

State of Rhode Island
Highway Safety Annual Report

Fiscal Year
2006

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National Highway Traffic Safety Administration

Developed and Presented by:

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OHS would like to express our thanks to **Kathy Farwell** for her technical support and assistance in developing this document.

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INTRODUCTION

Threats to safety on Rhode Island roadways resemble those of the nation as a whole. Despite concerted efforts, motorists, passengers, cyclists, and pedestrians continue to suffer fatalities and injuries. The total number continues to rise, because many people on U.S. roads fail to use basic precautions, even when mandated by law. They fail to wear proper protection like seat belts or motorcycle helmets; they drive drunk, too fast or recklessly. These sorts of preventable behaviors hold promise for safety programming because they are avoidable. Clearly, more can be done to improve highway safety.

Within the State of Rhode Island, the Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the agency responsible for implementing highway safety projects with federal funds. As a fundamental component of improving the quality of life in the State, the mission of the Office on Highway Safety consists of two basic goals:

1. To reduce the number of fatalities and serious injuries on Rhode Island roadways; and
2. To reduce the number and severity of traffic crashes.

In its *Highway Safety Plan for FY 2006*, the OHS assessed highway safety in Rhode Island, isolated problem areas, set goals, and identified appropriate program strategies and performance indicators for 2006. This Rhode Island *Highway Safety Annual Report* reviews the OHS execution of that plan.

CRASH SUMMARY

Summary of Trends in Highway Safety for FFY 2006:

- Achieved a 15.9 percent reduction in the total number of fatalities and serious injuries;
- Achieved a reduction to 1.03 fatalities per 100 million Vehicle Miles Traveled (VMT), which is just .03 percent above the national goal of one fatality per 100 million VMT;
- Achieved a 15.9 percent reduction in the fatal and serious injury rate per 100 million VMT;
- Achieved a 7.6 percent reduction in single vehicle nighttime fatal crashes;
- Achieved an 18 percent increase in the number of fatally injured occupants wearing restraints;
- Achieved a 19.6 percent reduction of fatal crashes where speed was cited as a factor;
- For the second year in a row, had no child pedestrian fatalities;
- Maintained our record of zero child pedalcyclist fatalities;
- For the second year in a row, had no adult pedalcyclist fatalities; and
- Achieved a reduction in the percent of fatal crashes involving younger (15-20 year old) and Older (age 65+) drivers.

Unfortunately, Rhode Island also experienced some increases in highway trends that highlight the challenges that will be addressed in our FFY 2007 programs. Included among these are an increase in the total number of fatalities (83 to 87); a slight (but important) increase in the alcohol-related fatality rate per 100 million VMT (0.51 to 0.52 percent); a stagnant level of seat belt usage (75% to 74%) and an increase in the percent of traffic fatalities for both pedestrians (8.4 to 17.5%) and motorcyclists (12.82 to 17.5%).

Table 1: Traffic Safety Trends in Rhode Island, 2001-2005

	2001	2002	2003	2004	2005
Crashes					
Total Crashes	51,931	49,442	49,324	45,267	46,319
Vehicles in Crashes	90,712	88,299	87,034	79,682	N/A
Motorcycles in Crashes	449	443	412	450	505
Pedestrian Accidents	679	626	596	524	550
Property Damage Crashes	41,488	39,403	39,126	35,783	36,464
Fatalities and Serious Injuries*					
Combined Count	1,931	1,929	1,991	1,683	1,416
Fatality and Serious Injury* Rates					
<i>Per 100 Thousand Population</i>					
Total Fatalities and Serious Injuries*	182.34	180.56	185.01	155.74	N/A
Serious Injuries*	174.69	172.70	175.34	122.28	N/A
Rhode Island Fatalities	7.65	7.86	9.66	7.68	8.08
U.S. Fatalities	14.86	14.79	14.66	14.50	N/A
<i>Per 100 Million Vehicle Miles Traveled (VMT)</i>					
Total Fatalities and Serious Injuries	24.16	23.69	23.80	19.86	16.71**
Serious Injuries*	23.15	22.66	22.56	18.89	N/A
Rhode Island Fatalities	1.01	1.03	1.24	.98	1.03**
U.S. Fatalities	1.53	1.51	1.48	1.46	N/A
Crash Fatalities					
Total Fatalities	81	84	104	83	87
Total Number of Fatal Crashes	78	81	96	78	80
Crash Injuries					
Personal Injury Crashes	10,340	10,039	10,102	9,406	9,146
Persons Injured in Crashes	14,832	14,492	14,515	13,272	N/A
Total Number of Serious Injuries*	1,850	1,845	1,887	1,600	N/A
Crash Conditions					
Month of Most Fatal Crashes	June	July/August	March	June	July
Day of Most Crashes	Sunday	Saturday	Sunday	Saturday	Saturday
Time of Most Crashes	1-4PM	1-4AM	10PM-1AM	10PM-4AM	7PM-10PM
Age of Driver With Most Fatal Crashes	25-34	35-44	15-19	35-44	20-24
Chemical Test Refusals	1,738	1,768	1,667	1,968	1,869
DWI Charges Filed	2,200	2,032	1,848	2,109	2,227

CHALLENGES

RIDOT-OHS has identified eight (8) Problem Areas for the Highway Safety Program in 2007. (There is an increase in the total number from 2006 as OHS created a separate program for Motorcycles due to the significant increase in motorcycle crashes and fatalities in 2006.) These include:

1. **Impaired Driving** – The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
2. **Occupant Protection** – Failure to use seat belts and appropriate child passenger safety (CPS) restraints.
3. **Speed** – Speed and related recklessness as a contributor to deaths and serious injuries on the road.
4. **Young Drivers** – The over-representation of young drivers among those contributing to and suffering in crashes.
5. **Motorcycles** – The safety of motorcyclists and their passengers on our roadways.
6. **Other Road Users** – The safety of pedestrians, elder drivers, pedalcyclists and school bus passengers.
7. **Traffic Records-Data Collection, Analysis, and Improvement** – The depth, quality, availability and analysis of data on crashes in Rhode Island.
8. **Planning and Administration** – Planning, development, coordination, monitoring and evaluation of highway safety projects.

An ambitious set of goals has been developed for each of these problem areas. These include:

1. **Impaired Driving**
 - Reduce the number of alcohol-related fatalities
 - Reduce the percentage of fatalities that are alcohol-related.
2. **Occupant Protection**
 - Increase safety belt use rate.
3. **Speed**
 - Reduce the role of speeding in highway deaths.
4. **Young Drivers**
 - Reduce crash fatalities among young drivers.
 - Reduce crash injuries among young drivers.
5. **Motorcycles**
 - Reduce crashes and fatalities among motorcyclists and their passengers.

6. Other Road Users

- Reduce the number of fatalities among pedestrians.
- Maintain the low number of fatalities among pedalcyclists.
- Maintain the low number of fatalities on school buses.

7. Traffic Records - Data Collection, Analysis and Improvement

- Expand and improve data bases on highway safety.
- Improve data integration and coordination with highway safety stakeholders.
- Make data readily available in secure location for highway safety stakeholders to access.
- Develop a comprehensive inventory of highway safety information sources in the State.
- Create a statewide Traffic Records Resource Guide.

8. Planning and Administration

- Administer a fiscally responsible, effective highway safety program that addresses the state's specific safety characteristics.

ACCOMPLISHMENTS

OHS HIGHLIGHTS IN FFY 2006

Alcohol Related Fatality Rate

For the first time since 1999, the level of alcohol related fatalities in the State of Rhode Island was below 50%.

“Putting the Brakes on DUI” Judicial Summit

On April 11, RIDOT OHS and the Rhode Island Judiciary co-sponsored a judicial summit entitled “*Putting the Brakes on DUI.*” The full day event featured national speakers providing innovative programs and trends dealing with the judicial, prosecutorial and educational aspects of addressing the issues surrounding driving under the influence (DUI). The 400 attendees included representatives from state, local, for profit and non-profit organizations involved in efforts to reduce drunk driving on our roadways.

Law Enforcement Liaison and New Staff

For the first time, OHS hired a full time Law Enforcement Liaison (LEL) which has already resulted in better coordination with state and local police departments to focus on statewide DUI, CIOT and speeding programs. In addition, OHS filled staff vacancies to provide program support for the Traffic Records, Motorcycle, Speed, Young Drivers and Minority Outreach efforts in addition to the programs that were already underway.

Additional Holiday Alcohol Mobilization

For the second year in a row, OHS included an additional six (6) weeks of alcohol patrols and media outreach during the holiday season from Thanksgiving to New Year’s Day. This campaign supplemented the national Labor Day mobilization.

Creative Media Support

OHS wrote and advertised an RFP to enlist the services of a media agency to provide creative services for OHS programs including the development of a media campaign for the Motorcycle, Young Drivers and Speed programs. Proposals are currently being reviewed.

New Penalties Implemented for Breathalyzer Refusal

After many failed attempts, the Rhode Island General Assembly enacted legislation increasing chemical test refusal penalties to bring them more in line with the DUI offense penalties.

Traffic Records Coordinating Committee (TRCC) Revitalization

This past year, the Traffic Records Coordinating Committee (TRCC) was revitalized to develop a Traffic Records plan to improve the accessibility, accountability, timeliness, accuracy and

reliability of traffic data from all state agencies with traffic data requirements. The plan was submitted to NHTSA and received funding under the SAFETEA-LU legislation to begin implementing programs submitted from state and local agencies. More than eight (8) meetings of the TRCC have been held to date.

YDYDYL National Campaign Kickoff

In August, Rhode Island hosted a kickoff event as part of the “You Drink and Drive, You Lose” (YDYDYL) national campaign against drunk driving. A press conference was held on the infield at McCoy stadium with Jeremy Kapstein, the Boston Red Sox Senior Baseball Advisor, Pawtucket Red Sox officials, State and local police and Rhode Island Department of Transportation (RIDOT) officials to highlight the YDYDYL high visibility enforcement and media campaign.

TRENDS IN RHODE ISLAND HIGHWAY SAFETY DATA **1996-2006**

The following tables provide “Select Performance Measures” that the National Highway Traffic Safety Administration (NHTSA) has used and that the Governors Highway Safety Association (GHSA) has recommended. See: GHSA, *Guidelines for Developing Highway Safety Performance Plans* (2005), pp. 17-18.

Achievements in the most recent year for which there is complete data (2004 to 2005) are highlighted beneath the table titles. Trends from 1996 to 1999 can be considered “baseline,” and from 2000 to the present, “progress.” When baseline data are inadequate or unavailable, only five-year trends are charted.

BOTTOM LINE PERFORMANCE MEASURES

Table 2: Number of Crashes (K)

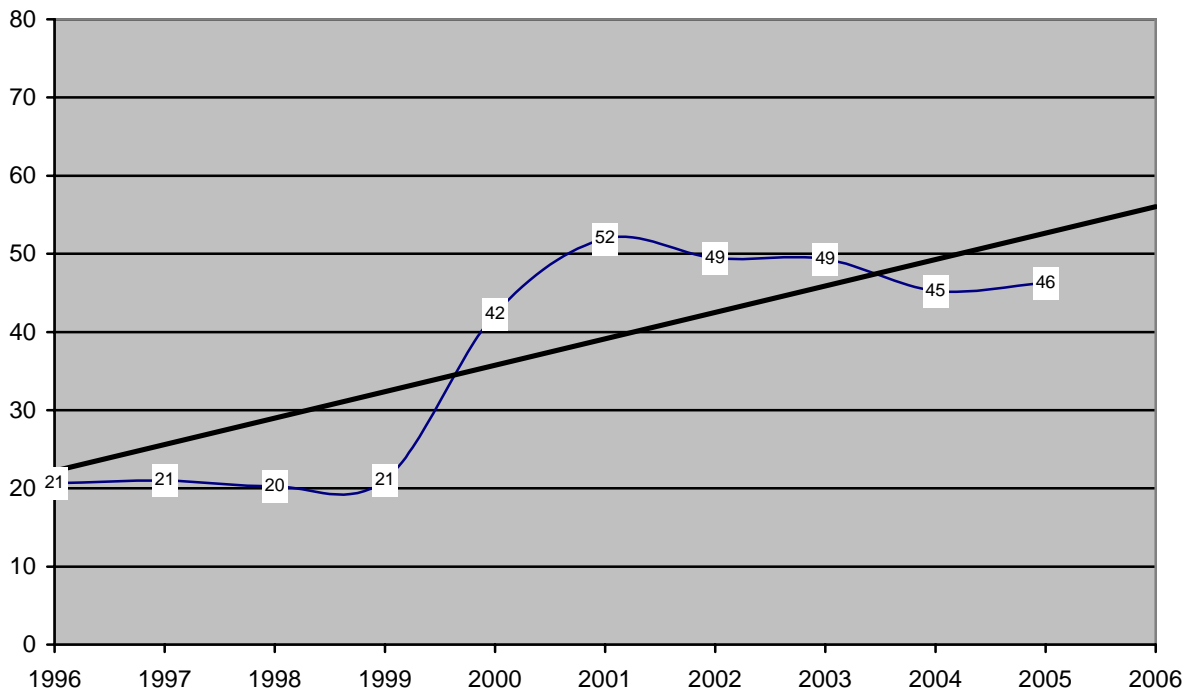


Table 3: Number of Fatalities (actual)

