

# State of Rhode Island Highway Safety Annual Report *Federal Fiscal Year 2008*



*prepared for*

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

*developed and presented by*

The Rhode Island Department  
of Transportation  
Office on Highway Safety  
Two Capitol Hill, Suite 106  
Providence, RI 02903-1111

Donald L. Carcieri, Governor  
Michael P. Lewis, Director  
Department of Transportation

*December 2008*

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# Highway Safety Plan Credits Rhode Island Department of Transportation

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# 1.0 Highway Safety in Rhode Island

## ■ 1.1 Introduction

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

In 2007, crashes on Rhode Island's highways resulted in 69 deaths and 764 serious injuries. Although these figures are significantly less than 2006 crash totals, the human and economic consequences of these crashes are still unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the mission of the OHS consists of two goals:

- To reduce the number of fatalities and serious injuries on Rhode Island's roadways; and
- To reduce the number of traffic crashes and the severity of their consequences.

In its *Highway Safety Plan for Federal Fiscal Year (FFY) 2008*, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data, isolated problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island *Highway Safety Annual Report* reviews the execution of that plan.

## ■ 1.2 Challenges

Nine problem areas were focused on in the OHS' *FFY 2008 Highway Safety Plan*. These included:

1. **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
2. **Occupant Protection** - Failure to use seatbelts and appropriate child passenger safety (CPS) restraints.
3. **Speed** - Speed and related recklessness as a contributor to deaths and serious injuries on the road.
4. **Young Drivers** - The over-representation of young drivers in fatal and serious injury crashes.
5. **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island's roadways.
6. **Other Road Users** - The safety of pedestrians, bicyclists, and school bus passengers.
7. **Traffic Records** - Improving the timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
8. **Racial Profiling** - The State is developing a multifaceted program to assess if racial profiling exists and, if it does, the level and/or locations where it exists. Programs to address and improve community/police relations also are essential.
9. **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

The OHS established an ambitious set of goals to mitigate these problems in Rhode Island, as shown in Table 1.1.

**Table 1.1 FFY 2008 Highway Safety Program Area Goals**

<b>Problem Area</b>	<b>FFY 2008 Goal</b>
Impaired Driving	<ul style="list-style-type: none"> <li>• Reduce the number of alcohol-related fatalities.</li> <li>• Reduce the percentage of fatalities that are alcohol-related.</li> </ul>
Occupant Protection	<ul style="list-style-type: none"> <li>• Increase the safety belt use rate.</li> </ul>
Speed	<ul style="list-style-type: none"> <li>• Reduce the role of speeding in highway deaths.</li> </ul>
Young Drivers	<ul style="list-style-type: none"> <li>• Reduce crash fatalities among young drivers.</li> <li>• Reduce crash injuries among young drivers.</li> </ul>
Motorcycles	<ul style="list-style-type: none"> <li>• Educate the motoring public on “who” the motorcycle rider is.</li> <li>• Develop a Motorcycle Safety and Awareness Coalition.</li> <li>• Increase awareness of motorcycles on the roadways through the use of paid media and messages on Variable Message Signs on all major highways.</li> <li>• Increase the awareness of the negative effects of drinking and riding.</li> <li>• Reduce crashes and fatalities among motorcyclists and their passengers.</li> </ul>
Other Road Users	<ul style="list-style-type: none"> <li>• Reduce the number of fatalities among pedestrians.</li> <li>• Maintain the low number of fatalities among bicyclists.</li> <li>• Maintain the low number of fatalities on school buses.</li> </ul>
Traffic Records	<ul style="list-style-type: none"> <li>• Expand and improve databases on highway safety.</li> <li>• Improve data integration and coordination with highway safety stakeholders.</li> <li>• Complete implementation and deployment of hardware, software, and training to support the electronic collection and transmission of traffic safety information (E-Citation, crash form, and race data collection).</li> </ul>
Racial Profiling	<ul style="list-style-type: none"> <li>• Increase data collection, analysis, and distribution of traffic stop data.</li> <li>• Generate programs to enhance law enforcement and minority community involvement and communication to ensure collaboration on highway safety programs while eliminating racial profiling.</li> </ul>
Planning and Administration	<ul style="list-style-type: none"> <li>• Administer a fiscally responsible, effective highway safety program that targets the State’s most significant safety problems in an effort to save lives and reduces serious injuries.</li> </ul>

## ■ 1.3 Accomplishments

Rhode Island achieved several improvements in highway safety in FFY 2008. A brief summary of these accomplishments are described below, with detail provided in Section 3.0 of this report.

- Fewer fatalities and serious injuries – 12 fewer lives were lost than in 2006, and 549 fewer serious injuries were sustained.
- Reduced the fatal and serious injury crash rate per 100 million vehicle miles of travel (VMT) from 16.79 in 2006 to 9.65 in 2007.
- Conducted numerous police trainings – the Traffic Safety Resource Prosecutor (TSRP) held 10 separate police trainings reaching 330 officers. These trainings included “Fatal Crash Investigations,” “Prosecuting the Drunk Driver,” and “Courtroom Preparation in DWI Cases.”

### Impaired Driving:

- Reduced the number of fatalities involving at least one driver or motorcycle operator with a blood alcohol concentration (BAC) at or above the legal limit (.08 g/dl) from 30 in 2006 to 25 in 2007, a 16.6 percent reduction.
- Conducted three Attorney trainings, reaching a total of 100 attorneys, including both state prosecutors and city/town solicitors. The main topics included “Prosecuting the DWI Case” and a DWI update on case law.
- Held two Town Meetings on underage drinking to target underage drinking issues in various communities. The goals were to have law enforcement and the schools/parents on the same page relating to underage drinking and driving concerns. These meetings also addressed the new procurement laws and the impact the laws would have on permitting underage drinking on personal property.

### Occupant Protection:

- Increased the seatbelt use rate from 74 percent in 2006 to 79 percent in 2007 – an all-time record high.
- Reduced the number of unrestrained passenger vehicle occupant fatalities from 35 in 2006 to 19 in 2007, a 45.7 percent reduction.
- Increased enforcement of Rhode Island’s seatbelt law – increased number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization up to 2,336 in 2008 from 2,226 in 2007 and 2,024 in 2006.

Speed:

- Reduced the number of speed-related fatalities from 42 in 2006 to 29 in 2007, a 30.9 percent reduction.
- Improved accuracy and timeliness of processing and posting of speeding violations for five pilot community police departments and all State Police barracks through the E-Citation program.

Young Drivers:

- Continued OHS partnership with the Rhode Island Interscholastic League, the American Automobile Association (AAA), the Rhode Island State Police, and WBRU radio station to conduct the third annual challenge in local high schools for 30-second safety-related PSA's for either radio or television.
- Collaborated with AAA and Community College of Rhode Island (CCRI) to expand the Pre-Permit Parent/Teen workshops currently offered to AAA members. This concept has been expanded throughout the State and is now open for enrollment to nonmembers.
- Collaborated with the Rhode Island Attorney General's Office to expand the Zero Fatalities Program to make transportation to the Adult Correctional Institutions (ACI) accessible for high schools statewide.
- Worked with CCRI and the Driver Education Program Instructors to develop and refine resource material to be utilized in the classroom. OHS is providing young driver material and messaging to instructors.

Motorcycles:

- Reduced the number of crash fatalities among motorcyclists from 16 in 2006 to 13 in 2007, an 18.7 percent reduction.
- Reduced motorcycle serious injuries from 107 in 2006 to 87 in 2007, an 18.7 percent reduction.
- OHS sponsored a Motorcycle Crash Reconstruction class for 30 police officers from around the State. State and local police departments spent five days becoming certified Motorcycle Crash Reconstructionists. The State of Rhode Island benefited significantly by training 30 new police officers to recognize the causes of these crashes that kill many Rhode Islanders each year. This will improve attempts to remedy the situations that caused these crashes and prevent additional deaths in the future. The class was taught by instructors from the Institute of Police Technology and Management (IPTM) from the University of North Florida.

Other Road Users:

- Reduced pedestrian fatalities from 15 in 2006 to 13 in 2007, a 13 percent reduction.
- Reduced pedestrian serious injuries from 107 in 2006 to 71 in 2007, a 33.6 percent reduction.
- Reduced bicyclist serious injuries from 36 in 2006 to 27 in 2007, a reduction of 25 percent.
- Reduced the bicyclist fatal and serious injury rate per 100,000 population from 3.47 in 2006 to 2.65 in 2007.

Traffic Records - Data Collection, Analysis, and Improvement:

- Met or exceeded set benchmarks for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data, qualifying the State for a third year Section 408 grant award.
- Worked with EMS/Health Department to move to electronic collection and transmission of EMS data. The Health Department, Lifespan, and OHS are discussing options for upgrading statewide reporting systems.
- Traffic Records Coordinating Committee (TRCC) Program Coordinator was able to engage enforcement's participation in Race Data collection, Electronic Crash Reporting, and E-Citation programs.

Racial Profiling:

- Approximately 35,000 copies of "What should I do if I am stopped by an officer of the law?" and "What to do during an encounter with a police officer" have been developed in response to a request by minority organizations/groups and local police departments for educational outreach and community/law enforcement cooperation.

Planning and Administration:

- OHS staff testified on legislation dealing with texting and cell phone use by persons under the age of 18, oversight and implementation of the state motorcycle program, allowing mandatory server training to be offered on-line as well as in a classroom setting, and a primary seat belt law.

## 2.0 Performance Data

# Rhode Island, 1999 to 2007

### ■ 2.1 Crash Summary

In Rhode Island, the total number of fatalities and serious injuries decreased between 2005 and 2007, from 1,416 in 2005 to 833 in 2007, or 41 percent. Twelve fewer lives were lost in 2007 than in 2006, and 549 fewer serious injuries were sustained. According to the observed restraint use survey, Rhode Island saw an increase in the safety belt use rate from 74 percent in 2006 to 79 percent in 2007. There also was a significant decrease in the number of unrestrained passenger vehicle occupant fatalities, from 35 in 2006 to 19 in 2007 or 46 percent.

Table 2.1 provides detail on Rhode Island highway safety trends from 1999 to 2007 (as data are available). The following figures (2.1 to 2.11) provide “Select Performance Measures” that the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) have recommended for measuring performance. Achievements in the most recent year for which there is complete data (2007) are highlighted in the tables below. Trends from 1999 to 2001 can be considered “baseline” and trends from 2002 to the present “progress.” When baseline data are inadequate or unavailable, only five-year trends are charted. Table 2.2 provides additional traffic safety trends in Rhode Island from 2002 to 2007.

