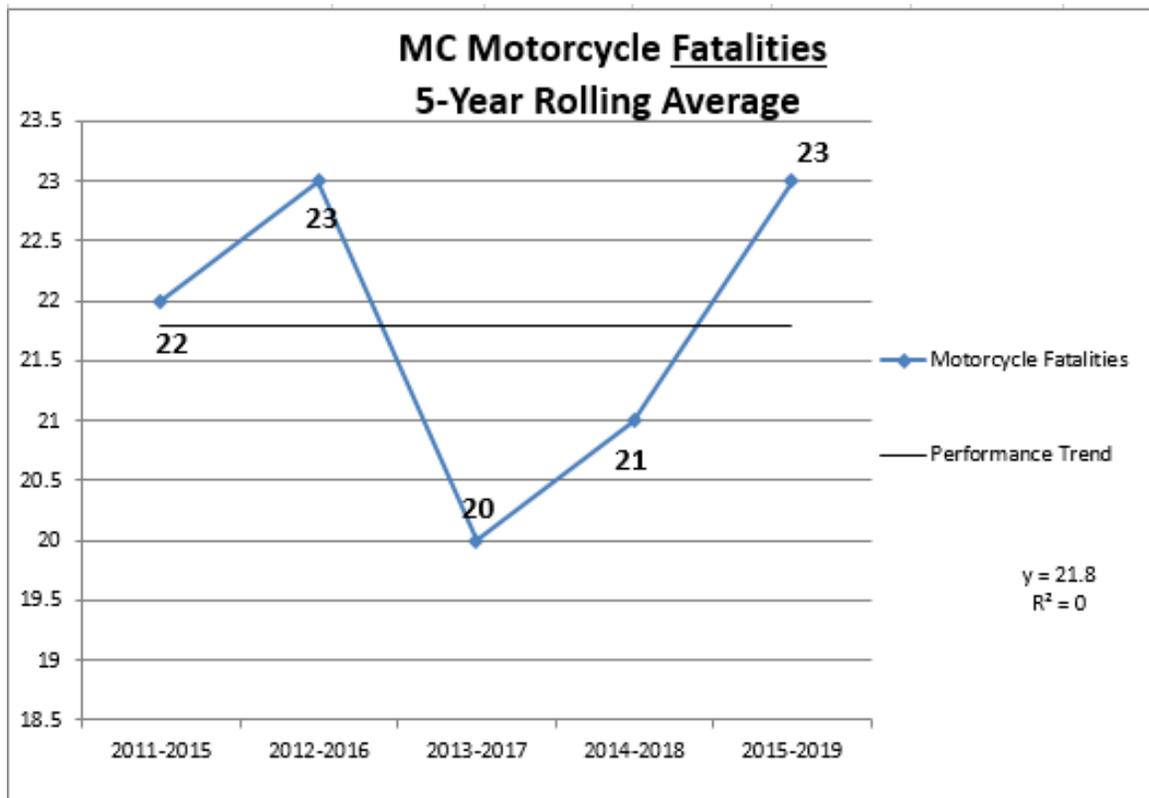
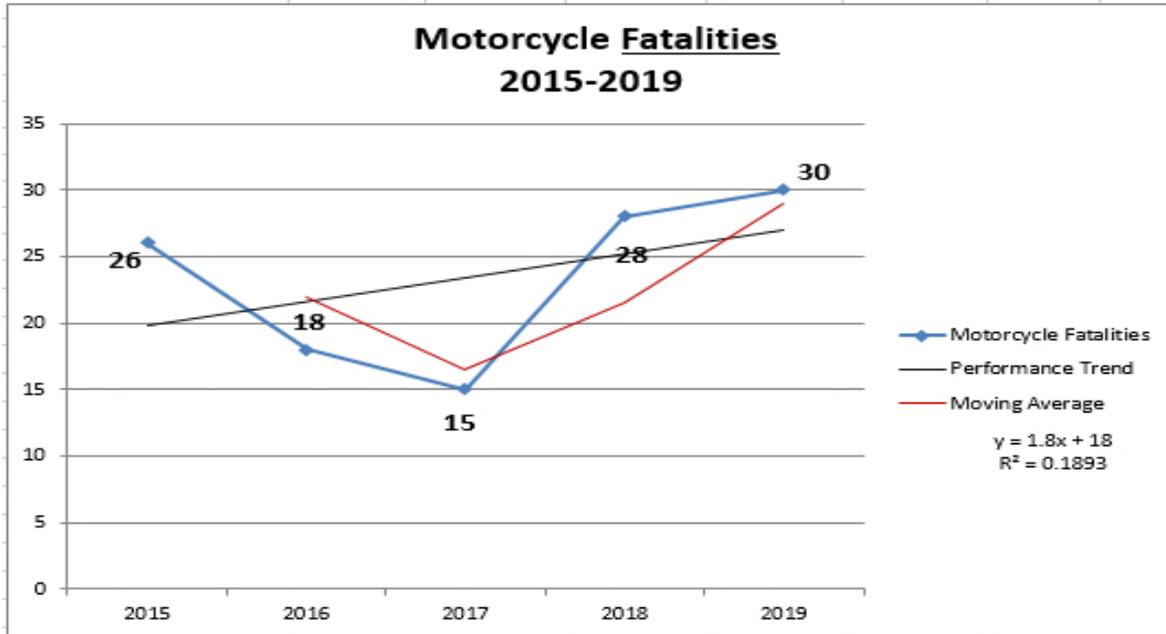
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	20.7

Performance Target Justification

C-7 Projection – Motorcycle Fatalities: Reduce motorcycle fatalities by 10 percent from 23 (2016-2020 average) to 20.7 (2017-2021 average).

The trend line shows an upward trend and the current motorcycle fatalities recorded to date in 2020 is currently at 2 compared to 4 the same time in 2019. Therefore, based on the low R-squared value (0.1893) demonstrating a weak correlation between the projection and real data, we are predicting a modest reduction. Although New Hampshire does not have a motorcycle helmet law, we are predicting a reduction of motorcycle fatalities for 2021. The Division of Motor Vehicles motorcycle rider-training program is offering additional courses and locations as well as informing the public through media outreach about the availability of these courses in 2021. Additionally, our comprehensive media campaign will include important messaging around motorcycle safety during the

summer and early fall months when motorcycles are more prevalent on our roadways. Factors influencing the performance target selection is the anticipated use of the NH OHS new methodology for FFY2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on all programs, and help reduce motorcyclist fatalities as well.



Performance Target: C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)

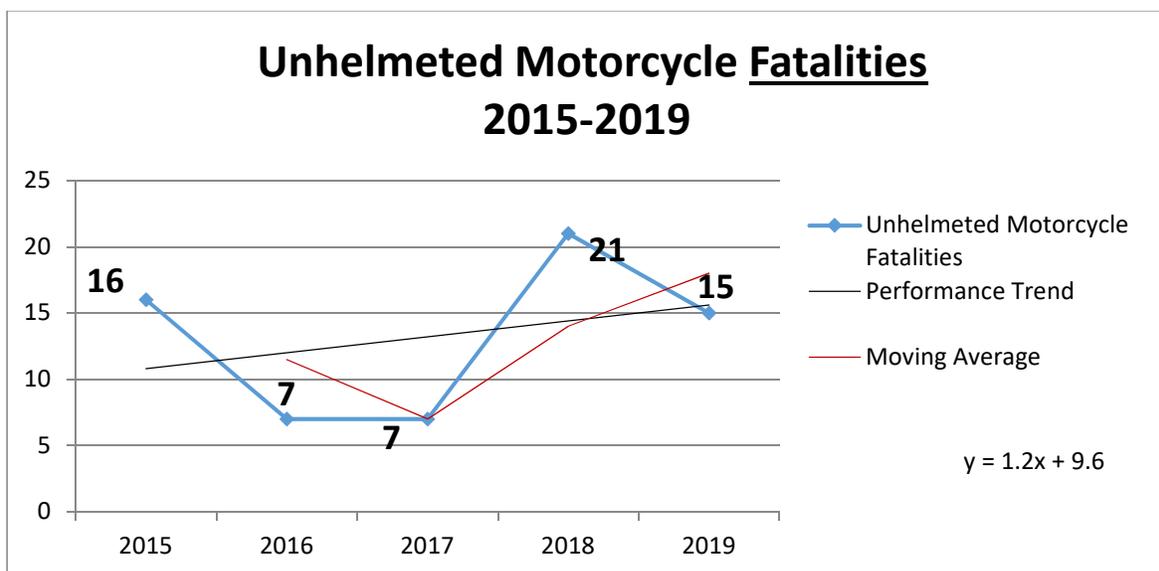
Performance Target Details:

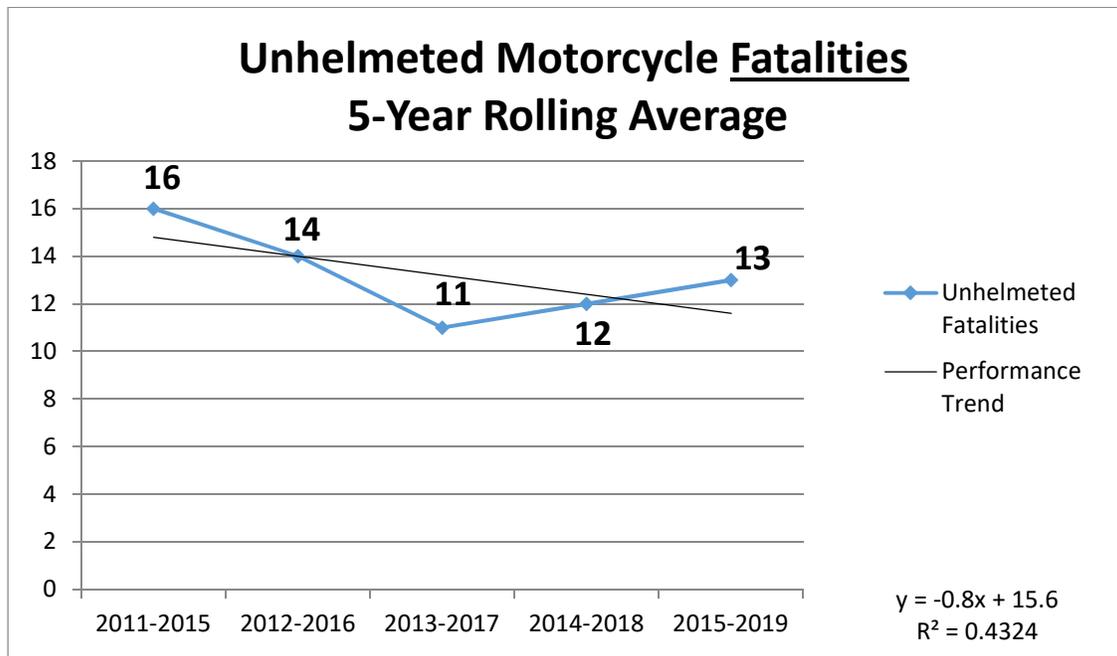
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	11.70

Performance Target Justification

C-8 Projection – Unhelmeted Motorcycle Fatalities: Reduce unhelmeted motorcycle fatalities by 10 percent from 13 (2016-2020 average) to 11.70 (2017-2021 average).

The trend line shows a marked upward trend. Current motorcycle fatalities recorded to date in 2020 show we are on track to see a reduction in unhelmeted motor cycle fatalities. Even though the lack of a motorcycle helmet law puts New Hampshire at a disadvantage, we are predicting a modest reduction and will work reverently to educate the motorcycling public on the importance of wearing a helmet while operating a motorcycle. . The Division of Motor Vehicles Motorcycle Training Program, is offering additional motorcycle training courses and locations as well as informing the public through media outreach about the availability of these courses in 2020 - 2021. Our comprehensive media campaign will include important messaging around motorcycle safety including the importance of wearing a motorcycle helmet. Factors influencing the performance target selection is the anticipated use of the NH OHS new methodology for FFY 2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on all programs, and therefore help reduce unhelmeted motorcyclist fatalities as well.





Performance Target: C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Performance Target Details:

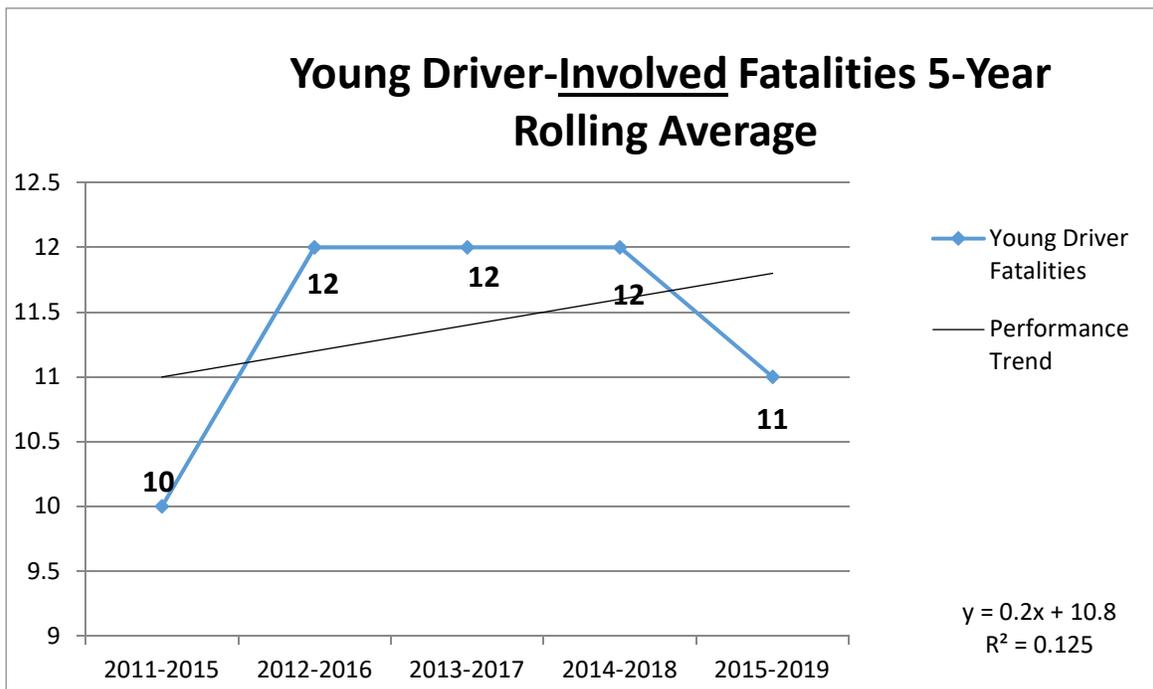
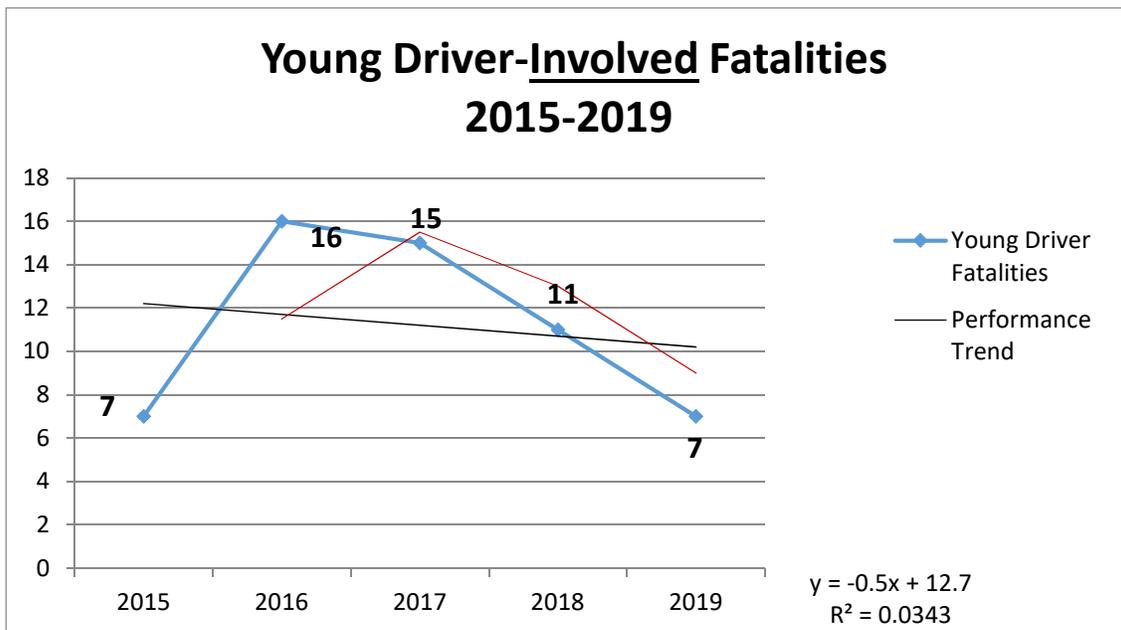
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	9.9

Performance Target Justification

C-9 Projection – Young Driver Fatalities: Reduce young driver involved fatalities by 10 percent from 11 (2016-2020 average) to 9.9 (2017-2021 average).

The trend line shows a slightly downward trend. Current fatalities recorded to date in 2020 reflect 3 fatalities involving operators 20 years or under. This is in line with the same number compared to the same period last year (3). This along with the lower R-squared value (0.0343) we are predicting a modest reduction. NH OHS has a number of teen programs geared to addressing highway safety issues for 2021. These important educational programs continue to teach young drivers to make good choices in relation to distracted driving, impaired driving, seat belt use, and speeding. These presentations will

include mothers who have lost a young driver on NH roads. In addition, PSA's through New Hampshire State Police and NH OHS will message teens and the public on highway safety issues enhancing this overall outreach to teens to reduce these unnecessary deaths. Factors influencing the performance target selection is the anticipated use of the NH OHS new methodology for FFY2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on all programs, and therefore help reduce the number of young driver involved fatalities as well.



Performance Target: C-10) Number of Pedestrian Fatalities (FARS)

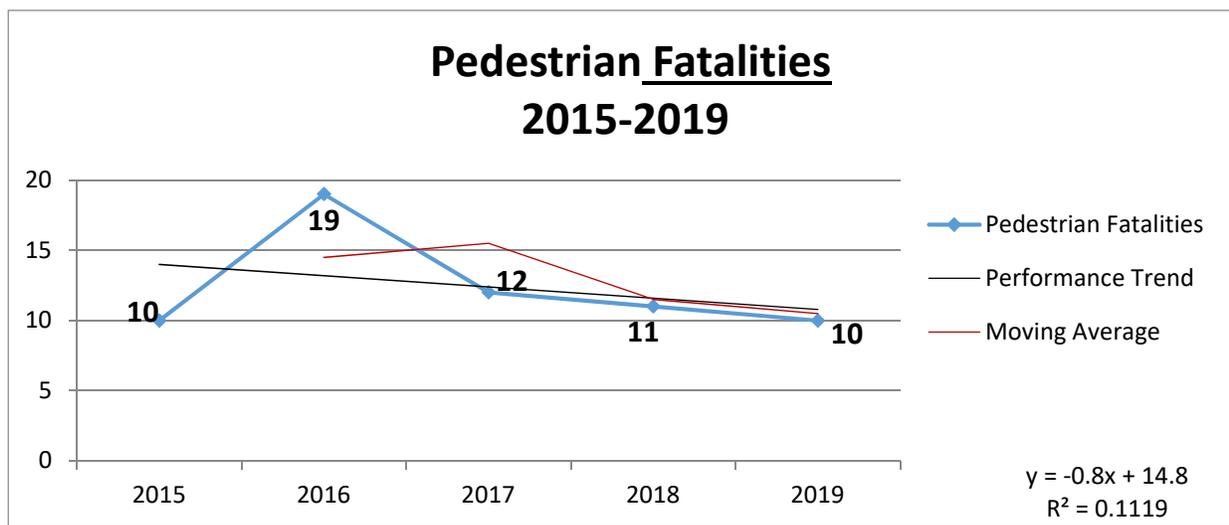
Performance Target Details:

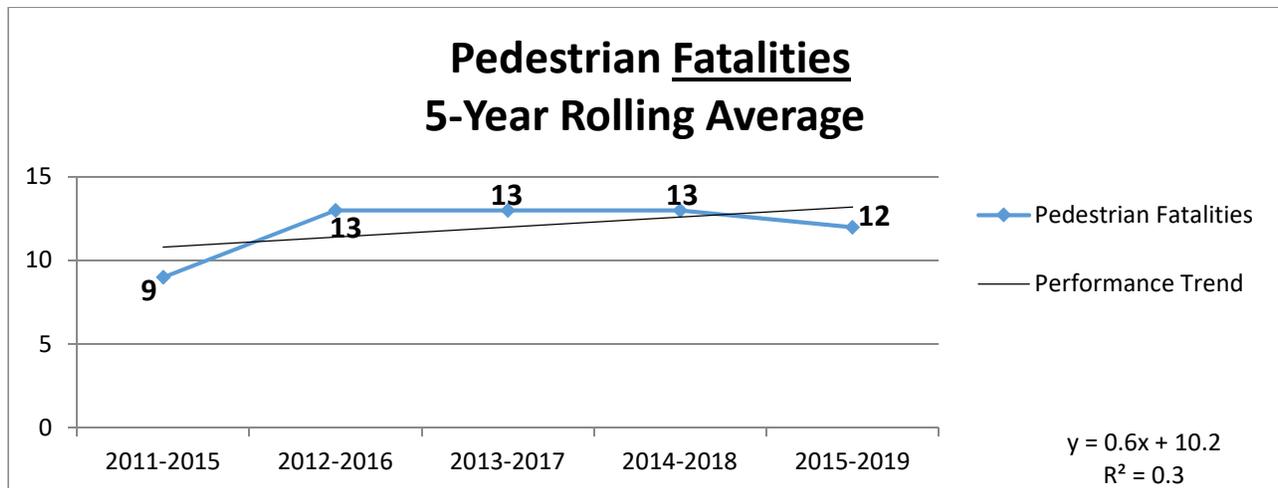
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
10z`	C-10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	12

Performance Target Justification

C-10 Projection – Pedestrian Fatalities: Maintain pedestrian involved fatalities from 12 (2016-2020 average) to 12 (2017-2021 average).

The trend line shows a modest downward trend. Current pedestrian fatalities recorded to date in 2020 show we are above pedestrian fatalities for the same period last year. Even though the R-squared value (0.1119) demonstrates a moderately confident prediction, we are predicting maintaining the number of 12 pedestrian fatalities used from the prior year (FFY 2020). A predicted modest upward trend may be prudent to allow for the potential increase in pedestrian fatalities do to the national pandemic that has reduced vehicle miles travelled but increased pedestrian activity. The NH OHS will be providing funding for pedestrian enforcement throughout the state with primary focus on those communities with the highest pedestrian fatalities. In addition, we will coordinate media messaging to support these enforcement efforts with the overall goal to reduce pedestrian fatalities. Factors influencing the performance target selection is the anticipated increase in education and messaging to our LE partners on enforcing pedestrian laws and rules. Additionally, by increasing the amount of media and messaging specifically and strategically focused on communities with the highest priority, NH OHS is confident that a difference can be made.





Performance Target: C-11) Number of bicyclists fatalities (FARS)

Performance Target Details:

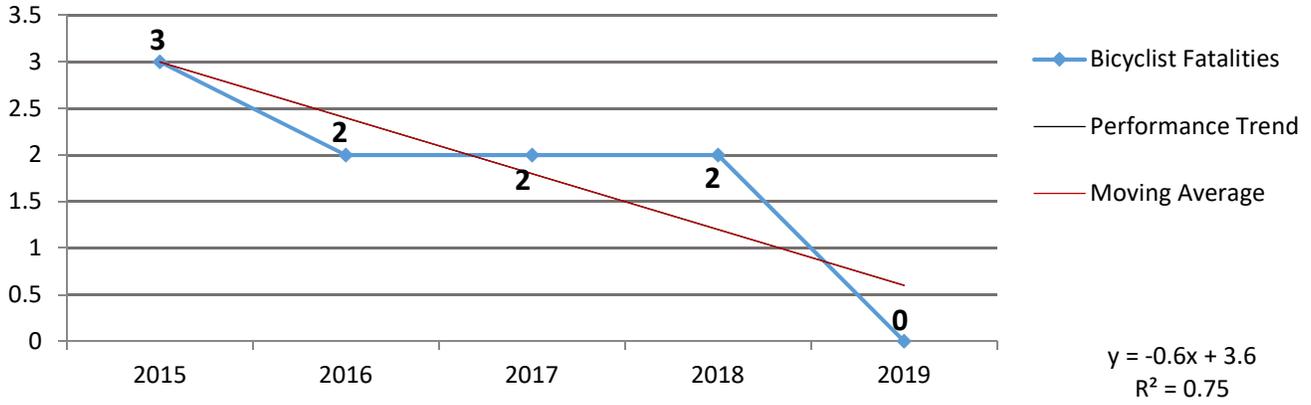
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
11	C-11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2017	2021	3.10

Performance Target Justification

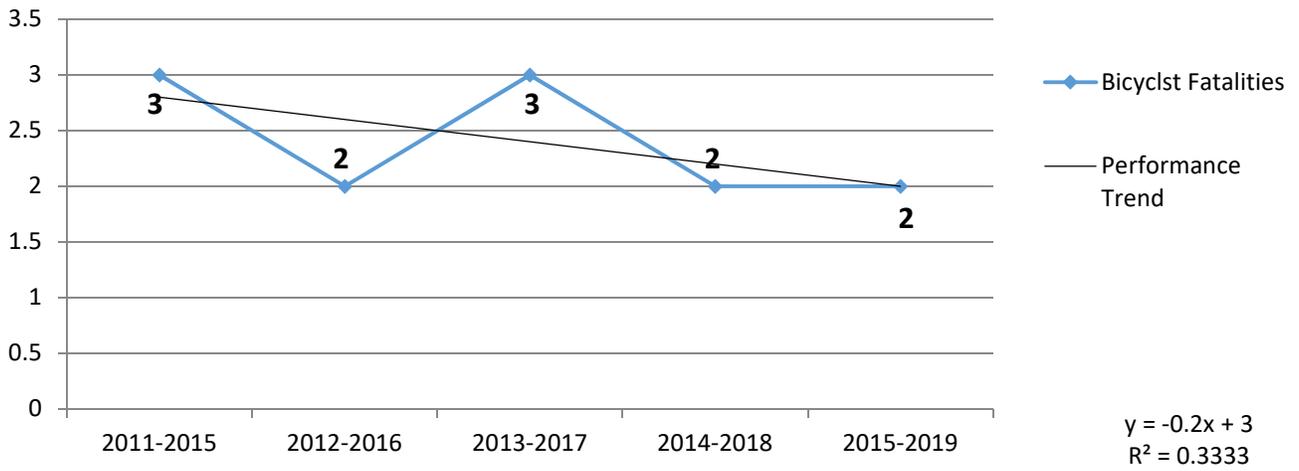
C-11 Projection – Bicyclist Fatalities: Maintain bicyclist fatalities from 3.10 (2016-2020 average) to 3.10 (2017-2021 average).

New Hampshire maintained the five-year average for bicycle fatalities for the five year rolling average (2016-2020). This is primarily due to the number of bicycle fatalities remaining consistent for the last three years (2) and in 2019 (0). As of 22 June 2020, there is one (1) recorded bicycle fatality and based on the five year averages it is reasonable to predict 3.10 for the (2017-2021 average) period. A predicted modest upward trend may be prudent to allow for the potential increase in bicycle fatalities do to the national pandemic that has reduced vehicle miles travelled but increased bicycle activity. NH OHS has recently partnered with NH Police Standards & Training to produce an online Bicycle/Pedestrian course centered on the enforcement of NH laws and regulations surrounding bicyclists and pedestrians operating on our roadways. Every LE officer who is selected to work an enforcement detail for this project has to complete the course and receive a passing grade before the agency will be reimbursed for the detail. This is an effort to increase awareness of the importance of enforcing the laws pertaining to bicyclists and pedestrians as they operate on our roadways.

Bicyclist Fatalities 2015-2019



Bicyclist Fatalities 5-Year Rolling Average



Behavior Measure: B-1 / C-12) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)

Performance Target Details:

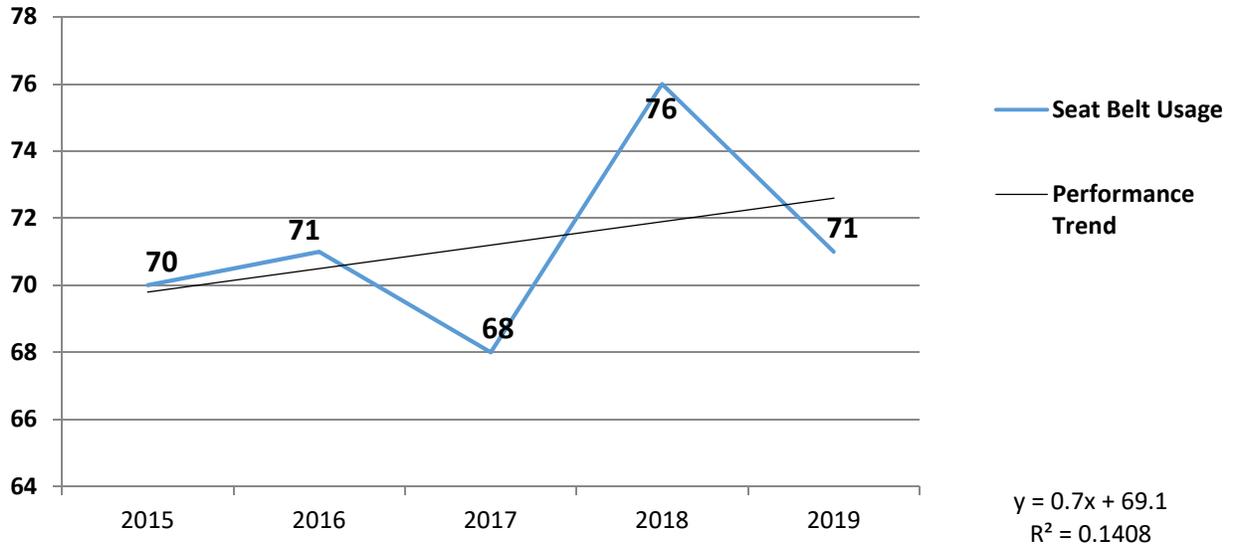
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
12	B-1 / C-12	B-1/C-12) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2021	73.44

Performance Target Justification

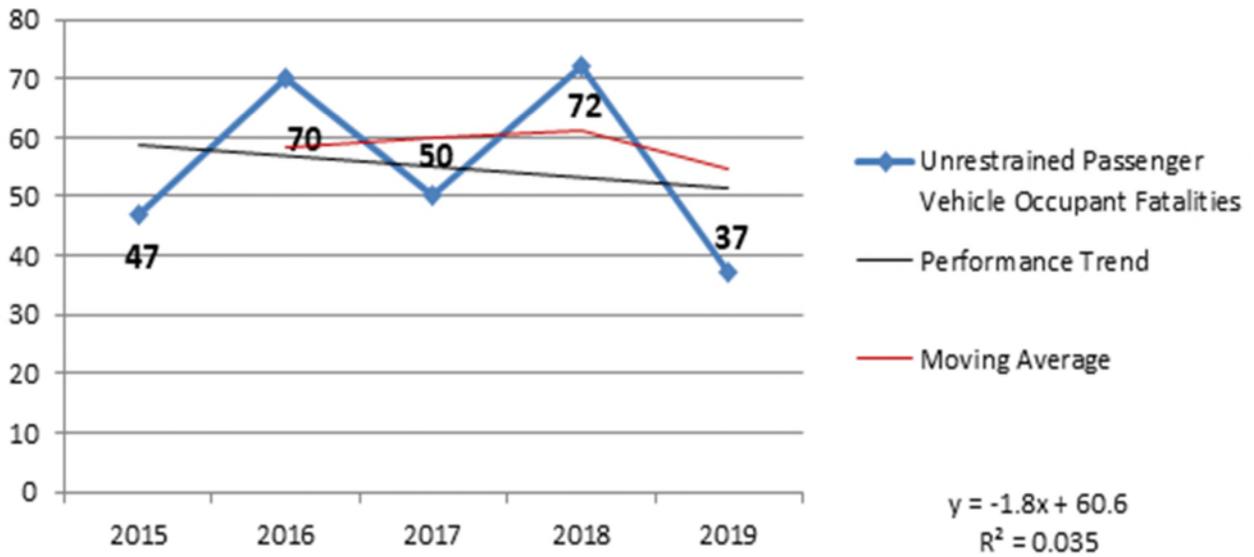
B-1/C-12 Projection – Seat Belt Use: To increase seat belt use compliance 2 percent from 72% (2016-2020 average) to **73.44%** (2017-2021 average).

