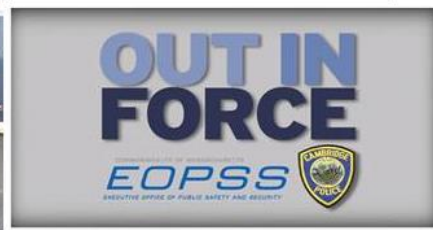


# Massachusetts

## FFY 2015 Highway Safety Annual Report



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## Message from the Executive Director

I am pleased to submit this Federal Fiscal Year 2015 Annual Report in fulfillment of the Commonwealth of Massachusetts' Section 402 grant requirements of the National Highway Traffic Safety Administration (NHTSA). The report highlights many accomplishments of the Executive Office of Public Safety and Security's Highway Safety Division (EOPSS/HSD) and our many highway safety partners.

The mission of EOPSS/HSD is to facilitate the development and implementation of policies, programs, and partnerships to help reduce fatalities, injuries, and economic losses from motor vehicle crashes on Massachusetts roadways. We base our work on the belief that any death or injury on our roadways is one too many and that traffic crashes are preventable.

EOPSS/HSD remains committed to working with traffic safety partners to fulfill our mission. One of the largest and most notable projects this year (and ongoing from previous years), is the Motor Vehicle Automated Citation and Crash System (MACCS). This electronic process seeks to minimize law enforcement's exposure to risk at the roadside and automate the collection and dissemination of motor vehicle incident data to improve the accuracy and timeliness of reporting in the Commonwealth.

Below are among the many additional accomplishments described in the report.

- EOPSS/HSD hosted a one-day conference with traffic safety stakeholders in April 2015. EOPSS Secretary Daniel Bennett gave the keynote address. The conference had over 150 attendees.
- The pilot program for the Sustained Traffic Enforcement Program (STEP) was expanded in FFY 2015 to include seven more 'hot spot' communities. Along with the Massachusetts State Police, a total of fourteen cities implemented sustained, high-visibility year-long traffic enforcement.
- Child Passenger Seat (CPS) grantees performed inspections and installations of over 6,200 car seats and distributed 860 new car seats. Recipients of new seats were from 113 different communities - representing 32% of the Commonwealth's cities and towns.
- Media outreach in support of safety campaigns such as "Out in Force," "Drive Sober or Get Pulled Over," and "Click It or Ticket" resulted in over 62 million impressions (listeners/viewers) through television, cable, radio and social media platforms.

I thank the staff that served EOPSS/HSD during Federal Fiscal Year 2015 for their efforts all year long and for the preparation of this Annual Report.



Arthur Kinsman, Executive Director  
Office of Grants and Research  
Executive Office of Public Safety and Security  
December 31, 2015

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# Executive Summary

## ■ FFY 2015 Highlights

- For FFY 2015 (October 1, 2014 – September 30, 2015), EOPSS/HSD successfully applied for and received \$ 8,414,736 in MAP-21 (Moving Ahead for Progress in the 21<sup>st</sup> Century Act) funding from NHTSA. Utilizing the funds received, EOPSS/HSD implemented projects focused on Occupant Protection, Alcohol Enforcement/Impaired Driving, Pedestrian/Bicyclist Safety, Motorcyclist Safety, Traffic Records Data Improvement, Police Training Services, and overall program management.
- For FFY 2015, Baystate Medical Center (Springfield) oversaw the CPS Administration and Training Grant. Baystate's leadership has led to a 12% increase in new certified CPS Technicians and instructors to 786. From January – September 2015, Massachusetts had a recertification rate of 62%, which is higher than the national rate (58.5%) during the same time period
- EOPSS/HSD, in partnership with state and local law enforcement and a media contractor, implemented public outreach and enforcement of *Click It or Ticket* (CIOT) and *Drive Sober or Get Pulled Over* (DSGPO) Mobilizations. One hundred-ninety-one police departments were involved in the five Statewide-mobilizations (2 DSGPO, 1 CIOT, 1 Speed, 1 Distracted Driving) resulting in 32,968 hours of enforcement patrols and 92,148 stops of motorists – a rate of 2.8 stops per hour.
- The pilot program for Sustained Traffic Enforcement Program (STEP) that began in December 2013 with seven local communities (Brockton, Fall River, Lowell, Lynn, New Bedford, Springfield, and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement added seven more communities (Boston, Cambridge, Chicopee, Framingham, Holyoke, Quincy, and Taunton) in FFY 2015. Participants conducted 35,126 hours of enforcement patrols, resulting in 95,466 stops. Nearly 100,000 citations and warnings were issued along with 3,416 arrests. The 14 communities selected were recognized as 'hot spots' for traffic injuries and fatalities based upon data analysis of crash records.
- In April 2015, a statewide distracted driving enforcement mobilization was performed by 123 participating police departments. This mobilization took place during NHTSA's designated 'Distracted Driving Awareness Month.' Participating grantees conducted 7,310 hours of enforcement resulting in 18,155 stops. The stops led to 4,204 total citations issued for distracted driving, as reported to EOPSS/HSD by participating departments. The number of citations issued during the three-week mobilization period was greater than the number of

distracted driving citations issued across Massachusetts during the entirety of calendar year 2014.

- For the first time ever, EOPSS/HSD and the other New England states launched the region's first coordinated traffic safety campaign. The "New England Drive to Save Lives" campaign is a highly visible mobilization and public education campaign designed to reduce fatalities and injuries. This data-driven, high visibility enforcement campaign took place in all six states across the New England region in two phases: one from May 4th-8th and the second from August 3rd -7th. The general enforcement focus was on excessive speeding, occupant protection and distracted driving. Participating agencies used data to identify those roadway locations and times of the day where and when enforcement was most effective and efficient. In all, 11,500 traffic stops were made on interstate during phase one. Of those stops, 3,876 speeding tickets were issued, 2,371 speeding warnings, 637 seat belt tickets, 254 seat belt warnings and seven tickets for not having a child in a proper car seat. Also, 51 impaired drivers were arrested, and 143 other arrests were made.
- EOPSS/HSD hosted a one-day conference with traffic safety stakeholders on April 30, 2015 at Devens, Massachusetts. Over 150 attendees participated in enlightening discussion forums focused on three major topics: Impaired Driving, Occupant Protection, and Distracted Driving. The overarching goal of the conference was to solicit input and feedback from EOPSS/HSD's traffic safety partners on content for the FFY 2016 Highway Safety Plan.
- EOPSS/HSD Director Arthur Kinsman was named EOPSS/OGR Executive Director in August 2015. The EOPSS/HSD Director position is currently vacant.

