

FY 2010 Annual Report



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Executive Summary

Description of Problems (using standard performance measures)

C-1 To decrease traffic fatalities 15% from the 2007 base calendar year of 884 to 750 by December 31, 2010.

C-2 To decrease serious traffic injuries 12% from the base calendar year 2007 of 8,832 to 7,750 by December 31, 2010.

C-3 To decrease fatalities by VMT from the 2007 base calendar year of 2.04 to 1.75 by December 31, 2010.

- To decrease rural fatalities by VMT from the 2007 base calendar year of 2.36 to 2.20 by December 31, 2010.
- To decrease urban fatalities by VMT from the 2007 base calendar year of 1.53 to 1.45 by December 31, 2010.

C-4 To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 15% from the 2007 base calendar year of 737 to 627 by December 31, 2010.

C-5 To decrease alcohol impaired driving fatalities by 25%, from the 2007 calendar year baseline of 316 in 2007 to 237 by December 31, 2010.

C-6 To decrease speeding-related fatalities 8% from the 2007 base calendar year of 349 to 320 by December 31, 2010.

C-7 To decrease motorcyclist fatalities 25% for the 2007 base calendar year of 51 to 38 by December 31, 2010.

C-8 To decrease un-helmeted motorcyclist fatalities 66% from the 2007 base calendar year of 18 to 6 by December 31, 2010.

C-9 To decrease drivers age 20 or younger involved in fatal crashes 32% from the 2007 base calendar year of 154 to 105 by December 31, 2010.

C-10 To decrease pedestrian fatalities 17% from the 2007 base calendar year of 58 to 48 by December 31, 2010.

B-1 To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 3 percentage points from the 2007 base calendar year usage rate of 72% to 75% By December 31, 2010.

Outcome Measure/Traffic Records: To decrease the number of days crash data is available electronically from the crash event from 5.5 days in 2007 to 4 days by December 31, 2010.

Outcome Measure/Traffic Records: To decrease the number of days citation data is available electronically from the citation date from 15.5 days to 8 days by December 31, 2010.

Outcome Measure/Traffic Records: To increase the percentage of agencies entering data electronically from 83% (260 out of 311) in 2007 to 95% (295 out of 311) by December 31, 2010.

Outcome Measure/Roadway Safety: In FY 2010, to serve two communities by installing traffic signs and signals which are in compliance with MCTUD standards by December 31, 2010.

Activity Measures (Numbers are not strictly grant funded stats but rather entire agency stats statewide. Grant funded stats not accessible for 2010 but will be for 2011.)

Activity Measure/Speed: To increase the number of grant funded speeding citations during state enforcement periods from 22,830 in FY 2008 to 25,000 by the end of FY 2010.

Activity Measure/Seat Belts: To increase the number of grant funded seat belt and child passenger citations during state enforcement periods from 17,143 in FY 2008 to 19,000 by the end of FY 2010.

Activity Measure/Impaired Driving: To increase the number of grant funded Driving Under Influence (DUI) arrests from 24,851 in 2007 to 35,000 by the end of FY 2010.

Accomplishments (using standard performance measures)

C-1 Fatalities fell from 884 in 2007 to 700 in 2009, thereby meeting our goal of 750 and 1.75 by 2010.

C-2 The serious traffic injuries fell from 7,087 in 2008 to 6,720 in 2009, which is well below our 2010 goal of 7,750.

C-3 The fatality rate per VMT fell from 1.80 in 2008 to 1.79 in 2008 which represents the lowest fatality rate ever recorded in Mississippi.

- Rural fatalities by VMT fell from 2.36, 2007 base calendar year, to 2.35 for 2008. Urban fatalities by VMT fell from 1.53, 2007 base calendar year, to .92 for 2008.
- Rural fatalities fell from 629, 2007 base year, to 507 in 2009.
- Urban fatalities fell from 255, 2007 base year, to 193 in 2009.

C-4 Unrestrained passenger vehicle occupant fatalities in all seating positions decreased from 737, 2007 base year, to 561 in 2009, a 14% overall reduction.

C-5 Alcohol impaired fatalities decreased by 17.5% from 251 in 2008 to 234 in 2009 for a 7% reduction.

- DUI arrests decreased slightly from 32,530 in 2008 to 32,099 in 2009 showing 1.32 % decrease in DUI arrest but total traffic deaths fell 10.6% while alcohol related fatalities again fell by 17.5%.
- BAC known test results fell 14.28%, from 31.78% in 2007 to 17.5% in 2009.
- 2010 impaired driving arrest during grant funded enforcement was 7,741 for 2010.

C-6 Speed related fatalities fell to 106 in 2009, down from 327 in 2008 which is a decrease of 68% reduction from 2008.

- Grant funded speed citations increased 22,830 in 2008 to 72,702 in 2010, which almost tripled the 2010 goal of 25,000.

C-7 Motorcycle fatalities increased from 40 in 2008 to 47 in 2009.

C-8 The total fatalities represent a 12.8% un-helmeted use rate which is 6 out of the 47 fatalities for 2009. This data represents a 34% decrease from 2007 total of 18.

C-9 Traffic deaths for drivers under the age of 21 decreased from 154 in 2007 to 125 in 2009.

C-10 Pedestrian fatalities remain the same from 58 in 2007 base calendar year to 58 in 2009, which is a 16% increase from 50 in 2008.

B-1 Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 71.3% in 2008 to 76% in 2009 and 81.4% in 2010. The State goal was 75% by December 2010, which was easily exceeded.

Traffic Records: The number of days before crash data is available electronically from the crash event was 4.8 days in 2008 and went to 4.5 in 2009, which does reflect a decrease over previous year. When data is available for 2010, our goal is to reduce this to 4 days.

