



Commonwealth of Massachusetts

MASSACHUSETTS ENVIRONMENTAL POLICE

CURRENT YEAR OHV ACTIVITY SUMMARY

The following data provides an observation of 2014's Off-Highway Vehicle (OHV) activity, as reported by the Massachusetts Environmental Police.

Enforcement Operations: Over 1072 officer hours have been devoted to coordinated OHV patrols and enforcement operations in during January and February, resulting in numerous warnings, as well as civil and criminal citations. These patrols took place in: Amesbury, Andover, Ashfield, Barnstable County, Barre, Belchertown, Bernardston, Blandford, Blackstone, Bourne, Burlington, Carver, Cheshire, Douglas, Easthampton, East Longmeadow, Falmouth, Granby, Hadley, Holyoke Water Works, Hopkinton, Huntington, Lanesboro, Lee, Ludlow, Mashpee, Myles Standish, Millbury, Middlefield, Monterey, Northampton, Oakham, Otis, Palmer WMA, Plymouth, Pittsfield, Royalston, Rutland, Sandwich, Savoy, Shelburne, Spencer, Southwick, Southwick WMA, Sterling, Sunderland, Taunton, Tekoa WMA, Templeton, Tewksbury, Tolland, Walnut Hill WMA, Westfield, Westhampton, West Springfield, Wilmington, Winchendon, and Windsor.

There have been 694 OHV citations issued from 01 January – 15 September 2014.

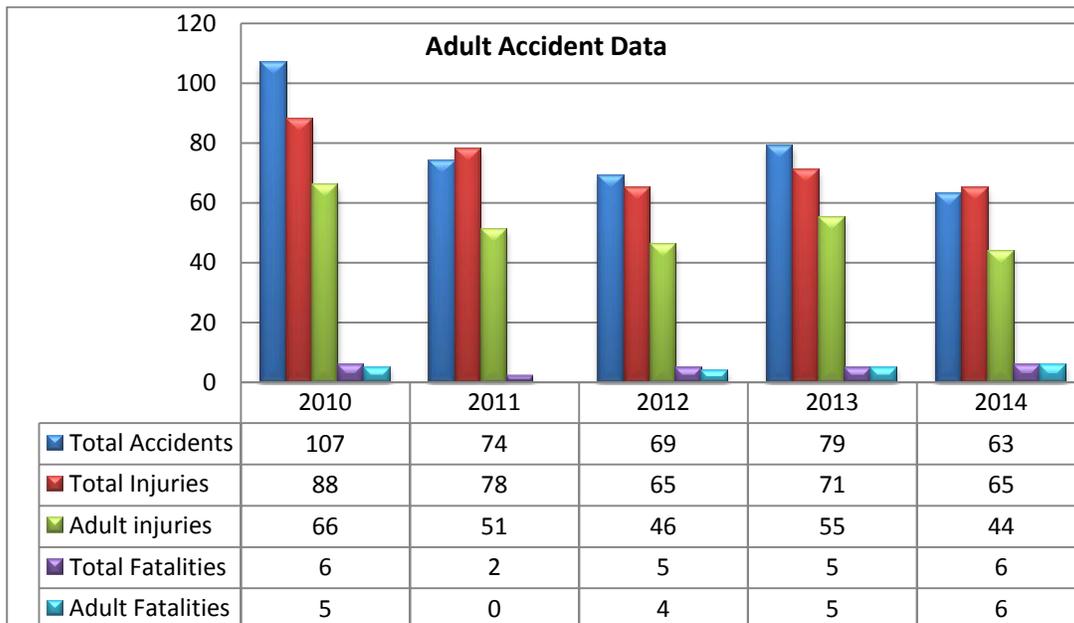
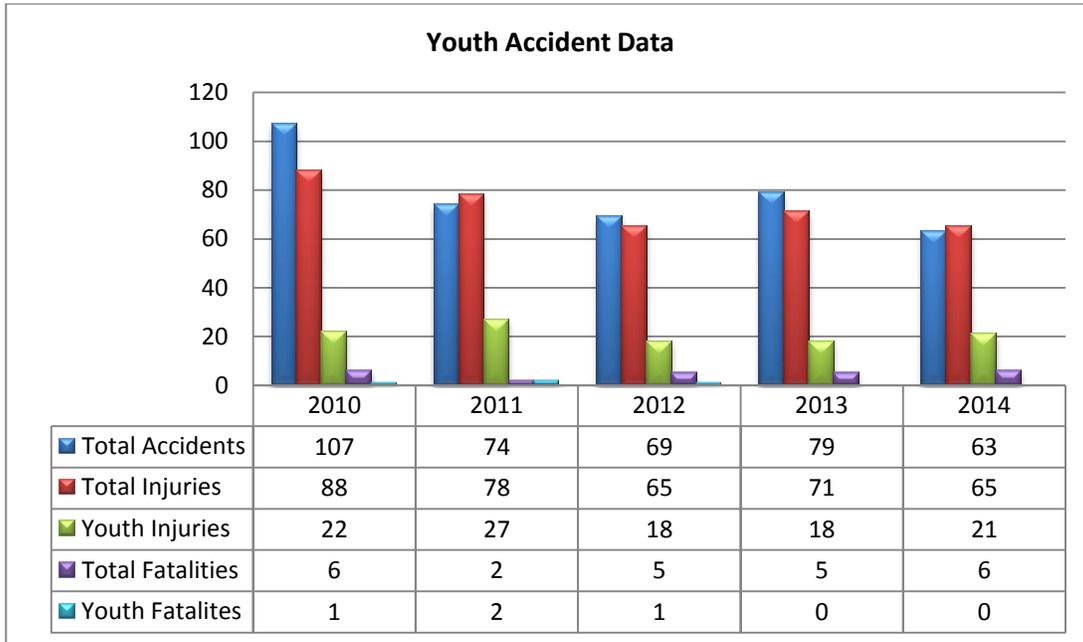
VIOLATION	CIVIL	WARNING	VERBAL	CRIMINAL	ARREST	TOTAL
CH 90B 21	7	9	0	0	0	16
CH 90B 22	154	111	12	13	2	292
CH 90B 23	2	2	0	0	0	4
CH 90B 24	6	1	1	1	0	9
CH 90B 25	24	12	1	7	0	44
CH 90B 26	172	105	10	19	3	309
CH 90B 27	0	2	0	0	0	2
323CMR	9	8	1	0	0	18
	374	250	25	40	5	694

