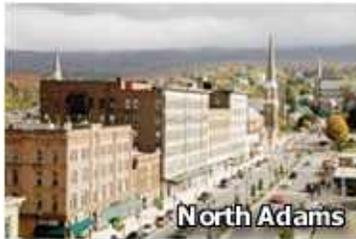


# Massachusetts



## 2005 Highway Safety Annual Report

Mitt Romney, Governor

Kerry Healey, Lt. Governor

Edward A. Flynn, Secretary, Executive Office of Public Safety

Jessica Hanley, Director, Governor's Highway Safety Bureau

## CONTACT INFORMATION

<b>Name</b>	Caroline Hymoff, Senior Program Manager Executive Office of Public Safety, Governor's Highway Safety Bureau (GHSB)	
<b>Street</b>	10 Park Plaza	<b>Phone</b> 617.725.3334
<b>Suite/Room</b>	Suite 3720	<b>Fax</b> 617.725.0260
<b>City</b>	Boston	<b>Email</b> caroline.hymoff@state.ma.us
<b>State</b>	MA	<b>Web</b> www.mass.gov/ghsb
<b>Zip</b>	02116	

## INTRODUCTION

### Crash Summary

The GHSB has used traffic records data to identify highway safety program areas as well as define specific areas of concentration within each of those program areas. Table 1 is a brief review of data analysis associated with these areas using the most recent year of available data.

**TABLE 1 Crash Summary of Highway Safety Plan Program Areas**

General Crash Information	Occupant Survival
<ul style="list-style-type: none"> <li>• There were 476 crash fatalities in Massachusetts in 2004, an increase of 3% over 2003.</li> <li>• There were 5,383 incapacitating injuries from crashes in Massachusetts in 2003, an increase of 2% from 2002.</li> <li>• There were 138,632 reported crashes in Massachusetts in 2004, a 0.4% decrease from 2003.</li> </ul>	<ul style="list-style-type: none"> <li>• The observed safety belt use rate in Massachusetts increased from 63% in 2004 to 65% in 2005. This represents a 4% reduction in non-use.</li> <li>• Safety belt use among teens dropped from 60% in 2004 to 57% in 2005.</li> </ul>
Impaired Driving	Speeding
<ul style="list-style-type: none"> <li>• The percentage of Massachusetts alcohol-related fatalities decreased from 47% in 2003 to 43% in 2004 (215 to 181). The national average was 39% in 2004.</li> <li>• The number of Massachusetts fatalities in high-alcohol (BAC = .08 or higher) crashes increased from 37% in 2003 to 38% in 2004 (172 to 181). The national average was 34% in 2004.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2004, 33% of fatalities were speed-related; this is a decrease from 2003 when 34% of fatalities were speed-related.</li> </ul>

### Challenges

- Massachusetts maintains a secondary safety belt law. A proposal to change the adult safety belt law to a primary law was defeated in 2004. Consideration by the Legislature has been deferred until 2006.
- Massachusetts does not require additional tests for older drivers, specifically prohibiting discrimination in license issuance based solely on age.

- Federal funding during FFY 2005 was reduced and erratic because of the continuation of TEA-21. Even in early FFY 2006, after the passage of SAFETEA-LU, the full extent of federal funding under the new legislation was unclear and had not been fully made available.
- GHSB staffing limitations.
- For most of FFY 2005, the GHSB conducted a competitive procurement process to identify a new traffic records contractor. This process limited our ability to obtain traffic records data and analysis. The data warehouse and on-line access tools developed by the old contractor were transferred to the new contractor on September 30, 2005. Since that transfer, the new contractor has had difficulty bringing the data warehouse and the on-line access tools back to full capacity.

## Accomplishments

- Continued support for primary safety belt law from the Governor and the Secretary of the Executive Office of Public Safety.
- Increase of statewide safety belt usage rate from 51% in 2002, 62% in 2003, 63% in 2004, and increasing again to 65% in 2005.
- The Romney Administration filed “Melanie’s Bill” to toughen the Commonwealth’s laws against repeat drunk drivers; the bill was signed into law in October 2005.
- After an extensive competitive procurement process, the GHSB selected a new traffic records contractor in September 2005. Despite the uncertainty of the procurement process on our traffic records contractor at that time, some progress was made during FFY 05 to refine the data warehouse and its on-line access tool, including the addition of a module to present various static reports.
- Continued the Traffic Records Coordinating Committee meetings and provided technical assistance to others, including MassHighway for its AASHTO Lead State Initiative work on lane departure and the Registry of Motor Vehicles on crash report data quality issues.
- To evaluate the state’s impaired driving countermeasures program, the GHSB requested and participated in the NHTSA Impaired Driving Assessment conducted in July 2005. Findings will be reviewed with key stakeholders prior to implementation in FFY 06.
- Expanded the GHSB Traffic Enforcement and Education Program from 182 local police departments in FFY 03, to 217 departments in FFY 04, to a record high of 265 out of 351 communities in FFY 05. An additional 69 departments signed-up to support the GHSB *Click It or Ticket (CIOTI)* and *You Drink & Drive. You Lose. (YD&DYL)* Campaigns.
- Expanded the *Road Respect* Campaign initially in partnership with the State Police to include grants to 254 local police departments and college campus police departments to ensure it was adequately addressing the problem of speeding and aggressive driving on a statewide level.
- Supported the enforcement efforts by *Click It or Ticket* paid and earned media as well as a statewide safety belt educational demonstration project. This demonstration project conducted by 188 grant communities statewide was the safety belt community education component which supported the statewide enforcement by state and local police and paid and earned media.