**Table 2.1 Traffic Safety Trends in Rhode Island**  
1999 to 2007

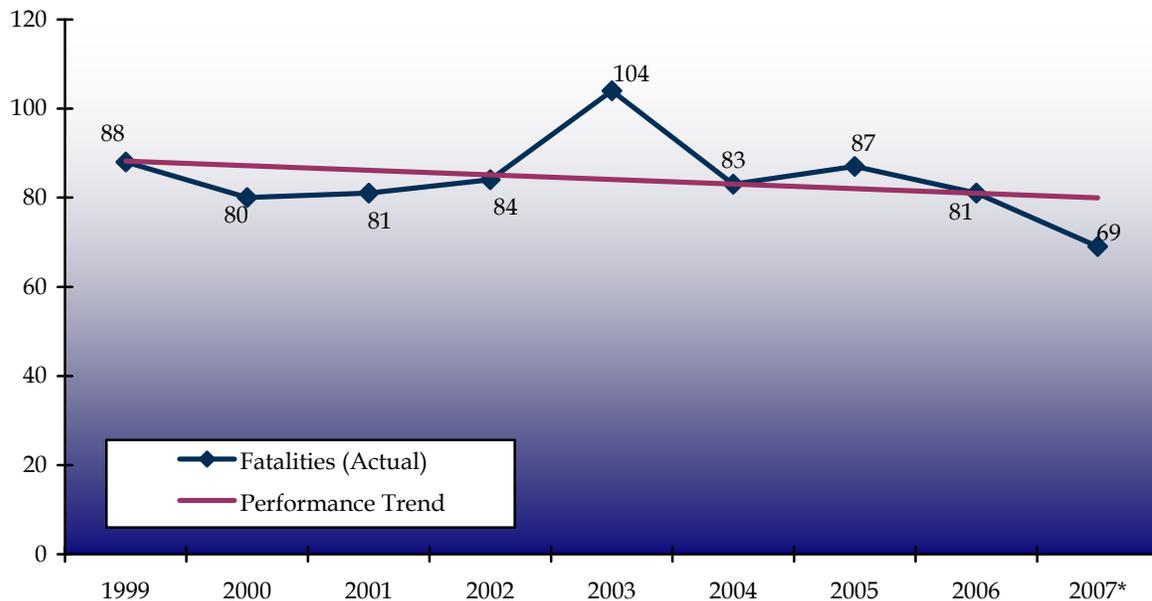
Year	1999	2000	2001	2002	2003	2004	2005	2006	2007 <sup>a</sup>
Fatalities (Actual)	88	80	81	84	104	83	87	81	69
Fatality Rate/(100 Million VMT)	1.06	0.96	1.01	1.03	1.24	0.98	1.05	0.98	0.80
Number of Serious Injuries	1,166	1,682	1,850	1,845	1,887	1,600	1,329	1,313	764
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq$ .08 BAC	27	34	35	35	50	38	34	30	25
Number of Unrestrained Passenger Vehicle Occupant Fatalities	40	45	47	47	47	47	37	35	19
Number of Speeding-Related Fatalities	-	-	-	46	55	44	39	42	29
Number of Motorcyclist Fatalities	12	12	6	9	13	10 <sup>b</sup>	14	16	13 <sup>b</sup>
Number of Unhelmeted Motorcyclist Fatalities	10	10	5	7	6	7	6	11	9
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	-	-	-	20	25	17	20	14	16
Number of Pedestrian Fatalities	14	6	10	9	13	7	14	15	13
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	-	-	-	71%	74%	76%	75%	74%	79%

<sup>a</sup> All 2007 data is preliminary.

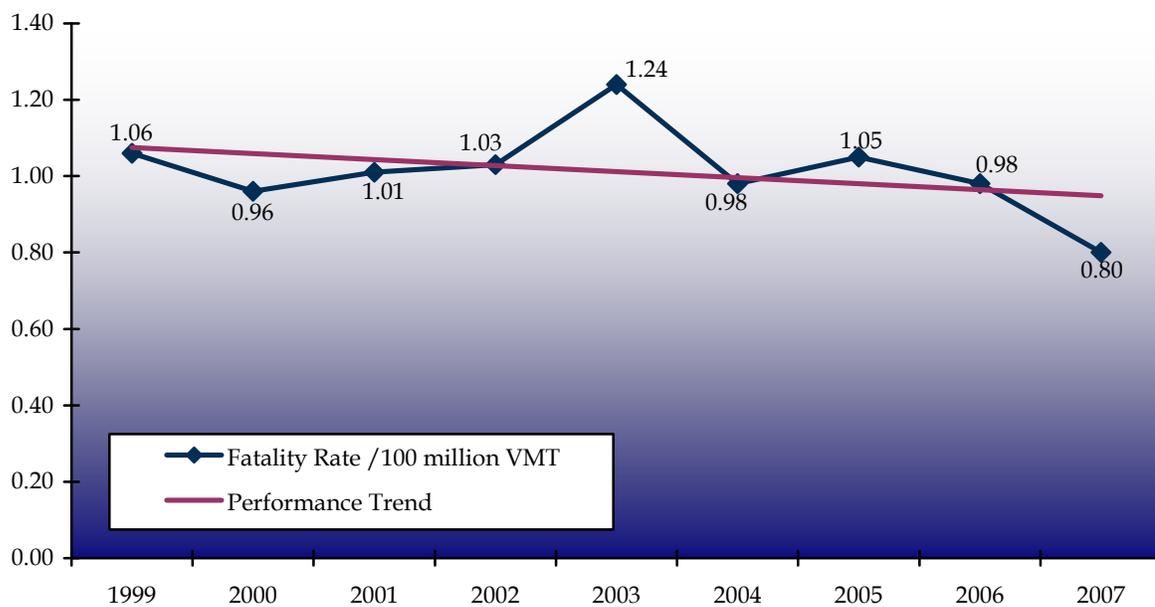
<sup>b</sup>These years each had one ATV fatality that is not included within these numbers.

Note: All VMT data are from FHWA.

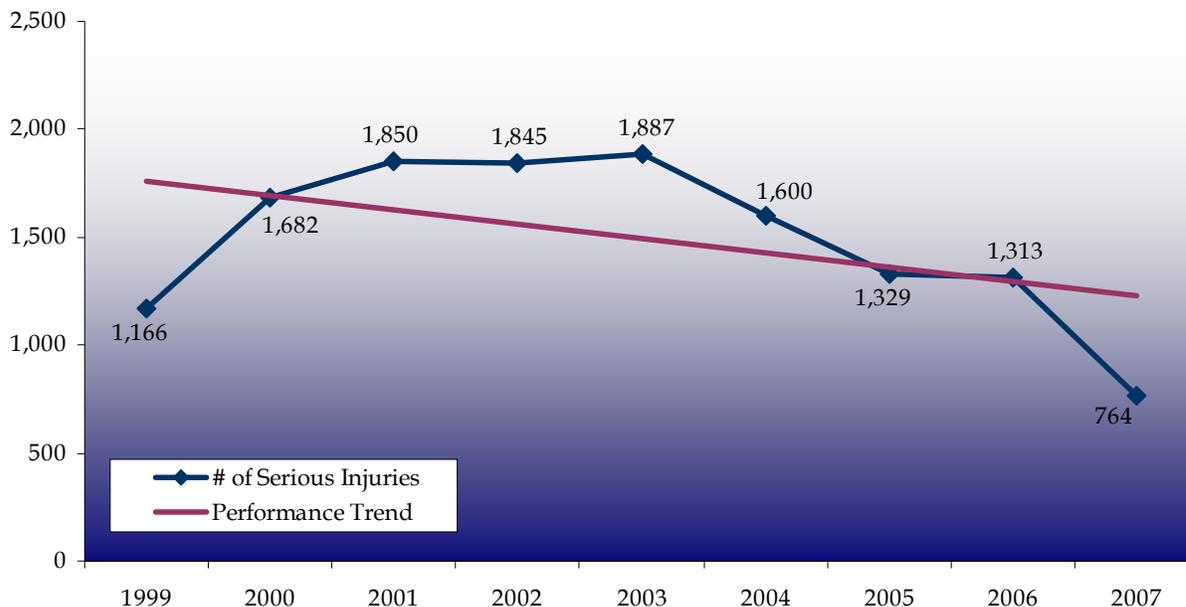
**Figure 2.1 Number of Fatalities**  
*Achieved a 14.8% Reduction*



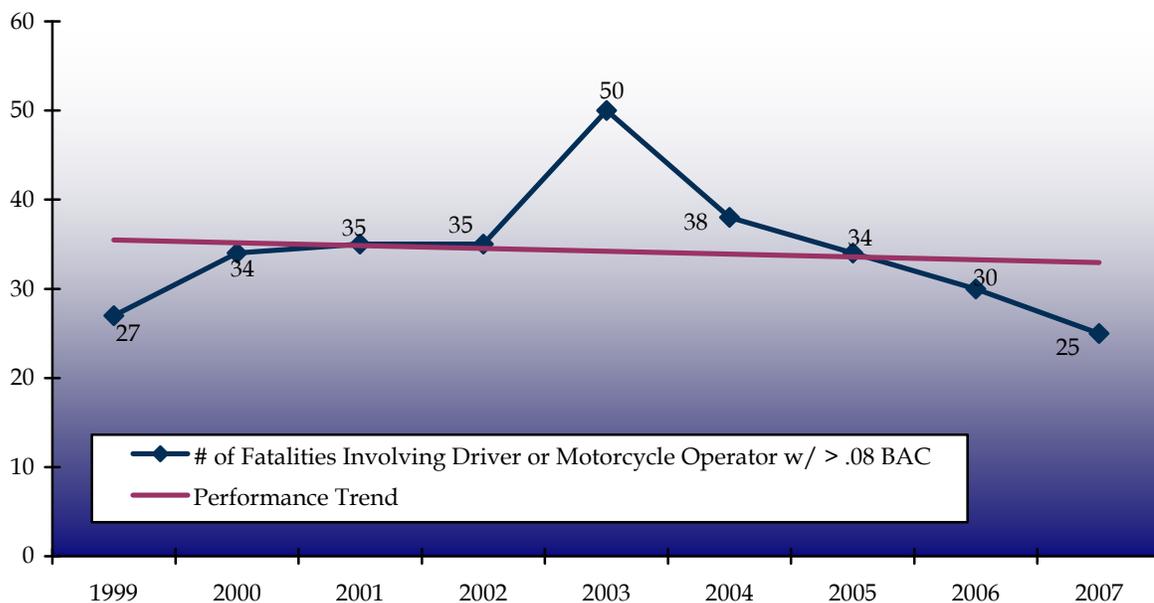
**Figure 2.2 Fatality Rate/100 Million VMT**  
*Achieved an 18.3% Reduction*



