
STATE OF MAINE

DEPARTMENT OF PUBLIC SAFETY

BUREAU OF HIGHWAY SAFETY



**FEDERAL FISCAL YEAR 2010
ANNUAL HIGHWAY SAFETY REPORT**

**LAUREN V. STEWART
DIRECTOR, BUREAU OF HIGHWAY SAFETY**

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A Message from the Director

The mission of the Department of Public Safety, Bureau of Highway Safety Office is to reduce fatalities, injuries, and economic losses resulting from motor vehicle crashes on Maine roadways. Our efforts are based on the concept that any death or injury is one too many and that traffic crashes are not accidents, but are preventable.

I am pleased to submit this Annual Report for Federal Fiscal Year (FFY) 2010. This report fulfills the Section 402 grant requirements with the National Highway Traffic Safety Administration (NHTSA) and highlights the many achievements and accomplishments of the State Highway Safety Office.

I would like to thank the staff of the Highway Safety Office for all of their efforts to improve highway safety and for their assistance in grant application and report development. I would also like to thank all of our many partners in highway safety; those in federal and state departments as well as municipal and county law enforcement, fire and EMS departments and numerous not-for-profit agencies. We work together to represent the public in addressing our highway safety priorities.

Over the years, the Highway Safety Office has championed many positive changes in highway safety behavior. We have seen steady decreases in motor vehicle crashes and fatalities, strengthened laws and public education and awareness, and renewed our commitment of working together with our partners to achieve the goals set out in our Highway Safety Plans.



Lauren V. Stewart, Director
Maine Bureau of Highway Safety

Introduction

The Maine Bureau of Highway Safety (MeBHS), established in accordance with the Highway Safety Act of 1966, is the focal point for highway safety in Maine and is the only agency in Maine with the sole responsibility to promote safer roadways. The MeBHS is a Bureau within the Maine Department of Public Safety. MeBHS currently consists of seven full-time employees all dedicated to ensuring safe motor transportation for everyone traveling on Maine roads and highways. MeBHS provides leadership and state and federal financial resources to develop, promote and coordinate programs designed to influence public and private policy, make systemic changes and heighten public awareness of highway safety issues.

The overall goal of the MeBHS is to reduce the rate of motor vehicle crashes in Maine that result in death, injuries, and property damage. Through the administration of federal funding from the National Highway Traffic Safety Administration, the Federal Highway Administration and State Highway funds, MeBHS impacted each of the major NHTSA priority program areas in Federal Fiscal Year (FFY) 2010:

- Impaired Driving
- Occupant Protection
- Child Passenger Safety
- Traffic Records
- Police Traffic Services

Through additional programs based on extensive state data analysis, we also impacted the areas of motorcycle safety, speed, and operating after suspension.

We believe that through committed partnerships with others interested in highway safety, through a data driven approach to program planning, through public information and education, and with coordinated enforcement activities, we can achieve our goal to reduce fatalities and injuries.

This Annual Report reflects our efforts to impact traffic safety in areas including occupant protection, impaired driving, child passenger safety, motorcycles, public education and information, and traffic records for Federal Fiscal Year 2010 (October 1, 2009 – September 30, 2010).

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Report Submitted: December 16, 2010



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Executive Summary

Federal Fiscal Year 2010 Initiatives

- Maine Chiefs Challenge

The MeBHS sponsored the fourth annual 2010 Maine Law Enforcement Challenge. Twelve local police departments and sheriff offices and eight Maine State Police troops participated in this year's Challenge. Applicants were judged in categories based on their department size, then awarded law enforcement equipment prizes according to their final score. All applications were then forwarded to the International Association of Chiefs of Police National Challenge for judging. The Sagadahoc County Sheriffs Office placed third in their division, and the Maine State Police were awarded second place in their division.

- Click It or Ticket/Buckle Up. No Excuses! Enforcement and Education

The MeBHS offered Maine law enforcement agencies sub-grant awards to participate in this year's May Click It or Ticket/Buckle Up, No Excuses! Enforcement and Education Campaign. There were 78 law enforcement agencies who participated this year. Over 5,400 seatbelt tickets and warnings were issued during this two week campaign that ran in conjunction with the national crackdown period.

- Child Passenger Safety Training

Three NHTSA National Standardized Child Passenger Safety Technician Certification classes were held in FFY2010, during which 21 students received their certification. This four-day training course teaches future technicians skills through hands-on learning, practicing, and explaining techniques. This training prepares a technician to serve as a child passenger safety resource for his or her organization, community, and state.

- Child Passenger Safety Inspection Stations and Distribution Sites

The MeBHS Child Safety Seat Program relies on agencies throughout Maine to distribute car seats to families in need. This year, approximately 1,500 child safety seats were distributed through the program's 30 distribution sites located throughout the state.

- Drunk Driving. Over the Limit. Under Arrest. Enforcement and Education

In 2010, MeBHS offered a summer long Combined Enforcement Campaign. During the two week national impaired driving crackdown of August 20 to September 6, 2010, 78 law enforcement agencies participated in enforcing Maine's tough impaired driving laws. Over \$150,000 in federal funds were awarded to departments to conduct dedicated details that resulted in 133 operating under the influence arrests.

- Speed Enforcement

As part of the summer long 2010 Combined Enforcement Campaign, participating law enforcement agencies could conduct speed enforcement details in each community's high crash and speed related

fatality locations. This year, 64 agencies participated in this enforcement period that lasted from July 1 to August 19, 2010. Over 1,440 speeding summons were handed to drivers during this period.

- Operating After Suspension Enforcement

Two law enforcement agencies, the York Police Department and Cumberland County Sheriff's Office, participated in enforcement grants that targeted drivers whose right to operate a motor vehicle was under suspension. There were 30 operating after suspension arrests made during these two enforcements.

- Seatbelt Convincer Program

The MeBHS purchased a new Seatbelt Convincer demonstration unit in 2010, allowing us to now have two Seatbelt Convincers and a Rollover simulator unit. An estimated 10,000 people of all ages were provided with safety belt information through a variety of events where these units were on display.

- Share the Road with Bicycles

The Bicycle Coalition of Maine, through a grant from the MeBHS, created the grassroots program "Spokes Folks" that assisted the Coalition in development of a new safety outreach curriculum. Four Public Service Announcements discussing various aspects of bicycle safety were produced during this grant.

- Maine Crash Reporting System

A newly revised crash reporting form will be launched in January 2011. The new form allows officers enhanced options for data collection and a more user friendly format. All crash reports are submitted electronically from all Maine law enforcement agencies. The new form will allow us to gather and track more detailed information regarding crash causations including distracted driving.

- Maine Driving Dynamics

The state's defensive driving course, Maine Driving Dynamics, is a five hour defensive driving course that offers drivers the opportunity to improve their defensive driving abilities. Over 1,500 students took the class in FFY2010.

- Traffic Records Coordinating Committee

The Maine Traffic Records Coordinating Committee plays a major role in insuring that a statewide traffic safety information system improvement program is successfully completed. As such, the Committee works together to determine deficiencies in existing traffic records systems and recommends and funds enhancement projects that will net the State the most results. These projects include measures to increase the timeliness, accuracy, completeness, uniformity, integration and accessibility of all crash records and data.

- Statewide Observational Survey

The MeBHS contracted with the University of Maine Muskie School of Public Service for the 2010 NHTSA approved occupant protection observational seatbelt usage survey, which was conducted

immediately following the two week “Click It or Ticket/Buckle Up. No Excuses!” seatbelt enforcement campaign in May and June 2010. The survey, which recorded observations at 120 sites around the state, showed a slight decrease in seatbelt usage from prior years. The 2010 seatbelt usage rate is 82.0%, down slightly from 82.6% in 2009.

- Bureau of Motor Vehicles Awareness and Attitudinal Surveys

As part of a joint effort to develop traffic safety performance measures for states and federal agencies, a GHSA and NHTSA working group identified a basic set of questions that could be used in periodic surveys that track driver attitudes and awareness concerning impaired driving, seat belt use, speeding, and distracted driving. This report was also used to determine general public awareness of the recently enacted primary belt law. The MeBHS contracted with the University of Maine Muskie School of Public Service to conduct three waves of surveys at eight Maine Bureau of Motor Vehicles (BMV) offices. Survey results reveal that the public is aware of the main feature of the primary belt law (that they can be stopped and ticketed simply for not wearing their seatbelt).

- Child Passenger Technician Incentive Program

Certified child passenger safety technicians and instructors for the MeBHS receive incentive items for their participation in MeBHS approved car seat check up events. In FFY2010, 19 technicians and/or instructors participated in the program. Four of those technicians and/or instructors received the highest incentive item, a Keep ME Safe winter parka, as the result of participating in 20 check up events.

- SAFETEA-LU Administration

The staff of the Bureau of Highway Safety administers grants of over \$2 million dollars annually in federal highway safety funds from several federal funding sources. These funds are administered under an approved highway safety plan developed from detailed data analysis of the State’s most imperative highway safety problems. Funds are used at the state and local community level to enhance behavioral traffic safety initiatives and results.

- Teen Driver Safety Committee

The Maine Teen Driver Safety Committee (TDSC) was convened in late 2008 to develop goals, strategies, and activities to combat increasing teen crashes and fatalities. In FFY2010, the TDSC developed a statewide teen driver safety strategic plan. The plan and its objectives and activities are intended to be used as a resource in a larger comprehensive community based effort to effectively address teen driver safety issues.

- “Survive Your Drive” Media Campaign

In late 2009, the MeBHS partnered with NL Partners, Inc, a marketing firm, to develop an overarching safety campaign. The “Survive Your Drive” campaign was unveiled in November 2009 in conjunction with the 2009 Holiday Enforcement Campaign. The “Survive Your Drive” campaign addresses all issues of highway safety: child passenger safety, teen drivers, speeding, impaired driving, seatbelt use, motorcycle riders, and distracted driving. Several new television and radio commercials were added to the Survive Your Drive campaign. All commercials were advertised during key enforcement periods, national safety weeks, and holiday seasons.

- **Holiday Enforcement Campaign**

The MeBHS offered a second year of law enforcement grants to Maine law enforcement during the 2009 Holiday Enforcement Campaign. This grant ran from October 16, 2009 to January 3, 2010. During this period, all participating departments were required to participate in the national seatbelt enforcement crackdown of November 16 to 29, 2009. Thirty-one law enforcement agencies participated in this campaign; 157 operating under the influence arrests were made during this period, and over \$96,000 in federal funds was awarded to participating agencies.

Federal Fiscal Year 2010 Challenges

- **Young Drivers**

Developing methods to reach teens and their parents to reduce the over-representation of teen drivers in fatal and serious injury crashes

- **Mobilizations**

Increasing the number of law enforcement departments that participate in the state and national mobilizations and finding more effective methods to make these mobilizations more performance based

- **Safe Communities**

Developing increased participation at the local grass roots level regarding prevention activities to reduce highway crashes

- **Traffic Records**

Improving data integration and coordination with highway safety stakeholders with limited funding for technology projects

- **Impaired Driving**

Maintaining an emphasis on reducing the increasing occurrences of impaired driving

- **Traffic Safety Resource Prosecutor**

Establishing a Traffic Safety Resource Prosecutor in the state

Performance Goals

In 2009, the NHTSA and the Governor's Highway Safety Association (GHSA) released a minimum set of performance measures to be used by States and Federal agencies in the development and implementation of behavioral highway safety plans and programs. The minimum set of performance goals contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. The measures cover the major areas common to State highway safety plans and use existing state data systems.

The Core Outcome Measures reported on this year's Annual Report represent the measures established for Maine for Federal Fiscal Year 2010.

Core Outcome Measures

Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities by 5% from the 5 year average of 178.8 for 2004-2008 to 168.9 by December 31, 2013.

Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries 5% from the 5 year average of 997 for 2004-2008 to 947 by December 31, 2013 .

Mileage Death Rate (FARS)

C-3a) To decrease the mileage death rate 5% from the 5 year average of 1.18 for 2004- 2008 to 1.12 by December 31, 2013.

Rural Mileage Death Rate (as of August 2009)

C-3b) To decrease the rural mileage death rate 5% from the 5 year average of 1.46 for 2004-2008 to 1.39 by December 31, 2013.

Urban Mileage Death Rate (as of August 2009)

C-3c) To decrease the urban mileage death rate 5% from the 5 year average of .48 for 2004-2008 to .46 by December 31, 2013.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities by 5% from the 5 year average of 70 for 2004-2008 to 66.5 by December 31, 2013

Alcohol Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities by 5% from the 5 year average for 2004-2008 of 49.2 to 46.7 by December 31, 2013.

Speeding Related Fatalities (FARS)

C-6) To decrease speeding related fatalities by 5% from the 5 year average of 75.2 for 2004-2008 to 71.4 by December 31, 2013.

Motorcyclist Fatalities (FARS)

C-7) To decrease motorcyclist fatalities by 5% from the 5 year average of 20.2 for 2004-2008 to 19.2 by December 31, 2013.

Unhelmeted Motorcyclist Fatalities (FARS)

C-8) To decrease unhelmeted motorcyclist fatalities by 5% from the 5 year average of 13.2 for 2004-2008 to 12.5 by December 31, 2013.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

C-9) To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 5 year average of 20.8 for 2004-2008 to 19.7 by December 31, 2013.

Pedestrian Fatalities (FARS)

C-10) To reduce pedestrian fatalities by 10% from the 5 year average of 10.2 for 2004-2008 to 9.2 by December 31, 2013.

BEHAVIOR MEASURE

Seat Belt Usage Rate (Observed Seat Belt Use Survey)

B-1) To increase statewide seat belt compliance by 2% from the 2008 survey results from 83% to 85% by December 31, 2013.

ACTIVITY MEASURES

A-1) To monitor seat belt citations issued during grant-funded enforcement activities.

A-2) To monitor impaired driving arrests made during grant-funded enforcement activities.

A-3) To monitor speeding citations issued during grant-funded enforcement activities.

Occupant Protection

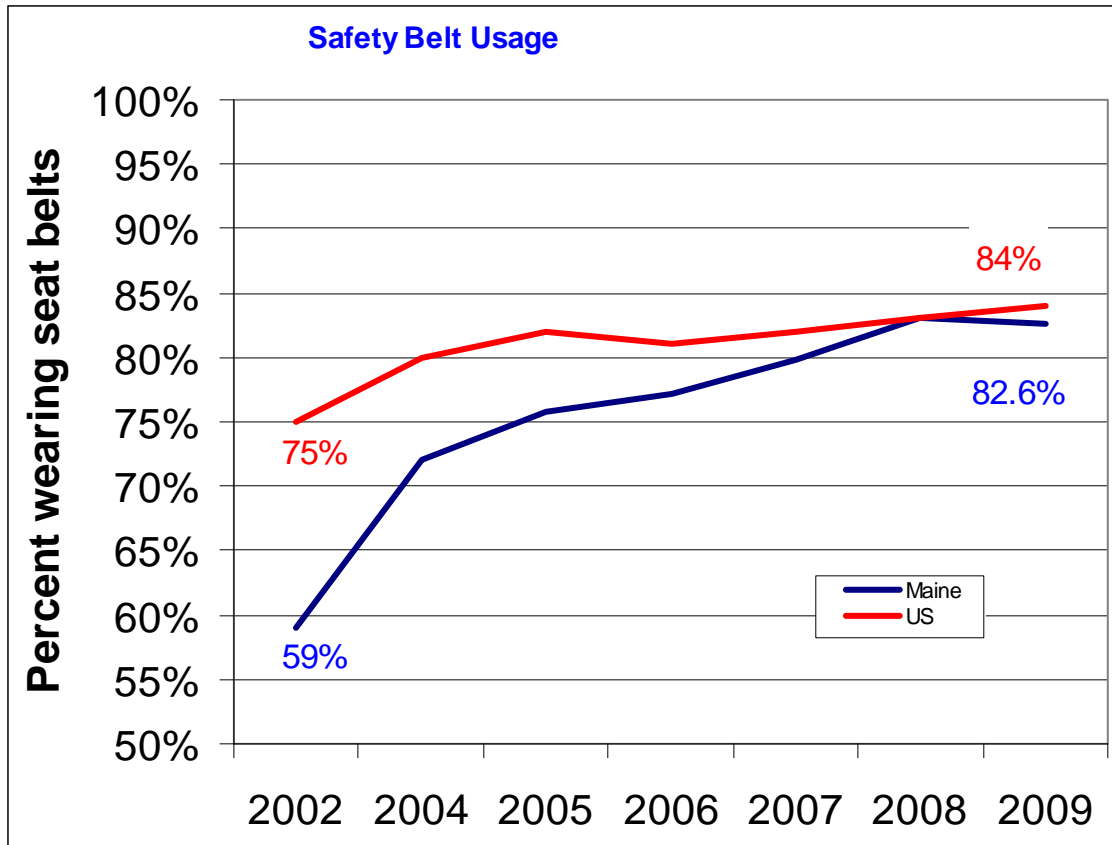
Problem

Maine's seatbelt usage rate peaked at 83% in 2008. Since then, there has been a gradual decline in the observed use of seat belts. The 2010 seatbelt usage rate stands at 82.0%.

Objective

The overall goal of Maine's Occupant Protection Program is to increase safety belt use for all occupants, thereby decreasing deaths and injuries resulting from unrestrained motor vehicle crashes. In 2009, there were 117 fatalities involving passenger vehicles. Fifty occupants were unrestrained, representing nearly 43% of fatalities involving passenger vehicles. This is an increase of over 10% from 2008, when the number of fatalities involving passenger vehicles was 108.

Figure 1. Maine Seat Belt Use Rate Compared to the U.S. Average



Source: Maine Transportation Safety Coalition's
 "The Status of Transportation Safety in Maine" report, 2010 edition

Goals

These goals were established for FFY 2010 in the FFY 2010 Highway Safety Plan:

To increase statewide seat belt compliance by 2% from the 2008 survey results from 83% to 85% by December 31, 2013.

Progress In 2010, the seatbelt usage rate was 82.0%.

To decrease unrestrained passenger vehicle occupant fatalities by 5% from the 5 year average of 70 for 2004-2008 to 66.5 by December 31, 2013

Progress The five year average from 2005-2009 for unrestrained passenger vehicle occupant fatalities is 48%.

Strategies

November High Visibility Enforcement and Education

Thirty-one law enforcement agencies and the Maine State Police participated in the MeBHS's second year Holiday Enforcement Campaign which ran from October 16, 2009 through January 3, 2010. All departments were required to participate in the two week national seat belt enforcement crackdown period of November 16 through 29. The November seatbelt enforcement campaign produced 1,155 seat belt tickets, 3,103.3 dedicated overtime hours worked and 6,873 traffic stops, averaging 2.19 stops per hour. The average cost per seat belt ticket was \$40.42. The total seat belt enforcement federal funds awarded to participating agencies equaled \$116,606. An additional 1,425 seat belt tickets were issued during the remainder of holiday enforcement campaign.

Summer High Visibility Seatbelt Enforcement Campaign

In 2010, the MeBHS offered a four month long Summer Enforcement Campaign. This campaign had three phases: seatbelt enforcement, combined enforcement, and impaired driving enforcement. The combined enforcement period allowed participating law enforcement agencies to determine what type of enforcement (seatbelt, speed, and/or impaired driving) they needed to focus on in their community.

The first phase of this campaign was the annual "Buckle Up, No Excuses!" seat belt education and enforcement campaign that ran in conjunction with the national enforcement period of May 24 to June 6. This year, 78 law enforcement agencies participated in this campaign: 11 county Sheriff's offices, 66 municipal police departments, and the Maine State Police. During the seatbelt enforcement period 3,498 seat belt tickets were issued, 2,087 seat belt warnings were given, and 8,016 vehicles were stopped. The number of combined average stops for all agencies was 2.28 stops per hour. Participating agencies were awarded \$127,065.10 in federal funds for this seat belt enforcement effort. A cost analysis of this enforcement reveals that the enforcement campaign cost equaled \$36.32 per ticket.

Agencies who participated in the Summer Enforcement Campaign were offered an equipment incentive for meeting all program criteria. The criteria included: participation in the seatbelt enforcement campaign and the impaired driving campaign, submission of all paperwork timely and accurately, and using at least 90% of awarded grant funds for those two enforcement periods. If an agency met all the program criteria, they were awarded either a hand held radar unit or a safety rear light for their cruisers. Sixty law enforcement agencies qualified for the incentive award.



Statewide Observational and Attitudinal Surveys

A NHTSA approved occupant protection observational survey was conducted in June 2010, immediately after the “Buckle Up. No Excuses!” campaign. This survey showed an overall voluntary seat belt usage rate gradual decrease to 82.0%, down from 82.6% in 2009. Survey observations were recorded at the same 120 sites as in previous years. Two new components of the observational study that were introduced in 2008 were continued in this year’s survey. A selection of 36 additional sites composed of primarily rural road segments was chosen for observations. Also, motorcycle helmet use was recorded.

Based on speculation that the high visibility enforcement campaign conducted by law enforcement around the state coupled with a statewide media campaign alerting the public of the primary belt law and the enforcement campaign might temporarily lead to an increased use rate, at least during the time of the campaign and shortly after, a full observation study was conducted again in September 2009. That study showed that use rates did drop by 2.12%. The result of this additional study led to heightened media coverage and enforcement awareness during the 2009 Holiday Enforcement Seatbelt Campaign.

This year, to determine if the general public was aware of the enacted primary belt law, MeBHS’s contracted surveyor, the University of Maine Muskie School of Public Service, conducted three waves of surveys of drivers at eight Maine Bureau of Motor Vehicles (BMV) offices. The surveys showed that the public was aware of the main feature of the primary belt law, i.e., that they can be stopped and ticketed simply for not wearing their seat belts.

Copies of both the observational survey and the BMV survey results are included with this Annual Report.

Convincer & Rollover Education Program

The MeBHS funds a highly successful seat belt education program through the Mid-Coast EMS Council, Inc., using the Convincer and the Rollover simulators and a highway safety display. This year the MeBHS purchased a new seatbelt Convincer unit, allowing the Convincer program to reach more regions in Maine. One of the objectives of this program is to promote and increase occupant protection in Aroostook and Washington Counties where the seat belt usage rate is low.

In 2010, this program was made available at venues including: elementary, middle and high schools, colleges, health and safety fairs, corporate and military events, community festivals and fairs, conferences, and driver education classes. An estimated 10,000 people were given safety belt information through the variety of activities.

Future Strategies

Provide funding for select Maine law enforcement agencies to participate in a first year Teen Driver Seat Belt Enforcement Campaign that runs for two weeks before the national Click It or Ticket campaign period in May.

Continue to provide grant funding to Maine law enforcement agencies to participate in the May and November NHTSA Click It Or Ticket national safety belt high visibility enforcement crackdown periods. Grant funding will be provided for dedicated overtime safety belt enforcement details and public education.

In conjunction with the University of Southern Maine's Muskie School of Public Service, conduct observational and attitudinal surveys to determine safety belt use in Maine.

Funding Source

Federal Section 402 and 405 funds

Child Passenger Safety

Problem

Safe Kids Worldwide released a study observing the misuse of 3,442 child restraint systems in six states, with approximately 73 percent of restraint systems showed at least one critical misuse. 84 percent of child restraint systems showed critical misuses. Booster seat misuse was 41 percent. The most common form of misuses for all restraint systems included loose vehicle seat belt attachment to the restraint system and loose harness straps securing the child to the restraint system.

Objective

The Maine Child Passenger Safety (CPS) Program provides leadership and coordination of CPS activities throughout the State. The Program provides leadership for all aspects of the state's CPS Program and activities sufficient in number and quality to serve Maine's children and families effectively and efficiently.

Goals

Reduce the percentage of child passenger safety seat misuse

Educate parents on the importance of proper child passenger safety restraint use.

Strategies

Maine Child Passenger Safety Law

Maine's Child Passenger Safety (CPS) law is one of the strongest in the country. The law requires:

- Children who weigh less than 40 lbs. ride in a child safety seat;
- Children who weigh at least 40 lbs., but less than 80 lbs. and are less than 8 years old, ride in a federally approved child restraint system;
- Children who are more than 8 years old and less than 18 years old and more than 4 feet 9 inches in height be properly secured in a safety belt and;
- Children under 12 years old and who weigh less than 100 lbs. be properly secured in the back seat of the vehicle, if possible.



Maine Distribution Site Program

The Maine Child Safety Seat Program is unique in that it relies on agencies throughout the state to distribute car seats to families who need them, thus providing an important service to local communities. The program provides an average of 1,500 child safety seats annually.

Currently our program consists of approximately 30 distribution sites located throughout the state. Each site distributes child safety car seats to eligible families in that community. As of June 2006, distribution sites are required to employ or have a certified CPS Technician.

Distribution Site Criteria:

- The agency must be located within the State of Maine
- The agency must provide a safe location for installing car seats in the recipient's vehicle
- The agency must qualify for non-profit status as established by the State of Maine or be part of a state or municipal agency
- The agency must work with or serve low income families
- The agency must be willing to provide seats to all qualified individuals requesting a child safety seat from the agency without regard to race, creed, color, or religion
- The agency must have adequate storage for a minimum of one month's supply of car seats
- The agency will be asked to sign an Inter-Agency Agreement

Distribution Site Guidelines:

Accountability is imperative to continued funding of the CPS program. Therefore, in order to continue to provide this important service to income eligible families, high standards of accountability must be maintained. It is critical that:

- Distribution sites distribute program seats to families meeting the established income guidelines
- Distribution sites limit distribution to one seat per child per family. (Seats for use by grandparents, childcare providers, in the family's second car, etc. are not provided by this program)
- Distribution sites maintain accurate records of:
 - Number of seats provided
 - Type of seats provided
 - Income eligibility
 - Liability waivers
 - WIC Card or other proof of income and Maine residency
- The distribution site will teach the parent/guardian to properly secure the child in the car seat in the vehicle.
- The distribution site will submit monthly or quarterly car seat orders to MeBHS.

Maine Inspection Site Program

Currently there are 36 inspection sites located throughout Maine. These sites provide parents with education about keeping their child safe when riding in the car by correctly using a child safety seat or safety belt. One-

on-one lessons are offered by a certified CPS Technician explaining the correct use and installation of car safety seats and safety belts.

Child Safety Car Seat Purchases

This year's child safety seat grant covered costs associated with providing child safety car seats to 37 inspection sites and 30 distribution sites located throughout Maine. The child safety car seat orders were placed monthly or quarterly by the sites.

During the time period of October 1, 2009 through September 30, 2010, a total of 1,614 child safety car seats were ordered by MeBHS and sent directly to the inspection and distribution sites, with the purchasing cost totaling \$100,809.60 in federal funds.

The type of child safety car seats provided consisted of: Cosco Scenera 4 HNS POS, Graco Turbo Booster, Graco Turbo Booster Backless, Evenflo Titan Factory Elite, Evenflo Kid No Back Booster, Evenflo Generations 65, Graco SnugRide-Commercial, Graco Nautilus, On Board Infant Car Seat, Evenflo Generations, Chicco Key Fit 30, Cosco Pronto, Generations 65 Palermo, GR Toddler Nautilus, Sightseer, Express Car Seat and Angel Ride car bed.

Child Passenger Safety Coordinator

The Maine Child Passenger Safety (CPS) Coordinator provided leadership and coordination of CPS activities throughout the state. The Coordinator provided leadership for all aspects of the state's CPS Program and activities sufficient in number and quality to serve Maine's children and families effectively and efficiently.

Activities of the CPS Coordinator for this grant period:

- Coordinated the Statewide Child Passenger Safety Program
- Maintained regular communication with MeBHS via phone contact, email and submitting timely CPS reporting activities
- Maintained on going communication with the State CPS Training Coordinator to build relationship and problem solve CPS related activities
- Coordinated, planned and established a CPS Advisory Council consisting of individuals who bring unique knowledge, experience and perspective to compliment the skills of the program administrative staff. Members represent the following sectors: police, fire, medical, non-profit/ for-profit businesses, education, family/client population and immigrant/refugee population. The goal of the Council is to create and stabilize statewide system infrastructure, build a strong system of communication and evaluation of the CPS program and implement informed changes to increase efficiency with the CPS program
- Continued activities working toward building relationships with programs that serve Maine families. Activities included establishing new distribution sites and monthly car seat check up event sites across the state

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- Attended Lifesavers Conference in April 2010 to obtain the necessary training and knowledge related to the CPS Coordinator position
 - Created an agenda for the annual CPS Meeting which was held on September 14, 2010 in Hermon, Maine.
 - Created a monthly email newsletter entitled “News You Can Use”. This is a new way to stay connected to Child Passenger Safety in Maine. The notification was sent to all Maine CPS Technicians and all individuals interested in CPS.
 - Manage statewide Child Passenger Safety Program resources
 - Maintained databases provided by MeBHS regarding CPS activities in Maine including distribution sites, inspection sites and other reported activities
 - Ensured new CPS information and updates were shared as appropriate, including but not limited to updating web sites with new training dates and opportunities
 - Provided the inspection and distribution sites with resources and materials as needed including following up with all community level requests
 - Ordered CPS handouts for all distribution sites in Maine from USAA Education
 - Developed and assisted certified technicians with maintaining CPS skills and knowledge
 - Conducted numerous on site visits across Maine to discuss the importance of submitting timely activity reports and learn of the success and challenges the sites are facing
 - Attended numerous CPS check up events across the state
 - Increased communication from both the distribution sites, inspection sites and CPS Technicians
 - Revised CPS Technician contact database for accuracy via use of the data provided by Safe Kids
 - Increased public awareness of Child Passenger Safety
 - Connected with local resources to increase car seat inspection and distribution sites
 - Coordinated in partnership with the training coordinators at the community level in local health fairs and events for CPS opportunities
 - Coordinated direct outreach to CPS Technicians in order to support the needs of immigrant refugees and our partners at Catholic Charities. This included facilitating a training and technical support for car seat installations

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- Attended the Maine Children’s Trust board meeting to present on the Child Passenger Safety system in Maine
 - Attended Injury Prevention Workgroup representing child passenger safety in Maine
 - Attended the Maine Transportation Safety Coalition (MTSC) representing child passenger safety in Maine

Child Passenger Safety Training and Outreach

The Falmouth Fire-EMS Department conducted the following activities with federal funding from the MeBHS during the October 1, 2009 through September 30, 2010 grant period.

- Car Seat Monthly Check Up Event Information

During the grant period, the Falmouth Fire-EMS Department conducted inspections on approximately 434 child safety seats.

- Child Safety Seat Distribution

With support from MeBHS and program donations, the Falmouth Fire-EMS Department worked to make new child safety seats available to low-income families as replacements of seats that were deemed either unsafe or inappropriate for the child and/or vehicle or to provide a seat to a child who didn’t have one. A total of 3 new rear facing convertible child safety seats were distributed.

- Child Passenger Safety Technician Certification Classes

Three NHTSA National Standardized Child Passenger Safety Technician Certification Classes were held during this grant period. A total of 21 students attended and passed this intense training. The classes were instructed by a team of 7 CPS Instructors and 3 CPS Technician Class Assistants. The Instructors and Assistants rotated days so there was a Lead Instructor, four Assistant Instructors and two Technician Class Assistants each day. One of the classes included an Instructor Candidate who successfully completed the requirements of the class and is now a CPS Instructor.

The NHTSA National Standardized Child Passenger Safety Technician training course is usually four days long and includes lectures, discussions, role playing and hands-on practice with a wide variety of child safety seats and vehicle seat belt systems. It is designed to teach through learning, practicing, and explaining the technical skills to serve as a child passenger safety resource for one’s organization, community and state.

Successful completion of this training provides an individual with national certification as a Child Passenger Safety Technician for two years. Students must pass both written and open book quizzes and hands-on skills testing. An additional requirement for successful completion is active participation in a car seat check up event on the final day of training.

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- CPS Technical Update Class

One CPS Technical Update Class was held in which 28 students attended, including two instructors. A pre and post test was conducted using the Classroom Performance System. Check-up event sign-up sheets were available for technicians to register to attend upcoming events.

- CPS Renewal Class

The CPS Renewal Class is for expired technicians who seek to regain their certification status. Students are expected to come to class fully up to date on child passenger safety issues. Instructors review the changes to the revised curriculum during a two hour lecture, which is followed by hands-on skills evaluations and misuse identification. The class ends with a fifty question open book test, mostly multiple choice questions. Ten students attend the class this year; however, only seven students passed the final test and regained their certification.

- Transporting Children Safely in Ambulances

The Transporting Children Safely in Ambulances (TCSIA) curriculum update was completed. Maine EMS and the EMS regions were notified and classes were offered. A total of 62 EMS providers attended the classes.

- Mobile Car Seat Checkup Events

Seven mobile car seat check up events were held around the state. A total of 68 car seats were inspected at the events. None of the car seats inspected were being used installed correctly upon arrival at the events. Five of the seven events were conducted during National Child Passenger Safety Week including an event on National Seat Check Saturday. Posters from the NHTSA CPS Week Toolkit were created for each of the events and distributed locally.

- Child Passenger Safety Public Awareness Outreach

Five CPS Exhibit Tables were on display across the state in conjunction with the health and safety fairs. Each table was staffed by a Certified CPS Technician who answered questions and provided education information to parents. The CPS Exhibit Table Kit includes Stand Up Steve and the Buckle Bear robotic car and was used at all the events. Several hundred people attended each event and received information on child passenger safety.

- Child Passenger Safety National conference

The Maine CPS Training Coordinator attended the Kidz in Motion (KIM) Conference in Forth Worth, Texas in August. The conference focused exclusively on child passenger safety issues.

- CPS Advisory Council

The Maine CPS Training Coordinator continues to attend and participate in the monthly CPS Advisory Council meetings. The Council researched educational materials and decided to use the USAA Installing Child Safety Seat Booklet as the primary handout to be given to parents by inspection stations and distribution sites. The

Council is also recruiting a family representative to join the Council to provide their unique perspective on child passenger safety programs in Maine.

- CPS Annual Meeting

The Maine CPS Training Coordinator attended the Maine Injury Prevention Program Annual Meeting to conduct the technical portion of the meeting for inspection station and distribution site coordinators. Three technicians and one instructor were recruited to lead a roundtable demonstration on the ten seats that are available from the MeBHS to distribute. Students received an overview and installation demonstration of each seat to ensure that they were using the seat correctly. Students were also given a CD that contained the instructions for each of the seats, with special sections highlighted for quick reference.

- CPS Training Trailer

The MeBHS CPS training trailer has been re-inventoried with old, broken and duplicate car seats removed. A second dial-a-belt was added to enhance hands-on education in the classroom and to support the “learn, practice, explain” mantra from the standardized curriculum.



- Maine Occupant Protection Website

In November 2009, a new website was created to serve as a launching platform for occupant protection in Maine. The website, www.buckleupmaine.org, links visitors to a variety of child passenger safety issues such as events and inspection stations, classes for technicians, car seat distribution sites and Maine CPS laws. The website can be expanded to include other occupant protection issues if needed. CPS Week information was added to the website to attract attention for the national event. The top three pages available from www.buckleupmaine.org that were visited between October 1, 2009 through September 30, 2010 were: child passenger safety program (1,629 hits), CPS classes (1,373 hits) and free car seat inspection (1,249 hits).

- Technician Incentive Program

Technicians and Instructors in Maine continue to receive incentive items for their participation in MeBHS approved car seat check up events. Polo shirts, fleece vests and rain jackets are a few of the items available. While only five technicians/instructors participated in the program from May through September 2009, 19 technicians/instructors participated from October 2009 through September 2010. Four of the technicians/instructors received the highest incentive item, the Keep ME Safe winter parka, for participating in 20 events.

The Maine CPS Yahoo Groups is undergoing renovations and the goal of becoming an online communication source for technicians and instructors throughout the state. Forms such as car seat order forms, car seat reporting forms and inspection checklists and numerous other forms will be available and will allow technicians to obtain the forms that they need for their events, inspection stations and distribution sites. The URL for the Yahoo Group is <http://groups.yahooo.com/group/mainecps> .

Future Strategies

Develop comprehensive performance standards for child passenger safety instructors and technicians

Develop standard operating guidelines for child passenger safety inspection and distribution sites

Promote a dedicated outreach program to educate Maine minority populations regarding the benefits of using safety belts and child restraints. This project may include production of print materials and paid media.

Increase education to parents regarding child occupant protection/passenger safety for the age group of 8-12.

Decrease the reliance on federal funds to fully support the Maine CPS program

Funding Source

Federal Section 2011, 402, and 405 funds



**Maine Child Passenger Safety
Distribution Site List**



AUGUSTA

HealthReach Network-WIC

Leslie Keith
263 Water Street, Suite 400
Augusta, ME 04330
(207) 621-6202

BANGOR

EMMC

Jason Horr
489 State Street
Bangor, ME 04402
(207) 973-7920

BELFAST

WCAP

Dawn Bryant/Lucy Salisbury
PO Box 130
9 Field Street, Suite 309
Belfast, ME 04915
(207) 338-3827 Ext 211/ 338-4769 Ext 313

BREWER

Brewer Fire Department

Dennis Tinkham
151 Parkway
South Brewer, ME 04412
(207) 989-7002

BIDDEFORD

The Birthing Suite at Southern Maine Medical
Center

Rebecca Sevigny/Alicia Bradbury
One Medical Center Drive
Biddeford, ME 04005
(207) 283-7350

BRUNSWICK

Women's Health

Kathy Rose/Karla L'Heureux
Maternity Department
123 Medical Center Drive
Brunswick, ME 04011
(207) 373-6500

BUCKSPORT

Bucksport Regional Health Center

Lesa Gross
110 Broadway
Bucksport, ME 04416
(207) 469-7371

CALAIS

Calais Regional Hospital

Carla Bridges
24 Hospital Lane
Calais, ME 04619
(207) 454-9262

CARIBOU

Cary Medical Center

Gayle Dayringer Maternal/Child
Department 163 Van Buren
Road
Caribou, ME 04736
(207) 498-1166

COLUMBIAPleasant River Ambulance Services

Aimee Pinkham
183 US, Hwy 1
Columbia, ME 04623
(207) 483-2700/483-2919

ELIOTEliot Police Department

Candice Noble
27 Dixon Road
Eliot, ME 03903
(207) 439-1179

ELLSWORTHWashington Hancock Community Agency

Tara Wilson
248 Bucksport Road
Ellsworth, ME 04605
(207) 664-2424 Ext 4416

FARMINGTONFranklin Memorial Hospital.

Peter Wade
111 Franklin Health Commons
Farmington, ME 04938
(207) 779-2402
(207) 778-4868 / 491-1122

HOULTONHoulton Band of Maliseet Indians Health
Department

Valerie Polchies
88 Bell Road, Suite 2
RR #3, Box 460
Houlton, ME 04730
(207) 532-2240

Stepping Stones

Kim McLaughlin
2 High Street
Houlton, ME 04730
(207) 532-1092

LEWISTONCMMC

June Turcotte
300 Main Street
Lewiston, ME 04240
(207) 795-2695

Sisters of Charity Health System

Ashley Harps/Terri Whalen
Women's Health Associates
330 Sabattus Street
Lewiston, ME 04240
(207) 777-4300

LINCOLNHealth Access Network

(Serves Millinocket, Medway and West Enfield)
Tracy Cousineau
175 West Broadway
Lincoln, ME 04457
(207) 794-6700 Ext. 7517

LUBECRegional Medical Center at Lubec

Patricia Fallon
43 South Lubec Road
Lubec, ME 04652
(207) 733-1090 Ext 3118

MACHIASDown East Community Hospital Family
First: PATT

Jane Brissette
11 Hospital Drive
Machias, ME 04654
(207) 255-0348

MILBRIDGEWashington Hancock Community Agency

Nancy Burgess
2 Maple Street
Milbridge, ME 04658
(207) 546-7544 Ext 3310

OLD TOWNPenobscot Indian Nation Health Center

Patrick Amenas
23 Wabanaki Way
Old Town, ME 04468
(207) 817-7416

PORTLANDMMC-Division of Trauma

Bonnie Butt
887 Congress Street, Suite 210
Portland, ME 04102
(207) 774-2381 Ext. 301

PRESQUE ISLEThe Aroostook Medical Center

Sarah Beaulieu
140 Academy Street
Presque Isle, ME 04769
(207) 768-4160

Micmac Health Department

Georgie Smart
8 Northern Road
Presque Isle, ME 04769
(207) 764-7219

RANGELEYNorthStar EMS

Peggy Betts
15 School Street
Rangeley, ME 04970
(207) 864-0938

ROCKPORTPenobscot Bay Medical Center

Nola Metcalf
OB/GYN Unit
7 Glen Cove Drive Rockport,
ME 04856
(207) 596-8343

SKOWHEGANRedington-Fairview General Hospital

Sherri Bedard
46 Fairview Avenue
Skowhegan, ME 04976
(207) 474-5121 Ext 427

WATERVILLEHealthReach Network-WIC

Leslie Keith
63 Eustis Parkway
Waterville, ME 04901
(207) 872-1593

WESTBROOKWoodford's Family Service

Wendy Enright
15 Saunders Way
Suite 9000
Westbrook, ME 04062



Maine Inspection Site Directory



AUGUSTA

Charlie's Honda
448 Western Avenue
Augusta, ME 04330
Located in Kennebec County
Staci Fortunato
(207) 622-4378
Third Friday of the month 2 – 6 PM

BANGOR

EMMC
489 State Street
Bangor, ME 04402
Located in Penobscot County
Jason Horr
(207) 973-7920
By Appointment Only

Penquis

262 Harlow Street
Bangor, ME 04401
Located in Penobscot County
Karen Hall
(207) 973-3505
By Appointment Only

BATH

Bath Police Department
250 Water Street
Bath, ME 04530
Located in Sagadahoc County
Jason Aucoin
(207) 443-5563
By Appointment Only

BELFAST

WCAP
Belfast Fire Department
275 High Street
Belfast, ME 04915
Located in Waldo County
Lucy Salisbury/Dawn Bryant
(207) 338-6809 Ext 313
1-800-439-7865
Second Thursday every month 9 AM-1 PM

BIDDEFORD

Biddeford Police Department
39 Alfred Street
Biddeford, ME 04005
Located in York County
Sergeant Ricky Doyon
207-282-5127
By Appointment Only

CALAIS

Calais Police Department
312 North Street
Calais, ME 04619
Located in Washington County
Dave Claroni
(207) 454-2751
By Appointment Only

COLUMBIA

Pleasant River Ambulance Services
183 US Hwy 1
Columbia, ME 04623
Located in Washington County
Aimee Pinkham
(207) 483-2700
Drop In & By Appointment

CUMBERLAND

Cumberland Fire Department

366 Tuttle Road
Cumberland, ME 04021
Located in Cumberland County
Captain Evariste Bernier
Phone: (207) 829-5421 ext 202
By Appointment Only

ELIOT

Eliot Police Department

27 Dixon Road
Eliot, ME 03903
Located in York County
Officer Matthew Raymond
Phone: (207) 439-1179
By Appointment Only

FALMOUTH

Falmouth Fire-EMS Department

8 Bucknam Road
Falmouth, ME 04105
Located in Cumberland County
Suzanne Grace
(207)781-2610
1st Thursday of the month, 2-6 p.m.

FARMINGTON

NorthStar EMS

111 Franklin Health Commons
Farmington, ME 04101
Located in Franklin County
Peter Wade
(207) 779-2402
By Appointment Only

FREEPORT

Freeport Police Department

16 Main Street
Freeport, ME 04032
Located in Cumberland County
Officer Michael MacManus
Phone: (207) 865-4800
By Appointment Only

GARDINER

Gardiner PD

6 Church Street
Gardiner, ME 04345
Located in Kennebec County
Officer Marcus Niedner
Phone: (207) 582-5150
By Appointment Only

GORHAM

Gorham Fire Department

270 Main Street
Gorham, ME 04038
Located in Cumberland County
Jodi Polchies
(207) 939-8175
Third Tuesday of the month, 2-6 p.m.

HAMPDEN

Hampden Police Department

106 Western Avenue
Hampden, ME 04444
Located In Penobscot County
Ray Pipes / Kandy McCullough
(207) 862-4000
By Appointment Only

LEWISTON

CMMC

300 Main Street
Lewiston, ME 04240
Located in Androscoggin County
June Turcott
(207) 795-2695
By Appointment Only

MACHIAS

Down East Community Hospital

Family First: PATT
RR1 Box 11
Machias, ME 04654
Located in Washington County
Jane Brissette
(207) 255-0438
By Appointment Only

MILBRIDGE

Washington Hancock Community Agency

2 Maple Street
Milbridge, ME 04658
Located in Washington County
Nancy Burgess
(207) 664-2424 Ext 3358
By Appointment

ORONO

Orono Fire Department

63 Main Street
Orono, ME 04473
Located in Penobscot County
Rachel Beckwith
(207) 223-4381
Third Tuesday of every month 11 AM-3 PM

PRESQUE ISLE

Presque Isle Fire Department

43 North State Street, Suite A
Presque Isle, ME 04769
Located in Aroostook County
Adam Rider / Tony Robichaud
(207) 769-0881
By Appointment Only

RANGELEY

Northstar EMS/Rangeley

15 School Street
Rangeley, ME 04970
Located in Franklin County
Peggy Betts
(207) 864-0938
By Appointment Only

ROCKLAND

Rockland Police Department

1 Police Plaza
Rockland, ME 04841
Located in Knox County
Tony Camporale
(207) 594-0316 Ext 303
By Appointment or drop in if time permits

ROCKPORT

Penobscot Bay Medical Center

6 Glen Cove Drive
Rockport, ME 04856
Located in Knox County
Nola Metcalf
(207) 596-8343
By Appointment Only

SANFORD

Sanford Police Department

917 Maine Street, Suite 100
Sanford, ME 04073
Located in York County
Eric Small/Mark Dyer
(207) 324-3644
By Appointment/Drop-in

SCARBOROUGH

Scarborough Police Department

246 US Route 1
Scarborough, ME 04074
Located in Cumberland County
Officer Joe Giacomantonio
(207) 883-7760 Ext 115
By Appointment Only

SKOWHEGAN

Skowhegan Police Department

225 Water Street
Skowhegan, ME 04976
Located in Somerset County
(207) 474-6908
Chief Michael Emmons
By Appointment

SOUTH BERWICK

South Berwick Police Department

180 Main Street
South Berwick, Maine 03908
Located in York County
Jeff Upton
(207) 384-2254
By Appointment Only

SOUTH PORTLAND

South Portland Police/Fire Departments

34 James Baka Drive
South Portland, ME 04106
Located in Cumberland County
Officers Robert Libby/Kevin Gerrish
(207) 799-5511
2nd Wednesday every month, 10am-2pm

TOPSHAM

Topsham Police Department

22 Elm Street
Topsham, ME 04086
Located in Sagadahoc County
Patrolman Randy Cook
(207) 725-4337
By Appointment Only

WATERVILLE

Central Maine Chrysler

300 Kennedy Memorial Drive
Waterville, ME 04901
Located in Kennebec County
Staci Fortunato
(207) 622-4378
1st Wednesday of the month, 10 a.m – 2 p.m.

WELLS

Wells Police Department

1563 Post Road
Wells, ME 04090
Located in York County
John Riegel
(207) 646-9354
By Appointment Only

WESTBROOK

Westbrook PD

570 Main Street
Westbrook, ME 04092
Located in Cumberland County
James Farrenkopf
(207) 854-0644 Ext 523
By Appointment Only

WINDHAM

Windham Fire/Rescue Department

718 Roosevelt Trail
Windham, ME 04062
Located in Cumberland County
Lloyd Murphy
(207) 892-1911
3rd Saturday of the month, 9 a.m.-1 p.m

WINTHROP

Winthrop Police Department

15 Town Hall Lane
Winthrop, Maine 04364
Located in Kennebec County
Peter Cloutier
(207) 377-7226
By Appointment Only

YORK

York Beach Fire Station

18 Railroad Avenue
York, ME 03910
Located in York County
(207) 363-1014 (Fire Department)
(207) 363-4444 (Police Department)
By Appointment



Free Child Safety Seat Checks



AUGUSTA

Charlie's Honda
448 Western Avenue
Augusta, ME 04330
Phone: 207-622-4378
Located in Kennebec County
Staci Fortunato
Third Friday of the month
2 PM - 6 PM

BELFAST

WCAP/Belfast Fire
273 Main Street
Belfast, ME 04915
Phone: 207-338-3827 ext 211/338-4769 ext 313
Located in Waldo County
Lucy Salisbury/Dawn Bryant
Second Thursday of every month
9 AM - 1 PM

FALMOUTH

Falmouth Fire-EMS Department
8 Bucknam Road
Falmouth, ME 04105
Phone: 207-781-2610
Located in Cumberland County
Suzanne Grace
First Thursday of every month
2 PM - 6 PM

GORHAM

Gorham Fire Department
270 Main St.
Gorham, ME 04038
Phone: 207-939-8175
Located in Cumberland County
Jodi Polchies
Third Tuesday of every month
2 PM - 6 PM

ORONO

Orono Fire Department
63 Main Street
Orono, ME 04473
Phone: 207-223-4381
Located in Penobscot County
Rachel Beckwith
Third Tuesday of every month
11 AM - 3 PM

SOUTH PORTLAND

By Appointment-South Portland Police Dept.
30 Anthoine St South Portland, Me 04106
or
Second Wednesday of every month
at South Portland Fire Department
34 James Baka Dr, South Portland, Me 04106
10 AM - 2 PM
Officers Robert Libby & Kevin Gerrish
Phone: 207-799-5511

WATERVILLE

Central Maine Chrysler
300 Kennedy Memorial Drive
Waterville, ME 04901
Phone: 207-622-4378
Located in Kennebec County
Staci Fortunato
First Wednesday of every month
10 AM - 2 PM

WINDHAM

Windham Fire/Rescue Department
718 Roosevelt Trail
Windham, ME 04062
Phone: 207-892-1911
Located in Cumberland County
Lloyd Murphy
Third Saturday of every month
10 AM - 2 PM

"Keeping Maine Children Safe.... One Car Seat at a Time" www.buckleupmaine.org

Teen Drivers

Problems

Teenagers contribute to and suffer from the consequences of motor vehicle crashes at a disproportionate rate. Drivers between the ages of 15-20 are 6.3 percent of all licensed drivers in the United States, but are involved in 12.9 percent of all fatal crashes. Studies have concluded that crash rates are highest during a teen's first few hundred miles on the road.

Thirty-two percent of total Maine traffic deaths involve younger drivers. Eleven percent of Maine's crash fatalities involve drivers aged 16 to 18. Teen drivers are involved in an annual average of 16 fatal crashes that result in 19 deaths. More than 90 alcohol or drug-related crashes occur annually (5.5% of all alcohol/drug related crashes).

In 2010, seventeen young drivers have died in crashes on Maine roads. This past year, MeBHS continued working with several agencies to identify new strategies to combat this growing problem.

Objectives

Develop a statewide teen driver safety strategic plan.
Promote safe teen driving in Maine.
Implement community based programs.

Goal

Decrease drivers age 20 or younger involved in fatal crashes by 5% from the 5 year average of 20.8 for 2004-2008 to 19.7 by December 31, 2013.

Progress The five year average from 2005-2009 for drivers age 20 or younger involved in fatal crashes is 20.6.

Strategies

Teen Driver Safety Committee

In Maine, about 17,000 16-18 year olds have a driver's license. One in five of those teens will be involved in a crash this year. The Teen Driver Safety Committee was created to develop goals, strategies and activities to combat teen crashes and fatalities.

Figure 2. Maine 16-20 Year Old Driver Fatal Crash Data

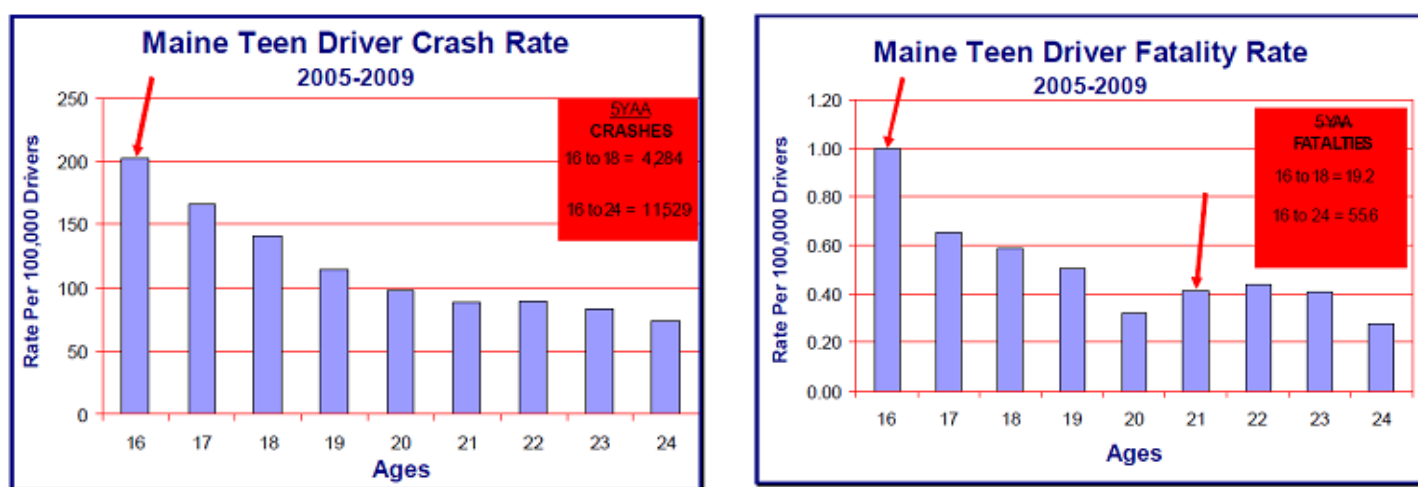
	2003	2004	2005	2006	2007	2008	2009
Total Number of Fatalities - All Ages	207	194	169	188	183	155	159
Total Number of Crashes - All Ages	186	178	151	168	170	144	153
Total Number of 16-20 Year Old Involved Drivers	33	39	34	37	26	18	20
Total Number of Deceased 16-20 Year Olds	21	36	27	32	28	15	17
Total Number of Deceased 16-20 Year Old Drivers	13	21	16	23	13	12	11
Number of Fatal Crashes involving 16-20 Year Old Drivers	33	39	34	37	26	17	15
Number of Deaths caused by 16-20 Year Old Drivers	39	50	41	47	28	18	16
Number of Deceased Drivers (16-20) with a Positive BAC	3	7	5	8	5	4	3
Number of Deceased Drivers (16-20) Using a Seat Belt	3	5	6	4	4	8	5

Source: FARS

The Maine Teen Driver Safety Committee (TDSC), convened in late 2008, is comprised of individuals representing the following departments: Bureau of Highway Safety, Maine State Police, Office of Substance Abuse, Bureau of Motor Vehicles, AAA Northern New England, Maine Injury Prevention Program, Health Council of Northern New England and the Maine Department of Transportation. A major component of the TDSC'S work was the development of a statewide teen driver safety strategic plan. The plan and the objectives and activities it contains are intended to be used as a resource in a larger comprehensive community based effort to effectively address teen driver safety issues.

A strong partnership of community leaders and stakeholders is critical in order to be successful. The TDSC is available to provide support and technical assistance as requested.

Figure 3. Teen Driver Crash Data



Source: Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

2010 Teen Driving Goal, Objectives and Strategies

The Maine Teen Driver Safety Committee has developed a teen driver safety work plan to be integrated and utilized by agencies at the local, county, or state level interested in addressing teen driver issues.

This Committee developed a sample of activities for the strategies provided below. These activities, although they can be implemented at the local, county or state level, are intended to be a guide in the development of a community based effort.

In order to encourage and enhance the opportunity for success, the Committee feels strongly that this works needs to be implemented by community partners and stakeholders, with technical assistance provided by the Committee as requested.

Goal: Promote safe teen driving in Maine

Target Audience: 16-18 year old drivers

Objective 1: Integrate a variety of partners and stakeholders to participate in the Teen Driver Safety Committee (TDSC) activities:

Strategy 1.1: Recruit partners and stakeholders to implement the TDSC work plan

Activity: Create fact sheet describing the work of the TDSC

Activity: Create and maintain a partner and stakeholder distribution list

Strategy 1.2: Provide partners and stakeholders the most current research and evidence based teen driver safety focused programs

Activity: Develop a directory of the most current research and evidence based teen driver safety information and programs

Activity: Collect and distribute related crash data involving teens

Strategy 1.3: Create a Maine focused teen driving safety awareness toolkit for use and distribution at the local and state levels

Activity: Research other states for already developed toolkits

Strategy 1.4: Create an evaluation plan for the use of the TDS Awareness toolkit

Objective 2: Increase parental involvement in developing a safe teen driver:

Strategy 2.1: Provide parent focused education regarding teen driver issues

Topics:

Current Graduated Driver License (GDL) and state laws

Modeling good driving habits

Setting rules and consequences for actions

Monitoring teen driver behaviors

Activities: Brainstorm various venues to promote parental education
Create parent-based website to include information listed above
Create fact sheets on the issues identified above

Objective 3: Decrease teen driving related crashes, injuries and fatalities due to alcohol and other drugs:

Strategy 3.1: Develop outreach and education for current and future drivers on the laws and risk pertaining to driving while under the influence of alcohol and drugs

Strategy 3.2: Develop outreach and education venues for family members and other influencers on the laws pertaining to driving while under the influence of alcohol and drugs

Strategy 3.3: Support an increase in law enforcement efforts

Strategy 3.4: Collaborate with court systems working with DUI and juveniles

Objective 4: Decrease teen driving related crashes, injuries and fatalities due to unsafe speed:

Strategy 4.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to speeding

Strategy 4.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to speeding

Strategy 4.3: Support an increase in law enforcement efforts

Objective 5: Decrease teen driving related crashes, injuries and fatalities due to lack of seatbelt use:

Strategy 5.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to driving unbelted

Strategy 5.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to driving unbelted

Strategy 5.3: Support an increase in law enforcement efforts

Objective 6: Decrease teen driving related crashes, injuries and fatalities due distractions:

Strategy 6.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to distracted driving

Strategy 6.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to distracted driving

Strategy 6.3: Support an increase in law enforcement efforts

Objective 7: Decrease teen driving related crashes, injuries and fatalities due to late night driving:

Strategy 7.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to late night driving

Strategy 7.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to late night driving

Strategy 7.3: Support an increase in law enforcement efforts

Future Strategies

Provide funding for select Maine law enforcement agencies to participate in a first year Teen Driver Seat Belt Enforcement Campaign that runs for two weeks before the national Click It or Ticket campaign period in May.

Funding Source

Federal Section 402 and 405 funds

Impaired Driving Program

Problem

Maine’s alcohol-related fatalities were 60% of all fatalities during the mid-1970’s to 1980, but improved to a level of around 20% in 2002-2003. Since then, the percent of alcohol-related fatalities has risen to about 30%. The recent fatality trend reflects an overall increase.

In 2009, Maine had 50 alcohol-related fatal crashes and 44 of these fatal crashes had drivers with a Blood Alcohol Content (BAC) of .08 or higher. Maine is slightly below the FARS (Fatality Analysis Reporting System) national rate of 32% (2008). Attention also needs to be focused on drug-impaired drivers.

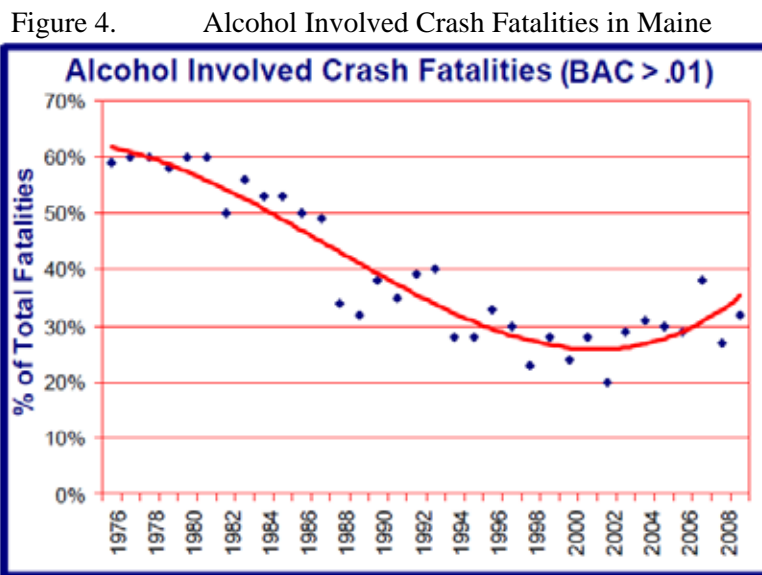
Objective

Maine’s 2010 Impaired Driving Program focused on reducing alcohol-related fatalities by targeting high crash locations. Using police crash data, MeBHS was able to identify these high crash locations and partner with law enforcement to increase patrols in those areas.

Goal

Decrease alcohol impaired driving fatalities by 5% from the 5 year average for 2004-2008 of 49.2 to 46.7 by December 31, 2013.

Progress The five year average from 2005-2009 for alcohol impaired driving fatalities is 48.



Source: the Maine Transportation Safety Coalition’s “The Status of Transportation Safety in Maine” report, 2010 edition

Strategies

November High Visibility Enforcement and Education

As part of MeBHS's second year Holiday Enforcement Campaign in 2009, thirty-one participating law enforcement agencies conducted impaired driving enforcement details from October 16, 2009 through January 3, 2010. There were 157 operating under the influence arrests made during that time period. Officers working overtime details accrued 2,565 hours of overtime, and conducted 2,875 traffic stops. This equals 1.20 stops per hour. A total of six roadblocks conducted. During this enforcement period, \$96,918.18 in federal funds were expended. The cost per OUI arrest was \$1,212.23.

2010 Summer Combined Enforcement Impaired Driving Campaign

The use of dedicated enforcement strategies combined with public awareness and education are key components to reducing the injuries and deaths attributed to impaired driving. In addition, local community programs must continue to put forth their independent efforts to reduce impaired driving crashes. Sending the message to the public that impaired driving will not be tolerated is essential.

In 2010, the MeBHS offered a four month long Summer Enforcement Campaign. This campaign had three phases: seatbelt enforcement, combined enforcement, and impaired driving enforcement. The combined enforcement period allowed participating law enforcement agencies to determine what type of enforcement (seatbelt, speed, and/or impaired driving) they needed to focus on in their community.

During the combined enforcement period, 88 operating under the influence of alcohol and/or drugs arrests were made. Participating agencies used \$169,875 in federal funds, conducted 4,613 hours of enforcement, and made 9,386 traffic stops, averaging 2.03 stops per hour.

The third phase of the Summer Enforcement Campaign focused on impaired driving, and ran during the national enforcement crackdown of August 20 to September 6, 2010. There were 78 law enforcement agencies that participated in this period: 11 County sheriff's Offices, 66 municipal police departments, and the Maine State Police. During this period, participating agencies made 135 operating under the influence of alcohol and/or drug arrests, conducted over 18 sobriety checkpoints, and averaged 2.44 stops per hour in saturation patrols. Agencies were awarded \$150,820.00 in federal funds.

Agencies who participated in the Summer Enforcement campaign were offered an equipment incentive for meeting all program criteria. The criteria included: participation in the seatbelt enforcement campaign and the impaired driving campaign, submission of all paperwork timely and accurately, and using at least 90% of awarded grant funds for those two enforcement periods. If an agency met all the program criteria, they were awarded either a hand held radar unit or a safety rear light for their cruisers. Sixty law enforcement agencies qualified for the incentive award.

Figure 5. Alcohol Related Fatalities in 2010

<u>Alcohol-Related Fatalities*:</u>		<u>Top 10 Counties for Alcohol-Related Fatalities (2009):</u>	
2009	50	York	9
2008	46	Cumberland	6
2007	69	Kennebec	6
2006	65	Penobscot	5
2005	54	Franklin	3
		Knox	3
		Piscataquis	3
		Sagadahoc	3
		Hancock	2
		Lincoln	2

Source: FARS statistics

Drug Recognition Expert Program

Maine currently has 80 active Drug Recognition Experts (DRE) and 16 DRE Instructors. No new classes were offered in 2010. However, a Wells Police Department officer attended a DRE school in New Hampshire and two senior instructors attended the national conference in Pittsburg, Pennsylvania in July. In September, a DRE refresher course took place at the Maine Criminal Justice Academy (MCJA). 52 DRE’s and instructors attended the training. The guest speaker was Don Decker, a DRE instructor from Massachusetts and the Regional IACP representative.

The Department of Human Services Health & Environmental Testing Lab (HETL) has estimated 344 urine samples were taken as of the date of this report. A DRE summary report for 2009 indicated 343 drug evaluations were conducted during the year.

Standardized Field Sobriety Test (SFST) and Drug Identification

MCJA conducted 10 full Standardized Field Sobriety Testing (SFST) classes with 98 students attending. MICA also conducted six four-hour SFST refresher classes that 58 students attended. The SFST Field Notebook that was developed last year was updated this year and a second printing was done. Officers were very pleased with these notebooks.

Advanced Roadside Impaired Driver Enforcement (ARIDE) classes continued again this year with very positive responses. Classes were held at Presque Isle, Dover Foxcroft, Windham, Auburn and York Police Departments; 56 people attended the classes.

Impaired Driving Assessment

The MeBHS underwent an Impaired Driving Assessment in April 2010. An assessment team of five nationally recognized experts came to Maine to review all areas of Maine’s Impaired Driving program.

The assessment team met with many people involved in Maine’s program over the five day long assessment. Several recommendations were made for improving Maine’s program.

Future Strategies

Increase public awareness of drug impaired driving through media campaigns, press releases and signage.

Continue law enforcement training in Advanced Roadside Impaired Driving Enforcement (ARIDE).

Add a Traffic Safety Resource Prosecutor (TSRP).

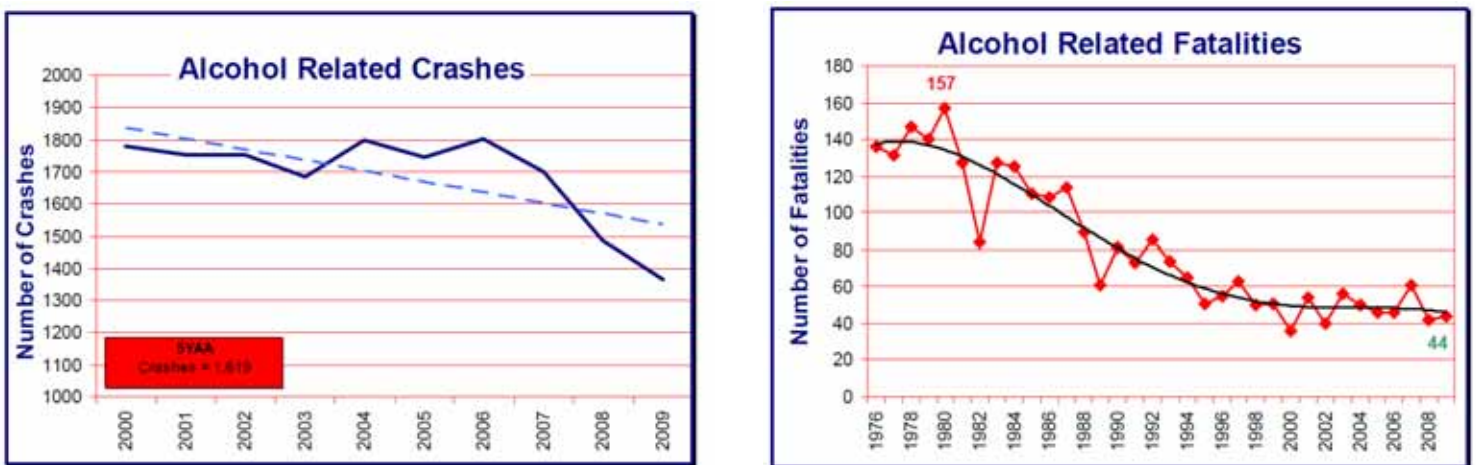
Increase blood/breath sample collection ability in rural areas. Can be accomplished by purchasing Intoxilyzer 8000 portable breath testing instruments, training officers as phlebotomists for blood draws, contracting with local EMS personnel, or any combination thereof.

Continue to provide grant funding to Maine law enforcement agencies to participate in the August and December NHTSA Drunk Driving. Over the Limit. Under Arrest national impaired driving enforcement crackdown periods. Grant funding will be provided for dedicated overtime impaired driving enforcement details and public education.

Funding Source

Federal Section 402 and 410 funds

Figure 6. Alcohol Related Crash and Fatalities



Source: the Maine Transportation Safety Coalition’s “The Status of Transportation Safety in Maine” report, 2010 edition

Traffic Records

Problem

A complete traffic records program is necessary for planning (problem identification), operational management or control, and evaluation of a state's highway safety activities. The MeBHS and its partners collect and use traffic records data to identify highway safety problems, problem areas, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has been substantially increasing since the creation of the Federal Section 408 grant program under SAFETEA-LU.

Objective

Traffic records and traffic safety data form the decision-making basis for the setting of policy and the selection of projects and programs to improve the safety of our state's highways. Gathering, processing and reporting all data pertaining to the traffic safety activities in an accurate and timely fashion is a primary objective of the Maine Highway Safety Office. To accomplish this objective, the Maine Highway Safety Office has established a permanent Traffic Records coordinating committee (TRCC).

Goal

The goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system that provides timely, complete, accurate and usable traffic records data so that we may analyze and address our highest priority traffic safety issues.

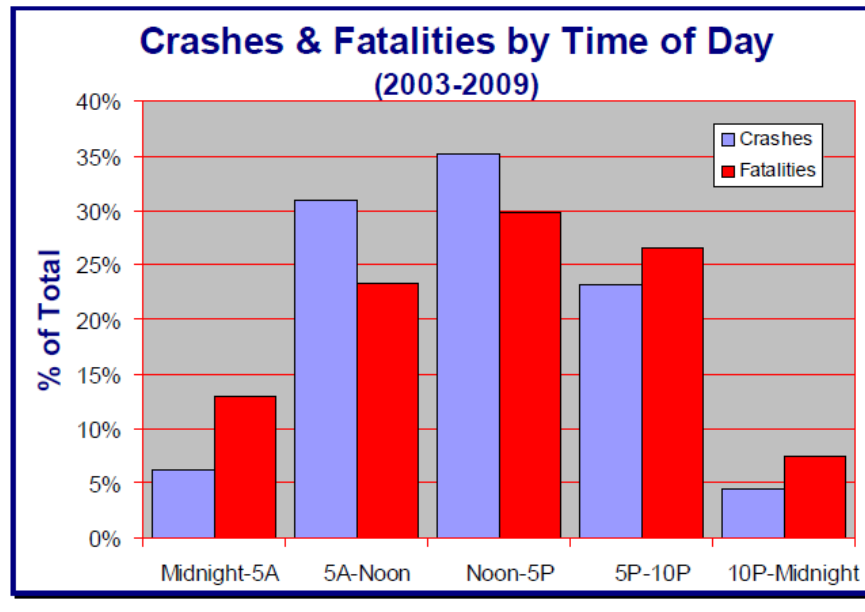
Strategies

Since 2006, Maine's TRCC partners have made significant progress in improving Maine's traffic records systems. These successes include:

- Completed statewide deployment of Maine's Electronic EMS Run Report System (all services have been required to submit electronically as of 4/1/09). Ongoing training and data quality improvement efforts continue.
- Bureau of Motor Vehicles (BMV) continued migration of business functions to a new computer system,
- BMV completed the electronic transfer of registration data from municipalities project which resulted in improved efficiencies and reduction in submission times,

- BMV's Online Rapid Renewal Registration system was upgraded to register trailer fleets and additional municipalities began using the online system,
- Maine Crash Report Form was redesigned based on MMUCC Revision 3 which will result in a significant increase in MMUCC compliance for Maine's crash data, and
- Maine's Crash Reporting System technology upgrade began and the new data collection application is scheduled for implementation in January of 2011.

Figure 7. Crashes and Fatalities by Time of Day in Maine



Source: the Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

Future Strategies

Future projects have been identified in the State's approved Traffic Records Plan for 2010. In order to continue to be eligible to receive Section 408 federal funds for traffic data and records purposes, the State must undergo traffic records assessments every five years. The Maine program is scheduled for an assessment in April of 2011.

Funding Source

Federal Section 402 and 408 funds, and Maine State Highway funds and other funds

Speed and Aggressive Driving

Problem

Speed is cited as a factor, in an average of 6,100 crashes per year. Speed-related crashes account for 19% of the total crashes and 42% of total fatalities. The biggest concern with excessive speed is it can lead to other driver errors and serious injuries. Adjusting speed for weather-related road conditions is a problem. Unsafe speed was noted in 3,500 crashes on snowy, slushy or icy road surfaces, and another 700 occurred on wet road surfaces.

Objective

MeBHS is working with Maine law enforcement agencies to fund dedicated overtime details to combat the increase of speeders on Maine roads. Enforcement can be one of the most effective means of improving driver behavior, especially as it relates to speeders.

Goal

Decrease speeding related fatalities by 5% from the 5 year average of 75.2 for 2004-2008 to 71.4 by December 31, 2013.

Progress The five year average from 2005-2009 for speeding related fatalities is 69.4.

Strategies

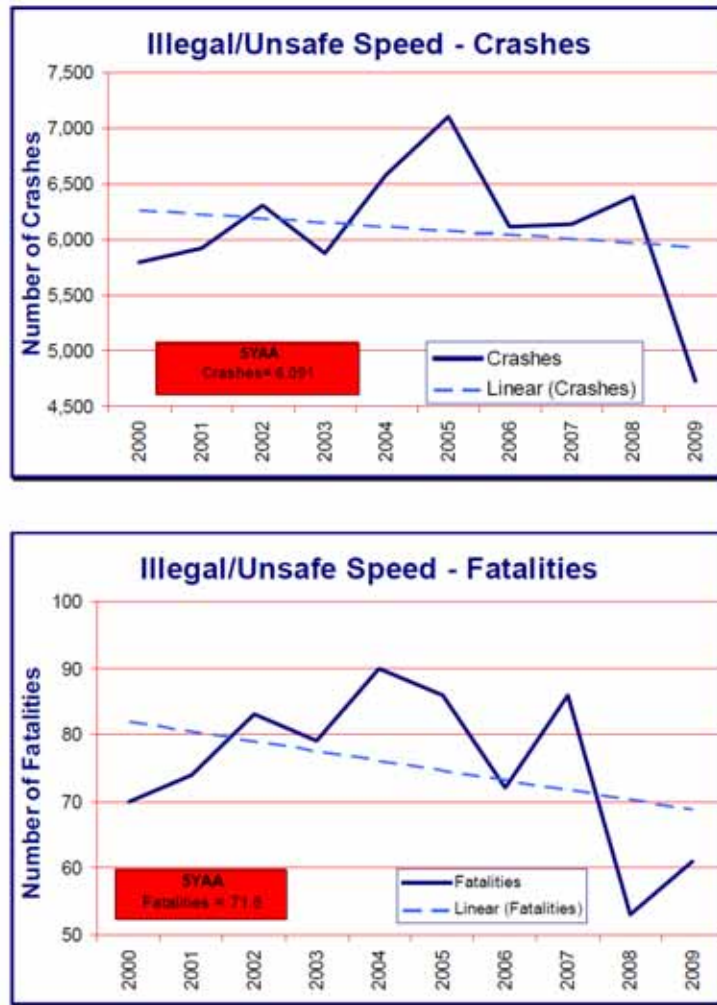
2009 Dedicated Speed Enforcement

In an effort to drive down the number of speed related injuries and crashes, MeBHS offered grants to law enforcement agencies that demonstrated a community speed problem. In 2010, the MEBHS offered a summer long Combined Enforcement Campaign. This campaign had three phases: seatbelt enforcement, combined enforcement, and impaired driving enforcement. The Combined Enforcement period allowed participating law enforcement agencies to determine what type of enforcement (seatbelt, speed, and/or impaired driving) they needed to focus on in their community.

The second phase of the enforcement period ran from July 1 to August 19. The Combined Enforcement period allowed participating law enforcement agencies to determine what type of enforcement (seatbelt, speed, and/or impaired driving) they needed to focus on in their community. 78 law enforcement agencies participated in the overall summer enforcement campaign: 11 county sheriff's Offices, 66 municipal police departments, and the Maine State Police.

The combined enforcement period produced 1,446 speeding summons, 88 OUI arrests, and 647 seat belt summons. The agencies used \$169,875 in federal funds, 4,613 hours of enforcement, and made 9,386 traffic stops, averaging 2.03 stops per hour.

Figure 8. Speeding Facts for Maine



Source: the Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

Agencies receiving the grant were required to conduct speed details in identified high crash locations. The Maine State Police conducted a yearlong program while the remainder of the agencies conducted a program from May to September. Speed enforcement included saturation patrols, speed radar traps and aircraft patrols.

Future Strategies

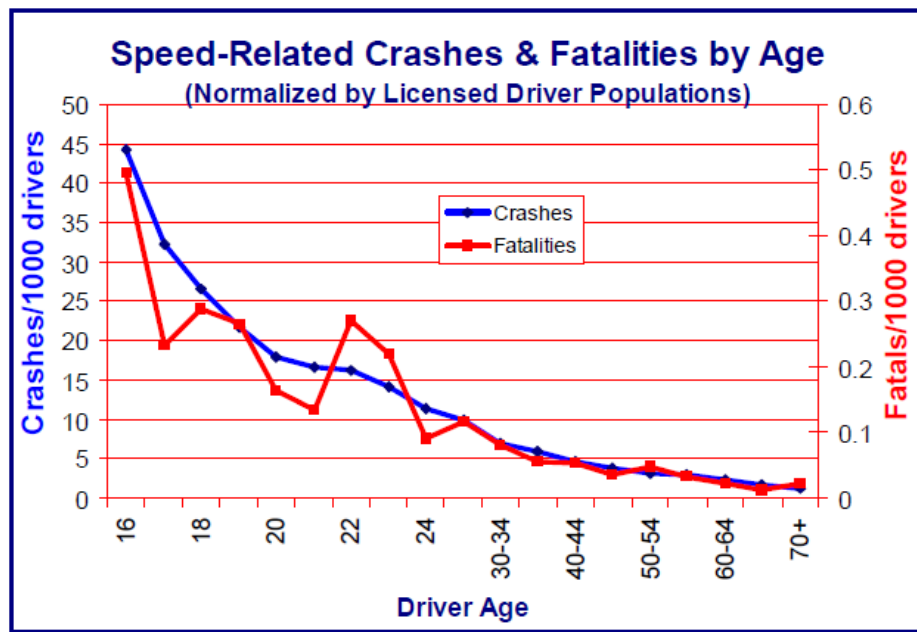
Sustain the high visibility enforcement outside of the national crackdowns

Continue to produce and/or distribute public service announcements via television, web, and radio that emphasize speed and its effect on public safety.

Funding Source

Federal Section 402 funds

Figure 9. Speed-Related Crashes and Fatalities by Age



Source: the Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

Motorcycle Safety

Problem

Motorcycle crashes resulted in twenty-four fatalities in 2009, which is an increase from eighteen fatalities in 2008.

In 2009, motorcycle crashes decreased and fatalities increased. Ten year crash and fatality trends are increasing. Motorcycle registrations have also steadily increased during this period. Motorcycle crash aspects include:

- Helmets were not worn by about 2/3 of the riders killed.
- Leading age group of motorcycle operator fatalities is 26-54
- Eleven of the 24 fatal motorcycle crashes were single vehicle occurrences.
- There is an increase in motorcycle ownership in the 40 and above age group and an increase in motorcycle rider fatalities in that age group during the last 10 years.

Objective

Educate the public on the importance of motorcycles safety for both motorcycle riders and the motoring public.

Goals

Decrease motorcyclist fatalities by 5% from the 5 year average of 20.2 for 2004-2008 to 19.2 by December 31, 2013.

Progress The five year average from 2005-2009 for motorcyclist fatalities is 20.4.

Decrease unhelmeted motorcyclist fatalities by 5% from the 5 year average of 13.2 for 2004-2008 to 12.5 by December 31, 2013.

Progress The five year average from 2005-2009 for Unhelmeted motorcyclist fatalities is 14.4.

Strategies

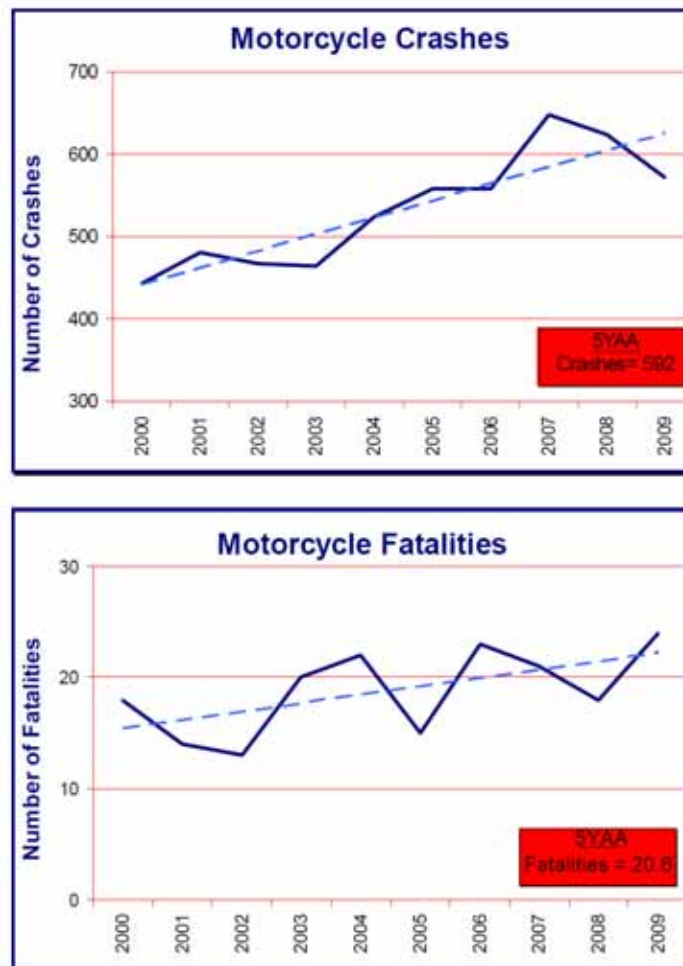
2010 BMV Motorcycle Safety Grant

As in past years, the Maine Bureau of Motor Vehicles (BMV), working under a grant from the MeBHS, conducted a year long motorcycle safety awareness program in 2010. This grant is made possible by the National Highway Safety Traffic Administration's SAFTEA-LU Section 2010 funding.

Some positive achievements made as a result of this grant were:

- An increase in the number of students in both the two day hands-on course and the eight hour course.
- An increase in the pool of rider coaches by 19. There are now 72 rider coaches in the state.
- Rider coach trainers increased by two this year.
- An additional Training Motorcycle was purchased for use in this program. Motorcycle helmets were purchased as well.
- Two-way radios were purchased to assist the examiners in communicating with the people performing the road tests

Figure 10: Motorcycle Crashes and Fatalities in Maine



Source: the Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

Future Strategies

Increase participation in a hands-on motorcycle rider education course in partnership with the Maine Bureau of Motor Vehicles.

Funding Source

Federal Section 402 and 2010 funds

Paid and Earned Media

Objective/Goal

To increase seat belt use, proper use of child passenger safety restraints, reduce motorcycle fatalities, reduce impaired driving, speeding, and distracted driving through use of a statewide media campaign.

Strategies

“Survive Your Drive” Media Campaign

The MeBHS hired a full-service media relations firm in October 2009 to develop a statewide highway safety media campaign. The new “Survive Your Drive” campaign is designed to raise driver awareness about the importance of safe driving and to help drivers avoid behaviors that lead to fatal crashes on Maine highways. The campaign covers all aspects of highway safety, including impaired driving, speed, seatbelt use, and teen drivers.

The campaign kicked off in November 2009 with the second year of the MeBHS’s Holiday Enforcement Campaign. Several logos were developed for the campaign to address each highway safety topic. These logos and the slogan “Survive Your Drive” were added to existing MeBHS television and radio spots. The MeBHS worked with our media contractor to develop new television and radio spots and retag existing spots created by other states. The MeBHS now has television spots that discuss child passenger safety, impaired driving, seatbelt usage, motorcycles, teen drivers, and speed. The MeBHS radio spots address child passenger safety, impaired driving, seatbelt use, and motorcycles. The website www.surviveyourdrive.org was developed as a central location for housing all campaign materials that are available for use by MeBHS partners. Campaign logos, OUI posters, OUI brochures, a campaign calendar, and the television and radio spots are all available at that website.

Year Two of the “Survive Your Drive” Campaign will focus on furthering the reach of the “Survive Your Drive” message by developing new public service announcements focused on general highway safety and distracted driving.

University of Maine Black Bears sponsorship

The MeBHS followed the NHTSA Communications Calendar for our media buys. Media spots ran during the national enforcement periods and national safety awareness weeks.

In 2010, the MeBHS was a sponsor of the University of Maine Black Bears athletic team. The sponsorship included MeBHS web ads on the Black Bears team website; OUI posters placed around the University of Maine campus and in student housing; public address announcements at all Black Bears’ home games; fixed signage at the Alford Arena and Alford Stadium; and messages on the video scoreboards during games. During the sponsorship period, over 11,000 students and over 14,500 game

attendees were reached with MeBHS messaging. An additional 50,000 people saw MeBHS signage when attending non-athletic events at the UMaine campus.



Earned Media

Earned media also played a key role to MeBHS’s media campaign in 2010. Law enforcement agencies who participated in the MeBHS’s enforcement campaigns were asked to make use of all types of earned media to alert each agency’s community of the enforcement efforts. Agencies conducted television and radio interviews, sent out press releases, posted news releases on department websites and Facebook pages, and used roadway signage to alert motorists of enforcement periods.

Local Media Efforts

The MeBHS sponsored the Sagadahoc County Sheriffs Office to develop a Public Service Announcement (PSA) in 2010. The PSA discusses potential outcomes of a crash, from needing a trip to the hospital to not surviving the crash. The PSA, titled “Choose Your Ride”, received media attention for its originality and pointed message.

Future Strategies

Add existing distracted driving media to the media play schedule.

Continue supporting the MeBHS and NHTSA mobilizations with paid and earned media.

Funding Source

Federal Section 402 and 406 funds

Federal Fiscal Year 2010 Expenditures:

Federal Section 402 funds: \$175,291.72
Federal Section 406 funds: \$141,778.14
Total Expenditures FFY2010: **\$317,069.34**

Figure 11. Paid and Bonus Media Summary for FFY 2010

		October				November				December				January				February				March				April				May				June				July				August				September					
		28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7
Dates of Campaigns																																																			
Click It or Ticket						Teen				Thanksgiving Buckle Up																								Click It or Ticket																	
Child Passenger Safety																																																			
Motorcycle Safety																																																			
Impaired Driving																						Super Bowl				St. Patrick's Day												4th of July								National					
Speed		Halloween				Thanksgiving				Holiday																																				Enforcement					
Maine Media		\$																																																	
Television GRPs	3,324					1,464								240				240				276				276				276				276				276													
- Paid	1,385					40	90	65	50	50	50	70	195	25	75	25	75	75	40	75	40	75	40	75	40	75	40	75	40	75	40	75	40																		
- PSAs	1,939					56	126	91	70	70	70	98	273	35	105	35	105	105	56	105	56	105	56	105	56	105	56	105	56	105	56	105	56																		
- Flight Costs	\$136,929					\$60,250				\$9,877				\$9,877				\$11,385				\$11,385				\$11,385				\$11,385																					
Radio GRPs	2,299					1,159				190				190				152				152				152				152																					
- Paid	1,210					40	90	65	50	50	50	70	195	25	75	25	75	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40																		
- PSAs	1,089					36	81	59	45	45	45	63	176	23	68	23	68	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36																		
- Flight Costs	\$96,800					\$48,800				\$8,000				\$8,000				\$6,400				\$6,400				\$6,400																									
Web ads	\$15,000					\$7,500				\$2,500				1K				\$1,000				\$1,000				\$1,000				\$1,000																					

Source: NL Partners Media Summary Report

Noteworthy Programs

2010 Maine Law Enforcement Challenge

For the fourth year in a row, the MeBHS sponsored the Maine Law Enforcement Challenge in 2010. The Law Enforcement Challenge is an opportunity for a law enforcement agency to showcase its community traffic safety programs, and the result of these successful programs as they save lives on our highways. The Challenge is conducted at the state level where similar-sized agencies compete against each other.

The eight troops of the Maine State Police competed against each other. Twelve local police departments and sheriff's offices competed in two categories based on department size.

Below are the results from this year's Challenge, and the prizes that were awarded from the MeBHS:

Smaller Departments

1st Place- York PD; received a Watchguard In-Cruiser Video System and a Stalker DSR 2X Radar unit

2nd Place- Lisbon PD; received a Watchguard In-Cruiser Video System

3rd Place-Farmington PD; received a Stalker DSR 2X Radar unit

Larger Departments

1st Place- Presque Isle PD; received a Watchguard In-Cruiser Video System and a Stalker DSR 2X Radar unit.

2nd Place Rockland PD; received a Watchguard In-Cruiser Video System

3rd Place- Sagadahoc County Sheriffs Office; received a Stalker DSR 2X Radar Unit

Maine State Police

1st Place- Troop B Gray Barracks; received 3 Kustom Pro III Lasers

2nd Place- Troop E Orono Barracks; received 2 Kustom Pro III Lasers

3rd Place Troop C; received a Kustom Pro III Laser

The International Association of Chiefs of Police (IACP) heads the national Challenge, and the applications submitted to the MeBHS were sent to the IACP for scoring. There were over 500 agencies

nationwide that submitted applications this year. In the national competition, the Maine State Police received second place in their division. Sagadahoc County Sheriffs' Office came in third place in their division.

Last year York Police Department won first place in their category in the IACP national event.

Partnerships and the Strategic Highway Safety Plan

MeBHS has partnered with the Maine Department of Transportation, Maine Turnpike Authority, Department of Health and Human Services, state law enforcement agencies and many others in working toward the identified initiatives within the statewide Strategic Highway Safety Plan (SHSP) to substantially reduce the number of injuries and deaths related to crashes on our highways. MeBHS will continue to explore new partnerships and continue to strengthen existing partnerships with more agencies (governmental and non-governmental, local, state, law enforcement and non-law enforcement) in our efforts to increase our chances of affecting behavioral changes and educating Maine citizens about all matters related to behavioral traffic safety. The SHSP Planning Committee is involved in updating the SHSP.

Maine Driving Dynamics

Maine Driving Dynamics (MDD) is a Maine sponsored five-hour defensive driving course that offers all drivers the opportunity to improve their defensive driving abilities. The course includes discussion of collision avoidance techniques, safety issues, driver habits and attitudes, and the basic elements that constantly challenge drivers on Maine's highways. MDD is taught by a certified Maine Driving Dynamics instructor in a format that engages students with lectures, videos, and class discussion/participation. Those completing the course will receive a three-point credit on their driving record and students 55 and older can receive an insurance discount from their insurer.

MeBHS believes students are safer drivers after completing this course. They leave the class with a new and unique way of looking at the driving experience. The course is offered to the public several times each month at various locations around the state. MDD is sponsored by MeBHS in partnership with local and regional adult education organizations. The course is also offered on site to private companies.

New Seatbelt Convincer

The MeBHS purchased a new Seatbelt Convincer in 2010. The MeBHS's original Seatbelt Convincer is over 20 years old, and the addition of a second Convincer allows it to be used at even more locations around the state.



New Grants Management Information System

Deep River, LLC, conducted a needs assessment on the MeBHS's existing Grants Management Information System (GMIS) in 2010. The assessment results will be used to develop a Request for Proposal for a vendor to develop a new grants management system that will be a web based application. The MeBHS anticipates releasing the Request for Proposal in early 2011.

Law Enforcement Liaison

The MeBHS hired a Law Enforcement Liaison in March 2010 as a result of Maine's Request for Proposal process. Robert Annese has a background in law enforcement, and most recently was a police chief for a local law enforcement agency. The LEL works with our law enforcement agencies to increase participation in our enforcement campaigns, assists law enforcement agencies with grant paperwork requirements, conducts trainings at the Maine Criminal Justice Academy, helps the MeBHS organized media events, and represents the MeBHS on many committees and at several meetings throughout the state and country. The current LEL contract goes through 2012.

The Bicycle Coalition of Maine

The MeBHS contracted with the Bicycle Coalition of Maine to conduct a biking and walking safety education campaign in 2010. The Bicycle Coalition of Maine is the only bicycle and pedestrian organization in Maine. As a result, they have a large coalition of members who are actively involved in promoting bicycle safety.

This year as part of the MeBHS grant, the Bicycle Coalition created a grassroots program called "Spokes Folks". Members of Spokes Folks assisted the Bicycle Coalition in their development of new safety outreach curriculum, building a toolkit for Community Spokes' training, and serve in a safety outreach capacity at many health and safety fairs around the state.



The Bicycle Coalition produced four Public Service Announcements (PSA) on a variety of bicycle safety topics as part of this year's grant. The PSAs focus on proper helmet use, obeying Maine's three foot rule when travelling around bicyclists, following safe riding laws, and treating bicycles as vehicles and driving safely around them. The Coalition also produced new posters with information about how vehicles and bicycles can share the road safely, new "Share the Road" bumper stickers, informational wallet-size cards about Maine's bicycling laws, choosing the right helmet, and rules of the road for bicyclists and motorists.

2010 BMV Parents/Teen Driving Guidebook Project

This guide book was developed by the Bureau of Motor Vehicles through a grant from the MeBHS. The guidebook is designed to provide parents with a tool that can be used during their new driver's permit phase to develop a safe teen driver. Informing parents about the Graduated Driver's License law and providing information for follow-up after licensing is a secondary part of this goal. These books are distributed to driving schools to pass out to the parents during the required parental involvement component of the drivers' education course. This project is in its early stages, and has been very successful to date.

2010 MTSC Transportation Data Book

The MeBHS partnered with the Maine Transportation Safety Coalition (MTSC) to compile a comprehensive revised second edition of the "Status of Transportation Safety in Maine". The first edition was produced in 2002. The focus areas of the second edition include: young drivers, mature drivers, safety belt use, driver behavior (impaired driving (alcohol/drugs), illegal unsafe speed, driver inattention/distraction, and drowsy driving), operating after suspension, lane departure, intersections, motorcycles, large trucks, winter driving, large animals, pedestrians, bicyclists, and recreational transportation. This document will be available electronically, and will also be made available on CD to stakeholders, legislators, public officials, and the general public.

Summer Enforcement Campaign Equipment Incentive

This year the MeBHS offered a participation incentive to law enforcement agencies who participated in the 2010 Summer Enforcement Campaign. Departments who participated in the two high visibility enforcement campaigns (seatbelt and OUI), spent at least 90% of their awarded grant funds during their Enforcement efforts, and complied with all grant process requirements, including paperwork submission deadlines, received a law enforcement equipment incentive award after the close of the grant period. There were 60 departments who met the incentive requirements. The MeBHS gave out 20 Federal Signal Solaris LED Rear deck safety lights and 40 Decatur hand held Directional Radar units to those departments.

2010 Operating After Suspension Enforcement Program

Based on agency and community data, two law enforcement agencies, York Police Department and Cumberland County Sheriff's Office, participated in a 2010 enforcement grant that targeted drivers whose right to operate a motor vehicle was under suspension. Both departments used various enforcement techniques such as roadblocks, specified patrols that identified offender's addresses and workplaces, court patrol which involved apprehending offenders to and from their way to court, and two-man operating after suspension (OAS) patrols where license checks were run based on license plates.

The York Police Department produced 21 OAS arrests, 1 OUI arrest, 36 other criminal violations, conducted 599 traffic stops and checked 646 people on roadblocks. Cumberland County Sheriff's Office produced 9 OAS arrests and made 611 contacts during their grant period.

This is a very successful program in getting offenders off the road.

Figure 12. Operating After Suspension Data

Crashes Involving Driver with Suspended Licenses						
Year	ALL Maine Crashes	Suspended Crashes	% of Susp. Crashes	ALL Maine Fatalities	Suspended Fatalities	% of Suspended Fatalities
2003	35,562	798	2.2%	204	9	4.4%
2004	35,151	851	2.4%	192	20	10.4%
2005	34,196	705	2.1%	169	17	10.1%
2006	31,626	675	2.1%	188	12	6.4%
2007	33,077	779	2.4%	183	16	8.7%
2008	31,330	577	1.8%	155	4	2.6%
2009	28,692	607	2.1%	159	14	8.8%
Total	229,634	4,992	2.2%	1,250	92	7.4%
	5YAA	668.6	2.1%		12.6	7.4%

Source: the Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

Implied Consent Program

The MeBHS is responsible for Maine's Implied Consent program. Under Maine's Implied Consent law, a driver shall submit to and complete a test to determine an alcohol level and drug concentration by analysis of blood, breath or urine. This test may be given at any time that authorities have probable cause to administer it. If a driver refuses to take such a test for alcohol or drugs, that individual's driver's license will be immediately suspended for a period of up to six years.

Maine uses the Intoxilyzer 5000 units, which are managed by the Department of Health and Human Services' Health and Environmental Testing Laboratory (HETL). HETL is responsible for calibrating all the Intoxilyzers in use in the state. The MeBHS provides funding for the salary of the HETL chemist who manages and maintains the units. The chemist is also an expert witness who is called on frequently for court cases involving use of an Intoxilyzer.

There are currently 80 Intoxilyzers in use around the state. These units are strategically located at police departments around Maine that are easily accessible by all Maine law enforcement.

Legislative Summary

More information on these laws may be found at <http://www.maine.gov/legis/opla/enactlawnew.htm> .

Enacted

LD 1503 An Act To Establish Emergency Zones on Public Ways To Minimize Accidents
LD 1609 An Act To Expand the Use of Ignition Interlock Devices
LD 180 PUBLIC 54 EMERGENCY An Act To Make Technical Corrections to the Operating Under the Influence Laws
LD 441 An Act To Establish the Civil Violation of Motor Vehicle Violation Resulting in Death
LD 1243 An Act To Amend Operating After Suspension Laws by Creating an Infraction Alternative for Certain Kinds of Operating After Suspension
LD 1447 An Act Clarifying the Manner in Which a Person's Alcohol Level Is Determined under Maine Law
LD 152 An Act Relating to Autocycles
LD 297 An Act To Ensure That Medical Equipment Found in a Repossessed Vehicle Is Returned to the Owner
LD 436 An Act To Include Trucks in the Definition of "Low-speed Vehicle"
LD 1190 An Act To Amend the Motor Vehicle Laws
LD 1445 An Act To Clarify and Strengthen the State's Motor Vehicle Laws
LD 7 An Act To Amend the Instruction Permit Process
LD 169 An Act To Allow a Newly Licensed Driver To Transport a Foreign Exchange Student Who Lives with That Driver's Family
LD 451 An Act To Clarify the Law Regarding Reinstatement of a Driver's License

Not Enacted

LD 187 An Act To Require a Test for Operating Under the Influence for a Driver Involved in an Accident That Caused Bodily Injury ONTP
LD 382 An Act To Clarify the Meaning of Prudent Speed ONTP
LD 591 An Act Regarding the Granting of a Work-restricted Driver's ONTP License for Travel to and from Work for Certain Persons with Suspended Licenses
LD 594 An Act To Require That Police Reports Be Filed in All Automobile Accidents
LD 653 An Act To Strengthen the Penalties for Leaving the Scene of an Accident
LD 712 DIED BETWEEN HOUSES An Act To Require That Prior OUI Convictions Committed with a Motor Vehicle, Watercraft, Snowmobile or All-terrain Vehicle Are Treated as Previous OUI Convictions for Purposes of Sentencing
LD 38 An Act To Allow the Use of Only 2 Studded Tires on Front-wheel-drive Vehicles
LD 42 An Act To Increase the Time Period for Motor Vehicle Inspections to 2 Years

LD 145 An Act To Require the Secretary of State To Notify Vehicle Owners of Impending Registration Expiration
LD 602 An Act To Permit Wrecker Services To Charge for Storage while a Vehicle Is under an Order of Impoundment
LD 648 An Act To Allow the Operation of Low-speed Vehicles on Higher-speed Roads
LD 745 An Act To Allow the Operation of Modified Utility Vehicles on Public Ways
LD 875 An Act To Promote Fuel Conservation by Allowing the Use of Mini-trucks on Public Ways
LD 920 An Act To Reduce Noise Pollution
LD 1123 An Act To Improve the Safety of Minors by Collecting Data on Vehicle Collision Rates
LD 1150 Resolve, To Establish a Pilot Project To Issue Conditional Titles for Certain Automobiles and Trucks That Are More than 25 Years Old
LD 49 An Act To Require the Secretary of State To Provide Notice of License Revocation or Suspension by Certified Mail
LD 1357 An Act To Protect the Privacy of Maine Residents under the Driver's License Laws

Maine Motor Vehicle Crash Data

U.S. Fatality Rate:

2006: 1.42 fatalities per 100 million VMT
2007: 1.36 fatalities per 100 million VMT
2008: 1.25 fatalities per 100 million VMT
2009: 1.16 fatalities per 100 million VMT

Maine Fatality Rate:

2006: 1.25 fatalities per 100 million VMT
2007: 1.22 fatalities per 100 million VMT
2008: 1.08 fatalities per 100 million VMT
2009: 1.10 fatalities per 100 million VMT

Fatalities by County (2009):

York	22
Cumberland	20
Kennebec	16
Aroostook	12
Penobscot	12
Androscoggin	10
Oxford	10
Somerset	9
Hancock	8
Lincoln	7
Sagadahoc	7
Franklin	6
Knox	6
Piscataquis	6
Waldo	4

New England Region Motor Vehicle Crash Fatalities 2009:

Massachusetts	334
Connecticut	223
Maine	159
New Hampshire	110
Rhode Island	83
Vermont	74

*Source: FARS and MDOT

In 2009, more than 33,000 people were killed in the U.S. in motor vehicle crashes. In Maine, motor vehicle crashes killed 159 people. Maine had over 33,000 total reportable crashes in 2009.

**MAINE MOTOR VEHICLE CRASH DATA
FROM 1979-2009**

<u>YEAR</u>	<u>TOTAL CRASHES</u>	<u>FATAL CRASHES</u>	<u>ALCOHOL INVOLVEMENT</u>	<u>SPEED INVOLVEMENT</u>	<u>NUMBER OF PEOPLE KILLED</u>
1979	29,577	203	140 (58.6%)		239
1980	27,910	234	157 (60.2%)		261
1981	26,698	186	127 (60.2%)		211
1982	30,522	151	84 (50.6%)		166
1983	31,375	198	127 (56.7%)		224
1984	34,544	211	125 (53.9%)		232
1985	36,799	189	110 (53.4%)		206
1986	40,378	190	108 (50.5%)		214
1987	43,201	212	114 (49.1%)		232
1988	40,764	231	89 (34.8%)		256
1989	43,498	175	61 (32.1%)		190
1990	37,468	196	81 (38%)		213
1991	35,046	181	73 (35.6%)		205
1992	35,548	189	85 (39.7%)		214
1993	37,819	168	74 (40%)		185
1994	37,561	167	65 (34.4%)	74 (39%)	189
1995	38,512	171	51 (27.1%)	71 (37%)	188
1996	39,760	156	55 (32.5%)	76 (45%)	169
1997	42,510	172	63 (32.8%)	71 (37%)	192
1998	40,877	176	50 (26%)	79 (41%)	192
1999	39,024	168	51 (28.2%)	79 (43%)	181
2000	37,251	159	46 (27.2%)	74 (43%)	169
2001	37,580	170	49 (25.5%)	73 (38%)	192
2002	36,979	186	42 (19.4%)	83 (38.42%)	216
2003	35,652	186	57 (27.53%)	79 (38.16%)	207
2004	35,226	178	60 (30.92%)	90 (46%)	194
2005	34,196	151	55 (32.5%)	86 (50%)	169
2006	36,403	168	64 (34.0%)	61 (32%)	188
2007	33,077	170	71 (38.7%)	85 (46%)	183
2008	31,330	144	39 (27%)	49 (34%)	155
2009	33,118	153	50 (32%)	59 (38%)	159

Source: FARS Data and MDOT

Crash Data / Trends

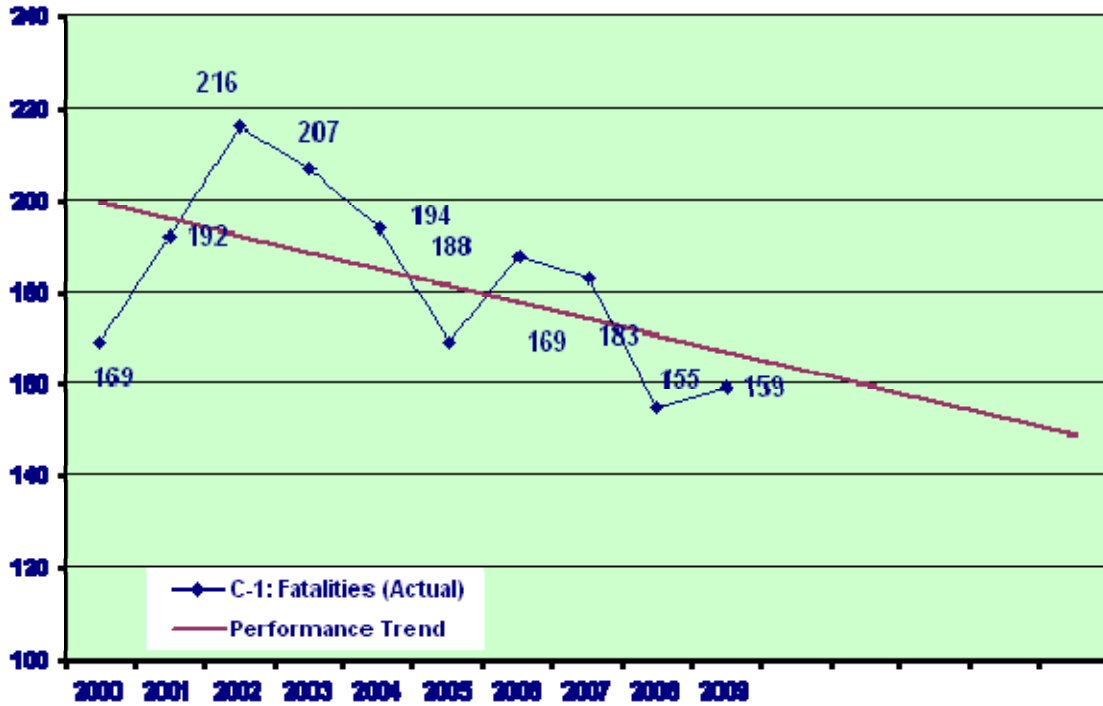
	5 Year Averages					Progress Report Data 2005-2009				
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
C-1: Fatalities (Actual)	169	192	216	207	194	169	188	183	155	159
C-2: # of Serious Injuries	1,271	1,222	1,237	1,091	1,119	1,030	996	978	862	732
C-3a: Fatality Rate /100 million VMT	1.2	1.3	1.5	1.4	1.3	1.1	1.2	1.22	1.08	1.10
C-3b: Rural Mileage Death Rate					1.56	1.50	1.49	1.51	1.08	1.32
C-3c: Urban Mileage Death Rate					0.53	0.19	0.59	0.45	0.64	0.51
C-4: # of Unrestrained Passenger Vehicle Occupant Fatalities	73	78	72	87	75	64	65	76	45	50
C-5: # of Fatalities Involving Driver or Motorcycle Operator w/ ≥ .08 BAC	36	54	40	56	50	47	46	61	42	44
C-6: # of Speeding-Related Fatalities	74	73	83	79	90	86	61	86	53	61
C-7: # of Motorcyclist Fatalities	18	14	13	20	22	15	23	23	18	23
C-8: # of Unhelmeted Motorcyclist Fatalities	15	5	8	12	11	9	17	15	14	17
C-9: # of Drivers Age 20 or Younger Involved in Fatal Crashes	17	17	21	13	21	16	23	25	19	20
C-10: # of Pedestrian Fatalities	15	12	14	13	10	9	10	10	12	11
B-1: % Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	59.0%	59.0%	59.2%	59.2%	72.3%	75.8%	77.2%	79.8%	83.0%	82.6%
A-1: # of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	0	0	245	0	2166	2568	1725	1566	5997	6,650
A-2: # of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	345	269	272	321	275	330	301	359	506	545
A-3: # of Speeding Citations Issued During Grant-Funded Enforcement Activities	0	0	0	0	0	0	3312	2947	3963	4887

Source: FARS, MDOT, MEBHS campaign statistics

Goal: C-1: Fatalities (Actual)
Baseline

Reduce 5 year average by 5% by December 2014
5 year average of 170.8 to 162.3

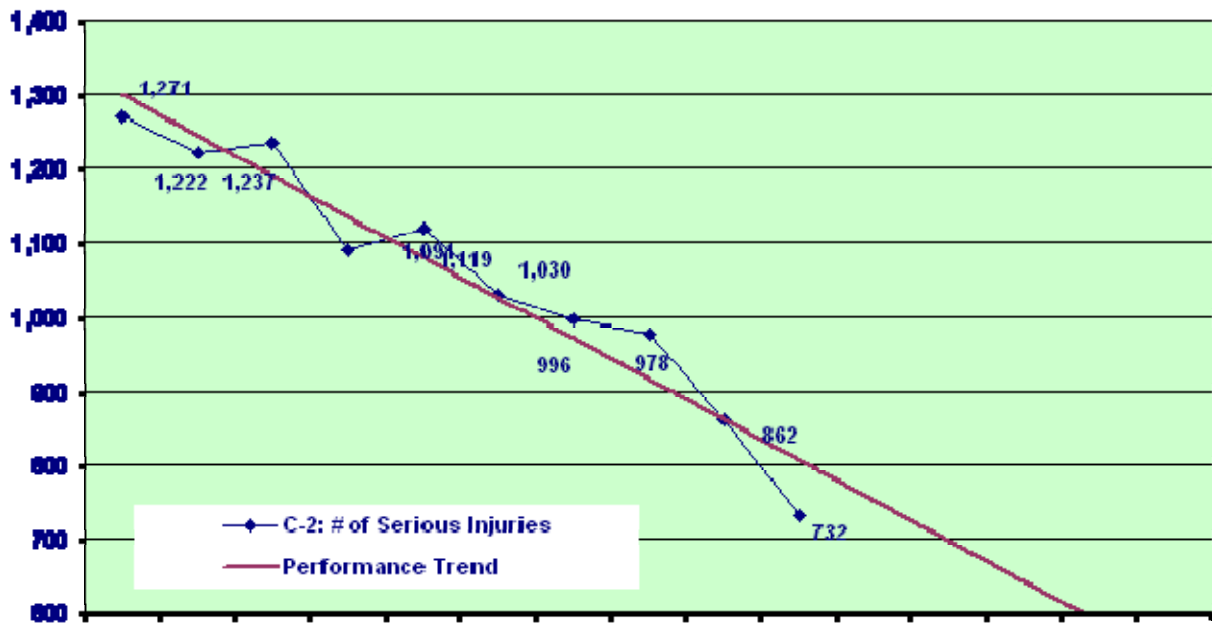
Fatality Trends



Goal: C-2: # Serious Injuries
Baseline

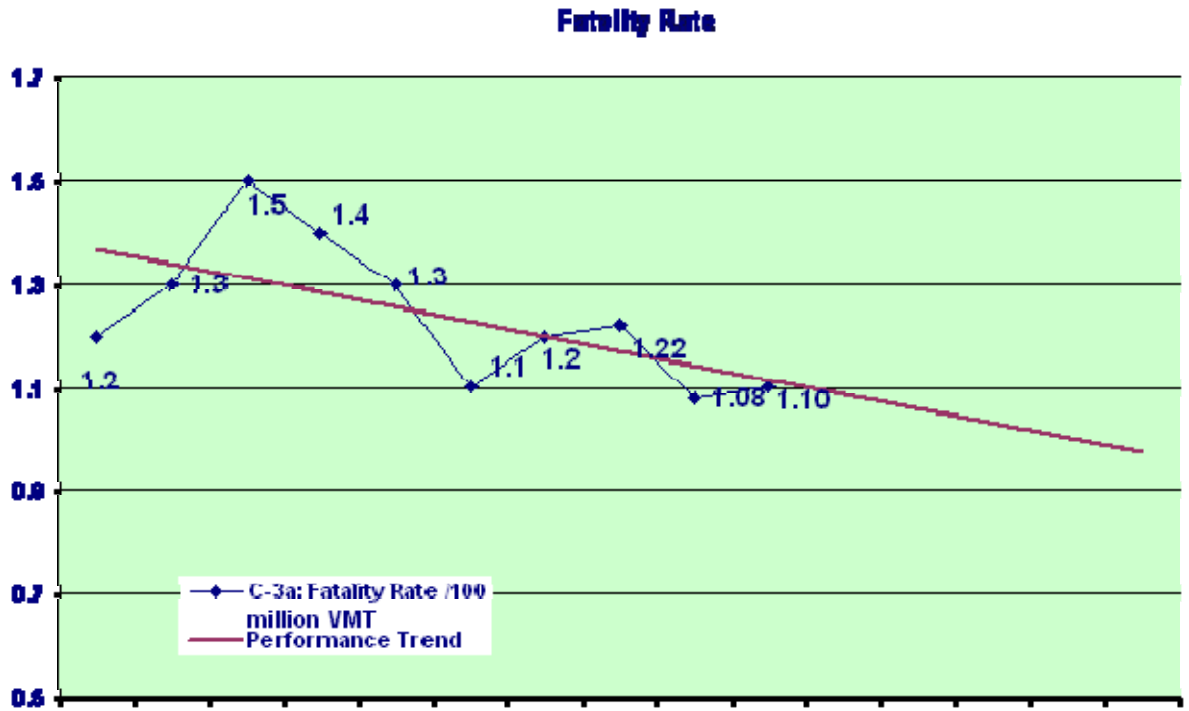
Reduce 5 year average by 5% by December 2014
5 year average of 920 to 874

Injury Trends



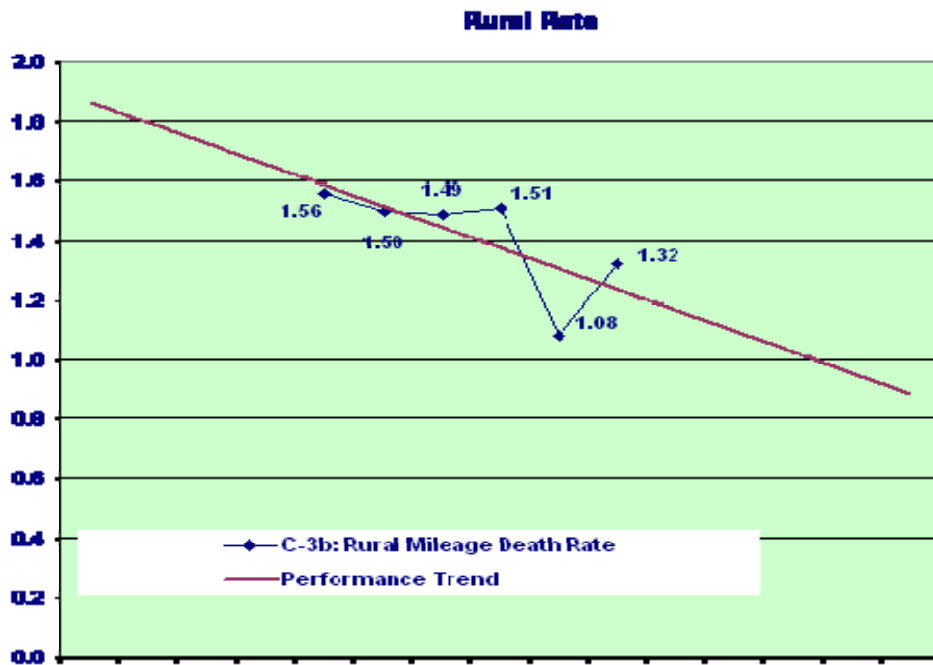
Goal: C-3a: Fatality Rate
Baseline

Reduce 5 year average by 5% by December 2014
5 year average of 1.14 to 1.08



Goal: C-3b Rural Mileage Death Rate
Baseline

Reduce 5 year average by 5% by December 2014
5 year average of 1.38 to 1.31

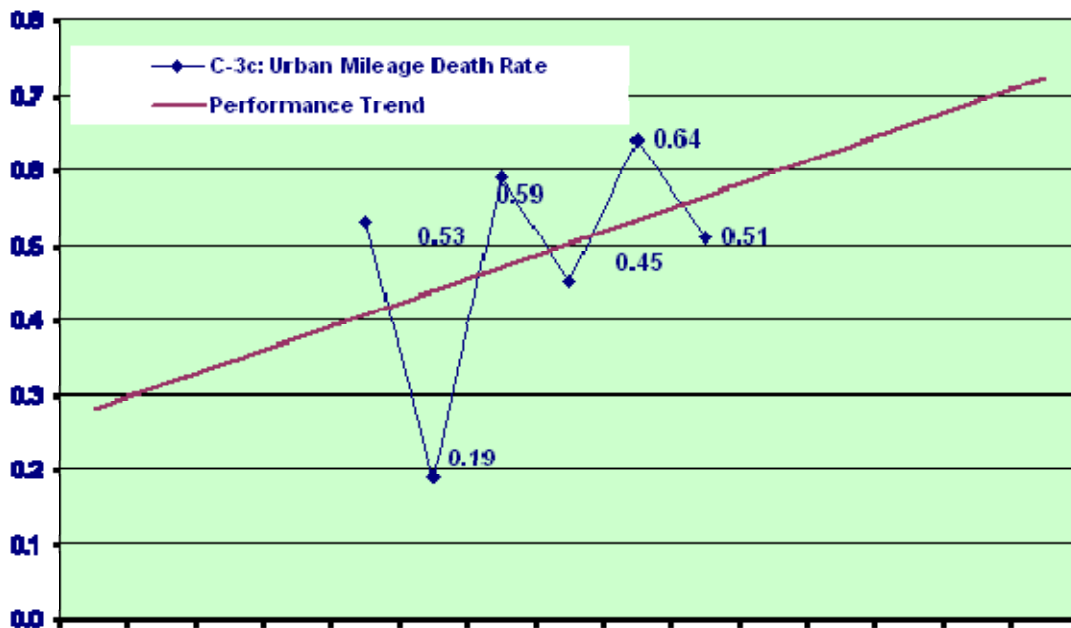


Goal: C-3c Urban Mileage Death Rate

Reduce 5 year average by 5% by December 2014

Baseline

5 year average of .48 to .45

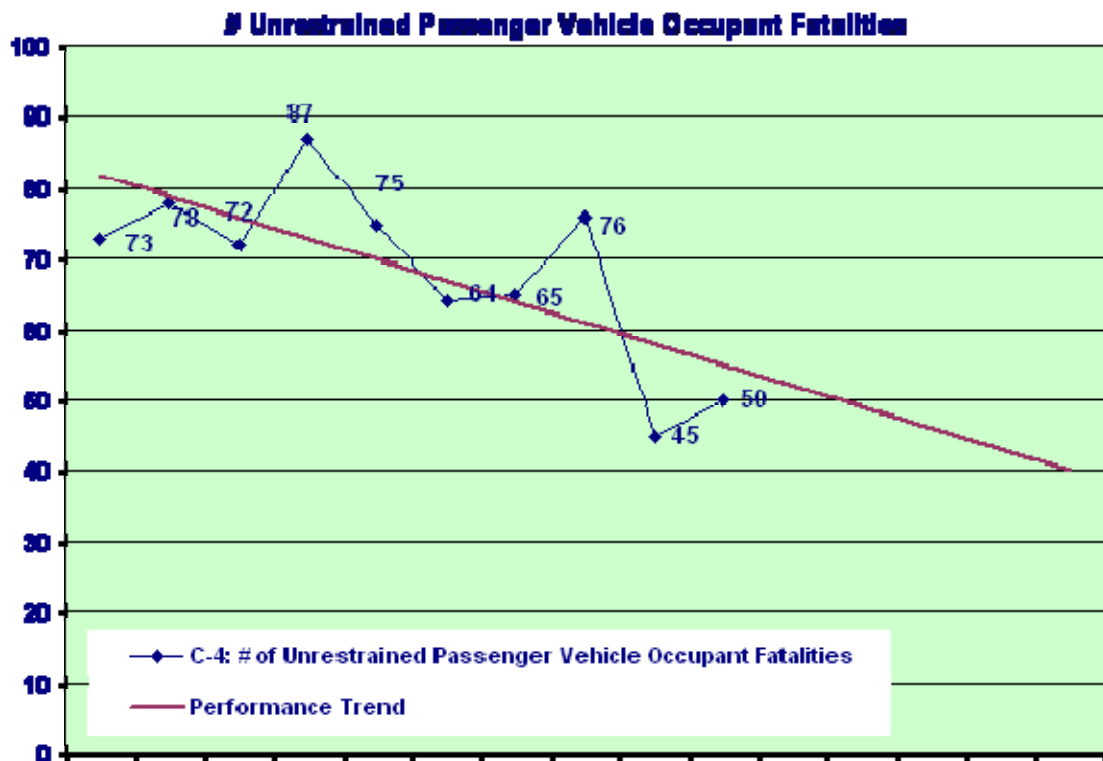


Goal: C-4 Unrestrained Fatalities

Reduce 5 year average by 5% by December 2014

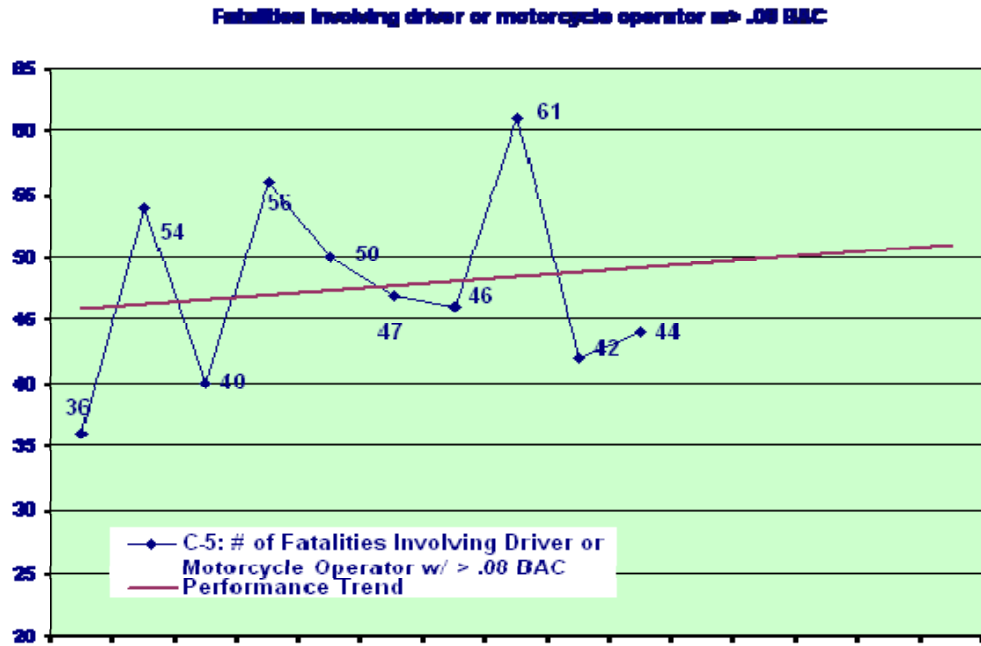
Baseline

5 year average of 62.6 to 59.5



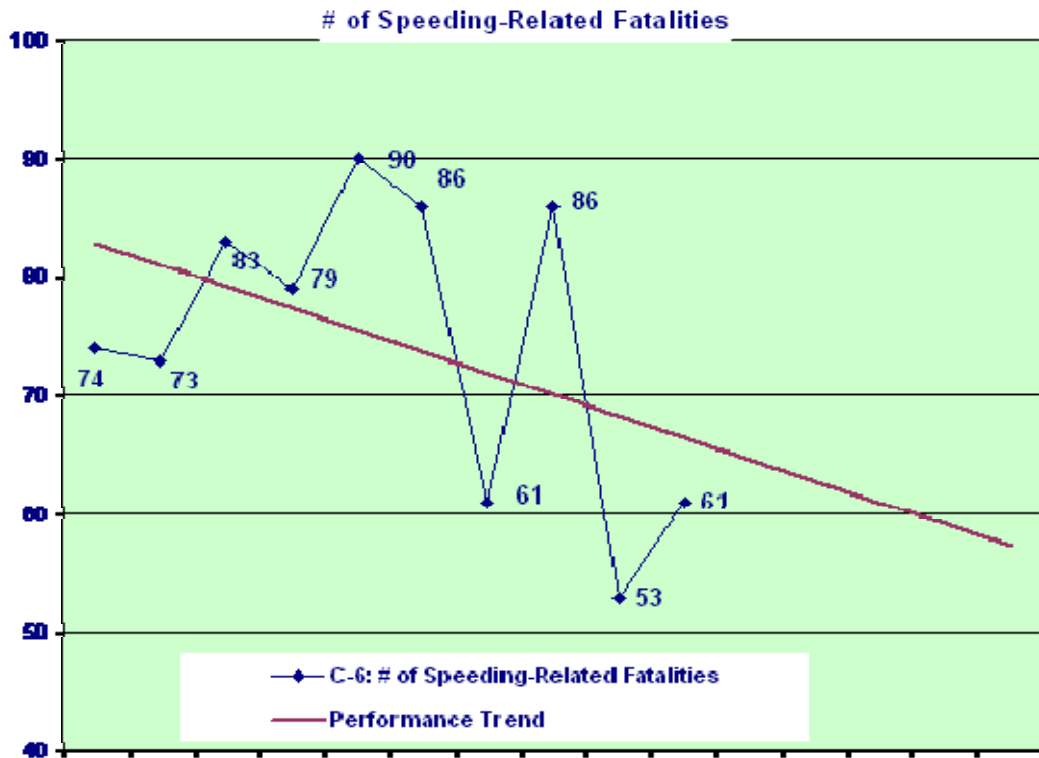
Goal: C-5 Fatalities at .08 or Above
 Baseline

Reduce 5 year average by 5% by December 2014
 5 year average of 48 to 45.6



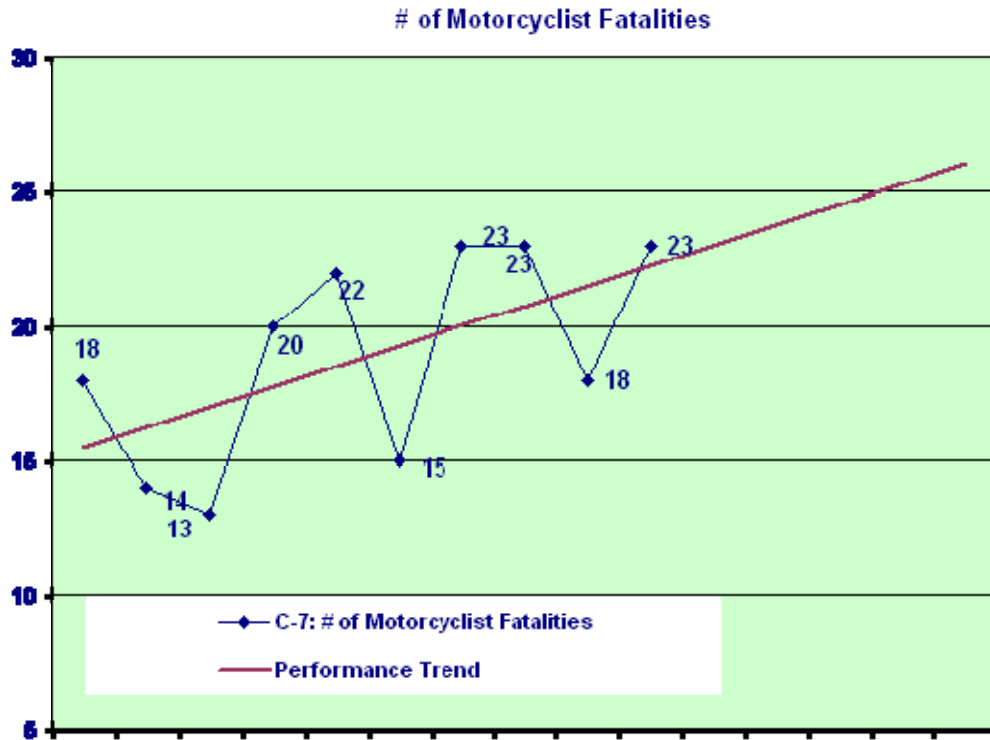
Goal: C-6 Speeding Related Fatalities
 Baseline

Reduce 5 year average by 5% by December 2014
 5 year average of 69.4 to 66



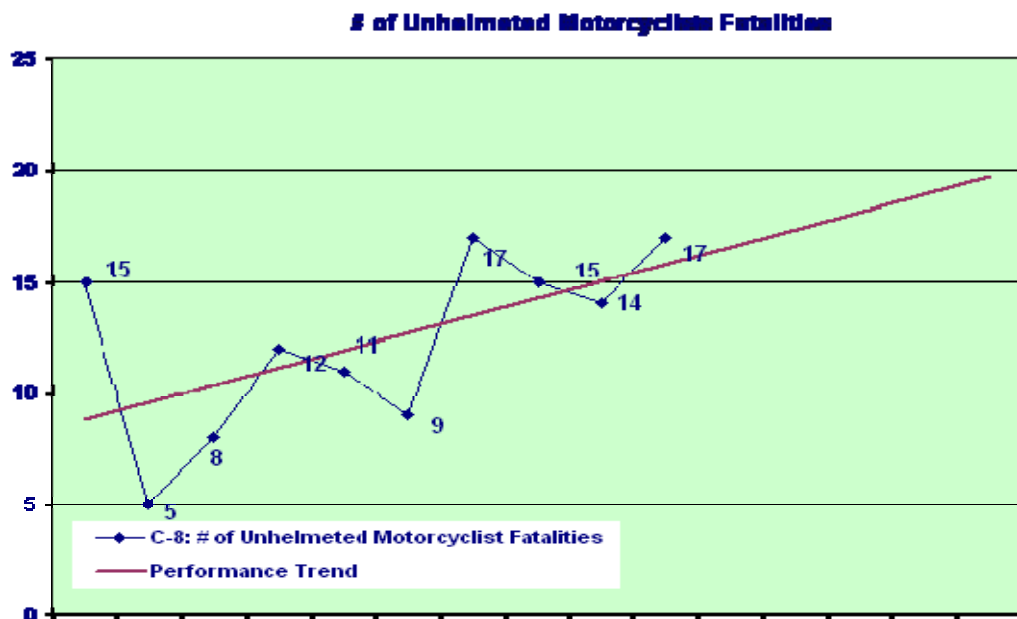
Goal: C-7 Motorcycle Fatalities
Baseline

Reduce 5 year average by 5% by December 2014
5 year average of 20.6 to 19.6



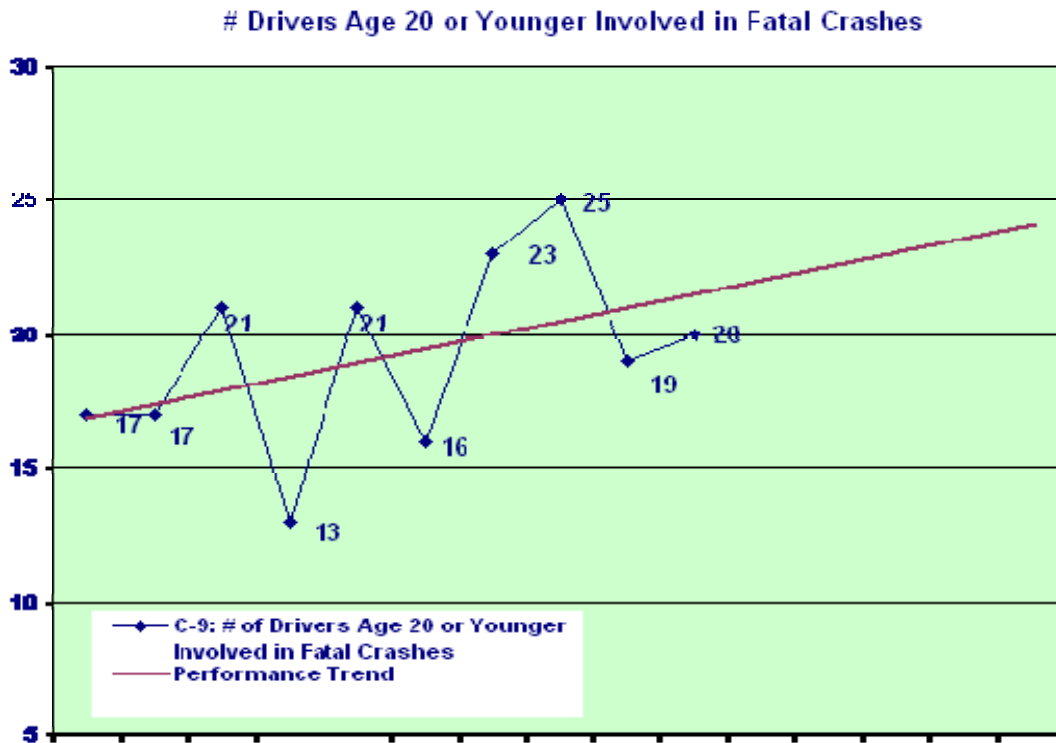
Goal: C-8 Unhelmeted Motorcyclists
Baseline

Reduce 5 year average by 5% by December 2014
5 year average of 14.4 to 13.7



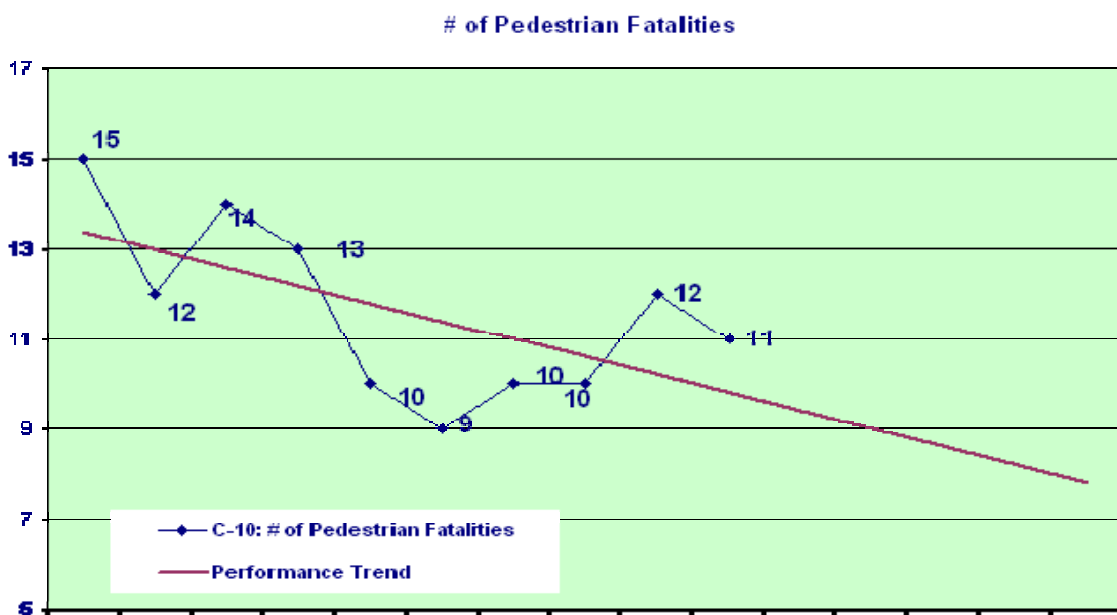
Goal: C-9 Drivers 20 & Under
Baseline

Reduce 5 year average by 5% by December 2014
5 year average of 20.6 to 19.6



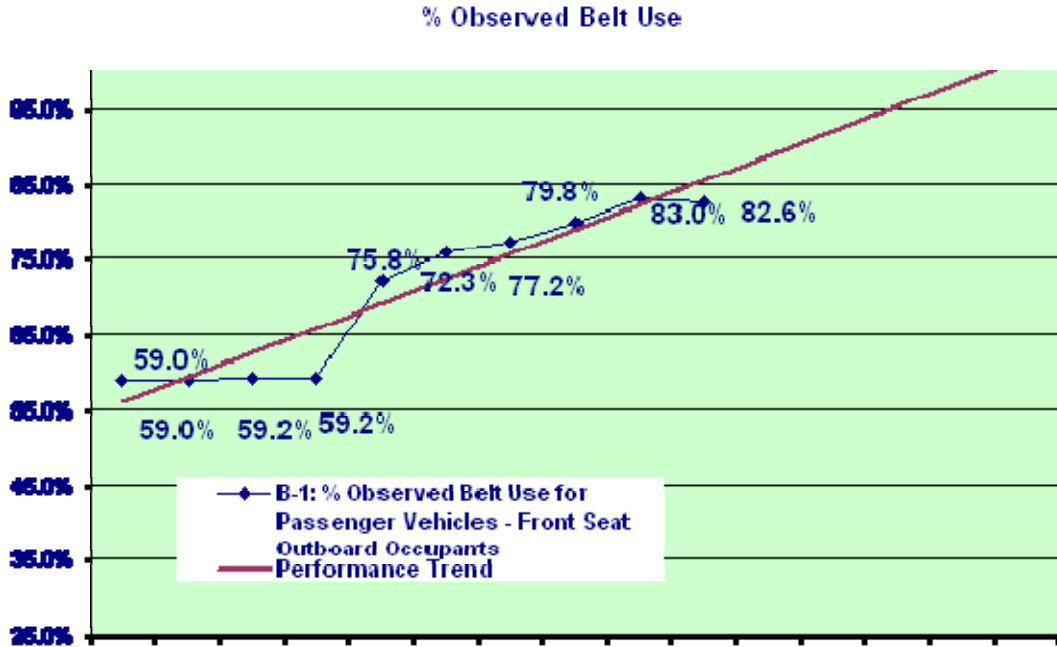
Goal: C-10: Pedestrian Fatalities
Baseline

Reduce 5 year average by 10% by December 2014
5 year average of 10.4 to 9.4



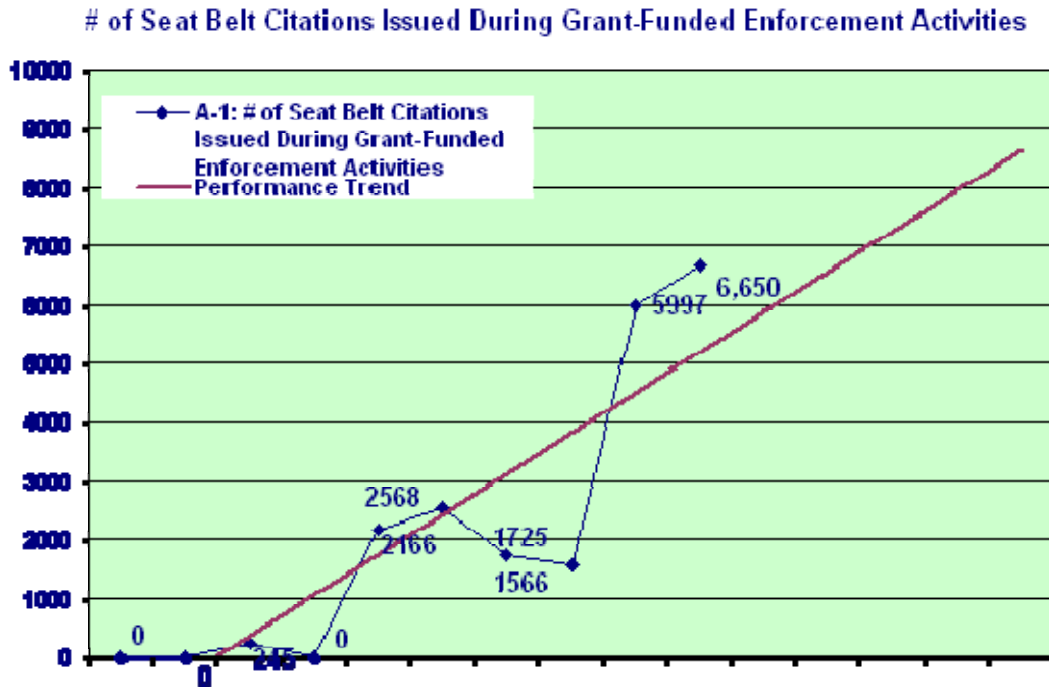
Goal: B-1: Observed Belt Use
Baseline

Increase Seat Belt Usage by 2% to 84.3% by December 2014
Based on 2009 survey data



Goal: A-1: # Seat Belt Citation
Baseline

Monitor
5 year average of 3701



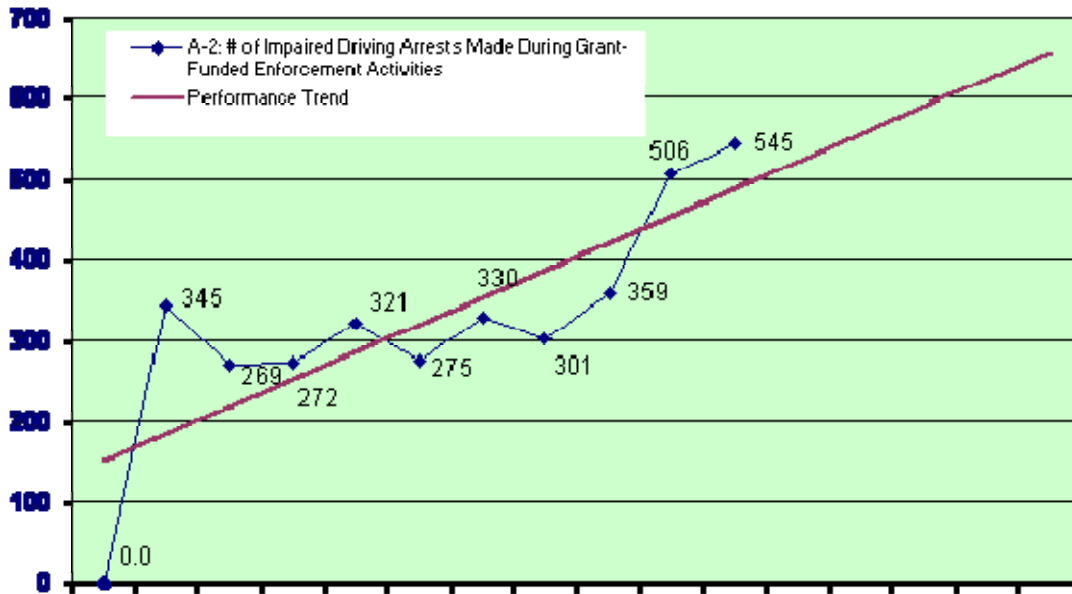
Goal: A-2: Impaired Driving Arrests

Monitor

Baseline

5 year average of 408

of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities



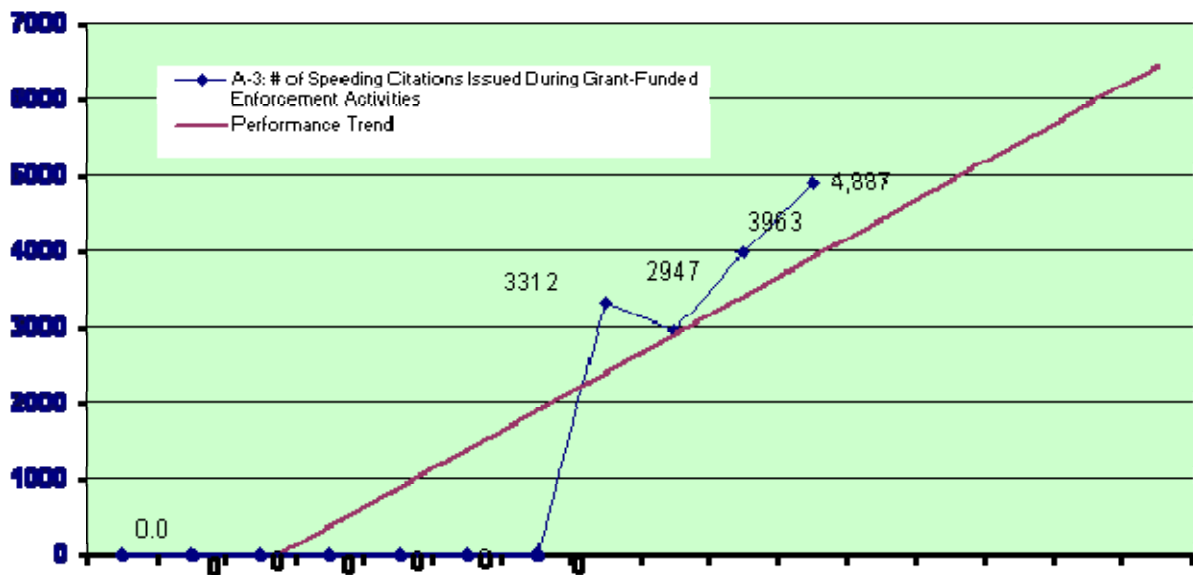
Goal: A-3: Speeding Citations

Monitor

Baseline

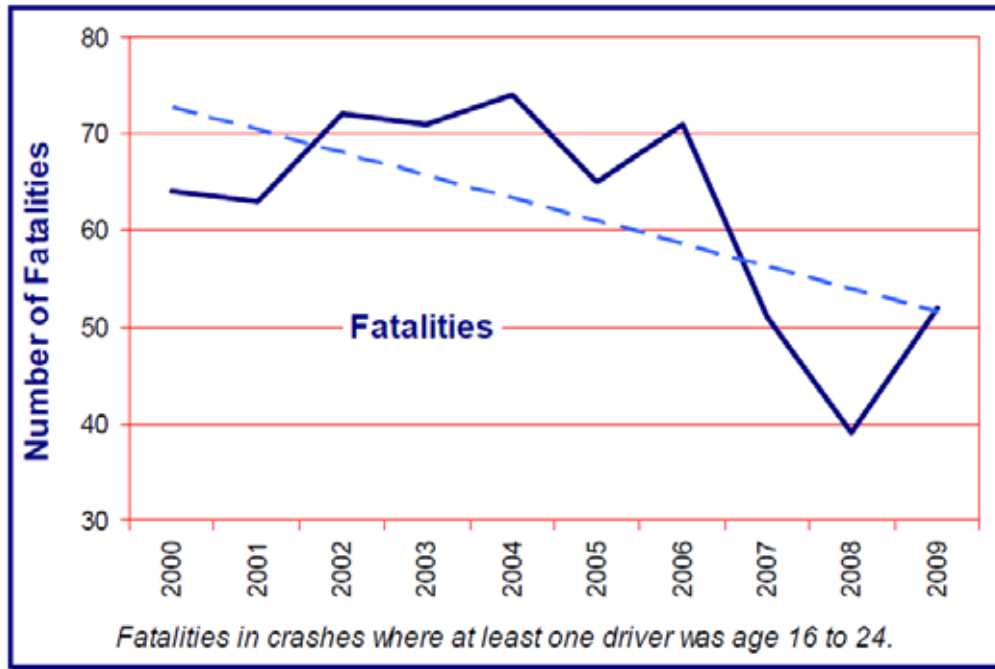
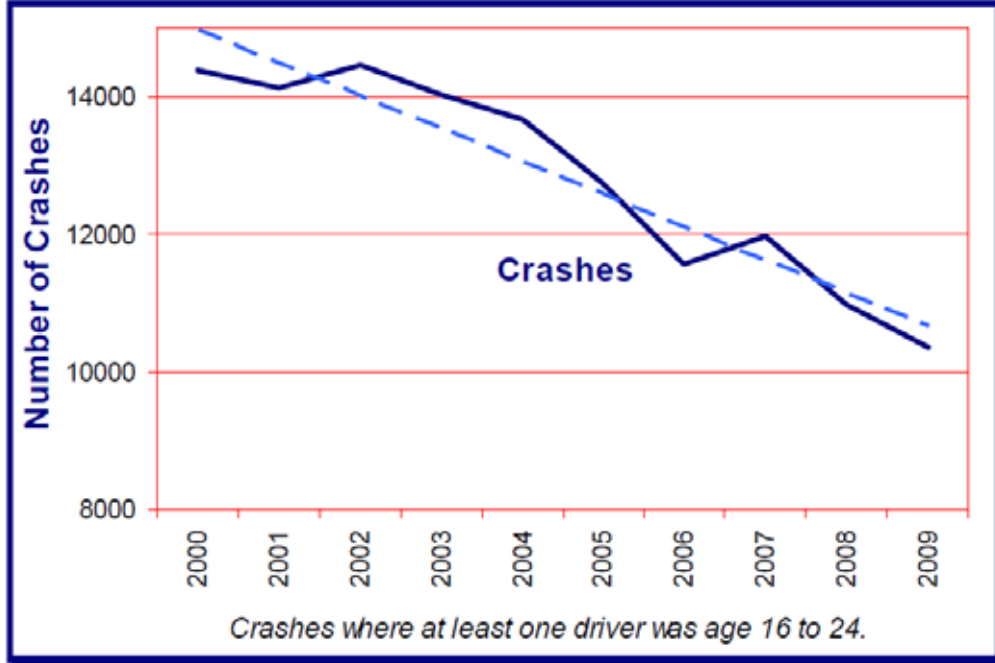
4 year average of 3777

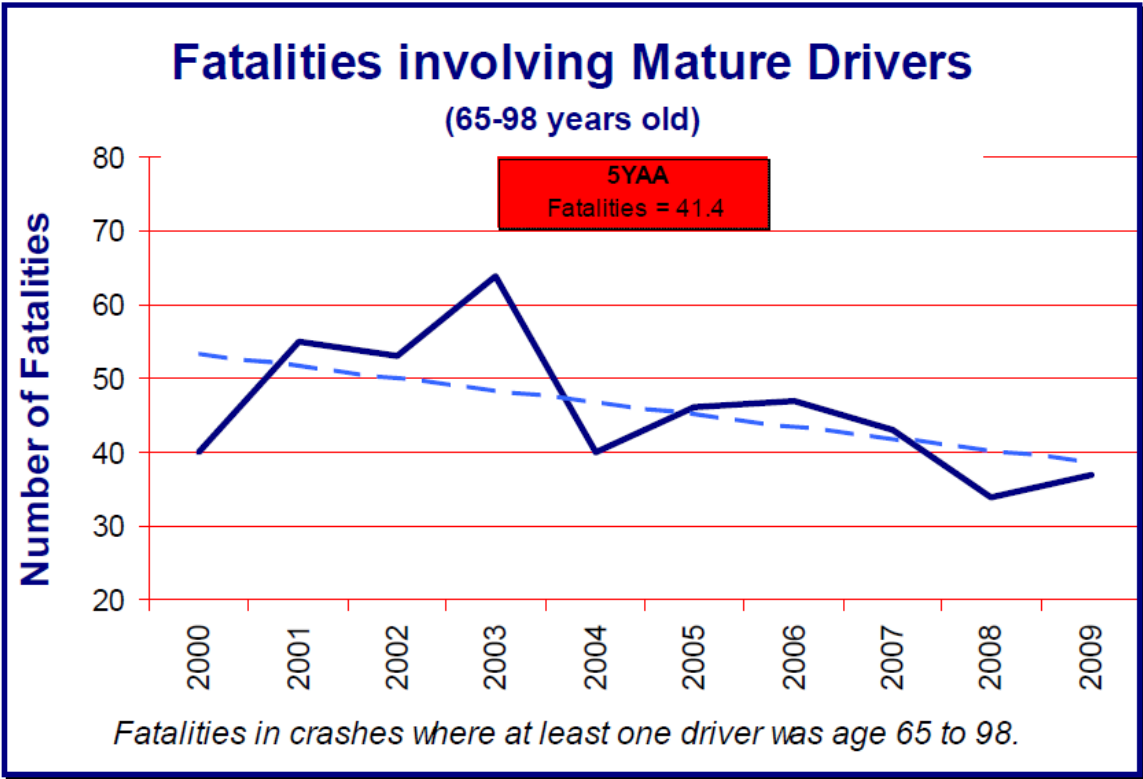
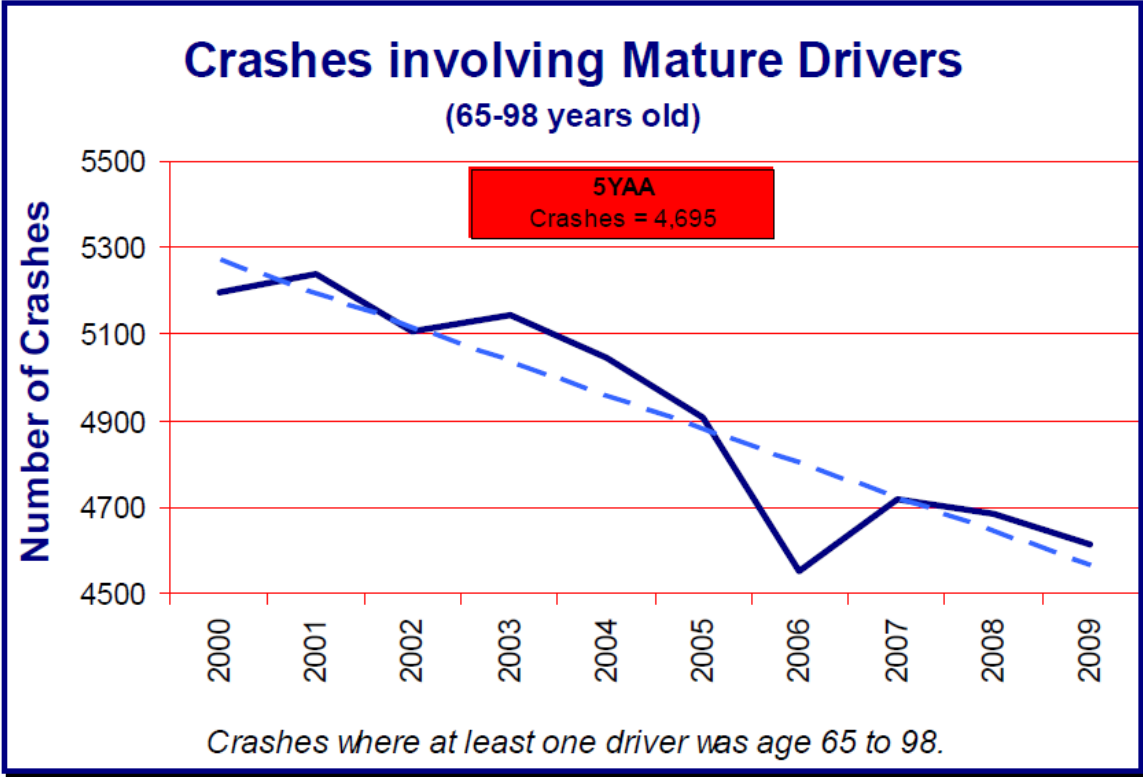
of Speeding Citations Issued During Grant-Funded Enforcement Activities

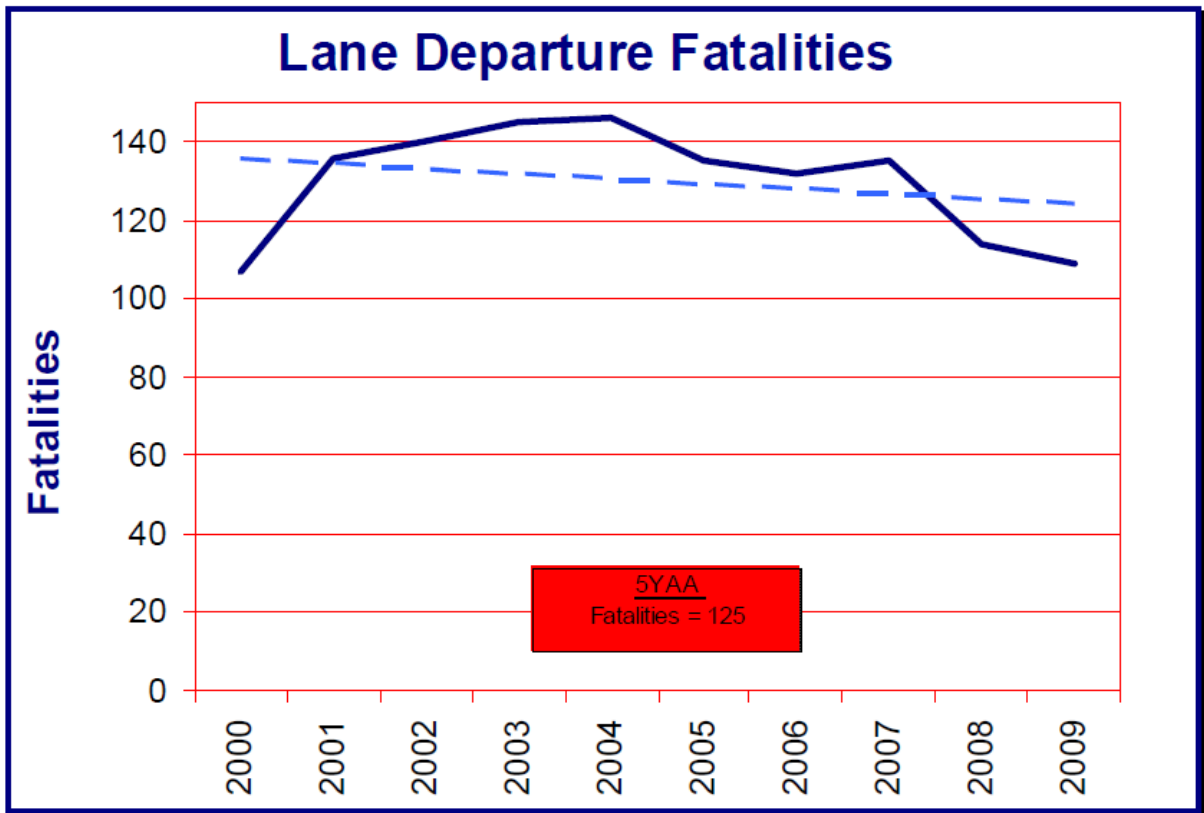
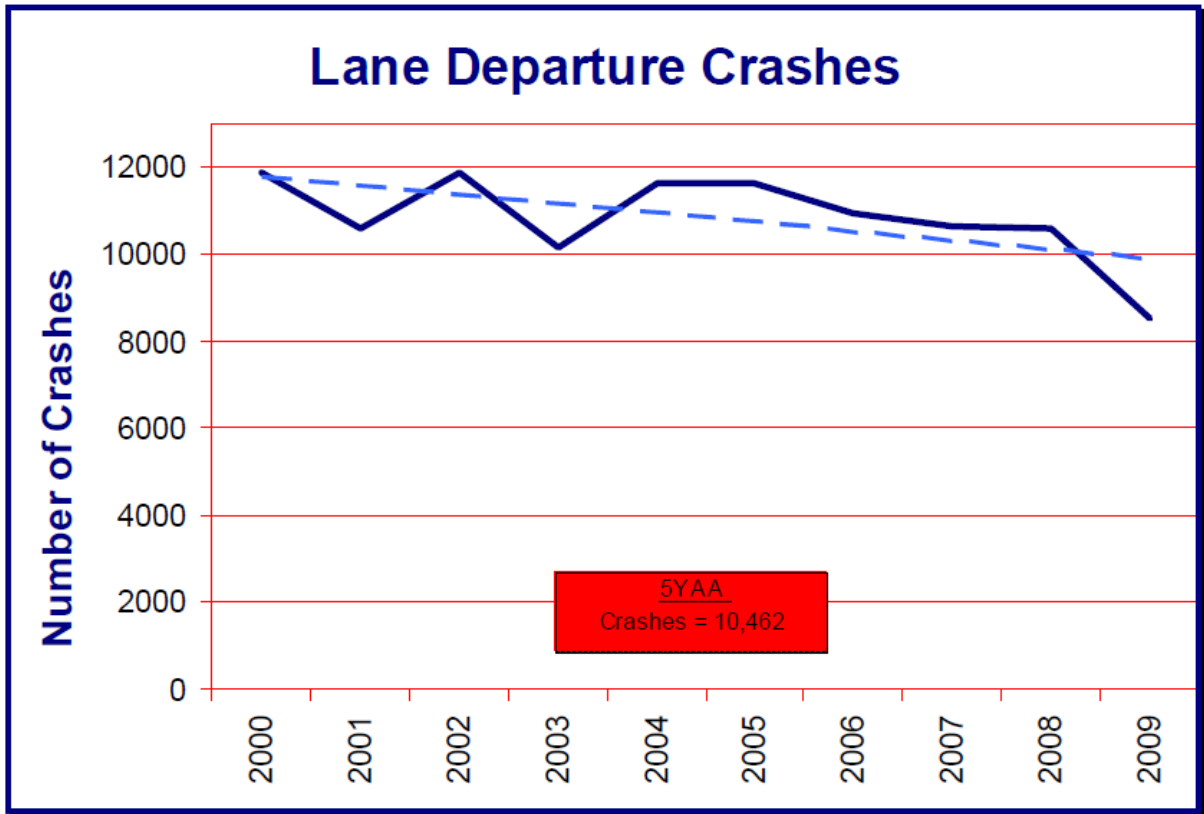


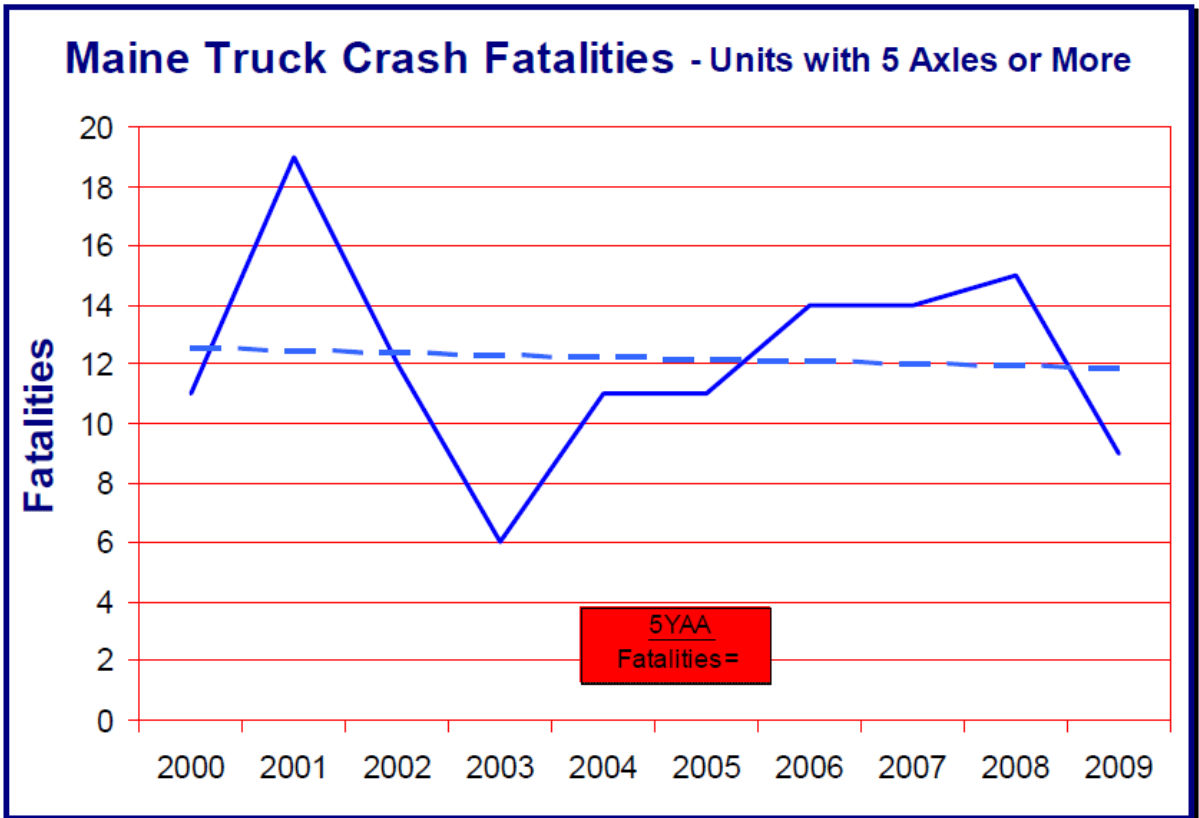
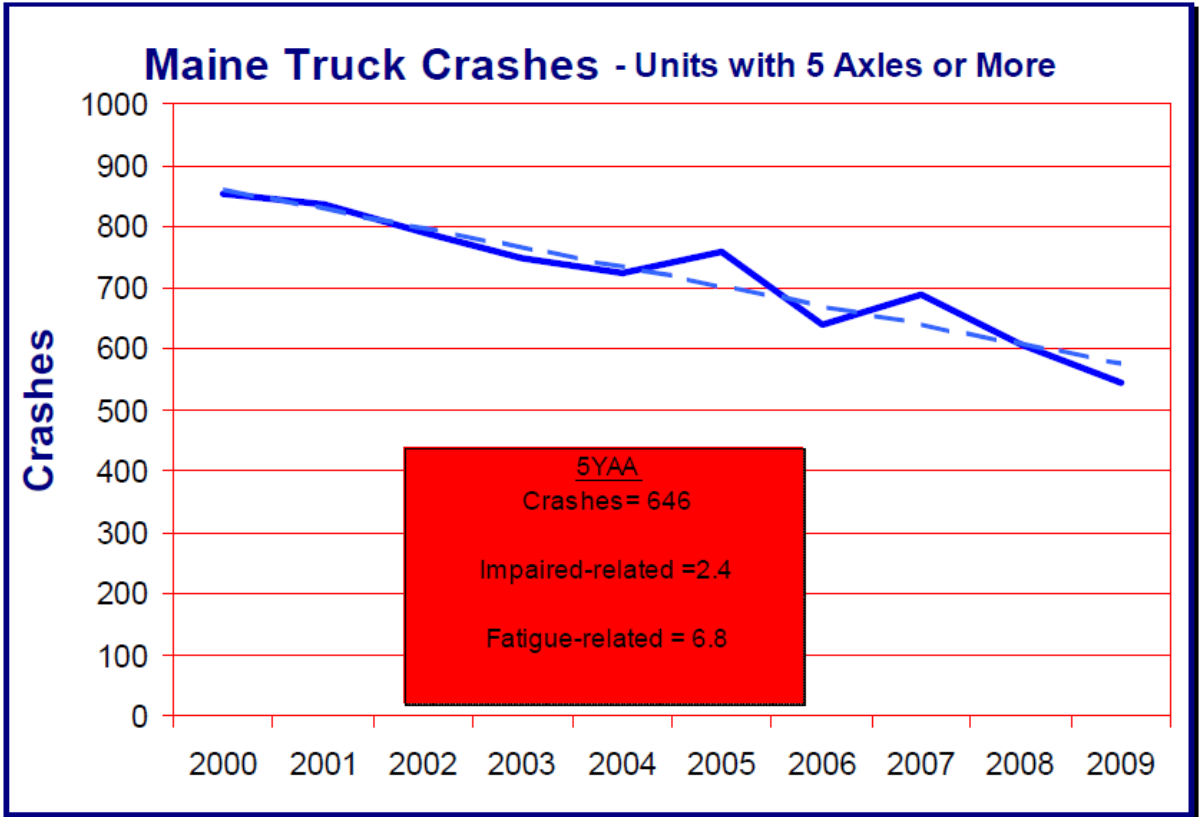
The Status of Transportation Safety in Maine

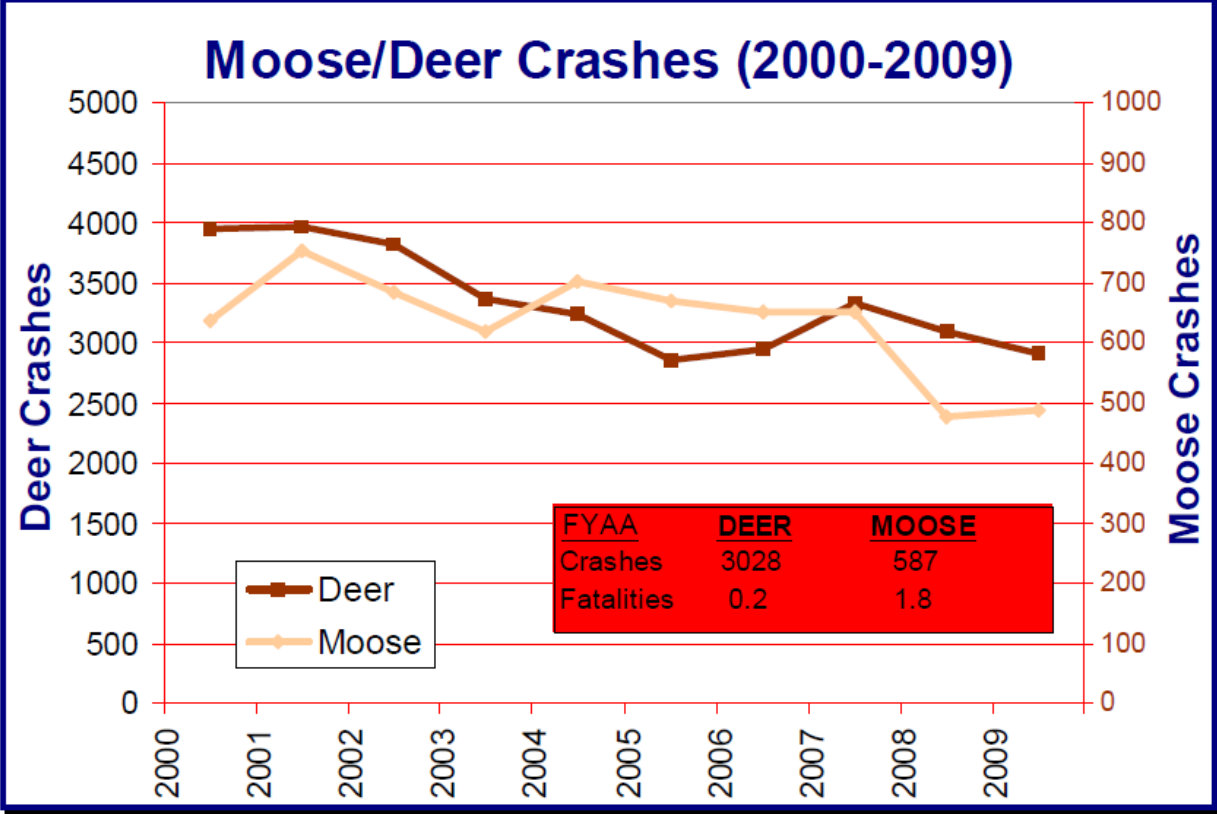
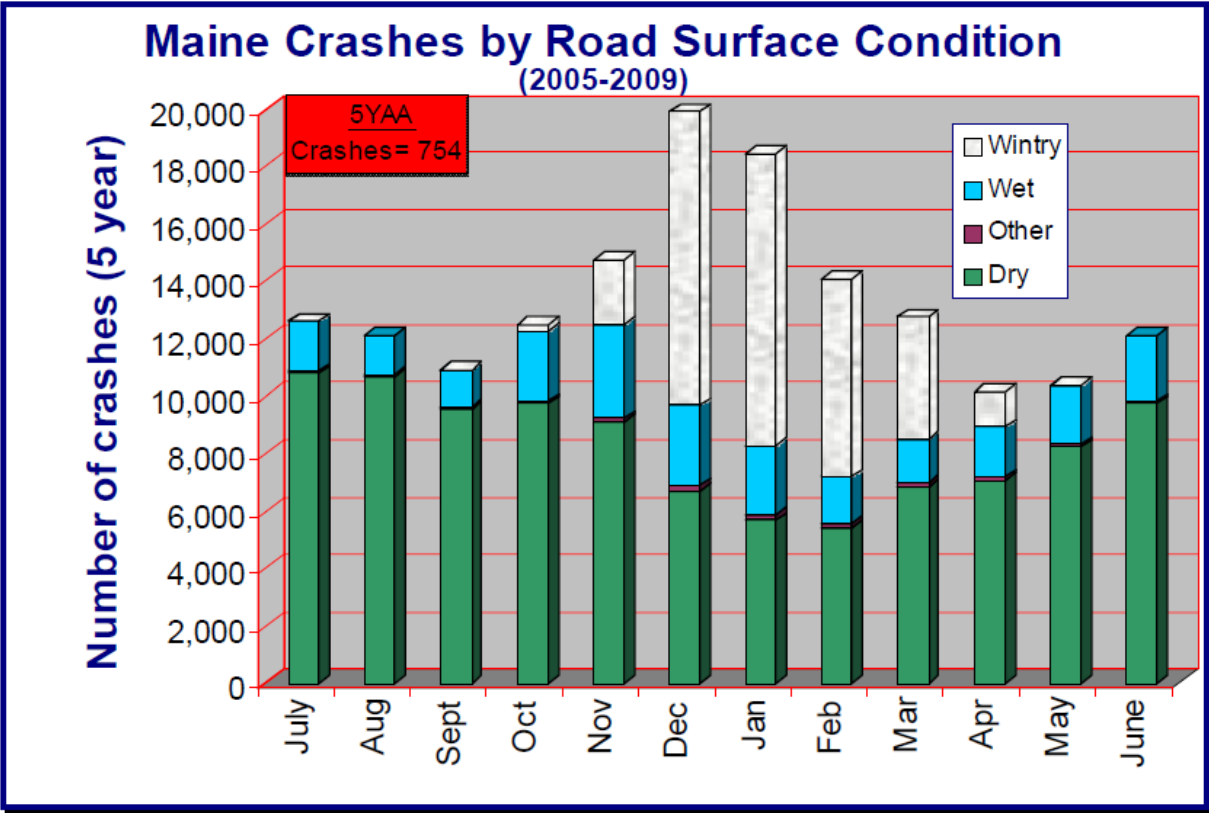
The following graphs were provided by the Maine Transportation Safety Coalition's "The Status of Transportation Safety in Maine" report, 2010 edition

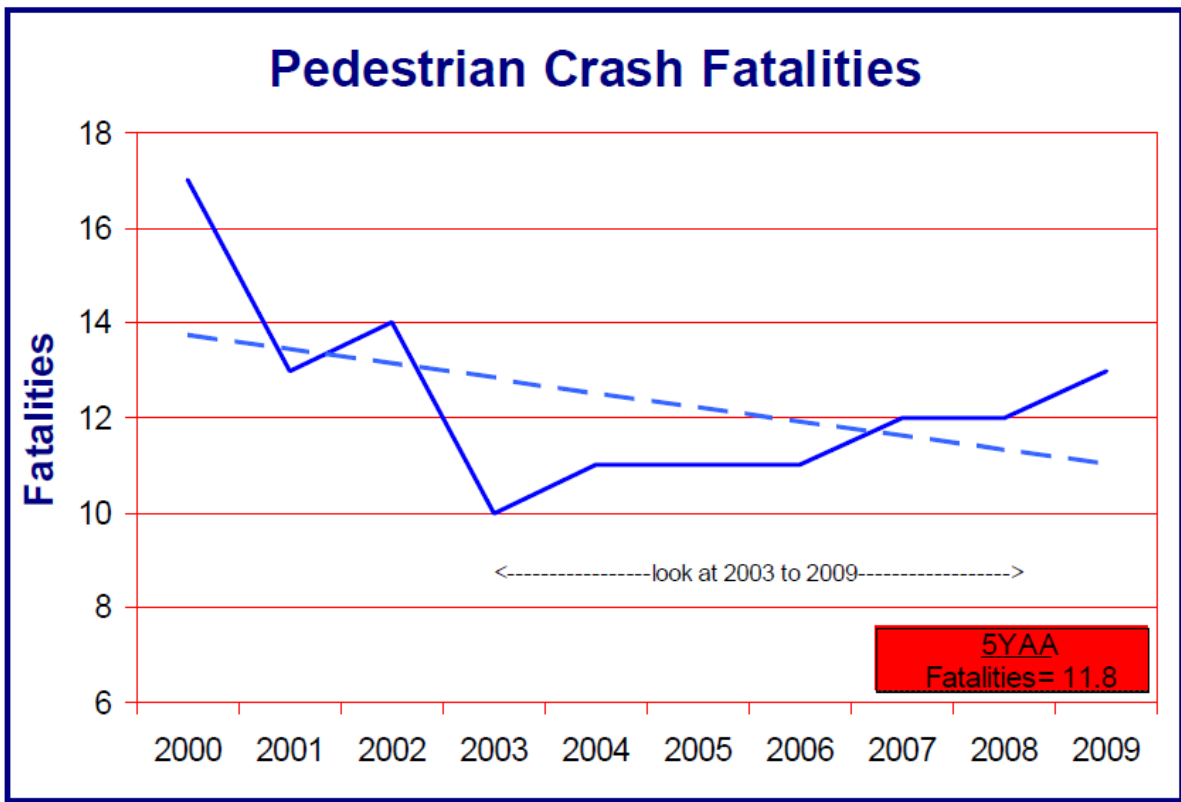
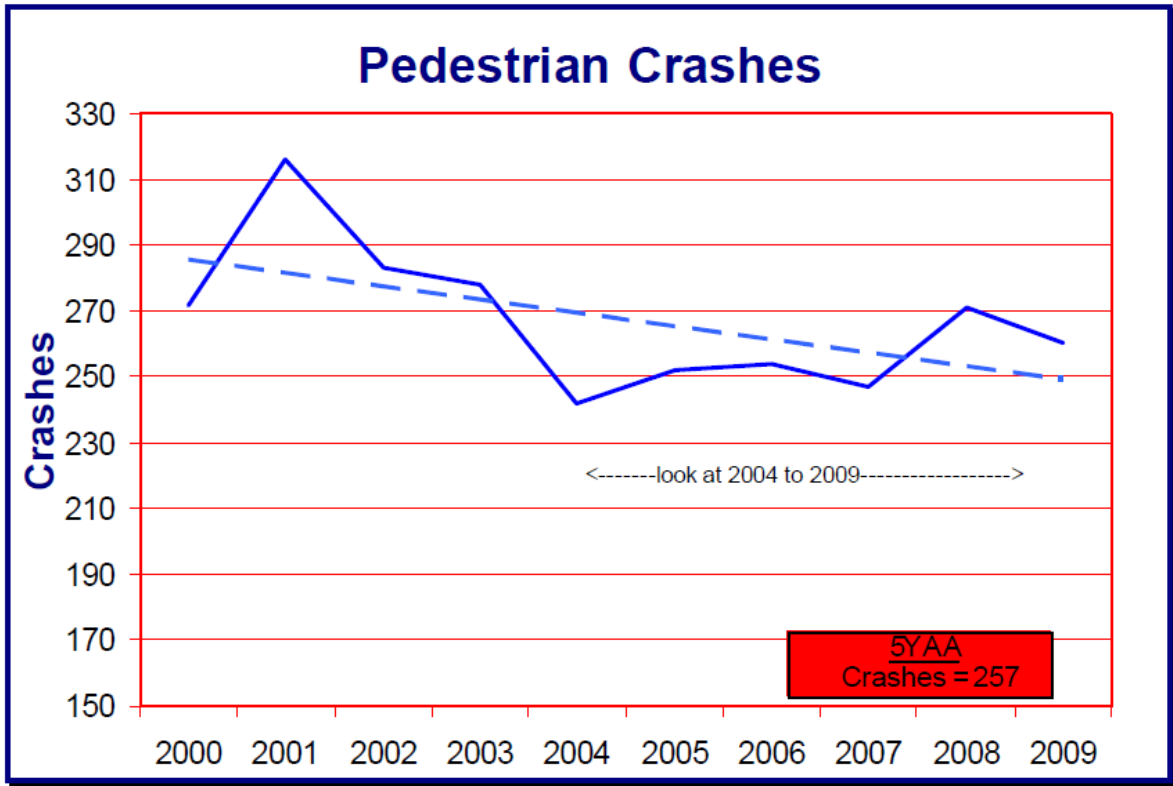














5 Year Trend For The Top 10 Counties of 2009 - Fatalities Year to Year Percent Change

Counties by 2009 Ranking		Fatalities					Percent Change From Previous Year			
		2005	2006	2007	2008	2009	2006	2007	2008	2009
1	York County	25	20	26	26	22	-20	30	0	-15
2	Cumberland County	28	28	27	21	20	0	-4	-22	-5
3	Kennebec County	18	19	14	18	16	6	-26	29	-11
4	Aroostook County	6	11	17	7	12	83	55	-59	71
5	Penobscot County	17	14	18	17	12	-18	29	-6	-29
6	Androscoggin County	8	15	11	8	10	88	-27	-27	25
7	Oxford County	9	14	5	7	10	56	-64	40	43
8	Somerset County	14	16	14	7	9	14	-13	-50	29
9	Hancock County	13	12	14	8	8	-8	17	-43	0
10	Lincoln County	3	5	8	13	7	67	60	63	-46
<i>Sub Total 1.*</i>	<i>Top Ten Counties</i>	147	156	157	132	126	6	1	-16	-5
<i>Sub Total 2.**</i>	<i>All Other Counties</i>	22	32	26	23	33	45	-19	-12	43
<i>Total</i>	<i>All Counties</i>	169	188	183	155	159	11	-3	-15	3



5 Year Trend For The Top 10 Counties of 2009 - Fatality Rates

Median Rate for all U.S. Counties: 18.23

Counties by 2009 Ranking		Fatalities Per 100,000 Population				
		2005	2006	2007	2008	2009
1	Piscataquis County	23.18	17.47	5.82	5.89	35.72
2	Lincoln County	8.60	14.34	22.92	37.44	20.25
3	Franklin County	13.48	23.46	16.79	16.80	20.18
4	Sagadahoc County	24.78	10.92	13.67	2.73	19.24
5	Oxford County	16.01	24.83	8.83	12.37	17.78
6	Somerset County	27.50	31.18	27.19	13.67	17.67
7	Aroostook County	8.30	15.24	23.60	9.75	16.79
8	Hancock County	24.49	22.55	26.23	14.99	14.97
9	Knox County	4.88	14.67	9.78	7.33	14.71
10	Kennebec County	14.97	15.75	11.59	14.86	13.21
<i>Sub Rate 1.* Top Ten Counties</i>		16.52	19.89	17.31	14.83	17.01
<i>Sub Rate 2.** All Other Counties</i>		9.47	10.72	10.03	7.44	8.92
<i>Total Rate All Counties</i>		12.88	14.30	13.89	11.75	12.06

Fiscal Year Summary

FFY10 Financial Summary of Expenditures (as of 12/15/10)

	405	163	406	408	410	2010	2011	Total	% of Total		
P&A			26,603					\$135,245	4.09%		
Traffic Records				\$614,938				\$727,385	21.97%		
Impaired Driving					\$435,283			\$549,239	16.59%		
Occupant Protection		\$364,943						\$658,329	19.88%		
Ped/Bicycle Safety		\$26,956						\$26,956	0.81%		
Police Traffic Services		\$555,230						\$555,230	16.77%		
EMS		\$13,703						\$13,703	0.41%		
Child Restraint		\$63,253					\$174,374	\$237,627	7.18%		
Paid Advertising		\$175,292		174,078				\$349,370	10.55%		
Motorcycle		\$0				\$57,604		\$57,604	1.74%		
TOTAL		\$1,462,865	\$364,943	\$0	\$200,681	\$614,938	\$435,283	\$57,604	\$174,374	\$3,310,688	100.00%