- In support of the *You Drink & Drive. You Lose.*, *Click It or Ticket*, and *Road Respect Mobilizations*, the State Police and 265 local police departments generated a combined total of 57,379 patrol hours, 116,637 stops (by local police), 618 OUI arrests, 35,026 speeding citations, 27,093 speed warnings, 25,067 safety belt citations, 930 child passenger safety citations, 29,437 other citations, and 20,632 other warnings. The total in-kind match provided by local departments was \$1,572,619.
- Completed the FHWA Rational Speed Limit Demonstration Project.
- Developed and pilot-tested a Spot Speed Study Program at a GHSB law enforcement workshop. A PowerPoint presentation, student manual, field demonstration of technologies and a hands-on demonstration were utilized to teach local police departments how to conduct spot speed surveys. Program expansion planned.
- Continued work with the Massachusetts Highway Department and other partners to implement a safety conscious planning approach in Massachusetts. In March 2005, a Safety Conscious Planning Forum was held with 80 public safety and transportation professionals. This work enabled Massachusetts to be better prepared for the Strategic Highway Safety Plan requirements of SAFETEA-LU.
- Conducted strategic planning meetings with traffic safety stakeholders representing public health, youth-based organizations, advocacy groups, transportation, state and local law enforcement, judiciary, prosecution, and the medical community to assist with the development of the Massachusetts Highway Safety Plan for FFY 06.
- Implemented the first Massachusetts Law Enforcement Challenge to recognize state and local law enforcement traffic safety efforts and accomplishments. Assisted by the GHSB Law Enforcement Liaisons, 11 local departments and the State Police participated. The State Police and Town of Brookline achieved the honor of third highest awards in their categories in the International Association of Chiefs of Police 2005 National Challenge (based on 2004 data). Award ceremony conducted in November 2005.
- Expanded the services of the Law Enforcement Liaisons as part of a two-year initiative in cooperation with the Massachusetts Municipal Police Institute, the training arm of the Massachusetts Chiefs of Police Association.
- Partnered with the Executive Office of Transportation, Department of Public Health, MassHighway Department and other state agencies to sponsor the annual “**Moving Together Bicycle and Pedestrian Conference.**” The conference continues to draw statewide attendees from law enforcement, highway safety engineers and planners, public health, traffic safety advocates, bicycle and pedestrian advocacy groups, and federal, state and local government representatives.
- Complemented program initiatives by Sections 405, 411, 157, 2003B, penalty transfer (Sections 154 and 164) funds and a comprehensive underage-drinking component sponsored by the U.S. Department of Justice. Additional funding included: two FHWA grants for elder driver work zone safety and rational speed project and a Federal Motor Carrier grant for commercial motor vehicle crash data.

# IMPAIRED DRIVING

## Program Overview

For FFY 2005, the goal for the alcohol program aimed to decrease the percent of alcohol involved fatalities and serious injuries. Program objectives included:

- On-going analysis of the traffic crash data will be used to measure progress towards the goals. Specific interest placed on all crashes that involve alcohol, age and the gender of the drivers involved in these crashes, BAC levels of the drivers involved in these crashes, regions of the state in which these crashes occur, time of day and day of week the crashes occurred, and total number of arrests by all police.
- Improve and expand resources on impaired driving programs for law enforcement agencies, schools and colleges.

## Impaired Driving Prevention Efforts

### Traffic Enforcement Campaigns

GHSB continued to implement its “You Drink & Drive. You Lose.” Campaign. This statewide initiative involved extra state and local traffic enforcement supported by paid and earned media along with community education. In support of the *You Drink & Drive. You Lose. Mobilization*, the State Police and 265 local police departments generated a combined total of 26,762 patrol hours, 49,840 stops (by local police), 480 OUI arrests, 12,972 speeding citations, 10,738 speed warnings, 7,945 safety belt citations, 343 child passenger safety citations, 12,748 other violations, and 10,126 other warnings. The communications aspect of this project is highlighted in the Paid Media Section of the Annual Report.



### Governor Announces Repeat Offenders Crackdown

Governor Mitt Romney is joined by law enforcement from across the state for a news conference promoting “Melanie’s Bill,” which would toughen penalties for repeat OUI offenders. The bill was named for a child who was killed by a repeat drunk driver in 2003. The bill was signed into law in October 2005.

### Preliminary Breath Test (PBT) Program

In collaboration with the Massachusetts Department of State Police Office of Alcohol Testing, the GHSB purchased PBT units for over 175 local police departments, the State Police and the Massachusetts Municipal Police Training Committee to be used in standardized field sobriety testing and for state and local police training. Trainings were conducted for local law enforcement and for Massachusetts Drug Recognition Experts (DREs).

### Breath Alcohol Test Mobile Unit (BATS)

Initial funding was provided to the State Police for the purchase in FFY 06 of a new state-of-the-art BATS Mobile Unit to support state and local police sobriety checkpoints.

## **Youth Programs**

School-based programs and collaborations involving underage drinking and driving, and safety belt use aimed at young people ages 13-24 were conducted by Mothers Against Drunk Driving (MADD) and Students Against Destructive Decisions (SADD).

### **GHSB-MADD Massachusetts:**

This partnership was successful in increasing youth outreach with diverse and effective programming. MADD conducted 154 multi-media assembly shows (Superhero, FACE and Backstage Pass) at 33 elementary schools, 25 middle schools and 96 high schools reaching approximately 40,000 students.

Brought “AlcoholEdu for High Schools,” an on-line educational program for teens, to 13 high schools.

Conducted “Youth in Action,” a program that looked at the whole environment that seems to condone underage drinking. In 17 communities, youth teams took action identifying underage drinking issues including store clerks who don’t check IDs, police officers who might pour out beer and send teen drinkers home, to adults who don’t mind buying alcohol for teens.

Brought “Protecting You/Protecting Me,” a classroom-based alcohol use prevention curriculum designed for teachers and law enforcement personnel. Program was presented in 24 communities to elementary school students in grades one to five.

### **GHSB-SADD Initiatives:**

The GHSB-SADD partnership funded \$1,000 each to 100 high schools to provide programming to support the GHSB mission.

Seventy-five grant high schools were provided a no-cost MADD multi-media presentation. Grant schools were required to conduct pre- and post-test safety belt observation surveys, display messages that discouraged underage drinking and impaired driving and promoted safety belt use, and institute an on-campus safety belt policy. Schools were required to integrate no less than two supplementary activities including MADD classroom lessons, activity guides and GHSB campaigns, peer education training, state police traffic programs, safety belt pledge drive, parent driving quiz, automobile display and assembly program, and other traffic safety initiatives.

More than 16,000 students, 884 parents, and 1,200 teachers participated in GHSB-SADD grant activities with over 74,000 students exposed to highway safety programming.

SADD-GHSB conducted a Massachusetts Youth Leadership Conference entitled “Empowered: Living for Today, Leading for Tomorrow.” Over 300 students and advisors attended training sessions, workshops and presentations, networked and participated in prevention activities to implement new community-based activities to reduce underage drinking and impaired driving, and increase safety belt use.



### **Teen and Community Presentations – “Safe Driving – A Healthy Decision.”**

Over 3,500 students in 40 schools participated in this new GHSB-developed pilot program conducted by local and state law enforcement and fire department personnel. This in-demand program will be expanded in FFY 06 and will include an evaluation component.

### **College-Based Underage Drinking Initiatives**

In FFY 05, the GHSB contracted with 10 colleges and universities to conduct initiatives to address underage drinking and the prevention of impaired driving. The program funded by the U.S. Office of Juvenile Justice will be completed in FFY 06.