Traffic Records: The number of days citation data is available electronically from the citation date was 10.7 days in 2008 to 11.7 in 2009. Although there was an increase from 2008 to 2009, MS hopes to reduce this time to 8 days during 2011.

Traffic Records: The percentage of agencies entering data electronically has increased from 92.2% in 2008 to 99.9% in 2009, which exceeded our goal of 95% by December 31, 2010.

Roadway Safety: Our goal to serve two (2) communities by installing traffic signs and signals in compliance with MCTUD by December 31, 2010 was successful achieved.

Activity Measures/Speed: Increased the number of grant funded speeding citations during state enforcement periods from 22,830 in 2008 to 72,702 in 2010, which almost tripled our goal the States 2010 goal of 25,000.

Activity Measures/Seat Belts: Increased the number of grant funded seat belt and child passenger citations during state enforcement periods from 17,143 in 2008 to 28,345 in 2010 which exceed the State's goal of 19,000.

Activity Measures/Impaired Driving: Increased the number of grant funded DUI arrests during state enforcement periods from 24,851 in 2007 to 32,099 in 2009. (2010 grant funded DUI arrests not available).

Note: The above **Activity Measures** for speed, seat belts, and impaired driving are based on statewide citations and does not represent grant funded citations only. The grant funded citation data was collected on a project level but not documented where it would be easily accessible for reporting. However, a spreadsheet to record this information on a project level for FY 2011 is now being implemented to meet all reporting requirements for the upcoming grant year.

Crash Summary:

For 2009, there were 69,809 reported traffic crashes, which represented a decrease from 74,122 in 2008. Crashes by severity were: Fatal - 631, Injury – 18,391 and Property Damage Only – 50,787. The 2009 fatality rate decreased to 1.74 per 100 million VMT from 1.80 in 2008. This rate becomes the lowest ever recorded. Mississippi demographics are: 2,951,996 population; 2,516,899 licensed drivers; 2,660,398 registered vehicles. The vehicular miles traveled was 40,341 in millions.

Accomplishments:

For 2009, there was a 10.6% reduction in total fatalities, with 35% alcohol-related fatalities. The number of alcohol-related fatalities fell by 17.5%, from 297 in 2008 to 224 in 2009. Both the safety belt "Click It Or Ticket" campaign and the "Over the Limit, Under Arrest" sustained DUI enforcement campaign have been successful due to

participation from Mississippi Highway Patrol along with local law enforcement agencies across the state. The Mississippi Highway Patrol, received \$2,073,118 in call-back overtime to conduct impaired driving enforcement activities.

Challenges:

Mississippi became the 22nd state to pass the primary safety belt law during the 2006 legislative session. Its effective date was May 27, 2006, to coincide with the Memorial Day holiday. With this new law, our safety belt usage rate has currently increased to 81.4% from the 2008 rate of 71.3% which is a still below national average but well beyond the state’s initial rate of 60.8% in 2005. While this change is a differential of 10.1 percentage points, seat belt usage continues to be a challenge but we will continue to strive to exceed the national average for our state. Currently the data reveals an increase of 12.8% in motorcycle fatalities along with a 16% increase in pedestrian fatalities which is not acceptable. Also, alcohol impaired traffic crashes continue to account for 33% of the total number of fatalities in year 2009, making these crashes a top priority in program planning for the MS Office of Highway Safety.

Section 163 Funds FY10 Designated as Section 405 funds for Occupant Protection (OP)

<u>NHTSA</u>	<u>Planned</u>	<u>Obligated</u>	<u>Amount Expended</u>	<u>To Local</u>
405 OP	MHP \$350,000	\$350,000	\$234,371.55	None
405 OP	Paid Media \$200,00	\$200,000	\$199,888.48	None

MHP was awarded \$350,000 for the Occupant Protection Project to conduct enhanced enforcement effort for seatbelt and child restraint checkpoints and saturation patrol. Funding was also utilized for paid media Teen Seat Belt Demonstration for FY10 in the amount of \$200,000.

Impaired Driving Program

The Mississippi Office of Highway Safety continues to place impaired driving as a serious issue in dealing with the state’s high number of fatalities. Thus, while the impaired driver is the primary contributing factor in fatal crashes within the state every year, extensive efforts are still being made to contain or otherwise reduce this very serious offense. Mississippi participates in all National Crackdowns on Drunk Driving, complete with Paid Media and high visibility enforcement.

Goals:

Alcohol and Other Drugs

- C-5 To decrease alcohol-related fatalities by 25% from the 2007 calendar year baseline of 316 in 2007 to 237 by December 31, 2010.

Young Drivers and Alcohol

- C-9 Reduce percentage of traffic deaths among teens ages 16-20 by 32% from the 2007 base calendar year of 154 to 105 by December 31, 2010.

Achievements:

The state's 33% of alcohol impaired traffic fatalities is only one percent above the national average of 32% with a .08+ BAC. Alcohol impaired fatalities decreased by 17.5% from 297 in 2008 to 245 in 2009 for a total of 33% alcohol impaired fatalities in 2009 down by 5% from 38% in 2008.

During 2009, there were 6,720 drivers with serious injuries. The young drivers and passengers ages 16 to 20 that were unbelted when killed has increased slightly from 72% in 2008 to 77.3% in 2009 which is a 5.3 percentage points increase. Teenagers (ages 16 to 20) were 15.7% of occupant deaths while being only 6.2% of the licensed drivers in 2009. Additionally, alcohol impaired fatalities for this age group decreased from 8.2% in 2008 to 6.8% in 2009. The Mississippi underage driver accounts for 6.7% of all Mississippi drivers arrested for DUI. The total number of DUI arrests in 2010 during grant funded enforcement is 7,741 for 2010. (C-5)

As with previous years, rankings were utilized to determine where specific traffic safety problems were most prevalent. Thus, special funding emphasis and concentration were given to law enforcement agencies located within the top thirty cities and counties which were identified as having 65% of the total impaired driving fatalities and severe injuries crashes in Mississippi. This method was used in order to ensure the most proficient funding locations were identified and to ensure the problem of impaired driving was being effectively addressed across the state.

Mississippi's alcohol related fatalities reduction can be attributed to the continuation of sustained DUI enforcement projects. During this fiscal year, approximately 78 DUI enforcement projects were funded with 154 funds. The Mississippi Highway Patrol (MHP) and three local law enforcement agencies were funded with 410 funds. These agencies implemented high fatality and high visibility projects, which also attributed to the reduction in alcohol impaired fatalities for the state.

According to recent data, the number of MHP DUI arrests has increased from 23.0% in 2005 to 26.8% in 2009. There was a slight decrease between 2008 and 2009 from 8617 to 7698. However, the overall increase since 2005 is attributed to the sustained DUI enforcement projects initiated with OHS funding during those years. Hopefully, with the development of the MHP DUI sustained enforcement efforts, equipment, and revised contracts, DUI arrests will increase in the upcoming year or continue to remain above 7,500 annually.

In 2010, during the Drunk Driving Over the Limit Under Arrest (DDOLUA) blitz campaign, participating law enforcement agencies across the state engaged in four high visibility enforcement efforts during this campaign. Detailed activities included checkpoints and saturation patrols. Results of these blitz efforts produced over 1,712 DUI arrests during the Labor Day campaign period compared to 1,700 DUI arrests ascertained during the previous year. Also, there were 816 checkpoints conducted by reporting agencies for a total of 14,612 hours worked.

Another attribute to the state's improved crackdown, mobilization and sustained enforcement can be credited to the decision to expand the Law Enforcement Liaison (LEL) program, which was designed to provide joint, cross-training for laws enforcement officers designed to keep them abreast of the various campaign requirements encouraged and required by both the National Highway Traffic Safety Administration (NHTSA) and the Office of Highway Safety (OHS). The Mississippi LEL office is located in the central portion of the state and employs 6 staff members, which includes: Full time Deputy Director/Sr. Instructor; two (2) Instructors/trainers; Instructor Support Specialist; Office Manager; and a part time Director/Instructor. The staff members work diligently to provide necessary training tools to law enforcement officer across the state, traveling approximately 45 weeks out of the year. The staff members work closely with OHS, the Traffic Safety Resource Prosecutor (TSRP), Mississippi Association of Highway Safety Leaders (MAHSL), NHTSA, Chiefs, Sheriff's, and the nine network coordinators in each of the troops to ensure we are consistently up to date on all aspects of highway safety issues. The LEL staff attended and/or conducted 48 schools in addition to various meetings and conferences. The following classes were implemented during FY10: 8 Occupant Protection and alcohol/drug presentations were made to MS Judicial College, the Law Enforcement Institute, MHP Cadet classes and various task forces/conferences; 21 Standard Field Sobriety Training (SFST) for approximately 297 officers from 85 agencies; 9 Complete Traffic Stops (CTS) training with 200 officers; during the Sobriety Trained Officers Representing Mississippi (S.T.O.R.M.) Conference 300 officers were trained in alcohol related issues; 21 SFST refresher courses for approximately 80 officers; 2 Advanced Roadside Impaired Driving Enforcement (A.R.I.D.E.) training 36 officers; 2 news letters were produced and over 250 agencies were contacted throughout the year. No Drug Recognition Expert (D.R.E.) classes were conducted during FY10, however classes will be implemented in FY11. The LEL Director, Deputy Director, along with the TSRP are currently working on our state's ignition interlock law in an effort to get us back on track as a sentencing option for repeat offenders within our state.

In past years, the MS OHS employed three part time officers as Law Enforcement Liaisons to assist in reaching and developing rapport among more law enforcement agencies statewide. Due to the strong need for these services across the state, the positions then became full time in order to meet the demands in a more timely and efficient manner. During 2010, OHS continues to employ three full time Law Enforcement Liaisons, dividing their responsibilities, respectively, within Northern, Central and Southern Mississippi. Nine network coordinators (one from each highway

patrol district) were also established. Activities included providing enforcement training, public information and education campaigns as well as giving assistance with report requirements. As a result, greater morale and motivation toward combating impaired drivers has increased among law enforcement officers. More importantly, the number of agencies which applied for alcohol impaired driving enforcement grants significantly increased throughout the state. Thus, greater law enforcement efforts, decreased fatalities and increased and improved reporting are but a few of the benefits after having expanded the LEL program.

The 154 funding also allowed for the continuation of the employment of a Traffic Safety Resource Prosecutor (TSRP) whose primary responsibility is to improve the state's DUI laws, conviction rate, provide knowledge and training to state prosecutors, judges and law enforcement officers. The TSRP continues to serve as both a resource liaison while providing continual, progressive legal assistance, support, and information to prosecutors, judges and law enforcement officers on highway safety related issues. In addition to the numerous DUI trainings and seminars, the TSRP puts on the Spring conference "Protecting Lives, Saving Futures" for prosecutors and law enforcement in corroboration with the MS Law Enforcement Liaison Office to further enhance the understanding and working relationship between the officers and their prosecutors. The TSRP developed and implemented curriculum for three ARIDE classes and provided training to all municipal and justice court judges at their fall, spring and summer conferences. The TSRP assisted with training classes for SFST through the LEL office, provided training at the MS Law Enforcement Training Academy, legal training for all MS Highway Patrol, prepared and distributed a "Hot Topic" newsletter for prosecutors, law enforcement and judges on issues of impaired driving as well as updated the DUI manual and presented a DUI Case law Update at both STORM conferences. Also, a legal update on DUI cases and related traffic case law was provided to approximately 200 municipal judges during this time as well.

410 Funding

Three 410 projects were funded in FY 2010. Two local agencies received DUI enforcement funds and MHP was given \$1,000,000 to continue to conduct high visibility sustained enforcement. As with other alcohol funding, enforcement efforts were concentrated in the thirty counties which have been identified as having 65% of the total impaired driving fatalities and severe injuries in Mississippi. MHP, in coordination with local jurisdictions and more specifically with projects funded by OHS, a minimum of four checkpoints were conducted during the "Drunk Driving, Over the Limit, Under Arrest" campaign.

Paid media during the sustained enforcement campaign was purchased with 410 funds. Radio, television, billboards and print ads were purchased on an on-going basis before, during, and after planned enforcement activities.

Impediments to Achievements

Like some other states with high fatality rates, Mississippi has a huge percentage of thoroughfares located on rural roads. As a rule, sheriff departments are not allowed to run radar. Risky drivers typically engage in excessive speeds, and, unfortunately in far too many cases, in alcohol consumption, thus leading to more hazardous and erratic driving.

Occupant Protection Program

Goal: Increase seat belt usage rate to the national average of 83%.

- B-1 To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 3 percentage points from the 2007 base calendar year usage rate of 72% to 75% By December 31, 2010.

Achievements:

- B-1 Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 71.3% in 2008 to 81.4% in 2010, which more than exceeded our goal of 76% by this time period. Child Restraint usage increased to a 79.86% usage rate.

Section 402

The Mississippi OHS participates in all national mobilizations for seat belt enforcement, including the Click It or Ticket Campaign during May. We also conducted an aggressive Teen Demo CIOT campaign to address our young drivers who choose not to buckle. OHS utilizes 402 funds for paid media campaigns and seat belt enforcement, and reports law enforcement activities as required by NHTSA. Recognizing the importance of Occupant Protection, OHS has hired an Occupant Protection Coordinator who is tasked with providing additional attention and is strengthening our program. Additionally, the LEL networks have spent an intense amount of time highlighting the importance of enforcing CIOT to law enforcement throughout the state.

Mississippi State University also produces our motorcycle survey. Mississippi has an excellent usage rate for motorcycle helmets. For a number of years, the helmet use rate has been over 99%. In 2009, motorcycle registrations were 55,418, with 47 motorcycle fatalities. In 2008, motorcycle fatalities decreased by 17.6% to 40. However, we have experience a slight increase in motorcycle fatalities from 40 in 2008 to 47 in 2009. The total fatalities represent a 12.8% no helmet use rate which is 6 out of the 47 fatalities for 2009. This data represents a 35.3% decrease from the 2007 total of 17. OHS implemented the "Share the Road" campaign in June by producing a media campaign which consisted of radio and outdoor ads. OHS also worked with the local Harley Davidson Motorcycle dealership during their "Trail of Honor" event during the Memorial Day weekend by setting up a booth and distributed items related to the

motorcycle safety “Share the Road” project along with other OHS programs. The event brought in approximately 30,000 people from around the nation.

The Occupant Protection program specialists provided leadership through the Mississippi Office of Highway Safety and worked to coordinate programs with the MS Safe Kids Coalition, the MS Department of Health, the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. OHS promoted the 2010 Child Passenger Safety Week and “Click It or Ticket” for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe Kids coalition provided checkpoints statewide, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson. According to the 2010 Child Restraint Survey Report, Mississippi currently has a 79.86% usage rate for the year 2010. This rate is a little over two percent higher than last year’s child restraint usage. Over time, the effort toward increasing and improving child restraint use has been both extensive and intensive. There is also little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints in Mississippi. Also, the relatively new 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase. Nevertheless, Mississippi is moving in the right direction with regard to child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level.

The Mississippi Student Advisory Board is a group of students selected each year from across the state. These students are selected for the leadership and passion for continuing the mission of the Office of Highway Safety. This year fifteen students designed, planned, and implemented Club Officer Training and Teens on the Move which had an attendance of approximately 600 students and advisors from across the state. The theme was “I Choose – not to lose my life, my friends, my dreams”. These students also relay information on our programs back to their schools and spread the message throughout their communities.

Mississippi’s Students Against Destructive Decision (SADD) promotes seat belt safety and other highway safety issues by speaking at schools across the state and producing the Mississippi Buzz quarterly newsletter. SADD is comprised of over 160+ chapters in the state of Mississippi. These peer-to-peer education groups work diligently in their schools and communities and bring awareness of highway safety and healthy lifestyle issues. These groups are the key for OHS to share their message in our schools.

“Teens on the Move” (TOTM) is our largest event of the year. Approximately 1,400 students attend this one day event. TOTM gives back to those students who worked hard all year on highway safety issues, while continuing to educate them in a fun and innovative way. The Mississippi Student Advisory Board (SAB) plans and implements the program. This year’s theme was “Walk This Way”. A T-shirt contest was offered, awards were given out for the Most Outstanding Youth Group, Most Outstanding

Student, Advisor of the Year for middle and high school, and Most Outstanding Sponsor.

“Rock the Belt” is an event created to promote seat belt safety. “Rock the Belt” is a recreation of the quick click challenge adding in rock and roll music. This program was initially designated for our top eight counties with high teen fatalities in the state but we are excited to say as of May the program has now become a statewide program. Rock the Belt was held at St. Joseph in Madison reaching 500 students, Puckett Attendance Center, grades 3 – 6 for 150 students, and Clarkdale in Meridian with over 400 students. During the October 2009 wave, law enforcement officers in eight specific counties, which account for 26% of all teen fatalities, participated by giving out e-grips for those found not wearing their seat belt and digital media cards for those who were wearing their seat belts. Those who received media cards were directed to the website www.rockthebeltms.com where they were directed to complete a survey and then received free music downloads. 15,000 digital media cards and 20,000 e-grips were ordered for distribution for this project. The OHS designed a logo the previous year to be used as a magnet to be placed on the students’ cars, banners and t-shirts. Rock the Belt continues to reach students across Mississippi. Plans are in the works to continue the program in elementary and middle schools as well as at the college level. Teen wave related to seat belts were implemented in October, February/March and in April/May to further our message and increase teen seat belt usage across the state.

“Club Officer Training,” a statewide conference for middle and high school students, offered workshops promoting highway safety issues including occupant protection, leadership skills, alcohol/drug prevention, and related topics. This program reached approximately 600 students and adults advisors from across the state. The theme was “I Choose – not to lose my life, my friends, my dreams”.

The Buckle for Life Program was held in February at the Old Capitol Inn in Jackson. The Buckle for Life program acknowledges those law enforcement officers who write child safety restraint and seat belt violation tickets. Each officer is awarded a certificate, a lapel pin (different levels – bronze, silver, gold and platinum) and the top three officers receive a collection of gifts received from the community. This luncheon is a small token of our appreciation for all the hard work they carry out on a daily basis. Over 160 officers were presented with certificates and pins. These officers wrote a total of 9,509 child restraint and 37,865 seat belt citations.

A total of 24 occupant protection 402 grants were funded. Paid Media was also purchased with 402 funds for participation in the FY10 Click It or Ticket activities in the amount of \$254,490.11. (For more information, see the attached Paid Media Section).

Section 405

Section 405 funds, used exclusively for occupant protection projects, were used to fund the Mississippi State Department of Health’s Child Passenger Safety Program. This program distributed car seats to Mississippi’s economically disadvantaged

population through the 82 county health departments, and reached over 250,000 Mississippians with Child Passenger safety literature and correct restraint usage information.

Impediments to Achievements-

Mississippi must continue to strive to increase the seat belt usage rate in an effort to exceed the national average of 83%. The remaining 18.6% of Mississippians who refuse to wear their seat belts is the biggest challenge we as an agency face. Over \$1,000,000 was dedicated exclusively to Occupant Protection. Unlike previous years, our seat belt usage increased to 81.4% in 2010, which is much closer to our goal of exceeding the national average.

Traffic Records Program

Goal: Enhance traffic records usage for implementing data-driven comprehensive, statewide traffic safety planning.

- To decrease the number of days crash data is available electronically from the crash event from 5.5 days in 2007 to 4 days by December 31, 2010.
- To decrease the number of days citation data is available electronically from the citation date from 15.5 days to 8 days by December 31, 2010.
- To increase the percentage of agencies entering data electronically from 83% (260 out of 311) in 2007 to 95% (295 out of 311) by December 31, 2010.

Achievements:

- The number of days crash data is available electronically from the crash event is 4.8 days in 2008 to 4.5 2009, which does reflect a decrease over previous year but did not meet our goal of 4 days by December 31, 2010.
- The number of days citation data is available electronically from the citation date is 10.7 days in 2008 to 11.7 in 2009, which is an increase over previous year data.
- The percentage of agencies entering data electronically has increased from 92.2% in 2008 to 99.9% in 2009, which well exceeds our goal of 95% by December 31, 2010.

Section 402

During FY 2010, the State Traffic Records Committee continues to meet periodically to monitor progress of traffic records improvement projects underway in all participating agencies. Special emphasis was placed on building Web-based data

reports and assessing the needs to begin developing a Request for Proposal (RFP) for the Comprehensive Citation/Conviction Electronic Data System.

Preparation and dissemination of statistical reports continues to be major traffic records activities. These reports were used for OHS planning, problem identification, evaluation, special analyses and responses to outside requests for data. Ad hoc queries come from the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public. Testimony was presented to the House Transportation Subcommittee for ATV safety/awareness and driver distraction issues.

Traffic records data is used to present facts related to highway safety legislation and strengthen public awareness of traffic safety concerns. Public information and education themes are formulated using graphics and other statistical studies. The concept of integrating innovative and emerging technologies to build our new state crash system has produced a strong foundation for the Safety Analysis Management System shared by the Mississippi Department of Transportation (MDOT) and the DPS, Local agencies have on-line access to their crash data for standard reports and ad-hoc queries.

Section 408

During FY10, traffic records analyses utilizing GIS technologies, creating Web-based information and facilitating State Traffic Records Committee was supported by the Social Science Research Center (SSRC) at Mississippi State University. The Social Science Research Center established the Public Safety Data Laboratory (PSDL) two years ago. It has served as an analysis and management information center for the Mississippi Department of Public Safety. During FY 2010, the project produced many products and services which increased access to crash and citation data. The data base provided better information for enforcement and strategic planning purposes. The PSDL has made vast improvements in the collection and analysis of data over the past two years, but there is much more to be done, along with the maintenance and support of the current endeavors.

This program established a new Daily Activity Reporting Form and database, which provides better data for analysis and planning. This is one of the most important aspects to the Mississippi Highway Patrol because it not only reports the activity on Mississippi's highways, but also the manpower and management operations of the MHP. Additionally, the project has established a system of monthly, weekly and special reports available to MHP leadership at their discretion from a web-based setting.

Much progress has been made in these projects; however, for the efforts of this program to fully yield the expected benefits, more development and training will be needed. Changes and updates are needed to the Trooper Daily Activity Form in order to differentiate regular and federally funded enforcement numbers. New reports will be generated from citation and crash data to produce detailed reports for MHP's activities

and enforcement practices. The third year will see heavy interaction with the electronic citation project, capturing the data produced by eCite and moving it in the Daily Activity System for analysis, planning and supervision purposes.

During FY 2010, the PSDL web-site added many statistical tables generated by the Office of Highway Safety for crash and citation data. Local city, county and trooper citation reports were placed on the web-site with the number of safety belt, child restraint, speeding and no insurance violations for years 2007 through 2009 by department. DUI citations by county and local jurisdiction were also placed on the web-site. Crash statistics by severity and department for years 2007 through 2009 were also placed on the web-site. This allows all local agencies to review their crash and citation numbers in order to submit performance data for traffic safety grants.

The PSDL is also being used to examine other data issues associated with traffic safety, including the ability to secure additional funds for highway safety research. The continuation project is seen as an extension and enhancement of the initial project, and will only improve the data collection, management and analysis of Mississippi's law enforcement activities. This website also contains links to DPS and MDOT traffic safety reports.

The SSRC has nearly 60 years of experience in conducting a broad array of projects for federal, state, and private organizations. The Center conducts between 40 and 50 research and applied projects each year with expenditures in the \$7 to \$8 million range (www.ssrc.msstate.edu). The Center has approximately 100 Research Fellows, Research Associates, Graduate Students, and Support Staff conducting research on applied projects. The SSRC maintains several laboratories that are available for the proposed project: the Wolfgang Frese Survey Laboratory, the Decision Support Laboratory, Societal Monitoring Laboratory (GIS/spatial analysis), several secure data facilities, and the Public Safety Data Laboratory. The Center also developed and operates the Mississippi Alcohol and Safety Education Program (MASEP), which is the state's mandated intervention program for first-time DUI offenders. The Public Safety Data Laboratory has currently established a longitudinal database of drivers, DUIs, citations, and accident files with over a decade of data on DUI offenders. The SSRC has an unparalleled combination of scientific and professional expertise, state-of-the-art laboratories, information technology infrastructure, project administration capabilities, and a track record to carry out a major project focusing on the assessment, improvement, and enhancement of safety data and analysis for the Mississippi Highway Safety Patrol and associated partners.

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There is a vast need for utilizing the GIS capabilities of our present traffic records systems. Reportbeam (Mississippi's statewide vehicle crash reporting system) requires coordinates on all traffic crashes As well as DUI citations coordinates. MSU-SSRC has many data structures that contain GIS attributes, such as demographics, topography,

road environments, etc. The university research associates have the expertise to create unlimited analyses of the traffic records data to promote pro-active traffic enforcement for the Mississippi Highway Patrol and local law enforcement.

The STRC support component will be developed to cover costs associated with activities of the committee, such as meetings, training, and professional development workshops/ conferences. Funds will also be used for research and evaluation studies to establish statistical tables, charts and other analytical studies for placement on the Internet site for Public Safety Planning. Computer hardware and software will be purchased and developed to accommodate this process.

Although publication of traffic records information remains a priority, printing costs will be significantly reduced by placing statistical data on the Internet, which will also decrease the amount of time necessary for the traffic records coordinator to respond to the many requests for data. This project will also allow more time for planning and evaluation that require more quality concentration and more effectiveness to OHS in the long-term.

Impediments to Achievements-

The most significant impediment to progress in traffic records improvements is the lack of communication between the Administrative Office of Courts (AOC) and the Department of Public Safety. We can design a complete data collection and storage system for E-Citation applications, but if the courts are not capable of receiving the electronic data, then the system has met its critical path obstacle.

There have been enough problems with the current electronic transfer of court disposition records to DPS to show that without a thorough review of court records processes, the endeavor would be futile. Any changes to uniform citation formats and/or procedures require concurrence from AOC, Attorney General, Secretary of State, Auditor's Office and DPS.

To further compound the problem, Mississippi has three levels of traffic courts: Justice courts for MHP and sheriff citations; Municipal courts for medium to large city police departments; and Mayoral courts for small city departments. Obviously, this causes major problems with integration and uniformity.

Police Traffic Services Program

Goal:

- C-4 To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 15% from the 2007 base calendar year of 737 to 627 by December 31, 2010.

- C-5 To decrease alcohol impaired driving fatalities by 25%, from the 2007 calendar year baseline of 316 in 2007 to 237 by December 31, 2010.
- C-6 To decrease speeding-related fatalities 8% from the 2007 base calendar year of 349 to 320 by December 31, 2010.

Achievements:

- C-4 Unrestrained passenger vehicle occupant fatalities in all seating positions decreased from 737 in 2007 base calendar year to 561 in 2009, a 14% overall reduction.
- C-5 Alcohol impaired fatalities decreased by 17.5% from 251 in 2008 to 234 in 2009 for a 7% reduction.
 - DUI arrests decreased slightly from 32,530 in 2008 to 32,099 in 2009 showing a 1.32% decrease in DUI arrest but total traffic deaths fell 10.6% while alcohol related fatalities again fell by 17.5%.
 - BAC test results rose by 2.94%, from 31.78% in 2007 to 34.72% in 2008. In 2009 BAC reporting fell to 17.5% which is a 50% reduction in known BAC from 2008 to 2009.
 - Total number of impaired driving arrest in 2010 during grant funded enforcement is 7,741 for 2010.
- C-6 Speed related fatalities fell to 106 in 2009 a rate of .26, down from 327 in 2008 which is a decrease of 68% from 2008.

