Massachusetts Highway Safety Plan
Federal Fiscal Year 2008 Annual Report

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Message from Governor's Highway Safety Representative

The mission of the Executive Office of Public Safety and Security (EOPSS)'s Highway Safety Division (EOPSS/HSD) is to reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We continue to base our work on the concept that any death or injury on our roadways is one too many and that traffic crashes are preventable.

I am pleased to submit this FFY 2008 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements with the National Highway Traffic Safety Administration (NHTSA). This report highlights many of the accomplishments of the EOPSS and its highway safety partners.

I thank the staff of the EOPSS/HSD, located within the EOPSS's Office of Grants and Research, for their efforts in FFY 2008 and in particular for the development of this report:

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The EOPSS/HSD conducted extensive outreach to its safety partners in 2008. EOPSS/HSD hosted four listening sessions with more than 100 stakeholders as well as a full-day forum with over 70 representatives from local police departments to discuss emerging trends in roadway safety and identify opportunities for additional partnerships.

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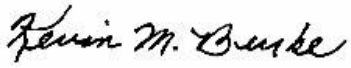
In April 2008, Governor Patrick signed a booster seat enhancement to the Massachusetts Child Passenger Safety (CPS) Law that went into effect on July 10, 2008. This law upgrade qualified Massachusetts for $370,634 of Section 2011 funds for CPS programming in FFY 2008. The EOPSS/HSD quickly mobilized to communicate these changes to the public. The effort to reduce impaired driving in Massachusetts received additional support this year, as well, through the funding of a second Breath Alcohol Testing (BAT) Mobile, enabling the Massachusetts State Police (MSP) to safely and efficiently conduct additional sobriety checkpoints.



Kevin M. Burke, Massachusetts Secretary of Public Safety and Security and Governor's Highway Safety Representative

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EXECUTIVE SUMMARY

Federal Fiscal Year (FFY) 2008 Accomplishments

- In the third year of the Federal multi-year transportation funding bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), the Executive Office of Public Safety and Security (EOPSS) successfully applied to NHTSA for $15,505,538 in new highway safety grant funding under Sections 402 (general highway safety), 154 (transfer), 405 (occupant protection), 408 (traffic records), 410 (impaired driving), 2010 (motorcycle safety), and 2011 (booster seats) for FFY 2008. The EOPSS also applied for and received $350,000 from the U.S. Department of Justice (underage drinking prevention) in FFY 2008.

- The EOPSS Highway Safety Division (EOPSS/HSD) helped to implement a booster seat enhancement to the Massachusetts Child Passenger Safety (CPS) Law that went into effect in July 2008.

- The EOPSS/HSD conducted extensive outreach to its safety partners in 2008. EOPSS/HSD hosted four listening sessions with more than 100 stakeholders as well as a full-day forum with over 70 representatives from local police departments to discuss emerging trends in roadway safety and identify opportunities for additional traditional and non-traditional partnerships.

- During spring 2008, the EOPSS/HSD along with government and corporate partners, conducted a Safe Prom and Graduation Campaign. The centerpiece of the initiative was a contest for high school students to submit 30-second videos with messages of safe driving, seat belt use, and avoidance of alcohol and other drugs. The EOPSS/HSD received 23 submissions representing 12 high schools.

- The EOPSS/HSD hired three new program coordinators in January of FFY 2008. As these new employees were trained, EOPSS/HSD was able to broaden its outreach into the community and expand on our services. In addition during the summer/fall of FFY 2008, three employees left EOPSS/HSD.

- The death toll for teen drivers in Massachusetts dropped by a third in the year following the January 2007 implementation of the Massachusetts new Junior Operator License (JOL) Law. EOPSS/HSD continues to assist the Registry of Motor Vehicles (RMV) to promote the new law.

- EOPSS/HSD continued to serve on the Executive Leadership Committee of the Massachusetts Highway Division (MassHighway)-led Massachusetts Strategic Highway Safety Plan (SHSP) effort in FFY 2008.

- EOPSS/HSD worked with a growing number of Federal, state, and local partners to continue its successful statewide series of "Click It or Ticket" (CIOT), "Drunk Driving. Over the Limit. Under Arrest." (DDOLUA), and "Road Respect" (RR) Mobilizations.

- The EOPSS/HSD awarded traffic enforcement grants to 66 percent of the 371 municipal and campus police departments to support their participation in the CIOT, DDOLUA, and RR Mobilizations. Additional departments signed up to support these mobilizations on a voluntary basis. Special efforts continued to reach diverse populations during the mobilizations.

- The EOPSS/HSD and its partners continued to implement key suggestions from the 2005 NHTSA Impaired Driving Assessment and the 2007 NHTSA Occupant Protection Assessment.

- To recognize traffic safety accomplishments of state and local police, the EOPSS/HSD conducted its annual Massachusetts Law Enforcement Challenge in cooperation with the Massachusetts Chiefs of Police Association (MCOPA). Twenty-four local communities and the Massachusetts State Police (MSP) were recognized at a ceremony in May 2008. EOPSS/HSD secured donations of 25 prizes of considerable value from vendors.

- The Commonwealth demonstrated progress in advancing the integration of the Massachusetts' Crash Data System (CDS) with the Driver and Vehicle databases, as evidenced by the increase, from 95.6 percent in 2007 to 96.2 percent in 2008, in the percentage of crash reports with validated driver history and vehicle registration information. The Commonwealth also achieved an improvement in the timeliness of the CDS, as evidenced by the decrease, from 51.01 days in 2007 to 28.23 days in 2008, in the average number of days between crash incident and the entry of the crash report into the database. The achievement made the Commonwealth eligible for a subsequent year of Section 408 funding ($500,000).

- EOPSS/HSD staff attended multiple professional development courses offered by NHTSA and the Transportation Safety Institute regarding data analysis and evaluation, program management, impaired driving, and occupant protection. Staff also attended conferences at the Annual National Leadership Conference on Underage Drinking Enforcement Training Center, the Mothers Against Drunk Driving (MADD) Power Summit, 2008 National Lifesavers Conference, Students Against Destructive Decisions (SADD) National Conference, and the National Governors Highway Safety Association (GHSA) Strategic Communications Forum.

- In FFY 2008, EOPSS/HSD created and received state approval to establish a highway safety trust fund which will enable EOPSS to solicit and receive funds from traditional and non-traditional partners in FFY 2009.

FFY 2008 Challenges

- Based on recent data from the RMV, the number of motor vehicle crash related fatalities rose from 429 in 2007 to 434 in 2008. (Although data from the Fatality Analysis Reporting System (FARS) was used in developing this report. FARS currently reports only 417 fatalities in Massachusetts in 2007.)

- The observed safety belt use in Massachusetts decreased from 69 percent in 2007 to 67 percent in 2008.

- The Massachusetts Legislature did not address a pending primary safety belt law during its formal 2008 session, though an active grass roots coalition did make an effort to pass this critical safety legislation. It is unlikely this bill will be considered during the remaining months of 2008 as the Legislature is in an informal session.

- Because of a technical change to state law in February 2006, Massachusetts became in violation of the Federal Open Container Law. This technical change was corrected in July 2008, so Massachusetts will only experience the Federal law's penalty transfer in FFY 2008.

- The EOPSS's traffic records data warehouse and on-line access tool have been taken off-line while a long-term strategy for collecting, storing, merging, and on-line accessing of the Commonwealth's traffic records data sets is developed with input from the Massachusetts Traffic Records Coordinating Committee (TRCC), under the direction of the EOPSS/HSD.

Table 1. Crash Summary Chart

Year	2006	2007*	2008	Percent Change
Fatalities (Actual)	429	417	–	-3%
Percent of Population Observed Using Safety Belts	67%	69%	67%	-2%
Alcohol-Related Fatalities	186	193	–	+3.8%
0.08+ Alcohol-Related Fatalities	144	146	–	+1.3%
Speed-Related Fatalities	148	140	–	-5%

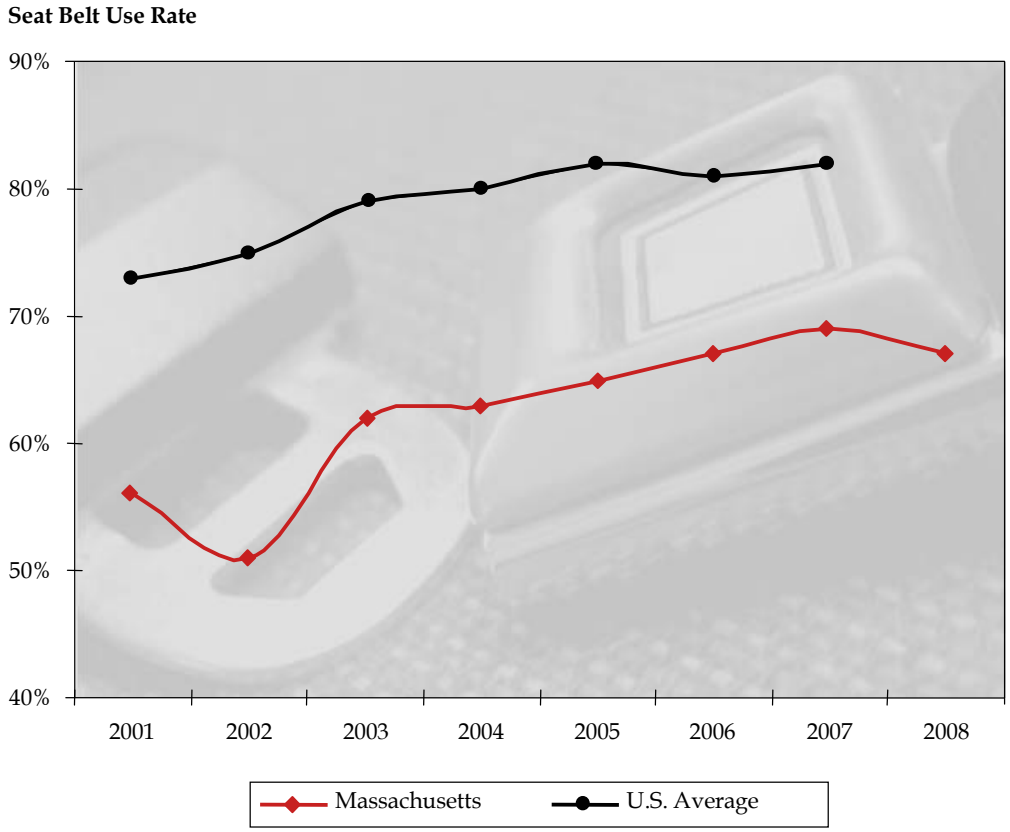
Source: FARS or RMV, December 2007.

Note: 2007 Fatality data was obtained from FARS and is preliminary at the time of reporting. Information from the Massachusetts RMV indicates that Massachusetts actually had 434 fatalities in 2007, which would impact EOPSS/HSD's assessment of progress toward meeting the goals outlined in the FFY 2008 Highway Safety Plan.

OCCUPANT PROTECTION

Occupant protection relates to the use of safety belts, booster seats, and child safety seats by motor vehicle drivers and passengers. Massachusetts has historically had one of the lowest statewide safety belt use rates in the country. In FFY 2003, the application of NHTSA's CIOT model enabled Massachusetts to increase its safety belt use from 51 percent to 62 percent – our largest annual use rate increase ever recorded. Since then, there had been a steady increase in safety belt use, reaching 69 percent in 2007. Unfortunately, in 2008, the Commonwealth's belt use rate dropped back to 66.58 percent. This is despite increased attempts at the state and local levels to increase seat belt use. It is estimated that there would be a 13 percent increase in safety belt use in Massachusetts in the first year after the adoption of a primary safety belt law, annually saving 27 lives, 1,032 serious injuries, and $260 million in economic costs. Consequently, the effort to increase safety belt use will continue to be a major program area for the EOPSS/HSD.

Figure 1. Massachusetts Seat Belt Use Rate Compared to the U.S. Average



The occupant protection goal of the 2008 Highway Safety Plan was to increase safety belt use from 67 percent in 2006 to 72 percent in 2008.

- The 2008 Statewide Safety Belt Use Observation Survey indicates the Commonwealth decreased to 67 percent. (Note – goal not met.)

Goal

- Increase statewide safety belt use rate from the 2006 rate of 67 percent to 72 percent by 2008. Did not achieve this goal. Seat belt usage rate in 2008 was 67 percent.

Program Accomplishments

- Reduced unrestrained passenger vehicle occupant fatalities from 158 in 2006 to 142 unrestrained fatalities in 2007.
- Reduction in the percent of unrestrained vehicle occupant fatalities, from 53 percent in 2006 to 51 percent in 2007.

Program Performance Measures

- Increase from 87 percent in 2007 to 90 percent in 2008 the number of respondents to the statewide telephone survey that are aware of Massachusetts safety belt law. No survey was conducted.
- Increase number of local police and campus police high-visibility enforcement grants during CIOT Mobilizations from 232 in FFY 2007 to 270 in FFY 2008. Two hundred and forty five municipal and campus police departments and the MSP participated in CIOT Mobilizations.
- Conduct a CPS Conference for up to 500 attendees in FFY 2008. There were 200 attendees.
- Increase number of CPS grants awarded by the EOPSS/HSD's CPS Program to 100 in FFY 2008. 68 CPS Equipment Grant awards were distributed in July 2008.
- Maintain approximately 500 CPS technicians in Massachusetts in FFY 2008. Completed.
- Implement a Teen Driving Program with the Department of Public Health (DPH). Although EOPSS had the DPH and the RMV under contract for this program, their inability to hire program coordinators caused them to put this program on hold.

