



STATE OF MISSISSIPPI
HALEY BARBOUR, GOVERNOR
DEPARTMENT OF PUBLIC SAFETY
GEORGE PHILLIPS, COMMISSIONER

December 14, 2007

Mr. Terrance Parker
National Highway Traffic Safety Administration
Sam Nunn, Atlanta Federal Center
Suite 17T30, 61 Forsyth Street, S.W.
Atlanta, Georgia 30303

Dear Mr. Parker:

Enclosed are the FY 2007 Annual Report and Paid Media Report for Mississippi for your review. The financial section of the annual report will be forwarded after the FY 2007 closeout has been completed.

If you have any questions, please contact me at 601-987-3775.

Sincerely,

A handwritten signature in blue ink that reads "Kim Proctor".

Kim Proctor, Director
Governor's Office of Highway Safety
Public Safety Planning

KB:sj

Enclosures

CC: Kenneth Copeland

2007

MISSISSIPPI



Highway Safety

Annual Report

Contact Information

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Introduction

Crash Summary: For 2006, there were 78,406 reported traffic crashes, which represented a decrease from 78,588 in 2005. Crashes by severity were: Fatal - 812, Injury - 21,997 and Property Damage Only - 55,597. The fatality rate decreased to 2.22 per 100 million VMT from 2.33. The lowest rate ever recorded was 2.18 in 2001. Mississippi demographics are: 2,910,540 population; 2,576,977 licensed drivers; 2,581,1458 registered vehicles. Vehicular miles traveled in millions was 41,030. The alcohol fatality rate per VMT was .91.

Accomplishments: For 2006, there was a 2.15% reduction in total fatalities and a 3.4% reduction in highway fatalities. The 41.1% alcohol-related fatality rate is below the national average of 42%. Both the safety belt "Click It Or Ticket" campaign and the "Over the Limit, Under Arrest" sustained DUI enforcement campaign have been successful. The Mississippi Highway Patrol received over \$1,000,000 in call-back overtime to conduct these enforcement blitzes.

Challenges: Mississippi became the 22nd state to pass the primary safety belt law during the 2006 legislative session. It's effective date was May 27, 2006, to coincide with the Memorial Day holiday. With this new law, our safety belt usage rate increased to 73.6% from the 2005 rate of 60.8%. While this change is a differential of 12.8 percentage points, it actually represents a 21% increase in safety belt usage.

