

Annual Report



State of Connecticut



**Department of Transportation
Highway Safety Program
Federal Fiscal Year 2009**

The background of the cover is a photograph of a multi-lane highway with several cars driving. The scene is framed by trees with autumn foliage. The text is overlaid on this image.

Connecticut Highway Safety

ANNUAL REPORT

Federal Fiscal Year 2009

Prepared by

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INTRODUCTION

INTRODUCTION

The mission of the Connecticut Department of Transportation is to provide a safe and efficient intermodal transportation network that improves the quality of life and promotes economic vitality for the State and the region. The Department is committed to saving lives and preventing injuries by reducing the number and severity of vehicular crashes that occur on Connecticut's roadways. This Annual Report contains information on initiatives, projects, accomplishments and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2009.

The highlights of this reporting period reflect a reduction in the number of both injuries and crashes. Decreases were realized in alcohol related crashes, speed related fatal crashes and injuries in motorcycle crashes. Data also show performance measures in virtually all areas trending towards fewer fatalities and injuries.

Enforcement efforts, with their high degree of visibility, are presumed contributing factors to 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.

These enforcement efforts, coupled with media, public information and education campaigns, and training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity.

The success of the Highway Safety Program is contingent upon 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 Governor's and Lieutenant Governor's Office, Department of Public Safety/State Police, State Police Toxicology Laboratory, Department of Mental Health and Addiction Services, Department of Public Health, Department of Motor Vehicles, Motor Carrier Safety Administration, Division of Criminal Justice, Office of the Chief State's Attorney, and Office of Policy and Management. Local law enforcement agencies, through coordinated efforts with the 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 as a member in the Governor's Highway Safety Association and the National Association of State Motorcycle Safety Administrators.



CRASH DATA/TRENDS

Connecticut Crash Data / Trends

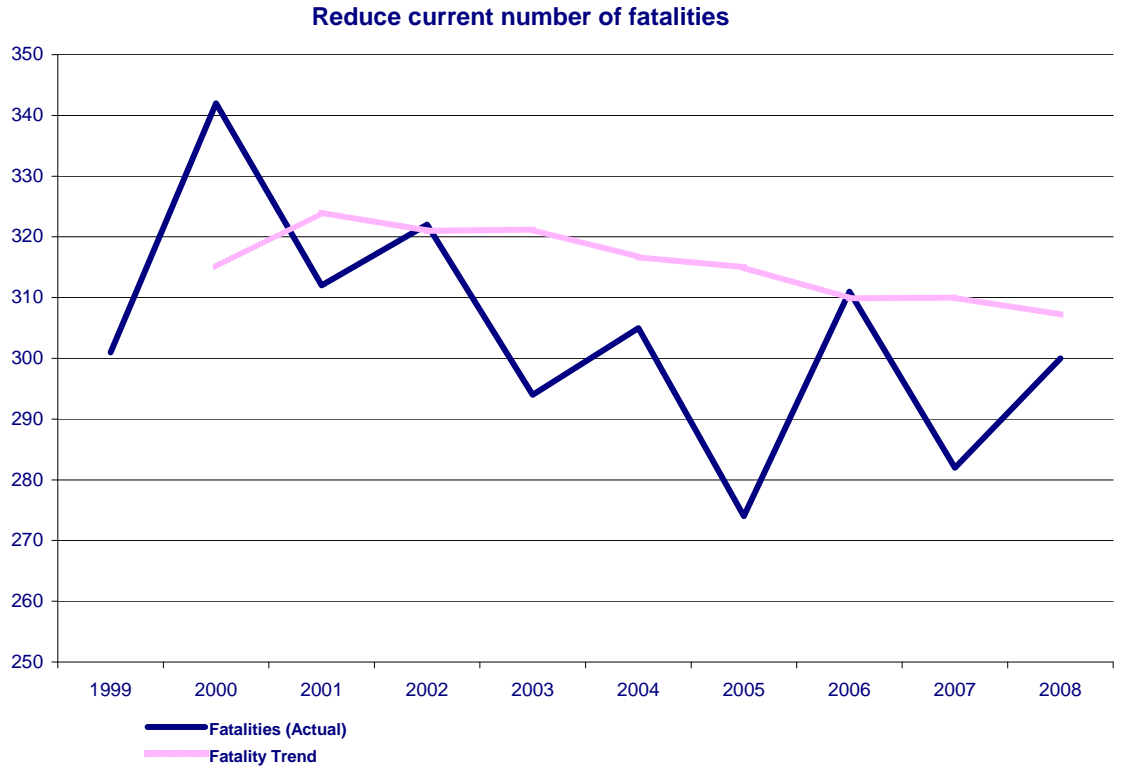
	Baseline Data 1998-1999					Progress Report Data 1999 - 2008					
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatalities (Actual)	329	301	342	312	322	294	305	274	311	282	300
Fatality Trend		315	324	321	321	317	315	310	310	307	304
Fatality Rate /100 Million (VMT)	1.1	1.0	1.1	1.0	1.0	0.9	1.0	0.9	1.0	0.9	1.0
Fatality Rate Trend		1.1	1.1	1.1	1.1	1.0	1.0	1.0	1.0	1.0	1.0
Injuries (Actual)	47,115	49,304	51,260	50,449	47,049	44,925	44,047	41,528	38,856	40,271	36,706
Injury Trend		48,210	49,226	49,532	49,035	48,350	47,736	46,960	46,059	45,480	44,440
Fatal & Serious Injury Rate/(100 Million VMT)	15.4	14.1	14.0	12.7	10.6	9.6	9.5	9.1	8.6	8.9	8.9
Fatal & Serious Injury Rate Trend		14.8	14.5	14.1	13.4	12.8	12.3	11.9	11.5	11.3	10.6
Fatality Rate/100K Population	10.1	9.2	10.0	9.1	9.3	8.4	8.7	7.8	8.9	8.1	8.6
Fatality Rate Trend/100K Population		9.6	9.8	9.6	9.5	9.3	9.3	9.1	9.1	9.0	8.8
Fatal & Serious Injury Rate/100K population	138.0	128.8	126.8	113.8	95.9	86.8	85.2	82.2	77.6	81.2	74.6
Fatal & Serious Injury Rate Trend /100K population		133.4	131.2	126.9	120.7	115.0	110.8	107.2	103.9	101.6	95.3
Alcohol-Related Fatalities	129	134	146	144	135	131	121	120	108	113	107
Alcohol-Related Fatality Trend		131.5	136.3	138.3	137.6	136.5	134.3	132.5	129.8	128.1	125.9
Percentage of Alcohol-Related Fatalities	39%	45%	43%	46%	42%	45%	40%	44%	35%	40%	36%
Percentage of Alcohol-Related Fatalities Trend		42%	42%	43%	43%	43%	43%	43%	42%	42%	41%
Alcohol-Related Fatality Rate/100M VMT	0.44	0.45	0.47	0.47	0.43	0.42	0.38	0.38	0.34	0.35	0.34
Alcohol Fatality Rate Trend		0.44	0.45	0.46	0.45	0.45	0.44	0.43	0.42	0.41	0.40
Mean Blood Alcohol Concentration (BAC) in DUI Arr	0.168	0.167	0.168	0.169	0.165	0.164	0.162	0.165	0.162	0.162	0.164
Mean BAC Trend		0.168	0.168	0.168	0.167	0.167	0.166	0.166	0.166	0.165	0.165
Speed Related Fatal Crashes	27.1%	36.3%	34.6%	43.9%	46.3%	37.2%	32.6%	30.0%	29.7%	15.1%	10.8%
Speed Related Crash Trend		32%	33%	35%	38%	38%	37%	36%	35%	33%	32%
Percent of Population Using Safety Belts	70.1%	72.9%	76.3%	78.0%	78.0%	78.0%	82.9%	82%	83%	86%	88%
Safety Belt Use Trend		71.5%	73.1%	74.3%	75.1%	75.6%	76.6%	77.3%	78.0%	78.7%	80.5%
MOTORCYCLE (MC) DATA											
Number of Injuries	891	916	916	1052	983	931	1001	1081	1080	1417	1176
Injuries Per 10,000 Registrations	174.6	174.6	155.1	166.9	149.4	133.9	129.6	133.9	126.7	159.0	124.5
Motorcycle Injury Trend		174.6	168.1	167.8	164.1	159.1	154.9	152.3	149.4	150.4	145.4
Involved Fatalities	41	38	50	46	47	29	58	43	53	56	63
Fatalities Per 10,000 Registrations	8.0	7.1	8.5	7.3	7.1	4.2	7.5	5.3	6.2	6.3	6.7
Motorcycle Fatality Trend		7.57	7.87	7.72	7.61	7.04	7.10	6.88	6.81	6.75	6.62
Percentage of MC Operator Fatalities with BAC > 0%	44%	42%	54%	43%	44%	57%	60%	33%	28%	33%	35%
Fatality Injured Trend		43%	46%	46%	45%	47%	49%	47%	45%	44%	43%