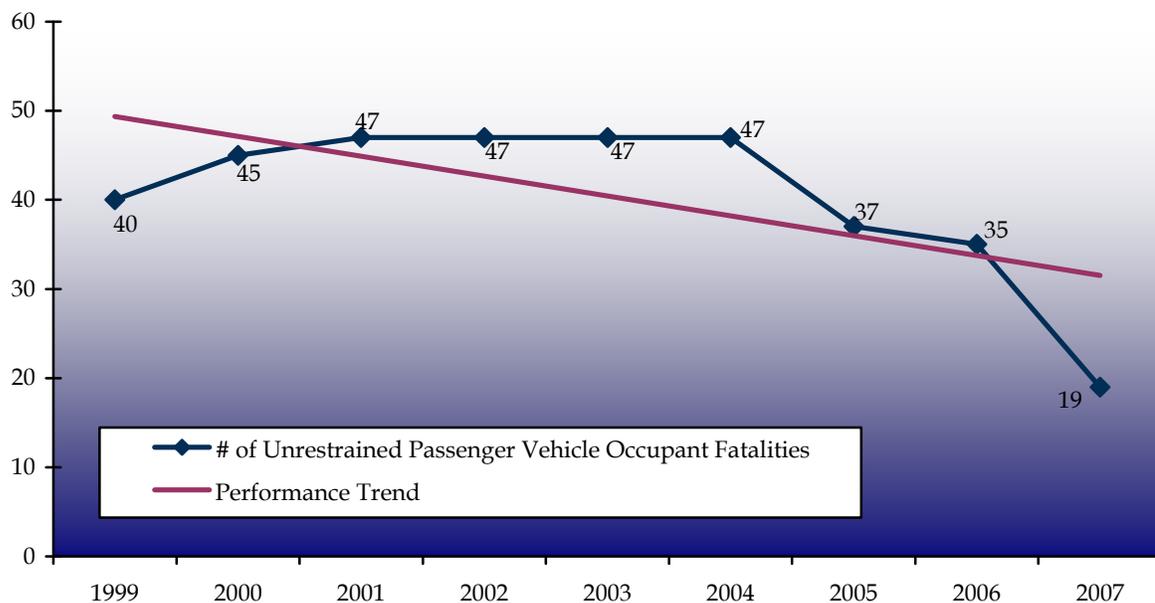
**Figure 2.3 Number of Serious Injuries**  
*Achieved a 41.8% Reduction*



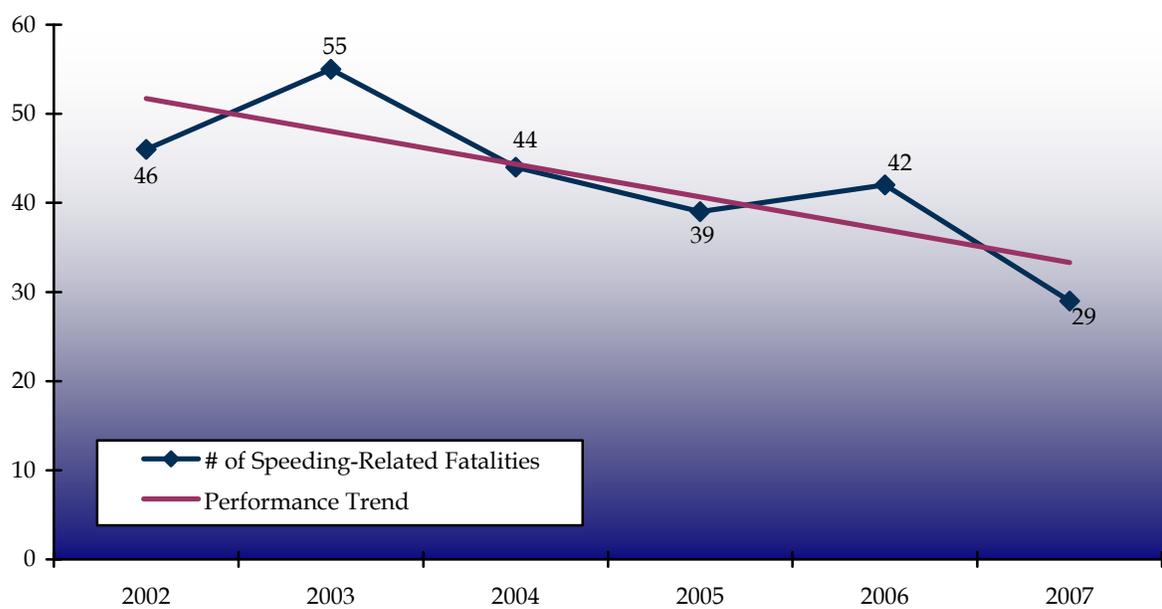
**Figure 2.4 Number of Fatalities Involving Driver or Motorcycle Operator with  $\geq .08$  BAC**  
*Achieved a 16.6% Reduction*



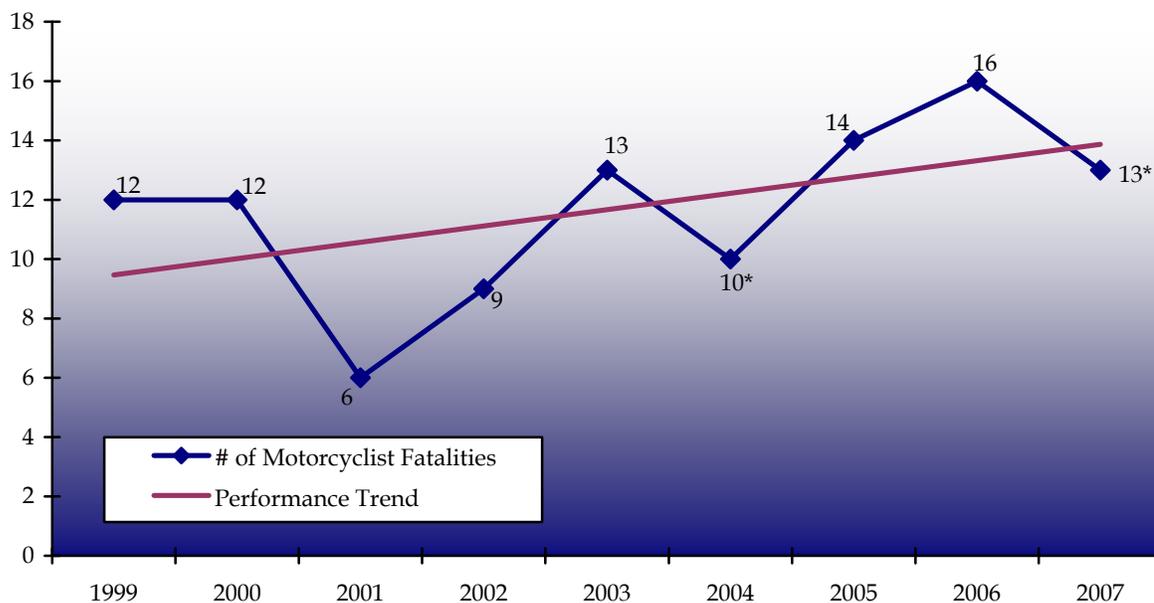
**Figure 2.5 Number of Unrestrained Passenger Vehicle Occupant Fatalities**  
*Achieved a 45.7% Reduction*