Click It or Ticket Mobilizations

The MSP received funding to participate in two EOPSS-funded CIOT Mobilizations, in November 2007 and May-June 2008. More than 245 local police departments received funding to participate in the May-June 2008 CIOT Mobilization. Many local departments participated in the November 2007 CIOT Mobilization on a voluntary basis.

Figure 2. Participating Communities in 2008 DDOLUA Mobilization

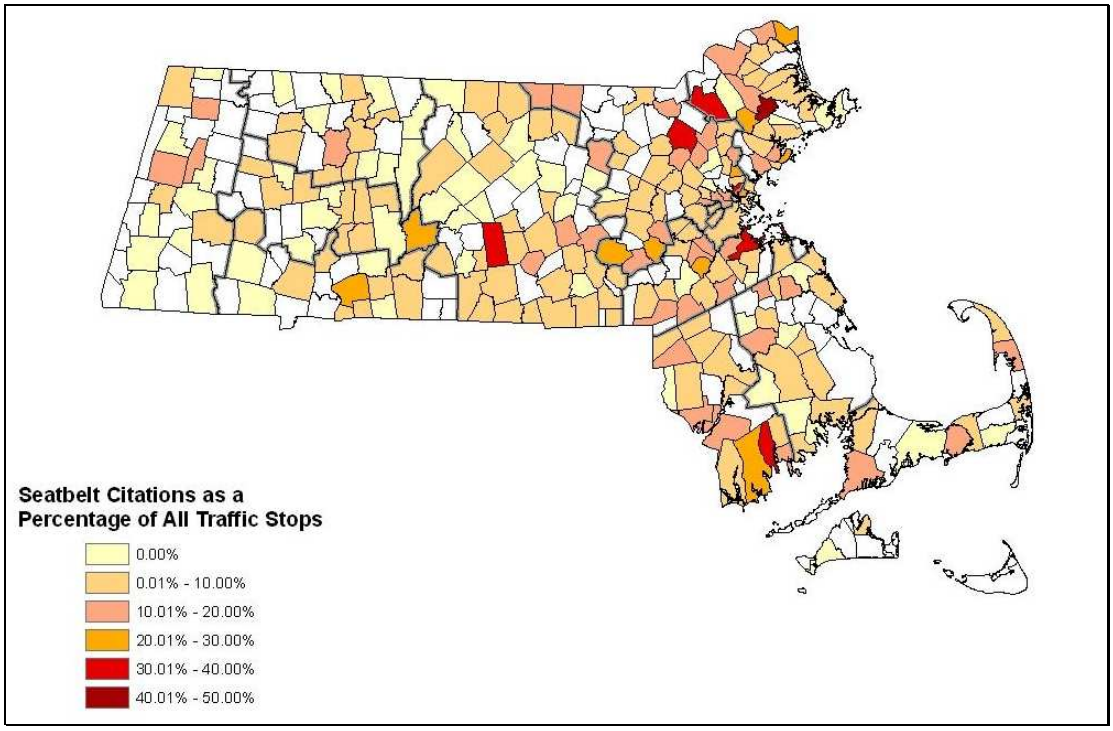
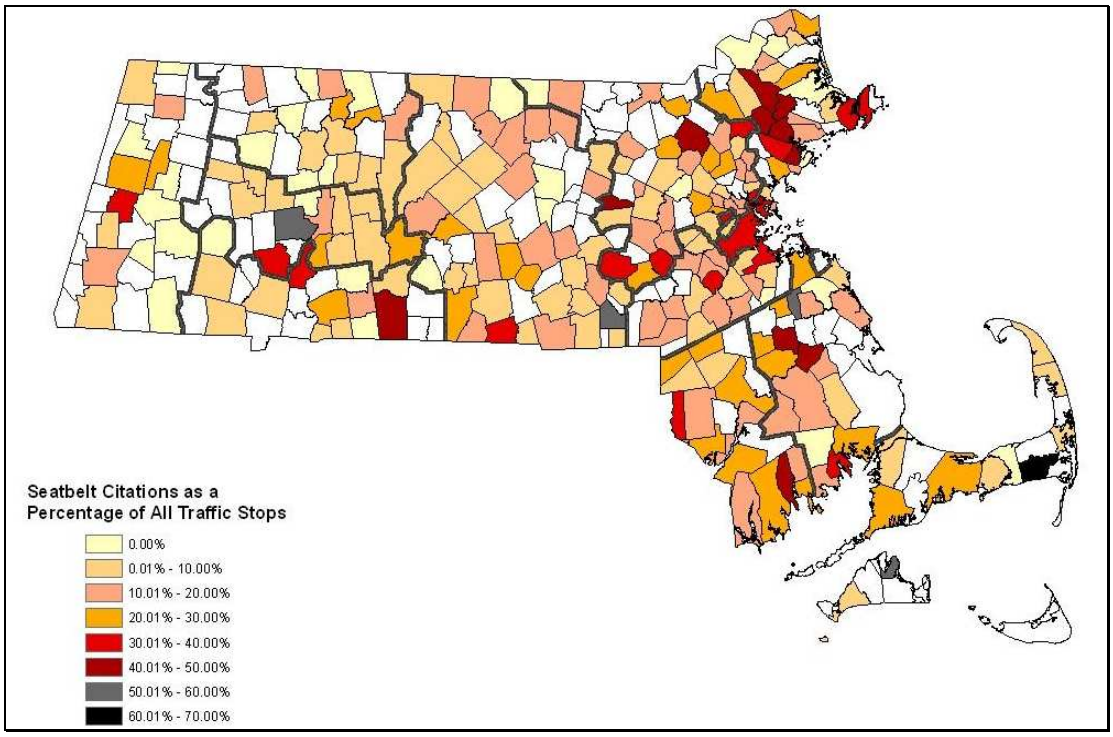


Figure 3. Participating Communities in 2008 CIOT Mobilization



The CIOT mobilizations resulted in:

	State Police	Local Police
Enforcement (hours)	3,830	7,817
Traffic Stops	–	19,756
OUI Arrests	6	35
Speeding and Other Moving Violations Issued	2,845	3,573
Safety Belt Violations Issued	1,139	3,610
Child Safety Seat Violations Issued	52	131
Warnings Issued	1,898	10,635
Related Enforcement Actions	1,623	3,424

On a voluntary basis, numerous local police departments conducted designated "best practices" safety belt educational initiatives between April and June 2008 with EOPSS support. Departments developed partnerships with high schools, businesses, media outlets, public health, and medical organizations to increase safety belt use.

Throughout FFY 2008, and in particular during the CIOT Mobilizations, the MSP used its EOPSS-funded Roll-Over Simulator at numerous events to teach thousands of people about the benefits of safe driving and the importance of buckling up all vehicle occupants.

In late FFY 2008, Fisher College contracted with EOPSS/HSD to administer the Statewide CPS Program. Plans for outreach included a wide range of diverse populations such as daycare centers, community groups, fraternal organizations, health care providers, police and fire personnel. Prior to the Fisher contract, the CPS program was administered by the Municipal Police Institute.

First introduced in FFY 2006, many police departments continued to promote the CIOT Mobilizations using EOPSS/HSD-produced vinyl cruiser window signs. MassHighway and the Massachusetts Turnpike Authority (MassPike) lent support to the CIOT Mobilizations by displaying supportive messages on their 16 fixed and 80 portable variable message boards, along with large vinyl safety belt decals for MHD trucks and large vehicles. These efforts helped the mobilization messages to reach hundreds of thousands of motorists.

Additional Accomplishments

- During the series of five occupant protection, impaired driving, and speed/aggressive driving mobilizations, Massachusetts local police departments enhanced these mobilizations by providing $1,059,536.18 in documented in-kind match traffic enforcement and highway safety activities.

- MADD and SADD integrated safety belt messaging into all web sites, newsletters, material, and programming funded by EOPSS/HSD.

- A municipal law enforcement officer who is a Traffic Occupant Protection Strategies (TOPS) and CPS instructor represented Massachusetts in developing and delivering the new TOPS course in Kansas City. Based on this professional development, 22 students were trained at two municipal police academies in Massachusetts.

- EOPSS/HSD participated in the AAA Child Passenger Safety Press Conference on City Hall Plaza with Boston's Mayor Menino, the Registrar of Motor Vehicles, and AAA of Southern New England's President to promote the destruction of over 900 old or unsafe car and booster seats.

- During the CIOT Mobilization, HSD mailed letters to 738 high school superintendents, private school administrators, and school resource officers across the State to provide information regarding the mobilization. Included with the letters were brief public announcements for schools could use to help provide information to students about the importance of using safety belts.

- Letters were sent to 873 high schools in Massachusetts to provide them with safety belt information and sample safety belt policies to be tailored to fit the needs of the school.

- Letters were sent to over 2,700 elementary, middle, and high schools across the State asking for help as EOPSS/HSD worked toward educating students about the importance of car seats, booster seats, and safety belts. Materials request forms were included and over 130 schools responded for additional highway safety information and materials.

- EOPSS/HSD representatives participated in monthly MassHighway Safety Tips Web site Committee meetings. This is a collaboration of public and private stakeholders in highway safety to discuss content and outreach for state maintained web site that provides safe driving tips. The web site is updated with new tips twice a month.

- EOPSS/HSD representatives participate in quarterly Preventing Injuries Now Network (PINN) meetings. PINN is a group funded by a non-EOPSS/HSD grant to the state DPH to bring together stakeholders in preventing injury. Highway safety is a significant portion of the portfolio of PINN and its efforts helped pass Massachusetts' new booster seat law.

- EOPSS/HSD representatives participate in quarterly Partners in Passenger Safety (PPS) meetings which focus on occupant protection and include many safety advocates and state agencies including child safety advocates, elderly, public health officials, and transportation safety representatives.

Looking Forward…

The occupant protection goal of the 2009 Highway Safety Plan is to increase statewide safety belt use rate from the 2008 rate of 67 percent to 70 percent by 2009.

Occupant Protection Program spending will be approximately $6,065,725 in FFY 2009.

Key initiatives to address occupant protection in the 2009 Highway Safety Plan include:

- Conduct the 2009 Annual Massachusetts CPS Conference for up to 500 attendees, including all certified technicians and instructors. Topics will include national and state updates and changes in current CPS laws, regulations, and standards about CPS seats.
- Conduct the 2nd Annual Safe Prom and Graduation Campaign to focus attention on safe driving, seat belt use, and underage drinking prevention.
- Produce and distribute materials in English, Spanish, Portuguese, Mandarin, and other languages as needed.
- Conduct the statewide annual safety belt usage survey.
- Work with the RMV and DPH to promote the Teen Driver Program and encourage parents to promote compliance with the junior operator law.
- The EOPSS was awarded a NHTSA Cooperative Agreement for the Section 403 CIOT Next Generation Grant for full implementation in FFY 2009.
- Conduct a Grammar/Middle School pilot program to educate students about safety belts.

IMPAIRED DRIVING

Massachusetts has made great strides in recent years in reducing the danger posed by impaired drivers on its roadways, including participation in NHTSA's You Drink & Drive. You Lose. (YD&DYL) Mobilizations starting in 2002 and its DDOLUA Mobilizations as of 2006. Several pieces of legislation were passed that strengthened the Commonwealth's drunk driving laws, including Melanie's Law in October 2005 which is aimed at reducing the threat posed by repeat offenders. The percentage of alcohol-related fatalities in 2007 in Massachusetts was 46 percent – slightly higher than the national rate of 41 percent. In spite of all these efforts, on Massachusetts roadways there were still 3,572 alcohol-related citations issued that involved a crash in 2005. An additional 11,776 alcohol-related citations were issued that year where no crash had occurred. The number of alcohol-related citations, crashes, and fatalities in Massachusetts warrant EOPSS to continue to treat impaired driving as a major program area. This program area also includes efforts to address the dangers of drowsy driving.

The impaired driving goal of the 2008 Highway Safety Plan is to reduce the percentage of alcohol-related fatalities from 42 percent in 2005 to 40 percent in 2008.

- *The 2007 percentage of alcohol-related fatalities was 46 percent. (Note – goal not met.)*

Goals

- Reduce alcohol-related fatalities from 42 percent in 2005 to 40 percent in 2008. Not making progress towards goal. (46 percent in 2007; 43 percent in 2006).

Program Accomplishments

- Reduction of 1.4 percent in fatalities involving at least one driver or motorcycle operator with a BAC at or above the legal limit (.08 g/dl) from 2005 to 2007 (146 in 2007; 148 in 2005).
- Gained participation from over 100 restaurants in a new pilot designated driver program in two cities.
- Work began on redesigning the impaired driving brochure with assistance from the RMV.

Program Performance Measures

- Increase, from 64 percent in 2006 to 68 percent in 2008, the percent of respondents to the statewide telephone survey that were likely to abstain from drinking and driving as a result of increased enforcement. 70 percent in 2007; no survey was conducted in 2008.

- Increase the number of MSP-led sobriety checkpoints from 75 in FFY 2007 to 90 in FFY 2008 utilizing the two BAT Mobile Units. The MSP conducted over 68 checkpoints; goal not met due to weather conditions and minor contracting issues.

- Increase number of local police department enforcement grants by including campus police departments during DDOLUA Mobilizations from 232 in FFY 2007 to 270 in FFY 2008. EOPSS awarded grants to 245 local and campus police departments during DDOLUA. There was a reduction in participation due to low staffing, retirements, military status, and layoffs. As part of the Traffic Enforcement and Equipment Grant, over 240 departments were eligible to purchase equipment. Many purchases included preliminary breath test units, passive alcohol sensors, and "fatal vision" goggles.