PERFORMANCE GOALS AND TRENDS

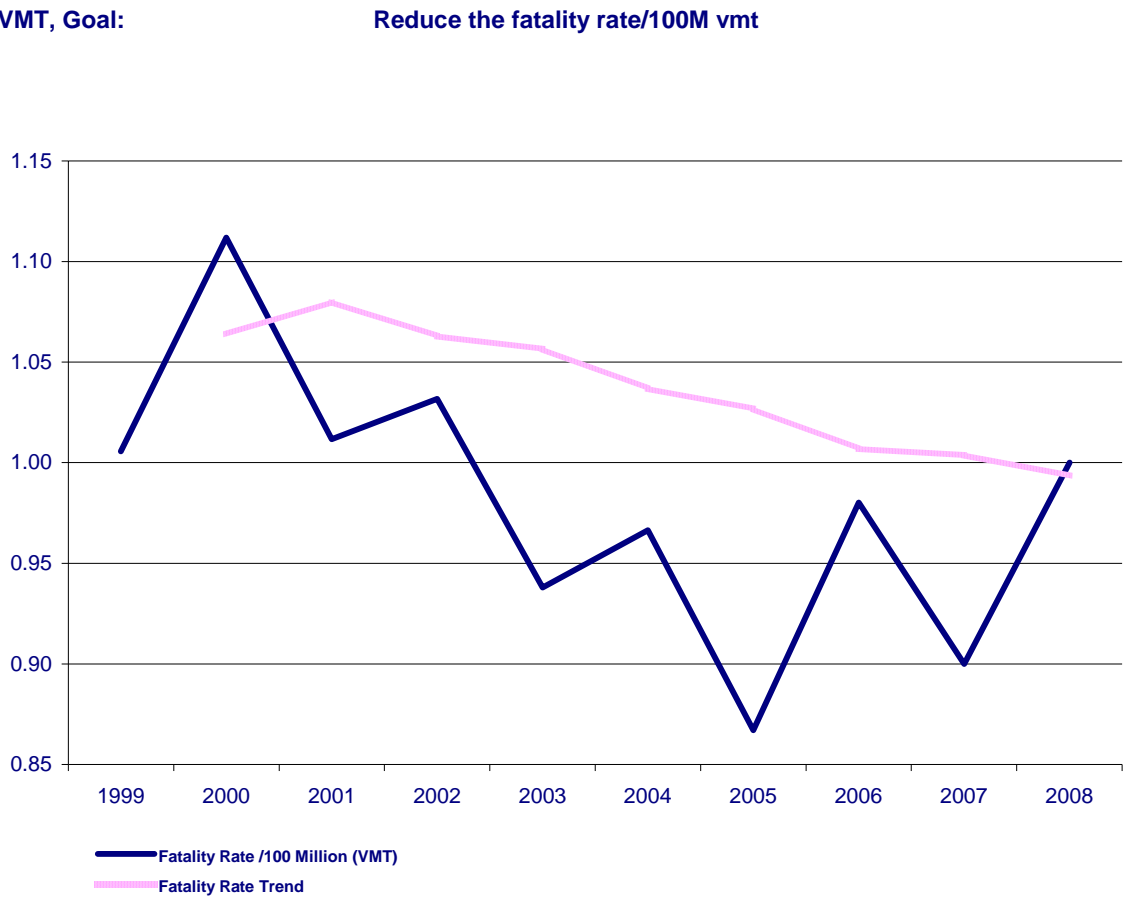


Connecticut Performance Goals and Trends

Graph 1
Fatalities, Goal:



Graph 2
Fatality Rate/100M VMT, Goal:

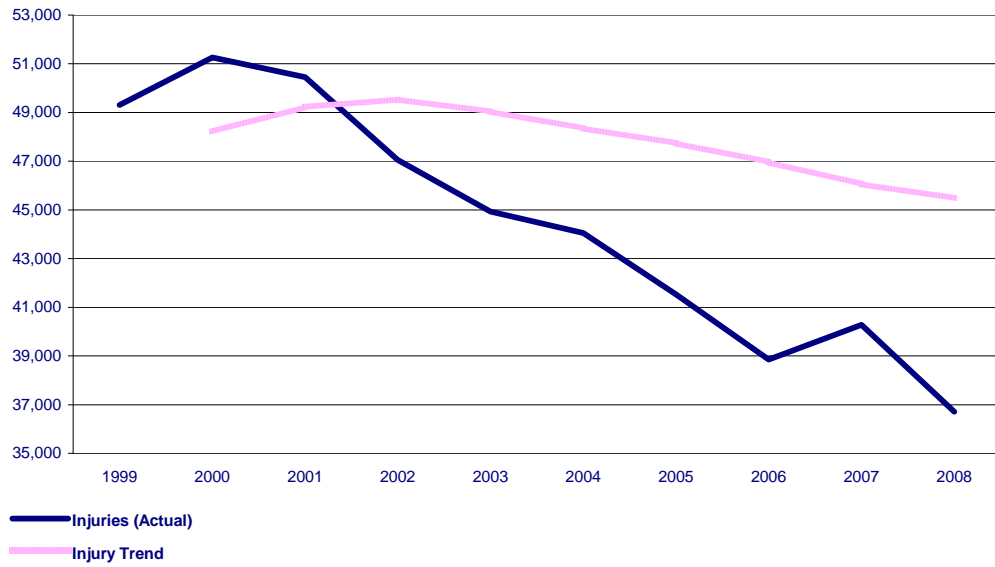


Performance Goals and Trends

Graph 3

Injuries, Goal:

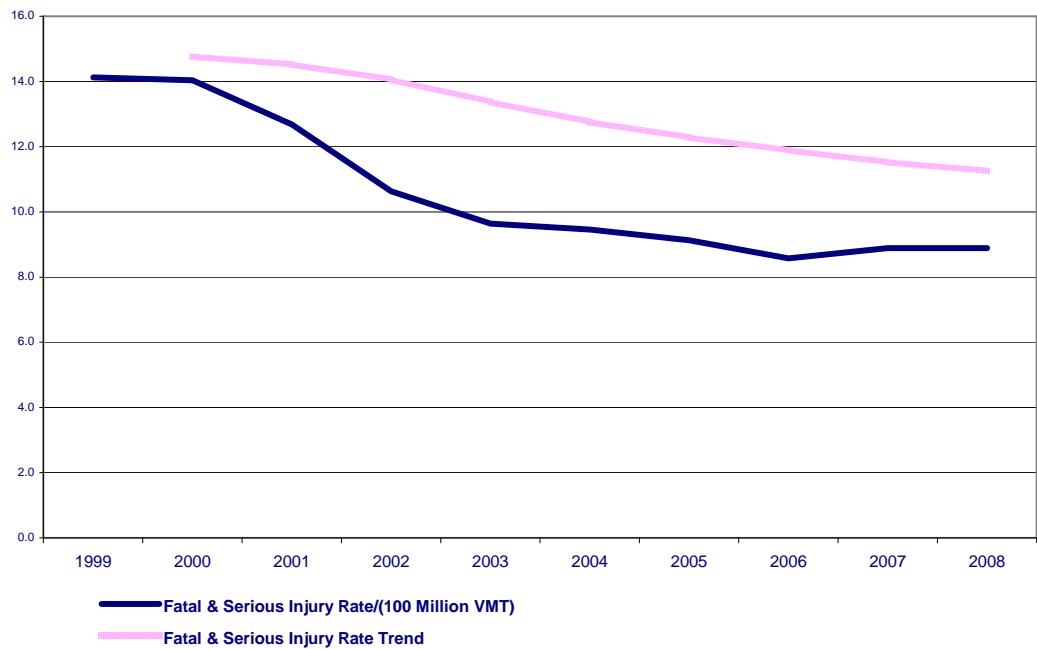
Maintain a reduction in the number of injuries



Graph 4

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

Maintain drop in fatal/serious injury rate

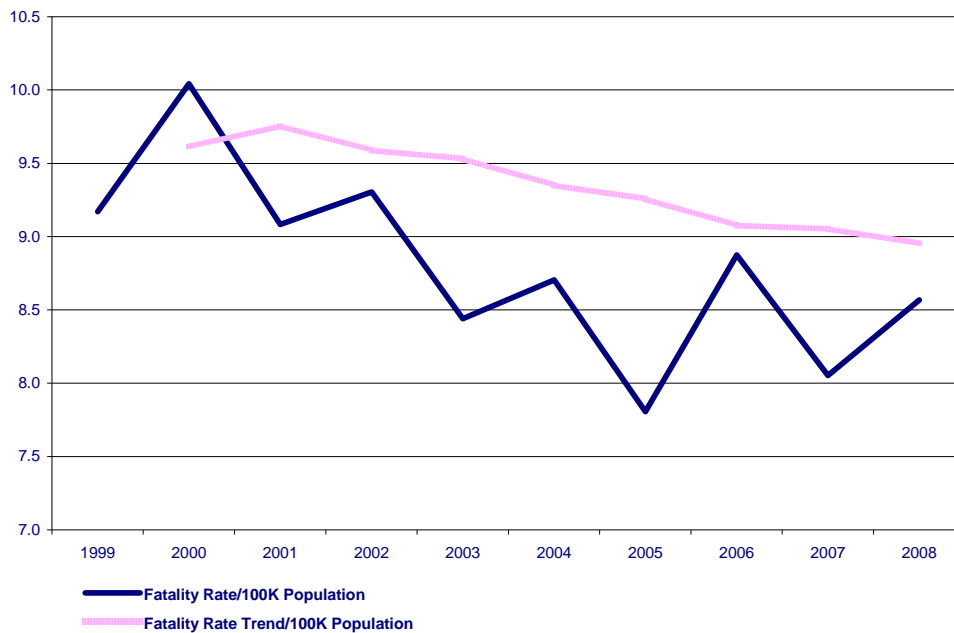


Performance Goals and Trends

Graph 5

Fatality Rate/100K Population, Goal:

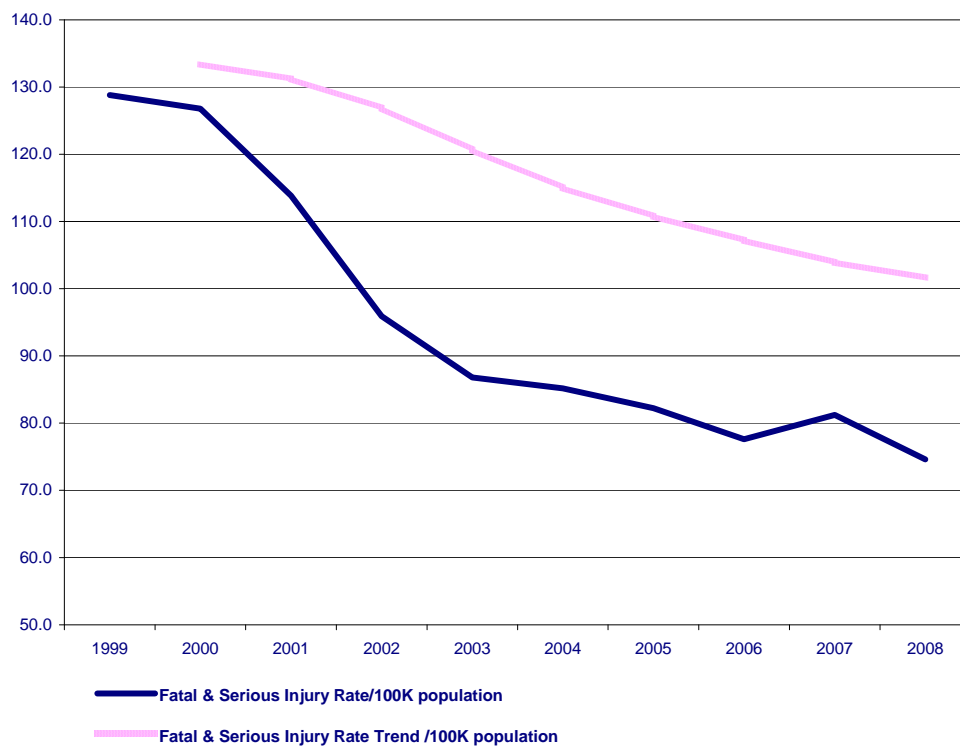
Maintain a reduction in the fatality rate