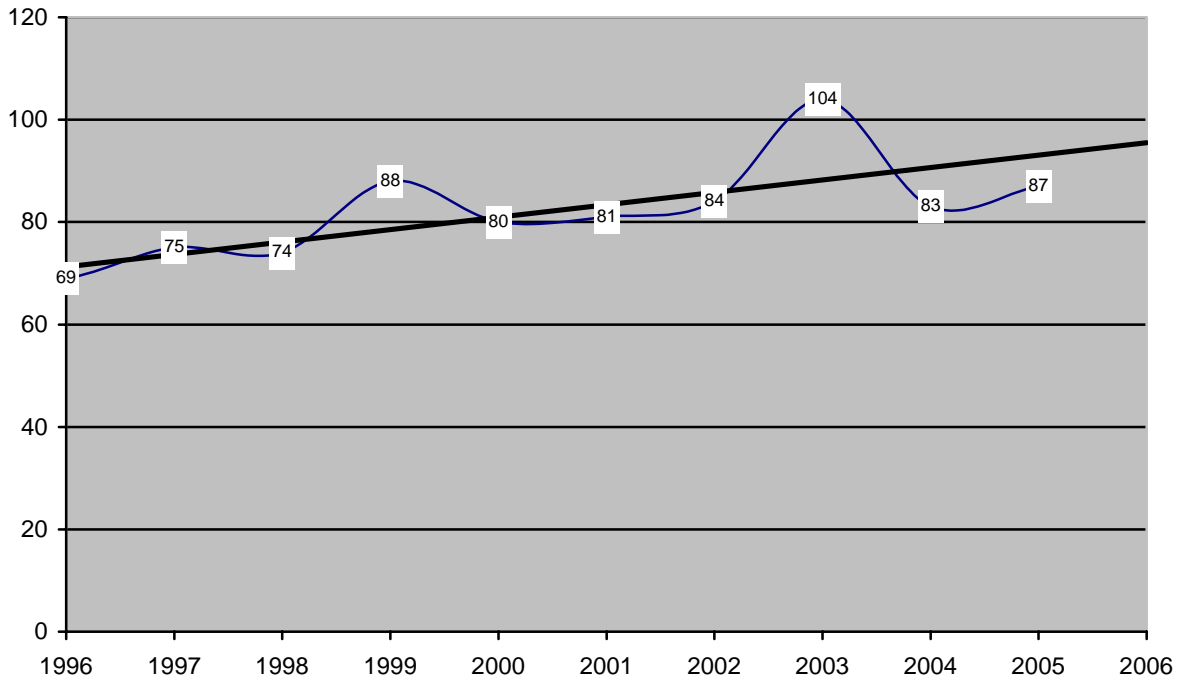


Table 4: Total Number of Fatalities and Serious Injuries (actual)

Achieved a 15.9 percent reduction

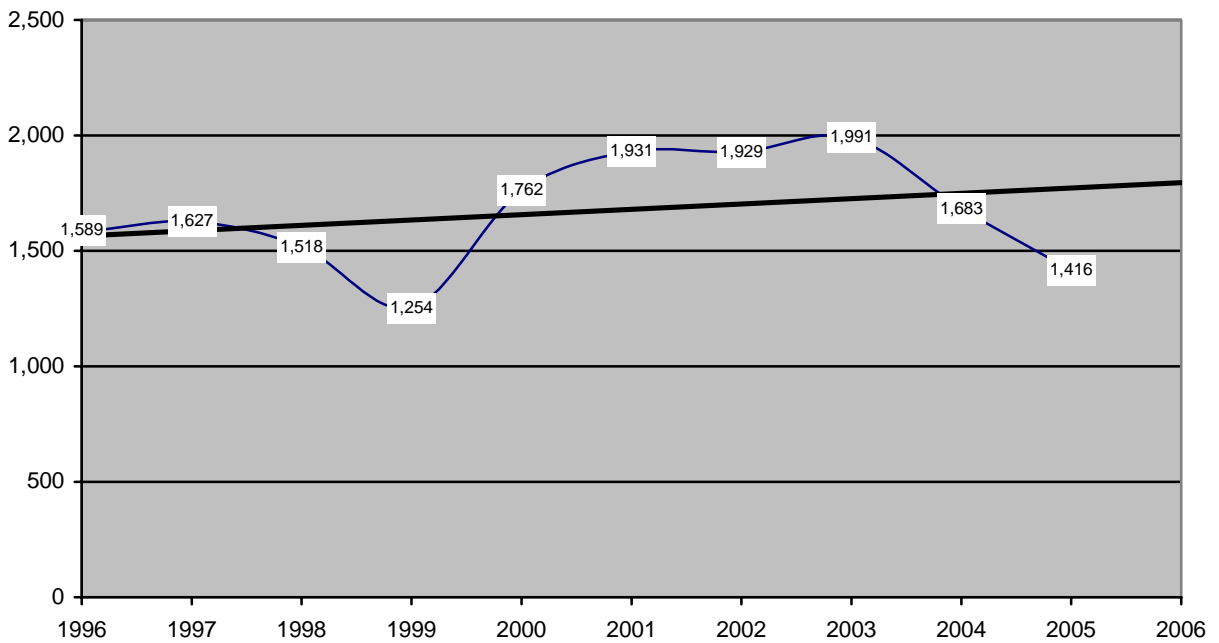


Table 5: Fatality Rate per 100M VMT

Achieved a reduction to 1.03, just .03 percent above the national goal of one fatality per 100 million Vehicle Miles Traveled

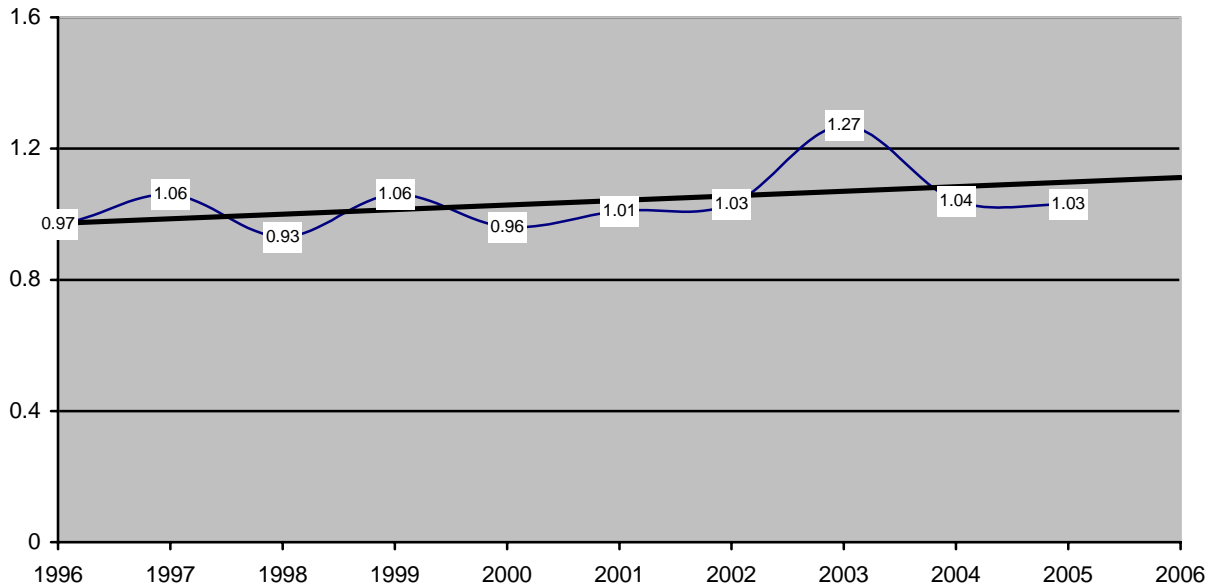


Table 6: Rhode Island vs. New England and U.S. Fatalities Per 100 Million VMT, 2001-2005*