Section 402

The Police Traffic Services Coordination Project maintained the Law Enforcement Liaison –Traffic Enforcement Network (T.E.N.) program. The networks consisted of 82 counties with approximately 257 local municipalities that fall within nine (9) districts of the Mississippi Highway Patrol troops. ThreeState Regional Law Enforcement Liaison Officers were assigned to the Northern, Central and Southern regions, with regional LELs assigned to each of the nine MHP districts.

The Law Enforcement Liaison (LEL) Project with the University of Southern Mississippi continued in FY 2010, conducting Standardized Field Sobriety Training (SFST), Traffic Occupant Protection Strategies (TOPS), Complete Traffic Stops (CTS), and a pilot (DRE-ARIDE) training. The LEL staff attended and/or conducted 48 schools in addition to various meetings and conferences. The following classes were implemented during FY10: 8 Occupant Protection and alcohol/drug presentation were made to MS Judicial College, the Law Enforcement Institute, MHP Cadet classes and various task forces/conferences; 21 SFST for approximately 297 officers from 85

agencies; 9 CTS training with 200 officers; during the STORM Conference 300 officers were trained in alcohol related issues; 21 SFST refresher courses for approximately 80 officers, 2 Advanced Roadside Impaired Driving enforcement (A.R.I.D.E.) training 36 officers; 2 news letters were produced and over 250 agencies were contacted throughout the year. No Drug Recognition Expert (D.R.E.) classes were conducted during FY10, however, classes will be implemented in FY11.

The MHSP Uniformed Division of Public Affairs within the DPS continued the MHP statewide Highway Safety Public Education campaign. This campaign was conducted by each of the nine Public Affairs Officers (PAO) within the nine Highway Patrol Districts. The PAO supported and promoted the "Click it or Ticket" and the "Drunk Driving: Over the Limit, Under Arrest" state/national campaigns. The Mississippi Highway Safety Patrol C.R.A.S.H. (Collision Reconstruction Analysis on State Highways) project expanded MHP's collision investigation and reconstruction techniques. Police Traffic Services Projects were implemented in Jones County, Pearl, and Hernando. These projects focused on speed enforcement, and other traffic related issues including seat belt and DUI.

Impediments to Achievements-

By law, Mississippi sheriff departments cannot run radar on county roads, where the majority of the traffic related crashes occur. Legislation has been introduced for the past ten years, yet the bills die in committee each year. In the 2011 Legislative session, the goal is to pass legislation allowing sheriffs and their deputies to run radar.

Roadway Safety Program

Goal: Minimize the risk of highway crashes through targeted roadway improvements by the year 2010.

- In FY 2010, serve two communities (Clinton and Summit) by installing traffic signs and signals which are in compliance with MCTUD standards by December 31, 2010

Achievements:

- FY10 the study was successful completed. The recommended sign upgrades and the installations of these signs were completed as outlined in the 2009 sign inventory recommendations study. The final inspection was completed in November 2010. Projects are now complete and closed out.

Section 402

Like most all states across the nation, the State of Mississippi has been lacking in both traffic engineering expertise and traffic support services, which understandably

has hindered the state's ability to meet the demands for traffic engineering effectiveness at both the state and local levels. The main reason for this problem is the lack of funds available for these local agencies to bring their roadway traffic control signs, etc, into compliance.

With these problems in mind and the lack of expertise available on a local level to meet or address these insufficient traffic engineering needs, the OHS funded two traffic safety signing installation projects for FY 2010, in the cities of Clinton and Summit.

The City of Clinton and the Town of Summit conducted a traffic signing study to enhance and update their traffic control devices in keeping with the MUTCD standards. The Traffic Safety Signing Study addressed the following: Traffic signing, signalization, pavement markings, traffic operations, pedestrian and vehicular crash experience, school safety and other related fields of traffic systems. As of the end of FY10 the study was successfully completed. The recommended sign upgrades were installed according to the 2009 sign inventory recommendations and sign installation plan. The final inspection was completed in November 2010. Projects are now complete and closed out.

Impediments to Achievements-

Lack of funding at the city and county levels for signing projects continues to be a problem in Mississippi. Poor roads and traffic control devices continue to contribute, in part, to our high number of traffic related fatalities.

SECTION 2010 Motorcycle Safety – Share the Road

Goal:

- C-7 To decrease motorcyclist fatalities 25% for the 2007 base calendar year of 51 to 38 by December 31, 2010.
- C-8 To decrease un-helmeted motorcyclist fatalities 66% from the 2007 base calendar year of 18 to 6 by December 31, 2010.

Achievements:

- C-7 The goal was not meet and in fact motorcycle fatalities increased from 40 in 2007 to 47 in 2009.
- C-8 The total fatalities represent a 12.8% un- helmeted use rate which is 6 out of the 47 fatalities for 2009. This data represents a 34% decrease from 2007 total of 18.

The Department of Public Safety, in conjunction with the MS Office of Highway Safety, produced radio ads and billboards for the "Share the Road" Campaign, which focused on images of motorcycles seen through the eyes of drivers through their rearview and side mirrors, as well as in "blind spots". These ads were accompanied with short but effective messages such as "Who's in Your Blind Spot?", "Watch Out for the Other Guy", which supports the "Share the Road" campaign. The overall objective was to reach males ages 18 – 34 and all drivers through an intense, highly targeted media campaign. During this time 2,152 radio spots, 25 digital and 7 permanent billboard spots were implemented. The daily estimated number of viewers for this campaign was estimated to be 600,000.

