FFY 2020 Annual Report

Massachusetts Office of Grants and Research

Highway Safety Division

Kevin Stanton, Executive Director
Office of Grants and Research

Annual Report Contact
Jeff Larason, Director, Highway Safety Division
jeff.larason@mass.gov
617.725.3307

Table of Contents

Message from the Executive Director	vi
Executive Summary	1
FFY 2020 Traffic Safety Enforcement Plan (TSEP)	3
Impaired Driving	8
Occupant Protection	19
Speeding and Distracted Driving	29
Higher-Risk Transportation System Users	36
Traffic Records	42
Police Traffic Services and Support	51
Paid and Earned Media	57
Performance Data	60
Financial Summary and Distribution of Funds	89
Acronym Glossary	90

List of Tables

Table 1	FFY 2020 DSOGPO Mobilizations	11
Table 2	FFY 2020 MSP Sobriety Checkpoints	12
Table 3	FFY 2020 Local Police CIOT Mobilization	21
Table 4	FFY 2020 MSP CIOT Enforcement	21
Table 5	FFY 2020 Local STEP Activity	22
Table 6	FFY 2020 MSP STEP Activity	23
Table 7	FFY 2020 Local Distracted Driving Enforcement	33
Table 8	FFY 2020 Pedestrian & Bicycle Enforcement/Equipment Program	39
Table 9	FFY 2020 Performance Targets & Results	60
Table 10	Massachusetts Crash Data Trends (2015 – 2019)	88
Table 11	FFY 2020 Financial Summary by Fund Section	89

List of Graphs

Graph 1	Traffic Fatalities	62
Graph 2	Serious Injuries	64
Graph 3	Fatalities Per 100 million VMT	66
Graph 4	Unrestrained Occupant Fatalities	68
Graph 5	Alcohol-Impaired Driving Fatalities	70
Graph 6	Speed-Related Fatalities	72
Graph 7	Motorcyclist Fatalities	74
Graph 8	Unhelmeted Motorcyclist Fatalities	76
Graph 9	Drivers (Under 21) Involved in a Fatal Crash	78
Graph 10	Pedestrian Fatalities	80
Graph 11	Bicyclist Fatalities	82
Graph 12	Observed Seat Belt Usage	84
Graph 13	Distraction-Affected Fatal Crashes	86
Graph 14	FFY 2019 Funding Distribution by Program Area	89

Message from the Executive Director

The Massachusetts Office of Grants and Research (OGR) is pleased to present the Fiscal Year 2020 Annual Report. This report serves as the Commonwealth's evaluation of the 2020 Highway Safety Plan (HSP). The Annual Report is our opportunity to assess the past year, celebrate successes, performance target attainment, and identify opportunities for improvements in the coming year.

Highway safety initiatives and OGR program activities in FFY 2020 were significantly affected by the global COVID-19 pandemic. Vehicle miles traveled were reduced considerably, particularly from March to July, but continued at low levels throughout the year. Instances of speeding increased with the reduced volume on the roads. This combination of increased speed and lighter volume resulted in a higher crash rate than in previous years. Additionally, to focus resources on the pandemic response, many OGR program activities were paused, reduced, or canceled. The yearly seat belt observational survey, documenting the seat belt use rate in the Commonwealth, was canceled. Seat belt use has been a primary focus of OGR as the Massachusetts seat belt use rate has historically been below the national average. Many of the educational and informational elements typically conducted by OGR were curtailed to assure that the pandemic response in the Commonwealth received the publics' focus and attention.

Despite the overwhelming focus on the pandemic, OGR staff continued to focus resources on other programmatic activities such as police enforcement, which continued with minimal alteration.

The OGR staff have worked closely with safety partners to conduct problem identification, identify priority focus areas, select realistic performance measures, and identify and implement proven countermeasures. The Annual Report reviews the yearly progress on implementing the Massachusetts HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for funds available under the Section 402 Highway Safety grant program.

The Office of Grants and Research's Highway Safety Division's mission is as follows:

> "…to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways."

I am submitting this report on behalf of myself and my Director of Highway Safety, Jeff Larason. I am very proud of the work that has been done to keep Massachusetts one of, if not the, safest state in the country to drive. I extend my gratitude to all of our partners across the state that made this possible. We will continue to strive to reduce crashes, injuries, and loss of life to keep Massachusetts roadways amongst the safest in the country. To that end, we will focus on thoughtful traffic safety data analysis and the use of identified best practice countermeasures to continue to tackle the challenges that lie ahead.

Kevin Stanton
Executive Director
Office of Grants and Research
December 28, 2020

Executive Summary

FFY 2020 Highlights

- For FFY 2020 (October 1, 2019, to September 30, 2020), OGR successfully applied for and received $9,369,230.31 in FAST Act (Fixing America's Surface Transportation) funding from NHTSA. Utilizing the funds received, OGR implemented projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training, and overall program management.

- The 2020 Child Passenger Safety (CPS) Equipment Grant was awarded to 54 subrecipients, including local police and fire departments and regional hospitals. Subrecipients purchased 2,100 federally-approved child safety seats and distributed 340 of these new seats to low-income families and caretakers from 72 different communities across Massachusetts. Despite a two-month shutdown and ongoing restrictions regarding COVID-19, subrecipients were still able to conduct nearly 700 inspections of car seats during FFY 2020.

- During FFY 2020, the Statewide CPS Administration and Training vendor, Baystate Medical Center, organized 18 training classes on CPS-related topics with a total attendance of 231. Baystate also continued to work with the Massachusetts Department of Children and Families (DCF) to offer a modified CPS training program for social worker staff. Through this modified program, 30 social workers received training.

- FFY 2020 saw the continued success of the Sustained Traffic Enforcement Program (STEP) with 16 communities (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Newton, Quincy, Springfield, Taunton, and Worcester) along with Massachusetts State Police (MSP) implementing high-visibility traffic enforcement throughout the year. The coordinated efforts resulted in 8,650 hours of enforcement and 25,529 citations, warnings, and arrests.

- During FFY 2020, local police departments participated in impaired driving (Drive Sober or Get Pulled Over), distracted driving (DD), speeding (Speed Management), and occupant protection (Click It or Ticket) mobilizations. These mobilizations resulted in 13,876 hours of enforcement patrols, which lead to 29,558 motor vehicle stops and 6,405 citations being issued.

- The Pedestrian and Bicyclist Safety Enforcement & Equipment grant was awarded to 82 local police departments supporting both overtime enforcement and the purchase of traffic safety devices aimed at improving pedestrian and bicyclist safety in their respective communities. The grant funding allowed subrecipients to conduct 4,600 hours of enforcement, 9,445 stops, and issue over 9,400 citations and warnings to drivers, pedestrians, and bicyclists, and purchase over $20,000 in safety items such as bicycle helmets and crosswalk signs.

- OGR hosted a very successful statewide CPS Conference in October 2019. The event provided over 160 attendees an opportunity to earn six Continuing Education Units (CEU) that helps instructors and technicians recertify their certification.

- OGR launched an effective messaging campaign in early February 2020 ahead of the passage of the state's new Hands-Free Law on February 25th. The campaign consisted of online messaging (Facebook, Instagram) and transit bus advertisements and creating a dedicated webpage about the law (www.mass.gov/handsfree). In all, the campaign produced over 25 million impressions and garnered 34 stories and articles on television, print, and online.

Joining OGR

There were no new hires during FFY 2020.

Leaving OGR

There were no employees that departed during FFY 2020.

Key Dates and Activities During FFY 2020

December 31, 2019 – FFY 2019 Annual Report submitted to NHTSA

December 2019 to January 2020 – Local DSOGPO Mobilization

March 2020 – Local and MSP Speed Enforcement Mobilization

April 2020 – Local and MSP Distracted Driving Mobilization

May 2020 – Local and MSP CIOT Mobilization

June 2020 – Statewide Seat Belt Observation Survey (canceled due to COVID-19)

July 1, 2020 – FFY 2021 Highway Safety Plan submitted to NHTSA

August to September 2020 – Local and MSP DSOGPO Mobilization

Note on Data for the FFY 2020 Annual Report

For the Annual Report, OGR relied primarily on 2015 to 2019 trend data and, whenever available, 2020 data. The Fatality Analysis Reporting System (FARS) data used in the Performance Data section is preliminary for 2019. The 2019 data derived from the MassDOT IMPACT portal is preliminary. Once the FARS and MassDOT data are final, which typically occurs in the first half of 2021, the numbers may differ from those provided in this report.

FFY 2020 Traffic Safety Enforcement Plan (TSEP) Review

The FAST Act requires a state's Annual Report to summarize evidence-based enforcement program activities supporting the enforcement plan detailed in the state's FFY Highway Safety Plan.

During FFY 2020, funding was provided in Massachusetts for various grants to state, municipal, and regional non-profit agencies with a traffic safety focus. The funding distributed to subrecipients aims to improve traffic safety through enforcement and effective messaging of all roadway users, including drivers, passengers, motorcyclists, pedestrians, and bicyclists. Unlike prior years, FFY 2020 was very difficult for subrecipients to fully use their funding as the COVID-19 pandemic curtailed police departments' regular enforcement and educational outreach within their respective communities. For example, during the April 2019 Distracted Driving mobilization, 119 towns participated; for April 2020, the number dropped to five. Despite the restrictions and safety mandates instituted, OGR and its subrecipients have worked tirelessly to ensure Massachusetts' roadways are safe for all users.

Since submitting its FFY 2020 Highway Safety Plan in July 2019, Massachusetts saw its five-year averages for both traffic fatalities and incapacitating injuries decline by the end of 2019. The five-year average for fatalities dropped 1.12% from 357 in 2018 to 353, and the five-year average for injuries fell 1.64% from 2,801 to 2,755. In terms of fatality rate (fatalities per 100M VMT), Massachusetts remains among the safest states in the country, with a reported 0.51 fatality rate in 2019, down from 0.54 in 2018.

For FFY 2020, OGR made every effort to reach out to all communities affected by fatal crashes in 2018 and 2019 and make them aware of the funding opportunities available to improve traffic safety in their respective towns. Critical programs offered in FFY 2020 were aimed at reducing fatalities caused by undesirable roadway behaviors such as failure to wear a seat belt, failure to use a government-approved child safety seat, failure to keep eyes on the road, and use of alcohol and/or drugs before getting behind a wheel.

Even though COVID-19 severely reduced the activities by subrecipients, FFY 2020 (October 1, 2019, to September 30, 2020) still posted a lower fatality count than in FFY 2019 and FFY 2018.

Total MV Traffic Fatalities	**Oct – Dec**	**Jan – Sept**	**Total**
FFY 2018 (Oct 2017 – Sept 2018)	78	267	345
FFY 2019 (Oct 2018 – Sept 2019)	93	253	346
FFY 2020 (Oct 2019 – Sept 2020)	83	250	333

FFY 2020 saw total traffic fatalities reduced by 3.5% from the total reported in FFY 2018 and 3.7% lower than in FFY 2019. Interestingly, the number of fatalities reported from Jan-Sept declined each FFY. This would likely correspond with having all grant programs up and running; whereas, there tends to be very little grant activity occurring from October – December due to funding delays.

One would not be wrong to think the COVID-19 pandemic would be the primary force behind the decline in fatalities in FFY 2020, but the data does not support this assumption. The two-month lockdown period (March-April) had more fatalities (59) than in 2018 (50) or 2019 (52). Instead of leading to a drastic drop in traffic fatalities, the lockdown period saw an increase. It is unknown what is behind the rise in deaths, but one likely factor is increased speeding on lighter traveled roads. Another is the decrease of police enforcement activity as the lockdown forced many departments to shift resources to virus-related issues. Also, concerns over officers' safety in their interactions

with roadway users resulted in some patrols, only stopping the most serious offenders during the two-month lockdown period.

Here is a summary of key traffic safety-focused programs conducted in FFY 2020:

Click It or Ticket (CIOT) Mobilizations

Funding was provided to 125 local police departments to conduct overtime enforcement activity from May 14 – 31, 2020, supporting the national Click It or Ticket campaign. During the mobilization period, police overtime enforcement activity resulted in 2,973 enforcement hours and 6,280 stops for a stops per hour rate of 2.11. The mobilization led to 2,110 citations, of which 21.5% were for speeding, and 16.8% were for failure to use a safety belt.

MSP also received funding to conduct overtime enforcement activity during the CIOT campaign period. In FFY 2020, MSP reported 2,194 hours of enforcement, resulting in 5,148 citations issued to drivers. (Note: MSP does not provide data on the number of stops for departmental policy reasons). Speeding citations accounted for 60% of all citations issued, while failure to use a safety belt represented 17% of citations.

The number of unrestrained fatalities reported in 2020 during May's mobilization month was four, 64% less than the 11 unrestrained fatalities in the previous month of April. The two-month period of May/June had 11 unrestrained fatalities compared to 20 for March/April.

Child Passenger Seat (CPS) Equipment Grant

Funding was provided to 54 subrecipients to purchase federally-approved child passenger seats for distribution to families in need at no cost. During FFY 2020, 2,100 car seats were purchased, with 340 of these new seats distributed to families in need across 72 different Massachusetts communities. Despite COVID-19 restrictions and statewide safety mandates, subrecipients were able to conduct 680 CPS inspections and installations.

For FFY 2020, Massachusetts reported two unrestrained fatalities for passengers age 14 or younger, a decline of two from four in 2019. Violations issued for not having a child 12 or under without a seat belt or car seat as of September 30, 2020, was 347, down 45% from 628 reported at the same point in 2019. Since 2016, violations of this nature have been dropping steadily each year, which likely means drivers are more and more cognizant of the importance of children being properly protected while riding in motor vehicles.

The number of CPS Technicians and CPS Instructors remained consistent in 2020, with 915 technicians and 27 instructors across the state, compared to 918 and 27, respectively, in 2019. The CPS Conference's success in October 2019, which allowed attendees to earn CEUs, helped recertify technicians and instructors.

Distracted Driving Mobilization

In FFY 2020, participation in the April Distracted Driving mobilization was not required for subrecipients of traffic enforcement grant funding – the same as done in FFY 2019 in which 119 police departments were involved. Unfortunately, April 2020 was when Massachusetts was in lockdown due to the COVID-19 outbreak. As a result, many police departments that would have participated opted out, which led to having only five towns doing distracted driving overtime patrols that month.

Despite this setback, violations data reveal police departments are becoming more proactive in pulling over drivers failing to keep their eyes on the road. In 2018, local police issued 817 mobile phone violations. For 2019, the number of violations jumped 79% to 1,462. Through nine months of 2020, police have given out more violations (1,163) than was reported at the same point in 2019 (1,121). It is highly likely the total number of mobile phone violations reported by the end of 2020 will surpass 2019's total.

As with local police, MSP could not conduct enforcement patrols supporting the Distracted Driving mobilization in April due to COVID-19. Again, violations data show state police, as with local police, were more focused on pulling over distracted drivers before they could cause a crash. From January to September 2020, MSP issued 6,289 mobile phone violations – nearly two times the number of violations issued by the same point in 2019 (3,383).

According to preliminary data, the number of distracted driving fatalities reported as of November 30, 2020, is eight. This is 35% less than what was reported in 2018 and 2019 – both had 17 deaths. For April, there was one fatality in 2020 and two in 2019.

While the restrictions implemented in response to COVID-19 curtailed the number of vehicles on the roadways during the first half of 2020, state and local police's efforts and the Hands-Free law passage helped further reduce the incidence of distracted driving crashes. Through November 30, 2020, there has been 6,883 motor vehicle crashes in Massachusetts involving a distracted driver – a 44% drop from the number of distracted driver-involved crashes reported through November 30, 2019.

Drive Sober or Get Pulled Over (DSOGPO) mobilization

Funding was provided to 125 eligible local police departments to conduct overtime enforcement for two DSOGPO mobilizations – one in December 2019 and the other in August 2020. In the December mobilization, 121 departments participated, while August had 79 departments involved. The two mobilization efforts resulted in 6,299 hours of enforcement and 16,229 stops for a rate of 2.58 stops per hour. Local police issued 3,415 citations and made 79 DUI arrests during overtime patrols. The higher number of police departments in the December mobilization compared to August reflects the impact of COVID-19 as safety concerns, statewide restrictions, and limited resources had on the ability to conduct enforcement activity.

Data related to driver BAC for 2020 is currently unavailable on FARS, so MassDOT IMPACT was utilized to examine alcohol involvement in fatal crashes. The IMPACT database does not provide BAC level but instead has 'alcohol suspected' as a measure to count alcohol involvement in a collision. Based on preliminary IMPACT data, there were 15 fatal crashes where alcohol was suspected from January thru September 30, 2020. In comparison, for the same period in 2019, there were 65 fatal crashes in which alcohol was suspected. Even though the data is preliminary, the numbers show a 77% reduction in alcohol-related fatal crashes from 2019 to 2020 for the nine-month period.

Pedestrian and Bicyclist Safety Enforcement

Funding was provided to 82 local police departments to conduct overtime enforcement patrols to make the roadways safer for pedestrians and bicyclists. A portion of the funding to a department could be used, if approved by OGR, to purchase pedestrian and bicyclists safety-related equipment. For FFY 2020, local police departments conducted 4,600 hours of enforcement, resulting in 9,445 stops and 1,100 citations. Subrecipients were also allowed over $20,000 in approved equipment purchases of pedestrian and bicyclist safety items such as helmets and crosswalk

signs.

Compared to 2019, the first nine months of 2020 saw a 25% decline in the total number of pedestrian and bicyclist fatalities. From January to September 2020 reported 36 pedestrian deaths and seven bicyclist fatalities. For the same period in 2019, there were 54 pedestrian deaths and three bicyclist fatalities.

Sobriety Checkpoints

Funding was provided to MSP to conduct sobriety checkpoints and associated saturation patrols throughout FFY 2020. Typically, MSP will provide numerous sobriety checkpoints and saturation patrols but the dangers of exposing state troopers and motorists to COVID-19 severely MSP's ability to conduct these vital alcohol impairment prevention efforts. For FFY 2020, there were only 12 sobriety checkpoints and 35 saturation patrols that took place. Despite the decline in checkpoints and patrols, MSP still logged 5,645 hours of enforcement, made 156 OUI Alcohol Arrests and 14 OUI Drug Arrests.

Based on preliminary IMPACT data, there were 85 alcohol-related fatalities during FFY 2019 (October 1, 2018, to September 30, 2019). In comparison, FFY 2020 (October 1, 2019, to September 30, 2020) reported 34 alcohol-related fatalities, reducing 60% from FFY 2019.

Sustained Traffic Enforcement Program (STEP)

Funding was provided to MSP and 16 local police departments (Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Newton, Quincy, Springfield, Taunton, Worcester) to conduct high-visibility year-long traffic enforcement patrols. For FFY 2020, STEP participants conducted 8,650 hours of overtime enforcement, resulting in 25,529 citations, warnings, and arrests. Of the citations issued, 783 were for safety belt, 2,784 for speeding, and 2,441 for texting/using an electronic device. Local police logged 22,564 traffic stops, while MSP's stops are unknown due to departmental policy.

Preliminary crash data from IMPACT shows the number of fatalities reported by the 16 local STEP participants in FFY 2020 was 87, the same as in FFY 2019. During the first three months of FFY 2020 (October 1, 2019, to December 31, 2019), the traffic fatalities reported in the 16 towns was 39% less than the fatalities reported in the first three months of FFY 2019. Unfortunately, instead of continuing STEP activities, COVID-19 came along and curtailed efforts by police departments. Subsequently, the number of fatalities from January 1, 2020, to September 30, 2020, was 14% higher than from the same period in 2019.

Disclaimer on FFY 2020 Traffic Enforcement and Equipment (TE&E) Grant Program Results

Compared to FFY 2019, there was a decline in enforcement activity during mobilizations during FFY 2020 due to COVID-19 restrictions and concerns for police officers' safety. OGR is cautiously optimistic the amount of enforcement activity in FFY 2021 will be at or near pre-2020 levels. Factors such as introducing a vaccine and improved federal-state coordination to control the COVID-19 virus will impact how much law enforcement can engage in traffic enforcement patrols.

For FFY 2020, participating departments were again provided the opportunity to purchase equipment upon completing at least eight hours of enforcement during traffic mobilizations. This option allowed police departments to enhance further their enforcement efforts in addressing traffic safety issues related to impaired driving, occupant

protection, speeding, and distracted/inattentive driving.

Outside of this requirement, a participating department conducted overtime patrols at any time using its discretion but scheduling at the high-risk times and locations determined by their internal data resources. However, departments were directed to focus their patrols on the particular traffic safety issue relative to the funding source.

Impaired Driving

Problem Identification

Preventing impaired driving crashes on the Commonwealth roadways has always been a top priority of OGR. In 2019, impaired driving fatalities dropped 10% from 122 in 2018 to 110. Not only have impaired driving fatalities dropped in the last year but consecutive years since 2016. The five-year average of deaths has fallen 4.7% from 127 (2014-2018) to 121 (2015-2019).

As alcohol-related driving fatalities decline, the alcohol-related fatalities per VMT have dropped as well. It was 0.20 in 2017, 0.19 in 2018, and 0.12 in 2019. Going forward, Massachusetts will continue working on bringing the number of impaired driving fatalities to zero.