### **Massachusetts District Attorneys Association (MDAA)**

The GHSB continued its work with the MDAA, which included prosecutor trainings, a statewide conference and workshops, along with the updating of the Massachusetts Prosecutors OUI Manual. The manuals which contained information on the new .08 per se law were distributed to all law enforcement agencies, police prosecutors, and state and municipal police training academies. The Traffic Safety Resource Prosecutor GHSB-funded position at the MDAA was expanded to full-time status in August 2005.

### **The Judicial Institute of the Massachusetts Trial Court**

The GHSB provided funding for the Annual District Court educational conference. Topics included “OUI: The Per Se Law and Subsequent Offenses,” “OUI: Developing Technology and Evidentiary Issues,” and “OUI: Stops and Related Issues.” The evaluations were positive.

### **New England Association of Drug Court Professionals (NEADCP)**

The GHSB was a sponsor of the Annual NEADCP Conference in Boston. Funding was provided for registration fees for Massachusetts judges, prosecutors, probation officers and law enforcement representatives in attendance. A workshop on the Massachusetts GHSB-DRE program was conducted by the GHSB-DRE State Coordinator, the Traffic Safety Resource Prosecutor of the Massachusetts District Attorneys Association, a prominent judge, and a local Chief of Police.

### **NHTSA Drug Court Training**

The GHSB provided funding to the Ayer District Court Team to participate in a NHTSA Drug Court Training in 2005. Team members included a judge, the defense, probation, and law enforcement.

### **Drug Evaluation and Classification Program (DEC)**

The GHSB Massachusetts DEC Program continued to grow. Statewide training programs were conducted to improve detection and prosecution of impaired driving by state and local police. A statewide DEC Meeting was conducted by the GHSB and the State DEC Coordinator to present up-to-date information and for PBT training for certified DREs. A Massachusetts-specific DRE brochure was developed and distributed during a presentation to members of the Massachusetts Chiefs of Police Association.

### **Municipal Police Training Committee**

Funding was provided to conduct statewide trainings in updated SFST, drug impaired driving, speed measurement, and breath test operator.

### **Alcoholic Beverage Control Commission (ABCC)**

Utilizing funds from a U.S. Office of Juvenile Justice Underage Drinking Grant, the GHSB funded a Liquor Enforcement Program consisting of **Operation Safe Spring and Graduation** (Cops in Shops in 60 communities and Operation Tag-a-Keg in 75 communities), and **Operation Safe Campus**. Operation Safe Campus involved Cops in Shops in 30 colleges and reverse sting operations in 30 college-area communities. Grant will be in effect through December 2005.

### ***Future GHSB Strategies***

With alcohol-related fatalities accounting for about 43% of all crash fatalities in 2004, and approximately 16,000 alcohol-related arrests that year, the GHSB identified impaired driving as a focus area for programming in FFY 2006. The goals will be to:

- Reduce the rate of alcohol-related fatalities per 100 million vehicle miles traveled from .39 in 2003 to .37 in 2006.
- Reduce the percent of alcohol-related fatalities from 43 percent in 2004 to 41 in 2006.

### ***FFY 2006 Objectives and Related Performance Measures***

1. Decrease the rate of drivers ages 16 to 29 involved in alcohol-related crashes.

#### *Performance Measure:*

- Rate of alcohol-related crash violations issued to drivers ages 16 to 29 per 100 thousand licensed drivers (204.9 alcohol-related crash violations per 100 thousand licensed drivers, down from 215.7 alcohol-related crash violations per 100 thousand licensed drivers in 2002.)

2. Improve attitudes towards enforcement of impaired driving laws.

#### *Performance Measures:*

- Licensed driver respondents to telephone survey who think it is very likely for a motorist to be stopped for impaired driving (47 percent, up from 45 percent in 2005).
- Licensed driver respondents to telephone survey who strongly favor stricter enforcement of the impaired driving laws (81 percent, up from 79 percent in 2005).
- Work with law enforcement and judiciary to stream-line the prosecution of impaired driving violations.

3. Improve participation of traffic safety stakeholders in combating impaired driving.

#### *Performance Measures:*

- Number of local law enforcement partners (250 departments).
- Conduct a Statewide Law Enforcement Conference (300 attendees)
- Number of employer partners (minimum of five).
- Increase high schools with mini-grants (150 schools, up from 100 in 2005)
- Number of colleges and universities with mini-grants (minimum of 25).
- Conduct state and local police sobriety checkpoints in top 20 local departments based on OUI arrests per 100,000 licensed drivers, utilizing State Police Breath Alcohol Test Mobile Unit.

## OCCUPANT PROTECTION

### Program Overview

Massachusetts's safety belt use rate was 65 percent according to the 2005 Annual Safety Belt Survey, an increase of 2 percent from the 2004 survey. The 2005 usage goal had been 66 percent. Other goals included:

- Maintaining existing high levels of child passenger safety seat use.
- Increase teen safety belt usage.

### *Increasing Safety Belt and Child Passenger Safety Usage Efforts*

#### **Click It or Ticket Enforcement and Educational Efforts**

GHSB continued to implement its statewide *Click It or Ticket* Campaign. This statewide initiative involved extra state and local traffic enforcement supported by paid and earned media along with community education. A requirement for local police departments receiving grant funding was participation in pre-determined enforcement mobilizations. The 265 grant-funded communities and an additional 69 communities on a voluntary enforcement basis participated during the mobilizations. Statewide enforcement activities involved 334 out of the 351 communities in the Commonwealth, therefore exceeding the GHSB goal of impacting 85 percent of the Commonwealth's population. During the FFY 05 Traffic Enforcement Grant Program, state and local police grant-funded departments generated 25,367 safety belt citations and 930 child passenger safety citations.

A major component of the campaign involved 188 of the 265 communities which were selected to participate in Level II or Level III of this program. As a Level II or Level III community, police departments were required to complete three out of six designed "Best Practices" safety belt educational initiatives between the months of April and June 2005. Communities developed partnerships with high schools, businesses, media, public health and medical organizations to increase safety belt usage rates. Upon completion of these initiatives, communities received additional funding to purchase traffic safety and enforcement equipment and materials. Information on working with diverse populations was provided to local departments. Initiatives were highlighted in a statewide *Click It or Ticket* Photo Album on the GHSB website at [www.mass.gov/ghsb](http://www.mass.gov/ghsb).

#### **Traffic Occupant Protection Strategies (TOPS) Trainings**

The GHSB sponsored three TOPS Instructor Trainings in Burlington, Marlboro and Peabody certifying approximately 80 new instructors. Attendees represented police, fire and health care professionals and a representative from the Massachusetts Registry of Motor Vehicles.