In 2019, the seat belt usage rate was 70.7%. The University of New Hampshire Survey Center conducted the annual seat belt use observational survey in June 2019. The reported New Hampshire statewide seat belt usage rate for 2020 is 72.4 %, an increase of 1.7% from the 2019 seat belt usage rate of 70.7%. Although, seat belt use has increased slightly, the importance of obtaining an adult seat belt law in New Hampshire will continue to be emphasized. An adult seatbelt law would not only increase seat belt usage rates, but also save lives. Ongoing enforcement efforts, education, and media messaging addressing the importance of seat belt use will continue in 2021 to help stabilize or increase this number. There has been discussion among our partners about working to introduce legislation in 2020 for a seat belt law. Throughout FFY2020 NH OHS has been part of the discussion and aided efforts surrounding seat belt legislation proposals which have been sent through to the legislature - both primary and secondary law options are being considered. Currently, due to the COVID-19 emergency, this has come to a pause in the legislature but NH OHS will continue to support the efforts of our partners in moving this proposal forward into State law. New Hampshire is the only state in the country without an adult primary seat belt law and has the lowest seat belt usage rate nationally. The current seat belt law in New Hampshire is for occupants under the age of 18 . NH OHS recognizes the difficulty in increasing seat belt usage rates without a law; however, we will continue to inform the public of the importance of "buckling-up" through educational programs and media outreach. One of the factors used to consider a modest target increase of 2% in seat belt use for 2020 is the fact that NH has seen a sharp decrease in the number of unrestrained fatalities. In 2018 there were 72 unrestrained fatalities and in 2019 there were 37.

NH Seat Belt Usage 2015-2019



Unrestrained Fatalities 2015-2019



NH Established Performance Measures

Performance Measure: A-4) Number of Distraction/Inattention Fatal Crashes

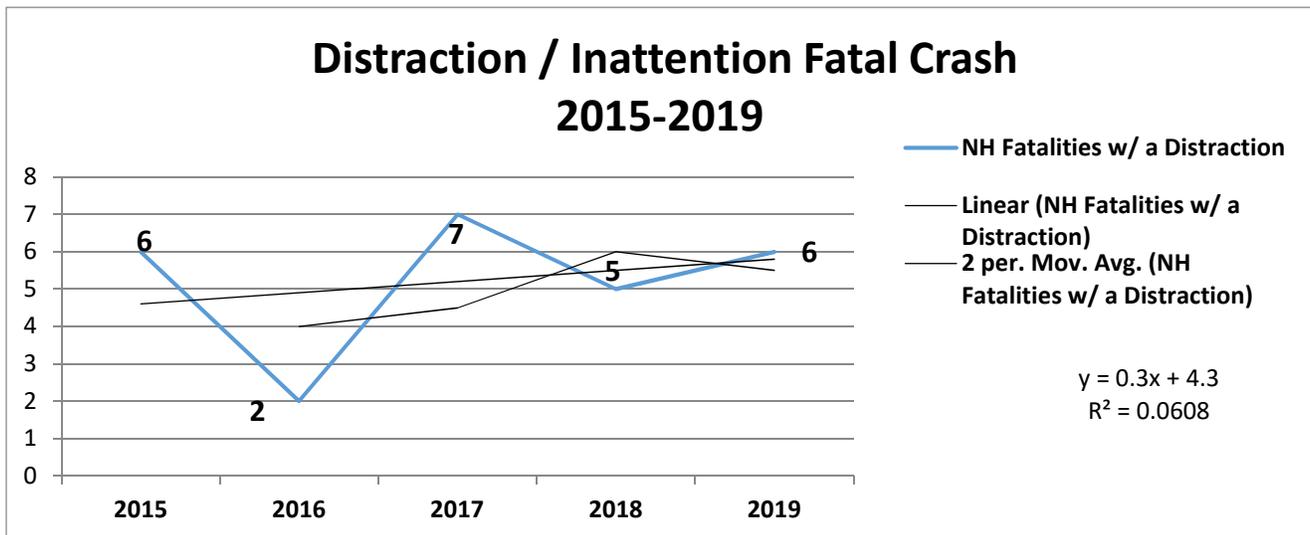
Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
13	A-4	Number of Distraction/Inattention Fatal Crashes	5 Year	2017	2021	6

Performance Target Justification

A-4 Projection – Distracted Fatalities: To maintain distracted driving fatalities from 6 (2016-2020 average) to 6 (2017-2021 average).

Distracted driving fatalities at year end in 2019 totaled 6. Looking at the five-year trend from 2016 - 2020, NH OHS has determined that maintaining the target goal of 6 would be prudent. The State of New Hampshire does not qualify for a Distracted Driving Grant due to the language currently in state law. As a result, money to support distracted driving enforcement has to be supported from 402 funding. This severely limits our ability to combat a known, severely under reported factor of fatalities in New Hampshire. As a result of these funding limitations and other factors, such as the need to improve crash record timeliness and accuracy through the integration of local law enforcement agencies, data shows that maintaining this target is optimistic at this time. It is suspected that as we bring other law enforcement agencies online with the E-Ticket/E-Crash systems being developed by NH State Police J-One agency, the reporting of MMUCC IV compliant crash and enforcement data will reflect a much larger problem.



Performance Measure: A-5) TR E-Ticket Advancement

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
14	A-5	TR E-Ticket Advancement	Annual	2020	2021	68

Performance Target Justification

A-5 Projection: NH OHS projects an **increase in local LE agencies reporting crash and enforcement data** from 58 in FFY2020 to **68** in FFY2021.

Primary performance attribute: **Integration**

Core traffic records data system to be impacted: **Crash**

Currently, the State of New Hampshire State Police utilizes an E-Ticket/E-Crash electronic reporting system. This system is MMUCC IV compliant and captures all of the needed crash related fields to assist in countermeasure development. If they are not on the E-Crash system, local law enforcement continues to submit manual crash reports to the NH Division of Motor Vehicles. These manual crash reports are not MMUCC compliant and therefore skew available crash and enforcement data being reported to the VISION database at the NH DMV. From April 1, 2017 to March 31, 2018, the Department of Safety working with Department of Information Technology was able to establish VPN connectivity and collaborate with third party vendors to have 10 local law enforcement agencies begin to report MMUCC IV compliant crash data to the DMV; From April 1, 2018 to March 31, 2019 [36] local law enforcement agencies were reporting; and from April 1, 2019 to March 31, 2020 [58] local law enforcement agencies were reporting. Now that other third party vendors supporting local law enforcement agencies are able to report electronically to the NH DMV VISION database, we project that an additional 68 local law enforcement agencies will begin reporting crash and enforcement data electronically in FFY2021.

Performance Measure: A-6) TR Trauma Registry Timeliness

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
15	A-6	TR Trauma Registry Timeliness	Annual	2020	2021	17.54

Performance Target Justification

A-6 Projection: To increase the timeliness of Trauma Registry reports from 18.54 days (April 1, 2019 through March 31, 2020 baseline period) to **17.54 days** (April 1, 2020 through March 31, 2021 baseline period).

Primary performance attribute: **Accuracy**

Core traffic records data system to be impacted: **Emergency Medical Services/Injury Surveillance Systems**

This performance measure is based on the I-T-1 model. New Hampshire will improve the timeliness of the Trauma Registry system as measured in terms of a decrease of the average number of days from the admission date to the date the record is entered into the trauma registry database.

The State will show measurable progress using the following method:

The average number of days from the admission date to the date the report is entered into the trauma registry database using a baseline period of April 1, 2018 to March 31, 2019 and a current period of April 1, 2019 to March 31, 2020. The result is an increase in timeliness of 16.67 days. There were 5,144 reports entered into the trauma registry from April 1, 2018 to March 31, 2019. New Hampshire continues to implement changes to the Trauma Registry system and is focusing on including all hospitals with Trauma capabilities in the reporting process. Funding and efforts to improve timeliness will continue in FFY2021. Based on this, and the fact that we have seen significant improvement in timeliness, **NH OHS has a goal to continue to increase timeliness to 17.54 days** as the implementation of the software and subsequent training continues on the new system.

Performance Measure: A-7) TR Crash Timeliness

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
16	A-7	TR Crash Timeliness	Annual	2020	2021	0.85

Performance Target Justification

A-7 Projection: To increase the timeliness of statewide crash reports from 12.06 days (April 1, 2019 through March 31, 2020 baseline period) to **0.85 days** (April 1, 2020 through March 31, 2021 baseline period).

Primary performance attribute: **Timeliness**

Core traffic records data system to be impacted: **Crash**

This performance measure is based on the C-T-01B model. New Hampshire will improve the timeliness of the Crash System as measured in terms of a decrease of the average number of days from the crash date to the date the crash report is entered into the crash database. The state will show measurable progress using the following method: the average number of days from the crash date to the date the crash report is entered into the crash database using a baseline period of April 1, 2018 to March 31, 2019 and a performance period of April 1, 2019 to March 31, 2020. All numbers in this performance measure are limited to NH State Police crash reports. There were 5,501 crash reports during the baseline period with an average timeliness of 11.767 days. There were 5,076 crash reports during the performance period with an average timeliness of 12.36 days. The result is a decrease in timeliness of 0.59 days. For 2021, the original baseline period will be adjusted to reflect a full calendar year and the targets for the FFY2021 HSP will be modeled after the FFY 2019 data. **It is the goal of NH OHS to increase the current average by 0.85 days from the crash date to the date the crash report is entered into the crash database.** Additionally, as more local law enforcement agencies are brought online, they will be included into the statistics.

Performance Measure: A-8) TR EMS Uniformity

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
17	A-8	TR EMS Uniformity	Annual	2020	2021	92.25%

Performance Target Justification

A-8 Projection: To increase uniformity of EMS patient care reports to NEMESIS V3 by 2% from 90.44% (April 1, 2019 to March 31, 2020 baseline period) to 92.25 % (April 1, 2020 to March 31,2021 baseline period).

Primary performance attribute: **Accuracy**

Core traffic records data system to be impacted: **Driver**

This performance measure is based on the I-U-02 model performance measure. New Hampshire will improve the Uniformity of EMS patient care reports as measured in terms of an increase in the number of NEMESIS V3 compliant EMS patient care reports entered into the database or obtained via linkage to other databases. The state will show measurable progress using the following method: Count the number of NEMESIS V3 reports during the baseline period (April 1, 2018 - 30 March 2019) and compare against the same numbers during the performance period (1 April 2019 - 31 March 2020). This performance measure demonstrates an increase in uniformity of EMS patient care reports to NEMESIS V3 during the performance period as compared to the baseline period. The result in 2019 is a 27.23 % increase in uniformity of NEMESIS V3 compliant data reports. It is prudent that the NH OHS continue to be conservative in our goal and has averaged the NEMESIS V3 percentages for the last three (3) baseline periods (April 1, 2017 – March 31, 2018, April 1, 2018 – March 31, 2019, and April 1, 2019 – March 31, 2020) and selected 92.25% for our FFY 2021 goal and a target of a 2% increase in compliant data reports for FFY 2021.

Description of Outcomes Regarding SHSP and HSIP

Strategic Highway Safety Plan & Highway Safety Improvement Plan

The New Hampshire Department of Safety (NH DOS), Office of Highway Safety (NH OHS), the Division of Motor Vehicles (NH DMV), and the New Hampshire Department of Transportation (NH DOT) have worked collaboratively to ensure performance targets are identical for fatalities, serious injury, and fatalities per 100 million VMT within New Hampshire's Highway Safety Plan (HSP), the Highway Safety Improvement Plan (HSIP), and the Strategic Highway Safety Plan (SHSP).

The NH OHS works closely with the NH Department of Transportation (NH DOT) to insure that data systems funded through Traffic Records Coordinating Committee (TRCC) are coordinated with the Highway Safety Improvement Plan (HSIP) and the Highway Safety Plan (HSP). Data is collected from the National Highway Traffic Safety Administration (NHTSA), the Highway Performance Monitoring System (HPMS), and the New Hampshire Department of Safety (NH DOS). Trend analysis was used to analyze the data. Trend analysis uses past data and patterns to project future outputs and functions correctly when no significant change has occurred in the underlying processes that affect the overall metric. Safety gains are driven by policy and budget; because there has been no recent significant change to policy or budget, trend analysis is appropriate. Yearly values are collected from each source and when enough data is available, 5-year rolling averages are created. Five year rolling averages are valuable for safety analysis because the five-year period generally reduces variability that significantly affects values from year to year and because regulators will use 5-year, rolling averages to determine significant progress. To calculate three individual 5-year rolling averages, data would need to be available from 2007. In past years, the New Hampshire Office of Highway Safety has been using data sources to identify areas in the state that have dense populations, high crash numbers, high traffic counts, and major corridors, to deploy resources (i.e. enforcement efforts, highway safety messaging, and education) as a countermeasure to minimize crashes and the resulting injuries and/or fatalities. Additionally, a series of meetings occurred between NH DOT and the NH OHS leadership to discuss and develop the core measures to be utilized for both the SHSP and the HSIP. These meetings provided recommendations to the executive leadership of both agencies and were adopted by both agency commissioners.

Highway Safety Strategies, Planned Activities, and Projects

	<h2 style="color: green;">State of New Hampshire</h2> <h3>2019 Fatal Crash Statistics</h3> 
➤	101 Victims resulted from the 90 Fatal Crashes occurring in 2019.
➤	There were 56 alcohol and/or drug related crashes (64.4% of the 90 crashes) in 2019 which claimed 64 victims. (65.3% of the 101 fatalities) *The term <u>Related</u> does not imply causation. (*Data based upon BAC of 0.040% & greater and Drug Toxicology of Trace amounts & greater.)
➤	Of the 101 victims, 38.6% or 37 victims died as the result of an alcohol <u>related</u> crash.
➤	Drug tests came back positive for 39 operators involved in fatal motor vehicle crashes. This does not imply causation or fault in the fatal crash. (Based upon trace amounts and greater)
➤	June was the deadliest month during 2019 with 19 fatalities.
➤	31 operators or 21.2% of <u>all</u> operators in fatal crashes were between the ages of 26 and 40.
➤	22 operators or 15.1% of the operators in fatal crashes were over the age of 71.
➤	Sunday, Tuesday, and Friday had the most fatal crashes with 15 or 14.9% (each) of the total.
➤	30 Motorcycle fatalities were recorded in 2019, up from 28 fatalities in 2018.
➤	Of the 30 motorcycle fatal crash victims 16, or 53.3% were <u>not</u> wearing helmets.
➤	11 fatal crashes occurred on interstate highways in 2019, down from 17 crashes in 2018.
➤	74 of the 101 victims were operators or 73.3%.
➤	17 of the 101 victims were passengers or 16.8%.
➤	10 of the 101 victims were pedestrians or 9.9%
➤	None of the victims were bicyclists.
➤	None of the victims were snowmobile / OHRV operators.
➤	Of the 90 fatal crashes, 42 or 46.7% were the result of hitting fixed objects.
➤	There were 48 crashes resulting in 55 fatalities occurring on roadways that were straight and level in the area of the crash.
➤	37 vehicle occupants that were victims of the fatal crash were not wearing seatbelts or 26.1% of <u>all 142 involved</u> vehicle occupants.
➤	37 victims were not wearing seatbelts or 60.7% of a total 61 <u>victims</u> that were motor vehicle occupants. (data compares <u>victims</u> of motor vehicles only)

2019 Fatal Crash Primary Causations

Causes	Category Total	Specific Cause
Alcohol	7	Alcohol
	5	Alcohol & Speed
	1	Alcohol, Speed, & Distraction/Inattention
	6	Alcohol & Drugs
	2	Alcohol, Drugs, & Speed
	2	Alcohol, Drugs, & Operator Error
	1	Alcohol & Pedestrian Error
	1	Alcohol & Operator Error
Totals	25	
Drugs	11	Drugs
	4	Drugs & Speed
	1	Drugs, Speed, & Distraction/Inattention
	3	Drugs & Operator Error
	1	Drugs & Pedestrian Error
Totals	20	
Human Error	3	Distraction/Inattention
	3	Pedestrian Error
Totals	6	
Operator Error	1	Center Line Encroachment
	3	Failure to Yield
	1	Reckless Operation
	2	Negligent Driving
	2	Loss of Control
	1	Improper Parking
Totals	10	
Medical / Physical	2	Operator Fatigue
	8	Medical Event
Totals	10	

	5	Speed
Speed	4	Speed (too fast for conditions)
	1	Speed & Vehicle defects
	1	Speed & Inexperience
Totals	11	
Other Causes	2	Vision Obscurement
	6	Undetermined per Investigative Agency
Totals	8	
Grand Total	90	<i>* Determined by the Investigative Agency as the <u>Primary</u> cause of the Fatal Crash.</i>

Section 402 Grants (23 CFR 1300)

Program Area: Distracted Driving (DD)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
13	A-4	Number of Distraction/Inattention Fatal Crashes	5 Year	2017	2021	6

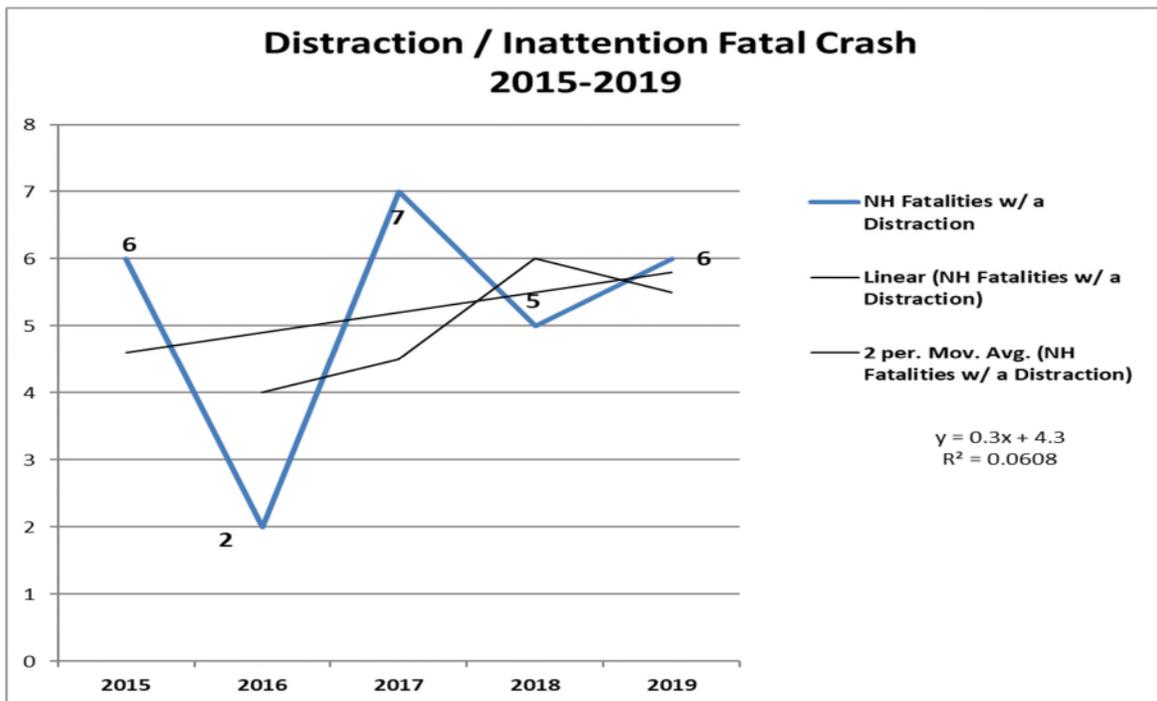
Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions. A primary causation shows the primary factor in causing the crash such as speed, distraction, impairment, etc. The methods utilized to gather information pointing to distraction include self-reporting, witness testimony, and any other evidence indicating distraction, which unfortunately has limitations. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue, particularly among younger drivers. NH OHS will make effort to curb the distracted

driving problem, focusing on all age groups, addressing this through the use of effective countermeasures.

The distracted driving problem has proven difficult to track as a contributing factor in collisions. While every day we see drivers using cell phones or driving distracted in other ways, identifying distracted driving as the reason for a collision is not so easily detected and/or documented. By the time investigators arrive at the scene, indicators that distraction may have been the cause of the crash sometimes no longer exist. Surviving drivers or their occupants rarely freely identify a distraction as the reason for the crash. This can be somewhat compounded as New Hampshire requires a search warrant with adequate probable cause to seize an electronic device for specific evidence.

The following data includes those collisions which we *know* involved a distracted driver. As before stated however, we believe distracted driving is a much more significant cause of fatal and serious injury collisions than these numbers indicate. In an analysis of 2019 crash data, it is noted that out of an excess of 33,000 crashes reported, more than 10% (3,504 crashes) of those crashes had distraction listed as a contributing factor. For this reason, distracted driving continues to be a priority that NH OHS will focus enforcement, education, and media campaign efforts on.

The table below shows that from 2015 to 2019 there were 26 fatal crashes related to distraction/inattention. As stated above, we expect that this number is severely under reported.



In 2019, there were 970 distraction/inattention serious bodily injuries. As stated above, this number, as well as the fatal number, is likely under-reported.

In 2019, grant funded enforcement data shows that 2,168 youth or adult summons and 3,351 youth or adult warnings were issued for violations of NH's Hands Free Electronic Device Law. There is no data for other violations enforced related to distraction that occur relative to other types of activities

such as eating, talking to other passengers, or adjusting the radio or climate control, etc. All of these are forms of distraction and NH will focus enforcement efforts on reducing *all forms* of distraction while operating a motor vehicle.

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
A-4) Number of Distraction/Inattention Fatal Crashes	<ul style="list-style-type: none"> DD Media Campaign DD Program Management DD Overtime Enforcement Patrols 	5 Year	2017	2021	6.00

Countermeasure Strategy: DD Media Campaign

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Media Campaign**

Project Safety Impacts

The NH OHS Media Campaign provides funding to conduct public information and educational campaigns, electronic media campaigns, or in-house PSA's to promote the importance of not driving while distracted. Funds shall be used to contract with a public relations firm, organization, or association (such as AAA, iHEART Media, Destination Media DBA GSTV, etc.) to conduct traffic safety public information and educational campaigns. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage highway safety media efforts. NH OHS will leverage 15, 30, and 60 second PSA's developed under the Teen Driving Program and modify and/or adjust the message to meet various other age demographics, in an effort to educate the motoring public and potentially reduce the number of distraction related crashes on our roadways. By reducing the total number of distraction related crashes and leveraging these collaborative efforts within the Planned Activity Paid Media, it is projected that we will be able to reduce distracted driving crash-related deaths and injuries across the state.

Linkage between Program Area

The data analysis identifies the State's need to address distracted driving which has claimed lives and caused many injuries. Through a robust Media Campaign within the Planned Activity "Paid Media". This planned activity coupled with enforcement, will help to maintain the distracted driving fatality 5-year average of 6 (2016-2020) at 6 in (2017-2021).

Rationale

The media and educational countermeasure strategy was chosen as enforcement alone will not reduce distraction related fatalities. It is imperative for the state to have a robust education and media campaign centered on all distractions that are commonly inhibiting a motor vehicle operator from operating a motor vehicle safely. This countermeasure, coupled with the requisite amount of enforcement of the State's hands free law, will complement each other.

Planned Activity: Paid Media

Planned Activity Description:

New Hampshire's hands free law, RSA 265:79-c, currently prohibits the use of a handheld device while operating a motor vehicle. This law has been extremely effective in reducing fatal crashes and SBI. We will continue to proactively message the public on the dangers of utilizing a hand held device while operating a motor vehicle. The use of effective messaging surrounding hand held devices will assist in reducing the number of fatalities that occur each year. This project will provide funding for a contract with a public relations firm, organization, or association (such as AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center at CHaD, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, Alliance Sports Marketing etc.) to conduct public information and education campaigns to encourage operating a motor vehicle distraction free. Funds shall also be used to support an electronic media campaign, or an in-house program to promote and encourage operators not to operate while distracted by conversation, consumption of food and beverages, and grooming, while operating a motor vehicle. Funds shall support a contract to coordinate print and audio activities that will include airings surrounding the Thanksgiving/Christmas/New Year's holidays, Super Bowl, the NHTSA mobilization (currently *U Drive, U Text, U Pay*), July Fourth, and the NHTSA Labor Day mobilization. Funds shall support contracts with media venues, universities, sports teams (i.e. such as AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center at CHaD, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, etc.) to provide public information and education campaigns focusing the dangers of operating a motor vehicle while distracted. NH OHS shall coordinate all local messages to coincide with National mobilizations. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from distracted driving.

Intended Sub Recipients:

- iHEART Media
- Digital Signs
- Educational Media Assets
- WMUR TV
- Comcast
- Destination Media dba GSTV
- Southern NH University
- Keene State College
- Plymouth State College
- Dartmouth College
- UNH Wildcats

- NH Fisher Cats
- Injury Prevention Center at CHaD
- AAA
- Ross Express
- Derry CATS
- Alliance Sports Marketing

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-04-03	Paid Media	Fast Act NHTSA 402	Distracted Driving Fast	2020	\$50,000	\$12,250	

Countermeasure Strategy: DD Program Management

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service/monitor distracted driving related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help reduce distracted driving fatalities and serious injury.

Linkage between Program Area

In the period of 2015 -2019 there were a total of 26 fatal crashes related to distraction/inattention. As stated in the previous section, we expect that this number is under reported and even though it appears that looking at the 5-year totals for 2015-2019 (26) and 2012-2016 (52) we see that there has been a consistent reduction in distraction/inattention crashes. If the primary methods for gathering causation information improves and allows for a more accurate and consistent way to collect distracted driving data, we are likely to see a significant increase in the number of fatal and serious injury crashes attributed to distraction/inattention.

Funding the Program Management countermeasure strategy to support the planned activities of NH OHS Staff and Planning & Administration will greatly enhance the capabilities of the NH OHS. It is anticipated that the implementation and servicing of the distracted driving projects will contribute significantly to our ability to meet the performance target of maintaining the distracted driving related fatalities from 6 (2015-2019 average) at 6 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it directly correlates with the other countermeasures in the HSP and assists with achieving the stated performance goal within the distracted driving program area.

Planned Activity: Planning & Administration (P&A)

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the NH Office of Highway Safety Planning & Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space, and other overhead costs such as supplies, equipment, materials, and indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor’s Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning and Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of other State traffic safety programs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-04-01	Planning & Administration	Fast Act NHTSA 402	Planning & Administration Fast	2021	\$23,750	\$23,750	

Planned Activity: NH OHS Staff

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Program Management**

Planned Activity Description:

This Planned Activity will support six (6) NH OHS staff positions (excluding Captain, Program Manager, Accountant and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, light refreshments for press events, indirect costs, and office operations, proportional to the program area.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-04-02	NH OHS Staff	Fast Act NHTSA 402	Distracted Driving Fast	2020	\$128,250	\$32,063	

Countermeasure Strategy: DD Overtime Enforcement Patrols

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Overtime Enforcement Patrols**

Project Safety Impacts

Funds will be provided to support the New Hampshire State Police (NHSP) and local law enforcement agencies to conduct year round overtime distracted driving enforcement patrols aimed at enforcing the state's distracted driving laws. Specific times and locations will be based on local data. In addition, the NHSP and local law enforcement agencies will participate in the annual NHTSA mobilization, 'U Drive. U Text. U Pay.' high visibility enforcement campaign. This countermeasure will lead to an increased number of summons and warnings sending a message to the motoring public that distracted driving is dangerous and will be enforced across the State.

Linkage between Program Area

As stated previously, the distracted driving fatalities are likely underreported but anecdotally we know and see driving while distracted on a regular basis and believe the impacts of distracted driving are much greater than the current data shows. In this focused approach through the countermeasure strategy Overtime Enforcement Patrols and the Planned Activity Enforcement Patrols/STEP/Equipment, we hope to maintain the 5-year average of (6) for the 2015 to 2019 period, into the 2016 to 2020 period. This target was chosen as it is consistent with what we are currently observing on our roadways. We understand that any changes in behavior will be driven by proactive messaging, education, and enforcement as well as aggressive efforts to change acceptable norms. In FFY 2020, distracted driving signage was funded and it is anticipated that this signage will be deployed throughout FFY 2021 also and will serve to inform operators from other jurisdictions of our hand free law and subsequently aide in reducing distraction related fatalities.

Rationale

The countermeasure was chosen for this planned activity as it was the best representative of the activity's objective. Currently, NH does not qualify for distracted driving grant funding. Distracted driving however is a key contributor to not only fatalities and serious bodily injury, but has been found to contribute to 10% of our total reported crashes throughout the state. This particular issue merits specific funding dedicated to reducing crashes as a result of distraction. The use of overtime patrols at the state, county, and local LE level will provide the additional patrols to combat the increasing number of motor vehicle crashes resulting from all distractions. New Hampshire will utilize 2019 and 2020 crash data to date as well as citation data to assist in identifying where funds can be best allocated to reduce distraction related crashes. It is anticipated that approximately 40 agencies will be participating in grant funded overtime patrols in an effort to reduce the number of distraction related fatalities.

