



State of Rhode Island

Highway Safety Plan

Annual Report

Federal Fiscal Year 2021



PREPARED FOR

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

PREPARED BY

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Table of Contents

Highway Safety in Rhode Island	1
1.1 Introduction.....	2
1.2 Strategic Partners.....	3
1.3 Organization and Staffing	4
1.4 Problem Identification.....	5
1.5 Legislative Update	6
Performance Data.....	7
2.1 Crash Summary.....	7
2.2 Target Summary	16
Performance Measure Adjustments	16
Program Areas	20
3.1 Occupant Protection.....	20
Problem Statement	20
Performance Measures and Targets.....	20
Planned Activities and Funding.....	21
Project Descriptions	21
3.2 Traffic Records.....	27
Problem Statement	27
Performance Measures and Targets.....	27
Planned Activities and Funding.....	28
Project Descriptions	28
3.3 Impaired Driving.....	34
Problem Statement	34
Performance Measures and Targets.....	34
Planned Activities and Funding.....	34
Project Descriptions	36
3.4 Distracted Driving	43
Problem Statement	43
Planned Activities and Funding.....	44
Project Descriptions	45
3.5 Speed.....	48
Problem Statement	48
Performance Measures and Targets.....	48
Planned Activities and Funding.....	48
Project Descriptions	49
3.6 Motorcycles.....	51
Problem Statement	51

	Performance Measures and Targets.....	52
	Planned Activities and Funding.....	52
	Project Descriptions.....	53
3.7	Young Driver.....	55
	Problem Statement.....	55
	Performance Measures and Targets.....	55
	Planned Activities and Funding.....	55
	Project Descriptions.....	56
3.8	Pedestrians and Bicyclists.....	61
	Problem Statement.....	61
	Performance Measures and Targets.....	62
	Planned Activities and Funding.....	62
	Project Descriptions.....	63
3.9	Police Traffic Services.....	68
	Problem Statement.....	68
	Performance Measures and Targets.....	68
	Planned Activities and Funding.....	68
	Project Descriptions.....	70
3.10	Planning and Administration.....	81
	Problem Statement.....	81
	Performance Measures and Targets.....	81
	Planned Activities and Funding.....	82
	Project Descriptions.....	83
State Attitudes Survey Reports		98
4.1	Rhode Island Click it or Ticket Campaign 2021 – DMV Awareness Survey Results.....	98
	Basic Information and Demographics.....	98
	Belt Use, Belt Use Change & Belt Ticketing Perceptions.....	99
	Awareness of Seat Belt Message, Slogan Recognition and Ticket Amount.....	103
	Speeding and Perception of Severity of Enforcement & Experience with Enforcement...	104
	Awareness of Impaired Driving Message and Slogan Recognition.....	105
	Awareness of Impaired Driving Message and Slogan Recognition.....	105
4.2	Seat Belt Survey Results.....	107
	4.2.1 Site Selection.....	107
	4.2.2 Site Observation Details.....	107
	4.2.3 Observers.....	108
	4.2.4 Scheduling & Mapping.....	108
	4.2.5 Data Collection.....	109
	4.2.6 Building a Data Set.....	110
	4.2.7 Quality Control.....	110
	4.2.8 Results.....	110
	4.2.9 Descriptive Statistics.....	110

Mobilization Participation Information	114
Evidence-Based Enforcement Program.....	116
Paid Media	118
7.1 Paid Media to Support High-Visibility Traffic Enforcement.....	118
Alcohol-Impaired Driving Enforcement Campaign (November 2020 thru February 2021)	
118	
Speed Enforcement (February 2021).....	118
Alcohol-Impaired Driving Enforcement Campaign (March 2021)	119
Occupant Protection (March 2021).....	119
Pedestrian Safety (May 2021).....	120
Occupant Protection (May 2021).....	120
Alcohol-Impaired Driving Enforcement Campaign (Summer 2021).....	120
Motorcycle Impaired Driving Enforcement Campaign (June 2021).....	121
Speed Enforcement (June 2021)	122

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List of Tables

Table No.	Description	Page
Table 2.1	Performance Measure Trends.....	8
Table 2.2	FY2020 - FY2021 Target Summary.....	18
Table 3.1	Occupant Protection Performance Measures	20
Table 3.2	FFY2021 Occupant Protection	21
Table 3.4	FFY2021 Traffic Records.....	28
Table 3.5	Impaired Driving Performance Measures	34
Table 3.6	FFY2021 Impaired Driving.....	35
Table 3.7	Distracted Driving Performance Measures.....	44
Table 3.8	FFY2021 Distracted Driving	44
Table 3.10	FFY2021 Speed	48
Table 3.11	Motorcycle-related Performance Measures.....	52
Table 3.12	FFY2021 Motorcycle	53
Table 3.13	Younger Driver Performance Measures.....	55
Table 3.14	FFY2021 Younger Driver	56
Table 3.15	Pedestrian and Bicyclist Performance Measures.....	62
Table 3.16	FFY2021 Pedestrian and Bicycle.....	63
Table 3.18	FFY2021 Police Traffic Services.....	69
Table 3.19	Planning and Administration Performance Measures	82
Table 3.20	FFY2021 Planning & Administration.....	82
Table 4.2	Self-Reported Belt Use and Belt Use Change, Questions 8 and 9	100
Table 4.3	Chance of Belt Ticketing	100
Table 4.4	Survey Questions 10, 10a, and 11	103
Table 4.5	Survey Questions 24, 24a and 25.....	106
Table 4.1	Percent Seat Belt Use by Vehicle Type.....	111
Table 4.2	Percent Seat Belt Use by County	111
Table 4.3	Percent Seat Belt Use by Sex.....	111
Table 4.4	Percent Seat Belt Use by Race.....	112
Table 5.1	Mobilization Participation.....	114
Table 7.1	Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign.....	118
Table 7.2	Details of Media Buy for Speed Enforcement Campaign	119

Table 7.3	Details of Media Buy for Alcohol-Impaired Driving/St. Patrick’s Day.....	119
Table 7.4	Details of Media Buy for Occupant Protection Media Campaign.....	119
Table 7.5	Details of Media Buy for Pedestrian Safety Campaign.....	120
Table 7.6	Details of Media Buy for Occupant Protection Media Campaign.....	120
Table 7.7	Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign.....	121
Table 7.8	Details of Media Buy for Motorcycle Impaired Driving Enforcement Campaign.....	121
Table 7.9	Details of Media Buy for Speed Enforcement Campaign	122

List of Figures

Figure No.	Description	Page
Figure 1.1	2021 RIDOT OHS Organizational Chart.....	5
Figure 2.1	Fatalities (2014 Baseline to 2021).....	10
Figure 2.2	Fatality Rate per 100 Million VMT (2014 Baseline to 2021).....	10
Figure 2.3	Serious Injuries (2014 Baseline to 2021).....	11
Figure 2.4	Unrestrained Motor Vehicle Occupant Fatalities (2014 Baseline to 2021)	11
Figure 2.5	Fatalities Involving Driver or Motorcycle Operator ≥ 0.08 BAC (2014 Baseline to 2021).....	12
Figure 2.6	Speed-Related Fatalities (2014 Baseline to 2021).....	12
Figure 2.7	Number of Motorcyclist Fatalities (2014 Baseline to 2021).....	13
Figure 2.8	Unhelmeted Motorcycle Fatalities (2014 Baseline to 2021)	13
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes (2014 Baseline to 2021)	14
Figure 2.10	Pedestrian Fatalities (2014 Baseline to 2021).....	14
Figure 2.11	Bicyclist Fatalities (2014 Baseline to 2021).....	15
Figure 2.12	Percent Observed Belt Use for Passenger Vehicles (Front Seat Outboard Occupants (2014-2021).....	15

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Acronym Guide

AAA	American Automobile Association
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Concentration
BHDDH	Behavioral Healthcare, Developmental Disabilities, and Hospitals
BIARI	Brain Injury Association of Rhode Island
CARE	Combined Accident Reduction Effort
CCRI	Community College of Rhode Island
CDL	Commercial Driver's License
CDMS	Crash Data Management System
CIOT	Click It or Ticket
COZ	Child Opportunity Zone
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CSEA	Center for Southeast Asians
CTM	Countermeasures that Work
DDACTS	Data-Driven Approach to Crime and Traffic Safety
DITEP	Drug Impairment Training for Educational Professionals
DNTL	Drive Now Text Later
DRE	Drug Recognition Expert
DSoGPO	Drive Sober or Get Pulled Over
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EMT	Emergency Medical Technician
EUDL	Enforcing the Underage Drinking Laws
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration

FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governor's Highway Safety Association
HS 1	Highway Safety Grant application
HSM	Highway Safety Manual
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
IHSDM	Interactive Highway Design Model
ILSR	Institute for Labor Studies and Research
LEHSTC	Law Enforcement Highway Safety Training Coordinator
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MAP-21	Moving Ahead of for Progress in the 21st Century
MOU	Memorandum of Understanding
NHTSA	National Highway Traffic Safety Administration
NOPUS	National Occupant Protection Use Survey
OHS	Office on Highway Safety
OSCAR	On-Line System Crash Analysis and Reporting
PCL	Providence Community Library
PEP	Performance Enhancement Plan
RFP	Request for Proposal
RIBHDDH	Rhode Island Department of Behavioral Healthcare, Developmental Disabilities, and Hospitals
RIDOC	Rhode Island Department of Corrections
RIDOT	Rhode Island Department of Transportation
RIDMV	Rhode Island Division of Motor Vehicles
RIIL	Rhode Island Interscholastic League
RIMPA	Rhode Island Municipal Police Academy
RIPCA	Rhode Island Police Chiefs Association
RIPTIDE	Rhode Island Police Teaming for Impaired Driving Enforcement

RISP	Rhode Island State Police
SADD	Students Against Destructive Decisions
SAFETEA LU	Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SIDNE	Simulated Impaired Driving Experience
TOPS	Traffic Occupant Protection Strategies
TRCC	Traffic Records Coordinating Committee
TSRFT	Traffic Safety Resource Forensic Toxicologist
TSRP	Traffic Safety Resource Prosecutor
URI	University of Rhode Island
VMS	Variable Message Sign
VMT	Vehicle Miles Traveled

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1

Highway Safety in Rhode Island

This Rhode Island Highway Safety Annual Report for Federal Fiscal Year (FFY) 2021 serves as the State of Rhode Island's assessment of the Highway Safety Plan (HSP) for FFY 2021. It documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for federal funds available under the Section 402 State and Community Highway Safety grant program, Section 405 National Priority Safety Program of Fixing America's Surface Transportation (FAST) Act, Section 164 penalty transfer funds, and carry-forward funds from other funding programs. A comprehensive HSP is developed by the Rhode Island Department of Transportation (RIDOT) Office on Highway Safety (OHS) on an annual basis to document the targets and objectives related to creating safer roadways. The plan identifies current highway safety problems, defines performance targets, and describes projects and activities that will be implemented to address highway safety concerns and achieve set targets. This Annual Report reviews the yearly status and progress on implementing Rhode Island highway safety programs and projects.

For FFY 2021, the HSP identified ten program areas to focus resources to reduce fatalities and serious injuries. The areas included occupant protection, traffic records, impaired driving, distracted driving, speed, motorcycle, young drivers, pedestrians and bicyclists, police traffic services, and planning and administration. Within each area, data-driven performance measures and targets were identified based primarily on 2014 to 2019 trend data. The 12 Core Performance Measures required by the National Highway Traffic Safety Administration (NHTSA) and targets were tracked through the 2020 HSP Annual Report and are detailed in **Table 2.1**. Through the implementation of safety activities and projects, Rhode Island is on pace to achieve 10 its 12 five-year average targets in Calendar Year 2021.

While the COVID-19 pandemic continues to disrupt everyone's lives, behaviors, choices, and how we travel, fatalities were down compared to 2020, which was an improvement on fears and expectations. Rhode Island remains committed to the Toward Zero Deaths vision and is hopeful that the slowing pace of roadway fatalities toward the end of 2021 is a sign that partners and stakeholders will be able to refocus on the vision as well.

OHS and Subrecipients were better adapted to the challenges and resources of the pandemic in 2021 and more prepared to pivot and remain flexible as needed with very few activities limited by the pandemic than in 2020.

This Annual Report:

- › Documents Rhode Island progress in meeting its highway safety targets identified in the 2021 HSP for each of the ten program areas; and

- › Describes projects and activities funded during FFY 2021 and how they contributed to meeting Rhode Island's identified highway safety targets.

1.1 Introduction

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

As of December 23, 2021, crashes on Rhode Island highways resulted in 60 fatalities and as of December 1, 2021, 288 serious injuries. The number of roadway fatalities has returned to a level that was typical for Rhode Island without showing improvements (reductions) on historic norms. The pace of fatalities in 2021 started high, resembling 2020, and slowed toward the year end resulting in an approximately 10 percent reduction in fatalities in 2021 compared to 2020 (preliminary, based on calendar year fatalities). Vehicle miles traveled are projected to be on-track with travel in 2019, pre-pandemic. Despite fatality trends, serious injuries continue to trend downward.

In terms of the five-year rolling average, because of the spikes in 2017 and 2020, the average number of fatalities remains high, similar to 2020; however, serious injuries continue to decrease.

The human and economic consequences of fatal and serious injury crashes remain unacceptable and unaffordable. An increase in the number of fatalities and serious injuries means we need to strengthen our efforts to address highway safety. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission, which consists of two goals:

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

The OHS provides the required resources to plan and carry out activities to fulfill this mission. To ensure effectiveness, OHS develops and maintains relationships with advocacy groups, citizens, community safety groups, complementary state and federal agencies, and local and state police departments. The OHS conducts data analysis to monitor crash trends in the State and ensure State and federal resources target the areas of greatest need. The OHS is an active participant in the development and implementation of the State Strategic Highway Safety Plan (SHSP), providing expertise related to driver behavioral issues, education, and enforcement-related countermeasures.

The Rhode Island SHSP is coordinated and facilitated through the OHS. This ensures alignment of the HSP with the SHSP and emphasizes coordinated performance measures throughout all safety issue areas. The SHSP continues to be reviewed and reinforced. It is our continued goal to create a distinct and workable linear

correlation between the HSP and our 2017-2022 SHSP. An update to the SHSP is currently ongoing with a new plan to be adopted in Summer 2022.

Ongoing challenges of gathering and linking data exist. Both the SHSP and HSP utilize FARS data and other traffic safety data collected through contracted services. An outcome of the NHTSA Traffic Records Assessment in Rhode Island that concluded in April 2015 led to a comprehensive listing of core system deficiencies. This list expanded as the TRCC identified more room for improvement following the Assessment. The projects included in this Highway Safety Plan directly address the deficiencies identified by the Assessment team and TRCC members. Projects were proposed by TRCC members and voted on based on potential for eliminating system deficiencies. Since 2019, progress was made to unify data sources and augment the quality of databases and resources.

In 2021 a NHTSA Occupant Protection Program Assessment was completed. Key recommendations from this effort concern integration with the Record Management System once it is established, expanding and building upon partnerships with other organizations, improving outreach to Spanish-speaking communities, and outreach and education efforts surrounding child passenger safety.

1.2 Strategic Partners

During the FFY 2021 planning cycle, OHS reached out to safety stakeholders to gather input on safety problems and effective countermeasures being implemented by other agencies. Opportunities to enhance partnerships and collaboration were also identified. The list of stakeholders working in partnership with the OHS is provided below.

- › American Automobile Association, Southern New England (AAA)
- › Bike Newport
- › Community College of Rhode Island (CCRI)
- › Cranston Child Opportunity Zone (COZ)
- › Mothers Against Drunk Driving (MADD)
- › Rhode Island Bike Coalition
- › Rhode Island Department of Revenue, Division of Motor Vehicles (RIDMV)
- › Rhode Island Department of Health – Prevention and Control
- › Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH) Rhode Island Hospital Injury Prevention Center
- › Rhode Island Hospital – Injury Prevention Center
- › Rhode Island Hospitality and Tourism Association – Rhode Island Hospitality Association Education Foundation
- › Rhode Island Motorcycle Association
- › Rhode Island Municipal Police Academy
- › Rhode Island Office of the Attorney General

- › Rhode Island Police Chiefs Association (RIPCA)
- › Rhode Island State Police (RISP)
- › Rhode Island Student Assistance Services (RISAS)
- › Rhode Island Traffic Tribunal
- › Woonasquatucket River Watershed Council's Bike Safety Programs
- › Young Voices
- › Statewide Substance Abuse Task Forces

In addition to these stakeholders, the OHS works with numerous other agencies and organizations throughout the year:

- › 38 local police departments
- › AMICA Insurance
- › Federal Highway Administration (FHWA)
- › Federal Motor Carrier Safety Administration (FMCSA)
- › Rhode Island Judiciary
- › Motorcycle retail and repair representatives
- › National Highway Traffic Safety Administration (NHTSA)
- › Rhode Island Association of Independent Insurers
- › Rhode Island Department of Corrections (DOC)
- › Rhode Island Interscholastic League (RIIL)
- › Rhode Island Safe Kids Coalition
- › Students Against Destructive Decisions (SADD)
- › University of Rhode Island (URI)

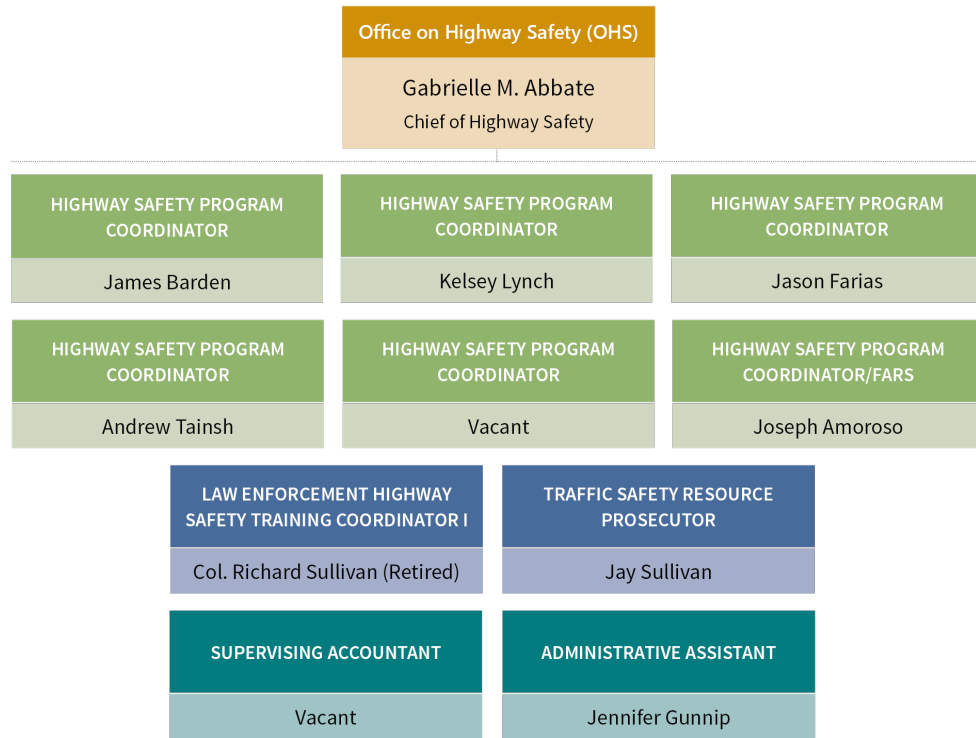
1.3 Organization and Staffing

Figure 1.1 shows the RIDOT OHS organizational chart. In addition to operational and administrative tasks, each OHS Program Coordinator is responsible for overseeing specific programs and emphasis areas which promote identified countermeasures to enhance highway safety across the State. The program areas addressed by OHS are assigned to Program Coordinators based on their individual safety training and the capacity of the OHS, as noted below.

As discussed with the NHTSA Region 1 office, all OHS personnel will attend the United States Department of Transportation (USDOT) Transportation Safety Institute (TSI) training at least every five years to keep up to date with the latest changes on program policies and federal legislation.

During FFY 2021, OHS onboarded a new FARS Analyst. Financial duties continue to be carried out by the broader RIDOT Finance Department. Most recently the OHS Administrative Assistant has moved on leaving that position vacant.

Figure 1.1 2021 RIDOT OHS Organizational Chart



1.4 Problem Identification

Ten program areas were the focus of the OHS FFY 2021 HSP. The activities and projects identified to address these areas, and the results are detailed in Section 3.0 – Program Areas. These programs included:

- › **Occupant Protection** – The failure of vehicle occupants to use safety belts and appropriate child passenger safety (CPS) restraints.
- › **Traffic Records** – The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State’s traffic records for problem identification, strategy selection, and performance measurement.
- › **Impaired Driving** – The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- › **Distracted Driving** – The incidence of driving while distracted by any outside factors, most commonly cell phone use.
- › **Speed** – The incidence of speed and related recklessness as a contributor to fatalities and serious injuries on Rhode Island’s roadways.
- › **Motorcycles** – The safety of motorcyclists and their passengers on Rhode Island’s roadways.

- › **Young Drivers** – The overrepresentation of young drivers in fatal and serious injury crashes.
- › **Vulnerable Road Users** – The safety of pedestrians, bicyclists, and school bus passengers.
- › **Police Traffic Services** – The enforcement of traffic safety laws.
- › **Planning and Administration** – The planning, development, coordination, monitoring, and evaluation of highway safety projects.

1.5 Legislative Update

- › In 2017 Rhode Island’s general law was enhanced by mandating that infants and toddlers under the age of two (2) years or weighing less than thirty pounds (30 lbs.) shall be restrained in a rear-facing car seat.
- › In 2018 RI’s Hand Free Law became fully enacted. In 2019, after eliminating some non-approved NHTSA language in our texting law, RI realized additional NHTSA funds in their FFY 2020 HSP for distracted driving efforts.

The OHS established a set of targets for 2021, shown in **Table 2.2**, to improve safety in each of the program areas. The targets are based on a trend from a 2015-2019 five-year average baseline.

2

Performance Data

2.1 Crash Summary

As of December 23, 2021, crashes on Rhode Island highways resulted in 60 fatalities and as of December 1, 2021, 288 serious injuries. The number of roadway fatalities has returned to a level that was typical for Rhode Island without showing improvements (reductions) on historic norms. The pace of fatalities in 2021 started high, resembling 2020, and slowed toward the year end resulting in an approximately 10 percent reduction in fatalities in 2021 compared to 2020 (preliminary, based on calendar year fatalities). Vehicle miles traveled are projected to be on-track with travel in 2019, pre-pandemic. Despite fatality trends, serious injuries continue to trend downward.

In terms of the five-year rolling average, because of the spikes in 2017 and 2020, the average number of fatalities remains high, similar to 2020; however, serious injuries continue to decrease.

Table 2.1 summarizes performance measures trends over the last 10 years. At this time, 2020 and 2021 fatalities are considered preliminary as NHTSA reviews are ongoing. All 2021 values are considered preliminary as of December 23, 2021 for fatalities and December 1, 2021 for serious injuries. A review of performance aligned to adopted targets for 2020 and 2021 follows in **Table 2.2**.

Figure 2.1 to **Figure 2.12** illustrate NHTSA identified Core Performance Measures in detail and include data points, an associated trend line, and one-year achievements for the most recent year for which data are available. For each figure, the 2021 year includes a dot to indicate the five-year average target described in the 2021 Highway Safety Plan. The left column in 2021 is the actual year number to date while the right column shows the five-year average. If the right column extends above the dot, this indicates the five-year average target was not met. Additional details on meeting the targets and plans to improve performance are provided in the individual program areas in the next chapter.

Table 2.1 Performance Measure Trends

Performance Measures		2012	2013	2014	2015	2016	2017	2018	2019	2020 ^a	Actual 2021 ^a
C-1	Traffic Fatalities (Actual)	64	65	51	45	51	84	59	57	67	60
	Five-Year Moving Average	69	69	63	58	55	59	58	59	64	65
C-2	Serious Injuries (Actual)	422	366	438	427	407	322	313	288	287	229
	Five-Year Moving Average	473	454	445	422	412	392	381	351	323	288
C-3	Traffic Fatalities per 100 million VMT	0.82	0.84	0.66	0.57	0.64	1.05	0.74	0.75	1.02	0.85
	Five-Year Moving Average	0.85	0.86	0.79	0.75	0.71	0.75	0.74	0.75	0.84	0.88
C-4	Unrestrained Occupant Fatalities	20	19	10	16	15	24	13	18	17	18
	Five-Year Moving Average	26	24	20	18	16	17	16	17	17	18
C-5	Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^b	28	23	17	19	19	35	22	24	28	12
	Five-Year Moving Average	28	28	24	23	21	23	22	24	26	24
C-6	Speed-Related Fatalities	30	17	13	20	23	41	30	36	20	27
	Five-Year Moving Average	29	28	23	21	21	23	25	30	30	31
C-7	Motorcyclist Fatalities	8	11	10	9	4	11	18	13	13	13
	Five -Year Moving Average	13	14	12	11	8	9	10	11	12	14
C-8	Unhelmeted Motorcyclist Fatalities	5	6	7	4	4	5	10	3	6	8
	Five-Year Moving Average	8	9	8	6	5	5	6	5	6	6
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	4	7	4	6	9	13	6	3	8	5
	Five-Year Moving Average	7	7	5	5	6	8	8	7	8	7

Performance Measures		2012	2013	2014	2015	2016	2017	2018	2019	2020 ^a	Actual 2021 ^a
C-10	Pedestrian Fatalities	5	14	14	8	14	21	7	8	17	7
	Five-Year Moving Average	11	12	11	11	11	14	13	12	14	12
C-11	Bicyclist Fatalities	2	3	0	0	2	2	1	0	2	2
	Five-Year Moving Average	1	1	1	1	1	1	1	1	1	1
B-1	Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	78%	86%	87%	87%	88%	88%	89%	88%	88%	59%
A-1	Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	7,317	8,446	9,607	6,200	8,092	10,798	9,836	9,732	7,146	11,621
A-2	Number of Safety belt Citations Issued During Grant-Funded Enforcement Activities	5,958	5,346	2,825	7,099	5,562	5,272	4,444	5,335	2,408	3,976
A-3	Number of Impaired Driving Arrests Made during Grant-Funded Enforcement Activities	417	438	507	404	363	306	257	272	484	666

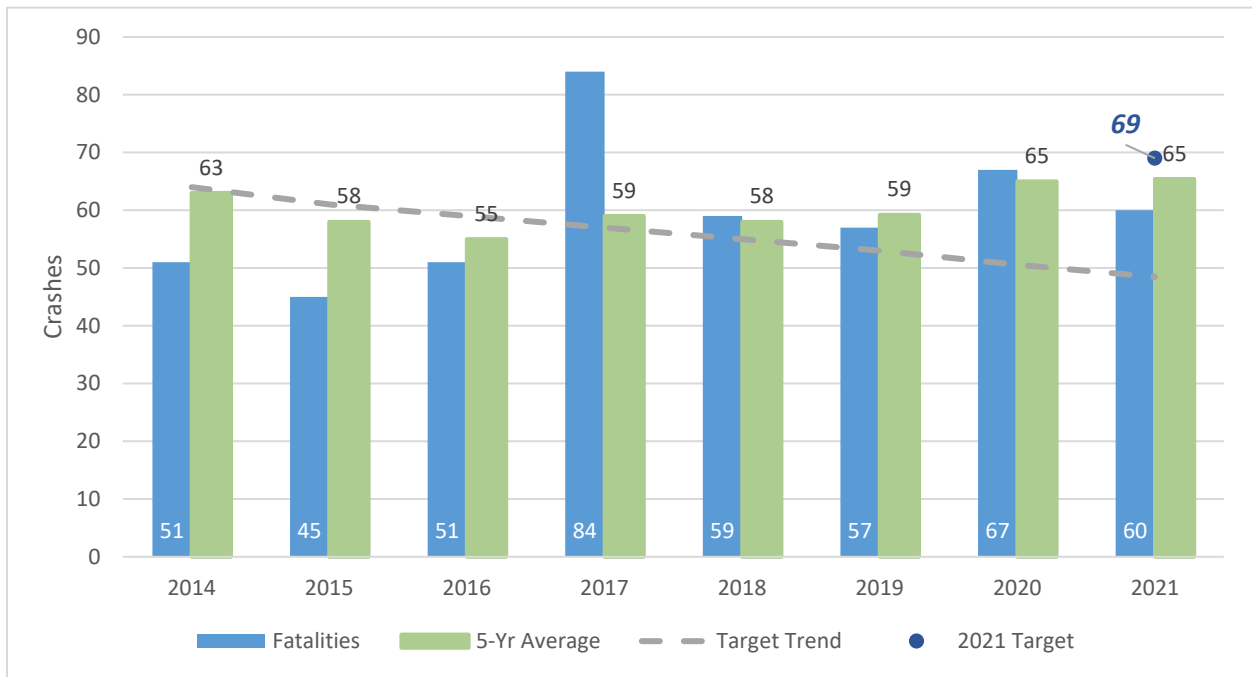
Source: RIDOT, December 2021; FARS, December 2021; Belt Use - 2011 to 2020 Rhode Island Observed Restraint Use Surveys.

a Fatality statistics based on 2021 preliminary total reported from January 1 to December 23, 2021. Serious Injury statistics based on 2021 preliminary total reported from January 1 to December 1, 2021. Citation statistics based on 2021 preliminary total reported from January 1 to December 1, 2021.

b NHTSA imputed.

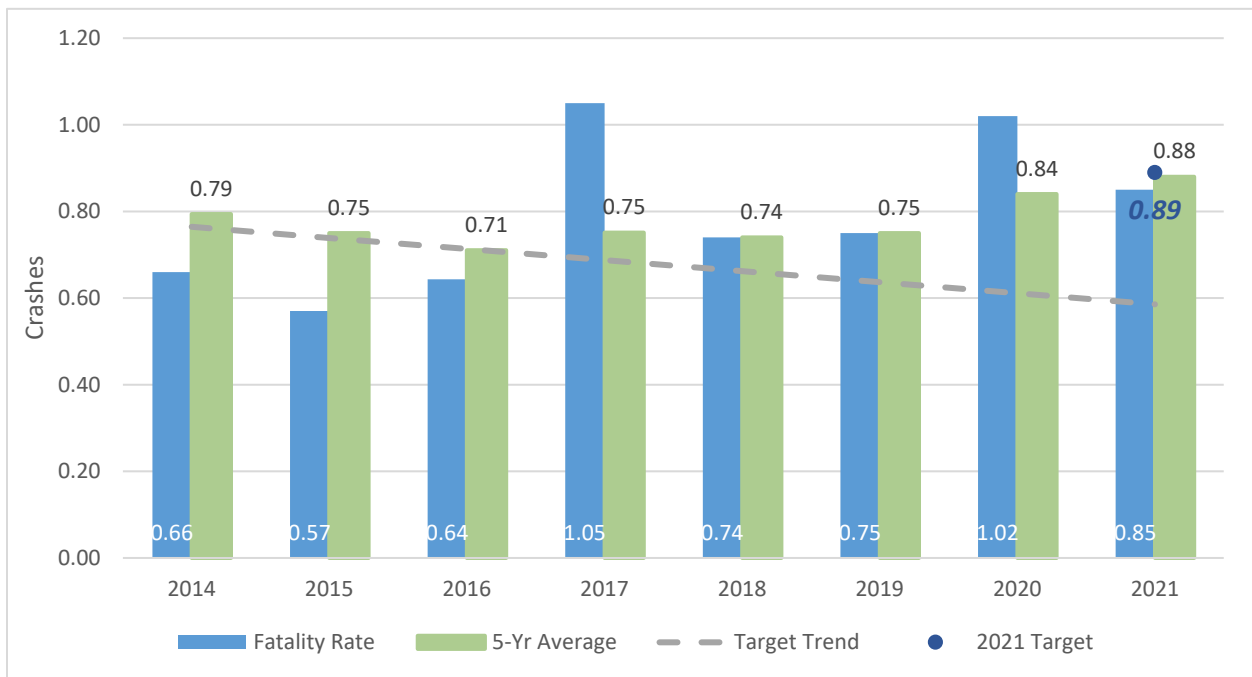
U/A Indicates data not available at this time.