Crash Data / Trends

Baseline Data 1996-1999

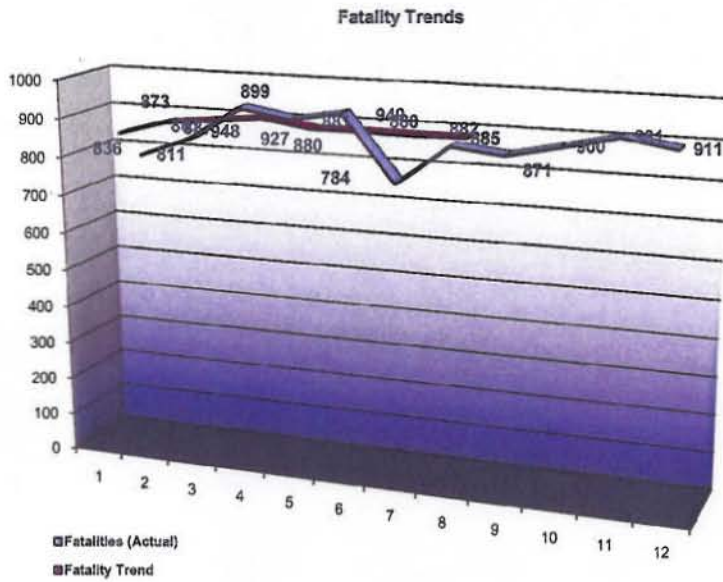
Progress Report Data 1999-2006

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities (Actual)	811	861	948	927	949	784	885	871	900	931
Fatality Trend		836	873	887	899	880	881	880	882	887
Fatality Rate /100 million VMT	2.7	2.8	2.8	2.7	2.7	2.2	2.4	2.3	2.3	2.3
Fatality Rate Trend		2.8	2.8	2.8	2.7	2.7	2.6	2.6	2.5	2.5
Injuries (Actual)	27,784	26,125	26,399	26,321	39,432	38,384	38,840	37,174	38,133	25,983
Injury Trend		26,955	26,769	26,657	29,212	30,741	31,898	32,557	33,177	32,458
Fatality & Serious Injury Rate(100 million VMT)	12.2	14.8	13.8	12.2	13.5	11.7	11.8	10.5	10.8	10.9
Fatality & Serious Injury Rate Trend		13.5	13.6	13.3	13.3	13.0	12.9	12.6	12.4	12.2
Fatality Rate/100K Population	29.9	31.5	34.4	33.1	33.4	27.6	31	30.2	31	31.9
Fatality Rate Trend/100K Population		30.7	31.9	32.2	32.5	31.7	31.6	31.4	31.3	31.4
Fatal & Serious Injury Rate/100K population	136.6	169.2	172.1	152.3	168.6	148	150.4	137.8	145.1	148.9
Fatal & Serious Injury Rate Trend /100K population		152.9	159.3	157.6	159.8	157.8	156.7	154.4	153.3	152.9
Alcohol Related Fatalities	328	344	351	335	380	282	335	321	352	390
Alcohol Related Fatality Trend		336.0	341.0	339.5	347.6	336.7	336.4	334.5	336.4	341.8
Proportion of Alcohol Related Fatalities	40.4	40.0	37.0	36.1	40.0	36.0	37.9	36.9	39.1	41.9
Alcohol Proportion Trend		40.2	39.1	38.4	38.7	38.3	38.2	38.0	38.2	38.5
Alcohol Related Fatality Rate/100M VMT	1.07	1.1	1.03	0.96	1.07	0.79	0.92	0.85	0.9	0.98
Alcohol Fatality Rate Trend		1.09	1.07	1.04	1.05	1.00	0.99	0.97	0.97	0.97
Percent of Population Using Safety Belts*	46.00%	48.20%	58.00%	54.50%	50.00%	61.80%	62.00%	62.20%	63.20%	60.80%
Safety Belt Use Trend		47.10%	50.73%	51.68%	51.34%	53.05%	54.33%	55.31%	56.19%	56.65%
Serious Injuries (A) Actual	2,899	3,762	3,787	3,335	3,848	3,428	3,413	3,098	3,313	3,420

Performance Goals and Trends

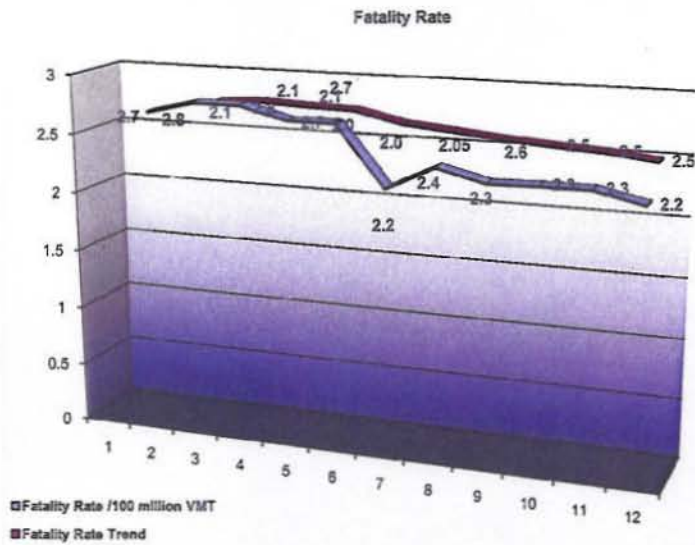
Goal: Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