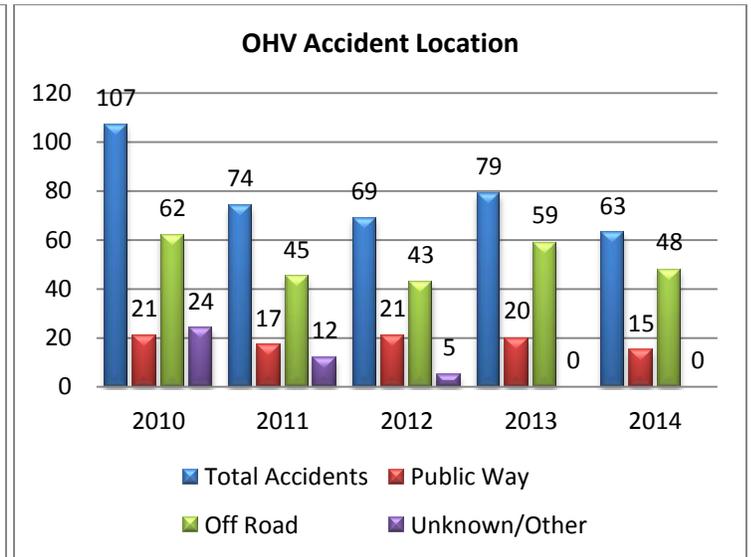
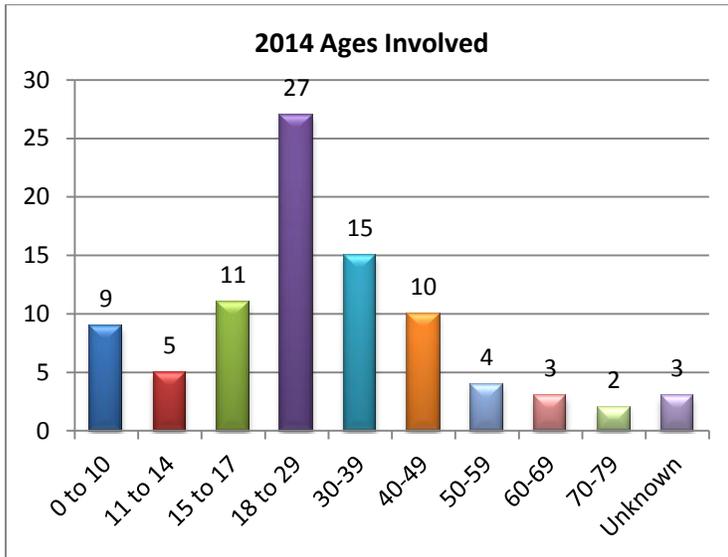
	OHV	Snowmobile
Complaint	1037	185
Safety Inspection**	35	214
Theft	321	134

** This total reflects the numbers of calls and not the number of machines inspected.

Accident Data: The following reflects OHV Accident Data from 1 January through 15 September 2014.