- Conduct first-time upgrade of Breath Test Units for evidence collection with 150 systems for cities and towns, MSP, and municipal police training facilities. Utilize new advanced technology. This initiative was funded through EOPSS/Homeland Security Division and eliminated from the FFY 2008 Highway Safety Plan.

- Increase number of local law enforcement agencies and college police departments participating in underage drinking enforcement partnerships from six in FFY 2007 to 50 in FFY 2008. Six grants were issued in December 2007; statewide program developed in FFY 2008 for implementation in FFY 2009.

- Conduct awareness and education programs with evaluation component designed to encourage responsible decision-making and reduce alcohol use and abuse in 50 institutions of higher education in FFY 2008. Initiative deferred to FFY 2009.

- Conduct a NHTSA Standardized Field Sobriety Testing (SFST) Assessment to determine statewide effectiveness of training programs and efforts. Initiative deferred to FFY 2009.

Additional Accomplishments

- MADD continued its Youth in Action (YIA) Program to reduce underage drinking as well as encourage safer teen driving and safety belt use. The "Sticker Shock" effort by the 32 YIA teams led to the placement of 34,000 stickers directly on alcohol products in 44 stores in 10 communities to remind shoppers it is illegal to purchase alcohol for those under 21.

Sticker Shock effort

- SADD supported 38 high schools with mini-grants across the Commonwealth to participate in its "A Call to Action (ACTA)" and "Using Prevention Strategies (UPS), Empowering Students to Improve Their Schools and Communities" programs. These programs strive to educate and empower high school students; change social norms; reduce underage drinking, substance abuse, and impaired driving; and increase safety belt use among Massachusetts youth.

- Six local police departments received U.S. Office of Juvenile Justice Delinquency Prevention (OJJDP) funding to conduct underage alcohol enforcement initiatives. Reverse stings, underage stings/compliance checks, Cops in Shops, party patrols, and Surveillance patrols were conducted resulting in 587 enforcement hours, 722 IDs checked, 22 adults procuring for minors, 50 minors in possession of or transporting, 91 arrests or summons, and eight youth were released to parents.

- Funding to the Massachusetts District Attorneys Association provided a full-time Traffic Safety Resource Prosecutor (TSRP), statewide technical trainings and conferences for prosecutors, local and state police, the revision of the Massachusetts Prosecutors OUI Manual, and partnerships with the judiciary, state Office of Alcohol Testing, and substance abuse prevention organizations. In-kind match was nearly $65,000.

- Funding to the New England Association of Drug Court Professionals through the Massachusetts Trial Court allowed for the sponsorship of the annual conference of law enforcement, prosecutors, substance abuse and health care professionals, probation, judges, and traffic safety advocates.

- Initial work was conducted for an Automated License Plate Reader pilot program to take place in FFY 2009. In partnership with the Massachusetts Criminal History Systems Board (CHSB) and the MSP, funds will be provided to multiple communities to monitor and collect data on license plates. The readers should help bring attention to motorists revoked or suspended licenses for alcohol-related offenses.

- The Berklee College of Music was awarded the College/University Alcohol Education Demonstration Pilot Project, funded by the OJJDP. This program, which will be mandatory for all freshmen, will focus on creating an atmosphere that respects the laws and promotes a healthy campus culture and healthy social norms; providing a forum for students to discuss perceptions of their college environment regarding social pressures and responsible decisions concerning alcohol abuse; and hosting workshops that emphasize the link between alcohol abuse and highway safety.

- A survey was developed that will be sent to Massachusetts college and university Presidents in FFY 2009. The survey will focus on finding out what types of underage drinking prevention programming currently is offered by colleges and universities for the purpose of aligning future EOPSS/HSD programming appropriately. For this survey, EOPSS/HSD will use the on-line service Survey/Monkey to better tabulate and analyze the data received.

- Preparation work was completed to award underage drinking prevention conferences to be hosted separately by four District Attorney offices in FFY 2009. These conferences will be held for stakeholders in children's lives and will focus on preventing underage drinking and forming a unified response to the issue.

- Funding to the Massachusetts Municipal Police Training Committee (MPTC) resulted in 378 municipal officers trained in breath test operator, breath test instructor, SFST specialized, and SFST instructor classes conducted statewide.

SFST Class Conducted at an MPTC Academy

- Provided funding through MPTC for Drug Evaluation and Classification Training for 18 officers as Drug Recognition Experts. Funded expenses for students and instructors to travel to Maricopa, Arizona to conduct evaluations at a central lock-up facility since there are no central lock-up facilities in Massachusetts. Conducted only one Drug Impairment Training for Educational Professionals (DITEP) class due to issues with teachers union and program marketing. Drug Recognition Experts (DRE) partnered with the state police at sobriety checkpoints.

- Provided funding to the Massachusetts Alcoholic Beverage Control Commission (ABCC) to conduct compliance checks in 107 municipalities with a primary focus in the western counties. 1,575 licensed establishments were checked, an increase from approximately 550 in FFY 2007. 209 establishments failed the check – an 87 percent success rate.

- Provided funding to the ABCC to train 606 officers from 293 police departments, surpassing the ABCC's goal of providing training to 150 police departments.

Mark Kenny instructing on fake ID detection in New Bedford

DDOLUA Mobilizations

The MSP and 245 local police departments received funding to participate in three EOPSS-sponsored DDOLUA mobilizations in December 2007 – January 2008, July 2008, and August-September 2008. The mobilizations resulted in the following.

	State Police	Local Police
Enforcement (hours)	4,792	14,818
Traffic Stops	–	38,090
OUI Arrests	257	197
Speeding and Other Moving Violations Issued	1,514	9,929
Safety Belt Violations Issued	704	3,974
Child Safety Seat Violations Issued	26	180
Warnings Issued	1,964	19,510
Related Enforcement Actions	1,662	6,556

The MSP acquired its first BAT Mobile in late spring 2006 and the second BAT Mobile in June 2008. In FFY 2008, the MSP conducted 68 EOPSS/HSD-funded sobriety checkpoints and EOPSS authorized Operating Under the Influence (OUI) saturation patrols. The 68 checkpoints resulted in 8,834 enforcement hours and a total of 521 arrests for operating under the influence of alcohol. Local police participated in most of these checkpoints, resulting in numerous OUI arrests by locals, and helping to generate additional media coverage. During FFY 2008, the BAT Mobile appeared at numerous EOPSS press events and community events.

Looking Forward…

The impaired driving goals of the 2009 Highway Safety Plan are to reduce alcohol-related fatalities from 43 percent in 2006 to 40 percent in 2009; and to reduce BAC of 0.08 or greater alcohol-related fatalities from 36 percent in 2006 to 35 percent in 2009.

Impaired Driving Program spending will be approximately $7,914,708 in FFY 2009.

Key initiatives to address impaired driving in the 2009 Highway Safety Plan include:

- Increase state and local police participation and overall number of DDOLUA Mobilizations.
- Increase the number of MSP-led sobriety checkpoints.

- Provide funding for the purchase of Preliminary Breath Test Units for MSP officers with a high propensity to apprehend impaired operators, to selected local police departments based on OUI arrests, Drug Recognition Experts, and for training purposes at municipal police training facilities.

- Increase the number of local and campus police departments participating in underage drinking enforcement partnerships to a minimum of 50 in FFY 2009.

- Support law enforcement with training, equipment, and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking.

- Complete redesign of impaired driving brochure with assistance from the RMV and distribute statewide.

SPEEDING AND AGGRESSIVE DRIVING

Massachusetts roadways have significant speeding and aggressive driving problems, fueled by more people with a busy lifestyle and increasingly congested roadways. To help address this situation EOPSS/HSD developed an annual Road Respect (RR) Mobilization. Speed was a factor in 35 percent of all motor vehicle-related fatalities in Massachusetts in 2006, which surpassed the national rate of 31 percent. On Massachusetts roadways in 2007 there were 305,419 speeding violations issued. In 2007, there were 176,516 aggressive driving violations in Massachusetts. The high-speed involvement in fatalities and the significant number of speed-related violations issued are why the Commonwealth must continue to treat speeding and aggressive driving as a major highway safety problem. Efforts in this area also will address the dangers of distracted driving and drag racing.

The speeding and aggressive driving goal of the 2008 Highway Safety Plan is to reduce the percentage of speed-related fatalities from 33 percent in 2005 to 32 percent in 2008.

- *The 2007 percentage of speed-related fatalities was 34 percent, indicating the need for more comprehensive strategies to combat speeding.*

Goal

- Reduce the percentage of speed-related fatalities from 33 percent in 2005 to 32 percent in 2008. Incomplete (34 percent in 2007).

Program Accomplishments

- Reduced speed-related fatalities, from 148 in 2006 to 140 in 2007.

Program Performance Measures

- Increase number of local police departments and campus police departments during Road Respect Mobilizations from 232 in FFY 2007 to 250 in FFY 2008. The EOPSS/ HSD awarded 245 departments with RR grants.

- Implement a speed measurement equipment grant program for state, local and campus police departments to enable them to expand their traffic enforcement efforts

in the RR Mobilizations. The EOPSS/HSD awarded MSP funding for speed measurement equipment and deferred the equipment grants for local and campus police departments. However, as part of the Traffic Enforcement and Equipment Grant Program over 240 police departments were eligible for equipment purchases which included speed measurement devices. Many purchased Light Detection and Ranging (LiDAR), radar units, speed boards and trailers.

Road Respect Mobilization

The MSP and 245 local police departments received funding to participate in the EOPSS/ HSD-funded RR mobilization in April 2008. The mobilization resulted in the following.

	State Police	Local Police
Enforcement (Hours)	1,866	8,457
Traffic Stops	–	22,397
OUI Arrests	4	43
Speeding and Other Moving Violations Issued	2,208	4,870
Safety Belt Violations Issued	561	2,228
Child Safety Seat Violations Issued	16	101
Warnings Issued	1,410	11,757
Related Enforcement Actions	1,183	4,075

Looking Forward…

The speeding and aggressive driving goal of the 2009 Highway Safety Plan is to reduce the percentage of speed-related fatalities from 35 percent in 2006 to 34 percent in 2009.

Speeding and Aggressive Driving Program spending will be approximately $1,354,422 in FFY 2009.

Key initiatives that focus on speeding and aggressive driving in the 2009 Highway Safety Plan include:

- Increase state and local police participation in the April RR Mobilization.
- Work with MassHighway to implement a program to monitor speeds of vehicles driving through work zones on limited access highways.
- Provide funding for local and campus police departments for speed measurement equipment through the Traffic Enforcement and Equipment Grant.
- Develop and distribute RR Mobilization/Speeding and Aggressive Driving educational and incentive materials for community educational initiatives.

HIGHER RISK TRANSPORTATION SYSTEM USERS

In Massachusetts, higher risk transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, and school bus occupants. In 2007, Massachusetts exceeded the U.S. average in pedestrian-related fatalities, 14.6 percent versus 11.3 percent. In 2007, motorcycle-related fatalities comprised 14.6 percent of all fatalities in Massachusetts as compared to 12.5 percent nationwide. In 2007, young drivers (16 to 24 years of age) represented 18.9 percent of all motor vehicle-related fatalities in Massachusetts versus 15.3 percent nationally. In 2007, older drivers (age 65 and older) represented 8.4 percent of all fatalities in Massachusetts, slightly lower than the 8.9 percent national rate for the same year. (Note – young driver/older driver stats represent number of 16 to 24 or 65+ individuals that were killed while driving a vehicle.)

Although historically each year bicyclists and school bus occupants represent small percentages of the fatalities in Massachusetts, the Commonwealth seeks to continually increase the safety of these modes of travel under this program area.

The updated special users goals of the 2008 Highway Safety Plan were to:

- *Reduce younger driver fatalities and incapacitating injuries from 1,783 in 2005 to 1,693 in 2008.*
- *Reduce older driver fatalities and incapacitating injuries from 748 in 2005 to 710 in 2008.*
- *Reduce the pedestrian fatalities and incapacitating injuries from 317 in 2005 to 300 in 2008.*
- *Reduce bicyclist fatalities and incapacitating injuries from 79 in 2005 to 75 in 2008.*
- *Reduce motorcyclist fatalities and incapacitating injuries from 428 in 2005 to 407 in 2008.*

In FFY 2008, the Bicycle Helmet Distribution Program awarded 26,479 bicycle helmets to 271 organizations and municipalities throughout Massachusetts. Grant recipients included groups working with diverse populations in low-income and minority neighborhoods. The program developed contact information for the distribution of hand cards and bicycle helmet pledge cards to police, fire, health, traffic safety advocates, diverse populations, and nonprofit organizations. The EOPSS/HSD initiated the development of a new bicycle helmet law poster for distribution to bicycle-related businesses as required by state law, as well as to schools, community groups, and other interested partners with over 1,200 posters distributed.

In October 2007, the EOPSS/HSD co-sponsored an annual statewide bicycle and pedestrian advocacy and safety conference, Moving Together, in partnership with the Executive Office of Transportation, MassHighway, DHP, and other state agencies. Over 195 attendees representing law enforcement, public health, highway planners, non-profit organizations, and traffic safety advocates participated in bicycle and pedestrian workshops during the conference.

The EOPSS/HSD collaborated with the RMV using Section 2010 funds to conduct a Share the Road Campaign entitled "Check Twice, Save a Life MOTORCYCLES ARE EVERYWHERE." To target drivers, ads were placed on the radio during morning and evening commute times and Saturday mornings. Four 15 second spots were produced and 737 spots ran from May 12 to May 25, 2008.

The RMV also worked with the University of Massachusetts Safety Research Program (UMassSafe) to develop a Crash Causation Analysis Report which detailed the major causes of motorcycle crashes in 2006. This analysis of motorcycle crash data provides insight on the characteristics associated with motorcycle crashes, opportunities to use this information in motorcycle safety efforts, and the need for ongoing consideration of data quality as part of the analysis and program planning process.