Figure 2.1 Fatalities (2014 Baseline to 2021)



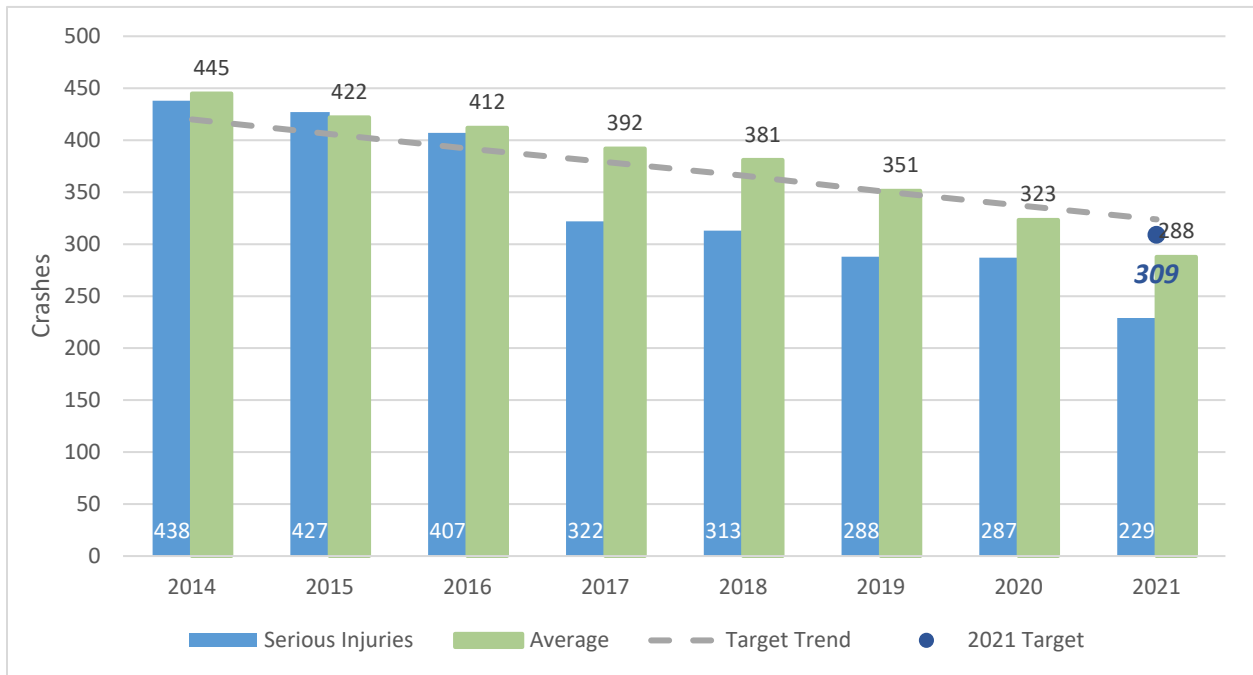
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

Figure 2.2 Fatality Rate per 100 Million VMT (2014 Baseline to 2021)



Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

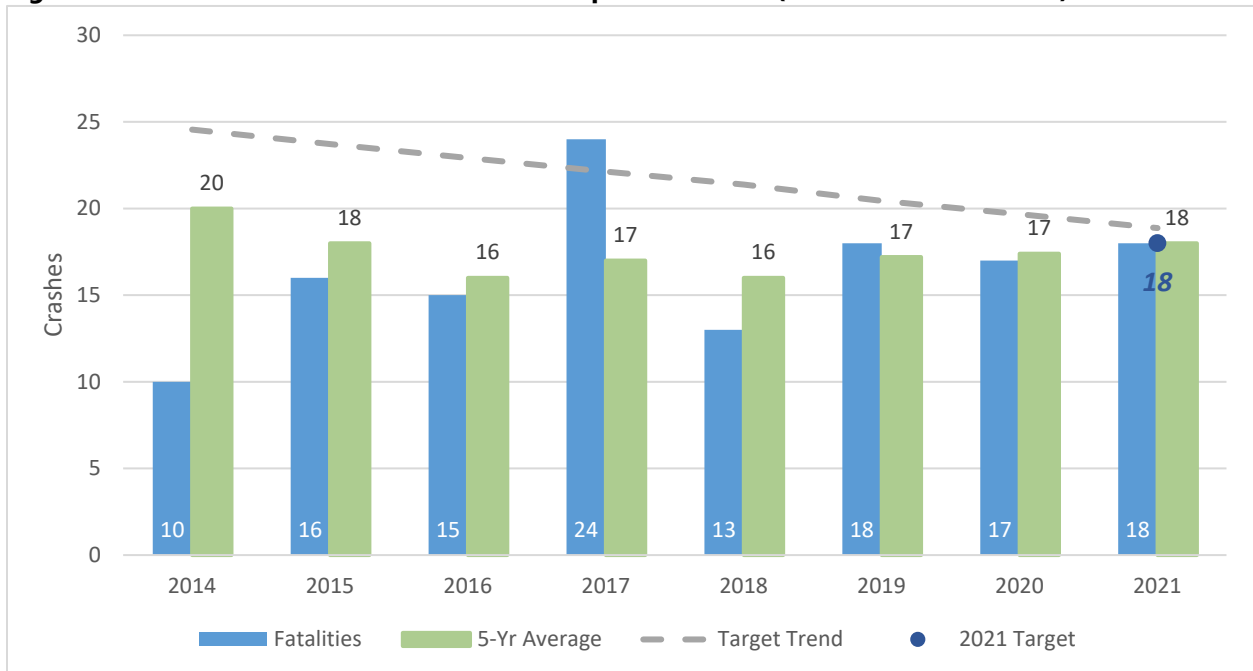
Figure 2.3 Serious Injuries (2014 Baseline to 2021)



Source: RIDOT/OHS, 2021.

2021 Serious injury data is current as of December 1, 2021.

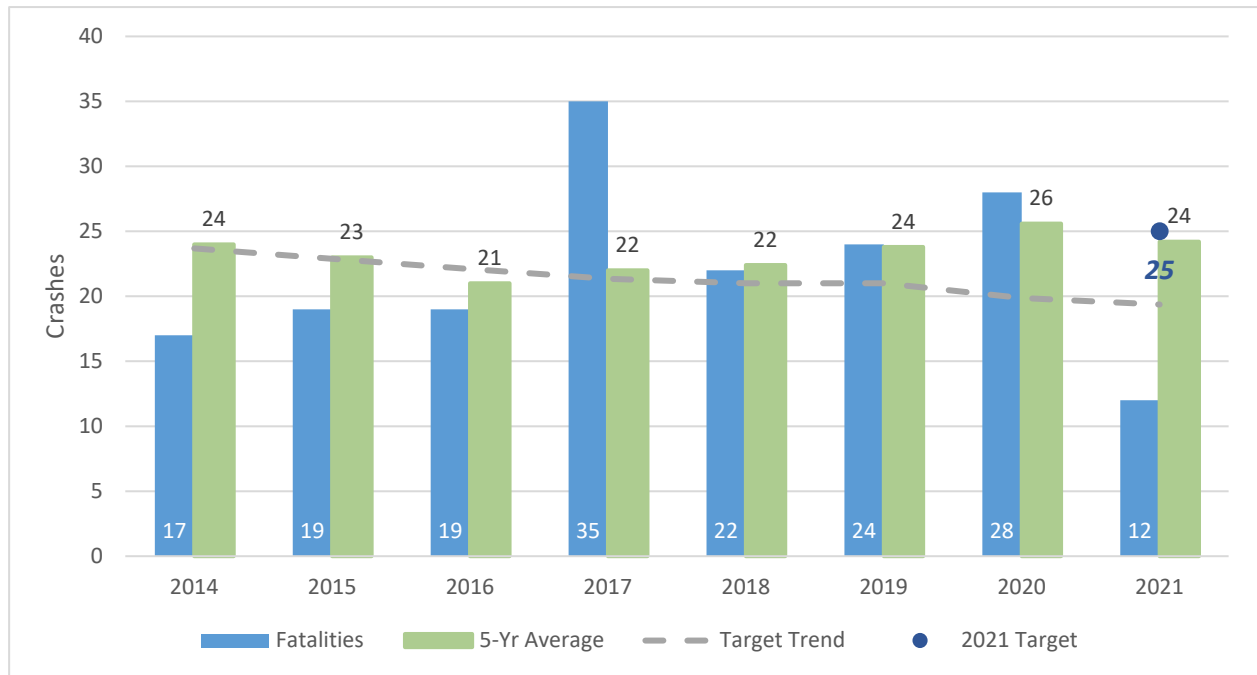
Figure 2.4 Unrestrained Motor Vehicle Occupant Fatalities (2014 Baseline to 2021)



Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

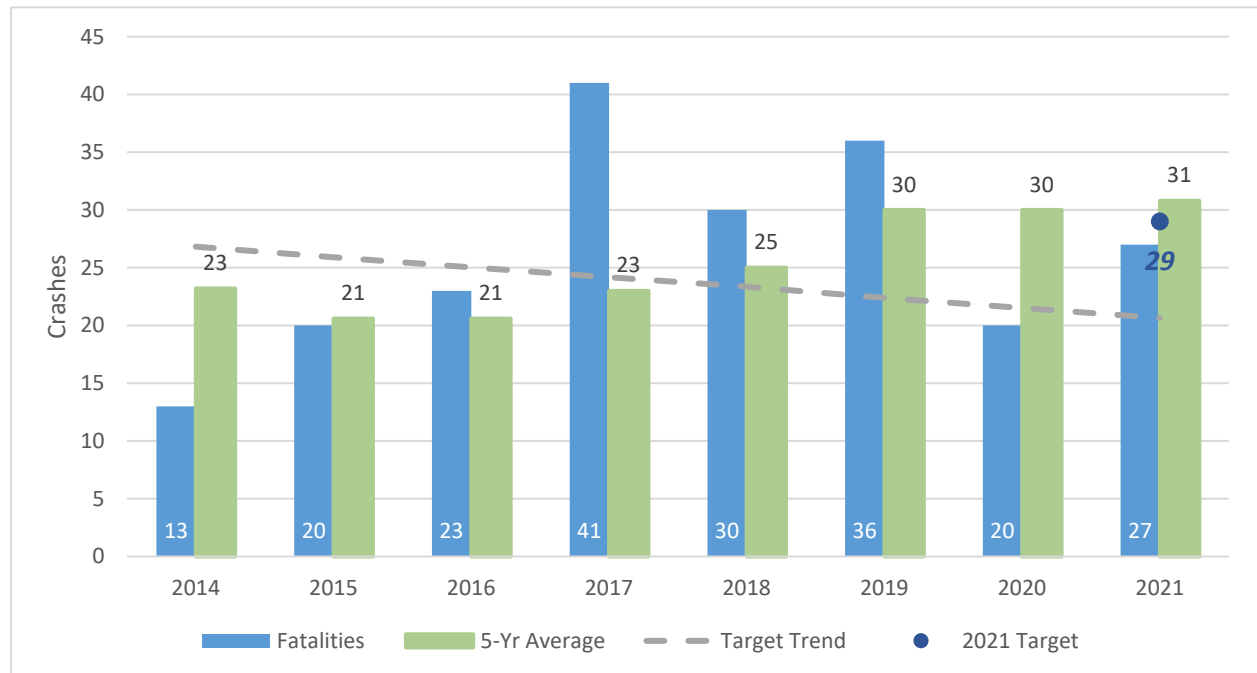
Note: Restraint usage restated to reflect all motor vehicle occupants except buses.

Figure 2.5 Fatalities Involving Driver or Motorcycle Operator ≥ 0.08 BAC (2014 Baseline to 2021)



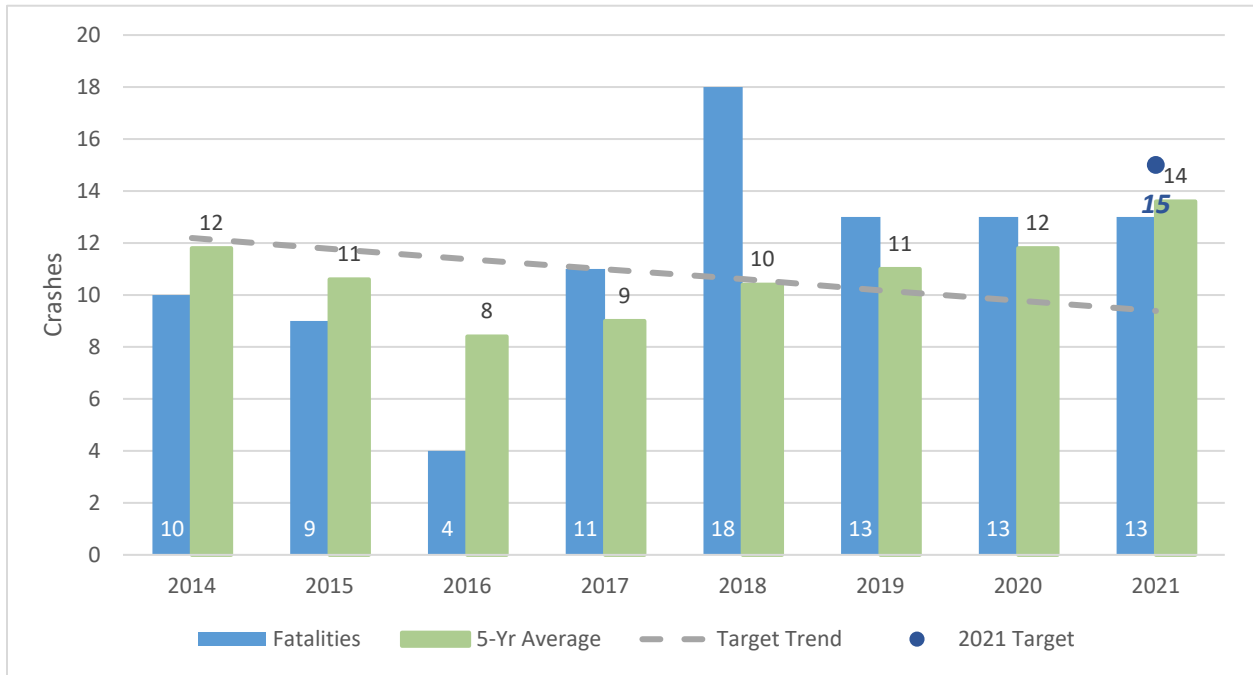
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021. NHTSA Imputed Data, 2021.

Figure 2.6 Speed-Related Fatalities (2014 Baseline to 2021)



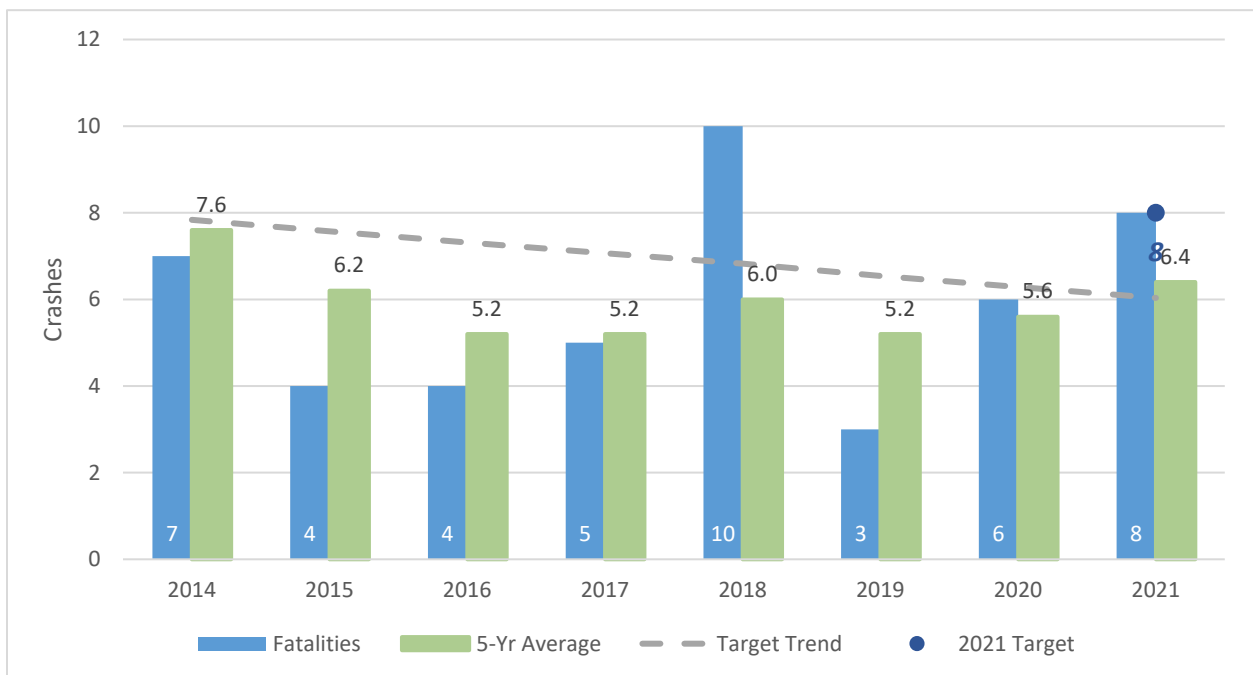
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

Figure 2.7 Number of Motorcyclist Fatalities (2014 Baseline to 2021)



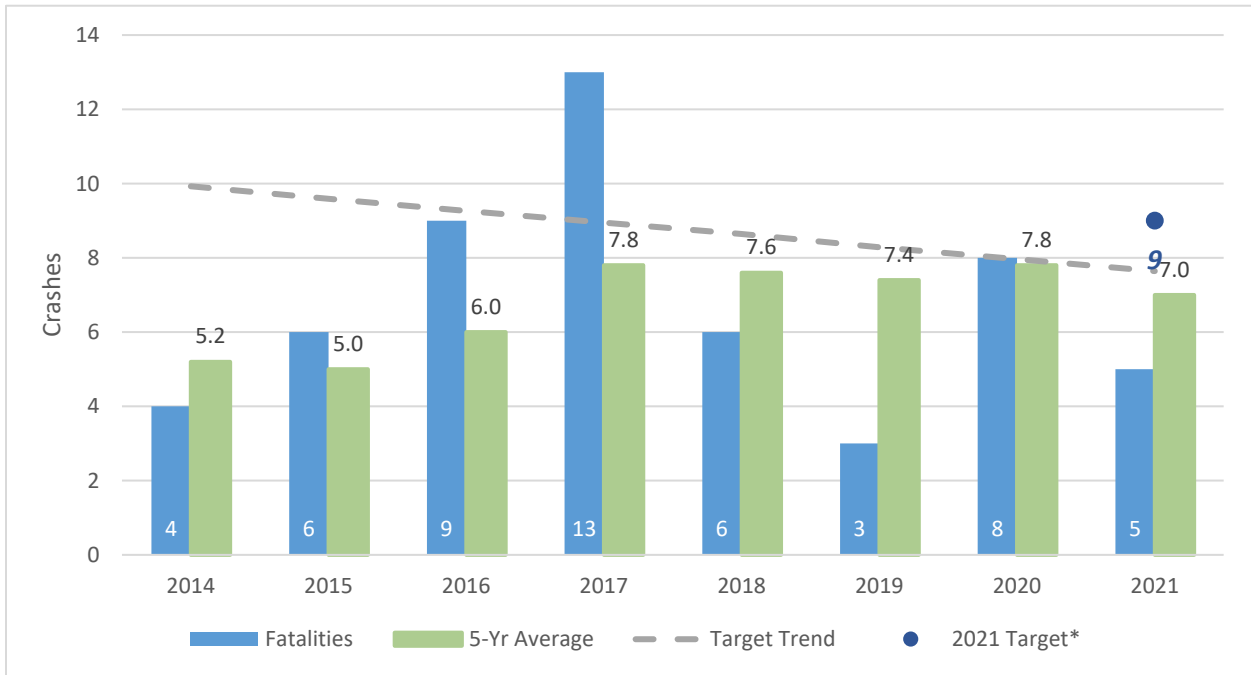
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

Figure 2.8 Unhelmeted Motorcycle Fatalities (2014 Baseline to 2021)



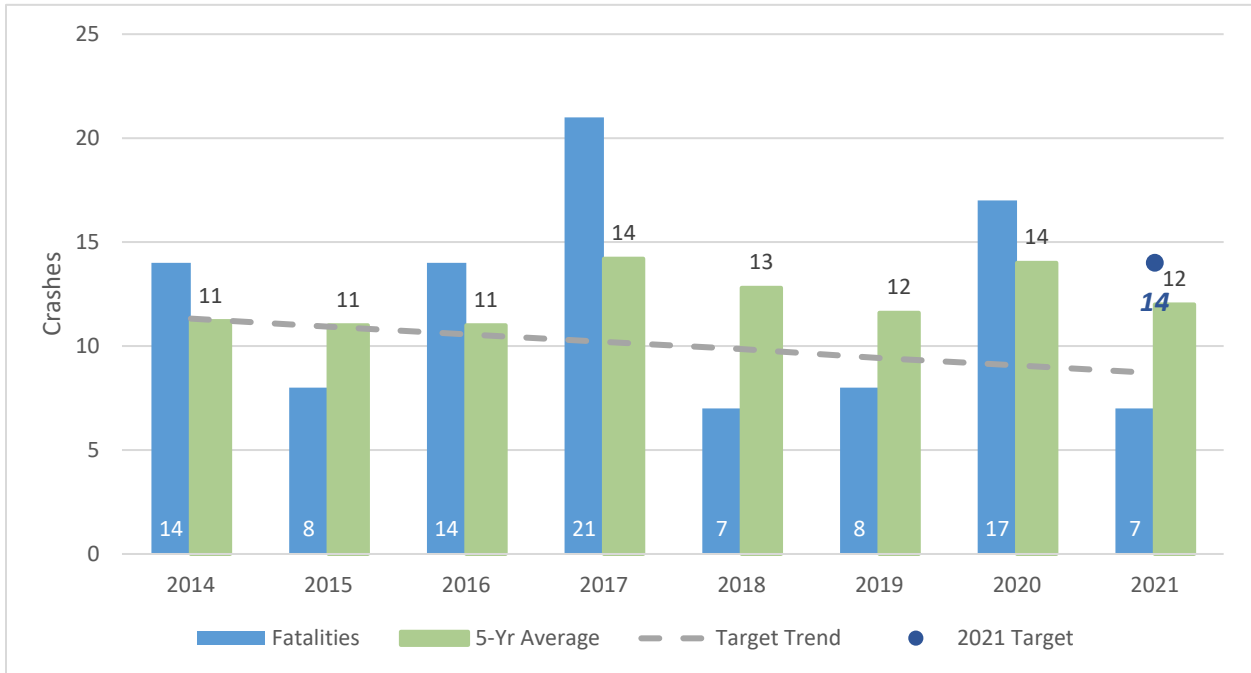
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes (2014 Baseline to 2021)



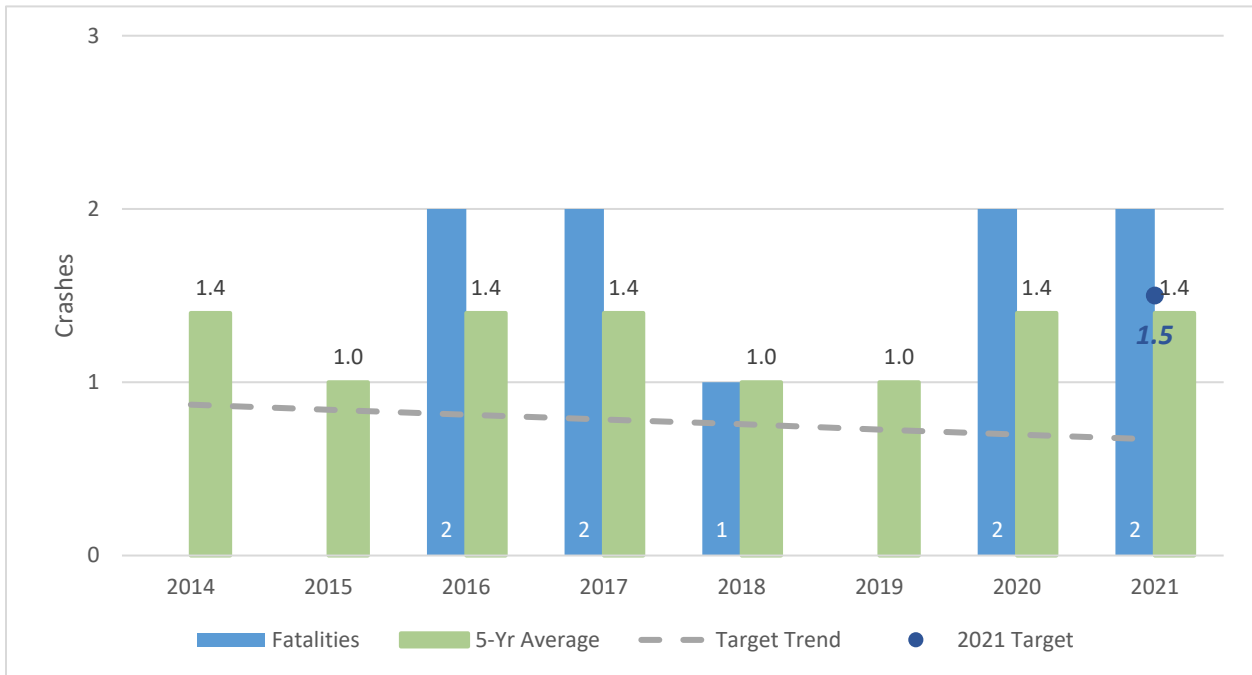
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

Figure 2.10 Pedestrian Fatalities (2014 Baseline to 2021)



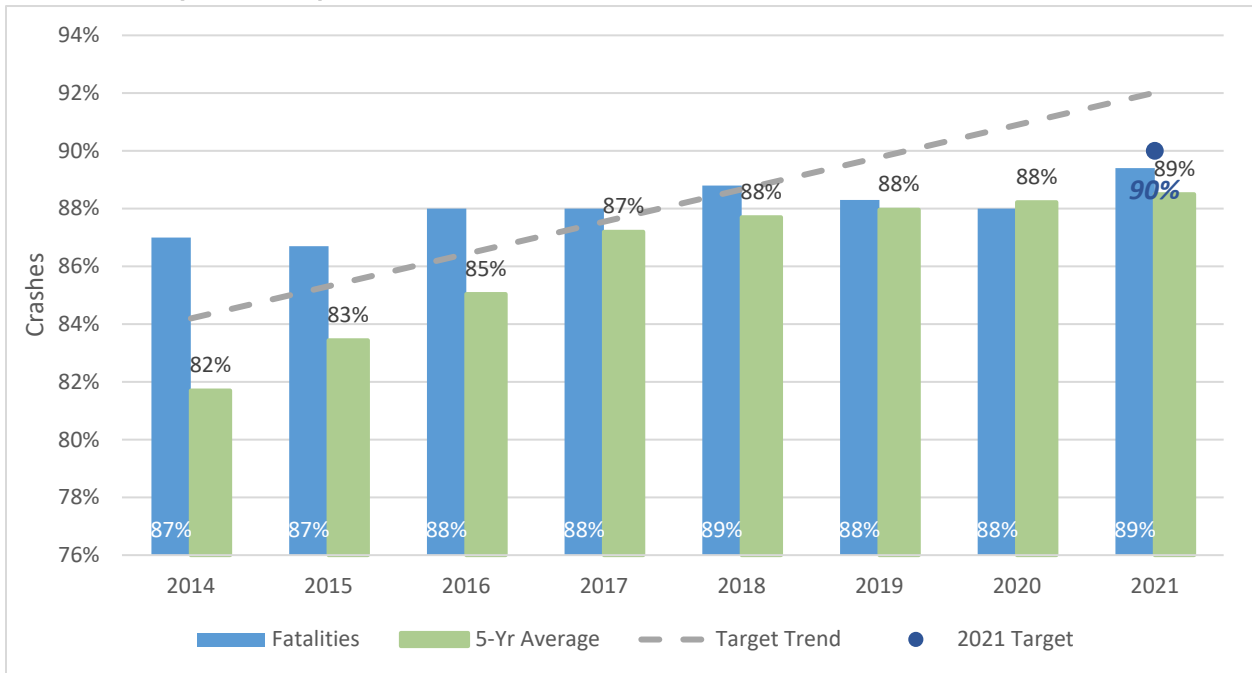
Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

Figure 2.11 Bicyclist Fatalities (2014 Baseline to 2021)



Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021. Missing bars indicate that no crashes occurred.

Figure 2.12 Percent Observed Belt Use for Passenger Vehicles (Front Seat Outboard Occupants (2014-2021))



Source: RIDOT/OHS, 2021 and FARS, 2021. 2020 and 2021 numbers as of December 23, 2021.

2.2 Target Summary & Analysis

Through the FFY 2021 Highway Safety Plan, OHS established several targets to help gauge the success and challenges of the various safety programs and initiatives.

Table 2.2 summarizes those safety targets, observed performance in 2021 and provides context for challenges or successes the State observed.

A key performance observation has been a recognition that fatalities have been on the rise in Rhode Island and more broadly at the national level. This led to a recognition that fatalities would trend up in many areas. While this is not a desirable outcome, early recognition of this oncoming trend provided the knowledge and motivation for the Office on Highway Safety and its partners to pivot and lean in to successful activities and programs. This resulted in a slower rate of fatalities in the second half of 2021 compared to early months of 2021.

Looking to 2022, the Office on Highway Safety and its partners continue to recognize the sustained higher fatalities compared to historic averages and hope to sustain the motivated and data-driven approach that may be helping to slow trends from 2020 and 2021.

Performance Measure Adjustments

For the upcoming Highway Safety Plan, the following adjustments will inform the approach to funding and taking on grant activities for the year FY 2023 to better support meeting these targets.

Speeding-related Fatalities

C-6: Speed fatalities, continue to be a challenge. On average approximately half of fatalities are speed related.

Narrative and adjustment:

To date 27 fatal crashes involved speed in 2021. Despite our continued speed safety educational campaign in FFY2020 and ongoing enforcement at the state and municipal levels speed remains a challenge.

For the FFY2023 HSP, activities beyond typical enforcement include our Community Speed Tools effort and continued expansion of the Citizens Community Outreach Program. The purpose of the Community Speed Tools activity is to generate data on speed issues for municipalities. This data can both immediately inform drivers and can be used by municipalities to better understand the challenge of speeding and better target countermeasures.

The Citizens Community Outreach program has been an OHS activity in past years. The program is being expanded to pair highway safety trained law enforcement officers with community leaders to create a wave of awareness and outreach that best supports the educational components included within the emphasis areas listed

with the annual HSP and the 5-year SHSP, including speeding. The program will reach a wider audience than past iterations.

Seat Belt Use

B-1: Achieving 90% seat belt use, continues to be a challenge. In 2021 Rhode Island did reach a highest recorded belt use rate of 89.3% but fell short of the 90% target.

State Target: Achieving 80% seat belt use among pickup truck drivers, continues to be a challenge. In 2021 Rhode Island did reach a highest recorded belt use rate of 79% but did fall short of the 80% target.

Narrative and adjustment:

To date 18 fatal crashes involved unrestrained occupants in 2021. Despite our continued educational and enforcement activities, unbelted fatalities have remained steady.

For our FFY2023 HSP, we have incorporated the recommendations and feedback from the February 2021 Occupant Protection NHTSA Assessment specifically improving messaging to reach Spanish-speaking communities and to better reach males age 18-34 years old. These adjustments are intended to support the general belt use target and the pickup truck driver specific target.

Traffic Records

State Target: Crash records linked to another traffic record. The process of improving links between data sources and streamlining efforts has been making ongoing progress. This was always anticipated to be a multi-year effort. Additionally, as new data sources continue to develop at state and municipal agencies around the state it is anticipated that the effort of linking data will continue to grow.

Narrative and adjustment:

For the FFY2023 HSP, development of the statewide records management system (RMS) will continue. Efforts will be guided by the 2020 TRCC STRAP Assessment. One of the current priorities is to develop a DUI tracking system to better understand the nature and extent of impaired driving in Rhode Island and make efforts toward reducing recitivism.

State Target: GIS records with no missing data elements (Signals). The RIDOT traffic signal database provides some geographic information about the infrastructure but not enough to proactively recommend countermeasures that could enhance safety at signalized locations.

Narrative and adjustment:

This effort was envisioned as a multiyear effort with approximately 50 intersections completed each year. 89.3% completion exceeds anticipated completion for a single year. Assuming that more data elements are not added to this effort, the project scoped for FFY 2023 would bring this target to 100% completion.

Table 2.2 FY2020 - FY2021 Target Summary

Performance Measure	Assessment of Results in Achieving Performance Targets for FY21 and FY20								
	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source/ Progress Results*	FY21 Target On-Track: Y/N*	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017-2021	69	FARS 65	Y	57	2016-2020	FARS 65	N
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	309	STATE 288	Y	348	2016-2020	STATE 323	Y
C-3) Fatalities/VMT	5 year	2017-2021	0.89	FARS 0.88	Y	0.72	2016-2020	FARS 0.84	N
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-2021	18	FARS 18	Y	15	2016-2020	FARS 17	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-2021	25	FARS 24	Y	21	2016-2020	FARS 26	Y
C-6) Speeding-Related Fatalities	5 year	2017-2021	29	FARS 31	N	24	2016-2020	FARS 30	N
C-7) Motorcyclist Fatalities (FARS)	5 year	2017-2021	15	FARS 14	Y	10	2016-2020	FARS 12	N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2017-2021	8	FARS 6	Y	5	2016-2020	FARS 6	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017-2021	9	FARS 7	Y	6	2016-2020	FARS 8	N
C-10) Pedestrian Fatalities	5 year	2017-2021	14	FARS 12	Y	12	2016-2020	FARS 14	N

Assessment of Results in Achieving Performance Targets for FY21 and FY20									
Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source/ Progress Results*	FY21 Target On-Track: Y/N*	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-11) Bicyclist Fatalities	5 year	2017-2021	2	FARS 1	Y	1	2016-2020	FARS 1	Y
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	90%	State survey 89%	N	90%	2020	State survey 88%	N
Performance Measures below were identified by the State based on historic fatality trends.									
Occupant Protection: Observed Safety Belt Use among Pickup Truck Drivers	Annual	2021	80%	State survey 79%	N	80%	2020	State survey 79% 2019	N
Traffic Records: Crash Records Linked to Another Traffic Record	Annual	2021	100%	8 TRSP	N	100%	2020	7 TRSP	N
Traffic Records: Percentage of Records with no missing elements - Signals	Annual	2021	100%	89.3%	N	100%	2020	62.5% TRSP	N
Distracted Driving: Percent who Never Talk on a Handheld Device while Driving	Annual	2021	50%	State survey 50.3%	Y	75%	2020	State survey, 55.2%	N
Pedestrians/Bicycles: Pedestrian Fatalities Testing Positive for Blood Alcohol	Annual	2021	1.7%	State N/D	-	1.7%	2020	State 9%	N

* Current year target tracking based on data up to December 23, 2021.
2020 and 2021 data are preliminary.
N/D Data not currently available.

3

Program Areas

The program performance targets and measures, and projects identified for the ten program areas addressed in the FFY 2021 HSP are described in this section.

3.1 Occupant Protection

Problem Statement

Lack of restraint use continues to be a significant contributing factor in Rhode Island's crash fatalities and serious injuries. Fatalities resulting from crashes where restraints were not used accounted for approximately 30 percent of the total fatalities in 2021. The number of unrestrained fatalities in 2021 decreased to 17 in conjunction with the spike in overall fatalities.

Performance Measures and Targets

Table 3.1 summarizes the occupant protection performance measures and targets identified in the 2021 HSP. The performance measures below show that a spike in unrestrained fatalities must result in identifying opportunities to increase awareness of restraint use and perceptions of being ticketed. Rhode Island will look to reinforce its awareness campaigns and enforcement efforts to help drive numbers toward improved performance.

Table 3.1 Occupant Protection Performance Measures

Performance Targets	Performance Update
Maintain the five-year average unrestrained occupant fatalities lower than 18 (2017 to 2021 average) by December 31, 2021.	Number of unrestrained occupant fatalities reduced slightly in 2021 in conjunction with overall fatalities. The resulted in a five-year average of 18.
Increase observed seat belt use from 88.6 percent in 2019 to 90 percent by 2021.	Statewide-observed safety belt use rate for front seat occupants in passenger vehicles in Rhode Island showed an observance rate of 89.4 percent.
Increase safety belt use among pickup truck drivers, as measured by observations, from 79.1 percent in 2019 to 80 percent in 2021.	Percent of pickup truck drivers observed using safety belts. In 2021, there was a 79 percent observance rate.

Planned Activities and Funding

The 2021 HSP identified 10 occupant protection projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. Table 3.2 lists the 10 projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Table 3.2 FFY2021 Occupant Protection

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402OP-21-02	Genesis OP for Diverse Families	\$24,030.00	\$24,174.50	Complete
402PM-21-01	Paid Media (OP)	\$200,000.00	\$198,636.30	Complete
402PM-21-02	Creative Media (OP)	\$100,000.00	\$0.00	State contract secured, continue to 2022
M2PE-21-01B	Paid Media (CPS)	\$20,000.00	\$0.00	Continue to 2022
M2HVE-21-04B	State Agencies (RISP) Rollover Simulator Demos	\$10,000.00	\$3,781.49	Complete
M2HVE-21-06B	Municipalities Child Passenger Safety	\$102,000.00	\$38,367.74	Complete
M2HVE-21-07B	RI Hospital Child Passenger Safety in Rhode Island	\$122,483.00	\$122,482.82	Complete
402OP-21-04	CIOT DMV Intercept Survey	\$23,600.00	\$23,600.00	Complete
402OP-21-05	CIOT DMV Observational Survey	\$76,000.00	\$62,400.00	Complete
402OP-21-11	Municipal Fire Crash Extraction Equipment	\$50,000.00 (402OP)	\$22,126.00	Complete
FDLSP-21-03		\$100,000.00(405D)	\$22,126.00	
M8EM-21-01		\$50,000.00(405E)	\$22,126.00	
402PT-21-15		\$50,000.00(402PT)	\$22,126.00	

Project Descriptions

In FFY 2021 OHS pursued ten distracted driving projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 402OP-21-02: Genesis OP for Diverse Families**Subrecipient:** The Genesis Center

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402OP	\$ 24,174.50	\$24,174.50	Complete

Description:

OHS will fund the implementation of outreach and education events within the Providence community with a multilingual staff on the proper use of seat belts and child restraints. They can reach a diverse and disadvantaged community of all age levels and will provide car seats to families that have shown the need. The program will look to increase seat belt and child restraint use by the community members, many of which are recent immigrants who are not aware of the laws. The program will also work with Law Enforcement to provide training and demonstrations to this community.

Performance:

Genesis center was founded in 1982 to assist refugees from Southeast Asia who were settling in Providence's West End. Decades later they have expanded to serve students and families from around the world envisioning a society where all people have equality of opportunity to realize their full potential. The Genesis center's mission is to provide the highest quality education, job training, and support services to people of diverse cultures so that they may achieve economic independence and participate fully in society.

Genesis center has a NHTSA-funded occupant protection safety grant through the Office on Highway Safety. Their objective is to conduct community outreach in an attempt to increase the usage of occupant protection devices among linguistically and ethnically diverse residents who may not understand or receive Department of Transportation messaging through other outreach methods. This population also may lack knowledge of automobile safety and legislation in the United States.

In FY21 the Genesis center provided 27 car seats and 10 booster seats to underprivileged families. Genesis also broadcasts their occupant protection message on it's social media platform helping to get the message to its customer base. Numerous handouts were provided to the community as well. Presentations were also given to audiences on 14 different occasions to spread their safety message. Pre- and post-surveys showed that occupant protection usage by their customer base increased 16% during FY21.

NHTSA 402PM-21-01: Paid Media (OP)**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PM	\$200,000.00	\$198,636.30	Complete

Description:

OHS will develop and implement a statewide paid and earned media campaign for the CIOT campaigns scheduled for November 2020, March 2021, May 2021, and September 2021. The target audience will be 16- to 34-year old males. Media materials will be produced in both English and Spanish with the venues chosen based on market data for each audience.

Performance:

Please see submitted media report.

NHTSA 402PM-21-02: Creative Media (OP)

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PM	\$0.00	\$0.00	We will attempt to do this in FFY 2022.

Description:

OHS will contract with a State of RI-approved media consultant to create and produce a major occupant restraint campaign. Our primary target market will be males 16-34 years old, with rural drivers as a secondary audience. OHS has long believed OHS messaging needs to be localized to RI's uniqueness. Pickup truck drivers (majority located in rural sections of state) remain high in unbelted usage. rates. Our consultant will target that area using media components that attract that population. We will use Texas DOT "Buckle Up in Your Truck" campaign as a starting point for our creative media campaign and customize to resonate with the unique demographics and characteristics of RI to reach these audiences. Focus groups will be conducted to determine the best creative direction.

Performance:

We were unable to secure and process procurement for this project in FFY 2021 but it is under contract in FFY 2022.

NHTSA M2PE-21-01B: Paid Media (CPS)

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405b	\$20,000.00	\$0.00	We will attempt to do this in FFY 2022.

Description:

OHS will inform the public via paid media of all the steps of child restraints, including infant seats, convertible seats, forward-facing seats, booster seats, and safety belts. The media buy is expected to cover on-line/web/Internet and "out of home" (billboard/bus) with the target market of parents and caregivers, with emphasis on women between 18 and 40. The media buy will coincide with National Child Passenger Safety Week. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.

Performance:

We were unable to secure a state-approved RFP due to the pandemic. We will attempt to do this in FFY 2022.

NHTSA M2HVE-21-04B: State Agencies (RISP) Rollover Simulator Demonstrations**Subrecipient:** State Agencies

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405b	\$10,000.00	\$3,781.49	Complete

Description:

OHS will work with RISP to promote and conduct Rollover Simulator demonstrations in as many locations as possible (with a warranted size audience). For each demonstration, two persons are required to operate the Simulator. Wherever possible, one RISP officer and an OHS Program Coordinator (one has been trained for these demonstrations) will attend the event. If a program Coordinator is not available, OHS will fund two RISP officers for the event. These demonstrations present a graphic depiction, without the risk on human life, of the consequences of not properly wearing a safety belt while inside a motor vehicle. For each detail – two Troopers are assigned, No exceptions. The Planning and Research Unit requires one Rollover Check Sheet be completed for each detail by assigned Troopers. This check sheet includes mechanic/operative checks before, during, and after the event. These steps are clearly labeled to ensure proper care and maintenance of the simulator.

Performance:

The Rollover Simulator, housed and utilized by the Rhode Island State Police, was able to hold more demonstrations during the 2021 Federal Fiscal Year with COVID 19 precautions and restrictions somewhat less than 2020. A total of seven demonstrations were held at various safety events during the warmer FFY21 months. The Office on Highway Safety looks forward to the RISP using this incredible piece of educational safety equipment even more during FFY2022.

NHTSA M2HVE-21-06B: Municipalities Child Passenger Safety**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405B	\$102,000.00	\$38,367.74	Complete

Description:

OHS will fund implementation of qualified personnel (nationally certified CPSTs) to conduct CPS checks on an appointment basis.

Performance:

Rhode Island Law Enforcement municipalities continued their work across the state in Child Passenger Safety during the 2021 Federal Fiscal Year. With COVID19 precautions and restrictions less than they were in FFY2020, more child seat checks and events were able to happen during the FFY2021 year. During grant funded patrols, a total of 973 hours were spent checking or installing a total of 1,115 child safety seats by CPST's during 2021. The Office on Highway Safety looks forward to partnering with Rhode Island Law Enforcement municipalities again in FFY2022 to continue making sure infants and children are safely secured in vehicles while on Rhode Island roadways.

NHTSA M2HVE-21-07B: RI Hospital Child Passenger Safety in Rhode Island**Subrecipient:** RI Hospital

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405B	\$122,483.00	\$122,482.82	Complete

Description:

The Injury Prevention Center at Rhode Island Hospital has housed Safe Kids RI since 2008. Safe Kids RI is the agency that certifies Child Passenger Safety Technicians across the state of Rhode Island. In this role the IPC also assumed responsibility for all CPS training activities in the state of Rhode Island. They hold CPST certification classes, and renewal classes each year. They have certified over 400 individuals as CPSTs. The IPC has also served as the central resource for technicians to maintain their certification. They organize updates for technicians, so they can earn the continuing education credits (CEUs) needed for renewing their certifications. Representing children and young families across Rhode Island, Safe Kids RI helps represent, and educate families on the proper use of Child Passenger Seats to prevent injury and misuse across the state. In FY20, Safe Kids RI is planning an evaluation of all the child passenger safety inspection stations in Rhode Island to ensure that each location is educating families with the most up to date information regarding Child Passenger safety and to ensure that child seat checks are being conducted properly and safely.

Performance:

Safe Kids RI housed in the Injury Prevention Center at Rhode Island Hospital continued its dedicated work in Child Passenger Safety during FFY2021. Their program at the Injury Prevention Center is the Office on Highway Safety's central resource for all that goes into the Child Passenger Safety program in Rhode Island. Safe Kids RI was able to hold a total of 4 classes for a total of 40 attendees in FY2021. Due to COVID-19 the emphasis remained on virtual resources, providing virtual education and car seat checks. A total of 492 car seats were distributed and 323 car seats checked.

NHTSA 402OP-21-04: CIOT DMV Intercept Survey**Subrecipient:** Preusser Research Group

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402OP	\$23,600.00	\$23,600.00	Complete

Description:

In 2020 the OHS opted instead to implement a smaller telephone survey for impaired driving and conduct a nighttime seatbelt use study that will prove to be a useful tool in the coming years to determine where and when non-belt use happens. In 2021, with restrictions and dangers from the pandemic hopefully subsiding, regular observational daytime seatbelt surveys will re-commence to get the state of Rhode Island's belt usage rate. As usual the OHS hopes for 100% compliance but has been and will continue to try to reach 90% in 2021. The survey will be revised to better understand the demographics of those individuals that do not recognize the CIOT slogan. This will allow OHS to better target media and campaign efforts in terms of communication medium, target audience, and funding required.

Performance:

Preusser Research Group continued to be a strong partner in Rhode Islands Occupant Protection Efforts during the 2021 Federal Fiscal Year. While Preusser has been historically contracted by the Office on

Highway Safety to conduct the Statewide Observational and Attitudinal Seatbelt Surveys that determine the State’s yearly seatbelt usage rate, COVID changed Preusser’s 2021 scope of work.

A new awareness survey (web and telephone) was conducted in July/August 2020 and 2021 by OpinionAmerica Group, an experienced survey company who works regularly with Preusser Research Group, Inc., the Office on Highway Safety evaluation contractor. Questions included both RI-specific survey questions that are typically distributed at local DMV offices and additional NHTSA/GHSA Workgroup recommended questions. The purpose of this data collection was to assess the Rhode Island public awareness of key highway safety campaigns. Data were collected from approximately 500 telephone respondents each year (500 in 2020, 501 in 2021). Section 4 of this document provides detailed survey results.

NHTSA 402OP-21-05: CIOT Observational Surveys

Subrecipient: Preusser Research Group

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$76,000.00	\$62,400.00	Complete

Description:

OHS will conduct the annual “Mini-Pre” paid and earned media and enforcement observational safety belt use survey in May and the full observational safety belt survey following the enforcement period in June, according to NHTSA regulations.

Performance:

The 2021 statewide seat belt use rate for Rhode Island is 89.4 percent for drivers and passengers combined. The Rhode Island statewide belt use rates have fluctuated over time yet have shown an overall upward trend in belt use from a low of 72.0 percent in 2008 to 89.4 percent this year. Section 4 of this document provides detailed survey results.

NHTSA 402OP-21-11/FDLSP-21-03/M8EM-21-01/402PT-21-15: Municipal Fire Crash Extraction Equipment

Subrecipient: Municipal Fire/EMS Departments

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402OP	\$50,000.00	\$22,126.00	Complete
Section 405D	\$100,000.00	\$22,126.00	
Section 405E(flex)	\$50,000.00	\$22,126.00	
Section 402PT	\$50,000.00	\$22,126.00	

Description:

OHS will fund Municipal Fire and EMS departments for crash extraction equipment to have the most comprehensive set of tools for crash extraction.

Performance:

Equipment was purchased and used in conjunction with educational programs when community audiences were available, and safety could be guaranteed. This was another COVID year so large community gatherings were limited.

3.2 Traffic Records

Problem Statement

The traffic records system allows for collection and reporting of data elements necessary for problem identification, problem analysis, and countermeasure evaluation in all areas of traffic safety in the State. Some of the identified issues, include lack of data integration, flawed injury data, lack of serious injury data for speed-related crashes, lack of roadway/roadside inventory data, incomplete toxicology reports for impaired driving, lack of data on contributing factors in run-off-road fatalities, and low numbers for distracted driving crashes. Rhode Island has achieved success with maintain crash records with no errors in critical data elements at a rate of over 99 percent.

Crash data integration with other databases remains a long-term target as linking to other datasets such as trauma and crime can provide analytical benefits, however, these efforts still remain at the starting point. Rhode Island plans to look for opportunities to invest in technology, training, and partnerships to help achieve targets for data integration and improve location information.

Performance Measures and Targets

Table 3.3 summarizes the traffic records performance measures and targets identified in the 2021 HSP.

Table 3.3 Traffic Record Performance Measures

Performance Targets	Performance Update
Increase the percentage of crash records successfully linked to another traffic records database to 100 percent for each pursued data-linking project.	In FY 2021 the number linked of crash record information systems increased from 7 to 8 systems.
Increase the percentage of crash records with no missing critical elements to 100 percent for each pursued data completeness project.	Traffic Signal data completeness increased from 62.5% to 89.3% in 2021.

Planned Activities and Funding

The 2021 HSP identified nine traffic records projects to address the above performance measures and make progress towards the targets. **Table 3.4** lists the nine projects, including Funds Approved to each project, and the project status.

Table 3.4 FFY2021 Traffic Records

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
M3DA-21-01C	Crash MMUCC Revisions	\$300,000.00	\$0.00	Funds Deobligated
M3DA-21-02C	RIDOT OHS Crash Form Training	\$75,000.00	\$0.00	Continue to 2022
M3DA-21-03C	State Agency (Health) & EMS Maintenance Contract Fee	\$59,000.00	\$56,956.54	Complete
M3DA-21-04C	TRCC Support	\$50,000.00	\$53,313,.13	Complete
M3DA-21-05C	MIRE Data Enhancements	\$100,000.00	\$97,685.01	Complete
F1906-21-01	CCPRA Intuitive Public Access of Traffic Stop Data	\$100,000.00	\$0.00	Incomplete due to policy not being extended
F1906-21-02	Data Analysis	\$100,000.00	\$12,258.02	Terminated
F1906-21-03	CCPRA Data Sharing Educational Forum Debrief	\$100,000.00	\$0.00	Incomplete due to policy not being extended
164AL-21-11 M8TR-21-01	Statewide Traffic Records System (RMS)	\$1,600,000.00 (164AL) \$1,000,000.00 (405E flex)	\$0.00 (164AL) \$0.00 (405E flex)	Continue the program into FFY 2022

Project Descriptions

Traffic records and crash data are valuable in the process of identifying and programming safety activities in Rhode Island. In FFY 2021 OHS pursued nine traffic records projects to help meet the performance targets, however, some were not completed as described below.

The following are descriptions of the traffic records projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA M3DA-21-01C: Crash MMUCC Revisions**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405c	\$300,000.00	\$0.00	Funds deobligated

Description:

Rhode Island is not poised to begin a statewide Crash report and MMUCC revision project, but the Providence Police Department has agreed to be the first pilot program to begin the process. As one of our largest departments, Providence will position our data revisions to have a stronger outcome statewide. An outside contractor will lead the process of creating new forms and modules that will mirror data criteria with MMUCC 5. The new modules will also enhance our efforts to collect additional crash data and change the serious injury input form within the crash report. We will create a data bank to store the new information. It is not our intent to use the new data in the coming year. Instead we will use the pilot as the beginning of our necessary MMUCC and crash revisions and associated training needs to meet federal standards. The Rhode Island Uniform Crash Report will be revised to include new fields and make the crash report consistent with the latest version of the MMUCC. Additional fields for consideration are mile marker identification (to provide crash location accuracy) and a "lane departure" checkbox.

OHS will also purchase various training materials to support the MMUCC Crash reporting project. With the requirement to change our serious injury data input form we will need to enhance our law enforcement training efforts to explain what we need officers to do to assure our federal reporting requirements. In conjunction with training law enforcement of the updates to MMUCC reporting requirements, the OHS will purchase various training materials through an approved vendor. This will include handouts, brochures and dash cards for police vehicles as a quick reference guide for data input.

Performance:

This project did not take place due to limitations with the PPD as well as time constraints passed along via COVID. We deobligated these funds.

NHTSA M3DA-21-02C: RIDOT OHS Crash Form Training**Subrecipient:** RIDOT OHS

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405c	\$75,000.00	\$0.00	Continue to 2022

Description:

OHS will conduct training for the updates to the crash report based on MMUCC requirements. This will include training and presentations to all law enforcement which can include PowerPoint or web-based training and handouts or brochures. Dash cards will be made to give to the departments to place into police cruisers as a quick reference for officers completing crash reports.

Performance:

This project did not take place due to staff changes in the OHS and limited input was available. We have reached to appropriate partners to assist with these efforts in FFY 2022. We are also waiting for permission from the RISP and Police Chiefs which state policy mandates.

NHTSA M3DA-21-03C: State Agency (Health) & EMS Maintenance Contract Fee**Subrecipient:** EMS Departments

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405c	\$59,000.00	\$56,956.54	Complete

Description:

NHTSA funds will support the Rhode Island Emergency Medical Services Information System (RI-EMSIS), specifically to defray the cost for the state's vendor ImageTrend to host and maintain the system. Since its implementation in 2012, the Center for Emergency Medical Services (CEMS) has collected 734,881 electronic run reports, including 22,800 related to incidents involving motor vehicles and pedestrians.

Performance:

The Center for Emergency Medical Services (CEMS) requires all licensed agencies to submit data electronically to the Rhode Island Emergency Medical Services Information System (RIEMSIS), which is managed by the state's software vendor ImageTrend. The awarded grant funds allowed for continuation of services provided by ImageTrend, including technical support, data storage on a secure cloud-based server, data collection tools, and an automatic data feed that imports patient care reports from EMS agencies to the state in near-real time. The grant funds were successful in supporting not only the routine collection of EMS patient care report (PCR) data, but information sharing among key stakeholders, analytics, and syndromic surveillance of multiple health conditions as well. EMS records that successfully pass data validation enter the RIEMSIS data repository and are subsequently exported through a live data feed to external endpoints, including the National EMS Information System (NEMSIS), CurrentCare, the state's health information exchange, and biospatial.

The purchase of the ImageTrend software specifically facilitated uninterrupted data collection of NEMSIS standardized fields measuring pre-hospital assessment and care of patients involved in motor vehicle crashes (MVC). Using data supplied by the ImageTrend application programming interface (API), the Biospatial endpoint uses a machine learning algorithm to identify EMS MVC-related incidents and categorizes them based on severity. Between October 1, 2020 and September 30, 2021, the biospatial platform reported that EMS responded to 6,183 MVC-related calls. Based on EMS providers' assessment documented in the PCR, patients' injury severity was classified as "Unknown," "Non-Severe," "Severe," "Likely Fatal" and "Fatal."

Appendix A provides a detailed report of the findings for this analysis.

NHTSA M3DA-21-04C: TRCC Support**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405c	\$53,313.13	\$53,313.13	Complete

Description:

This project provides funds to assist with the support of regularly scheduled TRCC meetings, including minutes of such meetings, as well as the development of the annual Traffic Records Strategic Plan. The support will also include the creation of any interim progress reports required or requested.

Performance:

We remain in a data collection and reporting mode regarding this project. The consultants completed their scope of work for FFY 2021.

NHTSA M3DA-21-05C: MIRE Data Enhancements**Subrecipient:** Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405c	\$100,000.00	\$97,685.01	Complete

Description:

This project will fund the collection of additional MIRE safety data elements to support systemic safety improvements for the speeding, intersection and vulnerable road user emphasis areas. Data collected will impact the completeness attribute. The data collected will be used to increase/adjust clearance timing for pedestrians and vehicles. It is anticipated that up to 100 intersections will be inventoried and adjusted as part of this project. The funds allocated to this project will be used for the data collection effort, including an inventory of up to 100 signalized intersections. Data elements collected include traffic counts (vehicular and pedestrian), free flow vehicles speeds, crosswalk distances, and current signal phasing and timing. Post-processing of data into the MIRE database is also included.

Performance:

NHTSA funds will supported the partial collection of timings information for a portion of the State-owned intersection signals. The data collection will obtain the vehicle speeds, traffic phasing, intersection widths, and the pedestrian timing within the signal cabinets.

The project intends to address the State Highway Strategic Highway Safety Plan emphasis areas of pedestrian-involved and intersection-related crashes. Improving the State's completeness of signal timing information will allow the State's engineers to accurately calculate the formulas for the intersection to perform timing changes. The goal is to create the proper amount of time for pedestrians to cross the intersection and mitigate pedestrian and red-light running crashes. The funding will address approximately 50 intersections.

This project increased the data completeness for traffic signal data records to 89.3%. While data completeness has not yet reached the target of 100% The project has exceeded the 50 intersections anticipated for FFY 2021 funding.

NHTSA F1906-21-01: CCPRA Intuitive Public Access of Traffic Stop Data**Subrecipient:** Central Connecticut State University

Funding Source	Funds Granted	Funds Expended	Project Status
Section 1906	\$100,000.00	\$0.00	Incomplete due to policy not being extended

Description:

CCSU will create a public repository for traffic stop data from 2016 to 2019. The public repository would include the ability to download data, intuitively summarize data, provide enhanced analytical visualizations, and data stories. The public site could be modeled after the site built in Connecticut: <http://trafficstops.ctdata.org/> [trafficstops.ctdata.org].

This would provide a higher level of transparency to the data collected from all law enforcement agencies in Rhode Island during the study period. Currently, only the raw data and reports are available. This tool will ease access to a more understandable format for civilians and community groups alike.

Performance:

This program was not completed due to staff shortages, time limitations, and lack of statewide direction. This funding was for the completion of the fourth and final report (due to a statute sunset provision) of Rhode Island’s traffic stop data analysis by the Institute for Municipal and Regional Policy (IMRP) at Central Connecticut State University (CCSU) as it related to the CCPRA.

The report presents the results from an annual analysis of approximately 243,000 traffic stops conducted between January 1, 2019 and December 31, 2019. It also presents a three-year aggregate analysis of the approximately 744,000 traffic stops conducted between January 1, 2017 to December 31, 2019. This report is available on the RIDOT OHS website.

NHTSA F1906-21-02: Data Analysis

Subrecipient: RISP

Funding Source	Funds Granted	Funds Expended	Project Status
Section 1906	\$100,000.00	\$12,258.02	Terminated

Description:

Create a reporting system, maintain information technology requirements, and service all Rhode Island law enforcement agencies in their mandate to collect data sets included within Rhode Island’s CCPRA statute.

Performance:

This project ended in the second quarter of FFY 2021. It was terminated due to state policy changes that were not able to be addressed in the last legislative session. It is expected to be revived in FFY 2022.

NHTSA F1906-21-03: CCPRA Data Sharing Educational Forum Debrief

Subrecipient: RISP

Funding Source	Funds Granted	Funds Expended	Project Status
Section 1906	\$100,000.00	\$0.00	Incomplete due to policy not being extended

Description:

OHS along with CCSU, law enforcement and community groups will conduct a Forums sharing data (2016-2019) and data analytics as well as provide education and outreach on the importance of reducing the impact of implicit bias within traffic stop data. Being open to all, it is expected that up to 100 stakeholders would attend with the potential for more based on the venue’s capacity.

These events will focus on the data collected from RI law enforcement agencies between 2016-2019 and the analysis conducted by CCSU. This will provide the opportunity to continue a dialogue with all stakeholders on potential impacts to data collection services, methods and training enhancements.

Performance:

The CCPRA statute was unable to be changed and/or enhanced in the FFY 2021 legislative session. It is expected to be discussed as a priority during the 2022 session.

NHTSA 164AL-21-11/M8TR-21-01: Statewide Traffic Records System (RMS)

Subrecipient: RISP

Funding Source	Funds Expended	Funds Approved	Project Status
Section 164AL	\$1,600,000.00	\$0.00 (164AL)	Continue the program into FFY 2022
Section 405E	(164AL) \$1,000,000.00 (405E flex)	\$0.00 (405E Flex)	

Description:

Continue with the implementation of a Statewide Records Management, Traffic Records, and Computer Aided Dispatch System (RMS/CAD). The project will consolidate all Rhode Island law enforcement agencies onto a single RMS/CAD platform. Updating the system will allow police departments to contribute and receive information from one central records management system.

Performance:

Due to changes made during the past legislative session and State Administration (new Governor etc) changes, this program will continue into FFY 2022 under the supervision of the RI State Police.

3.3 Impaired Driving

Problem Statement

The 2021 HSP stated that alcohol impaired driving comprised a large share of the State's crash fatalities in recent years. Based on NHTSA imputed numbers in the past few years, almost 40 percent of Rhode Island's fatalities involved a driver or motorcycle rider with blood alcohol concentration (BAC) of 0.08 or above. Rhode Island plans to conduct continued targeted enforcement as well as targeted outreach campaigns to reinforce responsible driving behavior.

Performance Measures and Targets

Table 3.5 summarizes the impaired driving performance measures and targets identified in the 2021 HSP.

Table 3.5 Impaired Driving Performance Measures

Performance Targets	Performance Update
Maintain the five-year average impaired driving fatalities below 25 (2017 to 2021 average) by December 31, 2021.	Number of impairment-related fatalities reduced slightly in 2021 in conjunction with overall fatalities. The resulted in a five-year average of 24.

Planned Activities and Funding

The 2021 HSP included 13 impaired driving projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.6** contains a list of the 13 projects, Funds Approved to each project, and the project status.

Table 3.6 FFY2021 Impaired Driving

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
164AL-21-05	Preusser Research Group – Alcohol Survey	\$15,000.00	\$12,900.00	Complete
164AL-21-06	Alcohol Program Resources	\$25,000.00	\$0.00	To be discussed within the new mid range DUI council in FFY 2022
164AL-21-07	Alcohol Training Video	\$50,000.00	\$0.00	Continue to 2022
164AL-21-13 402OP-21-07 402PT-21-08 402DD-21-08 FHLE-21-05H	VMS Message Boards	\$100,000.00 (164AL) \$56,000.00 (402OP) \$56,000.00 (402PT) \$56,000.00 (402DD) \$70,000.00 (405H)	\$15,951.00 (164AL) \$15,951.00 (402OP) \$15,951.00 (402PT) \$15,950.75 (402DD) \$3,200.00 (405H)	Complete
164PM-21-01	Paid Media (AL)	\$500,000.00	\$496,965.32	Complete
164PM-21-02	Creative Media (AL)	\$250,000.00	\$386,360.97	Complete
164PM-21-05	Newport Gulls Sports Marketing Sponsorship	\$2,240.00	\$5,600.00	Complete
FDLPEM-21-01D	PSE Sports & Entertainment Marketing Sponsorship	\$13,000.00	\$8,000.00	Complete
FDLBAC-21-01	Providence Impaired Driving – BAT Mobile	\$15,000.00	\$48,196.67	Complete
FDLBAC-21-02 164AL-21-08	State Agencies (Health) Traffic Safety Resource Forensics Tox. (TSRFT)	\$138,000.00 \$213,000.00	\$111,713.60 (405D) \$187,809.36 (164)	Complete
FDLCS-21-01D	State Agencies (AG) – Traffic Safety Resource Prosecutor	\$200,000.00	\$183,326.26	Complete
M6OT-21-01D	Municipalities SFST Trainer	\$40,000.00	\$3,792.45	Continue to 2022
FDLDATR-21-06	State Agencies (RISP) Impaired Driving Training	\$150,481.00	\$132,943.55	Complete

Project Descriptions

The following are descriptions of the impaired driving projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 164AL-21-05: Preusser Research Group – Alcohol Survey

Subrecipient: Preusser Research Group

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$15,000.00	\$12,900.00	Complete

Description:

The Office on Highway Safety will facilitate a survey, targeting the general public, which will effectively gauge the level of risk which people perceive while utilizing the roadways within the State. This survey will be created utilizing a scientific approach by a reputable corporation experienced in polling and conducting surveys. This survey will help the Office on Highway Safety in planning a strategic plan to address the public's perception and alleviate any fears or concerns which are not based upon data or statistics.

Performance:

The Office on Highway Safety completed the alcohol survey, with results shown in Section 4 of this report.

NHTSA 164AL-21-06: Alcohol Program Resources

Subrecipient: Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$25,000.00	\$0.00	Continue to 2022

Description:

OHS planned to develop, maintain, and disseminate appropriate resource and educational materials for use by local and state programs addressing "DSOGPO" and underage alcohol use with regards to dangerous driving behaviors.

Performance:

This program was not completed in FFY 2021 but will be part of the tasks created by RI's new mid-range DUI Council in FFY 2022.

NHTSA 164AL-21-07: Alcohol Training Video**Subrecipient:** Dept. of Behavioral Healthcare, Developmental Disabilities and Hospitals

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$50,000.00	\$0.00	Continue to 2022

Description:

OHS will create an RFP for the professional production of a training video regarding the effectiveness of the three tests currently used in the Standardized Field Sobriety Testing battery, Horizontal gaze nystagmus, Walk and Turn, One Leg stand. This training video will be utilized for recruit level training at the local law enforcement training academies to assist them in understanding how and why NHTSA's Standardized Field Sobriety Testing process is so effective at identifying persons who are suspected of operating a motor vehicle while under the influence of alcohol. In addition to recruit training this production is also intended to be an educational tool which will be utilized at training held for prosecutors and judges. Rhode Island does not have any caselaw which grants judicial notice to the effectiveness of the Horizontal Gaze Nystagmus test, which is the most accurate test at identifying persons operating under the influence of alcohol. This production is intended to help spread the message regarding the effectiveness of the Field Sobriety tests and hopefully assist with getting the message out on the effectiveness of these tests. Increasing awareness on the effectiveness of the tests will then hopefully lead to better prosecutions by prosecutors and judges who grasp the concepts behind the effectiveness of the three tests.

During COVID 19 there was a challenge with training Municipal law enforcement recruits since social distancing was required. We will design a video which includes an aspect of the SFST training directed toward recruit trainees.

Performance:

This RFP was created but we received too few bids so will be continued into FFY 2022.

NHTSA 164AL-21-13/402OP-21-07/402PT-21-08/402DD-21-08/FHLE-21-05H: VMS Message Boards**Subrecipient:** All Traffic Solutions

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$100,000.00 (164AL)	\$15,951.00 (164AL)	Complete
Section 402OP	\$56,000.00 (402OP)	\$15,951.00 (402OP)	
Section 402PT	\$56,000.00 (402PT)	\$15,951.00 (402PT)	
Section 402DD	\$56,000.00 (402DD)	\$15,950.75 (402DD)	
Section 405H	\$70,000.00 (405H)	\$3,200.00 (405H)	

Description:

Portable Variable Message Boards to display the "Drive Sober or Get Pulled Over" or other High Visibility of DUI laws messages for law enforcement agencies to be used as part of the two national "Drive Sober or Get Pulled Over" impaired driving crackdowns as well as for monthly sustained enforcement as part of the HVE program funded by OHS with NHTSA monies. 10 cities/towns will be chosen based on data and those who help coordinate the States' DUI task force details.

Agencies chosen to receive grant funding to purchase Portable Variable Message Boards shall enter into a Memorandum of Agreement with the Office on Highway Safety regarding the effectiveness of safety

messages. Furthermore, this Memorandum of Understanding will cover the usage of these tools and will make the subrecipient explicitly aware that the usage of these signs is restricted to alcohol related safety messages; Speed enforcement safety messages; seatbelt safety messages; Distracted Driving safety messages; and Non-Motorized messaging.

Performance:

We were able to purchase three VMS boards during 2021 that will offer us monthly opportunities for us to reach communities with traffic safety messaging. We choose NHTSA and state messaging that mirror what our highway boards are presenting and ask each law enforcement agency to display the identical messages. We’ve also brought in the board vendor to teach the agencies other data tracking tasks each board can offer them. i.e., speed data.

NHTSA 164PM-21-01: Paid Media (AL)

Subrecipient: Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164PM	\$500,000.00	\$496,965.32	Complete

Description:

OHS developed and implemented a statewide paid media campaign for the DSoGPO campaigns to coincide with enforcement mobilizations scheduled for December 2020 and August/September 2021 in addition to supporting monthly sustained enforcement. The target audience is 20-50-year-old males. The media buy is expected to cover print, online/web/Internet and “out of home” (billboard/bus/movie theater). Media materials are produced in both English and Spanish and the venues are chosen based on market data for each audience.

Performance:

Please see submitted media report.

NHTSA 164PM-21-02: Creative Media (AL)

Subrecipient: Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164PM	\$386,360.97	\$386,360.97	Complete

Description:

OHS will enter into a contract with a public relations firm (listed on our state’s MPA list) for creative media to create and produce an alcohol impaired driving campaign that will serve as a “part 5” in our “Ripple Effect” efforts. These campaigns have offered increased awareness and education regarding Traffic Safety countermeasures targeting the reduction of alcohol impaired driving behavior. The campaigns specifically target alcohol related traffic behavior and fatalities. Due to the unprecedented reach and frequency of the campaigns, the Ripple Effect has become branded in motorists’ minds and our strategy is to continue to build off and promote the brand further with continued innovative attention catching appeals to motorists on the issue of drunk driving

Performance:

Please see submitted media report.

NHTSA 164PM-21-05: Newport Gulls-Drunk Driving Education

Subrecipient: Newport Gulls

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164PM	\$5,600.00	\$5,600.00	Complete

Description:

This project will fund a media campaign to change the behavior of individuals currently with their license and of legal drinking age as well as educate those who will one day operate a motor vehicle.

Performance:

48,700 fans attended Newport Gulls games and tens of thousands more were exposed to the RIDOT media as a result of this. Although statistical data has not been released, the Newport Gulls feel confident in reporting that the goals in educating and making the programs targeted audience aware of the detriments to impaired driving were met.

NHTSA FDLPEM-21-01D: PSE Sports & Entertainment Marketing Sponsorship

Subrecipient: Learfield IMG

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$13,000.00	\$8,000.00	Complete

Description:

Learfield IMG contracts with the Rhode Island Convention Center to market advertising for the following Providence sports and entertainment venues in addition to the Convention Center itself; the Dunkin' Donuts Center and the VETS (aka Veterans Memorial Auditorium). Between the Dunkin' Donuts Center, Rhode Island Convention Center and the VETS, OHS messaging will reach over 1,000,000 local sports and entertainment event goers.

The demos for the Providence Bruins and Providence College Friars skew towards college aged to middle aged males which have shown to be a target audience for the Impaired Driving and Distracted Driving Messaging. Sports fans and event goers who attend Providence Bruins and Providence College Friars games as well as other concerts and shows between the venues are also impacted.

The project will be implemented by Learfield IMG College's local team at Providence Venues & Sports Properties.

Assets with alcohol impaired driving and distracted driving messaging will be in the form of (2) fixed position dasher board signs with the Providence Bruins on opposite, high visibility locations at ice level. Also, scoreboard messaging in-game with the P-Bruins and digital signage on the concourse which will run during all P-Bruins, PC Friars, family shows, concerts, special events and conference at all events held in the Dunkin' Donuts Center, RI Convention Center and the VETS during the 20-21 event season

Performance:

The Dunkin' Donuts Center became a COVID-19 test site and vaccination site. Despite venues having to be relocated due to the pandemic, media assets were delivered via a combination of digital media, social media, and during web-based broadcasts of Providence Bruins games.

NHTSA FDLBAC-21-01: Providence Impaired Driving – BAT Mobile

Subrecipient: Providence Police Department

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$60,000.00	\$48,196.87	Complete

Description:

OHS reimbursed the Providence Police Department (PPD) for all necessary B.A.T. equipment, and overtime for the PPD at two officers per day for three days per week for at least 18 weeks of the FFY, gas, maintenance, specialized "Impaired Driving Task Force" safety vests, and two Guth Simulators to calibrate the Intoxilyzer 9000s.

Performance:

The B.A.T. Mobile was deployed 37 times during FFY 2021 – 33 times for impaired driving enforcement, 4 times for educational events, and once for a press conference.

NHTSA FDLBAC-21-02/164AL-21-08: State Agencies (Health) Traffic Safety Resource Forensics Tox. (TSRFT)

Subrecipient: Rhode Island Department of Health, Forensics Laboratory

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$138,000.00 (405D)	\$111,713.60 (405D)	Complete
Section 164AL	\$213,000.00 (164AL)	\$187,809.36 (164AL)	

Description:

OHS reimbursed 60% of the salary of a Traffic Safety Resource Forensic Toxicologist at the Rhode Island Department of Health, Forensics Laboratory. We also supported 40% of the salary of a forensic scientist and the full salary of a senior laboratory technician. Includes equipment with a per-unit cost of less than \$5,000. Includes an FTE as well as overtime in HEALTH's Forensics Unit, Breath Analysis Section to calibrate Preliminary Breath Testers to expand use of these instruments and to calibrate and set up Intoxilyzer 9000s in the lab. Also, to download data from these instruments for reporting to OHS and conducted associated tasks that arise with the implementation of these instruments.

Performance:

For FFY 2021, there were 204 impaired driving case and 44 alcoholic beverage case submissions. 191 impaired driving cases were completed and approved with an average turnaround time of 19 days as of 9/30/21. Procedures validated and implemented: central nervous system (CNS) depressants. This procedure was finalized during the previous award period, and went live in November, 2020

Implementation of these in-house procedures have reduced our outsourcing of law enforcement cases to near zero (1 case during FFY2021), exceeding our goal of 20% outsourcing to less than 1%.

Ongoing projects include the addition of select analytes to further improve surveillance of opioids and CNS depressants completed at the beginning of the FFY addressed in this report. We anticipate that outsourcing will become necessary only in those cases that have unusual or unknown drugs present.

Breath Analysis:

- › In federal fiscal year 2021 Larry Allen, Senior Lab Technician assigned to the Forensic Breath Analysis Laboratory, completed and/or assisted in the following activities:
 - Preliminary Breath Test instrument (PBT) testing- 240 inspections
 - Preliminary Breath Test instrument replacement program- replacement of PBT units out of service or aged out of service
 - Evidentiary Breath Test instrument testing – 394 inspections
 - Acetone testing, mouth alcohol and high ethanol testing of all units
 - Accuracy and Precision testing of instruments 4 times throughout the year (additional testing on each instrument)
 - RI Municipal Police Academy- Mr. Allen did not participate in any wet laboratory exercises due to COVID-19 restrictions, but did calibrate and inspect instruments before usage, for a total of 12 inspections over 2 days
 - Monthly reporting compilation of data downloaded from field instruments (Intoxilyzer 9000)
 - He inspected 9000 instruments in over 20 BAT mobile deployments
 - In November 2020, Larry Allen assisted with an ambient air study of the mobile BAT vehicle. He himself completed 50 inspections over the course of several days inside the BAT vehicle.

NHTSA FDLCS-21-01D: State Agencies (AG) – Traffic Safety Resource Prosecutor

Subrecipient: Traffic Safety Resource Prosecutor

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$200,000.00	\$83,326.26	Complete

Description:

OHS supported three-fourths of an attorney from the Attorney General’s staff, to serve as the Traffic Safety Resource Prosecutor.

Performance:

TRSP project is ongoing and was very successful. Our TSRP has conducted numerous trainings for law enforcement and city/town solicitors. The TSRP also handles all DUI death resulting prosecutions. The TSRP supported Office on Highway Safety by providing a range of duties including:

- › Created training programs for law enforcement agencies with specific emphasis on driving under the influence and vehicular homicide cases.
- › Provided training and legal updates for all state and local law enforcement agencies.
- › Provided training and legal updates for all state prosecutors and city and town solicitors.
- › Maintained relationships with solicitors’ organization to assist in the effective and standard prosecution of driving under the influence cases.

- › Served as contact/liaison for all state and local law enforcement agencies for all driving under the influence and vehicular homicide cases.
- › Served as the liaison between RIDOT, state and Local Law Enforcement agencies, and the Rhode Island Attorney General’s Office.
- › Oversaw the prosecution of all felony motor vehicle cases, maintain caseload of felony driving cases, and mentor junior prosecutors in handling “driving offenses.”
- › Reviewed motor vehicle matters to determine whether charges should be brought.
- › Maintained statistics for driving under the influence and breathalyzer refusal cases.

NHTSA M60T-21-01D: Municipalities SFST Trainer

Subrecipient:

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$40,000.00	\$3,792.45	Continue to 2022

Description:

The Office on Highway Safety shall facilitate, through the Rhode Island Municipal Police Academy, approximately six (6), four (4) hour, in-service training classes per year to ensure officers can obtain refresher training and practice their skills. Class size would be limited to 20 officers per class.

Performance:

Two SFST instructors facilitated in-service refresher training at local departments as part of our efforts to maintain SFST certifications to local law enforcement officers. Due to Covid we did not schedule more of these classes.

NHTSA FDLDATR-21-06: State Agencies (RISP) Impaired Driving Enforcement and Training

Subrecipient: Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$150,481.00	\$132,943.55	Complete

Description:

OHS reimbursed the RISP for the expenses of hosting the Rhode Island Impaired Driving Task Force (IDTF). The RISP with the guidance of leaders and partners from Rhode Island’s Traffic Safety Coalition and Rhode Island’s IDTF, was responsible for organizing monthly meetings, trainings for committee members on various IDTF goals and initiatives, coordinating community outreach efforts, tracking supported policy changes, assisting each subcommittee created within the IDTF and their activities, increasing the capacity, outreach and identity of the IDTF, as well as other responsibilities outlined in a scope of work to be developed and approved by the OHS, the Tri-Chairs of the IDTF, and RIDOT.

Performance:

The RISP made 34 DUI Arrests over 773 enforcement hours using OHS grant-funded patrols during FFY 2021. They also made several safety presentations highlighting the dangers of impaired driving.

3.4 Distracted Driving

Problem Statement

Distracted driving crashes are often difficult to identify, as the officers arrive on scene after the fact and are dependent upon the drivers' accounts and recollection of the facts. Self-reported information is statistically unreliable, and it is estimated that cell phone-related crashes are severely underreported. Rhode Island has been collecting cell phone-related crash information since 2011. The performance metric that is used to measure distracted driving performance is a behavioral survey through the DMV. In 2019, 47.2 percent of respondents indicated they never talk on a cell phone while driving. This is an increase from 45 percent from the 2018 survey but still short of the 75 percent target. In 2021, 50.3 percent of respondents indicated they never talk on a cell phone while driving. With the hands-free law, and continued awareness campaign efforts, this has helped to promote a cultural shift toward minimizing or eliminating the use of cell phones while driving and drive future performance targets.

Table 3.7 summarizes the distracted driving performance measures and targets identified in the 2021 HSP.

Table 3.7 Distracted Driving Performance Measures

Performance Targets	Performance Measures
Increase the number of DMV survey respondents who never talk on a hand-held cellular phone while driving from 46 percent to at least 50 percent.	Percentage of survey respondents who never talk on a hand-held cellular phone. Results of the 2021 survey showed 50.3 percent.

Planned Activities and Funding

The 2021 HSP included six distracted driving projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.8** describes the relationship between individual projects and the impaired driving performance measures, and provides a list of the eight projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Table 3.8 FFY2021 Distracted Driving

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402DD-21-11 164AL-21-18 402OP-21-03 402PT-21-12	Work Zone School Safety Awareness Campaign	\$10,000.00 (402DD) \$10,000.00 (164AL) \$10,000.00 (402OP) \$10,000.00 (402PT)	\$0.00 (402DD) \$0.00 (164AL) \$0.00 (402OP) \$0.00 (402PT)	Did not complete due to RFP process being held up and limited staffing.
FESPE-21-01E	Creative Media Distracted Driving	\$500,000.00	\$96,949.70	Complete
FESPE-21-02E	Paid Media Distracted Driving	\$750,000.00	\$0.00	Did not complete due to internal approval process and RFP process.
M8PE-21-01E	ThinkFast Interactive College and Workplace Education Program	\$100,000.00	\$0.00	This was not completed due to corporations choosing to continue to work virtually. Continue to 2022
M8X-21-01E	CCPRA Regional Community Traffic Stop Analysis	\$100,000.00	\$0.00	No legislation passed.
FDLDAT-21-03 FESX-21-01E M2HVE-21-08B FHLE-21-06	Aging Road User Highway Safety Program	\$25,000.00(405D) \$25,000.00(405E) \$25,000.00(405B)	\$0.00 \$0.00 \$0.00 \$0.00	Did not begin project, created stakeholder and staff outreach which has been very successful to date. Continue to 2022

Project Descriptions

Distracted driving continues to be an issue in Rhode Island yet data limitations present challenges to mitigating the issue. In FFY 2021 OHS pursued six distracted driving projects to help meet the performance targets, however, a some were not completed as described below.

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 402DD-21-11/164AL-21-17/402OP-21-03/402PT21-12: Work Zone School Safety Awareness Campaign

Subrecipient: TBD

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402DD	\$10,000 (402DD)	\$0.00 (402DD)	Continue to 2022
Section 164AL	\$10,000 (164AL)	\$0.00 (164AL)	
Section 402OP	\$10,000 (402OP)	\$0.00 (402OP)	
Section 402PT	\$10,000 (402PT)	\$0.00 (402PT)	

Description:

This project will support a creative and paid media initiative highlighting the importance of work zone safety and the general public's responsibility to honor the safety of those zones. One of RIDOT's experienced Work Zone safety staff was severely injured by an impaired driver this year. This program is twofold. One part is an educational module created with one of the state's unique charter schools, The New England Laborer's Construction Career Academy. The school has a 10-week work zone safety module which stresses dangerous driving behavior. The school has agreed to allow us to share our NHTSA safety knowledge with the students. We'll also be creating a Work Zone safety poster media competition. This program is intended to reach young students studying road construction as well as the general public. Although we have a move over law many people do not understand the law itself or its intention.

Performance:

We were unable to create an RFP to facilitate this project but will make an extended effort in FFY 2022.

NHTSA M8PE-21-01: Creative Media Distracted Driving

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405E	\$500,000.00	\$96,949.70	Complete

Description:

OHS contracted with a public relations firm (listed on our state's MPA list) for creative media to create and produce an impaired driving campaign that will serve as a "part 4" in our "Ripple Effect" efforts. Both of those campaigns have offered increased awareness and education regarding Traffic Safety

countermeasures targeting the reduction of impaired driving behavior. These campaigns specifically target alcohol related traffic behavior and fatalities.

Performance:

Please see submitted media report.

NHTSA M8PE-21-02: Paid Media Distracted Driving

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405E	\$750,000.00	\$0.00	Not Completed

Description:

OHS will develop and implement a statewide paid media campaign for the DSoGPO campaigns to coincide with enforcement mobilizations scheduled for December 2020 and August/September 2021 in addition to supporting monthly sustained enforcement. The target audience is 20-50-year-old males. The media buy is expected to cover print, online/web/Internet and "out of home" (billboard/bus/movie theater). Media materials are produced in both English and Spanish and the venues are chosen based on market data for each audience. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television ads include closed captioning. Additionally, the project will be evaluated based on the criteria set out in the Section 402 Advertising Guidance.

Performance:

Did not complete due to internal approval process and RFP process.

NHTSA M8PE-21-04: ThinkFast Interactive College and Workplace Education Program

Subrecipient: TJohn E. Productions

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405E	\$100,000.00	\$0.00	Continue to 2022

Description:

Colleges and universities and workplaces will expose students and workers to important targeted distracted driving information with a strong retention rate. The goal of ThinkFast is to empower Rhode Island college students and workers to make more educated and safe decisions when driving. To measure the success of the program, pre and post examinations will be administered. This will ensure the program's success by measuring knowledge of distracted driving, and what areas each motorist needs to focus in on. The results of these surveys will be compiled and put into a formal report by TJohnE Productions and sent to RIDOT's Office on Highway Safety. These results will be featured in the OHS's Annual Report. Students or employees are organized and compete as teams. It's a great "team building feature of ThinkFast. T John E will work with OHS to incorporate our custom distracted driving educational content with its age relevant pop culture trivia, music video question, 20 Second Challenge and numerous other interactions with students or employees on stage.

Performance:

Colleges and local businesses were not interested in having outside entities come into their environment due to COVID constraints and concerns. This contract with ThinkFast was extended into FFY 2022.

NHTSA M8X-21-01E: CCPRA Regional Community Traffic Stop Analysis

Subrecipient: CCPRA

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405E	\$100,000.00	\$0.00	No legislation passed

Description:

OHS will facilitate a survey targeting all road users in Rhode Island to gauge the level of risk of being in a crash or receiving a citation for Distracted Driving from law enforcement. This survey will be created by a reputable company experienced in polling and conducting surveys that has the capabilities to make survey work much more efficient and economical while maintaining scientific rigor. The company will be able to provide in-depth analysis and provide guidance as to the findings identified.

This survey will help OHS in developing a strategic plan to address the rising instances of Distracted Driving on our roadways.

Performance:

No legislation was able to be passed during the past session, no new CCPRA programs took place.

NHTSA FDLAR-21-03/FESX-21-01E/M2HVE-21-08B: Aging Road User Highway Safety Program

Subrecipient: TBD

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$25,000.00 (405D)	\$0.00 (405D)	Continue to 2022
Section 405E	\$25,000.00 (405E)	\$24,533.48 (405E)	
Section 405B	\$25,000.00 (405B)	\$0.00 (405B)	

Description:

This project will fund the development and creation of an aging road user program that incorporates education, perceptual, physical and on-road training.

This voluntary program would affect the immediate needs of our aging road-user population which is expected to increase. RI has seen an increase of our older population being involved in higher levels of crashes from minor, serious and fatal injuries. It is expected that the program should reach as many aging road users as possible within as many communities as possible. OHS would like to see a target of at least six communities with a minimum total of reaching at least 150 participants.

Performance:

This project was not developed due to committee resources being discussed and evaluated before implementing the project. Continued into 2022.

3.5 Speed

Problem Statement

Rhode Island has had mixed success in reducing speed-related fatalities, with regular fluctuations in fatalities. In 2017, there were 41 speed related fatalities, the highest number since 2012 when there were 30. Since 2017, speed-related fatalities have remained higher than historic with 27 in 2021, up from 20 in 2020. OHS took on four speed-related projects in 2021 to help address this issue.

The spike in 2017 with sustained higher fatalities means that Rhode Island will need to maintain several years of sustained effort to significantly drive the five-year average downward. Speed enforcement and awareness campaigns are primary tools Rhode Island will use to promote safer speeds by the traveling public.

Performance Measures and Targets

Table 3.9 summarizes the speed-related performance measures and targets identified in the 2021 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.12**.

Table 3.9 Speed-related Performance Measures

Performance Targets	Performance Measures
Maintain the five-year average speed-related fatalities below 29 (2017 to 2021) by December 31, 2021.	Number of speed-related fatalities remained consistent in 2021. This resulted in five-year average of 31 fatalities compared to 2020 average of 30.

Planned Activities and Funding

The 2021 HSP identified four projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.10** details those projects.

Table 3.10 FFY2021 Speed

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402PM-21-03	Paid Media Speed	\$250,000.00	\$248,375.84	Complete
402PM-21-04	Creative Media Speed	\$100,000.00	\$123,642.51	Complete
402PT-21-09	Municipalities Speed Initiative	\$100,000.00	\$0.00	Continue to 2022
402PT-21-14	OHS Speed Tools	\$11,000.00	\$0.00	Not Completed

Project Descriptions

Speeding continues to be an issue in Rhode Island yet data limitations present challenges to mitigating the issue. In FFY 2021 OHS pursued four speed-related projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the speed-related projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 402PM-21-03: Paid Media Speed

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PT	\$250,000.00	\$248,375.84	Complete

Description:

OHS will develop and implement statewide paid and earned media campaigns for the “Obey the Sign or Pay the Fine” law enforcement mobilizations. The target audience will be 16- to 34-year-old males. Media materials will be produced in both English and Spanish and the venues will be chosen based on market data for each audience. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Performance:

Please see submitted media report.

NHTSA 402PM-21-04: Creative Media Speed

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PT	\$123,642.51	\$123,642.51	Complete

Description:

OHS’ contract with a public relations firm for creative media will include creation and production of ads for the “Obey the Sign or Pay the Fine” campaign. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Performance:

Please see submitted media report.

NHTSA 402PT-21-09: Municipalities Speed Initiative**Subrecipient:** Municipal Police Departments

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PT	\$25,000.00	\$0.00	Continue to 2022

Description:

OHS will fund the implementation of an innovative Speed Enforcement program utilizing local data provided by the police relating to speed and crash data. High-visibility enforcement campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the high-visibility enforcement model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested and punished.

Performance:

We were going to use this for the regional effort but it did not happen due to COVID and low staffing at most departments.

NHTSA 402PT-21-14: OHS Speed Tools**Subrecipient:** Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$11,000.00	\$0.00	Not completed

Description:

OHS will purchase radar recorders for the purposes of collecting traffic data to establish problem identification for crash, traffic and grant application requirements for law enforcement and community-based groups. These tools are instrumental in collecting anonymous and accurate data for volume and speed data counts. It also provides the ability to establish days and times of the incidents of speeding infractions. There are multiple small towns that would not require to have these units for individual use. With OHS having these units available these towns and community-based groups will have access to this tool to collect data and enhance their programs with actual problem identifications. OHS will purchase a hand-held Lidar unit and "ball bank indicator" to enhance the effectiveness of Road Safety Assessment (RSA) reports and findings.

Performance:

The decision was made not to buy equipment for this due to constraints from COVID but did use past SPEED equipment, a radar, for local RSA's we took part in.

3.6 Motorcycles

Problem Statement

From 2012 through 2020, unhelmeted motorcyclist fatalities in Rhode Island have fluctuated between a low of 4 in 2016 to a high of 18 in 2018. With a relatively small state and smaller values, there is a high degree of fluctuation in averages.

Overall, there were 13 motorcyclist fatalities in 2021, which is lower than the 18 in 2018, but consistent with 2020. This raised the five-year average motorcyclist fatalities to 14. Unhelmeted fatalities remained at a five-year average of 6.

Rhode Island does not have a universal helmet law for all motorcyclists (Rhode Island's motorcycle helmet use law only covers all passengers (regardless of age) and all operators during the first year of licensure (regardless of age), which makes it challenging to lower unhelmeted motorcycle fatalities). Rhode Island will look to develop stronger awareness campaigns to promote motorcyclist safety and awareness of these users of transportation system by all users. The State will also continue to investigate opportunity to strengthen legislation pertaining to motorcycle safety.

Rhode Island has a motorcycle training program with three major goals:

1. Train police officers the safe, efficient and effective way to operator a police motorcycle.
2. Train police officers to situational awareness when operating police motorcycles during; enforcement campaigns, performing escorts, crash investigations and maneuvering highways and by-ways.
3. Each officer attending the training will be introduced to the concept of being an ambassador for community relations and working toward a motorcycle coalition to share safe operating practices with the civilian motoring public.

This course from its initial design was established to teach prospective police motorcycle officers the skills required to enhance their overall safety on the road. Students spend most of their time riding the motorcycle with practical, real world scenarios and exercises and riding instruction, supplemented with classroom instruction and demonstrations of tactical techniques. The added classroom sequence drives home the importance of the community approach to assisting civilians with safe operating practices.

The main objective of this program is to train prospective officers the skills necessary to safely and effectively operate a police motorcycle while conducting daily police business in their community.

Objectives covered during the two-week training include, but not limited to the following:

- › Maintenance/nomenclature

- › Mounting/dismounting, parking, picking up a fallen motorcycle, pushing the motorcycle
- › Slow speed maneuvers
- › High speed/emergency braking
- › Curb and obstacle negotiation
- › Curve negotiation
- › Vehicle stops/escort procedures
- › Night riding/off-road riding
- › Traffic stops/officer safety
- › Effective enforcement

Performance Measures and Targets

Table 3.11 summarizes the motorcycle performance measures and targets identified in the 2021 HSP. The relationship between the individual projects and the motorcycle performance measures is described in **Table 3.6**.

Table 3.11 Motorcycle-related Performance Measures

Performance Targets	Performance Update
Maintain the five-year average motorcyclist fatalities at 15 or below by December 31, 2021.	Number of motorcycle fatalities remained consistent in 2021, however, the five-year average motorcycle fatalities in 2021 grew to 14 due to historic data.
Maintain the five-year average unhelmeted motorcyclist fatalities at 8 or below by December 31, 2021.	Number of unhelmeted motorcycle fatalities grew by two in 2021, however, the five-year average remained at 6.

Planned Activities and Funding

The 2021 HSP identified three motorcycle projects to address the above performance measures, make progress toward the targets, and toward the targets for reducing fatalities, fatality rate, and serious injuries. **Table 3.12** lists the three projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Table 3.12 FFY2021 Motorcycle

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402PM-21-05	Paid Media Motorcycle	\$110,000.00	\$108,232.80	Complete
402PM-21-06	Creative Media Awareness Personal Protective Gear	\$100,000.00	\$0.00	Not completed
M9MA-21-01	Motorcycle Public Education Awareness and Outreach Campaign	\$30,000.00	\$0.00	Partially completed, due to COVID

Project Descriptions

In FFY 2021 OHS pursued three motorcycle projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 402PM-21-05: Paid Media Awareness Campaign

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PM	\$110,000.00	\$108,232.80	Complete

Description:

OHS entered into a contract with a public relations firm for creative media to create and produce ads for each of the major campaigns. When OHS implements a media plan we receive reach and frequency numbers and impressions listed to answer the "penetration of the target audience". There is a need to create more localized messages that highlight local stories, local issues, local strengths and local partners. OHS will also increase our social media presence. We also use our DMV survey data, and we rely on Providence media expertise to purchase media buys and creative. The date of the campaign is May 2019 and will target all drivers with the message of "Motorcycle Safety is a Two-Way Street."

Performance:

Please see submitted media report.

NHTSA 402PM-21-06: Creative Media Motorcycle Awareness Personal Protective Gear**Subrecipient:** Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PM	\$100,000.00	\$0.00	Not completed

Description:

OHS will develop creative media in the three major areas, impaired driving, protective gear, and speeding, to address and appeal to motorcycle riders in specific age groups and demographics based on 2010 to 2015 data trends that we have found. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age. This task will meet the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements developed under this plan include closed captioning. In addition, this project will be evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Performance:

Please see submitted media report.

NHTSA M9MA-21-01: Motorcycle Public Education Awareness and Outreach Campaign**Subrecipient:** CCRI Rider Program

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405F	\$30,000.00	\$0.00	Partially completed, limited interest due to COVID.

Description:

OHS will develop comprehensive motorcycle educational materials based on Rhode Island data on impaired riding, personal protective gear, and the importance of rider training. This expenditure will allow OHS to fill the gap that currently exists in motorcycle education and outreach. The only phase in a rider's life where we consistently reach them is during their Basic Rider Training Class at CCRI. Upon completion of this class, no mechanism exists that targets and exposes riders to educational materials and messaging. The development of these targeted materials and messages will enable us to engage this population. Among the materials are the NHTSA handbook on motorcycle impairment and additional brochures and wallet cards with mirrored messaging.

Performance:

We provided the information to CCRI but no application was submitted to expand the project due to staff constraints and limited ability to create a strong outreach program during COVID. We were unable to secure a partner to develop this program. In FFY 2022 we will implement the program internally with our LEL's assistance.

3.7 Young Driver

Problem Statement

The number of younger driver related fatalities was eight in 2020 and five in 2021, continuing a drop from the spike of 13 in 2017, however, 2020 is a slight increase compared to most recent years. This helps to drive the five-year average at 7, under the target of 9. Rhode Island will continue to conduct its outreach efforts over the next few years to promote safe driving by young drivers. Historically, young drivers age 16 to 20 years old represented about five percent of Rhode Island licensed driver population; in 2021, they represent eight percent of all fatalities.

Performance Measures and Targets

Table 3.13 summarizes the younger driver performance measures and targets identified in the 2021 HSP. The relationship between the individual projects and the program area performance measures is described in **Table 3.13**.

Table 3.13 Younger Driver Performance Measures

Performance Targets	Performance Update
Maintain the five-year average number of drivers age 20 or younger involved in fatal crashes at 9 (2017 to 2021 average) by December 31, 2021.	Number of young drivers (age 16 to 20) involved in fatalities and serious injuries declined compared to 2020. There were 5 young drivers involved in fatal crashes in 2021, resulting in a five-year average of 7.

Planned Activities and Funding

The 2021 HSP identified eight projects to address the above performance measures and make progress towards the targets. **Table 3.14** lists the projects, including the relevant performance measures; the Funds Approved to each project; and the project status.

Table 3.14 FFY2021 Younger Driver

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402SA-21-02	Cranston Child Opportunity Zone (COZ) Passport to Safety	\$13,000.00	\$9,395.14	Complete
FDLDATR-21-04 M8PE-21-02E M2HVE21-09B	Comprehensive Community Action Program	\$15,828.50 (405B) \$15,828.50 (405D) \$15,828.50 (405E)	\$15,640.00 (405B) \$15,639.99 (405D) \$15,640.01 (405E)	Complete
402SA-21-03	Young Voices Keeping Young Drivers Safe	\$35,025.00	\$38,249.30	Complete
402PS-21-04 402DD-21-07 402SA-21-04	ThinkFast Interactive High School Education Program	\$50,000.00(402PS) \$50,000.00 (402DD) \$50,000.00 (402SA)	\$13,281.25 (402PS) \$13,281.25 (402DD) \$0.00 (402SA)	Complete
402SA-21-05	RIPCA Youth Force	\$111,500.00	\$0.00	Was not awarded in FFY 2021.
402SA-21-06	RI Interscholastic League Traffic Safety is a Team Sport	\$50,000.00	\$50,000.00	Complete
402SA-21-07	Youth Risk Behavior Survey	\$11,000.00	\$0.00	Was not completed in FFY 2021.
402PS-21-05	PrevCon Educational High School Program	\$15,016.00	\$14,265.76	Complete

Project Descriptions

In FFY 2021 OHS pursued eight younger driver projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 402SA-21-02: Cranston Child Opportunity Zone (COZ) Passport to Safety

Subrecipient: Cranston Family Center

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402SA	\$13,000.00	\$9,395.14	Complete

Description:

The Cranston COZ (Child Opportunity Zone) Passport to Safety program supports stronger communication between Cranston families, community education, social service, healthcare, and public

safety organizations. Their program educates on bicycle and pedestrian safety, the dangers of distracted driving, and the importance of occupant protection for every age in a motor vehicle. The Cranston Family Center/COZ serves 3000 children and 2350 families at eight Title I elementary schools and one Title I middle school in the city of Cranston. The focus at the Family Center is family engagement. To accomplish this, they conduct outreach by telephone, flyers, emails, and in person presenting safety information to families 15 to 20 times per year. The Family Center has successfully been serving Cranston School system for over 25 years and they have been a loyal partner with RIDOT’s Office on Highway Safety for 10 years. Funding through NHTSA402SA (Young Drivers) will assure the continuation of safety programming, education and outreach for seatbelt safety/car seat safety, bicycle safety, pedestrian safety and distracted driving in Cranston, RI for youth and their families.

Performance:

Educational materials were distributed at schools and community events. A total of 6,523 pieces of educational material were distributed. Materials included messages such as “Save a Buck Buckle Up” and “Walking in Cranston”.

NHTSA FDLDATR-21-04/M8PE-21-02E/M2HVE-21-09B: Comprehensive Community Action Program
Subrecipient: Comprehensive Community Action Program

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$15,828.50 (405D)	\$15,640.00 (405D)	Complete
Section 405E	\$15,828.50 (405E)	\$15,639.99 (405E)	
Section 405B	\$15,828.50 (405B)	\$15,640.01 (405B)	

Description:

The Cranston and the Coventry Substance Abuse Task Forces, under the leadership of Comprehensive Community Action Program (CCAP) will utilize DOT/OHS funding to address distracted driving (texting/cell phone use), impaired and impaired drug driving (alcohol/marijuana, other substances) and occupant protection (seat belts, car seats and buckling up for any passenger of a teen driver) for teen drivers. CCAP knows that youth can evidence higher rates of car crashes, higher rates of substance use and higher rates of distracted driving due to cognitive development, peer influence, and risk-taking behavior. Their target audience will be high school aged youth in Coventry and Cranston communities. Specifically, CCAP will work with our respective partners, police departments, schools, parents and the general community to provide education, in/out of school activities, increased compliance monitoring and community engagement opportunities that address these important areas. They have identified/are a part of several programs such as but not limited to Hang UP and Drive, EndDD, Avoiding Tween Tragedy, SADD, Youth Force; and activities, such as but not limited to Rock the Belt, No Phone Zone, Checkpoints, The Parent Who Hosts Loses the Most, to implement as strategies. CCAP intends to promote awareness in the community through development of youth driven public service announcements, through social media and through other communication channels (weekly newspapers, other). The program will evaluate success in many ways including pre/post measures at events/workshops, local and statewide assessments/survey results, school data, data from police traffic stops/offenses, and the number of participants involved in and attending activities.

Performance:

Due to COVID the emphasis for these funds was on media. Increase high school student knowledge of safe behavior related to impaired and distracted driving. Increase youth and community awareness of the

driving risks while impaired by alcohol/drugs or distracted by cell phones. The media campaign “Stay in Your Lane” was success in meeting the expectation of showing the dangers of driving while under the influence or distracted. Advertising focused on social media, specifically TicTok, SnapChat, and facebook.

NHTSA 402SA-21-03: Young Voices Keeping Young Drivers Safe

Subrecipient: Young Voices

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402SA	\$38,249.30	\$38,249.30	Complete

Description:

Young Voices has been designing and delivering successful youth led highway safety education across Rhode Island for over five years. Programs that they have developed have focused on highway safety emphasis areas including young drivers, distracted driving, and seatbelt safety. In the coming year Young Voices is hoping to deliver targeted, multi-strategy approaches to reduce pedestrian and bicycle serious injuries and fatalities in the city of Providence. Their work in this emphasis area will include the creation of PSA’s, fliers to their communities, social media blasts, and a cumulative media outreach event with the providence community that they are hoping to reach.

Performance:

Young Voices continued its partnership with the Office on Highway Safety in the 2021 Federal Fiscal program year. Their program “Keeping Young Drivers Safe” focused its highway safety efforts on Pedestrian Safety and delivered their created awareness messaging to the Providence Broad Street community. Young Voices received personnel funding for two program coordinators that helped supervise the RIDOT youth leadership team, under the additional management of Young Voices Executive Director.

NHTSA 402PS-21-04/ 402DD-21-07/402SA-21-04: ThinkFast Interactive High School Education Program

Subrecipient: TJohn E Productions

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402SA	\$50,000.00 (402SA)	\$13,281.25 (402PS)	
Section 402DD	\$50,000.00 (402DD)	\$13,281.25 (402DD)	
Section 402SA	\$50,000.00 (402SA)	\$0.00 (402SA)	

Description:

Think Fast Interactive, created by TJohnE Productions, is an interactive game show style program that blends critical highway safety messaging with pop culture to command youth’s engagement and attention at high school and middle school assemblies. The production educates on such emphasis areas as Distracted Driving, Impaired Driving, Occupant Protection, GDL (Graduated Driver’s License) Laws, RI General Law, and Pedestrian/Bicycle Safety.

Performance:

Throughout the 2020-2021 fiscal year, the Rhode Island Department of Transportation (RIDOT), Office on Highway Safety (OHS) contracted TJohn E Productions, Inc. to support the local efforts of Rhode Island schools to reduce teen motor vehicle injuries. In accomplishing this, ThinkFast Interactive was presented to two high school age groups at Mount Hope High School in Rhode Island reaching approximately 100 young people. To ensure quality programming and direct future awareness projects, RIDOT required evaluation services to obtain measures of effectiveness. Both groups participated in evaluation efforts, completing 70 pre surveys and 11 post surveys, representing 81 students in total. ThinkFast Interactive is an awareness game show that appeals to all ages with a high-tech production set, mainstream music, an entertaining host, and informative and engaging trivia. Students were educated during the presentations on various traffic safety emphasis areas, including distracted driving, impaired driving, GDL law, speeding and occupant protection. The number of presentations during this fiscal year was still extremely limited due to the ongoing restrictions and precautions put into place in schools as a result of the COVID 19 pandemic. RIDOT’s Office on Highway Safety is excited to work with TJohn E Productions during the FY2022 fiscal year, especially with more schools cautiously opening their doors for productions like ThinkFast Interactive to take place again.

NHTSA 402SA-21-05: RIPCA Youth Force

Subrecipient: Rhode Island Police Chief Association

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402SA	\$111,500.00	\$0.00	Not awarded, see RI SAS activity

Description:

Youth Force is a pilot Youth Leadership Program put forth by the Rhode Island Police Chief’s Association and supported by the Rhode Island Department of Transportation’s Office on Highway Safety. Youth Force’s target audience is 8th-12th grade middle and high school students from over 30 Rhode Island schools around the state totaling around 100 students from rural to urban populations. This program will feature a summer summit taking place at Roger Williams University during the summer, and a year-long action plan to be created at the summit and carried out over the remainder of their year at school. The summit will focus on all manners of traffic safety related emphasis areas and will also empower Rhode Island Youth to make informed, and strong decisions towards safety in their daily lives.

Performance:

This project was assumed by RISAS which is RI’s Student Assistance Program. Performance notes are contained within that area.

NHTSA 402SA-20-06: RI Interscholastic League Traffic Safety is a Team Sport**Subrecipient:** Rhode Island Interscholastic League

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402SA	\$50,000.00	\$50,000.00	Complete

Description:

Creating a strategic partnership with the Rhode Island Interscholastic League (RIIL) allows the RIDOT OHS to create a sports marketing campaign aimed at tackling the following areas of emphasis: Occupant Protection, Impaired Driving, Speed and Aggressive Driving and Distracted Driving. The target audience is High School athletes, their parents and High School students generally. Advertising is placed at venues where all RI High School sports events take place as well as on RIIL owned on-line properties.

Performance:

The Office on Highway Safety partnered with the Rhode Island Interscholastic League again in the 2021 Federal Fiscal grant year. Their program, "Traffic Safety is a Team Sport," continued to spread its safety messaging even amidst the COVID 19 pandemic. The RIIL identifies RIDOT's OHS as the "Official Traffic Safety Partner" of the League, and assists OHS in its goal, Toward Zero Deaths. During FFY 2021, this collaborative effort was able to show success in communicating this message through digital outreach, with more than 200,000,000 impressions of RIDOT messaging on the RIIL website and hundreds of social media posts throughout the year. When the COVID-19 global pandemic hit, The RIIL shifted to a digital campaign, that extended into this the start of the new school year, as well. The Office on Highway Safety is looking forward to another successful year of safety messaging with their program in the FFY 2022 grant year.

NHTSA 402PS-21-07: Youth Risk Behavior Survey**Subrecipient:** Rhode Island Department of Health

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402SA	\$11,000.00	\$0.00	Not completed

Description:

OHS will support the R.I. Department of Health's "Youth Risk Behavioral Survey" and will utilize the data provided to better plan youth target groups. RI's Department of Transportation (DOT) understands risk-taking behaviors of high school students with regard to occupant protection, alcohol and impaired driving, and distracted driving behaviors.

Performance:

This project did not take place. The department of Health will now only create this survey every other year beginning FFY 2022.

NHTSA 402PS-21-05: PrevCon Educational High School Program**Subrecipient:** JSI Research & Training Institute, Inc.

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$15,016.00	\$14,265.76	Complete

Description:

The Rhode Island Prevention Conference was created in 2018 by a subcommittee of the PAC (prevention Advisory Committee) which consists of certified prevention providers across Rhode Island, student assistance counselors, mental health providers, as well as national and state public health subject matter experts. Due to COVID-19, in 2021 PREVCON transitioned from a traditional in person conference to a virtual webinar series. The series focused in on such topics as mental health, self-care, substance use, combating impaired driving, distracted driving and how make good decisions under pressure. Among others, a large target audience for the webinar series will be young drivers who are overrepresented on our roadway fatalities nationally each year. The Office on Highway Safety is proud to partner with JSI in their Virtual Prevention Conference Webinar series. OHS funding provided for this virtual conference will support only those webinars presented on behalf of Highway Safety subject matter.

Performance:

RI-PREVCON held their statewide prevention conference that focused on substance use and mental health promotion. The grant allowed PrevCon to provide 6 well received webinars in not only RI but other states in New England. Providers from New England were also able to participate in the virtual trainings. PREVCON 2022 is scheduled for April 5, 2022 at the Crowne Plaza Hotel in Warwick, RI.

For each webinar an online survey was submitted to participants. A total of 190 surveys were returned.

3.8 Pedestrians and Bicyclists

Problem Statement

Although crashes in Rhode Island are majority exclusive to personal automobiles, other modes of transportation, specifically pedestrians and bicyclists, require consideration. There were 7 pedestrian fatalities in 2021 resulting in five-year average pedestrian fatalities of 12, a reflection no high years in 2017 and 2020. This meets the 2021 target of 14. Rhode Island will need to continue its outreach and enforcement efforts for several years to help achieve consistently lower fatalities numbers that will drive the five-year average downward.

There were two bicyclist fatalities in 2021, however, the five-year average bicyclist fatalities remain at one, meeting the chosen target. The State continues to exhibit a low number of bicyclist fatalities, therefore, its current efforts to promote safe bicycling and awareness of bicycles appear to provide consistent results.

Performance Measures and Targets

Table 3.15 summarizes the pedestrian and bicyclist-related performance measures and targets identified in the 2021 HSP.

Table 3.15 Pedestrian and Bicyclist Performance Measures

Performance Targets	Performance Measures
Maintain the five-year average number of pedestrians in fatal crashes below 14 by December 31, 2021.	The number of pedestrian fatalities dropped notably in 2021, reducing the five-year average to 12.
Maintain the five-year average number of bicyclist fatalities at or below 1.5 by December 31, 2021.	The five-year average of bicycle fatalities remains at 1, meeting the target.
To decrease the five-year average number of pedestrian fatalities testing positive for blood alcohol, by 15 percent from 2.2 (2015 to 2019) to 1.7 (2017 to 2021) by 2021.	The number of alcohol-related pedestrian fatalities is not available at time of this publication.

Planned Activities and Funding

The 2021 HSP identified other road user projects to address the above performance measures and make progress towards the targets. **Table 3.16** lists the projects; the relevant performance measures; the Funds Approved to each project; and the project status.

Table 3.16 FFY2021 Pedestrian and Bicycle

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
402PS-21-02	Bike Newport Road Share Education	\$76,000.00	\$73,400.52	Complete
402PS-21-03	RI Bike Coalition Statewide Smart Cycling Education	\$10,000.00	\$5,910.00	Complete
FHLE-21-04H	Woonasquatucket River Watershed Council	\$80,000.00	\$36,977.99	Complete
FHPE-21-01H	Paid Media Pedestrian/Bicycle	\$200,000.00	\$99,267.80	Complete
FHPE-21-02H	Creative Media Pedestrian/Bicycle	\$50,000.00	\$0.00	Continue to FFY2022
FHX-21-01H	OHS Tools for Pedestrian Safety	\$25,000.00	\$0.00	Continue to FFY2022
FHLE-21-06H	RI Hospital Injury Prevention Center Pedestrian Safety Program	\$25,000.00	\$19,719.26	Complete
FHLE-21-01H	Pedestrian/Bicycle Enforcement Patrols	\$109,000.00	\$36,734.29	Completed
FHLE-21-03H	Pedestrian/Bicycle Public Education (LE)	\$20,000.00	\$0.00	Continue to FFY2022

Project Descriptions

In FFY 2021 OHS pursued nine pedestrian and bicycle projects to help meet the performance targets, however, a couple were not completed as described below.

The following are descriptions of the distracted driving projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 402PS-21-02: Bike Newport Road Share Education

Subrecipient: Bike Newport

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PS	\$76,000.00	\$73,400.52	Complete

Description:

Bike Newport runs numerous initiatives to improve practices of safe road sharing - addressing all road users simultaneously whenever possible - including bicyclists, motorists and pedestrians as equal participants in safe road sharing. Target pedestrian initiatives at the 21-55 age population that is experiencing the greatest number of pedestrian fatalities and serious injuries.

Bike Newport runs specialized programs for youth, for women, for students with special needs, for Spanish-speakers, for experienced riders, and new riders. They incorporate bike riding skills, road sharing

skills, knowledge of local laws, basic bike mechanics, and bike security into every program. Their strategies include collaboration with community organization partners, and engagement of target groups in their community. Bike Newport’s community outreach focuses on teaching a method of confirming that one has been seen before entering the road – a two-part exchange – known as RI Waves. Evaluation includes interviews, surveys, and on-road counting of people and behaviors

Performance:

In 2021 Bike Newport provided courses and distributed bicycles and bicycle safety gear to hundreds of people. A total of 138 courses were offered in schools and to the community with 901 attendees. A total of 75 kids bikes and 419 adult bikes were distributed. Bike Newport uses donated funds outside of their NHTSA funds to purchase the bicycles in this program. This level of outreach was despite reduced class sizes or cancelled events due to the pandemic.

NHTSA 402PS-21-03: RI Bike Coalition Statewide Smart Cycling Education

Subrecipient: Rhode Island Bike

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PS	\$10,000.00	\$5,910.00	Complete

Description:

The Rhode Island Bike Coalition serves the bicyclist population of Rhode Island by offering their Smart Cycling courses throughout the state. Through education and outreach, the Rhode Island Bicycle Coalition will strengthen the confidence of both adults and children as vulnerable road users with a focus on safety, rules of the road and an application of taught practical skills. The coalition’s goal is to help the state lower the number of serious injuries and fatalities of bicyclists on Rhode Island roadways through practical training and safety education. Their target audience covers any and all bicyclists in the state from novice to pro. The Rhode Island Bike Coalition serves as the states go-to resource for those looking to improve their riding skills while also being educated on safety standards. The Rhode Island Bicycle Coalition is funded under NHTSA402PS which covers pedestrian and bicycle education efforts throughout the state of Rhode Island.

Performance:

RI Bike provided 68 hours of instruction in various formats to 95 students. The pandemic limited the number of attendees that courses were able to reach. A total of 400 LAB Bike Guides have been purchased and distributed.

NHTSA FHLE-21-04H: Youth Bike/Pedestrian Safety Woonasquatucket River

Subrecipient: Woonasquatucket River Watershed Council

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$80,000.00	\$36,977.99	Complete

Description:

The Red Shed Bike Program run through the Woonasquatucket River Watershed Council in Olneyville, Rhode Island has targeted providence youth ages 8-18 in many different bicycle safety/competency education programs. These programs include Bicycle Safety Videos units and virtual bicycle safety classes at the MET High School. Red Shed’s goal is to educate and create confidence in the next generation of vulnerable road users in urban communities of Rhode Island including Olneyville, Providence and

Pawtucket. By doing so, a larger goal is to lower the number of serious injuries and fatalities of bicyclists in this state.

Performance:

Funding supported a total of four personnel at the WRWC, lead 55 virtual classes at Rhode Island schools, educated 90 campers, 58 students in Pawtucket, 247 students in Barrington. In total over 2,000 students in Rhode Island were reached through in-person and virtual courses. A total of \$2,760 worth of bicycle helmets were distributed to campers.

NHTSA FHPE-21-01H: Paid Media Pedestrian/Bicycle

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$200,000.00	\$99,267.80	Complete

Description:

OHS will fund media placement to further education of the motoring public, pedestrians and bicyclists regarding motor vehicle laws intended to protect pedestrians and bicyclists from injury. Using a State of Rhode Island Master Price Agreement (MPA) vendor, our primary target audience will be adults 18-45. As stipulated by the MPA contract, the selected vendor will conduct a comprehensive post-buy analysis, which will serve as the evaluation for this project.

Performance:

Please see submitted media report.

NHTSA FHPE-21-02H: Creative Media Pedestrian/Bicycle

Subrecipient: Approved Media Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$50,000.00	\$0.00	Continue to FFY 2022

Description:

OHS will fund creation of media to further education of the motoring public, pedestrians and bicyclists regarding motor vehicle laws intended to protect pedestrians and bicyclists from injury. Using a State of Rhode Island Master Price Agreement (MPA) vendor to design the creative materials, our primary target audience will be adults 18-45. Focus groups will be conducted to determine the best creative direction to reach these audiences.

Performance:

Please see submitted media report.

NHTSA FHX-21-01H: OHS Tools for Pedestrian Safety**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$25,000.00	\$0.00	Continue to FFY 2022

Description:

OHS will purchase solar powered Flashing Crosswalk Signs for installation within pedestrian crash areas where there is an extended period until road safety improvements are planned. These signs also known as Rectangular Rapid Flashing Beacons (RRFB) will be temporary which allows for flexible deployment and diverse use.

Performance:

This purchase was not made due to lack of definitive requests from communities with high of pedestrian fatalities.

NHTSA FHLE-21-06H: RI Hospital Injury Prevention Pedestrian Safety Program**Subrecipient:** RI Hospital

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$25,000.00	\$19,719.26	Complete

Description:

This Pedestrian Safety program born out of the Injury Prevention Center in Providence at Rhode Island Hospital proposes to utilize the medical community to promote pedestrian safety. Although physicians and other providers almost universally promote the benefits of walking as exercise to improve health, pedestrian safety is not part of that conversation. This program seeks to change that so that walking can be promoted but guidance on how that can be done safely is part of that conversion. The Injury Prevention Center will utilize NHTSA materials, CDC materials, AAA, and National Safety Council to develop talking points for practitioners to utilize with patients as well as bilingual patient handouts printed materials that include Rhode Island specific content on safe walking routes/trials. In addition, they will provide practitioners high reflective objects to give to patients as a token reminder to use safe pedestrian practice. Program components will address practices for pedestrian safety that include: 1) increased risk of walking in dark (68% of death in US occur then); 2) wearing high visibility attire or using lighting (16% deaths, pedestrian was not visible); 3) distraction increase risks (use of earbuds while walking has been noted by NHSTA to be a risk factor); 4) planning safe routes for walking in your community; 5) increased risk with walking while (or after) consuming alcohol or other drugs. An additional component of the project is to develop sustainability for pedestrian safety within healthcare after the grant period ends. The IPC will do this by doing a cost analysis of pedestrian injuries treated at the Rhode Island Hospital Trauma Center. With that report they will engage health insurers to adopt a similar program reaching out to providers to discuss safe pedestrian practices and directly connect with their subscribers on the topic.

Performance:

Rhode Island Hospital partnered with Primary Care at Brown Medicine and the Rhode Island Hospital Center for Primary Care to distribute older adult pedestrian safety materials to their patients electronically. Patient materials were developed in English and Spanish and distributed via constant contact as well as during wellness visits for older adult patients (60 years and older).

NHTSA FHLE-21-01H: Pedestrian/Bicycle Enforcement Patrols**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$109,000.00	\$36,734.29	Complete

Description:

This task will provide funds to enable municipal law enforcement agencies to conduct patrols aimed at enforcing the state's pedestrian/bicycle laws. Grants will be funded based on a competitive application including factors such as demonstrated need, number of crashes, community size, road configuration/congestion, and violations/warnings issued. Patrols will be conducted year-round with a focus on the summer months primarily in downtown locations during the morning and evening commuting hours. Specific times and locations will be based on local data.

Performance:

Rhode Island Law Enforcement Municipalities continued their work in Pedestrian and Bicycle education and enforcement during the 2021 Federal Fiscal Year. With COVID19 restrictions and precautions somewhat less than 2020, more decoy operations were able to be scheduled and carried out. During FFY21 grant funded patrols, L.E. municipalities worked a total of 576 hours and issued a total of 267 Pedestrian Violations to motorists and pedestrians that failed to comply with RI laws within this emphasis area. The Office on Highway Safety looks forward to partnering with Rhode Island L.E. municipalities again in FFY2022 to continue their important work in ensuring the safety of vulnerable road users.

NHTSA FHLE-21-03H: Pedestrian/Bicycle Public Education (LE)**Subrecipient:** RI Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405H	\$20,000.00	\$0.00	Continue to FFY 2022

Description:

The Office on Highway safety conducts training for law enforcement officers for pedestrian safety. Officers are provided data showing the existing issue and are encouraged to conduct pedestrian enforcement activities, using a data driven approach, in their respective communities. Officers are also trained on how to properly conduct pedestrian enforcement "Decoy operations" and a review of local state laws is also conducted. A portion of the training encompasses bicycle safety as well.

Performance:

In FFY 2021, one virtual training session was held with twenty-two (22) law enforcement officers from twelve (12) agencies attending the training. As in past trainings, the program includes a two-fold approach to the pedestrian enforcement problem, an enforcement pedestrian decoy training along with PowerPoint and a media component.

The training incorporates a complete set of guidelines to ensure its success when conducting a decoy deployment campaign. As a result of these two training components, several law enforcement agencies bring the training back to their departments and develop their own role-call type trainings. The Office on Highway Safety will conduct two (2) trainings sessions in FFY 2022.

3.9 Police Traffic Services

Problem Statement

Speeding, alcohol-involved, and unrestrained fatalities have traditionally represented the largest proportions of fatalities in Rhode Island at 48, 37, and 28 percent respectively over the period 2017-2021. These crashes are not mutually exclusive; a vehicle occupant may exhibit all three behaviors in the crash. Based on the detailed descriptions of contributing factors to these three types of crashes as described in their respective program areas, law enforcement programs can be designed to address these factors. It is well established that the key to effective and successful enforcement programs is rooted in available data, that is based on analyzing available state and local data. By utilizing accurate data, agencies with the help from the Office on Highway Safety will result in the most cost-effective means to reduce incidents of crashes, which result in injury or extensive property damage.

Law enforcement agencies participate in state and federal enforcement campaigns such as Drive Sober or Get Pulled Over, Obey the Sign or Pay the Fine, Drive Now Test Later and the Click-It-or-Ticket mobilizations. Rhode Island's law enforcement agencies follow the accepted practice of enforcement using High Visibility Enforcement and Sustained Enforcement – Placed Based Enforcement and Problem-Solving Enforcement model. This is described in more detail in Section 6 – Evidence-based Enforcement.

Performance Measures and Targets

Police Traffic Services support all program areas in some way. All reported performance measures, with the exception of Traffic Records and Planning & Administration, are supported by Police Traffic Services activities.

Planned Activities and Funding

The 2021 HSP identified 20 police traffic services projects to address the above performance measures and make progress towards the targets. **Table 3.18** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Table 3.18 FFY2021 Police Traffic Services

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
164AL-21-02 164AL-21-14	State Agencies (RISP) Impaired Driving Specialized Enforcement Unit	\$200,000.00 (164AL) \$1,368,000.00 (164AL)	\$48,245.80 (164AL) \$1,282,305.65 (164AL)	Completed
164AL-21-09	State Agencies (URI) Alcohol Enforcement	\$2,218.00	\$464.64	Completed
164AL-21-12 402DD-21-02 402OP-21-06 402PT-21-05	State Agencies (RISP) Crash Reconstruction Equipment	\$7,890.00 (164AL) \$8,000.00 (402DD) \$8,000.00 (402OP) \$8,000.00 (402PT)	\$7,805.14 (164AL) \$7,805.14 (402DD) \$7,805.14 (402OP) \$7,805.14 (402PT)	Completed
164AL-21-16 402DD-21-09 402PT-21-10 402OP-21-09	Reconstruction Equipment Drone for Warwick PD	\$6,250.00 (164AL) \$6,250.00 (402PT) \$6,250.00 (402DD) \$6,250.00 (402OP)	\$5,591.00 (164AL) \$5,591.00 (402DD) \$5,591.00 (402PT) \$5,591.00 (402OP)	Completed
164AL-21-17 402DD-21-10 402PT-21-11 402OP-21-10	Reconstruction Equipment Drone for RISP	\$6,250.00 (164AL) \$6,250.00 (402PT) \$6,250.00 (402DD) \$6,250.00 (402OP)	\$0.00 (164AL) \$0.00 (402)	Not Complete
402DD-21-03	Municipal Enforcement Distracted Driving Campaigns	\$180,000.00	\$180,000.00	Completed
402DD-21-04	RISP Enforcement Distracted Driving Campaigns	\$40,500.00	\$13,420.32	Completed
402DD-21-05	State Agency (URI) Enforcement Distracted Driving Campaigns	\$3,465.79	\$3,465.79	Completed
402PT-21-02	State Agency (RISP) Speed Enforcement	\$100,100.00	\$91,695.39	Completed
402PT-21-04	Municipalities Speed Enforcement	\$390,000.00	\$329,761.69	Completed
402PT-21-06	State Agency (URI) Speed Enforcement	\$4,521.79	\$4,521.79	Completed
FDLSP-21-01D	Municipalities Impaired Driving Enforcement	\$300,000.00	\$207,327.91	Completed
M2HVE-21-01B	State Agency (URI) Seat Belt Enforcement	\$2,746.00	\$2,507.12	Completed

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
M2HVE-21-03B	Municipalities Seat Belt Enforcement	\$209,500.00	\$137,031.13	Completed
M2HVE-21-05B	State Agency (RISP) Seat Belt Enforcement	\$10,000.00	\$11,221.96	Completed
164AL-21-04 402PT-21-07 402DD-21-06	RIPCA Safety Partnership Program	\$41,425.00 (164AL) \$41,425.00 (402PT) \$82,500.00 (402DD)	\$31,777.00 (164AL) \$29,513.00 (402PT) \$33,511.00 (402DD)	Completed
164AL-21-03 402PT-21-03 M2HVE-21-02B FDLDATR-21-01 FESDLE-21-01 FHTR-21-01H M5TR-21-01 M2TR-21-01	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC)	\$100,000.00 (164AL) \$50,000.00 (402PT) \$50,000.00 (405B) \$130,000.00 (405D) \$75,000.00 (405E) \$50,000.00 (405H) \$55,000.00 (402PT) \$50,000.00 (402PT)	\$68,335.55 (164AL) \$39,363.34 (402PT) \$31,447.58 (405B) \$69,747.84 (405D) \$1,780.65 (405E) \$16,408.47 (405H) \$0.00 (405D) \$50,000.00 (405B)	Complete
164AL-21-10 402PT-21-13 FDLDATR-21-05 FESDLE-21-02 FHLE-21-07H	Law Enforcement Education and Training in Highway Safety Programs	\$25,000.00 (164AL) \$20,000.00 (402PT) \$10,000.00 (405D) \$10,000.00 (405E) \$20,000.00 (405H)	\$0.00 (164AL) \$0.00 (402PT) \$0.00 (405D) \$0.00 (405E) \$0.00 (405H)	Complete
F1906-21-05	CCPRA Regional Community Traffic Stop Analysis	\$100,000.00	\$0.00	Not Complete
F1906-21-06	CCPRA CCSU Law Enforcement Training	\$25,000.00	\$0.00	Not Complete

Project Descriptions

In FFY 2021 OHS pursued 20 PTS projects to help meet fatality and serious injury performance targets, however, a couple were not completed as described below.

The following are descriptions of PTS projects, including the project title and outcome of the project over the 2021 fiscal year.

NHTSA 164AL-21-02/164AL-21-14: State Agencies (RISP) Impaired Driving Specialized Enforcement Unit**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$200,000.00 (164AL)	\$48,245.80 (164AL)	Completed
Section 164AL	\$1,368,000.00 (164AL)	\$1,282,305.65 (164AL)	

Description:

The Rhode Island State Police Impaired Driving Unit is a pilot specialized unit managed and supervised by the Rhode Island State Police dedicated to the reduction of impaired driving to support the Rhode Island Department of Transportation's (RIDOT) 10-year zero fatality plan. While the focus of the unit will be targeted enforcement to detect impaired operators and reduce alcohol related crashes, the overall efforts of the unit will reduce the number of motor vehicle crashes statewide.

The reduction in impaired operators and impaired driving motor vehicle crashes can be accomplished by utilizing a data driven approach to target areas across the state with high crash rates during times when most impaired driving crashes occur.

Performance:

During FFY 2021, nine (9) municipal police agencies received funding to purchase impaired driving vehicles. These vehicles and the accompanying Memorandum of Understanding sets up another group of officers dedicated strictly to impaired driving enforcement.

During FFY 2021 the Rhode Island State Police assigned 5 road Troopers full time to their impaired driving unit which they call the "Traffic Safety Unit". These troopers work the evening shift 7 days a week and focus their efforts based upon arrest and crash data.

This unit made 6501 contacts; and issued 650 warnings; 1970 speeding violations; 323 seatbelt violations; 151 distracted driving violations; 3412 other types of violations, had suspected impaired operators perform field sobriety tests 933 times, and arrested 443 motorists for driving under the influence.

NHTSA 164AL-21-09: State Agencies (URI) Alcohol Enforcement**Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$2,218.00	\$464.64	Complete

Description:

OHS will fund implementation of the "DSOGPO" impaired driving enforcement patrols by the University of Rhode Island Police. Patrols are conducted during 24 hours and there is mandatory participation in one annual enforcement period, during the third week of August.

Performance:

The University of Rhode Island police department was awarded \$2,218 to conduct Driving under the Influence patrols. A total of 8 hours of patrols were completed. This agency made 24 citizen contacts resulting in two sets of field sobriety tests being given and made zero DUI arrests.

NHTSA 164AL-21-12/402DD-21-02/402OP-21-06/402PT-21-05: State Agencies (RISP) Crash Reconstruction Equipment**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$1,640.00 (164AL)	\$7,805.14 (164AL)	Complete
Section 402DD	\$8,000.00 (402DD)	\$7,805.14 (402DD)	
Section 402OP	\$8,000.00 (402OP)	\$7,805.14 (402OP)	
Section 402PT	\$8,000.00 (402PT)	\$7,805.14 (402PT)	

Description:

OHS will fund the Rhode Island State Police (RISP) Crash Reconstruction Unit which currently uses the Bosch Crash Data Retrieval System. Due to advancing technologies including autonomous and driver assisted vehicles, a new CAN module interface is needed along with the updated cables and software. To increase scene clearance, they are also looking to purchase a Vericom VC4000DAQ for scene friction measurements, scene markers for evidence points and crash recon mathematical software for mobile us.

Performance:

The RISP purchased updates to their previously purchased crash reconstruction equipment. The RISP reconstruction unit performs many of the state's reports. During this COVID year we witnessed an increase in state highway crashes which made the equipment an invaluable purchase.

NHTSA 164AL-21-16/402DD-21-09/402PT-21-10/402OP-21-09: Reconstruction Equipment Drone for Warwick PD**Subrecipient:** Warwick Police Department

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$6,250.00 (164AL)	\$5,591.00 (164AL)	Complete
Section 402DD	\$6,250.00 (402PT)	\$5,591.00 (402PT)	
Section 402PT	\$6,250.00 (402DD)	\$5,591.00 (402DD)	
Section 402OP	\$6,250.00 (402OP)	\$5,591.00 (402OP)	

Description:

OHS will fund the Warwick Police Crash Reconstruction Unit for a drone and crash data recorder (CDR) equipment including training to have the most comprehensive set of tools for reconstruction and crash scene clearance. Since fatal and serious motor vehicle crashes often result in road closures, detours and long traffic delays, the Warwick Police will now be able to re-open the road in a more expeditious manner, while obtaining more accurate measurements.

The Reconstruction Unit has had accident reconstruction certified officers on staff for decades. In the early times of crash reconstruction measurements were taken utilizing tape measures, chalk, and roller wheels to document the position of the vehicles and the path of travel leading to the crash. In some cases, this would take several hours on measuring, recording and photographing to complete. Across the country public safety agencies have started to turn their attention to unmanned aerial vehicles (UAV) "Drones" as an alternative to tape and laser measurements. Departments have found that they can setup and fly a UAV over the crash scene, take hundreds of detailed photos of the crash and the overall scene in under an hour. These photos can then be downloaded in computer aided drawing programs to create a highly

detailed image of the crash scene. This image can be used to obtain measurements and other pertinent information.

As a leader in the state of Rhode Island in traffic safety and traffic crash investigations, the Reconstruction Unit is seeking to purchase a UAV for the purpose of investigating serious crashes with the most state-of-the-art technology available.

This program will fund the costs of the UAV which may include the product, accessories, software, and training necessary for operation. The department will be responsible to ensure the proper operation of the UAV is followed per FAA guidelines.

Pure speed of data collection is not the only benefit of utilizing a UAV for accident reconstruction. The speed of data collection translates into the ability to open a road faster which reduces the dangerous traffic backup and the inherent risks of secondary crashes. It also is a major benefit to responder safety. Officers will spend less time exposed to traffic that is flowing around the scene, which even if properly detoured, can cause motorists to become confused and not pay attention to people and objects in the road. Aside from speed, a UAV can collect highly detailed photographs and measurements of the scene, a capability that is well outside our current operations.

In addition to utilizing this UAV on State and Local Roadways, it would be an asset to other departments who are investigating serious and fatal crashes. Through routine mutual aid, departments could request that they respond to assist.

Once the factors and causes of these types of crashes have been identified, an analysis can be done to determine how these crashes could have been prevented.

Performance:

The goal of this project was to upgrade the departments older hydraulic extrication equipment to include newer technology, battery powered hurst hydraulic spreader, battery powered cutting tool, and battery powered hydraulic ram on the departments Special Hazards/Heavy Rescue. In addition to replacing this obsolete equipment, the department proposed, acquired, and added a hurst battery powered hydraulic combination spreader/cutting tool, otherwise known as a "combi" tool, to the departments Ladder 2 provided vital extrication capabilities not previously available for use when responding to highway motor vehicle accidents. Lastly, the department proposed adding Paratech vehicle stabilization equipment to each of the three (3) ladder companies all charged with responding as support apparatus on motor vehicle crashes and rollovers. The end result was that all three (3) ladder companies are now equipped with Paratech vehicle stabilization kits enabling crews to safely stabilize vehicles prior to initiating extrication actions.

NHTSA 164AL-21-17/402DD-21-10/402PT-21-11/402OP-21-10: Reconstruction Equipment Drone for RISP**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$6,250.00 (164AL)	\$0.00 (164AL)	Not Complete
Section 402DD	\$6,250.00 (402PT)	\$0.00 (402PT)	
Section 402PT	\$6,250.00 (402DD)	\$0.00 (402DD)	
Section 402OP	\$6,250.00 (402OP)	\$0.00 (402OP)	

Description:

OHS will fund the Rhode Island State Police (RISP) Crash Reconstruction Unit for a drone and crash data recorder (CDR) equipment including training to have the most comprehensive set of tools for reconstruction and crash scene clearance.

The Reconstruction Unit has had accident reconstruction certified officers on staff for decades. In the early times of crash reconstruction measurements were taken utilizing tape measures, chalk, and roller wheels to document the position of the vehicles and the path of travel leading to the crash. In some cases, this would take several hours on measuring, recording and photographing to complete. Across the country public safety agencies have started to turn their attention to unmanned aerial vehicles (UAV) "Drones" as an alternative to tape and laser measurements. Departments have found that they can setup and fly a UAV over the crash scene, take hundreds of detailed photos of the crash and the overall scene in under an hour. These photos can then be downloaded in computer aided drawing programs to create a highly detailed image of the crash scene. This image can be used to obtain measurements and other pertinent information.

As a leader in the state of Rhode Island in traffic safety and traffic crash investigations, the Reconstruction Unit is seeking to purchase a UAV for the purpose of investigating serious crashes with the most state-of-the-art technology available.

This program will fund the costs of the UAV which may include the product, accessories, software, and training necessary for operation. The department will be responsible to ensure the proper operation of the UAV is followed per FAA guidelines.

Pure speed of data collection is not the only benefit of utilizing a UAV for accident reconstruction. The speed of data collection translates into the ability to open a road faster which reduces the dangerous traffic backup and the inherent risks of secondary crashes. It also is a major benefit to responder safety. Officers will spend less time exposed to traffic that is flowing around the scene, which even if properly detoured, can cause motorists to become confused and not pay attention to people and objects in the road. Aside from speed, a UAV can collect highly detailed photographs and measurements of the scene, a capability that is well outside our current operations.

In addition to utilizing this UAV on State and Local Roadways, it would be an asset to other departments who are investigating serious and fatal crashes. Through routine mutual aid, departments could request that they respond to assist. Once the factors and causes of these types of crashes have been identified, an analysis can be done to determine how these crashes could have been prevented.

Performance:

Crash reconstruction software was proportionally funded, and the portion taken from 164AL funds were used due to RI's high percentage of alcohol impaired fatal crashes. This reconstruction equipment allows the RISP to perform more comprehensive crash analysis and their crash reconstruction specialists are a resource to the entire state.

NHTSA 402DD-21-03: Municipal Enforcement Distracted Driving Campaigns**Subrecipient:** Rhode Island Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402DD	\$180,000.00	\$99,308.91	Complete

Description:

OHS will fund implementation of a Distracted Driving enforcement effort by local city/town police departments. OHS is expecting participation from potentially 38 communities. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period during April 2021. The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates, and amount requested by the enforcement agency. Prior to the start of these enforcement campaigns, departments will attend training.

Performance:

This was completed. 273 officers issued 876 distracted driving citations and 399 warnings with grant funds in 1,075 hours. See Evidence-based Enforcement Report, Section 6.

NHTSA 402DD-21-04: RISP Enforcement Distracted Driving Campaigns**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402DD	\$40,500.00	\$13,420.32	Completed

Description:

OHS will fund implementation of specific Distracted Driving enforcement patrols by the RISP. Patrols are conducted 24 hours with mandatory participation in one annual enforcement period during April 2021.

Performance:

This was completed. 48 officers issued 27 distracted driving citations and 38 warnings with grant funds in 353 hours. See Evidence-based Enforcement Report, Section 6.

NHTSA 402DD-21-05: State Agency (URI) Enforcement Distracted Driving Campaigns**Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402DD	\$3,465.79	\$3,465.79	Complete

Description:

OHS will fund implementation of specific Distracted Driving enforcement patrols by URI. Patrols are conducted 24 hours with mandatory participation in one annual enforcement period during April 2021.

Performance:

This was completed. 13 officers issued 84 distracted driving citations and 37 warnings with grant funds in 53.5 hours. See Evidence-based Enforcement Report, Section 6.

NHTSA 402PT-21-02: State Agency (RISP) Speed Enforcement**Subrecipient:** Rhode Island State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PT	\$100,100.00	\$91,695.39	Completed

Description:

OHS will fund implementation of the "Obey the Sign or Pay the Fine" overtime speed enforcement patrols by the RISP. OHS is expected participation from all barracks. Patrols are conducted 24 hours and there is mandatory participation in one annual enforcement period, during the first week of August. OHS will fund speed enforcement related equipment for the RISP in support of sustained enforcement efforts.

Performance:

This was completed. 342 officers issued 1,671 speeding citations and 221 warnings with grant funds in 80 hours. See Evidence-based Enforcement Report, Section 6.

NHTSA 402PT-21-04: Municipalities Speed Enforcement**Subrecipient:** Municipal Police Departments

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PT	\$390,000.00	\$329,761.69	Complete

Description:

OHS will fund overtime speed enforcement patrols by local city and town police departments for the National "Obey the Sign or Pay the Fine" campaign and sustained enforcement efforts throughout the grant year. In Rhode Island, a fatality is defined as speed-related if one of the driver-related factors includes driving over the speed limit, excessive speed, driving too fast for conditions, or racing.

Performance:

This was completed. 1,074 officers issued 6,577 speeding citations and 2,182 warnings with grant funds in 4,185 hours. See Evidence-based Enforcement Report, Section 6.

NHTSA 402PT-21-06: State Agencies (URI) Speed Enforcement**Subrecipient:** University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PT	\$4,521.79	\$4,521.79	Complete

Description:

OHS will fund for overtime patrols for speed enforcement to include mandatory participation in the "Obey the Sign or Pay the Fine" campaign. Patrols can be conducted day and night and must focus on identified problem areas. In Rhode Island, a fatality is defined as speed-related if one of the driver-related factors includes driving over the speed limit, excessive speed, driving too fast for conditions, or racing. A speed-related serious injury crash is defined as occurring when a citation is issued to a driver involved in the crash for exceeding the lawful speed limit.

Performance:

This was completed. 20 officers issued 122 speeding citations and 70 warnings with grant funds in 80 hours. See Evidence-based Enforcement Report, Section 6.

NHTSA FDLSP-21-01D: Municipalities Impaired Driving Enforcement

Subrecipient: Rhode Island Law Enforcement

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405D	\$300,000.00	\$207,327.91	Complete

Description:

Implementation of Drive Sober or Get Pulled Over (DSOGPO) overtime enforcement patrols by various municipalities. Each law enforcement agency is funded to participate in the two DSOGPO annual mobilizations scheduled for December 17, 2020 to January 2, 2021 and August 14 to September 1, 2021, and monthly sustained enforcement. Patrols are conducted on Thursday, Friday, and Saturday evenings. Participating officers must be fully trained in the use of SFST or DRE detection techniques. Includes funding overtime for Drug Recognition Experts to perform evaluations of drivers suspected to be under the influence of drugs other than alcohol on an as-needed basis by various local police departments.

Performance:

Municipal police departments were awarded \$300,000 to conduct Driving under the Influence patrols. A total of 3,438 hours of patrols were completed. Agencies made a total of 3,977 citizen contacts resulting in 432 sets of field sobriety tests being given and made 173 DUI arrests. A total of 16 agencies participated in the August/September DSOGPO campaign and 25 agencies in the December campaign.

NHTSA M2HVE-21-01B: State Agency (URI) Seat Belt Enforcement

Subrecipient: University of Rhode Island

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405B	\$2,746.00	\$2,507.12	Complete

Description:

OHS will fund implementation of the CIOT overtime enforcement patrols by the URI Police Department. Patrols will be conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May to June 2021 and three state mobilizations (Thanksgiving holiday travel, November 18 to 24, 2021; March 19 to 27, 2021; and September 14 to 20, 2021). URI has requested additional funds for FFY 2021 and has promised to increase patrols and adhere to all mandated mobilizations.

Performance:

Click it or Ticket enforcement campaigns by the URI Police Department resulted in 44 hours of patrols and 69 violations. See Evidence-based Enforcement Report, Section 6.

NHTSA M2HVE-21-03B: Municipalities Seat Belt Enforcement**Subrecipient:** Municipal Police Departments

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405B	\$209,500.00	\$137,031.13	Complete

Description:

OHS will fund implementation of the CIOT overtime enforcement patrols by all Rhode Island municipal law enforcement agencies. Patrols will be conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, Thanksgiving holiday travel, November, March, and September 2021. The amounts allocated to each municipality were determined based on problem identification, citation and detail history, ability to deploy details, and overall community targeted safety needs.

Performance:

Law Enforcement worked a total of 2,313 hours and issued a total of 2,720 seatbelt citations during NHTSA grant funded seatbelt enforcement. The Office on Highway Safety is proud to partner with RI Law Enforcement again in FFY2022 to continue educating the Rhode Island driving public on the dangers present when not wearing a seatbelt. All 39 law enforcement agencies participated.

NHTSA M2HVE-21-05B: State Agencies (RISP) Seat Belt L.E. Patrols**Subrecipient:** RI State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 405B	\$11,221.96	\$11,221.96	Complete

Description:

OHS will fund implementation of the CIOT overtime enforcement patrols by all Rhode Island State Police. Patrols will be conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May to June 2021 and three state mobilizations (Thanksgiving holiday travel, November 18 to 24, 2021; March 19 to 27, 2021; and September 14 to 20, 2021). The amounts allocated to the State Police was determined based on problem identification, citation and detail history, ability to deploy details, and overall targeted safety needs. If the mobilization dates are changed the RISP has promised to remain flexible and provide their agency's support of all changes.

Performance:

The Rhode Island State Police continued their work in seatbelt education and enforcement in the 2021 Federal Fiscal Year. During the fiscal year, the State Police participated in both local and national Click It or Ticket mobilizations. In total during NHTSA grant funded patrols, the Rhode Island State Police worked 177 hours and issued 163 seatbelt citations over the course of the 2021 year. The Office on Highway Safety looks forward to another year of partnership with RISP in FFY2022 to continue their work in Seatbelt Enforcement across the state of Rhode Island.

NHTSA 164AL-21-04/402PT-21-07/402DD-21-06: RIPCA Safety Partnership Program**Subrecipient:** Rhode Island Police Chiefs Association

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$41,425.00 (164AL)	\$31,777.00 (164AL)	Complete
Section 402PT	\$41,425.00 (402PT)	\$29,513.00 (402PT)	
Section 402DD	\$82,500.00 (402DD)	\$33,511.00 (402DD)	

Description:

RIDOT/OHS will partner with RIPCA on other traffic safety initiatives to include distracted driving and pedestrian safety. Funding will allow the RIPCA to disseminate information from the Office on Highway Safety to all active law enforcement leadership entities and other state agencies (i.e., DEM). The RIPCA will also lead a media effort which includes law enforcement safety information by all municipalities.

Performance:

These grant funds were used to partially fund the Executive Director's position for the RIPCA. The Executive Director coordinated multiple efforts between the Rhode Island Department of Transportation / Office of Highway Safety and law enforcement across all of Rhode Island, including both state and local. Examples of these efforts were the hosting and coordination of 4 press conferences where the Director of RIDOT as well as the Colonel of the Rhode Island State Police, members of the RIPCA Executive Board and many other stakeholders spoke and presented crash/impairment data and stressed safe driving habits and educational information for our driving population. The Executive Director also produced numerous press releases which coincided with the NHTSA 2021 highway safety campaign calendar. The press releases were shared with all of our media partners and posted on social media outlets. Various law enforcement departments used these press releases on their own social media outlets as well. The Executive Director, through the RIPCA, also worked with our Law Enforcement Liaison to coordinate and monitored grant funds from the International Association of Chiefs of Police (IACP) that were used to train 24 officers in the ARIDE Program and 20 officers as Drug Recognition Experts. There are ARIDE trainings that are still being coordinated due to the extension of additional funding from IACP.

The Executive Director also worked with every law enforcement agency to help provide personal protective equipment as they continued to be affected by the pandemic. Departments worked to get pro-active, directed patrol back to full implementation.

The RIPCA also purchased media time on various radio and social media sites for our Public Safety Announcement – "stay off the Grass." A portion of the funding was also used to translate this PSA to Spanish and broadcasted on the number 1 Spanish radio station in Rhode Island and subsequent Spanish websites and social media outlets, to broaden our outreach into a previously untapped audience, estimated at approximately 1.5 million listeners in the Rhode Island market.

Lastly, the Executive Director worked with numerous state agencies in our continued efforts to implement a statewide Computer Aided Dispatch and Records Management system (CAD/RMS). This effort made great progress this year (July 2021) with the Legislature passing legislation to implement the CAD/RMS, giving the Department of Public Safety (DPS) authority and oversight. The RIPCA is working with the DPS to negotiate a final contract and coordinate statewide implementation.

NHTSA 164AL-21-03/402PT-21-03/M2HVE-21-02B/FDLDATR-21-01/FESDLE-21-01/FHTR-21-01H/M5TR-21-01/M2TR-2101: State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC)

Subrecipient: Approved Consultant

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$100,000.00 (164AL)	\$68,335.55 (164AL)	Complete
Section 402PT	\$50,000.00 (402PT)	\$39,363.34 (402PT)	
Section 405B	\$50,000.00 (405B)	\$31,447.58 (405B)	
Section 405D	\$130,000.00 (405D)	\$69,747.84 (405D)	
Section 405E	\$75,000.00 (405E)	\$1,780.65 (405E)	
Section 405H	\$50,000.00 (405H)	\$16,408.47 (405H)	
Section 405D	\$55,000.00 (402PT)	\$0.00 (405D)	
Section 405B	\$50,000.00 (405B)	\$50,000.00 (405B)	

Description:

OHS will contract with a qualified consultant to serve as the LEHSTC. The LEHSTC will work as the liaison through the Office of Highway Safety and will promote law enforcement participation in Operation Blue RIPTIDE and other program areas, conduct outreach to police chiefs, and provide traffic safety training. The LEHSTC will also serve as the Program Coordinator for the Standardized Field Sobriety Testing (SFST) Refresher Training courses.

Performance:

The LEHSTC working with the Department of Health also assists in maintaining the certification and recertification of the states 1500 certified SFST officers. Each officer is recertified with a four (4) hour update yearly. In FFY 2021, Rhode Island trained over 60 officers in Advanced Roadside Impaired Driving Enforcement (ARIDE). Rhode Island continued the practice of requiring graduating academy recruits complete the on-line ARIDE training and in FFY 2021 forty-five (45) officers received certification.

Please see the EBE report.

NHTSA 402PT-21-13/FESDLE-21-02/FHLE-21-07H/164AL-21-10/FDLDATR-21-05: Law Enforcement Education and Training in Highway Safety Programs

Subrecipient: RI State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164	\$25,000.00 (164AL)	\$0.00 (164AL)	Complete
Section 405D	\$10,000.00 (405D)	\$0.00 (405D)	
Section 405E	\$10,000.00 (405E)	\$0.00 (405E)	
Section 402PT	\$20,000.00 (402PT)	\$0.00 (402PT)	
Section 405H	\$20,000.00 (405H)	\$0.00 (405H)	

Description:

This project will fund the ability to pay for the attendance of law enforcement officers at highway safety program training sessions pre-approved by OHS. The pre-approval is for both the training itself and the officers in attendance. It will not cover the cost of "backfilling" but the cost of the actual officer in

attendance at the training. This will also not cover the cost of training that is required as a certification for the basic job functions of routine patrol(s) such as breathalyzer recertification or those not associated with highway safety.

Performance:

These trainings took place virtually and did not require payment to law enforcement agencies.

NHTSA F1906-21-06: CCPRA CCSU Law Enforcement Training

Subrecipient: RI State Police

Funding Source	Funds Granted	Funds Expended	Project Status
Section 1906	\$25,000.00	\$0.00	Not Complete

Description:

The law, also known as the Comprehensive Police-Community Relationship Act of 2015 (CCPRA) “honors the community’s desire for just stop and search procedures, while permitting law enforcement to maintain public safety and implement best practices.”

The CCPRA required that law enforcement departments had to collect traffic stop data until December 31, 2019 which was submitted to the State to be analyzed by CCSU. Without the requirement to submit data but the ability of departments to continue with internal data collection, CCSU will develop and implement a training program for police departments that decide to voluntarily collect traffic stop records beyond 2019 by using the data indications from the CCPRA traffic stop data analysis.

This training program will help them determine how to properly review their traffic stop records and identify potential circumstances that contributed to disparities identified within their traffic stop data.

Performance:

This project was unable to be implemented due to COVID and discussions regarding RI’s racial profiling legislation at the State House legislative level.

3.10 Planning and Administration

Problem Statement

The RIDOT Office on Highway Safety serves as the primary agency responsible for ensuring highway safety concerns for State are identified and addressed, especially through the delivery of the Highway Safety Plan and Annual Report.

Performance Measures and Targets

Table 3.19 summarizes the planning and administration performance measures and targets identified in the 2021 HSP. The relationship between the individual projects and the planning and administration performance measures are described in **Table 3.19**.

Table 3.19 Planning and Administration Performance Measures

Performance Targets	Performance Measures
Administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses State specific safety characteristics.	Conduct a Stakeholders' meeting to receive input for development of the FFY 2020 HSP - Completed Deliver the FFY 2020 Annual Report by December 31, 2021 – Completed. Deliver the Federal Fiscal Year 2022 Highway Safety Plan by July 1, 2021 – Completed.

Planned Activities and Funding

The 2021 HSP identified eight planning and administration projects to address the above performance measures and make progress towards the targets. **Table 3.20** lists the projects, the relevant performance measures, the Funds Approved to each project, and the project status.

Table 3.20 FFY2021 Planning & Administration

Activity Number	Subrecipient	Funding Granted	Funds Expended	Project Status
164PA-21-00	Audit Fees	\$22,200.00 (164PA)	\$707.92 (164PA)	Complete
402PA-21-00		\$25,000.00 (402PA)	\$1,082.24 (402PA)	
M2X-21-00B		\$2,000.00 (405B)	\$117.36 (405B)	
M3DA-21-00C		\$2,700.00 (405C)	\$0.00 (405C)	
M6X-21-00D		\$5,000.00 (405D)	\$205.40 (405D)	
M9X-21-00F		\$2,300.00 (405E)	\$167.20 (405F)	
F1906-21-00		\$500.00 (405F)	\$0.00 (405B)	
FESX-21-00E		\$2,800.00 (1906)	\$2,300.00 (405E)	
FHX-21-00H		\$1,200.00 (405H)	\$91.470 (405H)	
402PA-21-01	Membership and Dues	\$25,000.00	\$0.00	Complete
402PA-21-02	Office Equipment	\$50,000.00	\$4,149.42	Complete
402PA-21-03	Office Supplies	\$50,000.00	\$0.00	Complete
402PA-21-04	Preparation of Highway Safety Plan and Annual Program Evaluation	\$125,000.00	\$83,914.02	Complete
402PA-21-05	Travel and Training	\$25,000.00	\$5,568.54	Complete
402PA-21-06	OHS Web-based Education and Training Outreach	\$5,000.00	\$149.90	Complete

164AL-21-01	Salaries	\$748,600.00 (164AL)	\$336,867.68 (164AL)	Complete
402MC-21-01	(Impaired Driving,	\$748,600 (164AL)	\$336,867.68 (164AL)	
402OP-21-01	Motorcycle, Occupant	\$51,000.00 (402MC)	\$2,872.63 (402MC)	
402PS-21-01	Protection, Speed, Traffic	\$280,500.00 (402OP)	\$115,281.08 (402OP)	
402PT-21-01	Records, Pedestrian/ Bicycle, Distracted	\$100,000.00 (402PS)	\$30,927.82 (402PS)	
402SA-21-01	Driving, Data Analysis)	\$102,000.00 (402PT)	\$113,799.58 (402PT)	
402DD-21-01		\$102,000.00 (402SA)	\$54,543.01 (402SA)	
M3DA-21-01		\$200,000.00 (402DD)	\$91,978.07 (402DD)	
		\$75,000 (405C)	\$37,607.16 (405C)	

Project Descriptions

The following are descriptions of the Planning and Administration projects, including the outcomes of the projects over the 2021 fiscal year.

NHTSA 164PA-21-00/402PA-21-00/M2X-21-00B/M3DA-21-00C/M6X-21-00D/M9X-21-00F/F1906-21-00/FESX-21-00E/FHX-21-00H: Audit Fees

Subrecipient: Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164PA	\$22,200.00 (164PA)	\$0.00 (164PA)	N/A
Section 402PA	\$25,000.00 (402PA)	\$1,082.24 (402PA)	N/A
Section 405B	\$2,000.00 (405B)	\$117.36 (405B)	N/A
Section 405C	\$2,700 (405C)	\$0.00 (405C)	N/A
Section 405D	\$5,000.00 (405D)	\$205.40 (405D)	N/A
Section 405E	\$2,300.00 (405E)	\$167.20 (405E)	N/A
Section 405F	\$500.00 (405F)	\$0.00 (405F)	N/A
Section 1906	\$2,800.00 (1906)	\$10.40 (1906)	N/A
Section 405H	\$1,200.00 (405H)	\$91.47 (405H)	N/A
Section 405E			
Section 405F			
Section 1906			
Section 405H			

Description:

Fees charged by the State of Rhode Island based on cash receipts from NHTSA.

Performance:

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

NHTSA 402PA-21-01: Membership and Dues**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402PA	\$25,000.00	\$1082.24	N/A

Description:

This project will allow RI's OHS to support their annual GHSA dues to remain active members. It will also support the growth and work of the WTS as we try to increase our leadership of advancing women in transportation safety. Both organizations are dedicated to creating a more diverse, inclusive, and equitable safety partnerships.

Performance:

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

NHTSA 402PA-21-02: Office Equipment**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$50,000.00	\$4,149.42	N/A

Description:

This project will fund OHS office copier/fax machine lease and maintenance. It will also offer the ability to purchase possible new IT equipment and software related to an OHS grants management system. Everything we purchase needs to support our remote working situation in relation to creating, implementing, and monitoring and evaluation our annual HSP projects and partners.

Performance:

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

NHTSA 402PA-21-03: Office Supplies**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$50,000.00	\$0.00	N/A

Description:

Developing and monitoring RI's HSP requires the purchase of office supplies which support our computers systems, phone charges, and other various supplies which assist our daily tasks and responsibilities.

Performance:

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

NHTSA 402PA-21-04: Preparation of Highway Safety Plan and annual Program Evaluation Report**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$125,000.00	\$83,914.02	N/A

Description:

OHS will contract for the development and production of the HSP and the AR required by NHTSA. The project will also fund the development of annual targets for fatalities, fatality rate, and serious injuries. These activities include a review of historic safety performance, estimates for the previous years, and discussion of trends observed to date and their implications on meeting targets. As an overview of various methods used to estimate a range of potential targets will be documented. The information gathered for these tasks was presented to various stakeholders within RIDOT and to the state MPO for review. This project also provides funds to assist with the development and execution of RI's SHSP. Specific tasks include annual refinement of all emphasis areas based on current data trends and execution of certain countermeasures identified such as pedestrian and bicycle education, DDACTS for impaired driving, etc.

Performance:

Both plan and report were created internally and supported by VHB as OHS' paid consultant.

NHTSA 402PA-21-05: Travel and Training**Subrecipient:** Rhode Island Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$25,000.00	\$5,568.54	N/A

Description:

Although in the past few years OHS staff has been unable to travel due to state policies, we continue to hope those policies will soon be re-adjusted and safety staff will be allowed to attend in-state and out of state highway safety conferences and training sessions.

Performance:

Administrative Tasks and Expenses needed to support all HSP Performance Measures.

NHTSA 402PA-21-06: OHS Web-based Education & Training Outreach**Subrecipient:** Office on Highway Safety/TBD

Funding Source	Funds Granted	Funds Expended	Project Status
Section 402	\$5,000.00	\$149.90	N/A

Description:

This project will fund the ability of OHS to obtain the necessary equipment, programs, and services to provide web-based training opportunities. These trainings may include all highway safety program areas to educate our stakeholders to include law enforcement and community groups. Services to conduct web-based training require fees to host such events.

Performance

We purchased limited equipment (headsets) to begin this project but was unable to complete it.

NHTSA 164AL-21-01/402MC-21-01/402OP-21-01/402PS-21-01/402PT-21-01/402SA-21-01: OHS

Salaries

Subrecipient: Office on Highway Safety

Funding Source	Funds Granted	Funds Expended	Project Status
Section 164AL	\$748,600.00 (164AL)	\$336,867.68 (164AL)	N/A
Section 402MC	\$51,000.00 (164AL)	\$2,872.63 (402MC)	N/A
Section 402OP	\$280,500.00 (405B)	\$115,281.08 (402OP)	N/A
Section 402PS	\$100,000.00 (405C)	\$30,927.82 (402PS)	N/A
Section 402PT	\$102,000.00 (405D)	\$113,799.58 (402PT)	N/A
Section 402SA	\$200,000.00 (405F)		N/A

Description:

This project will fund the ability of OHS to obtain the necessary equipment, programs, and services to provide web-based training opportunities. These trainings may include all highway safety program areas to educate our stakeholders to include law enforcement and community groups. Services to conduct web-based training require fees to host such events.

Performance:

All NHTSA funded staff was supported with these funds.

Table 3.21 FFY 2021 Expenditures

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
164 Transfer Funds					
164 Alcohol					
164AL-21-00	Alcohol Survey	\$12,900.00	\$12,900.00	\$0.00	\$2,100.00
164AL-21-01	Salaries Impaired Driving	\$336,867.68	\$336,867.68	\$0.00	\$411,732.32
164AL-21-02	State Agency RISP Impaired Driving	\$48,245.80	\$48,245.80	\$0.00	\$151,754.20
164AL-21-03	State Agencies RIMPA LE Training	\$68,335.55	\$68,335.55	\$0.00	\$31,664.45
164AL-21-04	RIPCA Safety Partnership program	\$31,777.00	\$31,777.00	\$0.00	\$9,648.00
164AL-21-06	Alcohol Program Resources	\$0.00	\$0.00	\$0.00	\$25,000.00
164AL-21-07	Alcohol Training Video	\$0.00	\$0.00	\$0.00	\$50,000.00
164AL-21-08	State Agencies DOH Alcohol Tox	\$187,809.36	\$187,809.36	\$0.00	\$25,190.64
164AL-21-09	URI Alcohol Enforcement and Training	\$464.64	\$464.64	\$0.00	\$1,753.36
164AL-21-10	Law Enforcement Training	\$0.00	\$0.00	\$0.00	\$25,000.00
164AL-21-11	Statewide RMS RISP	\$0.00	\$0.00	\$0.00	\$1,220,820.91
164AL-21-12	RISP Crash Reconstruction	\$7,805.14	\$7,805.14	\$0.00	\$84.86
164AL-21-13	VMS Boards and Cloud Services	\$15,951.00	\$15,951.00	\$0.00	\$84,049.00
164AL-21-14	State Agency (RISP) Impaired Driving Specialized Enforcement Unit	\$1,282,305.65	\$1,282,305.65	\$0.00	\$85,694.35
164AL-21-16	Reconstruction Equipment Drone	\$5,591.00	\$5,591.00	\$0.00	\$659.00
164AL-21-17	WZ safety School Awareness Program	\$0.00	\$0.00	\$0.00	\$10,000.00
164 Alcohol Total		\$1,998,052.82	\$1,998,052.82	\$0.00	\$2,135,151.09

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
164 Paid Media					
164PM-21-01	Paid Media AL	\$496,965.32	\$496,965.32	\$0.00	\$203,034.68
164PM-21-02	Creative Media AL	\$386,360.97	\$386,360.97	\$0.00	\$13,639.03
164PM-21-05	Newport Gulls DD Media	\$5,600.00	\$5,600.00	\$0.00	\$0.00
164 Paid Media Total		\$888,926.29	\$888,926.29	\$0.00	\$0.00
164 Transfer Funds Total		\$2,886,979.11	\$2,886,979.11	\$0.00	\$2,351,824.80

NHTSA 402**Planning and Administration**

164PA-21	Audit Fees	\$1,082.24	\$1,082.24	\$0.00	\$8,917.76
164PA-21-01	Membership and Dues	\$0.00	\$0.00	\$0.00	\$15,000.00
164PA-21-02	Office Equipment	\$4,149.42	\$4,149.42	\$0.00	\$45,850.58
164PA-21-03	Office Supplies	\$0.00	\$0.00	\$0.00	\$50,000.00
164PA-21-04	HSP Preparation and Year End R	\$83,914.02	\$83,914.02	\$0.00	\$66,085.98
164PA-21-05	Travel and Training	\$5,568.54	\$5,568.54	\$0.00	\$19,431.46
164PA-21-06	OHS Web Based Education and Tr	\$149.90	\$149.90	\$0.00	\$4,850.10
Planning and Administration Total		\$94,864.12	\$94,864.12	\$0.00	\$210,135.88

Motorcycle Safety

402MC-21-01	Salaries (Motorcycle)	\$2,872.63	\$2,872.63	\$0.00	\$48,127.37
Motorcycle Safety Total		\$2,872.63	\$2,872.63	\$0.00	\$48,127.37

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
Occupant Protection					
402OP-21	RISAS Youth Driven Safety Prog	\$0.00	\$0.00	\$0.00	\$5,000.00
402OP-21-01	Salaries (Occupant Protection)	\$115,281.08	\$115,281.08	\$0.00	\$145,218.92
402OP-21-02	Genesis OP for Diverse Families	\$24,174.50	\$24,174.50	\$0.00	\$63,855.50
402OP-21-03	WZ School Safety Awareness Campaign	\$0.00	\$0.00	\$0.00	\$10,000.00
402OP-21-04	CIOT DMV Intercept Survey	\$23,600.00	\$23,600.00	\$0.00	\$11,400.00
402OP-21-05	CIOT Observational Surveys	\$62,400.00	\$62,400.00	\$0.00	\$13,600.00
402OP-21-06	State Agency RISP Crash Recons	\$7,805.14	\$7,805.14	\$0.00	\$6,444.86
402OP-21-07	VMS Messages Boards with Cloud	\$15,951.00	\$15,951.00	\$0.00	\$40,049.00
402OP-21-09	Reconstruction Equipment with	\$5,591.00	\$5,591.00	\$0.00	\$659.00
402OP-21-11	Municipal EMS Crash Extraction	\$22,126.00	\$22,126.00	\$0.00	\$27,874.00
402OP-21-12	OP Assessment	\$37,383.45	\$37,383.45	\$0.00	\$2,616.55
	Occupant Protection Total	\$314,312.17	\$314,312.17	\$0.00	\$326,717.83
Pedestrian/Bicycle Safety					
402PS-21-01	Salaries (Pedestrian/Bicycle)	\$30,927.82	\$30,927.82	\$0.00	\$69,072.18
402PS-21-02	Bike Newport Road Share Education	\$73,400.52	\$73,400.52	\$0.00	\$2,599.48
402PS-21-03	RI Bike Coalition Statewide Sm	\$5,910.00	\$5,910.00	\$0.00	\$4,090.00
402PS-21-04	ThinkFast Interactive High School	\$13,281.25	\$13,281.25	\$0.00	\$44,268.75
402PS-21-05	Prev Con High School Prevention	\$14,265.76	\$14,265.76	\$0.00	\$750.24
	Pedestrian/Bicycle Safety Total	\$137,785.35	\$137,785.35	\$0.00	\$120,780.65

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
Police Traffic Services					
402PT-2021-21-16	RISAS Youth Driven Safety Prog	\$24,533.48	\$24,533.48	\$0.00	\$4,616.52
402PT-21-01	Salaries (SPEED)	\$113,799.58	\$113,799.58	\$0.00	\$38,200.42
402PT-21-02	State Agency RISP PT Enforcement	\$91,695.39	\$91,695.39	\$0.00	\$8,404.61
402PT-21-03	State Agencies RIMPA LEL Coord	\$39,363.34	\$39,363.34	\$0.00	\$10,636.66
402PT-21-04	Municipalities PT Enforcement/	\$329,761.69	\$329,761.69	\$0.00	\$110,238.31
402PT-21-05	State Agency RISP Crash Recons	\$7,805.14	\$7,805.14	\$0.00	\$6,444.86
402PT-21-06	URI Speed Enforcement and Trai	\$4,521.79	\$4,521.79	\$0.00	\$702.21
402PT-21-07	RIPCA Safety Partnership Program	\$29,513.00	\$29,513.00	\$0.00	\$11,912.00
402PT-21-08	VMS Messages Boards with Cloud	\$15,951.00	\$15,951.00	\$0.00	\$40,049.00
402PT-21-09	Municipalities SPEED Initiative	\$0.00	\$0.00	\$0.00	\$25,000.00
402PT-21-10	Reconstruction Equipment with	\$5,591.00	\$5,591.00	\$0.00	\$659.00
402PT-21-12	WZ School Safety Awareness Cam	\$0.00	\$0.00	\$0.00	\$10,000.00
402PT-21-13	LE Training	\$0.00	\$0.00	\$0.00	\$20,000.00
402PT-21-14	OHS Speed Tools for RSA Problem	\$0.00	\$0.00	\$0.00	\$11,000.00
402PT-21-15	Municipal EMS Crash Extraction	\$22,126.00	\$22,126.00	\$0.00	\$27,874.00
Police Traffic Services Total		\$684,661.41	\$684,661.41	\$0.00	\$325,737.59
Safe Communities					
402SA-21-01	Salaries (Young Drivers)	\$54,543.01	\$54,543.01	\$0.00	\$40,456.99
402SA-21-02	Cranston Child Opportunity Zone	\$9,395.14	\$9,395.14	\$0.00	\$3,604.86
402SA-21-03	Young Voices Keeping Young Drivers	\$38,249.30	\$38,249.30	\$0.00	\$1,775.70

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
402SA-21-04	ThinkFast Interactive High School	\$0.00	\$0.00	\$0.00	\$50,000.00
402SA-21-05	Youth Force Student Program	\$0.00	\$0.00	\$0.00	\$111,500.00
402SA-21-06	RI Interscholastic League Traffic	\$50,000.00	\$50,000.00	\$0.00	\$0.00
402SA-21-07	DOH Statewide Survey YRBS	\$0.00	\$0.00	\$0.00	\$11,000.00
Safe Communities Total		\$152,187.45	\$152,187.45	\$0.00	\$218,337.55
Paid Advertising					
402PM-21-01	Paid Media OP	\$198,636.30	\$198,636.30	\$0.00	\$19,552.57
402PM-21-02	Creative Media OP	\$0.00	\$0.00	\$0.00	\$223,530.96
402PM-21-03	Paid Media PT	\$248,375.84	\$248,375.84	\$0.00	\$1,624.16
402PM-21-04	Creative Media PT	\$123,642.51	\$123,642.51	\$0.00	\$3,357.49
402PM-21-05	Paid Media MC Awareness Campaign	\$108,232.80	\$108,232.80	\$0.00	\$1,767.20
402PM-21-06	Creative Media MC Personal Pro	\$0.00	\$0.00	\$0.00	\$109,336.93
Paid Advertising Total		\$678,887.45	\$678,887.45	\$0.00	\$359,169.31
Distracted Driving					
402DD-21-01	Salaries (Distracted Driving)	\$91,978.07	\$91,978.07	\$0.00	\$108,021.93
402DD-21-02	RISP Crash Reconstruction to i	\$7,805.14	\$7,805.14	\$0.00	\$6,444.86
402DD-21-03	Municipalities Distracted Driving	\$99,308.91	\$99,308.91	\$0.00	\$80,691.09
402DD-21-04	State Agency RISP Distracted Driving	\$13,420.32	\$13,420.32	\$0.00	\$27,079.68
402DD-21-05	URI Distracted Driving Enforce	\$3,465.79	\$3,465.79	\$0.00	\$702.21
402DD-21-06	RIPCA Safety Partnership Program	\$33,511.00	\$33,511.00	\$0.00	\$48,989.00
402DD-21-07	ThinkFast Interactive High School	\$13,281.25	\$13,281.25	\$0.00	\$36,718.75

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
402DD-21-08	VMS Boards and Cloud Services	\$15,950.75	\$15,950.75	\$0.00	\$96,049.25
402DD-21-09	Reconstruction Equipment Drone	\$5,591.00	\$5,591.00	\$0.00	\$659.00
402DD-21-11	WZ School Safety Awareness Cam	\$0.00	\$0.00	\$0.00	\$10,000.00
Distracted Driving Total		\$284,312.23	\$284,312.23	\$0.00	\$415,355.77
NHTSA 402 Total		\$2,349,882.81	\$2,349,882.81	\$0.00	\$2,024,361.95

FAST Act 1906 Prohibit Racial Profiling

F1906CMD-21-03	CCPRA Summit Debriefing	\$0.00	\$0.00	\$0.00	\$100,000.00
F1906CMD-21-06	Law Enforcement Training	\$0.00	\$0.00	\$0.00	\$125,000.00
F1906ER-21-00	Audit Fees	\$10.40	\$10.40	\$0.00	\$5,589.60
F1906ER-21-01	Intuitive Public Access Traffic	\$0.00	\$0.00	\$0.00	\$201,012.50
F1906ER-21-02	Data Analysis	\$12,258.02	\$12,258.02	\$0.00	\$87,741.98
F1906ER-21-05	CCPRA Regional Community Traffic	\$0.00	\$0.00	\$0.00	\$271,187.50
FAST Act 1906 Prohibit Racial Profiling Total		\$12,268.42	\$12,268.42	\$0.00	\$790,531.58

FAST Act 405b OP Low

M2HVE-21-01	URI Seat Belt Enforcement Patrol	\$2,507.12	\$2,507.12	\$0.00	\$238.88
M2HVE-21-02	State Agency RIMPA LEL Coordination	\$31,447.58	\$31,447.58	\$0.00	\$52.42
M2HVE-21-03	Municipalities Seat Belt Enforcement	\$111,690.93	\$111,690.93	\$0.00	\$5,168.14
M2HVE-21-04	RISP Rollover Simulator	\$3,781.49	\$3,781.49	\$0.00	\$2,218.51
M2HVE-21-05	RISP Seat Belt Law Enforcement	\$11,221.96	\$11,221.96	\$0.00	\$3,778.04
M2HVE-21-06	Municipal CPS	\$38,367.74	\$38,367.74	\$0.00	\$2,132.26
M2HVE-21-07	RI Hospital CPS Injury Prevent	\$122,482.82	\$122,482.82	\$0.00	\$6,316.39

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
M2HVE-21-08	Aging Road User Highway Safety	\$0.00	\$0.00	\$0.00	\$0.00
M2HVE-21-09	CCAP Student Education Project	\$15,640.01	\$15,640.01	\$0.00	\$188.49
M2TR-21-01	State Agency RIMPA Municipal a	\$50,000.00	\$50,000.00	\$0.00	\$0.00
M2PE-21-01	Paid Media CPS	\$0.00	\$0.00	\$0.00	\$0.00
M2X-21-00	Audit Fees	\$117.36	\$117.36	\$0.00	\$1,882.64
FAST Act 405b OP Low Total		\$387,257.01	\$387,257.01	\$0.00	\$21,975.77
405c Data Program					
M3DA-21-00	Audit Fees	\$0.00	\$0.00	\$0.00	\$2,700.00
M3DA-21-01	Salaries	\$37,607.16	\$37,607.16	\$0.00	\$7,609.53
M3DA-21-02	Crash Form Training	\$0.00	\$0.00	\$0.00	\$40,000.00
M3DA-21-03	DOH EMS Maintenance Contract	\$56,956.54	\$56,956.54	\$0.00	\$2,043.46
M3DA-21-04	TRCC Support	\$53,313.13	\$53,313.13	\$0.00	\$18,658.64
M3DA-21-05	MIRE Pedestrian Program	\$97,685.01	\$97,685.01	\$0.00	\$2,314.99
405c Data Program Total		\$245,561.84	\$245,561.84	\$0.00	\$73,326.62
FAST Act 405d Impaired Driving					
M5CS-21-01	AG Traffic Safety Resource Pr	\$100,000.00	\$100,000.00	\$0.00	\$0.00
FDMDATR-21-06	RISP Impaired Driving and Trai	\$132,943.55	\$132,943.55	\$0.00	\$0.00
M6OT-21-01	Municipalities SFST Trainer OT	\$3,792.45	\$3,792.45	\$0.00	\$36,207.55
M6X-21-00	Audit Fees	\$205.40	\$205.40	\$0.00	\$4,794.60
FDLCS-21-01	AG Traffic Safety Resource Pro	\$83,326.26	\$83,326.26	\$0.00	\$166,673.74
FDLBAC-21-01	Municipalities Impaired Driving	\$48,196.67	\$48,196.67	\$0.00	\$11,803.33

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
FDLBAC-21-02	DOH Forensic Toxicologist and	\$111,713.60	\$111,713.60	\$0.00	\$76,286.40
FDLPEM-21-01	Sports Marketing, Advocacy, Aw	\$8,000.00	\$8,000.00	\$0.00	\$118,000.00
FDLDATR-21-07	RISAS Youth Driven Safety Program	\$24,583.48	\$24,583.48	\$0.00	\$66,006.38
FDLDATR-21-01	RIMPA Law Enforcement Training	\$69,747.84	\$69,747.84	\$0.00	\$285,252.16
FDLDATR-21-03	Aging Road User Highway Safety	\$0.00	\$0.00	\$0.00	\$75,000.00
FDLDATR-21-04	CCAP Student Education Project	\$15,640.00	\$15,640.00	\$0.00	\$16,188.50
FDLDATR-21-05	Law Enforcement Training	\$0.00	\$0.00	\$0.00	\$10,000.00
FDLDATR-21-06	RISP Impaired Driving and Trai	\$0.00	\$0.00	\$0.00	\$200,481.00
FDLSP-21-01	Municipalities Impaired Driving	\$207,327.91	\$207,327.91	\$0.00	\$419,736.57
FDLSP-21-03	Municipal EMS Crash Extraction	\$22,126.00	\$22,126.00	\$0.00	\$377,874.00
	FAST Act 405d Impaired Driving	\$827,603.16	\$827,603.16	\$0.00	\$1,864,304.23
FAST Act 405e Comprehensive Distracted Driving					
M8PE-21-01	Creative Media Distracted Driving	\$96,949.70	\$96,949.70	\$0.00	\$353,050.31
M8PE-21-02	Paid Media Distracted Driving	\$0.00	\$0.00	\$0.00	\$350,000.00
M8PE-21-03	Aging Road User Highway Safety	\$24,533.48	\$24,533.48	\$0.00	\$466.52
M8PE-21-04	ThinkFast Interactive High School	\$0.00	\$0.00	\$0.00	\$100,000.00
M8PE-21-05	CCAP Student Education Project	\$15,639.99	\$15,639.99	\$0.00	\$360.01
M8DDLE-21-01	RIMPA LEL Distracted Driving	\$71,881.56	\$71,881.56	\$0.00	\$28,118.44
M8DDLE-21-02	Law Enforcement Training	\$0.00	\$0.00	\$0.00	\$10,000.00
M8X-21-00	Audit Fees	\$167.20	\$167.20	\$0.00	\$3,132.80

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
M8X-21-01	DD General Public Education an	\$0.00	\$0.00	\$0.00	\$100,000.00
M8X-21-02	RMS RISP	\$0.00	\$0.00	\$0.00	\$864,216.70
405e Distracted Driving Total		\$209,171.93	\$209,171.93	\$0.00	\$1,809,344.78
405e Occupant Protection					
M8*EM-21-03	Extraction Equipment	\$22,126.00	\$22,126.00	\$0.00	\$127,874.00
M8*OP-21-01	Lifespan Injury Prevention	\$0.00	\$0.00	\$0.00	\$100,000.00
405e Occupant Protection Total		\$22,126.00	\$22,126.00	\$0.00	\$227,874.00
405e Pedestrian/Bicycle Safety					
M8*PS-21-01	VMS board electronic support f	\$0.00	\$0.00	\$0.00	\$50,000.00
M8*PS-21-03	Bike Safety Elementary School	\$40,731.92	\$40,731.92	\$0.00	\$59,268.08
405e Pedestrian/Bicycle Safety Total		\$40,731.92	\$40,731.92	\$0.00	\$109,268.08
405e Police Traffic Services					
M8*PT-21-01	Municipalities Seat Belt Enforcement	\$25,340.20	\$25,340.20	\$0.00	\$74,659.80
M8*PT-21-02	Municipal CPS Enforcement	\$28,050.82	\$28,050.82	\$0.00	\$21,949.18
405e Police Traffic Services Total		\$53,391.02	\$53,391.02	\$0.00	\$96,608.98
405e Traffic Records					
M8*TR-21-01	Data Analyst/TRCC Salary	\$0.00	\$0.00	\$0.00	\$50,000.00
405e Traffic Records Total		\$0.00	\$0.00	\$0.00	\$50,000.00
FAST Act 405e Distracted Driving					
FESDDLE-21-01	RIMPTA	\$1,780.65	\$1,780.65	\$0.00	\$0.00
FAST Act 405e Distracted Driving Total		\$1,780.65	\$1,780.65	\$0.00	\$0.00

Award Number	Description	Obligated	Expended	Unexpended	Forwarded to Next FY
FAST Act 405f Motorcycle Programs					
M9MA-21-01	MC Public Education and Outreach	\$0.00	\$0.00	\$0.00	\$34,755.37
M9X-21-00	Audit Fees	\$0.00	\$0.00	\$0.00	\$500.00
M9X-21-00		\$0.00	\$0.00	\$0.00	\$500.00
FAST Act 405f Motorcycle Programs Total		\$0.00	\$0.00	\$0.00	\$35,755.37
FAST Act 405h Nonmotorized Safety					
FHTR-21-01	RIPMA LEL Ped/Bike Training	\$16,408.47	\$16,408.47	\$0.00	\$8,591.53
FHLE-21-01	Municipalities Ped/Bike Enforcement	\$36,734.29	\$36,734.29	\$0.00	\$88,493.14
FHLE-21-03	Ped/Bike Education LE	\$0.00	\$0.00	\$0.00	\$0.00
FHLE-21-04	WRWC Youth Bike/Ped Safety Woo	\$36,977.99	\$36,977.99	\$0.00	\$2,022.01
FHLE-21-05	VMS Boards and Cloud Services	\$3,200.00	\$3,200.00	\$0.00	\$31,800.00
FHLE-21-06	Injury Prevention Ped Safety P	\$19,719.26	\$19,719.26	\$0.00	\$8,280.74
FHLE-21-07	Law Enforcement Training	\$0.00	\$0.00	\$0.00	\$0.00
FHPE-21-01	Paid Media Pedestrian/Bicycle	\$99,267.80	\$99,267.80	\$0.00	\$732.20
FHPE-21-02	Creative Media Pedestrian/Bicycle	\$0.00	\$0.00	\$0.00	\$0.00
FHX-21-00	Audit Fees	\$91.47	\$91.47	\$0.00	\$1,108.53
FHX-21-01	Pedestrian Safety Tools	\$0.00	\$0.00	\$0.00	\$0.00
405h Nonmotorized Safety Total		\$212,399.28	\$212,399.28	\$0.00	\$141,028.15
TOTAL		\$7,249,153.15	\$7,249,153.15	\$0.00	\$9,596,204.31

4

State Attitudes Survey Reports

4.1 Rhode Island Click it or Ticket Campaign 2021 – DMV Awareness Survey Results

The purpose of this summary report is to share with the Rhode Island Department of Transportation's Office on Highway Safety (OHS) results of the June 2021 survey effort surrounding the 2021 Click It or Ticket Initiative. The 2021 survey is probability-based, and estimates are representative of seat belt use for the entire state of Rhode Island. Statewide belt use (the official belt use rate reported to NHTSA) is derived solely from *daytime* observations; the 2021 survey results provide an up-to-date estimate comparable to the previous statewide surveys of belt use. Across the 90 observation sites, 17,159 drivers and front-seat outboard passengers were observed during daytime hours. The weighted use rate for these drivers and passengers was 89.4 percent, an increase from the previous year (2020).

Basic Information and Demographics

In 2021, 501 web awareness survey was collected. **Table 4.1** summarizes the demographic characteristics of the web survey respondents. Roughly half of respondents were female (50.5%) and (48.5%) respectively were male. The two most common reported age categories for respondents were *60+ years old* (29.9%) and second most common age group were 21-34 years old (24.2%). Most respondents were *White* (77.6%) followed by Spanish/Hispanic/Latino (4.6%) and African American (3.4%). Majority of the respondents were fall in \$50,000 to \$74,999 income bracket (20.4%). Most of the respondents had bachelor's degree (34.1%) or High school or equivalent (GED) (34.1%).

Table 4.1 Demographic Characteristics of Survey Respondents

Characteristic	Percentage (%)
Gender	
Male	48.5
Female	50.5
Other	1.0
Total (N)	100% (N=501)
Age	
18-20	3.6
21-34	24.2
35-49	23.4
50-59	18.6

Characteristic	Percentage (%)
60+	29.9
Total (N)	100% (N=501)
Race	
White	86.4
African American	3.4
Spanish/Hispanic/Latino	4.6
American Indian/Alaskan	
Native	0.4
Asian	1.4
Native Hawaiian or Other	
Pacific Islander	0.0
Other	2.0
Total (N)	100% (N=501)
Income	
Less than \$25,000	12.7
\$25,000 to \$34,999	8.7
\$35,000 to \$49,999	12.9
\$50,000 to \$74,999	18.3
\$75,000 to \$99,999	12.5
\$100,000 to \$149,999	16.1
\$150,000 to \$199,999	5.2
Over \$200,000	2.4
Total (N)	100% (N=501)
Education	
Some high school	3.0
High school or equivalent (GED)	34.1
Bachelor's degree	34.1
Master's degree	12.4
Ph.D. or higher	3.0
Trade school	5.6
Other	7.0
Total (N)	100% (N=501)

Table 4.2 summarizes the findings for the survey questions. Questions were grouped together with others based on subject similarity.

Belt Use, Belt Use Change & Belt Ticketing Perceptions

For the question regarding how often respondent use seat belt, 89.0% of respondents said they always use the seatbelt while only 0.6% said they never use seat belt. Similarly use of seat belt in the rear seat, majority of the respondents said they always use seat belt (68.9%) and only 4.2% of the respondent said they never use it.

Table 4.2 Self-Reported Belt Use and Belt Use Change, Questions 8 and 9

Question	Percentage (%)
Q6. How often do you use seat belts when you drive/ride in a motor vehicle?	
Always	89.0
Nearly Always	7.4
Sometimes	2.0
Rarely	1.0
Never	0.6
Total (N)	100% (N=500)

Question	Percentage (%)
Q7. How often do you wear a seat belt when you are a REAR SEAT passenger in a motor vehicle?	
Always	68.9
Nearly Always	13.1
Sometimes	9.0
Rarely	4.8
Never	4.2
Total (N)	100% (N=500)

Perceptions about the chances of getting a ticket while not wearing a seat belt is showed in the following questions. Only 16.1 % of the respondents think that chances are of someone getting a ticket for not wearing a seat belt during daylight hours is "always". Similarly, 11.2% of the respondents think the chances are of someone getting a ticket for not wearing a seat belt after dark is 'always". In the daylight scenario, a majority of the respondents think that there is only possibility of "sometimes" to get a ticket whereas in the after dark scenario, a majority of the respondents think that there is only possibility of "rarely" to get a ticket. **Table 4.3** shows response-level results.

Table 4.3 Chance of Belt Ticketing

Question	Percentage (%)
Q8. What do you think the chances are of someone getting a ticket for not wearing a seat belt during DAYLIGHT hours?	
Always	16.1
Nearly Always	16.9
Sometimes	43.4
Rarely	19.7
Never	3.8
Total N	100%(N=502)

Question	Percentage (%)
Q9. What do you think the chances are of someone getting a ticket for not wearing a seat belt AFTER DARK?	
Always	11.2
Nearly Always	11.8
Sometimes	29.3
Rarely	41.7
Never	6.0
Total N	100%(N=501)

Some changes in self-reported distracted driving behaviors were observed. Respondents were asked how often they 1) *talk on a handheld phone*, 2) *talk on a hands-free device*, and 3) *send text messages or emails* while driving. The percentage of Respondents that reported "Always" or "Nearly Always" talking on a hand-held cellular phone while driving was 2.0 percent and 2.8 percent, respectively. Similarly, the percentage of Respondents that reported "Always" or "Nearly Always" send text messages or emails on a hand-held cellular phone while driving was 1.6 and 2.4 percent, respectively. When asked if they have you read, seen, or heard anything about police being focused on enforcing distracted driving related to handheld cell phone use in the past 90 days, only 35.1 percentage of respondents said "Yes". The percentage of Respondents that reported "Always" or "Nearly Always" think the chances are of someone getting a ticket for talking on a handheld cell phone while driving is 15.2 and 17.0 percent, respectively. Similarly, the percentage of Respondents that reported "Always" or "Nearly Always" think the chances are of someone getting a ticket for sending text messages or emails on a hand-held cellular phone while driving was each 16.8 percent.

Question	Percentage (%)
Q12. How often do you talk on a <u>HANDHELD</u> cell phone while driving?	
Always	2.0
Nearly Always	2.8
Sometimes	11.2
Rarely	33.7
Never	50.3
Total N	100%(N=501)

Question	Percentage (%)
Q13. How often do you send text messages or emails on a <u>HANDHELD</u> cell phone while driving?	
Always	1.6
Nearly Always	2.4
Sometimes	11.4
Rarely	21.0
Never	63.7
Total N	100%(N=501)

Question	Percentage (%)
Q14. <u>In the past 90 days</u>, have you read, seen, or heard anything about police being focused on enforcing distracted driving related to <u>HANDHELD</u> cell phone use?	
Yes	35.1
No	64.9
Total N	100%(N=501)

Question	Percentage (%)
Q15. What do you think the chances are of someone getting a ticket for talking on a <u>HANDHELD</u> cell phone while driving?	
Always	15.2
Nearly Always	17.0
Sometimes	44.3
Rarely	18.8
Never	4.8
Total N	100%(N=501)

Question	Percentage (%)
Q16. What do you think the chances are of someone getting a ticket for sending texts or emails on a <u>HANDHELD</u> cell phone while driving?	
Always	16.8
Nearly Always	16.8
Sometimes	41.4
Rarely	19.4
Never	5.6
Total N	100%(N=501)

Awareness of Seat Belt Message, Slogan Recognition and Ticket Amount

Respondents who said "Yes" indicating they had "seen or heard about extra enforcement where police were looking at seat belt use" is only 29.9 percent. Respondents who had seen or heard about extra enforcement were then asked about the source and the nature of the message. Results are summarized in Table below. The most frequently reported source of seat belt awareness messages was the "television" (57.6%) followed by "radio" (39.1%). Respondents were also asked if they knew the name of any seat belt enforcement program in Rhode Island. The campaign slogan, "**Click It or Ticket**" showed strong recognition among the respondents with 84.0 percentage.

Table 4.4 Survey Questions 10, 10a, and 11

Question	Percentage (%)
Q10. In the past 90 days, have you read, seen, or heard anything about police being focused on seat belt enforcement?	
Yes	29.9
No	70.1
Total (N)	100% (N=501)
Q10a. If <u>Yes</u>, where did you see or hear about it?	
Newspaper	13.3
Radio	39.1
Internet	26
TV	57.6
Poster	9.3
Billboard	29.3
Police Patrol	7.3
Electronic Message Board	26.5
Bus Ad	7.3
Other	5.3
Don't Know	2.0
Q11. Do you know the name of any seat belt enforcement program(s) in Rhode Island?	
Click It or Ticket	84.0
Buckle Up. No Excuses!	14.6
Survive Your Drive	6.4
Other	0.4
Don't Know	13.6

Speeding and Perception of Severity of Enforcement & Experience with Enforcement

Respondents were asked about the speed limit violation, and respondents that reported “Always” or “Nearly Always” drive faster than 35 mph on 20 mph road was 3.0 and 5.4 percent, respectively. While respondents said “Always” or “Nearly Always” drive faster than 70 mph on 65 mph road was 10.4 and 21.6 percent, respectively. When asked about if they had “seen or heard about anything about police being focused on speed enforcement in the past 90 days, only 36.3 percent of respondents said “Yes”. Respondents also asked chances of chances are of someone getting a ticket for driving over the speed limit and 12.9 percent said “Always”, and 21.3 percent said, “Nearly Always”.

Question	Percentage (%)
Q17. On a local road with a speed limit of 20 mph, how often do you drive faster than 35 mph?	
Always	3.0
Nearly Always	5.4
Sometimes	25.1
Rarely	39.1
Never	27.3
Total N	100%(N=501)

Question	Percentage (%)
Q18. On a road with a speed limit of 65 mph, how often to you drive faster than 70 mph?	
Always	10.4
Nearly Always	21.6
Sometimes	34.7
Rarely	19.8
Never	13.6
Total N	100%(N=501)

Question	Percentage (%)
Q19. In the past 30 days, have you read, seen, or heard anything about police being focused on speed enforcement?	
Yes	36.3
No	63.7
Total N	100%(N=501)

Question	Percentage (%)
Q20. What do you think the chances are of someone getting a ticket for driving over the speed limit?	
Always	12.9
Nearly Always	21.3
Sometimes	55.0
Rarely	9.0
Never	1.8
Total N	100%(N=501)

Awareness of Impaired Driving Message and Slogan Recognition

The percentage of the respondents personally witnessing a mobile alcohol breath testing unit where police process drunk drivers in past 90 days was 8.6. When they are asked the chances are of someone getting arrested for drinking and driving, respondents indicated "Always" or "Nearly Always" was 20.4 and 29.9 percent, respectively. While only 2.2 percent of the respondents said the chances are of someone getting arrested for drinking and driving was "Never".

Question	Percentage (%)
Q22. In the past 90 days, have you seen a mobile alcohol breath testing unit where police process drunk drivers?	
Yes	8.6
No	91.4
Total N	100%(N=501)

Question	Percentage (%)
Q23. What do you think the chances are of someone getting arrested for drinking and driving?	
Always	20.4
Nearly Always	29.9
Sometimes	40.1
Rarely	7.4
Never	2.2
Total N	100%(N=501)

Awareness of Impaired Driving Message and Slogan Recognition

Respondents who said "Yes" indicating they had "read, seen or heard anything about impaired driving in Rhode Island" in the past 90 days is 47.3%. The most frequently

reported source of impaired driving messages was the “television” (64.1%) followed by “electronic message sign” (39.2%). While only 13.9 percentage of the respondents indicated that they had “read, seen or heard anything about impaired driving in Rhode Island” via “Police Patrol”.

Respondents were also asked if they knew the name of any impaired driving enforcement programs in Rhode Island. “**Drive Sober or Get Pulled Over**” was recognized by 61.1 percentage of the respondents. The second most recognized slogan was “**You Drink and Drive, You Lose**” among the respondents (45.5%). “**Friends Don’t Let Friends Drive Drunk**” was recognized by 44.9 percentage of the respondents.

Table 4.5 Survey Questions 24, 24a and 25

Question	Percentage (%)
Q24. In the past 90 days, have you read, seen, or heard anything about police being focused on enforcing drunk driving laws?	
Yes	47.3
No	52.7
Total (N)	100% (N=501)
Q24a. If Yes, where did you see or hear about it?	
Newspaper	18.1
Radio	38.0
Internet	32.1
TV	64.1
Poster	10.5
Billboard	32.9
Police Patrol	13.9
Electronic Message Board	39.2
Bus Ad	8.9
Other	2.5
Don’t Know	1.3
Q25. Do you know the name of any alcohol impaired driving enforcement program(s) in Rhode Island?	
Drive Sober or Get Pulled Over	61.1
The Ripple Effect	32.7
You Drink & Drive. You Lose	45.5
Team DUI	3.6
Friends Don’t Let Friends Drive Drunk	44.9
Please Step Away from Your Vehicle	3.6
Enough!	4.8

Question	Percentage (%)
MADD's Red Ribbon	11.4
Buzzed Driving is Drunk Driving	35.1
Other	0.4
Don't Know	17.6

4.2 Seat Belt Survey Results

The Office on Highway Safety (OHS) is responsible for the administration of the State of Rhode Island's Highway Safety Program. Occupant protection is among several significant program areas for which OHS is responsible. A portion of the Office on Highway Safety occupant protection program funding comes from the Federal Government which requires administration of a statewide survey of seat belt use that must adhere to Federal Register Guidelines. The most recent survey was conducted in June 2021.

The 2021 survey, used the same sites which were resampled in 2018, determined statewide safety belt usage for drivers and outboard front seat passengers in passenger vehicles during daytime hours. Additional use rates were calculated for specific locations, type of vehicle, as well as other conditions that may be associated with seat belt use.

4.2.1 Site Selection

Road segments were mapped according to the latitude and longitude of their midpoints. The selected road segment was identified by an intersection or interchange that occurred within or just beyond the segment. If no intersection or interchange occurred within the segment, then any point on that road could be used for observation. Data collection sites were deterministically selected such that traffic would be moving during the observation period. Therefore, sites were assigned to locations within the segment that were 50 yards from any controlled intersections. For interstate highways, data collection will occur on a ramp carrying traffic that is exiting the highway.

The locations of the data collection sites were described on Site Assignment Sheets for each county and maps were developed to assist the Data Collectors and QC Monitors in traveling to the assigned locations (it was recommended that personal GPS units were programmed ahead of time).

Traffic direction was determined by randomly assigning a 1 or 2 to each site (random.org) in which a 1 represents 'Observe traffic coming from north or east' and 2 represents 'Observe traffic coming from south or west.'

4.2.2 Site Observation Details

After initial site selection took place, all sites were described by location, possible observation points, and direction of travel to be observed. The complete road

segment was also be described by map details such as road name or number and segment start and end points. This was done so that each observer would know the range of alternate sites to consider in the off chance that an alternate site needed to be selected.

Due to the extent of data elements that need to be collected for each vehicle, (vehicle type, gender, race, driver/passenger belt use, etc.), we gave preference to observation points where traffic naturally slows or stops. Preferable locations were near intersections which may cause vehicles to slow, increasing the time for observation and improving data completeness and accuracy. For limited access highway segments, we capture traffic at or near an exit ramp where traffic should be slow enough to allow reliable and accurate observations to be made. Finding a location with slowing traffic is not a strict requirement. In the past, our observers have accurately made such observations during free-flowing traffic with a minimum number of “unknowns.”

4.2.3 Observers

All observers are hired and trained by PRG. Three (3) PRG observers participated in the 2021 daytime observations, all having had extensive seat belt observation experience in addition to field instruction and multiple training sessions. These observers, working alone, performed all field data collection for this evaluation. Prior to any data collection, all observers went through a training “refresher course” where the procedures were reviewed with all observers in a training session which included on-street practice. Training included additional procedures to follow should a site be temporarily unusable (e.g., due to bad weather or temporary traffic disruption), unusable during this survey period (e.g., due to construction), or permanently unusable (road closure, public area becoming private, etc.). Training was conducted several weeks prior to the start of observations.

4.2.4 Scheduling & Mapping

Daytime observations were conducted Sunday-Saturday during daylight hours between 7:00 a.m. and 6:00 p.m. Each county's observations were scheduled, in advance, to be conducted in four clusters, with a maximum of five sites scheduled for each day. The first site to be observed was randomly selected; the subsequent sites were assigned in an order which provided balance by type of site and time of day while minimizing travel distance and time. For each site, the schedule specified time of day, day of week, roadway to observe, and direction of traffic to observe. Time of day was specified as one of five time periods, 7:00 – 9:00 a.m., 9:00 – 11:00 a.m., 11:00 a.m. – 2:00 p.m., 2:00 – 4:00 p.m., and 4:00 – 6:00 p.m., with a 60-minute observation period to take place for each individual site (within the timeframes noted above).

Observation sites were mapped in advance by PRG's in-house Field Data Coordinator. Each scheduled observer was provided with a link to Google Maps which provided pinned locations based on latitude/longitude. They were also provided with electronic scans (and printouts) of hand-drawn maps from prior observations which indicated where to park and stand during each observation period. Mapping helps to identify geographic location of sites as well as lay out the timeline for each observation day. Advanced mapping preparation enabled observers to plan trips well ahead of time, thereby increasing efficiency in travel and labor.

4.2.5 Data Collection

Data collection procedures were set forth before any observations took place. These procedures were guided by the Federal Register's Uniform Criteria for State Observational Surveys of Seat Belt Use.

All data collection was conducted according to the observer instructions/procedures provided in Appendix B. Observers were told to review these instructions on a regular basis during the observation process.

In general, the procedures indicated:

- Length of observation period is exactly 60 minutes;
- Qualifying vehicles include cars, pickup trucks, sport utility vehicles and vans;
- Qualifying occupants include the driver and the outboard, front seat passenger (children in a front seat child restraint are excluded from the survey; children that are not restrained and in the front seat qualify);
- Each lane of traffic in one direction is to be observed for equal amounts of time;
- If traffic is moving too quickly on heavy traffic roadways, a reference point some distance away on the road is chosen, by which the next qualifying vehicle must pass before being recorded on the data sheet;
- If rain, heavy fog or other inclement weather occurs, the observer will halt the survey for 15 minutes; if bad weather persists, the site is to be rescheduled; and
- If construction compromises a site, the observer is to move to a nearby location (on the same street) and observe the same stream of traffic. If this is not feasible, an alternate site will be selected.

All passenger vehicles less than 10,000 lbs. Gross Vehicle Weight Rating (GVWR) were eligible to be observed. Survey information was recorded on an observation data collection form (Appendix C) for each 60-minute seat belt observation session. The form was designed so that all pertinent site information can be documented, including county name, city/town/area identifier, exact roadway location, date, day of week, time, weather condition, direction of traffic flow and lane(s) observed. All through lanes will be observed; if traffic is too heavy to observe all at one time, then

time should be split among the lanes to give each through lane equal observation time. Each one-page form includes space to record information on 70 vehicles, the driver of that vehicle, and the outboard, front seat passenger, if any. If more than 70 observations are made, additional sheets will be used and all sheets for the observation site will be stapled together. Observations will include vehicle type (Car, Pick-up truck, SUV or Van) and person gender and race (black, white or other) in addition to belt use.

4.2.6 Building a Data Set

Several PRG staff members were assigned the responsibility of keypunching all of the data that were collected. After the data were keypunched, 10 percent of all data records were checked and confirmed by PRG in order to verify the quality and accuracy of data entry. No substantial keypunch problems were found. The data set was then analyzed by PRG using both Excel and the Statistical Package for the Social Sciences (SPSS).

4.2.7 Quality Control

Quality control monitors conducted random, unannounced visits to at least 5% of the observation sites for the purpose of quality control. The monitor ensured that the observer was in the appropriate scheduled place and time and actively conducting observations during the correct observation period. When possible, the monitor remained undetected by the observer.

4.2.8 Results

In April of 2021, seat belt observations were conducted at a select number of sites. Specifically, 30 of the previous year's newly selected 90 statewide sites were visited. This "Pre" round of data collection is referred to as a "mini" round of observations and is done before any Click It or Ticket media and/or enforcement activity begins.

Unlike the statewide, the mini sites were selected from the statewide observations such that the raw use in the mini was similar to that of the statewide while keeping similar proportion of road types (e.g., interstate). That is, it is designed to give a snapshot of statewide use might be as well as to provide some comparison to gauge the change in seatbelt use from pre-CIOT to Post CIOT.

There were 4,683 vehicles observed during the 2021 mini; Pre-Driver/Passenger belt use measured **87.4%**.

4.2.9 Descriptive Statistics

The percentages displayed in the tables and description that follow were calculated from raw data counts of drivers and outboard front seat passengers during daytime observations.

Results from the 2021 daytime statewide survey indicate that drivers of passenger cars, sport utility vehicles and vans were far more likely to wear a seat belt than were drivers of pickup trucks. Front seat passengers also showed higher belt use in passenger cars, sports utility vehicles and vans, whereas those in pick-up trucks had the lowest belt use. Overall, belt use rates were highest for drivers and passengers of SUVs (92.4 and 94.8 percent, respectively) and lowest for occupants of pick-up trucks (79.0% for drivers and 85.7% for passengers). Passengers were buckled up more frequently than drivers in all four observed vehicle types. (see Table 4.1).

Table 4.1 Percent Seat Belt Use by Vehicle Type

	Car	SUV	Van	Pick-Up
Drivers	88.5%	92.4%	87.7%	79.0%
(N)	4,817	5,395	668	1,424
Passengers	90.9%	94.8%	93.5%	85.7%
(N)	1,153	1,433	188	282

*1 missing and N=number of people belted

The highest driver belt use rates were found in Newport and Washington counties (89.9% and 91.6%, respectively); see Table 4.2. The highest passenger belt use rate was seen in Washington (92.9%) and Newport (93.3%) counties. The lowest belt use rates were found in Providence County (drivers: 84.8%; passengers 89.6%).

Table 4.2 Percent Seat Belt Use by County

	Bristol	Kent	Newport	Providence	Washington
Drivers	88.6%	88.7%	89.9%	84.8%	91.6%
(N)	2,544	2,473	2,752	1,989	2,546
Passengers	92.5%	92.4%	93.3%	89.6%	92.9%
(N)	454	834	775	440	553

In 2021, seat belt use was higher for female drivers and passengers relative to male drivers and passengers (Table 5). Female drivers achieved a 92.2 percent belt use rate and female passengers a 94.4 percent use rate, compared to 86.3 percent for male drivers and 88.4 percent for male passengers.

Table 4.3 Percent Seat Belt Use by Sex

	Male	Female
Drivers	86.3%	92.2%
(N)	6,728	5,572
Passengers	88.4%	94.4%
(N)	1,021	2,034

*1 missing and N=number of people belted

Seat belt use is higher among white drivers (89.5%) and passengers (92.6%) in 2021; see Table 6. Seat belt use is lowest among black drivers (82.2%) and black passengers (89.0%). While most observations fell into the Caucasian/White group; African American/Black and All Other vehicle occupants had significantly smaller Ns. Please note given the relatively small amount of data captured on non-white drivers and passengers, these assumptions may be misleading.

Table 4.4 Percent Seat Belt Use by Race

	Caucasian/White	African American/Black	Other
Drivers	89.5%	82.2%	86.1%
(N)	10,953	677	671
Passengers	92.6%	89.0%	91.5%
(N)	2,698	154	204

*6 missing

Seat belt use during weekdays and weekends stayed about the same in 2021.

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5

Mobilization Participation Information

The table below shows metrics for the State's mobilization participation in national campaigns.

Table 5.1 Mobilization Participation

Campaign	Time Period	Dates	Participating Agencies	Enforcement Hours	Citations	Paid/Earned Media
Drive Sober or Get Pulled Over	Halloween	10/31/2020	12	119.5	N/A	No
Drive Sober or Get Pulled Over	Thanksgiving	11/25/2020 – 11/29/2020	19	413	N/A	Yes
Drive Sober or Get Pulled Over	Holidays	12/18/2020 – 1/1/2021	26	557	N/A	Yes
Drive Sober or Get Pulled Over	Superbowl Sunday	2/7/2021	3	44	N/A	Yes
Click It or Ticket	March	3/1/2021-3/27/2021	26	604	1019	Yes
Drive Now, Text Later	April	4/1/2021-4/30/2021	39	2003.5	1385	No
Drive Sober or Get Pulled Over	Cinco de Mayo	5/4/2021 – 5/5/2021	2	44	N/A	No
Click It or Ticket	May & June	5/17/2021-6/6/2021	20	484	668	Yes
Drive Sober or Get Pulled Over	Memorial Day	5/28/2021 – 5/31/2021	15	129	N/A	Yes
Drive Sober or Get Pulled Over	4th of July	7/2/2021 – 7/4/2021	6	88	N/A	Yes
Drive Sober or Get Pulled Over	August	8/18/2021 – 9/6/2021	16	451	N/A	Yes
Click It or Ticket	September	9/14/2021-9/20/2021	15	212	205	No

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6

Evidence-Based Enforcement Program

During FFY 2021, the Rhode Island Department of Transportation's Office on Highway Safety continued to work employing, internal and external policies and procedures required by the state as well as, NHTSA. The Office on Highway Safety requires its sub-grantees to follow the same standards and to adopt similar financial and performance tracking reporting documentation. In addition, during FFY 2021, The Highway Safety Office monitored Evidence-Based Enforcement practices submitted by all sub-grantees to ensure compliance to internal policies and procedures. The OHS requires the law enforcement agencies adopt a model of geo-mapping, directed patrols, High Visibility Enforcement (HVE), location-based and data driven standards. Sub-grantees complied with all these requirements by documenting their activities and performance measures and presenting them to the Office on Highway Safety staff during mandatory monitoring visits and their monthly reports.

It is an established practice for the Office on Highway Safety to fund a project or sub-grantee only after an application has been received documenting a community problem which is based on that individual communities identified highway safety issues. All applications and requests for funding fell within one of the Highway Safety's emphasis areas of concentration, based on data collected clearly identifying a traffic safety problem. One of the keys to an effective and successful enforcement program begins with the sub-grantees ability to utilize and analyze available state and local data. By utilizing this data, our sub-grantees documented the specific nature of crashes, such as occupant protection use surveys, roadway inspections, and also indicating the number of traffic stops, violations, warnings, death, injuries and community concerns within this specific area. By weighing all these factors, sub-grantees requested funding which resulted in the most cost-effective means to reduce these incidents of crashes, which result in injury, death or extensive property damage.

Sub-grantees also identified situations in highway safety which required extra enforcement and then developed a plan to combat this program for the entire grant year. Once the sub-grantees plan was submitted, approved and implemented, they were allowed to request the appropriate funding to support their year-long efforts. The Office on Highway Safety routinely requires agencies to be prepared to discuss reasons based on collected data, why they are seeking grant funds, and a detailed plan on how they will be spending them. Agencies are also required to utilize proven countermeasures, as spelled out in the 2020 NHTSA publication, Countermeasures that Work. Law enforcement agencies must state in their applications they are committed to working with neighboring law enforcement agencies and community partners and forecast dates they will team up.

During the grant cycle FFY 2021, the Office on Highway Safety has ensured the grant year was in full compliance and that all sub-grantees cooperated and conducted themselves with integrity and solid reporting. While the pandemic continued to present some unique challenges, the sub-grantees remained in constant contact with the highway safety partners and program coordinators and continued with their enforcement activities.

Program Coordinators within the Office on Highway Safety worked tirelessly with the Rhode Island Police Chiefs Association, the Law Enforcement Liaison, sub-grantees and traffic safety stakeholders.

All Law Enforcement sub-grantees adhered to the Office on Highway Safety's internal policies and procedures by following the:

- › Collection, analysis and promulgation of specific data related to the Office on Highway Safety priority by submitting important responses to crash data of; who is crashing, where they are crashing, when they are crashing, how they are crashing, and in some cases, why are they crashing.
- › Allocated funding for enforcement based on their own individual problem identification and implemented effective and efficient strategies and countermeasures that have proven successful in other communities using the updated guideline from 2020.
- › Departments followed the Data Driving Approach the Office on Highway Safety set out by funding activities which were monitored and evaluated to see if the programs were successful and were worthy of continued funding.

Recent history demonstrates that specific traffic safety priority issues remain somewhat consistent year to year, but we also realize that highway safety strategies must always be aware of emerging and changing issues and driving behaviors demonstrated by the many months of the ongoing pandemic.

Use the philosophy of Data-Driven Approach to Crime and Traffic Safety (DDACTS) to fund law enforcement activities with continued monitoring, while also looking at the important element of evaluating the enforcement efforts but allowing for fluid movement to shift gears when and if the collected data calls for a change. By utilizing evidence-based enforcement, this data-driven tool identifies specific traffic safety concerns and also areas around the state that represent the highest risk for crashes. This formula also breaks down the risky behavior by identifying an emphasis area and allows for movement from one hot spot to another. That focus continued in FFY 2021.

As in past years, the Office on Highway Safety Program Coordinators will monitor and meet with sub-grantees in person, electronically and by telephone. These year-round meetings will ensure agencies are following the internal and external policies and procedures as spelled out in their grant guidelines which are distributed yearly. During the pandemic all monitoring visits were conducted virtually and were successful and safe to all parties involved. This new communication tool will be utilized in FFY 2022 when needed to supplement the in-person visits.

7

Paid Media

7.1 Paid Media to Support High-Visibility Traffic Enforcement

To support enforcement efforts on alcohol impaired driving in the diverse communities of Rhode Island, OHS placed relevant and linguistically appropriate advertising in a variety of general market and multicultural/multiethnic media outlets.

Alcohol-Impaired Driving Enforcement Campaign (November 2020 thru February 2021)

With the goal of reducing the number of impaired driving related deaths, the RI DOT continued The Ripple Effect campaign, which ran between Thanksgiving and New Year's Eve + NFL Playoffs and Superbowl 54. The media objective was to create awareness and drive website traffic among Adults 18-49 in the State of Rhode Island.

Table 7.1 Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	2,664,000 impressions	788	72 spots	\$157,281
Connected TV	824,840 impressions	n/a	n/a	\$30,040
Streaming Audio	460,569 impressions	n/a	n/a	\$7,950
Outdoor Bulletins	4,618,632 impressions	n/a	n/a	\$20,000
Paid Social	925,926 impressions	n/a	n/a	\$12,000
Digital Banners/Pre-Roll Video	1,759,090 impressions	n/a	77,520 impressions	\$9,991
Total	11,253,057 impressions			\$237,262

Speed Enforcement (February 2021)

The media objective was to create awareness of the importance of obeying the speed limit among Men 18-49 in the State of Rhode Island in both English and Spanish.

Table 7.2 Details of Media Buy for Speed Enforcement Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	522,000 impressions	1,057	100 spots	\$50,973
CTV	533,333 impressions	n/a	n/a	\$16,000
Radio	550,000 impressions	354	78 spots	\$13,651
Streaming Audio	225,890 impressions	n/a	n/a	\$3,700
Digital Banners/Pre-Roll Video	1,145,833 impressions	n/a	167,917 impressions	\$10,714
Outdoor	7,711,024 impressions	n/a	n/a	\$17,200
Paid Social	952,167 impressions	n/a	n/a	\$6,000
Total	11,640,247 impressions			\$118,238

Alcohol-Impaired Driving Enforcement Campaign (March 2021)

The media objective was to create awareness of impaired driving among Adults 18-49 in the State of Rhode Island during the St. Patrick's Day holiday.

Table 7.3 Details of Media Buy for Alcohol-Impaired Driving/St. Patrick's Day

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
Radio	496,000	168	32 spots	\$7,769
Streaming Audio	72,908	n/a	n/a	\$1,200
Total	568,908 impressions			\$8,969

Occupant Protection (March 2021)

The media objective was to create awareness of the importance of seatbelt safety among Men 18-34 in the State of Rhode Island in both English and Spanish.

Table 7.4 Details of Media Buy for Occupant Protection Media Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	137,000 impressions	393	n/a	\$25,720
CTV	714,286 impressions	n/a	n/a	\$25,476
Radio	192,000 impressions	340	76 spots	\$13,192
Streaming Audio	82,702 impressions	n/a	n/a	\$1,400
Digital Banners/Pre-Roll Video	1,165,872 impressions	n/a	54,761 impressions	\$20,741
Paid Social	987,787 impressions	n/a	n/a	\$8,000
Total	3,279,647 impressions			\$94,529

Pedestrian Safety (May 2021)

The media objective was to create awareness of the importance of observing and obeying marked crosswalks among Adults 18-49 in the State of Rhode Island.

Table 7.5 Details of Media Buy for Pedestrian Safety Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	758,000 impressions	480	100 spots	\$45,947
CTV	680,560 impressions	n/a	n/a	\$24,500
Pre-Roll Video	416,670 impressions	n/a	n/a	\$10,000
Paid Social	205,083 impressions	n/a	n/a	\$5,000
You Tube	529,967 impressions	n/a	n/a	\$5,000
Total	2,590,280 impressions			\$90,447

Occupant Protection (May 2021)

The media objective was to create awareness of the importance of seatbelt safety among Men 18-34 in the State of Rhode Island in both English and Spanish.

Table 7.6 Details of Media Buy for Occupant Protection Media Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	71,000 impressions	388	n/a	\$18,382
CTV	1,018,593 impressions	n/a	69,949 impressions	\$36,050
Radio	159,000 impressions	238	54 spots	\$10,574
Streaming Audio	238,377 impressions	n/a	n/a	\$3,950
Pre-Roll Video	555,550 impressions	n/a	n/a	\$10,000
Paid Social	234,516 impressions	n/a	n/a	\$6,000
You Tube	293,629 impressions	n/a	n/a	\$6,000
Total	2,570,665 impressions			\$90,956

Alcohol-Impaired Driving Enforcement Campaign (Summer 2021)

With the goal of reducing the number of impaired driving related deaths, the RI DOT continued The Ripple Effect campaign, which throughout the summer months between Memorial Day and Labor Day. The media objective was to create awareness and drive website traffic among Men 25-54 in the State of Rhode Island.

Table 7.7 Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	775,000 impressions	1,388	300 spots	\$69,930
Connected TV	1,447,250 impressions	n/a	n/a	\$49,000
Digital Banners/Pre-Roll Video	808,080 impressions	n/a	140,271 impressions	\$11,188
Radio	959,000 impressions	744	150 spots	\$31,471
Streaming Audio	408,507 impressions	n/a	n/a	\$5,400
Outdoor Bulletins	5,407,804 impressions	n/a	679,887 impressions	\$17,200
Transit	8,700,640 impressions	n/a	4 bonus bus sides	\$16,900
Paid Social	358,447 impressions	n/a	n/a	\$8,000
You Tube	604,575 impressions	n/a	n/a	\$8,000
Total	19,223,573 impressions			\$217,089

Motorcycle Impaired Driving Enforcement Campaign (June 2021)

With the goal of reducing the number of impaired driving related deaths, the RI DOT continued The Ripple Effect campaign, with a motorcycle message, which ran in June. The media objective was to create awareness and drive website traffic among Men 18-49 in the State of Rhode Island.

Table 7.8 Details of Media Buy for Motorcycle Impaired Driving Enforcement Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	212,000 impressions	492	300 spots	\$25,846
Connected TV	1,018,592 impressions	n/a	37,758 impressions	\$35,000
Digital Banners/Pre-Roll Video	555,534 impressions	n/a	n/a	\$11,1050
Radio	385,000 impressions	294	63 spots	\$11,921
Streaming Audio	337,346 impressions	n/a	n/a	\$6,000
Paid Social	145,528 impressions	n/a	n/a	\$4,000
You Tube	297,735 impressions	n/a	n/a	\$6,000
Total	2,951,735 impressions			\$217,089

Speed Enforcement (June 2021)

The media objective was to create awareness of the importance of obeying the speed limit among Men 18-49 in the State of Rhode Island in both English and Spanish.

Table 7.9 Details of Media Buy for Speed Enforcement Campaign

	Exposure	Spots	Bonus Spots/ Impressions	Net Cost
TV	333,000 impressions	551	80 spots	\$37,859
CTV	932,892 impressions	n/a	12,211 impressions	\$35,000
Radio	341,000 impressions	210	46 spots	\$9,911
Streaming Audio	247,350 impressions	n/a	n/a	\$4,400
Digital Banners/Pre-Roll Video	934,344 impressions	n/a	48,780 impressions	\$7,882
Outdoor	2,615,084 impressions	n/a	n/a	\$8,600
Paid Social	141,541 impressions	n/a	n/a	\$4,000
You Tube	502,550 impressions	n/a	n/a	\$6,000
Total	6,047,761 impressions			\$113,652

Appendix

Rhode Island Department of Health Emergency Medical Services FY21 Data System Report