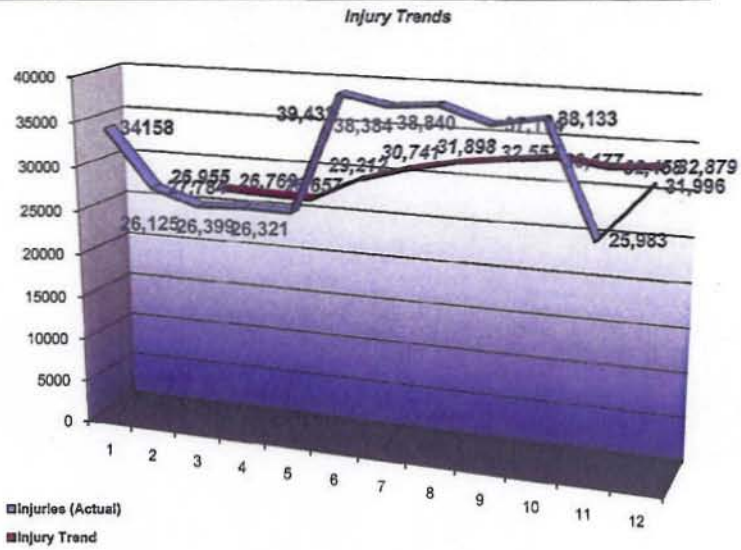
Goal: Fatality Rate/VMT
Baseline

Reduce/maintain, etc.
Baseline Data



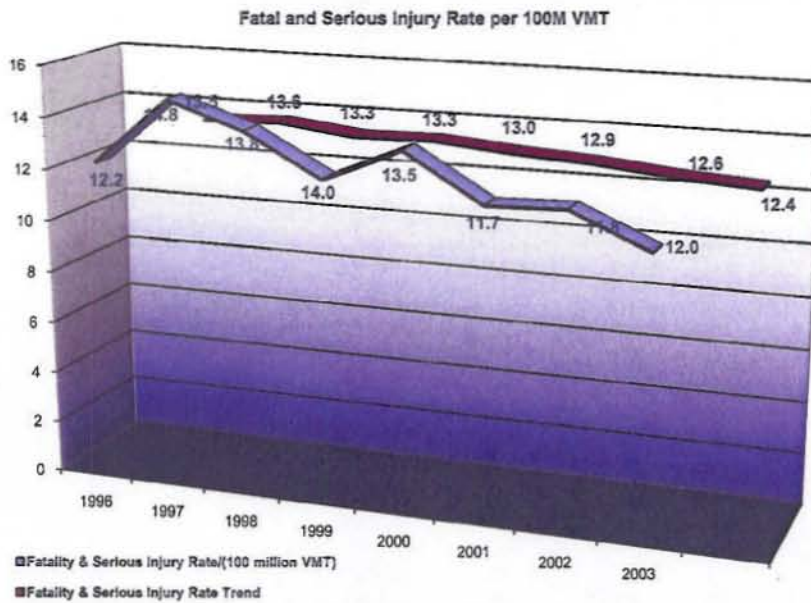
Goal: Injuries
Baseline

Reduce/Maintain, etc.
Baseline Data



Goal: Fatal and Injury Rate/VMT
Baseline

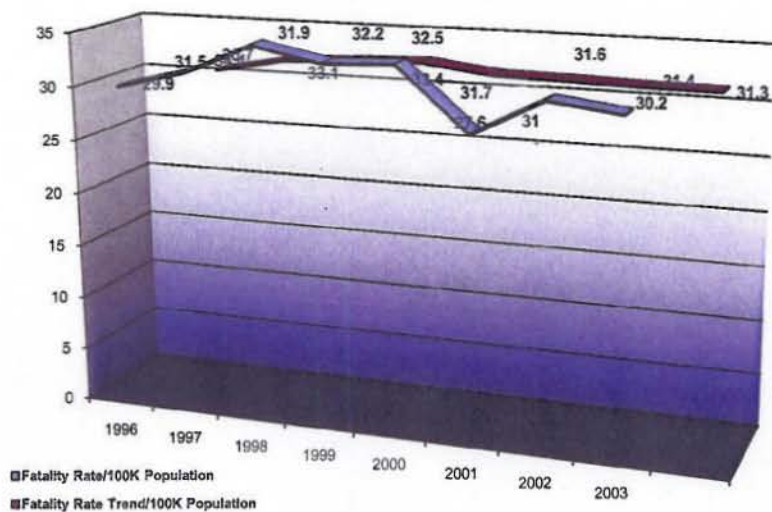