## Key Dates and Activities During FFY 2015

October 2014 - Local & MSP Speed and Aggressive Driving Mobilization

December 2014 - FFY 2014 Annual Report submitted

December 2014 - January 2015 - Local DSGPO Mobilization

April 2015 - Local & MSP Distracted Driving Mobilization

May 2015 - Local & MSP CIOT Mobilization

June 2015 - Statewide Seatbelt Observation Survey

June 2015 - FFY 2016 Highway Safety Plan submitted

August - September 2015 - Local DSGPO Mobilization

## Note on Data for the FFY 2015 Annual Report

For the Annual Report, EOPSS/HSD relied primarily on 2009 to 2014 trend data, and, whenever possible, also 2015 data. Note that some 2014 and most 2015 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is attributable partly to differing reporting rates by police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists involved in crashes, for which no police report was submitted) that were entered in the crash data system by the Registry of Motor Vehicles (RMV) in recent years.



# Impaired Driving

## Problem Identification

Preventing impaired driving deaths on the roadways of the Commonwealth is a top priority for Massachusetts. Over the past few years, Massachusetts has made tremendous strides in its campaign against impaired driving as alcohol-related (BAC  $\geq$  0.01) fatalities in Massachusetts have declined 8% since 2010. During the same period, alcohol-related fatalities/Vehicle Miles Traveled (VMT) dropped from 0.28 to 0.25.

Despite the decrease in alcohol-related fatalities, Massachusetts will not stop working to reduce the rate until it is zero. For FFY 2015, Massachusetts funded numerous programs that aimed to further reduce the alcohol-related fatality rate as well as increase education and awareness among businesses, municipalities, and residents alike including, but not limited to, local 'Drive Sober Or Get Pulled Over' mobilizations; Alcoholic Beverage Control Commission (ABCC) Compliance Checks; Underage Alcohol Enforcement patrols; and impaired driving training for local and state police. Media-wise, EOPSS/HSD continued promoting its marketing campaign, "Make the Right Call." The campaign has continued to focus on reducing underage binge drinking and impaired driving, with recent efforts targeting local sport and concert venues.

## Objectives for FFY 2015

1. Continue to provide funds to local police departments for DSGPO Mobilizations
  - Funded 116 departments for the December 2014 mobilization and 121 for the August 2015 mobilization. A total of 12,445 high-visibility enforcement patrol hours were reported resulting in 102 OUI arrests, 2,489 speeding citations, 2,024 safety belt citations, and 9,426 speeding warnings.
2. Fund paid and earned media regarding the dangers of impaired driving
  - Funding was provided to EOPSS/HSD media vendor, The Rendon Group, to market awareness campaigns "Drive Sober or Get Pulled Over", "Out in Force" and "Make the Right Call" through social media, billboards, radio, television, and the Internet.
3. Fund select local police departments and the MSP to conduct sustained enforcement of traffic laws, including impaired driving laws
  - EOPSS/HSD continued with its successful sustained traffic enforcement program (STEP). For FFY 2015, STEP involved the MSP and 14 local police departments (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, and Worcester). Over 95,000 traffic stops were conducted

*resulting in 99,963 citations and violations issued as well as 3,416 arrests. Of the arrests, 106 were for OUI alcohol or drugs.*

4. Encourage other state and local law enforcement to participate in sustained enforcement of impaired driving laws
  - *Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to participate in sustained enforcement of impaired driving laws.*
5. Continue to fund Sobriety Checkpoints
  - *Funded 79 Sobriety Checkpoints conducted by the MSP, resulting in 20,928 stops, 296 OUI Alcohol arrests, 21 OUI Drug arrests, 1,719 speeding violations, and 598 safety belt violations. MSP conducted 9,839 hours of sobriety checkpoints during FFY 2015.*
6. Enlarge the efforts to reduce impaired driving by younger drivers and underage drinking through grants with local police departments, the ABCC, and campus police
  - *ABCC Compliance Checks program led to checks of 2,132 licensed establishments with 39 failures, a 98% success rate. Over 420 police officers participated in the Statewide Underage Drinking Enforcement Training sessions offered by ABCC. Lastly, the Underage Alcohol Enforcement Program – with 71 grantees – resulted in 367 cases of beer seized and approximately 3,884 underage youths denied or prevented access to alcohol.*
7. Utilize the Traffic Safety Resource Prosecutor (TSRP) to conduct trainings and provide technical support for prosecutors and law enforcement regarding the prosecution of impaired driving cases (listed as PT-15-03)
  - *TSRP helped organize numerous training sessions during FFY 2015. Over 1,400 police, prosecutors, law students, the judiciary and members of other law enforcement agencies were trained by the TSRP.*
8. Support law enforcement with training and technical assistance aimed at increasing their effectiveness to combat impaired driving and underage drinking
  - *Municipal Police Training Committee (MPTC) conducted five Drug Recognition Experts (DRE)-related classes (two DRE schools; three Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings), which were attended by 112 law enforcement officers. MPTC also organized seven Standardized Field Sobriety Testing (SFST)-related classes. Furthermore, funding allowed MPTC to send 17 DRE students to Maricopa County, Arizona to complete DRE field certification.*
  - *Funding was provided to the MSP Office of Alcohol Testing (OAT) to conduct Breath Test Operator (BTO) classes for local and state police officers. In FFY 2015, OAT held 69 BTO classes, attended by 1,513 law enforcement officials. Eleven BTO instructors were also trained during the FFY.*

9. Provide funds to train additional DREs and sustain current DRE certifications
  - *MPTC conducted two DRE schools in FFY 2015 with total of 37 attendees. DRE certification was attained by 33 participants (89% cert rate). There are currently 108 active DREs in Massachusetts.*
10. Provide funds to the MSP for Preliminary Breath Testing (PBT) Units
  - *In FFY 2015, MSP purchased 50 PBT units through funding provided by EOPSS/HSD*
11. Provide funds for a part-time SFST coordinator
  - *In FFY 2015, MPTC continued funding a part-time SFST coordinator (Lt. Stephen May of Rowley PD) to help oversee and administer the SFST program.*
12. Provide funds to support Law Enforcement Liaison (LEL) position (listed as PT-15-02 & PT-15-06)
  - *Funding allowed designated LEL to attend annual International Association of Chiefs of Police (IACP) DRE conference on impaired driving held in Cincinnati, Ohio.*