Graph 6

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

Maintain drop in fatal/serious injury rate

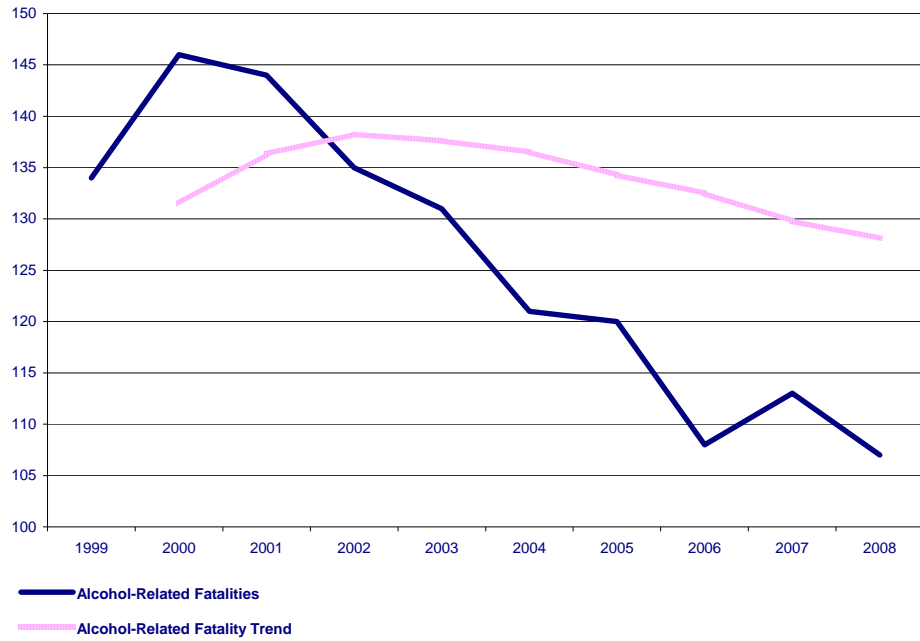


Performance Goals and Trends

Graph 7

Alcohol Fatalities, Goal:

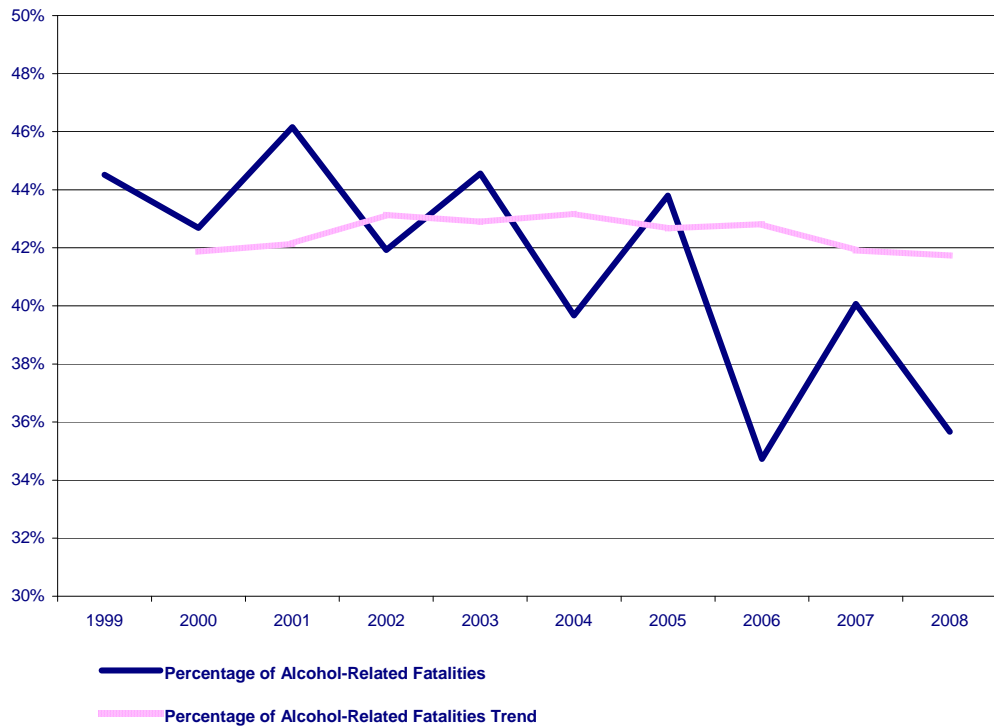
Maintain number of alcohol-related fatalities



Graph 8

Alcohol-Related Fatalities Percentage, Goal:

Reduce the percent of alcohol-related fatalities

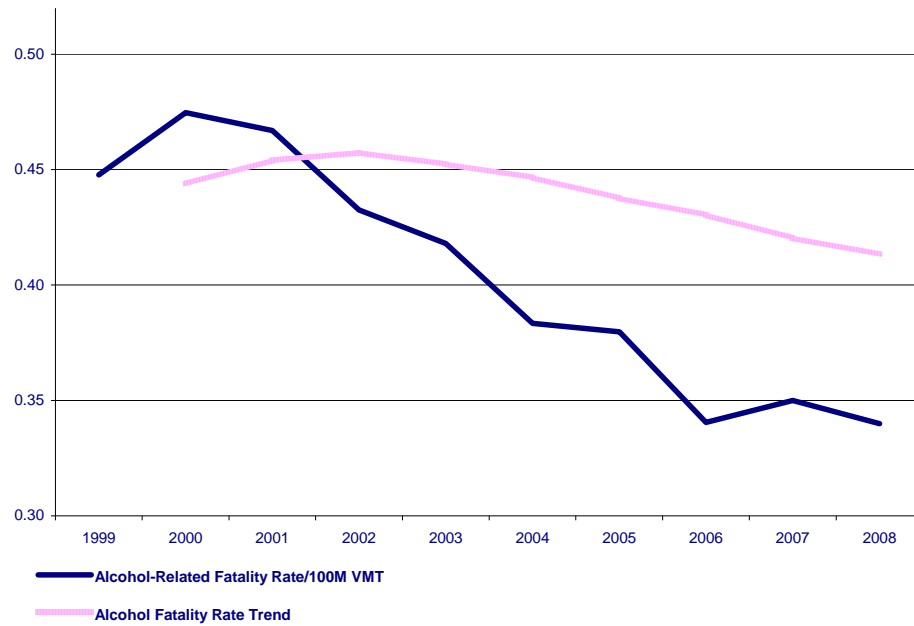


Performance Goals and Trends

Graph 9

Alcohol Fatality Rate/100M VMT, Goal:

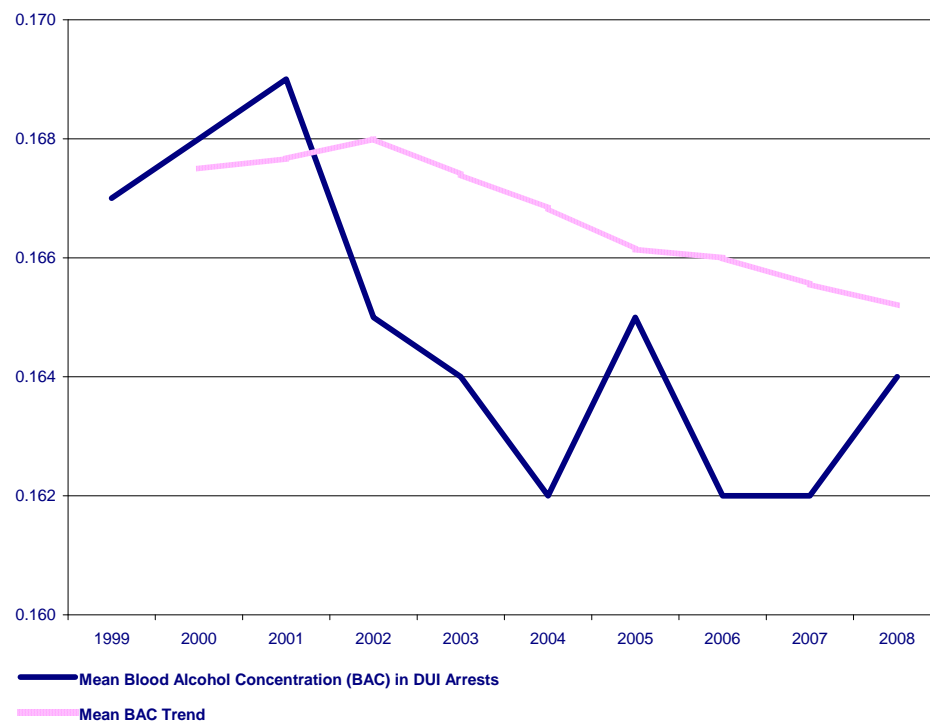
Maintain a reduction in alcohol-related fatalities



Graph 10

Mean BAC Arrests, GOAL:

Reduce mean BAC Arrests to .160%

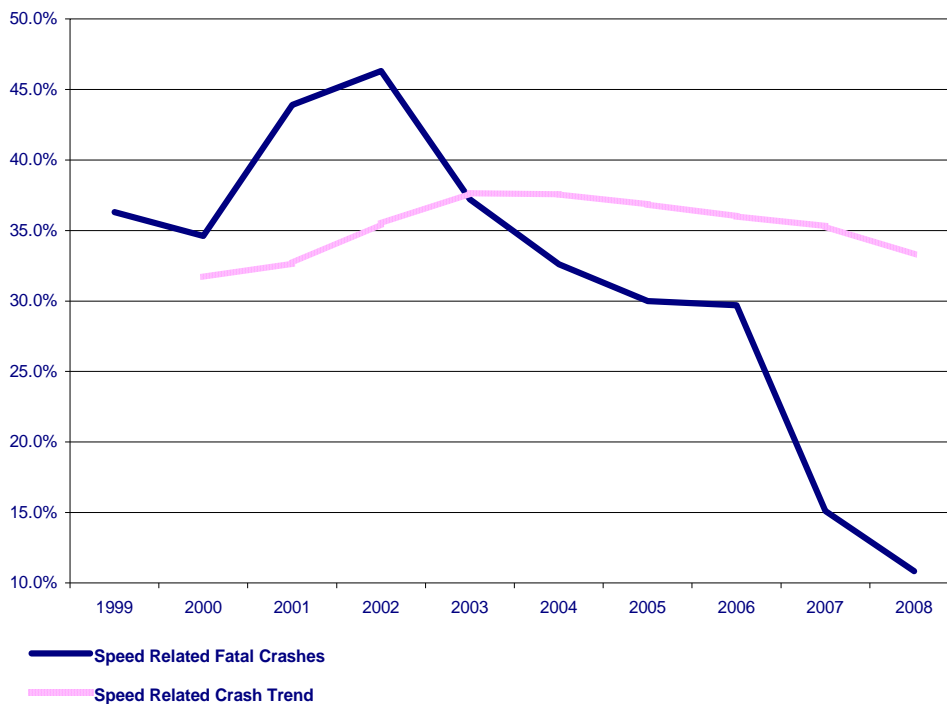


Performance Goals and Trends

Graph 11

Speed Related Fatal Crashes, GOAL:

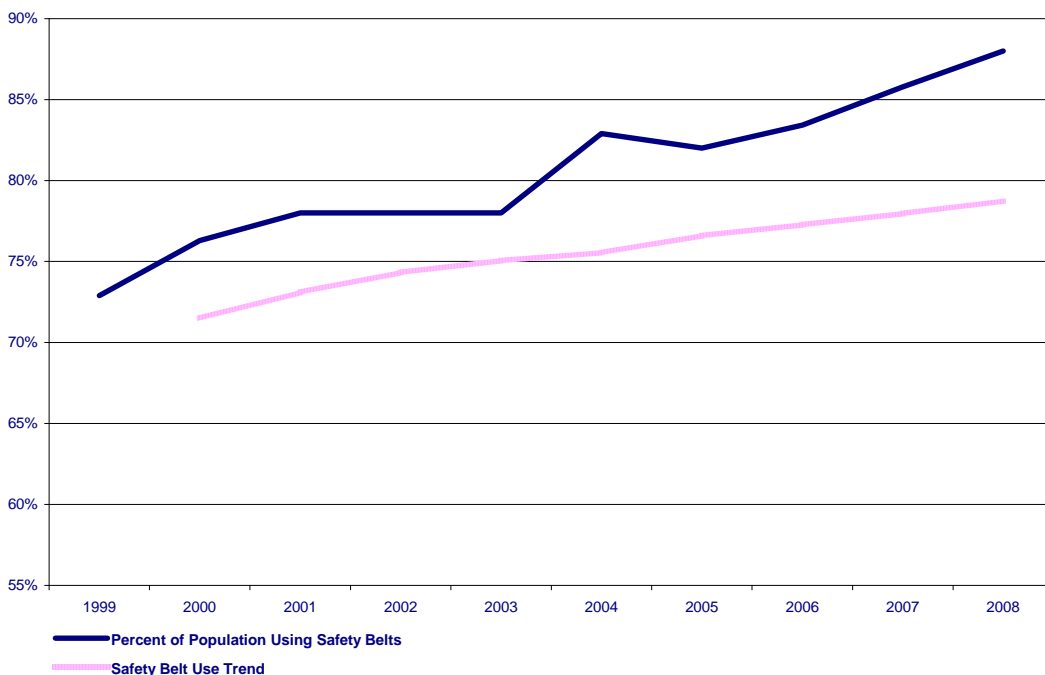
Reduce percent of speed related fatal crashes



Graph 12

Observed Safety Belt Use, Goal:

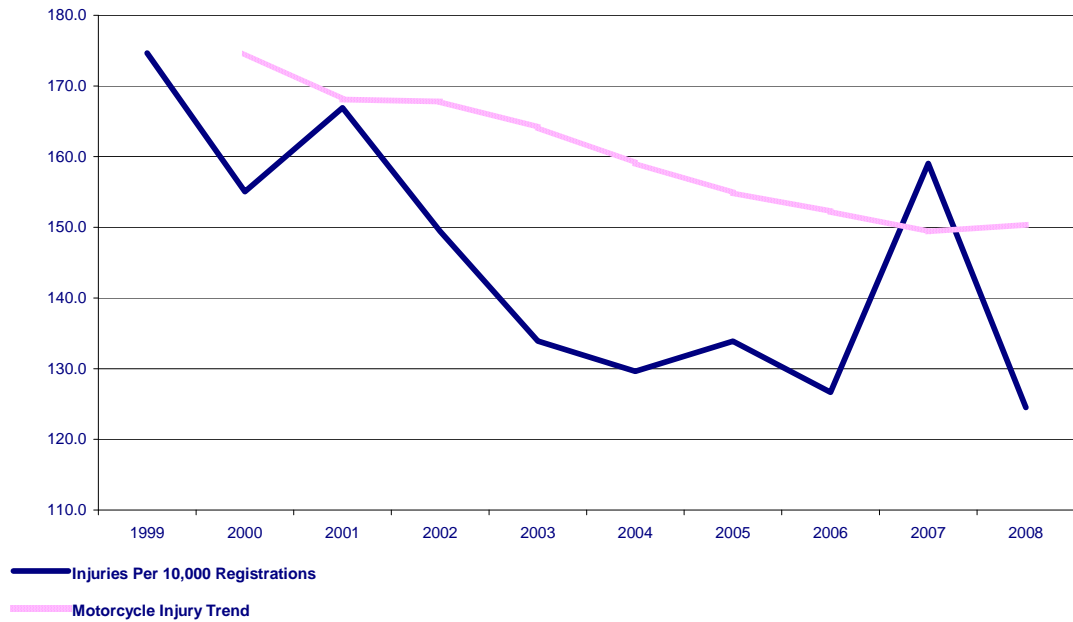
Increase observed safety belt use rate to 88%



Performance Goals and Trends

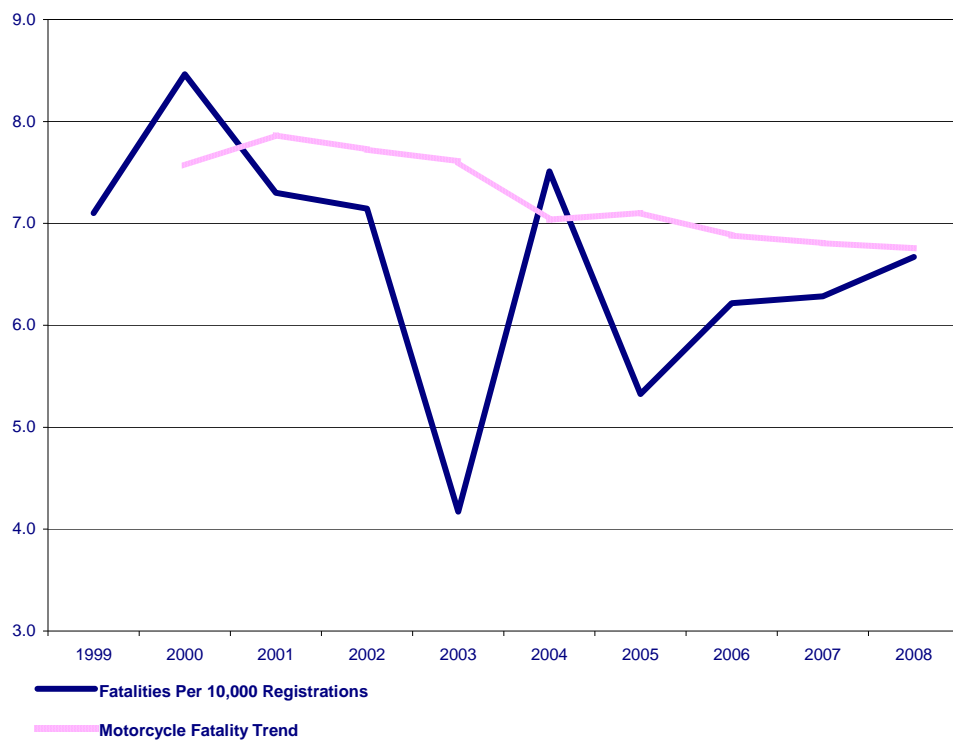
Graph 13


Motorcycle Injuries/10K Registrations, Goal: **Maintain a reduction in motorcycle injuries below 120 / 10K Reg.**



Graph 14

Motorcycle Fatalities/10K Reg., Goal: **Reduce the fatality rate to below 6.0 /10K Reg.**