Reduce/Maintain, etc.
Baseline Data



Goal: Fatality Rate/100K Population
Baseline

Reduce/Maintain, etc.
Baseline Data

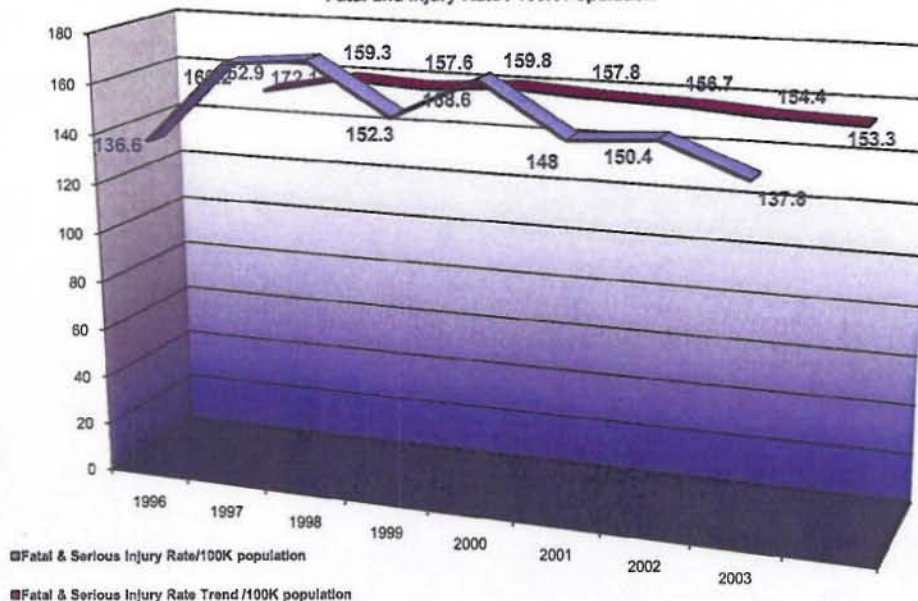
Fatality Rate/100K Population



Goal: Fatal/Injury Rate/100K Population
Baseline

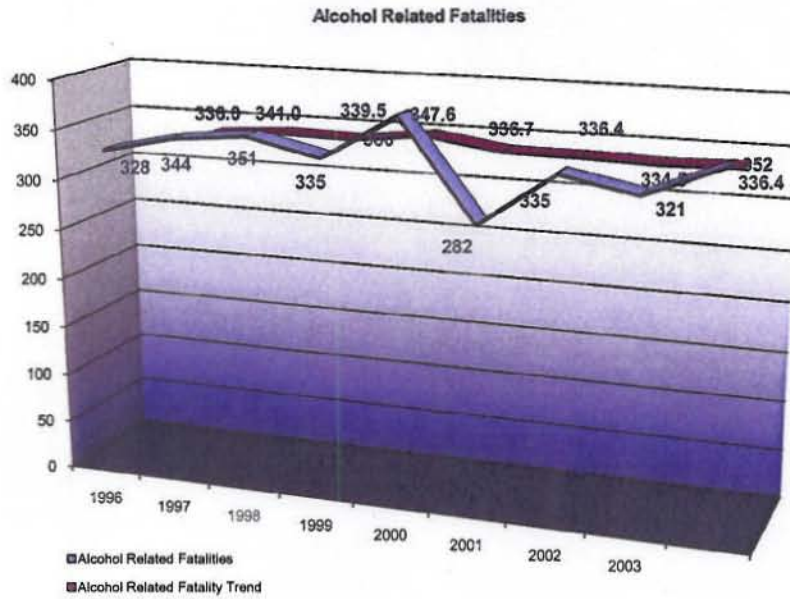