For FFY 2020, OGR provided funding to numerous programs to reduce impaired driving deaths and increase awareness among roadway users, especially drivers, on the dangers of drinking and/or doing drugs and getting behind the wheel of a motor vehicle. These programs include, but are not limited to, two local '*Drive Sober or Get Pulled Over*' (DSOGPO) mobilizations; ABCC Compliance Checks and Sale to Intoxicated Persons (SIP) Enforcement; MSP Sobriety Checkpoints; and Drug Recognition Expert (DRE) training provided by Municipal Police Training Committee (MPTC).

Funding grant programs to reduce impaired driving-related crashes, injuries, and fatalities is one part of a two-fold strategy by OGR. The other part is increasing awareness through media messaging. During FFY 2020, television, radio, social media, and outdoor billboards and signs were utilized to spread the theme of 'If you feel different, you drive different' across Massachusetts. The paid media generated 11 million impressions across the various media platforms. One new tactic employed during the impaired driving awareness campaign was an Instagram poll that asked visitors to the page to choose whether they would rather be 'high' or 'not high' during a range of emergency scenarios. The poll resulted in 26,000 responses, of which 62% choose not to be high when given a choice in an emergency.

Notable Accomplishments in FFY 2020

- Drive Sober or Get Pulled Over (DSOGPO) mobilization activity by participating local police departments resulted in 16,229 stops and 3,415 citations issued during 6,299 hours of overtime enforcement patrols.

- Impaired Driving media campaign supporting the Winter 2019 DSOGPO mobilization, which focused on heightening awareness of both alcohol- and drug-impaired driving, led to over 11 million distinct impressions across television, online, and outdoor advertisement displays.

- The enforcement activity by 16 local and MSP for the Sustained Traffic Enforcement Program (STEP) led to over 24,000 traffic stops during 8,650 hours of overtime patrols resulting in 25,529 violations issued, warnings, and arrests. Of the arrests, ten were for OUI Alcohol or Drugs.

- During FFY 2020, MSP conducted 12 sobriety checkpoints and 35 saturation patrols involved 5,645 hours of high-visibility enforcement, which led to 156 arrests for OUI Alcohol and 14 arrests for OUI Drugs.

- The Alcohol Beverages Control Commission (ABCC) conducted nine Last Sale of Alcohol investigations involving 792 liquor establishments resulting in 48 warnings and 46 charges.
- Massachusetts Police Training Committee (MPTC) conducted three classes related to impaired driving training, including Standardized Field Sobriety Tests (SFST) and SFST Update for Instructors. Forty-four law enforcement participants attended the classes.
- MPTC's Drug Evaluation and Classification (DEC) program provided four classes related to Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Experts (DRE). Fourteen officers completed the DRE program to become certified DREs, and 69 officers attended ARIDE training classes. As of September 30, 2020, Massachusetts has 146 certified DREs across the state.
- Funding provided to MSP-Office of Alcohol Testing (OAT) allowed the agency to conduct 22 classes related to Breath Test Operating (BTO) and distribute over 2,300 toxicology kits to local police departments across Massachusetts. Four hundred law enforcement officers attended the BTO classes.

Performance Targets & Results for FFY 2020

Decrease alcohol-impaired driving fatalities by 3% from the five-year average of 128 in 2017 to a five-year average of 124 by December 31, 2020.

→ *The five-year average for alcohol-impaired driving fatalities was 121 in 2019, which is lower than the target of 124.*

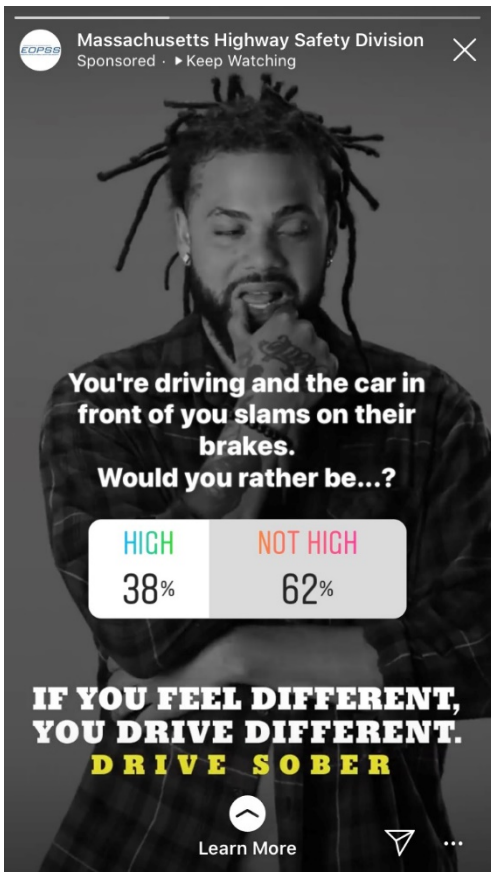
Impaired Driving Projects for FFY 2020

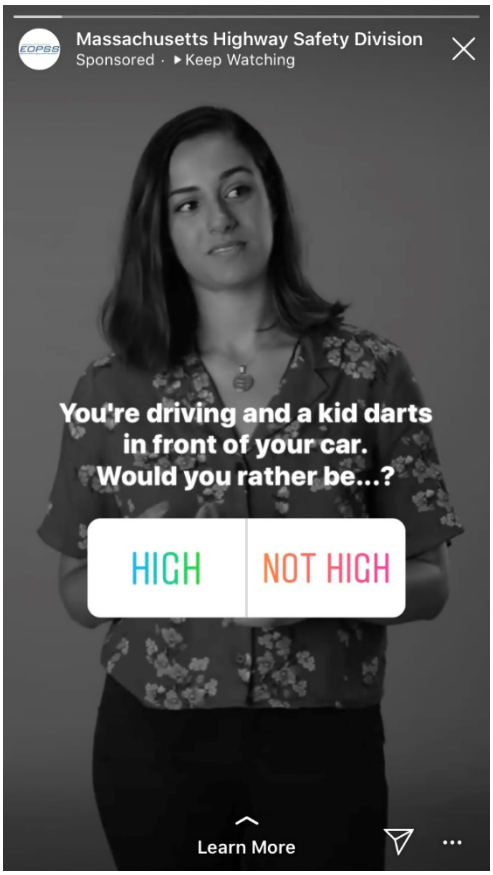
Project Code: AL-20-01
Project Title: Impaired Driving Media

Summary of FFY 2020 Activity:

OGR implemented a paid and earned media campaign supporting the Holiday "*Drive Sober or Get Pulled Over*" (DSOGPO) enforcement mobilization. The campaign repurposed the "Wisdom" ads used in the summer 2019 DSOGPO campaign and focused on heightening awareness of both alcohol and drug-impaired driving. The overall theme of "If you feel different, you drive different" remained.

The paid media buy generated 11 million impressions across TV, digital, and out-of-home (OOH)with ads focused on men 18-34, including Hispanics. Digital included Facebook, Instagram, and YouTube, while OOH involved video ads at 25 movie theaters and 51 gas stations and restroom posters in 62 bars in Boston, Springfield, Worcester, Plymouth, and Bristol Counties. During this campaign, one new tactic was an Instagram poll, which asked users to choose whether they would rather be "high" or "not high" when confronted with different emergencies while driving. Overall, the poll generated 26,000 responses, with 62% saying they would rather be "not high."





Earned media included a statewide press release and releases issued by departments participating in the enforcement mobilization; these resulted in 31 print and online stories.

OGR intended to run a media campaign in conjunction with the summer DSOGPO mobilization, but COVID-19 caused a shift in communication priorities, and this second campaign was canceled.

Allotted Funding: $ 305,000
Expenditures: $ 300,000 [*Paid: $280,000 Earned: $20,000*]
Fund Source(s): 405d

Project Code: AL-20-02
Project Title: Local Police Impaired Driving Enforcement

Summary of FFY 2020 Activity:

The FFY 2020 Traffic Enforcement and Equipment (TE&E) Grant Program provided funds to local police departments for overtime enforcement of impaired driving laws and the purchase of equipment related to traffic enforcement of impaired driving. Of the 125 eligible departments, 121 local law enforcement agencies participated in the Winter 2019 DSOGPO mobilization, which covered activity from December 2019 through January 2020. For the Summer 2020 DSOGPO, 79 departments participated in enforcement during August and September 2020. For FFY 2020, traffic enforcement subrecipients were allowed to conduct high visibility enforcement

after the COVID-19 outbreak. This allowed departments to continue to schedule overtime activity and provide safety for officers conducting enforcement patrols.

Table 1: *Results from FFY 2020 DSOGPO Mobilizations*

	Winter 2019	Summer 2020	Total Reported in FFY 2020
Patrol Hours	3,734	2,565	6,299
Total Stops	10,285	5,944	16,229
Stops Per Hour	2.75	2.32	2.58
Total Citations	1,899	1,516	3,415
OUI Arrests	56	23	79
Speeding Citations	517	269	786
Speeding Warnings	2,767	1,426	4,193
Safety Belt Citations	204	150	354

Allotted Funding: $ 743,044.47
Expenditures: $ 362,897.43
Fund Source(s): 402

Project Code: AL-20-03
Project Title: MSP Sobriety Checkpoint & Saturation Patrols

Summary of FFY 2020 Activity:

Funding was provided for overtime patrols to MSP to conduct approximately 85 Breath Alcohol Testing units (BAT) supported Sobriety Checkpoints and/or Operating Under the Influence (OUI) saturation patrols during documented high-risk days of the week, times and locations across the Commonwealth. A portion of the funding was provided to selected local police departments to assist in the checkpoints and saturation patrols. Whenever operationally feasible, one or more of the BAT mobile vehicles are deployed to the checkpoint. When possible, a certified Drug Recognition Expert (DRE) is assigned to work the sobriety checkpoint. The number of BAT activities was reduced during FFY 2020. Because of the COVID crisis and the dangers it presented by exposing both troopers and motorists was too risky, the MSP conducted only 12 sobriety checkpoints and 35 saturation patrols.

When prominently displayed at a checkpoint area, the BAT vehicle signifies the enforcement initiative's omnipresence and apprehension threat to drivers. This program is a valuable tool in removing impaired drivers from the roadways.

Table 2: *Results from FFY 2020 MSP Sobriety Checkpoints*

	2020
Sobriety Checkpoints	12
High-Visibility Enforcement Hours	5,645
Vehicle Passed Through	n/a
OUI Arrests	156
OUI Drug Arrests	14
Speeding Citations (excludes warnings)	2,070
Safety Belt Citations	387
CPS Citations	41

Allotted Funding: $ 1,200,000
Expenditures: $ 744,424.10
Fund Source(s): 405d

Project Code: AL-20-04
Project Title: Local Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2020 Activity:

The STEP program, comprised of 16 local police departments, completed its seventh year in FFY 2020. The participating communities included Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Newton, Quincy, Springfield, Taunton, and Worcester. These communities conducted sustained, high-visibility traffic enforcement all year long, focusing on impaired driving, occupant safety, speeding, and distracted driving. While enforcement efforts were hampered, and during some months, ceased altogether due to the national COVID pandemic, the STEP departments continued to conduct over 22,500 safe traffic stops resulting in approximately 24,103 citations and warnings. See OP-20-04 for details.

Allotted Funding: $ 488,757.50
Expenditures: $ 260,542.41
Fund Source(s): 402

Project Code: AL-20-05
Project Title: MSP Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2020 Activity:

Funding provided to MSP to deploy sustained and selective "zero tolerance" traffic enforcement overtime patrols during FFY 2020. While enforcement efforts were hampered due to the national COVID-19 pandemic, MSP continued to conduct patrols focused on impaired driving, occupant safety, speeding, distracted and reckless driving. For activity results, please consult the chart provided in the Occupant Protection section for OP-20-05.

Allotted Funding: $ 75,000
Expenditures: $ 64,906.99
Fund Source(s): 402

Project Code: AL-20-06
Project Title: Judicial Education Relating to Highway Safety Strategies

Summary of FFY 2020 Activity:

Funding for this program was used to provide six Massachusetts judges educational opportunities to increase their knowledge of traffic safety laws and regulations. Before COVID-19, the selected judges planned to attend the National Judicial College Impaired Driving Training in Nevada in May 2020. As a result of the pandemic's national and statewide safety mandates, the training was canceled. OGR is hopeful the training session will be conducted in 2021.

Allotted Funding: $ 18,135
Expenditures: $ 0
Fund Source(s): 405d

Project Code: AL-20-07
Project Title: MSP-OAT BTO Training

Summary of FFY 2020 Activity:

Funding was provided to the MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator (BTO) classes for state and local law enforcement officers. BTO training helps officers in detecting and removing impaired drivers from the roadways. Additionally, funding allowed the purchase of BTO-related equipment, including Blood and Urine Toxicology kits. During FFY 2020, OAT distributed 1,921 Blood Tox Kits and 429 Urine Tox Kits to local police departments across the Commonwealth. OAT also conducted 22 BTO Training classes with 401 participants involved. In addition to in-person classes, OAT offered online classes taken by over 1,200 police officers.

Funding was used to purchase 40 Drager Alcotest 9510 Breathalyzers to be utilized as a part of BTO Training during FFY20.

Allotted Funding: $ 110,443.48
Expenditures: $ 100,847.44
Fund Source(s): 405d

Project Code: AL-20-08
Project Title: MSP DRE Training

Summary of FFY 2020 Activity:

Funding was provided to MSP to expand and enhance its Drug Recognition Expert (DRE) program. Correctly recognizing and handling a suspected drugged driver is of the utmost importance. Due to COVID-19 national and statewide restrictions, the 2020 International Association of Chiefs of Police (IACP) Drugs, Alcohol, and Impaired Driving Conference and Expo was an online virtual event. Several MSP members registered and participated in this online conference, which took place in early August. Discussions with other law enforcement officials and drug recognition experts helped participants understand how best to approach this traffic safety issue. Funding also allowed for the purchase of program-related equipment, including six electronic tablets required for a DRE to conduct roadside evaluations and seven portable breathalyzer units (PBTs).

Allotted Funding: $ 40,000
Expenditures: $ 12,471.96
Fund Source(s): 402

Project Code: AL-20-09
Project Title: MPTC Impaired Driving Law Enforcement Specialized Training Program (SFST)

Summary of FFY 2020 Activity:

Funding was provided to MPTC to conduct training classes focused on impaired driving, including SFST and SFST Update for officers, instructors, supervisors, and field training officers. Due to COVID-19, only three of the eight planned classes were conducted as pandemic restrictions forced classes' cancellations. Forty-four law enforcement participants attended the sessions held at MPTC Academies and police departments throughout the Commonwealth.

Allotted Funding: $ 30,000
Expenditures: $ 12,696.71
Fund Source(s): 402

Project Code: AL-20-10
Project Title: MPTC Drug Evaluation and Classification Program (DEC)

Summary of FFY 2020 Activity:

Funding was provided to MPTC to conduct classroom training for local law enforcement and cover travel costs for officers to attend field DRE training in Maricopa County, Arizona. In FFY 2020, MPTC organized three ARIDE classes and one DRE school for instructors. Fourteen officers completed the DRE program and became certified DREs, while 69 officers participated in ARIDE training. The MPTC did not conduct additional training beyond March 2020 due to state-mandated COVID-19 restrictions. As of September 30, 2020, Massachusetts has 146 DREs available across the state, up 6% from 138 reported at the same date in 2019.

Allotted Funding: $ 380,000
Expenditures: $ 176,295.48
Fund Source(s): 402

Project Code: AL-20-11
Project Title: ABCC Underage Drinking Compliance Checks Program

Summary of FFY 2020 Activity:

Funding was provided to ABCC to conduct enhanced liquor compliance checks across the Commonwealth. ABCC typically does its compliance checks during the spring and summer months when attempts to purchase alcohol by underage drinkers are more likely. Due to the COVID-19 pandemic, ABCC could not conduct any enforcement activities over the spring and summer as national and statewide restrictions were mandated.

Allotted Funding: $ 150,000
Expenditures: $ 0
Fund Source(s): 405d

Project Code: AL-20-12
Project Title: ABCC Prevent the Sale of Alcohol (SIP) to Intoxicated Persons

Summary of FFY 2020 Activity:

Funding was provided to ABCC for investigators to participate in undercover operations within municipalities with the highest concentration of bars that have been identified as the 'place of last drink' (POLD) for convicted drunk drivers. Utilizing a database of MGL 90§24J, ABCC determined the top bars involved within the designated municipalities.

During FFY 2020, ABCC conducted 9 SIP operations investigating 792 liquor establishments resulting in 48 warnings and 46 charges. This represents a 5% charge rate, up from the 3% reported in FFY 2019. Also reflected is a 6% warning rate, down from 18% in FFY 2019. Program activities were halted from March to September 2020 due to the COVID-19 pandemic and state-mandated restrictions for all bar establishments.

Allotted Funding: $ 175,000
Expenditures: $ 58,585.09
Fund Source(s): 405d

Project Code: AL-20-13
Project Title: Local Underage Marijuana Enforcement Grant Program

Summary of FFY 2020 Activity:

Due to limited funding and higher priorities for funded projects, OGR decided not to pursue this program in FFY 2020.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405d

Project Code: AL-20-14
Project Title: Stakeholders Conference

Summary of FFY 2019 Activity:

Due to limited funding, higher priorities for funded projects, and concerns over COVID-19, OGR did not hold a stakeholders conference in FFY 2020. OGR plans to resume the conference, whether in-person or virtually, in FFY 2021.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402

Project Code: AL-20-15
Project Title: Higher Education Impaired Driving Media Program

Summary of FFY 2020 Activity:

Due to limited funding and higher priorities for funded projects, OGR did not implement this program in FFY 2020.

Allotted Funding: $0
Expenditures: $0
Fund Source(s): 402

Project Code: AL-20-16
Project Title: Community-Based Impaired Driving Grant Program

Summary of FFY 2020 Activity:

OGR solicited this program's applications during FFY 2020 but ultimately decided not to award any funding to proposed activities (public events, classroom-based education). These were considered counterproductive to current state-mandated COVID-19 restrictions and recommendations that have been in place since March 2020.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402

Project Code: AL-20-17
Project Title: Program Management – Impaired Driving

Summary of FFY 2020 Activity:

Funding was used to support staff needed to handle the day-to-day operation of the impaired driving programs.

Allotted Funding: $ 265,897.85
Expenditures: $ 265,897.85
Fund Source(s): 402

Impaired Driving – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
AL-20-01	Impaired Driving Media	402	$ 300,000.00
AL-20-02	Local Police Impaired Driving Enforcement	402, 405d	$ 362,897.43
AL-20-03	MSP Sobriety Checkpoint & Saturation Patrols	405d	$ 744,424.10
AL-20-04	Local STEP	405d	$ 260,542.41
AL-20-05	MSP STEP	402	$ 64,906.99
AL-20-06	Judicial Education – Highway Safety	405d	$ 0
AL-20-07	MSP-OAT BTO Training	402, 405d	$ 100,847.96
AL-20-08	MSP DRE Training	402	$ 12,471.96
AL-20-09	MPTC Impaired Driving (SFST)	402	$ 12,696.71
AL-20-10	MPTC DEC	402	$ 176,295.48
AL-20-11	ABCC Underage Drinking Compliance Checks	405d	$ 0
AL-20-12	ABCC Prevent Sale of Alcohol (SIP)	405d	$ 58,585.09
AL-20-13	Local Underage Marijuana Enforcement	N/A	$ 0
AL-20-14	Stakeholders Conference	402	$ 0
AL-20-15	Higher Education Impaired Driving Media	402	$ 0
AL-20-16	Community-Based Impaired Driving Grant	402	$ 0
AL-20-17	Program Management – Impaired Driving	402	$ 265,897.85

FFY 2020 Total: $ 2,359,565.98

Occupant Protection

Problem Identification

Increasing the seat belt use rate in Massachusetts remains a top priority for OGR. Over the last decade, the state has had one of the country's lowest fatalities/VMT rates. However, Massachusetts has consistently had one of the worst seat belt usage rates. But, this is slowly changing. In 2019, Massachusetts saw its seat belt rate hold at a historically high level, at 82%, showing that 2018's results (also 82%) were not an anomaly. Unfortunately, due to the COVID-19 pandemic, the statewide seat belt observational survey was not conducted in 2020. NHTSA issued a waiver to states to wait until 2021 to complete the study out of an abundance of caution.

Based on preliminary 2019 numbers, the fatalities/VMT rate was 0.51 – down 5.4% from 0.54 reported in 2018. The five-year average for fatalities/VMT also dropped to 0.56 in 2019 from 0.57. Unrestrained fatalities declined 9.4% to 96 from 106 in 2018, and the five-year average for unrestrained fatalities decreased 3.6% from 111 to 107 in 2019.

To continue with seat belt awareness outreach, OGR planned to conduct a highly targeted CIOT campaign combining outreach, marketing, and enforcement grant funding in FFY 2020. Unfortunately, COVID-19 caused a shift in messaging priorities, and the media campaign was canceled. Despite this setback, OGR is working with its current media vendor, ThinkArgus, to update the design and content of CPS hand cards distributed at car seat checkpoints and develop new infographics for OGR's social media presence.

Notable Accomplishments in FFY 2020

- MSP and 125 local police departments conducted overtime enforcement activity to support the national Click It or Ticket (CIOT) mobilization from May 14 – 31, 2020. The mobilization efforts resulted in 5,167 hours of enforcement and 7,258 citations issued. There were 1,209 safety belt citations given out to motorists and 28 child passenger seat violations issued.