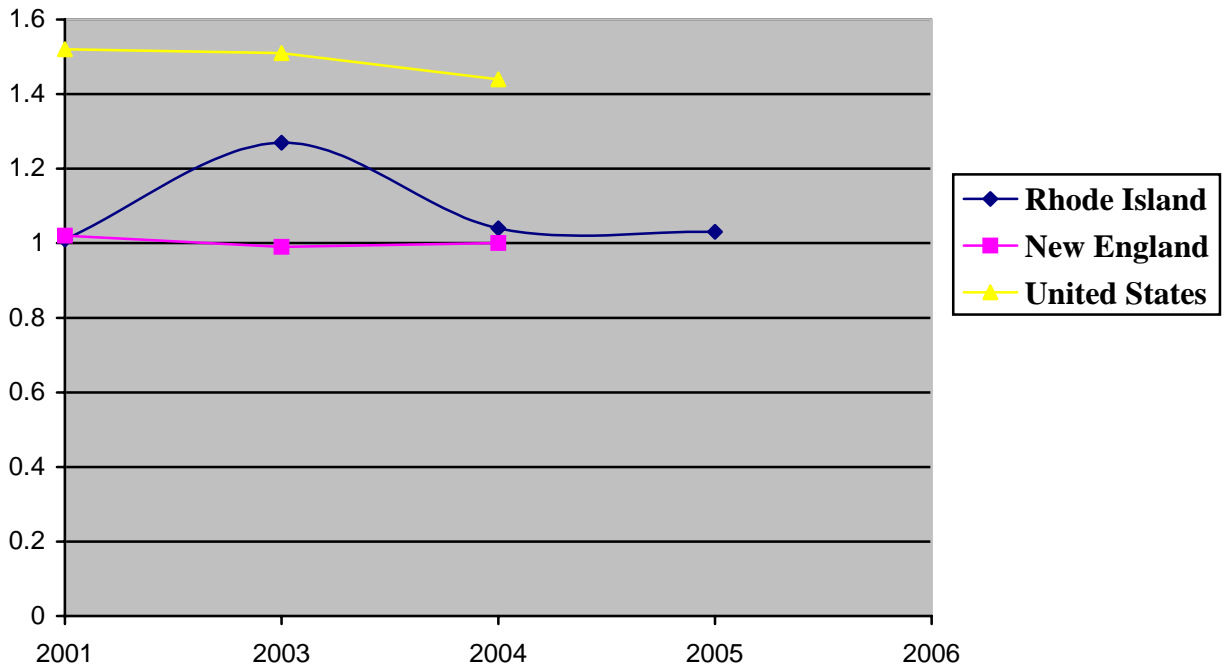


Table 7: Fatality Rate per 100K Population

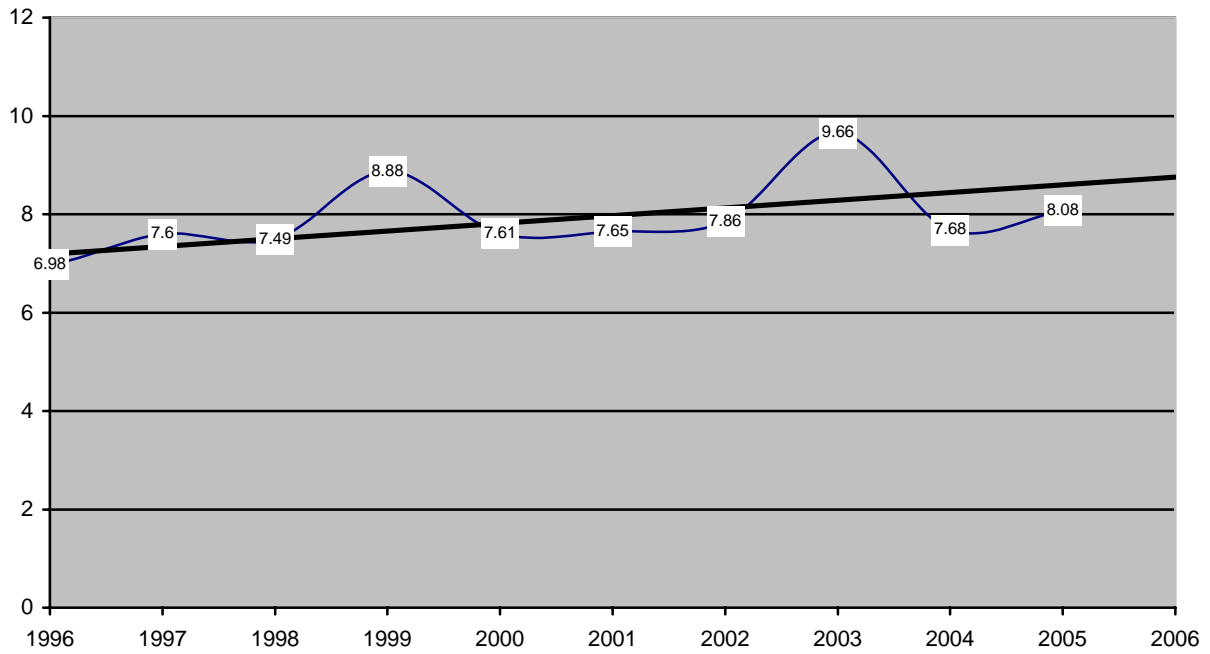


Table 8: Fatal and Serious Injury Rate per 100M VMT

Achieved a 15.9 percent reduction

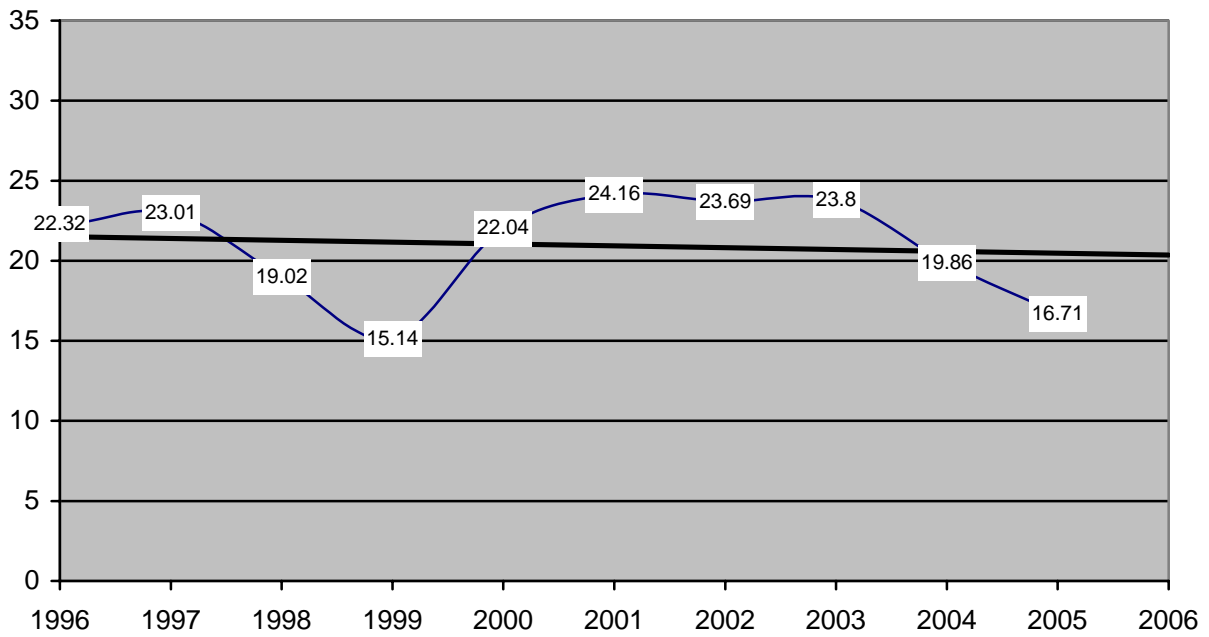
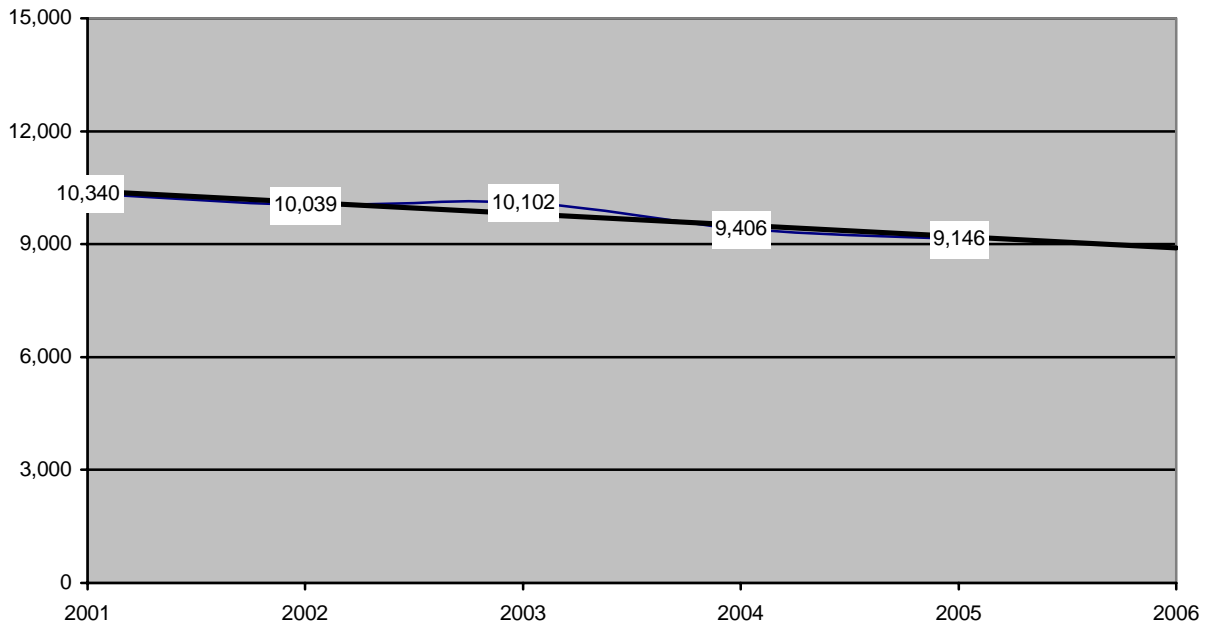


Table 9: Personal Injury Crashes per 100M VMT

Achieved a 2.8 percent reduction



PROGRAM AREA PERFORMANCE MEASURES

Impaired Driving

Note: Counts of alcohol-related fatalities in Tables 10 – 12 are NHTSA-imputed.

Table 10: Number of Alcohol-Related Fatalities

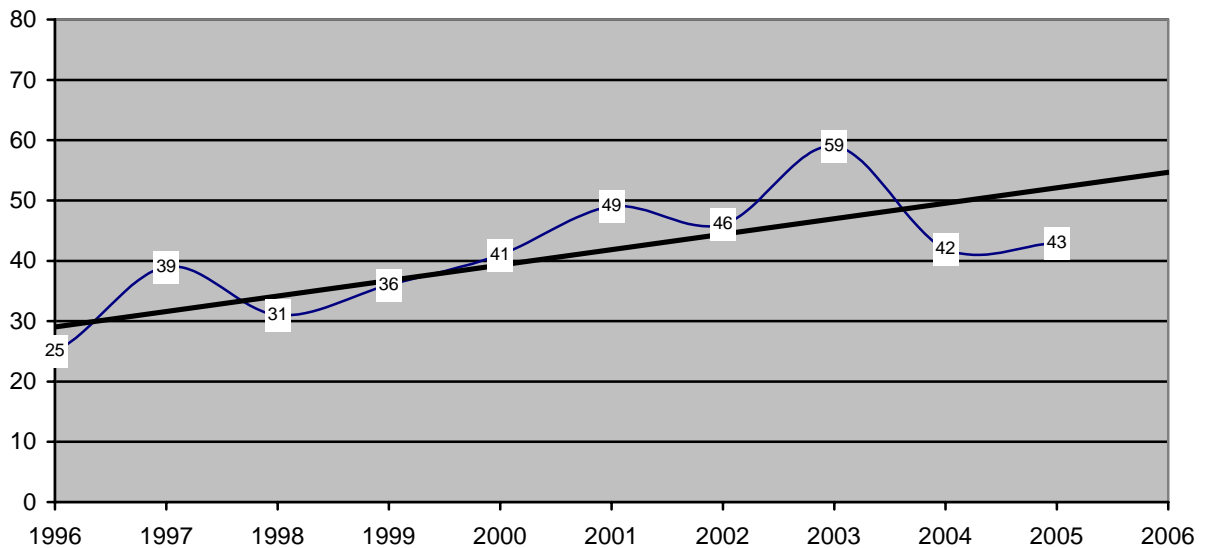


Table 11: Percent of All Fatalities That Are Alcohol-Related

Achieved a 2 percent decline which breaks the Four Year Trend of Rhode Island having the highest percentage of alcohol involved fatalities in the Nation (2001 – 2004). This is the first time Rhode Island has been below 50% since 1999.

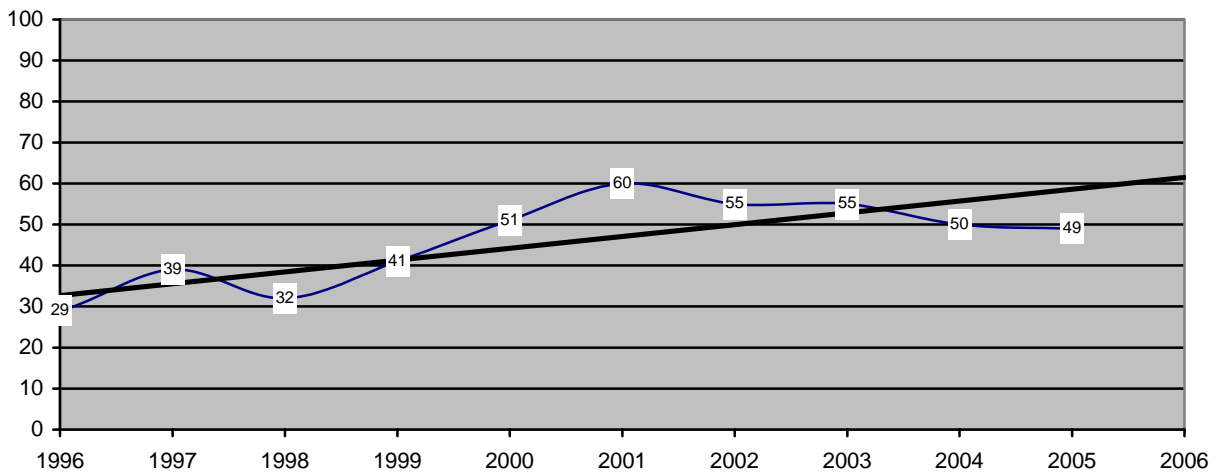


Table 12: Alcohol-Related Fatality Rate per 100M VMT

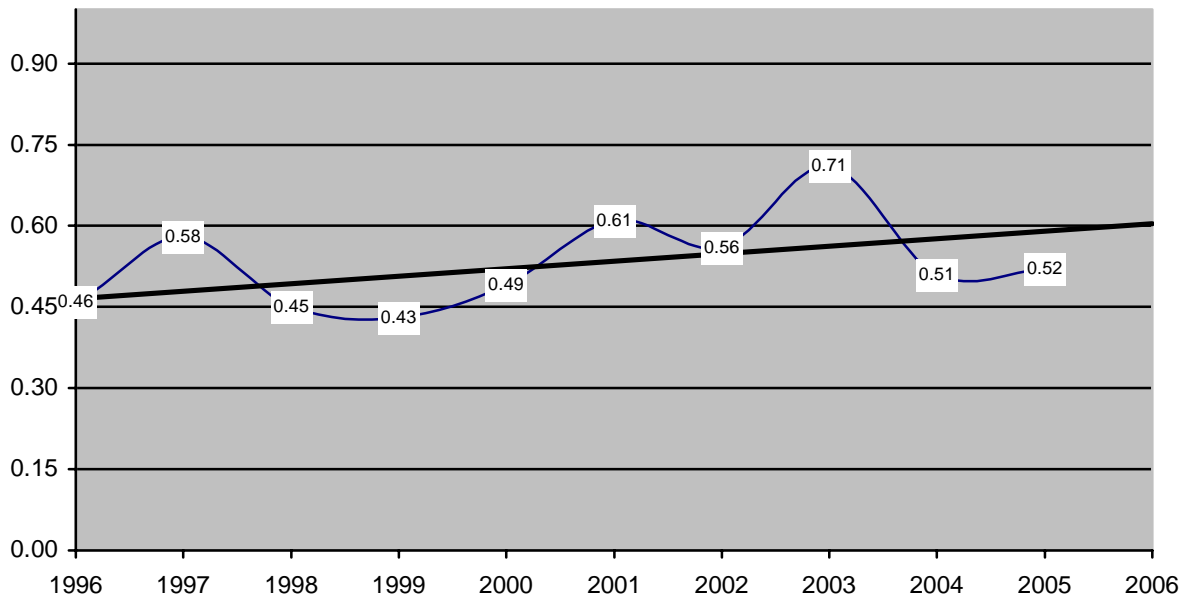


Table 13: Alcohol Test Results for Highway Fatalities in Rhode Island, 2005*

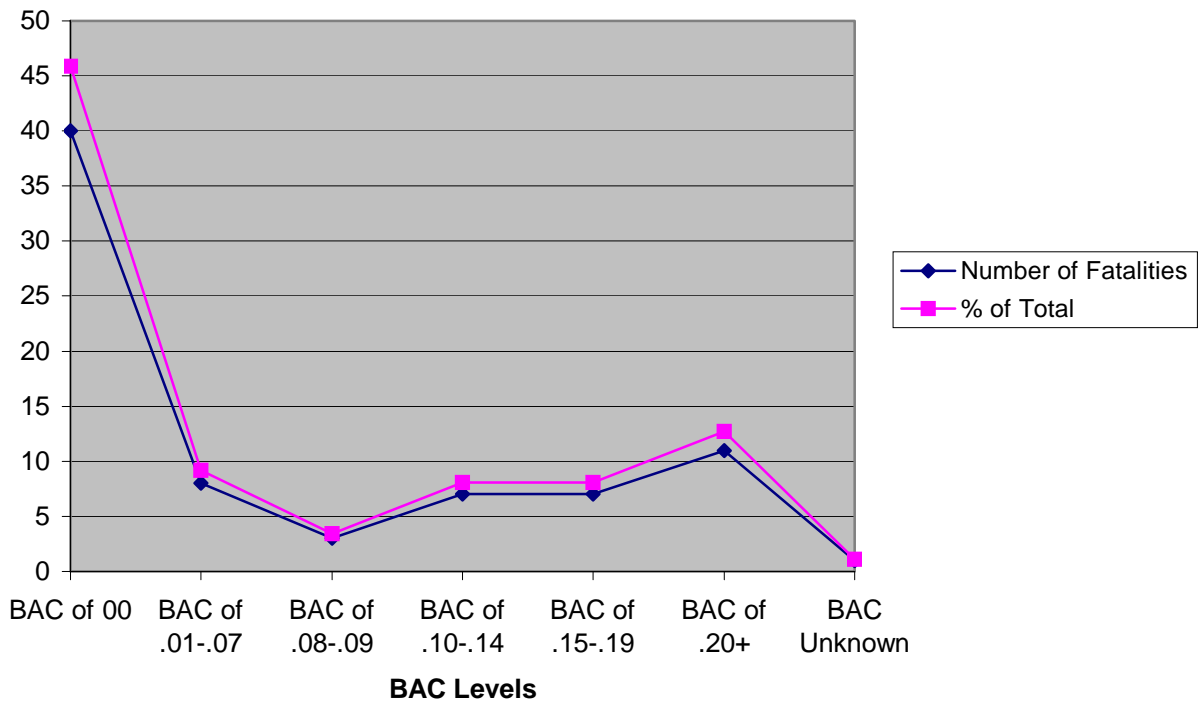


Table 14: Blood Alcohol Content (BAC) of Drivers (%) in Fatal Crashes in Rhode Island, 2001-2005