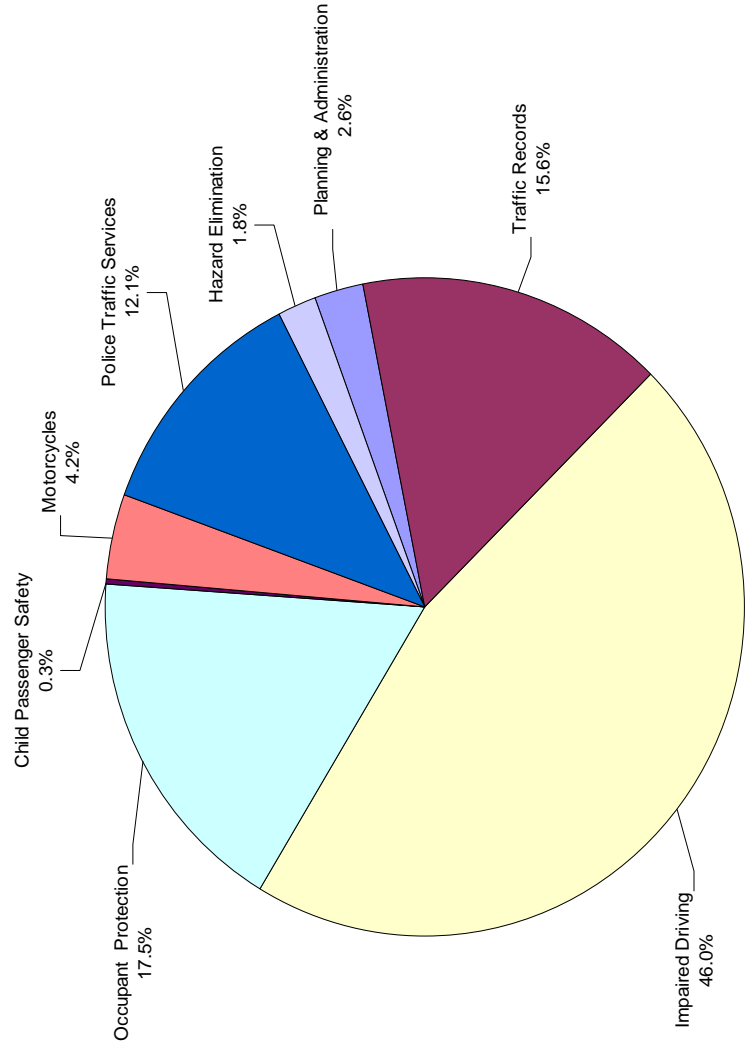




FINANCIAL SUMMARY

Financial Summary of Federal Expenditures

Financial Summary		402	405	406	408	410	154 AL	154PM	154 HE	2010	Total	% of Total
(Preliminary Data as of 12/10/09)												
Planning & Administration	\$220,500										\$220,500	2.6%
Traffic Records	\$270,000			444,600	604,000						\$1,318,600	15.6%
Impaired Driving	\$240,000					926,000	2,270,000	460,000			\$3,896,000	46.0%
Occupant Protection	\$496,000	546,000	438,100								\$1,480,100	17.5%
Child Passenger Safety	\$25,000										\$25,000	0.3%
Motorcycles	\$303,000								54,000		\$357,000	4.2%
Police Traffic Services	\$883,000		142,000								\$1,025,000	12.1%
Hazard Elimination									155,000		\$155,000	1.8%
TOTAL											\$8,477,200	100.0%





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, July 4th and Labor Day holidays. Expanded DUI enforcement grants were also awarded to municipalities for enforcement outside of the holiday mobilization periods. 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 seasonal timeframes, municipalities with high-profile sporting activities, and/or municipalities hosting special events .

The Connecticut State Police conducted a 2009 "UCONN Spring Weekend Project" to reduce DUI incidences during the University's Spring Weekend. This project resulted in 8 DUI arrests, 10 possessions of alcohol by a minor, 26 safety belt violations, and 328 other motor vehicle violations. The Town of Cheshire implemented a project to combat the issues with underage drinking. Enforcement efforts made 23 arrests for violation of underage possession and procurement of alcohol. The project also included funding for

educational instruction for area high schools. The Cheshire Police Department provided speakers, prior to prom and graduation celebrations, to educate students on the hazards of underage drinking. The speakers were from a program titled, "The Hard Truth" about drinking and driving, which was presented by Mother's Against Drunk Driving and the Waterbury Hospital.

Connecticut continued implementation of the Connecticut Impaired Driving Records Information System (CIDRIS). Through the 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 resulting in additional DUI cases being successfully prosecuted. The DUI prosecutor/coordinator is also serves on the Advisory Panel for the CIDRIS Project and is a member of the Traffic Records Coordination Committee,

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 19th annual Youth Leadership Power Camp. There were over 150 participants comprised of students, adult leaders, staffers and management personnel representing 25 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 specifically addresses the use of prescription drugs, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator's abilities.

The use of media, including television, radio, and print, was an integral component in supporting the State's impaired driving initiatives. 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 the spokesperson.

The Labor Day Holiday period featured the national campaign "*Drunk Driving: Over the Limit. Under Arrest.*" Connecticut awarded 97 law enforcement agencies federal funds to conduct DUI initiatives throughout the State including saturation patrols and DUI checkpoints. Variable message boards carried the slogan to reinforce the campaign. During this mobilization there was no paid media.

During 2008/2009, approximately \$4,531,809 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 2010, and by an additional 5 percent each year in 2011 and 2012. Moreover, the goal includes reducing the high level of crashes due to Connecticut's 4 predominant contributing factors (following too closely, failure to grant the right of way, speeding, and violation of traffic controls) from 64 percent to 55 percent by the end of 2010, with an emphasis on speeding.

Countermeasure programming continues to focus on increasing the number of regional traffic enforcement units (RTUs). 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.

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. 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 16 RTUs statewide.

The Naugatuck RTU was formed by the towns of Naugatuck, Middlebury, Watertown and Wolcott by forming a compact for the purpose of conducting regional traffic enforcement. These towns regionally conduct weekly speed enforcement deployments in each municipality and absorb the financial costs. The Naugatuck RTU also participates in the Comprehensive Alcohol grant on a regional basis. In 2009, additional municipalities joined existing compacts in the Metro Hartford region.

A Law Enforcement Summit was held to discuss current highway safety priorities and to recognize the law enforcement community for their participation in the Department's Highway Safety Program. Over 275 law enforcement officers attended. Nineteen law enforcement agencies participated in the Law Enforcement Challenge and 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, and Best overall Speed Awareness Program.

The towns of Andover and Bolton each continued to enforce a Hazardous Moving Violation Project on Connecticut Routes 6, 44, and 202. These routes were selected due to the high volume of traffic crashes. Through these separate projects, patrols were conducted during the day and evening using marked and unmarked vehicles. These projects resulted in a total 594 moving violation citations.

The Town of Stafford Springs operated a Speed Enforcement Project incorporating 990 hours of enforcement. Through this project, law enforcement personnel issued 1430 citations for speeding and other motor vehicle violations. The Stafford Resident Troopers Office ranked number one in the country in the National Law Enforcement Challenge.

The Town of Darien conducted a Speed Enforcement Project along the commuter routes. Utilizing funds made available through this project, law enforcement officers issued a total of 664 citations on these routes and the adjoining local roadways.

As part of a comprehensive approach to combat speeding on local roadways, the Newington Police Department initiated a Speed and Accident Reduction Project that combined education and enforcement to address crashes and injuries along the Berlin Turnpike. The education and enforcement involved interaction with motorists at traffic stops and issuing citations and warnings. Through this effort, 570 citations were issued.



The State Police conducted an Aggressive Driving Enforcement Campaign targeting the I-95 corridor. The statistical information provided indicates that the project was a success and enhanced the safety of the motoring public. This initiative resulted in 2,401 citations for hazardous moving violations and 1,405 citations for other motor vehicle violations.

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 Department also supported 3 national Critical Analysis Reporting Environment (C.A.R.E.) holiday periods and various safety belt campaigns through this grant, which resulted in 6,040 violations for speeding, 96 for Reckless Driving and 2,427 for other violations.

The Town of Tolland conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 74 and 30. Utilizing the funds made available through this project, the Resident Troopers office expended 228 hours of enforcement and issued a total of 239 citations on these routes and the adjoining local roadways.

To address the growing number of “cruising” activities which frequently produce unregulated street racing, the Hartford Police Department continued “Operation Safe Streets,” targeting such traffic offenses as speeding, racing, DUI, seat belt and hazardous moving violations. Hartford Police utilized 1,208 hours of enforcement and issued 1,764 infractions for a variety of moving violations.

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 officers expended 228 hours of enforcement and issued a total of 294 citations on these routes and the adjoining local roadways.

The Towns of Coventry, Enfield, Glastonbury, South Windsor, Windsor, East Windsor, Windsor Locks, Vernon and Manchester, all members of the Metro Regional Traffic Unit, partnered for a speed and aggressive driving initiative entitled “Safe Streets.” The task was to target speeding and aggressive motorists. This initiative resulted in 83 motor vehicle summons, 1835 infractions, 126 warnings and 6 criminal arrests.

During 2009, approximately \$820,000 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 and to 4.9 percent in 2008. Additional performance goals include reducing the percentage of moderate ("B") injuries resulting from motor vehicle crashes from 23.9 percent in 2000 to 22 percent in 2008.

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. 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 Department conducted the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts held on May 18 and November 16, 2009. The majority of the WAVE survey activity took place in May. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The WAVE was conducted with 159 agencies participating. An 85.4 percent post-WAVE safety belt usage rate was achieved. Enforcement activity included a total of 10,005 safety belt citations, 1,115 speeding citations, 120 child safety seat citations, 181 DUI arrests, and 1,316 citations for miscellaneous violations.

The spring 2009 statewide scientific survey revealed an 85 percent safety belt usage rate. 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 during the WAVE period.

Departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. Print media, radio and television spots served to complement enforcement efforts. Four different 30-second commercials aired statewide across 9 broadcast television stations and 22 cable systems throughout the State for the full 3½ week campaign. Campaign results indicated a 95 percent reach of the target population.

The Department 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 Department partnered with Mohegan Sun to promote and distribute educational materials regarding car seat safety, teen driving safety, seat belt safety, motorcycle safety and to discuss the dangers of drinking and driving.

The New Britain Rock Cats baseball team partnered with the Department 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.

In addition, 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. Latino Beisbol Fiesta, a bi-lingual game day program, promoted buckling up by use of the video board and stadium signage.

The Connecticut Defenders baseball team partnered with the Department to promote the Click It or Ticket seat belt campaign along with teen driver safety, motorcycle safety and car seat safety. They have a Click It or Ticket box office window as well as signage.

The Department partnered with the Hartford Wolfpack to promote the following Highway Safety traffic initiatives: Click It or Ticket, underage drinking, drinking and driving and child passenger safety. Signage with the Click It or Ticket slogan was displayed inside

the area as well as on the outdoor marquee. The slogan was also on the dasher boards and in-ice logo. Staff attended several tabling opportunities to interact with guests attending the event. Educational information was distributed regarding the importance of seat belt safety, the dangers of drinking and driving, underage drinking, and locations where parents and caregivers could go to have their car seats inspected was also provided.

The Department partnered with the Bridgeport Bluefish to promote car seat safety, seat belt safety, teen driving safety, and to discuss the dangers of drinking and driving. Staff attended several tabling opportunities to interact with guests attending the event.

Fifty various community outreach events were attended to promote seat belt safety and the dangers of drinking and driving, interacting with approximately 100,000 people throughout the year.