Planned Activity: Distracted Driving Enforcement Patrols

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Overtime Enforcement Patrols**

Planned Activity Description:

Funds are requested to provide overtime funds to NHSP (funds flexed from 405d) and local law enforcement agencies (funds from 402) to enforce distracted driving laws throughout NH. Distracted driving enforcement will be conducted year round. Specific times and locations will be based on local crash and violation data. Crash data will be reviewed throughout the year to effectively allocate resources where the crashes are occurring.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (40 agencies participating)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-04-04	DD Enforcement Patrols	Fast Act NHTSA 402	Distracted Driving Fast	2020	\$110,000	\$27,500	\$110,000
21-04-04	DD Enforcement Patrols	Fast Act 405d Impaired Driving Low	405d Low Distracted Driving	2020	\$95,200	\$23,800	

Planned Activity: Distracted Driving Mobilizations

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Overtime Enforcement Patrols**

Planned Activity Description:

Overtime enforcement patrols conducted by State (funds flexed from 405d) & Local Police (funds from 402) will be utilized to support the media efforts during the Distracted Driving National Campaign. These overtime enforcement patrols will be conducted during the commuting hours in locations that have been identified as having a high crash risk. These patrols will be conducted in four hour increments in identified high risk crash corridors within the state and will also focus on rural roadways in addition to our highways and urban areas.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (66 agencies participating)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-04-11	DD Mobilizations	Fast Act NHTSA 402	Distracted Driving Fast	2020	\$67,150	\$16,788	\$67,150

21-04-11	DD Mobilizations	Fast Act 405d Impaired Driving Low	405d Low Distracted Driving	2020	\$9,100	\$2,275	
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Distracted Driving (DD) - 405 E Grant Application Information

Distracted Driving Sample License Exam Questions

New Hampshire Distracted Driving Questions (automated)

1. What are the two leading causes of fatal crashes among young drivers?
 - a. Not knowing the rules and laws
 - b. Driving late at night and Driving in the rain
 - c. Driving in the snow and Driving too fast
 - d. **Cellular phones and Speeding**

2. Distracted Driving is which of the following?
 - a. Drinking coffee
 - b. Talking on the phone
 - c. Talking to passengers
 - d. **All of the above**

3. Texting while driving is safe when?
 - a. At slow speeds
 - b. Late at night when traffic is light
 - c. On long straight sections of the road
 - d. **Never**

4. A hand held portable device is okay to use for?
 - a. Looking at text message while you drive as long as you don't answer
 - b. Streaming music and changing songs while you drive
 - c. Taking pictures while driving
 - d. **New Hampshire Law prohibits the use of hand held portable devices while driving with the exception of making an emergency call for help**

5. When can you use your cell phone in a commercial motor vehicle?
 - a. When coordinating your next stop
 - b. During heavy traffic at slow speeds
 - c. **Never, It is against Federal Motor Carrier Regulations**

Program Area: Impaired Driving - Drug & Alcohol (ID)

Impaired driving whether alcohol or drug related continues to contribute to at least 26% of New Hampshire's fatalities annually. Historically New Hampshire has always participated in national impaired driving campaigns. Over the last three years, NH OHS realized that a more balanced and concerted effort towards combining education and media activities coupled with joint enforcement initiatives would better suite our goals. The charts provided below are utilized to assist in the development of our countermeasures and subsequent planned activities to address this problem.

Below is the summary by chart of New Hampshire's Impaired Driving challenges:

2019 Fatal Crash ~ Alcohol Related					
Alcohol Level	Operator				Pedestrian
	Vehicle	MC	Bicyclist	OHRV	
.040-.079	1	5	0	0	0
.080-.119	2	1	0	0	0
.120-.159	6	1	0	0	0
.160-.209	6	2	0	0	0
.210-.259	5	0	0	0	1
.260 - .309	1	1	0	0	0
.310+	0	0	0	0	0
Totals	21	10	0	0	1

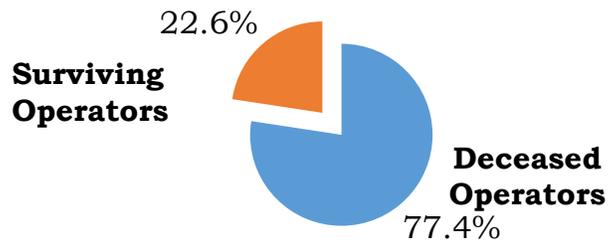
* Data Represents BAC of 0.040 or Greater.

State of New Hampshire

2019 Alcohol Related Operator Death Rates

BAC Range	Deceased Operators	Surviving Operators	Death Rate
.040 - .079%	5	1	83.3%
.080 - .119%	2	1	66.7%
.120 - .159%	6	1	85.7%
.160 - .209%	6	2	75.0%
.210 - .259%	3	2	60.0%
.260 + Higher	2	0	100.0%
Totals	24	7	77.4%

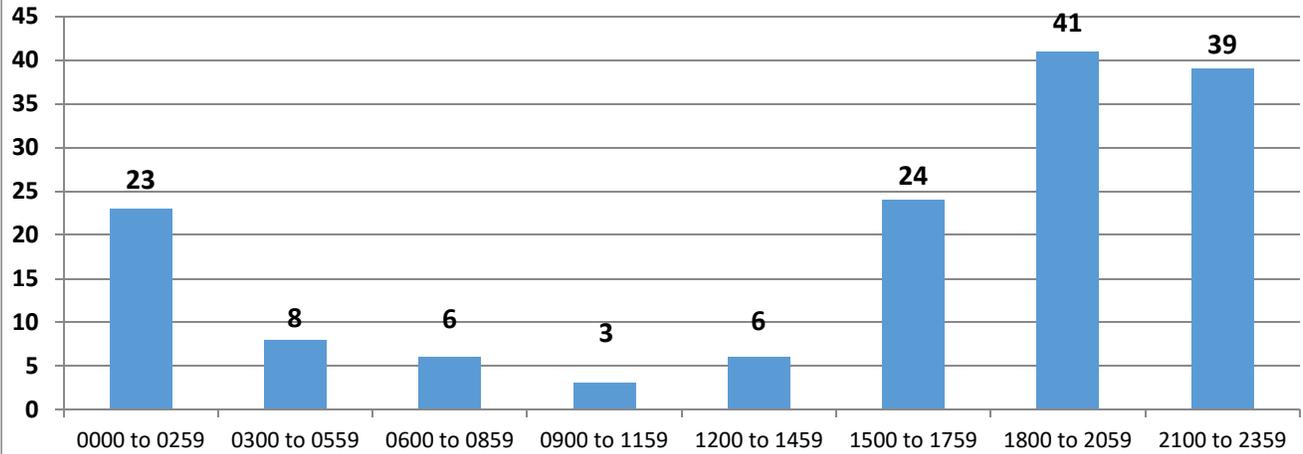
2019 Operators with BAC of 0.040% or Greater



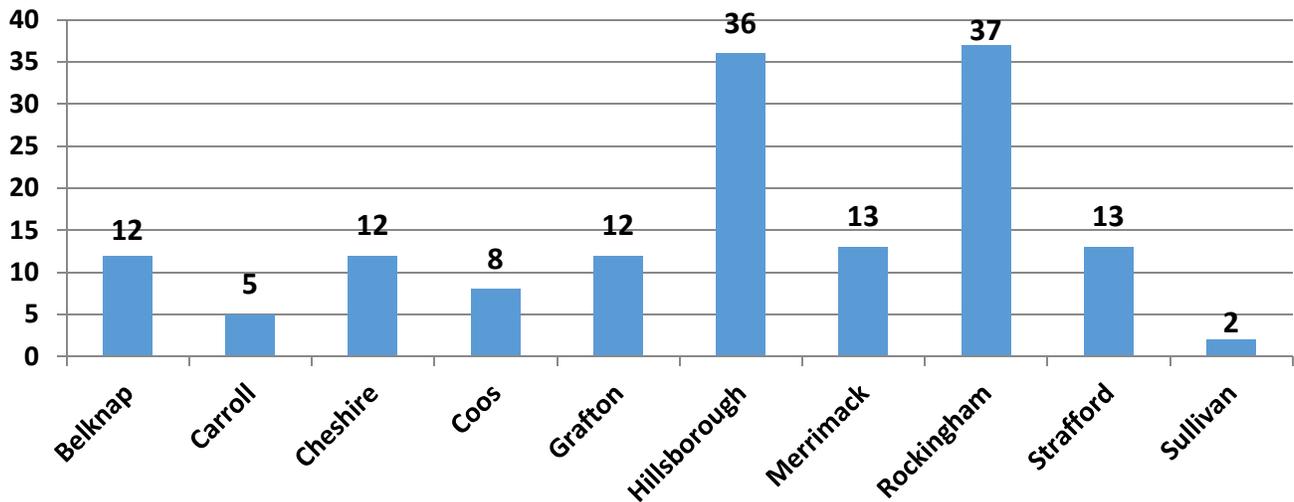
Historical Comparison of Totals			
	Deceased Operators	Surviving Operators	Death Rate
2014	25	4	86.2%
2015	28	8	77.8%
2016	26	8	76.5%
2017	17	4	81.0%
2018	33	7	82.5%

State of New Hampshire							
2019 Fatal Crash ~ Alcohol Impairment Levels by Age							
All Victim's							
Age	Blood Alcohol Concentration (BAC) Ranges						Total
	.040 - .079	.080 - .119	.120 - .159	.160 - .209	.210 - .259	.260 & Higher	
16 - 17	0	0	0	0	0	0	0
18 - 20	0	0	0	0	0	0	0
21 - 25	1	0	2	2	0	0	5
26 - 30	0	2	1	1	1	0	5
31 - 45	1	1	2	2	3	2	11
46 - 55	0	0	1	1	1	0	3
56 & Up	4	0	1	2	1	0	8
Total	6	3	7	8	6	2	32

Alcohol Impaired Fatal Crashes by Time of Day 2015-2019



Alcohol Impaired Fatal Crashes by County 2015-2019



Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2017	2021	25.65

The brief statistics noted below draw attention to the Alcohol/Drug Impairment issue on New Hampshire Roadways:

<h2 style="color: green;">State of New Hampshire</h2> <h3>2019 Fatal Crash Statistics ~ Alcohol / Drug Involvement</h3>	
➤	29 of the 90 fatal <u>crashes</u> that occurred in 2019 were alcohol <u>related*</u> or 32.2%. (0.04% or greater BAC)
➤	37 of the 101 <u>fatalities</u> recorded in 2019 were alcohol <u>related*</u> or 36.6%.
➤	Drug tests came back positive for the <u>presence</u> of drugs in 36 operators involved in fatal crash during 2019. This <u>does not</u> imply causation or fault of the fatal crash. (based upon toxicology results trace amount and greater)
➤	The average BAC of an intoxicated operator with a known BAC result of 0.040% or greater is 0.158%.
➤	June and October had the highest alcohol related* fatal crashes with 5 each.
➤	The highest BAC level for an operator during 2019, was 0.272%. This is down from 0.367% recorded during 2018.
➤	Of the 27 operators with a BAC of 0.040% and greater, 20 are deceased as a result of the fatal crash ~ a death rate of 74.1%

➤	1 of the 11 pedestrian victims had a BAC recorded at 0.08% or higher. 2 of the 11 pedestrian victims tested positive for drugs.
➤	14 of the 30 motorcyclists killed or 46.7% were under the influence of alcohol and/or drugs. (BAC of 0.040% + greater/drugs trace amounts + greater).
➤	Of the 24 motorcycle fatal crashes occurring in 2019, 16 crashes determined the motorcycle operator to be "at fault" or 66.7% of all motorcycle fatal crashes.
➤	The highest BAC for a person under 21, living or deceased was 0.000% in 2019, down from 0.060% in 2018.
	<i>* The term "related" does not imply causation.</i>

Using a funding methodology for FFY 2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority will help determine award amounts and strategically target these areas for maximum positive impact on the overall fatality and injury data. In this focused approach we hope to continue this recent downward trend in our drive toward zero.

Providing our law enforcement partners with the appropriate tools to enforce highway safety laws is essential to creating safer roadways for New Hampshire's citizens and visitors. The primary goal of NH OHS and its partners is to decrease impaired driving fatalities on New Hampshire's roadways. The strategies identified for accomplishing this goal include:

- Funding high visibility enforcement, public information, outreach and educational campaigns
- Funding prosecutorial and other relevant training
- Funding a Traffic Safety Resource Prosecutor
- Funding a Drug Recognition Expert (DRE) and ARIDE program
- Funding an alcohol interlock device program

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	<ul style="list-style-type: none"> • ID Education / Training / Outreach • ID Media Campaign • ID Overtime Enforcement & Equipment • ID Program Management • ID Prosecution / Paralegal • ID Ignition Interlock 	5 Year	2017	2021	25.65

Countermeasure Strategy: ID Education/Training/Outreach

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Project Safety Impacts

Traffic Safety Resource Prosecutor (TSRP): Funds shall be provided to support a Traffic Safety Resource Prosecutor that will provide training, resources and guidance to law enforcement agencies. Training for law enforcement officers will include the following:

- Felony blood draw training, throughout the State of New Hampshire
- Sobriety Checkpoint Training, throughout the State of New Hampshire
- Medical Records/Blood evidence for prosecution, throughout the State of New Hampshire
- Effective legal research and motion/objection writing for police prosecutors.
- DUI and Drugged Driver training for prosecutors to address how to effectively deal with these specific cases under the recently amended DUI laws.
- Serve as a resource for police officers and prosecutors on the numerous issues that DUI cases involve. This role includes assisting with trial preparation and serving as co-counsel on DUI cases in the district court level.
- Write briefs and argue issues that deal with alcohol and drug related motor vehicle and highway safety issues to the NH Supreme Court.
- Assist any prosecution by the NH Attorney General's Office involving highway safety or motor vehicle issues.
- Analyze and maintain all the DUI reduction letters submitted state-wide.

Drug Recognition Expert (DRE) Training: This DRE Administration countermeasure is an important countermeasure that helps address the impaired driving issues New Hampshire is currently experiencing due to the drug epidemic that has more drug impaired motorists driving on New Hampshire roads.

The devastating effects of the drug epidemic in New Hampshire are widespread. New Hampshire is among the top six states with the highest rate of opioid-involved deaths. In 2018, there were 452 drug overdose deaths involving opioids in New Hampshire which was more than twice the national average. In 2019, the City of Manchester, NH alone had 540 overdose calls, 400 of which required administration of Narcan. Of those overdose calls, 57 deaths had been recorded.

This countermeasure is an important component that links to enforcement efforts being conducted throughout New Hampshire to remove the impaired driver from the roads by training law enforcement to become experts in the field of drug recognition and give other LEOs access to a trained DRE. In 2019, New Hampshire had 93 certified DRE experts including 32 NHSP DRE experts.

Impaired Driving Conference: This task will provide funding for the Impaired Driver Conference conducted by the NH OHS. This conference will be scheduled at a venue that will support 300 plus attendees. This is an important conference for New Hampshire. This task is supported by CTW Chapter 1, Section 7.3.

The Impaired Driving Conference shall feature a keynote speaker who will kick off the Impaired Driver Conference in conjunction with a Drunk and Drugged Driving campaign. Attendees will include dignitaries, prosecutors, law enforcement, members of the legislature, and other highway safety partners and stakeholders. This conference allows for keynote speakers (who often travel great distances from other parts of the country to attend the conference) to educate attendees during this luncheon on important highway safety issues. **NOTE: *The COVID 19 Pandemic may affect the ability to conduct our traditional Impaired Driving Conference in FFY 2021.***

Linkage between Program Area

Traffic Safety Resource Prosecutor (TSRP): The TSRP's efforts will support law enforcements efforts to remove impaired drivers from New Hampshire roads by enhancing the knowledge and skills of law enforcement and prosecutors to increase the number of impaired drivers who are removed from the road through successful prosecution, thereby enhancing public safety and minimizing impairment related crashes and the resulting injuries and or deaths. This countermeasure contributes to the overall mission statement of the NH OHS to facilitate this program to save lives and reduce injuries on New Hampshire roads.

Drug Recognition Expert (DRE) Training: This countermeasure is an important component that links to law enforcement efforts by providing law enforcement with DRE trained experts to use when conducting DWI/DUI/DRE enforcement patrols (saturation, sobriety checkpoints).

This alcohol and drug impaired data supports the necessity of this DRE Administration countermeasure and the funding to support it to continue the downward trend and help meet the performance target by reducing alcohol impaired fatalities by 5 percent from 27.93 (2015 -2019 average) to 25.65 (2016-2020 average).

Rationale

Traffic Safety Resource Prosecutor (TSRP): The TSRP enhances the NH OHS Impaired Driving program by facilitating DUI prosecutions and is a good opportunity to help to achieve the stated performance goal within the Impaired Driving program area.

Drug Recognition Expert (DRE) Training: The DRE Training contributes to the overall mission statement of the NH OHS through the facilitation of this countermeasure to save lives and reduce injuries on New Hampshire roads.

Impaired Driving Conference: The opportunity to educate and perform outreach on the topic of Drunk and Drugged driving is enhanced by this conference which supports 300 plus attendees and is messaged out to the public in several media outlets.

Planned Activity: Impaired Driving Traffic Safety Resource Prosecutor (TSRP)

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

This planned activity will provide funds to enable the NH Department of Justice to continue the services of a full-time Traffic Safety Resource Prosecutor (TSRP). The purpose of a TSRP is to improve the ability of the State’s prosecutors to effectively prosecute traffic safety violations, provide educational opportunities for prosecutor readiness, provide guidance and training for law enforcement and prosecutors, and serve as a resource and liaison among prosecutors, law enforcement, and the traffic safety community. Funds under this planned activity will cover personnel services (to include benefits) at \$128,144.40, current expenses (to include training and educational materials, printing/binding costs, telephone, cell phone, and DIOT transfers, etc.) at \$9,029.00, and travel expenses (to include in-State/out-of-State travel, etc.) at \$7,300.00. This planned activity will provide training and resources to support New Hampshire’s State, Local, and County law enforcement agencies who will be conducting enforcement efforts in FFY 2021 to remove impaired drivers from New Hampshire roads.

Intended Sub Recipients:

- New Hampshire Department of Justice (one prosecutor)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
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21-07-05	ID TSRP	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2020	\$144,473	\$36,118	
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Planned Activity: Impaired Driving DRE Training

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

Currently, New Hampshire is experiencing a drug epidemic that has one of highest overdose cases in the Country. Law enforcement are not only seeing alcohol impairment on New Hampshire roads but also an increase in drug impairment. Both alcohol and drug impairment have a debilitating effect on a person’s ability to operate a motor vehicle safely.

Statistics show that an increasing number of crashes involve impaired drivers. While all officers are trained at the recruit level in the identification of alcohol impairment, the identification of drug impairment is a more complex challenge. Since controlled and uncontrolled (illegal) drugs come in varying classifications and can have profoundly different effects, it is imperative that New Hampshire officers be trained in the detection and classification of that impairment, in order to best identify driver offenders and to obtain the appropriate evidence of their impairment for prosecution. Training and education is important for law enforcement officers to have to be able to better understand impairment issues and how to address these issues.

As of 2019, New Hampshire has 93 certified DRE experts, of which 32 are in NH State Police; this also includes 21 certified instructors, representing law enforcement agencies throughout the state.

This planned activity will allow New Hampshire Liquor Commission’s Division of Enforcement to coordinate and administer the state’s Drug Recognition Expert (DRE) program and provide law enforcement with the following training: Drug Recognition Expert (DRE), Advanced Roadside Impaired Driver Enforcement (ARIDE), Standard Field Sobriety Testing (SFST), Drug Evaluation and Classification (DEC), and Drug Impairment Training for Educational Professionals (DITEP).

This contract will support the following number of classes:

- DRE (out of state) - 2 Classes of 16 Students
- DRE (In State) - 2 Classes 9 Students
- ARIDE - 6 Classes of 171 students
- SFST - 6 Classes of 243 Students

This planned activity will also allow for overtime funds to be used by DRE’s called out to support local law enforcement agencies who do not have a DRE to use during an impairment related stop.

Funding for this planned activity will cover necessary funding to support activities associated with the administration of the DRE Program, Personnel Services (overtime and benefits for state DRE Coordinator at \$13,568.00/call out overtime for DRE patrols at \$2,650.00, DRE instructors to instruct at schools and

classes at \$8,640.00, current expenses (to include DRE student and instructor course manuals, DRE Kits, DRE flip charts Posters-Reprint, ARIDE course manuals, and DITEP course manuals) at \$13,235.36, travel associated with in-state/out of state training for DECP, ARIDE, DITEP, DRE, SFST (to include travel to Phoenix, Arizona, Los Angeles California, Miami Florida, or other available out of state venue for DRE field evaluations/certification training, and travel to the annual conference on drugs and impaired driving) at \$57,000.00. Travel for training and conferences is important for law enforcement officers to attend to be able to better understand impairment issues and how to address these issues through education, enforcement efforts, and highway safety program development, to help New Hampshire achieve projected performance targets relative to impairment. This task is supported by CTW Chapter 1, Section 7.3.

Intended Sub Recipients:

- NH Liquor Commission (DRE Coordinator and 10 DRE instructors)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-07	ID DRE Training	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2020	\$96,000	\$24,000	

Planned Activity: Impaired Driving Judicial Outreach

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

This judicial outreach planned activity will allow for funds to support New Hampshire trial judges to attend regional judicial education/training in FFY 2021. This judicial education/training will address trial bench essentials as it pertains to DUI/Drugged Driving litigation from start to finish, including stop, arrest, search and seizure, evidence, data-based risk assessment and sentencing alternatives. Topics will also include recidivism reduction, drug and alcohol toxicology, BAC computation, legal and evidentiary issues arising from polysubstance use and abuse, and problems and successes in judicial systems in states with legalized marijuana use. Funded shall support travel for NH judges to attend this education and training.

Intended Sub Recipients:

- New Hampshire Department of Justice
- New Hampshire Judicial Branch

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-12	ID Judicial Outreach	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2020	\$15,000	\$3,750	

Planned Activity: Impaired Driving Conference

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

This planned activity will provide funding for the Governor’s Traffic Safety Conference conducted by the NH OHS. This conference will be scheduled at a venue that will support 300 plus attendees and will be held before Thanksgiving. The conference shall feature a keynote speaker who will kick off the conference in conjunction with a "Drunk and Drugged Driving" campaign. Attendees will include dignitaries, prosecutors, law enforcement, members of the legislature, and other highway safety partners and stakeholders. This conference allows for keynote speakers (who often travel great distances from other parts of the country to attend the luncheon) to educate attendees during this luncheon on important highway safety issues. It is important for law enforcement and other highway safety partners to attend this conference to know the highway safety issues that are of trending importance and how to address these concerns through education, enforcement, and highway safety program development to help NH achieve projected performance targets relative to the issues (i.e. seatbelt, impairment, speed, distracted driving, related fatalities, etc.).

Intended Sub Recipients:

- NH Office of Highway Safety
- American Automobile Association of Northern New England

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
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21-07-06	ID Conference	Fast Act 405d Impaired Driving Low	405d Low Police Traffic Services	2020	\$10,000	\$2,500	
21-07-06	ID Conference	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2020	\$15,000	\$3,750	

Countermeasure Strategy: ID Media Campaign

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Media Campaign**

Project Safety Impacts

Utilization of modern; scope specific media resources will allow the NH OHS to develop, deploy and monitor the effectiveness of media and social media on the identified impaired driving problem. By utilizing the data related to impaired driving and specifically targeting the high risk populations identified; at the appropriate times and locations; NH OHS will develop a strategic plan utilizing target based planned activities in an effort to reduce fatalities related to impaired driving.

Linkage between Program Area

The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from speeding, distracted driving, alcohol and/or drug impaired driving as reflected in C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Rationale

Internal policies dictate that all media and communications activities will support data-driven objectives and will be coordinated with other activities and enforcement efforts. Crash as well as citation data are used not only for planning enforcement activities but also to determine the target audience and the media channels directed towards them.

Planned Activity: Impaired Driving Paid Media

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Media Campaign**

Planned Activity Description:

Funds shall support a contract to coordinate print and audio activities that will include airings surrounding the Thanksgiving/Christmas/New Year’s holidays, Super Bowl, the NHTSA seat belt mobilization, Cinco de Mayo, July Fourth, and the NHTSA Labor Day mobilizations. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from alcohol and/or drug impaired driving (to include motorcycle impairment). Based on available data, the appropriate type and source of media will be determined from the list of sub recipients below. Every effort will be made to be flexible throughout the year to enable the ability to move the target audience and methods of delivery as needed to counter fatal and serious bodily injury trouble areas. This task is supported by CTW Chapter 2, Section 3.1 and 3.2.

Intended Sub Recipients:

Funds shall support potential contracts with the following organizations to provide public information and education on Impaired Driving throughout the State:

- AAA
- iHEART Media
- NH Fisher Cats
- UNH Wild Cats
- Derry Cats
- Injury Prevention Center at CHaD
- Digital Signs
- Educational Media Assets
- WMUR TV, Comcast
- Ross Express
- Destination Media DBA GSTV, etc.
- Alliance Sports Marketing

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-03	ID Paid Media	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2020	\$150,000	\$37,500	

Countermeasure Strategy: ID Overtime Enforcement & Equipment

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Overtime Enforcement & Equipment**

Project Safety Impacts

Funds shall be provided to support law enforcement agencies to conduct overtime impaired driving enforcement patrols (individual cruiser), saturation patrols (multiple cruisers/focused area), DUI

checkpoints, as well as the purchasing of equipment. Currently, New Hampshire continues to experience a drug epidemic that has one of highest overdose rates in the Country. Law enforcement is not only seeing alcohol impairment on New Hampshire roads, but also an increase in drug impairment. Drug impairment and especially poly drug and alcohol combined impairment has a detrimental impact on an operator’s ability to operate a motor vehicle safely. New Hampshire has recently seen a rise in arrests related to poly drug use and alcohol impairment. These DWI/DUI/DRE enforcement patrols (patrols, saturation, sobriety checkpoints) will be conducted in areas of the state where impaired driving is a problem. This countermeasure will lead to an increased number of impairment related arrest that remove the impaired driver from New Hampshire roads.

For FFY 2021, the NH OHS has planned high visibility enforcement (HVE) strategies to support national mobilizations and the national highway safety goals to reduce motor vehicle related fatalities. HVE strategies along with robust media campaigns will include two mobilizations in 2021 to reduce alcohol-impaired or drug impaired operation of motor vehicles; *Drive Sober or Get Pulled Over & Buzzed Driving is Drunk Driving*. State police and local law enforcement departments will participate in the *Drive Sober or Get Pulled Over & Buzzed Driving is Drunk Driving* Mobilization on December 15, 2020 to January 1, 2021.

This alcohol and drug impaired data supports the necessity of this impaired driving enforcement and equipment countermeasure; the funding to support it will help to continue the recent downward trend and help meet the performance target. This countermeasure contributes to the overall mission statement of NH OHS through the facilitation of enforcement and equipment to save lives and reduce injuries on New Hampshire roads. Charts below depict impairment for BAC levels of 0.04 % or greater in an effort to reflect impairment for all motorists age groups.

2019 Fatal Crash Statistics ~ Alcohol / Drug Involvement	
➤	29 of the 90 fatal <u>crashes</u> that occurred in 2019 were alcohol <u>related*</u> or 32.2%. (0.04% or greater BAC)
➤	37 of the 101 <u>fatalities</u> recorded in 2019 were alcohol <u>related*</u> or 36.6%.
➤	Drug tests came back positive for the <u>presence</u> of drugs in 36 operators involved in fatal crash during 2019. This <u>does not</u> imply causation or fault of the fatal crash. (based upon toxicology results trace amount and greater)
➤	The average BAC of an intoxicated operator with a known BAC result of 0.040% or greater is 0.158%.
➤	June and October had the highest alcohol related* fatal crashes with 5 each.

➤	The highest BAC level for an operator during 2019, was 0.272%. This is down from 0.367% recorded during 2018.
➤	Of the 27 operators with a BAC of 0.040% and greater, 20 are deceased as a result of the fatal crash ~ a death rate of 74.1%
➤	1 of the 11 pedestrian victims had a BAC recorded at 0.08% or higher. 2 of the 11 pedestrian victims tested positive for drugs.
➤	14 of the 30 motorcyclists killed or 46.7% were under the influence of alcohol and/or drugs. (BAC of 0.040% + greater/drugs trace amounts + greater).
➤	Of the 24 motorcycle fatal crashes occurring in 2019, 16 crashes determined the motorcycle operator to be "at fault" or 66.7% of all motorcycle fatal crashes.
➤	The highest BAC for a person under 21, living or deceased was 0.000% in 2019, down from 0.060% in 2018.

*The term "related" does not imply causation.

The data below shows that the majority of alcohol related fatal crashes on New Hampshire roadways involved a BAC between 0.158% and 0.272%.

2019 Fatal Crashes				
Alcohol Related Operator Death Rates				
BAC Range	Deceased Operators	Surviving Operators	Death Rate	
.040 .079%	5	1	83.3%	
.080 .119%	2	1	66.7%	
.120 .159%	6	1	85.7%	
.160 .209%	6	2	75.0%	
.210 .259%	3	2	60.0%	
.260 + Higher	2	0	100%	
Totals	24	7	77.4%	

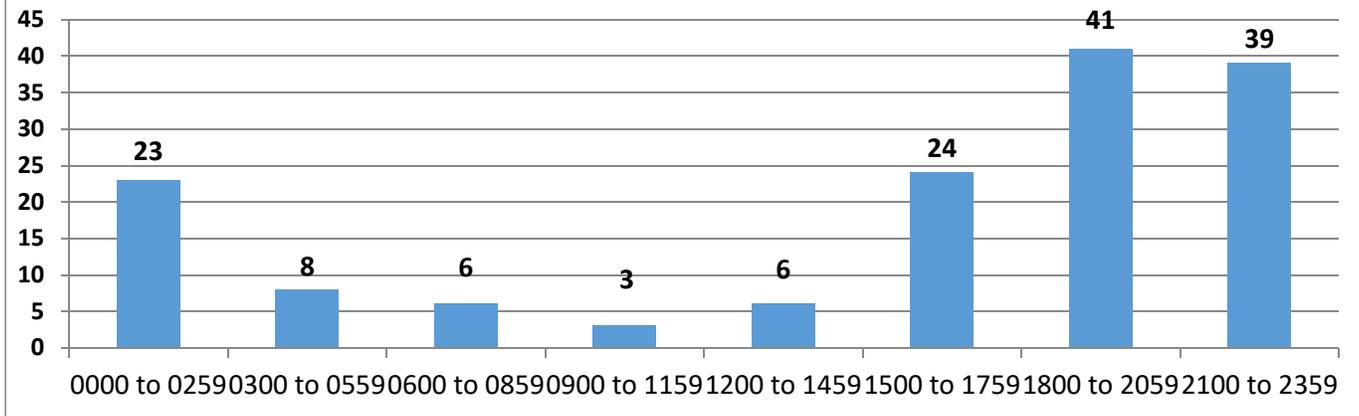
The data below indicates that the historical BAC trend of total alcohol related fatal crashes on NH roadways continues to hold steady at 80% for the past three years.