Goals

- Reduce younger driver fatalities (79) and incapacitating injuries from 1,783 in 2005 to 1,693 in 2008. 2006 and 2007 injury data are not available at this time.
- Reduce older driver fatalities (35) and incapacitating injuries from 748 in 2005 to 710 in 2008. 2006 and 2007 injury data are not available at this time.
- Reduce the pedestrian fatalities (61) and incapacitating injuries from 317 in 2005 to 300 in 2008. 2006 and 2007 injury data are not available at this time.
- Reduce bicyclist fatalities (10) and incapacitating injuries from 79 in 2005 to 75 in 2008. 2006 and 2007 injury data are not available at this time.
- Reduce motorcyclist fatalities (61) and incapacitating injuries from 428 in 2005 to 407 in 2008. 2006 and 2007 injury data are not available at this time.

Program Performance Measures

- Award up to 50 community pedestrian and bicycle enforcement, education, and equipment grants based on problem identification. Funding for this initiative was deferred until FFY 2009.
- Cosponsor Statewide Pedestrian and Bicycle Safety Conference and increase over 150 attendees in FFY 2007 to 200 in FFY 2008. This initiative was successfully completed.
- Increase number of community bicycle helmet grants from 250 in FFY 2007 to 400 in FFY 2008. 271 bicycle helmet grants were awarded in FFY 2008.

- Increase number of motorcycle riders trained from 8,502 in 2007 to 8,927 in 2008. Goal exceeded – 9,837 riders were trained in 2008.
- Conduct assessment of motorcycle safety program to determine effectiveness and develop strategic plan based on results. Deferred and may be conducted in the future.
- Evaluate impact of communications efforts of the RMV's motorcycle safety program during 2008 riding season. Between May 5, 2008 and June 7, 2008, 737 spots ran on radio stations throughout Massachusetts.

Additional Accomplishments

- EOPSS/HSD representatives attended monthly Massachusetts Bicycle and Pedestrian Advisory Board meetings. The board consists of public and private partners statewide with the goal of advocating for improved roadways and trails for pedestrians and bicyclists.
- EOPSS/HSD representatives participated in quarterly Safe Routes to School Task Force meetings to expand the program and to coordinate goals. Board members include state agencies, planners, and construction personnel associated with on-going projects.

Looking Forward…

The updated special users goals of the 2009 Highway Safety Plan include:

- *To reduce younger driver fatalities and incapacitating injuries from 76 in 2006 to 72 in 2009.*
- *To reduce older driver fatalities and incapacitating injuries from 40 in 2006 to 38 in 2009.*
- *To reduce the pedestrian fatalities from 61 in 2006 to 58 in 2009.*
- *To reduce bicyclist fatalities from 6 in 2006 to 5 in 2009.*
- *To reduce motorcyclist fatalities and incapacitating injuries from 50 in 2006 to 47 in 2009.*

Special Users Program spending will be approximately $401,000 in FFY 2009.

Key initiatives to address special users in the 2009 Highway Safety Plan include:

- Increase bicycle helmet distribution.
- Implement a Pedestrian, Bicycle, and Moped-Type Enforcement, Education and Equipment Grant Program
- Co-sponsor statewide Pedestrian and Bicycle Safety Conference.
- Expand statewide rider training availability with special focus on increasing first-time participation by older riders.

POLICE TRAINING AND SUPPORT

Well-trained police, judiciary personnel, and others involved in highway safety are critical to the successful development, implementation, and evaluation of highway safety initiatives and programs. Many of the previously mentioned major program areas are dependent on the success of efforts under this program area.

The goals of the 2008 Highway Safety Plan were to:

- *Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

Accomplishments

- The EOPSS/HSD conducted the third Massachusetts Law Enforcement Challenge (MLEC) to recognize traffic enforcement and safety accomplishments (based on 2006 award winners). Twenty-four local police departments and the MSP participated.
- The EOPSS/HSD awarded over 245 local police departments involved in the CIOT, RR, and DDOLUA Mobilizations and traffic equipment grants.
- An additional 10 local police departments were recruited to support without grant funding the CIOT and DDOLUA Mobilizations between May and September 2008.
- The Municipal Police Training Committee trained 88 officers in Basic Accident Investigation, Accident Investigation Reconstruction, work zone safety, and speed measurement instructor and LiDAR operator.
- The EOPSS/HSD implemented a number of Federal Section 1906 initiatives addressing racial profiling. Initiatives included the completion of the Statewide Benchmark Study with the goal to verify the hypothesis that crash data is an accurate proxy for the racial, ethnic, and gender composition of driving populations, and the awarding of a multi-year award for the design and implementation of Chief and

Supervisor Training. In FFY 2008, EOPSS/HSD was ineligible to apply for a third year of funding.

Looking Forward ...

The police training and support goals of the EOPSS 2009 Highway Safety Plan are:

- *Increase the level of traffic enforcement during mobilizations by law enforcement agencies.*
- *Encourage and assist law enforcement agencies with recognition of traffic enforcement and safety accomplishments.*
- *Support traffic enforcement and safety training.*

Police Training and Support Program spending will be approximately $1,560,280 in FFY 2009..

Key initiatives under police training and support in the 2009 Highway Safety Plan include:

- Conduct the Massachusetts Law Enforcement Challenge.
- Conduct a Law Enforcement Conference.
- Conduct Chiefs and Supervisors Trainings to address Racial Profiling.
- Conduct Municipal Police Specialized Training Programs.
- Conduct annual Traffic Safety Listening Sessions.
- Fund the Massachusetts District Attorneys TSRP, trainings, and conferences.
- Fund the services of a Law Enforcement Liaison to conduct traffic enforcement and safety initiatives and provide technical assistance with municipal police agencies.

TRAFFIC RECORDS

The EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has been increasing substantially since the creation of the Federal Section 408 grant program in 2006 which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems, insufficient data submission requirements and capabilities, and difficulties developing easy to use on-line tools to share and analyze available data.

The traffic records goal of the 2008 Highway Safety Plan was to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analysis from local, state, and Federal systems involving citation/adjudication, crash, driver history, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety programs, evaluations, and research.

As required by the NHTSA's Section 408 grant program, Massachusetts has an active TRCC. The TRCC is chaired by the EOPSS/HSD's Director. The TRCC seeks to improve the accessibility, accuracy, completeness, integration, timeliness, and uniformity of the six traffic records systems in Massachusetts: citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle. One way the TRCC does this is by ensuring that any Section 408 funds received by Massachusetts are used for eligible, prioritized projects that will enhance these systems.

The TRCC's FFY 2008 Section 408 application and update to its strategic plan for traffic records, submitted to NHTSA in June 2008, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made to date on projects funded with FFY 2006 and FFY 2007 Section 408 funds. The application/plan update also detailed how potential FFY 2008 Section 408 funds would be utilized for proposed projects that were prioritized by the TRCC. The Commonwealth was awarded a Section 408 grant based on progress made towards improving the timeliness and integration of the RMV's crash data system.

Goals

- Ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state, and Federal systems involving citations/adjudication, crash, driver, injury surveillance, roadway,

and vehicle data to conduct cost-effective and successful highway safety planning, programs, and evaluations.

Program Performance Measures

- Enhance the TRCC's Data Quality and Strategic Plan/408 Application sub-committees. Sub-committees identified.
- Fund and monitor the TRCC's Fund and monitor the TRCC's FFY 2006, 2007, and 2008 408-funded projects as well as submit on behalf of the TRCC a FFY 2008 Section 408 Application and Massachusetts Strategic Plan for Traffic Records Update. Completed.
- Continue to provide access for select users to the Massachusetts Traffic Records Portal. On-going.

Program Accomplishments

- Two Section 408 projects continued – Trauma Registry/MATRIS (DPH) and E-Submission of Crash Reports (RMV).
- Funding for DPH projects for 2006 and 2007 have led to the successful completion of a Statewide Trauma Registry database in mid-June 2008. Acute care treatment hospitals throughout the Commonwealth can now send trauma registry data to a central repository.
- Funding for RMV's E-Submission project has led to an increase in electronic crash report submissions by police departments from 62 at the end of FFY 2007 to 78 at the conclusion of FFY 2008.
- FFY 2009 Section 408 Application for funding was submitted and accepted by NHTSA in mid-June 2008. Based on the application and verified measurable progress by the Commonwealth of Massachusetts, $500,000 in funds was awarded to EOPSS/HSD to continue 408-related projects.

Looking Forward…

The traffic records goal of the 2009 Highway Safety Plan is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

Traffic Records Program spending will be approximately $1.16 million in FFY 2009.

Key initiatives involving traffic records in the 2009 Highway Safety Plan include:

- Traffic Records program spending will be approximately $1.16 million in FFY 2009. This is based upon the assumption that all projects will be completed by the end of September, 2009.

- Implement Year 3 of RMV's E-Submission of Crash Reports project with funding received from FFY 2008 Section 408 Application award.

- In conjunction with selected contractor, Cambridge Systematics, design, develop and implement a pilot traffic crash records data warehouse and portal. This pilot system is anticipated to go live in third quarter 2009.

- Conduct, with assistance from NHTSA and selected traffic records contractor, a traffic records assessment during the week of March 15-20, 2009.

- With assistance from selected traffic records contractor, develop and complete a statewide business plan for the Commonwealth of Massachusetts' traffic crash records.

PAID AND EARNED MEDIA

During FFY 2008, EOPSS/HSD used statewide paid and earned media to increase safety belt and child passenger restraint use as well as to reduce aggressive/distracted/impaired driving and speeding. EOPSS/HSD was assisted by its paid and earned media contractors, ARGUS and Solomon & McCown, respectively. Most of these efforts were in support of EOPSS/HSD's two CIOT Mobilizations, one RR Mobilization, three DDOLUA Mobilizations, the CPS program, the Designated Driver Initiative, the Prom/Graduation Unsafe Driving and Underage Drinking Prevention Program, and the Operating Under the Influence project. The mobilization work was performed in close coordination with the MSP's Office of Media Relations.

The paid and earned media goals of the EOPSS's 2008 Highway Safety Plan were to:

- *Meet the paid and earned media requirements of the EOPSS's series of mobilizations to help accomplish the goals of the occupant protection, impaired driving, and speed/ aggressive driving program areas.*
  - *Met all paid and earned media requirements of all of the EOPSS's six FFY 2008 mobilizations and helped to meet or achieve progress towards the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- *For all mobilization paid media buys, have EOPSS's paid media contractor obtain 50 percent bonus of the gross value based on the formula of the average cost-per-spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly gross rating points (GRPs) of 150 for radio and 200 for television.*
  - *The paid media contractor obtained an average bonus value of 50 percent during the mobilizations and achieved all minimum weekly GRPs.*

Click It or Ticket Mobilizations

The primary audience of the November 2007 mobilization was males and females ages 16 to 34. The primary audience of the May-June 2008 mobilization was males and females ages 16 to 49. Secondary efforts were directed at young drivers, especially males, the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those living in urban areas and throughout southeastern Massachusetts.

For the November 2007 Mobilization previously developed 30-second radio spots, Because You Never Know and Barefoot, with a CIOT tag-line ran. Barefoot in Spanish ran on Spanish-language radio stations. Because You Never Know was translated for use on a Portuguese-language radio station in southeastern Massachusetts. The May-June 2008 Mobilization used a new integrated creative campaign

with television (broadcast and cable), radio, outdoor, and out-of-home ads. The 30-second TV spot, High Price to Pay, ran in English and Spanish for statewide broadcast and cable television. The 30-second radio spots, Shopping, This Weekend, and This Summer ran in English and Spanish for statewide radio. This Summer was translated for use on a Portuguese-language radio station in southeastern Massachusetts. In addition, High Price to Pay was adapted for outdoor ads. Also, out-of-home ads at sporting arenas were used to support the CIOT May 2008 effort statewide.

News conferences, statewide news releases, and op-eds promoted the CIOT Mobilizations as well as safe driving over the Thanksgiving Holiday and Memorial Day Weekends. These efforts highlighted the extra enforcement work of the MSP and 245 local police departments. The November 2007 CIOT mobilization press conference was held at the MSP headquarters in Framingham. The press conference and other outreach efforts resulted in media coverage from six regional newspapers, five radio outlets, and three television stations. For the May 2008 CIOT mobilization, EOPSS/HSD partnered with Tufts Medical Center and the Brain Injury Association. This press conference and other outreach and op-ed resulted in media coverage from three television stations, 20 newspapers, four radio stations, and four on-line outlets. A Click It or Ticket – Safety Belts Save Lives message was displayed on 16 fixed and 80 portable variable message boards of the MassPike, Massachusetts Port Authority (Massport), and MassHighway. A sample news release was developed for use by local police departments.

Road Respect (RR) Mobilization

The primary audience for this mobilization was males ages 16 to 34. Secondary emphasis was placed on the Spanish-speaking population, commercial vehicle and pickup truck drivers, as well as those in southeastern Massachusetts.

During the March-April 2008 mobilization, two previously developed 30-second radio spots in English and Spanish with enforcement-based themes were used: *Take Control* and *Split Personalities*. The enforcement-based ad was translated for use on a Portuguese-language radio station in southeastern Massachusetts. In addition, an on-line interactive ad, *Respect-O-Meter,* was developed to support the radio buy.