There have been 63 OHV accidents; 25 were collisions, 7 rollovers, 3 ATVs fell through ice, and 2 dirt bikes flipped over. There have been 21 youth injuries and no youth fatalities. 18 youths were considered operators in these accidents; all 18 youths involved have not completed the OHV Safety and Responsibility Course. There have been 65 adult injuries and 6 adult fatalities.



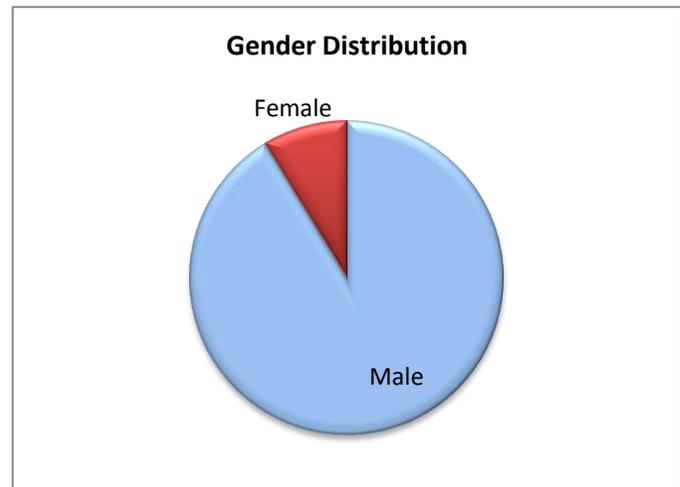
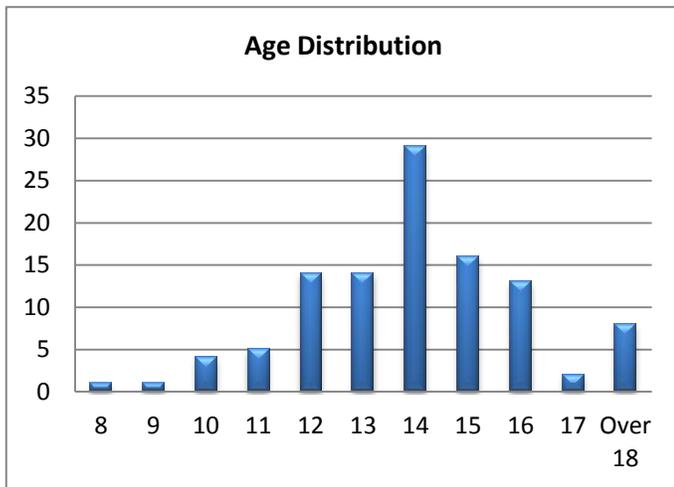
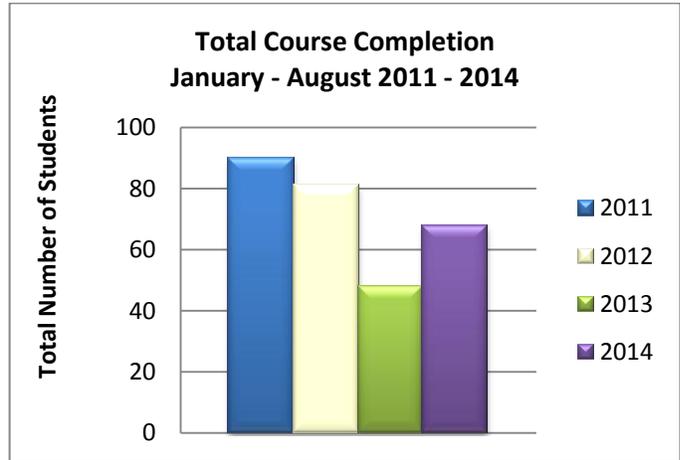
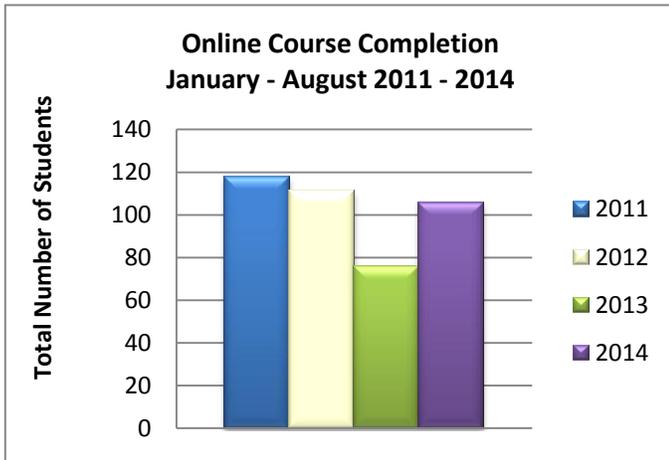


Fatality Data

There have been 6 OHV fatalities as of 15 September 2014. All fatalities were adults (age 21, 29, 34, 35, 46, and 52). 3 fatalities occurred on private property, 2 on a public way, and 1 on a service road.