During 2009, approximately \$496,401.39 of Federal 402 funds and \$546,104.48 of Federal 405 funds, for a total of \$1,042,505.87, was spent to accomplish these activities.

Child Passenger Safety

The general goal of Connecticut's Child Passenger Safety (CPS) Program is to reduce the percentage of injuries to children as the result of traffic crashes. During Fiscal Year 2009, the Department, along with 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 are a priority of the Child Passenger Safety Program. The Department continues to provide Educational materials to support their activities.

In 2009, there were 7 child passenger safety technician-training sessions at various locations statewide with 155 participants. The training sessions resulted in 104 additional certified technicians. One update renewal class was held with 7 attendees. One continuing education units (CEU) class was held with 33 attendees. Connecticut has 20 instructors and 74 fitting stations. These instructors and technicians disseminate the most current information relating to design, hardware, and installation and curriculum



The Department organized a statewide workshop for 161 technicians/instructors, which earned them 5.5 CEU's aiding in their recertification process. There were 124 technicians who renewed their certification for Connecticut from October 2008 thru September 2009. A total of 241 technicians were eligible bringing CT to a 51.5% recertification rate compared to the 53.3% national average.

Many community outreach activities organized by the Hartford Fire Department, Waterbury Police Department and Safe Kids were attended to inform caregivers of the importance of proper child restraint.

The Department disseminates a variety of public education materials specific to child passenger safety; materials were provided to a variety of agencies, health and safety fairs and other public outreach venues. Thousands of brochures in English and Spanish were distributed in response to requests from the public. The brochures include NHTSA materials: "LATCH Phase I & II"; Connecticut's Booster Seat Law (in both English and Spanish) Booster Seat are for Big Kids, Kids in Cars and Are You Using it Right.

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department, serves the Waterbury and the Litchfield County region of the State. WATSP addresses multiple traffic safety issues.

The coordinator of this program with the assistance of Safe Kids developed a banner which was on display at the 2009 Lifesavers Conference in Tennessee. The banner included information on the Click It or Ticket Campaign and National Child Passenger Safety Week with the posters developed by the TSS and the WWE (World Wrestling Entertainment).

The coordinator of this program was instrumental in setting up and organizing a spring safety day which took place at the Police Athletic League Recreation Center in Waterbury. This safety fair included the following agencies: Campion Ambulance (911 simulator), AMR Ambulance (safety), Waterbury Police Community Relations Division (Roll Over Machine), Waterbury Elks (distributed free smoke detectors), CT DOT (Buckle Up), Army Corps of Engineers (Water Safety), Saint Mary's Hospital (poison control), Fire Department with their (Smoke House), AmeriChoice who supplied (Ben and Jerry's) ice cream to all who attended.

This program networked with Saint Mary's Hospital to set up a distribution of car seats with an educational component for their employees. This was done to try and assist working families who are struggling in today's economy with a free car seat. Saint Mary's Hospital created the flyer with NHTSA's theme 3 Out of 4 Can Use a helping hand and a committee evaluated the applications. Times were set up for the educational component for all three shifts at the hospital making it a mandatory attendance to receive a seat. A total of 27 seats were given out at the workshops.

During CPS week, the StayWell Health Center conducted educational classes, for low income parents, on the proper use and installation of car seats. Two sessions were provided in order for parents to obtain hands on experience with the installation using the dial a belt.

During National Child Passenger Safety Week, car seats purchased with a \$3,000.00 grant obtained from Safe Kids Connecticut were distributed to low income families as well as average working families who are financially struggling. This event included a 2-hour required educational component.

Mayor Jarjura signed a Proclamation for National Child Passenger Safety Week which took place September 19 - 26.



Buckle Bear programs was used at Head Start programs and day cares reaching over 450 children with a buckle up message.

This program through its networking with schools, libraries, health centers, police departments, hospitals, half way houses, grocery stores and agencies such as the Elks and Safe Kids has distributed over 10,500 pieces of materials promoting occupant protection and child passenger safety.

Over 4,000 Halloween flyers with safety tips were printed by the Greater Waterbury Safe Kids Chapter and distributed in elementary schools in Waterbury.

During 2009 approximately \$109,629.85 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 from 1,415 in 1996 to 1000 by the year 2010.

During Federal Fiscal Year 2009, no new municipalities 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. To date, 165 of the State's 169 municipalities 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, FHWA, Connecticut State Police, The Connecticut Police Chiefs Association and Connecticut Construction Industries Association and 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 2009, no federal funds were obligated to this program area.

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 set during the previous planning period included reducing injuries by 20 percent per 10,000 registrations to 120 by the year 2010; and to decrease the percentage of fatally injured motorcycle operators with BAC greater than 0.00 percent to below 30 percent in 2010. The latest available data from 2008 indicates that there were 125 injuries per 10,000 motorcycle registrations; this is a decrease from 159 in 2007 continuing the declining trend. This data also indicates that 35 percent of motorcycle operators killed had a BAC greater than 0.00 percent. The specific trend data tabulated in the front section of this report shows a substantial decrease over the last 10 years.



During Fiscal Year 2009, the Department's Connecticut Rider Education Program (CONREP) continued efforts to increase student enrollment. The 3 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. In 2009 CONREP began to implement plans to add an additional course targeting advanced and sport bike riders who are over

represented in State crash data. To assure quality control, CONREP Instructors monitored the Program under the supervision of 3 chief instructors. In order to accommodate additional courses, CONREP trained and certified 14 new instructors. Preliminary data for 2009 indicates 4,980 students were enrolled in over 503 Connecticut Rider Education Program courses. 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, alcohol and/or drug 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. Preliminary estimates indicate that over 2,000

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 Web site (www.ride4ever.org) contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed 15,000+ 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, and the Connecticut Motorcycle Riders Association. The campaign continued throughout the year with public service announcements and campaign message events at motorcycle dealerships.

CONREP received third year Section 2010 motorcycle safety funding from NHTSA. These funds were programmed to support the expansion of motorcycle rider training courses during 2010. This will include the addition of new motorcycles and other training equipment necessary to allow the program to offer more safety classes for novice riders. Additional funding will also be reserved to support our efforts to reduce rider impairment fatalities.



During 2009, approximately \$365,401 of federal funds (\$311,861 in Sections 402, and \$53,540 in Section 2010) and \$1,038,400 Account 811 and course fees was spent to accomplish these activities.

Traffic Records

Connecticut's Traffic Records Coordinating Committee (TRCC) continues to meet to improve the State's Traffic Records System. Using combined funding from safety belt performance and safety data improvement grants, TRCC endorsed the following projects:

- Electronic motor vehicle crash reporting from the State Police to the Department
- 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)
- Electronic citation reporting from local law enforcement to the Centralized Infractions Bureau
- Electronic citation reporting from State law enforcement to the Centralized Infractions Bureau
- Electronic citation processing system that enables the Centralized Infractions Bureau to receive electronically captured citations from law enforcement
- Measuring Core Safety Data Systems against Data Quality Measures

Electronic crash reporting focuses on timeliness, completion, consistency and accuracy and EMS run reporting emphasizes completeness, timeliness and consistency. Progress on Connecticut's Traffic Records Program is on track with third year requirements by NHTSA for SAFETEA-LU Section 408 funding.

In addition to implementing the above listed crash and EMS reporting projects, 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 2008, TRCC began preparations to qualify for fourth year funding for safety data improvement grants. This includes documentation of the existing system improvement efforts and updating its second year application comprised of the following sections:

- Letter to Region Administrator
- Certification by Governor's Highway Safety Representative
- TRCC Approval of the Strategic Plan
- Strategic Plan – Deficiency Analysis and Strategies
- Strategic Plan – Proposed Projects and Expected Progress
- Performance Measures and Goals

- Traffic Records Assessment
- Letters of Delegation to the TRCC
- TRCC Roster

The goal is for a more comprehensive and effective traffic records system to accurately identify safety problems, set performance goals and objectives, plan programs and countermeasures, implement countermeasures, monitor projects and their impact on performance measures, and evaluate their effectiveness, measuring progress to help save lives.

TRCC, supported by the Department, has continued an active schedule with several working subgroups and participated in a regional planning workshop in February. Working subgroup efforts have focused on electronic citation data capture and processing and planning for a State crash/traffic records data clearinghouse. The TRCC roster was updated in September 2009. Letters of delegation to the TRCC as required by the NHTSA for SAFETEA-LU Section 408 funding include, the Department, Connecticut Departments of Public Health, and Motor Vehicles, and State of Connecticut Judicial Branch.

During 2009, approximately \$583,819.56 of Federal 408 funds and \$279,775.00 of Federal 406 funds for a total of \$863,594.56 was spent to accomplish these activities.



PAID MEDIA REPORT

CONNECTICUT DEPARTMENT OF TRANSPORTATION HOLIDAY DRIVING SAFETY CAMPAIGN 4th QUARTER 2008

Campaign Overview

In the 4th Quarter of 2008 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 television and radio commercials and transit advertising to deliver the message to Connecticut's residents; primarily targeting men aged 18-34. Governor Rell was featured as a spokesperson in one of the television commercials.

As this was a public information campaign operating in the best interest of Connecticut's residents, Connecticut's vendor 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 17th through January 4th, and January 30th – February 1st (to include "Super Bowl Sunday"). Television, radio and transit advertising vehicles were used.

Television

Two 30-second commercials aired statewide across eight television stations and 22 cable systems for the campaign. The two commercials included the following:

- "Over the Limit" – featured drivers pulled over by a police officers for suspicion of drunk driving; the driver's vehicles were filled with liquid resembling alcoholic beverages and when they rolled down their window the liquid spilled out
- "Holiday Carousel" – featured Governor Rell addressing Connecticut residents to drive safely during the Holiday season; a children's carousel was in the background

The stations that aired these commercials, and a list of some of the programs that they aired within, included the following:

WFSB-TV3 (CBS)

- Late Fringe (M-F 1130 p.m.-1 a.m.)
- Weekend (Sa/Su Noon-8 p.m.)
- Non-UConn NCAA Basketball
- SEC NCAA Football Championship (Su 8-11 p.m.)
- Sun Bowl (Wed 2-6 p.m.)

WTNH-TV8 (ABC)

- Good Morning CT /America (M-F 5-9 a.m.)
- Primetime Rotator (M-F 8-11 p.m.)
- Jimmy Kimmel (M-F Mid-1 a.m.)
- Weekend Rotator (Sa/Su Noon-8 p.m.)