A press conference, statewide news release, and op-ed promoted the RR Mobilization by highlighting the extra enforcement work of the MSP and 245 local police agencies. The press conference was held at the Natick District Court House. EOPSS/HSD partnered with the Massachusetts RMV, where the Registrar spoke about the new Junior Operating Laws. Jim Butcher, a father of a teenager killed in a car crash, also spoke to encourage teenage drivers to drive carefully and slowly. The press conference and other outreach resulted in media coverage from eight television stations, seventeen newspapers, two radio stations, and four on-line outlets. A *Show Road Respect – Police Seek Aggressive Drivers* message was displayed on 16 fixed and 80 portable variable message boards of

MassPike, Massport, and MassHighway. A sample news release was developed for use by local police departments.

Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Mobilizations

The primary audience of the December 2007, July 2008, and August-September 2008 Drunk Driving. Over the Limit. Under Arrest. mobilizations was males ages 18 to 49, with special emphasis on ages 18 to 34.

Secondary emphasis in all mobilizations was placed on Spanish-speaking populations and those living in southeastern Massachusetts.

The December 2007 mobilization used the previously developed 30-second Surrounded radio spot in English and Cost of a Beer 30-second radio spot in Spanish. The enforcement ad, Surrounded, was translated for use on a Portuguese-language radio station in southeastern Massachusetts. Supportive out-of-home posters and on-line web banners also were used.

The promotion of the July 2008 mobilization included a re-edited version of the previously developed 30-second Surrounded radio spot in English and Cost of a Beer 30-second radio spot in Spanish. The re-edited Surrounded radio spot was translated for use on a Portuguese-language radio station in southeastern Massachusetts.

The August 2008 Mobilization involved adding Massachusetts-specific copy to NHTSA Drunk Driving TV spots in English and Spanish. An edited version of the 30-second Surrounded radio spot in English and the previously developed Cost of a Beer 30-second radio spot in Spanish were utilized for this mobilization. The enforcement ad, Surrounded, was translated for use on a Portuguese-language radio station in southeastern Massachusetts. NHTSA vanity posters were edited to include Massachusetts specific copy and DDOLUA logo, and were displayed in sports arenas and parking garages throughout the Commonwealth. An on-line banner was developed for placement on NESN.com.

News conferences, statewide news releases, and op-eds promoted the DDOLUA mobilizations and safe driving over the winter holidays, July 4th holiday period, and Labor Day weekend. These highlighted the extra enforcement work of the MSP and more than 270 local police agencies. For the December 2007 press conference, EOPSS/HSD partnered with UMASS Boston to target college students to be extra cautious over their holiday break. Four different "mocktails" were created for the UMASS sports teams to make at the event and encourage fellow students not to drink and drive. The press conference and other outreach resulted in media coverage from two television stations, seven newspapers and seven radio stations. For the Labor Day DDOLUA, EOPSS/HSD partnered with MADD, RMV, and the Boston Police Department. Brian Blongastainer and his wife Heidi spoke about the loss of their unborn child due to a crash involving a drunk driver. This press conference resulted in media coverage from six television stations, five

newspapers, seven radio stations, and five on-line outlets. A DDOLUA Drive Sober and Buckled Up message was displayed on 16 fixed and 80 portable variable message boards of MassPike, Massport, and MassHighway for all mobilizations.

In addition to DDOLUA mobilizations, EOPSS helped spread the safe driving message by promoting the BAT Mobiles. EOPSS promoted sobriety checkpoints conducted by the MSP in coordination with local police departments through advisories, news releases, and day of coordination with the media. The checkpoints resulted in media coverage from one television station, four newspapers, and two on-line outlets. A press conference unveiling BAT II, where EOPSS partnered with MADD for an event on Revere Beach, resulted in media coverage from four television stations, five newspapers, and three on-line outlets.

Child Passenger Safety Program

The primary audience of the 2008 CPS Program was parents and caregivers in Massachusetts. These parents and caregivers are diverse, of different age groups, socioeconomic levels, education levels, and households (two-parents versus single-parent). The secondary audience included statewide community partners and regional print and broadcast media.

CPS hand cards were redesigned to provide parents and caregivers with information on how to safely transport their children in compliance with the new CPS law. The hand cards were distributed at CPS checkups and RMV offices across Massachusetts and translated into Chinese, Spanish, and Portuguese. A PDF of the CPS hand card (English version) was uploaded to the EOPSS CPS web site.

The CPS program included the redesign of stickers that outlined the new CPS law and provide space for the child passengers' emergency contact information that can be placed on child restraints. The template for the existing CPS checkup posters was modified in 2008. Nylon banners were created in support of the program to be displayed at CPS checkups across the Commonwealth.

Designated Driver Initiative

In June 2008, EOPSS/HSD piloted the *"Good to Drive?"* public awareness initiative to promote the use of designated drivers in the Greater Boston and Worcester areas to those at high-risk of impaired driving to help reduce Massachusetts alcohol-related fatalities. The target audience for this program was 18- to 34-year-old males and females of diverse backgrounds who led active social lives.

An incentive driven campaign was the main component of the initiative. The incentive, a key card, was created for use at local restaurants for free non-alcoholic beverages when being the designated driver for the evening. A carrier for the keycard was designed explaining the *"Good to Drive?"* initiative.

Additional creative advertising for the Designated Driver Program (DDP) initiative depicted real young professionals from various ethnic backgrounds in a social setting captured in a photo shoot. The images from the photo shoot were used in out-of-home posters that were distributed to all community sponsors to be placed in their establishments during the month of June 2008. The DDP initiative also entailed a 30-second TV spot called "*Sober*." The paid media buy for the 30-second TV spot was run on the Comcast Boston Interconnect rather than the local zones to ensure the "Good to Drive?" message reached young adults across the Commonwealth. A 30-second radio Public Service Announcement (PSA) with Lt. Governor Timothy Murray was developed to promote the DDP initiative. To offset some of the costs of the paid media, corporate and local organization sponsors were sought to contribute monies or in-kind donations to the initiative. For example, Comcast aired the 30-second TV spot "*Sober*" throughout September 2008 valued at approximately $12,000.

State and Federal Officials Join Lieutenant Governor

Prom/Graduation Unsafe Driving and Underage Drinking Prevention Program

In May 2008, a safe-driving and alcohol awareness campaign was developed for the Prom/Graduation to promote safe and sober driving. The primary audience was males and females, ages 16 to 19, including all ethnicities.

Dance. Don't Chance.
PROM SHORTS VIDEO CONTEST.

The Prom program was branded "Dance. Don't Chance." The program included the development of a web site that hosted a video contest in which high school seniors produced 60-second videos promoting safe driving. The winning team received a rally at their high school and a dream prom package. For this program, EOPSS/HSD partnered with JAMN' 94.5, Glaceau VitaminWater and SmartWater, Boston Limo, MW Tux, and AAA Southern New England. A DJ from JAMN' provided entertainment for the prom, AAA provided a cash prize, and other sponsors provided product and services for the winning group.

Promotional materials for the "Dance. Don't Chance" campaign included a 15-second radio spot aired on JAMN' 94.5 FM and on-line banners posted on the JAMN' 94.5 web site to create awareness of the contest to the target audience. Posters were designed to

promote the contest and the "Dance. Don't Chance." message. Nylon banners with sponsorship logos were developed for use at media events.

The entire campaign plus the rally at the winning high school resulted in media coverage from six television stations, 22 newspapers, and 12 on-line outlets.

Operating Under the Influence Project

The primary audience for this OUI project is young adults between the ages of 18 to 34 with an emphasis on males. In May 2008, the OUI project involved the redesign of an existing OUI Brochure. The theme of the redesign for the brochure was "Bad Breath is a crime in Massachusetts." The brochure was intended to provide detailed information on Massachusetts' Melanie's Law, which penalizes drunk drivers and suspected drunk drivers for not taking a Breathalyzer test, among other serious penalties for driving under the influence of alcohol. The new brochure will be released in FFY 2009.

Paid and Earned Media Expenditures

The FFY 2008 paid and earned media expenditures, including creative and production expenses as well as state indirect charges, are as follows.

Section 402	$886,795
Section 405	$189,160
Section 410	$826,340
Section 164	$227,838
Section 163	$82,946

Table 2. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions

	CIOT				Road Respect	
	November (11/12/07 to 11/25/07)		May-June (5/21/08 to 6/5/08)		March-April (3/26/08 to 4/16/08)	
	Paid	Bonus	Paid	Bonus	Paid	Bonus
Number of Spots						
Broadcast TV			492	270		
Cable TV			1047	529		
Radio	1027	581	888	551	217	110
Print Ads						
Aerial						
Outdoor			166	305		
Costs						
Broadcast TV			$207,444			
Cable TV			$47,110			
Radio	$128,692		$107,911		$125,395	
Print						
Aerial						
Outdoor			$142,235			
On-Line	$19,250				$16,698	
Total Cost of Paid Spots	$147,942		$504,700		$142,093	
Estimated Value of Bonus		$152,114		$204,567		$64,463
Gross Impressions						
Broadcast TV			5,339,439			
Cable TV			587,100			
Radio	5,368,000		4,235,392		3,080,733	
Print						
Aerial						
Outdoor			39,566,777			
On-Line	10,511,443				1,838,152	
Total Gross Impressions	**15,879,443**		**49,728,708**		**4,918,885**	

The expenditures for the CIOT Mobilizations for FFY 2008 represent an increase in spending on 13 percent over FFY 2007, but produced a staggering 141 percent increase in gross impressions. A major factor in this increase was the extensive use of outdoor advertising during the May CIOT. Discounting the expenditure on outdoor advertising and the impressions it received, FFY 2008 CIOT produced 94 percent of the impressions from FFY 2007 while spending only 88 percent as much. The *Road Respect* Mobilization in FFY 2008 resulted in a 60 percent increase in impressions over FFY 2007 with only a 45 percent increase in expenditures.

Table 2. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions (continued)

	DDOLUA					
	December (12/12/07 to 1/2/08)		July (7/2/08 to 7/23/08)		August (8/20/08 to 9/1/08)	
	Paid	Bonus	Paid	Bonus	Paid	Bonus
Number of Spots						
Broadcast TV					339	219
Cable TV					883	560
Radio	1218	791	1322	850	1144	620
Print Ads						
Aerial					3	0
Outdoor	369	180			38	20
Costs						
Broadcast TV					$170,773	
Cable TV					$195,741	
Radio	$163,322		$148,944		$130,281	
Print						
Aerial					$6,160	
Outdoor	$35,366				$27,951	
On-Line	$19,250					
Total Cost of Paid Spots	**$217,938**		**$148,944**		**$530,906**	
Estimated Value of Bonus		**$140,112**		**$72,600**		**$265,000**
Gross Impressions						
Broadcast TV					1,639,161	
Cable TV					1,573,601	
Radio	3,398,100		3,913,747		3,040,309	
Print						
Aerial					1,500,000	
Outdoor	1,403,000				2,952,609	
On-Line	10,511,443					
Total Gross Impressions	**15,312,543**		**3,913,747**		**10,705,680**	

The expenditures for the DDOLUA mobilizations for FFY 2008 represent an increase in spending on 180 percent over FFY 2007, including funding a media buy for the July mobilization which was not done in 2007. The media purchase produced only 96 percent of the gross impressions of 2007. A major factor in this decrease despite the increased expenditure, was the reduction of the reliance on on-line banners which produce high levels of impressions for low cost, but have less impact than television advertising and less immediacy than radio or out-of-home.

Table 2. Number of Paid Media Placements, Expenditures, Bonus Value, and Gross Impressions (continued)

	DDP			
	June (6/5/08 to 7/2/08)		September (9/8/08 to 9/14/08)	
	Paid	Bonus	Paid	Bonus
Number of Spots				
Broadcast TV				
Cable TV	292	60		
Radio	164	76	17	8
Print Ads				
Aerial				
Outdoor				
Costs				
Broadcast TV				
Cable TV	$99,624			
Radio	$32,991		$5,657	
Print				
Aerial				
Outdoor				
On-Line				
Total Cost of Paid Spots	$132,615		$5,657	
Estimated Value of Bonus		$63,777		$3,100
Gross Impressions				
Broadcast TV				
Cable TV	1,618,930			
Radio	4,255,720		913,400	
Print				
Aerial				
Outdoor				
On-Line				
Total Gross Impressions	**5,874,650**		**913,400**	

Looking Forward …

The paid and earned media goals of the EOPSS's 2009 Highway Safety Plan include:

- *Meet the paid and earned media requirements of the EOPSS's six mobilizations to in turn help achieve the goals of the occupant protection, impaired driving, and speed/aggressive driving program areas.*
- *EOPSS's paid media contractor to obtain 50 percent bonus of the gross value of mobilization paid media buys based on the formula of the average cost-per-spot in each market weighted for rotators. Also, have all mobilization buys achieve minimum weekly GRPs of 150 for radio and 200 for television.*

Paid and Earned Media Program spending will be approximately $3 million.

Key initiatives involving paid and earned media in the 2009 Highway Safety Plan include:

- Support the paid and earned media needs of the EOPSS's six mobilizations.
- Incorporate CIOT Next Generation grant into mobilization calendar, including shifting the July 2009 DDOLUA Mobilization to a CIOT Mobilization.
- Develop a CPS educational video PSA in English and Spanish and companion printed materials for distribution to local cable stations and community-based organizations.
- Continue and expand the Prom program to encourage more partnerships and student participation and increase outreach to inner city high schools.
- Finalize the OUI Brochure in partnership with the RMV to educate adults across the Commonwealth of Melanie's Law and the penalties for impaired driving.
- Expand the DDP public awareness initiative statewide to those at high-risk of impaired driving to help reduce Massachusetts alcohol-related fatalities.