## **Performance Targets & Results for FFY 2015**

- **Decrease alcohol-impaired (BAC  $\geq$  0.08) driving fatalities 9% from the (2008-2012) calendar base year average of 119 to 108 by December 31, 2015**
  - Note: FFY 2015 HSP reported Alcohol Impaired fatalities at 123 for 2012. After submission of the 2015 HSP, the 2012 number was changed by FARS to 129. This increased the 2008-2012 average from 119 to 121.*
  - Five-year average (2010-2014) of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 126. This represents a 4% increase from (2008-2012). Year-to-year fatalities rose 13% from 118 in 2013 to 133 in 2014.
- **Decrease alcohol-related fatalities (BAC  $+0.01$ )/VMT 5% from the 2008-2012 calendar base year average of 0.22 to 0.21 by December 31, 2015**
  - Note: Alcohol-related fatalities/VMT was incorrectly reported in the 2015 HSP as the alcohol-impaired (BAC  $\geq$  .08)/VMT and consequently the performance target was based upon those numbers.*
  - Five-year average (2009-2013) for alcohol-related fatalities (BAC  $+0.01$ )/VMT was 0.27, same as previous five-year average (2008-2012).

## **Program Area Project Summary**

### **AL-15-01 Paid and Earned Media in Support of Impaired Driving Prevention Programs**

This task and its associated expenditures are covered in the "Paid and Earned Media" section located on page 50. Funding was provided to EOPSS/HSD media vendor, The Rendon Group,

to help develop and market impaired driving education and safety campaigns in FFY 2015. Marketing campaigns included “Drive Sober or Get Pulled Over”, “Out in Force” and “Make the Right Call.”

Total funding allotted: \$1,703,468.92 Total used: \$ 592,264.99 Source: 405d

#### AL-15-02 MSP Sobriety Checkpoint/BAT Mobile Partnership

Funding was provided to the Massachusetts State Police (MSP) to conduct 80 Sobriety Checkpoints and saturation patrols with support, when operationally feasible, from the BAT mobile units. Checkpoints took place at various times and locations throughout FFY 2015, averaging 6.6 sobriety checkpoints per month.

**Table 1: Results from FFY 2015 MSP Sobriety Checkpoints**

	2014	2015	Change
Sobriety Checkpoints	87	79	-8
High-Visibility Enforcement Patrol Hours	11,538	9,839	-1,699
Total Stops	34,798	20,928	-13,870
OUI Arrests	529	296	-233
OUI Drug Arrests	25	21	-4
Speeding Violations	1,774	1,719	-55
Safety Belt Violations	712	598	-114
CPS Violations	53	44	-9

Overall results of the Sobriety Checkpoints were down from 2014 due in part to last winter’s storms and record snowfall, which delayed or canceled many of the scheduled patrols. However, Sobriety Checkpoints and saturation patrols remained effective resulting in 317 arrests for OUI Alcohol and OUI Drug.

Total funding allotted: \$1,279,128.10 Total used: \$997,253.19 Source: 405d, 410

#### AL-15-03 Impaired Driving Law Enforcement Specialized Training Program

Funding was provided to the MPTC to conduct various training classes focused on impaired driving. MPTC offered 7 classes on topics such as SFST, SFST Refresher, SFST Instructor, and

24-hour Specialized Training. There were 54 law enforcement participants in the training sessions.

The classes were held in Springfield, Boylston, and Berlin between July and September 2015.

Funding was also used to support a part-time SFST coordinator. In FFY 2014, MPTC hired Lt. Stephen May, a 23-year veteran of Rowley (MA) Police Department. He continued as part-time coordinator in FFY 2015.

*Amount Used for PT SFST Coordinator: \$ 4,200.00*

*Total funding allotted: \$130,000*

*Total used: \$ 38,700.68*

*Source: 405d*

#### **AL-15-04 Underage Drinking Compliance Checks Program**

Funding was provided to the Massachusetts ABCC to conduct enhanced liquor enforcement compliance checks and Cops in Shops to reduce underage drinking and impaired driving. ABCC investigators conducted compliance checks in 209 communities across the Commonwealth. In all, 2,132 liquor establishments were checked with 39 failures – a success rate of 98%. Of these establishments checked, 920 were off-premise licensees, with 27 failures (97% success rate); and 1,212 were on-premise, with 12 failures (99% success rate). During the summer months, ABCC investigators conducted associated underage drinking enforcement operations supporting the compliance check program at large concert venues where underage alcohol use has resulted in highly publicized alcohol related incidents and serious injuries. ABCC operations prevented the delivery of alcohol to hundreds of underage individuals.

*Total funding allotted: \$150,000*

*Total used: \$ 128,159.64*

*Source: 405d*

#### **AL-15-05 Statewide Underage Drinking Enforcement Training Program**

Funding was provided to the ABCC to conduct trainings on enforcement of the Massachusetts Liquor Control Act as well as false identification and fraudulent document detection. During FFY 2015, ABCC conducted numerous training sessions in which 472 local police officers participated. One hundred-forty-four different police departments from across the Commonwealth participated in the training sessions, which represented 41% of the police departments in Massachusetts.

*Total funding allotted: \$25,000*

*Total used: \$ 21,595.30*

*Source: 405d*

#### **AL-15-06 Enforcement Program to Prevent the Sale of Alcohol to Intoxicated Persons**

Funding was provided to ABCC for investigators to participate in undercover operations at licensed establishments to determine if licensee serves intoxicated individuals in approximately 40 communities across Massachusetts. ABCC conducted 365 SIP (Sales to Intoxicated Persons) Operations resulting in 225 warnings issued to liquor establishments – a 62% warning rate. In all, 24 bars were charged with SIP violations.

Total funding allotted: \$125,000

Total used: \$ 103,474.58

Source: 405d

#### **AL-15-07      Breath Test Operator (BTO) Training**

Funding was provided to the MSP OAT to conduct BTO classes for local and state police officers. During FFY 2015, OAT held 69 BTO classes across the Commonwealth, which were attended by 1,513 law enforcement officials. Eleven BTO instructors were trained and/or updated. FFY 2015 results reflected large increases from FFY 2014 when 40 classes were held and attended by 1,001 individuals. From October 2014 – September 2015, there were 6,330 breath tests administered in the Commonwealth of Massachusetts as compared to 14,339 tests over the same period last year. One reason may be the large rate of refusal witnessed, with 5,753 of the 12,083 drivers who were stopped refusing to take a breath test.

Total funding allotted: \$70,000

Total used: \$ 41,537.98

Source: 405d

#### **AL-15-08      Preliminary Breath Test (PBT) Equipment**

Funding was provided to the MSP for the purchase of new PBT units. During FFY 2015, MSP purchased 42 PBTs, which were distributed to Massachusetts State Troopers – including those who had successfully completed a DRE class conducted by MPTC.