#### **Child Passenger Safety (CPS) Program**

Leading New England in the number of active certified child passenger safety technicians, Massachusetts has over 500 statewide, with an emphasis on providing services to diverse, low-income and rural communities. Technicians represent police, fire personnel, and day care and health care providers. Of the 141 technicians trained in 2004-2005, over 50 percent represented minority, rural, and low-income populations.

### **CPS Technician Trainings**

Eight child passenger safety technician trainings resulted in 141 new CPS certified technicians. New technicians represented police, fire personnel and day care and health care providers. Trainings were held statewide in communities with diverse populations and income levels – Worcester, Boston, Hamilton, Brockton, West Springfield, North Adams, Medford and Barnstable on Cape Cod. Trainings sponsored by the GHSB and utilizing NHTSA Standardized Safe Kids CPS Program consisted of 40 hours of classroom and hands-on instruction, and a community checkpoint.

### **CPS Recertification Program**

Two eight-hour recertification trainings were conducted for technicians whose certification had expired. Approximately 30 technicians were able to regain their certification.

### **High School Safety Belt Initiatives**



**Hingham High students promote Click It or Ticket**

High schools across the state conducted traffic safety initiatives aimed at increasing teen safety belt use. Efforts included safety belt pledge drives, buckle-up relays, school-based assemblies, presentations and programs.



**Matignon High students conduct Quick Click Buckle Up safety belt relay challenge**

### **CPS Presentations**

The GHSB program conducted two four-hour presentations to 50 social workers at the State Department of Social Services, a presentation at the Genzyme Company for 55 parents, and at the Massachusetts Student Transportation Association of Massachusetts annual conference. These informational sessions covered the importance of child safety seats and the use of safety belts, but did not certify technicians.

### **Statewide CPS Conference**

The GHSB sponsored a one-day Child Passenger Safety Conference for 140 instructors and technicians. Presentations were made by three nationally known professionals. Topics included new trends in child safety seats, research in the L.A.T.C.H. systems, recertification and restraint-related injuries. Evaluations indicated that attendees found the conference educational and recommended another conference within a six-eight month period.

## **CPS Checkpoints**

The GHSB sponsored 18 child passenger safety checkpoints statewide. Two were conducted in partnership with the State Police. Approximately 478 seats were checked and reinstalled correctly.

## **CPS Week**

Seven local fire and police departments were awarded \$500 grants to conduct a child passenger safety checkpoint during CPS week in February. Each department purchased child safety seats and related equipment to conduct a checkpoint.



## ***Future GHSB Strategies***

Based on 2002 data, there would be on an annual basis an estimated additional 88 lives saved, 6,009 injuries prevented, and \$660.2 million in economic costs saved if Massachusetts could achieve 100 percent safety belt use. Because safety belts remain the single most effective means of preventing death or injury in the result of a crash, and the Massachusetts belt use rate remains so low, the GHSB will continue to make occupant protection a major highway safety program area in FFY 06. Based on projected trend line analysis, the main goal will be to increase safety belt use from 65 percent in 2005 to 67 percent in 2006.

## ***FFY 2006 Objectives and Related Performance Measures***

1. Increase belt use by populations with below the statewide average:

### *Performance Measures:*

- Increase belt use among teen drivers (57 percent to 60 percent).
- Increase belt use among commercial vehicle drivers and pick-up trucks (39 and 53 percent, respectively, to 42 and 55 percent).
- Increase belt use among resident of southeastern Massachusetts (63 percent to 65 percent).

2. Improve attitudes towards enforcement of safety belt law:

### *Performance Measures:*

- Licensed driver respondents to telephone survey who think it is very likely for a motorist to be ticketed for not being belted (16 to 30 percent).
- Licensed driver respondents to telephone survey who strongly favor stricter enforcement of the safety belt law (53 to 55 percent).

3. Increase participation of traffic safety stakeholders in promoting safety belt and child safety seat use.

### *Performance Measures:*

- Number of local law enforcement grant partners (250 departments)
- Numbers of enforcement grant partners conducting safety belt educational initiatives (200).
- Number of employer partners (minimum of 5)
- Increase high schools with mini-grants (150 schools, up from 100).
- Number of colleges with mini-grants (minimum of 25).

4. Maintain or reduce fatality and incapacitating injury rates for children age five and under through programming focused on the use of child passenger safety restraints.

*Performance Measures:*

- Fatal and incapacitating injuries to children age five and under (no increase).
- Number of trainings of certified child passenger safety technicians (18 trainings, up from eight), and checkpoints to 15.
- Number of child passenger safety technician instructors (maintain current).
- Number of CPS equipment mini-grant awards for police and fire departments and health care providers (maximum of 100).
- Conduct annual child passenger safety conference (500 attendees).

# SPEEDING

## Program Overview

In FFY 05, goals for the speed program aimed to:

- Reduce the rate of speed-related fatalities per hundred thousand population from 2.8 in 2002 to 2.4 in 2005.
- Reduce the number of speed-related crashes from 4,322 in 2002 to 4,000 in 2005.
- Increase the number of speed-related violations from 348, 000 in 2002 to 355,000 in 2005.

## *Speed Reduction Efforts*

### **Road Respect Campaign**

The GHSB expanded the Road Respect Campaign initially partnered with the State Police to award grants to 254 local police departments and college campus police departments to adequately address the problems of speeding, aggressive driving, red-light running, and failure to stop at stop signs. State and local police departments conducted 10,036 hours of enforcement, 22,143 stops (by local police), 2,959 safety belt citations, 109 child passenger safety citations, 21 OUI, 8,638 speed citations, 4,844 speed warnings, 6,561 other citations, and 3,127 other warnings.

### **Spot Speed Survey Program**

The GHSB developed and pilot-tested a Spot Speed Survey at a workshop for 13 local police departments. A PowerPoint presentation, student manual, field demonstration of technologies and a hands-on demonstration were utilized to teach local police departments how to conduct spot speed surveys. Training included how to use this information at community meetings, for the media, and for educational programming. Future plans include expanding this training model to other police departments statewide.

### **Rational Speed Program**

The GHSB completed the FHWA Demonstration and Evaluation of Rational Speeds Project.

## *Future GHSB Strategies*

Although data may be limited, data analysis shows there are important differences between sexes and different age groups. Males are over-represented in speed-related crash violations and have the highest percentage of speed-related crash violations when they are 18 to 20 years old. Females have the highest percentage of speed-related crash violations between 18 to 20 and 21 to 24 years old. Speed-related crash violations are a greater concern in the western half of Massachusetts where communities are largely rural. If enforcement efforts are to be focused around the times when the most speed-related crash violations occur, enforcement should occur during weekend late night/early morning hours. Programming that reflects these findings on speeding will be incorporated into the Road Respect Campaign.