Reduce/Maintain, etc.
Baseline Data

Fatal and Injury Rate / 100K Population



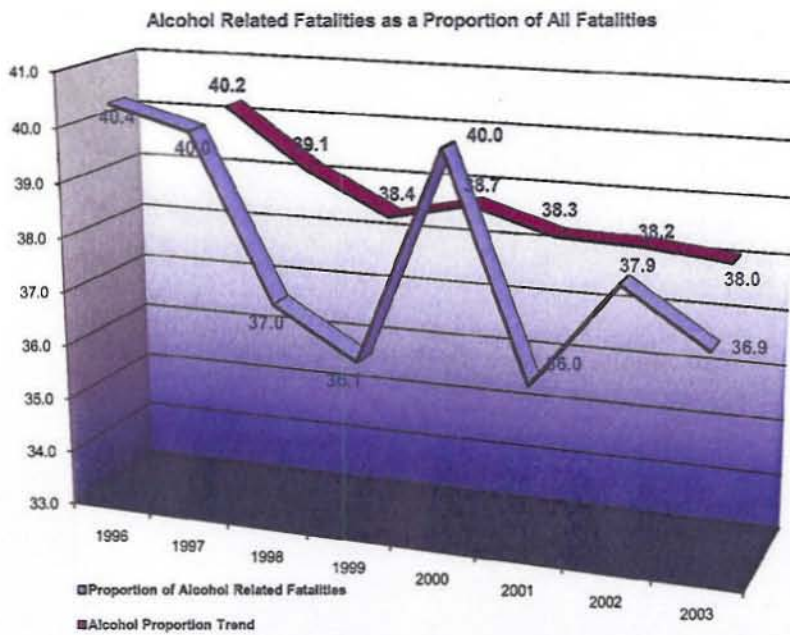
Goal: Alcohol Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



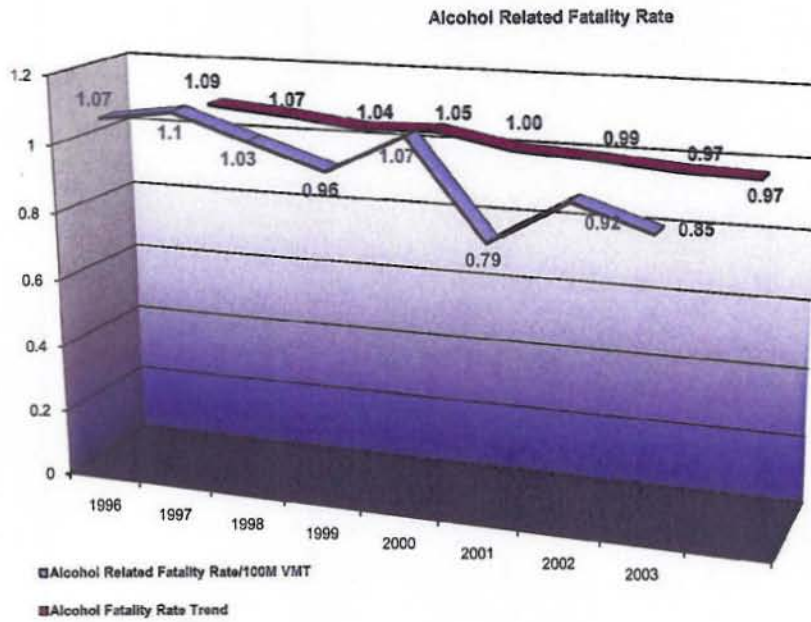
Goal: Alcohol Fatality Proportion
Baseline