Total funding allotted: \$100,000

Total used: \$ 85,661.12

Source: 405d

#### **AL-15-09      Drug Evaluation and Classification Program (DEC)**

Funding provided to MPTC to conduct training for police officers as well as cover travel costs for officers to attend DRE training in Maricopa County, Arizona. Officers that complete the Arizona training become fully certified DREs. During FFY 2015, MPTC offered five classes (two DRE schools; three ARIDE trainings) with a total of 112 attendees. The two DRE schools had a total of 37 attendees, with 33 receiving certification. ARIDE classes attracted an average of 25 law enforcement officers per training class.

In FFY 2015, MPTC sent 28 DRE students to complete DRE field training in Arizona, an increase of four from FFY 2014. Overall, MPTC has added 33 newly certified DREs to help with drug evaluations. There are currently 108 DREs in Massachusetts.

Total funding allotted: \$210,000

Total used: \$ 78,772.29

Source: 405d

#### **AL-15-10      Local DSOGPO Police Enforcement Campaign**

Funds were provided to 191 municipal police departments to conduct two high-visibility overtime DSOGPO enforcement mobilizations. The first mobilization took place between December 2014 to January 2015 (116 departments participated); the second one in August 2015 to September 2015 (121 departments).

Compared to FFY 2014 DSGPO mobilizations, the two DSGPO enforcements in FFY 2015 saw significant increases in patrol hours and traffic stops, as well as in speeding warnings issued by police departments. Total stops per hour dropped slightly to 2.77 from 2.81 in FFY 2014. Citations per hour declined from 0.93 in 2014 to 0.71 in 2015. Departments made 102 OUI arrests, which meant officers had to spend time to process the arrests, thus decreasing availability to make additional stops that may also have led to more citations. OUI arrests decreased slightly in FFY 2015 to 102 vs. 115 in 2014.

**Table 2. Results from FFY 2015 Drive Sober or Get Pulled Over Mobilizations**

	Dec 2014 - Jan 2015	Aug-Sept 2015	Total Reported in FFY 2015	Total Reported in FFY 2014	Change (+/-) from FFY 2014
Patrol Hours	6,451	5,994	12,445	10,472	+1,973
Total Stops	18,470	16,524	34,994	29,405	+5,589
Stops Per Hour	2.77	2.76	2.77	2.81	-0.04
Weighted Stops Per Hour	3.24	3.27	3.26	3.15	+0.11
Total Citations	4,613	4,233	8,846	9,771	-925
Citations Per Hour	0.71	0.71	0.71	0.93	-0.22
OUI Arrests	60	42	102	115	-13
Speeding Citations	1,203	1,286	2,489	2,835	-346
Speeding Warnings	4,496	4,930	9,426	7,025	+2,401
Safety Belt Citations	984	1,040	2,024	2,325	-301

Total funding allotted: \$1,189,000

Total used: \$613,864.95

Source: 402, 405d

### AL-15-11 Local Underage Alcohol Enforcement Grant Program

Funding was provided to 71 municipal, college, and university law enforcement agencies to help combat underage drinking through activities such as compliance checks, party patrols, surveillance patrols, and cops in shops. Enforcement activity by grantees resulted in 372 arrests (98 adult, 274 youth); 835 citation issued (292 adult, 543 youth); 2,568 minors prevented from possession of beer; 1,316 minors prevented from possession of alcohol; 367 cases of beer confiscated; and 222 liters of alcohol removed from minors.

Compliance checks of 965 off-premise establishments resulted in 76 failures (7.88% fail rate) and 1,145 on-premise checks led to 91 failures (7.95% fail rate). In total, there were 2,110 checks with 167 failures.

*Total funding allotted:* \$500,361.25      *Total used:* \$ 416,998.11      *Source:* 405d, 164 AL

**AL-15-12      Sustained Traffic Enforcement Program (STEP)**

STEP completed its second year with fourteen local police departments (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. The eligible departments, considered 'hot spot' communities because of high crash rates, focused their patrols on locations and specific times of year and days when data show crashes and injuries are at their highest. Grantees used the funding to crack down on violations of impaired driving, seat belt laws, speeding, and distracted driving as well as other traffic safety infractions. Results of STEP activities are provided on page 19, under OP-15-07.

*Total funding allotted:* \$1,600,000      *Total used:* \$1,126,002.10      *Source:* 402, 405d

**AL-15-13      Blood Alcohol Testing (BAT) Mobile Purchase**

Funding was provided to MSP for the purchase of two new state-of-the-art BAT mobiles for the purpose of replacing older models and conducting more efficient field sobriety testing for impaired drivers. The addition of the new vehicles to the highly successful sobriety checkpoint program provides several enhanced features that were not available in the earlier models. Processing of offenders is expedited with the 4G wireless network technology, an additional breath test machine allows for more prisoners to be processed, smart televisions with videos in several languages assist with language barriers, and new and improved LED lighting enhances safety both for troopers and motorists. Funding was carefully used such that MSP was able to purchase additional equipment to accompany and enhance the operation of the new BAT mobiles. This included an escort, support vehicle with ability to transport cargo/equipment and message boards.

*Total funding allotted:* \$1,000,000      *Total used:* \$ 830,840.06      *Source:* 405d

**AL-15-14      Office of Alcohol Testing (OAT) Training Updates**

Funding was provided to the MSP OAT to enhance their breath test program for Massachusetts. OAT is the Massachusetts agency responsible for overseeing the breath test program for Massachusetts. The OAT establishes and maintains a list of approved breath test devices in accordance with Massachusetts General Laws and NHTSA's list of conforming products. The OAT also annually certifies all breath test equipment utilized in Massachusetts, approves and distributes all calibration standards used with breath test devices and establishes the standards for training and certification relative to breath testing. Funding was used to



enhance their current program by developing a web-based training to improve the efficiency and frequency of training. Funds were used to develop, maintain, and support this new system.

*Total funding allotted:* \$108,150      *Total used:* \$80,336.75      *Source:* 405d

**AL-15-15      Stakeholders Conference**

Funding used to conduct a one-day conference with traffic safety stakeholders across the Commonwealth. The conference took place on April 30, 2015 in Devens, Massachusetts with over 150 attendees. Breakout sessions focused on three major topics: Impaired Driving; Occupant Protection; and Distracted Driving. The purpose of the forum was to solicit input and feedback from EOPSS/HSD's traffic safety partners on content for the FFY 2016 Highway Safety Plan.

*Total funding allotted:* \$15,000      *Total used:* \$5,063.85      *Source:* 402

**AL-15-16      MSP Drug Recognition Expert (DRE) Training**

Funding was provided to MSP to help expand their DRE program. All DRE training was conducted in partnership with the MPTC as their curriculum is standardized throughout the Commonwealth regardless of the participating law enforcement agency. Some out-of-state travel was necessary for officers to complete the evaluation certification process. During FFY 2015, seventeen troopers were added to the DRE program increasing the overall total to 34. These certified DREs respond to all local field barracks as well as local departments.

*Total funding allotted:* \$200,000      *Total used:* \$ 3,617.05      *Source:* 405d

**AL-15-17      Educational Outreach to Young Drivers**

Funding was provided to Students Against Destructive Decisions (SADD) and In Control Family Foundation to educate young drivers (ages 16-20) and occupants on the dangers of underage drinking, speeding, distracted driving, and not wearing seatbelts. In Control conducted 6 classes throughout September at their North Andover facility, which were attended by 60 participants. The course provided a combination of hands-on experience (driving skills) and classroom discussion. SADD, using its extensive network of high school contacts, had 150 schools participating in the "Rock the Belt" program focused on seatbelt usage. They also had 50 schools conducting the "Is It Worth the Risk?" program about alcohol impaired driving.

*Total funding allotted:* \$50,000      *Total used:* \$ 38,051.46      *Source:* 410

**AL-15-18 ABCC - Source Investigations Program**

Funding was provided to ABCC to continue its Source investigations program, which was piloted in FFY 2014. Through coordinated efforts with local police, ABCC investigators were able to identify 23 establishments as known last place serving alcohol to a minor(s) involved in a motor vehicle crash resulting in either death or serious injury.

*Total funding allotted:* \$100,000      *Total used:* \$9,475.44      *Source:* 410

**AL-15-19 Program Management**

Funding provided for sufficient staff to conduct related programming described in plan as well as cover in and out of state travel, professional development expenses, conference fees, postage, and office supplies.

*Total funding allotted:* \$275,601      *Total used:* \$138,721.25      *Source:* 402

## AL-15 Expenditures Summary

Task	Source	Expenses
AL-15-01	405d	\$ 592,264.99
AL-15-02	405d	\$ 819,328.48
	410	\$ 177,924.71
AL-15-03	405d	\$ 38,700.68
AL-15-04	405d	\$ 128,159.64
AL-15-05	405d	\$ 21,595.30
AL-15-06	405d	\$ 103,474.58
AL-15-07	405d	\$ 41,537.98
AL-15-08	405d	\$ 85,661.12
AL-15-09	405d	\$ 78,772.29
AL-15-10	402	\$ 252,235.16
	405d	\$ 361,629.79
AL-15-11	405d	\$ 400,442.00
	164 AL	\$ 16,556.11
AL-15-12	402	\$ 498,368.50
	405d	\$ 627,633.66
AL-15-13	405d	\$ 830,840.06
AL-15-14	405d	\$ 80,336.75
AL-15-15	402	\$ 5,063.85
AL-15-16	405d	\$ 3,617.05
AL-15-17	410	\$ 38,051.46
AL-15-18	410	\$ 9,475.44
AL-15-19	402	\$ 138,721.25

**Total**    \$        5,350,390.85

# Occupant Protection

## Problem Identification

Historically, Massachusetts has had one of the lowest safety belt use rates in the country. Since 2008, Massachusetts has seen its seatbelt survey rate increase 10%. During the same period, unrestrained fatalities have declined 18%. EOPSS/HSD has made it a primary focus to educate young drivers (under 21 years of age) and their occupants on the dangers of neglecting to wear a seatbelt while driving or riding in a vehicle. Based upon FARS data, drivers and occupants under 21 years of age accounted for 16% of all unrestrained fatalities from 2009-2013. Program such as the Educational Outreach to Young Drivers and New England Drive & Save Lives in FFY 2015 and 2016 will help further decrease the number of unrestrained deaths.

Because safety belts are the single most effective means of preventing death or injury as a result of a crash and because Massachusetts' belt use rate remains low compared to the national average (87% in 2014), EOPSS/HSD continues to make occupant protection a major highway safety program focus area.

## Objectives for FFY 2015

1. Provide funds to state and local police departments for CIOT enforcement
  - *During FFY 2015, EOPSS/HSD funded both MSP and 191 local police departments to conduct CIOT enforcement patrols in May 2015. Nearly 9,200 hours of overtime activity was organized by state and local law enforcement resulting in 4,755 safety belt citations being issued.*
2. Fund paid and earned media regarding the dangers of driving unbelted
  - *Funding provided to EOPSS/HSD media vendor, The Rendon Group, to market awareness campaigns for the "Click It or Ticket" mobilization through social media, billboards, radio, television, and the Internet. Other occupant protection marketing campaigns conducted in FFY 2015 included "Out in Force," "CPS - Coats Off," and "Common Sense Saves Lives."*
3. Enlarge the impact of efforts to increase seat belt use by white males 18 to 34; teen drivers and Latino males ages 18 to 35; African American males ages 18 to 34, commercial vehicle and pickup truck drivers, those living in urban areas and throughout southeastern Massachusetts
  - *Through media campaigns, STEP patrols across 14 communities and a CIOT mobilization by both MSP and local police, efforts are being made to increase awareness of seatbelt safety among males 18 to 34; as well as those living in urban areas and southeastern Massachusetts.*
4. Provide funds to select communities for sustained enforcement of seat belt use