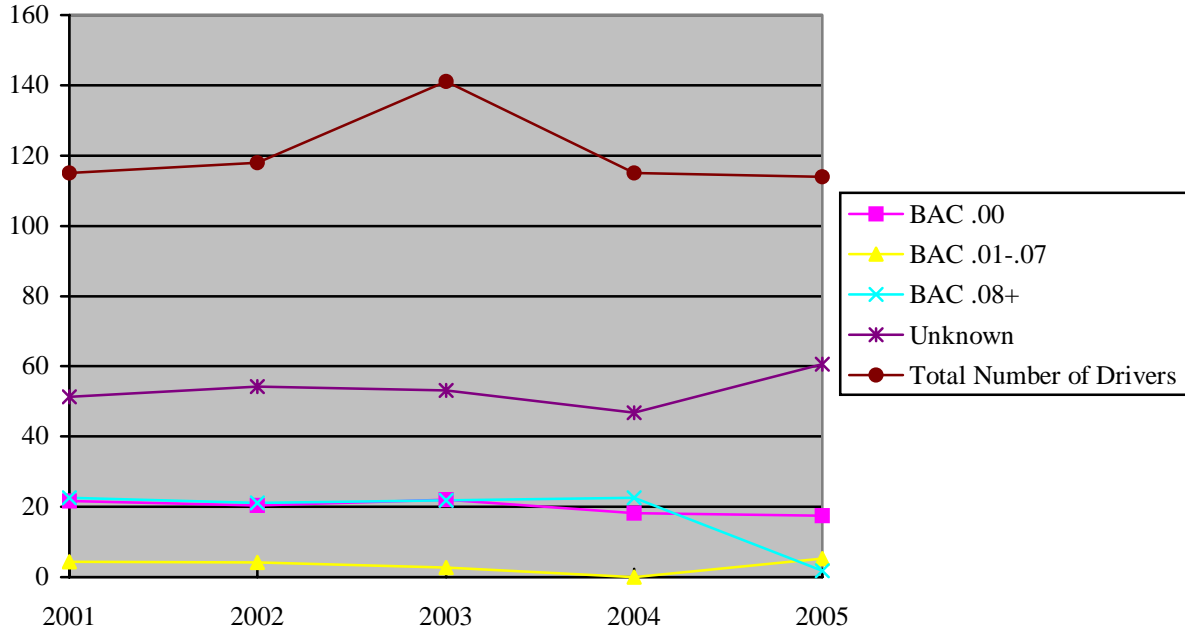


Table 15: Charges Filed for Driving Under the Influence (DUI) in Rhode Island 2001-2005 (Total all Ages)

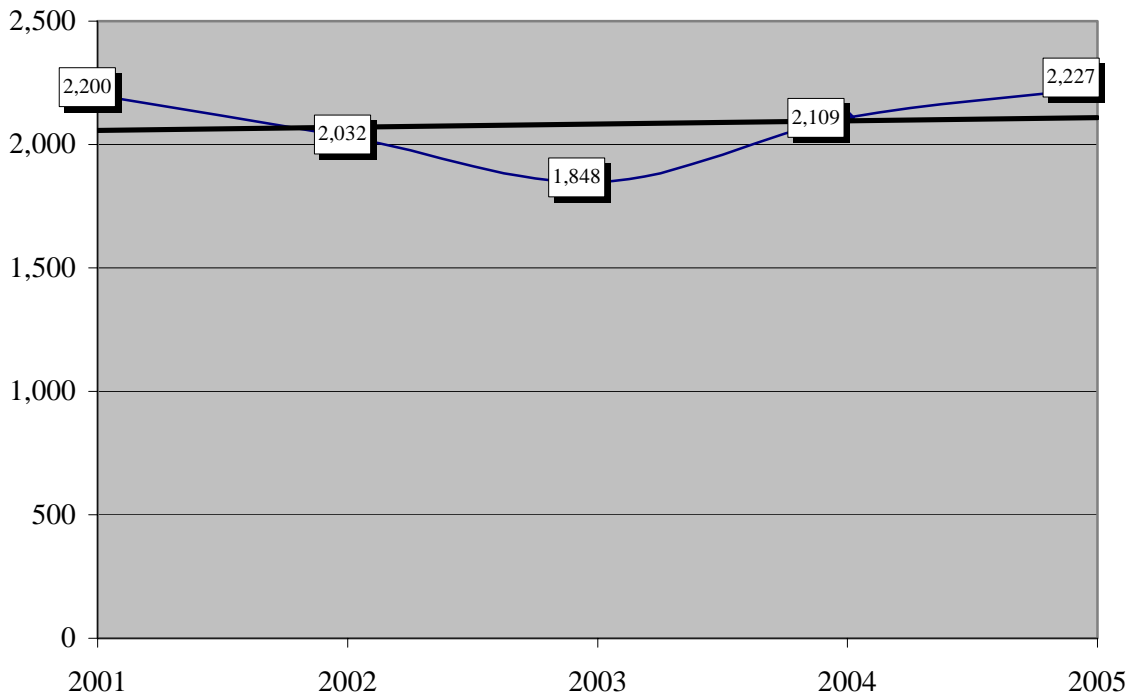


Table 16: Charges Filed for Driving Under the Influence (DUI) in Rhode Island 2001-2005 (Age 18 +)

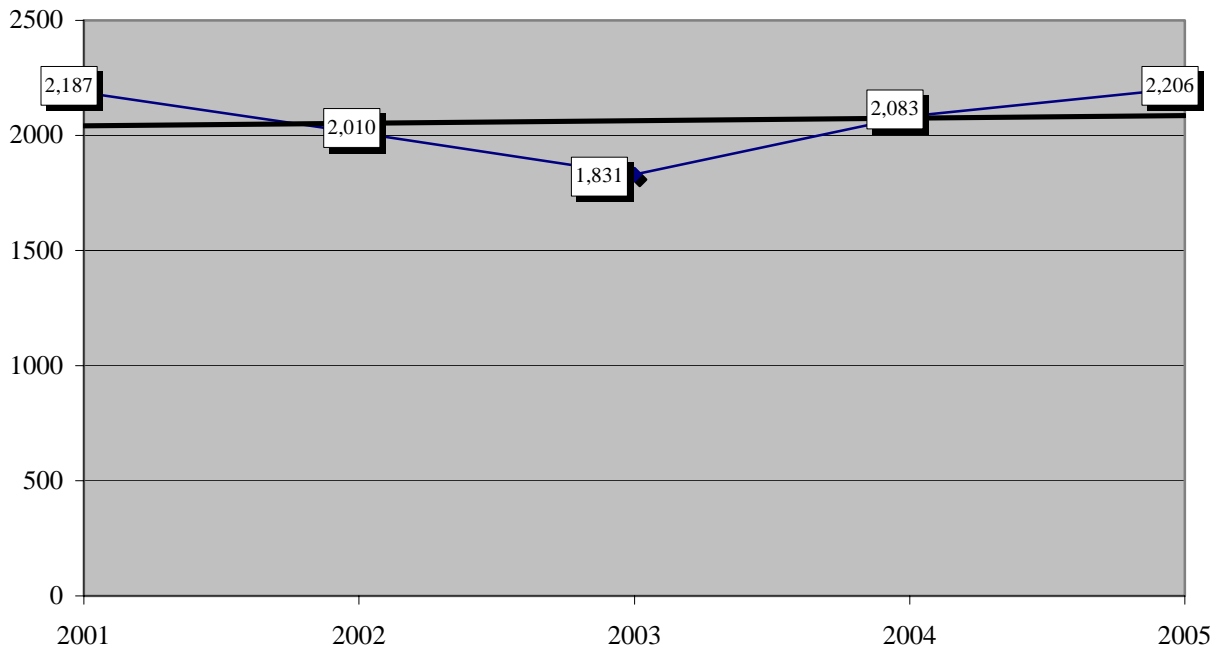


Table 17: Charges Filed for Driving Under the Influence (DUI) in Rhode Island 2001-2005 (Age < 18)

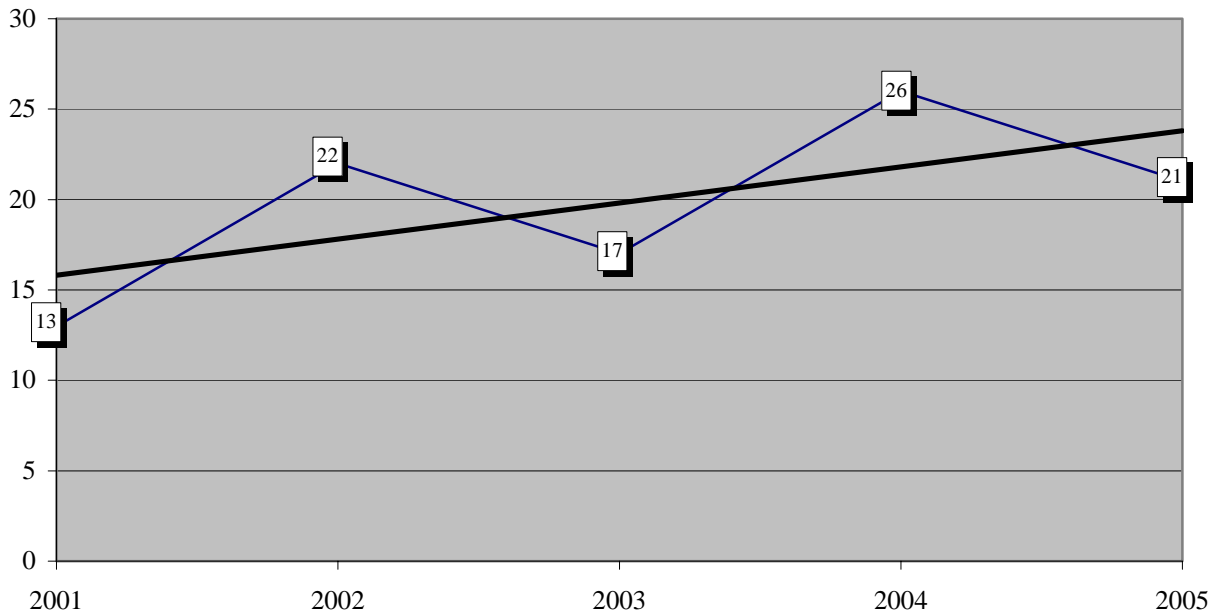
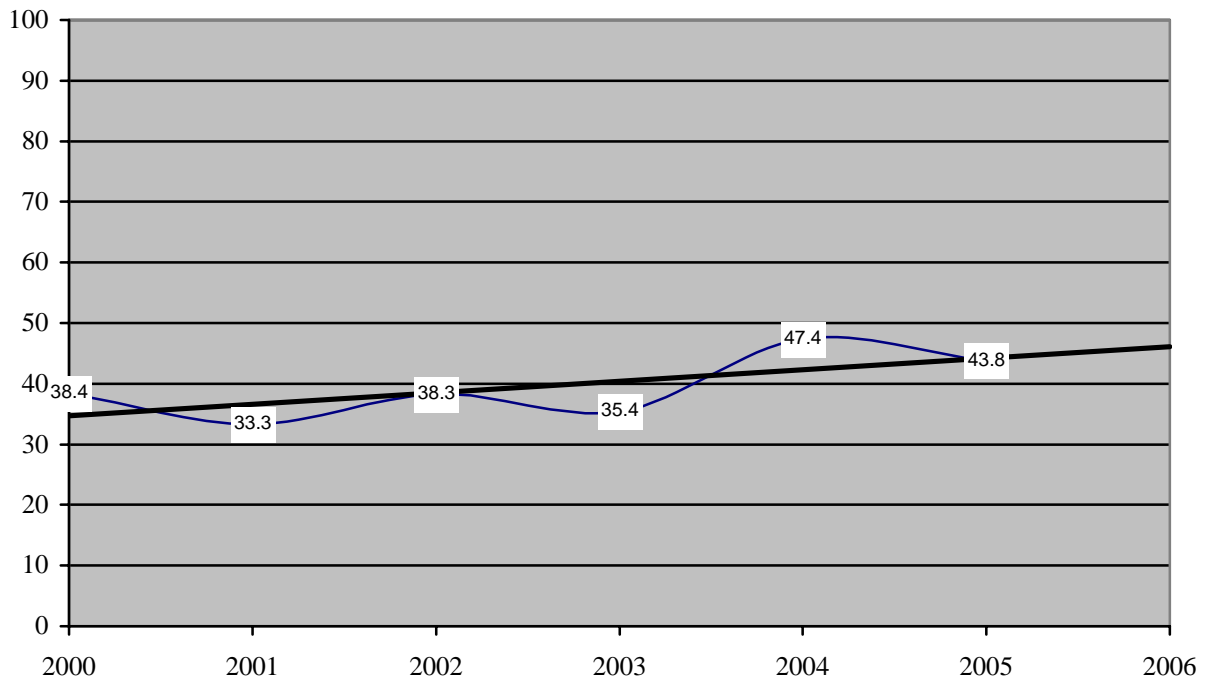


Table 18: Percent of Fatal Crashes That Are Single Vehicle Nighttime (SVN)

Achieved a 7.6 reduction



Occupant Protection

Note: Rhode Island estimates safety belt use from observations of the behavior of front-seat occupants. Occupants' ethnicity is unknown.

Table 19: Percent of Occupants (Front-seat) Using Safety Belts

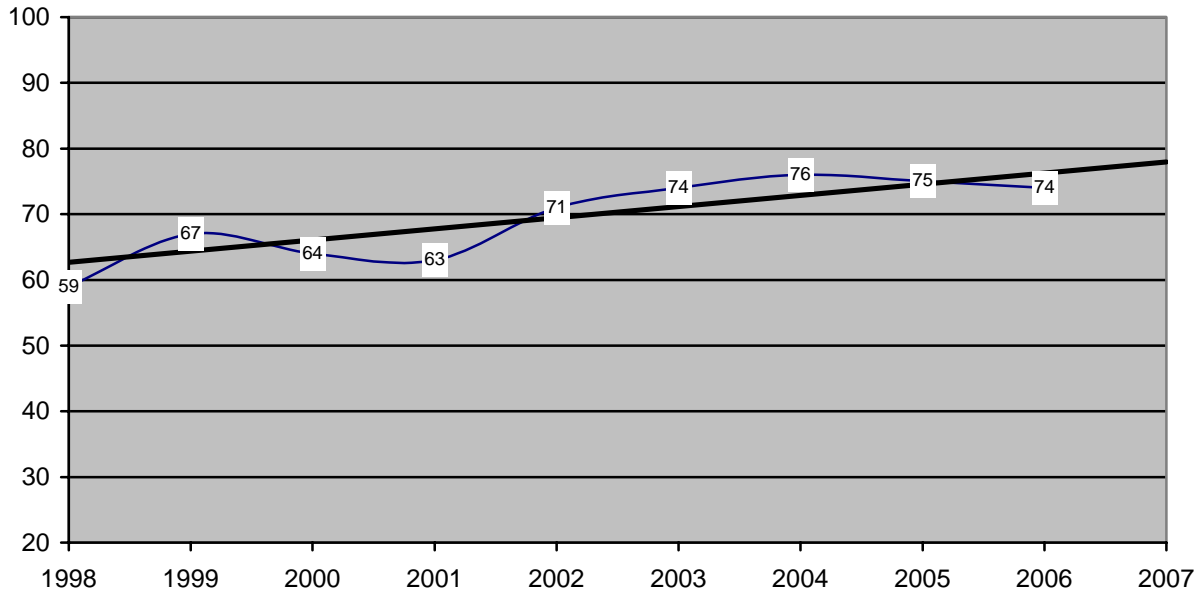
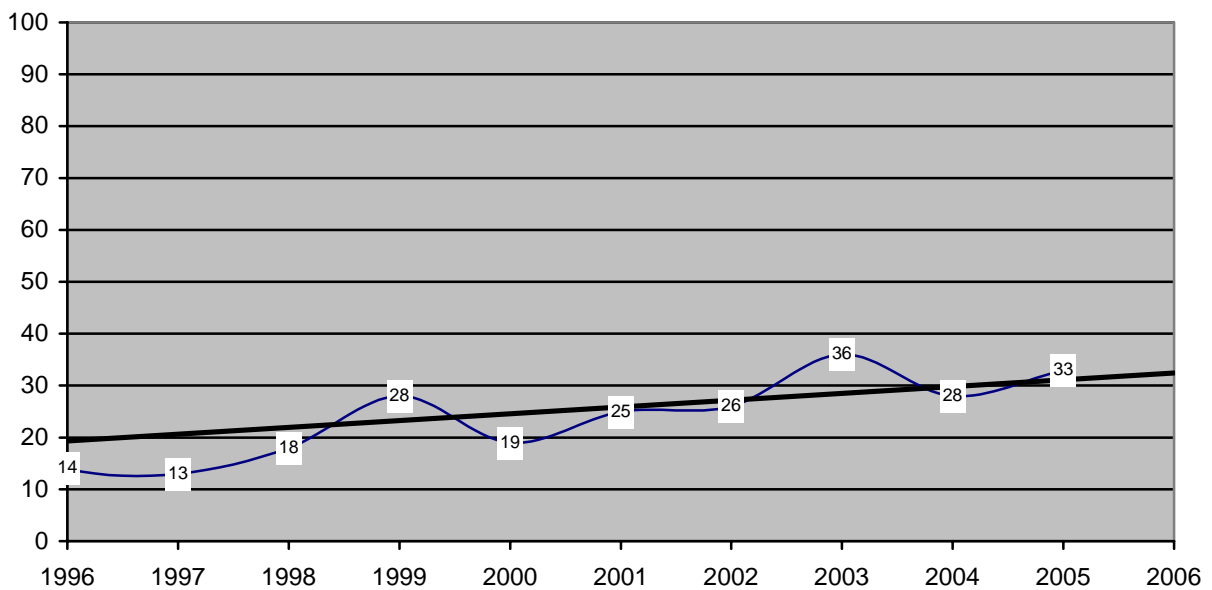


Table 20: Percent of Fatally Injured Occupants Wearing Restraints

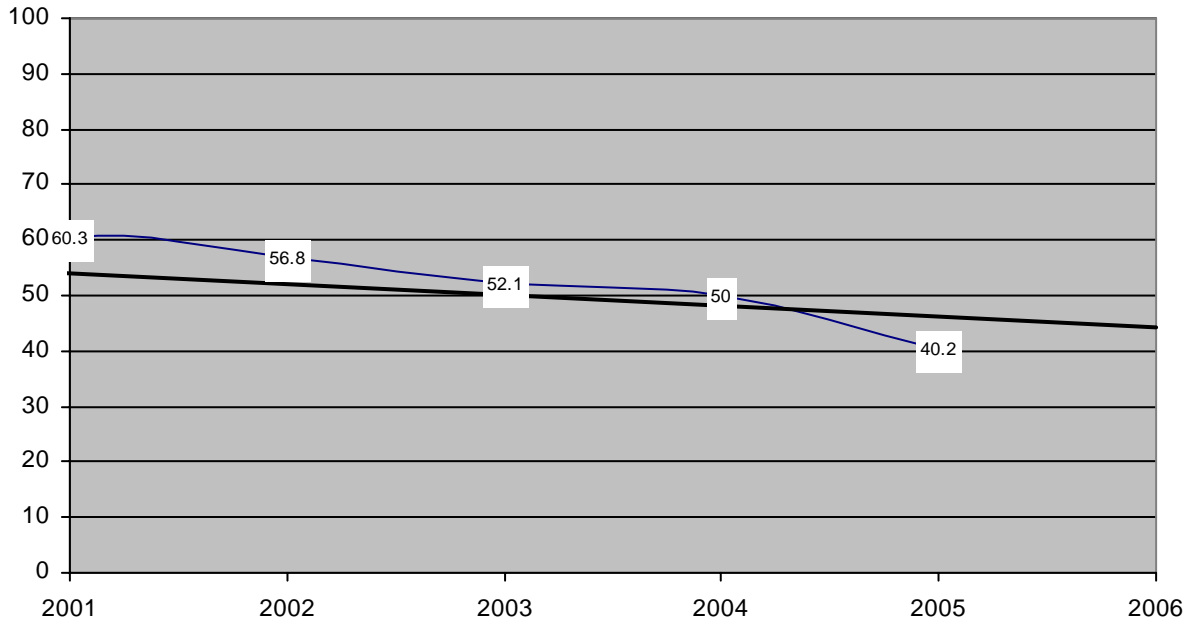
18 percent increase; Rhode Island will continue its "Click It or Ticket" efforts in 2007



Speed and Aggressive Driving

Table 21: Percent of Fatal Crashes Where Speed Was Cited As a Factor

Achieved a 19.6 percent reduction



Pedestrian Safety

Table 22: Percent of Traffic Fatalities Who Were Pedestrians

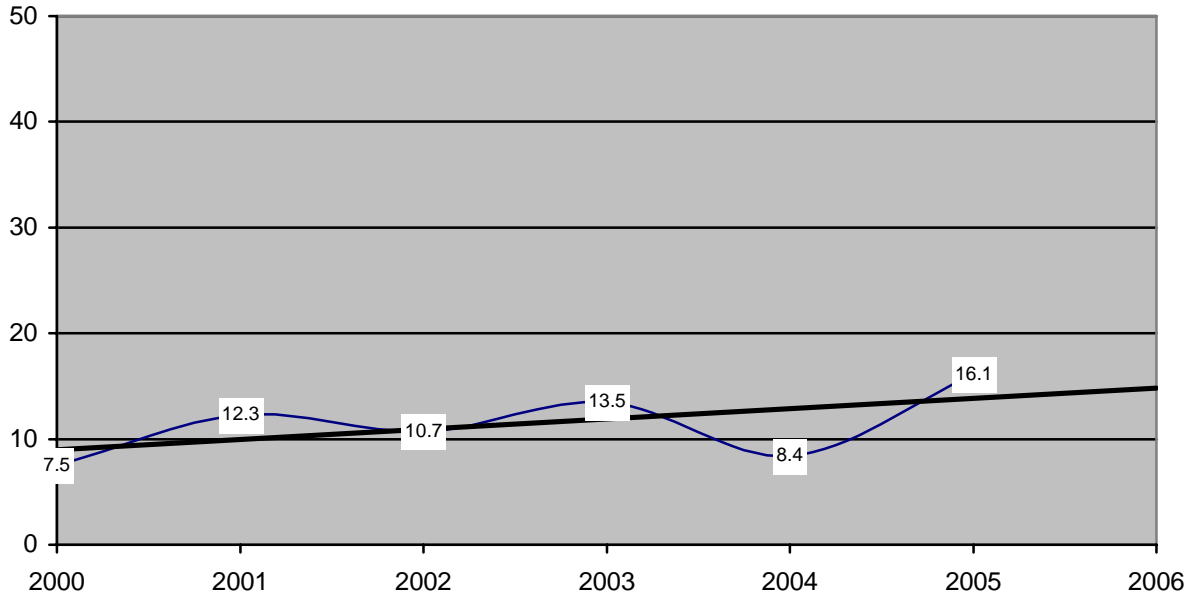


Table 23: Child Pedestrian Fatalities (actual number, age 13 and under)

Maintained a 2 year record of zero with no child pedestrian fatalities in 2005

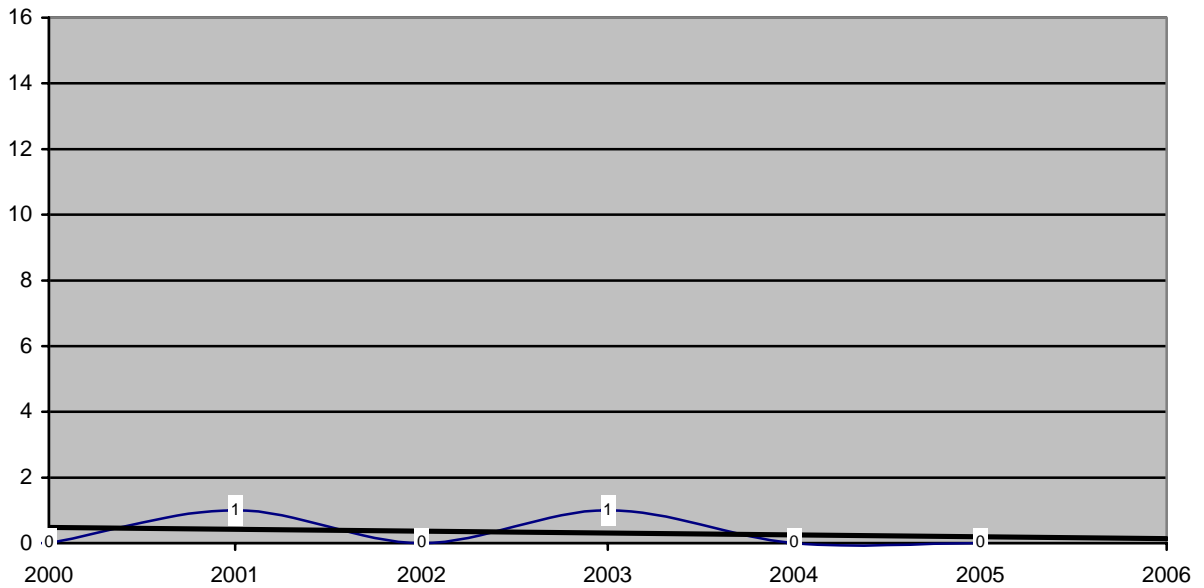


Table 24: Adult Pedestrian Fatalities (actual number, age 14-65)

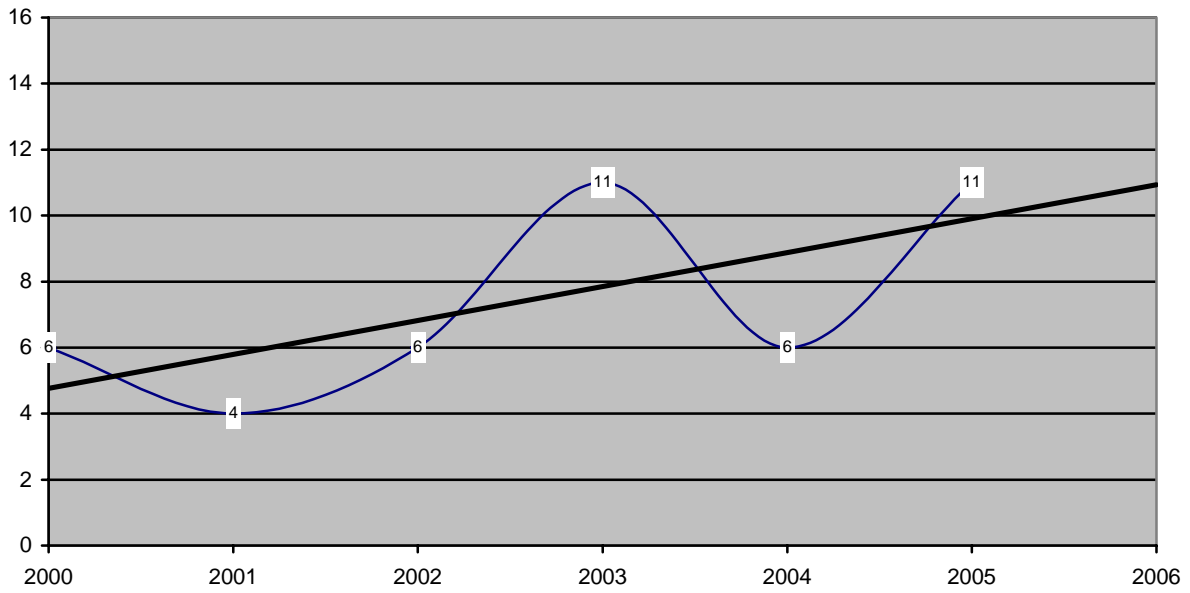
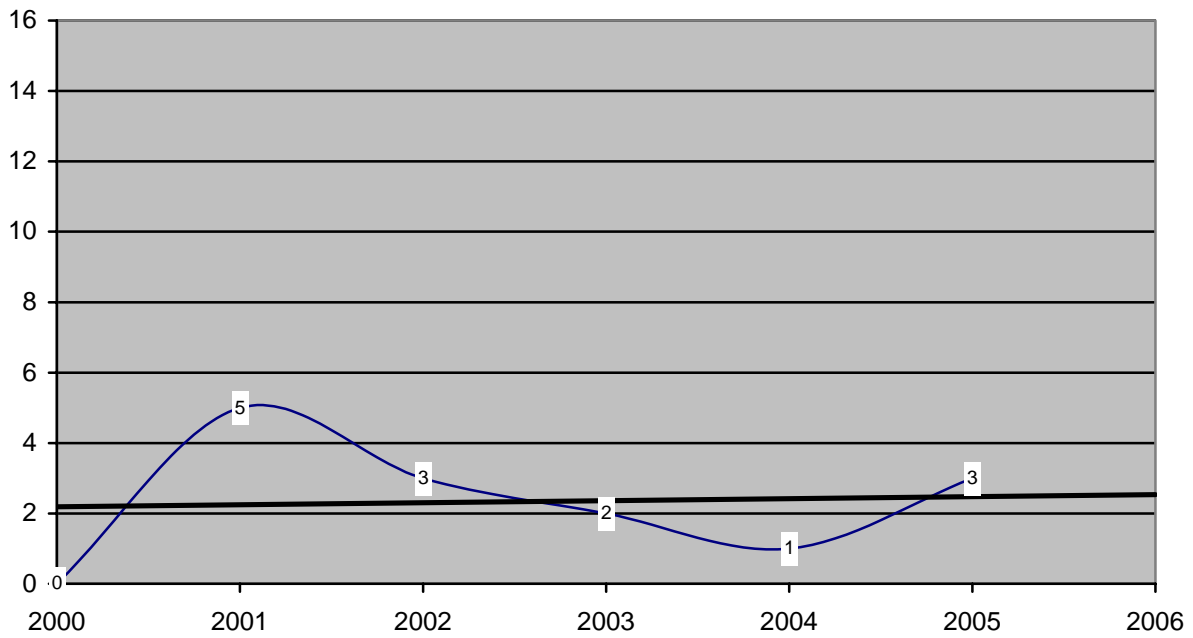


Table 25: Older Person Pedestrian Fatalities (actual number, age 65+)



Bicycle Safety

Table 26: Percent of Traffic Fatalities Who Were Bicyclists

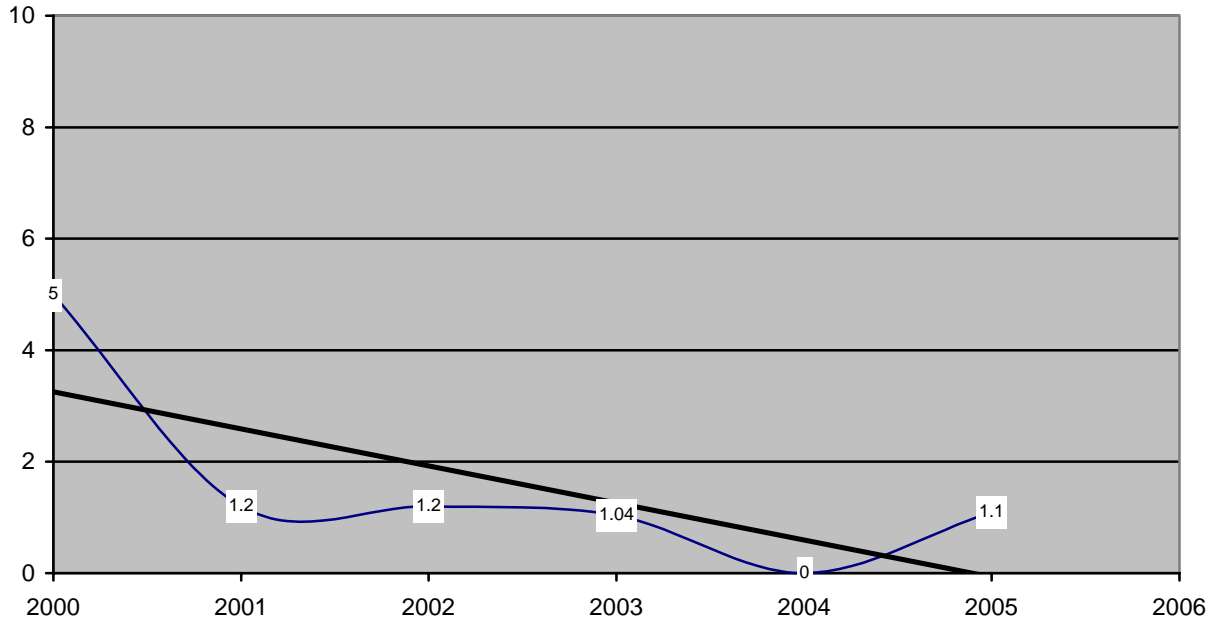


Table 27: Child Bicyclist Fatalities (actual number, age 13 and under)

Maintained a 5 year record of zero – no child bicyclist fatalities in 2005

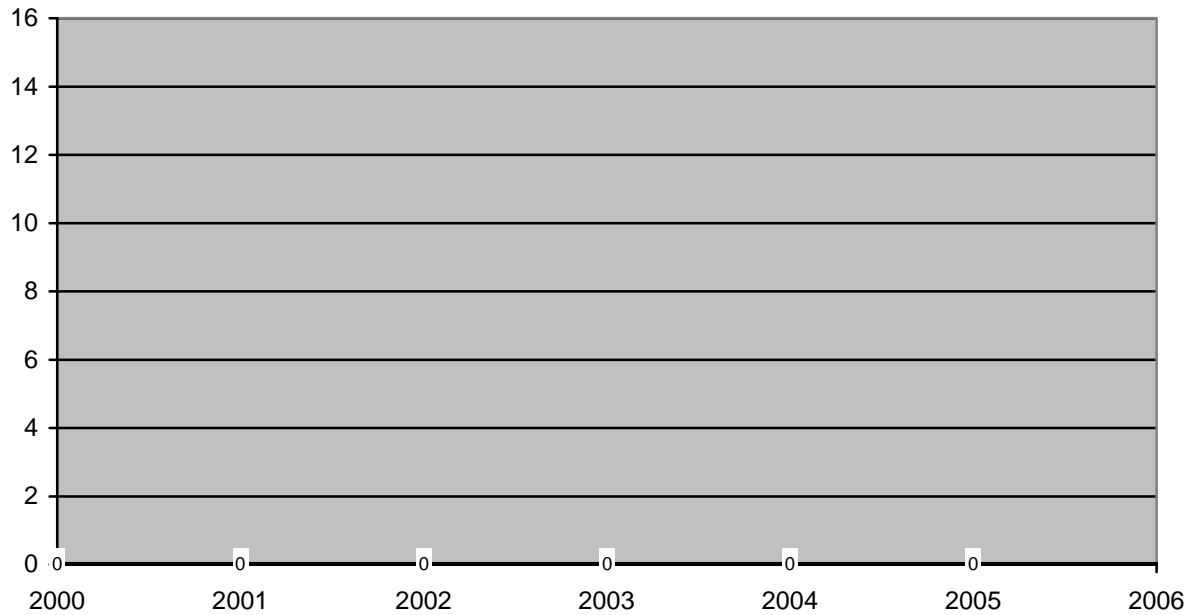


Table 28: Adult Bicyclist Fatalities (actual number, age 14-65)

Maintained a 2 year record with no adult bicyclist fatalities in 2005

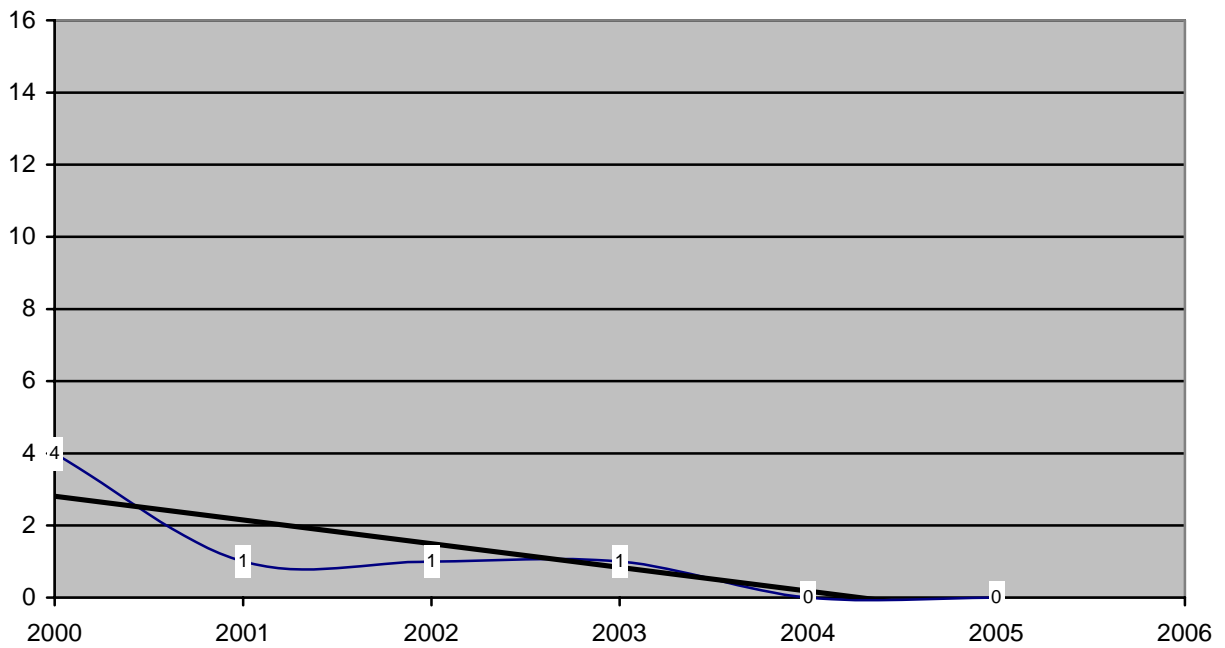
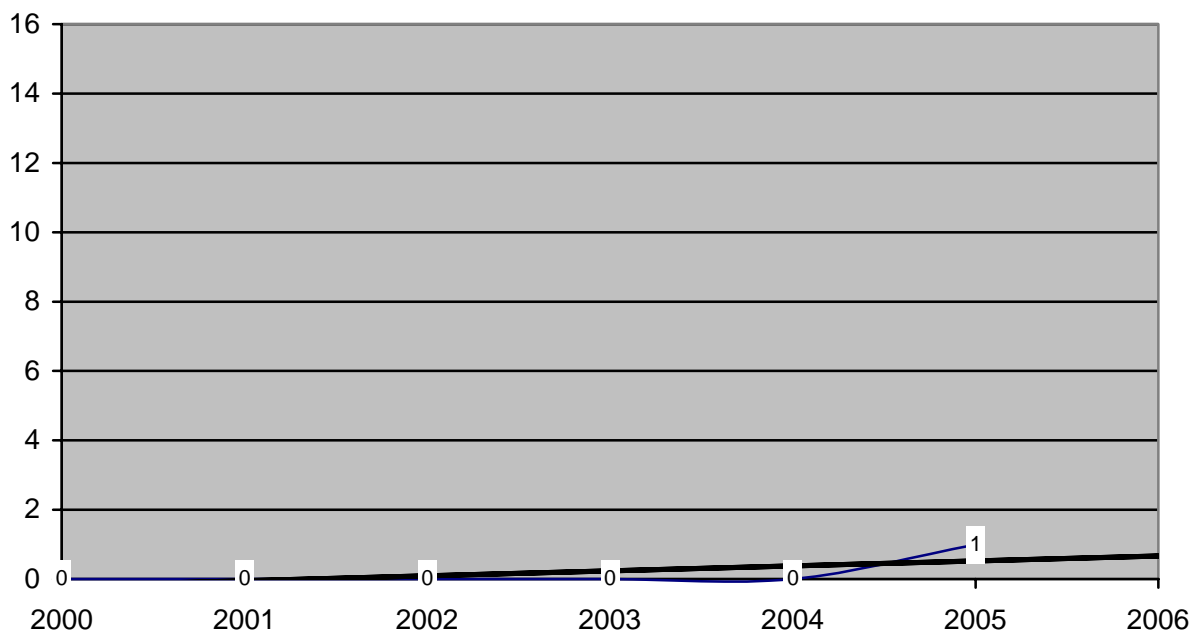
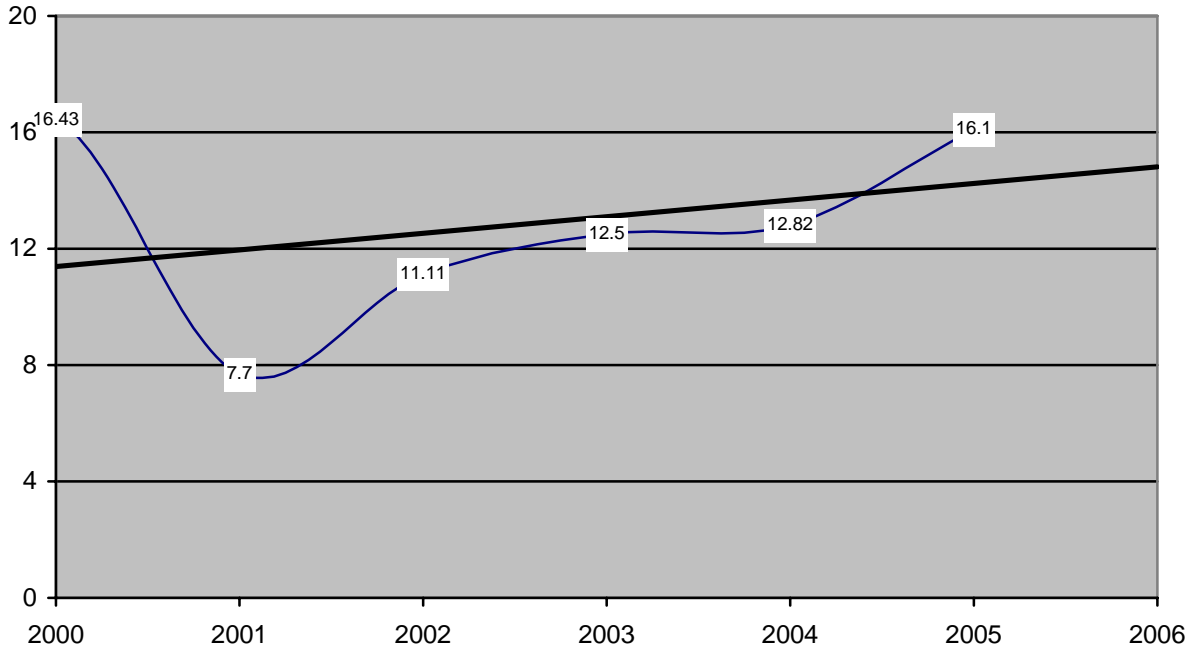


Table 29: Older Person Bicyclist Fatalities (actual number, age 65+)