Reduce/Maintain, etc.
Baseline Data



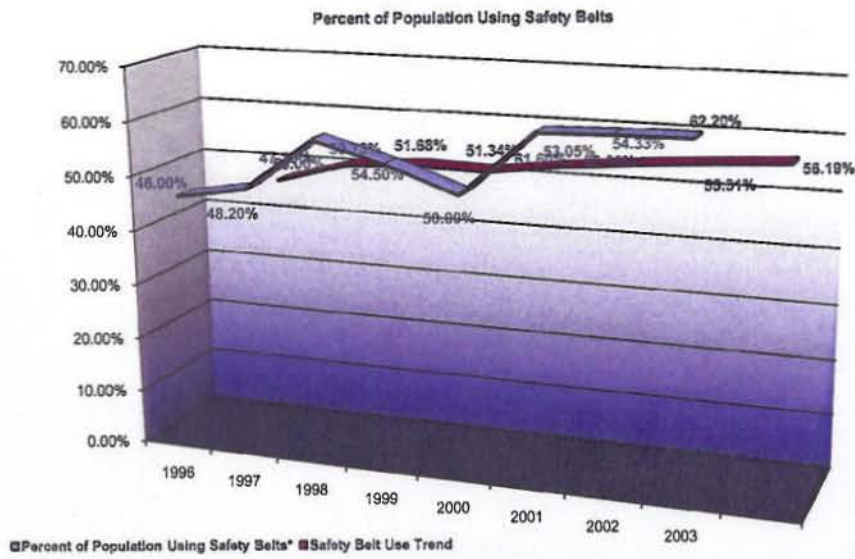
Goal: Alcohol Fatality Rate/VMT
Baseline

Reduce/Maintain, etc.
Baseline Data



Goal: Safety Belt Use
Baseline

Reduce/Maintain, etc.
Baseline Data



Impaired Driving

Provide a general description of the alcohol program: objectives, noteworthy programs, results, future strategies.

Objectives:

1. Reduce alcohol-related fatalities from 37.5% in 2005. Results for 2006, showed an increase to 38%.

Using the NHTSA imputation data, our alcohol-related fatalities had been 39% in 2004, 42% in 2005, and 41% in 2006.

2. Reduce drivers aged 15-20 involved in fatal alcohol-related crashes from 14.5% in 2005 to 13% by the end of 2007.

In 2006, young drivers involved in fatal alcohol crashes fell to 9.9%.

Program Overview

Total DUI arrests decreased from 26,958 in 2004 to 22,511 in 2005. The 2006 DUI totals rose to 23,693. The final number for 2007 is not yet available. The sustained DUI enforcement project "You Drink and Drive, You Lose", implemented in December 2002, continued throughout 2005. A new campaign "Drunk Driving, Over the Limit, Under Arrest" began in August 2006 for the Labor Day mobilization. The reduction in DUI arrests for 2005 can be attributed in part to Hurricane Katrina. The prevalence of drinking and driving among youth ages 15 - 20 continues to be a problem in this state. In 2006, 2,140 underage Mississippians were arrested for DUI. Such innovative programs as "Teens on the Move" and the Student Advisory Board promote alcohol-free lifestyles. Two other DUI programs include the 100 Club, where officers are honored for writing a minimum of 100 DUIs in a calendar year, and STORM, the DUI officer association with over 1000 members. Twenty Standardized Field Sobriety Testing Training courses were conducted by the LEL, as well as one SFST instructor school.

Occupant Protection

Provide a general description of the occupant protection program: objectives, noteworthy programs, results and future strategies.

1. Increase safety belt usage among all motorists from 60.8% in 2005 to 75% by the end of 2007.

Mississippi's safety belt rate increased to 73.6% in 2006, which almost reached our goal. However, the rate fell in 2007 to 71.8%.

2. Increase child restraint usage from 68.3% in 2005 to 73% by the end of 2007.

Mississippi's child restraint usage rate rose to 77.5% in 2007, which is the highest rate ever achieved.