Historical Comparison of Totals			
	Deceased Operators	Surviving Operators	Death Rate
2014	25	4	86.2%
2015	28	8	77.8%
2016	26	8	76.5%
2017	17	4	81.0%
2018	33	7	82.5%

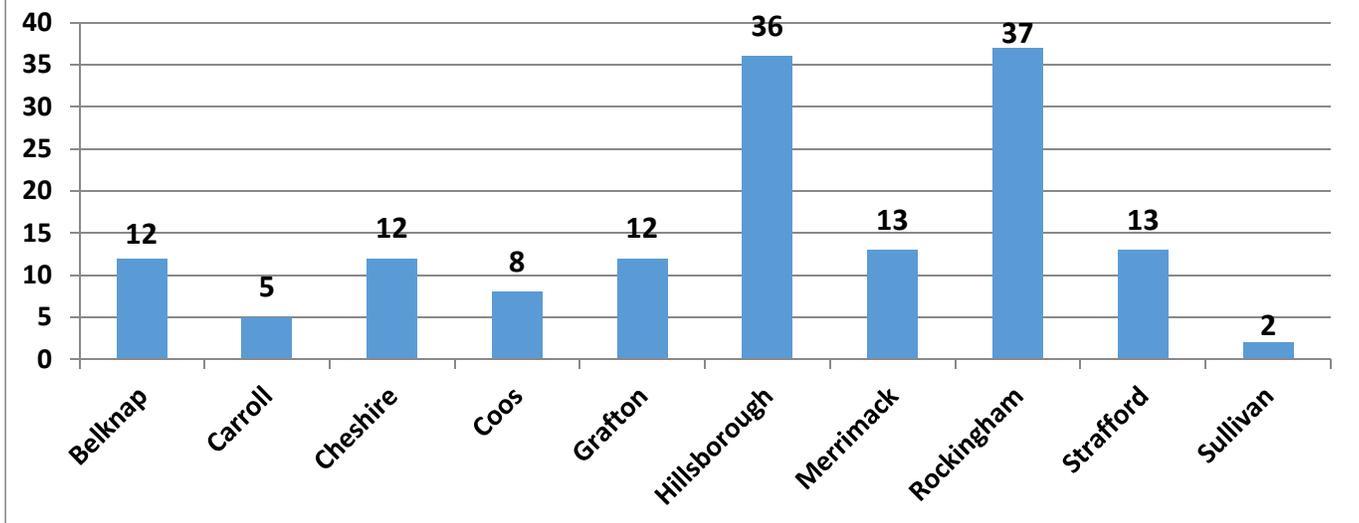
Further data indicates that a large number of the fatal crashes in 2019 involved drugs and alcohol.

2019 Fatal Crashes			
Reported Condition	Operators		Totals
	Males	Females	
Under the Influence of Alcohol (.080% BAC or above)	12	4	16
Had Been Drinking Alcohol (.079% BAC or below)	7	0	7
Under the Influence of Alcohol (.080% BAC) or above and Drugs	20	5	25
Had Been Drinking Alcohol (.079% BAC) or below and Drugs	1	0	1
Presence of Drugs Only	19	10	29
Normal (Presumed)	60	24	84
Totals	107	39	146

Alcohol Impaired Fatal Crashes by Time of Day 2015-2019



Alcohol Impaired Fatal Crashes by County 2015-2019



Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes which is a 31% decrease in fatalities compared to 2018. In 2019, there were 56 fatal alcohol and/or drug related crashes (64.4% of the total 90 fatal crashes) which claimed 64 victims (65.3% of the total 101 fatalities). This is a decrease from 2018, which had 83 fatal alcohol and/or drug related crashes (61.9% of the total 134 fatal crashes) which claimed 90 victims (61% of the total 147 fatalities). In 2019, Drug test came back positive for the

presence of drugs in 39 operators involved in a fatal crash. A five-year average (2012 – 2016) of toxicology cases investigated using a chromatograph shows that 74% percent of these cases involved the use of drugs while operating a motor vehicle. Many of these cases investigated lead to an arrest. The newer chromatograph equipment purchased in 2019 will be able to expand the list of drugs that can be identified leading to possibly even more arrest.

The alcohol and drug impaired data supports the necessity of this impaired driving enforcement countermeasure and the funding to support it and will help to continue the recent downward trend and help meet the performance target. This countermeasure contributes to the overall mission statement of NH OHS, through the facilitation of enforcement and equipment to save lives and reduce injuries on New Hampshire roads.

Rationale

The impaired driving overtime enforcement countermeasure strategy creates a multi-pronged approach and will help to achieve the stated performance goal within the Impaired Driving program area. Through proactive enforcement and subsequent monitoring, the State through the use of overtime enforcement patrols and funding of other ancillary activities is expected to meet its targets for FFY 2021.

Planned Activity: Impaired Driving DWI/DUI/DRE Patrols, Checkpoints, Equipment

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Overtime Enforcement & Equipment**

Planned Activity Description:

This planned activity will support funding for New Hampshire’s State Police (to be funded by 405d funds), Local, and County law enforcement agencies (to be funded by 402 funds) to conduct DWI/DUI/DRE enforcement efforts to include impaired driving enforcement patrols, saturation patrols, and/or sobriety checkpoints throughout the 2021 federal fiscal year. Enforcement times and locations will be based on local and State data provided by the law enforcement agencies, the Division of Motor Vehicles (VISION CRMS data base) and the State’s Fatality Analysis Reporting System (FARS). These impaired driving enforcement efforts will also focus on the problem of impaired driving during the vacation and holiday seasons (Thanksgiving through New Year’s holiday season, and from June through Labor Day, the traditional summer vacation season in New Hampshire). There are currently no planned equipment purchases during FFY 2021. Should the need arise due to equipment failures, NH OHS has included equipment in the description of the planned activity in the event a HSP amendment is needed to assist with replacement equipment.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (39 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-04	ID DWI/DUI/DRE Patrols, Checkpoints,	Fast Act NHTSA 402	Alcohol Fast	2020	\$217,563	\$54,391	\$217,563
21-07-04	ID DWI/DUI/DRE Patrols, Checkpoints	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2021	\$450,000	\$112,500	

Planned Activity: Impaired Driving National Campaigns

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Overtime Enforcement & Equipment**

Planned Activity Description:

Overtime Enforcement funds will be used to support the two Impaired Driving National Campaigns. Partner agencies will be required to deploy assets to proactively enforce motor vehicle laws related to impaired driving. These patrols will be done in 3 to 4 hour patrols shifts with the primary effort to combat impaired driving on our roadways. These patrols will also be conducted simultaneously with the media outreach during the National Mobilizations identified by NHTSA.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (66 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-11	ID National Campaigns	Fast Act NHTSA 402	Alcohol Fast	2020	\$113,900	\$28,475	\$113,900
21-07-11	ID National Campaigns	Fast Act 405d	405d Impaired Driving Low Fast	2021	\$30,000	\$7,500	

		Impaired Driving Low					
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Countermeasure Strategy: ID Program Management

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, seat belt, and impairment related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in impairment related fatalities.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 32% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, media messaging and other projects and will therefore help to create a downward trend and help meet the performance target of reducing alcohol related fatalities by 5 percent from 27.93 (2016-2020 average) to 25.65 (2017-2021 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area.

Planned Activity: Impaired Driving Planning & Administration

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space, and other overhead costs, including supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor’s Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under planning and administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-01	ID Planning & Administration	Fast Act NHTSA 402	Planning & Administration Fast	2021	\$118,750	\$118,750	

Planned Activity: Impaired Driving NH OHS Staff

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, and office operation, proportional to the program area, and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-02	ID NH OHS Staff	Fast Act NHTSA 402	Alcohol Fast	2021	\$142,500	\$35,625	

Countermeasure Strategy: ID Prosecution / Paralegal

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Prosecution/Paralegal**

Project Safety Impacts

This countermeasure is to support Prosecutors (2) and a Paralegal position(s) that are not salaried positions and is in compliance with the “Paying for Law Enforcement and Prosecutor” guidance. This countermeasure will play an active role in helping to remove impaired drivers from New Hampshire roads through prosecution.

Funds will be used to support two (2) prosecutors to work 3,900 hours to prosecute and process impaired driving related cases and to provide training and technical assistance to NH State Police troopers. It is estimated that the prosecutors will be involved in the annual average of approximately 250 DUI related cases and also provide training to the 335 troopers currently responsible for the preparation and prosecution of DUI arrests. Additionally, knowledge transfer between these prosecutors and troopers will occur relating to the answering of motions to suppress and case law associated with the successful prosecution of cases. Funds shall support personnel services and benefits at \$247,696.00, Current expenses at \$2,780.00 (i.e. telephone, DOIT transfers, DOS network fees), Travel at \$10,000.00 and indirect costs at \$29,798.00.

Funds will also be used to support a paralegal to work 1,950 hours to support the DWI prosecutors with the prosecution of DWI cases for State Troopers in courts without attorney prosecutors, if any. The paralegal will also assist with the preparation of training materials including case research, PowerPoint presentations and course handouts. Funds shall support personnel services and benefits at \$79,000.00, current expenses at \$1,390.00, travel at \$1,500.00, and indirect costs at \$9,435.00.

This countermeasure also supports the New Hampshire State Police by substantially eliminating trooper prosecution in DWI cases and allows State Police the ability to more efficiently and proactively enforce the impaired driving laws to remove the impaired driver from New Hampshire roads, ultimately, minimizing impairment related crashes and the resulting injuries and or deaths.

The drug crisis in New Hampshire has also resulted in a greater number of DWI Drug cases, which in turn, requires more prosecutorial resources to address the caseload effectively. This countermeasure will provide prosecution for highly technical DWI Drug trials which often involve expert witnesses and extensive pretrial preparation. This countermeasure will address the drug impaired traffic safety issue and help to remove these drivers from NH roads.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes which is a 31% decrease in fatalities compared to 2018. In 2019, there were 56 fatal alcohol and/or drug related crashes (64.4% of the total 90 crashes) which claimed 64 victims (65.3% of the total 101 fatalities).

This alcohol and drug impaired data supports the necessity of the Prosecutors and paralegal countermeasure which will help to create a downward trend and help meet the performance target by reducing alcohol impaired fatalities by 5 percent from 27.93 (2016 -2020 average) to 25.65 (2017-2021 average).

Funds under this planned activity will support activities related to DUI/DWI prosecution, current expenses, and in state/out of state travel.

This countermeasure contributes to the overall mission statement of NH OHS to facilitate this program to save lives and reduce injuries on New Hampshire roads.

Rationale

The Prosecutors and Paralegal countermeasure strategy was selected as a planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Impaired Driving program area. The funding of associated activities surrounding DUI/DWI prosecution will provide the intellectual resources to effectively prosecute motorists who have operated a motor vehicle while under the influence of drugs and/or alcohol. New Hampshire currently utilizes troopers to prosecute their own DUI cases in the northern reaches of the state where prosecutors have not historically been available. The result has been the dismissal of or pleas on many DUI related cases, due to motions that troopers are not educated or experienced enough to address. Funding this countermeasure will provide prosecutorial resources to those areas of the state to affectively prosecute violators.

Planned Activity: Impaired Driving Prosecutors & Paralegals

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Prosecution/Paralegal**

Planned Activity Description:

This planned activity will provide funds to enable the NH Department of Safety Bureau of Hearings/Prosecution to continue to provide necessary assistance to the troops, to adequately and successfully prosecute DUI/DWI offenders. The prosecutors and paralegals will provide the following support to State Police:

- A) **Prosecutorial Training:** The additional prosecutors will enhance the unit's ability to provide additional training to State Police to include having DWI focused prosecution trainings throughout the year in all troops.
- B) **Technical Assistance:** This will enable the unit to enhance the legal assistance it provides to State Police on DWI cases including answering legal questions by phone and email,

reviewing search warrant applications on DWI cases, reviewing and providing guidance on report writing, court testimony, and other technical assistance.

In addition, prosecutors supported by this grant will be able to prosecute the highly technical DWI Drug trials which often involve expert witnesses and extensive pretrial preparation. The drug crisis in New Hampshire has resulted in a greater number of DWI Drug cases, which in turn, requires more prosecutorial resources to address the caseload effectively.

This planned activity will also allow for prosecution of all State Police DWI Alcohol and Drug cases in 17 courts in New Hampshire to be conducted by attorney prosecutors rather than troopers, enhancing public safety on NH highways. In addition, these resources will enable State Troopers to spend more time patrolling and less time on the administrative work that case prosecution requires. Also, it will allow the state to achieve a greater likelihood of successful case prosecution, and fewer drug and alcohol impaired drivers will be able to avoid consequences by exploiting legal technicalities. Finally, eliminating trooper prosecution in DWI cases will increase efficiency and provide more patrol hours for State Police, which will also enhance highway safety, because this planned activity will provide prosecution, training, and resources to support New Hampshire’s State Police who will be conducting enforcement efforts in FFY 2021 to remove impaired drivers from New Hampshire roads.

Funds under this planned activity will support activities directly associated with DUI/DWI prosecution, current expenses, and in state/out of state travel.

Intended Sub Recipients:

- New Hampshire Department of Safety, Bureau of Hearings and Prosecution

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-08	ID Prosecutors & Paralegal	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2021	\$391,000	\$97,750	

Countermeasure Strategy: ID Interlock Ignition

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Interlock Ignition**

Project Safety Impacts

This Ignition Interlock countermeasure will support law enforcements efforts to remove impaired drivers and reduce impairment related crashes and the resulting injuries and or deaths on New Hampshire roads.

By implementing this ignition interlock countermeasure, the potential for repeat DWI offenders can be minimized through monitoring, investigation, evaluation, and training of law enforcement. Also, information about attempts of a DWI offender to circumvent an ignition interlock is automatically reported to New Hampshire State Police to investigate any suspected tampering. Criminal penalties have been established for DWI offenders who fail to install an interlock when required or circumvent an interlock. An interlock device can only be removed if the Interlock Coordinator issues a certificate of removal.

The number of alcohol ignition interlocks installed in vehicles has increased from 450 in 2013 to 1,302 devices currently in use today (as of 9/30/2019). As of June 2020 there have been an additional 496 interlock devices installed.

With this countermeasure, many DWI offenders will be removed from the road, contributing to the overall mission to continue a downward trend to decrease fatalities and impairment related crashes and resulting injuries and or deaths.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes which is a 31% decrease in fatalities compared to 2018. In 2019, there were 56 fatal alcohol and/or drug related crashes (64.4% of the total 90 fatal crashes) which claimed 64 victims (65.3% of the total 101 fatalities).

This alcohol and drug impaired data supports the necessity of this Ignition Interlock countermeasure and the funding to support it and will help to create a downward trend and help meet the performance target of reducing alcohol impaired fatalities by 5 percent from 27.93 (2016-2020 average) to 25.65 (2017-2021 average).

Funds under this planned activity will support personnel services, current expenses, and in state/out of state travel.

This countermeasure contributes to the overall mission statement of the NH OHS through the facilitation of enforcement and equipment to save lives and reduce injuries on New Hampshire roads.

Rationale

The impaired driving ignition interlock countermeasure strategy was selected as a planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Impaired Driving program area. Additionally, it provides a time proven mechanism to keep habitually impaired operators from operating their own motor vehicles.

Planned Activity: Impaired Driving Interlock Ignition Program

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Interlock Ignition**

Planned Activity Description:

This task will provide funds to support personnel services salary and benefits at \$41,789.00 (to include annual pay event and overtime at \$10,007), current expenses (i.e. telephone, postage, office supplies, toner, paper, photocopying, etc.) at \$1,000.00, indirect costs at \$5,696.00 and travel at \$7,000.00 (i.e. in and out of state conferences, lodging, meals, mileage, etc.). These funds shall allow the NH DOS to continue the services using one part-time coordinator to manage and coordinate the Interlock Ignition Program within the Division of Motor Vehicle/Bureau of Financial Responsibility. This employee will:

- Deploy a training program on ignition interlock for law enforcement
- Contact the Administrative Office of the Courts and provide information to prosecutors and circuit courts regarding interlocks
- Establish contact with substance abuse evaluation and treatment providers
- Obtain information and investigate reports of attempts to circumvent interlocks, etc.

These efforts will increase the use of ignition interlocks in the state and reduce the number of repeat DWI offenders. The Interlock Ignition program began November 16, 2012. Funds provided in FFY 2021 shall continue the services of the part-time coordinator to assist in managing and coordinating the Interlock Ignition Program. Funds under this planned activity will support personnel services (to include benefits), travel (to include in/out of State travel, conferences, lodging, meals, mileage, etc.), current expenses (to include office supplies, toner, paper, etc.), and indirect costs. The Interlock Ignition program position is funded by NH OHS and is not considered a violation of the General Cost of Government provisions.

Intended Sub Recipients:

- New Hampshire Department of Safety, Division of Motor Vehicles

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-07-10	ID Interlock Ignition	Fast Act 405d Impaired Driving Low	405d Impaired Driving Low Fast	2020	\$57,000	\$14,250	

Program Area: Motorcycle Safety (MC)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	20.70
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	11.70

Riding a motorcycle has remained an increasingly popular activity in New Hampshire. NH only requires riders under the age of 18 to wear helmets and as seen from the data below, 53% of the fatalities were not wearing a helmet. Of the 142 motorcycle serious injuries (A-C) 49% were not using a helmet.

Motorcycle driver licenses has been steadily on the increase: in 2019 there were 172,167 motorcycle licenses. As of the end of June 2020, there were 71,210 registered motorcycles in New Hampshire of which Hillsborough and Rockingham Counties accounted for 50% of the registered motorcycles. Hillsborough and Rockingham counties also account for approximately 53% of New Hampshire's population (based on 2015 estimated population figures). Please see below for a list of NH counties in which the NH Division of Motor Vehicles plans to conduct Motorcycle Rider Training (MRT) Courses throughout the remainder of 2020 and through the end of FFY 2021.

Complete List of Counties in the State	Planned Training Site Information by County	
	Is there a Training Site Planned in County?	Number of Planned Training Sites per County
Belknap County	No	-
Carroll County	No	-
Cheshire County	Yes	1
Coos County*	Yes	1
Grafton County	Yes	1
Hillsborough County	Yes	1

Merrimack County	Yes	3
Rockingham County*	Yes	1
Strafford County*	Yes	1
Sullivan County	No	-
TOTALS	7	9

***NOTE:** Due to concerns regarding the COVID-19 pandemic, NH DMV is not currently able to conduct classes at several locations: Rockingham County training site has been taken over for a COVID-19 testing site; Strafford County training site is part of a hospital surge plan; Coos County training site is at a public school and the building is not able to be used to prevent risk of infection. These are MRT Sites but are temporarily not holding classes.

Motorcycle fatality data for 2019 is as follows:

- ❖ 30 motorcycle fatalities up 7% from 2018
- ❖ No helmet was worn in 53% of the motorcycle fatalities
- ❖ 56.5% of the motorcycle fatalities were considered to be impaired (alcohol and/or drugs)
- ❖ Riders in the age group 45-64 made up 52% of the motorcycle fatalities
- ❖ 37% of motorcycle fatalities occurred between the timeframe of 1500 and 1759
- ❖ 31.5% occurred on a Saturday or Sunday
- ❖ 85% occurred in either May, June, July, August or September
- ❖ 60.2% occurred in either Rockingham, Hillsborough, or Merrimack counties

Motorcycle serious injury (A-C) data for 2019 is as follows:

- ❖ 506 serious injuries
- ❖ No helmet worn in 29.2% of the serious injuries
- ❖ 15.6% of the serious injuries occur between the timeframe of 1500 and 1759
- ❖ 64.9% occur on a Saturday and Sunday
- ❖ 57.5% occur in the months of June and July
- ❖ 53.5% occur in either Hillsborough or Rockingham County

State of New Hampshire

2019 Motorcycle Statistics



- 24 Fatal Crashes in 2019 involved a motorcycle, 26.7% of the total 90 crashes.
- 30 Victims resulted from the motorcycle crashes, 29.7% of the total 101 fatalities.
- 15 of the 30 motorcycle victims in 2019 were not wearing helmets or 50%.

Historical Comparison Motorcycle Victim Classification

	2015	2016	2017	2018	2019
Operator	23	17	15	27	27
Passenger	3	1	0	1	3
Total	26	18	15	28	30

Historical Comparison Motorcycle Operator Age

Age	2015	2016	2017	2018	2019
16 to 20	2	2	1	0	1
21 to 30	1	6	2	3	3
31 to 40	4	1	2	4	2
41 to 50	3	2	2	3	8
51 to 60	10	3	4	12	14
61+	3	3	4	5	11
Total	23	17	15	27	39

* Deceased or Living

Historical Comparison Alcohol / Drug Related Crashes

	2015	2016	2017	2018	2019
Crash	9	7	6	14	18
Fatality	9	7	6	14	24
% Total MC Crashes	62%	38%	40%	52%	75%

* Motorcycle Operator Only.

* BAC level of 0.040% or greater / presence of drugs.

* Term "Related" does not imply causation or fault in crash.

Historical Comparison Victim Helmet Usage

	2015	2016	2017	2018
Helmet Used	10	11	8	7
Helmet Not Used	16	7	7	21
Total Victims	26	18	15	28

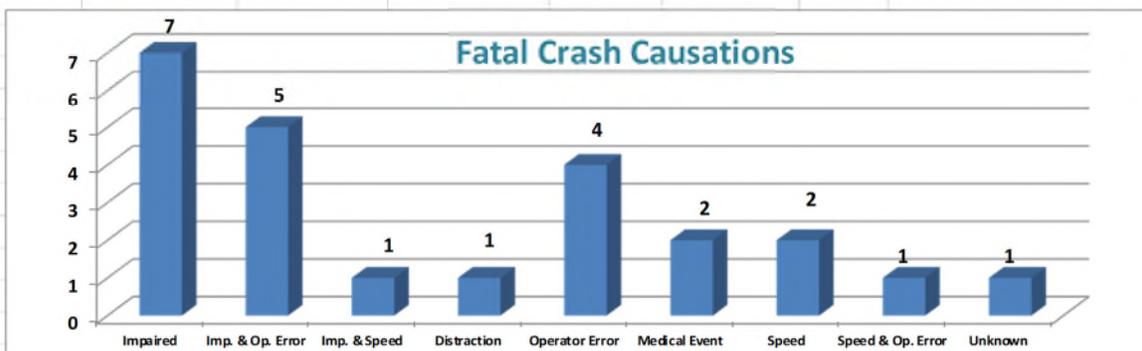


State of New Hampshire



2019 Motorcycle Fatal Crash ~ Details

Date	Crash Type	Object	Road Type	Weather	Road Condition	Speed Limit	Causation
6/6	Fixed Object	Guardrail	2 Way Not Div.	Clear	Dry	55	Operator Error
6/9	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	40	Impaired (Drugs) & Op. Error
6/11	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Impaired (Dr + Alc) & Op. Error
6/13	Fixed Object	Street Sign	2 Way Not Div.	Cloudy	Dry	30	Impaired (Dr + Alc) & Op. Error
5/27	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Impaired (Alcohol) + Op. Error
6/21	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	50	Impaired (Drugs)
5/18	Fixed Object	Guardrail	2 Way Not Div.	Cloudy	Dry	55	Impaired (Drugs)
7/2	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	50	Distraction/Inattention
7/7	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Impaired (Drugs) & Op. Error
7/16	Fixed Object	Embankment	1 Way Not Div.	Clear	Dry	30	Operator Error
7/18	Fixed Object	Embankment	2 Way Not Div.	Clear	Dry	40	Undetermined by Inv. Agency
7/13	Spill	N/A	2 Way Not Div.	Clear	Dry	35	Impaired (Drugs)
7/25	Fixed Object	Guardrail	2 Way Div.	Clear	Dry	70	Medical Event
7/28	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Speed & Op. Error
8/2	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	35	Speed
8/3	Other Vehicle	N/A	2 Way Not Div.	Rain	Wet	30	Impaired (Drugs) & Speed
6/28	Fixed Object	Utility Pole	2 Way Not Div.	Clear	Dry	35	Medical Event
8/14	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	40	Operator Error
8/15	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	40	Impaired (Drugs)
8/29	Fixed Object	Guardrail	2 Way Div.	Clear	Dry	65	Impaired (Drugs)
9/3	Other Vehicle	N/A	2 Way Not Div.	Cloudy	Dry	50	Impaired (Drugs)
9/29	Fixed Object	Fence	2 Way Not Div.	Clear	Dry	45	Impaired (Alcohol)
10/21	Fixed Object	Embankment	2 Way Not Div.	Clear	Dry	50	Speed
11/23	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	40	Operator Error



Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-7) Number of motorcyclist fatalities (FARS)	<ul style="list-style-type: none"> • MC Media Campaign • MC Program Management 	5 Year	2017	2021	20.70
C-8) Number of unhelmeted motorcyclist fatalities (FARS)		5 Year	2017	2021	11.70

Countermeasure Strategy: MC Media Campaign

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Media Campaign**

Project Safety Impacts

A media campaign will be created to design, produce, promote, and distribute a professionally formulated series of radio announcements throughout the State. This campaign will bring motorcycle rider awareness for all drivers. In addition, the media campaign will bring awareness to the Motorcycle Rider Training (MRT) program with the intent to bring in new students and instructors as well as to promote the intermediate and experienced rider course to attract returning students. This activity will directly impact the media campaign countermeasure strategy, which will result in an increased awareness of motorcycles for the general public and motorcycle riders, thus reducing the number of fatalities and serious injury of motorcyclists.

Linkage between Program Area

In the 5-year period of 2015 to 2019 there was an average of 23.4 motorcycle fatalities. In 2019, there were 30 motorcycle fatalities and 237 serious bodily injury crashes (categories A, B, C were all included in this number). NH OHS has a performance target to reduce the number of motorcycle fatalities for the period of 2016 to 2020 to 20.70. The countermeasure chosen and planned activities will provide a statewide media campaign that will bring a heightened awareness to all motorists to be aware of motorcyclists on the road. In addition, it will bring an increased awareness about the MRT program which will attract students and instructors. Having safer riders and drivers that are more aware of motorcycles on the road, will help to meet our 5-year performance target of 20.70 for 2016-2020.

Rationale

Using all types of media to inform the motoring public about the importance of operating a vehicle in and around motorcycles will provide the messaging and education necessary to compliment the enforcement efforts by our State, County, and Local law Enforcement agencies.

Planned Activity: MC Paid Media

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Media Campaign**

Planned Activity Description:

NH OHS plans to contract for design, production, promotion, and distribution of a professionally formulated series of Non-Commercial Sustaining Announcements (NCSAs) for radio, television, and/or social media throughout the State. The contract will cover all associated production costs including, but not limited to scripting, talent, recording time, editing and post-production, and materials.

Proposed topics include: (utilizing NHTSA Share the Road messaging)

1. Why it is hard to judge a motorcycle’s approaching speed
2. Give motorcycles more room than a car
3. Why motorcycles adjust lane position
4. Motorcycle brake lights and the use of engine braking
5. Motorcycles positive impact on motorist’s experience

Intended Sub Recipients:

- NH Division of Motor Vehicles
- NH Office of Highway Safety
- iHEART Media
- Digital Signs
- Destination Media DBA GSTV
- WMUR
- Other Media Venues, as needed

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-05-03	Paid Media	Fast Act 405f Motorcycle Programs	405f Paid Advertising Fast	2020	\$25,073	\$6,268	
21-05-03	Paid Media	Fast Act 405f Motorcycle Programs	405f Paid Advertising Fast	2021	\$31,087	\$7,772	

Countermeasure Strategy: MC Program Management

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff (two Full Time and 4 Part Time) that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, media, and seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission to reduce motorcycle fatalities and serious injuries.

Linkage between Program Area

In 2019, there were 30 motorcycle fatalities and 237 serious bodily injury crashes (A, B, C all were all included in this number). Funding the Program Management countermeasure strategy to support the planned activities of NH OHS Staff and Planning & Administration, will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, and other projects, and will therefore help to maintain and/or reduce motorcycle fatalities from 23 (2015-2019 average) to 20.70 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Motorcycle program area.

Planned Activity: Planning & Administration

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s)

funded under this planned activity. Also, position(s) under Planning and Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-05-01	Planning & Administration	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$23,750	\$23,750	

Planned Activity: NH OHS Staff

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, light refreshments for press events, indirect costs, and office operations, proportional to the program area.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
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21-05-02	NH OHS Staff	Fast Act NHTSA 402	Motorcycle Fast	2020	\$10,000	\$2,500	
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Program Area: Non-Motorized – Pedestrian & Bicyclist (PB)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
10	C-10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	12.00
11	C-11	C-11) Number of bicyclist fatalities (FARS)	5 Year	2017	2021	3.10

Walking and biking are critical components of our New Hampshire transportation system, therefore keeping pedestrians and bicyclists safe is a priority. Almost everyone is a pedestrian at one time or another—going to school or work, running errands, recreating, and connecting with transit or other services; there is also a large community of racing and recreational bicyclists in NH. Walking and bicycling can improve the quality of life by reducing traffic congestion, improving personal health, and reducing the release of pollutants into the environment.

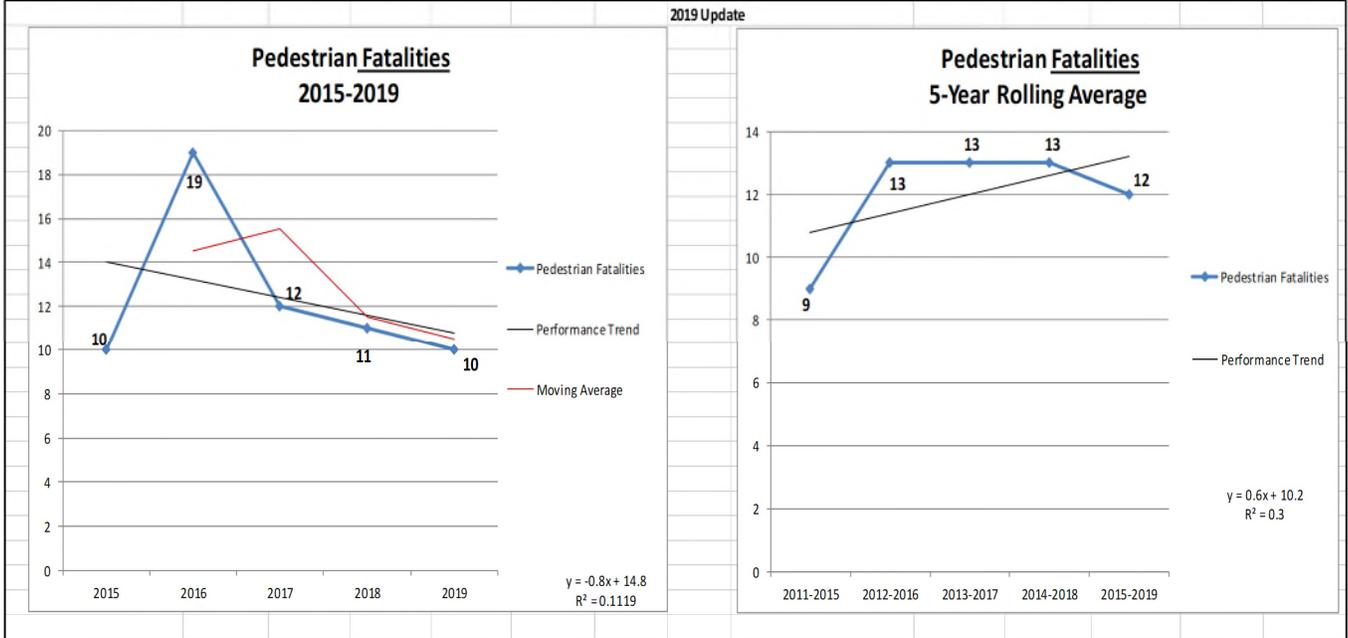
As the table below shows, the five-year average 2015-2019 of 12 pedestrian fatalities has decreased slightly from 2014-2018 five-year average of 13. Bicyclist fatalities have remained relatively unchanged and for that reason, the main focus is on pedestrian safety due to the increase in pedestrian fatalities over the last 10 years.