- Funding was provided for the continuation of STEP program involving the MSP and 14 select communities (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton, and Worcester) to conduct sustained enforcement patrols. Over 8,200 safety belt citations were issued during 35,126 hours of STEP enforcement.
5. Encourage other state and local law enforcement to participate in sustained enforcement of seat belt laws
    - Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to participate in sustained enforcement of seat belt laws.
  6. Urge the media to report occupant restraint use when reporting on crashes
    - EOPSS/HSD worked with their traffic safety partners to conduct outreach to local news agencies and media members in order to urge those reporting on fatal crashes to indicate if the deceased was wearing a seatbelt or not.
  7. Expand the impact of efforts to increase proper use of child safety seats, including booster seats
    - During FFY 2015, CPS Equipment grantees purchased 1,840 car seats for distribution. Over 28% of the car seats purchased were booster seats. Grantees participated in or conducted 70 safety checkpoints, weekly fitting stations and numerous safety events across the Commonwealth, performing over 6,265 inspections and installations of car seats.
  8. Increase the number of CPS equipment grant recipients and continue to require at least two checkup events during the grant period
    - In FFY 2015, 55 grantees received a CPS equipment grant – up from 52 grantees in FFY 2014. The total number of child safety seats purchased increased from 1,328 in FFY 2014 to 1,840 in FFY 2015. FFY 2015 CPS Equipment Grant recipients conducted 70 car seat checkup events along with weekly or bi-weekly fitting stations, and educational outreach at local schools and regional hospitals.
  9. Continue to provide funds to administer the CPS program and provide training
    - Funding was provided to Baystate Medical Center to oversee the statewide CPS program in FFY 2015. The number of certified CPS technicians in Massachusetts increased 12% from 700 to 786. Baystate conducted 20 CPS-related classes across the Commonwealth with 370 attendees. From January-September 2015, Massachusetts had a recertification rate of 62%, nearly 4% higher than the national rate during the same period.
  10. Provide a toll free CPS hotline
    - Baystate Medical Center, as the statewide CPS program administrator, handled all calls to the toll-free CPS Information Line. There were 184 calls were fielded and handled by Baystate, 53 which occurred during CPS Month in September 2015.
  11. Conduct the annual seat belt observation survey
    - UMassSafe conducted the 2015 Safety Belt Observation Survey between June 2 and June 26, 2015. The seatbelt usage rate was 74%, down three percentage points from 2014.

12. Support law enforcement with training and technical assistance aimed at improving their effectiveness to increase occupant protection usage for all age groups
  - *The CPS Administration Grant provided 20 classes on CPS Technician that were attended by 370 law enforcement officials across the Commonwealth.*
13. Provide funding for an LEL (task listed in PT section)
  - *Funding was provided to cover travel cost for LEL to attend International Association of Chiefs of Police (IACP) DRE conference on impaired driving in Cincinnati, Ohio during FFY 2015.*

## **Performance Targets & Results for FFY 2015**

- **Decrease unrestrained vehicle occupant fatalities in all seating positions 25% from the 2008-2012 base calendar year average of 112 to 84 by December 31, 2015**
  - Note: FFY 2015 HSP has unrestrained fatalities at 98 for 2012. After submission of the 2015 HSP, the number was changed by FARS to 103. This increased the 2008-2012 average from 112 to 113.*
  - The five-year average (2010-2014) of unrestrained passenger vehicle occupant fatalities, in all seat positions, was 105. This represents a 7% decrease from (2008-2012) base calendar year average. The year-to-year unrestrained vehicle occupant fatalities increased 4% from 96 in 2013 to 100 in 2014.
- **Increase observed seat belt use rate by 5% from 2009-2013 calendar base year average of 73.8 to 77.5 in 2015**
  - Observed safety belt usage was 74% in 2015, a decrease of 3% from 2014. Both the five-year average for 2010-2014 and 2011-2015 were 74%, marking a slight uptick from the 2009-2013 average.

## **Program Area Project Summaries**

### **OP-15-01 Paid and Earned Media in Support of Occupant Protection**

This task and its associated expenditures are covered in the "Paid and Earned Media" section located on page 49. Funding was provided to EOPSS/HSD media vendor, The Rendon Group, to help develop and market occupant safety education and awareness campaigns in FFY 2015. The marketing campaigns included "Out in Force," "CPS-Coats Off," "CPS Week," and "Common Sense Saves Lives," related to the May 2015 CIOT mobilization.

*Total funding allotted: \$2,177,151.68 Total used: \$ 338,416.18*

*Source: 402, 405b*

### **OP-15-02 CIOT MSP Enforcement Campaign**

Funding was provided for overtime to the MSP to participate in one CIOT mobilization in May 2015. Enforcement efforts focused on compliance with occupant protection laws and locations selected were known to have high incidence of non-compliant drivers and passengers.

**Table 3: Results of FFY 2015 MSP CIOT Enforcement Mobilization**

	May 2014	May 2015	Change from 2014 to 2015
HVE Patrol Hours	2,884	2,572	-312
Total Citations Issued	6,852	6,223	-629
OUI Alcohol Arrests	1	3	+2
OUI Drug Arrests	0	2	+2
Speeding Violations	2,457	2,139	-318
Safety Belt Violations	1,499	1,498	-1
CPS Violations	52	55	+3

Total funding allotted: \$319,729.22      Total used: \$ 256,025.76

Source: 405b

#### OP-15-03      CIOT Local Police Enforcement Campaign

Funding was provided for overtime enforcement to support one CIOT campaign in May 2015 – involving 191 local law enforcement departments. Over the course of 6,626 hours of enforcement, 126 police departments conducted 19,557 stops resulting in 6,952 citations issued. During the May 2015 National CIOT campaign, grantees conducted 13% more stops and issued 13% more speeding warnings compared to same period in 2014.

(Note: There were 2 CIOT mobilizations in FFY 2014 but only one in FFY 2015.)

**Table 4: Results of FFY 2015 Local Police CIOT Mobilization**

	2014 May (National Campaign)	2015 May (National Campaign)	Change from 2014 to 2015
HVE Patrol Hours	5,844	6,626	+782
Total Stops	17,328	19,557	+2,229
Stops Per Hour	2.97	2.95	-0.02
Total Citations	8,588	6,952	-1,636
OUI Arrests	15	5	-10
Speeding Citations	1,751	1,639	-112

Speeding Violations	5,536	6,272	+736
Safety Belt Citations	3,495	3,128	-367
CPS Citations	93	104	+11

Total funding allotted: \$594,500

Total used: \$ 322,443.90

Source: 405b

#### OP-15-04 CPS Equipment Grants

Funding was awarded to 55 grantees to purchase federally-approved child passenger seats for distribution. Grant amounts were either \$2,000 or \$7,500 depending on whether the grantee was a municipality or regional non-profit agency. Grantees purchased car seats through Mercury Distribution, the selected vendor of EOPSS/HSD as a result of a competitive procurement process. All ordered car seats were delivered directly to grantee's preferred delivery address. Car seats were distributed and installed at local safety events, CPS checkpoints, and scheduled fitting stations. During the grant period (October 2014 – September 2015), 1,840 car seats were purchased by grantees. Through 70 safety checkpoints, weekly fitting stations, and safety events, CPS grantees performed inspections and installations of over 6,265 car seats and distributed 860 car seats.

Grantees targeted low-income parents/caregivers through outreach to non-profits, public housing developments, and health care facilities. More information on car seat distribution to low-income areas by grantees is provided on page 77.