- Funding was awarded to 54 public safety and non-profit healthcare organizations to purchase federally-approved child safety seats for distribution to low-income families and residents in need. Subrecipients ordered and received 2,100 car seats, of which 680 (as of September 30, 2020) have been given out to residents in need from 72 different communities across Massachusetts. Subrecipients also conducted over 600 inspections and installations via inspection stations and checkup events.

- Baystate Medical Center, OGR's statewide CPS program Administrator, organized and conducted 18 training classes, including CPS Technician and CPS Technician Renewal, attended by 231 people. As of September 30, 2020, Massachusetts has 915 CPS Technicians and 27 CPS Instructors across the state. For FFY 2020, the recertification rate for CPS Technicians was 72%, higher than the national average of 61%.

- Local and MSP STEP enforcement activity during FFY 2020 resulted in 1,209 safety belt citations and 28 child safety seat citations being issued to drivers.

Performance Targets & Results for FFY 2020

Decrease unrestrained passenger vehicle occupant fatalities by 2% from the five-year average of 110 in 2017 to a five- year average of 108 by December 31, 2020.

→ *The five-year average for unrestrained passenger vehicle fatalities 107 in 2019, which is lower than the target of 108.*

Increase the observed seat belt use rate by 4% from the five-year average of 77 in 2018 to a five-year average of 80 by December 31, 2020.

→ *The five-year average for observed seat belt usage rose to 78 in 2019. This is slightly lower than the target of 80. [**Note:** Due to the COVID-19 virus and NHTSA waiver, the statewide observed seat belt survey was not conducted in 2020.]*

Occupant Protection Projects for FFY 2020

Project Code: OP-20-01
Project Title: Occupant Protection Media

Summary of FFY 2020 Activity:

OGR planned to run a paid and earned media campaign in May supporting the Click It or Ticket mobilization; however, COVID-19 caused a shift in communication priorities and canceled the media campaign. Outside of initial CIOT strategizing, OGR worked with its media contractor, ThinkArgus, to develop seat belt related infographics for social media and update the design and content of the child passenger safety hand cards.

Allotted Funding: $ 40,000
Expenditures: $ 31,616.05 [*Paid: $21,446.69 Earned: $10,169.36*]
Fund Source(s): 402

Project Code: OP-20-02
Project Title: Local Police Occupant Protection Enforcement Campaign

Summary of FFY 2020 Activity:

Funding was provided to 125 local police departments for overtime enforcement of occupant protection driving laws during the May CIOT mobilization campaign, which ran from May 14 through May 31, 2020. Patrols by participants were conducted during high-risk times and locations determined by the latest available state and local crash data.

Table 3: *Results from FFY 2020 Local Police CIOT Mobilization*

	May 2020 Mobilization
HVE Patrol Hours	2,973
Total Stops	6,280
Stops Per Hour	2.11
Total Citations	2,110
OUI Arrests	3
Speeding Citations	454
Safety Belt Citations	355
CPS Citations	28

Participants also issued 552 verbal warnings along with 497 written warnings. Speeding accounted for 64% of warnings given out.

Allotted Funding: $ 471,775
Expenditures: $ 168,195.38
Fund Source(s): 405b

Project Code: OP-20-03
Project Title: MSP Occupant Protection CIOT Enforcement Campaign

Summary of FFY 2020 Activity:

Funding was provided for overtime patrols to MSP to participate in the national May CIOT mobilization in FFY 2020. Based on information gathered through the MSP database management system, overtime patrols were conducted in areas with high incidences of motor vehicle crashes, aggressive driving complaints, and other indicators of reckless driving behaviors. While the national May CIOT campaign was canceled, funding was allowed for the MSP to continue to conduct enforcement patrols dedicated to a 'zero tolerance' approach to observe traffic citations focusing on the seat belt and child passenger seat violations.

Table 4*: Results of FFY 2020 MSP CIOT Enforcement*

	2020 CIOT
HVE Patrol Hours	2,194
Total Citations Issued	5,148
OUI Alcohol Arrests	2
OUI Drug Arrests	0
Speeding Citations	3,098
Safety Belt Citations	854
CPS Citations	0

Allotted Funding: $ 250,000
Expenditures: $ 219,548.11
Fund Source(s): 402

Project Code: OP-20-04
Project Title: Local Police Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2020 Activity:

STEP completed its seventh year of funding with sixteen local police departments – Barnstable, Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Newton, Quincy, Springfield, Taunton and Worcester – implementing sustained, high-visibility year-long traffic enforcement. Considered 'hot spot' communities because of high crash rates, these departments focused their patrols on locations and specific times of year and days where data show crashes, injuries, and fatalities are highest in their respective municipality. Subrecipients used the funding to crack down on violations related to seat belt laws, child passenger safety, impaired driving, speeding, and distracted driving, as well as other traffic safety infractions.

Table 5: *Results of FFY 2020 Local STEP Activity*

	2020 STEP
Total Traffic Stops	22,564
Total Violations, Warnings, and Arrests	24,103
Total Patrol Hours	8,090
Stops Per Hour	2.79
Weighted Stops Per Hour	3.29
Total Arrests	573
OUI Arrests – Alcohol	7
OUI Arrests – Drugs	3
Red Light Running	2,950
Speeding Citations	1,837
Speeding Warnings	5,492
Safety Belt	722
Child Safety Seat	28
Marked Lane Departure	1,061
Crosswalk	148
Suspended License	522
Texting and Impeded Operation	2,397

Allotted Funding: $ 488,757.50
Expenditures: $ 263,110.31
Fund Source(s): 402

Project Code: OP-20-05
Project Title: MSP Sustained Traffic Enforcement Program (STEP)

Summary of FFY 2020 Activity:

Funding was provided to MSP to deploy sustained 'zero tolerance' traffic enforcement overtime patrols in locations within each respective Troop area to augment local police department efforts within the same general area as outlined in support of the STEP program. MSP STEP enforcement patrols provided maximum visibility for deterrent purposes and saturated target areas, emphasizing occupant protection laws, including seat belt usage and child passenger safety infractions. Extra emphasis was placed on speeding as speed-related crashes had, unfortunately, increased during the March/April lockdown period.

It must be noted that the statistics provided in Table 6 below were based upon 23 days of high visibility patrols conducted by MSP with a focus on speeding. Statewide COVID-19 restrictions limited, and in some instances, suspended, officers' ability to engage in enforcement patrols.

Table 6: *Results of FFY 2020 MSP STEP Activity*

	2020 MSP STEP
Total Patrol Hours	560
Total Citations, Warnings, and Arrests	1,426
Safety Belt	51
Child Safety Seat	2
Speeding Citations	947
Speeding Warnings	326
Suspended License	n/a
Handheld Device	44
Move Over Law	43
Total Arrests	38
OUI Arrest – Alcohol	0
OUI Arrest - Drugs	0

Allotted Funding: $ 125,000
Expenditures: $ 106,895.37
Fund Source(s): 402

Project Code: OP-20-06
Project Title: CPS Equipment Grant Program

Summary of FFY 2020 Activity:

This program provided car seats to 54 public safety and non-profit organizations for distribution to low-income families and residents in need. Two thousand one hundred seats were purchased by OGR through Mercury Distributing Inc., the statewide vendor for car seats, and delivered directly to each organization. Seats were delivered in March,

shortly after the COVID-19 state of emergency was declared in Massachusetts. The ongoing pandemic caused varying degrees of disruption to all subrecipients, given the interactive nature of car seat inspections and hesitation by both the organizations themselves and the public to engage. About 75% of the organizations shut down their fitting stations completely for several months or offered CPS services on an emergency basis only.

The remaining organizations adapted and took the necessary precautions to continue offering inspections and/or installations throughout the pandemic, albeit some on a limited basis. These organizations worked with domestic violence shelters, Women, Infants, and Children (WIC) offices, churches, and healthcare centers to provide seats to families in need. To date, subrecipients distributed 340 seats to families in 72 towns across the state and completed 680 additional inspections. The lack of distribution was primarily caused by the pandemic, which mostly prohibited checkup events and caused organizations to scale back outreach and technician availability.

Allotted Funding: $ 196,431.60
Expenditures: $ 196,328.00
Fund Source(s): 402

Project Code: OP-20-07
Project Title: CPS Administration and Training

Summary of FFY 2020 Activity:

Funding was provided to Baystate Medical Center to administer the statewide CPS program, including coordinating training classes, staffing checkup events to ensure technicians get sign-offs and providing support for the Commonwealth's network of 915 CPS Technicians and 27 Instructors. From October-February, Baystate conducted ten training classes, including Technician, Renewal, and Update; total attendance was 159. During this time, OGR also worked with Baystate to expand the training partnership with the Massachusetts Department of Children and Families (DCF). This enhanced training program kicked off with the first of what was intended to be monthly required half-day training for new DCF social workers; 30 attended. The onset of the COVID-19 pandemic brought all training, including DCF, to a halt.

While training was paused, Baystate's Training Coordinator, Mandi Summers, pivoted to virtual education. She conducted virtual seat checks, linked technicians up with CEU opportunities, conducted presentations to the Massachusetts Department of Public Health's domestic violence program staff, and worked with DCF to create a CPS online learning module for their new social worker staff.

From May-June, Mandi eased back into in-person training with smaller classes (under five attendees) that recognized state restrictions and Safe Kids recommended best practices. Mandi increased planning and prep time with other instructors to deal with COVID-19 challenges and the updated curriculum. By August-September, classes were back in high demand, and instructors were accustomed to the new training environment. In total, 231 people attended 18 classes during FFY 2020.

Allotted Funding: $ 170,000.00
Expenditures: $ 132,367.14
Fund Source(s): 405b

Project Code: OP-20-08
Project Title: CPS Statewide Information Line

Summary of FFY 2020 Activity:

Due to diminishing call volume, OGR decided to disconnect the CPS Statewide Information Line and replace it with a general email address (carseatinfo@mass.gov).

Allotted Funding: $ 1,180.00
Expenditures: $ 25.67
Fund Source(s): 402

Project Code: OP-20-09
Project Title: Statewide Seat Belt Observation Survey

Summary of FFY 2020 Activity:

Due to the COVID-19 pandemic, a Statewide Observational Seat Belt Survey was not conducted in 2020. NHTSA issued a notice of waiver for the survey on April 9, 2020. OGR is hopeful the survey can be done in FFY 2021.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405b

Project Code: OP-20-10
Project Title: MSP Car Seat Checkpoints

Summary of FFY 2020 Activity:

Funding was awarded to MSP to conduct car seat checkup events around the state. Unfortunately, COVID-19 mandated state restrictions on events kept MSP from hosting any checkups.

Allotted Funding: $ 40,000
Expenditures: $ 0
Fund Source(s): 402

Project Code: OP-20-11
Project Title: "Buckle Up" Road Signage

Summary of FFY 2020 Activity:

This program was planned for FFY 2019, but it was not implemented due to limited grant funding. There are no plans to implement the program in FFY 2020.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402, 405b

Project Code: OP-20-12
Project Title: Higher Education Grant Program – Occupant Protection Media Program

Summary of FFY 2020 Activity:

Due to limited funding and competing priorities, OGR did not implement this program during FFY 2020. This program was not included in the FFY 2021 HSP, as it was decided to put the program on hold until a later date.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405b

Project Code: OP-20-13
Project Title: Community-Based Occupant Protection Program

Summary of FFY 2020 Activity:

OGR solicited this program's applications in FFY20 but ultimately decided not to award any funding with the proposed activities (public events, classroom-based education) being counterproductive to state-mandated COVID-19 restrictions and recommendations.

Allotted Funding: $ 25,000
Expenditures: $ 0
Fund Source(s): 405b

Project Code: OP-20-14
Project Title: Occupant Protection Assessment

Summary of FFY 2020 Activity:

The Occupant Protection Assessment, in collaboration with NHTSA, was not conducted in FFY 2020 due to COVID-19 statewide restrictions and safety concerns. A waiver was issued by NHTSA on April 9, 2020 that allowed the assessment to be rescheduled and is currently scheduled to take place virtually in February 2021.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405b

Project Code: OP-20-15
Project Title: CPS Conference

Summary of FFY 2020 Activity:

OGR hosted a successful statewide CPS Conference on October 18, 2019, with 165 attendees. There were 6 CEUs available thanks to presenting manufacturers and Safe Kids Worldwide, and technicians had an opportunity to earn sign-offs at a nearby event held on the following day. Funds covered catering expenses and A/V and conference room rental fees.

Allotted Funding: $ 11,041.08
Expenditures: $ 9,127.80
Fund Source(s): 405b

Project Code: OP-20-16
Project Title: Program Management – Occupant Protection

Summary of FFY 2020 Activity:

Funding was used to support the staff's inability to manage occupant protection programming during FFY 2020 properly. Travel, professional development expenses, and office supplies were also covered.

Allotted Funding: $ 195,378.51
Expenditures: $ 195,378.51
Fund Source(s): 402

Occupant Protection – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
OP-20-01	Occupant Protection Media	402	$ 31,616.05
OP-20-02	Local Police CIOT Campaign	405b	$ 168,195.38
OP-20-03	MSP CIOT Campaign	402	$ 219,548.11
OP-20-04	Local Police STEP	402	$ 263,110.31
OP-20-05	MSP STEP	402	$ 106,895.37
OP-20-06	CPS Equipment Grant	402	$ 196,328.00
OP-20-07	CPS Administration & Training	405b	$ 132,367.14
OP-20-08	CPS Statewide Information Line	402	$ 25.67
OP-20-09	Statewide Seat Belt Observation Survey	405b	$ 0
OP-20-10	MSP Car Seat Checkpoints	402	$ 0
OP-20-11	"Buckle Up" Road Signage	N/A	$ 0
OP-20-12	Higher Education – OP Media Program	N/A	$ 0
OP-20-13	Community-Based OP Program	N/A	$ 0
OP-20-14	Occupant Protection Assessment	N/A	$ 0
OP-20-15	CPS Conference	405b	$ 9,127.80
OP-20-16	Program Management – Occupant Protection	402	$ 195,378.51

FFY 2020 Total: $ 1,322,592.34

Speeding and Distracted Driving

Problem Identification

Massachusetts roadways are not immune to speeding and distracted-affected driving behaviors, no doubt fueled by the busy pace of life in the region and increasingly congested roads that are far beyond their intended capacity. OGR has worked hard to help local and state law enforcement enforce speeding and distracted driving laws through enforcement mobilization funding and media messaging in conjunction with the enforcement activities.

In 2019, speeding fatalities dropped fell for the third consecutive year, dropping from 100 to 78. Speed-related fatalities accounted for 23% of all traffic fatalities in 2019. This is lower than the 28% reported in 2018. The five-year average for speed-related fatalities declined slightly from 101 in 2018 to 100 in 2019.

Distracted driving-related fatal crashes (aka distraction-affected) also declined in 2019, dropping from 17 in 2018 to 11. The five-year average for distracted driving fatal crashes fell by 9% from 22 in 2018 to 20 in 2019.

At the beginning of FFY 2020, OGR had begun working towards a regional collaborative speed media campaign slated for July 2020. After the statewide shutdown caused by COVID-19 that started in late March and continued through April, it was found – through crash and citation data – that speeding was a primary factor in fatal crashes occurring during this period. In response, OGR worked with MassDOT to highlight this issue through a social media and highway VMS messaging campaign called "Help Our Heroes – Please Don't Speed." The July 2020 campaign has been pushed to July 2021 with the same plan of collaborating with other New England states.

Notable Accomplishments in FFY 2020

- Local police and MSP conducted speed enforcement patrols during FFY 2020. Through 934 hours of patrol, MSP handed out 1,212 warnings and 2,123 citations while making 19 arrests. Speeding accounted for 54% of all warnings and 33% of citations.

- OGR launched a successful messaging campaign supporting the Hands-Free Law passage in February 2020. The campaign's paid media led to over 25 million impressions and garnered 34 stories and articles about the new law. A new web page was created (www.mass.gov/handsfree) for people to easily find information on the new law and other distracted driving materials.

- To reduce the uptick of speed-related fatal crashes during the March/April pandemic shutdown, OGR worked with MassDOT on a social media and highway messaging campaign pleading with drivers to slow down, "*Help Our Heroes – Please Don't Speed*."

Performance Targets & Results for FFY 2020

Decrease speed-related fatalities by 5% from the five-year average of 98 in 2017 to a five-year average of 93 by December 31, 2020.

→ *The five-year average for speed-related deaths was 100 in 2019, which is higher than the target of 93.*

Decrease the five-year average of distracted-affected fatal crashes by 5% from 29 in 2017 to 27 by December 31, 2020

→ *The five-year average of distraction-affected fatal crashes was 20 in 2019, which is lower than the target.*

Speeding and Distracted Driving Projects for FFY 2020

Project Code: SC-20-01
Project Title: Speed Media

Summary of FFY 2020 Activity:

OGR had initially been working towards a regional collaborative speed media campaign in July 2020 with the other New England states. Shortly after the COVID-19 state shutdown began, crash and citation data showed speed to be the primary culprit for a spike in fatal crashes. In response, OGR worked with MassDOT in May 2020 on a press release highlighting this issue and in a social media and highway messaging campaign pleading with drivers: "*Help Our Heroes – Please Don't Speed*."

The July campaign, which was intended to include billboards and earned media, was canceled due to the state-centric COVID-19 messaging. OGR plans to partner with the New England states in 2021 on a regional speed campaign.

Allotted Funding: $10,000
Expenditures: $3,620.16 [*Paid: $1,207.73 Earned: $2,412.43*]
Fund Source(s): 402

Project Code: SC-20-02
Project Title: MSP Speed Enforcement

Summary of FFY 2020 Activity:

During FFY 2020, MSP conducted 1,749 patrol hours of enforcement to support the national Speed Mobilization period from June 11 – June 30. These overtime patrols served as a deterrent and remind the general public that the MSP was highly active in enforcing traffic laws. The enforcement efforts resulted in 2,966 citations (including 105 arrests) and 1,754 warnings. There were 2,033-speed citations and 1,232-speed warnings, which accounted for 69% of all citations and warnings. Other notable citations included Seat Belt (210 citations), Child Restraint (9), Move Over Law (192), and Use of Electronic Device (115).

Allotted Funding: $ 225,000
Expenditures: $ 186,372.74
Fund Source(s): 402

Project Code: SC-20-03
Project Title: Local Police Speed Enforcement

Summary of FFY 2020 Activity:

The Spring Speed campaign ran from March 6 through March 22, 2020, and the Summer Speed campaign took place from June 5 to June 30, 2020. The onset of COVID-19 negatively impacted both campaigns' mandated restrictions, limiting the number of patrols and police stops.

	Spring Speed Campaign	Summer Speed Campaign
Speeding Citations	420	388
Speeding Written Warnings	1,989	1,327
Speeding Verbal Warnings	341	669

Police departments conducted 1,356 hours in overtime enforcement and made 3,745 stops during the two Speed campaign periods.

Allotted Funding: $ 351,473.53
Expenditures: $ 148,953.12
Fund Source(s): 402

Project Code: SC-20-04
Project Title: Program Management – Speed & Aggressive Driving

Summary of FFY 2020 Activity:

Funding was used to sufficiently support staff to manage all speed and aggressive driving programming during FFY 2020. Travel, professional development expenses, conference fees, and supplies were also funded.

Allotted Funding: $ 22,257.94
Expenditures: $ 22,257.94
Fund Source(s): 402

Project Code: DD-20-01
Project Title: Distracted Driving Media

Summary of FFY 2020 Activity:

OGR has conducted its distracted driving campaign in April to coincide with the national awareness month and the state enforcement mobilization. Due to the passage of a Hands-Free law in Massachusetts, OGR launched its campaign in early February, weeks ahead of the new law's February 23rd effective date. OGR worked extensively with the Massachusetts Registry of Motor Vehicles (RMV) to develop campaign materials and leverage resources

to spread awareness of the Hands-Free Law.

The paid media campaign consisted of simple, direct messaging online, including Facebook and Instagram, and bus ads. More detailed information about the law, including fines and do's and don'ts, was printed on buck slips and provided to State Police and local departments for public distribution. Earned media included a packed press conference at Newton Police Department on February 20th, an article in the Massachusetts Chiefs of Police newsletter, an email from Secretary Turco to all EOPSS employees, and the creation of mass.gov/handsfree.

The buy produced over 25 million impressions, while earned media efforts garnered 34 stories on TV, print, and online.

Allotted Funding: $ 115,000.00
Expenditures: $ 113,393.85
Fund Source(s): 402

Project Code: DD-20-02
Project Title: MSP Distracted Driving Enforcement

Summary of FFY 2019 Activity:

Funds were provided to MSP to conduct a distracted driving enforcement campaign during April 2020. The campaign's purpose was to alert motorists to the dangers of distracted driving and cite drivers in violation of the newly enacted Massachusetts hands-free law. Due to the COVID crisis, the MSP was unable to conduct this campaign. However, as a whole, the MSP issued 6,289 Use of an Electronic Device while Driving violations as of September 30, 2020. This is an 86% increase from the 3,383 violations issued at the same point in 2019.

Allotted Funding: $ 200,000
Expenditures: $ 0
Fund Source(s): 402

Project Code: DD-20-03
Project Title: Local Police Distracted Driving Enforcement

Summary of FFY 2020 Activity:

As done in 2019, the April Distracted Driving mobilization was not required for FFY 2020. Unlike FFY 2019, when 119 towns participated, FFY 2020 saw five police departments conduct Distracted Driving Mobilizations in April. Many departments chose to opt-out of participating in the FFY 2020 Distracted Driving mobilization due to the outbreak of COVID-19.

Table 7: *Results of FFY 2020 Local Distracted Driving Enforcement*

	April 2020 (5 towns)
Enforcement Hours	143
Total Stops	143
Stops Per Hour	1.00
Total Citations Issued	72
Improper Use of Phone 18+ (90 13MP)	67
Text Messaging (90 13B)	0
Impeded Operation (90 13)	0

Police also issued 29 written speeding warnings and 37 verbal speeding warnings, and two arrests for various outstanding charges (none related to OUI). Of the 72 citations issued during the mobilization, 93% were for "Improper Use of a Phone."

Allotted Funding: $ 320,807.00
Expenditures: $ 8,310.55
Fund Source(s): 402

Project Code: DD-20-04
Project Title: Higher Education Distracted Driving Media Program

Summary of FFY 2020 Activity:

Due to limited funding and higher priority programs to fund, OGR decided not to implement it in FFY 2020.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402

Project Code: DD-20-05
Project Title: Community-Based Distracted Driving Grant Program

Summary of FFY 2020 Activity:

OGR solicited this program's applications during FFY 2020 but ultimately decided not to award any funding to proposed activities (public events, classroom-based education). These were considered counterproductive to current state-mandated COVID-19 restrictions and recommendations that have been in place since March 2020.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402

Project Code: DD-20-06
Project Title: Program Management – Distracted Driving

Summary of FFY 2020 Activity:

Funding is used to allow staff to conduct distracted driving programming during FFY 2020 and cover travel, professional development expenses, conference fees, postage, and office supplies.

Allotted Funding: $ 79,760.27
Expenditures: $ 79,760.27
Fund Source(s): 402

Speeding and Distracted Driving – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
SC-20-01	Speed Media	402	$ 3,620.16
SC-20-02	MSP Speed Enforcement	402	$ 186,372.74
SC-20-03	Local Police Speed Enforcement	402	$ 148,953.12
SC-20-04	Program Management – Speeding	402	$ 22,257.94
		SC Subtotal:	*$ 361,203.96*
DD-20-01	Distracted Driving Media	402	$ 113,393.85
DD-20-02	MSP Distracted Driving Enforcement	402	$ 0
DD-20-03	Local Police Distracted Driving Enforcement	402	$ 8,310.55
DD-20-04	Higher Education DD Media Program	402	$ 0
DD-20-05	Community-Based DD Grant Program	402	$ 0
DD-20-06	Program Management - Distracted Driving	402	$ 79,760.27
		DD Subtotal:	*$ 201,464.67*

FFY 2020 Total: $ 562,668.63

Higher-Risk Transportation System Users

Problem Identification

In Massachusetts, young drivers (under 21), motorcyclists, pedestrians, and bicyclists are considered higher risk transportation system users. During FFY 2020, OGR had several programs to improve traffic safety for these roadway users of the Commonwealth.

According to preliminary 2019 FARS data, younger drivers (age 20 and under) accounted for 7% of all drivers (31 of 447) involved in a fatal crash. Despite the uptick in young drivers involved in a deadly crash rising from 27 in 2018 to 31 in 2019, the rate of young drivers involved in a fatal crash remained below 10% for the eighth year. In 2018, Massachusetts had the highest population and vehicle miles traveled of the six New England states; yet, it had the second-lowest rate of young drivers involved in fatal crashes (5.6%) after Maine (5.0%).

In 2019, motorcyclist fatalities declined 21% to 46 from 58 in 2018. Furthermore, the number of unhelmeted fatalities dropped to zero, compared to five in 2018. As a percentage of all traffic fatalities, motorcyclists accounted for 13.8% of deaths in 2019, down from 16.3% reported in 2018. The decline in both motorcyclist fatalities and unhelmeted fatalities during 2019 shows the importance of providing rider training classes to educate new and current motorcyclists on all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, and proper equipment usage and maintenance.

Pedestrian fatalities remained unchanged at 77 in 2019, the same as in 2018. Even though the number of deaths was the same, pedestrian fatalities as a percentage of all traffic fatalities rose slightly to 23% in 2019 from 22% the prior year. Despite the impact of COVID-19 on police enforcement activities in FFY 2020, the subrecipient of the 2020 Pedestrian and Bicycle Safety Enforcement and Equipment Grant was able to conduct 4,600 hours of patrols and issue nearly 10,000 citations and warnings.

As a transportation mode, bicycling has become more prevalent in Massachusetts, especially within the Boston metro area. In 2019, there were five bicyclist fatalities, which accounted for 1.5% of all traffic fatalities reported that year. This is far lower than the percentages reported in 2015, 2016, and 2017 of 3.5%, 2.6%, and 3.5%, respectively. The five-year average for bicyclist fatalities was nine for 2015-2019, unchanged from 2014-2018's five-year average. Part of this decline can be attributed to Pedestrian and Bicycle Safety Grant subrecipients utilizing funding to purchase and distribute bicycle helmets to riders within their respective communities in both FFY 2019 and FFY 2020.

Higher-risk transportation system users accounted for over 45% of the 334 traffic fatalities reported in 2019. During FFY 2020, OGR, through policy and outreach efforts, sought to reduce the incidence of vulnerable user fatalities. Even though the COVID-19 national and statewide mandated restrictions drastically reduced the ability to conduct enforcement and educational outreach, OGR and its partners and subrecipient worked together to improve roadways safety-focused media and enforcement campaigns.

Notable Accomplishments in FFY 2020

- Through funding provided by OGR, the Massachusetts Registry of Motor Vehicles (RMV) participated in motorcycle safety shows in Foxborough, Marlborough, and Wilmington that featured hands-on sessions of rider training evaluations as well as provided 'share the road' information and yard signs.

- Funding was provided to 82 local police departments to conduct pedestrian and bicyclist safety enforcement patrols during FFY 2020. Participating subrecipients conducted 4,600 hours of overtime enforcement, resulting in 9,445 stops, 1,100 citations, and 8,336 warnings. In terms of citations and warnings, the most frequent violation reported was "Failure to Yield to Pedestrian in a Crosswalk" (MGL 89 11).

- OGR continued with its collaborative media efforts with MassDOT in FFY 2020 with planned campaigns for pedestrian safety and motorcyclist safety awareness. Both campaigns were ready to launch in Spring 2020 but were postponed until Spring 2021 due to COVID-19.

Performance Targets & Results for FFY 2020

Decrease motorcyclist fatalities by 5% from the five-year average of 48 in 2017 to a five-year average of 46 by December 31, 2020.

→ *The five-year average for motorcycle fatalities was 51 in 2019, which is higher than the target value of 46.*

Decrease unhelmeted motorcycle fatalities 25% from the five-year average of four in 2017 to three by December 31, 2020.

→ *The five-year average of unhelmeted motorcycle fatalities was 3 in 2019, the same as the target value.*

Decrease pedestrian fatalities by 5% from the five-year average of 76 in 2017 to a five-year average of 73 by December 31, 2020.

→ *The five-year average of pedestrian fatalities was 77 in 2019, which is higher than the target value of 73.*

Decrease bicyclist fatalities 5% from the five-year average of 10 in 2017 to a five-year average of nine by December 31, 2020.

→ *The five-year average of bicyclist fatalities was 9 in 2019, which is in line with the target value of 9.*

Decrease the number of young drivers (age 20 or under) involved in fatal crashes by 5% from the five-year average of 36 in 2017 to 35 by December 31, 2020.

→ *The five-year average of young drivers involved in a fatal crash was 35 in 2019, which is in line with the target value of 35.*

Higher-Risk Transportation System User Projects for FFY 2020

Project Code: MC-20-01
Project Title: Motorcycle Safety Media

Summary of FFY 2020 Activity:

OGR worked with the RMV to continue its media partnership efforts focused on motorcycle safety and launch a campaign beginning Memorial Day 2020 weekend. Unfortunately, COVID-19 caused a shift in communication priorities for both agencies, and the planned campaign did not run in FFY20.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405f

Project Code: MC-20-02
Project Title: Motorcycle Safety Program Enhancements

Summary of FFY 2020 Activity:

The Registry of Motor Vehicles' Motorcycle Safety Program, particularly the rider training portion, was severely impacted by COVID-19. Before the pandemic, RMV purchased 500 yard signs with a share the road message (*Check Twice, Save a Life*) and distribute almost all of these through its network of rider training sites and motorcycle club and at motorcycle shows and RMV branches. Through its Smart Trainer Team of certified motorcycle safety instructors, RMV was able to disseminate rider training and share road messaging to the public at motorcycle shows in Foxborough, Marlborough, and Wilmington before the pandemic.

Allotted Funding: $ 25,849.28
Expenditures: $ 8,888
Fund Source(s): 405f

Project Code: MC-20-03
Project Title: Program Management – Motorcycle Safety

Summary of FFY 2020 Activity:

Funding was used to support staff needed to facilitate motorcycle-related programming and cover travel and miscellaneous expenses during FFY 2020.

Allotted Funding: $ 52,376.92
Expenditures: $ 52,376.92
Fund Source(s): 402

Project Code: PS-20-01
Project Title: Pedestrian and Bicyclist Safety Media

Summary of FFY 2020 Activity:

OGR worked with MassDOT to continue its "*Scan the Street for Wheels and Feet*" campaign, with media planned to begin in late spring. Unfortunately, COVID-19 caused a shift in communication priorities for both agencies, and the planned campaign did not run in FFY20.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405h

Project Code: PS-20-02
Project Title: Local Police Pedestrian & Bicyclist Enforcement/Equipment Program

Summary of FFY 2020 Activity:

Funding was provided to 82 local police departments to conduct overtime enforcement activities to reduce pedestrian and bicyclists' injuries and fatalities from motor vehicle crashes. Subrecipients were also allowed to spend an approved percentage of their fund award on safety items for distribution specifically for improving pedestrian and bicycle safety in their respective communities. Purchased safety items included bike helmets, bike lights, coloring books, and reflective wrist bands, which helped improve pedestrian and bicyclists conspicuity at night. Over $20,000 was spent on safety items by subrecipients.

Facing significant challenges in 2020, including COVID-19 restrictions and forced overtime due to widespread public protests, local police could still conduct 4,600 hours of overtime enforcement patrols. These patrols resulted in 9,445 stops, 1,100 citations issued, and 8,336 warnings to motor vehicle drivers, pedestrians, and bicyclists. The most frequent violation was "Failure to Yield to Pedestrian in a Crosswalk' (MGL 89 11) in terms of total citation and warnings.

Table 8: *Results from FFY 2020 Pedestrian & Bicycle Enforcement/Equipment Program*

	FFY 2020
Total Subrecipients	82
Total Enforcement Patrol Hours	4,600
Total Stops	9,445
Total Citations	1,100
Total Warnings	8,336
Total Arrests	3

Allotted Funding: $ 474,220.63
Expenditures: $ 281,284.73
Fund Source(s): 402, 405h

Project Code: PS-20-03
Project Title: Community-Based Pedestrian and Bicyclist Safety Program

Summary of FFY 2020 Activity:

OGR solicited this program's applications during FFY 2020 but ultimately decided not to award any funding to proposed activities (public events, classroom-based education). These were considered counterproductive to current state-mandated COVID-19 restrictions and recommendations that have been in place since March 2020.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405h

Project Code: PS-20-04
Project Title: Program Management – Pedestrian & Bicycle Safety Program

Summary of FFY 2020 Activity:

Funding was used to provide sufficient support to staff to conduct pedestrian and bicycle-related programming and cover travel, professional development expenses, conference fees, postage, and office supplies during FFY 2020.

Allotted Funding: $ 119,357.85
Expenditures: $ 119,357.85
Fund Source(s): 402

Higher-Risk Transportation System User – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
MC-20-01	Motorcycle Safety Media	405f	$ 0
MC-20-02	Motorcycle Safety Program Enhancements	405f	$ 8,888.00
MC-20-03	Program Management	402	$ 52,376.92
		MC Subtotal:	*$ 61,264.92*
PS-20-01	Pedestrian and Bicycle Media	405h	$ 0
PS-20-02	Pedestrian and Bicycle Enforcement	402, 405h	$ 281,284.73
PS-20-03	Pedestrian and Bicycle Safety Planning	405h	$ 0
PS-20-04	Program Management	402	$ 119,357.85
		PS Subtotal:	*$ 400,612.58*

FFY 2020 Total: $ 461,877.50

Traffic Records

Problem Identification

OGR and its partners collect, maintain, and provide access to traffic records data to identify highway safety issues and crash trends, develop appropriate countermeasures, and evaluate these efforts' effectiveness. To do this efficiently and accurately, the data needs to be as up-to-date as possible. Unfortunately, Massachusetts has numerous challenges regarding its statewide traffic records system, including, but not limited to, antiquated computer systems and inadequate data submission protocols and requirements. In recent years, improvements have been made, especially with the development and implementation of the Motor Vehicle Automated Citation and Crash System (MACCS). The overarching goal of MACCS is to automate the collection and submission of motor vehicle citation and crash report information by state and local police, which will lead to improved quality and timeliness of data used by all traffic safety stakeholders.

Performance Targets & Results for FFY 2020

TR-1 Develop a business plan for a new MassTRAC

For FFY 2020, the TRCC planned to develop a viable business plan to create a new MassTRAC system that would replace the previous MassTRAC online database that was closed down in the first half of 2019.

In late 2019, OGR and MassDOT agreed there was no need for the MassTRAC project as MassDOT was committed to expanding its new crash data portal, IMPACT. It is anticipated the next significant addition to the portal will be the citations data set. MassDOT is also committed to doing further outreach and training to law enforcement on the portal.

TR-2 Improve Accuracy and Completeness of RMV's Crash Data System

For FFY 2020, the target was to decrease the number of crash reports rejected for not meeting the minimum criteria to be accepted in the Crash Data System from 1,466 between April 1, 2018, and March 31, 2019, to 1,390 or less between April 1, 2019, and March 31, 2020.

This goal was achieved as the number of crash reports rejected for not meeting the minimum criteria to be accepted into the system only decreased from 1,466 to 1,021 by March 31, 2020.

However, through the RMV's 405-c funded Accepted With Warning project (TR-19-05), it has been determined that most reports rejected were not for reasons of accuracy or completeness. Instead, most were either duplicate reports or reports received after the reporting year was closed. These two reasons make up to 90% of the reports. When this measurement was initially chosen as one that needed to be addressed and corrected, it was due to the overwhelming number of rejected reports. It was essential to determine what mistakes needed to be addressed directly at the law enforcement agency. Once analyses of the rejected reports were made through an automated process that pulls out the duplicate and closed year reports, the number decreased significantly to the revised measure of 'true' rejected reports:

- A decrease was achieved from 256 'true' rejected reports that did not meet the minimum criteria as of March 31, 2019, to 79 rejected reports by March 31, 2020

TR-3 Number of Ambulance Services Submitting NEMSIS Version 3.0

For FFY 2020, the target was to improve the completeness of MATRIS by increasing the number of ambulance services submitting NEMSIS Version 3 reports to the system from 8 between April 1, 2018, and March 31, 2019, to 220 or more between April 1, 2019, and March 31, 2020.

This goal was not achieved with the number of ambulance services submitting NEMSIS Version 3 reports to MATRIS increasing from 8 as of March 31, 2019, to 213 as of March 31, 2020.

Because of different reporting methods, MDPH's regular project reporting for MATRIS has this number as 211 as of March 31, 2020, not 213, as noted above. This is reflected in the Interim Progress Report for the FFY 2021 405c Application for Massachusetts.

Traffic Records Projects for FFY 2020

Project Code: TR-20-01
Project Title: MassTRAC

Summary of FFY 2020 Activity:

MassDOT and OGR had several exchanges on this project in summer 2019, but in early FFY 2020, it was decided to end this effort. This decision freed-up $375,000 that had initially been allocated to the project for a 405c funded Availability of Grant Funding conducted in early 2020. MassDOT's online crash data portal at https://apps.impact.dot.state.ma.us/cdp/home provides all the content previously accessible on MassTRAC.

Allotted Funding: $ 425,000
Expenditures: $ 0
Fund Source(s): 402, 405c

Project Code: TR-20-02
Project Title: FARS

Summary of FFY 2020 Activity:

Funding was provided to the RMV to support a FARS analyst, responsible for collecting data concerning traffic-related fatalities and maintaining a database sufficient to meet NHTSA requirements. This traffic-related fatality data was sent to NHTSA to be included in the national FARS (http://www-fars.nhtsa.dot.gov) database.

Allotted Funding: $ 82,000 for CY 2020
Expenditures: $ 46,966.76
Fund Source(s): FARS Cooperative Agreement

Project Code: TR-20-03
Project Title: MACCS

Summary of FFY 2020 Activity:

Funding was provided to the Department of Criminal Justice Information Services to develop further this secure, web-based system for collecting citations, crashes, alcohol test refusal, and traffic stop data for state and local police departments. The goals of this multi-year project are to improve office and motorist safety, streamline data collection, improve data quality, eliminate redundant data entry processes across agencies, improve the timeliness of reporting to state and federal entities, and make data for analysis purposes available faster to law enforcement agencies, highway safety professionals, and the public. Since the beginning of the MACCS rollout in April 2017 through September 30, 2020, it has been adopted by 99 local police departments and the Massachusetts State Police. In FFY 2020, in-vehicle printers and training were provided to expedite MACCS start-up by local police. Since the roll-out commencement through September 30, 2020, 1,855 crash reports and 813,736 citations have been submitted by state and local police through MACCS. Additional system enhancements and interfaces with state and local record management services were also completed during FFY 2020, including one to aid with implementing the Massachusetts Hands-Free Law in spring 2020.

Allotted Funding: $ 759,632.74
Expenditures: $ 702,335.07
Fund Source(s): 405c

Project Code: TR-20-04
Project Title: Projects to be Approved by TRCC

Summary of FFY 2020 Activity:

The TRCC approved five projects (TR-20-11 through TR-20-15) for funding in FFY 2020. Due to the impact of COVID-19 and project-specific issues, these projects were postponed until FFY 2021.

Allotted Funding: $ 755,000
Expenditures: $ 0
Fund Source(s): 405c

Project Code: TR-20-05
Project Title: Law Enforcement Liaison for Crash Data System

Summary of FFY 2020 Activity:

The RMV used grant funding first utilized in September 2019 to support a Crash Data System (CDS) Law Enforcement Liaison (LEL), primarily improving the CDS' accuracy and completeness. In January 2020, the RMV secured state-funding for the LEL position, so the remaining grant funds were returned. During the LEL grant-funded work, the RMV developed a process for tracking per police department crash reports rejected for not meeting

the minimum criteria for acceptance into the CDS. The LEL was also able to continue outreach to a range of public and private sector CDS stakeholders, particularly law enforcement agencies, on the need to improve the data quality of crash reports. All remaining work envisioned under the originally approved grant project will still be done by the state-funded LEL.

Allotted Funding: $ 54,788
Expenditures: $ 35,994.97
Fund Source(s): 405c

Project Code: TR-20-06
Project Title: Tools for Improving Crash Reports Reviews Project

Summary of FFY 2020 Activity:

This funding enabled UMassSAFE to continue to build on its earlier successful project, Crash Data Audit, by investigating ways to improve the supervisory review of crash reports, specifically the narrative section, before submission to the RMV. Roll-out of project deliverables occurred just as COVD-19 hit, but these were still effectively distributed to law enforcement and other traffic records stakeholders. These include guidance for officers to submit better narratives and avoid missing key elements with crash reports and guidelines to improve crash reports' supervisor review. Initial feedback on these materials was collected and summarized for inclusion in the final project report. The deliverables are available through the MA Law Enforcement Crash E-Manual at https://masscrashreportmanual.com/data-importance/guidelines/.

Allotted Funding: $ 97,158
Expenditures: $ 97,157.40
Fund Source(s): 405c

Project Code: TR-20-07
Project Title: MATRIS and Trauma Registry Enhancements

Summary of FFY 2020 Activity:

This project aimed to enhance the accuracy, completeness, integration, timeliness, and/or uniformity of the Massachusetts Ambulance Trip Record Information System (MATRIS) and the Trauma Registry (TR). MDPH was unable to utilize this funding as given COVID-19 impacts; it focused on spending down funding in TR 20-08 in FFY 2020.

Allotted Funding: $ 175,000
Expenditures: $ 0
Fund Source(s): 405c

Project Code: TR-20-08
Project Title: MATRIS and Trauma Registry National Standard Uniformity and Data Quality

Summary of FFY 2020 Activity:

This funding allowed MDPH to continue making improvements to the Massachusetts Ambulance Trip Records Information System (MATRIS) and the Trauma Registry (TR). Adopting the National EMS Information System (NEMSIS) Version 3 standard option for MATRIS submissions by licensed ambulance services continued, increasingly replacing the Version 2 standard. By September 30, 2020, 298 out of 311 services had updated their electronic Patient Care Report (ePCR) vendor software to submit V3 data, with 278 starting to send it. The TR system has been updated for FFY 2020 reporting, adding many new fields recommended by the National Trauma Databank annual update. The TR system continued to receive 2019 submissions. The vendor selection for a new Trauma Registry platform was completed, and work on the new system began in earnest in summer 2020.

Allotted Funding: $ 335,524.93
Expenditures: $ 283,875.33
Fund Source(s): 405c

Project Code: TR-20-09
Project Title: Boston Cyclist, Pedestrian and Vehicular Incident Information System

Summary of FFY 2020 Activity:

Boston Emergency Medical Services (EMS) began this project in FFY 2013 to address information gaps, inconsistent data gathering and analysis, and the lack of usable real-time data to guide decisions on traffic safety and transportation policy in Boston. Major 2020 project deliverables included: project management and coordination by a Boston EMS paramedic serving as project lead, specifically for validating the project's key data components; data vetting for every roadway incident to ensure the data sets have the most accurate data; and data analysis to provide timely reports to stakeholders (such as monthly to the city's Vision Zero Task Force, and an annual report on Boston bicyclist and pedestrian-related crash data to the TRCC and on the state website). Unfortunately, Boston EMS's time for the project was seriously impacted by COVID-19, and the use of grant funding had to be suspended until late summer 2020. On-going data review and sharing were still conducted with city-funded staff. In September of 2020, Boston EMS was able to bring on a grant-funded intern to resume work on project deliverables. Unspent grant funds will be used in FFY 2021.

Allotted Funding: $ 91,980.44
Expenditures: $ 7,217.44
Fund Source(s): 405c

Project Code: TR-20-10
Project Title: Program Management – Traffic Records

Summary of FFY 2020 Activity:

Funding was provided to allow staff to conduct traffic-related programming and cover travel and miscellaneous expenses during FFY 2020.

Allotted Funding: $ 111,898.99
Expenditures: $ 111,898.99
Fund Source(s): 402

Project Code: TR-20-11
Project Title: MSP Crash Reporting Training

Summary of FFY 2020 Activity:

This project aims to improve crash report training for Massachusetts State Police (MSP) recruits at the training academy and current troopers through in-service training. MSP will be assisted in this project by the University of Massachusetts' traffic safety research program, UMassSafe. The project will begin with reviewing current MSP crash report training done by other states, prior research available through the MA Crash E-Manual, and interviews with state crash data stakeholders. New curriculum development will follow, leading to a version for use at the academy with recruits and one for in-service training with current troopers with an online option. Due to the impacts of COVID-19, civil unrest, and contracting challenges during the summer of 2020, MSP could not start this project until October 2020, at the start of FFY 2021.

Allotted Funding: $ 164,810.89
Expenditures: $ 0
Fund Source(s): 405c

Project Code: TR-20-12
Project Title: BPD Crash Reporting Improvement Project

Summary of FFY 2020 Activity:

This project will improve electronic crash reporting by the Boston Police Department (BPD) by providing an application for officers to more easily submit crash data to BPD's records management vendor, and then on to the Registry of Motor Vehicles' crash data system. This project will also enhance BPD's ability to analyze crash data and improve traffic safety and enforcement efforts. BPD will utilize city-funding to conduct officer training and other roll-out efforts for this project. Due to the impacts of COVID-19, civil unrest, and contracting challenges during the summer of 2020, BPD will not start this project until early FFY 2021.

Allotted Funding: $ 330,000
Expenditures: $ 0
Fund Source(s): 405c

Project Code: TR-20-13
Project Title: RMV Crash Data Accepted With Warnings (AWW) Project, Part II

Summary of FFY 2020 Activity:

This project will improve crash data quality begun through the Registry of Motor Vehicles (RMV) first Section 405-c funded Accepted With Warning (AWW) Project. Providing full-time administrative support for the RMV's Law Enforcement Liaison (LEL) will enable this position to spend more time with state and local law enforcement agencies to address crash data reporting challenges identified through their AWW reports. Using AWW analysis from the University of Massachusetts' traffic safety research program UMassSafe, the LEL will prioritize the agencies to work with and the topics to address. All these efforts will reduce the number of crash reports submitted with incomplete or invalid data and increase the number of AWW reports being corrected and resubmitted (and tracked through a new system). Due to the impacts of COVID-19, hiring challenges at MassDOT, and contracting challenges during the summer of 2020, RMV will not start this project until early in FFY 2021.

Allotted Funding: $ 192,389.05
Expenditures: $ 0
Fund Source(s): 405c

Project Code: TR-20-14
Project Title: UMass Crash E-Manual Project, Phase II

Summary of FFY 2020 Activity:

This project will enhance the Massachusetts Law Enforcement Crash Report E-Manual's content and functionality and further promote its use. This online tool is available at masscrashreportmanual.com. This project will start by soliciting state and local law enforcement feedback to determine the tool's current content relevancy and usability. Google Analytics will be utilized to analyze site usage and promotional needs. The tool will then be updated and expanded, including an interactive overlay of the Massachusetts crash report form. Further promotion of the site will encourage greater use by law enforcement and other traffic records stakeholders. Due to the impacts of COVID-19 and contracting challenges during the summer of 2020, UMassSAFE could not start this project until October 2020.

Allotted Funding: $ 184,898.93
Expenditures: $ 0
Fund Source(s): 405c

Project Code: TR-20-15
Project Title: MATRIS & Trauma Registry: Access, Standard Uniformity, and Data Quality Project

Summary of FFY 2020 Activity:

This project of the Massachusetts Department of Public Health (MDPH) will enhance the accessibility, accuracy, completeness, and uniformity of the Massachusetts Ambulance Trip Record Information System (MATRIS) and the Trauma Registry (TR). Key MATRIS deliverables would be complete migration of MATRIS data providers to

NEMSIS Version 3 standards and submission process and MATRIS data access through MDPH's web-based Population Health Information Tool (PHIT) available to local and state stakeholders. Major TR deliverables would include better quality assurance and quality control (QA/QC) reporting functionality to submit facilities. Data linkage between the two systems would result from the project. Due to the impacts of COVID-19 and contracting challenges during the summer of 2020, MDPH will not start this project until early in FFY 2021.

Allotted Funding: $ 226,800
Expenditures: $ 0
Fund Source(s): 405c

Traffic Records – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
TR-20-01	MassTRAC	402, 405c	$ 0
TR-20-02	FARS	FARS Coop	$ 46,966.76
TR-20-03	MACCS	402, 405c	$ 702,335.07
TR-20-04	Projects to be Approved by TRCC	405c	$ 0
TR-20-05	Law Enforcement Liaison for CDS	405c	$ 35,994.97
TR-20-06	Tools for Improving Crash Reports Reviews	405c	$ 97,157.40
TR-20-07	MATRIS and Trauma Registry Enhancements	405c	$ 0
TR-20-08	MATRIS and Trauma Registry National Stand.	405c	$ 283,875.33
TR-20-09	Boston Cyclist, Pedestrian & Vehicular System	N/A	$ 7,217.44
TR-20-10	Program Management – Traffic Records	402	$ 111,898.99
TR-20-11	MSP Crash Reporting Training	405c	$ 0
TR-20-12	BPD Crash Reporting Improvement Project	405c	$ 0
TR-20-13	RMV Crash Data AWW Project, Part II	405c	$ 0
TR-20-14	UMass Crash E-Manual Project, Phase II	405c	$ 0
TR-20-15	MATRIS & Trauma Registry Project	405c	$ 0

FFY 2020 Total: $ 1,285,445.96

Police Traffic Services and Support

Problem Identification

Well-trained police, court personnel, and highway safety stakeholders are critical to the successful development, implementation, and evaluation of highway safety initiatives and programs. Many of the previously mentioned program areas are dependent on the success of police training efforts.

The projects described in this section include municipal police training, law enforcement liaison (LEL), and MDAA TSRP.

This section also provides information on planning and administration expenditures necessary for the operation of OGR.

Notable Accomplishments for FFY 2020

- The FFY 2019 Annual Report was successfully submitted on or prior to the due date of December 31, 2019.
- The FFY 2021 Highway Safety Plan was successfully submitted on or prior to the due date of August 1, 2020.
- MDAA's Traffic Safety Resource Prosecutor (TSRP) program participated in or hosted training in FFY 2020 attended by approximately 200 police, prosecutors, law students, members of the judiciary other law enforcement agencies.
- MPTC conducted four classes related to Crash Investigations and Speed Measurement during FFY 2020, with a total of 55 police officers participating.
- MSP was able to upgrade two Simulated Impaired Driving Experience (SIDNE) vehicles to be utilized for upcoming demonstrations aimed at young drivers. Due to COVID-19, these demonstrations have been postponed until FFY 2021.

Performance Targets & Results for FFY 2020

Reduce motor vehicle-related fatalities by 3% from the five-year average of 358 in 2018 to a five-year average of 347 by December 31, 2020.

- *The five-year average for motor vehicle-related fatalities was 353 in 2019, which is higher than the target of 347.*

Police Traffic Services and Support Projects for FFY 2020

Project Code: PT-20-01
Project Title: Municipal Police Training (MPTC)

Summary of FFY 2020 Activity:

Funding was provided to MPTC to conduct municipal police departments' training classes to improve enforcement of traffic safety laws. During FFY 2020, MPTC held two Basic Crash Investigation courses and two Speed Measurement classes, training 55 officers at Worcester Police Department. Speed Measurement courses included LiDAR Operator training and Speed Measurement for Instructors training. No classes were held after March 2020 due to state-mandated restrictions as a result of the COVID-19 pandemic.

Allotted Funding: $ 100,000
Expenditures: $ 65,081.08
Fund Source(s): 402

Project Code: PT-20-02
Project Title: Law Enforcement Liaison (LEL)

Summary of FFY 2020 Activity:

Due to funding delays and the COVID-19 pandemic, a new LEL was not hired during FFY 2020. Funds have been designated for a new LEL in the FFY 2021 HSP.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402

Project Code: PT-20-03
Project Title: MDAA/TSRP

Summary of FFY 2020 Activity:

Funding was provided to the MDAA for a full-time TSRP. The MDAA hosted or participated in numerous training and webinars, including:

- Understanding Field Sobriety Testing
- The Signs and Symptoms of Marijuana Impairment

- Standardized Field Sobriety Testing Updates
- The Law Governing Sobriety Checkpoints
- Mixed Lab training

Approximately 200 police, prosecutors, law students, members of the judiciary, and other law enforcement agencies, both locally and nationally, were trained by the TSRP during FFY20. The TSRP wrote or commented on numerous motor vehicle or court-related case summaries and five legal updates while responding to over 300 calls for technical assistance from prosecutors, law enforcement, and other agencies.

Two factors impacted MDAA's ability to utilize all the funding provided for the FFY20 TSRP grant: COVID-19 restrictions, both nationally and statewide; and the departure of current TSRP, Andrea Nardone, in June. The COVID-19 pandemic's restrictions, especially through March and April, effectively limited the TSRP's ability to conduct in-person training sessions and participate in local, regional, and national conferences and seminars regarding impaired driving. With Andrea's departure in June 2020, MDAA has struggled to fill her position. A candidate was offered the job but withdrew shortly after the offer was made, citing personal issues. Having no TSRP from June 2020 through September 2020 and the pandemic's impact led to a suspension of the grants program activity.

In November 2020, MDAA announced a new TSRP would soon be brought aboard, and the program will resume normal activities for FFY 2021.

Allotted Funding: $ 181,547
Expenditures: $ 108,359.49
Fund Source(s): 402, 405d

Project Code: PT-20-04
Project Title: MSP Law Enforcement Liaison (LEL)

Summary of FFY 2020 Activity:

Funding was provided to MSP for training and travel-related expenses for the Law Enforcement Liaison to attend meetings, training, and national conferences. Benefits derived from attending these different venues included building strong networks with peers on vital traffic safety topics such as safety belts, distracted and drugged driving, OUI, and speed enforcement. The LEL could not use any because of national and statewide COVID-19 restrictions placed on travel and conference venues.

Allotted Funding: $ 7,000
Expenditures: $ 0
Fund Source(s): 402

Project Code: PT-20-05
Project Title: Enhance State Judicial Training and Awareness

Summary of FFY 2020 Activity:

Due to funding delays and the COVID-19 pandemic, this program did not take place during FFY 2020. OGR plans to fund this program in FFY 2021.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 405d

Project Code: PT-20-06
Project Title: MSP Young Drivers Education Program

Summary of FFY 2020 Activity:

Funds were provided to MSP to provide educational rollover simulator demonstrations to young drivers and the general public on the importance of wearing a seat belt and the dangers of impaired driving. Funding also allowed the MSP to purchase upgrades for their two SIDNE vehicles and interactive educational material. Due to the closing of schools and the cancellation of public events because of COVID-19 restrictions, the MSP could not conduct any demonstrations.

Allotted Funding: $ 30,000
Expenditures: $ 11,852.61
Fund Source(s): 402

Project Code: PT-20-07
Project Title: Program Management – Police Traffic Services

Summary of FFY 2020 Activity:

Funding was used to allow staff to facilitate police traffic services programming described in the FFY 2020 HSP, as well as cover travel, professional development expenses, conference fees, and miscellaneous costs.

Allotted Funding: $ 128,862.63
Expenditures: $ 128,862.63
Fund Source(s): 402

Plan Administration

Project Code: PA-20-01
Project Title: Administration of Statewide Traffic Safety Program

Summary of FFY 2020 Activity:

Funding was used to allow support staff to implement, monitor, and evaluate programs and projects detailed in the FFY 2020 HSP. Funding is also used for staff to produce the FFY 2019 Annual Report and FFY 2021 HSP, among other things.

Allotted Funding: $ 690,000
Expenditures: $ 341,493.38
Fund Source(s): 402

Project Code: PA-20-02
Project Title: Americans with Disabilities Act (ADA) Compliance Services

Summary of FFY 2020 Activity:

Funding was available to provide Communication Real-Time Access Translation (CART) services if needed during FFY 202- to assist hearing-impaired employees or subrecipients.

Allotted Funding: $ 0
Expenditures: $ 0
Fund Source(s): 402

Police Traffic Services & Planning/Administration – Expenditures Summary

Project Code	Project Title	Fund Source	Expenses Reported
PT-20-01	Municipal Police Training (MPTC)	402	$ 65,081.08
PT-20-02	Law Enforcement Liaison (LEL)	N/A	$ 0
PT-20-03	MDAA/TSRP	402, 405d	$ 108,359.49
PT-20-04	MSP LEL	402	$ 0
PT-20-05	State Judicial Outreach Liaison (SJOL)	N/A	$ 0
PT-20-06	MSP Young Drivers Education Program	402	$ 11,852.61
PT-20-07	Program Management – Police Traffic Services	402	$ 128,862.63
		PT Subtotal:	*$ 314,155.81*
PA-20-01	Administration of Statewide Traffic Safety	402	$ 341,493.38
PA-20-02	ADA Compliance Services	402	$ 0
		PA Subtotal:	*$ 341,493.38*

FFY 2020 Total: $ 655,649.19

Paid and Earned Media

The COVID-19 pandemic caused significant disruption to OGR's media and public awareness efforts. Following the 2019 Holiday Drive Sober or Get Pulled Over and the February 2020 Distracted Driving campaigns, OGR was mandated to cease all external media communications to allow the Governor's Office to focus solely on providing COVID related guidance to the citizens of the Commonwealth. Outside of occasional social media posts, OGR went radio silent. Campaigns we had been planning with our media contractor, ThinkArgus, and/or partner state agencies were canceled. We have maintained communication with our partners and intend on returning to more frequent media efforts in FFY 2021.

Paid and Earned Media – Expenditures Summary

Fund Source	Paid	Earned
Section 402	$416,048.27	$32,581.76
Total	**$416,048.27**	**$32,581.76**

Campaign Final Paid Media Reports

DECEMBER 2019 DRIVE SOBER OR GET PULLED OVER

12/11/19-1/1/20

Medium/Market	Total Units	Paid Units	Bonus Units	Total GRPs	M18-34/A18+ Reach	M18-34/A18+ Freq	M18-34/A18+ Impressions	Gross Cost	Gross Added Value	Total Gross Value
TELEVISION	**1,887**	**1,139**	**748**				**575,000**	**$ 94,113.00**	**$ 58,955.95**	**$ 153,068.95**
Boston - Comcast Interconnect, WNEU, WUNI/WUTF	410	136	274	96.4	44.8%	2.7	470,000	$ 70,950.00	$ 51,284.03	$ 122,234.03
Springfield - Comcast Interconnect	551	373	178	109.1	40.9%	2.5	59,000	$ 10,441.00	$ 3,487.80	$ 13,928.80
Bristol County - Cox Media (2 Systems)	926	630	296	128.0	34.2%	3.0	46,000	$ 12,722.00	$ 4,184.12	$ 16,906.12
DIGITAL	**-**	**-**	**-**				**7,796,179**	**$ 68,223.55**	**$ 4,466.47**	**$ 72,690.02**
Display/Mobile	N/A			N/A			4,371,799	$ 26,458.76	$ 2,859.35	$ 60,494.67
Pre-Roll							483,952	$ 7,941.27		
YouTube							198,555	$ 7,941.18		
OTT							365,068	$ 15,294.11		
Facebook/Instagram							2,376,805	$ 10,588.23	$ 1,607.12	$ 12,195.35
OUT-OF-HOME	**1,778,610**	**1,714,568**	**64,042**				**2,678,488**	**$ 57,540.00**	**$ 24,098.24**	**$ 81,638.24**
Bar/Restaurant Posters + A/V Mirror Clings	122	60	62	N/A			900,000	$ 18,352.94	$ 10,828.24	$ 29,181.18
Cinema Advertising	1,331,735	1,275,027	56,708				1,331,735	$ 23,540.00	$ 11,770.00	$ 35,310.00
Gas Station TV	446,753	439,481	7,272				446,753	$ 15,647.06	$ 1,500.00	$ 17,147.06
TOTAL MEDIA	**1,887**						**11,049,667**	**$ 219,876.55**	**$ 87,520.65**	**$ 307,397.20**

SPANISH (All figures included in the above chart)							
Medium/Market	**Total Units**	**Paid Units**	**Bonus Units**	**Total GRPs**	**Reach**	**Freq**	**Impressions**
TV	90	60	30				**36,000**
Telemundo & Univision	90	60	30	5.7	2.1%	3.0	36,000
ONLINE	**882,158**	**871,458**	**10,700**				**882,158**
Display, Mobile In-App	651,861	643,664	8,197	N/A			651,861
Pre-Roll Video							
YouTube							
Facebook/Instagram	230,297	227,794	2,503				230,297
TOTAL SPANISH MEDIA							**918,158**

Distracted Driving Campaign

2/3/20-3/22/20

Medium/Market	Total	Paid	Bonus	M18-34/A18+		Gross		Total
	Units	Units	Units	Freq	Impressions	Cost	Added Value	Gross Value
DIGITAL: 2/3/20 - 3/15/20	**12,151,057**	**9,735,076**	**2,415,981**		**12,151,057**	**$ 64,186.39**	**$ 10,664.33**	**$ 74,850.71**
Display/Mobile	7,927,015	7,250,076	676,939	N/A	7,927,015	$ 49,588.24	$ 4,654.25	$ 54,242.49
Facebook/Instagram	4,224,042	2,485,000	1,739,042		4,224,042	$ 14,598.15	$ 6,010.07	$ 20,608.23
OUT-OF-HOME: 2/6 - 3/22/20	**40**	**30**	**10**		**13,500,000**	**$ 10,000.00**	**$ 10,000.00**	**$ 20,000.00**
Outfront - MBTA Bus Kings	40	30	10	N/A	13,500,000	$ 10,000.00	$ 10,000.00	$ 20,000.00
TOTAL MEDIA	**12,151,097**	**9,735,106**	**2,415,991**		**25,651,057**	**$ 74,186.39**	**$ 20,664.33**	**$ 94,850.71**

FFY 2020 Performance Targets, Results, and Analysis

In the FFY 2020 Highway Safety Plan, performance targets were provided by Massachusetts for 12 core performance measures and one non-core as required by NHTSA. The targets and results are as follows:

Table 9: *FFY 2020 Performance Targets and Results*

Code	Target Name	Performance Measure	FFY 2020 HSP Target	Actual Result (2015-2019)	Met Target as of 12/31/19?
C-1	Traffic Fatalities	5-yr avg.	347	353	No
C-2	Serious Injuries	5-yr avg.	2,689	2,755	No
C-3	Fatalities per 100M VMT	5-yr avg.	0.56	0.56	Yes
C-4	Unrestrained Occupant Fatalities	5-yr avg.	108	107	Yes
C-5	Alcohol-Impaired Driving Fatalities (BAC= .08+)	5-yr avg.	124	121	Yes
C-6	Speed-Related Fatalities	5-yr avg.	93	100	No
C-7	Motorcyclist Fatalities	5-yr avg.	46	51	No
C-8	Unhelmeted Motorcyclist Fatalities	5-yr avg.	3	3	Yes
C-9	Drivers Age 20 or Younger Involved in Fatal Crash	5-yr avg.	35	35	Yes
C-10	Pedestrian Fatalities	5-yr avg.	73	77	No
C-11	Bicyclist Fatalities	5-yr avg.	9	9	Yes
B-1	Observed Seat Belt Usage Rate	5-yr avg.	80	78	No
NC-1	Distraction-Affected Fatal Crashes	5-yr avg.	42	20	Yes

As shown in the chart above, the five-year average for some performance targets has not yet met the FFY 2020 HSP targets for that performance measure. Seven measures have already met or surpassed the target set in the FFY 2019 HSP: Fatalities per 100M VMT, Unrestrained Fatalities, Alcohol-Impaired Driving Fatalities, Unhelmeted Motorcyclist Fatalities, Drivers Age 20 or Younger Involved in a Fatal Crash, Bicyclist Fatalities and Distraction-Affected Fatal Crashes. Other targets, such as Motorcyclist Fatalities and Seat Belt Usage, are within the 2020 HSP projection's striking distance as of December 31, 2019. OGR is optimistic these targets will be met or surpassed by the end of 2021.

Below is a chart that provides the known preliminary 2016-2020 numbers (data source: MassDOT IMPACT) for six performance measures – fatalities, unrestrained fatalities, motorcyclist fatalities, drivers age 20 or younger in a fatal crash, pedestrian fatalities, and bicyclist fatalities. Further details on preliminary 2020 results for each measure are in the section that follows.

Code	Target Name	Performance Measure	FFY 2020 HSP Target	Preliminary Results (2016-2020)	Met Target as of 12/31/20?
C-1	Traffic Fatalities	5-yr avg.	347	351	No
C-4	Unrestrained Occupant Fatalities	5-yr avg.	108	107	Yes
C-7	Motorcyclist Fatalities	5-yr avg.	46	51	No
C-9	Drivers Age 20 or Younger Involved in Fatal Crash	5-yr avg.	35	35	Yes
C-10	Pedestrian Fatalities	5-yr avg.	73	71	Yes
C-11	Bicyclist Fatalities	5-yr avg.	9	8	Yes

The preliminary count for pedestrian fatalities (50) will push the five-year average for pedestrian fatalities past the FFY 2020 HSP target of 73 to 71. While bicyclist fatalities had met their FFY 2020 target as of

December 31, 2019, the preliminary five-year average for 2016-2020 will be below this target.

In this section, an assessment of each performance measure will be covered and comments on how Massachusetts will adjust its upcoming FFY 2020 HSP to meet future performance targets. Each performance measures graph will have a light blue dotted line representing the five years' linear trendline.

The data for all fatality data were derived from NHTSA's Traffic Safety Performance Measures Fact Sheet based upon 2015 through 2019. The numbers for 2019 are based on the Annual Report File, which is not considered final, only preliminary.

Seat Belt Usage values come from the annual Statewide Safety Belt Observation Survey conducted in June each year to gauge the level of seat belt usage across the Commonwealth.

MassDOT provided vehicle Miles Traveled (VMT) for 2019. The estimated VMT for 2019 was 648,897,000 million. MassDOT also provided Distracted-Affected Fatal Crashes through the Registry of Motor Vehicles (RMV).

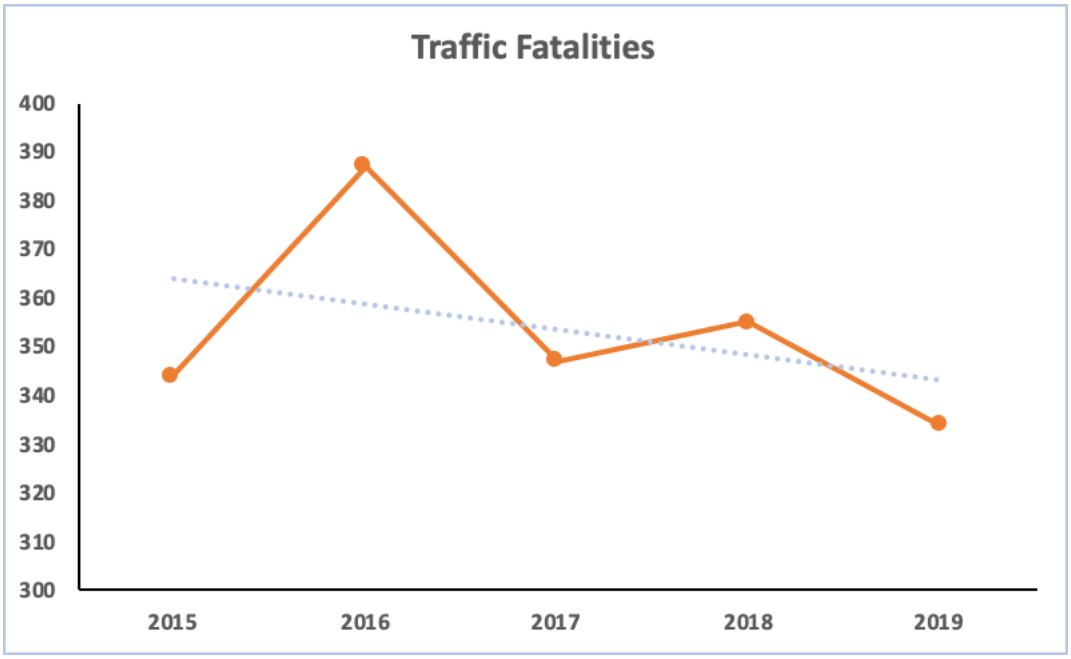
C-1: Traffic Fatalities

FFY 2020 Target:

Reduce motor vehicle-related fatalities by 3% from the five-year average of 358 in 2018 to a five-year average of 347 by December 31, 2020.

Performance as of December 31, 2019:

Based upon preliminary 2019 data, the five-year average for traffic fatalities from 2015-2019 was 353, which is 1.8% higher than the desired target of 347.



Graph 1: Traffic Fatalities

Analysis

In 2019, traffic fatalities dropped 5.9% to 334 from 355 in 2018, reversing the slight increase in deaths reported from 2017 to 2018. For 2020, preliminary data reported by MassDOT (as of October 31, 2020) has fatalities at 334, which would result in the five-year average dropping slightly from 353 in 2019 to 351. Despite the (preliminary) decline in the five-year average, the result will be just short of the projected five-year average of 347 by December 31, 2020.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. With 55% of all fatal crashes in 2019 and 2020 occurring across four counties – Bristol, Hampden, Middlesex, and Worcester – it is critical that recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local

police will be more frequent within the four key counties than other counties. Both adjustments for FFY 2022 will help decrease fatalities on the roadways.

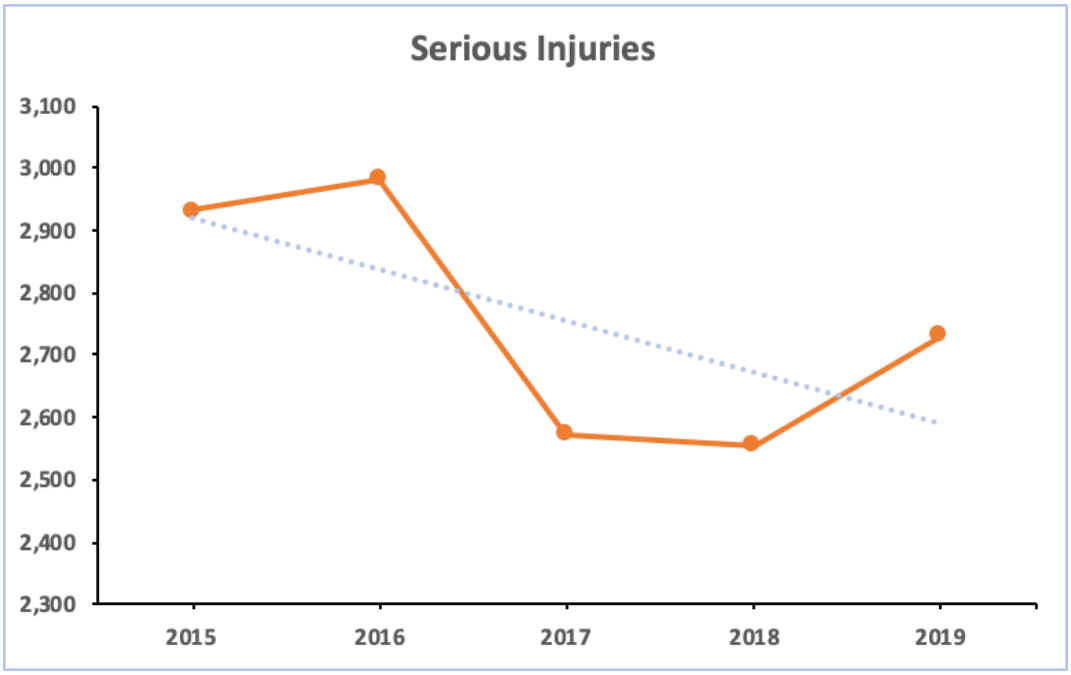
C-2: Serious Injuries

FFY 2020 Target:

Reduce motor vehicle-related serious injuries 4% from the five-year average of 2,810 in 2018 to a five-year average of 2,689 by December 31, 2020.

Performance as of December 31, 2019:

With the most recent State crash injury data as of December 31, 2019, the five-year average for serious injuries was 2,755. This number is 2.4% higher than the desired target of 2,689.



Graph 2: Serious Injuries

Analysis:

Despite the slight increase in serious injuries in 2019, the five-year average for serious injuries was 1.64% lower than in 2018. With the statewide seat belt usage rate above 80% in both the 2018 and 2019 surveys (no survey was done in 2020 due to COVID-19) and declining five-year averages for unrestrained motor vehicle occupant fatalities and speed-related fatalities, it appears drivers and passengers are becoming more serious about safety. Coupled with advances in automobile safety technology such as automatic braking systems, improved airbags, and lane departure warnings, the chances of surviving a collision with minimal or no injuries, this increased level of safety awareness by motor vehicle occupants will translate into lower numbers of serious injuries.

As of December 2020, the number of serious injuries is unknown and won't be known until the first quarter of 2021. In place of this missing data point, a review of the number of serious injury crashes in Massachusetts should explain what to expect when DPH releases serious injury results. From 2019 to

2020, serious injury crashes declined from 2,310 to 1,931 – a drop of 16.4%. COVID-19 certainly impacted the number of crashes as the five-year average from 2015 to 2019 was 2,356, and the number of serious injury crashes in 2020 was well below this average. This bodes well for serious injuries in 2020, and if it does decline, the five-year average will likely be in the ballpark of the projected 2,689 target for FFY 2020.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. With 55% of all fatal crashes in 2019 and 2020 occurring across four counties – Bristol, Hampden, Middlesex, and Worcester – it is critical that recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within the four key counties than other counties. Both adjustments for FFY 2022 will help decrease fatalities and serious injuries on the roadways.

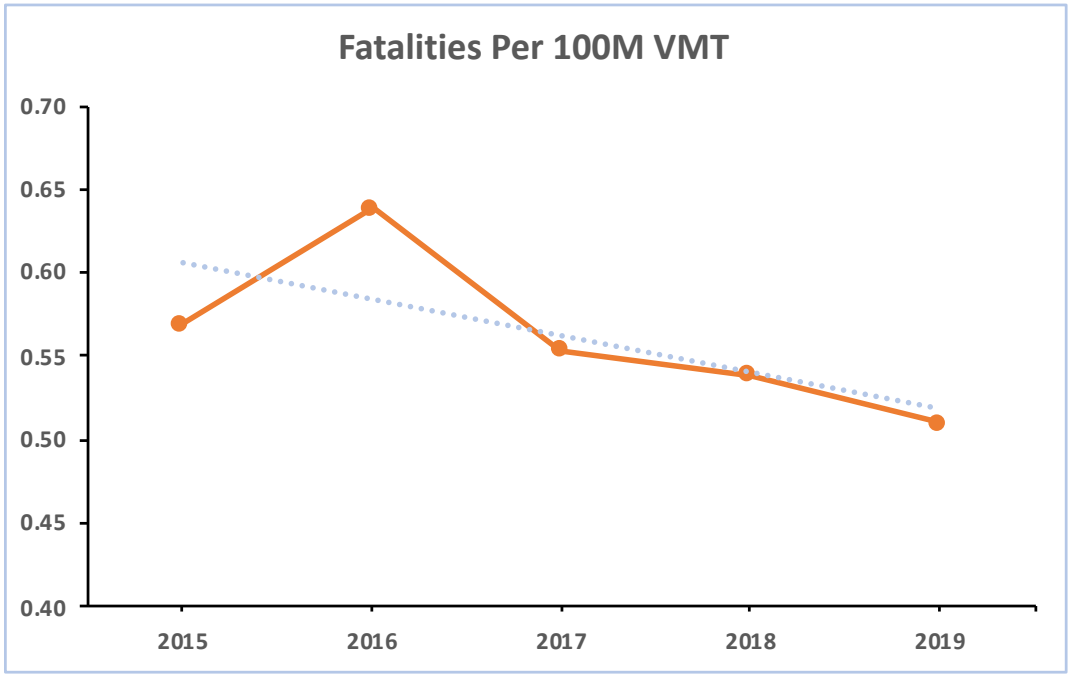
C-3: Fatalities per 100M VMT (Fatality Rate)

FFY 2020 Target:

Reduce the fatality/VMT rate by 3.5% from the five-year average of 0.57 in 2018 to a five-year average of 0.56 by December 31, 2020.

Performance as of December 31, 2019:

With preliminary 2019 VMT numbers provided by MassDOT, the five-year average for fatalities/VMT from 2015- 2019 was 0.56, which is the target set in the FFY 2020 HSP.



Graph 3: Fatality Rate

Analysis:

With the decrease in traffic fatalities from 355 in 2018 to 334 in 2019, the fatality/VMT rate dropped from 0.54 to 0.51. Preliminary VMT data for 2020 estimates a significant drop in mile traveled to 536,950,000, which would be a 17% decline from 2019. This is a result of the COVID-19 restrictions put in place from mid-March to late April 2020.

Based on the five-year average (2015-2019) of fatalities reported in November and December for Massachusetts (avg. 59), year-end fatalities for 2020 should be around 331. If this is the case, the fatality/VMT rate for 2020 will be 0.62.

The lack of a decrease in fatalities for 2020 compared to the decline in VMT in 2020 is troublesome. OGR hopes the resumption of regular traffic enforcement efforts and overtime funded activity in 2021 will help further reduce fatalities. Coupled with the expectation of VMT reverting to pre-COVID-19 levels or close to it, the fatality/VMT rate should be much lower in 2021.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. With 55% of all fatal crashes in 2019 and 2020 occurring across four counties – Bristol, Hampden, Middlesex, and Worcester – it is critical that recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within the four key counties than other counties. Both adjustments for FFY 2022 will help decrease fatalities on the roadways, and subsequently, the fatality rate per vehicle miles traveled.

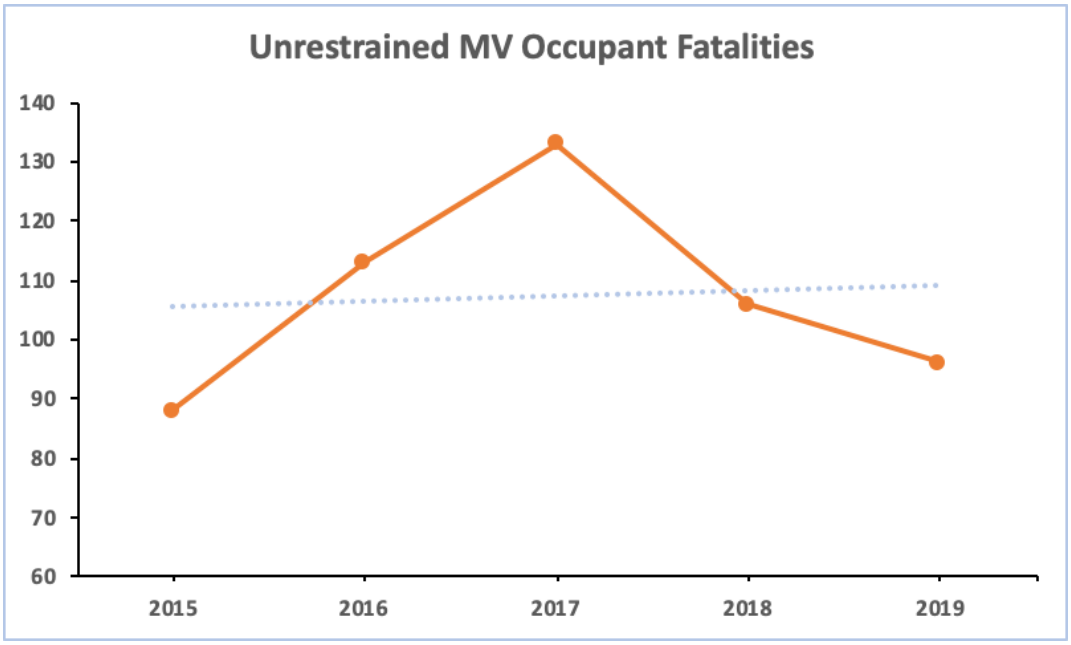
C-4: Unrestrained Passenger Vehicle Occupant Fatalities

FFY 2020 Target:

Decrease unrestrained passenger vehicle occupant fatalities by 2% from the five-year average of 110 in 2017 to a five-year average of 108 by December 31, 2020.

Performance as of December 31, 2019:

Based upon preliminary 2019 data, the five-year average for unrestrained occupant fatalities from 2015-2019 was 107, which is 0.7% lower than the target of 108 set in the FFY 2020 HSP.



Graph 4: Unrestrained MV Occupant Fatalities

Analysis:

Unrestrained fatalities continued to fall across Massachusetts in 2019, dropping 9.4% from 106 in 2018 to 96. This was the second consecutive year of unrestrained fatalities declining, which also were the two years of Massachusetts' highest observed seat belt usage rate – 82% in both years. The five-year average for unrestrained fatalities also declined 3.1% from 111 in 2018 to 107, surpassing the target of 108 set in the FFY2020 HSP.

Despite having the May Click It or Ticket mobilization disrupted by the COVID-19 pandemic, the preliminary number of unrestrained fatalities for 2020 is 88, representing an 8% drop from 2019. This bodes well for 2021 as the May CIOT mobilization is expected to occur along with other mobilizations that were either shortened, postponed, or outright canceled in 2020. If the 2020 number for unrestrained fatalities remains unchanged, the five-year average for 2016-2020 will be 107, just below the goal of 108 listed in the FFY 2020 HSP.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. During FFY

2021, OGR will be conducting an Occupant Protection Assessment in coordination with NHTSA. Any recommendations to improve the OP program will be pursued and implemented during FFY 2022 and beyond.

Aside from the OP assessment, the recently implemented Municipal Road Safety (MRS) grant, which replaced the previous Traffic Enforcement and Sustained Traffic Enforcement Program, provides funding to subrecipients to participate in May's CIOT mobilization, among other enforcement opportunities. For FFY 2022, OGR will increase the number of subgrantees from southeastern Massachusetts (Bristol, Norfolk, and Plymouth counties) from FFY 2021 as nearly 45% of unrestrained fatalities were from the region in 2020.

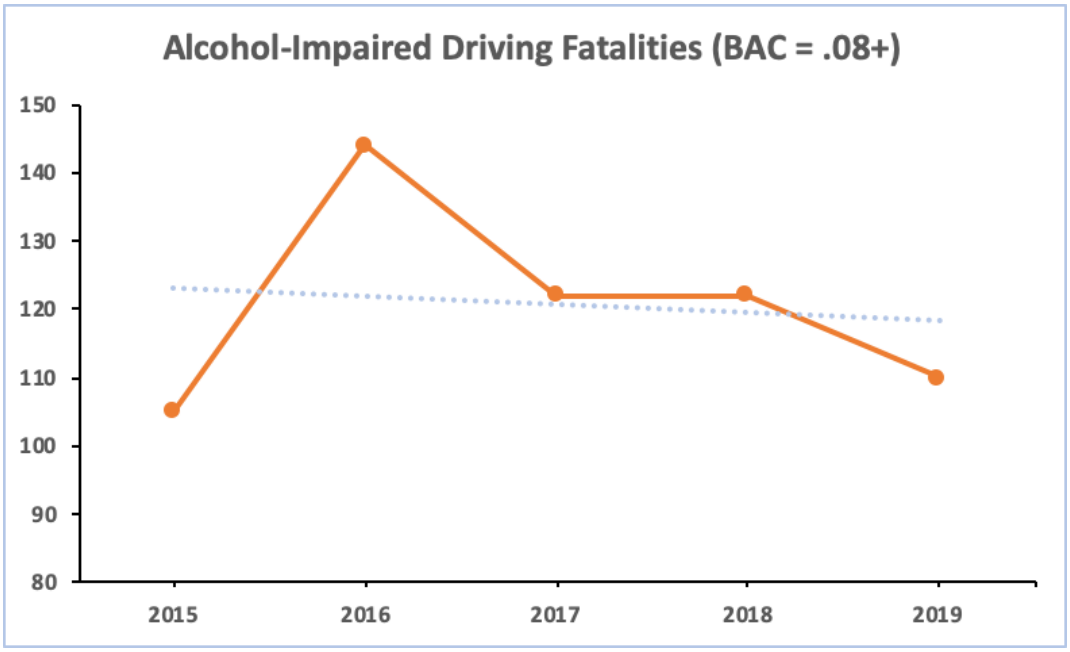
C-5: Alcohol-Impaired (BAC = .08 or higher) Driving Fatalities

FFY 2020 Target:

Decrease alcohol-impaired driving fatalities by 3% from the five-year average of 128 in 2017 to a five-year average of 124 by December 31, 2020.

Performance as of December 31, 2019:

Based upon preliminary 2019, the five-year average for alcohol-impaired driving fatalities from 2015-2019 was 121, which is 2.7% lower than the target of 124 set in the FFY 2020 HSP.



Graph 5: Unrestrained MV Occupant Fatalities

Analysis:

In 2019, alcohol-impaired driving fatalities declined nearly 10% from 122 in 2018 to 110, while the five-year average dropped 5% from 127 to 121. The five-year average for 2019 at 121 surpasses the FFY 2020 HSP target of 124 – achieving the goal a year before the target date of December 31, 2020.

While Massachusetts does not have 2020 DUI arrests or BAC .08+ driving fatalities data available at this time, the number of alcohol-related driving violations issued in 2020 has plummeted. In 2019, local police issued 8,284 alcohol-related driving violations, down 4% from 8,661 in 2018. For 2020, as of September 30th, police have issued only 3,558 alcohol-related driving violations so far. Nine months into 2020 and the number of violations has not yet reached 50% of 2019's total. This bodes well as the decline in violations from 2018 to 2019 correlates to the decrease in alcohol fatalities.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. With 71% of the 75 communities across the three counties that comprise southeastern Massachusetts (Bristol, Norfolk, and Plymouth) reporting at least one BAC .08 or higher driver involved fatal crash from 2015 to

2019, recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants must have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding from FFY 2021.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within these key counties than in other counties. Both adjustments for FFY 2022 will help decrease fatalities on the roadways.

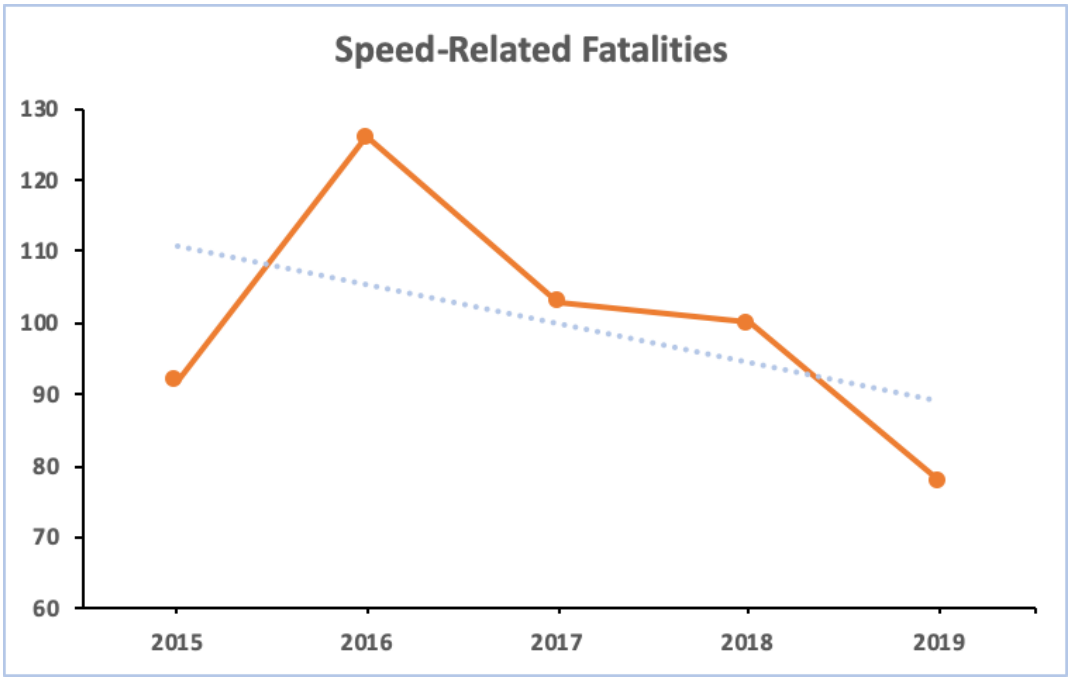
C-6: Speed-Related Fatalities

FFY 2020 Target:

Decrease speed-related fatalities by 5% from the five-year average of 98 in 2017 to a five-year average of 93 by December 31, 2020.

Performance as of December 31, 2019:

Based on preliminary 2019 data, the five-year average for speed-related fatalities from 2015-2019 was 100, 7.3% higher than the desired target of 93.



Graph 6: Speed-Related Fatalities

Analysis:

Speed-related fatalities continue to decline, falling 22% from 100 in 2018 to 78 in 2019. The five-year average dropped 1% from 101 in 2018 to 100 in 2019. Since the high-water mark of 126 in 2016, speed-related fatalities have fallen nearly 40%, and the trendline projects the numbers to continue falling in the coming years.

Local police departments' violations appear to have an inverse relationship with speed-related fatalities as the number of fatalities decline as violations rise. In 2017, there were 56,753 speeding violations issued. In 2018, the number rose to 62,392; in 2019, 80,227. For the nine months of 2020, police have given out 91,899 speed-related violations to drivers – a 14.5% jump for all of 2019.

OGR is confident the number of speed-related fatalities will keep falling in 2020 as police departments continue being vigilant about issuing speeding violations to ensure drivers maintain safe driving speeds along Massachusetts' roads.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. With 55% of all fatal crashes in 2019 and 2020 occurring across four counties – Bristol, Hampden, Middlesex, and Worcester – it is critical that recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within the four key counties than other counties. Both adjustments for FFY 2022 will help decrease fatalities on the roadways.

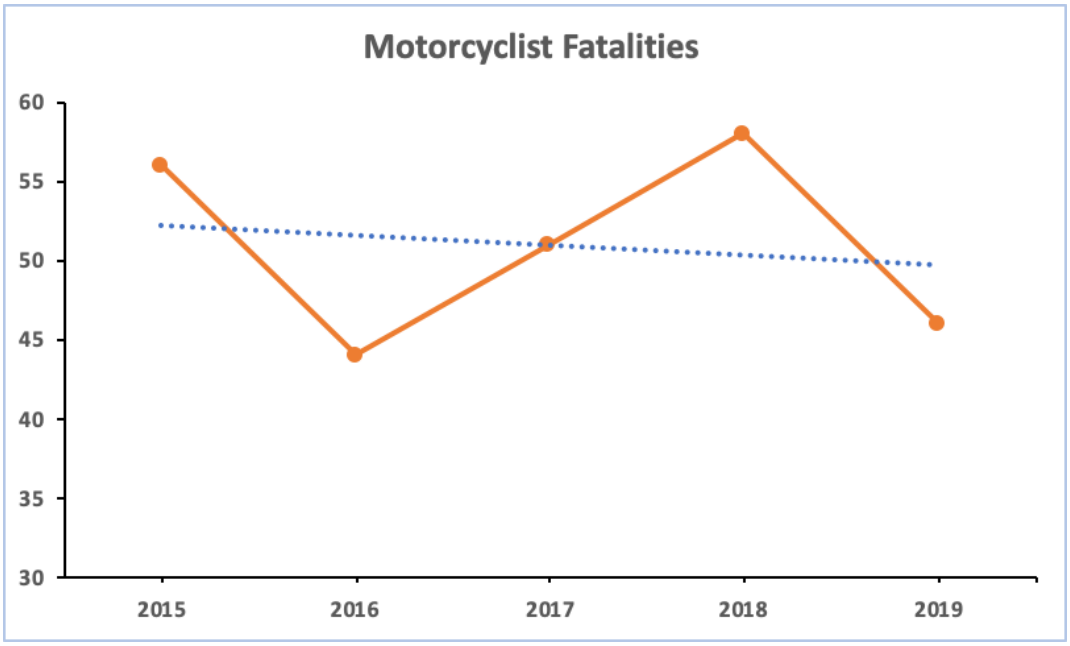
C-7: Motorcyclist Fatalities

FFY 2020 Target:

Decrease fatalities 5% from the five-year average of 48 in 2017 to a five-year average of 46 by December 31, 2020.

Performance as of December 31, 2019:

Based on preliminary 2019 data, the five-year average for motorcyclist fatalities was 51, which is 10.9% higher than the desired target of 46.



Graph 7: Motorcyclist Fatalities

Analysis:

Motorcyclist fatalities continued their unpredictable ride with a 21% decline in deaths in 2019 from 58 in 2018. The five-year average for motorcyclist fatalities remained unchanged at 51.

For 2020, preliminary data reports 54 motorcyclist deaths have occurred. Unfortunately, this means the five-year average target of 46 will not be achieved by the end of 2020 as the projected five-year average for 2016 – 2020 will be 51.

In the future, OGR will work with RMV to focus training outreach as well as media messaging to four areas of the state where motorcycle crashes have been most prevalent over the past two years: Middlesex County, Springfield, and southeastern Massachusetts (Bristol and Plymouth County). OGR is confident the number of motorcycle fatalities will drop in the coming years by focusing funding and media resources on these critical areas.

For FFY 2022, OGR will explore adjustments to its programs as appropriate. With 30% of all motorcyclists fatalities from 2019 to 2020 in Bristol and Hampden County, recently introduced programs such as

Municipal Road Safety (MRS) and Community Traffic Safety grants must have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within these two counties than in other counties. Both adjustments for FFY 2022 will help decrease motorcyclists' fatalities on the roadways.

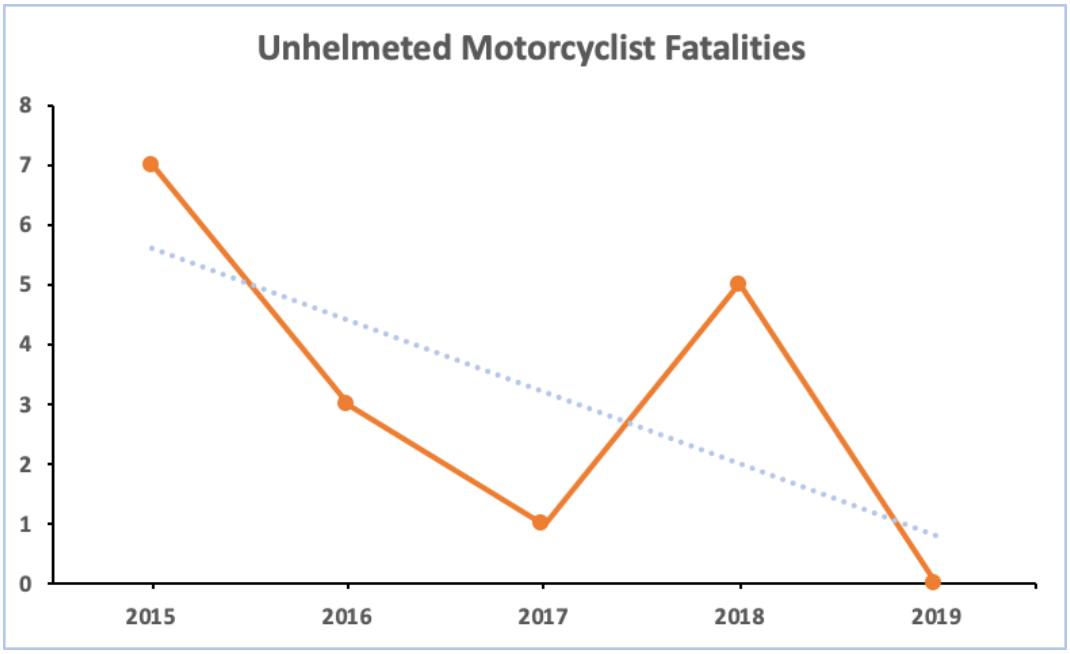
C-8: Unhelmeted Motorcyclist Fatalities

FFY 2020 Target:

Decrease unhelmeted motorcyclist fatalities by 25% from the five-year average of four in 2017 to a five-year average of three by December 31, 2020.

Performance as of December 31, 2019:

Based on preliminary 2019 data, the five-year average of unhelmeted motorcyclist fatalities was three, equal to the FFY 2020 HSP target.



Graph 8: Unhelmeted Motorcyclist Fatalities

Analysis:

After rising to five in 2018, unhelmeted motorcyclist fatalities dropped to zero in 2019. The five-year average fell from four to three – matching the five-year average target of three set in the FFY 2020 HSP.

Massachusetts has a primary law that requires all motorcycle riders (drivers and passengers alike) to wear a helmet. The first offense is a $35 fine and an insurance surcharge for six to seven years. Subsequent violations result in higher penalties and more years of insurance surcharges. The law appears to be working as helmet violations issued by local police have declined every year since 2016. That year, 141 violations were issued; in 2017, 131; in 2018, 124; in 2019, 110; and lastly, in 2020 (as of September 30, 2020), 88 helmet violations have been given out to motorcyclists.

OGR, through collaboration with RMV and its media partner, ThinkArgus, will continue warning motorcyclists of the dangers associated with not wearing a helmet.

For FFY 2022, OGR will explore adjustments to its programs as appropriate. With 30% of all

motorcyclists fatalities from 2019 to 2020 in Bristol and Hampden County, recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants must have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within these two counties than in other counties. Both adjustments for FFY 2022 will help decrease motorcyclists' fatalities on the roadways.

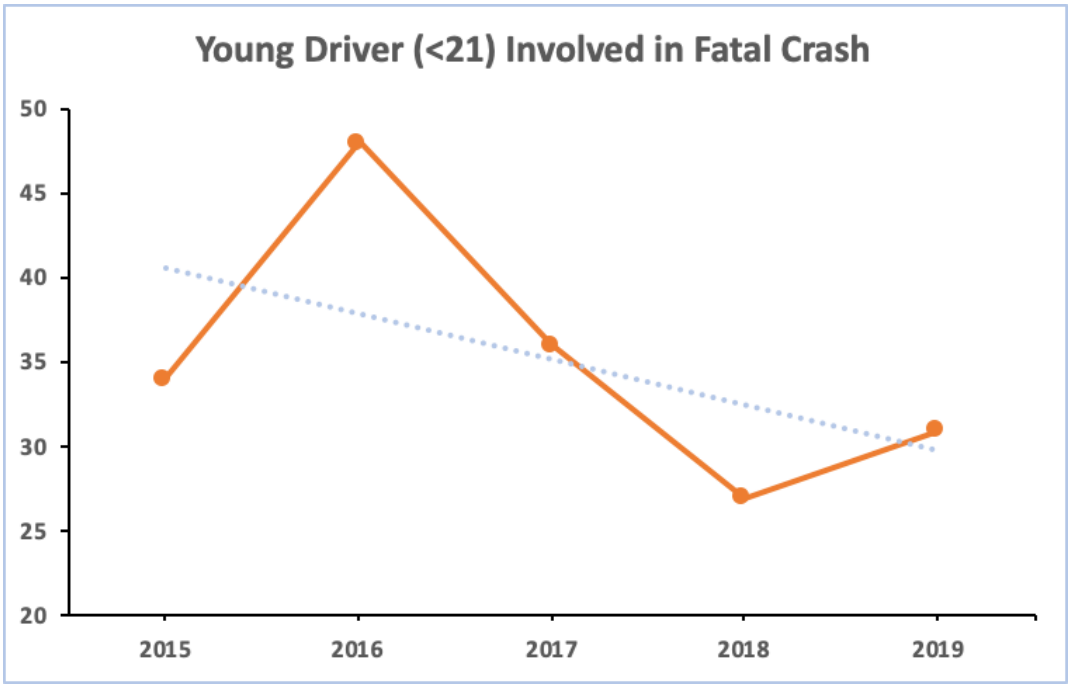
C-9: Young Drivers (Age 20 or Younger) Involved in a Fatal Crash

FFY 2020 Target:

Decrease the number of young drivers (age 20 or under) involved in fatal crashes by 5% from the five-year average of 36 in 2017 to 35 by December 31, 2020.

Performance as of December 31, 2019:

Based on preliminary 2019 data, the five-year average of drivers under 21 involved in fatal crashes was 35, equal to the FFY 2020 HSP target.



Graph 9: Young Drivers (<21) Involved in Fatal Crash

Analysis:

In 2019, drivers under 21 years of age involved in a fatal crash rose 14.8% from 27 in 2018 to 31. The five-year average increased slightly from 34 to 35, which still matched the target of 35 set in the FFY 2020 HSP.

The percentage of under 21 drivers involved in a fatal crash also increased from 2018 to 2019. In 2018, young drivers accounted for 5.6% of drivers (484) in a deadly crash. In 2019, the percentage rose to 6.9% of all drivers (447).

Based on preliminary data for 2020, 33 drivers under 21 were involved in a Massachusetts fatal crash. If the number remains unchanged, the five-year average will be 35, the same as the performance measurement goal of 35 in the FFY 2020 HSP.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. With 55% of all fatal crashes in 2019 and 2020 occurring across four counties – Bristol, Hampden, Middlesex, and

Worcester – it is critical that recently introduced programs such as Municipal Road Safety (MRS) and Community Traffic Safety grants have subrecipients that hail from these regions. For FFY 2022, OGR will continue outreach to local police and non-profit organizations within these key counties to increase the number of applicants for funding.

Furthermore, OGR will ensure sobriety checkpoints and saturation programs conducted by MSP and local police will be more frequent within the four key counties than other counties. Both adjustments for FFY 2022 will help decrease fatalities on the roadways.

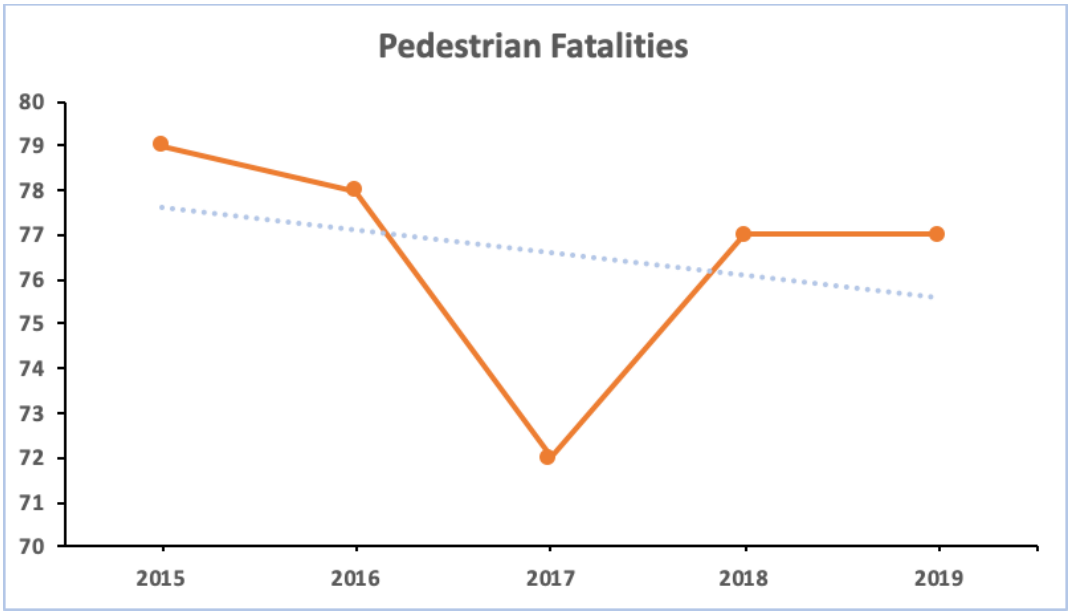
C-10: Pedestrian Fatalities

FFY 2020 Target:

Decrease pedestrian fatalities by 5% from the five-year average of 76 in 2017 to a five-year average of 73 by December 31, 2020.

Performance as of December 31, 2019:

Based on preliminary 2019 data, the five-year average of pedestrian fatalities was 77, which is 4.9% higher than the desired target of 73.



Graph 10: Pedestrian Fatalities

Analysis:

In 2019, pedestrian fatalities remained the same as in 2018, while the five-year average rose slightly to 77 from 76. Despite this minor uptick in the five-year average, the trendline projects pedestrian fatalities to continue dropping in the coming years. This projection is supported by preliminary 2020 data showing a total of 50 pedestrian fatalities reported from January – December 2020. Given a significant drop in pedestrian fatalities from 2019 to 2020, the five-year average will decline from 77 to 72, falling below the five-year average of 73 projected in the FFY 2020 HSP.

For FFY 2021, OGR hopes to increase the number of communities involved in the Pedestrian & Bicyclist Safety Enforcement and Equipment Grant from 82 in 2020. New towns are coming mostly from the top four counties for pedestrian fatalities. Based on data analysis of pedestrian fatalities, OGR will continue to push local police departments to conduct enforcement activities during the high pedestrian fatality months of October through January. Nearly half of all pedestrian fatalities over the past five years have occurred during these months. OGR is hopeful the increase in participating communities and better-focused enforcement efforts in FFY 2021 will reduce pedestrian fatalities in 2020 and 2021.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. Based on the current grant manager's recommendations, OGR may adjust the pedestrian grant programs to allow

non-enforcement activities (educational outreach efforts like school presentations) to help subrecipients more actively engage in reducing pedestrian fatalities. The FFY 2020 program will be evaluated through May to determine if this adjustment is necessary.

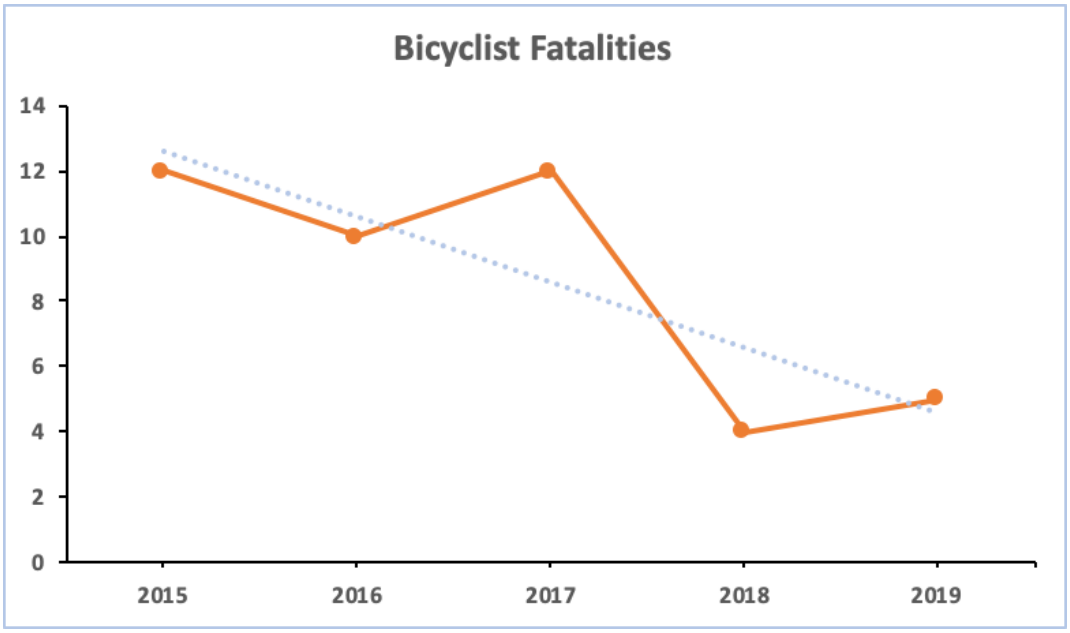
C-11: Bicyclist Fatalities

FFY 2020 Target:

Decrease bicyclist fatalities by 5% from the five-year average of 10 in 2017 to a five-year average of nine by December 31, 2020.

Performance as of December 31, 2019:

Based upon preliminary 2019 data, the five-year average of bicyclist fatalities was nine, which is in line with the desired target of nine in the FFY 2020 HSP.



Graph 11: Bicyclist Fatalities

Analysis:

In 2019, bicyclist deaths rose slightly from four to five. The five-year average remained unchanged at nine, and despite the small uptick in fatalities, the trendline projects a reduction in bicyclist fatalities in the coming years. The preliminary 2020 data from MassDOT's IMPACT reports ten bicyclist fatalities, which would drop the five-year average for 2016-2020 to eight – just below the projected five-year average of nine in the FFY 2020 HSP.

For the past two years, subrecipients of the Pedestrian and Bicycle Safety Enforcement and Equipment Grant have been allowed to purchase bicycle helmets for distribution within their respective towns. OGR is confident that the distribution of free bicycle helmets will keep the number of riders under 13 years of age from any serious harm. More work will need to be done to improve driver and biker awareness in urban areas such as Boston, Springfield, and Worcester, where safety depends on mutual respect for sharing the roadways.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. Based on the current grant manager's recommendations, OGR may adjust the pedestrian and bicycle grant programs to allow non-enforcement activities (educational outreach efforts like school presentations) to help subrecipients more actively engage in reducing pedestrian and bicyclists fatalities. The FFY 2020 program will be evaluated through May to determine if this adjustment is necessary.

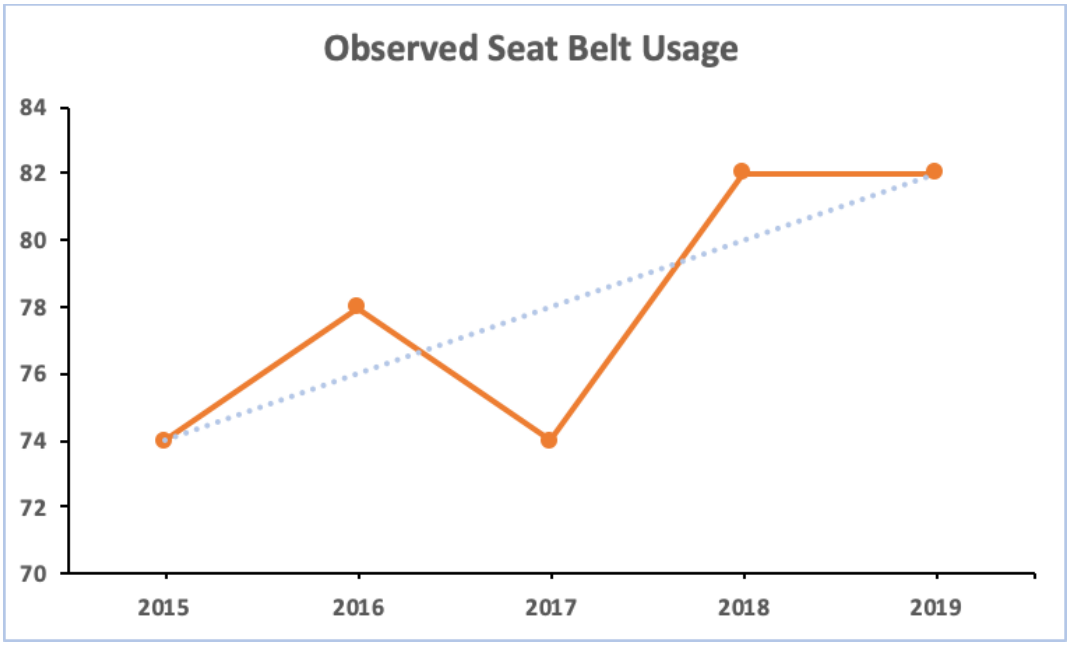
B-1: Observed Seat Belt Use (Passenger Vehicles – Front Seat only)

FFY 2020 Target:

Increase the observed seat belt use rate by 4% from the five-year average of 77 in 2018 to a five-year average of 80 by December 31, 2020.

Performance as of September 30, 2019:

The observed seat belt rate in 2019 was 82% resulting in a five-year average of 78, which is 2.5% lower than the desired target of 80. Due to the COVID-19 pandemic, NHTSA waived states' requirement to conduct a seat belt usage survey in 2020. Massachusetts plans a survey in 2021.



Graph 12: Observed Seat Belt Usage Rate

Analysis:

With the seat belt rate staying at 82% in 2019, the FFY 2019 target goal of a five- year average of 78 was achieved. OGR is hopeful that the rate of belt usage will continue moving upwards after two straight years of over 80% results. This despite the 2020 survey's cancellation. OGR is optimistic the 2021 survey will push the five-year average to meet or surpass the target of 81 by December 31, 2021, set in the FFY 2021 HSP.

This confidence in the continued rise in seat belt usage is supported by other factors: (a) a 28% decline in yearly unrestrained motor vehicle occupant fatalities since 2017; (b) trendline projection of usage rate moving upwards; (c) a 24% decrease in the number of seat belt violations issued by local police departments from 2017 to 2019, which means more people of wearing seat belts with each passing year; (d) the number of unrestrained fatalities as of October 31, 2020 (70) is far less than 94 fatalities reported by the same date in 2019. All these factors point to an increase in Massachusetts drivers and passengers taking traffic safety seriously on a day-to-day basis.

Looking forward, OGR will explore adjustments to its programs for FFY 2022 as appropriate. During FFY 2021, OGR will be conducting an Occupant Protection Assessment in coordination with NHTSA. Any recommendations to improve the OP program will be pursued and implemented during FFY 2022 and beyond.

Aside from the OP assessment, the recently implemented Municipal Road Safety (MRS) grant, which replaced the previous Traffic Enforcement and Sustained Traffic Enforcement Program, provides funding to subrecipients to participate in May's CIOT mobilization, among other enforcement opportunities. For FFY 2022, OGR will increase the number of subgrantees from southeastern Massachusetts (Bristol, Norfolk, and Plymouth counties) from FFY 2021 as nearly 45% of unrestrained fatalities were from the region in 2020.

Aside from the OP assessment, recently implemented Municipal Road Safety (MRS) grant, which replaced the previous Traffic Enforcement and Sustained Traffic Enforcement Program, provides funding to subrecipients to participate in May’s CIOT mobilization among other enforcement opportunities. For FFY 2022, OGR will look to increase the number of subgrantees from southeastern Massachusetts (Bristol, Norfolk and Plymouth counties) from FFY 2021 as nearly 45% of unrestrained fatalities were from the region in 2020.

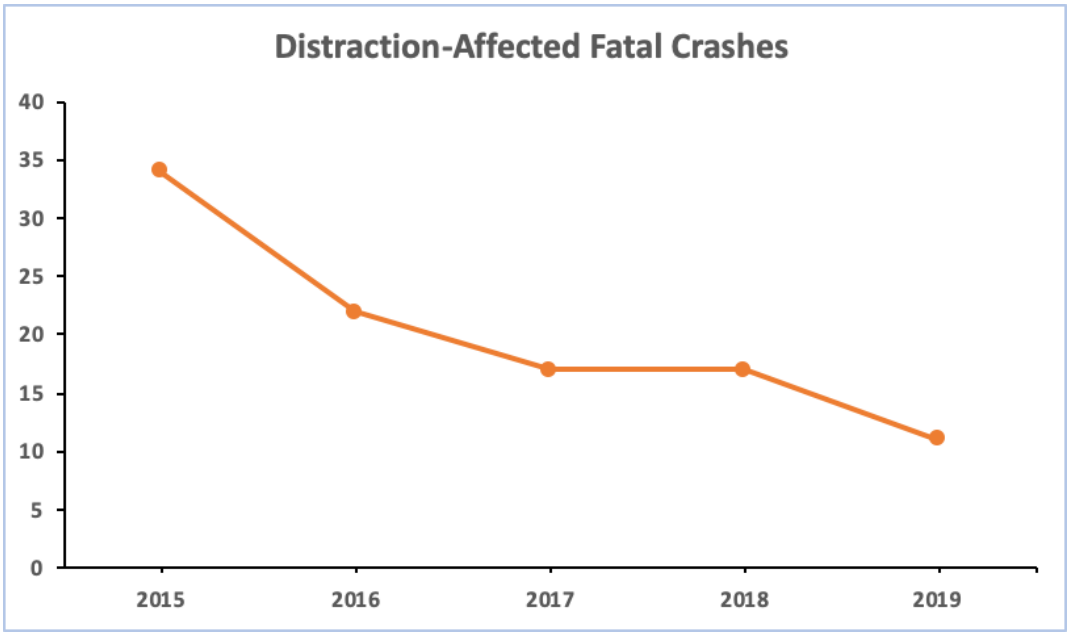
NC-1: Distraction-Affected Fatal Crashes

FFY 2020 Target:

Decrease the five-year average of distraction-affected fatal crashes by 5% from 29 in 2017 to 27 by December 31, 2020

Performance as of December 31, 2019:

Based on preliminary data, the five-year average of distraction-affected fatal crashes was 20 in 2019, which surpasses the target of 27 set in the FFY 2020 HSP.



Analysis:

Distraction-affected fatal crashes are notoriously difficult to determine with accuracy. Those involved in a collision may not be inclined to mention distractions, especially looking at a phone. When interviewed by police officers, and obtaining cell phone records can be time-consuming and expensive. In short, proving a driver was distracted, excepting a driver's admission, in a crash is very difficult. Nevertheless, distraction-affected fatal crashes declined by 35% from 2018 to 2019. The five-year average dropped 10% from 22 to 20.

Over the last five years, police have stepped up stopping drivers for mobile phone violations. In 2016, the number of mobile phone violations issued was 446; in 2019, the number was 1,462 – an increase of 227%. This increased presence by law enforcement and OGR's media outreach on the dangers of distracted driving has positively impacted driver behavior on the roadways.

With the introduction of the "Hands-Free" law in February 2020, OGR is hopeful it will further depress drivers' desire to look at their phones while behind the wheel. Despite the slowdown in travel by Massachusetts drivers in the first half of 2020, local police have issued more mobile phone violations to drivers by September 30, 2020 (1,221) than at the same point in the prior year (1,178).

Traffic Records Performance Targets for FFY 2020 and Progress as of December 31, 2019

Performance Target #1:

To develop a business plan for a new MassTRAC and have it approved by the TRCC by December 31, 2019.

As of December 31, 2019, the TRCC has shelved any plans to pursue a new MassTRAC business plan for the foreseeable future. The main reason was the availability of crash data through MassDOT's IMPACT database that is open to all through the Internet.

Performance Target #2:

To improve the accuracy and completeness of the RMV Crash Data System by decreasing the number of crash reports rejected for not meeting the minimum criteria to be accepted into the system from 1,466 between April 1, 2018, and March 31, 2019, to 1,390 or less between April 1, 2019, and March 31, 2020.

This goal was achieved as the number of crash reports rejected for not meeting the minimum criteria decreased from 1,466 as of March 31, 2019, to 1,021 by March 31, 2020.

Performance Target #3:

To improve the completeness of the Massachusetts Department of Public Health's Massachusetts Ambulance Trip Record Information System (MATRIS) by increasing the number of ambulance services submitting NEMSIS Version 3 reports to the system from eight between April 1, 2018, and March 31, 2019, to 220 or more between April 1, 2019, and March 31, 2020.

This goal was not achieved with the number of ambulance services submitting NEMSIS Version 3 reports to MATRIS increasing only from eight as of March 31, 2019, to 213 March 31, 2020.

The crash data presented below for 2015-2019 is primarily from the FARS and MassDOT IMPACT databases. All 2019 data is preliminary.

Table 10: *Five-Year Data of Massachusetts Crashes*

Crash Data	**2015**	**2016**	**2017**	**2018**	**2019**
Fatalities	345	387	347	355	334
Fatality Rate/100M VMT	0.58	0.63	0.55	0.54	0.51
Serious Injuries	2,931	2,983	2,574	2,555	2,731
Alcohol-Impaired Driving Fatalities (BAC = .08+)	109	144	122	122	110
Unrestrained Occupant Fatalities	88	113	133	106	96
Speed-Related Fatalities	92	126	103	100	78
Motorcyclist Fatalities	56	44	51	58	46
Unhelmeted Motorcyclist Fatalities	7	3	1	5	0
Drivers (Age 20 or under) Involved in a Fatal Crash	34	48	36	27	31
Pedestrian Fatalities	79	78	72	77	77
Bicyclist Fatalities	12	10	12	4	5
Distracted Affected Fatal Crashes	34	22	17	17	11

Grant Funded Activities	**FFY16**	**FFY17**	**FFY18**	**FFY19**	**FFY20**
Safety Belt Violations Issued during FFY20 Enforcement	7,878	9,275	5,599	5,909	2,394
Impaired Driving Arrests during FFY20 Enforcement	344	369	304	280	94
Speeding Violations Issued during FFY20 Enforcement	8,013	15,003	7,829	9,851	5,686

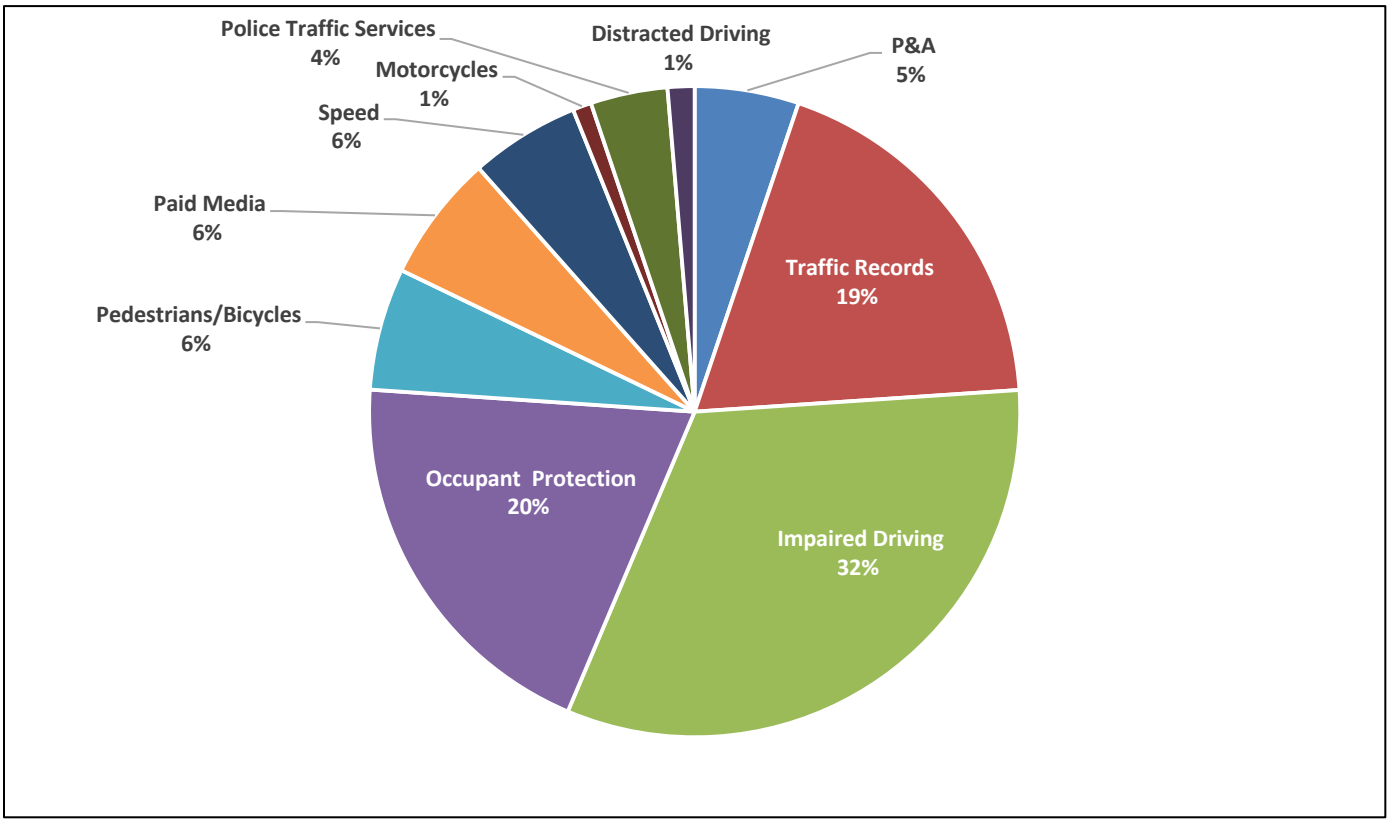
	2015	**2016**	**2017**	**2018**	**2019**
Observed Seat Belt Usage	74%	78%	74%	82%	82%

Financial Summary – Distribution of Funds in FFY 2020

Table 11: *FFY 2020 Financial Summary as of 12-28-20*

	402	410	405b	405c	405d	405f	405h	Total	% of Total
P&A	$341,493							$341,493	5.2%
Traffic Records	$111,899			$1,126,580				$1,238,479	18.8%
Impaired Driving	$1,016,207				$1,124,881			$2,141,088	32.4%
Occupant Protection	$991,430		$309,716					$1,301,146	19.7%
Pedestrians/Bicycles	$142,355						$258,287	$400,642	6.1%
Paid Media	$416,048							$416,048	6.3%
Speed	$359,996							$359,996	5.5%
Motorcycles	$52,377					$8,888		$61,265	0.9%
Police Traffic Services	$252,633							$252,633	3.8%
Distracted Driving	$88,071							$88,071	1.3%
Total	**$3,772,509**	**$0**	**$309,716**	**$1,126,580**	**$1,124,881**	**$8,888**	**$258,287**	**$6,600,861**	

Graph 14: *FFY 2020 Funding Distribution by Program Area*



Acronym Glossary

Administrative Office of the Trial Court (AOTC)

Advanced Roadside Impaired Driving Enforcement (ARIDE)

Alcoholic Beverages Control Commission (ABCC)

Automated License and Registration System (ALARS)

Blood Alcohol Concentration (BAC)

Breath Alcohol Testing (B.A.T.)

Breath Test (BT)

Center for Disease Control (CDC)

Child Passenger Safety (CPS)

Click It or Ticket (CIOT)

Continuing Education Unit (CEU)

Data-Driven Approaches to Crime and Traffic Safety (DDACTS)

Drive Sober or Get Pulled Over (DSOGPO)

Drug Recognition Expert (DRE)

Executive Office of Public Safety and Security (EOPSS)

Fixing America's Surface Transportation (FAST Act)

Fatality Analysis Reporting System (FARS)

Federal Fiscal Year (FFY)

Governors Highway Safety Association (GHSA)

Highway Safety Division (HSD)

High Visibility Enforcement (HVE)

International Association of Chiefs of Police (IACP)

Junior Operator License (JOL)

Law Enforcement Liaison (LEL)

Moving Ahead for Progress in the 21st Century Act (MAP-21)

Massachusetts Department of Transportation (MassDOT)

Massachusetts Department of Public Health (MDPH)

Massachusetts District Attorneys Association (MDAA)

Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)

Massachusetts Law Enforcement Challenge (MLEC)

Massachusetts Rider Education Program (MREP)

Massachusetts State Police (MSP)

Massachusetts Traffic Records Analysis Center (MassTRAC)

Municipal Police Training Committee (MPTC)

National Highway Traffic Safety Administration (NHTSA)

Office of Alcohol Testing (OAT)

Office of Grants and Research (OGR)

Operating Under the Influence (OUI)

Registry of Motor Vehicles (RMV)

Sales to Intoxicated Persons (SIP)

Standardized Field Sobriety Testing (SFST)

Traffic Occupant Protection Strategies (TOPS)

Traffic Records Coordinating Committee (TRCC)

Traffic Safety Resource Prosecutor (TSRP)

Vehicle Miles Traveled (VMT)