State of New Hampshire Fatal Crash Statistics 2019 Update



Pedestrian Fatalities	2015	2016	2017	2018	2019	Total	5-year Rolling Average	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	
	10	19	12	11	10	62		9	13	13	13	12	
5 year average:	12.4							2016-2020 Projection:					
3 year average:	11.0												
2020 Projection:													



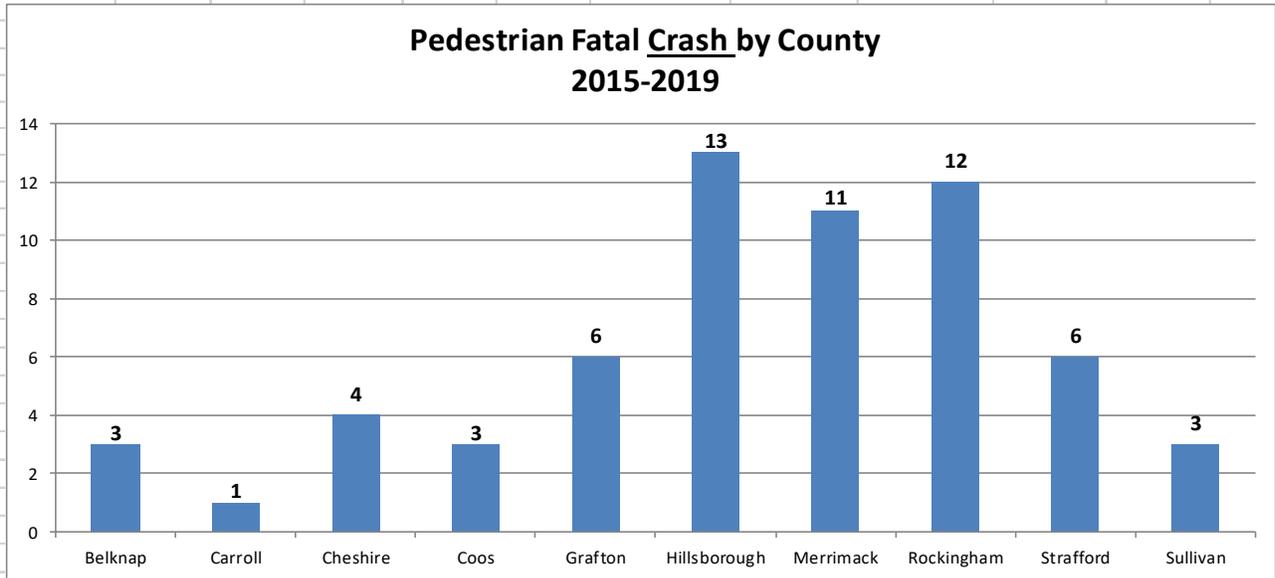
In 2019, pedestrians were 10% of all fatalities in New Hampshire, decreasing from 13% in 2018. In 2019, bicyclists were 0% of all fatalities in New Hampshire and have remained minimal over the last several years. While pedestrian and bicyclist fatalities in New Hampshire are relatively few compared to the national average, this is a concern NH OHS is treating seriously because of the 33% increase in pedestrian fatalities over a 10-year period.

As the table below depicts, over a 5-year period (2015-2019) Hillsborough County had the highest number of pedestrian fatalities (13) with Rockingham (12), Merrimack, (11) Strafford and Grafton (6) counties following. The city of Manchester, which is within Hillsborough County and has the largest population in NH, has the greatest number of pedestrian fatalities. Because the bicyclist fatality numbers are low, there is no individual community that stands out as being at most risk. When looking at the bicyclist fatalities by county over the period of 2015 – 2019, Hillsborough County had the highest total of bicyclist fatalities with three (3) followed by Rockingham, with two (2) and Strafford, Sullivan, Merrimack, and Belknap counties, with one (1). Because of the small data, set it is difficult to draw any statistically significant conclusions from the data. The countermeasure strategies will focus primarily on pedestrian safety while maintaining bicyclist fatalities at no more than 3.10 for 2021.

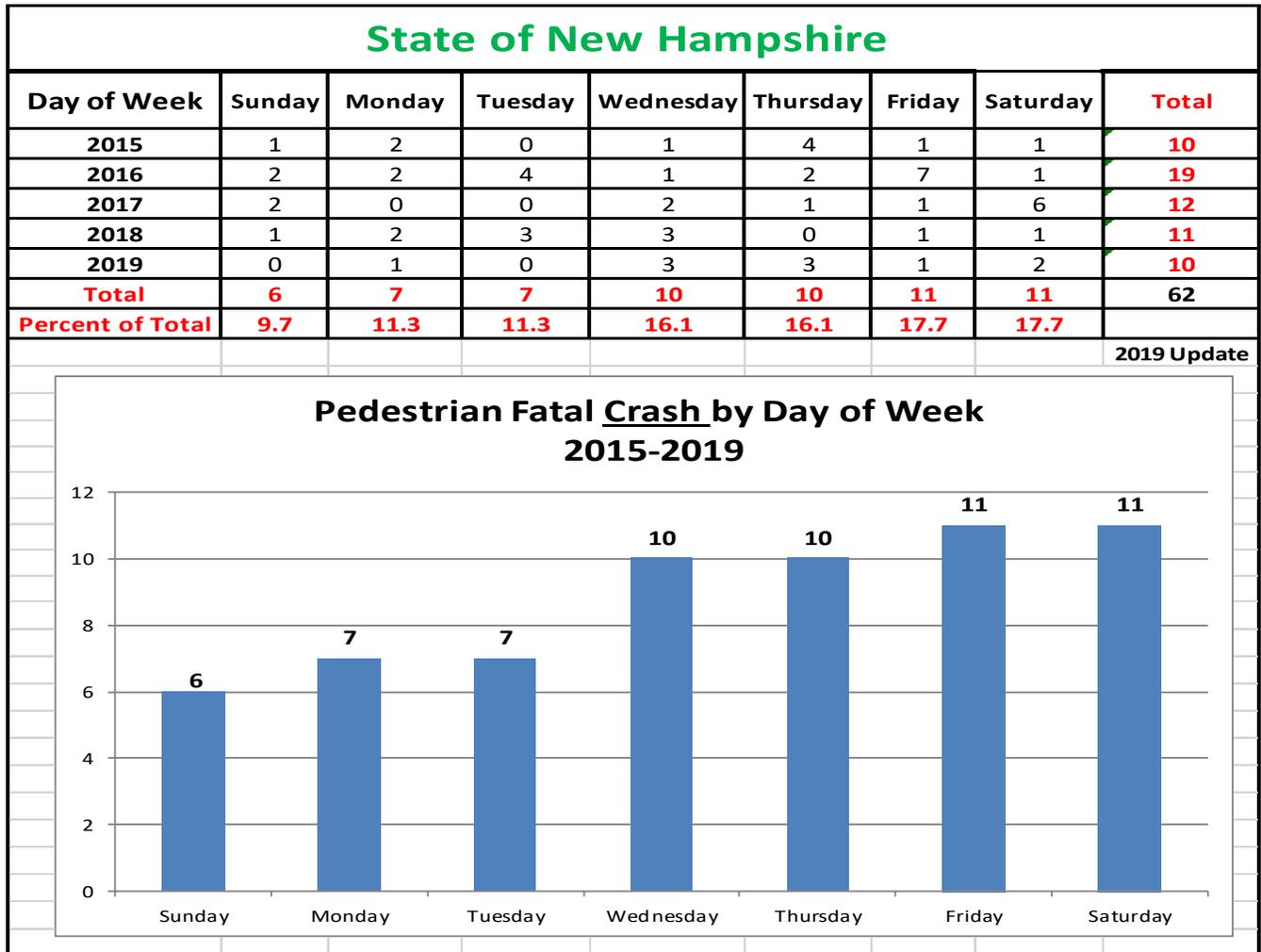
State of New Hampshire

County	Belknap	Carroll	Cheshire	Coos	Grafton	Hillsborough	Merrimack	Rockingham	Strafford	Sullivan	Total
2015	0	0	1	0	2	1	2	3	0	1	10
2016	1	0	1	1	1	5	4	2	4	0	19
2017	0	0	2	0	1	4	1	2	2	0	12
2018	1	0	0	1	2	0	1	5	0	1	11
2019	1	1	0	1	0	3	3	0	0	1	10
Total	3	1	4	3	6	13	11	12	6	3	62
Percent of Total	4.8	1.6	6.5	4.8	9.7	21.0	17.7	19.4	9.7	4.8	

2019 Update



The table below shows that the days of the week with the highest percentage of fatal pedestrian crashes is Friday (17.7%), and Saturday (17.7%), followed by Wednesday and Thursday (16.1%). This data will help to identify days of the week to focus enforcement patrols.

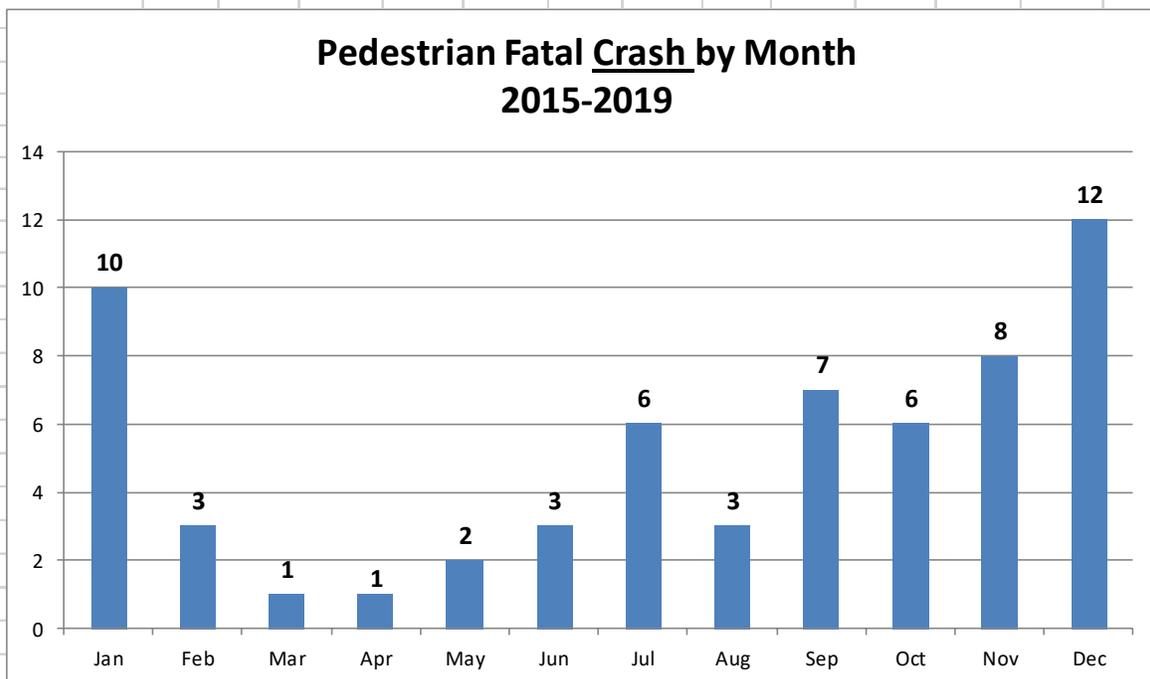


The table below shows that the months with the highest percent of fatal pedestrian crashes is December, followed by January and November. New Hampshire is known for its mountains and lakes which provide for a year round influx of tourists throughout the state. Because the summer months provide the highest number of tourists into the State, one would have expected the summer months to have a higher percentage of fatal pedestrian crashes. Interestingly, the data below shows that the winter months actually account for the greatest percentage of fatal pedestrian crashes. This is likely due to sidewalks not being cleared causing pedestrians to walk in the roadways in areas of high traffic. This information will allow the local police departments that conduct pedestrian patrols to focus their efforts in the months that could yield the greatest benefit to further reducing pedestrian fatalities. Additionally, having this data will help provide appropriate media messaging.

State of New Hampshire

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015	1	0	0	0	0	1	2	1	1	0	0	4	10
2016	5	0	1	0	2	0	2	0	2	3	4	0	19
2017	2	1	0	1	0	1	0	0	0	1	1	5	12
2018	1	0	0	0	0	0	2	2	1	1	2	2	11
2019	1	2	0	0	0	1	0	0	3	1	1	1	10
Total	10	3	1	1	2	3	6	3	7	6	8	12	62
Percent of Total	16.1	4.8	1.6	1.6	3.2	4.8	9.7	4.8	11.3	9.7	12.9	19.4	

2019 Update

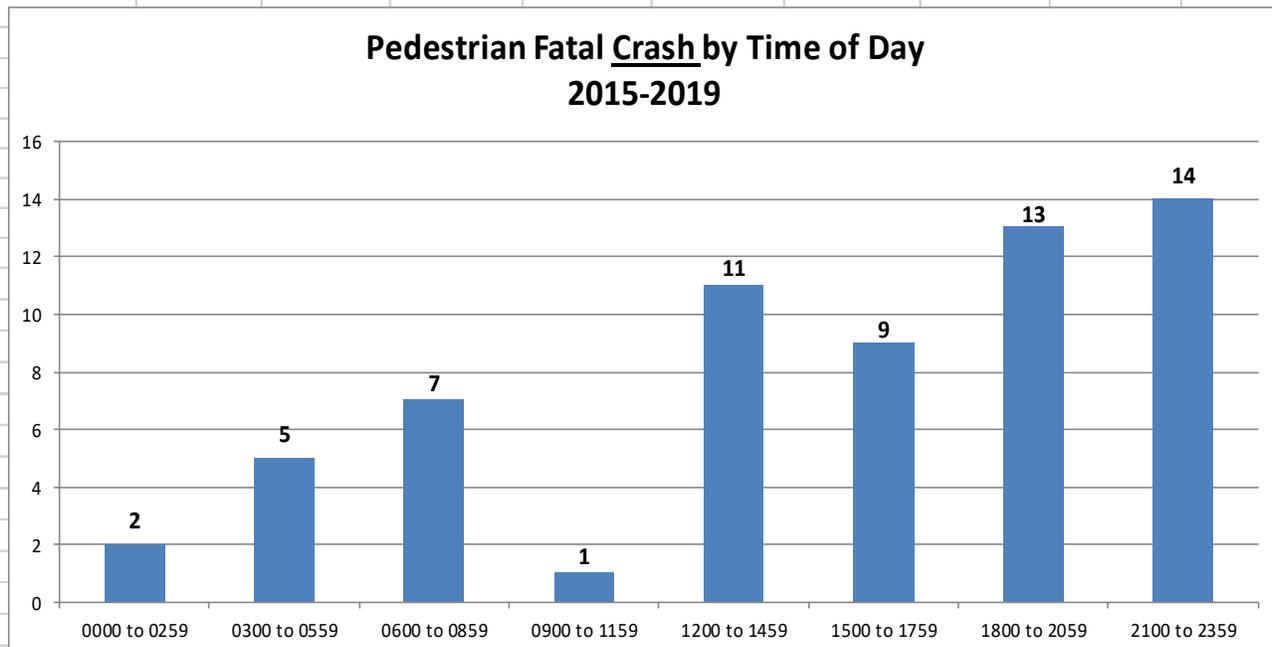


The table below showing pedestrian fatal crashes by time of day, indicates that between 12 PM and 12 AM the majority of the fatal pedestrian crashes occur. During the months that have the greatest percentage of pedestrian fatalities, we also have the least amount of daylight; therefore it's likely that many pedestrians are not sufficiently illuminated for the drivers on the roadway. Again, being able to drill down to confirm this can provide information to message out on how pedestrians can be safer on the roadways during winter months when there is low visibility, as well as providing information to communities about the importance of making sure sidewalks are cleared to provide for safe passage of pedestrians.

State of New Hampshire

Time of Day	0000 to 0259	0300 to 0559	0600 to 0859	0900 to 1159	1200 to 1459	1500 to 1759	1800 to 2059	2100 to 2359	Total
2015	0	1	1	1	2	1	2	2	10
2016	1	1	2	0	4	4	4	3	19
2017	1	0	2	0	2	0	1	6	12
2018	0	2	1	0	2	1	4	1	11
2019	0	1	1	0	1	3	2	2	10
Total	2	5	7	1	11	9	13	14	62
Percent of Total	3.2	8.1	11.3	1.6	17.7	14.5	21.0	22.6	

2019 Update



Pedestrian serious injury data is only available for calendar year 2019 and shows there were 168 pedestrians with serious injury (categories A-C). As with the pedestrian fatalities, Hillsborough and Rockingham counties account for the greatest percentage of pedestrian crashes. In addition, serious injury by time of day tracks very closely with the pedestrian fatal crashes by time of day. An analysis of the data will help to determine what a reasonable performance target is as well as choosing countermeasures that will have the potential for the greatest impact. Grant funded pedestrian/bicycle enforcement in 2019 included 960 youth and adult warnings and 104 youth and adult summons.

Pedestrian Serious Injury by County 2019		
County	Number of SBI	% of Pedestrian SBI
Hillsborough	68	41%
Rockingham	30	17%
Merrimack	18	11%
Belknap	16	10%
Strafford	12	7%
Cheshire	9	5%
Grafton	8	5%
Carroll	5	3%
Coos	2	1%

Pedestrian Serious Injury by Time of Day 2019		
Time of Day	Number of SBI	% of Pedestrian SBI
Midnight – 0359	2	1%
0300 – 0559	2	1%
0600 – 0859	13	9%
0900 – 1159	14	10%
Noon – 1459	32	23%
1500 - 1759	38	27%
1800 – 2059	21	15%
2100 - 2359	17	12%

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-10) Number of pedestrian fatalities (FARS)	<ul style="list-style-type: none"> • PB Media Campaign • PB Overtime Enforcement Patrols 	5 Year	2017	2021	12.00
C-11) Number of bicyclist fatalities (FARS)		5 Year	2017	2021	3.10

Countermeasure Strategy: PB Media Campaign

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Media Campaign**

Project Safety Impacts

Pedestrian and bicyclist related media efforts will focus on three areas:

1. Messaging regarding driver behaviors and sharing the road safely;
2. The importance of proper illumination when walking or biking on the roadways; and
3. Education and enforcement of laws relative to pedestrians and bicyclists.

Advertising space purchases will be evaluated based on the criteria in the 402 Advertising Space Guidance. By using this countermeasure strategy and appropriately identifying the primary and secondary audiences for the messaging identified above, as well as requiring a specific Pedestrian & Bicyclist training for local law enforcement (LE), we expect to see a significant increase in messaging recall, as well as a measurable increase in the number of adequately trained LE personnel on NH laws related to bicyclists and pedestrians.

Linkage between Program Area

The data analysis as described in the section above, identifying the state's highway safety problem around pedestrian and bicyclist fatalities, suggests that in addition to an enforcement effort, a strategy around a media/educational effort that reaches the correct demographic with the appropriate messaging would benefit New Hampshire in meeting its intended performance targets. There has been a 25% increase in pedestrian fatalities from 2008 to 2017. To affect a sustained downward trend, it is important that media, messaging, and educational efforts involve the motoring public, the pedestrian and bicycling community, as well as state, county and local law enforcement agencies. Appropriated funding will be allocated through the planned activities within this countermeasure strategy, based on the type and distribution of the media/educational efforts employed.

Rationale

The selected countermeasure strategy was chosen for this planned activity (media/educational campaign) as it was the best representative of the activity's objective. The amount allocated will allow adequate funding for various types of media and its intended audience in order to effect a positive impact on the number of pedestrian and bicyclist fatalities in New Hampshire.

Planned Activity: PB Media Planned Activity

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Media Campaign**

Planned Activity Description:

The planned activity will include paid as well as earned media. The media messaging will be tailored to the motoring public and also include media intended for the pedestrian and bicycling communities. In addition, NH OHS will work with the Bike-Walk Alliance of NH to distribute a electronic web based reference guide to local law enforcement agencies about enforcing laws that impact roadway safety with respect to pedestrians, bicyclists, and motorists. The brochure will include priority violations in hopes that the local law enforcement community will consider making educational and/or enforcement stops, thereby providing the requisite level of positive reinforcement to reduce injuries throughout the State.

Intended Sub Recipients:

- Bike – Walk Alliance of NH
- NH Department Of Transportation
- Digital Signs
- Destination Media DBA GSTV
- SNHU
- WMUR TV
- iHeart Media

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-06-03	Paid Media	Fast Act 405h Non-motorized Safety	405h Public Education	2018	\$25,000	\$6,250	

Countermeasure Strategy: PB Enforcement Patrols

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Enforcement Patrols**

Project Safety Impacts

State and Local law enforcement (LE) agencies will be provided funding to conduct pedestrian and bicycle overtime patrols aimed at enforcing the State’s pedestrian/bicycle laws. Pedestrian and Bicyclist fatalities have historically been low in NH, though pedestrian fatalities have increased 33% over a 10-year period (2008-2017). Pedestrian and bicycle enforcement patrols will continue to focus on those communities that have the highest incidence of pedestrian and bicycle crashes. NH OHS will work with Local and County LE agencies to develop more innovative ways to enforce the State’s bicycle and pedestrian laws. In addition, a focus on educating both Law Enforcement, pedestrians, and bicyclists will become a prerequisite for the conduct of enforcement patrols. Pedestrian and bicycle

patrols will be conducted year round with a focus on the summer months, primarily in downtown locations, during the evening commuting hours. An additional focus area will include the winter months, during commuting hours, where sidewalks may be non-traversable, due to snow and ice. Specific times and locations will be based on local data. In FFY 2020, sixteen local law enforcement agencies were awarded funding for Pedestrian and Bicycle Patrols plus NH State Police. It is anticipated that 17 local LE agencies, in addition to NH State Police, will participate in FFY 2021.

Linkage between Program Area

NH OHS will be using a new funding allocation methodology for FFY2021 that will focus primarily on fatal and serious injury pedestrian and bicycle crashes, to identify communities with the highest priority. By strategically targeting the communities that have the greatest need for enforcement, we expect that this will provide a positive impact on fatalities of pedestrian and bicyclists. New Hampshire weather dictates that enforcement of our pedestrian laws occur during all months of the year. A careful analysis of the available data indicates that the best approach to meeting our targets will be with the use of overtime patrol funding in the most pedestrian trafficked areas of our State. Part of the funding will be utilized to train local and county LE agencies on the current laws related to pedestrian and bicyclists. Participating agencies will be required to document this training, coordinated through Police Standards & Training, and will ensure every officer who works in an overtime capacity under this grant has been properly trained. A particular approach for FFY 2021 will be allocating overtime patrols during the winter months in the larger cities and towns to patrol when sidewalks are not cleared and pedestrians are subsequently walking on the sides of the roadway. An additional focus for overtime patrols will be when motor vehicle operators will most likely be driving into the sun, during the morning and evening commuting hours.

Rationale

This countermeasure was chosen because it best represents the type of impact we hope to have by conducting overtime enforcement patrols that will be aimed at enforcing the State's pedestrian and bicycle laws, thereby reducing the number of pedestrian and bicyclist that are either fatally or non-fatally injured on NH roadways.

Planned Activity: Pedestrian and Bicycle Enforcement Patrols

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Enforcement Patrols**

Planned Activity Description:

State and Local law enforcement agencies will be provided funding to conduct pedestrian and bicycle overtime patrols aimed at enforcing the state's pedestrian/bicycle laws. Pedestrian and bicycle patrols will be conducted year round with a focus on highly trafficked bicycle and pedestrian areas, located primarily in downtown locations during the evening commuting hours as well as in areas of the State where hiking and bicycling occurs on State and Federal park property. State Police will be

responsible for providing enforcement patrols in State Park areas located in the Franconia Notch and Hampton Beach areas. Specific times and locations will be based on local data. Additionally, approximately 10% of the funding will be utilized to train and familiarize Law Enforcement Officers with the state laws relating to bicyclists and pedestrians. All agencies participating in the overtime enforcement effort will be required to ensure that any officer eligible for reimbursement has taken and passed the Bicycle/Pedestrian course online from Police Standards and Training Council (PSTC).

Intended Sub Recipients:

- County and Local Law Enforcement Agencies (16 participating agencies)
- New Hampshire State Police

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-06-04	Pedestrian and Bicycle Enforcement Patrols	Fast Act 405h Non-motorized Safety	405h Law Enforcement	2018	\$51,800	\$12,950	

Countermeasure Strategy: PB Program Management

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities of NH OHS Staff and Planning & Administration (two FT, four PT). Staff members will work to service enforcement, distracted driving, and seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings under these planned activities. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in reducing pedestrian and bicyclist fatalities.

Linkage between Program Area

In 2019, pedestrians were 9.9% of all fatalities in New Hampshire up from 7.5% in 2018. In 2019 bicyclists were 1.5% of all fatalities in New Hampshire and have remained minimal over the last several years. Funding the Program Management countermeasure strategy to support the planned activities of NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of pedestrian & bicycle enforcement. This should help to meet the performance target of maintaining pedestrian fatalities at 12 (2015-2019 average) and 12 (2016-2020 average) and to maintain bicyclist fatalities at 3.10 (2015-2019 average) and 3.10 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within this program area.

Planned Activity: PB Planning & Administration

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning & Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor’s Traffic Safety Advisory Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of state traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
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21-06-01	Planning & Administration	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$23,750	\$23,750	
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Planned Activity: PB NH OHS Staff

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be providing for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-06-02	NH OHS Staff	Fast Act NHTSA 402	Pedestrian/ Bicycle Safety Fast	2021	\$14,250	\$3,653	

Program Area: Occupant Protection – Adult & Passenger Safety (OP)

Traffic Safety Problem Identification

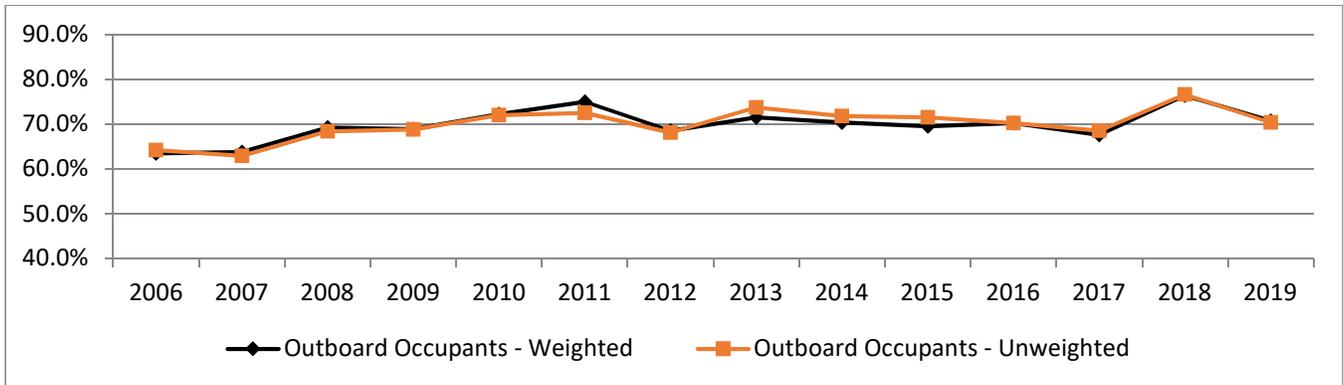
Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	47.70
12	B-1	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2020	2021	72.40

In New Hampshire, during the five-year period 2016-2020 the average seat belt usage rate is 71.6%. From 2015-2019, unrestrained occupant fatalities have accounted for approximately 55.2 percent of all vehicle occupant fatalities. The latest scientific survey of seat belt observations was conducted in June 2019. It provides the most accurate and reliable statewide estimate of seat belt use available in New Hampshire. Observed seat belt use in New Hampshire in 2015 was 69.5 percent, which has increased slightly to 70.2 percent in 2016 and then dropped to 67.6% in 2017. Surveys conducted in 2018 saw an increased rate of seatbelt use of 76.4%. In 2019 the usage rate declined 7.46% from 76.4% in 2018 to 70.7% in 2019. In 2020, the seat belt usage rate increased 1.7% to 72.40% in 2020.

In April 2019, New Hampshire underwent an Occupant Protection Assessment. The assessment clearly highlighted the need for some type of legislation on adult seatbelt use. Additionally, it identified the need to expand our current Child Passenger Safety (CPS) programs to the more rural and urban areas of our state. It also identified the need to ensure we are servicing the highest risk areas of our state (rural areas located in the northern COOS county as well as western Sullivan and Cheshire counties).

The chart below shows observed seat belt use during the 13-year period 2006 to 2019. New Hampshire continues to have the lowest seat belt use rate in the country and does not have a mandatory adult seat belt law for those 18 years of age and above. As the data seems to suggest, it has been difficult to sustain a consistent positive trend over the years, as shown.



Data Below is reflected from surveys conducted within NHTSA standards and guidelines:

Seat Belt Usage

(front seat outboard pass.)	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Seat belt usage rate:	63.5%	63.8%	69.2%	68.9%	72.2%	75.0%	68.5%
Unweighted usage rate:	64.2%	62.9%	68.4%	68.8%	72.0%	72.5%	68.1%
Standard error:	5.3%	9.4%	3.4%	2.8%	3.0%	3.0%	3.0%
95% conf. interval – upper:	73.9%	82.2%	75.9%	74.3%	78.0%	80.8%	74.5%
95% conf. interval – lower:	53.1%	45.4%	62.4%	63.5%	66.4%	69.2%	62.6%

Seat Belt Usage (cont'd)

(front seat outboard pass.)	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Seat belt usage rate:	71.5%	70.4%	69.5%	70.2%	67.6%	76.4%	70.7%
Unweighted usage rate:	73.7%	71.8%	71.5%	70.2%	68.5%	76.6%	70.4%
Standard error:	1.11%	1.17%	1.13%	1.39%	1.23%	1.26%	1.28%
95% conf. interval – upper:	73.6%	72.7%	72.1%	73.0%	70.0%	78.9%	71.9%
95% conf. interval – lower:	69.3%	68.0%	66.8%	67.5%	65.1%	73.9%	66.8%

[1] Results from 2012-2017 cannot be directly compared with earlier studies because of methodological changes. Care must be used comparing 2018 rates to 2012-2017 rates as different sites were observed.