PERFORMANCE DATA

Crash Summary

In Massachusetts, the total number of crashes decreased between 2002 and 2007, from 139,038 in 2002 to 121,892 in 2007 or 12 percent. The number of crash injuries also decreased between 2002 and 2007, from 56,562 in 2002 to 43,628 in 2007 or 23 percent. Twelve fewer lives were lost in 2007 than in 2006, a nine percent reduction. There were also fewer speed-related fatalities in 2007 (140) than in 2006 (148). According to the observed restraint use survey, Massachusetts saw an increase in the safety belt use rate from 67 percent in 2006 to 69 percent in 2007.

Unfortunately, from 2006 to 2007, Massachusetts also experienced increases in bicyclist, motorcyclist, and young driver fatalities. Table 3 provides the data requested to track performance as outlined in the Governors Highway Safety Association's (GHSA) 2010 guidance for development of Annual Reports.

Table 3. Massachusetts Crash Data Trends
1999 to 2007

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
Fatalities (Actual)	414	433	477	459	462	476	441	429	417*
Fatality Rate/ (100 Million VMT)	0.80	0.82	0.90	0.86	0.86	0.87	0.80	0.78	0.76
Number of Serious Injuries	–	–	–	5,279	5,370	5,033	5,052	4,579	N/A
Number of Fatalities Involving Driver or Motorcycle Operator w/ ≥.08 BAC	143	152	181	178	156	169	148	144	146
Number of Unrestrained Passenger Vehicle Occupant Fatalities	178	166	195	189	177	165	171	158	142
Number of Speeding-Related Fatalities	127	151	144	176	156	158	146	148	140
Number of Motorcyclist Fatalities	35	33	53	58	35	60	54	50	61
Number of Unhelmeted Motorcyclist Fatalities	3	1	3	5	4	9	4	5	3

Table 3. Massachusetts Crash Data Trends (continued)
1999 to 2007

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	–	–	–	45	43	39	41	33	36
Number of Pedestrian Fatalities	74	82	79	58	85	81	76	61	61
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	52%	50%	56%	51%	62%	63%	65%	67%	69%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	–	–	–	–	–	–	–	10,613	5,272
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	–	–	–	–	–	–	–	447	357
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	–	–	–	–	–	–	–	11,859	7,069

*2007 Fatality data was obtained from FARS and is preliminary at the time of reporting. Information from the Massachusetts RMV indicates that Massachusetts actually had 434 fatalities in 2007, which would impact EOPSS/HSD's assessment of progress toward meeting the goals outlined in the FFY 2008 Highway Safety Plan.

Figure 4. Number of Fatalities
Achieved a 9.7% Reduction from 2003 to 2007

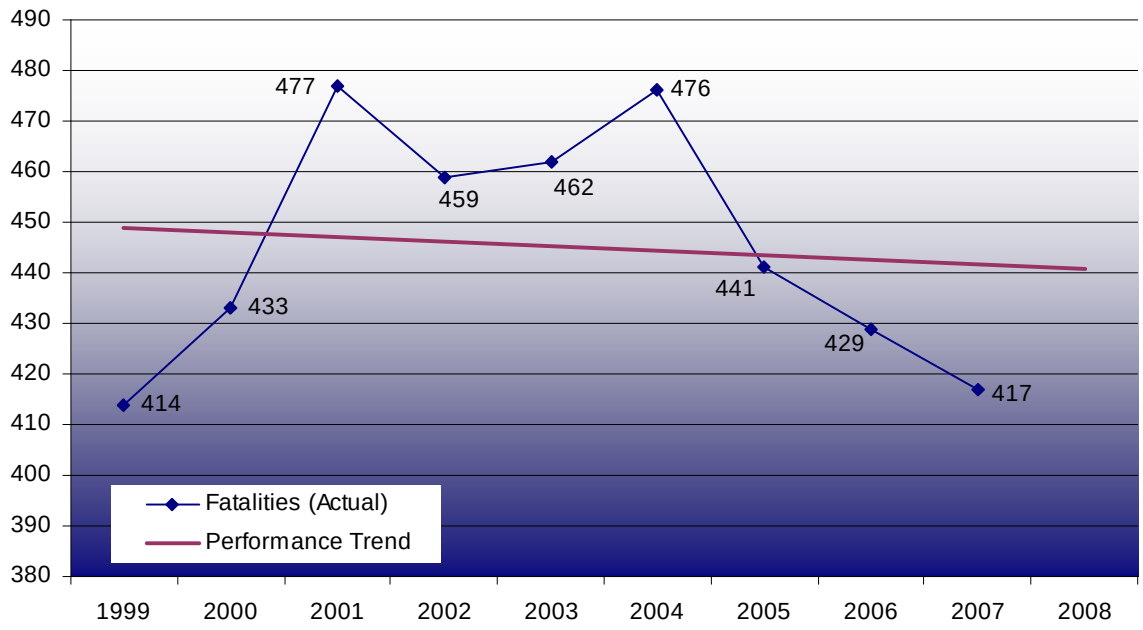


Figure 5. Fatality Rate/100 Million VMT
Achieved an 11.6% Reduction from 2003 to 2007

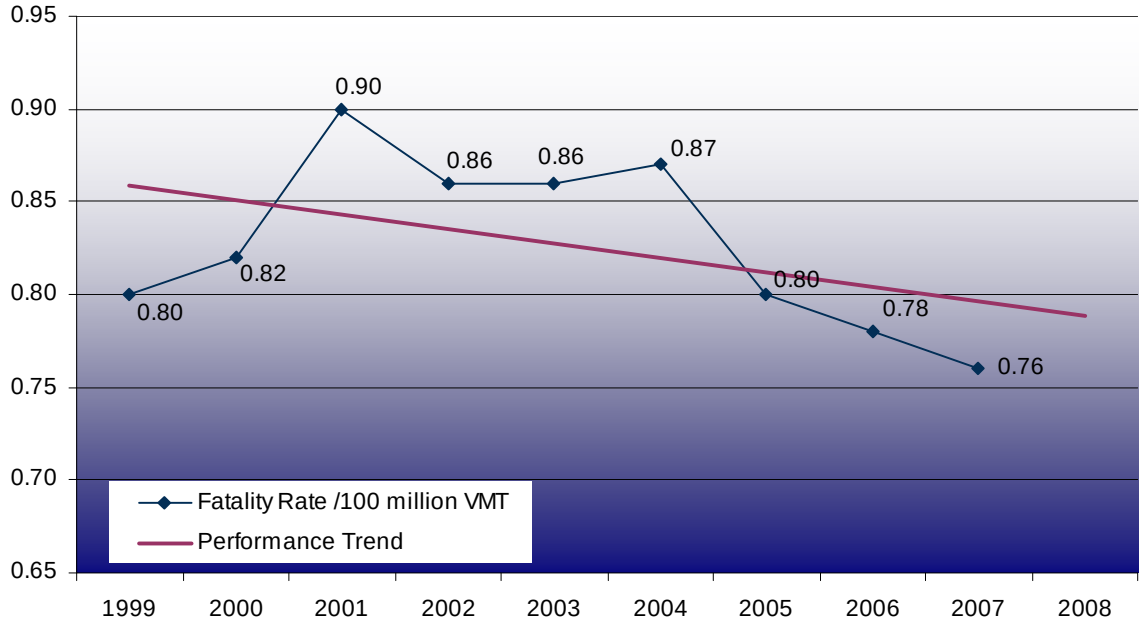


Figure 6. Number of Serious Injuries
Achieved a 14.7% Reduction from 2003 to 2007

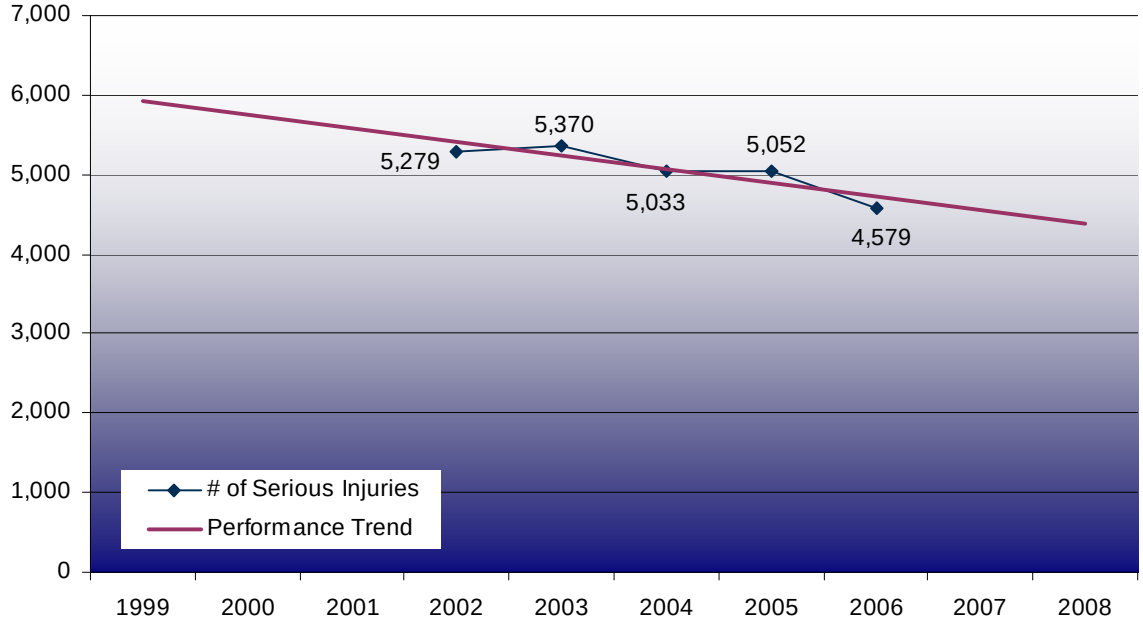


Figure 7. Number of Fatalities Involving Driver or Motorcycle Operator with ≥.08 BAC
Achieved a 6.4% Reduction from 2003 to 2007

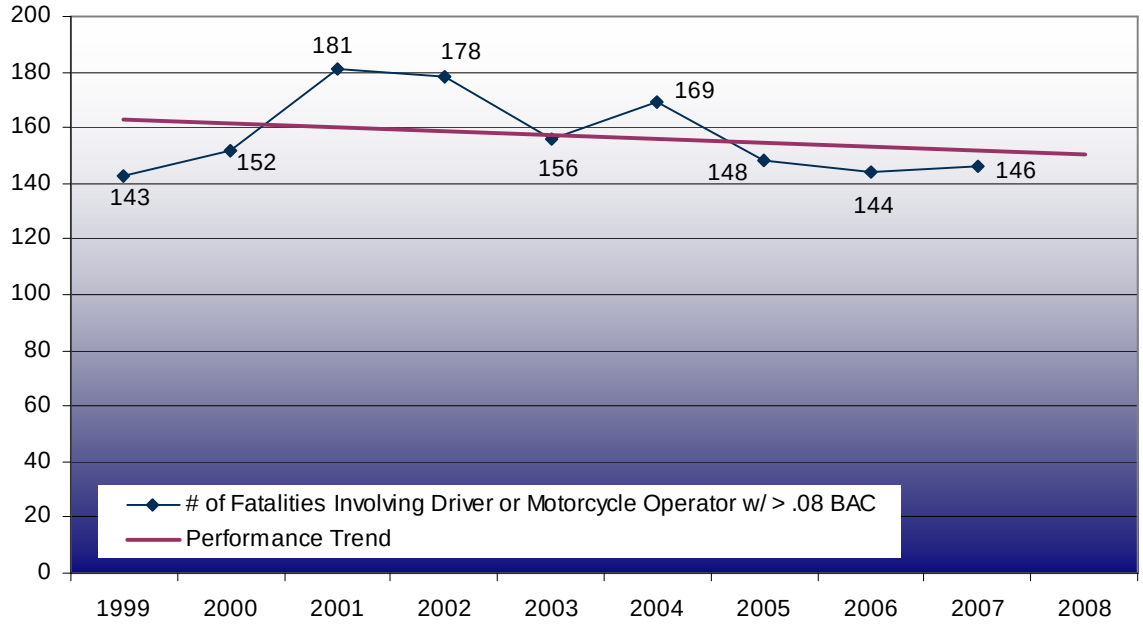


Figure 8. Number of Unrestrained Passenger Vehicle Occupant Fatalities
Achieved a 19.8% Reduction from 2003 to 2007

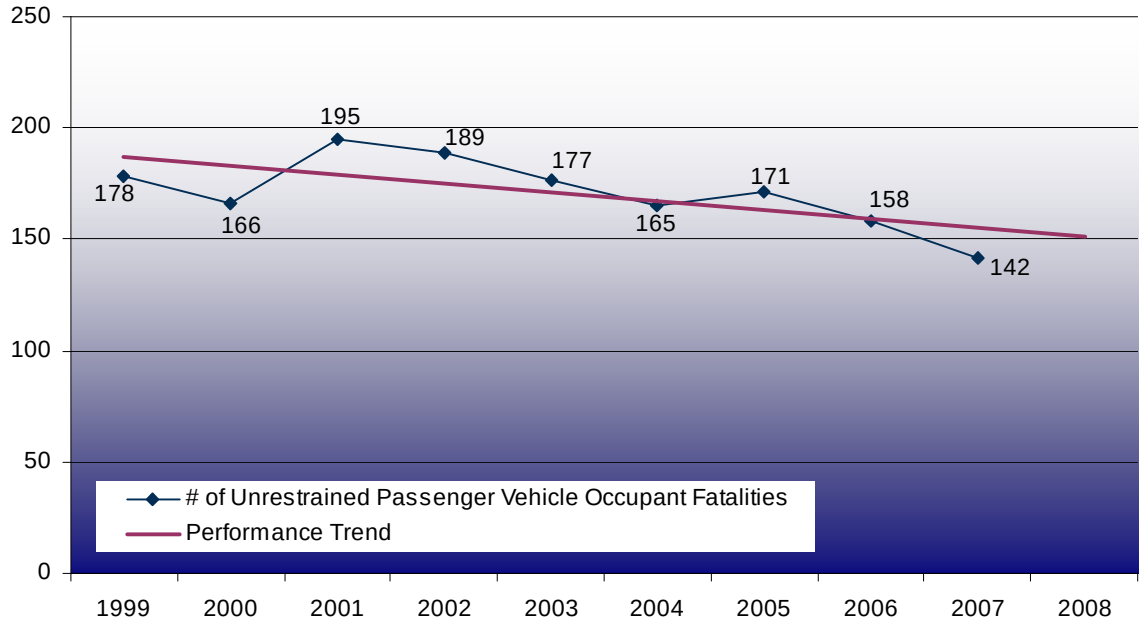


Figure 9. Number of Speeding-Related Fatalities
Achieved a 5.4% Reduction from 2003 to 2007

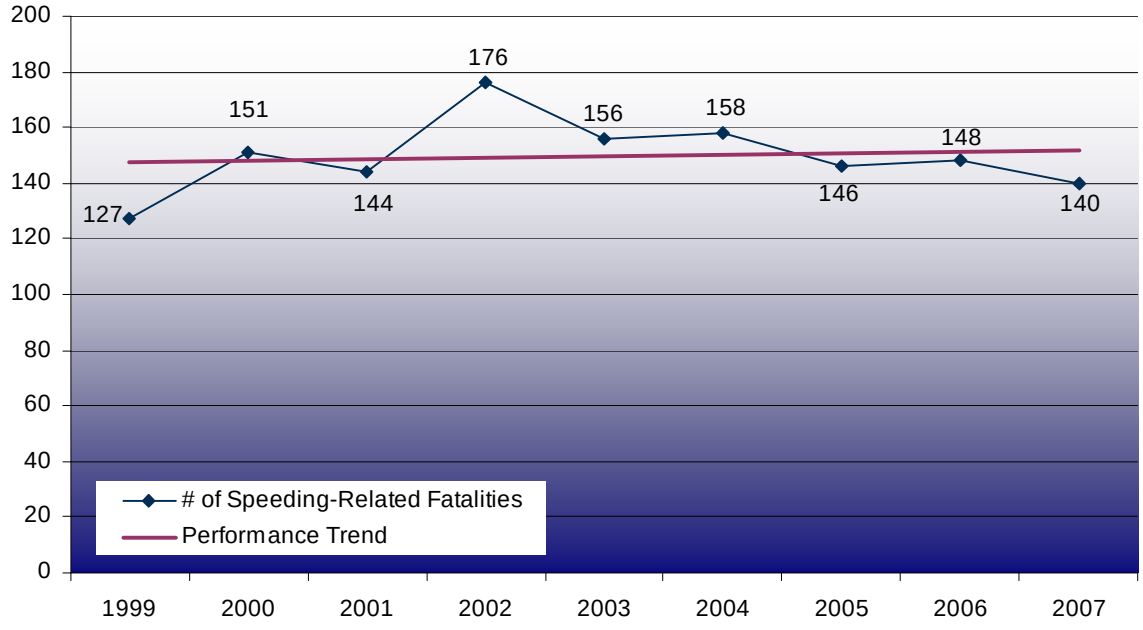


Figure 10. Number of Motorcycle Fatalities
Fatalities Increased by 74% from 2003 to 2007

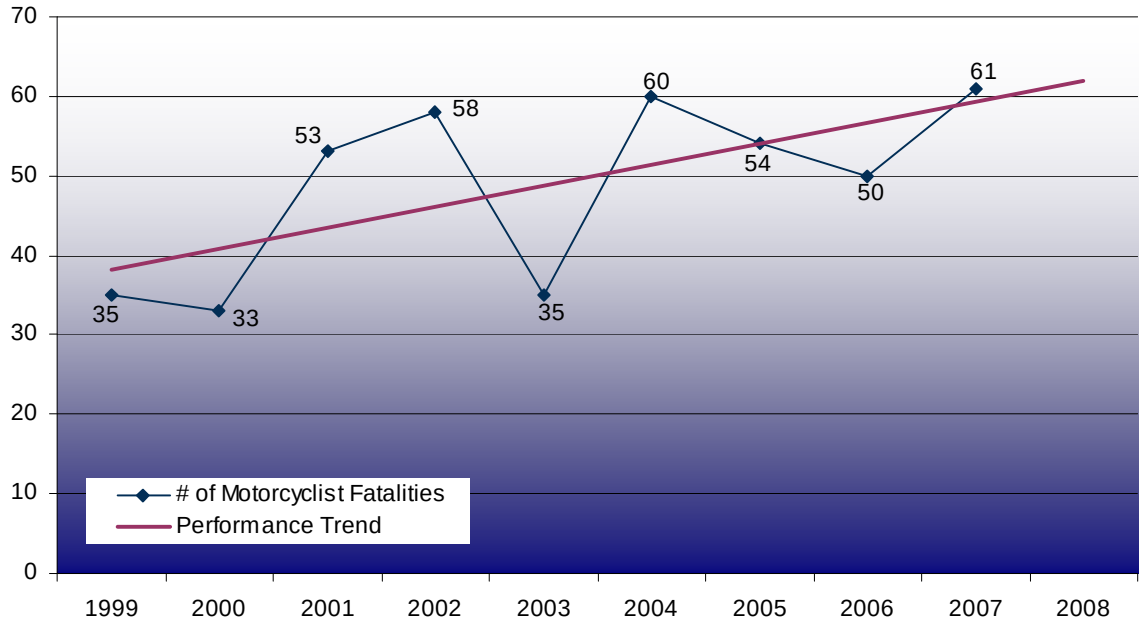


Figure 11. Number of Unhelmeted Motorcycle Fatalities
Achieved a 24% Reduction from 2003 to 2007

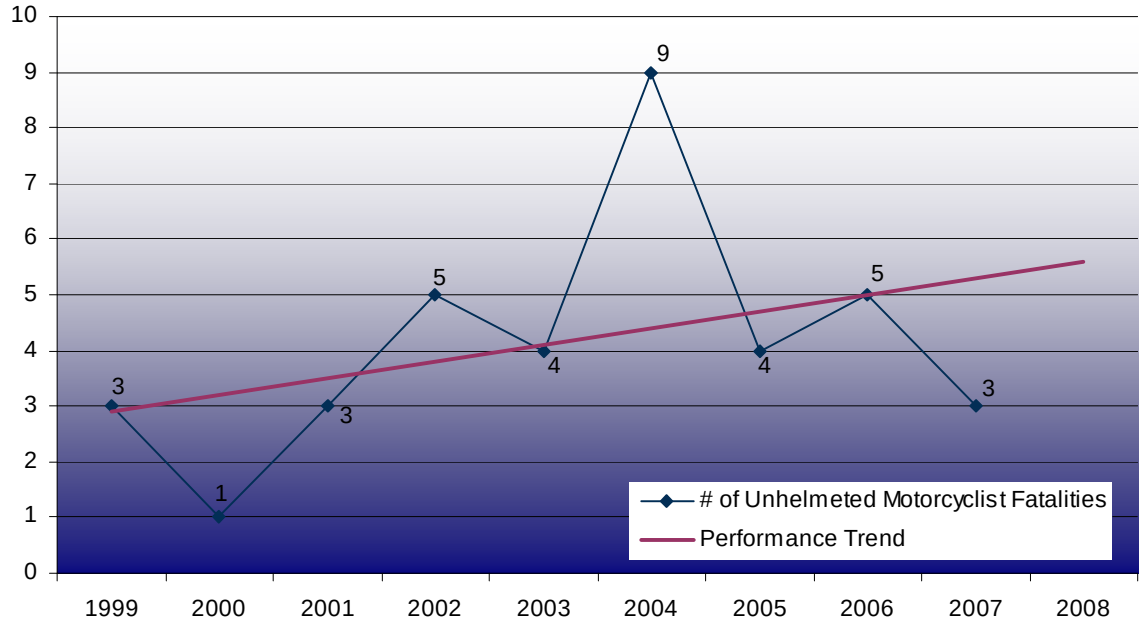


Figure 12. Number of Drivers Age 20 or Younger Involved in Fatal Crashes
Achieved an 18.1% Reduction from 2003 to 2007

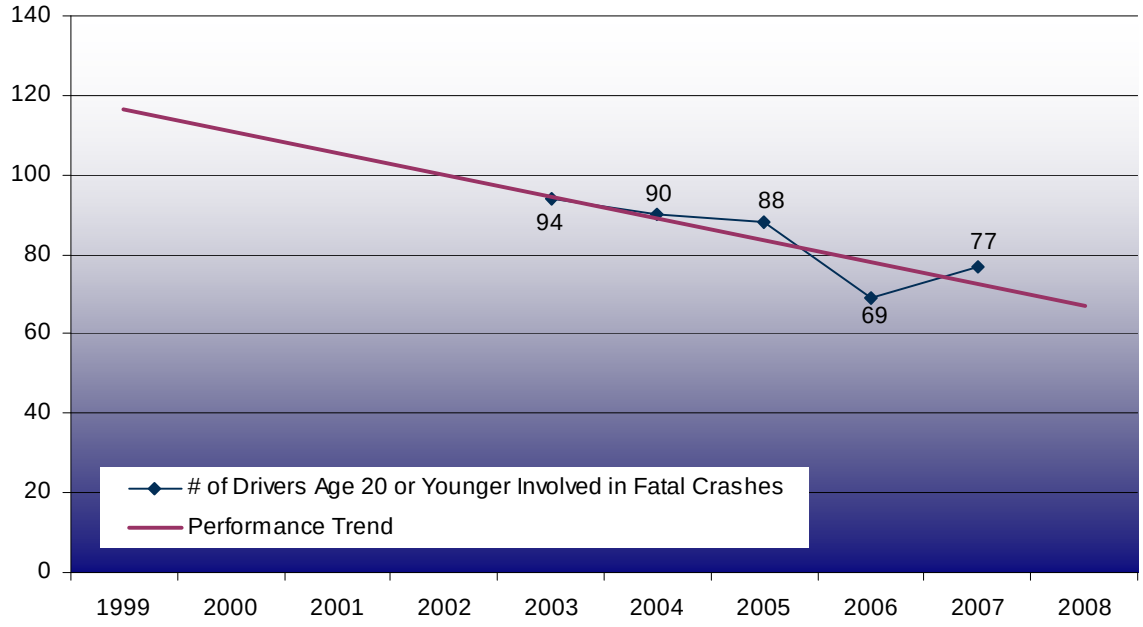


Figure 13. Number of Pedestrian Fatalities
Achieved a 28.2% Reduction from 2003 to 2007

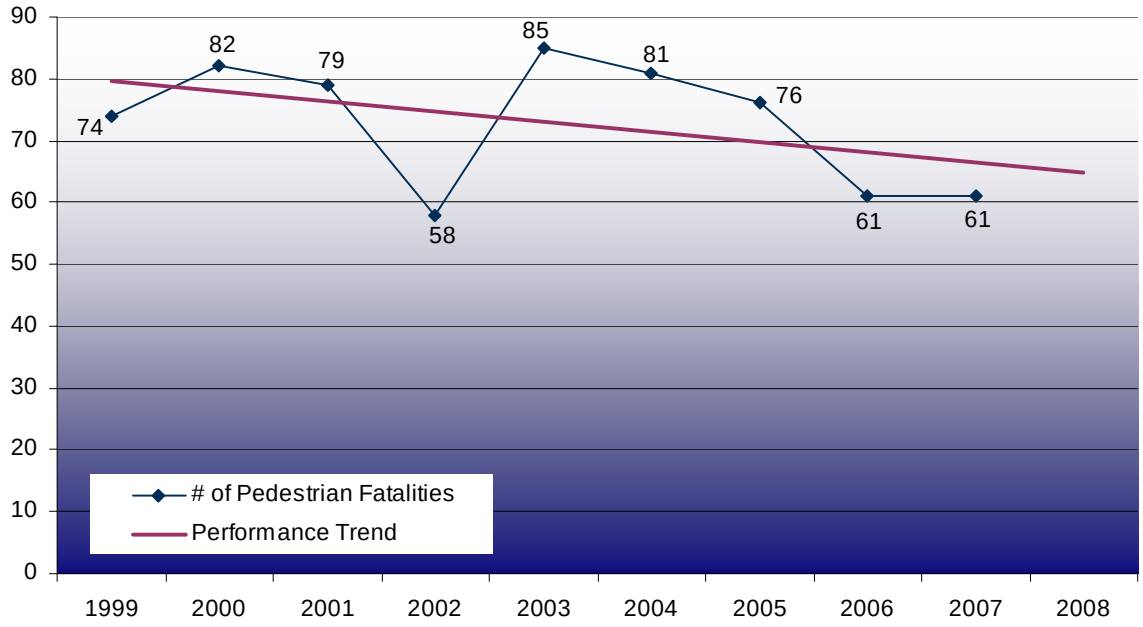


Figure 14. Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupant
Achieved a 5% Increase from 2003 to 2008