WRDM-TV13 (Telemundo)

- Primetime Novellas (M-Sun 7-11 p.m.)

WUVN-TV18 (Univision)

- Afternoon Rotator (M-F Noon-6 p.m.)
- Primetime Novellas (M-Sun 7-11 p.m.)
- Weekend Movies (Sa/Su 4-8 p.m.)

WTXX-TV20 (CW)

- Daytime Rotator (M-F 9 a.m.-4 p.m.)
- Early Fringe / Access Rotator (M-F 4-8 p.m.)
- Primetime Rotator (M-Sun 8-10 p.m.)
- Late Fringe Rotator (M-F 11p-1 a.m.)
- Weekend Movies (Sat/Sun Noon-8 p.m.)

WVIT-TV30 (NBC)

- NBC30 Today/Today Show (M-F 5-9 a.m.)
- Primetime Rotator (M-Sun 8-11 p.m.)
- Tonight Show/Conan O'Brien (M-F 11:30 p.m.-1 a.m.)
- Weekend Rotator (Sa/Su Noon-8 p.m.)

WCTX-TV59 (MyTV)

- Judge Joe Brown (M-F 3-4 p.m.)
- Scrubs (M-F 6-7 p.m.)
- According to Jim (M-F 7-8 p.m.)
- TMZ (M-F 10:30-11 p.m.)
- Scrubs (M-F 11-11:30 p.m.)
- According to Jim (11:30 p.m.-Mid)

WTIC-TV61 (FOX)

- Fox Morning Show (M-F 5-9 a.m.)
- Daytime Rotator (M-F 9 a.m.-4 p.m.)
- Early Fringe/Access Rotator (M-F 4-8 p.m.)
- Primetime Rotator (M-Su 8-10 p.m.)
- Late Fringe Rotator (M-Su 11 p.m.-1 a.m.)
- Weekend Movies (Sa/Su Noon-6 p.m.)

Cablevision (two Fairfield County cable systems)

- BET
- Comedy Central
- CMT (Country Music Television)
- G4
- Speed
- Spike
- Versus

Connecticut Cable Advertising – Statewide Cable Interconnect (20 systems)

- BET
- Comedy Central
- ESPN
- ESPN2
- FX
- MTV
- Sci-Fi

Recap of television schedule

- A total of 3,345 paid commercials aired over the schedule.
- An additional 3,347 bonus commercials aired at no-charge.
- A total of 6,530,000 M18-34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

M18-34 GRPs	2,496
M18-34 Reach	96%
M18-34 Frequency	26.2x

Radio

Three 30-second commercials aired on 21 different radio stations across the state during the campaign. The commercials were paired and aired back-to-back as a :60 spot.

The commercials were:

“Screech”	Featured the sound of a jail cell door closing; the announcer stressed that police officers would be cracking down on drunk drivers
“Same Old Song”	Featured a message targeting drunken motorcycle riders
“The Sound”	Featured the sound of a motorcycle, a crash, and a voiceover addressing drunk driving

The stations (and their formats) that aired the commercials included the following:

Bridgeport Market

WCUM-AM Spanish Tropical

Danbury Market

WDAQ-FM Hot Adult Contemporary
WDBY-FM Hot Adult Contemporary
WRKI-FM Rock

Hartford Market

WCCC-FM Rock
WKSS-FM Contemporary Hit Radio (Top 40)
WLAT-AM Spanish Tropical
WRYM-AM Spanish Tropical
WURH-FM Alternative Rock
WZMX-FM Urban

New Haven Market

WKCI-FM Contemporary Hit Radio (Top 40)
WPLR-FM Album Rock
WYBC-FM Urban Contemporary

New London Market

WILI-FM Contemporary Hit Radio (Top 40)
WMOS-FM Classic Hits
WQGN-FM Adult Contemporary
WSUB-AM Spanish Tropical

Stamford/Norwalk Market

WCTZ-FM Classic Hits
WFOX-FM Classic Rock

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.

Recap of radio schedule

- A total of 1,805 paid commercials aired over the schedule.
- An additional 1,806 bonus commercials aired at no-charge.
- A total of 3,162,600 M18-34 gross impressions were realized over the course of the schedule.

Transit

A transit bus advertising schedule consisting of king panels (street side) and tail panels (back side) was purchased. A combination of both paid and bonus bus panels was negotiated. The buses operated in the following metropolitan areas, providing good reach to motorists throughout the state:

	<u>Paid</u>	<u>Bonus</u>
Bridgeport	18 kings	18 tails
Hartford	35 kings	35 tails
New Haven	20 kings	20 tails
Stamford/Norwalk	8 kings	8 tails
Waterbury	12 kings	12 tails
Additional Bonus	n/a	32 kings, 32 tails

Total paid bus panels: 93
Total bonus bus panels: 157
Total bus panels: 250

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 – Men 18-34 95%
Campaign frequency – combining all mediums – Men 18-34 25+x

This means that approximately 95 percent of all men aged 18-34 in the state of Connecticut were exposed to the campaign message at least once. Of those men exposed to the campaign message, on average they were exposed to the message 25 times.

SEATBELT SAFETY CAMPAIGN “CLICK IT OR TICKET” SPRING 2009 POST BUY ANALYSIS

In the spring of 2009 the Department ran a public information campaign encouraging motorists to wear their seatbelts. The campaign's messages were focused on enforcement of the seatbelt safety law and, while its messages reached all residents of the state, the campaign targeted those drivers who were the least compliant with the law – adults aged 18-34, particularly males. The overall goal of the campaign was to increase compliance with Connecticut's seatbelt safety law.

The campaign employed a variety of media vehicles to deliver the message to Connecticut's residents. The media vehicles used to deliver the campaign messages included the following:

- Television
- Radio
- Transit

As this was a public information campaign operating in the best interest of Connecticut's residents, Connecticut's vendor 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 May 14th through June 5th – a period of 3 consecutive weeks. Advertising messages were constantly visible throughout that period.

Television

Two different 30-second commercials aired statewide across five broadcast television stations and 22 cable systems throughout the state for the full 3 week campaign. The commercials that aired included the following:

- “Stuck with a Ticket”
- “Driving the Lane-Basketball”

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials were aired in the same dayparts as the paid commercials; if we purchased a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials, and the dayparts that they aired within, included the following:

WTNH-TV8 (ABC)

- Early Morning (M-Sun 5-9 a.m.)
- Daytime (M-F 9 a.m.-4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)
- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35 p.m.-2 a.m.)
- Overnights (M-Sun 2-5 a.m.)

WTXX-TV20 (CW)

- Early Morning (M-Sun 5-9 a.m.)
- Daytime (M-F 9 a.m.-4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)
- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35 p.m.-2 a.m.)
- Overnights (M-Sun 2 a.m.-5 a.m.)

WVIT-TV30 (NBC)

- Early Morning (M-Sun 5-9 a.m.)
- Daytime (M-F 9 a.m.-4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)
- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35pm-2 a.m.)
- Overnights (m-Sun 2 a.m.- 5 a.m.)

WCTX-TV59 (MyTV)

- Daytime (M-F Noon-4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)
- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35 p.m.-2 a.m.)
- Overnights (m-Sun 2 a.m.-5 a.m.)

WTIC-TV61 (FOX)

- Early Morning (M-Sun 5-9 a.m.)
- Daytime (M-F 9am-4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)
- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35 p.m.-2 a.m.)
- Overnights (m-Sun 2 a.m-5 a.m.)

Cable Television

Connecticut Cable Interconnect (20 systems statewide, less Fairfield County)

- Comedy Central
- ESPN
- ESPN 2
- FX
- HIST
- DISCOVERY
- TBS
- TNT
- USA

Cablevision (Fairfield County cable systems)

- ESPN
- ESPN 2
- ESPN CLASSIC
- ESPN NEWS
- Comedy Central
- DISCOVERY
- TOON
- SNY
- Speed
- Spike
- Versus
- VH1
- COUNTRY MUSIC TV

Television Value-Added

In addition to the matching bonus schedule, Connecticut's vendor negotiated and secured additional message exposure from WTXX-TV20 to support the enforcement effort.

Free commercials in American Idol

Connecticut's vendor negotiated for the Click It or Ticket campaign to receive two free spots in American Idol. The spots ran on May 19th and 20th – the last two shows of the current season, including the Finale! American Idol is the highest rated regularly-scheduled program on television, and #1 with the Click It or Ticket target!

Seat Belt Safety Check Vignette Package

WTXX-TV20 produced and aired a series of 60-second PSA enforcement messages at no additional cost. These commercials consist of footage of police officers conducting checks at a seat belt safety checkpoint and feature a state police official providing the voiceover, discussing the benefits of wearing your seat belt, etc. We negotiated to air these commercials at no-charge in a variety of programs on the station during our flight to help boost awareness of the safety check program. These commercials aired in addition to our regular schedule at no-cost to the campaign.

Television Schedule Recap

A total of 4,590 paid commercials aired over the schedule.

An additional 4,920 bonus commercials aired at no-charge.

A total of 9,105,309 Men 18-34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Men18-34 GRPs	3441.20
Men18-34 Reach	99%
Men18-34 Frequency	34.8x

Radio

The two :30 commercials supplied by NHTSA ran back-to-back as a 60-second spot on 15 different radio stations across the state for the full 3-week campaign.

- “Car Talk”
- “Screech Bam”

The stations (and their formats) that aired the commercials included the following:

Danbury

WDAQ-FM	Adult Contemporary
WRKI-FM	Rock
WDBY-FM	Adult Contemporary

Hartford

WCCC-FM	Active Rock
WKSS-FM	Contemporary Hit Radio (Top 40)
WMRQ-FM	Alternative Rock
WZMX-FM	Urban

New Haven

WKCI-FM	Contemporary Hit Radio (Top 40)
WYBC-FM	Urban Adult Contemporary

New London

WILI-FM	Contemporary Hit Radio (Top 40)
WMOS-FM	Classic Hits
WQGN-FM	Contemporary Hit Radio (Top 40)
WXLM-FM	Urban

Stamford/Norwalk

WCTZ-FM	Rock Hits
WFOX-FM	Classic Rock

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

Radio Schedule Recap

A total of 1704 paid commercials aired over the schedule.