The occupant protection programs that are funded through the NH OHS are programs that can help increase seat belt use throughout the State by providing education, training, and media outreach to inform the public of the importance of wearing seat belts. These programs will need to be reviewed each year to assure that evidence-based strategies, as identified in the NHTSA publication "Countermeasures That Work", are effective and are providing measured results. Improvements to increase seat belt use in

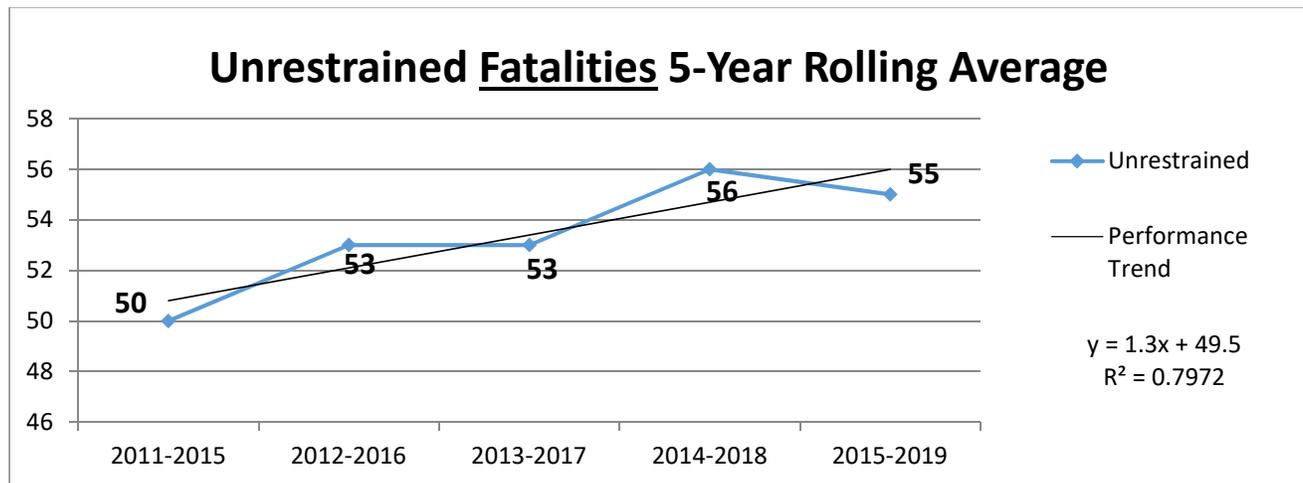
New Hampshire shall include more focus on educating young people in more schools in FFY 2021 on the importance of wearing seat belts, training and certifying more CPS personnel to help educate the public, increase CPS fitting stations to insure proper seat belt use, increase seat belt media messaging to the public through CPS programs and through the NH OHS' Public Information Officer, who shall also assists the NH OHS in releasing important highway safety media messages, and continued involvement with law enforcement agencies to provide enforcement of the juvenile seat belt law.

Wearing seat belts remains the most effective means of preventing death or injury to occupants involved in a crash. Currently, New Hampshire remains the only state in the country that does not have an adult seat belt law. Considering these factors, NH OHS shall continue to make occupant protection a major highway safety program area in FFY 2021.

The primary goals of the occupant protection programs are to increase the observed statewide seat belt use rate and to decrease unrestrained occupant injuries and fatalities. The strategies identified for accomplishing these goals include:

- High Visibility Enforcement of CPS and the under 18 seat belt laws
- Public information and education
- Administration of statewide CPS, Buckle-Up, and Youth Operator, as well as Simulator Programs
- Maximization of the National *Click it or Ticket* Campaign – in NH, *Join the NH Clique*
- Special emphasis on high risk populations such as Teen drivers, 25-34-year-old MV occupants, and low income/homeless populations

This chart shows the unrestrained fatalities, over a rolling average of five year periods:



Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	<ul style="list-style-type: none"> • OP Child Restraint System Inspection Station(s) • OP Education & Outreach • OP Media Campaign • OP Overtime Enforcement Patrols • OP Program Management 	5 Year	2017	2021	3.10
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)		5 Year	2017	2021	12.00

Countermeasure Strategy: OP Child Restraint System Inspection Station(s)

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Child Restraint System Inspection Station(s)**

Project Safety Impacts

Funds will be provided to the Injury Prevention Center (IPC) at Children’s Hospital at Dartmouth (CHaD) to:

- support the training of CPS technicians, EMS and CPS personnel
- inspection stations,
- special needs
- hospital emergency departments
- provide funding for NHTSA certification courses
- CPS Technician update trainings
- Provide funding for renewal fees and instructor fees

This occupant protection program is part of New Hampshire’s seat belt plan to inform the public of the importance of seat belt use, as well as the proper installation and use of Child Passenger Safety (CPS) seats and devices. Through the monitoring, training, and periodic auditing of this countermeasure, it is the goal of the state to reduce the unrestrained crash-related deaths and injuries across the state of New Hampshire at least 10 percent from 53.0 (2016-2020 average) to 47.7 (2017-2021 average). Additional emphasis will be placed on areas with high risk populations, including, but not limited to, Teen Drivers, 25-35-year-old MV occupants, and low income/homeless populations, to ensure that the appropriate message, training, and effective enforcement is achieved in FFY 2021.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. 37 of these fatalities were unrestrained, decreasing from 72 in 2018. Of the 37 unrestrained fatalities, 1 child was under the age of 18. Through the countermeasure strategy Child Restraint System Inspection Stations, and with the allocation of funds in the planned activity Statewide Child Passenger Safety, this occupant protection program is part of New Hampshire's seat belt plan to inform the public of the importance of seat belt use, especially among children required to be in approved child restraint devices. Through this type of education and outreach, along with enforcement and other projects, we hope to continue the recent downward trend and reduce unrestrained fatalities by 10% from 53.0 (2016-2020 average) to 47.7 (2017-2021 average).

Rationale

The Child Restraint System Inspection Stations countermeasure strategy was selected with the Planned Activity Statewide Child Passenger Safety, as it represented a good opportunity to help to achieve the stated performance goal within the Occupant Protection program area. The NH OHS is not currently staffed with an occupant protection specialist nor do we have the requisite training and experience to effectively conduct a program. Funding for this countermeasure will engage a local partner, who already is actively involved in preventing injuries, to provide the level of services to meet our targets. These services will include the certification of needed CPS instructors, as well as meet all recertification requirements for instructors, EMS personnel, and inspection stations.

Planned Activity: Statewide Child Passenger Safety Program

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Child Restraint System Inspection Station(s)**

Planned Activity Description:

This Planned Activity will provide funds to the Injury Prevention Center at Children's Hospital at Dartmouth (CHaD) for continuing to coordinate and administer the Statewide Child Passenger Safety program throughout FFY 2021 to improve the use of child restraints in New Hampshire. Funding shall support personnel services at \$98,368.60 (CPS Program Specialist \$57,928.00, Program Assistant \$8,582.08, IPC Program Manager \$7,064.10) benefits (\$24,794.50), current expenses at \$36,500.00 (public information & educational materials at \$5,000.00, website hosting at \$400.00, NHTSA Certification 3 Classes to include instructor expense, class materials/equipment to include Covid PPE at \$17,000.00 and renewal classes for expired technicians, recertification fees, technician update classes at \$6,600.00, latch manuals at \$7,000.00, child seats at \$5,600.00, postage and supplies at \$500.00), indirect costs at \$14,236.87, and travel at \$7,500.00. Programs will include the development and distribution of public information and educational materials, along with providing media and advertising using television, radio, and the internet to promote child passenger safety. Trainings shall be conducted for law enforcement personnel to increase understanding of the current CPS laws as it pertains to child safety seats. This task shall also support the training of and funding for:

- Full Time CPS Professional (CHaD)

- CPS technicians 3 ea. Certification Classes
- EMS and CPS personnel 4 ea. Introduction Courses
- Inspection stations
- Special needs
- Hospital emergency departments
- NHTSA certification courses
- CPS Technician update trainings Programmed for 217 current technicians
- Renewal fees and instructor fees

Funding through this Planned Activity shall also provide for in-state and out of state travel, and provide funding for instructors, proxies, and technicians to attend regional/national conference(s) with focus on occupant protection. This occupant protection program is part of New Hampshire’s seat belt plan to inform the public of the importance of seat belt use and may be conducted to coincide with any National or Statewide campaign, and during Statewide efforts using Dynamic Message Boards (DMB) or PSA’s such as: *Live to Do Great Things/Buckle Up Every Time* or *Somebody Loves You/ Buckle Up Every Time*, etc., and may include the purchase of paid media and the use of earned media to effectively develop and distribute locally developed PSA's to assist in educating the motoring public. FFY 2021 will see an added emphasis on high risk populations within our state to ensure that the message, training, and effective enforcement, is realized in these pocketed areas.

Intended Sub Recipients:

- Injury Prevention Center at CHaD

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-08	Statewide Child Passenger Safety Program (CPS)	Fast Act NHTSA 402	Occupant Protection Fast	2020	\$157,000	\$39,250	\$157,000

Countermeasure Strategy: OP Education & Outreach

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Education & Outreach**

Project Safety Impacts

Funds will be provided to the Injury Prevention Center at Children's Hospital at Dartmouth, as well as other vendors, such as Matrix Entertainment and Alliance Sports Marketing to support the activities of the Buckle Up NH Coalition throughout FY 2021. The Coalition shall continue efforts to educate the public to increase voluntary seat belt use by working with parents, youths, senior citizens, the media, industry, organizations, and other coalitions. In FFY 2021, the Buckle Up program will continue with the development and distribution of educational materials, public service announcements, and highway safety messaging on social media. The ['Traffic Safety 4 NH' website](#) will also be used and maintained to serve as a resource for educators, law enforcement, and others committed to promoting seat belt use throughout the state. These collaborative efforts within the Planned Activities Buckle Up NH, Child Passenger Safety, UNH Seat Belt & Attitude Surveys, and the Governor's Traffic Safety Conference, are hoped to reduce unrestrained crash-related deaths and injuries across the State of New Hampshire, and help meet the stated performance measure within the OP Program Area of reducing unrestrained fatalities by 10 percent from 55.0 (2015-2019 average) to 49.504 (2016-2020 average).

Linkage between Program Area

In 2019 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% increase in fatalities as compared to 2018. 37 of these fatalities were unrestrained, a decrease from 72 in 2018. Through a robust Education and Outreach program with the Planned Activities Buckle Up NH, Child Passenger Safety, UNH Seat Belt & Attitude Surveys, and the Governor's Traffic Safety Conference, along with enforcement and other projects, NH OHS hopes to continue the recent downward trend and reduce unrestrained fatalities by 10% from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Education and Outreach countermeasure strategy was selected with these Planned Activities as it represented a good opportunity to help to achieve the stated performance goal within the Occupant Protection program area. New Hampshire will work with our local partners to deliver high quality and innovative approaches to training and messaging among our most vulnerable population, as identified in the 2018 crash data. The NH OHS is not currently staffed to conduct effective education and outreach in this area. There are a number of partners who are more than capable of meeting our requirements and have the ability to positively affect our motoring public. Utilizing their talents and expertise as well as leveraging their resources, the NH OHS will be able properly educate and message the appropriate audiences. A special emphasis will be placed on our high risk populations, such as Teen Drivers, the 25-34 year old MV occupants, and our low income/homeless populations.

Planned Activity: Buckle Up NH Activities

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Education & Outreach**

Planned Activity Description:

This Planned Activity will provide funds to the Injury Prevention Center at Children’s Hospital at Dartmouth (CHaD) and other selected venders to support activities of the Buckle Up NH Coalition throughout FFY 2021. The Coalition shall continue efforts to educate the public to increase voluntary seat belt use by working with parents, youths, senior citizens, the media, industry, organizations, and other coalitions. In 2021, the Buckle Up program will continue with the development and distribution of educational materials, public service announcements, and highway safety messaging on social media. The Traffic Safety for New Hampshire website will also be used and maintained, to serve as a resource for educators, law enforcement, and others committed to promoting seat belt use throughout the state. In 2021, there will be a "Buckle Up New Hampshire Week" held during the month of May. Additionally, the "Room to Live" program shall continue to provide presentations statewide in both school and community settings. Funds will also be used to administer and coordinate the annual one-day, statewide, Governor’s Traffic Safety Conference for the NH Office of Highway Safety. This conference allows for keynote speakers (who often travel from other parts of the country) to educate attendees on important highway safety issues. NH OHS recognizes that it is important for law enforcement, driver educators, businesses, and other highway safety partners to attend this conference to understand and stay abreast of the highway safety issues that are of trending importance. Through the partnerships formed during this conference, countermeasures to address the concerns related to occupant protection and distracted driving can be formulated. As part of this project, a variant of the Annual Statewide Seat Belt Challenge, or similar event shall be conducted to hopefully instill a pro seat belt mind set among our youth and increase the use of seatbelts among motor vehicle operators and passengers. This planned activity will incorporate an evaluation component to measure what is learned. This occupant protection program is part of New Hampshire’s seat belt plan to inform the public of the importance of seat belt use and will be conducted to coincide with any State or National seat belt campaigns and during Statewide efforts using dynamic message boards (DMB) or PSA’s such as: *Live to Do Great Things/Buckle Up Every Time/Somebody Loves You* etc. FFY2021 will begin a special emphasis on high risk populations throughout our State that has not benefited previously.

Intended Sub Recipients:

- Injury Prevention Center at Children’s Hospital at Dartmouth

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-05	Buckle Up NH Activities	Fast Act NHTSA 402	Occupant Protection Fast	2020	\$130,000	\$32,500	

Planned Activity: UNH Seat Belt & Attitude Surveys

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Education & Outreach**

Planned Activity Description:

- **UNH Seat Belt Use Survey**

This Planned Activity will provide funds to cover expenses related to hiring the Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire, or a contractor, to conduct the annual Seat Belt Use Survey in accordance with NHTSA’s approved methodology. This is a statewide survey and is to be conducted in June after the seat belt "Join the NH Clique" campaign that coincides with the National NHTSA Click it or Ticket (CIOT) seat belt mobilization campaign. This task is required by NHTSA.

- **Behavioral Attitude Survey**

This Planned Activity will provide funds to cover expenses related to hiring the Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire, or a contractor, to conduct the annual attitude statewide survey in accordance with NHTSA/GHSA recommendations designed to measure changes in public attitudes regarding occupant protection, impaired driving, and speeding. This survey will be conducted between the months of April to September but is typically conducted in the month of July. This program is recommended by NHTSA.

Intended Sub Recipients:

- Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-06	Seat Belt Use Survey	Fast Act 405b Occupant Protection	Occupant Protection Fast	2020	\$50,000	\$12,500	
21-01-06	Attitude Survey	Fast Act NHTSA 402	Occupant Protection Fast	2020	\$6,500	\$1,625	

Countermeasure Strategy: OP Media Campaign

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Media Campaign**

Project Safety Impacts

The NH OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSA's to promote driving at safe speeds, to not drive while distracted, and to wear seat belts. Funds shall be used to contract with a public relations firm, organization or association (AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injuring Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, Alliance Sports Marketing, Matrix Entertainment Inc., etc.) to conduct public information and education campaigns to encourage the use of seatbelts. Funds shall also support contracts to provide public information and education campaigns focusing on the state's primary law requiring all persons up to age 18 to buckle up. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage the use of restraints. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce crash-related deaths and injuries across the State.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. 37 of these fatalities were unrestrained, a decrease from 72 in 2018. Through a robust Media Campaign within the Planned Activity Paid Media, along with enforcement and other projects, NH OHS hopes to continue this recent downward trend and reduce unrestrained fatalities by 10% from 55.0 (2015-2019 average) to 49.50 (2016-2020 average). Additionally, NH OHS would like to measure how effective the messages we are sending are in reducing the number of fatalities due to unrestrained drivers. This can be done through our partners utilizing the existing Attitude Surveys being conducted annually.

Rationale

The Media Campaign countermeasure strategy was selected within the Occupant Protection program area as it represented a good opportunity to help to achieve the stated performance goal with the funding allocation in the planned activity Paid Media. By utilizing the partners of NH OHS to conduct annual surveys as well as develop local PSA's, the NH OHS can take advantage of paid and earned media to emphasize the importance of utilizing restraint systems when operating a motor vehicle. New Hampshire will take advantage of available media opportunities to message the motoring public during commuting hours as well as holidays.

Planned Activity: OP Paid Media

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Media Campaign**

Planned Activity Description

The NH OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSA’s to promote driving at safe speeds, not drive while distracted, and to wear seat belts, among teen drivers ages 16-20. Funds shall be used to contract with a public relations firm, organization or association (AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment Inc., etc.) to conduct traffic safety public information and education campaigns. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage highway safety media efforts. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce teen driver crash-related deaths and injuries across the state.

Intended Sub Recipients:

- AAA
- Derry Cats
- iHeart Media
- WMUR TV
- Comcast
- Ross Express
- Destination Media DBA GSTV
- Alliance Sports Marketing
- Matrix Entertainment
- UNH Wildcats
- NH Fisher Cats
- Injury Prevention Center at CHaD

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-03	Paid Media	Fast Act 405b Occupant Protection	Occupant Protection Fast	2020	\$75,000	\$18,750	

Countermeasure Strategy: OP Overtime Enforcement Patrols

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Overtime Enforcement Patrols**

Project Safety Impacts

The NH OHS provides overtime enforcement patrol grants to the NH State Police, local, and county law enforcement agencies across the state of New Hampshire to conduct focused patrols within the *Join the NH Clique* Campaign, which coincides with the national HVE *Click It or Ticket* campaign. State Police patrols throughout the state provide statewide enforcement, primarily along Interstate 89, 93, and 95, Route 16 & 125. These collaborative efforts across the state will help to reduce crash-related unrestrained deaths and injuries.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. 37 of these fatalities were unrestrained, a decrease from 72 in 2018. Through Overtime Enforcement Patrols with the Planned Activity *Join the NH Clique*, the NH OHS hopes to begin a downward trend and reduce unrestrained fatalities by 10% from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Overtime Enforcement Patrols countermeasure strategy with the Planned Activity *Join the NH Clique* was selected as it couples effective enforcement efforts with educational outreach efforts as well as messaging to help to achieve the stated performance goal within the Occupant Protection program area.

Planned Activity: Join the NH Clique (Click It or Ticket)

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Overtime Enforcement Patrols**

Planned Activity Description

The NH OHS provides overtime traffic safety enforcement grants to state, local, and county law enforcement agencies across the state of New Hampshire in an effort to eliminate crash-related unrestrained deaths and injuries. These patrols will occur in four hour increments and all participating agencies will be required to have their officers complete the online Occupant Protection course at PSTC to be eligible for reimbursement. A scope of work will be developed in support of this planned activity specifically outlining the methodology to have the most affect based on our current laws. Within this Planned Activity, patrols will participate in the "*Join The NH Clique*" mobilization which is the New Hampshire version of "*Click it or Ticket*"; sub grantee participation will coincide with the "*Click It or Ticket*" National Mobilization.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (66 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-04	Join the NH Clique (Click it or Ticket It)	Fast Act NHTSA 402	Occupant Protection Fast	2020	\$67,150	\$16,788	\$67,150
21-01-04	Join the NH Clique (Click it or Ticket It)	Fast Act 405b Occupant Protection	Occupant Protection Fast	2020	\$14,450	\$3,613	

Countermeasure Strategy: OP Program Management

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work on seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in unrestrained fatalities.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. There were 37 unrestrained fatalities, a decrease from 72 in 2018. Funding the Program Management countermeasure strategy to support the planned activities Planning & Administration and NH OHS Staff will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all Planned Activities within the Occupant Protection program Area This will therefore help to continue the recent downward trend and help meet the performance target of reducing unrestrained related fatalities by 10 percent from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected and the funding allocations in the planned activities Planning & Administration, NH OHS Staff, and OP Assessment, as it represented a good opportunity to help to achieve the stated performance goal within the Occupant Protection program area.

Planned Activity: OP Planning & Administration

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Administrative Supervisor that are involved in the Office of Highway Safety Planning & Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, such as supplies, equipment, materials, and indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor’s Traffic Safety Advisory Commission rests with position(s) funded under this planned activity. Also position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-01	Planning & Administration	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$23,750	\$23,750	

Planned Activity: NH OHS Staff (2 Full Time, 4 Part Time)

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-02	NH OHS Staff	Fast Act NHTSA 402	Occupant Protection Fast	2021	\$14,250	\$3,563	

Planned Activity: OP Assessment

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Planned Activity Description:

This Occupant Protection Assessment is a NHTSA highly recommended planned activity that will be conducted by NHTSA consultants in March of 2021. This Occupant Protection Assessment would allow for a review of the effectiveness of our current educational/training programs taking place throughout the state and would provide for recommendations of those strategies which could be implemented to improve the use of seatbelts throughout New Hampshire to minimize the potential of injuries and or deaths associated with non-seat belt use. Funds for this planned activity will be used to cover personnel services, travel, facility rental, and current expenses (materials and supplies).

Intended Sub Recipients:

- Contractors, businesses, and/or other subject matter experts to be determined at a later date

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-07	OP Assessment	FAST Act (NHTSA 402)	Occupant Protection Fast	2020	\$25,000	\$6,250	

Program Area: Police Traffic Services (PTS)

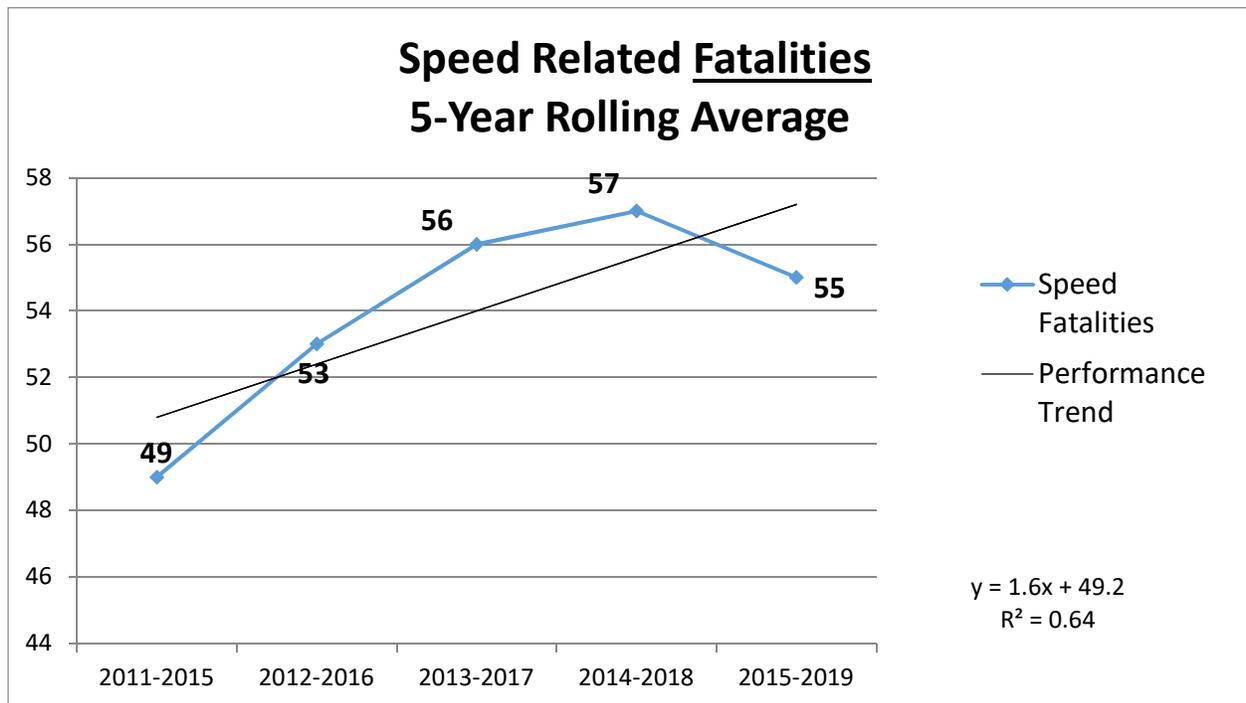
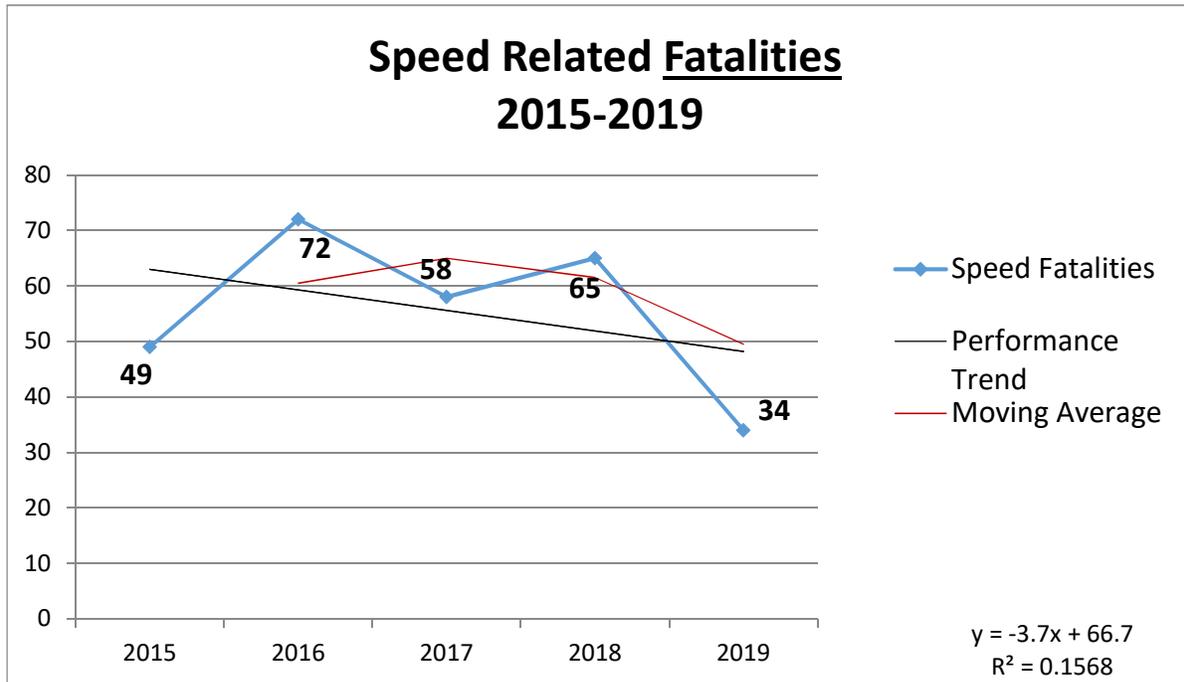
Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2017	2021	456.4
6	C-6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	51.70

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. Speed is still a leading causation. See charts below. There were 493 crash related serious injuries in 2019, a 9% increase from 449 in 2018. Additionally, there were of 33,592 crashes that occurred on New Hampshire road ways resulting in the 493 serious bodily injuries. New Hampshire believes that the number of reportable crashes as well as serious bodily injuries is significantly under reported, due to the current crash reports utilized by local and county LE agencies. There are only 9 LE agencies currently reporting MMUCC IV compliant crash data. The

current crash report utilized by local and county LE agencies does not affectively account for serious bodily injury or crashes with a contributing factor of distraction.



Using a new funding methodology for FFY 2021 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority, will help determine award amounts and

strategically target these areas for maximum positive impact on the overall fatality and injury data. In this focused approach, we hope to combat this recent upward trend in our drive toward zero. FFY 2019 crash data clearly depicted where the most fatal and serious bodily injury crashes occurred. Utilizing this data, the team at NH OHS will have discussions related to the implementation and conduct of selected countermeasures and planned activity to address the problem areas. Additionally, crash data will be obtained quarterly, as available, to monitor the effectiveness of the countermeasures in these high crash communities and will result in consultation with our partners to redirect as needed both media and enforcement efforts.

Providing our law enforcement partners with the appropriate tools and logistical support to enforce highway safety laws is essential to creating safer roadways for New Hampshire’s citizens and visitors. Strategies to achieve these goals include:

- HVE (High Visibility Enforcement Patrols)
- Overtime Enforcement Patrols
- Funding equipment
- Media campaign
- Education and Awareness campaigns

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-2) Number of serious injuries in traffic crashes (State crash data files)	<ul style="list-style-type: none"> • PTS Media Campaign • PTS Overtime Enforcement Patrols • PTS Program Management 	5 Year	2017	2021	456.4
C-6) Number of speeding-related fatalities (FARS)		5 Year	2017	2021	51.70

Countermeasure Strategy: PTS Media Campaign

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Media Campaign**

Project Safety Impacts

The OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSA's to promote driving at safe speeds, to not drive while distracted, and to wear seat belts. Funds shall be used to contract with a public relations firm, organization or association (AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment Inc., etc.) to conduct traffic safety public information and education campaigns. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage highway safety media efforts. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce crash-related deaths and serious injuries across the State.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. Through a robust Media Campaign within the Planned Activity Paid Media, along with enforcement and other projects, we hope to reduce-speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70 (2016-2020 average) and reduce unrestrained fatalities by 10 percent from 50.4 (2015-2019 average) to 49.50 (2016-2020 average) and project a serious injury target of 456.4 (2016-2020 average).

Rationale

The Media Campaign countermeasure strategy was selected for this planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area. New Hampshire historically has not leveraged media as well as it could have. The primary focus has been in the enforcement area. The rationale for this planned activity is to combine the requisite level of messaging with enforcement to adequately address speed, distraction and other unsafe acts currently occurring on our roadways. The funding allocated to this planned activity is an effort to leverage a source of media that reaches all areas and all demographics of the motoring public with appropriate messaging.