Motorcycle Safety

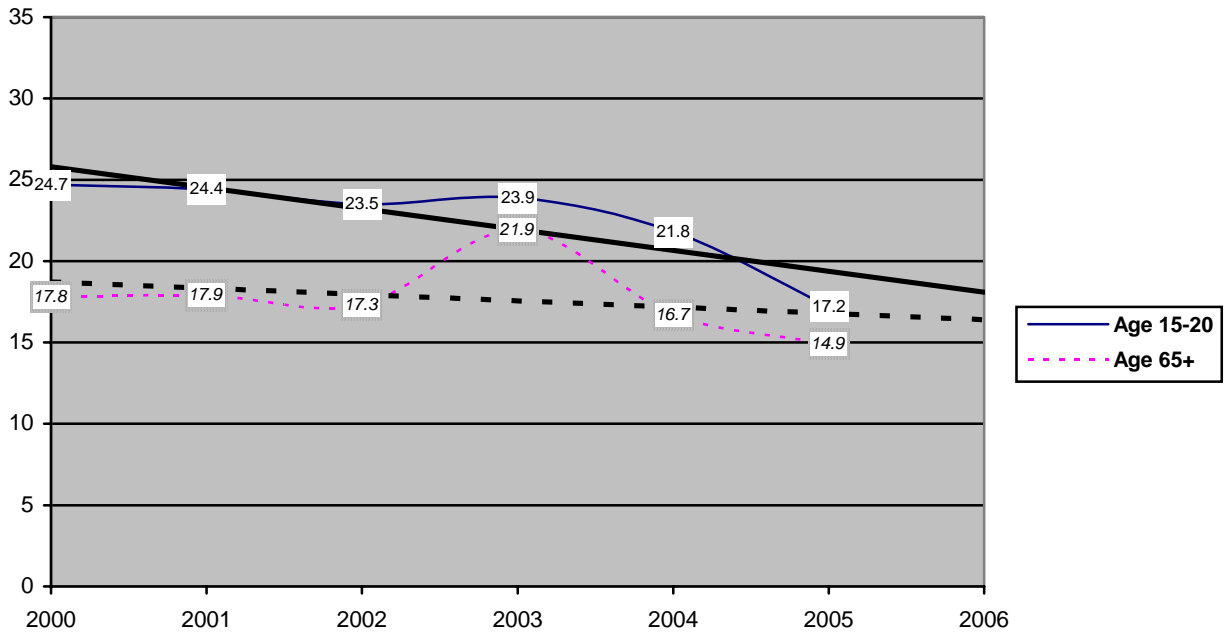
Table 30: Percent of Traffic Fatalities Who Were Motorcyclists



Younger and Older Drivers

Table 31: Percent of Fatal Crashes Involving Younger (age 15-20) and Older (age 65+) Drivers

Achieved a reduction for both age groups



PROGRAMS AND PROJECTS

The Rhode Island Highway Safety Plan (HSP) for FFY 2006 outlined seven problem areas:

1. **Impaired Driving** – The incidence of driving under the influence (DUI) and driving while intoxicated (DWI);
2. **Occupant Protection** – Failure to use seat belts and appropriate child passenger safety (CPS) restraints;
3. **Speed** – Speed and related recklessness as a contributor to deaths and serious injuries on the road;
4. **Young Drivers** – The over-representation of young drivers among those contributing to and suffering in crashes;
5. **Other Road Users** – The safety of motorcyclists, pedestrians, pedalcyclists and school bus passengers;
6. **Data Collection, Analysis and Improvement** – The depth, quality, availability and analysis of data on crashes in Rhode Island;
7. **Planning and Administration** – Planning, development, coordination, monitoring and evaluation of highway safety projects.

Each of these problem areas was addressed through an ambitious set of program goals, linked to tangible objectives and performance measures for 2006. The Rhode Island OHS aimed for each of its activities to simultaneously fulfill as many objectives as possible.

1. IMPAIRED DRIVING

PROGRAM OVERVIEW

The goals for the FFY 2006 Impaired Driving program were to reduce the number of alcohol-related fatalities and to reduce the percentage of fatalities that are alcohol-related.

PROGRAM ACCOMPLISHMENTS

Operation Blue RIPTIDE continued working with law enforcement agencies to include coordinated, cooperative patrols through two or more towns/cities to provide a more cohesive saturation patrol program. These proved to be very successful and will be expanded in FFY 2007.

The OHS participated in the national Labor Day impaired driving campaign and once again also added an additional six-week campaign from Thanksgiving through New Year's Day. Both campaigns were accompanied by substantial media support including television, radio, billboards and variable message boards. Several "How to Host a Responsible Holiday Party" events were hosted by Substance Abuse Task Forces across the State.

The OHS continued providing officers at events geared to young drivers to demonstrate what happens when a suspected drunk driver is pulled over. This included running through a Standard Field Sobriety Test (SFST), with the Fatal Vision goggles, to make the experience as real as possible. This participatory activity proved effective in holding the attention of a young adult audience.

In conjunction with the Judiciary, OHS sponsored the "Putting the Brakes" on DUI Conference, which disseminated information on best practices for law enforcement and for prosecution and adjudication of cases.

The Rhode Island General Assembly enacted legislation increasing chemical test refusal penalties to bring them more in line with the DUI offense penalties.

FUTURE STRATEGIES

While the overall percentage of alcohol-related fatalities dropped from 50 percent to 49 percent, more needs to be done. Saturation enforcement patrols accompanied by media and educational outreach will continue. In addition, the OHS will continue targeting media to 21-34 year old males.

HSP OBJECTIVES

Reduce by 3 percent the number of crash fatalities with a known BAC of .01 or higher, from 36 in 2004 to 35 in 2006. INCOMPLETE (36 in 2005.)

Reduce by 4 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 26 in 2004 to 25 in 2006. COMPLETE (25 in 2005.)

Reduce by 3 percent the number of drivers involved in fatal crashes who were legally intoxicated (known BAC of .08 or higher), from 35 in 2005 to 34 in 2006. COMPLETE (34 in 2005.)

Reduce by 4 points the percentage of all crash fatalities with a BAC of .01 or higher, from 43.4 percent in 2004 to 39.4 percent in 2006. INCOMPLETE (41.3 percent in 2005.)

2. OCCUPANT PROTECTION

PROGRAM OVERVIEW

The goals for the FFY 2006 Occupant Protection program were to increase safety belt use and to provide to decision makers data/education on the benefits of a primary seat belt law.

PROGRAM ACCOMPLISHMENTS

37 grants were awarded to state and local police departments to conduct seat belt enforcement patrols during the national seat belt mobilization conducted in May.

27 grants were awarded to local police departments to conduct child passenger safety clinics and to perform child passenger seat inspections and installations.

The OHS supported the May national mobilization with a media outreach program that included radio, television, billboard and variable message board “Click It or Ticket” slogans. This message was also included in billboards and advertising at major sporting events.

For the third year in a row, the OHS participated in the Department of Transportation’s Construction Career Day. “Click It or Ticket” clickers and the Fatal Vision goggles were utilized to educate approximately 1,200 high school aged students over a two-day period about the importance of seat belt use and the consequences of drunk driving.

The OHS provided background and data at legislative hearings.

FUTURE STRATEGIES

As Rhode Island’s usage rate of seat belts declined in FFY 2006 as compared to 2005 and the State experienced a very high percentage of unbelted fatalities, additional strategies need to be explored to improve these rates. RIDOT dedicated significant funding for “Click It or Ticket” enforcement patrols and media during the 2006 national Thanksgiving Week promotion and will make it a priority to continue these efforts during the national May Mobilization. Also, OHS will continue to provide information to the General Assembly regarding the personal and economic benefits of a primary seat belt law.

HSP OBJECTIVES

Increase by 1.5 points the percent of all vehicle occupants who are observed to be using seat belts, from 74.7 percent in 2005 to 76.2 percent in 2006. INCOMPLETE (declined, from 74.7 to 74.0 percent.)

Reduce by 2 points the percent of crash fatalities who were known to be not wearing a restraint, from 71.7 percent in 2004 to 69.7 percent in 2006. COMPLETE (67 percent in 2005.)

3. SPEED

PROGRAM OVERVIEW

The goal for the FFY 2006 Speed program was to reduce the role of speeding in highway deaths.

PROGRAM ACCOMPLISHMENTS

For the first time, OHS included the speed program in the responsibilities of one of the newly hired program managers thus enabling OHS to maximize additional staffing to focus on set goals and objectives.

OHS wrote/advertised an RFP to enlist the services of a media agency that will provide creative services for OHS programs including a media campaign for the Speed program. Proposals are currently being reviewed.

OHS hired a new full time Law Enforcement Liaison which has already resulted in better coordination with state and local police departments to focus on the statewide speeding problem.

Through the efforts of Chief Silva and the LEL, Colonel Sullivan, OHS coordinated Operation Blue RIPTIDE and other law enforcement programs to encourage cooperative patrols through adjoining towns/cities.

OHS once again included speed as part of the year round overtime State Police patrols to continue statewide speeding violation enforcement. (37,739 drivers were issued speeding citations.)

FUTURE STRATEGIES

OHS plans to implement the "100 Days of Summer" that will be a combined media /enforcement campaign focusing on problem areas of traffic safety, including a major component on speed. We will incorporate methods learned from NHTSA's Speed Management workshop held on December 18-20, 2006.

HSP OBJECTIVES

Reduce by 3 percent the number of drivers in fatal crashes that are speed related, from 39 in 2004 to 38 in 2006. COMPLETED (reduced to 35.)

Reduce by 2 points the percent of fatal crashes that are speed-related, from 33.9 percent in 2004 to 31.9 percent in 2006. INCOMPLETE (awaiting final 2006 data.)

Reduce by 2 points the percent of all fatalities that occurred in speed-related crashes, from 52 percent in 2003 to 50 percent in 2006. COMPLETED (reduced to 40.2 in 2005.)

4. YOUNG DRIVERS

PROGRAM OVERVIEW

The goal for the FFY 2006 Young Driver program was to reduce the crash fatalities among young drivers.

PROGRAM ACCOMPLISHMENTS

RIDOT hired an additional staff person thus enabling OHS to focus on set goals and objectives in the Young Drivers' program.

OHS advertised an RFP to enlist the services of a media agency to provide creative services for OHS programs including a media campaign for the Young Driver program. Proposals are currently being reviewed.

OHS hired a full time Law enforcement Liaison to provide better coordination with State and local police departments on young driver programs.

For the first time, OHS coordinated with the Rhode Island Interscholastic League, AAA, The Rhode Island State Police and WBRU radio station to conduct a media challenge in local high schools for seat belt radio/television messages.

FUTURE STRATEGIES

OHS plans to implement the "100 Days of Summer" that will be a combined media /enforcement campaign including a focus on young drivers. Plans are also currently underway to work with stakeholders to develop Pre-Permit Parent/Teen workshops to be offered statewide. OHS is developing a Teen Black Box behavioral modification program. In conjunction with this activity, we will be developing a volunteer parent/teen driver monitoring system.

HSP OBJECTIVES

Reduce by 6 percent the number of drivers under 20 years old who are involved in fatal crashes, from 17 in 2004 to 16 in 2006. INCOMPLETE (actually increased to 20.)

Reduce by 2 points the percent of drivers under 20 years of age in fatal crashes who had prior speeding convictions, from 33.7 percent, 1999-2003, to 31.7 percent in 2006. COMPLETE (reduced from 33.7 to 22.2%.)

5. OTHER ROAD USERS

PROGRAM OVERVIEW

The goals for the FFY 2006 Other Road Users (including motorcyclists, pedestrians, pedalcyclists and school buses) program were to: Address fatalities among motorcyclists and their passengers; maintain the relatively low number of fatalities among pedestrians; maintain the low number of fatalities among pedalcyclists and maintain the low number of fatalities on school buses.

PROGRAM ACCOMPLISHMENTS

OHS conducted two Safety Days for more than 500 campers at the Newport County YMCA and Camp Massasoit. Interactive activities emphasized seat belt use, pedestrian safety and passenger protection.

OHS also participated in several elementary, middle and high school health and safety fairs to promote seat belt and helmet use and pedestrian safety.

FUTURE STRATEGIES

OHS recently hired staff to create and implement a motorcycle safety campaign. In addition, OHS applied for and received funding for a comprehensive motorcycle program under the SAFETEA-LU legislation. Due to funding and staffing constraints, Rhode Island had not implemented a major enforcement/media/outreach campaign for this segment of our motoring public. Our crash and fatality numbers support the need for this program.

Thankfully, our school bus and pedalcyclist crash and fatality statistics remain extremely low. However, further activities and outreach will be required to address our pedestrian safety requirements.

HSP OBJECTIVES

Reduce the number of crash fatalities among motorcyclists from its increase in 2005 back down to its near-term average, 10 from 2000-2004, in 2006. INCOMPLETE (Current year to date number is higher than 2005 totals.)

Reduce by 2 points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from 50.0 percent 1999-2003 to 48 percent in 2006. COMPLETE (Only two (2) of 11 or 18% of motorcycle operator fatalities had a BAC of .01 or higher in 2005.)

Keep the number of crash fatalities among pedestrians at its average since 2002, 10 in 2006. INCOMPLETE (Current year pedestrian fatalities have already exceeded the past two year totals.)

Keep the number of crash fatalities among pedalcyclists at 0 in 2006. INCOMPLETE (Pedalcyclist fatalities increased from 0 to 1.)

Keep the number of crash fatalities among school bus occupants at 0 in 2006. COMPLETE
(Maintained third straight year of zero school bus fatalities.)

6. DATA COLLECTION, ANALYSIS AND IMPROVEMENT

PROGRAM OVERVIEW

The goals of the program were to expand and improve the data bases on highway safety and improve data integration and coordination with highway safety stakeholders.

PROGRAM ACCOMPLISHMENTS

In May of 2006, OHS hired a Program Coordinator whose duties include serving as the Traffic Records Coordinator. The goal is to implement an aggressive Traffic Records plan. OHS also applied for and received a Section 408 grant under the SAFTETEA-LU legislation. The TRCC Committee was re-established and over eight meetings were held with stakeholders. RIDOT OHS has demonstrated to these stakeholders that we are committed to working with them to improve traffic safety data management.

FUTURE STRATEGIES

RIDOT OHS is dedicated to improving highway safety data collection, integration and coordination with other highway safety stakeholders. In addition, efforts will be made to revise the OHS web site to share traffic safety data with our stakeholders and the public. The OHS will also continue to expand the number of stakeholders participating in the TRCC.