**Figure 2.6 Number of Speeding-Related Fatalities**  
*Achieved a 30.9% Reduction*

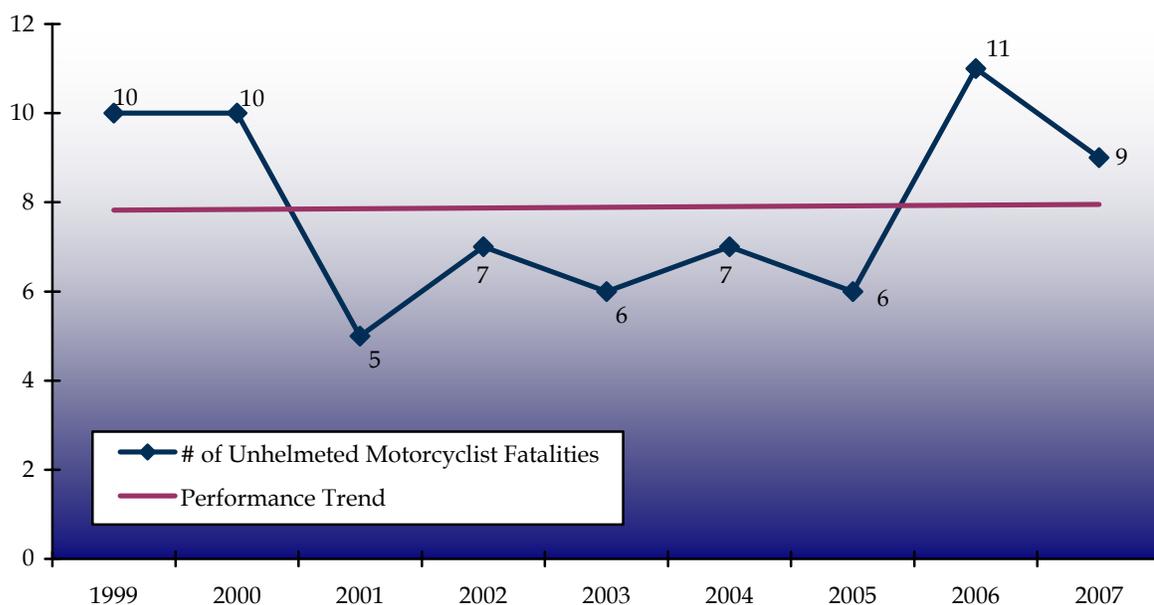


**Figure 2.7 Number of Motorcycle Fatalities**  
*Achieved an 18.8% Reduction*

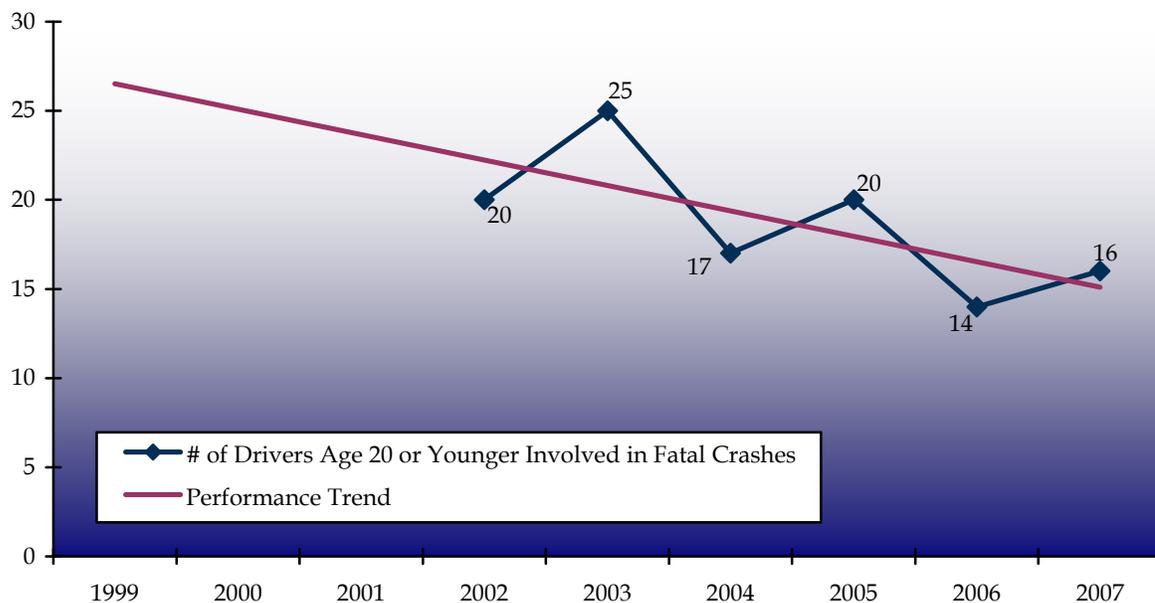


\*Excludes one ATV fatality

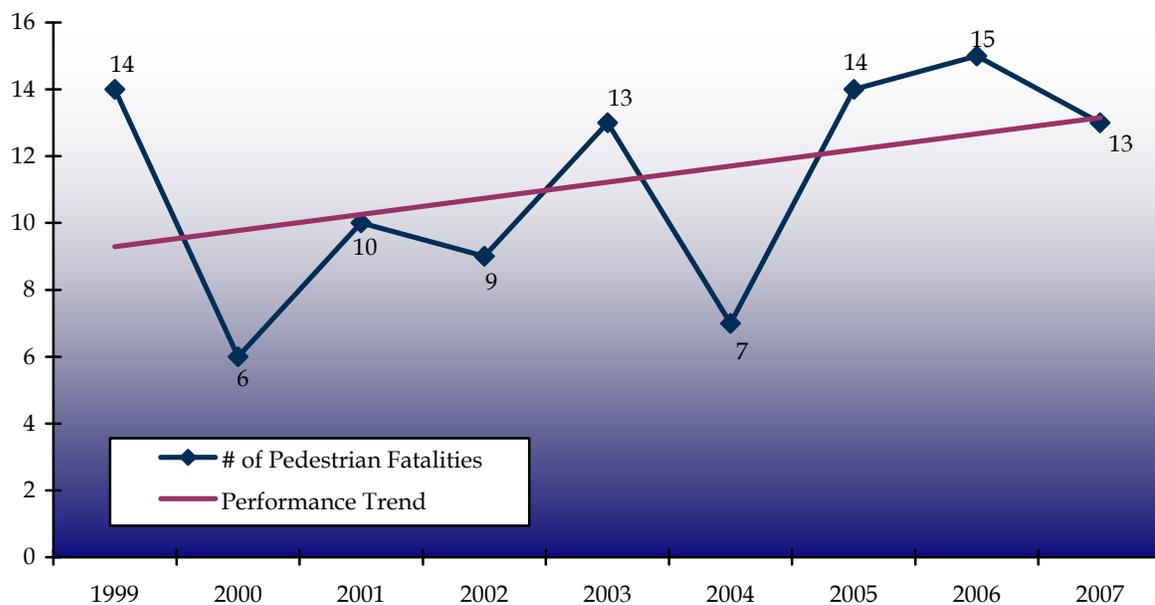
**Figure 2.8 Number of Unhelmeted Motorcyclist Fatalities**  
*Achieved an 18.2% Reduction*



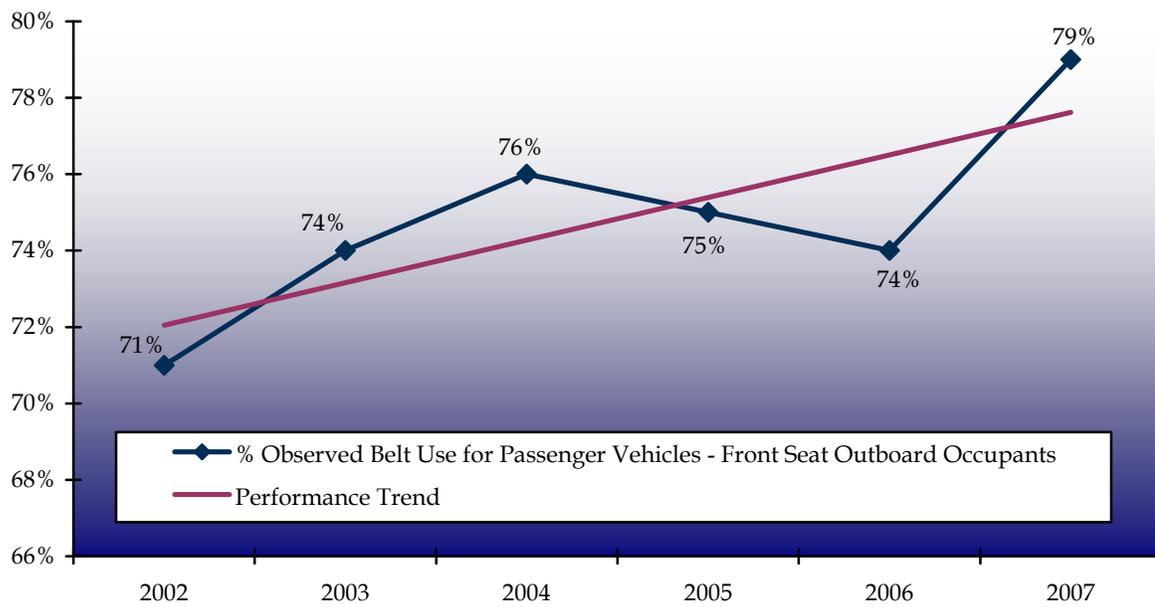
**Figure 2.9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes**  
*Experienced a 14% Increase*



**Figure 2.10 Number of Pedestrian Fatalities**  
*Achieved a 13.3% Reduction*



**Figure 2.11 Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant**  
*Achieved a 5% Increase*



**Table 2.2 Additional Traffic Safety Trends in Rhode Island  
2002 to 2007**

Year <sup>a,b</sup>	2002	2003	2004	2005	2006	2007 <sup>c</sup>
Fatalities - actual	84	104	83	87	81	69
Serious Injuries - actual	1,845	1,887	1,600	1,329	1,313	764
Fatality rate / 100 million VMT	1.03	1.24	0.98	1.05	0.98	0.80
Fatality rate /100K population	7.86	9.67	7.69	8.08	7.59	6.52
Fatality and Serious Injury Rate/100 million VMT	23.69	23.80	19.86	17.06	16.80	9.65
Fatal and Serious Injury Rate/100K population	180.53	185.08	155.85	131.58	130.57	78.75
Month of most fatal crashes	Jul/ Aug	Mar	Jun	Jul	Aug	Aug
Day of most fatal crashes	Sat	Sun	Sat	Sat	Sun	Fri
Time of most fatal crashes	1-4 a.m.	10 p.m.- 1 a.m.	10 p.m.- 4 a.m.	7-10 p.m.	1-4 a.m./ 1-4 p.m.	10 p.m.- 3 a.m.
Alcohol-related fatalities	46	59	43	48	42	32 <sup>e</sup>
Fatalities involving driver or motorcycle operator with $\geq 0.08$ BAC	35	50	38	34	30	25
Proportion of alcohol-related fatalities	0.55	0.57	0.52	0.55	0.52	0.46
Alcohol-related fatality rate/100 million VMT	0.56	0.71	0.51	0.58	0.51	0.37
Alcohol-related fatality rate/100,000 population	4.30	5.48	3.98	4.46	3.93	3.03
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	71%	74%	76%	75%	74%	79%
Unrestrained Passenger Vehicle Occupant Fatalities - actual	47	47	47	37	35	19
Speed-related fatalities - actual	46	55	44	39	42	29
Proportion of speed-related fatalities	0.55	0.53	0.53	0.45	0.52	0.42
Speed fatality rate/100 million VMT	0.56	0.66	0.52	0.47	0.51	0.34
Speed fatality rate/100,00 population	4.30	5.11	4.07	3.62	3.93	2.74
Nonmotorist fatalities - actual	10	15	7	15	16	14
Nonmotorist fatality rate/100 million VMT	0.12	0.18	0.08	0.18	0.19	0.16
Nonmotorist fatality rate/100,000 population	0.94	1.39	0.65	1.39	1.50	1.32
Nonmotorist serious injuries - actual	177	147	156	145	143	98
Nonmotorist fatality and serious injury rate/100 million VMT	2.30	1.94	1.92	1.93	1.92	1.30
Nonmotorist fatality and serious injury rate /100,000 population	17.50	15.06	15.09	14.87	14.89	10.59
Pedestrian fatalities - actual	9	13	7	14	15	13
Pedestrian fatality rate/100 million VMT	0.11	0.17	0.08	0.17	0.18	0.15
Pedestrian fatality rate/100,000 population	0.84	1.30	0.65	1.30	1.41	1.23
Pedestrian serious injuries - actual	132	103	114	103	107	71
Pedestrian fatality and serious injury rate/100 million VMT	1.73	1.40	1.43	1.41	1.47	0.97

**Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)**  
2002 to 2007

Year <sup>a,b</sup>	2002	2003	2004	2005	2006	2007 <sup>c</sup>
Pedestrian fatal and serious injury rate/100,000 population	13.20	10.88	11.20	10.87	11.43	7.94
Bicyclist fatalities - actual	1	1	0	1	1	1
Bicyclist fatality rate/100 million VMT	0.01	0.01	0.00	0.01	0.01	0.01
Bicyclist fatality rate/100,000 population	0.09	0.09	0.00	0.09	0.09	0.09
Bicyclist serious injuries - actual	45	44	42	42	36	27
Bicyclist fatality and serious injury rate/100 million VMT	0.56	0.54	0.50	0.52	0.45	0.32
Bicyclist fatal and serious injury rate/100,000 population	4.30	4.18	3.89	4.00	3.47	2.65
Motorcycle fatalities - actual	9	13	10 <sup>f</sup>	14	16	13 <sup>f</sup>
Unhelmeted motorcycle fatalities - actual	7	6	7	6	11	9
Motorcycle fatality rate/100 million VMT	0.11	0.16	0.12	0.17	0.19	0.15
Motorcycle fatality rate/100,000 population	0.84	1.21	0.93	1.30	1.50	1.23
Motorcycle serious injuries - actual	137	134	138	133	107	87
Motorcycle fatality and serious injury rate/100 million VMT	1.79	1.76	1.75	1.77	1.48	1.16
Motorcycle fatal and serious injury rate/100,000 population	13.66	13.67	13.70	13.66	11.52	9.45
Young drivers involved in fatal crashes <sup>d</sup>	20	25	17	20	14	16
Young drivers in fatal crashes/100 Million VMT	0.25	0.30	0.20	0.24	0.17	0.19
Young drivers in fatal crashes/100,000 population	1.87	2.32	1.57	1.86	1.31	1.51
Young drivers in serious injury crashes - actual	437	380	416	320	300	186
Young drivers in serious injury crashes/100 Million VMT	5.37	4.54	4.91	3.86	3.61	2.15
Young drivers in fatal and serious injury crashes /100 million VMT	5.61	4.84	5.11	4.10	3.78	2.34
Young drivers in fatal and serious injury crashes /100,000 population	42.77	37.65	40.10	31.59	29.41	19.10
Older drivers involved in fatal crashes - actual <sup>e</sup>	15	21	14	9	12	5
Older drivers in fatal crashes/100 Million VMT	0.18	0.25	0.17	0.11	0.14	0.06
Older drivers in serious injury crashes - actual	184	184	157	156	122	105
Older drivers in fatal and serious injury crashes /100 million VMT	2.44	2.45	2.02	1.99	1.61	1.27
Older drivers in fatal and serious injury crashes /100,000 population	18.62	19.06	15.83	15.33	12.55	10.40

Note: All VMT data are from FHWA. All population data are from the U.S. Census Bureau.