Recipients of new car seats were from 113 different communities across the Commonwealth. Boston (136), Worcester (67), and Tewksbury (41) were the top three communities with residents receiving new seats.

Total funding allotted: \$198,896.28

Total used: \$ 131,604.20

Source: 2011

#### OP-15-05 CPS Program Administration and Training

Funding was provided to Baystate Medical Center to coordinate statewide CPS program including support for existing CPS technicians and instructors. Baystate Medical organized and conducted 20 classes in the areas: CPS Technician, CPS Technician Renewal, and CPS Update, training 370 attendees. An additional CPS Special Needs Training was attended by 18 technicians. Baystate Medical Center also collaborated with the MA Department of Children and Families to deliver monthly workshops to new social workers educating them on the basics of child passenger safety

The number of new CPS technicians certified during FFY 2015 was a 32% decrease from FFY 2014 (212). Overall, the number of certified CPS technicians and instructors increased 12% from 700 to 786.



Baystate Medical also responds to all calls made to the statewide CPS Information Line, which totaled 184 for FFY15 including 53 during Child Passenger Safety Month (September).

Total funding allotted: \$150,000

Total used: \$ 134,124.10

Source: 2011

#### OP-15-06 CPS Conference

No conference was held during FFY 2015. In FFY 2016, HSD will be working with Vermont Department of Health in organizing a two-day CPS conference (September 9-11, 2016) in Burlington, Vermont.

Total funding allotted: \$10,000

Total used: \$ 0

Source: 2011

#### OP-15-07 Sustained Traffic Enforcement Program

STEP completed its second year with fourteen local police departments (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester) and the Massachusetts State Police implementing sustained, high-visibility year-long traffic enforcement. The eligible departments, considered 'hot spot' communities because of high crash rates, focused their patrols on locations and specific times of year and days when data show crashes and injuries are at their highest. Grantees used the funding to crack down on violations of impaired driving, seat belt laws, speeding, and distracted driving as well as other traffic safety infractions.

*Note: the MassDOT Highway Division has agreed to provide additional analysis on the data collected from the STEP patrols. The goal is to further define each citation's history and outcome. While preliminary results are inconclusive, this partnership will only serve to better each agency's overall capability to provide poignant and valuable traffic safety data.*

**Table 5: Results of FFY 2015 STEP Program**

<i>Enforcement Activity</i>		<i>Notable Citations</i>	
Total Traffic Stops	95,466	Red Light ( <i>Locals Only</i> )	14,617
Total Citations, Warnings, Arrests	103,379	Speeding Warnings	12,063
Total Patrol Hours	35,126	Safety Belt Citations	7,859
Stops Per Hour	2.72	Child Safety Seat	411
Weighted Stops Per Hour	3.40	Speeding Citations	6,966
Total Arrests	3,416	Marked Lane ( <i>Locals Only</i> )	3381
OUI Arrests - Alcohol	97	Crosswalk ( <i>Locals Only</i> )	1706
OUI Arrests - Drugs	9	Suspended License	1380
		Texting & Impeded Operation ( <i>Locals Only</i> )	1099

Total funding allotted: \$1,600,000      Total used: \$ 1,126,620.47      Source: 402, 405b

**OP-15-08      Seat Belt Observation Survey**

Funding was provided for UMassSafe to conduct a statewide safety belt observation survey utilizing standard NHTSA statistical methodology. UMassSafe conducted observations at 147 locations across the Commonwealth at various times between June 2 and June 26, 2015. A final report was submitted and approved by EOPSS/HSD. This report was sent to NHTSA at the end of August 2015 and the results were approved by NHTSA in October 2015.

During the observation period, a total of 22,239 drivers and front seat passengers in 18,939 vehicles were observed at 145 locations across the Commonwealth. The statistically weighted percentage of front seat occupants properly using seat belts during the observation study was 74 percent. This result is three percent lower than the 77 percent reported in 2014.

Total funding allotted: \$100,000      Total used: \$ 89,635.64      Source: 402

**OP-15-09      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation and SADD of Massachusetts to educate young drivers and occupants (age 16-20) on the importance of wearing seat belts as well as the dangers of impaired driving, distracted driving, and speeding. Information on activities that took place during FFY 2015 is provided under AL-15-17 on page 11.

Total funding allotted: \$50,000      Total used: \$ 38,051.45      Source: 405b

**OP-15-10      MSP Car Seat Checkpoints**

Funding provided to MSP to conduct four child car seat safety checkpoints throughout the Commonwealth during FFY 2015. The MSP were able to conduct a total of five checkpoints in July and September at the following locations: Framingham MSP headquarters (2 times), Leominster Target, Tewksbury Walmart and Chelmsford’s town center. The MSP CPS technicians inspected 95 vehicles and checked 129 car seats.



Total funding allotted: \$50,000      Total used: \$ 8,329.03      Source: 405b

**OP-15-11      MSP Rollover Demonstration Events**

Funding provided to MSP to conduct demonstrations of the rollover simulator at high-traffic public events across Massachusetts. The rollover simulators provide graphic evidence of the consequences of being involved in a rollover crash while unrestrained in a vehicle. MSP conducted six demonstrations during the months of May through September at the following locations: Charlton Explorer Event, Lawrence Night Out, Leominster Passenger Safety Day, Tewksbury Passenger Safety Day, and, CPS Safety Day at MSP headquarters (2 times).

*Total funding allotted:* \$16,000      *Total used:* \$ 9,649.16      *Source:* 405b

**OP-15-12      CPS Media**

Funding was provided to EOPSS/HSD's media vendor, The Rendon Group, to develop and implement a statewide educational media campaign related to seasonal tips for child passenger safety. The "Coats Off" campaign was created using earned media from OP-15-01 and supplemented with OP-15-12 for paid media.

*Total funding allotted:* \$90,000      *Total used:* \$89,091.83      *Source:* 2011

**OP-15-13      Program Management**

Funding provided for sufficient staff to conduct related programming described in plan as well as cover in and out of state travel, professional development expenses, conference fees, postage, and office supplies.