Planned Activity: PTS Paid Media

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Media Campaign**

Planned Activity Description:

This planned activity will meet the requirements within the Grant Funding Policy Part II E by insuring that all television public service announcements include closed captioning. In addition, they will be evaluated based on the criteria set out in the 402 Advertising Space Guidance. NHTSA's guidelines are followed for messaging, demographics, best practices, and target groups for each media effort. This planned activity will provide funding for New Hampshire Department of Safety, NH Office

of Highway Safety, AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injuring Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment Inc., etc. or other media sources to conduct public information and education campaigns. These campaigns may consist of common media such as electronic media, public service announcements, print audio to address highway safety problems relative to impaired driving, distracted driving, speeding, seat belts, child passenger safety, pedestrian bicycle, motorcycle, etc. The NH OHS shall coordinate highway safety messaging with the NHTSA National mobilizations (i.e. “Drive Sober or Get Pulled Over”, “Click It or Ticket,” Distracted Driving “You Text – You Drive – You Pay”, etc.). It is anticipated that a contract will be secured with CAPSTAR that will provide radio media in the form of 15, 30, and 60 second highway safety related safety messages. Additionally, it will provide access to other forms of digital messaging using Geo Fencing capabilities to target problem areas throughout the state as well as leveraging other digital platforms such as Facebook and Twitter. NH OHS will work closely with its media partners to produce topic specific PSA's and various other types of media to complement the current NHTSA provided media resources. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from speed, distracted driving, unrestrained occupants, and alcohol and/or drug impaired driving.

Intended Sub Recipients:

- NH Department of Safety
- Derry Cats
- Injury Prevention Center at CHaD
- Digital Signs
- AAA
- New Hampshire Auto Dealers Association
- UNH Wildcats
- Fisher Cats
- Keene State College
- Plymouth State College
- Dartmouth College
- Educational Media Assets
- Comcast
- Destination Media DBA GSTV
- Alliance Sports Marketing
- Matrix Entertainment
- WMUR
- iHEART Radio
- CAPSTAR

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-02-03	Paid Media	Fast Act NHTSA 402	Police Traffic Services Fast	2020	\$100,000	\$25,000	

Countermeasure Strategy: PTS Overtime Enforcement Patrols

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Overtime Enforcement Patrols**

Project Safety Impacts

The NH OHS will provide overtime traffic enforcement and equipment grants through the Planned Activity Enforcement Patrols/STEP/Equipment to the NH State Police, County and local law enforcement agencies across the state of New Hampshire, to conduct focused patrols and provide the traffic safety equipment necessary to effectively enforce traffic laws. These collaborative efforts across the state will help to reduce crash-related deaths and serious injuries.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. There were 493 crash related serious injuries in 2019, a 9% increase from 449 in 2018. Using a new funding methodology for FFY 2021 that will focus primarily on fatal and serious injury crashes to identify communities with the highest priority, will help determine award amounts and strategically target these areas for maximum positive impact on the overall fatality and injury data. In this focused approach through the countermeasure strategy Overtime Enforcement Patrols and the Planned Activity Enforcement Patrols/STEP/Equipment, we hope to continue this recent downward trend and reduce-speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70 (2016-2020 average) and reduce unrestrained fatalities by 10 percent from 50.4 (2015-2019 average) to 49.50 (2016-2020 average) and project a serious injury target of 456.4 (2016-2020 average).

Rationale

The Overtime Enforcement Patrols countermeasure strategy was selected for this planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area. Utilizing overtime enforcement patrols will enable state, county, and local LE agencies to establish a presence on our roadways and continue to modify the bad behaviors of motorists in areas such as speed and distraction which are two of the three major causes for fatalities and serious bodily injuries in our state. Funding for the planned activities within this countermeasure will be allocated based on 2019 crash data as well as the fatality data derived from the annual fatality report for the past five years.

Planned Activity: Enforcement Patrols/Speed Patrols

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Overtime Enforcement Patrols**

Planned Activity Description:

This planned activity will provide funds to support overtime pay for New Hampshire's State, County, and Local law enforcement agencies to conduct statewide enforcement patrols. These patrols will be scheduled in 4 hour blocks and will be centered on reducing speeds, countering distracted driving, and providing high visibility during commuting hours in problem areas throughout our state. Patrols (Speed, Distracted Driving, and Operation Safe Commute) will be conducted primarily around daily commuting hours and will also be targeted towards high crash corridors such as 293, I93 X17, I89 X1-5, Route 16 Rochester to Wakefield, and flexed as needed (locations and time of day) to address problem areas through proactive monitoring initiatives. Operation Safe Commute for State Police will be scheduled monthly and seasonal considerations will be taken into consideration when safe commute details are awarded. Local and County partners will be allocated additional enforcement hours during related national campaigns to be utilized during the scheduled timeframes.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (38 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-02-04	Enforcement Patrols/Speed Patrols	Fast Act NHTSA 402	Police Traffic Fast	2020	\$210,484	\$52,621	\$210,484
21-02-04	Enforcement Patrols/Speed Patrols	Fast Act 405d Impaired Driving Low Flexed	405d Low Police Traffic Services	2021	\$185,000	\$46,250	

Planned Activity: PTS Operation Safe Commute

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Overtime Enforcement Patrols**

Planned Activity Description:

Funding in this planned activity will be utilized to maximize high visibility motor vehicle enforcement in all regions of the state. This high visibility enforcement will not only focus on our high crash corridors but will also provide the necessary sustainment of enforcement efforts in other known

crash prone areas of the state. These 4 hour enforcement details will be conducted during the highest peak traffic times of the day and centered on holidays and national safe driving campaigns.

Intended Sub Recipients:

- NH State Police

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-02-11	Operation Safe Commute	Fast Act 405d Impaired Driving Low	405d Low Police Traffic Services	2020	\$55,000	\$13,750	

Countermeasure Strategy: PTS Program Management

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities Planning & Administration (two FT, Four PT). Staff members will work to service/monitor enforcement, distracted driving, and seat belt related projects. Funds will also cover travel, professional development, and other related program expenses such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in speed related and unrestrained fatalities and serious injuries.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. There were 493 crash related serious injuries in 2019, a 9% increase from 449 in 2018. Funding the Program Management countermeasure strategy to support the planned activities of; Planning & Administration, NH OHS Staff and Traffic Safety Commission will greatly enhance the capabilities of the NH OHS through the implementation and servicing/monitoring of all enforcement, equipment and other projects. It is anticipated that this planned activity will help to continue the recent downward trend and help meet the performance targets of reduce-speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70 (2016-2020 average) and reduce unrestrained fatalities by 10 percent from 55.0(2015-2019 average) to 49.50 (2016-2020 average) and project a serious injury target to 456.4 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected with the funding allocations in the planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area. Utilization of all of the NH OHS staff will provide the needed continuity and monitoring of sub grantees to ensure grant funding is utilized effectively within this counter measure.

Planned Activity: Planning & Administration

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor’s Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-02-01	Planning & Administration	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$213,750	\$213,750	

Planned Activity: NH OHS Staff

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-02-02	NH OHS Staff	Fast Act NHTSA 402	Police Traffic Fast	2021	\$142,500	\$35,625	

Planned Activity: Traffic Safety Commission

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Planned Activity Description:

Funding will be provided to support the activities of the Traffic Safety Commission. In existence since 1967, the commission was repealed in 2016 and then reenacted and is mandated by statute RSA 21-P: 64, effective August 2, 2016. Currently, the Traffic Safety Commission representatives are nominated by their respective organizations and appointed by the Commissioner of the Department of Safety. Initial appointments shall be: Four members for one year, five members for two years, and five members for three years. After the initial term, members shall each serve for terms of three years and until a successor is duly qualified and recommended by their respective organizations. Vacancies shall be filled for the unexpired terms in the same manner as the original appointment. The commission shall meet at least once per quarter and at such other times may be convened by the call of the Chairperson or the Commissioner of the Department of Safety or upon petition of five or more members. Commission meetings shall discuss potential highway safety problems and make recommendations to the Coordinator

of the NH Office of Highway Safety. Funds provided will be used to cover travel (if requested), the cost of supplies, as well as awards to be presented to up to three (3) individuals who are honored for their outstanding service to New Hampshire during the Impaired Driving Conference and Governor’s Traffic Safety Conference. A keynote speaker shall be presenting at this conference in order to have funds cover the luncheon, plaques, etc. There will be a minimum of three meetings scheduled within the calendar year.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-02-05	Traffic Safety Commission	Fast Act NHTSA 402	Police Traffic Fast	2020	\$1,000	\$250	

Program Area: Teen Traffic Safety Program (TD)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	9.9

Between 2015 and 2019 there were 56 crash related fatalities that claimed victims under the age of 19. Four fatalities occurred among the 16-20 age group in 2019, a 67% decrease from 12 in 2018. Drivers younger than 20 have significantly reduced their crash rate when compared to other age groups, and drivers in the 51-60 age group have moved to the top. Distracted driving is the most likely cause of crashes among teen drivers. With statistics such as these in mind, it is the goal of NH OHS through the countermeasure strategies Media Campaign, Education/Outreach, and Program Management, to meet the performance target of reducing young driver involved fatalities by 10 percent from 11 (2015-2019 average) to 9.9 (2016-2020 average).

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	<ul style="list-style-type: none"> • TD Education & Outreach • TD Media Campaign • TD Program Management 	5 Year	2017	2021	9.9

Countermeasure Strategy: TD Education & Outreach

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Project Safety Impacts

Funds will be provided to the Injury Prevention Center at Children’s Hospital at Dartmouth (ChaD), Matrix Entertainment, and Alliance Sports Marketing to support educational programs to inform teens of the true risks associated with driving. Emphasis areas include seat belt use (educating teens that there is a 70 percent greater chance of surviving a crash if they wear a seat belt), distracted driving, impaired driving, and the risks associated with speeding. Funds will also be provided to the Community Alliance for Teen Safety (CATS) to provide information and education to youths and families related to distracted driving and safe driving habits, in an effort to save lives. The collaborative efforts of the planned activities Youth Operator and Community Alliance for Teen Safety, under the countermeasure strategy Education & Outreach, are hoped to reduce crash-related deaths and injuries among those 16-20 years of age across the State of New Hampshire. Additionally, New Hampshire will request a Driver Education Program assessment to include an evaluation of the Graduated Driver License rules and laws currently in effect.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. Funding the TD Education and Outreach countermeasure strategy to support the following planned activities will greatly support the overall mission statement of the NH OHS through the implementation of robust enforcement and educational projects, and will therefore help to continue the recent downward trend and help meet the performance target of reducing speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70(2016-2020 average) and reducing unrestrained fatalities by 10 percent from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Education and Outreach countermeasure strategy was selected with the funding allocations in each planned activity, Youth Operator and Community Alliance, as it represented a good opportunity to help to achieve the stated performance goal within the Teen Driving program area. Utilizing Injury Prevention Center at CHaD, MATRIX Entertainment, Alliance Sports Marketing and the Community Alliance for Teen Safety, the NH OHS will be able to reach the applicable age group of teen drivers in our state with updated and meaningful training and information, in regards to proper decision making while operating a motor vehicle. Education and outreach is a key component of the highway safety plan. Coupling effective enforcement with the requisite level of education and outreach has proven to be an effective countermeasure in many areas of the Highway Safety Plan. The funding for this planned activity is to leverage the expertise and resources of the Injury Prevention Center and the Community Alliance for Teen Drivers to effectively educate and prepare teen drivers for the responsibility of operating a motor vehicle on our roadways.

Planned Activity: TD Youth Operator Program

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Planned Activity Description:

The Injury Prevention Center at CHaD, will plan coordinate and orchestrate programs to inform teens of the true risks associated with driving. Funds shall be used to support personnel service at \$55,291.04 and Benefits at \$20,079.16, Current Expenses at \$31,900.00, Indirect cost at \$10,679.16 and travel at \$7,400.00. Teens shall be made aware that their age group has one of the highest crash rate and therefore the highest potential to be involved in a crash. Factual information shall be provided to teens to educate them of the risks while showing them how to make safe and responsible choices. Emphasis areas include seat belt use (educating teens that there is a 70 percent greater chance of surviving a crash if they wear a seat belt), distracted driving, impaired driving, and the risks associated with speeding. The program’s Youth Operator Specialist was recently chosen to be the chair of the Life of the Athlete; a key program of the New Hampshire Interscholastic Athletic Association. Increased involvement with this program will provide an opportunity to reach coaches throughout the state and, therefore, the opportunity to collaborate in the creation of educational programs that will benefit athletes when on the field and when in their vehicles. Approximately over 50 schools shall be served through the youth operator program that shall create peer-to-peer groups in all of these schools that will ultimately establish and develop a teen highway safety program that shall continuously promote highway safety. Driving simulators shall be used as part of this program to educate drivers on the risks associated with driving while impaired or distracted and will be enhanced through the use of AT&T’s "It Can Wait Program". The process of identifying participating schools is to include an analysis of the risk factors identified in recent Youth Risk Behavior Survey (YRBS) results, Department of Safety Crash Data involving teen drivers within a given data range, and a strong commitment by school administration to support peer-to-peer highway safety related education within their schools. This project is part of New Hampshire’s seat belt plan to inform the public of the importance of seat belt use and may be conducted to coincide with any National/Statewide campaign and during Statewide efforts using dynamic message boards (DMB) or PSA’s such as: *Live to Do Great Things/Buckle Up Every Time* or *Somebody Loves You/ Buckle Up Every Time*, etc. There will be an evaluation component administered for this project to measure what is learned during these educational activities.

Intended Sub Recipients:

- Injury Prevention Center at Children’s Hospital at Dartmouth

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-08-04	Youth Operator	Fast Act NHTSA 402	Teen Safety Program Fast	2020	\$130,000	\$32,500	\$61,000

Planned Activity: Parent / Teen Safe Driving Modeling and Education

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Planned Activity Description:

Funds will be provided to the Community Alliance for Teen Safety (CATS) and Matrix Entertainment to provide information and education to youth and families related to distracted driving and safe driving habits in an effort to save lives. The project shall educate and strengthen families through encouraging more positive communication between youth and parents, and to advocate for parent-teen driving contracts, while emphasizing the importance of a parent’s role in modeling safe driving habits for their children. This project shall also allow for the project director to attend the Lifesavers Conference in April 2021 to learn more on the latest distracted driving initiatives. Funds for this project shall provide distracted driving teen driver outreach and education services using printed materials (posters, flyers, and campaign materials), media production (PSAs developed by students), distracted driving consultants, presenters, and travel for teens to attend the Governor’s Traffic Safety Conference. Funds shall be used to help develop a program that educates young drivers about the risk of distracted driving through the use of social media, radio, and educational Power Point presentations, that will be used in High schools and/or driver education classes in FFY 2021. There will be an evaluation component to measure.

Intended Sub Recipients:

- Community Alliance for Teen Safety (CATS)
- Matrix Entertainment

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-08-05	Parent/Teen Safe Driving Modeling and Education	Fast Act NHTSA 402	Teen Safety Program Fast	2020	\$20,000	\$5,000	

Planned Activity: TD Driver Education Assessment

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Planned Activity Description:

This Driver Ed Assessment is a NHTSA highly recommended planned activity that will be conducted by NHTSA consultants in FFY 2021. This Assessment will review the effectiveness of the current NH Driver Educational training program and will provide for recommendations and strategies that could be implemented to improve the Driver Ed program in New Hampshire to minimize the potential of injuries and or deaths involving younger drivers. Funds for this planned activity will be used to cover personnel services, travel, facility rental, and current expenses (materials and supplies). This Assessment was originally planned for in FFY 2020 but was not able to be conducted, due to the COVID-19 Pandemic.

Intended Sub Recipients:

- NH Division of Motor Vehicles (DMV)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-08-08	Driver Education Assessment	Fast Act 405d Impaired Driving Low	Teen Safety Program Fast	2020	\$25,000	\$6,250	

Countermeasure Strategy: TD Media Campaign

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Media Campaign**

Project Safety Impacts

The OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSAs to promote driving at safe speeds, to not drive while distracted, and to wear seat belts. Funds shall be used to contract with a public relations firm, organization, or association (such as New Hampshire Departments of Safety, Office of Highway Safety, AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment,

etc.) to conduct public information and education campaigns to encourage the use of seatbelts. Funds shall also support contracts to provide public information and education campaigns, focusing on the state's primary law requiring all persons up to age 18 to buckle up. Funds may also be used for an electronic media campaign, or an in-house program, to promote and encourage the use of restraints. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce crash-related deaths and injuries across the State.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. Funding the Teen Driver Safety countermeasure strategy to support the planned activity Teen Driver Media Campaign will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all youth operator education and messaging. It is anticipated that this planned activity will help to continue the recent downward trend and help meet the performance target of reducing speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70(2016-2020 average) and reducing unrestrained fatalities by 10 percent from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Media Campaign countermeasure strategy was selected within the Teen Driver program area as it represented a good opportunity to help to achieve the stated program area performance goal, with the funding allocation in the planned activity Paid Media. NH OHS will continue to partner with the Dartmouth Injury Prevention Center to reach out to teen drivers to emphasize the importance of utilizing restraint devices while operating a motor vehicle. The funding in this planned activity will allow the NH OHS to utilize PSA's developed by our partners and reach out to a wider audience such as the parents and guardians of teen drivers. Teen drivers continue to be involved in crashes related to distraction and have been shown to also be involved in crashes related to excessive speed. Continuing the messaging at all levels will be paramount to our goal of modifying behavior and changing the thought process with teen drivers that speeding and distraction while operating a motor vehicle are acceptable behaviors.

Planned Activity: Paid Media

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Media Campaign**

Planned Activity Description:

This planned activity will meet the requirements within the Grant Funding Policy Part II E by insuring that all television public service announcements include closed captioning. In addition, they will be evaluated based on the criteria set out in the 402 Advertising Space Guidance. NHTSA's guidelines are followed for messaging, demographics, best practices, and target groups for each media effort. This planned activity will provide funding for the New Hampshire Departments of Safety, Office of Highway Safety, AAA, iHEART Media, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, , Educational Media Assets, WMUR TV, Comcast, Ross Express,

Destination Media DBA GSTV, Alliance Sports Marketing, Matrix Entertainment Inc., etc. and/or other media sources to conduct public information and education campaigns. These campaigns may consist of electronic media, public service announcements, print audio activities etc. to address distracted driving, speed, seatbelt use, and impaired driving. The NH OHS shall coordinate highway safety messaging with the NHTSA National Mobilizations (i.e. “*Drive Sober or Get Pulled Over*”, “*Click It or Ticket*,” Distracted Driving “*U Drive– U Text– U Pay*”, etc.). Funding for this planned activity will be specifically targeted towards the driving behavior of this age group and will also have limited emphasis on all age groups of drivers. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from speed, distracted driving, unrestrained occupants and alcohol and/or drug impaired driving.

Intended Sub Recipients:

- NH Department of Safety
- Community Alliance for Teen Safety (CATS)
- Injury Prevention Center at CHaD
- Digital Signs
- AAA
- UNH Wildcats
- Fisher Cats
- NH OHS
- Educational Media Assets
- Comcast
- Destination Media DBA GSTV
- Alliance Sports Marketing
- Matrix Entertainment Inc.
- WMUR
- iHEART Radio

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-08-03	Paid Media	Fast Act NHTSA 402	Paid Advertising Fast	2020	\$10,000	\$2,500	

Countermeasure Strategy: TD Program Management

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the Planned Activities Planning & Administration and NH OHS Staff. Staff members will work to service enforcement, DUI, distracted driving, seat belt, and other supportive projects. Funds will also cover travel, professional

development expenses, and other related program expenses, such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in speed related and unrestrained fatalities.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% decrease in fatal crashes and a 31% decrease in fatalities as compared to 2018. Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, and other projects, and will therefore help to continue the recent downward trend and help meet the performance target of reducing speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70(2016-2020 average) and reducing unrestrained fatalities by 10 percent from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Teen Driver program area.

Planned Activity: Planning & Administration

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of state traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-08-01	Planning & Administration	Fast Act NHTSA 402	Teen Safety Program Fast	2020	\$23,750	\$23,750	

Planned Activity: NH OHS Staff

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Program Management**

Planned Activity Description:

This Planned Activity will support two full time and four part time NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-08-02	NH OHS Staff	Fast Act NHTSA 402	Teen Safety Program Fast	2020	\$9,500	\$2,375	

Program Area: Traffic Records (TR)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
17	A-5	A-5) TR E-Ticket Advancement	Annual	2020	2021	10.00
18	A-6	A-6) TR Trauma Registry Timeliness	Annual	2020	2021	17.54
19	A-7	A-7) TR Crash Timeliness	Annual	2020	2021	0.85

The NH Office of Highway Safety has created an inter-agency, inter-governmental Traffic Records Task Force composed of agencies involved in highway safety for the purpose of providing direction on all matters related to the State of New Hampshire's Traffic Records System with the mission to reduce traffic crashes and the resulting deaths, injuries, and the severity of injury related to road trauma.

The two-tier Task Force is established with membership from the: NH Office of Highway Safety, NH Department of Safety, NH Department of Transportation, NH Department of Health & Human Services, Administrative Office of the Courts, NH Insurance Department, and the NH Association of Chiefs of Police.

The Task Force includes the Traffic Records Executive Committee (TREC) comprised of department heads who will provide policy, strategic oversight, and support of recommendations (subject to appropriations) and the Traffic Records Coordinating Committee (TRCC) comprised of professional and technical staff from the various departments including data collectors, data systems managers, and data users with the technical expertise to look at the following data systems: Crash, Roadway, Vehicle, Driver, Enforcement, and Adjudication.

In order to make data-driven decisions, the States' traffic records systems need to provide the information necessary to the various stakeholders to implement programs and countermeasures that reduce motor vehicle crashes, injuries and fatalities.

This plan includes new projects and updates on ongoing projects that improve the various core traffic records data systems, specifically, the crash, citation, and EMS run reporting systems. It also includes projects that will assist in analyzing and reporting on traffic records data. For FFY 2021, the selected projects address the recommendations made because of the NHTSA Traffic Records Assessment that concluded in April 23, 2019.

Progress has been made in the last twelve months with deployment of the State's new Statewide Trauma Registry; a core traffic records data system. The State of New Hampshire launched the New Hampshire Statewide Trauma Registry in the first half of 2016. The Registry has started collecting trauma records beginning with three New Hampshire hospitals in 2016 to now nine hospitals (five trauma designated hospitals have reported plus one hospital beginning the designation process and three critical access hospitals) as of January 1, 2020. From April 1, 2019 to March 31, 2020 there were 2,837

reports entered into the trauma registry database system. For 2021, additional hospitals will be solicited to continue to expand the system and the overall number of participating hospitals submitting records into the system.

This section also includes a Trauma Registry Uniformity performance measure for the New Hampshire Statewide Trauma Registry. It tracks the number of reports entered into the database that are National Trauma Data Bank-compliant from the baseline period and compares it to the number of compliant reports entered during the current period.

The E-Ticket equipment project will continue for 2021. This equipment will allow New Hampshire law enforcement agencies to submit citations and crash reports to the State electronically instead of manually. Currently, there is a backlog of these reports that are entered by DMV staff, resulting in untimely data for analysis. With the use of this equipment, enforcement agencies shall be able to complement the electronic applications already built by Tri Tech or another vendor and use this software and equipment on the road to not only help document motor vehicle activity efficiently, but also submit reports to the state electronically. This will enable the State to have more accurate and timely access to data as well as help reduce the backlog of unrecorded data.

The Mobile Data Terminal Project for locals will also continue for 2021 to assist law enforcement agencies in purchasing Mobile Data Terminals to facilitate the electronic submission of crash and citation data to the State.

The NH OHS is looking forward to the continuation of the E-Ticket and Mobile Data Terminal Equipment projects. Data from this equipment funded through the NH OHS will continue to be submitted electronically to the State “Vision” system. As integration continues, the majority of law enforcement agencies in the State will be submitting data to this central repository, which will not only reduce the backlog of crash reports entered manually, but also provide the necessary data needed to identify areas where enforcement efforts need to be deployed, helping to decrease traffic crashes, save lives, and reduce the potential for injury.

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
A-5) TR E-Ticket Advancement A-6) TR Trauma Registry Timeliness A-7) TR Crash Timeliness	<ul style="list-style-type: none"> • TR Improve Timeliness • TR Program Management • TR Improve Accessibility • TR Improve Completeness • TR Improve Integration 	5 Year	2017	2021	9.9

Countermeasure Strategy: TR Improve Timeliness

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Timeliness**

Project Safety Impacts

Currently the State of New Hampshire maintains two separate methods of obtaining crash related data submitted from State, county and local law enforcement. The use of manually completed crash reports by county and local law enforcement has caused a significant backlog of crash data entry at the New Hampshire Division of Motor Vehicles. This backlog has repeatedly impeded the ability of the New Hampshire Office of Highway Safety (NH OHS) to develop a timely highway safety plan as well as impeded the New Hampshire Department of Transportation's (NHDOT) ability to collaborate with the NH OHS during their development of the State Highway Improvement Plan. NH DOS has been working diligently to automate the crash record reporting system. To date, NHSP and 58 local law enforcement agencies utilize an electronic reporting system. The goal of the NH OHS is to continue progress with migrating all law enforcement agencies throughout the state to the electronic MMUCC IV compliant crash reporting system. By continuing to support and fund Eticket, a vendor to assist in the establishment of VPN connectivity, as well as funding a crash data analyst, the state of New Hampshire will see a measurable improvement in the timeliness of the submission of critical crash data.

Linkage between Program Area

The NH OHS is looking forward to the continuation of the E-Ticket, VPN and Mobile Data Terminal Equipment projects. Eventually, data from this equipment funded through the NH OHS will be submitted electronically to the State VISION system which is currently the core Highway Safety core crash data system. As this countermeasure matures through the use of these planned activities, law enforcement agencies in the State will begin submitting data that is MMUCC compliant, electronically, which will not only reduce the backlog of crash reports entered manually, but also assist in meeting our performance measure and more importantly provide the necessary data needed to identify areas where enforcement efforts need to be deployed, helping to decrease traffic crashes, save lives, and reduce the potential for injury.

Rationale

Timeliness and accuracy of crash reporting are critical to being able to evaluate and analyze the effectiveness of the Highway Safety Plan. Through the use of the demographic data provided, a meta-analysis of the crash data can be performed and the areas in most need of funding support can be identified. Without the funding to continue these planned activities, the state, county, and local law enforcement agencies will not be able to meet the proposed performance targets related to timeliness of crash report submission.

Planned Activity: Crash Data – NH DMV

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Timeliness**

Planned Activity Description:

This planned activity will enable the NH Division of Motor Vehicles to fund the crash related activities associated with crash data input for 3-part time members for the manual data entry of crash reports (not including commercial vehicles and fatalities). Funds shall be used to support Personnel Services and the 3,744 support hours and benefits at \$62,472.00 and indirect costs at \$7,147.00. This will increase the timeliness of processing reports to allow for accurate, updated data collection and reporting activities that play a critical role in the state being able to identify highway safety problems and causes to develop corrective countermeasures and programs. In addition, a Data Analyst will retrieve data that will then be analyzed to produce spreadsheets and graphics for management/program decision making. Specifically, data collected from crash or enforcement efforts to include speed and impairment infractions. The data entered into a database will be used for analysis to target areas for enforcement efforts and for budgetary planning. This data will also be used to provide performance indicators to support highway safety projects in order to meet highway safety goals.

Intended Sub Recipients:

- NH Division of Motor Vehicles

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-05	Crash Data – DMV	Fast Act 405c Data Program	405c Data Program Fast	2019	\$71,000	\$17,750	

Planned Activity: E-Ticket/Crash Upgrade and J-One Installation Assistance

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Timeliness**

Planned Activity Description:

The purpose of this project is to enhance the State designed and built E-Ticket application and to enable state, county, and local law enforcement agencies to implement and deploy E-Ticketing functionality, utilizing their 3rd party vendors.

Funds shall be provided to contract with the vendor NIIT Technologies to continue to enroll local and county law enforcement agencies into a secure VPN, enabling them to effectively deploy E-Citation and E-Crash. This will increase significantly the number of agencies that will be able to participate in the E-Citation/E-Crash program, resulting in more timely submission of data, as well as

reduced errors due to the fact that the applications have edit checks, to ensure that the data captured is what was intended. This, in conjunction with the parallel requests to have existing RMS vendors modify their existing software to allow for electronic submission of data, should result in upwards of 90% of the agencies in the State having the ability to transmit and utilize electronic data.

Additionally, many New Hampshire enforcement agencies submit manual citations and crash reports to the State. Currently, there is a backlog of these reports that are entered by DMV staff, resulting in untimely data for analysis. With the use of this equipment, enforcement agencies shall be able to complement the electronic applications already built by TriTech or another vendor and use this software and equipment on the road to not only help document motor vehicle activity efficiently, but also submit reports to the State electronically. This will enable the state to have more accurate and timely access to data as well as help reduce the backlog of unrecorded data. This equipment shall also help provide the necessary data needed to identify areas where enforcement efforts need to be deployed, helping to decrease traffic crashes, save lives, and reduce the potential for injury.

This project also provides grant funds to assist local law enforcement agencies in purchasing Mobile Data Terminals, printers, scanners, and GPS devices to facilitate electronic data collection of crash and citation data, as well as supports the purchase of equipment for the Crash Analysis Reporting (CAR) team in State Police, who provide crash analysis for both state and local LE agencies.

Intended Sub Recipients:

- NIIT Technologies
- NH State Police CAR Team
- Local LE agencies (30 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-06	E-Ticket/Crash Upgrade and J-One Installation Assistance/Car Unit	Fast Act 405c Data Program	405c Data Program Fast	2019	\$256,559	\$64,140	
21-03-06	E-Ticket/Crash Upgrade and J-One Installation Assistance/Car Unit	Fast Act 405c Data Program	Fast Act 405c Data Program	2020	\$144,901	\$36,226	

Countermeasure Strategy: TR Program Management

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff (two FT, Four PT) that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, and seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in speed related and unrestrained fatalities.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. This is a 33% increase in fatal crashes and a 32% increase in fatalities as compared to 2018. Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment and other projects and will therefore help to continue the recent downward trend and help meet the performance target of reducing speed related fatalities by 6 percent from 55.0 (2015-2019 average) to 51.70 (2016-2020 average) and reducing unrestrained fatalities by 10 percent from 55.0 (2015-2019 average) to 49.50 (2016-2020 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Traffic Records program area.

Planned Activity: Planning & Administration

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning & Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials,

indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor’s Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-01	Planning & Administration	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$23,750	\$23,750	

Planned Activity: NH OHS Staff

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (two FT, Four PT) proportional to this program area (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, and office operation, proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-02	NH OHS Staff	Fast Act NHTSA 402	Traffic Records Fast	2021	\$23,750	\$5,938	

Planned Activity: Traffic Records Consultant

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Planned Activity Description:

This task shall continue to allow funds to be used by the New Hampshire Office of Highway Safety to hire a consultant to provide support and assistance for the continued development of the State of New Hampshire Traffic Records program. This consultant shall be responsible for arranging and providing direction, support, and assistance for up to (3) Traffic Records Coordination Committee (TRCC) meetings for each Federal Fiscal year. This consultant shall also be responsible for preparing and distributing TRCC meetings notices, agendas, and minutes to TRCC/TREC members. Responsibilities of the consultant shall also include providing required traffic records information/data to NHTSA/NH OHS to update the Traffic Records Strategic Plan, the annual progress report, coordinate and conduct the traffic records assessment and assessment workshops to address recommendations, and develop performance measures. This consultant shall also provide budgets for those projects selected for consideration for 405c funding and support the administration and activities of the TRCC and its subcommittees. This involves providing expert opinion on traffic records related subjects and insuring the TRCC activities are focused on the vision and mission to develop, maintain, and track accomplishments related to the state’s plan for Traffic Records Improvement.