Fatality Analysis Reporting System, 2007. <http://www.fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>.

<sup>a</sup> “Serious Injuries” here as elsewhere in the HSP are defined as “Bleeding/Broken Bones,” excluding “Bruises and Abrasions” and “No Visible Injury/Complaint.” Note that serious injury criteria were insufficiently standardized and digitized before 2000 to merit the consideration in OHS program planning. Totals include only those that occurred on public roadways (excluding parking lots or private property).

<sup>b</sup> Rhode Island did not start electronic data transmission of traffic crashes until 2001.

<sup>c</sup> All 2007 data is preliminary.

<sup>d</sup> Young drivers are defined as those age 16 to 20.

<sup>e</sup> Older drivers are defined as those age 65+.

<sup>f</sup> These years each had one ATV fatality that is not included within these numbers.

## 3.0 Programs and Projects

The program accomplishments, goals, objectives, and performance measures of the nine problem areas addressed in the FFY 2008 *Highway Safety Plan* are described in this Section.

### ■ 3.1 Impaired Driving

#### Goals

- Reduce the number of alcohol-related fatalities. COMPLETE (32<sup>1</sup> in 2007; 42 in 2006.)
- Reduce the percentage of fatalities that are alcohol-related. COMPLETE (46 percent in 2007; 52 percent in 2006.)

#### Program Accomplishments

- Reduction in alcohol-impaired crashes.<sup>2</sup> 17.9 percent reduction in alcohol-related fatalities from 28 in 2006 to 23 in 2007.
- Co-Chaired Occupant Protection emphasis area in the *Rhode Island Strategic Highway Safety Plan* (SHSP) enabling the SHSP to meet some of the goals set for the first year.

#### Objectives

Reduce by 2.8 percent the number of crash fatalities with a known BAC of .01 or higher, from 36 in 2006 to 35 in 2008 (three-year average is 36). COMPLETE (11.1 percent reduction to 32 in 2007.)

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<sup>1</sup> Fatality Analysis Reporting System, 2007. <http://www-fars.nhtsa.dot.gov/Trends/TrendsAlcohol.aspx>.

<sup>2</sup> Crashes involving at least one driver or motorcycle operator with a BAC at or above the legal limit (.08 g/dl).

Reduce by 5.3 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 19 in 2006 to 18 in 2008 (three-year average is 23). INCOMPLETE (27 in 2007.)

Reduce by 6.7 percent the number of drivers involved in fatal crashes who were legally intoxicated (known BAC of .08 or higher), from 15 in 2006 to 14 in 2008 (three-year average is 20). COMPLETE (14 in 2007.)

Reduce by two points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from 43.5 percent (2001 to 2005 average) to 35 percent in 2008. INCOMPLETE (In 2007, 61.5 percent (8 out of 13) of the fatalities were alcohol related.)

### **Program Performance Measures**

Maintain average frequency of Operation Blue RIPTIDE patrols (168 per month in FFY 2007). INCOMPLETE (141 per month in FFY 2008.)

Increase total number of DWI charges filed (2,519 in 2006). INCOMPLETE (1,517 in 2007.)

Improve recognition of high-visibility enforcement (HVE) slogan (1.7 percent in 2007) and perception of likelihood of being stopped after drinking to excess and driving (50.6 percent responding “Very Likely” or “Somewhat Likely” in 2006). COMPLETE (54 percent and 53.3 percent in 2008.)

Include impaired driving information on RIDOT web site. COMPLETE

## **■ 3.2 Occupant Protection**

### **Goal**

- Increase seatbelt use rate. COMPLETE (79 percent observed belt use rate in 2007; 74 percent in 2006.)

### **Program Accomplishments**

- Increase in seatbelt use rate – increase from 74 percent in 2006 to 79 percent in 2007 – an all-time record high.
- Reduced number of unrestrained passenger vehicle occupant fatalities by 45.7 percent from 35 in 2006 to 19 in 2007.
- Increase in enforcement of seatbelt law – increased number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization up to 2,336 in 2008 from 2,269 in 2007.

## Rhode Island Click It Or Ticket Mobilization FFY 2008

The RISP and 37 Rhode Island municipal police departments received funding to participate in the RIDOT OHS-sponsored May-June 2008 CIOT Mobilization. The mobilization resulted in:

Enforcement Activity	
Total Hours Worked	1364
Citation Information	
DWI Arrests	15
Safety Restraint Citations	2336
Child Passenger Citations	35
Felonies	12
Stolen Vehicles	5
Fugitives Apprehended	79
Suspended Licenses	34
Uninsured Motorists	64
Speeding	960

## Objectives

Increase by 2.9 points the percent of front seat vehicle occupants who are observed to be using seatbelts, from 79.1 percent in 2007 to 82 percent in 2008. INCOMPLETE (Unknown in 2008.)

Reduce by 2.6 points the percent of unbelted crash fatalities, from 75.3 percent in 2006 to 70.9 percent in 2008 (three-year average). COMPLETE (57.6 percent in 2007.)

## Program Performance Measures

Increase:

- Seatbelt use among pickup drivers, as measured by observational study (64.7 percent in 2007). INCOMPLETE (UNKNOWN in 2008.)
- Awareness of the “Click It or Ticket” slogan, as measured by a telephone survey (84.3 percent in 2007). INCOMPLETE (23.3 percent in 2008.)
- Perception that persons are likely to be ticketed for not wearing seatbelts, as measured by a telephone survey (54.3 percent in 2007). INCOMPLETE (UNKNOWN in 2008.)

Enforcement of seatbelt law, as measured by the number of citations for failure to use proper restraints during the national CIOT enforcement mobilization (2,269 in 2007). COMPLETE (2,336 in 2008.)

## ■ 3.3 Speed

### Goal

- Reduce the role of speeding in highway deaths. COMPLETE (Number of speed-related fatalities decreased from 42 in 2006 to 29 in 2007.)

### Program Accomplishments

- Reduced speed-related fatalities by 66.6 percent, from 42 in 2006 to 29 in 2007.
- Improved accuracy and timeliness of processing and posting of speeding violations for five pilot community police departments and all State Police barracks through the E-Citation program.

### Objectives

Increase the issuance of speeding citations by three percent (from 12,439 in FFY 2005 to 12,812 in FFY 2007). INCOMPLETE (5,136 in 2007.) Note: OHS did not fund monthly patrols in FFY 2008, resulting in a significantly lower number of citations issued compared to previous year.

Reduce the percent of fatalities resulting from speed-related crashes to 50 percent (52 percent was the five-year average). COMPLETE (decreased to 43 percent in 2007.)

### Program Performance Measures

Decrease the percentage of fatalities that occur in speed-related crashes to 50 percent (52 percent was the five-year average). COMPLETE (decreased to 43 percent in 2007.)

Increase enforcement, as measured by the number of citations for speeding during Operation Blue RIPTIDE/State Police enforcement mobilizations (11,094 in FFY 2006). INCOMPLETE (5,136 in 2007.) Note: OHS did not fund monthly patrols in FFY 2008, resulting in a significantly lower number of citations issued compared to previous year.

## ■ 3.4 Young Drivers

### Goals

- Reduce crash fatalities among young drivers. INCOMPLETE (16 in 2007; 14 in 2006.)
- Reduce crash injuries among young drivers. INCOMPLETE (Due to change of data collection format for two calendar years, the data is not validated for this year. This will be corrected for our next year's annual evaluation report.)

### Program Accomplishments

- Expanded the focus and increased the goals and objectives in the Young Drivers' program.
- Continued the partnership with the Rhode Island Interscholastic League, the American Automobile Association (AAA), the Rhode Island State Police, and WBRU radio station to conduct the third annual challenge in local high schools for 30-second safety-related PSA's for either radio or television.
- Collaborated with AAA and Community College of Rhode Island (CCRI) to expand the Pre-Permit Parent/Teen workshops currently offered to AAA members. This concept has been expanded throughout the State and is now open for enrollment to nonmembers.
- Continued the partnership with radio station HOT 106 during "Friday Night Football." This partnership promoted "Zero Tolerance" for Underage Drinking, Occupant Protection, and Speed Prevention among young drivers. Live broadcasts were conducted during high school football games from the field. OHS messaging was presented both during the game and in promotions for the games.
- Co-Chaired Young Driver emphasis area in the *Rhode Island Strategic Highway Safety Plan* (SHSP) enabling the SHSP to meet some of the goals set for the first year.
- Collaborated with the Rhode Island Attorney General's Office to expand the Zero Fatalities Program by making transportation to the ACI for offender presentations accessible for high schools statewide.
- Worked with CCRI and the Driver Education Program Instructors to develop and refine resource material to be utilized in the classroom. OHS is providing young driver material and messaging to instructors.

## Objectives

Reduce by 10 percent the number of drivers 20 years old and younger who are involved in fatal crashes, from 14 in 2006 to 12 in 2008. INCOMPLETE (16 in 2007 or 14 percent increase from 2006.)

Reduce by two points the percentage of drivers 20 years of age and younger in fatal crashes who had prior speed convictions, from 22.7 percent (three-year average) to 20.7 percent in 2008. INCOMPLETE (Unable to obtain this information.)

## Program Performance Measures

Maintain average of 2004 and 2005 level of young drivers (18) who are involved in fatal crashes, as measured by the number of drivers in fatal crashes who are 16 to 20 years of age (17 in 2004 and 19 in 2005). COMPLETE (17 in 2004 and 19 in 2005 or an average of 18; 14 in 2006 and 16 in 2007 or an average of 15.)

Monitor the number of charges filed for drivers under 18 years of age for DUI (26 in 2006) to determine effectiveness of program. COMPLETE (18 in 2007.)

Implement a minimum of four contracts with parents/care givers to provide information on the role of alcohol and/or primary seat belt use for young drivers. COMPLETE (Through OHS collaboration with AAA Pre-Permit program.)

Distribute Graduated Drivers License (GDL) informational packet to new young drivers. INCOMPLETE (Coordinating with DMV and CCRI to draft a brochure to be distributed through the Driver's Ed program and DMV.)

Decrease number of young passenger fatalities who are 16 to 20 years of age (seven in 2006). INCOMPLETE (Number of fatalities involving young passengers stayed the same: seven in 2007.)

## ■ 3.5 Motorcycles

### Goals

- Educate the motoring public on “who” the motorcycle rider is. COMPLETE (OHS has purchased outdoor, TV, and radio advertising to promote this message.)
- Develop a Motorcycle Safety and Awareness Coalition. UNDERWAY (Meeting to be held in the spring of 2009.)

- Increase awareness of motorcycles on the roadways through the use of paid media and messages on variable message signs (VMS) on all major highways. COMPLETE (OHS has purchased additional outdoor, TV, and radio advertising to promote this message, along with posting the awareness message “Motorcycles Are Everywhere” on the VMS signs throughout the State during the summer months.)
- Increase the awareness of the negative effects of drinking and riding. UNDERWAY (Although extensive impaired driving-related messages were produced, they were not tailored specifically to motorcycle operators. However, the general YD&DYL message was addressed to all operators of any type of motor vehicle.)
- Reduce crashes and fatalities among motorcyclists and their passengers. COMPLETE (In 2007, Rhode Island experienced 13 motorcycle crashes and fatalities (and one ATV), which is three fewer fatalities than in 2006.)

## Program Accomplishments

- Reduced motorcycle serious injuries by 18.7 percent from 107 in 2006 to 87 in 2007.
- Reduced the motorcycle fatality rate per 100 million VMT from 0.19 in 2006 to 0.15 in 2007.
- Reduced the motorcycle fatality rate per 100,000 population from 1.50 in 2006 to 1.23 in 2007.
- Reduced the motorcycle fatality and serious injury rate per 100 million VMT from 1.48 in 2006 to 1.16 in 2007.
- Reduced the motorcycle fatal and serious injury rate per 100,000 population from 11.52 in 2006 to 9.45 in 2007.
- OHS sponsored a Motorcycle Crash Reconstruction class for 30 police officers from around the State. State and local police departments spent five days becoming certified Motorcycle Crash Reconstructionists. The State of Rhode Island benefited significantly by training 30 new police officers to recognize the causes of these crashes that kill many Rhode Islanders each year. This will improve attempts to remedy the situations that caused these crashes and prevent additional deaths in the future. The class was taught by instructors from the IPTM from the University of North Florida.

## Objectives

Reduce the number of crash fatalities among motorcyclists from its increase of 16 in 2006 back down to its three-year average (2003 to 2006) of 13 in 2008. COMPLETE (2007 Rhode Island experienced 13 motorcycle fatalities and one ATV fatality.)

Reduce by two points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from 43.5 percent (2001 to 2005 average) to 35 percent in 2008. INCOMPLETE (In 2007, 61.5 percent (8 out of 13) of the fatalities were alcohol related.)

### **Program Performance Measures**

Reduce the number of motorcycle fatalities from 16 in 2006 to 13 in 2008. COMPLETE (In 2007, Rhode Island experienced 13 motorcycle fatalities (and one ATV fatality).)

Maintain the low percentage of motorcycle fatalities relating to alcohol (25 percent in 2006). INCOMPLETE (In 2007, 61.5 percent of the fatalities were alcohol related.)

Hold Motorcycle Safety Day. INCOMPLETE (Will host educational events in FFY 2009 through riders' groups.)

Hold quarterly Motorcycle Safety and Awareness Coalition meetings. INCOMPLETE (Met with individual rider groups and organizations and will establish Coalition in FFY 2009.)

Develop Motorcycle Riding Map of the State. UNDERWAY

## ■ 3.6 Other Road Users

### **Goals**

- Reduce the number of fatalities among pedestrians. COMPLETE (13 fatalities in 2007; 15 in 2006.)
- Maintain the low number of fatalities among bicyclists. COMPLETE (1 fatality in 2007; 1 fatality in 2006.)
- Maintain the low number of fatalities on school buses. COMPLETE (RIDOT OHS has maintained the fourth straight year of zero school bus fatalities.)

### **Program Accomplishments**

- Reduced pedestrian fatalities from 15 in 2006 to 13 in 2007.
- Reduced pedestrian serious injuries by 33.6 percent from 107 in 2006 to 71 in 2007.
- Reduced the pedestrian fatality rate per 100 million VMT from 0.18 in 2006 to 0.15 in 2007.

- Reduced the pedestrian fatality rate per 100,000 population from 1.41 in 2006 to 1.23 in 2007.
- Reduced the number of bicyclist serious injuries by 25 percent from 36 in 2006 to 27 in 2007.
- Reduced the bicyclist fatality and serious injury rate per 100 million VMT from 0.19 in 2006 to 0.16 in 2007.
- Reduced the bicyclist fatal and serious injury rate per 100,000 population from 3.47 in 2006 to 2.65 in 2007.
- OHS conducted two Safety Days for more than 1,000 students at the Stadium Elementary and Laurel Hill Elementary Schools. Interactive activities emphasized seatbelt use, pedestrian safety, bicycle safety, and child passenger safety.
- OHS also participated in several elementary, middle, and high school health and safety fairs to promote seatbelt and helmet use and pedestrian safety.

## Objectives

Keep the number of crash fatalities among pedestrians at its average since 2002 (11), in 2008 (down from 15 in 2006). INCOMPLETE (However, progress has been made. There were 13 pedestrian fatalities in 2007, exceeding the four-year average of 10, but lower than the 2006 level of 15.)

Maintain the low number of crash fatalities among bicyclists at one in 2008. COMPLETE (There was one bicyclist fatality in 2007.)

Maintain the number of crash fatalities among school bus occupants at zero in 2008. COMPLETE (There was zero school bus occupant fatalities in 2007.)

## Program Performance Measures

Conduct five regional Safety Days throughout the calendar year. COMPLETE (Participated in five safety days around the State: two in Cranston, two in Pawtucket, and one in Providence.)

Supplement summer and school break camp activities focusing on safe interactions among pedestrians, bicyclists, and motorists. COMPLETE (OHS participated in safety days that included activities related to all three messages.)

Partner with local schools/agencies to participate in their safety programs. COMPLETE (Partnered with the University of Rhode Island (URI), Cranston Child Opportunity Zone (COZ), and the Cranston School Department.)

## ■ 3.7 Traffic Records

### Goals

- Expand and improve databases on highway safety. INCOMPLETE (Deployment of E-Citation has been limited to the pilot program due to need for IMC upgrade.)
- Improve data integration and coordination with highway safety stakeholders. INCOMPLETE (Efforts are underway to implement data integration from Traffic Court, state and local law enforcement, and DMV.)
- Complete implementation and deployment of hardware, software, and training to support the electronic collection and transmission of traffic safety information (E-Citation, Crash form, and Race data collection). INCOMPLETE (There is 100 percent usage of the electronic crash form with state and local law enforcement. However, race data collection will be deployed in 2009 with OHS being the lead agency.)

### Program Accomplishments

- Applied for and received a third year Section 408 grant under the SAFETEA-LU legislation. TRCC, along with its stakeholders, was able to meet or exceed set benchmarks for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data.
- Held more than 10 TRCC Committee meetings with stakeholders. RIDOT OHS has continued to demonstrate to our stakeholders that we are committed to working with them to improve traffic safety and data management.
- Working with EMS/Health Department to move to electronic collection and transmission of EMS data. The Health Department, Lifespan, and OHS are discussing options for upgrading statewide reporting systems.
- TRCC Program Coordinator, without the assistance of a State Law Enforcement Liaison (LEL), has been able to facilitate enforcements' participation in Race Data collection, Electronic Crash Reporting, and E-Citation programs.

### Objectives

Reduce traffic records data processing time, manual data processing, and paper handling. UNDERWAY (Completed in five cities/towns and the RISP. Continuing with deployment of hardware to all other local police departments.)

Increase the data linkage of traffic records with other data systems within the State and local highway and traffic safety programs. UNDERWAY (Coordination continues with the Health Department, EMS services and Lifespan.)

## **Program Performance Measures**

Conduct 10 TRCC meetings in 2008 (eight in 2006). COMPLETE (TRCC Coordinator has held 10 meetings to date. Also conducted additional meetings with local law enforcement partners.)

Increase the total number of program partners in 2008 (15 in 2007). INCOMPLETE (TRCC maintained 15 members.)

Expand sharing of problem identification data among stakeholders, partners, and traffic safety advocates. COMPLETE (TRCC was successful in meeting or exceeding set benchmarks, under Section 408 Grant, for measurable goals in improving data integration, accuracy, and timeliness in collection of highway safety data.)

Redesign OHS web page to include static FARS information along with OHS reports. UNDERWAY (Limited information has been added to web site.)

Develop a Traffic Records System Resource Guide and a comprehensive inventory of Highway Safety information sources in the State. UNDERWAY (Currently evaluating and inventorying stakeholders' data.)

Monitor NHTSA 408 Grant Management Projects. Amount of funding received will determine the measurable goals set for 2008. COMPLETE (Submitted successful Section 408 Grant for third year funding.)

Provide law enforcement with community statistics a month prior to the national CIOT and YDYDYL alcohol campaigns. INCOMPLETE (With the loss of the OHS LEL, our coordination with state and local police departments was focused on partnering for the enforcement of our campaigns.)

Increase the timeliness of E-Citation data from police, state, and Municipal Courts from monthly to being posted daily into the system. INCOMPLETE (Not all information is updated daily due to need for verification from Municipal Courts and law enforcement. However, time delay is now reduced to one to two days.)

Increase the number of Law Enforcement Agencies backfilling data into citations from five to 15. UNDERWAY (Awaiting deployment of hardware to all the local police departments.)

## ■ 3.8 Racial Profiling

### Goals

- Increase data collection, analysis, and distribution of traffic stop data. INCOMPLETE
- Generate programs to enhance law enforcement and minority community involvement and communication to ensure collaborations on highway safety programs while eliminating racial profiling. INCOMPLETE

### Program Accomplishments

- Approximately 35,000 copies of “What should I do if I am stopped by an officer of the law?” and “What to do during an encounter with a police officer” have been developed in response to a request by minority organizations/groups and local police departments for educational outreach and community/law enforcement cooperation.

### Objectives

*The OHS Minority Outreach Coordinator position became vacant in April 2008. This impacted OHS' ability to administer the number and type of programs originally planned in 2008.*

Implement a program to provide professional collection and analysis of the traffic stop data from all communities within the State. INCOMPLETE

Implement a program providing law enforcement and the minority communities opportunities to work together on education, outreach, and training. INCOMPLETE (While OHS did not create a new program, OHS is an active member of the Civil Rights Roundtable (CRRT)/Rhode Island Police Chiefs Association (RIPCA) committee that developed the brochures entitled “What should I do if I am stopped by an officer of the law?” and “What to do during an encounter with a police officer.” OHS is paying for the printing and helping with the distribution of the brochures (distribution will actually take place in FFY 2009).)

Provide appropriate training programs for law enforcement personnel. INCOMPLETE (The Rhode Island Municipal Police Academy has just been granted permission to add a contract employee to serve as OHS's LEL. It is anticipated that implementing the Professional Traffic Stop training will be included within the LEL's duties.)

Assist in developing practices and procedures to identify racial profiling and appropriate prevention measures. INCOMPLETE

## Program Performance Measures

Produce by means of data collection and analysis at least one quarterly comprehensive report, including passenger and driver information, summarizing the traffic stop information from all police departments. INCOMPLETE (State RFP process taking longer than anticipated. RFP being finalized; when it is completed it will be “vetted” with the RIPCA and CRRT for two weeks and then advertised.)

Develop and provide strategic recommendations/initiatives to eliminate and prevent racial profiling based on data analysis. INCOMPLETE (This measure is dependent on first measure above.)

Develop programs to foster partnerships to reduce/eliminate racial profiling while promoting outreach and educational activities with the minority communities and the Rhode Island law enforcement community. ONGOING (OHS continues to be an active member of the CRRT. As a result of meetings between CRRT and RIPCA, two brochures have been developed that will be printed and distributed in FFY 2009. Approximately 35,000 copies of “What should I do if I am stopped by an officer of the law?” and “What to do during an encounter with a police officer” have been requested for distribution by minority organizations/groups and local police departments for educational outreach and community/law enforcement cooperation.)

Create a product that will provide an overview of varied approaches to addressing racial profiling for law enforcement agencies. INCOMPLETE (It is anticipated that this will be developed from data derived from the data collection and analysis project that is being finalized within the state RFP process.)

Implement a Professional Traffic Stop Training program for law enforcement. INCOMPLETE (The loss of the division’s LEL position in November 2007 brought the process of delivering this training to a halt. However, OHS believes that we will be able to move forward with the services of an LEL for at least six months in FFY 2009 and Professional Traffic Stop Trainings will be conducted during that time period.)

Develop culturally appropriate public service announcements, posters, brochures, pamphlets, and related materials to support outreach and educational efforts of all partners. ONGOING (Examples can be found in the Paid Media Section of the report.)

## ■ 3.9 Planning and Administration

### Goal

- To administer a fiscally responsible, effective highway safety program that targets the State’s most significant safety problems in an effort to save lives and reduce serious injuries. ONGOING

## Program Accomplishments

- OHS staff testified on legislation dealing with texting and cell phone use by persons under the age of 18, oversight and implementation of the state motorcycle program, allowing mandatory server training to be offered on-line as well as in a classroom setting, and a primary seat belt law.

## Program Performance Measures

Coordinate and complete Management Review within timeframe included within Management Review Guidelines. COMPLETE

Provide testimony on traffic safety-related legislation within the 2008 legislative session. COMPLETE (OHS staff testified on legislation dealing with texting and cell phone use by persons under the age of 18, oversight and implementation of the state motorcycle program, allowing mandatory server training to be offered on-line as well as in a classroom setting, and a primary seat belt law.)

Deliver the FFY 2007 Annual Program Evaluation by December 31, 2007. COMPLETE

Deliver the FFY 2009 Highway Safety Plan by September 1, 2008. COMPLETE

Fill vacant FARS Analyst position. INCOMPLETE (OHS is attempting to fill the FARS vacancy within the current state guidelines for addressing job vacancies.)

## 4.0 Special Events and Activities

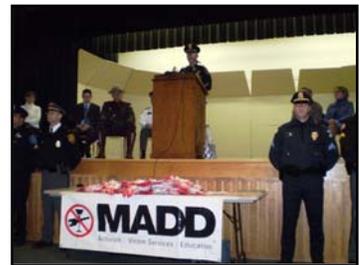
### *National Speed Mobilization Kickoff*

On November 20, 2007 the OHS kicked off the National Speed Mobilization Campaign with a press conference. The event generated interest from two television stations, as well as print and radio. The event was attended by representatives from 17 police departments.



### *MADD Red Ribbon Ceremony*

OHS attended and supported the MADD Red Ribbon Campaign kickoff on November 19, 2007 at Ponagansett High School in North Smithfield. The campaign highlighted the dangers of drinking and driving. A survivor of drunk driving crashes spoke about her ordeal and implored the students present to “think before you drink.”



### *AAA/MADD Victim Ride-Along Press Conference*

OHS participated in the press conference on December 27, 2008 which announced the Victim Ride-Along Program. It generated statewide media coverage and emphasized the dangers of drinking and driving.

### *Motorcycle PSA*

In April 2008, OHS supported increased distribution of the Motorcycle PSA through paid media. The message focused on reeducating the motoring public on “who” the biker is. A biker is everyone. The point to the general motoring public was “be aware, drive, and ride with care.” Increased awareness of motorcycles on the roadways was accomplished through the use of paid media and messages on variable message signs on all major highways.



### ***Motorcycle Awareness Month Press Conference***

In observance of Motorcycle Safety and Awareness Month (May), RIDOT hosted a press conference on Wednesday, May 7, 2008 at the Community College of Rhode Island (CCRI) Knight Campus, 400 East Avenue, which featured a motorcycle crash reconstruction demonstration. RIDOT's safety message is directed to both motorists and motorcyclists, encouraging careful driving when sharing the road.



### ***Motorcycle Crash Reconstruction Training***

OHS sponsored a Motorcycle Crash Reconstruction class for 36 police officers from around the State. State and local police departments spent five days becoming certified Motorcycle Crash Reconstructionists. The State of Rhode Island benefited significantly by training 30 new police officers to recognize the causes of these crashes that kill many Rhode Islanders each year. This will improve attempts to remedy the situations that caused these crashes and prevent additional deaths in the future. The class was taught by instructors from the Institute of Police Technology and Management (IPTM) from the University of North Florida.



### ***Third Annual "Teen TV/Radio Commercial Challenge"***

Friday, May 9, 2008 teens from three Rhode Island High Schools were recognized for their outstanding efforts developing safety-related PSA's, at the "Death Cab for Cutie" concert produced by the radio station WBRU. Woonsocket High School took first and second place in the video category. Westerly High School placed third in the video category and Cranston West High School won first place in two categories, Audio and Spanish Video. RIDOT, along with the Rhode Island Interscholastic League, AAA of Southern New England, the RISP, Neighborhood Health Plan of Rhode Island, and 95.5 WBRU sponsored the Third Annual "Teen TV/Radio Commercial Challenge."



### ***Gladstone Elementary School Career and Safety Day***

OHS participated in a Career and Safety Day at Gladstone Elementary School for second and third graders on May 16, 2008. The importance of buckling up every trip, every time, was emphasized as well as pedestrian safety, bike safety, and skateboard safety. Highway Safety provided bookmarks, key chains, and pens with Click-It-Or-Ticket (CIOT) messages.

### *CIOT National Campaign Kickoff*

May 16, 2008 OHS kicked off the National CIOT Campaign with a press conference at Hope High School, where the new rollover simulator was debuted. Director Lewis spoke at the televised event and Vince and Larry, the NHTSA Crash Dummies, attended, emphasizing the message “Don’t be a Dummy, Buckle Up, Every Trip, Every Time.



### *Arlington Elementary School Safety Day*

On May 22, 2008 OHS and Cranston Police partnered with the Cranston COZ for their annual safety day event at Arlington School. Children were fitted with bike helmets and instructed by officers from Cranston Police regarding the importance of proper protection while riding a bike. In addition, children and parents were informed of proper pedestrian safety at both signalized and unsignalized crossings.



### *Construction Career Days*

The OHS participated in the 2008 RIDOT Construction Career Days - May 14<sup>th</sup> through 15<sup>th</sup>. Over 1,000 high school students and community youth throughout Rhode Island attended this exciting event. The RISP demonstrated SFSTs using the fatal vision goggles. Participants were verbally surveyed regarding new Graduated Drivers License laws. Bookmarks were developed and distributed with recent laws regarding the Graduated Licensing System, cell phone usage while driving, primary seat belt law for youth, and under age drinking information.

### *Child Passenger Safety Events*

On June 10, 2008 OHS participated in the installation of child safety seats as part of Injury Prevention Center’s CPS initiatives. Certified CPS technicians checked 52 seats at the June event.



*Child Passenger Safety Car Seat Check*

### ***URI Guaranteed Admission Program (GAP) Safety Presentation***

July 23, 2008 OHS was asked to talk to the students of the GAP program regarding basic safety points. Approximately 50 students participated in the discussions regarding occupant protection, driving under the influence, pedestrian safety, and motorcycle safety. Several presentations were given showing the results of being involved in a crash where being unbelted or driving impaired resulted in a fatality.



### ***MADD-RI Team Spirit Program***

This summer, on July 30, 2008, training was once again sponsored by OHS for nearly 200 high school students at Bryant University. Activities included highway safety presentations, role-playing, team building, and hands-on exercises that assist the students in planning and promoting “nonalcoholic” activities and messages at their individual schools.



### ***“08-08-08 It’s the Law EVERY Day!”***

August 8, 2008 OHS, along with the Attorney General and state and local police, sponsored a press conference to kickoff the Department’s summertime Alcohol Enforcement Initiative. The dangers of drinking and driving were emphasized and the State’s commitment to catching drunk drivers was reiterated. Representatives from all the local and state police departments attended the televised event.



### ***“Knowledge is Power” Pawtucket Community Event***

Sunday, August 17, 2008 OHS was represented at this community event in Pawtucket. Safety materials were distributed to elementary school-aged attendees.

### *Pawtucket National Night Out*

OHS was represented at this event on September 8, 2008 in Pawtucket. Safety Materials were distributed to attendees.



### *Rhode Island College Rollover Simulator Demonstration*

OHS, along with the RISP, gave a demonstration of the Roll-Over Simulator on September 2, 2008 at Rhode Island College. The demonstration was attended by more than 100 students and teachers.



### *Rhode Island Police Chief's Trade Show*

OHS attended and displayed safety materials at the September 15, 2008 tradeshow. More than 300 people attended this event and were given the opportunity to preorder the new "Underage Drinking" banners that OHS is producing.



### *WBRU Summer Concert Series*

From July through September, OHS sponsored YDYDYL, motorcycle, and young drivers messaging to WBRU concert attendees with the radio ads promoting the concerts. They were also replayed during the concert.



### *Grand Reopening of the Dunkin Donuts Center*

OHS, along with the RISP, gave a demonstration of the Roll-Over Simulator on Saturday, September 6, 2008 at the newly renovated Dunkin Donuts Center. The event was attended by more than 5,000 people.



### ***HOT 106 Partnership***

September 22 through October 24, 2008 OHS partnered with radio station HOT 106 during “Friday Night Football.” This partnership promoted zero tolerance, occupant protection, and speed prevention among young drivers. Live broadcasts were conducted during high school football games from the field. OHS messaging was presented both during the game and in promotions for the games.



### ***AAA CPS Car Seat Roundup***

September 18, 2008 OHS participated in the AAA Southern New England Car Seat Round Up that collected more than 500 unsafe car seats statewide and demolished them as part of a press conference. The purpose of the roundup was to highlight the dangers of using a car seat that has been involved in a crash or is outdated. AAA of Southern New England gave each person turning in an old or damaged seat \$5.00 towards a new seat.

### ***Operation Blue RIPTIDE***

In concert with state and local law enforcement, OHS continued to fund year-round drunk driving and speed enforcement patrols. These overtime patrols were supplemented with paid and earned media to emphasize that speeding and drunk driving are taken seriously in Rhode Island and violators will be required to face the consequences.

## 5.0 Paid Media

### ■ 5.1 Paid Media to Support High-Visibility Traffic Enforcement

#### October 2007-September 2008 YD&DYL and CIOT Sustained Enforcement

During FFY 2008, the OHS developed a sports marketing program that included radio advertisements during broadcast of Boston Red Sox and New York Yankees baseball, New England Patriots football, Providence College basketball, and Providence Bruins hockey. Postseason playoff appearances by the Red Sox and Yankees presented opportunities to extend slightly the reach of the OHS sports marketing campaign, as did the presence of the New England Patriots in the National Football League postseason playoffs and Super Bowl. For the third season in a row, OHS utilized the services of Boston Red Sox Senior Advisor, and Rhode Island native, Jeremy Kapstein as a celebrity spokesperson for the campaigns. Additionally, OHS once again was a sponsor of the 95.5 WBRU-FM Summer Concert Series.

Details of YD&DYL and CIOT Sustained Enforcement media buy (including Sports Marketing), October 2007-September 2008:

	Exposure <sup>a</sup>	Spots	Bonus Spots	Cost
Radio	153+ GRP (M 18-34)	3,090	97	\$165,624.00
Print	Daily: 149,094 Circulation	3		\$2,030.00
	Alternative Weekly: 68,000		1	\$0
Cable	15 GRP (M 18-34)	15		
Internet	378,886 Impressions	3,313		\$5,845
<b>Total</b>		<b>6,421</b>	<b>98</b>	<b>\$173,499</b>

<sup>a</sup> GRP refers to Gross Rating Points, in this case for the target audience – males, 18 to 34 years of age. GRP is the product of multiplying the number of viewers or listeners by the number of times a spot is aired.

## November 2007 Speed Enforcement Mobilization

The primary target audience for this campaign was males between the ages of 18 and 34.

Details of media buy for the speed enforcement mobilization, November 2007:

	Exposure	Spots	Bonus Spots	Cost
Cable	593.3 GRP	993		\$17,972.40
<b>Total</b>		<b>993</b>		<b>\$17,972.40</b>

## December 2007-January 2008 YD&DYL Blitz

Based on national research from the NHTSA, the primary target audience for this campaign was males between the ages of 21 and 34.

Details of media buy for YDYDYL blitz, December 2007-January 2008:

	Exposure	Spots	Bonus Spots	Cost
Radio	90.4 GRP (M 21-34)	28	0	\$3,009
<b>Total</b>		<b>28</b>	<b>0</b>	<b>\$3,009</b>

## April-May 2008 Motorcycle Awareness Month

The primary target audience for this campaign was Adults between the ages of 18 and 49.

Details of media buy for Motorcycle Awareness Month, May 2008:

	Exposure	Spots	Bonus Spots	Cost
Cable	523.8 GRP (A 18-49)	887	0	\$18,510.10
Radio	150 GRP (A 18-49)	150	59	\$14,519.00
<b>Total</b>		<b>1,037</b>	<b>59</b>	<b>\$33,029.10</b>

## May-June 2008 CIOT Mobilization

Details of media buy for CIOT Mobilization, May-June 2008:

	Exposure	Spots	Bonus Spots	Cost
TV	2,047.7 GRP	1,128	759	\$137,881.2
Radio	423.2 GRP	456	40	\$33,230
Internet	67,308 Impressions	4,603		\$900
<b>Total</b>		<b>6,187</b>	<b>799</b>	<b>\$172,011.20</b>

## August-September 2008 YD&DYL Blitz

OHS continued to use the Rhode Island State Police “No Excuses” PSA (viewable at <http://www.risp.state.ri.us/>). The spot was retagged and aired as a paid spot with much greater exposure in FFY 2008.

Commercial transcript:

“I only had a couple of beers.

My friend needed a ride home.

I live right down the street.

You’ll have many excuses. We’ll have only one response: There is no excuse for drunk driving.”

Additionally, WLWC CW-28 aired the spot 28 times during December 2007 and April-May 2008 as a no-charge PSA.

Details of media buy for YD&DYL Blitz, August-September 2008:

	Exposure	Spots	Bonus Spots	Cost
TV	2,408.7 GRPs	1,708	568	\$101,401.5
Radio	368.4 GRPs	213	66	\$15,849
Print	68,000 Circulation	3	0	\$9,000
Internet	2,688 Impressions	n/a	n/a	\$297.5
<b>Total</b>		<b>1,924</b>	<b>634</b>	<b>\$126,548</b>

### September 2008 Speed Enforcement Mobilization

The primary target audience for this campaign was males between the ages of 18 and 34.

Details of media buy for the speed enforcement mobilization, November 2007:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
TV	GRP	872	22	\$93,362.60
Radio	158 GRP	46	0	\$6,859.50
Internet	Hits	n/a	n/a	\$276.25
<b>Total</b>		<b>918</b>	<b>22</b>	<b>\$100,498.35</b>

## ■ 5.2 Paid Media Assessments

To determine the impact of paid and earned media efforts, the OHS conducted two 400-person telephone surveys (pre/post enforcement) (August-September 2008).

Key findings from the surveys included:

- Recall of ‘*You Drink & Drive. You Lose*’ remained fairly high relative to awareness of other slogans with 50.4 percent recall.

The share of respondents who recalled the slogan, “*Click It or Ticket*” declined from 34.6 percent in January 2006 to 23.3 percent in September 2008.

Note also that the share of crash fatalities in Rhode Island that were alcohol-related rose one percentage point (from 46 percent in 2006 to 47 percent in 2007). The national rate remained at 37 percent during that period.

### **April 2008 Third Annual “Teens on the Rhode” TV/Radio Commercial/PSA Contest**

OHS joined with the Rhode Island Interscholastic League, AAA of Southern New England, the Rhode Island State Police, and WBRU to once again sponsor the “Teens on the Rhode” contest. High school students from around the State were challenged to develop a 30-second radio and/or television commercial promoting safe driving among teens. The winning commercials were played live at the WBRU Summer Concert Series inaugural concert on May 12, 2008 at Brown University’s Meehan Auditorium (just prior to the national CIOT mobilization in May).

## ■ 5.3 Paid Media for Diverse Outreach/Awareness

### **Diverse Outreach Media Campaign, FFY 2008**

In an effort to reach and educate the multicultural/multiethnic communities of Rhode Island on highway safety issues, the OHS launched a variety of media initiatives/campaigns to improve public awareness and knowledge to support enforcement efforts on impaired driving, occupant protection, and seatbelt use, among other safety issues. These campaigns are culturally relevant and linguistically appropriate. As part of these initiatives, RIDOT/OHS has taken advantage of NHTSA's multicultural media materials and integrated them with creative media initiatives tailored to Rhode Island's diverse minority communities.

### **Demographics/Census**

Rhode Island is one of the highest growth states in the nation for the Hispanic and Southeast Asian communities. Since 1980, the Hispanic population of Rhode Island has more than doubled. Hispanics, African Americans, Asian Americans, and Native Americans now comprise nearly 20 percent of the State's population, one-half of which live in the Providence area.

Through media campaigns, RIDOT/OHS is reinforcing safety messages and educating the different newly arrived Latin American immigrant groups (focus M 18-34). RIDOT/OHS continues to use the media outreach successfully by bringing the message out via local radio and television stations, newspapers, and the Internet.

### **Additional Media to Other Ethnic Groups**

As an outcome of all these educational and outreach efforts, OHS is keenly aware of the need to increase interaction with other ethnic groups in an attempt to raise and/or expand our education and outreach initiatives.

## Multicultural Media

### Radio

Radio stations serve as platforms to convey general highway safety information, educate the public, and generate open discussion on popular misconceptions. Stations with large minority listening audiences have greatly assisted in the outreach and educational efforts.

WPMZ "PODER" 1110 AM (Pop Contemporary Hit Radio, Salsa):

Campaign Period	Spots	Bonus Spots	GRPs	Cost
Thanksgiving 2007 (PT)	40			\$1,550.00
April-May (PT)	38			\$1,445.00
Memorial Day 2008 (OP)	78	0	22.4	\$ 3,005.00
<b>Total</b>	<b>156</b>		<b>22.4</b>	<b>\$ 6,000.00</b>

### Internet

	Hits	Spots	Bonus Spots	Cost
RImix.com		2 (Rotating Banners)		\$ 699.00 per Month
RImixradio.com		365		\$500.00 per month
providenceamerican.com		1		750
<b>Total</b>		<b>368</b>		<b>\$15,138.00</b>

### *Weekly Newspapers*

The focus of the minority paid media campaign with the Providence American Newspaper and Providence en Español was primarily to target males between the ages of 21 and 34 years old due to their high rate of involvement in alcohol-related crashes and males between the ages of 18 to 34 years old lack of seatbelt use.

Providence en Español Newspaper:

<b>Campaign Period</b>	<b>Circulation</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
April-May	25,000	1		\$950.00
Memorial Day 2008 (OP)	25,000	2		\$1,900.00
<b>Total</b>		<b>3</b>		<b>\$2,850.00</b>

The Providence American Newspaper:

<b>Campaign Dates</b>	<b>Circulation</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Memorial Day 2008	10,000	1		\$744.00
<b>Total</b>	10,000	<b>1</b>		<b>\$744.00</b>

El Planeta Newspaper:

<b>Campaign Period</b>	<b>Circulation</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Thanksgiving 2007 (PT)		1	0	\$675.00
Holiday Season 2007 (AL)		1	0	\$675.00
April-May (PT)		2	0	\$1,350.00
Memorial Day 2008 (OP)		2	0	\$1,350.00
<b>Total</b>		<b>6</b>	<b>0</b>	<b>\$4,050.00</b>

*Monthly Magazine*

Tiempo Social:

Campaign Period	Circulation	Spots	Bonus Spots	Cost
May (AL)		1	0	\$1,200.00
Memorial Day 2008 (OP)		1	0	\$744.00
Labor Day 2008 (PT)		2	0	\$2,500.50
<b>Total</b>		<b>4</b>	<b>0</b>	<b>\$4,444.50</b>

*Television*

Univision:

Campaign Dates	Exposure	Spots	Bonus Spots	Cost
Memorial Day 2008 (OP)		60	6	\$ 3,391.50
Labor Day 2008		27	0	\$3,990.00
<b>Total</b>		<b>87</b>	<b>6</b>	<b>\$7,381.50</b>

Telemundo:

Campaign Dates	Ratings	Spots	Bonus Spots	Cost
Thanksgiving 2007 (PT)	UNK	54	9	\$4,118.25
Holiday Season 2007 (AL)	UNK	44	20	\$3,349.00
April-May (PT)	UNK	18	2	\$1,020.00
Memorial Day 2008 (OP)	UNK	52	10	\$3,400.00
July-August 2008 (OP)	UNK	15	5	\$1,020.00
Labor Day 2008	UNK	45	15	\$4,000.00
<b>Total</b>		<b>228</b>	<b>61</b>	<b>\$16,907.25</b>

## **6.0 Financial Summary**

To be submitted by electronic mail directly from OHS.