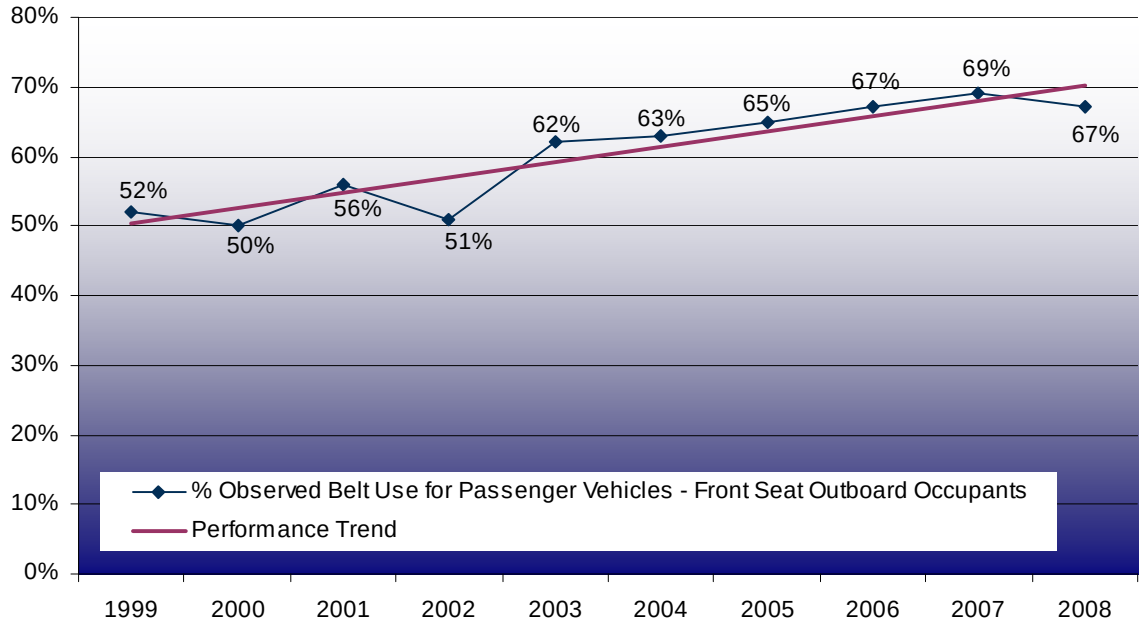


Table 4 provides additional detail on recent highway safety trends related to the goals established in the 2008 Highway Safety Plan.

Table 4. Additional Massachusetts Crash Data Trends
2002 to 2007

Year	2002	2003	2004	2005	2006	2007
Number of Motor Vehicle Crashes of All Types	139,038	141,681	138,632	154,084	149,860	121,892
Fatalities – Male (Actual)	313	311	321	300	293	288*
Fatalities – Female (Actual)	144	147	153	140	136	129*
Number of Crash Injuries	56,562	57,455	55,500	57,833	54,921	43,628
Fatality and Serious/Incapacitating Injury Rate/ (100 Million VMT)	10.77	10.86	10.06	9.90	9.08	N/A
Alcohol-Related Fatalities (Actual)	224	215	207	186	186	193
Percent of All Fatalities that are Alcohol-Related	49%	47%	43%	42%	43%	46%
Alcohol-Related Fatality Rate/(100 Million VMT)	0.42	0.40	0.38	0.34	0.34	0.35
Percent of Vehicle Occupant Fatalities Unrestrained	57%	55%	53%	57%	53%	51%
Percent of all Fatalities that are Speed-Related	38%	34%	33%	33%	35%	34%
Speed-Related Fatality Rate/(100 Million VMT)	0.33	0.29	0.29	0.26	0.27	0.25
Pedestrian Serious/Incapacitating Injuries (Actual)	287	246	268	241	N/A	N/A
Bicyclist Fatalities (Actual)	6	11	11	5	6	10
Bicyclist Serious/Incapacitating Injuries (Actual)	84	70	94	74	N/A	N/A
Motorcyclist Serious/Incapacitating Injuries (Actual)	328	291	354	374	N/A	N/A
Young Driver Fatalities, Age 16 to 20 (Actual)	45	43	39	41	33	36
Young Driver Fatalities, Age 16 to 24 (Actual)	74	65	83	78	76	79
Young Driver (Age 16 to 24) Serious/ Incapacitating Injuries (Actual)	884	874	889	815	N/A	N/A
Older Driver Fatalities (Actual)[a]	44	60	36	46	40	N/A
Older Driver Serious/Incapacitating Injuries (Actual)[a]	326	328	310	350	N/A	N/A

[a] Older drivers are drivers age 65+. [b] Crash data for 2007, which includes preliminary data from RMV.

Sources: Massachusetts Traffic Record Portal, December 2006; FARS, June 2008; 2002 to 2007 Massachusetts Safety Belt Use Observation Surveys; Crashes all types Massachusetts RMV, July 2008; NHTSA Traffic Safety Facts 2003 to 2007, Speed Related Fatalities, BAC = 0.08+ Fatalities.

Note: Some numbers reported in this FFY 2008 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

*2007 Fatality data was obtained from FARS and is preliminary at the time of reporting. Information from the Massachusetts RMV indicates that Massachusetts actually had 434 fatalities in 2007, which would impact EOPSS/HSD's assessment of progress toward meeting the goals outlined in the FFY 2008 Highway Safety Plan.

NOTEWORTHY ACCOMPLISHMENTS/ PROJECT HIGHLIGHTS

Sobriety Checkpoints

Problem Addressed

In Massachusetts impaired driving was a factor in nearly one-half (46 percent) of all traffic fatalities in 2007. Impaired driving also has a significant correlation to low belt use, which directly affects increased traffic fatalities.

Accomplishments

Massachusetts has had great success with sobriety checkpoints, run statewide by the MSP in conjunction with local police departments to combat impaired driving. A major factor in the success of the program has been the regularity with which the checkpoints are conducted and the use of BAT Mobiles. Since first purchasing a BAT Mobile, Massachusetts has steadily increased the number of checkpoints it runs. In 2008, outside of the high-visibility enforcement mobilizations the MSP conduct, on average, weather-permitting, more than one checkpoint every week.

The BAT Mobiles have greatly increased the efficiency of checkpoints in Massachusetts. By having everything needed to process and detain OUI offenders on hand fewer troopers are needed to constantly ferry offenders from the checkpoint. The expanded capabilities provided by the second BAT Mobile, purchased in 2008, improved the number of checkpoints that the MSP could run from 33 in 2006 to 61 in 2007 to 68 as of September 30, 2008.

The results from increased funding on the sobriety checkpoint program are clear. The program has been a strong contributing factor in increasing the number of OUI arrests by the MSP in partnership with local police departments.

Safe Prom and Graduation Video Contest

Problem Addressed

Young drivers are particularly susceptible to risky driving practices. The prom and graduation season is a period when many teens engage in risky behaviors, including increased underage drinking, and reckless or impaired driving.

Accomplishments

For May 2008, EOPSS/HSD developed a safe-driving and alcohol awareness campaign for the prom/graduation season to promote safe and sober driving. The primary audience was young drivers, ages 16 to 19. To create interest and discussion about safe driving in the primary audience and to best reach them in a way that would appeal, Massachusetts created a contest to produce one minute public service announcements.

In partnership with SADD and the State Department of Education (DOE), Massachusetts was able to inform all high schools of the contest and sparked substantial interest. Nearly 30 schools from across the State expressed advanced interest in participation. Though not every school was able to submit entries, 23 came in representing all regions of the State.

EOPSS/HSD successfully assembled a prize package for the contest by partnering with various private companies that provided prizes for the winning school's prom, including beverages, a DJ and emcee from a major local radio station, limousine rental, tuxedo rentals, and a cash prize for the prom committee.

Lastly, Massachusetts created a web site where the videos could be viewed and shown to others. This laid much of the groundwork to continue and improve the program for the following year.

The entire campaign plus the rally at the winning high school resulted in media coverage from six television stations, 22 newspapers, and 12 on-line outlets.

Road Respect Mobilization

Problem Addressed

Massachusetts roadways have significant speeding and aggressive driving problems, fueled by more people with a "24/7" lifestyle and increasingly congested roadways. Speed was a factor in 34 percent of all motor vehicle-related fatalities in Massachusetts in 2006, as compared to 32 percent nationwide. On Massachusetts roadways in 2005 there

were 3,338 speed-related citations involving a crash. That same year, there were 293,269 speed-related citations issued without a crash. The high-speed involvement in fatalities and the significant number of speed-related citations issued are why the Commonwealth must continue to treat speeding and aggressive driving as a major highway safety problem. Efforts in this area also will address the dangers of distracted driving and drag racing.

Accomplishments

To help address this situation EOPSS/HSD developed an annual RR Mobilization. Following the format of CIOT, RR was conducted for three weeks during the months of March and April when driving starts to pick up during the spring thaw. In both 2007 and 2008 more than 200 local police departments participated, in addition to the state police. Efforts are continuing to improve and in 2008 local police issued 16 percent more moving violations during the mobilization period than in 2007. (4,870 in 2008; 4,208 in 2007.)

The paid and earned media section of the program was also very successful netting coverage on eight television stations, 17 newspapers, four news web pages, and two radio stations in 2008 alone. State specific radio public service announcements were produced and trafficked across the State in all major media markets in both years. In 2008 an interactive on-line banner ad was produced and placed on key web sites. The "Respect-o-Meter" as it was called was featured at the 2008 GHSA Strategic Communications Forum as an innovative public outreach tool.

FINANCIAL SUMMARY/ DISTRIBUTION OF FUNDS

The EOPSS/HSD financial summary is provided below.

Table 5. 2008 Financial Summary

	402	405	410	408	2010	1906	157	163	164	2003b	Total	Percent of Total
P&A	$154,690		27,433						74,958		$257,081	2.0%
Traffic Records	$216,107			349,911							$566,018	4.3%
Impaired Driving	$215,544		1,834,588					274,307	1,064,301		$3,388,740	26.0%
Occupant Protection	$2,357,056	670,287						105,360		91	$3,132,794	24.1%
Pedestrians/ Bicycles	$238,429										$238,429	1.8%
Speed	$776,581							333,122			$1,109,703	8.5%
Paid Media	$599,641	187,405	791,922					82,946	168,078		$1,829,992	14.1%
Motorcycles	$0				78,975						$78,975	0.6%
Police Traffic Services	$177,593					184,527					$362,120	2.8%
EMS	$0										$0	0.0%
Roadway Safety	$0								2,057,255		$2,057,255	15.8%
TOTAL	**$4,735,641**	**$857,692**	**$2,653,943**	**$349,911**	**$78,975**	**$184,527**	**$0**	**$795,735**	**$3,364,592**	**$91**	**$13,021,107**	**100.0%**

Figure 15. 2008 Financial Summary

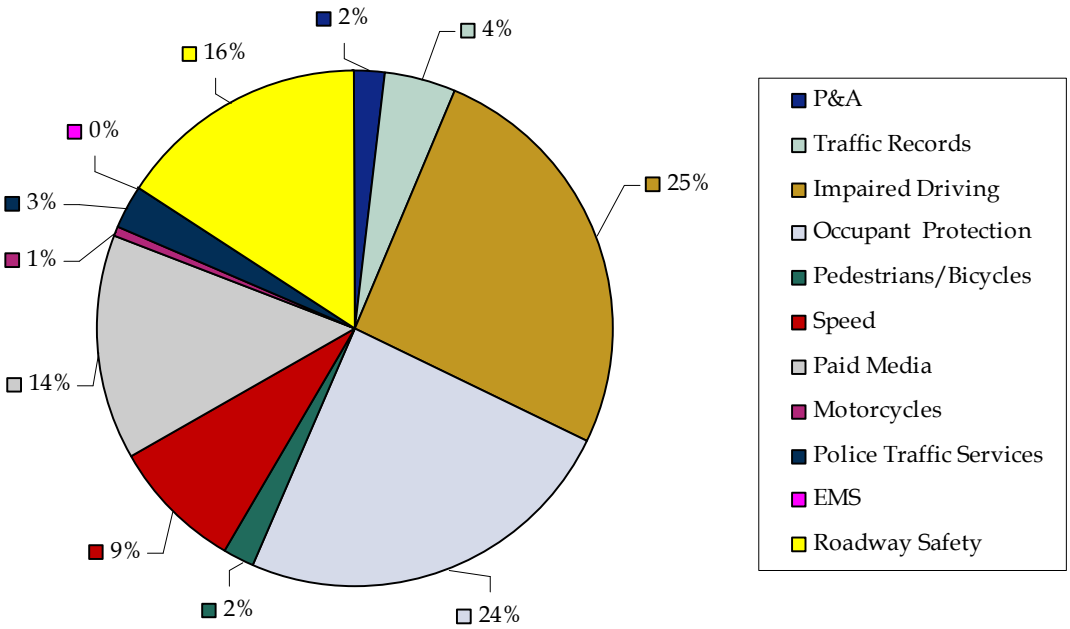


Table 6. 2008 Estimated Carry Forward Funds

	Carry Forward Funds
Section 402 – NHTSA	$2,480,000.00
Section 405 – OP SAFETEA-LU	$251,490.00
Section 408 – DATA PROGRAM	$1,162,570.00
Section 410 – ALCOHOL SAFETEA-LU	$2,529,492.00
Section 2010 – MOTORCYCLE SAFETY	$147,923.00
Section 2011 – CHILD SEATS	$370,634.00
Section 1906 – PROHIBIT RACIAL PROFILING	$974,677.00
Section 164 – TRANSFER FUNDS – ALCOHOL	$1,627,436.00
Section 164 – TRANSFER FUNDS – HAZARD ELIMINATION	$11,529,315.00
Section 154 – TRANSFER FUNDS – ALCOHOL	$1,522,397.00
Section 154 – TRANSFER FUNDS – HAZARD ELIMINATION	$6,089,589.00
Total	**$28,685,523.00**