- 16 May 2014, Palmer, MA: A 21 year old male operating a Honda 3 wheel ATV ATC250SX on a dirt/gravel service road struck a 5 x 10 metal dumpster. He was DOA upon arrival to the hospital.
- 24 May 2014, Ludlow, MA: A 27 year old male operating a Polaris 4 wheel ATV Sportsman 500 on a public way. The ATV flipped over and landed on the operator. He was not wearing a helmet and the roads were wet from a recent thunderstorm. He was DOA upon arrival at the hospital.
- 01 June 2014, Gardner, MA: A 46 year old male operating a Kawasaki KX125 dirt bike on a public way went off the road and clipped a telephone pole support wire and went into a group of small trees whereupon he collided with many of them before coming to rest. He was treated at the hospital but soon after passed away.
- 21 June 2014, Brockton, MA: A 35 year old male operating a Yamaha Dirt Bike 125 CC on a public way failed to stop at a stop sign and struck a motor vehicle. According to witnesses, prior to operation he was drinking alcohol and intoxicated at a party. He was not wearing a helmet.
- 24 June 2014, Plymouth, MA: A 52 year old male operating a Polaris 4 wheel ATV Sportsman 500 on a wooded trail with a female 55 year old passenger overturned on a trail. Both operator and passenger were taken to the hospital. Operator was pronounced DOA upon arrival to the hospital. Passenger was treated for head and neck injuries. Neither person was wearing helmet. Odor of alcohol was detected by a Plymouth Police Officer on scene.
- 28 June 2014, Lunenburg, MA: A 34 year old male (deceased) was operating on a dirt trail on a Suzuki Dirt bike 250 CC and his friend a 20 year old male (sustained severe injuries) operating a Suzuki Dirt 250 CC were operating on their back wheels ("pulling wheelies") and crashed head-on. Both operators' were wearing helmets.

Education and MEP Outreach: Online education is remains up 40% from this time last year and total course completions have risen over 40% from this time last year.



There have been 17 classes scheduled so far this year (Dalton-4, Foxboro-3, Gloucester-3, Greenfield-1, Hingham-1, Montague-1, Plymouth-3, Yarmouth-1); 2 (Hingham and Gloucester) have been canceled. There is currently 1 class pending in Montague with 3 students enrolled.

ATV safety education and training has been provided to several partner first responder agencies in the last two months, to include: Massachusetts State Police, Taunton Police Department, Department of Conservation and Recreation, and Uxbridge Police Department.

OHV Safety Media Campaign

In August, MEP partnered with The Rendon Group to produce a 15 second PSA containing live action footage of OHVs operating in sanctioned events, as well as on trail systems. The message succinctly covered education and registration and was met favorably by the target demographic via a focus group. The PSA was released in 14 theaters throughout Barnstable, Bristol, Essex, and Plymouth counties. These counties were selected based upon the amount of OHV calls generated. Essex was included because of the extreme disproportion between registered OHVs versus OHV calls (almost 2 times the amount of calls than there are registered machines in that region). The short will be shown 3 times prior to the start of each movie, if viewers miss the voice over the first time they'll get it the 2nd or 3rd time. Each screen shows an average of 4 movies per day; the short

will be shown 1,248 times per day, 7 days a week, over the course of 4 weeks. Ultimately, there will be nearly 35,000 showings during the campaign period.

The same media is currently being utilized as part of a YouTube outreach campaign as well. The Rendon Group worked with media strategists and YouTube to develop algorithms that will strategically place the OHV media into the YouTube streams and recommended videos for the targeted demographic (youth operators and the age group of their guardians, 35-54). The YouTube campaign will run concurrently with the movie theater campaign; however, the YouTube campaign is measurable and will produce reports regarding viewership and the demographic information regarding those who have viewed the media. This will allow for better targeting for future campaigns. As of 16 September 2014, the video has been viewed over 33,000 times.

OHV Safety Billboard Campaign

The next goal in the outreach process is to begin developing electronic billboard ads. MassDOT owns the electronic billboard systems throughout the Commonwealth, thus all PSA advertising is offered at no cost. There is roughly a two month lead time on all PSA campaigns and they can be presented in 1-2 month intervals. The presentation requires a single image, with very little to no text to convey a message. The benefit of this campaign option is that it allows for the development of successive messages that can be presented over extended periods of time.

Registration

Several dealers have chosen to submit their monthly sales electronically. Those choosing to submit their sales electronically have done so in a timely manner and have not encountered any difficulties regarding the submission of forms.