*FFY 2006 Objectives and Related Performance Measures:*

1. Decrease the rate of drivers age 16 to 29 involved in speed-related crashes.

*Performance Measure:*

- Rate of speed-related crash violations issued to speed-related crash violations per thousand licensed drivers, 290.7 speed-related crash violations per 100 thousand licensed drivers, down from 306.0 speed related crash violations per 100 thousand licensed drivers in 2002.

2. Improve attitudes towards enforcement of speeding and aggressive driving laws.

*Performance Measures:*

- Licensed driver respondent to telephone survey who think it is very likely for a motorist to be stopped for speeding (55 percent, up from 50 percent in 2005).
- Licensed driver respondents to telephone survey who strongly favor stricter enforcement of speeding laws (60 percent, up from 55 percent in 2005).

3. Improve quality of speed enforcement

*Performance Measure:*

- Number of police departments trained to collect and use local speed data in enforcement program design (minimum of 50 departments).

4. Increase participation of traffic safety stakeholders in efforts to reduce speeding and aggressive driving.

*Performance Measures:*

- Number of local law enforcement partners (250 departments)
- Number of employer partners (minimum of 5).
- Increase high schools with mini-grants (150 schools, up from 100).
- Number of colleges and universities with mini-grants (minimum of 25).

## SPECIAL USERS

### Program Overview

In FFY 2005, the goals were to:

- Reduce the rate of young drivers ages 16 to 24 involved in fatal and incapacitating injury crashes per 100,000 licensed drivers from 367.6 in 2002 to 325 in 2005.
- Obtain baseline information on factors involved in older driver crashes.
- Reduce the rate of pedestrian fatalities and incapacitating injuries per 100,000 population from 5.5 in 2002 to 5.1.
- Reduce the rate of motorcycle fatalities and incapacitating injuries per 100,000 licensed motorcyclists from 142 in 2002 to 137.
- Improve safety and highway operations through highway upgrades.

### GHSB Program Efforts

#### Bicycle and Pedestrian Safety

The GHSB co-sponsored the annual Statewide Moving Together Bicycle and Pedestrian Conference, in partnership with the Executive Office of Transportation, MassHighway, Department of Public Health, and other state agencies. Nearly 180 attendees representing law enforcement, public health, highway planners, non-profit organizations, and traffic safety advocates participated in nine bicycle and pedestrian workshops during the one-day conference.

#### Bicycle Helmet Distribution Program

The annual GHSB Bicycle Helmet Distribution Program awarded over 10,500 bicycle helmets, informational cards, and bicycle helmet pledge cards to over 224 Massachusetts police, fire, health, and non-profit organizations. The program goal was to reduce the number and seriousness of bicycle-related injuries by promoting the use of bicycle helmets, community-based bicycle safety programs and the enforcement of bicycle helmet laws.

#### Helmet Safety Poster

Over 2,000 newly created posters highlighting the new helmet law were developed, printed and distributed statewide to police departments, traffic safety advocates, bicycle shops, schools, and public health organizations. The new law poster promoted helmet use for on-line skaters, bicyclists, skateboard and scooters.

#### Motorcycle Safety

The GHSB, in partnership with the Massachusetts Registry of Motor Vehicles, created and distributed two motorcycle safety TV public service announcements (psa) in the spring 2005. Information regarding the psa's is in the Paid Media Report.

#### Older Road Users

With dedicated funds, the GHSB will continue to demonstrate and evaluate the effectiveness of FHWA guidelines in providing improved safety and operations in work zones for older road users.

## **Elder Driver Program**

Partnering with the Registry of Motor Vehicles, the GHSB continued to expand and update the older driver program.

## **Youth Programs**

Descriptions of GHSB youth-based programming can be found throughout the Annual Report.

## **Hazardous Elimination Program**

The GHSB provided funding to MassHighway for statewide hazardous elimination and safety improvement projects.

## ***Future GHSB Strategies***

The significant presence of some special users in Massachusetts crash, fatality, and injury statistics, as well as the need to improve the data used to examine these groups, indicates the need to address special users as a highway safety program area. In addition, programming will address traffic records coordination and data-driven program planning, implementation, and evaluation.

## ***FFY 2006 Objectives and Related Performance Measures***

1. Reduce the rate of young drivers 16 to 24 involved in fatal and incapacitating injury crashes.

*Performance Measure:*

- Reduction in the percent of young driver crash violations that are speed-related (seven percent of young driver crash violations that are speed related, down from 10 percent).

2. Gather information on the current state of older driver issues in Massachusetts and examples of “Best Practices” from across the nation to apply in the Commonwealth.

*Performance Measures:*

- Create list of available resources (baseline).
- Create list of potential projects to address older driver safety (baseline).
- Conduct presentations to older populations.
- Continue work on FHWA Work Zone-Elder Grant

3. Reduce the rate of pedestrian, bicyclist, motorcyclist, and school bus related fatalities and incapacitating injuries.

*Performance Measures:*

- Improve understanding of data resources available to analyze pedestrian safety.
- Sponsor or participate in conferences and working groups on younger drivers, pedestrian, bicycle, and motorcycle safety.
- Award grants to police departments to address pedestrian safety issues through enforcement and education.
- Award grants through the Bicycle Helmet Distribution Program to communities to reduce bicycle injuries and promote helmet use and safe bicycling.

## PAID MEDIA REPORT

### Program Overview

During FFY 2005, GHSB conducted a statewide paid and earned media program to increase safety belt and child passenger restraint use as well as to reduce aggressive/distracted/impaired driving and speeding. The priority of this program was the paid and earned media requirements of the GHSB's *Click It or Ticket* Campaign and *You Drink & Drive. You Lose.* Campaign. The GHSB expanded to a statewide level its *Road Respect* Campaign to reduce aggressive/distracted driving and speeding. All of the six mobilization periods of these campaigns were coordinated with extra state and local traffic enforcement and with varying levels of community education. To seek greater effectiveness in its program, the GHSB conducted a competitive procurement to secure a new paid and earned media contractor for FFY 2005. This procurement resulted in a 2% lower commission rate for paid media purchases (12 to 10%) with the new contractor. The contractor's goal for all paid media buys was to achieve 50% bonus of the gross value of the media buy based on the formula of the average cost-per-spot in each market weighted for rotators. Over the six mobilizations conducted in FFY 2005, the contractor achieved an average bonus value of 48%.

### Paid/Earned Media with Statewide Waves of High Visibility Traffic Enforcement

#### *November 2004 Click It or Ticket Mobilization*

Despite the increase in safety belt use from 51 to 63 percent between June 2002 and June 2004 in Massachusetts, it was determined the primary target audience for media efforts would remain as in FFY 2004 those 18 to 49 years of age and both genders. Special efforts would continue to be made to reach high-risk populations: young drivers, especially males, the Spanish-speaking population, commercial vehicle and pick-up truck drivers, as well as those living in southeastern and western Massachusetts.

The GHSB's original 30-second *Click It or Ticket* TV and radio spots, "Excuses," in English and Spanish were used. The 30-second radio spot "Because You Never Know," with the *Click It or Ticket* slogan, was also used in several versions featuring local police officers from across the state.

A news conference and statewide news release along with an op-ed promoted the *Click It or Ticket* Mobilization as well as safe driving over the Thanksgiving Holiday by highlighting the enforcement work of the State Police and 265 local police agencies. A *Click It or Ticket - Safety Belts Save Lives* message was displayed on 16 fixed and 80 portable variable message boards of the MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

#### November CIOT Mobilization Paid Media Details (11/19 to 11/28/04)

Paid Broadcast TV Spots: 176

Paid Cable TV Spots: n/a

Paid Radio Spots: 574

Bonus Broadcast TV Spots: 84

Bonus Cable TV Spots: n/a

Bonus Radio Spots: 188

Paid Broadcast TV Cost: \$124,322.28

Paid Cable TV Cost: n/a

Paid Radio Cost: \$47,550.00

Total Cost of Paid Spots: \$171,872.28

Estimated Gross Value of Bonus: \$60,000

Gross Impressions for Mobilization: 9,328,541

***December You Drink & Drive. You Lose. Mobilization***

As in FFY 2004, the target audience for the media of this mobilization was males ages 18 to 34. Special emphasis continued to be placed on Spanish-speaking populations and those in southeastern Massachusetts.

The GHSB's original *You Drink & Drive. You Lose.* 30-second TV and radio spots, entitled "No Holiday," in both English and Spanish were used. The supporting 30-second radio ad "Cost," with the *You Drink & Drive. You Lose.* slogan, done with local police officers was also used.

A news conference and statewide news release along with an op-ed promoted the *You Drink & Drive. You Lose.* Mobilization and safe driving over the winter holidays by highlighting the enforcement work of the State Police and 265 local police agencies. A second statewide release was distributed with safe driving tips specific to New Year's Eve. A *You Drink & Drive. You Lose – Drive Sober & Buckled Up* message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

December YD&DYL Mobilization Paid Media Details (12/17/04 to 1/2/05)

Paid Broadcast TV Spots: n/a

Paid Cable TV Spots: 1,293

Paid Radio Spots: 576

Bonus Broadcast TV Spots: 0

Bonus Cable TV Spots: 3,002

Bonus Radio Spots: 349

Paid Broadcast TV Cost: \$11,584.65

Paid Cable TV Costs: \$88,252.78

Paid Radio Cost: \$74,485.44

Total Cost of Paid Spots: \$174,323.27

Estimated Gross Value of Bonus: \$86,552

Gross Impressions for Mobilization: 3,462,264

### ***Spring Road Respect Mobilization***

The *Road Respect* Campaign was expanded for FFY 2005 to include 265 local police departments as well as the Massachusetts State Police. The primary audience for this effort was males ages 18 to 34. Special emphasis would be placed on Spanish-speaking populations, commercial vehicle and pick-up truck drivers, as well as those in southeastern Massachusetts.

Two of the GHSB's original *Road Respect* 30-second radio spots with enforcement based themes in English and Spanish were used, "Take Control" and "No Need to Speed." A new ad was created in English (State Police and local versions) and Spanish focused on commercial vehicle and pick-up truck drivers, "Road Respect."

A news conference and statewide news release along with an op-ed highlighted the *Road Respect* Mobilization, with special emphasis on the new role of 265 local police departments. Phone survey results (see evaluation section below) were also showcased. A *Show Road Respect – Police Seek Aggressive Drivers* message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

### **Road Respect Mobilization Paid Media Details (4/4 to 4/17/05)**

Paid Broadcast TV Spots: n/a

Paid Cable TV Spots: n/a

Paid Radio Spots: 571

Bonus Broadcast TV Spots: n/a

Bonus Cable TV Spots: n/a

Bonus Radio Spots: 376

Paid Broadcast TV Cost: n/a

Paid Cable TV Cost: n/a

Paid Radio Cost: \$91,676.75

Total Cost of Paid Spots: \$91,676.75

Estimated Gross Value of Bonus: \$46,067

Gross Impressions for Mobilization: 2,614,369

## Road Respect Mobilization Earned Media Details

Op-Ed Readership: 148,743

Press Event/Phone Survey Release

- TV Viewership/Listenership: 576,728

- Readership: 2,190,340

Additional Radio Interviews Opportunities: 10,000

Template Release Readership: 4,533,205

Gross Impression for Mobilization: 7,459,016 \*

\* For this and the mobilizations below, newspaper gross impressions were calculated by multiplying newspaper circulation by 1.5.

### ***May Click It or Ticket Mobilization***

As in FFY 2004, the primary audience remained those 18 to 49 years of age and both genders. Special efforts would continue to be made to reach high-risk populations: young drivers, especially males, the Spanish-speaking population, commercial vehicle and pick-up truck drivers, as well as those living in southeastern and western Massachusetts.

New 30-second spot for TV and radio in both English and Spanish were developed with NHTSA approval, "Forget." This ad had the *Click It or Ticket* slogan and our tagline "Massachusetts is Serious About Saving Lives." A new ad, "Safe," was created in English and Spanish focused on commercial vehicle and pick-up truck drivers.

A news conference and statewide news release along with an op-ed promoted the *Click It or Ticket* Mobilization and safe driving over the Memorial Day Weekend by highlighting the enforcement work of the State Police and 265 local police agencies. Phone survey results (see evaluation section below) were also showcased. A *Click It or Ticket - Safety Belts Save Lives* message was displayed on 16 fixed and 80 portable variable message boards of the MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

### May CIOT Mobilization Paid Media Details (5/16 to 5/29/05)

Paid Broadcast TV Spots: 320

Paid Cable TV Spots: 1,192

Paid Radio Spots: 877

Bonus Broadcast TV Spots: 262

Bonus Cable TV Spots: 1,474

Bonus Radio Spots: 606

Paid Broadcast TV Cost: \$223,951.20

Paid Cable TV Cost: \$92,361.17

Paid Radio Cost: \$92,971.73

Total Cost of Paid Spots: \$409,284.10

Estimated Gross Value of Bonus: \$206,500

Gross Impressions for Mobilization: 23,500,000

#### May CIOT Mobilization Earned Media Details

Op-Ed Readership: 560,517

Press Event/Phone Survey Release

- TV Viewership/Listenership: 239,434

- Readership: 2,757,424

Template Release Readership: 8,193,418

Gross Impression for Mobilization: 11,750,793

#### ***July and August/September You Drink & Drive. You Lose. Mobilizations***

As in FFY 2004, the target audience for the media effort was males ages 18 to 34. Special emphasis continued to be placed on Spanish-speaking populations and those in southeastern Massachusetts.