Data shows a slight increase in motorcycle fatalities from 40 in 2008 to 47 in 2009. The total fatalities represent a 12.8% no helmet use rate, which is 6 out of the 47 fatalities for 2009. This data represents a 35.3% decrease from 2007 total of 17. OHS implemented the "Share the Road" campaign in June by producing a media campaign which consisted of radio and outdoor ads. OHS also worked with the local Harley Davidson Motorcycle dealership during their "Trail of Honor" event during the Memorial Day weekend by setting up a booth and distributed items related to motorcycle safety "Share the Road" project along with other OHS programs. The event brought in approximately 30,000 people from around the nation.

Impediments to Achievements-

The current stats show an increase in fatalities which is not the results we were anticipating for this project. However, since the project was implemented back in June 2010, we do not feel these stats truly depict the outcome of our media campaign for FY10. We anticipate a change in the upcoming stats which will better reflect the results of the "Share the Road" project.

Paid Media Report

In 2010, CIOT paid media was used to support safety belt enforcement by utilizing a television and radio ad campaigns. The "Drunk Driving, Over the Limit, Under Arrest" paid media campaign continued during Christmas 2009/New Year's Day 2010 and for Labor Day 2010.

Click It Or Ticket Paid Media (See Attachments)

Since 2001 to present, the OHS continues to strive to increase the state's safety belt usage with strong paid media and high visibility enforcement campaigns. For 2010, a total of \$458,982.76 was used for CIOT Memorial Day/Teen Demo Campaign paid media. Of the \$254,490 for CIOT, approximately \$144,933.22 was used for television and cable ads, \$59,656.89 for radio ads and \$49,900.00 for outdoor ads. An extensive CIOT Teen Demo Campaign was also conducted in the amount of \$204,492.76 with \$149,039.96 on TV ads, \$48,169.30 on radio ads, and \$6,272.50 on web, movie theater trailers and ballpark advertising.

During the 2010 May Mobilization, 3,321 television ads, 4,699 for radio ads, and 63 outdoor ads were run, plus an additional 1725 TV, 2,724 Radio for CIOT Teen Demo and 40 web, movie theater trailers and other advertising. For earned media, 20 CIOT press conferences were held for the Memorial Day Blitz period. Other earned media included 26 television news stories, 31 radio news stories, 74 print articles, and 5 other new stories. Electronic Billboards from the Mississippi Department of Transportation and businesses statewide participated as well. This included the cities of Pearl and Brandon who conducted local ad channel 1 which ran the article every 30 minutes for 2 weeks.

Due to the elaborate media campaigns and additional enforcement for the 2010 Memorial Day Blitz, the 2010 Seat belt survey showed a significant increase in usage from 76% to 81.4% on seat belts and from 77.5% to 79.86% for child restraint usage.

Drunk Driving, Over the Limit, Under Arrest (See Attachments)

The Department of Public Safety, in conjunction with the MS Office of Highway Safety, produced television, radio ads, billboards, print ads, and other ads for the NHTSA endorsed Impaired Driving campaign for Labor Day Mobilization 2010 targeting males 18-34.

Paid media was purchased for Christmas 2009/New Year 2010, for the “Drunk Driving, Over the Limit, Under Arrest” Campaign. The Flight Dates for the paid media were from November 30, 2009 – January 3, 2010. The total amount spent was \$309,838.00 which includes \$195,164.00 spent on television ads, \$78,753.00 for radio spots, \$35,921.00 on print and billboard ads during the project period.

The “Drunk Driving, Over the Limit, Under Arrest” Campaign was continued during Labor Day 2010, from August 20-Sept 6, 2010. During the Labor Day paid media time period \$315,153.00 was spent with \$151,846.00 for television, \$77,799.00 for radio, \$38,000.00 for outdoor electronic billboards, \$30,498.00 for print, and \$17,010.00 for other which consists of movie theaters, the web, and digital score boards. During this time 3,711 television spots, 2,813 radio spots were aired, 38 print ads, 24 billboards, 87 movie theater screens, 19 web, and 3 digital scoreboards covering the entire viewing audience of the state. There was 1 press event, 71 TV news stories, 64 radio ads, 17 printed ads conducted during the Labor Day enforcement period.

Share the Road 2010 Campaign

The Department of Public Safety, in conjunction with the MS Office of Highway Safety, produced radio ads and billboards for the Share the Road Campaign which focused on images of motorcycles seen through the eyes of drivers through their rearview and side mirrors as well as in “blind spots”. These ads were accompanied with short but effective messages such as “Who’s in Your Blind Spot?”, “Watch Out for the

Other Guy” and “Share the Road”. Overall objective was to reach males ages 18 – 34 and all drivers through an intense, highly targeted media campaign. Paid media time was from June 14 -30, 2010. During this time total amount spent was \$87,840.98 which included \$51,643.78 for radio ads and \$36,197.20 for billboard ads. During this time 2,152 radio spots were aired, 25 digital and 7 permanent billboard spots. The daily estimated total number of viewers for this media campaign was 600,000.

TOTAL PAID MEDIA FOR FY 2010

Holiday Period	Television amounts	Radio amounts	Print Ads/ Internet	Billboard	Total
Christmas/New Years 2010 DDOLUA	\$195,164.00	\$78,753.00	\$35,921.00 Print & billboard		\$309,838.00
May Memorial Day 2010 CIOT/Teen Demo	\$293,973.18	\$107,826.19	\$6,272.50	\$49,900.00	\$457,971.87
Labor Day 2010 DDOLUA	\$151,846.00	\$77,799.00	\$47,508.00	\$38,000.00	\$315,153.00
Share the Road	-0-	\$51,643.78	-0-	\$36,197.20	\$87,840.98
Total	\$640,983.18	\$316,021.97	\$89,701.50	\$124,097.20	1,170,803.85