

# State of Rhode Island Highway Safety Annual Report

Federal Fiscal Year 2011

prepared for

U.S. Department of Transportation  
National Highway Traffic Safety Administration

developed and presented by

Rhode Island Department of Transportation  
Office on Highway Safety  
Two Capitol Hill, Suite 106  
Providence, RI 02903-1111

Lincoln D. Chafee, Governor  
Michael P. Lewis, Director  
Department of Transportation

December 2011





---

**State of Rhode Island**  
*Highway Safety Annual Report*  
*Federal Fiscal Year 2011*

*prepared for*

U.S. Department of Transportation  
National Highway Traffic Safety Administration

*developed and presented by*

Rhode Island Department of Transportation  
Office on Highway Safety  
Two Capitol Hill, Suite 106  
Providence, Rhode Island 02903-1111

*December 2011*

---



---

# Highway Safety Plan Credits

## Rhode Island Department of Transportation

Michael P. Lewis, Director of Transportation

Phillip Kydd, Deputy Director of Transportation

Christos J. Xenophontos, Assistant Director, Administrative Services Division

### Office on Highway Safety Staff

Daniel T. DiBiasio, Administrator

Andrew M. Koziol, Highway Safety Program Coordinator

Col. Richard T. Sullivan (ret.), Law Enforcement Highway Safety Training Coordinator

Despina Metakos Harris, Highway Safety Program Coordinator

Elvys Ruiz, Highway Safety Program Coordinator

James E. Barden, Highway Safety Program Coordinator

John J. Sullivan III, Transportation Safety Resource Prosecutor

Kathy E. Smith, Executive Assistant

Sharon A. Bazor, Fatality Analysis Reporting System (FARS) Program Manager

---



# Table of Contents

<b>1.0 Highway Safety in Rhode Island .....</b>	<b>1</b>
1.1 Introduction .....	1
1.2 Challenges .....	2
1.3 Accomplishments.....	5
<b>2.0 Performance Data Rhode Island, 1999 to 2009 .....</b>	<b>9</b>
2.1 Crash Summary.....	9
<b>3.0 Program Areas.....</b>	<b>20</b>
3.1 Impaired Driving .....	20
3.2 Occupant Protection .....	21
3.3 Speed.....	23
3.4 Young Drivers.....	24
3.5 Motorcycles .....	25
3.6 Other Road Users .....	26
3.7 Traffic Records.....	27
3.8 Racial Profiling .....	28
3.9 Planning and Administration.....	29
<b>4.0 Special Events and Activities .....</b>	<b>30</b>
<b>5.0 Paid Media.....</b>	<b>34</b>
5.1 Paid Media to Support High-Visibility Traffic Enforcement.....	34
<b>6.0 Financial Summary .....</b>	<b>48</b>





# List of Tables

1.1	FFY 2010 Highway Safety Program Area Goals.....	3
2.1	Traffic Safety Trends in Rhode Island.....	10
2.2	Additional Traffic Safety Trends in Rhode Island .....	17

# List of Figures

2.1	Number of Fatalities .....	11
2.2	Fatality Rate/100 Million VMT.....	11
2.3	Number of Serious Injuries.....	12
2.4	Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC ..	12
2.5	Number of Unrestrained Passenger Vehicle Occupant Fatalities.....	13
2.6	Number of Speeding-Related Fatalities.....	13
2.7	Number of Motorcycle Fatalities .....	14
2.8	Number of Unhelmeted Motorcyclist Fatalities .....	14
2.9	Number of Drivers Age 20 or Younger Involved in Fatal Crashes.....	15
2.10	Number of Pedestrian Fatalities .....	15
2.11	Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupant .....	16



# Contact Information

**Name** Daniel T. DiBiasio

**Title** Administrator, Office on Highway Safety  
Rhode Island Department of Transportation

**Street** Two Capitol Hill      **Telephone** (401) 222-3024, ext. 4098

**Suite/Room** Suite 106      **Fax** (401) 222-1856

**City, State** Providence, RI      **E-mail** daniel.dibiasio@dot.ri.gov

**Zip** 02903

**Web Address** <http://www.dot.ri.gov/programs/safety/index.asp>



# 1.0 Highway Safety in Rhode Island

## ■ 1.1 Introduction

The Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the primary agency responsible for implementing Federally funded highway safety projects in Rhode Island. Improving highway safety is the major focus of OHS and RIDOT.

In 2010, crashes on Rhode Island's highways resulted in 67 deaths and 458 serious injuries. The improvements have been mixed. Roadway deaths declined 19.3 percent while serious injuries increased 7.5 percent from the 2009 figures. Of significance however is the percentage drop in fatalities is the second highest reported in the country for 2010. The human and economic consequences of these crashes remain unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission which consists of two goals:

- To reduce the number of fatalities and serious injuries on Rhode Island's roadways; and
- To reduce the number of traffic crashes and the severity of their consequences.

In the *Highway Safety Plan for Federal Fiscal Year (FFY) 2011*, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data and problem areas, set goals, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island *Highway Safety Annual Report Federal Fiscal Year 2011* reviews the execution of the FFY 2011 Highway Safety Plan.

## ■ 1.2 Challenges

Nine program areas were the focus of the OHS' *FFY 2011 Highway Safety Plan*. These programs included:

- **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).

- **Occupant Protection** - The failure of vehicle occupants to use seat belts and appropriate child passenger safety (CPS) restraints.
- **Speed** - The incidence of speed and related recklessness as a contributor to deaths and serious injuries on Rhode Island's roadways.
- **Young Drivers** - The overrepresentation of young drivers in fatal and serious injury crashes.
- **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island's roadways.
- **Other Road Users** - The safety of pedestrians, bicyclists, and school bus passengers.
- **Traffic Records** - The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
- **Racial Profiling** - The development of a multifaceted program to assess if racial profiling exists and, if it does, the level and/or locations where it exists. Programs to address and improve community/police relations also are essential.
- **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

The OHS established an ambitious set of goals to mitigate these problems in Rhode Island, as shown in Table 1.1.

**Table 1.1 FFY 2011 Highway Safety Program Area Goals**

Problem Area	FFY 2011 Goal
Impaired Driving	<ul style="list-style-type: none"> <li>• To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of .08 or greater) eight percent, from 25 in 2008 (NHTSA imputed data) to 23 in 2011.</li> <li>• To collect and report data on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2011.</li> <li>• To decrease by 14.3 percent the number of crash fatalities with a known BAC of .01 or higher, from a three-year average (2006-2008) of 35 to 30 in 2011.</li> <li>• To decrease by 11.8 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 17 in 2007 to 15 in 2011.</li> <li>• To increase the percent of survey participants responding “Very Likely” or “Somewhat Likely” in regard to their perceived likelihood of being stopped after drinking to excess and driving from 59.4 percent.</li> <li>• To increase the recognition of the slogan used by OHS to support high-visibility impaired driving enforcement. (In 2009, 58.9 percent recognition of <i>You Drink and Drive You Lose</i> slogan.)</li> </ul>
Occupant Protection	<ul style="list-style-type: none"> <li>• To increase by two percentage points the statewide observed seat belt use of front seat outboard occupants in passenger vehicles, from 78 percent in 2010 to 80 percent in 2011.</li> <li>• To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 6.9 percent, from 29 in 2009 to 27 in 2011.</li> <li>• To increase the number of seat belt citations issued during grant-funded enforcement activities, from 2,267 in 2010.</li> <li>• To increase seat belt use among pickup truck drivers, as measured by observational study, from 60.7 percent in 2010.</li> <li>• To increase awareness of the Click It or Ticket slogan, as measured by a telephone survey, from 88.8 percent in 2010.</li> <li>• To increase perception that persons are likely to be ticketed for not wearing seat belts, as measured by a telephone survey, from 31.8 percent in 2010.</li> <li>• To decrease by two percentage points the percent of passenger vehicle occupant fatalities known to be not wearing a restraint, from 69 percent in 2009 to 60 percent in 2011 (three-year average is 60 percent).</li> </ul>

**Table 1.1 FFY 2011 Highway Safety Program Area Goals (continued)**

Problem Area	FFY 2011 Goal
Speed	<ul style="list-style-type: none"> <li>• To decrease by ten percent the number of speeding-related fatalities from the five-year average (2005-2009) of 30 to 27 in 2011.</li> <li>• To increase the number of speeding citations issued during grant-funded enforcement activities from 5,802 in 2010 to 6,000 in 2011. (FFY 2009 was the first year this data was collected.)</li> <li>• To increase the number of speeding citations written and tracked monthly for all overtime speed patrols.</li> </ul>
Young Drivers	<ul style="list-style-type: none"> <li>• To maintain the number of young drivers age 16 to 20 involved in fatal crashes at or below the three-year average (2007-2009) of 12 young drivers.</li> <li>• To decrease the number of young driver (age 16 to 20) fatalities from six in 2009.</li> <li>• To monitor the number of DUI charges filed for drivers under 18 years of age (23 in 2008).</li> <li>• To implement a minimum of four contacts with parents/care givers to provide information on the role of alcohol and /or primary safety belt use for young drivers.</li> <li>• To distribute GDL informational packets to new young drivers.</li> </ul>
Motorcycles	<ul style="list-style-type: none"> <li>• To maintain the number of motorcycle fatalities at the five-year average (2005-2009) of 13 in 2011.</li> <li>• To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-year average (2004-2008) of seven to five in 2011.</li> <li>• To decrease by two percentage points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from the five-year average (2004 to 2008) of 47 percent to 45 percent in 2011.</li> <li>• To decrease by five percentage points the percent of motorcycle operator fatalities who were legally intoxicated, from the five-year average of 50 percent (2004-2008) (NHTSA imputed data) to 45 percent in 2011.</li> </ul>



**Table 1.1 FFY 2011 Highway Safety Program Area Goals (continued)**

<b>Problem Area</b>	<b>FFY 2011 Goal</b>
Other Road Users	<ul style="list-style-type: none"> <li>• To maintain the number of crash fatalities among pedestrians at or below its five-year average (2005-2009) of 14 in 2011.</li> <li>• To maintain zero crash fatalities among school bus occupants in 2011.</li> <li>• To maintain zero crash fatalities among bicyclists in 2011.</li> <li>• To decrease by ten percent the number of pedestrian fatalities with a BAC of .08 or greater, from the five-year NHTSA imputed average (2004-2008) of four to three in 2011.</li> </ul>
Traffic Records	<ul style="list-style-type: none"> <li>• To increase the timeliness of E-citation data from police and state and Municipal Courts being posted into the system, from monthly in 2010 to daily in 2011.</li> <li>• To increase by 17 the number of law enforcement agencies backfilling data into citations, from eight in 2010 to 25 in 2011.</li> </ul>
Racial Profiling	<ul style="list-style-type: none"> <li>• To implement a process to determine if racial profiling is occurring and to identify appropriate program recommendations, if necessary.</li> <li>• To produce at least one quarterly comprehensive report that includes passenger and driver ethnicity information and summarizes the traffic stop information from all police departments.</li> </ul>
Planning and Administration	<ul style="list-style-type: none"> <li>• To administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses the State's specific safety characteristics.</li> </ul>

### ■ 1.3 Accomplishments

Rhode Island achieved many improvements in highway safety in FFY 2011. A brief summary of these accomplishments are described below, with detail provided in Section 3.0 of this report.

### Impaired Driving:

- Increased the total number of DWI charges filed from 1,495 in 2009 to 1,914 in 2010.
- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 59.4 percent of survey respondents stating “Very Likely” or “Somewhat Likely” in 2010 to 59.6 percent in 2011.



### Occupant Protection:

- Rhode Island became the 33<sup>rd</sup> state in the country to enact a primary seat belt law in 2011. The law went into effect on June 30, 2011 and will expire on June 30, 2013. Under the new primary law violators face an \$85 fine.
- Increased the percent of observed seat belt use by two percentage points, from 78 percent in 2010 to 80 percent in 2011.
- Increased enforcement of seat belt law – number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization up to 4,109 in 2011 from 2,267 in 2010.

### Speed:

- Increased the number of departments participating in monthly sustained enforcement patrols to 33.
- Coordinated with police departments (100 percent) regarding productivity during patrols.
- Implemented “Speed Enforcement” media campaign during the months of July and August.

### Young Drivers:

- Reduced the number of young drivers involved in fatal crashes to seven (target was no more than 12).
- Reduced the number of young drivers killed in fatal crashes to four (target was no more than five).

### Motorcycles:

- Conducted 2<sup>nd</sup> Annual Motorcycle Safety Day at Paw Sox (May 2011). Disseminated motorcycle safety and awareness educational materials to more than 400 bikers in attendance.
- Developed and posted new outdoor advertising against drinking and driving (*You Drink You Ride You Lose*).
- Implemented “Motorcycle Awareness Month” media campaign during end of April and early May.
- Implemented “All the Gear All the Time” media campaign during the month of June to promote proper safety gear.
- Implemented Impaired Riding awareness outdoor media campaign during August of 2010, typically the highest month of alcohol related motorcycle crashes.

### Other Road Users:

- Conducted five regional Safety Days throughout the calendar year. Disseminated and safety education materials to more than 3,500 people in attendance.
- Supplemented summer and school break camp activities focusing on safe interactions among pedestrians, bicyclists, and motorists.
- Partnered with 14 local schools/agencies to participate in their safety programs.
- Increased automobile drivers’ awareness of need to share the road with bicyclists and pedestrians. Disseminated safety and education brochures on bicycle and pedestrian safety to all the drivers in driver education classes.



### Traffic Records:

- The Traffic Records Coordinating Committee has retained the services of consultant Deep River, LLC. The consultant will be instrumental in creating an updated Strategic Plan for Rhode Island’s Traffic Records.
- Established plan and funding mechanism to install computer hardware and printers in entire State Police vehicle fleet and have them running the most current system to date.

**Racial Profiling:**

- Signed contract with Northeastern University for Race Data Collection and analysis.
- Information Management Corporation (IMC) Race Data collection module was changed to include ethnicity of passenger on the traffic stop form. This Race Data module will be used for Providence Police traffic stop collection module.
- Installed computers and printers to collect traffic stop information in 33 local law enforcement vehicles.
- Filled the Highway Safety Program Coordinator position to conduct and oversee the minority outreach program. This will support and greatly extend programmatic and educational outreach into the minority communities. The program manager will assist in conducting and implementing the data collection and analysis work being performed by Northeastern University.

## 2.0 Performance Data

# Rhode Island, 2001 to 2011

### ■ 2.1 Crash Summary

In Rhode Island, the total number of crashes increased by 14.5 percent during the past three years (from 39,342 in 2008 to 45,043 in 2009). Fatal crashes for the same period increased by 3.2 percent as well. Traffic fatalities declined from 83 in 2009 to 67 in 2010, however, the combined number of fatalities and serious injuries<sup>1</sup> increased 3.1 percent from 2009 to 2010.

According to observed restraint use surveys, Rhode Island's seat belt use rate increased by two percentage points from 78 percent in 2010 to 80 percent in 2011. These usage rates, along with the 2008 usage rate of 72 percent, represent four straight years of increased seat belt use. Rhode Island became the 33<sup>rd</sup> state in the country to enact a primary seat belt law in 2011. The law went into effect on June 30, 2011 and will expire on June 30, 2013. Under the new primary law violators face an \$85 fine.

Table 2.1 provides detail on Rhode Island highway safety trends from 2001 to 2011 (as data are available). The table details "Select Performance Measures" identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. The following Figures 2.1 to 2.11 illustrate select data shown in Table 2.1 in greater detail and include data points, an associated trend line, and one-year achievements for the most recent year for which there is complete data (2009 or 2010). Trends from 2001 to 2004 are considered "baseline" and trends from 2005 to the present represent "progress." When baseline data are inadequate or unavailable, only five-year trends are charted. Table 2.2 provides additional traffic safety trend data from 2005 to 2011.

---

<sup>1</sup> 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008/2009.

**Table 2.1 Traffic Safety Trends in Rhode Island  
2001 to 2011**

Crash Data/Trends <sup>a</sup>	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>b</sup>	2011 <sup>b</sup>
Fatalities (Actual)	81	84	104	83	87	81	69	65	83	67	
Fatality Rate/(100 Million VMT)	1.01	1.03	1.24	0.98	1.05	0.98	0.80	0.79	1.01	0.81	
Number of Serious Injuries	1,850	1,845	1,887	1,600	1,329	1,313	764	416	426	458	
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC <sup>d</sup>	35	35	50	38	34	30	22	23	34	25	
Number of Unrestrained Passenger Vehicle Occupant Fatalities	48	48	47	47	38	35	19	29	32	26	
Number of Speeding-Related Fatalities	47	45	55	45	40	42	20	20	34	31	
Number of Motorcycle Fatalities	6	9	13	10	14	16	13	7	19	15	
Number of Unhelmeted Motorcyclist Fatalities	5	7	6	7	6	11	9	2	12	11	
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	19	20	25	17	20	14	16	9	11	7	
Number of Pedestrian Fatalities	10	9	13	7	14	15	13	12	16	9	
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	-	71%	74%	76%	75%	74%	79%	72%	75%	78%	80%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	-	2,024	2,226	2,336	2,553	2,267	4,109
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	-	-	-	2,227	2,519	U/A	U/A	253	305	297
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities <sup>c</sup>	-	-	-	-	-	-	-	-	4,630	5,802	6,446

Source: RIDOT, August 2011; Rhode Island DMV, August 2011; FARS, December 2011; 2002 to 2011 Rhode Island Observed Restraint Use Surveys. Grant-funded enforcement activity data are from RIDOT OHS.

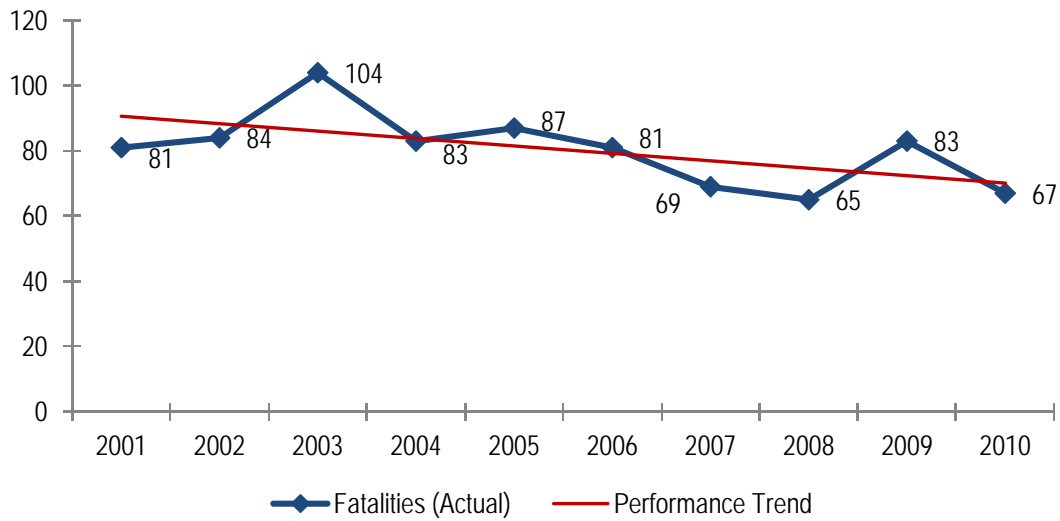
<sup>a</sup> Some numbers reported in this FFY 2011 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

<sup>b</sup> 2010 and 2011 data are preliminary at the time of reporting. U/A indicates data are not available at this time.

<sup>c</sup> 2009 was the first year this data was collected.

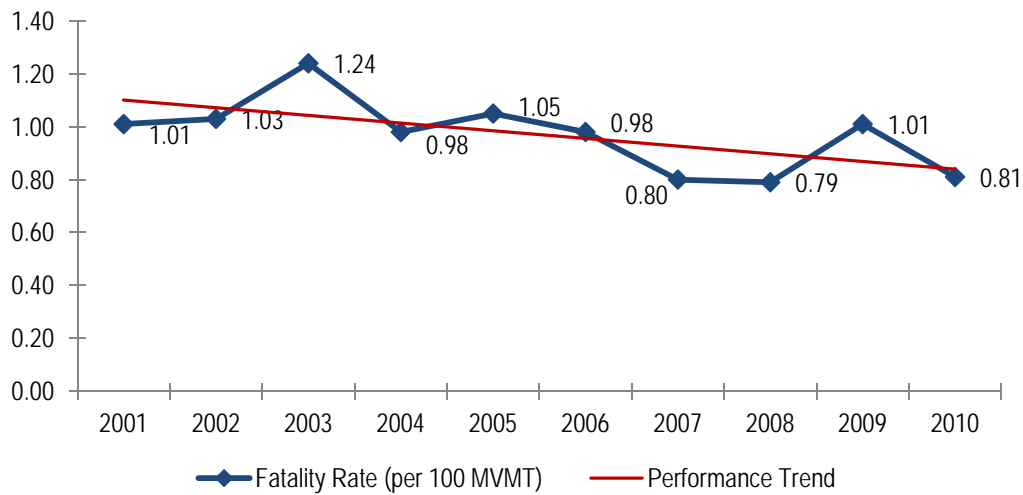
<sup>d</sup> Imputed by NHTSA.

**Figure 2.1 Number of Fatalities**  
*Achieved a 19.3 Percent Decrease*



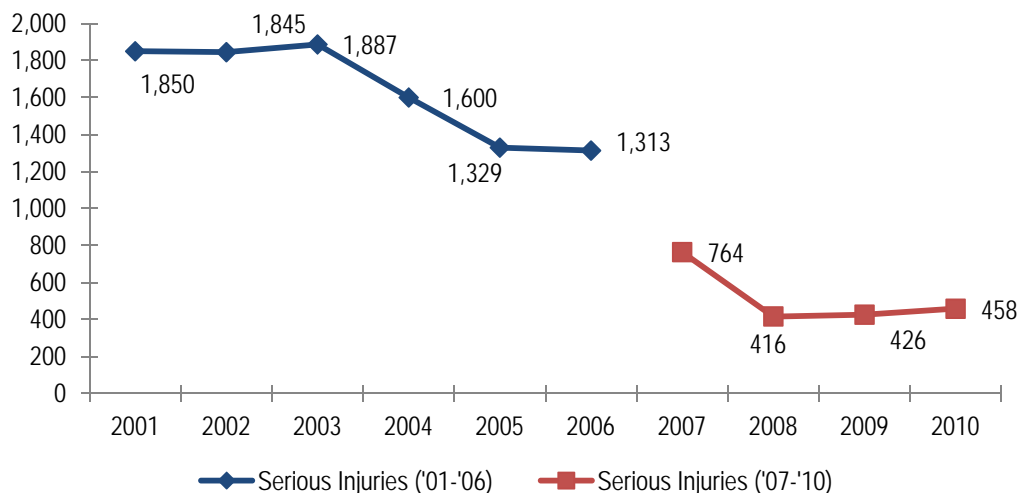
Note: 2010 data are preliminary.

**Figure 2.2 Fatality Rate/100 Million VMT**  
*Achieved a 19.8 Percent Decrease*



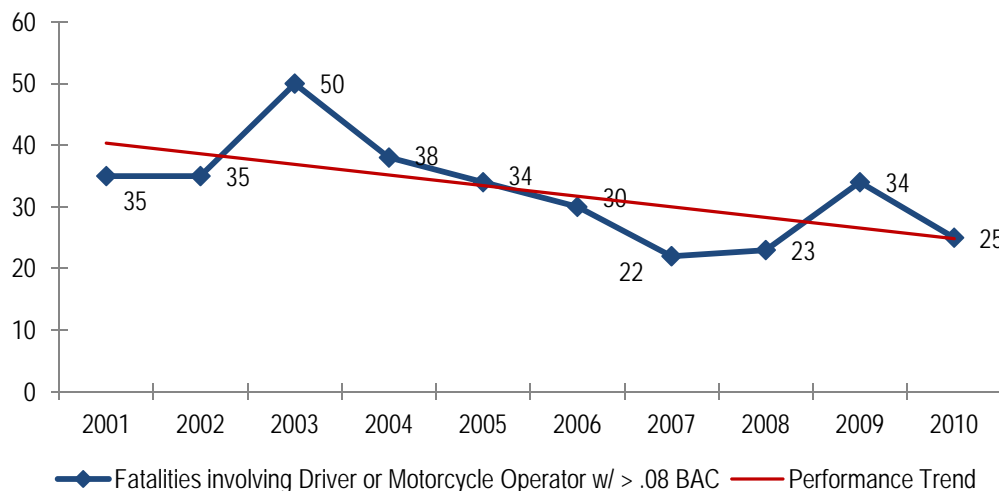
Note: 2010 data are preliminary.

**Figure 2.3 Number of Serious Injuries**



Note: 2010 data are preliminary. 2007 was a transition year for crash data in Rhode Island. “Serious injuries” were defined differently prior to 2007, which helps explain the large fluctuation between serious injuries reported from 2006 to 2007/2008.

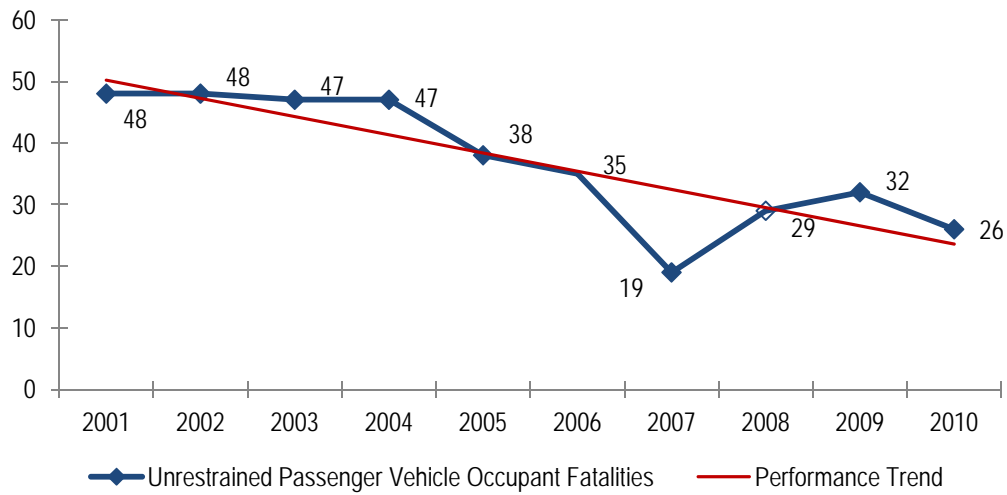
**Figure 2.4 Number of Fatalities Involving Driver or Motorcycle Operator with  $\geq .08$  BAC**  
*Achieved a 26.5 Percent Decrease*



Note: 2010 data are preliminary.

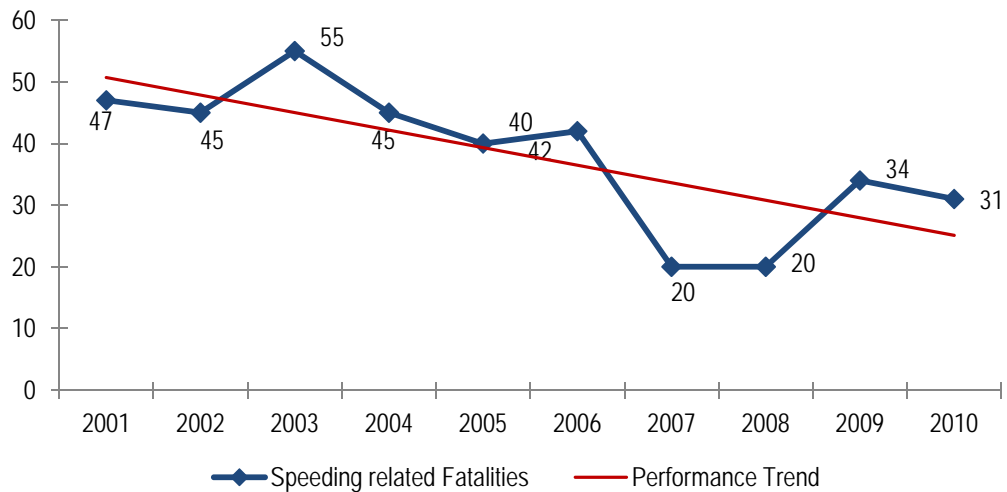


**Figure 2.5 Number of Unrestrained Passenger Vehicle Occupant Fatalities**  
*Achieved an 18.8 Percent Decrease*



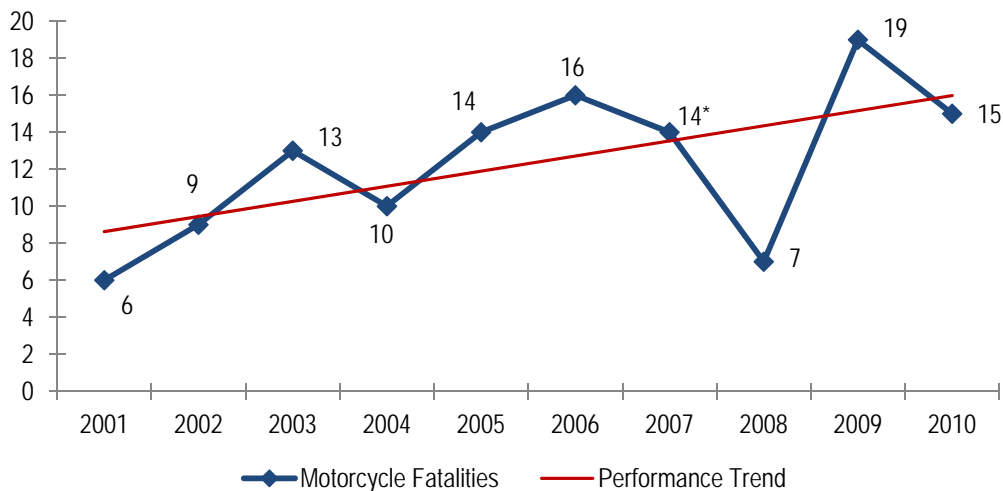
Note: 2010 data are preliminary.

**Figure 2.6 Number of Speeding-Related Fatalities**  
*Achieved an 8.8 Percent Decrease*



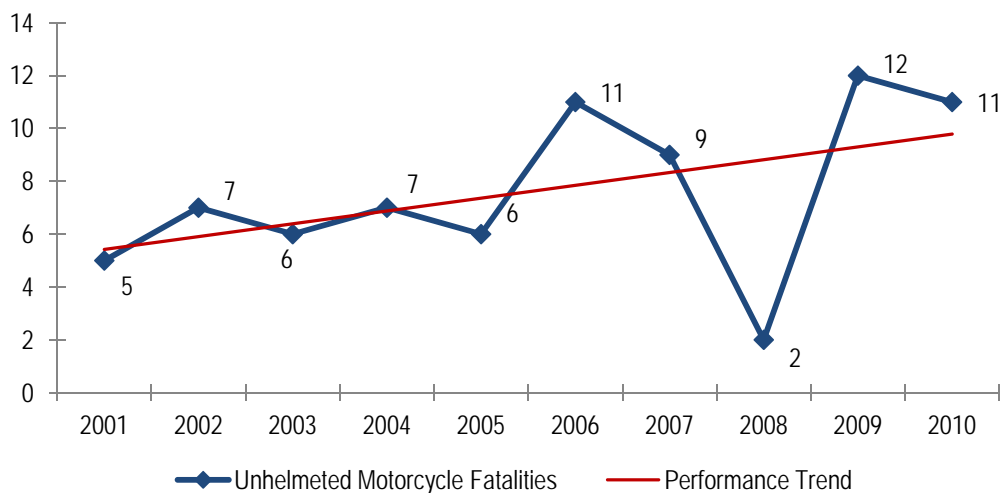
Note: 2010 data are preliminary.

**Figure 2.7 Number of Motorcycle Fatalities**  
*Achieved a 21.1 Percent Decrease*



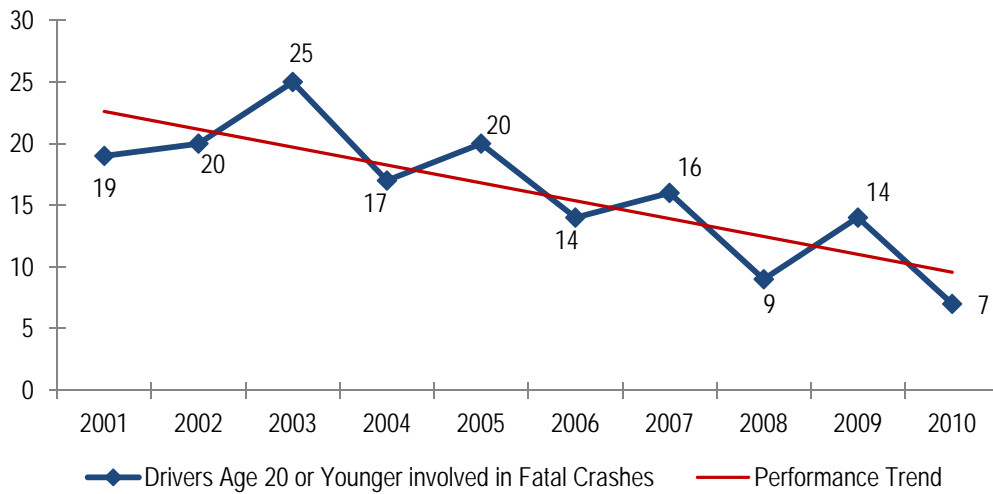
Note: 2010 data are preliminary.  
 \* 2007 data includes one (1) ATV fatality.

**Figure 2.8 Number of Unhelmeted Motorcyclist Fatalities**  
*Achieved an 8.3 Percent Decrease*



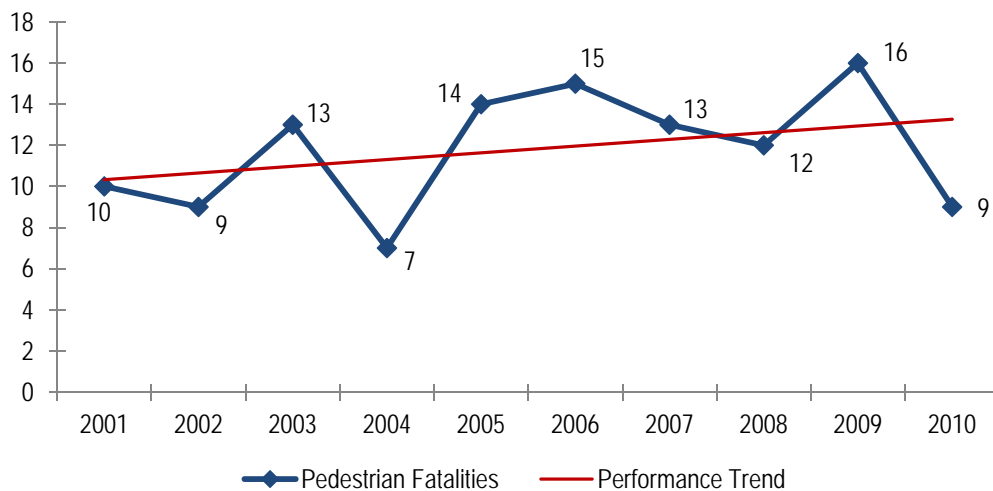
Note: 2010 data are preliminary.

**Figure 2.9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes**  
*Achieved a 50 Percent Decrease*



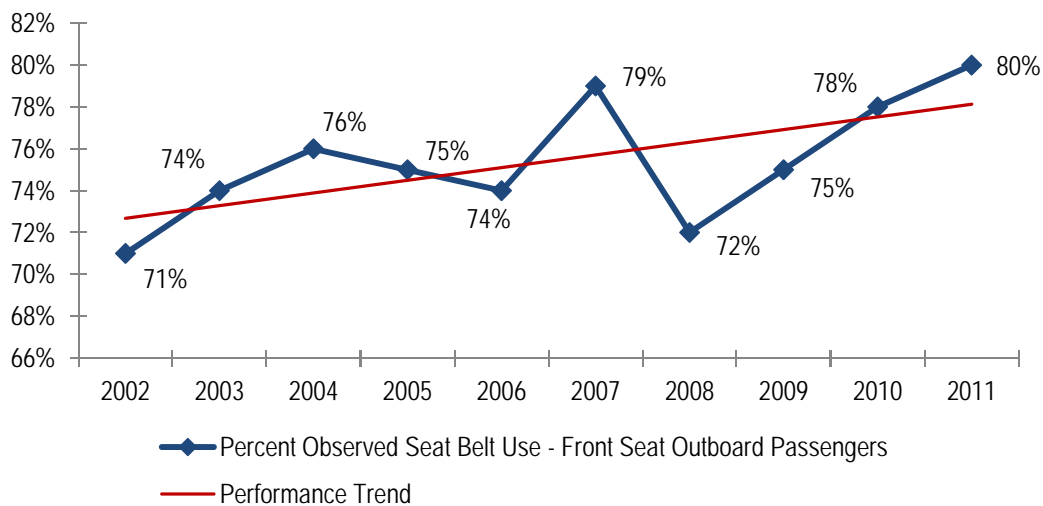
Note: 2010 data are preliminary.

**Figure 2.10 Number of Pedestrian Fatalities**  
*Achieved a 43.8 Percent Decrease*



Note: 2010 data are preliminary.

**Figure 2.11 Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupant**  
*Achieved a 2 Percent Increase*



Source: Rhode Island Safety Belt Use Observation Surveys.

**Table 2.2 Additional Traffic Safety Trends in Rhode Island  
2005 to 2011**

Crash Data/Trends	Progress Report Data 2005 to 2011						
	2005	2006	2007	2008	2009	2010 <sup>a</sup>	2011 <sup>a</sup>
Fatalities - Actual	87	81	69	65	83	67	
Fatal Crashes - Actual	80	72	64	63	76	65	
Fatality Rate/(100 Million VMT)	1.05	0.98	0.80	0.79	1.01 <sup>b</sup>	0.81	
Fatality Rate/100,000 Population	8.08	7.59	6.54	6.17	7.88	6.34	
Number of Serious Injuries <sup>b</sup>	1,329	1,313	764	416	426	458	
Fatality and Serious Injury Rate/100 Million VMT	17.06	16.79	9.65	5.88	6.17 <sup>b</sup>	6.36	
Fatal and Serious Injury Rate/100,000 Population	131.58	130.57	78.66	45.66	48.33	49.88	
Month of Most Fatal Crashes	Jul	Aug	Mar/Oct	Oct	Dec	Jul/Oct	
Day of Most Fatal Crashes	Sat	Sun	Fri	Sun	Sun	Sun	
Time of Most Fatal Crashes	7 p.m. - 9:59 p.m.	1 p.m. - 3:59 p.m.	10 p.m. - 12:59 a.m.	10 p.m. - 3:59 a.m.	10 p.m. - 12:59 a.m.	1 a.m. - 3:59 a.m.	
Alcohol-Impaired Fatalities (Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC) <sup>f</sup>	34	30	22	23	34 <sup>e</sup>	25	
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	2,227	2,519	U/A	U/A	253	305	297
Alcohol-Related Fatalities (BAC $\geq 0.01$ ), FARS Actual	19	14	21	20	25	23	
Proportion of Alcohol-Related (BAC $\geq 0.01$ ) Fatalities	0.22	0.17	0.30	0.31	0.30	0.34	
Alcohol-Related (BAC $\geq 0.01$ ) Fatality Rate/100 Million VMT	0.23	0.17	0.24	0.24	0.30	0.28	
Alcohol-Related (BAC $\geq 0.01$ ) Fatality Rate/100,000 Population	1.77	1.32	1.99	1.90	2.37	2.18	
Speeding-Related Fatalities - Actual	40	42	20	20	34	31	
Proportion of Speed-Related Fatalities	0.46	0.52	0.29	0.31	0.33	0.46	
Speed Fatality Rate/100 Million VMT	0.48	0.51	0.23	0.24	0.41	0.38	
Speed Fatality Rate/100,000 Population	3.72	3.93	1.89	1.90	3.23	2.95	
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	-	-	-	-	4,630	5,802	6,446
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	75%	74%	79%	72%	75%	78%	80%
Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	-	2,024	2,226	2,414	2,553	2,267	4,109
Unrestrained Passenger Vehicle Occupant Fatalities - Actual	38	35	19	29	32	26	

**Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)**  
2005 to 2011

Crash Data/Trends	Progress Report Data 2005 to 2011						
	2005	2006	2007	2008	2009	2010 <sup>a</sup>	2011 <sup>a</sup>
Nonmotorist Fatalities - Actual	15	16	14	14	16	12	
Nonmotorist Fatality Rate/ 100 Million VMT	0.18	0.19	0.16	0.17	0.19	0.15	
Nonmotorist Fatality Rate/ 100,000 Population	1.39	1.50	1.32	1.33	1.52	1.14	
Nonmotorist Serious Injuries - Actual	145	143	98	46	62	75	
Nonmotorist Fatality and Serious Injury Rate/100 Million VMT	1.93	1.92	1.30	0.73	0.95	1.05	
Nonmotorist Fatal and Serious Injury Rate/100,000 Population	14.87	14.89	10.59	5.71	7.41	8.27	
Pedestrian Fatalities - Actual	14	15	13	12	16	9	
Pedestrian Fatality Rate/ 100 Million VMT	0.17	0.18	0.15	0.15	0.19	0.11	
Pedestrian Fatality Rate/ 100,000 Population	1.30	1.41	1.23	1.14	1.52	0.86	
Pedestrian Serious Injuries - Actual	103	107	71	29	49	56	
Pedestrian Fatality and Serious Injury Rate/100 Million VMT	1.41	1.47	0.97	0.50	0.79	0.79	
Pedestrian Fatal and Serious Injury Rate/ 100,000 Population	10.87	11.43	7.94	3.89	6.17	6.18	
Bicyclist Fatalities - Actual	1	1	1	1	0	2	
Bicyclist Fatality Rate/100 Million VMT	0.01	0.01	0.01	0.01	0	0.02	
Bicyclist Fatality Rate/ 100,000 Population	0.09	0.09	0.09	0.10	0	0.19	
Bicyclist Serious Injuries - Actual	42	36	27	15	11	17	
Bicyclist Fatality and Serious Injury Rate/ 100 Million VMT	0.52	0.45	0.32	0.20	0.13	0.23	
Bicyclist Fatal and Serious Injury Rate/ 100,000 Population	4.00	3.47	2.65	1.52	1.04	1.81	
Motorcycle Fatalities - Actual	14	16	13	7	19	15	
Motorcycle Fatality Rate/ 100 Million VMT	0.17	0.19	0.15	0.09	0.23	0.18	
Motorcycle Fatality Rate/ 100,000 Population	1.30	1.50	1.23	0.66	1.80	1.43	
Motorcycle Serious Injuries - Actual	133	107	87	63	72	69	
Motorcycle Fatality and Serious Injury Rate/100 Million VMT	1.77	1.48	1.16	0.86	1.10	1.02	
Motorcycle Fatal and Serious Injury Rate/ 100,000 Population	13.66	11.52	9.45	6.64	8.64	7.98	
Unhelmeted Motorcyclist Fatalities - Actual	6	11	9	2	12	11	

**Table 2.2 Additional Traffic Safety Trends in Rhode Island (continued)**  
2005 to 2011

Crash Data/Trends	Progress Report Data 2005 to 2011						
	2005	2006	2007	2008	2009	2010 <sup>a</sup>	2011 <sup>a</sup>
Young Drivers Involved in Fatal Crashes - Actual <sup>c</sup>	20	14	16	9	11	7	
Young Drivers in Fatal Crashes/100 Million VMT	0.24	0.17	0.19	0.10	0.13	0.08	
Young Drivers in Fatal Crashes/100,00 Population	1.86	1.31	1.51	0.86	1.04	0.67	
Young Drivers in Serious Injury Crashes - Actual	320	300	186	37	42	44	
Young Drivers in Serious Injury Crashes/100 Million VMT	3.86	3.61	2.15	0.45	0.51	0.53	
Young Drivers in Fatal and Serious Injury Crashes/100 Million VMT	4.10	3.78	2.34	0.56	0.64	0.62	
Young Drivers in Fatal and Serious Injury Crashes/100,000 Population	31.59	29.41	19.10	4.38	5.03	4.85	
Older Drivers Involved in Fatal Crashes - Actual <sup>d</sup>	9	12	5	15	15	12	
Older Drivers in Fatal Crashes/100 Million VMT	0.11	0.14	0.06	0.18	0.18	0.15	
Older Drivers in Serious Injury Crashes - Actual	156	122	105	31	25	35	
Older Drivers in Fatal and Serious Injury Crashes/100 Million VMT	1.99	1.61	1.27	0.56	0.48	0.57	
Older Drivers in Fatal and Serious Injury Crashes/100,000 Population	15.33	12.55	10.40	4.36	3.80	4.47	

Note: Fatality and fatal crash data are from FARS, queried December 2011. Serious injury data are from RIDOT, queried December 2011. Seat belt use is from Rhode Island Safety Belt Use Observation Surveys. Grant-funded enforcement activity data are from RIDOT OHS.

Some numbers reported in this FFY 2010 Highway Safety Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures/methodology.

<sup>a</sup> 2010 and 2011 data are preliminary at the time of reporting. U/A indicates data are not available at this time.

<sup>b</sup> 2007 was a transition year for crash data in Rhode Island. "Serious injuries" were defined differently prior to 2007, which helps explain the discrepancy between serious injuries reported from 2006 to 2007/2008.

<sup>c</sup> Young drivers are defined as those age 16 to 20. With the exception of years 2007 and 2010 when one driver was of age 14.

<sup>d</sup> Older drivers are defined as those age 65+.

<sup>e</sup> 2009 number of fatalities does not include pedestrian and pedal-cyclists.

<sup>f</sup> Imputed by NHTSA.

## 3.0 Program Areas

The program goals, accomplishments, and performance measures of the nine program areas addressed in the FFY 2011 *Highway Safety Plan* are described in this section.

### ■ 3.1 Impaired Driving

#### Goals

- To decrease alcohol-impaired driving fatalities (those involving a legally intoxicated driver or motorcycle operator with a BAC of .08 or greater) by eight percent, from 25 in 2008 (NHTSA imputed data) to 23 in 2011. INCOMPLETE (25 alcohol impaired fatalities in 2009.)
- To collect data and report on the number of impaired driving arrests made during grant-funded enforcement activities in FFY 2011. COMPLETE (297 arrests in FFY 2011.)
- To decrease by 14.3 percent the number of crash fatalities with a known BAC of .01 or higher, from a three-year average (2006-2008) of 35 to 30 in 2011. INCOMPLETE (40 fatalities with a known BAC of .01 or higher in 2009 – state reported.)
- To decrease by 11.8 percent the number of drivers involved in fatal crashes with a known BAC of .01 or higher, from 17 in 2007 to 15 in 2011. INCOMPLETE (21 drivers were involved in fatal crashes with a known BAC of .01 or higher in 2009.)
- To increase the percent of survey participants responding “Very Likely” or “Somewhat Likely” in regard to their perceived likelihood of being stopped after drinking to excess and driving from 59.4 percent. COMPLETE (59.6 percent of survey participants responded “Very Likely” or “Somewhat Likely” in 2011.)
- To increase the recognition of the slogan used by OHS to support high-visibility impaired driving enforcement. (In 2009, 58.9 percent recognition of *You Drink and Drive You Lose* slogan.) INCOMPLETE (Unaided awareness of the new slogan *Drive Sober or Get Pulled Over* was 27.1%)

#### Program Accomplishments

- Increased the total number of DWI charges filed from 1,495 in 2009 to 1,914 in 2010.



- Improved the perception of the likelihood of being stopped after drinking to excess and driving, from 59.4 percent of survey respondents stating “Very Likely” or “Somewhat Likely” in 2010 to 59.6 percent in 2011.

## Program Performance Measures

- Number of fatalities involving a driver or motorcycle operator with a BAC of .08 or greater.
- Number of impaired driving arrests made during grant-funded enforcement activities.
- Number of crash fatalities with a known BAC of .01 or higher.
- Number of drivers involved in fatal crashes with a known BAC of .01 or higher.
- Percent of survey participants responding “Very Likely” or “Somewhat Likely” in regards to their perceived likelihood of being stopped after drinking to excess and driving.
- Percent of survey respondents reporting slogan recognition.

## ■ 3.2 Occupant Protection

### Goal

- To increase by two percentage points the statewide observed seat belt use of front seat outboard occupants in passenger vehicles, from 78 percent in 2010 to 80 percent in 2011. COMPLETE (80.4 percent seat belt use in 2011.)
- To decrease the number of unrestrained passenger vehicle occupant fatalities, in all seat positions, by 6.9 percent, from 29 in 2009 to 27 in 2011. COMPLETE (26 unrestrained passenger vehicle occupant fatalities in 2010.)
- To increase the number of seat belt citations issued during grant-funded enforcement activities, from 2,267 in 2010. COMPLETE (4,109 citations issued in 2011.)
- To increase seat belt use among pickup truck drivers, as measured by observational study, from 60.7 percent in 2010. COMPLETE (67.3 percent use among pickup truck drivers in 2011.)
- To increase awareness of the “Click It or Ticket” slogan, as measured by a telephone survey, from 88.8 percent in 2010. COMPLETE (95.9 percent awareness of slogan in 2011.)

- To increase perception that persons are likely to be ticketed for not wearing seat belts, as measured by a telephone survey, from 31.8 percent in 2010. INCOMPLETE (30.9 percent responding “always” or “most of the time” in 2011.)
- To decrease by two percentage points the percent of passenger vehicle occupant fatalities known to be not wearing a restraint, from 69 percent in 2009 to 60 percent in 2011 (three-year average is 60 percent). INCOMPLETE (65 percent of fatalities were not wearing a restraint in 2010.)

### Program Accomplishments

- Rhode Island became the 33<sup>rd</sup> state in the country to enact a primary seat belt law in 2011. The law went into effect on June 30, 2011 and will expire on June 30, 2013. Under the new primary law violators face an \$85 fine.
- Increased the percent of observed seat belt use by two percentage points, from 78 percent in 2010 to 80 percent in 2011.
- Increased enforcement of seat belt law – number of citations for failure to use proper restraints issued during the national CIOT enforcement mobilization to 4,109 in 2011 from 2,267 in 2010.

### Rhode Island CIOT Mobilization FFY 2011

- The Rhode Island State Police (RISP) and 38 Rhode Island municipal police departments received funding to participate in the RIDOT OHS-sponsored May-June 2011 CIOT Mobilization. The Mobilization resulted in:

<b>Enforcement Activity</b>	
Total Hours Worked	1,800
<b>Citation Information</b>	
DWI Arrests	21
Safety Restraint Citations	4,109
Child Passenger Citations	37
Fugitives Apprehended	78
Suspended Licenses	78
Uninsured Motorists	43
Speeding	1,553
Drugs	23

## Program Performance Measures

- Percent of front seat outboard vehicle occupants who are observed to be using seat belts.
- Number of unrestrained passenger vehicle occupant fatalities (all seat positions).
- Number of seat belt citations issued during grant-funded enforcement activities.
- Percent of pickup truck drivers observed to be using seat belts.
- Percent of telephone survey participants aware of the “Click It or Ticket” slogan.
- Percent of telephone survey participants with perception that persons are likely to be ticketed for not wearing seat belts.
- Percent of passenger vehicle occupant fatalities known to be not wearing a restraint.

## ■ 3.3 Speed

### Goal

- To decrease by ten percent the number of speeding-related fatalities from the five-year average (2005-2009) of 30 (NHTSA imputed data) to 27 in 2011. INCOMPLETE (Increased to 31 fatalities in 2010.)
- To increase the number of speeding citations issued during grant-funded enforcement activities in from 5,802 in 2010 to 6,000 in 2011. COMPLETE (Speed citations increased to 6,446.)
- To increase the number of speeding citations written and tracked monthly of all OT speed patrols. COMPLETE (Speed citations increased to 6,446 citations from 5,802 citations issued during 2010 grant-funded enforcement.)

### Program Accomplishments

- Increased the number of departments participating in monthly sustained enforcement patrols to 33.
- Coordinated with police departments (100 percent) regarding productivity during patrols.
- Implemented “Speed Enforcement” media campaign during the months of July and August.

## Program Performance Measures

- Number of speeding-related fatalities.
- Number of speeding citations issued during grant-funded enforcement activities.

## ■ 3.4 Young Drivers

### Goals

- To maintain the number of young drivers age 16 to 20 involved in fatal crashes at or below the three-year average (2007-2009) of 12 young drivers. COMPLETE (Seven drivers age 16 to 20 were involved in fatal crashes in 2010.)
- To decrease the number of young driver (age 16 to 20) fatalities from six in 2009. COMPLETE (Four young drivers were fatally injured in 2010.)
- To monitor the number of DUI charges filed for drivers under 18 years of age (23 in 2008). COMPLETE (19 in 2010.)
- To implement a minimum of four contacts with parents/care givers to provide information on the role of alcohol and /or primary safety belt use for young drivers. COMPLETE (see Special Events and Activities Chapter, page 31.)
- To distribute GDL informational packets to new young drivers. INCOMPLETE (Packets are still in development, brochures are in the approval process.)

### Program Accomplishments

- Reduced the number of young drivers involved in fatal crashes to seven (target was no more than 12).
- Reduced the number of young drivers killed in fatal crashes to four (target was no more than five).

### Program Performance Measures

- Number of young drivers age 16 to 20 involved in fatal crashes.
- Number of young driver (age 16 to 20) fatalities.
- Number of DUI charges filed for drivers under 18 years of age.

- Number of contacts with parents/care givers to provide information on the role of alcohol and /or primary safety belt use for young drivers.
- Number of GDL informational packets distributed to new young drivers.

## ■ 3.5 Motorcycles

### Goals

- To maintain the number of motorcycle fatalities at the five-year average (2005-2009) of 13 in 2011. INCOMPLETE (Preliminary data indicates a total of 15 motorcycle fatalities in 2010.)
- To decrease the number of unhelmeted motorcycle fatalities by 28 percent from a five-average (2004-2008) of seven to five in 2011. INCOMPLETE (Preliminary data indicates a total of 11 unhelmeted motorcycle fatalities in 2010.)
- To decrease by two percentage points the percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher, from the five-year average (2004 to 2008) of 47 percent to 45 percent in 2011. INCOMPLETE (2010 NHTSA imputed data unavailable.)
- To decrease by five percentage points the percent of motorcycle operator fatalities that were legally intoxicated, from the five-year (2004-2008) average of 50 percent (NHTSA imputed data) to 45 percent in 2011. INCOMPLETE (2010 NHTSA imputed data unavailable.)

### Program Accomplishments

- Conducted 2<sup>nd</sup> Annual Motorcycle Safety Day at Paw Sox (May, 2011). Disseminated motorcycle safety and awareness educational materials to more than 400 bikers in attendance.
- Developed and posted new outdoor advertising against drinking and driving (*You Drink You Ride You Lose*).
- Implemented “Motorcycle Awareness Month” media buy during end of April and early May.
- Implemented “All the Gear All the Time” media buy during the month of June to promote proper safety gear.
- Implemented Impaired Riding awareness outdoor media campaign during August of 2010, typically the highest month of alcohol related motorcycle crashes.

## Program Performance Measures

- Number of motorcycle fatalities.
- Number of unhelmeted motorcycle fatalities.
- Percent of all motorcycle operator crash fatalities with a known BAC of .01 or higher.
- Percent of motorcycle operator fatalities who were legally intoxicated.

## ■ 3.6 Other Road Users

### Goals

- To maintain the number of crash fatalities among pedestrians at or below its five-year average (2005-2009) of 14 in 2011. COMPLETE (Pedestrian fatalities reduced to 8 in 2010.)
- To maintain zero crash fatalities among school bus occupants in 2011. COMPLETE (Zero fatalities reported in 2010.)
- To maintain zero crash fatalities among bicyclists in 2011. INCOMPLETE (Two bicycle fatalities reported in 2010.)
- To decrease by ten percent the number of pedestrian fatalities with a BAC of .08 or greater, from the five-year average (2004-2008) (NHTSA imputed data) of four to three in 2011. INCOMPLETE (NHTSA imputed data unavailable for 2010.)

### Program Accomplishments

- Conducted five regional Safety Days throughout the calendar year.
- Supplemented summer and school break camp activities focusing on safe interactions among pedestrians, bicyclists, and motorists.
- Partnered with local schools/agencies to participate in their safety programs.
- Increased automobile drivers' awareness of need to share the road with bicyclists and pedestrians.

## Program Performance Measures

- Number of pedestrian fatalities.
- Number of crash fatalities among school bus occupants.
- Number of bicyclist fatalities.
- Number of pedestrian fatalities with a known BAC of .08 or greater.

## ■ 3.7 Traffic Records

### Goals

- To increase the timeliness of E-citation data from police and state and Municipal Courts being posted into the system, from monthly in 2010 to daily in 2011. COMPLETE (This goal is only relevant to agencies currently using e-Citation; note: the Traffic Tribunal must also wait for the paper copy to arrive for verification.)
- To increase by 17 the number of Law Enforcement Agencies backfilling data into citations, from eight in 2010 to 25 in 2011. INCOMPLETE (The current number of departments submitting via e-Citation is 21.)

### Program Accomplishments

- The Traffic Records Coordinating Committee has retained the services of consultant Deep River, LLC. The consultant will be instrumental in creating an updated Strategic Plan for Rhode Island's Traffic Records.
- Established plan and funding mechanism to install computer hardware and printers in entire State Police vehicle fleet and have them running the most current system to date.

### Program Performance Measures

- Number of days necessary for E-citation data from police and state and Municipal Courts to be posted into the system.
- Number of law enforcement agencies backfilling data into citations.

## ■ 3.8 Racial Profiling

### Goals

- To implement a process to determine if racial profiling is occurring and to identify appropriate program recommendations if necessary. UNDERWAY (Equipment distribution is being finalized; 33 departments were completed; IMC module was completed; Northeastern University data collection and analysis contract was signed, and Highway Safety Minority Outreach Program Coordinator was hired. Race Data storage server area needs to be created.)
- To produce by means of data collection and analysis by an appropriate entity at least one quarterly comprehensive report, including passenger and driver ethnicity information, from all police departments who have received computer equipment. INCOMPLETE (Northeastern University data collection and analysis contract was signed. Race Data storage server area needs to be created.)

### Program Accomplishments

- Signed contract with Northeastern University for Race Data collection and analysis.
- Changed IMC Race Data collection module to include ethnicity of passenger on the traffic stop form. In addition this Race Data module will be used for Providence Police traffic stop collection module.
- Installed computers and printers to collect traffic stop information in 33 local law enforcement vehicles.
- Filled the Highway Safety Program Coordinator position to conduct and oversee the minority outreach program. This will support and greatly extend programmatic and educational outreach into the minority communities. This program manager will assist in conducting and implementing the data collection and analysis work being performed by Northeastern University.

### Program Performance Measures

- Number of computers and printers installed in law enforcement vehicles to collect traffic stop information.
- Module changed to include ethnicity of passengers on the traffic stop form and provide mechanism to transmit information from all police departments to the designated data collection entity.



- Development of an independent software program that allows all police departments to transmit required information regardless of their software provider.
- Contract implemented to collect, analyze, and distribute traffic stop data and to make programmatic recommendations.

## ■ 3.9 Planning and Administration

### Goal

- To administer a fiscally responsible, effective highway safety program that is data driven, includes stakeholders, and addresses the State's specific safety characteristics. ONGOING (RIDOT OHS continues to work with existing partners; seek new partnerships and maintain fiscally sound, data driven, effective programs to improve highway safety.)

### Program Accomplishments

- Conducted a Stakeholders' meeting to receive input for development of the FFY 2012 Highway Safety Performance Plan. COMPLETE (23 partners attended the meeting on April 27, 2011.)
- Delivered the FFY 2010 Annual Report by December 31, 2010. COMPLETE
- Delivered the Federal Fiscal Year 2012 Highway Safety Performance Plan by September 1, 2011. COMPLETE.
- Prepared and participated in NHTSA's Management Review within specified timeframe (2008 - 2010). COMPLETE.

### Program Performance Measures

- Conduct a Stakeholders' meeting to receive input for development of the FFY 2012 Highway Safety Performance Plan.
- Deliver the FFY 2010 Annual Report by December 31, 2010.
- Deliver the Federal Fiscal Year 2012 Highway Safety Performance Plan by September 1, 2011.
- Prepare and participate in NHTSA's Management Review.

## 4.0 Special Events and Activities

### *Motorcycle Safety Day at McCoy Stadium*

OHS partnered with the Paw Sox and the Rhode Island Motorcycle Association to host the 2<sup>nd</sup> Annual Motorcycle Safety day on Saturday, May 14, 2011. OHS was situated in the vendor area and disseminated motorcycle safety and awareness educational materials to more than 400 bikers in attendance.



### *Career and School Safety Days*

OHS participated in several Career and Safety Days throughout the state at various elementary and middle schools. The importance of buckling up every trip, every time was emphasized as well as pedestrian safety, bike safety, and skateboard safety. OHS provided bookmarks, key chains, and pens with *Click It or Ticket* (CIOT) messages.



- Burrillville High School (4/6 and 6/7)
- Roger's High School - Mock Crash (5/3)
- Tiverton High School - Roll Over Simulator (5/24)
- Arlington Elementary School Safety Day (Cranston) (5/17)
- Governor's Bay Day - Bike Safety (7/31)
- Statewide Bike Safety Day - (8/1)
- Boy Scouts of America, Outdoor Challenge (10/2)
- Saturday Garden City Shopping Center (5/7)
- Saturday Chariho High School, alcohol-free graduation party fundraiser (5/14)
- Health Fair, Robinson St. School, Woonsocket (5/19)
- Woonsocket, "National Night Out" (8/2)



- Cumberland Fire Department Safety Event (8/28)
- Roger Williams University (9/22)
- Raytheon Health Fair (7/19)

### ***Construction Career Days***

In April 2011, OHS participated in the 2011 RIDOT Construction Career Days. Over 1,000 high school students and community youth throughout Rhode Island attended this exciting event. The Rhode Island State Police demonstrated standardized field sobriety tests (SFSTs) using the fatal vision goggles. Participants were verbally surveyed regarding new GDL laws. Bookmarks were developed and distributed with recent laws regarding the GDL system, cell phone usage while driving, primary seat belt law for youth, and underage drinking information.

### ***DRE Instruction***

East Providence Patrol Officer and Drug Recognition Expert Instructor Gregory Tainsh instructs police officers from around the State in Advanced Roadside Impaired Driving Enforcement at the Providence Police Academy, during the inaugural *Drive Sober or Get Pulled Over* blitz in August 2011.



### ***MADD-RI Team Spirit Program***

Training was once again sponsored by OHS for nearly 200 high school students at Bryant University on July 2011. Activities included highway safety presentations, role-playing, team building, and hands-on exercises that assist the students in planning and promoting “non-alcoholic” activities and messages at their individual schools.

### ***Child Passenger Safety Events***

OHS certified technicians participated in the installation of child safety seats as part of Injury Prevention Center’s Child Passenger Safety (CPS) initiatives at several check stations throughout the year. Multiple CPS checkpoints were conducted at Cardi’s & Kohls throughout the year.



### ***WBRU Summer Concert Series***

OHS sponsored *You Drink & Drive You Lose* (YDYYDL) motorcycle and young driver messaging to WBRU concert attendees with the radio ads promoting the concerts from July through September, 2011. The ads were re-played during the concert.



### ***HOT 106 Partnerships***

OHS partnered with radio station HOT 106 during “Friday Night Football.” This partnership promoted zero tolerance, occupant protection, and speed prevention among young drivers. Live broadcasts were conducted during high school football games from the field. Our messaging was presented both during the game and in promotions for the games.

### ***Operation Blue RIPTIDE***

In concert with the state and the local law enforcement, OHS continued to fund year-round drunk driving and speed enforcement patrols. These overtime patrols were supplemented with paid and earned media to emphasize speeding and drunk driving are taken seriously in Rhode Island and violators will be required to face the consequences.

### ***Minority Outreach***

OHS participated in various multi-cultural events around the state. Outreach activities included interacting with attendees regarding seat belt use, GDL requirements and impaired driving. Handouts included: bookmarks, key chains, pens, and coloring books/crayons with highway safety messages in both English and Spanish.



### ***Ford Driving Skills for Life OHS***

On September 28, 2011 Ford Motor Company brought its national teen safe driving program, Ford Driving Skills for Life (Ford DSFL), to Bishop Hendricken High School. The students at Bishop Hendricken participated in hands-on training modules meant to equip each student with the fundamental skills necessary for safe driving. OHS staff participated by speaking before the students about the importance of safe driving habits as well as handing out related material (bumper stickers, key chains, brochures).

### ***Road Safety Audits (RSAs)***

OHS participated in several RSAs throughout the state in 2011. RSAs were conducted in several locations to determine potential road safety issues. The RSAs also identified opportunities for improvements in safety, education, and outreach for all road users.

- Gallagher Middle School- Smithfield (5/31)
- Elmwood Avenue - Providence (6/6)
- Block Island (9/6)



### ***Primary Belt Law CIOT Mobilization***

The East Providence Police Department enforces the new primary belt law (9/18).



## 5.0 Paid Media

### ■ 5.1 Paid Media to Support High-Visibility Traffic Enforcement

To support enforcement efforts on alcohol impaired driving and occupant protection in the diverse communities of Rhode Island, OHS placed culturally relevant and linguistically appropriate advertising in a variety of multicultural/multiethnic media outlets.

#### October 2010-January 2011 Patriots 360 Package

The primary target audience for this campaign was men between the ages of 18 and 54 years old.

Details of media buy for Patriots 360 Package, October 2010-January 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	658.2 GRP	135	13	\$18,435.00
<b>Total</b>		<b>135</b>	<b>13</b>	<b>\$18,435.00</b>

#### October 2010 Friday Night Football - Drive Now, Text Later

The primary target audience for this campaign was adults between the ages of 18 and 24 years old.

Details of media buy for Friday Night Football Package, October 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	172.5 GRP	177	150	\$6,000
<b>Total</b>		<b>177</b>	<b>150</b>	<b>\$6,000</b>

## October 2010-January 2011 Monday Night Football Package

The primary target audience for this campaign was men between the ages of 25 and 54 years old.

Details of media buy for Monday Night Football Package, October 2010-January 2011:

	Exposure	Spots	Bonus Spots	Cost
Cable	366.6 GRP	2,132	0	\$5,009.80
Online	320,000 Tower Imp over 4 months	N/A	N/A	\$2,400.00
<b>Total</b>		<b>2,132</b>		<b>\$7,409.80</b>

Note: "Imp" refers to impressions.

## October 2010-October 2011 URI Ryan Center Sponsorship (Alcohol Impaired Driving Enforcement/CIOT)

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Details of media buy for URI Ryan Center Sponsorship October 2010-October 2011:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Signage, Radio, Game Day Program, PA Announcements, Website billboard & logo, Safety messages, E-mail blasts, Production of dashers	N/A	N/A	\$14,088.23
<b>Total</b>				<b>\$14,088.23</b>

## April 2011 - URI Ryan Center Sponsorship (Alcohol Impaired Driving Enforcement)

Details of media buy for URI Ryan Center Post Season Sponsorship, April 2011:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Signage, Radio, Game Day Program, PA Announcements, Website billboard & logo, Safety messages, E-mail blasts, Production of dashers	N/A	N/A	\$470.59
<b>Total</b>				<b>\$470.59</b>

## October 2010-June 2011 Providence College Sponsorship (CIOT)

The primary target audience for this campaign was men between the ages of 18 and 64 years old.

Details of media buy for Providence College Sponsorship Package, October 2010-June 2011:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Radio Commercials (:60/:10), Season Ticket Booklet, Signage, Logo opportunities, etc.	N/A	N/A	\$13,647.06
<b>Total</b>				<b>\$13,647.06</b>

## October 2010-June 2011 Brown University Sponsorship Package (Alcohol Impaired Driving Enforcement / CIOT)

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Details of media buy for Brown University Sponsorship Package, October 2010-June 2011:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Signage, On-Site Opportunities, Website and Additional Opportunities, Public Address Announcements, Radio Commercials (:60/:10s)	N/A	N/A	\$13,647.06
<b>Total</b>				<b>\$13,647.06</b>



## October 2010-April 2011 Providence Bruins Team Sponsorship

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Details of media buy for the Providence Bruins Sponsorship Package, October 2010-April 2011:

	Exposure	Spots	Bonus Spots	Cost
Sponsorship	Dasherboards, Video Scoreboards, PSAs, Scoreboard Panel Ads, Broadcast Advertising, Game Notes Panel, Poster Night, Player/Mascot Appearances, Web Site Player Page Ads, Public Address Announcements, Yearbook Ads	N/A	N/A	\$10,000.00
<b>Total</b>				<b>\$10,000.00</b>

## October 2010 Texting While Driving Campaign

The primary target audience for this campaign was adult between the ages of 18 and 34 years old.

Details of media buy for Texting While Driving, October 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	272.5 GRP	186	109	\$8,468.00
TV	150.4 GRP	20	168	\$7,800.00
Cable	279.6 GRP	1,362	0	\$6,490.37
<b>Total</b>		<b>1,568</b>	<b>277</b>	<b>\$22,758.37</b>

## December 2010-April 2011 Alcohol Impaired Driving Enforcement Campaign

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Details of media buy for Alcohol Impaired Driving Enforcement Campaign, December 2010-April 2011:

	Exposure	Spots	Bonus Spots	Cost
Cable	320 GRP	62	49	\$4,650.00
<b>Total</b>		<b>62</b>	<b>49</b>	<b>\$4,650.00</b>

## November 2010-December 2010 Click It or Ticket

The primary target audience for this campaign was men between the ages of 21 and 34 years old

Details of media buy for Click It or Ticket, November 2010-December 2010:

	Exposure	Spots	Bonus Spots	Cost
Radio	1680.4 GRP	1012	309	\$33,366.00
TV	767,1 GRP	123	36	\$59,095.00
Cable	696.9 GRP	2,268	0	\$17,070.44
RMM Online	116,669 Imp	N/A	N/A	\$758.34
Online WWKX-FM	Added Value Web Display Package - 343,228 Imp	N/A	N/A	
<b>Total</b>		<b>3,403</b>	<b>345</b>	<b>\$110,289.78</b>

Note: "Imp" refers to impressions.

## December 2010-January 2011 Alcohol Impaired Driving Enforcement

The primary target audience for this campaign was men between the ages of 21 and 34 years old

Details of media buy for Alcohol Impaired Driving Enforcement, December 2010-January 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	973.1 GRP	1,036	393	\$45,634.00
TV	495.4 GRP	287	17	\$98,210.00
Cable	1199.4 GRP	4,437	11	\$32,065.71
RMM Online	Ad size: 300x250 video; 728x90 exp; 4,166,668 Imp	N/A	N/A	\$25,000.00
Online WWKX-FM	Added Value Web Display Package - 343,228 Imp	N/A	N/A	
<b>Total</b>		<b>62</b>	<b>49</b>	<b>\$200,909.71</b>

## January 2011 Alcohol Impaired Driving Enforcement

The primary target audience for this campaign was adults between the ages of 21 and 34 years old.

Details of media buy for Alcohol Impaired Driving Enforcement, January 2011:

	Exposure	Spots	Bonus Spots	Cost
TV	145.0 GRP	6	4	\$28,000.00
<b>Total</b>		<b>6</b>	<b>4</b>	<b>\$28,000.00</b>

## January 2011-April 2011 Boston Celtics Package (Alcohol Impaired Driving Enforcement)

The primary target audience for this campaign was adults between the age of 21 and 34 years old.

Details of media buy for Boston Celtics Package, January 2011-April, 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	299.7 GRP	178	122	\$24,000.00
Cable	208.4 GRP	1,797	0	\$2,564.86
Online - Cox Media	320,000 Cox.com Imp	N/A	N/A	\$3,264.00
<b>Total</b>		<b>1,975</b>	<b>122</b>	<b>\$29,828.86</b>

Note: "Imp" refers to impressions.

## April 2011 Texting While Driving

The primary target audience for this campaign was adults between the age of 18 and 34 years old.

Details of media buy for Texting While Driving Campaign, April 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	1,256.2 GRP	1,371	489	\$51,184.00
Cable	1,772.1 GRP	3,113	0	\$36,388.50
TV	228.3 GRP	100	14	\$40,488.75
Outdoor - Lamar	15 x (10' x 22' Posters) - 3,682,448 Imp	N/A	N/A	\$10,588.24
Outdoor - Lamar	3 x (14' x 48' Billboard) & Production - 9,666,608 Imp	N/A	N/A	\$33,353.94
<b>Total</b>		<b>4,584</b>	<b>503</b>	<b>\$172,003.43</b>

Note: "Imp" refers to impressions.

## April 2011 Pawtucket Red Sox

Details of media buy for Pawtucket Red Sox, April 2011:

	Exposure	Spots	Bonus Spots	Cost
OOH	10'x30' Upper level Outfield billboard, "Own & Inning" logo placement on RF Outfield video board, Banner placement in Main Entry Tower Lobby, Two messages on the Outfield Message Billboard during each of the 71 home games, Full page ad in PawSox game program, One :30 spot to be played on the RF video board in the pre-game at each of the 71 home games, PA Announcement at conclusion of each home game to "Buckle Up" when driving home (includes logo placement on RF video board)	N/A	N/A	\$29,411.76
<b>Total</b>				<b>\$29,411.76</b>

## April 2011-June 2011 Red Sox Sponsorship (Alcohol Impaired Driving Enforcement / Occupant Protection)

The primary target audience for this campaign was adults between the age of 18 and 34 years old.

Details of media buy for Boston Red Sox Package, April 2011-June 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio - A.A. 3/28 - 4/24	202.4 GRP	21	22	\$5,511.35
Radio - Occupant Protection 4/26 - 6/26	742.6 GRP	64	50	\$10,423.02
<b>Total</b>		<b>85</b>	<b>72</b>	<b>\$15,934.37</b>

### **April 2011 Yankees Sponsorship (Alcohol Impaired Driving Enforcement)**

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Details of media buy for NY Yankees on WPRV-AM, April 2011:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	14.2 GRP	60		\$980.00
<b>Total</b>		<b>60</b>		<b>\$980.00</b>

### **May 2011-June 2011 Yankees Sponsorship (Occupant Protection)**

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Details of media buy for NY Yankees on WPRV-AM, May 2011-June 2011:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	40.8 GRP	176		\$2,650.00
<b>Total</b>		<b>176</b>		<b>\$2,650.00</b>

### **April 2011-October 2011 Yankees Sponsorship (Alcohol Impaired Driving Enforcement)**

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Details of media buy for NY Yankees on WPRV-AM, April 2011-October 2011:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Radio	69.3 GRP	299		\$5,102.00
<b>Total</b>		<b>299</b>		<b>\$5,102.00</b>

## April 2011-May 2011 Motorcycle Awareness

The primary target audience for this campaign was adults between the ages of 18 and 54 years old.

Details of media buy for Motorcycle Awareness Campaign, April 2011-May 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	462,8 GRP	285	62	\$18,219.40
Cable	657.4 GRP	1,241		\$12,018.73
Outdoor - Lamar	14' x 48' Billboard - 4,782,400 Imp	N/A	N/A	\$8,000.00
<b>Total</b>		<b>1,526</b>	<b>62</b>	<b>\$38,238.13</b>

Note: "Imp" refers to impressions.

## April 2011-October 2011 Red Sox Package (Alcohol Impaired Driving Enforcement)

The primary target audience for this campaign was men between the ages of 21 and 34 years old.

Details of media buy for Red Sox Package on WEEI, April - October 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	456.5 GRP	125	118	\$25,641.65
<b>Total</b>		<b>125</b>	<b>118</b>	<b>\$25,641.65</b>

## May 2011-June 2011 Click It or Ticket Campaign

The primary target audience for this campaign was men between the ages of 18 and 34 years old.

Details of media buy for Click It or Ticket, May 2011-June 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	1157.4 GRP	692	477	\$29,771.00
Cable	442.5 GRP	268	14	\$92,605.00
TV	1485.1 GRP	2,558		\$41,838.54
Outdoor - Lamar Posters	(2) 14' x 48' Billboards - 7,796,152 Imp (15 paid & 2 bonus) 10' x 22' posters - 3,947,828 Imp	N/A	N/A	\$32,564.70
Outdoor - Gas Station	27 Stations - 108 Toppers Bonus: 2 Additional Weeks Bonus: Window Clings (where permitted) - 2,000,000 Imp	N/A	N/A	\$7,782.35
Online - RMM	923,077 Imp 300x250 & 728x90 Expendable Banner Bonus: 184,615 Imp (\$2000 value)			\$6,000.00
<b>Total</b>		<b>3,518</b>	<b>491</b>	<b>\$210,501.59</b>

Note: "Imp" refers to impressions.

## June 2011 Motorcycle Awareness - All the Gear, All the Time

The primary target audience for this campaign was adults between the ages of 18 and 54 years old.

Details of media buy for All the Gear, All the Time, June 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	169.5 GRP	151	36	\$9,000.00
TV	26.2 GRP	10		\$4,400.00
Cable	104.3 GRP	193		\$9,936.47
Outdoor - Billboard	3x 14' x 48'	N/A	N/A	\$27,941.16
<b>Total</b>		<b>354</b>	<b>36</b>	<b>\$51,277.63</b>



### June 2011-August 2011 WBRU Summer Concert Series (Motorcycle Awareness)

The primary target audience for this campaign was adults between the ages of 18 and 34 years old.

Details of media buy for Motorcycle Awareness WBRU Summer Concert Series Sponsorship, June-August 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	Sponsor On-Air & On Site	N/A	N/A	\$7,765.00
<b>Total</b>				<b>\$7,765.00</b>

### June 2011- August 2011 WBRU Summer Concert Series (Alcohol Impaired Driving Enforcement)

The primary target audience for this campaign was adults between the ages of 21 and 34 years old.

Details of media buy for Alcohol Impaired Driving Enforcement, WBRU Summer Concert Series Sponsorship, June-August 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	Sponsor On-Air & On Site	N/A	N/A	\$7,765.00
<b>Total</b>				<b>\$7,765.00</b>

### July 2011-August 2011 Speed Enforcement

The primary target audience for this campaign was adults between the ages of 18 and 34 years old.

Details of media buy for Speed Enforcement, July-August 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	536.1 GRP	294	86	\$18,145.00
TV	137.3 GRP	60	14	\$26,940.00
Cable	330.6 GRP	567	8	\$7,024.42
Outdoor - Bus Tails	30 x Tails - 4,680,000 Imp	N/A	N/A	\$4,000
<b>Total</b>		<b>921</b>	<b>108</b>	<b>\$56,109.42</b>

Note: "Imp" refers to impressions.

## August 2011 Legal Notice

Details of print buy for Legal Notice placed in Providence En Espanol, August 2011:

	Exposure	Spots	Bonus Spots	Cost
Print - Legal Notice	1/4 page Black and White - Circulation 25,000	N/A	N/A	\$1,468.24
<b>Total</b>				<b>\$1,468.24</b>

## August 2011-September 2011 Alcohol Impaired Driving Enforcement

The primary target audience for this campaign was adults between the ages of 21 and 34 years old.

Details of media buy for Alcohol Impaired Driving Enforcement, August 2011-September 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	1073.2 GRP	1,072	261	\$50,120.00
TV	366.4 GRP	300	28	\$87,835.00
Cable	1082.5 GRP	2,946	18	\$49,669.02
Outdoor - Bus	30x Kings - 6,080,000 Imp	N/A	N/A	\$6,000.00
Online	300x250 in-video and 728x90 - 2,313,517 Imp	N/A	N/A	\$12,500.00
Mobile	Mobile Banners - 748,503 Imp	N/A	N/A	\$12,500.00
<b>Total</b>		<b>4,318</b>	<b>307</b>	<b>\$218,624.02</b>

Note: "Imp" refers to impressions.

## September 2011 - Patriots' Package

The primary target audience for this campaign was adults between the ages of 21 and 34 years old.

Details of media buy for Patriots 360 in WEEI Radio, September 2011:

	Exposure	Spots	Bonus Spots	Cost
Radio	39 GRP	13	0	\$1,815.00
<b>Total</b>		<b>13</b>	<b>0</b>	<b>\$1,815.00</b>

## September 2011 - NFL Package (Alcohol Impaired Driving Enforcement)

The primary target audience for this campaign was adults between the ages of 21 and 34 years old.

Details of media buy for NFL Package, September 2011:

	<b>Exposure</b>	<b>Spots</b>	<b>Bonus Spots</b>	<b>Cost</b>
Cable	60.7 GRP	669	1	\$2,455.81
<b>Total</b>		<b>669</b>	<b>1</b>	<b>\$2,455.81</b>

## **6.0 Financial Summary**

A summary of 2011 Highway Safety Program approved costs is shown in the following tables.

To be submitted by electronic mail directly from OHS.