Intended Sub Recipients:

- Traffic Records Consultant (currently Lexis Nexis)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-03	Traffic Records Consultants	Fast Act NHTSA 402	Traffic Records Fast	2020	\$55,000	\$13,750	

Countermeasure Strategy: TR Improve Accessibility

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Accessibility**

Project Safety Impacts

In order to make data-driven decisions, the State's traffic records systems need to efficiently collect and provide the information necessary to implement programs and countermeasures that reduce motor vehicle crashes, injuries, and fatalities. Within the Traffic Records program area, there are ongoing projects that improve the various core traffic records data systems, specifically, the crash, citation, and EMS run reporting systems. It also includes projects that will assist in analyzing and reporting on traffic records data. For FFY 2021, the selected projects address the recommendations made because of the NHTSA Traffic Records Assessment that concluded in April 2019. Funds will be provided to the Department of Safety to improve the accessibility of the core highway safety database through the countermeasure strategy Improve Accessibility; within the planned activity Data Analysis, data will be entered into the database for analysis. Improved accessibility to cumulative data and subsequent analysis will provide performance indicators to help determine the levels of support of highway safety projects in order to meet specific goals. This will greatly assist the New Hampshire Office of Highway Safety and its partners to better identify areas where enforcement efforts and media messaging are most needed, thus positively impacting overall traffic safety by helping to decrease traffic crashes, related fatalities, and serious injuries.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes and there were 493 crash related serious injuries in the state of New Hampshire, significant increase from the previous year. Through initiatives, such as the countermeasure strategy Improve Accessibility, and with funds allocated within the planned activity Data Analysis, along with other projects, we hope to contribute greatly to the efficient collection, sharing, and analysis of the State's traffic records data. Efforts such as this will help meet the stated performance targets within the Traffic Records program area and the overall Highway Safety Plan and therefore help to combat the recent upward trend in crash related fatalities and serious injuries.

Rationale

The Improve Accessibility countermeasure strategy was selected along with the funding allocation for the planned activity Data Analysis, as it represented the best opportunity to help to achieve the stated performance goals within the Traffic Records program area and ultimately the core performance measures within the Highway Safety Plan.

Planned Activity: Data Analysis

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Accessibility**

Planned Activity Description:

Funds shall be provided to the Department of Safety for a Data Analyst who will retrieve, collect, and analyze traffic records data to produce spreadsheets and graphics for management/program decision making. Specifically, data collected from crash or enforcement efforts will include speed, impairment, and other motor vehicle violations. Data will be entered into a core database for statistical analysis to determine locations in the State that may have significant highway safety related issues or concerns. These areas can then be targeted to provide enforcement or media messaging efforts to address the particular issues. This will help support the Office of Highway Safety by also providing performance indicators to better determine support of highway safety projects and to more effectively and efficiently share and disseminate this important traffic records data with other highway safety partners to help meet our shared highway safety goals. This will ultimately help to reduce traffic crashes, save lives, and reduce the potential for injury. For FFY 2021, the data analyst will continue to produce an annual report on serious bodily injury crashes/injuries similar to that which is already prepared for fatalities. This tool will become a principal tool to reduce fatalities.

Intended Sub Recipients:

- NH Department of Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-08	Data Analysis	Fast Act 405c Data Program	405c Data Program Fast	2020	\$17,100	\$4,275	

Countermeasure Strategy: TR Improve Completeness

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Completeness**

Project Safety Impacts

This countermeasure provides funding and support for the Fatality Analysis Reporting System (FARS) Analyst. The FARS Analyst is responsible for gathering, translating, and transmitting NH's State fatality data to the National Center for Statistics and Analysis (NCSA) in a standard format. The analyst enters the coded data into a local microcomputer data file, and updates are sent to NHTSA's

central FARS Web-accessed database. The analyst obtains the documents needed to complete the FARS cases, which generally include some or all of the following:

- Police accident reports
- State vehicle registration files
- State driver licensing files
- State highway department data
- Vital records department data
- Death certificates
- Coroner/medical examiner reports
- Emergency medical service reports

Having complete data helps NH provide analysis of traffic safety crashes in order to identify problems, and evaluate countermeasures leading to reducing fatalities and serious injuries resulting from motor vehicle crashes. Providing complete data to NHTSA also allows a national look at highway safety issues that may be trending that states need to be aware of or on the lookout for.

Linkage between Program Area

In 2019, 101 fatalities resulted from 90 fatal crashes. Through initiatives such as the countermeasure strategy Improve Completeness and with funds allocated within the planned activity Fatal Analysis Reporting, along with other projects, we hope to contribute greatly to the efficient collection, sharing, and analysis of the State's traffic records data. Efforts such as this will help meet the stated performance targets within the Traffic Records program area, and the overall Highway Safety Plan, and therefore help to reduce the recent upward trend in crash related fatalities.

Rationale

The countermeasure was chosen for this planned activity, Fatal Analysis Reporting, as it was the best representative of the activity's objective. Consistent and frequent monitoring of fatalities and location of fatalities will allow the NH OHS to deploy the necessary countermeasures and planned activities throughout the year in an effort to not only meet our established goals for FFY 2021, but also significantly reduce fatalities and SBI statewide.

Planned Activity: Fatality Analysis Reporting

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Completeness**

Planned Activity Description:

The Fatality Analysis Reporting System (FARS) gathers data on fatal traffic crashes that occur each year. This data is essential in order to evaluate existing and proposed highway and motor vehicle safety standards, to identify traffic safety problems, and to establish better ways of dealing with these

problems. This project will allow for the uniform and timely compilation of data, both statistical and specific information to assist local, state and federal agencies to prevent further loss of life. This task will supplement other federal funds that support the data analyst position.

Intended Sub Recipients:

- NH Division of Motor Vehicles

Account Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-07	Fatality Analysis Reporting	Fast Act 405c Data Program	405c Data Program Fast	2021	\$78,000	\$19,312	

Countermeasure Strategy: TR Improve Integration

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Integration**

Project Safety Impacts

The “Core Highway Safety Database” will integrate external and internal data flows over a virtual mediated schema, resulting in "virtual data integration" of data flows from the DMV, EMS, DOS, and DOT. The “Core Highway Safety Database” will integrate MMUCC compliant crash data, E-Crash, E-Citation Data, EMS crash response injury data, and DOT multi-source roadway & traffic flow data, into an integrated analytical format that will identify, sort, and classify highway safety vectors which will establish effective and efficient methods for deploying law enforcement and other NH OHS resources.

The “Core Highway Safety Database” will also utilize geo-mapping to identify areas that have high incidences of crashes and traffic violations, which, by the application of NH OHS resources, will directly reduce the incidence of crashes, and traffic violations on New Hampshire roadways.

Linkage between Program Area

The “Core Highway Safety Database” will facilitate identification of areas that have high incidences of crashes and traffic violations along with detailed data points and application of NH OHS resources reduce the incidence of crashes, and traffic violations on New Hampshire roadways will indirectly impact the following Performance Targets:

C-1) Number of traffic fatalities (FARS)

C-2) Number of serious injuries in traffic crashes (State crash data files)

C-3) Fatalities/VMT (FARS, FHWA)

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

C-6) Number of speeding-related fatalities (FARS)

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

C-10) Number of pedestrian fatalities (FARS)

C-11) Number of bicyclists' fatalities (FARS)

Rationale

The “Core Highway Safety Database” will identify of areas that have high incidences of crashes and traffic violations, along with detailed data points and with the application of NH OHS resources will indirectly reduce crashes and serious injuries on New Hampshire roadways.

Planned Activity: Core Highway Safety Database

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Integration**

Planned Activity Description:

The “Core Highway Safety Database” will integrate external and internal data flows over a virtual mediated schema, resulting in "virtual data integration" of data flows from the DMV, EMS, DOS, and DOT. The “Core Highway Safety Database” will integrate MMUCC compliant crash data, E-Crash, E-Citation Data, EMS crash response injury data, and DOT multi-source roadway & traffic flow data into an integrated analytical format that will identify, sort, and classify highway safety vectors which will establish effective and efficient methods for deploying law enforcement and other NH OHS resources. The “Core Highway Safety Database” will also utilize geo-mapping to identify areas that have high incidences of crashes and traffic violations, which, by the application of NH OHS resources, will directly reduce the incidence of crashes and traffic violations on New Hampshire roadways.

The “Core Highway Safety Database” will facilitate identification of areas that have high incidences of crashes and traffic violations. Along with these detailed data points, the expertise of the NH OHS will be deployed to reduce the incidence of crashes, and traffic violations on New Hampshire roadways and will directly impact Performance Targets.

Intended Sub Recipients:

- NH Office of Highway Safety is tentatively the planned sub recipient as a determination, as to where this core highway safety database should be housed and maintained, is made. There is an ongoing initiative by NH DOT to acquire an off the shelf tailored system the NH OHS would leverage through acquiring specific modules to provide the analytics needed.

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-03-09	Core Highway Safety Database	Fast Act 405c Data Program	405c Data Program Fast	2021	\$110,000	\$27,500	

Evidence-Based Traffic Safety Enforcement Program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
21-04-04	Distracted Driving Enforcement Patrols
21-04-11	Distracted Driving Mobilizations
21-02-04	Enforcement Patrols/Speed Patrols
21-07-04	ID DWI/DUI/DRE Patrols, Checkpoints,
21-07-11	Impaired driving National Campaigns
21-01-04	Join The NH Clique (Click It or Ticket)
21-02-11	Operation Safe Commute
21-06-04	Pedestrian and Bicycle Enforcement Patrols

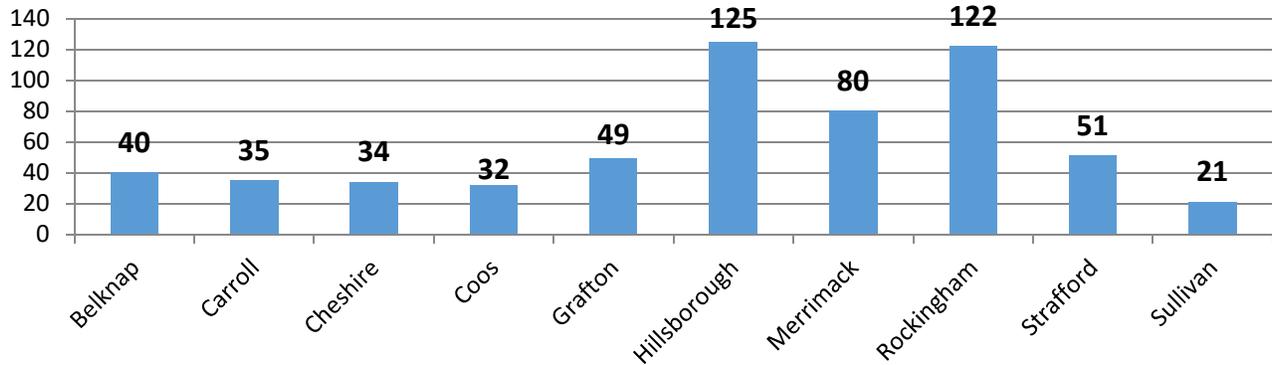
Crash Analysis

Analysis of crashes, crash fatalities, and injuries in areas of highest risk:

In the chart provided below, Rockingham, Hillsborough and Merrimack counties are experiencing the highest risk of fatal crashes. This data reflects the data collected and provided for the period of 2015-2019. Using the below data, as well as data for 2019 on serious bodily injury crashes and all crashes, New Hampshire will build its Traffic Safety Enforcement Program (TSEP) through a data driven approach that includes fatalities, serious bodily injuries, EMS data, and the availability of effective resources of our local partners to reduce fatalities and SBI within our state. Reported crash data from calendar year 2019 reflected 493 serious bodily injuries as a result of motor vehicle crashes. The reported crash data also reflected distracted driving as being one of the contributing factors for 22% of all crashes that occurred on New Hampshire roadways. Although the three counties listed above reflect the highest risk as it relates to fatalities and SBI, the NH OHS will partner with as many willing participants who avail themselves to continue to reduce fatalities and SBI throughout our entire State.

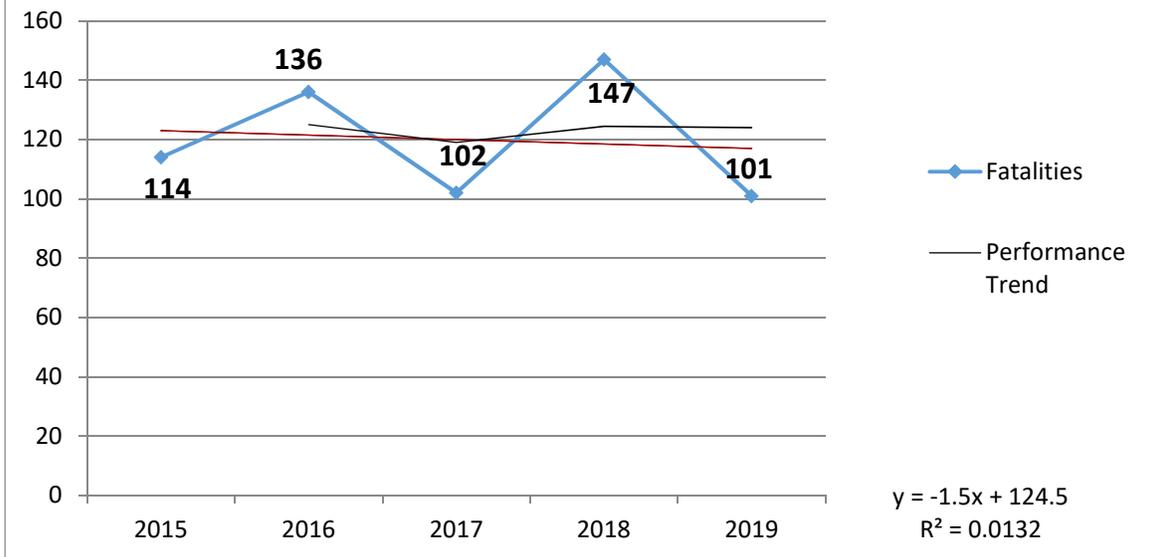
State of New Hampshire							
County	2015	2016	2017	2018	2019	Total	Percent of Total
Belknap	6	8	11	12	3	40	6.8
Carroll	5	10	6	9	5	35	5.9
Cheshire	2	11	10	8	3	34	5.8
Coos	8	6	7	6	5	32	5.4
Grafton	9	14	5	13	8	49	8.3
Hillsborough	24	27	19	28	27	125	21.2
Merrimack	16	13	12	24	15	80	13.6
Rockingham	29	28	18	29	18	122	20.7
Strafford	12	15	11	10	3	51	8.7
Sullivan	3	4	3	8	3	21	3.6
Total	114	136	102	147	90	589	

Fatal Crash Resulting Fatalities by County 2015-2019



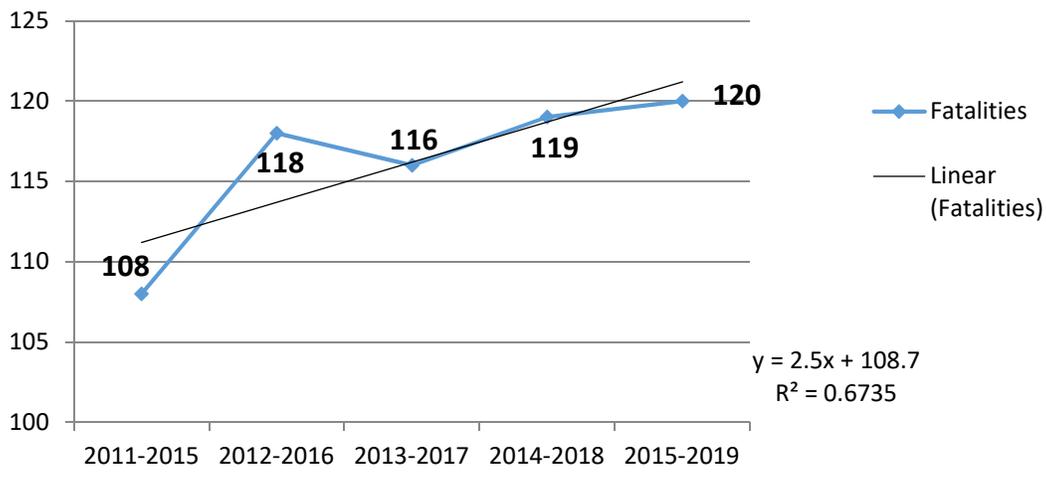
Fatal Crash Resulting Fatalities	2015	2016	2017	2018	2019	Total
	114	136	102	147	101	600
5 year average:	120					
3 year average:	116.7					

Fatal Crash Resulting Fatalities 2015 - 2019

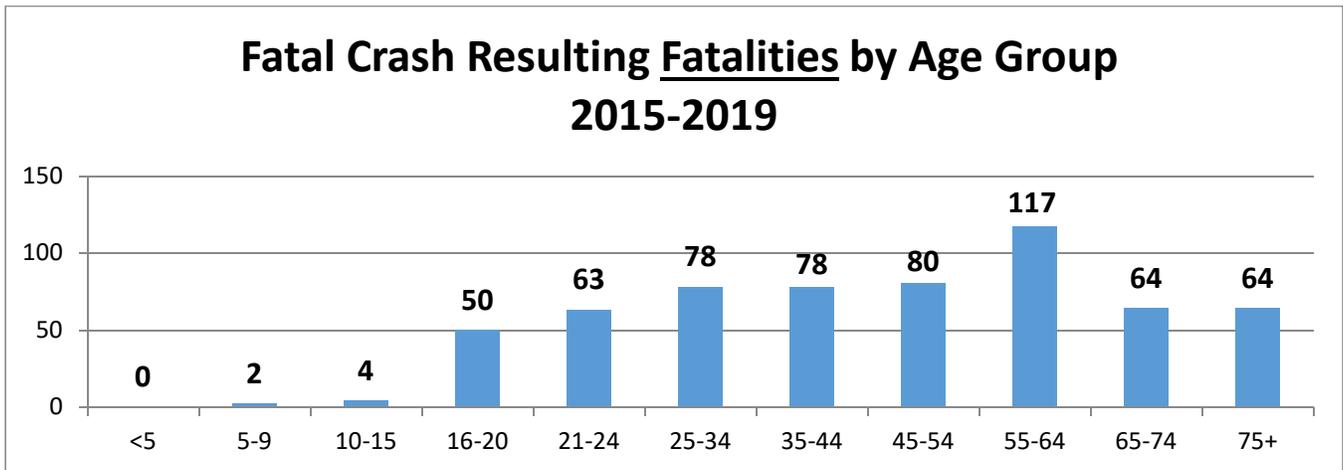


5-year Rolling Average	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019
	108	118	116	119	120

Fatal Crash Resulting Fatalities 5-Year Rolling Average



State of New Hampshire							
Age	2015	2016	2017	2018	2019	Total Fatalities	Percent of Total
<5	0	0	0	0	0	0	0.0
5-9	0	0	0	2	0	2	0.3
10-15	0	0	2	1	1	4	0.7
16-20	8	11	14	12	5	50	8.3
21-24	9	20	13	10	11	63	10.5
25-34	17	22	10	19	10	78	13.0
35-44	14	18	10	22	14	78	13.0
45-54	19	16	16	19	10	80	13.3
55-64	24	23	14	34	22	117	19.5
65-74	8	15	15	13	13	64	10.7
75+	15	11	8	15	15	64	10.7
Total	114	136	102	147	101	600	



Deployment of Resources

Highway safety program area problem identification, countermeasure strategies, planned activities:

Correctly identifying communities and their law enforcement agencies to participate in enforcement initiatives requires a data-driven process and careful resource analysis. This process begins when the local police departments electronically transmit crash data via E-Crash technology to the central crash electronic database (VISION) at the Division of Motor Vehicles (DMV) or complete a hard copy of the New Hampshire Uniform Police Crash Report (Form DSMV 159) and submit the hard copy to the NH DMV, which is then entered into the VISION database. Currently, the State Police use the Crash Records Management System (CRMS) to electronically submit a MMUCC IV crash report to DMV, which is then entered into the electronic crash database system (VISION). NH OHS is on track to mandate all local law enforcement agencies are to be MMUCC compliant as a condition of receiving NH OHS funding. This central electronic crash VISION database is then accessed by the Department of Safety (DOS) Data Analysts who then mine and categorize the crash data accordingly by several data points, such as location, vehicle type, time of year, time of day, causative factors, fatality, serious injury, no injury, age, gender etc., which allows our office to drill down into the highway safety problems that are specific to New Hampshire, its counties, and its towns/cities.

Additionally, police departments applying for overtime enforcement patrols and equipment grants are required to submit a strategic data driven plan to address the traffic safety issues plaguing their community, and answer the following questions:

- ❖ Has the problem/need been clearly identified?
- ❖ Is the problem supported by State or local data or documentation?
- ❖ Are Goals and Objectives clearly stated?
- ❖ Are they realistic and measurable?

- ❖ Are statewide crash statistics regarding impaired driving, distracted driving, occupant protection, and speeding being utilized?
- ❖ Is grant application and budget complete, correct, and relevant?

The following criteria are also considered in the allocation process:

1. **Overtime Enforcement Grants are activity based**, therefore the application's merit, in terms of current activities, past performance, and the potential grantee's ability to perform the activities is considered. Stops per hour are also considered along with DUI or other traffic arrests.
2. **Traffic Count**- this a count of vehicular or pedestrian traffic, which is conducted along a particular road, path, or intersection.
3. **Location of High Priority Corridors** (DOT Tiers 1 & 2), defined as a stretch of roadway with a proportionally higher rate of serious and/or fatal traffic crashes to include Interstates, Turnpikes, Routes, and Statewide Corridors, that have the highest traffic volumes and speeds in the entire State, as well as Multi-lane divided highways that convey the majority of commuter, tourist, and freight traffic throughout the State.

This data along with our DOS/NH OHS crash data, NH OHS internal traffic enforcement data and EMS data, is aggregated and then checked for alignment with federal and state objectives to identify communities that have the greatest need for overtime traffic enforcement patrols, as well as which traffic enforcement projects would be most effective in that specific community. This data profile allows our office to create an evidence based directed traffic enforcement response to specific areas of the state, utilizing the appropriate programmatic funding mechanisms. The NH OHS' traffic enforcement funding allocation process utilizes a formula driven, community specific, data set consisting of both fatal and serious injury crashes to determine the level of need for the use of overtime to conduct STEP, DUI, Distracted Driving and/or Bicycle/Pedestrian enforcement. Additionally, the utilized formula is useful in potentially funding equipment, such as speed radar, In-Cruiser Video, PBT's, E-Ticket printers, hand held scanners and GPS devices, and as needed Mobile Data Terminals (MDT), in support of the use of overtime as a countermeasure and planned activities. For communities that do not qualify for sustainment funding based on the fatal and serious injury crash criteria; a base level of funding is provided which will allow for and enable participation in the mandated national and state traffic enforcement mobilizations. NH OHS funding is also directed toward driver safety education in areas such as motorcycle operation, teen driver safety, as well as supporting the Child Passenger Safety Program. Due to a known and documented problem with drugged and drunk driving, funding is also directed towards a Traffic Safety Resource Prosecutor (TSRP) program, as well as provides additional DUI specific prosecutorial support to enhance successful prosecution as a result of these increased law enforcement activities. In support of DUI enforcement efforts, funding is also directed to support additional mass spectrometers to facilitate the processing of materials/evidence integral to DUI prosecution.

Effectiveness Monitoring

Another data source that continues to be developed is E-Crash/E-Citation data where state and local police departments submit all crashes and traffic citations electronically into the VISION database where the data is then harvested and analyzed for location, vehicle type, time of year, time of day, violation type, causation, age, gender, etc. This crash and traffic violation and demographic data profile also allows our office to hyper-focus media campaigns thereby tailoring the media messaging to the specific audience. Specific traffic violation data provides a feedback mechanism that provides the ability to analyze the effects of directed enforcement and media efforts over time, allowing for the NH OHS to make needed and necessary resource adjustments. To further refine the allocation of resources, the collection of grant funded traffic enforcement activity sheet (HS-200) on each individual officer is accrued on a quarterly basis from every law enforcement agency grantee and analyzed for performance metrics, to ensure compliance with federal and state objectives, as well as allow for adjustment or redirection of grantee funding. Additionally, total crash statistics by community are drawn on a quarterly basis and analyzed for trends to ensure grantees are on track with their crash reduction targets. Additional NH OHS resources are directed toward targeted Pedestrian and Bicycle enforcement projects, which will reduce the number of pedestrian and bicyclists crashes and serious bodily injuries.

An additional tool that assists in monitoring and analyzing progress through the use of these planned activities, enhances problem identification, and provides a feedback mechanism is the “Driver Attitude Survey” and “Seat Belt Survey” which are conducted throughout the State of New Hampshire. The context and results of these surveys provide observational data on seatbelt usage as well as measures driver attitudes on issues such as Speeding, DUI, and Distracted Driving. When utilized correctly, these surveys provided an additional gauge on effectiveness of enforcement and media efforts. Analysis of all pertinent data enables identification of vulnerable populations such as "Teen Drivers" within the State of New Hampshire and respond with appropriate programs.

New Hampshire will continually monitor fatalities on a weekly basis and serious bodily injury crashes on a quarterly basis, as crash data is received from the DMV. NH OHS staff will take a proactive approach to monitoring our partners’ activity and will have frequent interaction with those partners who experience an increase in fatalities and serious bodily injuries throughout the year. Areas identified as having an increase in crashes will be analyzed for potential causation and the appropriate resources to mitigate the problem will be directed as needed. Additionally, current crash data will be reported at all of the Traffic Safety Commission Meetings, to leverage our partnerships with legislative representatives, local businesses and other state agencies.

High Visibility Enforcement (HVE) Strategies

Planned HVE strategies to support national mobilizations:

Unique Identifier	Countermeasure Strategy
21-04	DD-Overtime Enforcement Patrols

21-07	ID Overtime Enforcement & Equipment
21-01	OP Overtime Enforcement Patrols
21-02	PTS Overtime Enforcement Patrols

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
21-01-04	Join The NH Clique (Click It or Ticket)
21-02-11	Operation Safe Commute
21-04-11	Distracted Driving Mobilizations
21-07-11	Impaired driving National Campaigns

Planning & Administration

Summarizes total allocated financial resources listed throughout the plan

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning and Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-01 to 21-08-01	Planning & Administration	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$475,000	\$475,000	

Planned Activity: NH OHS Staff

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
21-01-01 to 21-08-01	NH OHS Staff	Fast Act NHTSA 402	Planning and Administration Fast	2021	\$475,000	\$118,750	

Targets and Goals:

The leadership of the NH OHS has set a goal to have all of the full and part time employees certified as Highway Safety Specialist before the close of FFY 2021. Due to COVID, this will be a challenge but one that the entire staff looks forward to achieving.

Currently there are two NH OHS employees who would benefit from attending TSI sponsored Grant Management Classes to begin their journey towards certification. Additionally, the current Commander and Program Manager would benefit from attending an updated executive level seminar once the new authorization is in place.

Acknowledgments & Resources Consulted

As the Commander of the NH Office of Highway Safety, I would be remiss if I did not take the time to acknowledge all of the hard work of the following members of the NH Department of Safety and Office of Highway Safety Team in preparing this Highway Safety Plan.

John Clegg	Program Manager
Linda Epstein	Accountant
Vanessa Partington	Administrative Assistant
Luann Speikers	Field Representative
Kimberly Roberts	Field Representative
Jennifer Tramp	Public Information Officer
Jeff Landi	Law Enforcement Liaison
Paul Ruggiero	Law Enforcement Liaison
Roger Beauchamp	Field Representative/LEL
Roberta Witham	Data Analyst, NHSP
Brittany Shute	Supervisor, Bureau of Financial Responsibility, NH DMV

Without all of these folks working collaboratively together, this plan would not have been possible.

The team at NH OHS would also like to extend a special thank you to all of the NHTSA Region 1 Staff for all of their continuing support in reducing fatalities and assisting us administratively throughout the year. The Region 1 Team is staffed by true professionals with excellent customer service and in our opinion sets the standard for all other regions to emulate.

The NH Office of Highway Safety Team would also like to thank our Commander, NHSP Captain William R. Haynes Jr., for his dedicated leadership of NH OHS, his genuine concern and practical application of strategies towards improvement in all areas, and being a true ally to his team.

HSP Amendments (23 CFR 1300.32)

The following is a listing of agencies participating in the FFY 2021 CIOT mobilization:

Alton	Epsom	Nashua
Amherst	Gilford	New Boston
Antrim	Goffstown	Newington
Auburn	Greenland	New London
Barrington	Hampton	Newmarket
Bedford	Hanover	Newport
Belmont	Haverhill	Plymouth
Berlin	Henniker	Portsmouth
Bow	Hillsboro	Raymond
Brentwood	Hollis	Rindge
Campton	Hopkinton	Rochester
Candia	Hudson	Rockingham Cty
Canterbury	Keene	Rye
Center Harbor	Laconia	Salem
Charlestown	Lebanon	Seabrook
Chichester	Lee	Somersworth
Claremont	Littleton	Swanzy
Concord	Londonderry	Thornton
Conway	Manchester	Tilton
Deerfield	Meredith	Wakefield
Derry	Merrimack	Wilton
Dover	Milford	Wolfboro
Epping	Milton	

CPS Program Seat belt Check Stations:

The four include:

1. Londonderry FD twice monthly events. Currently conducting seat checks. Urban/Suburban
2. Concord Hospital/Concord FD. Twice Monthly. Due to Covid not open yet. Urban-at risk populations. Many immigrants
3. DHMC Women's resource Center, Lebanon, checking seats weekly. Urban/Suburban- At risk folks because of resource center's resources.
4. Nottingham Fire/Rescue. Weekly. Rural.

These are the scheduled ones. As I said most do seats randomly by appointment only. Covid-19 has placed restrictions on many agencies and most are starting to loosen up on those restrictions now.

Question 2 about technicians and classes.

NH currently has 218 certified technicians. We support and try to maintain this number in 4 ways:

1. We conduct at least 3 certification classes / grant period. We usually do more. There will be at least 30 new technicians trained this upcoming grant cycle.
2. We provide training sessions called CEU Update classes to certified technicians to assist them with their recertification requirements. We will do at least 5 of these trainings this coming grant period.
3. We provide assistance with required seat sign-offs either in person or remotely. This is important to the program due to the limited number of public seat check events going on currently due to Covid-19. Technicians need this sign-off for recertification.
4. We help technicians pay for their recertification if needed.