The GHSB's original *You Drink & Drive. You Lose.* 30-second TV and radio spots, entitled "No Holiday," in both English and Spanish were used. The supporting 30-second radio ad "Cost," with the *You Drink & Drive. You Lose.* slogan, done with local police officers was also used. Ariel banner ads were used for the first time by the GHSB during the August/September Mobilization.

News conferences and statewide news releases along with op-eds promoted the *You Drink & Drive. You Lose.* Mobilizations and safe driving over the July 4th/Labor Day holiday periods by highlighting the enforcement work of the State Police and 265 local police departments. An additional op-ed was done to disseminate the results of a *You Drink & Drive. You Lose.* tracking phone survey done after the August-September Mobilization (the base-line survey was done after the December Mobilization). A *You Drink & Drive. You Lose – Drive Sober & Buckled Up* message was displayed during both mobilizations on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway. Sample news releases were developed for use by local police departments.

#### July YD&D YL Mobilization Paid Media Details

Paid Broadcast TV Spots: n/a

Paid Cable TV Spots: n/a

Paid Radio Spots: 766

Bonus Broadcast TV Spots: n/a

Bonus Cable TV Spots: n/a  
Bonus Radio Spots: 438

Paid Broadcast TV Cost: n/a  
Paid Cable TV Cost: n/a  
Paid Radio Cost: \$94,329.35

Total Cost of Paid Spots: \$94,329.35

Estimated Gross Value of Bonus: \$49,874

Gross Impressions for Mobilization: 3,165,839

#### July YD&D YL Mobilization Earned Media Details

Op-Ed Readership: 425,775  
Press Event Readership: 251,779  
Additional Radio Interviews Opportunities: 25,600  
Template Release Readership: 2,968,590

Gross Impression for Mobilization: 2,484,308

#### August – September YD&D YL Paid Media Details

Paid Broadcast TV Spots: n/a  
Paid Cable TV Spots: 1,013  
Paid Radio Spots: 1,064  
Paid Aerial Spots: 3

Bonus Broadcast TV Spots: 0  
Bonus Cable TV Spots: 355  
Bonus Radio Spots: 615  
Bonus Aerial Spots: 0

Paid TV Cost: n/a  
Paid Cable Cost: \$227,580.88  
Paid Radio Cost: \$124,556.96  
Paid Aerial Cost: \$4,117.65

Total Cost of Paid Ads: \$356,255.49

Estimated Gross Value of Bonus: \$165,500

Gross Impressions for Mobilization: 9,444,708

## YD&D YL Mobilization Earned Media Details

Op-Ed Readership: 598,900  
Phone Survey Op-Ed Readership: 172,837  
Press Event Readership: 50,431  
Additional Radio Interviews Opportunities: 79,700  
Sample Release Readership: 2,563,339

Gross Impression for Mobilization: 3,465,207

### FFY 2005 Paid Media Expenditures \*

\* Includes creative and production expenses as well as state indirect changes

402	\$	671,637.27
405	\$	91,735.04
157 Incentive	\$	134,044.47
157 Innovative 2003	\$	1,963.96
157 Innovative 2004	\$	145,134.53
157 Innovative 2005	\$	251,700.00
164 Paid Media	\$	467,120.27
TOTAL		\$1,763,335.40

## **Paid and Earned Media Assessment**

To determine the impact of its paid and earned media efforts, the GHSB did the following:

- Conducted a NHTSA-approved statewide safety belt observation survey in June 2005 to compare against a similar June 2004 survey.
- Conducted a statewide 500-person telephone survey of drivers age 16 and older on safety belt issues in June 2005 to track against a June 2004 survey;
- Conducted a statewide 500-person telephone survey of drivers age 16 and older on impaired driving issues in December 2004 that followed-up with by a tracking survey in September 2005;
- Conducted a statewide 500-person telephone survey among males 16 to 34 on aggressive driving/speeding issues in before and after the Spring 2005 *Road Respect* Mobilization;
- A clip service was used between the *Road Respect* Mobilization and the August/September *You Drink & Drive. You Lose.* Mobilization, and its results will provide base-line data for comparison against FFY 2006 results;
- Monitored relevant crash and citation records.

Key findings from these efforts:

The statewide safety belt observation survey in June 2005 found safety belt use had increased two percent since June 2004 to a historic high of 65 percent.

The safety belt telephone survey determined:

- **Self-Reported Behavior**  
In June 2005, 76% reported they always wear their safety belts, compared to 77% in June 2004.
- **Knowledge of Law**  
In June 2005, 91% knew Massachusetts had a safety belt law, compared to 93% in June 2004.
- **Perception of Law Enforcement**  
In June 2005, 37% said it was likely an adult not wearing a safety belt would be ticketed, compared to 61% in June 2004. In June 2005, 80% said they were more likely to buckle up if law enforcement was increasing its ticketing of those not wearing seat belts, as compared to 62% in June 2004.
- **Heard of *Click it or Ticket***  
In June 2005, 61% had recently seen or heard messages about increased enforcement of traffic safety laws, up from 56% in June 2004; of these respondents, 88% said the increased enforcement was about safety belts in June 2005, down from 92% in June 2004; 87% of all respondents had unaided recall of the *Click It or Ticket* slogan, up from 66% in June 2004.

The impaired driving telephone surveys determined:

- **Self-Reported Behavior**  
In December 2004, 37% agreed they could think of at least one occasion when they have driven after having too much to drink compared to 28% in September 2005. In December 2004, 41% agreed that they had ridden with someone who had too much to drink compared to 30% in September 2005.
- **Perception of Law Enforcement**  
In December 2004, 73% agreed that Massachusetts had cracked down on drinking and driving within the last few years, as compared to 57% in September 2005. In December 2004, 74% believed it likely that a drunk driver would be stopped by police, as compared to 71% in September 2005. In December 2004, 72% believed it likely that a drunk driver would be convicted, as compared to 68% in September 2005.

Note: We feel the drop in public perception of effectiveness of law enforcement was caused by several high-profile drunk driving crashes involving repeat offenders in the summer of 2005. These same crashes, however, helped to build media and public pressure for the passage of *Melanie's Bill* in October 2005 that toughened our drunk

driving laws, especially those involving repeat drunk driving.