Program Overview Program Overview Program Overview Program Overview

In 2006, Mississippi conducted the "Click It or Ticket" Campaign for the Memorial Day Blitz, and participated in the regionwide "Buckle Up in Your Truck" campaign as well. With the passage of a primary safety belt law effective May 27, 2006, the safety belt usage rate rose to 73.6%. The passage of the primary law, a strong media campaign and heightened enforcement contributed to this dramatic increase in safety belt usage. The CIOT campaign continued in May 2007. The seatbelt usage rate fell slightly to 71.8%. With NHTSA 403 funding, the Mississippi OHS held a safety belt assessment in July 2005 with expert team members from across the U.S. The main recommendation from this group was the passage of a Primary Safety Belt Law in 2006, which was attained. A 403 action plan was developed in FY 2006 to increase usage rates in low usage rate counties, which was completed in FY 2007. Mississippi Safe Kids conducted over 100 child passenger checkpoints in FY2007. Buckle for Life sponsored an officer appreciation luncheon, honoring law enforcement officers across the state for enforcing the primary child restraint laws.

Paid Media Report

Describe how the paid media funds were used and an assessment on the effectiveness of the public service messages. Base the assessment on data collected on paid advertising and on non-paid public service announcements.

Program Overview

The Mississippi OHS conducted both safety belt and impaired driving public awareness campaigns during FY 2007 in collaboration with NHTSA, spending \$836,436.00 in paid media in television and radio for both campaigns. The Click it or Ticket public service announcement was filmed by the Department of Public Safety. A 403 demonstration grant funded the Thanksgiving FY 2007 paid media, for a total of \$99,911. For FY 2007 Memorial Day, OHS purchased \$301,593 in CIOT television ads, \$86,918 in radio ads and \$4,500 in newspaper print ads for a total of \$393,011.00. During the May 2007 CIOT campaign, 6,937 local CIOT television spots and 4,621 radio spots were aired across the state. The "Drunk Driving, Over the Limit, Under Arrest" Campaign was conducted during the Christmas/New Year's and Labor Day Holiday periods. For Christmas/New Year's, a total of \$93,514 in radio ads was purchased. For Labor Day, a total of \$250,000 was spent on television, radio, and billboards.

Project Title: Traffic Records Systems Improvement

Target: Statewide Law Enforcement and MDOT

Program Area: Traffic Records and Hazard Elimination

Problem Statement

The automated uniform crash data system (Reportbeam) contains timely statewide crash data from 2004 through the current month. The crash data is imported daily into the MDOT Traffic Engineering Safety Management System (SAMS). Data for the calendar year 2006 is comprehensive since over 90% of local agencies report their data using Reportbeam. The State Traffic Records Committee (STRC) must apply for 408 Traffic Funds and has received over \$800,000 for 2006 and 2007.

Objectives

1. Continue to purchase improved GPS devices for local law enforcement.
2. Assist local agencies with Reportbeam software and hardware.
3. Monitor implementation of electronic transfer of citation data from courts.
4. Test the SAMS interface provided to DPS Traffic Records Coordinator.

Strategies

Collect, store, retrieve and analyze uniform crash data from January, 2004 to current. Analyze DUI and other citation data transferred from the courts. Hold traffic records committee meetings to oversee all aspects of the new crash data collection system and the development of SAMS. Hold regular STRC meetings to develop the strategic plan for traffic records systems and identify priority projects beginning for FY-2006 and FY-2007.

Results

Many Justice and Municipal courts began electronic transfer of citation data. Test sessions were conducted for Safety Analysis Management Systems (SAMS). The strategic plan for safety information systems was updated by the state traffic records committee made up of law enforcement, MIS staff, engineers, planning, judicial and other traffic safety professionals. During FY-2007, 94% of all crashes reported were entered via Reportbeam. The second year 408 plan was submitted in June, 2007, and the award was \$500,000.

Contact Information

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Email	rsennett@mdps.state.ms.us

Looking to the Future

Significant challenges to be addressed:

Mississippi needs to continue to strongly enforce the DUI laws and the new primary safety belt law in order to reduce traffic related fatalities in the state. Mississippi's traffic crash rate for fatalities is still considerably higher than the national crash rate. OHS will continue to support high visibility enforcement campaigns, combined with paid media, for both DUI and Safety Belt Enforcement.

Significant training, technical assistance, expertise and other resources necessary for success: