

Connecticut Highway Safety

ANNUAL REPORT

Federal Fiscal Year 2006

Prepared by

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INTRODUCTION

The Connecticut Department of Transportation's (Department) mission is to provide a safe, efficient, and cost-effective transportation system that meets the mobility needs of its users. The Department is committed to saving lives and preventing injuries by reducing the number and severity of traffic crashes that occur on Connecticut's roadways. This Annual Report contains information on initiatives, projects, and financial expenditures of Connecticut's Highway Safety Program for federal fiscal year 2006. The highlights of this reporting period reflect a reduction in the number of injuries and alcohol-related fatalities, a decrease in injuries to motorcycle operators, and an increase in occupant restraint usage.

Fatal crashes in Connecticut decreased 13 percent between 2000 and 2004 (341 vs. 277). The greatest number of fatal crashes occurred on State highways, followed by local roads. More drivers between the ages of 25 to 34 and 35 to 44 were involved in fatal crashes than drivers in any other age group.

During the 2000 to 2004 period, the most prevalent driver-related factor in fatal crashes was "failure to keep in proper lane or running off road," reported for 67 percent of all drivers (in 2004). "Speeding/racing" was the second most commonly cited factor, reported for approximately 23 to 35 percent of all drivers involved in fatal crashes each year. In 2004, the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS) data described speeding as a "contributing factor" in 36.6 percent of the State's fatal motor vehicle crashes.* Nationally, in 2003, speed was a contributing factor in 30.5 percent of fatal crashes, indicating that Connecticut's experience was higher than that of the nation as a whole.

Fatalities in Connecticut decreased 15 percent over the 5-year period from 2000 to 2004 (342 vs. 291), compared to increases of 7 percent in the New England region and 1.5 percent nationwide. In Connecticut, all three measures of the fatality rates—vehicle miles traveled (VMT), population, and licensed drivers—were considerably lower than the national rates each year. Driver fatalities in Connecticut fell 10 percent between 2000 and 2004 (223 vs. 201), compared to an increase of 12 percent in the region and 5 percent nationally. Fatalities were highest among persons ages 25 to 34 and over, followed by persons ages 35 to 44.

Alcohol-related fatal crashes in Connecticut fluctuated between 100 and 136 over the 5-year study period. Alcohol-related fatalities decreased 27 percent over the 5 years (146 vs. 107). Alcohol-related fatal crashes were most likely to occur June through September (40 percent), on Saturday and Sunday (46 percent), and between 8 p.m. and 6 a.m. (65 percent).

Testing for Blood Alcohol Concentration (BAC) was performed on 49 to 62 percent of all drivers involved in fatal crashes in Connecticut, compared to 70 percent nationally. In 2004, Connecticut recorded BAC test results for 59 percent of fatally injured drivers and 20 percent of surviving drivers involved in fatal crashes, with both rates having fallen below the national figures of 64 percent and 25 percent respectively. Of the fatally injured drivers in Connecticut, 38 percent had a BAC of .08 percent or higher, compared to 35 percent in the region and 34 percent nationwide. From 2000 to 2004 fatally injured Connecticut drivers in the 21 to 34 age

group were the most likely to be intoxicated (42 percent). Of the fatally injured drivers under the legal drinking age of 21, 28 percent had a BAC of .08 percent or higher.

Safety belt use in Connecticut increased from 76 percent in 2000 to 82 percent in 2005, exceeding the national seat belt usage rate each year. The proportion of fatally injured passenger vehicle occupants who were not restrained was below the national average in each year from 1999 to 2005. The use rates for those who survived crashes ranged from a low of 50 percent for those 21 to 24 years of age to 89 percent of those under the age of 5.

Safety in highway construction or work zones is important to both motorists passing through and personnel working at these sites. Work-zone-related fatal and A-injury, or serious crashes, continued to decline. During the 2000 to 2004 period, the number of serious crashes fluctuated from a high of 33 in 2000 to a low of 18 in 2004.

During the 5-year period from 2000 to 2004, motorcyclist fatalities decreased 26 percent in Connecticut, compared to a 23 percent decrease in the New England region and a 47 percent increase nationwide. From 2000 to 2004, there were 4,733 fatal and injury crashes involving motorcycles; 220 operators/passengers were killed and 4,883 were injured in these crashes. Seventy-one percent of the motorcyclists killed were not wearing helmets, compared to approximately 50 percent of the fatalities in the New England region and nationwide. Speed was more likely to be a factor among motorcycle operator fatalities in Connecticut (52 percent). In addition, 39 percent of the motorcycle operators killed had a BAC at or equal to 0.01 percent, compared to a regional rate of 36 percent and a national rate of 29 percent.

The Traffic Records program has been making progress over the past several years. A self-assessment was completed in 2004 to provide an updated blueprint of program status, for use and reference by all highway stakeholders. Data improvements continue to be made in the areas related to motor vehicles, base mapping, toxicology, electronic data capture, citation tracking, fatality analysis, and emergency medical services.

2004 Connecticut Motor Vehicle Crash Profile*

Total Crashes	81,770	+1.1 percent
With Fatalities (FARS)	277	+1.5 percent
With Property Damage Only (FARS)	50,630	+1.9 percent
With Injuries (FARS)	30,863	-0.3 percent
Number of Fatalities	291	-1.0 percent
Drivers	201	+7.5 percent
Passengers	58	-15.8 percent
Motorcyclists	57	+97.0 percent
Other	32	-16.0 percent
Number of Injuries	44,267	-1.7 percent
Severe (A) injury	2,683	-1.8 percent
Moderate (B) injury	10,487	-3.6 percent
Minor (C) injury	31,097	-1.1 percent

* Percent change 2004 vs. 2003; data on “fatal” crashes are from NHTSA FARS; data on “injury” and “property damage only” crashes are from the Connecticut Department of Transportation’s Collision Analysis System; “other” includes pedestrians, bicyclists, and other non-motorists.

Enforcement efforts with their high degree of visibility are presumed contributing factors for Connecticut’s improved safety record. Many local police departments participate in mutual aid compacts to enhance enforcement efforts, including checkpoint and media activity. Focus areas include impaired driving, occupant restraint, child passenger safety, speeding, and red light running.

The success of the Highway Safety Program is contingent on cooperation and coordination with safety partners and the motoring public. NHTSA and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Department of Public Safety/State Police, the State Police Toxicology Laboratory, the State of Connecticut Judicial Branch, the Department of Mental Health and Addiction Services, the Department of Public Health, the Department of Motor Vehicles, the Motor Carrier Safety Administration, the Division of Criminal Justice, the Office of the Chief State’s Attorney, and the Office of Policy and Management. Local law enforcement agencies, through coordinated efforts with Connecticut Police Chiefs’ Association, are also essential partners. Schools, civic and non-profit groups (including MADD, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, and the Connecticut Motorcycle Riders Association), and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates in the Governor’s Highway Safety Association (GHSA) and the National Association of State Motorcycle Safety Administrators.

CRASH DATA/TRENDS

Crash Data / Trends

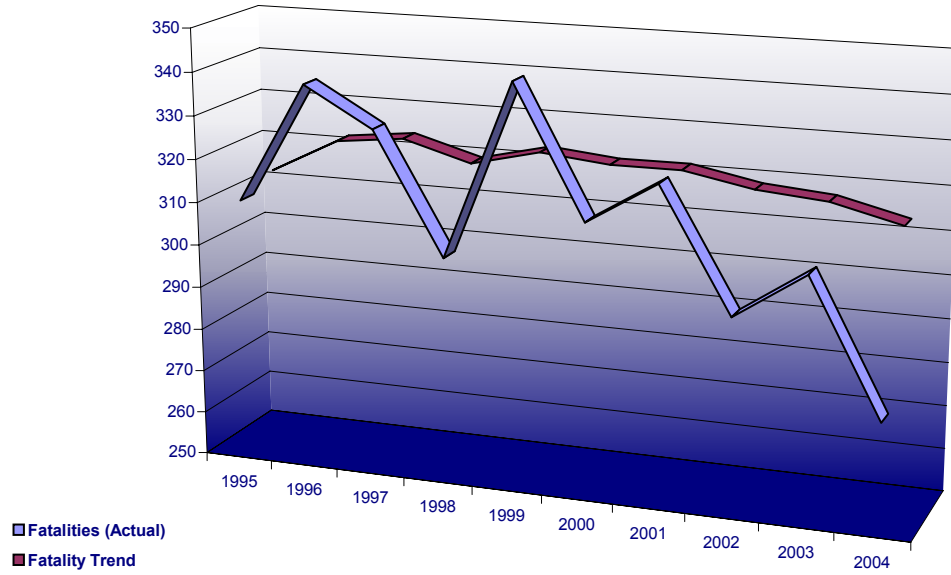
	Baseline Data 1995-1999					Progress Report Data 1996 - 2005					
	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Mean Blood Alcohol Concentration (BAC) in DUI Arrests	0.17	0.168	0.168	0.168	0.167	0.168	0.169	0.165	0.164	0.162	0.165
Mean BAC Trend		0.169	0.169	0.168	0.168	0.168	0.168	0.168	0.167	0.167	0.167
Speed Related Fatal Crashes	31.0%	28.0%	39.8%	27.1%	36.3%	34.6%	43.9%	46.3%	37.2%	32.6%	NA
Speed Related Crash Trend	30%	33%	33%	31%	32%	33%	34%	36%	36%	36%	36%
Percent of Population Using Safety Belts	59.2%	67.2%	67.6%	70.1%	72.9%	76.3%	78.0%	78.0%	78.0%	82.9%	82.0%
Safety Belt Use Trend	63.2%	64.7%	64.7%	66.0%	67.4%	68.9%	70.2%	71.2%	71.9%	73.0%	73.8%
MOTORCYCLE (MC) DATA											
Number of Injuries	878	833	774	891	916	916	1052	983	930	999	1082
Injuries Per 10,000 Registrations	172	162.1	152.6	174.6	174.6	155.1	166.9	149.4	133.8	129.4	134.0
Motorcycle Injury Trend	166.9	162.1	162.1	165.3	167.1	165.1	165.4	163.4	160.1	157.0	154.9
Involved Fatalities	31	30	38	41	38	50	46	44	27	54	43
Fatalities Per 10,000 Registrations	6.1	5.8	7.5	8.0	7.1	8.5	7.3	6.7	3.9	7.0	5.3
Motorcycle Fatality Trend	5.95	5.95	6.46	6.86	6.90	7.16	7.18	7.12	6.76	6.78	6.65
Percentage of MC Operator Fatalities with BAC > 0%	52%	42%	66%	44%	42%	54%	43%	38%	48%	55%	25%
Fatality Injured Trend	47%	47%	53%	51%	49%	50%	49%	48%	48%	48%	46%

PERFORMANCE GOALS AND TRENDS

Performance Goals and Trends

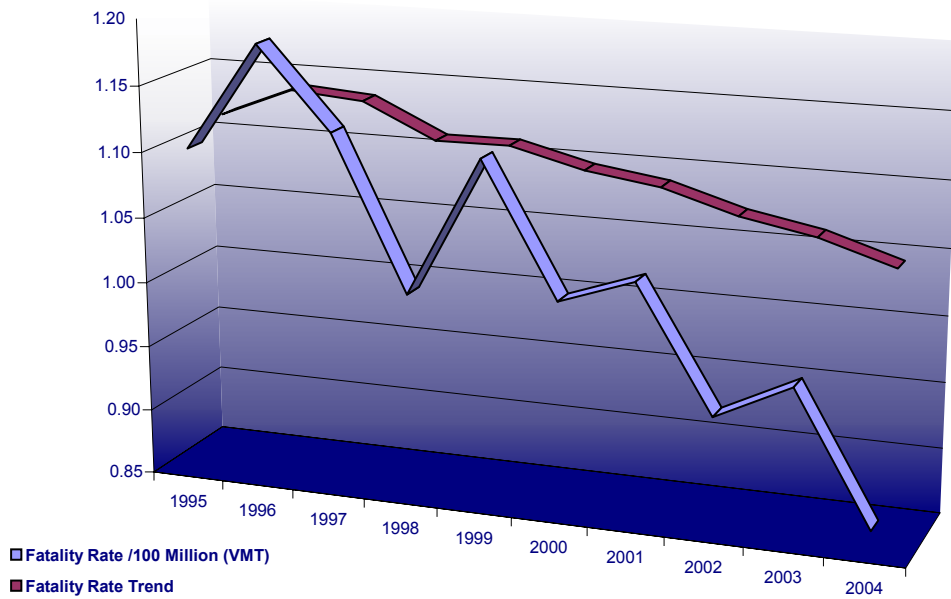
Fatalities, Goal:

Reduce current number of fatalities



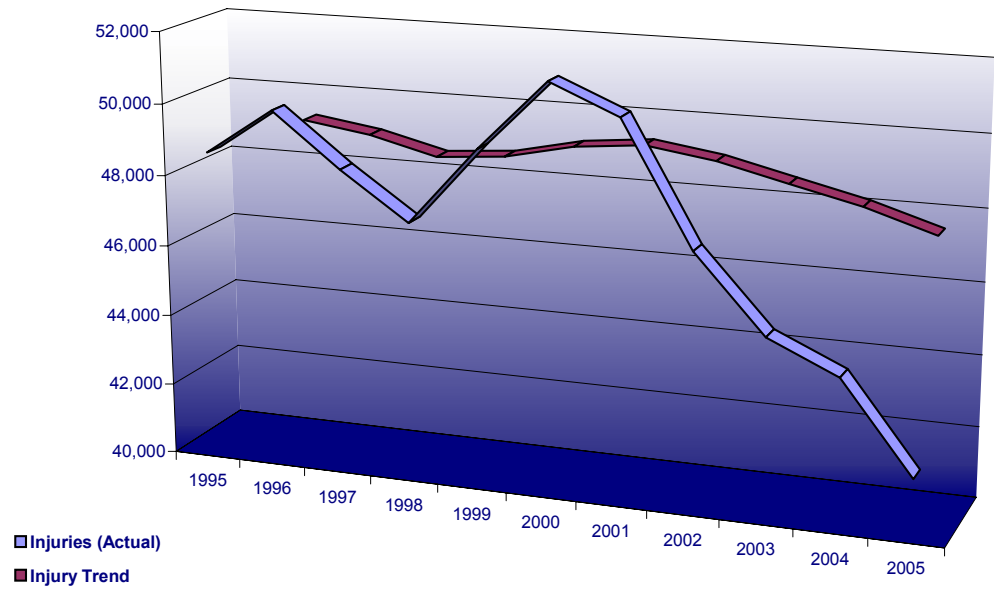
Fatality Rate/100M VMT, Goal:

Reduce the fatality rate/100M vmt



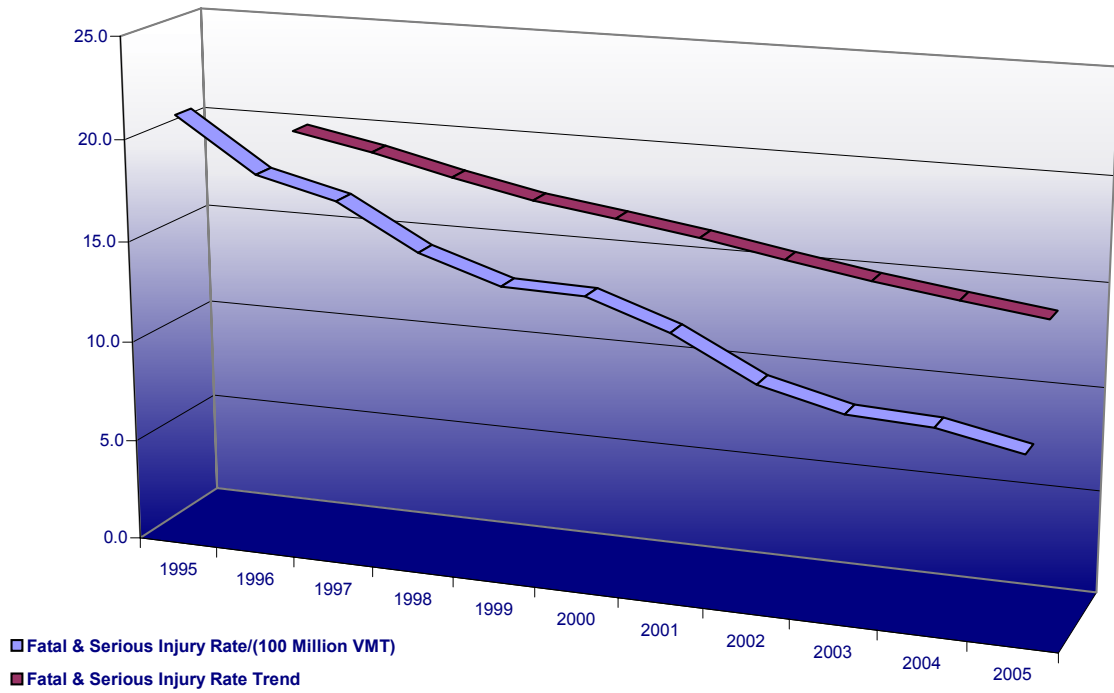
Injuries, Goal:

Maintain a reduction in the number of injuries



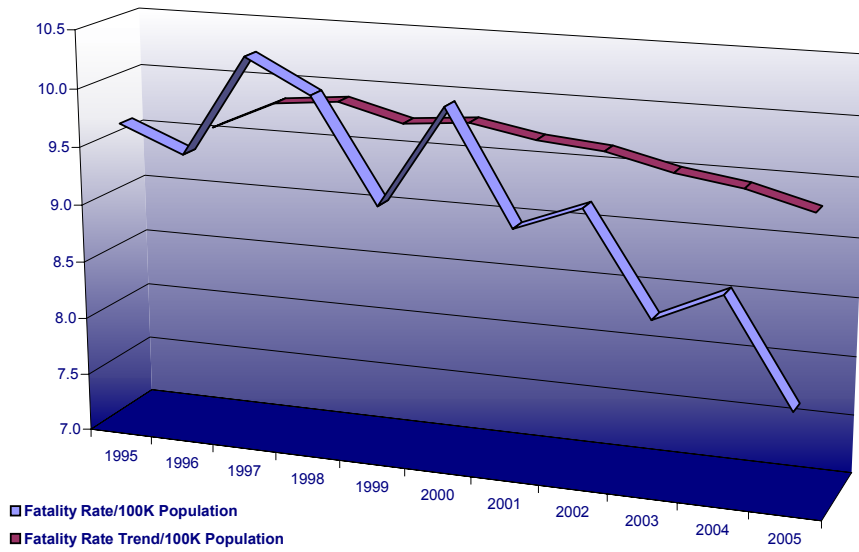
Fatal and Serious Injury Rate/100M VMT, Goal:

Maintain drop in fatal/serious injury rate



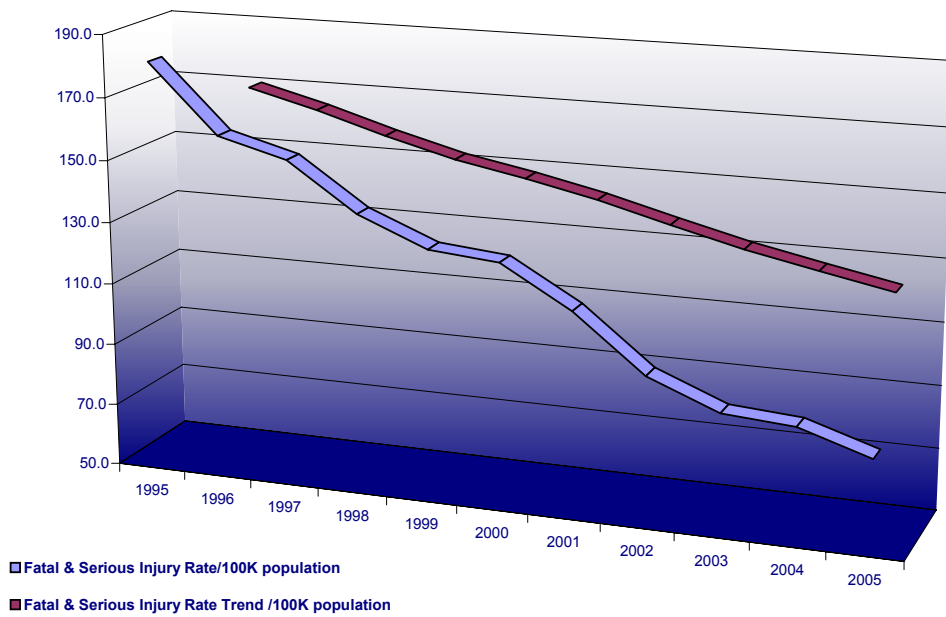
Fatality Rate/100K Population, Goal:

Maintain a reduction in the fatality rate



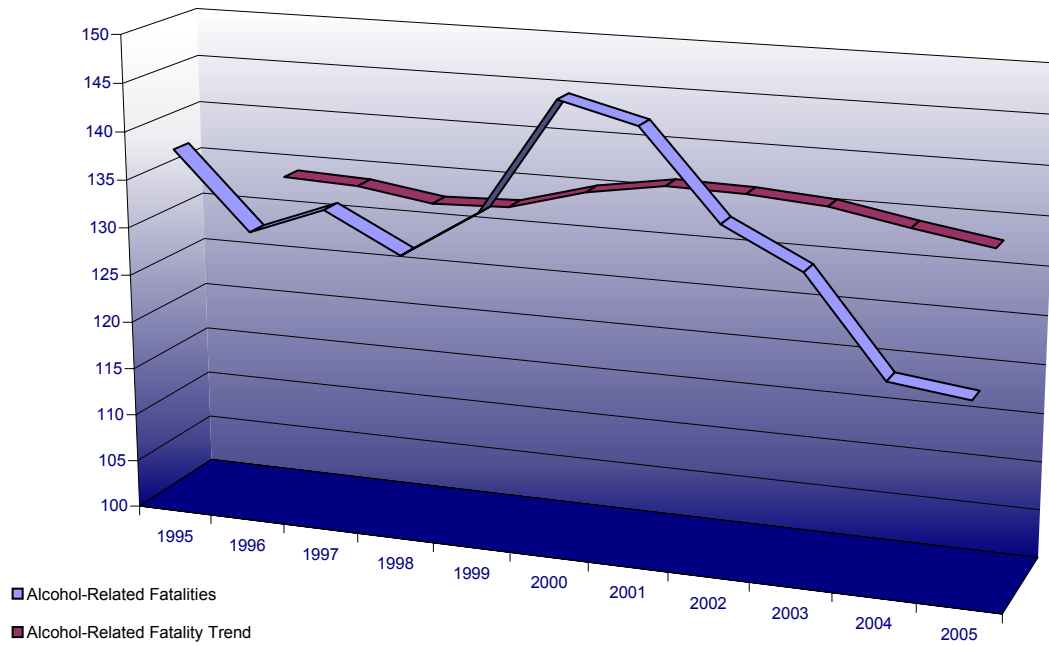
Fatal/Serious Injury Rate/100K Population, Goal:

Maintain drop in fatal/serious injury rate



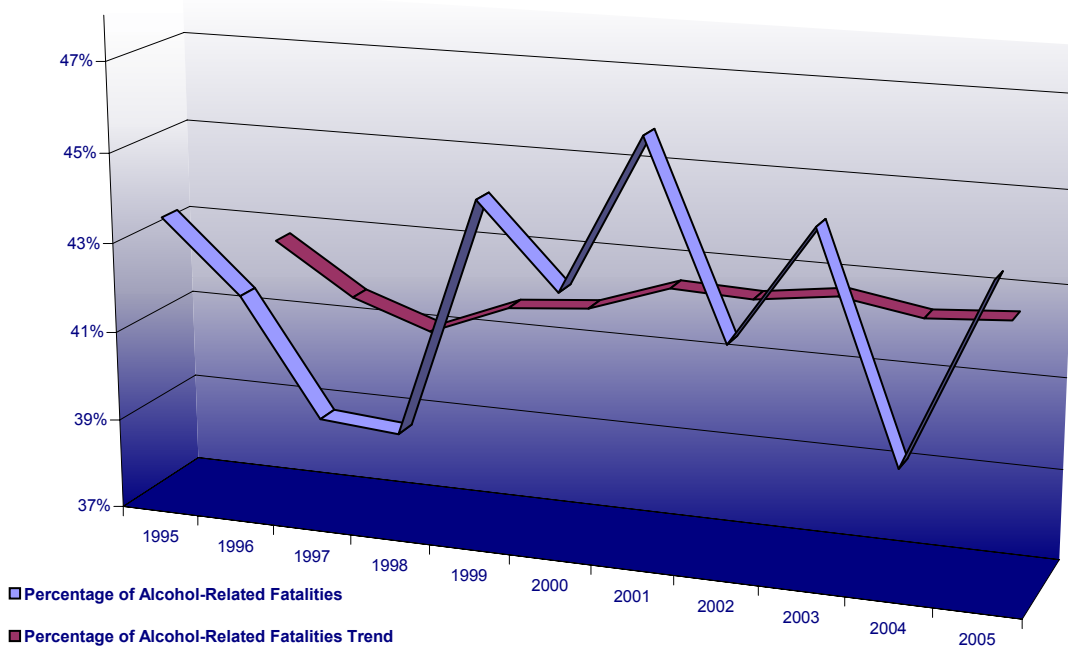
Alcohol Fatalities, Goal:

Maintain number of alcohol-related fatalities



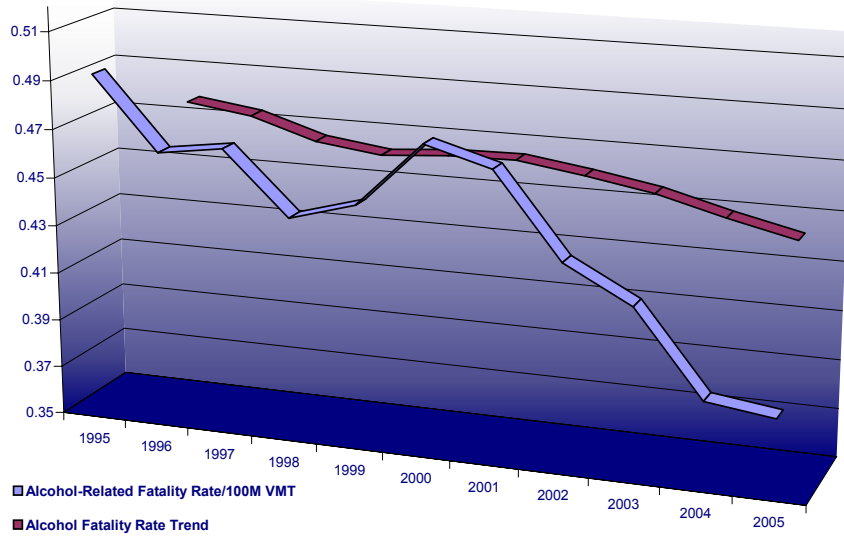
Alcohol-Related Fatalities Percentage, Goal:

Reduce the percent of alcohol-related fatalities



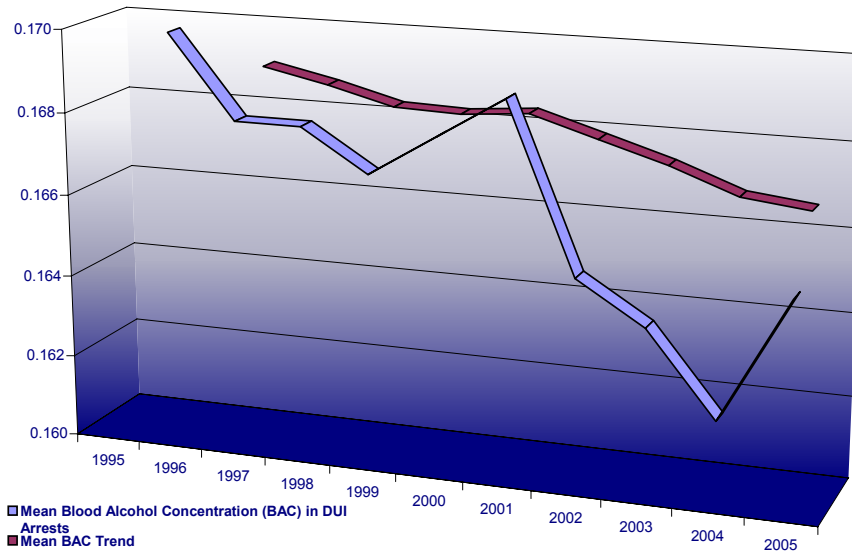
Alcohol Fatality Rate/100M VMT, Goal:

Maintain a reduction in alcohol-related fatalities



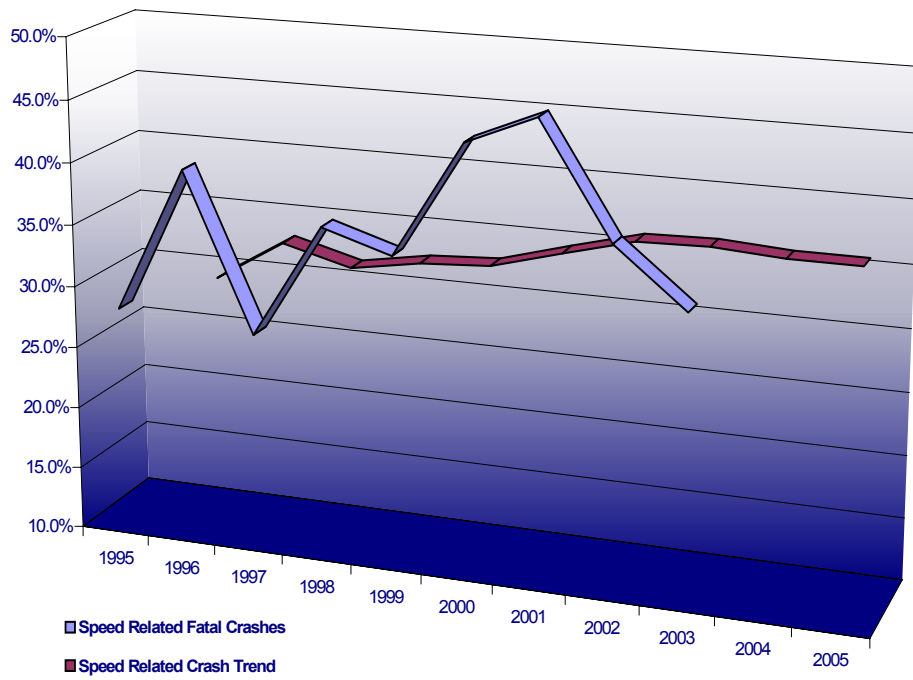
Mean BAC Arrests, GOAL:

Reduce mean BAC Arrests to .160%



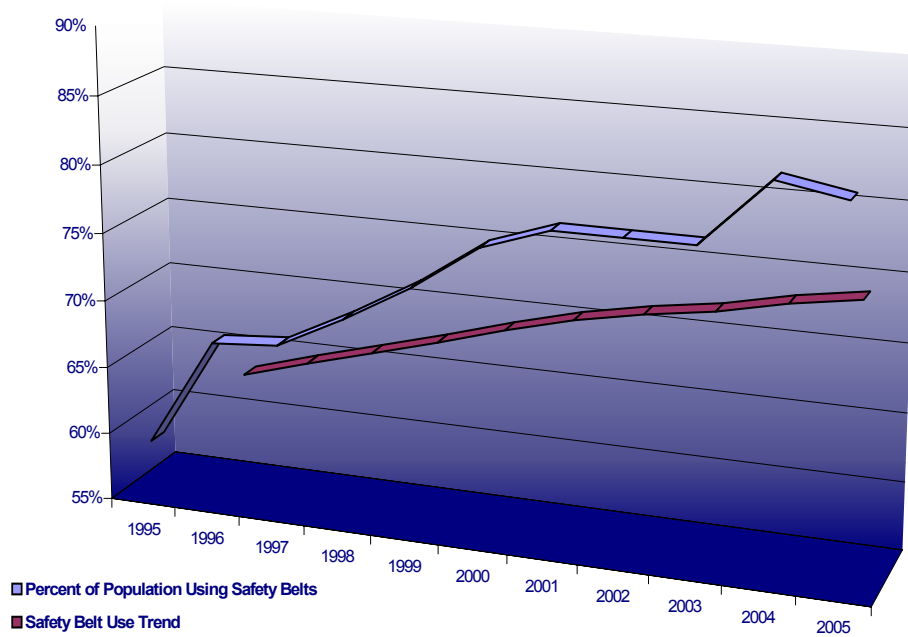
Speed Related Fatal Crashes, GOAL:

Reduce percent of speed related fatal crashes



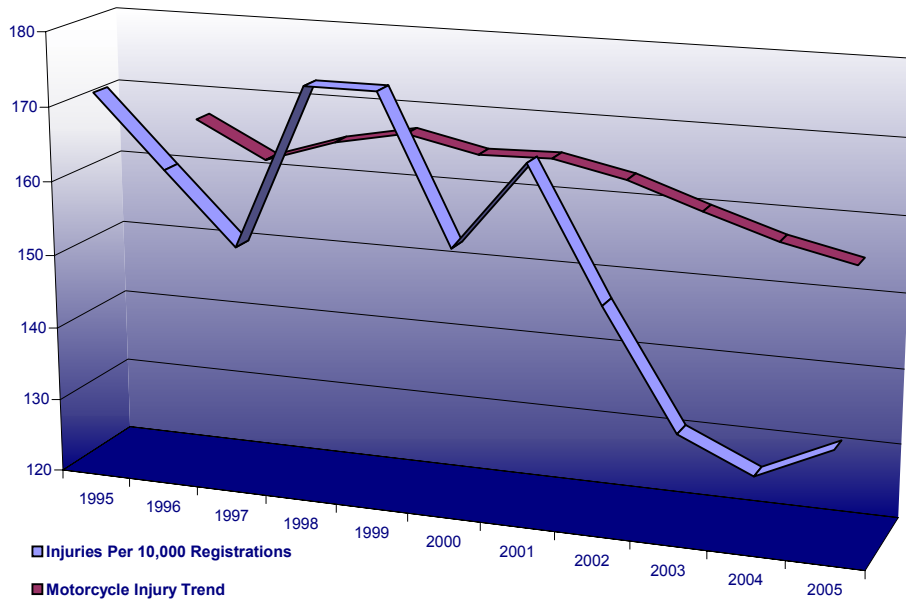
Observed Safety Belt Use, Goal:

Increase observed safety belt use rate to 84%



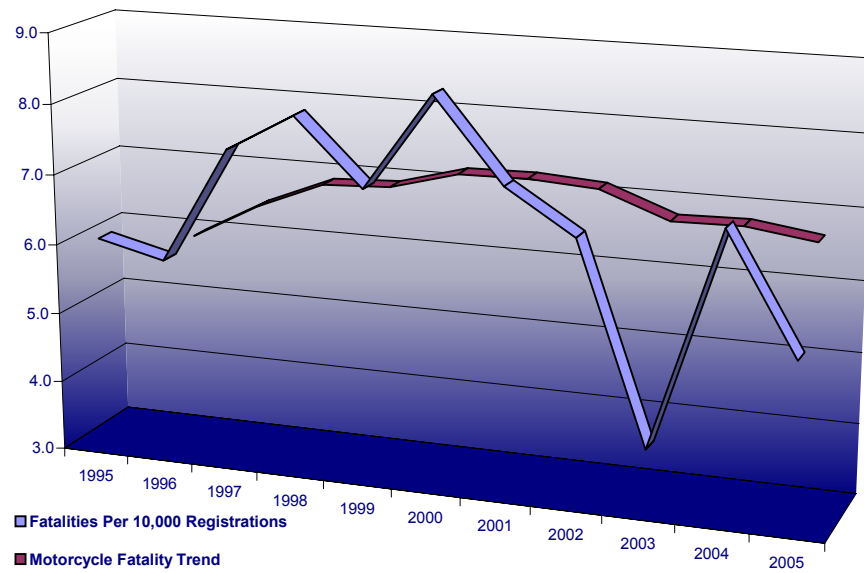
Motorcycle Injuries/10K Registrations, Goal:

Decrease motorcycle injuries to 137 / 10K Reg.



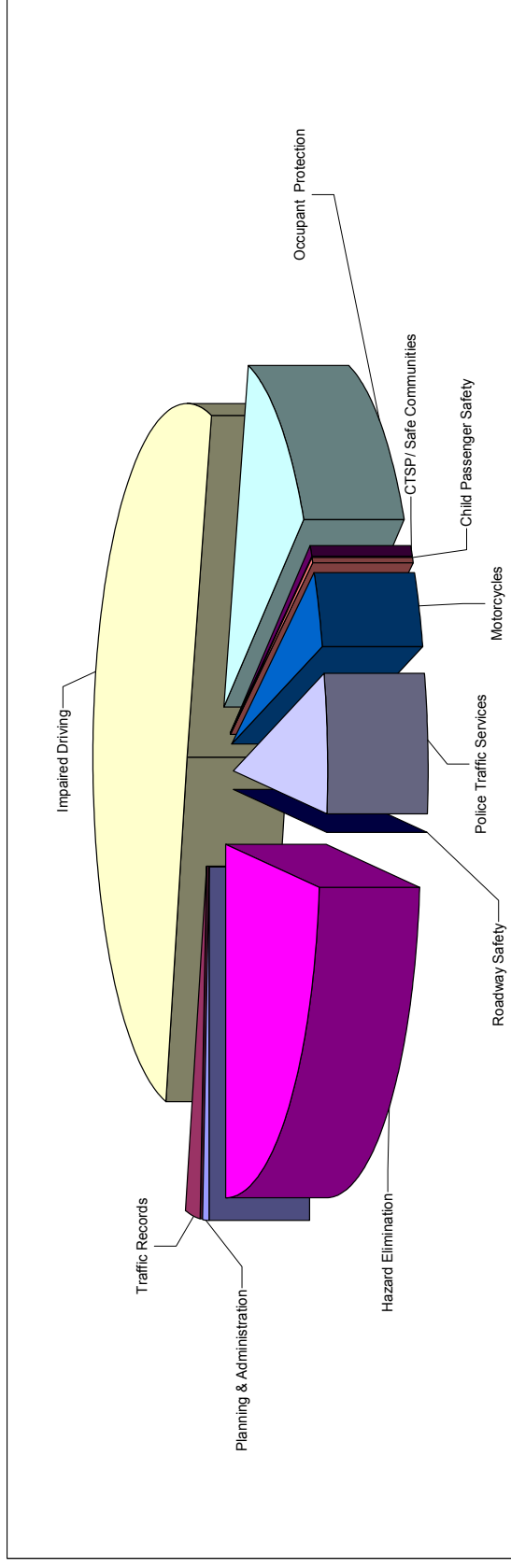
Motorcycle Fatalities/10K Reg., Goal:

Reduce the fatality rate to below 6.0 /10K Reg.



FINANCIAL SUMMARY

Financial Summary												
(Preliminary Data as of 11/01/06)												
	402	405	410	411	154 AL	154 HE	157PT	163	164	Total	% of Total	
Planning & Administration	\$114,200									\$114,200	1.1%	
Traffic Records	\$223,300			27,500						\$250,800	2.4%	
Impaired Driving	\$150,000		90,000		4,734,000				268,000	\$5,242,000	50.6%	
Occupant Protection	\$396,800	16,500					830,500			\$1,243,800	12.0%	
CTSP/ Safe Communities	\$57,900									\$57,900	0.6%	
Child Passenger Safety	\$33,700									\$33,700	0.3%	
Motorcycles	\$204,100						146,900			\$351,000	3.4%	
Police Traffic Services	\$564,200						13,700			\$675,400	6.5%	
Roadway Safety	\$7,000									\$7,000	0.1%	
Hazard Elimination									2,377,600	\$2,377,600	23.0%	
TOTAL										\$10,353,400	100.0%	



PROGRAM AREAS

PROGRAM AREAS

Impaired Driving

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include reducing alcohol-related fatal crashes by 5 percent, reducing the mean BAC at the time of arrest to .160 percent, reducing the percentage of alcohol-related fatalities in the 21 to 39-year-old age group, reducing the percentage of alcohol-related fatalities in the under-21-year-old age group, and diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement.

The Impaired Driving Program emphasized enforcement with the goal of reducing driving under the influence (DUI). Through cost-share programming, it was possible to substantially increase the number of officers throughout the State to engage in high-visibility DUI enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists a simple message: if they drive impaired, they will be caught.

Law enforcement agencies statewide conducted DUI enforcement efforts during the Thanksgiving, Christmas, New Years, Memorial Day, and July 4th holidays. Expanded DUI enforcement grants were also awarded to municipalities. These grants allowed existing regional traffic enforcement units to combine resources in regional DUI operations. This strategy emphasized a regional police presence and created an effective deterrent to impaired driving by heightening the public's perception of being apprehended. The expanded grants continued throughout the fiscal year and allowed a great deal of flexibility in deployments based on the particular needs of a community. Some examples included targeting the shoreline during high travel timeframes and municipalities with high-profile sporting events. The results of the DUI enforcement program are listed below:

Holiday DUI Project Activity (as of 11/22/06 - 78 municipalities reporting)

Thanksgiving/Christmas/New Years - Local Law Enforcement

- 454 DUI arrests
- 8,595 safety belt and other citations
- 8,595 warnings
- 65 checkpoints
- 17,930 hours of enforcement

Thanksgiving/Christmas/New Years - State Police

- 28 DUI citations
- 388 safety belt and other citations
- 614 hours of enforcement

Memorial Day/July 4th - Local Law Enforcement (54 of 57 reporting)

- 163 DUI arrests
- 3,606 safety belt and other citations

3,311 warnings
38 checkpoints
7,655 hours of enforcement

Memorial Day/July 4th - State Police

18 DUI citations
104 safety belt and other citations
560 hours of enforcement

Expanded DUI Project Activity (as of 11/22/06 - 38 of 75 agencies reporting) –

Local Law Enforcement

545 DUI arrests
15,770 safety belt and other citations
13,263 warnings
40 checkpoints
29,383 hours of enforcement

State Police

49 DUI citations
1,093 safety belt and other citations
1,285 hours of enforcement
11 arrests for possession of illegal narcotics

Funding was provided for DUI enforcement equipment, including DUI digital in-car video cameras for in-the-field evidence gathering of suspected DUI operators by Connecticut State Police (it must be noted that the agency funds were used to purchase Mobile Data Terminals with compatible software to complement this equipment) and a DUI Command Vehicle for the Quinnipiac Regional Traffic Unit that is used at DUI checkpoints and other high visibility public venues within the Regional Traffic Unit's jurisdiction

The Connecticut State Police conducted a "UConn Spring Weekend Project" to reduce DUI incidences during the University's Spring Weekend. This project resulted in 8 DUI arrests, 4 possessions of alcohol by a minor, 6 possessions of narcotics, and 91 safety belt violations. The Town of North Branford implemented a project to combat underage drinking. Enforcement efforts made over 60 arrests for violation of underage possession and procurement of alcohol. Numerous "house parties" and "keg parties" were visited by the enforcement teams assigned to this project. Additionally, numerous arrests were made for possession of narcotics and several liquor stores had their licenses suspended for selling to minors.

Connecticut implemented the Connecticut Impaired Driving Information System (CIDRIS). This project provided support to the development and rollout of the CIDRIS Project. Under the oversight, guidance and direction of the Office of Policy and Management, CIDRIS will provide for electronic data capture of traffic citations, integration of judicial and DMV information, integration with offender-based data and a data, warehouse support system.

Funding continued for a statewide DUI prosecutor/coordinator position within the Office of the Chief State's Attorney. The prosecutor/coordinator focused on increasing the ability of the Chief State's Attorney's Office to successfully prosecute DUI and drug-related traffic cases and to train law enforcement officers on the prosecutorial aspects of Standard Field Sobriety Tests (SFST) as they pertain to DUI cases. Training and education initiatives designed to provide a better understanding of Connecticut's DUI laws, were provided to law enforcement personnel and motor vehicle per-se hearing officers. Consequently, additional DUI-related cases could be successfully prosecuted. The DUI prosecutor/coordinator also is on the Advisory Panel for the CIDRIS Project and is a member of the Law Enforcement Council, coordinated by the Department's Law Enforcement Liaison.

Youth initiatives included "zero tolerance" messages, as well as educational efforts such as the MADD Connecticut Youth Power Camp. Annual Power Camps helped young people learn the skills necessary to affect change in their communities. Youths learned ways to change attitudes that condone underage drinking and drug use by addressing public policy options, joining efforts with law enforcement, and broadcasting their message via the media. Alcohol incentive funds were used to support the 2006 Power Camp. Approximately 100 participants comprised of students, adult leaders, staffers and management personnel representing 13 schools and community organizations.

The Department and the State Toxicology Laboratory have collaborated on evaluation of DUI data analysis and interpretation, with the results enhancing the testimony provided in support of DUI prosecutions in the State. Further, the collaboration has focused on expanding the scope of drugs that are routinely detected and reported by the Laboratory, again, supporting DUI prosecutions. This program specially addresses the use of prescriptions, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator's abilities. Working with the media, including television, radio, and print, provided an integral component to the State's impaired driving initiatives.

The Department continues to promote the Drink-Drive-Lose.com web site. The site is currently being reviewed for the purposes of updating and keeping the site fresh for the group of motorists that this platform is geared toward. In addition, the Department conducted a public information campaign encouraging motorists to drive responsibly during the Thanksgiving through New Years holiday season. The campaign employed both television and radio commercials, in which Governor M. Jodi Rell was featured as spokesperson. Television reach for this campaign was estimated to be 98 percent with a frequency of 27X for the males in the 21 to 34 age group. Media purchased included a combination of paid and bonus spots for TV, cable and radio. Three thousand sixty-second radio commercials aired. The commercials were concentrated during the a.m. and p.m. drive times and weekends.

The Labor Day Holiday period featured the new national campaign "*Drunk Driving: Over the Limit. Under Arrest*". This campaign featured television and radio spots created by NHTSA and broadcast on Connecticut airways. The effort delivered 2,226 paid television spots with 2,232 bonus spots, 1,477 paid cable spots with 1,460 bonus spots and 361 spots with 359 bonus spots running on Spanish speaking networks. The campaign also realized 2,050 paid and 1,982 bonus radio spots. The delivery of the television campaign was 1,100 Gross Rating Points

(GRP's), a reach of 95 percent and an average frequency of 11.6 times for males in the 21 to 34 age group. Radio delivery was 1,900 GRP's and had a 98 percent reach and an average frequency of 19.3 times for males in the 21 to 34 age group.

Connecticut conducted surveys of public awareness of the of the State's Labor Day 2006 Impaired Driving Initiative. Surveys were conducted during Wave 1 (pre-campaign) and Wave 2 (post-campaign). Surveys were at the Department of Motor Vehicles (DMV) eight offices: Bridgeport, Danbury, Hamden, New Britain, Norwich, Waterbury, Wethersfield and Winsted. These surveys measure public awareness of the paid media that was purchased by the Transportation Safety Section and aired from August 16 through September 4, 2006. The first wave of DMV surveys was conducted directly before the media began (August 8 to 15, 2006) and the second wave was collected directly afterward (September 5-13, 2006).

The results of the two survey waves are summarized as follows. The number of respondents that reported the chance of getting arrested as "Always", if drinking and driving, *decreased* slightly from 42.6 percent in the baseline survey to 39.8 percent during Wave 2. The number of respondents indicating that local police enforce the impaired driving laws "very strictly" increased from baseline (34.9 percent) to Wave 2 (37.1 percent). When asked about state police enforcement of the impaired driving laws, the number of respondents who indicated "very strictly" also increased slightly, from 42.5 percent during Wave 1 to 45.1 percent during Wave 2. None of these differences were statistically significant. When respondents were asked about their frequency of driving after drinking as compared to 3 months ago, pre/post responses were virtually unchanged. However, the large majority of respondents reported that they typically don't drink and drive; this was true both before and after the Labor Day campaign.

While there did not appear to be much public awareness of law enforcement activity during the Labor Day campaign, the impaired driving media message was definitely heard across the state. When asked where the impaired driving message was heard, respondents indicated radio, television, posters and checkpoints as the media source for the message at significantly higher levels during Wave 2, as compared to Wave 1. Recognition of the "*Drunk Driving. Over the Limit, Under Arrest*" campaign slogan increased significantly from baseline to Wave 2, from 92 respondents to 542 respondents, respectively, reporting recognition of the slogan. No other program or campaign was recalled at a significantly higher level during Wave 2, compared to Wave 1.

For each wave, approximately 150 to 200 surveys were collected in each office. There were a total of 2651 total survey respondents, 1355 pre-campaign and 1296 post-campaign. Some of the survey questions and the responses were as follows:

"*What do you think the chances are of getting arrested if you drive after drinking?*" In the pre-survey 42.6 percent answered "always," and 57.4 percent answered "Nearly Always/Sometimes/Seldom/Never." In the post-survey 39.8 percent answered "always," and 60.2 percent answered "Nearly Always/Sometimes/Seldom/Never".

"*Do you think the penalties for alcohol impaired driving are:*" (pre-survey) Too Strict, 8.9 percent, About Right, 53.6 percent, Not Strict Enough 28.5 percent, Don't Know 9.0 percent. In the Post-

survey respondents reported results: Too Strict, 7.3 percent, About Right, 50.3 percent, Not Strict Enough 32.1 percent, Don't Know 10.4 percent.

“In the past 30 days have you gone through a DUI checkpoint?” In the pre-survey 19.1 percent indicated they had passed through a checkpoint while 80.9 percent indicated they had not. In the post-survey 22.7 percent reported they had passed through a checkpoint while 77.3 percent indicated they had not.

When asked if they could name any of Connecticut's impaired driving campaigns, the pre-survey indicated 4.5 percent recognized *“Drunk Driving. Over The Limit, Under Arrest,”* 26.8 percent recognized *“You Drink & Drive. You Lose”* and 37.8 percent recognized *“Friend Don't Let Friends Drive Drunk.”* The post survey showed that 21.7 percent recognized *“Drunk Driving. Over The Limit, Under Arrest,”* 23.5 percent recognized *“You Drink & Drive. You Lose”* and 30.9 percent recognized *Friend Don't Let Friends Drive Drunk.”*

The large increase realized in the post-survey recognition of the new national campaign indicates that the media effort was successful in promoting sober driving along with the new national campaign slogan.

Department staff members and National Highway Transportation Safety Administration staff attended a tri-state press event on Friday, August 18, 2006 in Times Square, New York. Additional attendees were law enforcement personnel from New York and New Jersey. The event featured the city of New London's Mobile DUI Command Vehicle.

Future strategies will include concentrated enforcement of DUI laws, coupled with media assistance, in areas defined as overly represented in alcohol-related crashes, participation in national mobilization efforts, coordination of programming efforts with traditional and nontraditional partners, increase of law enforcement and judicial training, and enhancement of web site educational efforts.

During 2006, approximately \$4,646,851 was spent to accomplish these activities.

Police Traffic Services

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by 5 percent by the end of 2007, and by 5 percent each year in 2008 and 2009. Moreover the goal includes reducing the high level of crashes due to Connecticut's four predominant contributing factors (as referenced in Table PT-1) from 64 percent to 55 percent by the end of 2008, with an emphasis on speeding.

Countermeasure programming continues to focus on increasing the number of regional traffic enforcement units (RTUs). At present, Connecticut's law enforcement community is composed entirely of State and local agencies. A gap exists in enforcement due to a lack of county or "regional" agencies. Through mutual aid agreements, Connecticut has established a statewide network of RTUs comprised of State and local enforcement agencies within regions of the State. The RTUs achieve continuous statewide comprehensive traffic enforcement by sharing personnel and equipment within the unit. This allows agencies to regularly participate in traffic enforcement checkpoints that would ordinarily be cost prohibitive. The RTUs are an integral component of Connecticut's traffic enforcement structure and have proven to be successful. The mobility and visibility of these units have successfully projected a broad police presence to the public. There are currently 12 RTUs Statewide.

The Totoket Regional Traffic Unit was formed by the towns of North Branford, Branford and Guilford by forming a compact for the purpose of conducting regional traffic enforcement. The Town of North Branford purchased a SMART Trailer and outfitted it with graphics for use by the towns in the Regional Traffic Unit.

The Towns of Bolton and New Hartford successfully conducted a Hazardous Moving Violation Project on Connecticut Route 6 and 44, and Route 202 and 44. These routes were selected due to the high volume of traffic crashes. Through these projects, patrols were conducted during the day and evening using marked and unmarked vehicles. This project resulted in 395 moving violation citations.

A Law Enforcement Summit was held to discuss highway safety priorities and to recognize the law enforcement community for their participation in the Transportation Safety Section programs. Over 268 Law Enforcement officers attended. Twelve law enforcement agencies who participated in the Traffic Safety Challenge were recognized for their outstanding enforcement efforts in the following categories: Best overall Alcohol Enforcement Program, Best overall Child Passenger safety Program, Best overall Occupant Protection Program, Best overall Speed Awareness Program and Best Underage Alcohol Prevention Program.

The New Britain Police Department continued their successful Bust Aggressive Driving (BAD) program. The agency expended 2,146 hours while issuing 1,420 infractions, 203 summons, and 37 full custody arrests. Through this project the department was able to crash rate statistics by 25 percent in March, 13 percent in April, 13 percent in July and 4 percent in August. May and June saw slight increases of 1.9 percent and 3.8 percent.

The Town of Stafford operated a Speed Enforcement Project incorporating 1,282 hours of enforcement. Through this project, law enforcement personnel issued 1,482 citations including 1,133 speeding violations, 259 safety belt violations, and 2 DUI arrests.

To reduce the number and severity of motor vehicle crashes and to increase compliance with Connecticut's motor vehicle laws, predominately speeding, the Brookfield Police Department purchased two portable Digital Speed Displays with flashing strobe lights to be used at six fixed sites along heavily traveled roads that are the subject of numerous speeding violations. To address a speeding problem that exists on Spring Hill Road, particularly the section where the Mansfield Middle School resides, the Town of Mansfield obtained a radar speed trailer. This equipment will address the problem of motorists who travel on average, 18 miles per hour over the posted 25 mph speed limit.

As part of a comprehensive approach to combat speeding on multi-lane roadways that run through Windsor, the Windsor Police Department initiated a Speed and Accident Reduction Project that combined education and enforcement to address crashes and injuries. The education portion of the effort involved interaction with motorists at traffic stops and issuing citations and warnings, while the enforcement component allowed for the purchase of 7 stalker radar units used on the multi-lane roadways within the town limits.

To address multiple fatal traffic crashes on a stretch of Connecticut Route 10 during the first half of 2006, the New Haven Police Department partnered with the Connecticut State Police to initiate the Route 10 Corridor Traffic Assistance Project. The department mobilized officers for a total of 168 hours between May 1 and July 15. During this effort, 79 citations were issued for numerous violations including 1 DUI. Additionally the State Police recorded 205 citations and 237 charges being assessed.

The State Police also partnered with the cities of Bridgeport, New Haven, New London and Hartford on a Major Cities Traffic Enforcement Project. Through this project the State Police issued 1,198 tickets, 1,366 charges, 8 narcotics arrests, 4 arrests on warrants and two DUI arrests. The 4 major cities recorded 522 tickets, 627 charges, 6 narcotic arrests and 4 people wanted on warrants. In addition, the State police conducted a Comprehensive Safety and Speed Compliance Project. State Police personnel operated unmarked cruisers and other non-conventional patrol vehicles to target enforcement areas where speeding was a contributing factor in traffic crashes. The TSS also supported 5 national Critical Analysis Reporting Environment (C.A.R.E.) holiday periods and various safety belt campaigns through this grant which resulted in 8,462 citations and a total of 9,178 motor vehicle violations.

Connecticut Route 6 in Andover is one of the most hazardous roadways in the State. It has been the location of many motor vehicle crashes which have resulted in numerous injuries, some which have been fatal. The Town of Andover's law enforcement officers implemented a Hazardous Moving Violations Project which resulted in 149 speeding violations, 161 safety belt violations and 179 other moving violations.

The Town of Glastonbury initiated a pilot program entitled "Project 54." This project incorporates into a single operational platform the option of voice activation of emergency lights,

sirens, video systems, scanners, radio and communication, radar, vehicle query, license plate recognition, and other tasks that law enforcement officers must perform while still operating the police cruiser. It still allows for the officer to use touch screen control and traditional manual controls. This project will be evaluated over the next few years to determine if crashes initiated by the multitasking nature of officers' duties will be reduced.

A Speed Enforcement Project was implemented by the Town of Mansfield. Enforcement was conducted for a 4-month period. During this project the Town utilized 382 hours of enforcement to make 336 motor vehicle arrests, 159 other moving violation arrests and issued 324 warnings. The department also purchased 1 stalker dual head radar unit. A Speed Enforcement Program was also initiated in the Town of Trumbull. To address the speed issue the Town purchased a fully equipped police motorcycle to enforce speed.

To address the growing number of "cruising" activities which frequently produce unregulated street racing, the Hartford Police Department initiated "Operation Safe Streets" targeting such traffic offenses as speeding, racing, DWI, seat belt and hazardous moving violations.

As a comprehensive approach to combat speeding in Fairfield County, State Police along with the towns of Trumbull, Wilton and Greenwich participated in a Tri-State Speed Enforcement Project which also included radio spots with a strong enforcement message (see detailed report in Noteworthy Practices).

State Police as well as the towns of Manchester, Plainville, West Hartford and Cromwell conducted Red Light Enforcement operations to reduce the number and severity of motor vehicle crashes and to increase compliance with the law regarding red lights.

The Town of Ellington conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 140, 286 and 74. Utilizing the funds made available through this project, the law enforcement officer issued a total of 503 citations on these routes and the adjoining local roadways.

A Hazardous Moving Violations Project was initiated by the Town of East Haddam. Through this project East Haddam officers, assisted by resident troopers and troopers from Troop K, conducted approximately 485 hours of enforcement dedicated to detection and arrest of violators on Connecticut Route 149. Law enforcement officers issued 212 citations including 104 speeding violations, 44 safety belt violations, 18 stop sign violations and 41 other motor vehicle violations while making 412 total contacts with motorists.

The Town of Marlborough State Troopers used 505 hours of enforcement to implement their Hazardous Moving Violations Project resulting in 172 citations and 339 total contacts with motorists. During these contacts 3 fugitive warrants were served and 3 arrests for narcotics were made. Additionally, Troopers issued citations including 41 speeding violations, 60 safety belt violations, 19 traffic signal violations, 24 stop sign violations and 23 other motor vehicle violations.

During 2006, approximately \$924,423 was spent to accomplish these activities.

Occupant Protection

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the national average of 82 percent. Performance goals include reducing the percentage of serious (fatal + "A") injuries resulting from motor vehicle crashes from 8.4 percent in 2000 to 6.9 percent in 2006. Additional performance goals include reducing the percentage of moderate ("B") injuries resulting from motor vehicle crashes from 23.9 percent in 2000 to 20 percent in 2006.

Efforts undertaken were designed to increase awareness and adherence to Connecticut's occupant protection laws with a priority given to enforcement and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations. Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public information and education activities were administered through media announcements and support materials. Concentrated safety week efforts included "Buckle Up America Week" and "Child Passenger Safety Awareness Week." These initiatives are nationwide efforts to increase awareness of the need for proper use of safety belts and child safety seats. The Highway Safety Law Enforcement Committee, together with the Transportation Safety Section, continued to explore innovative strategies for strengthening enforcement and education efforts. Law enforcement officials offered Convincer/Rollover public demonstration programs. These programs give individuals the opportunity to experience a low-speed impact and "convince" the rider that they need to wear a safety belt when riding in a vehicle. The Rollover simulator also demonstrates the need for safety belt use by providing a visual experience of what happens when a vehicle is involved in a rollover crash.

The Transportation Safety Section conducted the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There was one "Click it or Ticket" Enforcement WAVE/Mobilization effort held on May 15, 2006. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The WAVE was conducted in May 2006 with 148 agencies participating. An 87.3 percent post-WAVE safety belt usage rate was achieved. Enforcement activity included a total of 16,002 safety belt citations, 1,695 speeding citations, 59 child safety seat citations, 174 DUI arrests, and 3,018 citations for miscellaneous violations.

The spring 2006 statewide scientific survey revealed an 83.5 percent safety belt usage rate. This represents a 1.9 percent increase over 2005. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. After the spring WAVE period, the full statewide survey was conducted; this survey establishes the statewide rate for the year. The pre- and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys serve to monitor performance and activity relating to safety restraint usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate.

The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news

coverage. Departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. Radio and television spots, print media, and billboard served to complement enforcement efforts. Two television commercials were aired 1,974 times, and 2 radio commercials were aired 1,768 times. Traffic report sponsorships on 23 radio stations aired 1,326 times; 97 newspaper advertisements ran in 14 daily and 7 weekly newspapers. Campaign results indicated an approximate 98 percent reach of the target population.

The Transportation Safety Section and its many partners supported efforts that complemented mobilization/enforcement campaigns and helped increase safety belt and child safety seat use. Thousands of pieces of educational materials on occupant protection were requested by the public. In addition, educational materials were distributed at numerous public outreach venues.

The New Britain Rock Cats baseball team partnered with the Transportation Safety Section to promote the Click It or Ticket message as part of the statewide campaign. A Click It or Ticket billboard was displayed for the entire season. Additionally, every time a Rock Cats player successfully stole a base, the Public Address Announcer encourages all attendees to buckle up upon leaving the game, combined with a buckle up promotional message being placed on the video board. Radio advertisement ran throughout the Click It or Ticket Campaign. Latino Beisbol Fiesta, a bi-lingual game day program promoted buckling up by use of the video board and stadium signage

During 2006, approximately \$759,692 was spent to accomplish these activities.

Child Passenger Safety

The general goal of Connecticut's Child Passenger Safety Program is to reduce the percentage of injuries to children as the result of traffic crashes. Performance goals include reducing injuries to children from 2.8 percent in 2001 to 1 percent in 2008. During fiscal year 2006, the Transportation Safety Section Child Passenger Safety Program, along with their partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The Program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations will be a priority of the Child Passenger Safety Program. The Transportation Safety Section will provide a variety of child passenger safety educational brochures and manuals, including the latest version of the manual on child safety seat instructions for all models, "LATCH (Lower Anchors and Tethers for Children)," Safety Belt Safe's "Car Safety Seat Color Pictorial", to new and existing safety seat inspection stations to sustain daily operations.

In 2006, there were 9 child passenger safety technician-training sessions at various locations statewide with 126 participants. The training sessions resulted in 126 additional certified technicians. Two update renewal classes were held with 17 attendees. Connecticut has 20 instructors and 74 fitting stations. The instructors and technicians disseminate the most current information relating to design, hardware, installation, and curriculum.

The Transportation Safety Section disseminates a variety of public education materials specific to child passenger safety; they were provided to a variety of agencies, health and safety fairs and other public outreach venues. Over 13,000 brochures in English and Spanish were distributed in response to requests from the public. The brochures include NHTSA materials ("LATCH Phase I & II" and "A Guide to Buying and Using Booster Seats") and a Connecticut-developed product ("A 5-Step Test for Booster Seats," in both English and Spanish).

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Health Department, serves the Waterbury and the Litchfield County region of the State. WATSP addresses multiple traffic safety issues. Accomplishments of the Program include increasing the number of certified Child Passenger Safety (CPS) technicians and instructors throughout the State. The WATSP coordinator continues to be an active member of the Mayor's Task Force Against Substance Abuse. Presentations against drugs, alcohol and cigarettes were given to all 5th grade students in the Waterbury public school system. Bill Ross, a former drug and alcohol educator at the University of Massachusetts, presented a performance dealing with these social issues while entertaining students with his juggling act. The Task Force conducted activities that involved 25 schools with over 1,672 students attending the presentations. The Task Force also sponsored presentations for the "Hard Truth" reaching 760 junior and senior high school students. Covering the issue of drinking and driving, the panel consisted of EMS personnel, a mother, a DUI victim, law enforcement and a driver who was arrested for DUI and served time in Niantic Prison for killing her best friend.

Information on Red Ribbon Week was also distributed to the elementary, middle and public high schools in Waterbury. In a collaborated effort with Connecticut Light and Power (CL&P), WATSP created a non-alcoholic recipe flyer for the holidays. CL&P photo copied the flyer (3,500) and delivered copies to 6 grocery stores.

The WATSP coordinator wrote a letter to the Editor of the Waterbury Republican Newspaper titled "If You Catch A Buzz, Better Catch A Ride," which was printed on December 14, 2005 reaching 54,764 subscribers. The Program networked with both hospitals in the area (Saint Mary's and Waterbury) to distribute .08 flyers to patients and emergency rooms. Materials were given to the Watertown Police Department for their Day of Reflection for seniors during prom time. Fatal vision (DUI) goggles continued to be loaned to programs being conducted in the area on driving under the influence of alcohol. Buckle Bear programs were conducted for over 700 children at day cares, Head Start day cares programs and YMCAs.

A 2-hour presentation on booster seats was given to 34 Hispanic and African American families. This presentation covered the law and the proper use of car seats and booster seats, the families then attended a car seat clinic where they received a free booster seat and instructions on installation in their vehicle. Funding for this was obtained from the Keep Kids Safe license plate program.

Public Service Announcements dealing with booster seats were given to Sky111 (cable station) and ran during Child Passenger Safety Week (February) and All American Buckle Up Week (May).

The WATSP coordinator and the Department worked with Pizza Hut to provide law enforcement with coupons for free personal pan pizzas. These coupons were distributed by the Waterbury Police Department, Watertown Police Department and Thomaston Police Department to children riding in booster seats. Two car seat clinics were set up this past year for educating parents and caregivers on the proper installation of car seats. Car seats obtain by WATSP were distributed to low-income families in the area. In addition, WATSP worked with Waterbury Youth Services and Healthy Choice Program to purchase car seats for their clients.

The WATSP coordinator assisted NHTSA at their yearly update session for their crash investigators on car seats. The information obtained from the investigators is used in the FARS report and the CDS report. The Program assisted the Department of Motor Vehicles on updating their child passenger safety flyer, and assisted the Department of Transportation on the wording for the child passenger safety law used on their citation holders distributed to all law enforcement agencies for their waves.

WATSP maintains expertise as a resource in the ever changing field of child passenger safety. The Program coordinator continues to stay updated on new issues dealing with child passenger safety by attending training and conferences dealing with the issue of car seats. The Program receives a subscription of Safe Ride News, which is a national publication on child passenger safety issues. This information is shared statewide.

The WATSP coordinator continues to stay an active member of the Greater Waterbury Chapter of Safe Kids by presenting programs and presentations on child passenger safety, pedestrian safety and bicycle safety. Last year 29 presentations were conducted on bicycle safety to 550 students and 1,997 Halloween Safety Reflective trick or treat bags were distributed to students. The coordinator also attends state meetings and assists the State Coalition with special projects.

During 2006 approximately \$73,400.00 was spent to accomplish these activities.

Roadway Safety

The general goal of Connecticut's Roadway Safety Program is to reduce the number of serious injury crashes occurring in construction/work zone areas. Performance goals include reducing the number of construction/work zone-related crashes by 15 percent from 1,348 in 1995 to 1,146 by the close of calendar year 2007. In 2004, work zone crashes totaled 1,314, which is a 2.5 percent reduction from 1995.

During federal fiscal year 2006, one new municipality participated in the Work Zone Safety Program, which was initiated in 1992 to reduce the number of traffic crashes at construction/work zone sites. The Program was set up to provide two levels of funding, \$7,000 for small, and \$10,000 for large municipalities, and was offered on a one-time participation basis. The Program is nearing its conclusion and will end by the close of fiscal year 2007. To date, 165 of the State's 169 municipalities will have participated in this site upgrade program.

Efforts to make construction/work zone sites safer consisted of providing the municipality with highly visible traffic safety equipment, including work zone safety signs with various messages or directions, barricades, traffic cones, flagman paddles, sign stands, traffic channeling drums, barricade lights, and safety vests. Efforts were concentrated in upgrading and standardizing construction/work zone safety signs and barricades with the purpose of familiarizing public works personnel with proper signing use and placement of work zone safety devices.

A work zone safety public information and education program will continue with a variety of messages to the public through print and electronic media. Emphasis is on driver education and traffic enforcement at work zone/construction sites. A Work Zone Safety Committee comprised of members of the Department, Federal Highway Administration, Connecticut State Police, Connecticut Construction Industries Association and Wilber Smith Associates, meets regularly to address safety and enforcement issues. Other Department units and representatives from other agencies and organizations are coordinating this public information and education program.

During 2006, approximately \$6,989 was spent to accomplish these activities.

Motorcycle Safety

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals include reducing injuries by 20 percent per 10,000 registrations to 137 by the year 2008; and to decrease the percentage of fatally injured motorcycle operators with blood alcohol concentration (BAC) greater than 0.00 percent to below 40 percent. The latest available data from 2005 indicate that there were 134 injuries per 10,000 motorcycle registrations and that 43.5 percent of motorcycle operators killed had a BAC greater than 0.00 percent.

During fiscal year 2006, the Department's Connecticut Rider Education Program (CONREP) continued efforts to increase student enrollments. The three levels of courses offered were held at 14 site locations throughout the State and included the Basic Rider Course (beginner), the Intermediate Rider Course, and the Experienced Rider Course. To assure quality control, CONREP Instructors monitored the Program under the supervision of four chief instructors. In order to accommodate additional courses, CONREP trained and certified 19 new instructors. Preliminary data for 2006 indicate that more than 5,700 students were enrolled in over 525 Connecticut Rider Education Program courses, an increase of over 63 percent from 2001. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

Providing public information and education materials that promote safety is an important component of the Motorcycle Safety Program. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, chemical impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events, including Connecticut's annual major motorcycle show. Preliminary estimates indicate that over 15,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period.

A successful statewide campaign, "Open the Throttle. Not the Bottle," continued to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign website (www.ride4ever.org) was designed for all Connecticut motorcyclists, but targeted males ages 25 to 40 who account for the largest number of riders on Connecticut roadways. The website contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed a healthy 21,000+ visits over the course of the year, with the bulk of them coming in the spring and summer. Partners in this Program include the American Motorcyclists Association, the Connecticut Motorcyclists Association, and the Connecticut Motorcycle Business Association. The campaign continued throughout the year with public service announcements and campaign message events at motorcycle dealerships. Media efforts that focused on raising awareness of motorcycles on the road continued throughout the year. Radio announcements were produced to encourage

automobile operators to share the road with motorcycles and other users. Over 2,000 radio announcements were aired during focused drive times, reaching over 1,085,390 listeners. Half of those airings were offered as a public service, at no cost. The Paid Media section of this document provides a more detailed report on media efforts.

During 2006, approximately \$354,700 of federal funds (Sections 402 & 163) and \$1,140,600 of State funds (Account 811 & Fees) were spent to accomplish these activities.

Traffic Records

Connecticut's Traffic Records Coordinating Committee (TRCC) recently met to continue efforts to improve the State's Traffic Records System. Using combined funding from safety belt performance and safety data improvement grants, the TRCC endorsed the following projects as a logical next step in the process:

- Electronic motor vehicle crash reporting from the State Police (CSP) to the Department of Transportation
- Electronic motor vehicle crash reporting from local law enforcement to the Department using the CSP/NEXGEN reporting system
- Electronic motor vehicle crash reporting from local law enforcement to the Department using the Capitol Region Council of Governments (CRCOG)/CAPTAIN reporting system
- Electronic emergency medical services (EMS) run reporting from local EMS providers to the Department of Public Health (DPH)
- Measuring Core Safety Data Systems against Data Quality Measures

The focus on electronic crash reporting projects on timeliness, completion, consistency and accuracy; and EMS run reporting efforts on completeness, timeliness and consistency, position Connecticut's Traffic Records Program well ahead of the first year requirements by NHTSA for SAFETEA-LU Section 408 funding.

In addition to implementing the above listed crash and EMS reporting projects, the TRCC continues to monitor and promote other ongoing safety data improvement projects, including electronic crash reporting for commercial motor vehicles, electronic EMS reporting, and crash outcome data evaluation linkage and analysis, as well as continued planning for a crash/traffic records data warehouse and impaired driver records information system.

In 2007, TRCC will begin preparations to qualify for second year funding for safety data improvement grants, including documentation of the existing system improvement efforts and updating its first year application comprised of the following sections:

- Deficiency Analysis & Major Strategies (Strategic Plan)
- Performance Benchmarks & Goals
- Safety Data Improvement Projects
- Traffic Records Coordinating Committee
- Appendices (Strategic Plan)

2007 will mark the third year of renewed efforts by the TRCC to improve the State's traffic records system, which began with a Traffic Records Assessment in 2004. The goal is for a more comprehensive and effective traffic records system to accurately identify safety problems, develop countermeasure programs to evaluate their effectiveness and measure progress to help save lives.

The Town of Madison initiated a Traffic Records Management Project to enable officers to make real-time inquiries on a mobile data terminal from within the cruiser which allows for officers to access Connecticut On-line Law Enforcement Communication Teleprocessing (COLLECT) National Law Enforcement Telecommunications Systems (NLETS) databases. This project also enables officers to access the Department's Records Management System (RMS) and Computer Aided Dispatch system (CAD).

Six mobile data terminals were purchased by the City on New London for installation in police cruisers for collection of traffic statistics and traffic safety planning. In addition, repeat traffic offenders often slip through the cracks due to the lack of real time data. Having access to real time data gives officers an improved basis for enforcement action.

TRCC Vision/Authority/Mission

The following vision, authority and mission statements were included in the 2006 first year application for safety data improvement funding.

Vision - A Comprehensive Traffic Records System to Provide Reliable Data, Critical to the Development of Policies, and Programs that Enhance the Operation and Safety of the Connecticut Highway Transportation (National, State, and Local Roads) System.

Authority - The Connecticut TRCC operates under the authority of and by the appointment of the Administrators of the Connecticut Department of Transportation, Connecticut Department of Motor Vehicles, Connecticut Department of Health, and the Judicial Branch.

Mission - Implement a Delivery System to Provide Timely, Complete, Accurate, Uniform, Integrated, and Accessible Traffic Records (Safety Data) to Manage Highway and Traffic Safety Programs.

The Connecticut TRCC shall:

- Include representatives from highway safety, highway infrastructure, law enforcement and adjudication, public health, injury control and motor carrier agencies, and organizations
- Have authority to review any of the State's highway safety data and traffic records systems and to review changes to such systems before the changes are implemented
- Provide a forum for the discussion of highway safety data and traffic records issues and report on any such issues to the agencies and organizations in the State that create, maintain and use highway safety data and traffic records
- Consider and coordinate the views of organizations in the State that are involved in the administration, collection, and use of the highway safety data and traffic records system
- Represent the interests of the agencies and organizations within the traffic records system to outside organizations
- Review and evaluate new technologies to keep the highway safety data and traffic records systems up-to-date

During 2006, approximately \$234,500 was spent to accomplish these activities.

PAID MEDIA REPORT

PAID MEDIA REPORT

Holiday Driving Safety Campaign

In the 4th Quarter of 2005 the Department ran a public information campaign encouraging motorists to drive responsibly during the holiday season – don't drink and drive, obey all traffic laws, and always wear your seatbelt.

The campaign employed a both television and radio commercials to deliver the message to Connecticut's residents. Governor Rell was featured as a spokesperson in two television commercials and one radio commercial.

As this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

Schedule Timing

The campaign aired from November 21 through January 1 – a period of six consecutive weeks. Television and radio advertising vehicles were used.

Television

Two 30-second commercials aired statewide across eight television stations and 22 cable system for the full 6-week campaign. The 2 commercials included the following:

- "Voices of Reason" – featured children urging drivers to drive safely; Governor Rell reinforced that message as the commercial ended
- "Honkin' Happy Holiday" – featured tight shots of hands beeping car horns to the tune of 'Jingle Bells'; Governor Rell urged drivers to drive safely at the end of the commercial

Recap of television schedule

- A total of 600 paid commercials aired over the schedule
- An additional 601 bonus commercials aired at no-charge
- A total of 43,146,000 gross impressions were realized over the course of the schedule

The delivery of the campaign was as follows:

A21+ GRPs	2,349
A21+ Reach	98%
A21+ Frequency	24.0x

Radio

One 60-second commercial aired on 39 different radio stations across the state for the full 6-week campaign. The commercial, entitled "Sleigh Stop," featured interplay between Santa and

the police officer who pulled him over. Governor Rell closed the spot with a message urging drivers to drive safely during the holiday season. A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

In addition to the commercial schedule, promotional opportunities were also secured:

- The campaign's "Holiday Driving Safety" message was aired in promotional announcements as a sponsor of the Ski Watch reports that aired on 6 stations throughout the state

Recap of radio schedule

- A total of 1,500 paid commercials aired over the schedule
- An additional 1,503 bonus commercials aired at no-charge
- An additional 300 promotional mentions aired at no-charge
- A total of 13,092,800 gross impressions were realized over the course of the schedule

Metro Traffic Sponsorships

Ten-second sponsorship messages of traffic reports running primarily in morning and afternoon drivetimes aired on 34 radio stations throughout the state during the entire 6-week campaign. Sponsorship billboards of the traffic reports were also included.

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

In the Hartford/New Haven DMA market:

- A total of 385 paid commercials aired over the schedule
- An additional 385 bonus commercials aired at no-charge
- A grand total of 770 commercials aired

In the Fairfield County market:

- A total of 385 paid commercials aired over the schedule
- An additional 385 bonus commercials aired at no-charge
- A grand total of 770 commercials aired

Overall Campaign Delivery

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Adults 21+: 95%

Campaign frequency – combining all mediums - Adults 21+: 30+x

This means that approximately 95 percent of all adults in the state of Connecticut were exposed to the campaign message at least once. Of those adults exposed to the campaign message, on average they were exposed to the message 30 times.

Motorcycle Safety – Share the Road “Look out for Motorcycles”

During 2006, the Department contracted with radio broadcasters in major markets to remind drivers to take extra time to look twice and share the road with motorcycles. This project was the primary sponsor of the traffic reports during the motorcycle-riding season, broadcasting a timely message to the target audience and maximizing project dollars.

Objectives

- Raise the awareness of motorcycles in traffic
- Reduce the number of motorcycles involved in multi-vehicle crashes

Target Audiences

- All motor vehicle operators

Target Geography

- Statewide

Schedule

- Drive Time Traffic Reports: 50 airings per week for 20 weeks during April–September 2006.

Paid

- One thousand airings were broadcast over a period of 15 weeks.

Value Added

- One thousand “no-cost” public service announcements were added to the project

Evaluation

Arbitron Inc., an international media and marketing research firm, conducted an evaluation of this effort. They reported the following results for adults 18 and over:

Gross Impressions 9,220,800
The sum of the “average quarter hour” audience for all spots in the schedule.

Gross Rating Point 463.3
The total number of rating points achieved for a particular spot schedule.

Net Reached 1,028,380

The number of people reached in a given schedule.

Frequency 9.0

The average number of times a person is exposed to the radio spot schedule.

Population 2,001,000

Number of people in the listening area.

Cost

The total cost of this project was \$75,000. The project was funded by Federal Highway Safety Incentive Fund-Section 163. Additional amounts of public service announcements estimated to be valued at \$70,000 were added. The total value of the airtime was \$145,000.

May 2006 Mobilization “Click It or Ticket”

In spring of 2006, the Department conducted a public information campaign encouraging motorists to wear their seatbelts. The message reached all residents of the state, but targeted those drivers, who were the least compliant with the law, male adults ages 18 to 34.

The campaign employed a variety of media vehicles to deliver the message to Connecticut’s residents. Since this was a public information campaign operating in the best interest of Connecticut’s residents, media vendors provided additional message exposure for no charge. The additional message delivery helped boost the campaign’s message exposure to Connecticut’s residents well beyond what the campaign’s media budget could normally afford.

Objectives

- Reinforce awareness of the “Click It or Ticket” Seat Belt Safety Campaign (including checkpoint activity)
- Promote increased safety belt usage

Target Audiences

- Adults ages 18 to 34
- Additional consideration to both men ages 18 to 34 and ethnic audience delivery

Target Geography

- Statewide

Schedule

- Broadcast (radio, television and cable): five consecutive weeks from May 1 to June 4; additional media bonus inventory and value-added to air within flight dates as well as in the last 3 weeks of June
- Newspaper: May-June
- Outdoor: May-June
- Transit: May-June

Media Schedule Overview

The media schedule was constructed to deliver the campaign messages statewide. The media purchased included a combination of paid and bonus inventory, with the ultimate effect of doubling the amount of paid message exposure with no-charge bonus message delivery.

Radio

Thirty-six radio stations were utilized throughout the state for this schedule. Stations selected ensured coverage of all 6 radio markets in the state (Bridgeport, Danbury, Hartford, New Haven, New London and Stamford-Norwalk). These stations included a variety of formats targeting mainly young adults that combined to deliver both the primary and secondary target audiences of adults aged 18 to 34 and men aged 18 to 34, as well as general adults. The schedule of 60-second commercials aired Monday through Sunday, concentrated in a.m. and p.m. drive times and weekends.

The schedule delivery (audience reach percent and message frequency) for delivering the primary target audience in the various geographic markets was as follows:

	<u>Adults 18-34</u>
Bridgeport	82% Reach, 8x Frequency
Danbury	96% Reach, 9x Frequency
Hartford	96% Reach, 8x Frequency
New Haven	94% Reach, 7x Frequency
New London	86% Reach, 6x Frequency
Stamford/Norwalk	47% Reach, 4x Frequency

A total of 2,600 60-second commercials aired over the course of the flight. Approximately half of them aired as no-charge bonus commercials – in effect doubling the delivery of the paid schedule.

In addition to the commercial schedule, on-air appearances by Department staff, State Police officials, and Lt. Governor Jodi Rell to discuss the “Click It or Ticket” program were secured. Also, hot links from station websites to the Department campaign program’s site were established.

Click It or Ticket was a sponsor of the Beach Watch program for five weeks during the flight. This included an additional 600 on-air mentions as the sponsor of the program, along with approximately 1,000 sponsor mentions on the Beach Phone.

Traffic Sponsorships

Ten-second traffic sponsorships aired on 34 stations throughout the state. The sponsorships served to remind and reinforce the “Click It or Ticket” message to the target audience at a time when it can have the most impact – when drivers are actually in their vehicle.

A total of approximately 1,000 sponsorship messages aired on these stations over the course of the 5-week schedule. Approximately 500 of the commercials were aired as no-charge bonus commercials.

Labor Day 2006 DUI Campaign

In the third quarter of 2006, the Department conducted a public information campaign to crack down on driving under the influence during the Labor Day holiday. The campaign employed both television and radio commercials to deliver the message to the Connecticut audience.

Objectives

- Generate awareness of police crack down on drinking and driving
- Discourage the audience from drinking and driving

Target Audiences

- Males 21 to 34 years old (the biggest offenders of DUI); English and Hispanic

Target Geography

- Connecticut (statewide)

Schedule

The campaign aired from August 18, 2006 through September 4, 2006 – a period of 2 consecutive weeks. To maximize the budget and effectively reach the audience, a mix of stations and programming that pull strong against the demographic were used on both English and Hispanic television and radio stations.

Television

Two 30-second TV commercials (one in English and one in Spanish) aired statewide across 6 broadcast stations, 3 cable systems and 2 Hispanic stations for the entire 2-week campaign. The 2 commercials included the English and Spanish TV spots from the NHTSA “Over the Limit, Under Arrest” campaign.

Schedule Summary:

4,458 total TV spots aired over the schedule (2,226 paid and 2,232 bonus)

- Broadcast - 801 spots (388 paid and 413 bonus)
- Cable - 2,937 spots (1,477 paid and 1,460 bonus)
- Hispanic - 720 spots (361 paid and 359 bonus)

Networks/Programming:

- Broadcast - WTXX, NESN, WVIT, WCTX, WTNH, WTIC, WFSB (comedy, sports, reality programming)
- Cable - Cablevision, Comcast, CCI (ESPN, ESPN2, Comedy, MTV, ESPN Classic, Spike, Sci-Fi, NESN, TNT, TBS, Speedvision)
- Hispanic - Univision, Telemundo

Dayparts: Weekend, Sports, Late Fringe, Prime, Early Fringe, Prime Access

The delivery of the TV campaign was as follows:

Males 21-34 GRPs 1,100

Males 21-34 Reach 95%

Males 21-34 Avg. Frequency 11.6x

Radio

Two 30-second English and one 30-second Spanish radio commercials aired on 16 English and 6 Hispanic radio stations for the entire 2-week campaign. The spots were also part of the NHTSA “Over the Limit, Under Arrest” campaign and included: “Heartbeat”, “Screech” and “Spanish Arrest.” The spots ran as is for all 30-second placements and in conjunction with a 30-second announcer read for all 60-second placements.

Schedule Summary:

- 4,032 total radio spots aired over the schedule (2,050 paid and 1,982 bonus)\
- Markets: Danbury, Hartford, New Haven, New London, Stamford
- Stations: WKSS, WCCC, WHCN, WTIC-FM, WWYZ, WTIC-AM, WPHH, WPOP-AM, WPLR, WKCI, WCTY, WMOS, WQGN, WDAQ-FM, WRKI, WFOX, WLAT, WNEZ, WILI-AM/FM, WSUB-AM, WCUM-AM, WRYM
- Formats: Rock, CHR, Hip Hop, Country, Sports and other
- Dayparts: All including AM Drive, Midday, PM Drive, Evenings and Weekends

Results

Overall, the campaign delivered 1,900 M21-34 GRPs for a 98 percent reach and 19.3 average frequency across the state. Almost half of the spots that aired were negotiated as bonus spots (a value of approximately \$360,000 at no cost).

Speeding 2006 Fairfield County Radio Schedule

Schedule Recap

October 27, 2006

Schedule Breakdown

Target Geography: Fairfield County
Target Audience: Men 18-34

<u>Station Market</u>	<u>Format</u>	<u>Commercials</u>	# of :30
WEFX-FM	Stamford/Norwalk	Classic Rock	30
WPLR-FM	Bridgeport	Rock	16
WRKI-FM	Danbury	Classic Rock	25

Schedule Cost: \$8,000

Flight Window: 6/15 – 7/15

Note: Schedule cost includes production of :30 commercial voiced by Lt. Paul Vance.

NOTEWORTHY PRACTICES

NOTEWORTHY PRACTICES

NOTEWORTHY PRACTICE 1

PROJECT TITLE

Major Cities Traffic Enforcement Assistance Project

TARGET

Aggressive Driving

PROGRAM AREA

Police Traffic Services

PROBLEM STATEMENT

Traffic on Connecticut roadways has worsened. Since 1990, the number of motor vehicles has risen 10 percent, the number of licensed operators has risen 12 percent, and the total vehicle miles traveled has increased 40 percent, while surfaced road miles increased by only 1.1 percent. As a result, drivers have become more aggressive. Tailgating, speeding, and cutting off other drivers are examples of common aggressive driver behaviors.

OBJECTIVE

To support the cities of Bridgeport, Hartford, New Haven and New London in their quest to reduce the incidents of racing, aggressive driving, speeding, and DUI, and increase the usage of seat belts on their local roads.

STRATEGIES

State Police partnered with local police from these four major cities to enhance the local aggressive driving enforcement efforts. In addition to standard fleet vehicles, these teams utilized specialized traffic vehicles; i.e., Camaros, Impalas, and Intrepids. The element of less-recognizable patrol vehicles was thoroughly taken advantage of. The combination of these non-traditional police vehicles equipped with speed measuring devices has enabled enforcement personnel to effectively identify and apprehend the reckless and aggressive driver.

RESULTS

The statistical enforcement data listed below indicates that this project was a success and enhanced the overall motor vehicle safety within all 4 municipalities.

Bridgeport	109 tickets	157 charges	1 narcotics arrest	1 arrest on warrant
New Haven	116 tickets	135 charges	1 narcotics arrest	3 arrests on warrants
Hartford	135 tickets	151 charges	3 narcotics arrests	
New London	162 tickets	184 charges	1 narcotics arrest	

COST

\$151,153.00

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NOTEWORTHY PRACTICE II

PROJECT TITLE

Project 54 Pilot Project.

TARGET

Police Officer Safety

PROGRAM AREA

Police Traffic Services

PROBLEM STATEMENT

Historically, police cruiser crashes have been the second leading cause of officer fatalities. The National Law Enforcement Officers Memorial Fund (NLEOMF) 2004 Annual Report showed an alarming increase in police officer fatalities due to police vehicle crashes. In the last 3 decades, the number of officers killed in car crashes has risen by 40 percent.

In recent years, more police equipment such as cellular telephone, laptop computers, radar units, emergency equipment controls have been added to the police cruiser operator's compartment. This increases the risk of serious injury and or death to a police officer operating a vehicle in the event of a crash.

OBJECTIVE

To decrease the number of police officer involved crashes and to reduce serious injury crashes as a result of multitasking required by the nature of police vehicle operation.

STRATEGIES

The Glastonbury Police Department designed a new officer friendly interior setup and created a safer emergency lighting package on the outside of the police vehicles for officer and public safety. In addition, the Glastonbury Police Department created an ergonomic cockpit inside the vehicle to improve officer safety. A voice activated integrated control system known as 54WARD was installed in the vehicle. 54WARD communicates with all the aftermarket equipment and software installed in the vehicles creating a "hands free" operation allowing the officers to keep their eyes on the road and both hands on the steering wheel.

RESULTS

Over the next three years the program will be further evaluated to determine the success of the project.

COST

\$24,880.00

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LOOKING TO THE FUTURE

Significant challenges to be addressed:

Adjudication of Traffic Offenses

Eliminate the high incidence of traffic-related charges being nollied.

Traffic Records Data

Increase readily accessible, cross-referenced and current crash and judicial records.

Communications

Increase direct outreach programs to geographical and population segments identified as having: high incidence of DUI, low safety belt/child safety seat usage, and high incidence of traffic violations (i.e., speed, following too closely, failure to obey traffic signal, red light running).

Impaired Driving

Improve record keeping, including components of the Connecticut approach to the Model DUI-related Information System:

- Electronic citations at the roadside
- Integrated/interface with judicial and DMV Information
- Integrated/interface with offender-based data
- Data warehouse decision support system

Improve record keeping, including a grant from the NHTSA that provides an opportunity to further automate and develop Connecticut's information systems to more specifically capture data on offenders, now with a focus on DUI, at or much closer to the time an offense is committed.

Integrated Highway Safety Strategic Plan

Work with all concerned disciplines to assure coordinated planning efforts.