HSP OBJECTIVES

Recruit a Coordinator for the Traffic Records Coordinating Committee (TRCC) and begin a regular meeting schedule. COMPLETED (Coordinator was hired in May 2006 and more than eight meetings have been held to date.)

Finalize a Request for Proposal (RFP) with URITC for OHS data coordination, management and analysis. INCOMPLETE (Original RFP concept has been terminated; OHS is currently developing a scope of work for a new RFP.)

Revise Critical Analysis Reporting Environment (CARE) software and begin sharing community-wide analysis with highway safety stakeholders. UNDERWAY (Software revision is complete. Training will be scheduled in second quarter of FFY07.)

Provide community-wide analysis to all Operation Blue RIPTIDE partners. INCOMPLETE (Planned for FFY07 in conjunction with the full time Law Enforcement Liaison.)

Provide information on highway safety problem identification, process, program planning and evaluation to potential grantees. Hold meetings with potential grantees. COMPLETE (Eight (8) meetings were held between April and September 2006.)

Expand total number of potential program partners. UNDERWAY (TRCC Coordinator is recruiting local police departments.)

Work with the Rhode Island Department of Transportation to update its strategic plan.

UNDERWAY (DOT is finalizing a contract with a consultant for development of the SHSP. Meetings are expected to begin in January.)

7. PLANNING AND ADMINISTRATION

PROGRAM OVERVIEW

The goal for the FFY 2006 Planning and Administration program was to administer a fiscally responsible, effective highway safety program that addresses the state's specific safety characteristics.

PROGRAM ACCOMPLISHMENTS

OHS completed and delivered both the FFY 2005 Year End Evaluation Report and the FFY 2007 Highway Safety Plan to NHTSA by the appropriate deadlines.

FUTURE STRATEGIES

The RIDOT OHS will continue to work cooperatively with the NHTSA regional office to implement the recommendations from the NHTSA 2005 Management Review.

HSP OBJECTIVES

Integrate the recommendations from the NHTSA 2005 Management Review and implement a mutually acceptable Corrective Action Plan (CAP). INCOMPLETE (A mutually acceptable CAP has been completed. Many of the recommendations from the CAP have been implemented. Work will continue on this in FFY 2007.)

Deliver the Federal Fiscal Year 2005 Annual Program Evaluation by December 31, 2005.

COMPLETE

Deliver the Federal Fiscal Year 2007 Highway Safety Plan by September 1, 2006. COMPLETE

SPECIAL EVENTS AND ACTIVITIES

“Get Safe Day” at Brown University

In November of 2005, The Office on Highway Safety teamed with the Brown University Department of Public Safety for their “Get Safe Day.” OHS offered highway safety information and incentive items such as: alcohol related bookmarks; seat belt reminder key tags and pencils; “CLICK IT OR TICKET” clickers; strobe lights for pedestrian safety and travel mugs with CIOT messages. The event also offered seminars that promoted physical, environmental and personal safety information. Approximately 500 students were in attendance.

YDYDYL Holiday Campaign Kick Off

On November 21, 2005, Governor Donald L. Carcieri kicked off a press conference at Tasca Automotive in Cranston to announce the holiday YDYDYL enforcement/media campaign which ran from Thanksgiving through New Year’s Day. The Governor was joined by Rhode Island Department of Transportation (RIDOT) Director James R. Capaldi, P.E.; Mothers Against Drunk Driving (MADD) Executive Director Gabrielle Abbate; Senator Lincoln Chafee; Attorney General Patrick Lynch; Colonel Steven Pare, Superintendent of the Rhode Island State Police and members of state and local law enforcement agencies.

Announced at this press event:

- Proposed legislation for tougher Breathalyzer Refusal penalties.
- The distribution of red magnetic vehicle ribbons with the “Drink - Drive - Lose” message.

YDYDYL Cocktail Napkin Distribution

In concert with the YDYDYL holiday campaign, OHS distributed nearly 10,000 cocktail napkins to restaurants with the YDYDYL message on the front and other highway safety tips on the back.

“How to Host a Responsible Holiday Party”

In 2005, RIDOT sponsored one statewide mock holiday party to emphasize the responsibility of party hosts to keep their guests safe. In 2006, ten (10) “How to Host a Responsible Holiday Parties” were hosted by local Substance Abuse Coordinators around the state. These parties received a significant amount of press and were well received in each community. The holiday parties, held in private homes, encouraged hosts to keep guests happy and safe by offering non-alcoholic options, serving food with alcohol and making arrangements for a safe arrival home for guests who over indulge.

Pedestrian Safety Presentation

On January 10, 2006, OHS partnered with South Kingstown Police Chief Vespia and an engineer from RIDOT to present a pedestrian safety program to the senior citizens at the Indian Run Village in Wakefield, RI. NHTSA regional program manager Edwina Cloherty provided valuable support for this presentation.

Providence Bruins Game Message Distribution

In concert with the OHS sports marketing campaign for messages aimed at 18 to 34 year old males, OHS was provided a “tabling” opportunity at the Providence Bruins game on February 5,

2006. YDYDYL information was distributed to adults and bicycle safety/school bus safety bookmarks and pencils were distributed to the children.

School Safety Day

On March 24, 2006, the OHS participated in a Safety Day at St. Raphael's Academy for 500-550 high school students. The importance of seat belt use was emphasized and pedestrian safety visuals were used. The students also participated in an interactive contest utilizing a newsletter containing all topics of highway safety including the new graduated licensing law. The students read the newsletter and answered five questions. The intention was to increase the "branding" of the message by having the students read and write the message. Winners were chosen by a drawing from all the correct responses. Prizes were supplied by AAA of New England.

"Putting the Brakes on DUI" Judicial Summit

On April 11, RIDOT OHS and the Rhode Island Judiciary co-sponsored a judicial summit entitled "*Putting the Brakes on DUI*". The full day event featured national speakers providing innovative programs and trends dealing with the judicial, prosecutorial and educational aspects of addressing the issues surrounding driving under the influence (DUI). The 400 attendees included representatives from state, local, for profit and non-profit organizations involved in efforts to reduce drunk driving on our roadways.

Construction Career Days

On May 17 and 18 2006, OHS once again participated in the Construction Career Day activities, a two-day event that offered over 1,200 high school students an opportunity to experience various employment opportunities within the construction trades. State Police conducted SFSTs with students utilizing the Fatal Vision goggles. A Highway Safety resource table offered a power point highway safety presentation and provided bookmarks, key chains and pencils with CIOT messages. OHS also conducted the interactive contest with the highway safety newsletter, as described earlier from the St. Raphael's School event.

Mary Fogarty School Safety Fair

On May 24, 2006, OHS attended the Mary Fogarty School Safety Fair which had many projects dedicated to seat belt use and drunk driving issues. Presentations included a seat belt song presented onstage by some of the elementary school students.

"Buckle Up Teens" Commercial Contest

OHS joined with the Rhode Island Interscholastic League, AAA, the Rhode Island State Police and WBRU to sponsor the "Buckle Up Teens" contest. High school students from around the state were challenged to develop a 30 second radio and/or television commercial promoting safety belt use among teens. The winning commercials from Rogers High School in Newport and Burrillville High School were used to kick off Rhode Island's "Click It or Ticket" (CIOT) campaign in concert with the national CIOT mobilization in May.

Law Enforcement Recognition Breakfast

On June 7, OHS hosted the second annual Highway Safety Recognition and Awards Breakfast to recognize State and local police departments' contributions to the success of the Click It or Ticket and Operation Blue RIPTIDE programs.

Civil Rights Roundtable Partnership

RIDOT OHS was invited to join a partnership with the RI Civil Rights Roundtable and the Rhode Island Police Chiefs' Association to discuss community outreach, training and racial profiling issues as part of an ongoing comprehensive effort to improve communication and cooperation between all the partners. The purpose of this coalition is:

- To develop trust and collaboration among the agencies who work on civil rights issues in Rhode Island;
- To form and maintain a communications network among participating agencies; and
- To formulate a consensus agenda of common public policy or legal issues to work on together.

Standard Field Sobriety Test (SFST) Refresher Training

OHS, the RI Municipal Police Training Academy and the RI Police Chiefs hosted a Standard Field Sobriety Test (SFST) instructor recertification program and SFST refresher course in May for law enforcement personnel from around the state. Rhode Island was the first state in the nation to offer this refresher training to members of our State and local law enforcement agencies.

Regional Executive Leadership Program

In June, the New England Police Chiefs' Association, in cooperation with the Roger Williams University Criminal Justice Institute, chose Rhode Island as the site for the regional Executive Leadership program for law enforcement management officials.

Safety Days

In August, OHS completed two Safety Days for more than 500 children at the Newport County YMCA and Camp Massasoit. Interactive activities emphasized seat belt and pedestrian safety and passenger protection.

YDYDYL National Campaign Kickoff

In August, Rhode Island hosted a kickoff event as part of the "You Drink and Drive, You Lose" (YDYDYL) national campaign against drunk driving. A press conference was held on the infield at McCoy stadium with Jeremy Kapstein, the Boston Red Sox Senior Baseball Advisor, Pawtucket Red Sox officials, State and local police and Rhode Island Department of Transportation (RIDOT) officials to highlight the YDYDYL high visibility enforcement and media campaign.

Team Spirit Program

OHS sponsored the Mothers Against Drunk Driving (MADD) Team Spirit program for 185 high school students and 25 adults at Bryant University. Activities included highway safety presentations, role playing, team building and hands on exercises.

NHTSA "Conducting Complete Traffic Stops" Training Program

In September, 2006, Rhode Island was chosen by NHTSA as one of only three pilot testing locations for NHTSA's "Conducting Complete Traffic Stops – A Community Crash and Crime Reduction Effort" Program. This workshop was designed for state and local law enforcement officials who are interested in enhancing their traffic enforcement activities. The 1 ½ day workshop offered information on how to detect criminal activity, with emphasis on associated federal and state laws and legal principals relating to traffic stops.

Operation Blue RIPTIDE

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

Traffic Records Coordinating Committee (TRCC) Revitalization

This past year, the Traffic Records Coordinating Committee (TRCC) was revitalized to develop a Traffic Records plan to improve the accessibility, accountability, timeliness, accuracy and reliability of traffic data from all state agencies with traffic data requirements. The plan was submitted to NHTSA and received funding under the SAFETEA-LU legislation to begin implementing programs submitted from state and local agencies. In addition, the OHS submitted grant applications to NHTSA and received funding for alcohol, occupant protection, racial profiling and motorcycle programs to be developed and implemented in FFY 2007.

Details of media buy for YDYDYL blitz, November, 2005 – January, 2006:

	Exposure	Spots	Bonus Spots	Cost
Cable	GRP	1,740	68	\$28,934.85
TV	800.9+ GRP	630	113	\$115,895.75
Radio	858.4+ GRP	1152	355	\$60,669.75
Print		18	0	\$6,900
Outdoor	267,900 DEC	2	0	\$16,000
Total		3,542	536	\$228,400.35

May – June 2006 CIOT Mobilization

Details of media buy for CIOT Mobilization, May – June 2006:

	Exposure	Spots	Bonus Spots	Cost
Cable	1,032.9 (M 18-34) GRP	1,036	118	\$39,150.15
TV	636.3+ GRP	443	50	\$113,575
Radio	1,069+ GRP	852	185	\$76,734.60
Print		2	0	\$730
Outdoor	DEC	1	0	\$1,750
Total		2,334	353	\$231,939.80

August – September 2006 YDYDYL Blitz

Details of media buy for YDYDYL Blitz, August – September 2006:

	Exposure	Spots	Bonus Spots	Cost
Cable	927.4 (M18-34) GRP	675	215	\$30,506
TV	352.5+ GRP	434	10	\$49,609.50
Radio	510.1+ GRP	438	104	\$42,000.25
Print		10	0	\$5,076
Outdoor	DEC	1	0	\$1,750
Total		1,558	329	\$128,941.80

PAID MEDIA ASSESSMENTS

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

Key findings from the surveys included:

- Awareness of “You Drink and Drive. You Lose.” increased by a factor of 2.8.
- The share of respondents who recalled the slogan, “You Drink and Drive. You Lose,” rose from 24.6 percent to 67.9 percent.

Note also that the share of crash fatalities in Rhode Island that were alcohol-related dropped one percentage point (from 50 percent in 2004 to 49 percent in 2005). The national rate rose one percentage point (from 39 percent in 2004 to 40 percent in 2005).

- The share of respondents who recalled the slogan, “Click It or Ticket” rose from 79.3 percent to 92.7 percent.

PAID MEDIA TO SUPPORT EDUCATION / AWARENESS

February 2006 National Child Passenger Safety (CPS) Week Education and Checking Station Awareness

The primary target audience was females between the ages of 25 and 44. The OHS once again used a 60-second (“Click It or Ticket – Kids”) spot to promote booster-seat awareness. Additionally, the OHS utilized transit shelter outdoor advertising for this message.

Details of the media buy for National CPS Week education and checking station awareness, February 2006:

Radio GRP	197.7
Paid Radio Spots	120
Bonus Radio Spots	172
Paid Radio Cost	\$14,128.75
Outdoor DEC	338,000
Outdoor Spots	30
Paid Outdoor Cost	\$6000

April 2006 “Buckle Up Teens” TV/Radio Commercial/Public Service Announcement Contest

OHS joined with the Rhode Island Interscholastic League, AAA of Southern New England, the Rhode Island State Police and WBRU to sponsor the “Buckle Up Teens” contest. High school students from around the state were challenged to develop a 30-second radio and/or television commercial promoting safety belt use among teens. The winning commercials from Rogers High School in Newport and Burrillville High School were used to kick off Rhode Island’s “Click It or Ticket” (CIOT) campaign in concert with the national CIOT mobilization in May.

To promote the contest, OHS purchased time on WBRU-FM:

Radio GRP	147.6
Paid Radio Spots	63
Bonus Radio Spots	42
Paid Radio Cost	\$5,112.75

WEBSITE

As a bonus (for no-charge), several television and radio stations displayed on their websites “banners” promoting campaign messages.

The three Citadel stations that aired the OHS spots for National Child Passenger Safety Week posted CPS material on their sites.