Additional 1704 bonus commercials aired at no-charge.

A total of 1,600,000 Men18-34 gross impressions were realized over the course of the schedule.

Total campaign M18-34 GRPs, Reach, and Frequency by market

	<u>GRPs</u>	<u>Reach</u>	<u>Frequency</u>
Bridgeport	261.6	41.5%	6.6x
Danbury	396.0	60.3%	6.5x
Hartford	575.8	62.6%	8.5x
New Haven	468.0	66.5%	7.2x
New London	338.4	58.2%	5.9x
Stamford/Norwalk	43.2	18.5%	2.2x

Transit

A transit advertising schedule was purchased consisting of bus panels on the street side (kings) and back side (tails) of buses running in major markets in the state.

The schedule was designed to reach at least 25 percent of each market’s population on a monthly basis.

	<u>Kings</u>	<u>Tails</u>
Bridgeport	15 buses	15 buses
Hartford	34 buses	34 buses
New Haven	15 buses	15 buses
Stamford	8 buses	8 buses
Waterbury	8 buses	8 buses



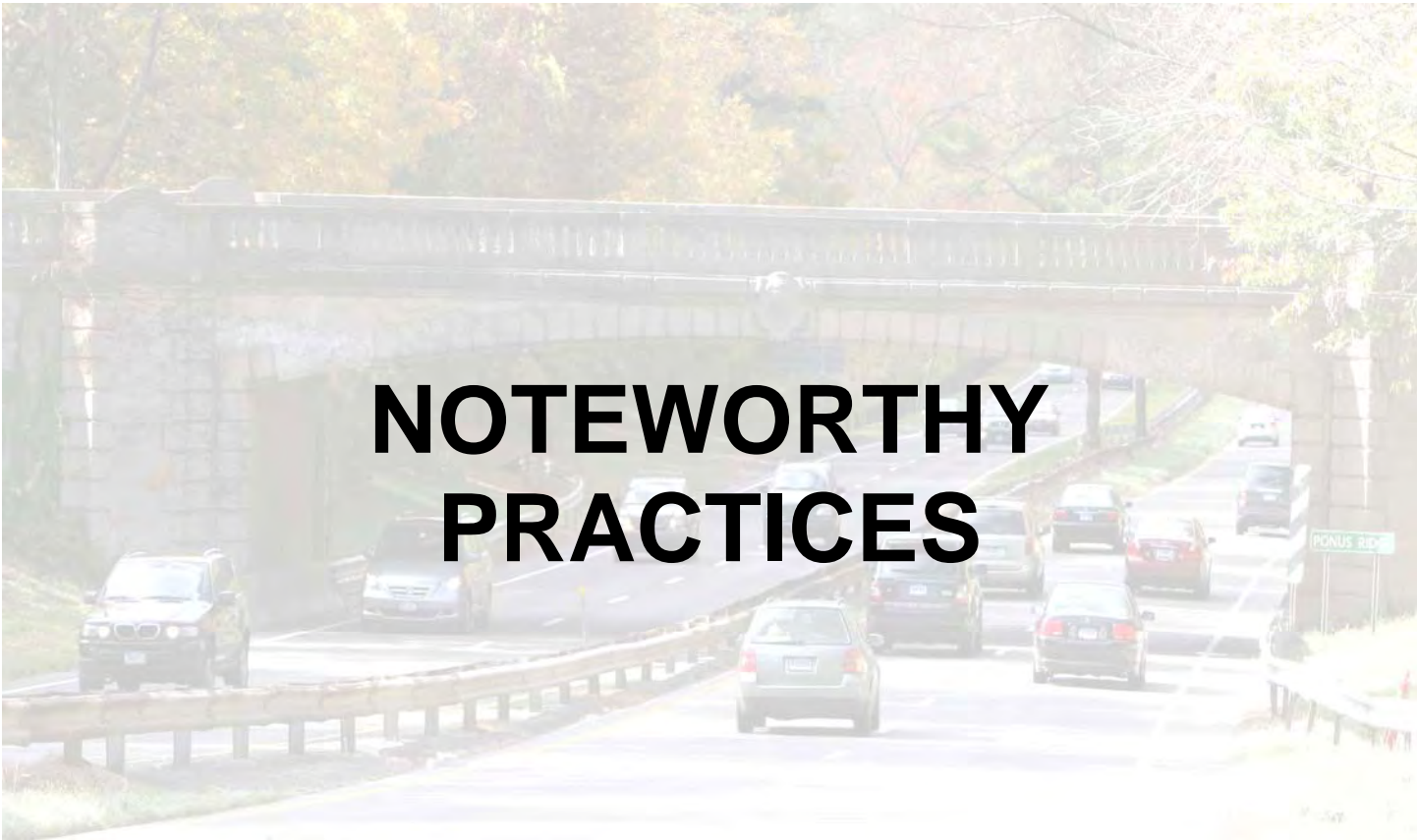
A total of 80 paid bulletins ran over the schedule. An additional 80 bonus bulletins ran at no-charge. A total of 2,934,000 Men 18-34 gross impressions were realized over the course of the schedule. Many of the transit ads stayed posted on the buses well beyond the May-June schedule timeframe at no additional cost.

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 - Men 18-34:	97%
Campaign frequency – combining all mediums - Men 18-34:	30+x

This means that approximately 97 percent of all men aged 18-34 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.



NOTEWORTHY PRACTICE 1

PROJECT TITLE

Teens in the Driver Seat

TARGET

Teen Drivers

PROGRAM AREA

Other Areas and Factors

PROBLEM STATEMENT

Car crashes kill more teenagers than any other cause, accounting for nearly half of all teen deaths each year. More than sixty percent of teen passenger deaths happen when another teenager is driving. Studies show that area teenagers understand little about the many dangers they face on the road. In response, students from Central and Eastern High Schools in Bristol, were the first in New England to launch a new peer-based safety program.

OBJECTIVE

Raise awareness of the top driving dangers for teens and prevent crashes involving young drivers. This program will empowers teens to spread the word among their peers about deadly driving risks and encourage them to make smart choices while behind the wheel and as passengers.

STRATEGIES

Design messages and programs with safety messages to keep safety at the forefront of their minds every time they get behind the wheel.

RESULTS

The teens feel that their programs have been successful in reaching their peers through the activities and brochures that they hand out. They have been invited to speak at driver education trainings as well as various school functions. They feel through their talks and activities they are reaching their peers and they have made a difference.

COST

\$1,017.60

NOTEWORTHY PRACTICE 2

PROJECT TITLE

Safe Streets

TARGET

Speeding and Aggressive Driving

PROGRAM AREA

Police Traffic Services

PROBLEM STATEMENT

The Hartford area METRO RTU, consisting of Manchester, South Windsor, East Windsor, Windsor, Windsor Locks, Coventry, Glastonbury and Enfield Police Departments implemented an innovative speed enforcement program with the goals of raising awareness of the problem of motorists speeding and reducing the number of speed related collisions on city streets.

Upon researching the problem, they realized that the predominant contributing factor in motor vehicle crashes according to 2006 statewide crash statistics was *Speeding* (occurring 9.61 percent of the time), which was nearly double the next highest contributing factor of *violation of traffic controls* (occurring 4.9 percent of the time).

OBJECTIVE

In an attempt to pool manpower and equipment, the Metro RTU encompassed teams of officers who provided consistent enforcement on designated roadways in each respective municipality during peak high-volume traffic periods utilizing radar, laser, motorcycles, marked and unmarked cruisers to reduce the number of speed related crashes.

RESULTS

The statistical enforcement data listed below indicates that this project was a success and enhanced the overall motor vehicle safety within the Metro Hartford area. This initiative resulted in 83 motor vehicle summons, 1835 infractions, 126 warnings, 120 occupant restraint violations, 36 motor vehicles being towed and 6 criminal arrests.

COST

\$ 73,200.00

NOTEWORTHY PRACTICE 3

PROJECT TITLE

Highway Safety Grants Management workshop

TARGET

State and Local Law Enforcement Agencies

PROGRAM AREA

Police Traffic Services

PROBLEM STATEMENT

Assessed the Office of Transportation Safety's (TSS) grant process in an effort to streamline the following: submission of applications, management of TSS programs, TSS program reporting, reimbursement of claim submissions and performance, and Data Collection from all grant recipients.

OBJECTIVE

Streamlined the Transportation Safety Section reporting requirements; reimbursement claims submissions, and the performance and data collection from all grant recipients. Workshops were held on three consecutive days for all interested state and local law enforcement officials.

STRATEGIES

Provided clarification on the policy, procedures, and reporting requirements of the Highway Safety Programs through this designated workshop. Focus was placed on stronger enforcement of occupant restraints, driving under the influence, speeding, and aggressive driving. The National Highway Traffic Safety Administration provided assistance in federal regulation clarification during these events.

RESULTS

The workshops were attended by 102 law enforcement and civilian personnel (Finance personnel, First Selectmen and grant writers) representing 77 agencies including Resident Trooper Towns, Municipal Agencies as well as Connecticut State Police Traffic Services Unit. The federal dollars available for Safety programs were used to maximize, and simplify the applications process, minimize the man-hours spent on review and processing of grants and allow for more accurate National Highway Traffic Safety Administration (NHTSA) reporting.

COST

Approximately \$5,000

NOTEWORTHY PRACTICE 4

PROJECT TITLE

Violators Class

TARGET

Car Seat Safety

PROGRAM AREA

Child Passenger Safety

PROBLEM STATEMENT

Traffic crashes are one of the five major causes of unintentional injuries to children which could be prevented. The injuries that are sustained could be prevented by proper car seat use. Using age, weight and height appropriate seats can greatly reduce the number of injuries children sustain if involved in a crash.

OBJECTIVE

Raise awareness of why proper car seat use is critical in preventing injuries or death to children riding in motor vehicles and educate the public on the importance of proper car seat safety, which will reduce the number of children being injured/killed in car crashes.

STRATEGIES

When someone is cited for not having a child properly restrained they have to attend a two hour safety class in addition to paying a fine. They must attend the class or have their license suspended. The purpose of the class is to educate the violator on why they need to have children properly restrained.

RESULTS

From 2002 – 2009, 2,982 people have attended the violators class with only seven repeat offenders.

COST

No federal funds are expended on this project.