- Heard of *You Drink & Drive. You Lose.*  
In September 2005, 53% had recently seen or heard messages about increased enforcement of traffic safety laws as compared to 49% in December 2004; of these respondents, 46% said the increased enforcement was about impaired driving in September 2005, up from 25% in December 2004. In December 2004, 39% had unaided recall of the *You Drink & Drive. You Lose* slogan compared with just 32% in 2005.

The aggressive driving/speeding telephone surveys determined:

- Self-Reported Behavior  
Before the mobilization, 48% said they drove aggressively compared to 42% after the mobilization.
- Perception of Law Enforcement  
Before the mobilization, 58% believed people driving aggressively will be ticketed by police compared with 65% after the mobilization. Before the mobilization, 70% believed people speeding will be ticketed by police compared with 75% after the mobilization.
- Heard of *Road Respect*  
Before the mobilization, 30% had recently seen or heard of special efforts by police to increase enforcement against aggressive driving as compared to 54% after the mobilization; of these respondents, before the mobilization 45% said the number of messages seen or heard about aggressive driving was more than usual while after the mobilization it was 60%. Before the mobilization, 9% had unaided recall of the *Road Respect* slogan as compared to 21% after the mobilization.

## Website

Maintained and expanded the GHSB web page – [www.mass.gov/ghsb](http://www.mass.gov/ghsb).

Selective Administrative Measurements:

- Merged old GHSB website into a GHSB webpage on the Executive Office of Public Safety's web portal;
- Maintained "Best Practice" section for *Click It or Ticket* community education initiatives by local law enforcement;
- Added 2003 crash data.

## Public Service Announcements and Collateral Materials

In partnership with the Massachusetts State Police, created and distributed a TV public service announcement on the dangers of impaired driving in conjunction with the New England Patriots. This PSA was distributed in the days leading up to the Patriots' participation in the Super Bowl appearance in February 2005.

In partnership with the Massachusetts Registry of Motor Vehicles, created and distributed two motorcycle safety TV public service announcements in spring 2005. *Blind Spot* addressed the need for driver to better share the road with motorcyclists. *Goodbye* reminded motorcyclists of the consequences of impaired riding, from loss of their motorcycles to arrest.

Developed or updated and then distributed highway safety literature that addressed safety belts, child safety seats, impaired driving, aggressive driving/speeding, pedestrian safety, and bicycle safety. Materials were provided to law enforcement, health organizations/professionals, traffic safety advocates, schools, service clubs, etc.

### Selective Administrative Measurements:

- Developed and distributed four GHSB handcards: 287,300 *Click It or Ticket*, 250,000 *You Drink & Drive. You Lose.*, 200,000 *Road Respect*, 30,800 pedestrian safety cards, 126,000 bicycle safety cards; 250,000 pledge to buckle up hand cards.
- Reprinted and distributed 17,000 copies of the GHSB child passenger safety cards.
- Reprinted and distributed the GHSB three foreign-language child passenger safety cards: 2,150 Spanish, 3,000 Portuguese, and 10,000 Chinese.
- Updated and distributed 40,000 GHSB child passenger safety stickers.
- Distributed copies of the GHSB child passenger videos in English and Spanish.
- Distributed 300 Pledge to Buckle Up signs.
- Developed and distributed metal community safety belt survey signs to traffic enforcement and education grant departments.
- 2,000 copies of the new GHSB bicycle, skate board, roller blade helmet poster developed with MassBIKE were printed for distribution to bicycle shops, community groups, police and traffic safety advocates.
- Printed 150,000 copies of a bicycle helmet pledge card which were provided to over 150 agencies and organizations as recipients of the GHSB Bicycle Helmet Distribution Program.
- Developed and distributed 1,200 GHSB *Click It or Ticket* banners, 260 *You Drink and Drive. You Lose.* banners and 745 *Road Respect* banners. Approximately 200 of each of these banners were produced in Spanish and Portuguese.

## LOOKING TO THE FUTURE

### **Significant Challenges to be Addressed**

The GHSB is working to restore its traffic records data and analysis capabilities after its data warehouse and on-line access tool were transferred to a new contractor following a lengthy procurement process throughout most of FFY 05. The new contractor is having difficulty making the system work it received from the former contractor. So we are using what available traffic records data and analysis options we have, such as 2004 fatality and citation data as well as 2005 safety belt use observation data.

Late October 2005 saw the passage of *Melanie's Bill*, a series of measures that strengthened the Commonwealth's drunk driving laws, especially those relating to repeat offenders. Because of the timing of the new legislation, Massachusetts will still be subject to the Section 164 penalty transfer for all of FFY 2006. The GHSB and its highway safety partners will need to work to ensure a smooth implementation of this new law and to address any funding challenges it presents.

Massachusetts faces continuing challenges in terms of highway safety policy. Massachusetts maintains a secondary safety belt law. A proposal to change the adult safety belt law to a primary law continues to be supported by the Governor, Lt. Governor, and the Secretary of the Executive Office of Public Safety, but consideration by the Legislature was deferred until 2006. A bill to address weaknesses in the Commonwealth's Graduated Licensing Law was put off by the Legislature until 2006. Additionally, Massachusetts does not require additional tests for older drivers, specifically prohibiting discrimination in license issuance based solely on age.

### **Significant Training, Technical Assistance, Expertise and Other Resources Necessary for Success**

- Safety Belt Programming Aimed at Diverse Populations
- Continued NHTSA Traffic Records/Data Analysis Training

### Financial Summary

	402	405	410	411	154	157	157	163	164	2003b	Total	% of Total
CTSP/ Safe Communities	\$832,284										\$832,284	8.0%
Motorcycles	\$61,883										\$61,883	0.6%
Police Traffic Services	\$483,030							319,466			\$802,496	7.7%
Occupant Protection	\$854,946	589,418				336,923	664,008			107,139	\$2,552,434	24.5%
Roadway Safety	\$278								2,216,517		\$2,216,795	21.3%
Impaired Driving	\$451,879				62,755				2,743,455		\$3,258,089	31.3%
EMS	\$0										\$0	0.0%
Traffic Records	\$361,999			105,977							\$467,976	4.5%
P&A	\$119,218								22,542		\$141,760	1.4%
Pedestrians & Bicycles	\$79,493										\$79,493	0.8%
<b>TOTAL</b>	<b>\$3,245,010</b>	<b>\$589,418</b>	<b>\$0</b>	<b>\$105,977</b>	<b>\$0</b>	<b>\$336,923</b>	<b>\$664,008</b>	<b>\$319,466</b>	<b>\$4,982,514</b>	<b>\$107,139</b>	<b>\$10,413,210</b>	<b>100.000%</b>