*Total funding allotted:* \$283,576      *Total used:* \$122,978.15      *Source:* 402

## OP-15 Expenditures Summary

Task	Source	Expenses
OP-15-01	402	\$ 21,650.00
	405b	\$ 316,766.18
OP-15-02	405b	\$ 256,025.76
OP-15-03	405b	\$ 322,443.90
OP-15-04	2011	\$ 131,604.20
OP-15-05	2011	\$ 134,124.10
OP-15-06	2011	\$ 0
OP-15-07	402	\$ 498,368.70
	405b	\$ 628,251.77
OP-15-08	402	\$ 89,635.64
OP-15-09	405b	\$ 38,051.45
OP-15-10	405b	\$ 8,329.03
OP-15-11	405b	\$ 9,649.16
OP-15-12	2011	\$ 89,091.83
OP-15-13	402	\$ 122,978.15

**Total**    \$            2,666,969.87

# Speeding and Distracted Driving

## Problem Identification

Massachusetts roadways are not immune to speeding and aggressive driving issues fueled by drivers with busy lifestyles and increasingly congested roads. According to 2014 FARS data, 77 reported deaths were speed-related, a 13% decrease from 88 in 2013. Furthermore, five-year average of speed-related fatalities has dropped 1% from 98 (2009-2013) to 97 (2010-2014) showing the positive impact of Massachusetts' efforts to make drivers aware of the dangers of speeding. Within the next five years, Massachusetts - through continued enforcement mobilization and educational outreach, hopes to reduce the five-year average of speed-related fatalities to less than 90.

Another area of concern for Massachusetts is the prevalence of distracted driving, which involves activities such as eating, drinking, reading, texting, or calling on a phone while driving. According to FARS, distracted driving was a factor in 12% of all fatal crashes in Massachusetts in 2013; 1% less than in 2012.

Based on the available data, it is clear speed and distracted driving continues to pose a risk to all those who use the roadways of the Commonwealth.

## Objectives for FFY 2015

1. Fund the MPTC to conduct specialized training on speed measurement

→ *During FFY 2015, MPTC did not conduct any specialized training on speed measurement due to staffing issues.*

2. Fund law enforcement to conduct speed enforcement during CIOT and DSGPO

→ *During FFY 2015, there were two DSGPO mobilizations, a CIOT mobilization, and a speed enforcement mobilization conducted by state and local police departments. These mobilizations resulted in 11,968 citations for speeding and 22,959 warnings for speeding issued by enforcement officers. Total speed citations and warnings: 34,922.*

3. Fund law enforcement to conduct speed enforcement during sustained enforcement activities

→ *During FFY 2015, STEP involving 14 local communities and the MSP issued 6,966 speeding citations and 12,063 speed warnings. Total speeding citations and warnings issued: 19,029.*

4. Provide funds to the MSP for additional LiDAR units

→ *MSP purchased 208 LiDAR units during FFY 2015*

5. Fund the MSP to enforce distracted driving laws

- In FFY 2015, DD-15-01 (MSP Distracted Driving Enforcement) took place during Distracted Driving Awareness Month (April 2015) yielding 615 citations for texting while driving; 477 for Impeded Operation; and 1 for Junior Operator License (JOL) Cellphone Use.
- In FFY 2015, DD-15-02 (Local Distracted Driving Enforcement) occurred in April 2015 as well, involving 123 participating grantees. The mobilization resulted in 7,310 hours of enforcement with 18,155 stops. The stops led to 4,204 citations for various distracted driving infractions.

6. Fund the MSP and selected communities for sustained enforcement of traffic laws

- During FFY 2015, the MSP and 14 local communities (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester) conducted sustained enforcement patrols resulting in 99,963 citations and warnings from 95,466 stops. Citations included safety belt, child safety, speeding, red light running, and texting, among others. Law enforcement also recorded 3,416 arrests.

7. Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving

- EOPSS/HSD increased public awareness of distracted driving through combination of media outreach – “Common Sense Saves Lives” campaign about distracted driving that ran in May 2015; and distracted driving grant-funded mobilizations by local and state police departments – both which took place in April 2015.
- EOPSS/HSD provided funding to two grantees, In Control and SADD, for its Educational Outreach to Young Drivers grant. The grant parameters require grantees to do outreach along four areas: impaired driving, speeding, seatbelt usage, and distracted driving.

8. Educate law enforcement on the identification and citation of offending violators of mobile device laws

- Through emails and telephone communications, EOPSS/HSD encouraged state and local law enforcement to identify and cite offenders of the Commonwealth’s mobile device usage laws.

9. Document mobile device use as part of the annual seat belt observation survey

- In 2015, the observed cell phone usage rate was 5.70%, a slight decrease from the observed rate of 6.36% in 2014. Female drivers had a higher cell phone usage rate than males, 6.18% to 5.32%, respectively. The highest rate of observed cell phone usage was during weekday PM commuting period (6.32%) and lowest during weekends (4.66%). Drivers alone had a rate of 6.66%, but drivers with a passenger saw the rate drop to 1.84%. Secondary (arterial) roads recorded the highest rate of cell phone usage, 6.22%. Middlesex County had the highest cell phone rate, 6.73%.

10. Promote the MPTC's online training for law enforcement on the importance of noting distracted driving as a factor on crash reports

→ Information about MPTC's online training opportunities was sent to all local law enforcement departments and the MSP through emails and regular telephone communications.

## **Performance Targets & Results for FFY 2015**

- **Decrease speed-related fatalities by 12% from 2008-2012 calendar base year average of 97 to 85 by December 31, 2015**

*Note: FFY 2015 HSP had Speed-Related fatalities at 106. After submission of the 2015 HSP, the number was changed by FARS to 114. This increased the 2008-2012 average from 97 to 98.*

→ Five-year average (2010-2014) of speed-related fatalities was 97. This represents a decrease of 1% from the (2008-2012) average of 98. Year-to-year fatalities declined 13% from 88 in 2013 to 77 in 2014.

- **Decrease fatal crashes with one or more distractions by 5% from 2010-2012 calendar base year average of 38 to 36 by December 31, 2015**

*Note: The 2015 HSP reported distracted driving values for 2010, 2011 and 2012 as 32, 43, and 41, respectively. Consequently, FARS data updated the numbers to 47, 53, and 44. Thus, the three-year average (2010-2012) was 48; not 38 as reported in the performance target.*

→ Three-year average (2011-2013) of speed-related fatalities decreased to 46, down 4% from (2010-2012). The number of distracted driving-related fatalities dropped from 44 in 2012 to 40 in 2013.

## **Program Area Project Summaries - Speeding**

### **SC-15-01 LiDAR & Radar Speed Enforcement Equipment**

Funding was provided to MSP for the purchase of 208 LiDAR and Radar units to help increase inventory as well as upgrade speed measurement equipment. Both types of units have proven to be an effective tool to conduct speed enforcement. The LiDAR units have the capability to be vehicle specific, and are proven to be beneficial to the officer when testifying in court. Since FFY 2014, MSP has distributed 464 units to field personnel for use in both urban and rural areas.

*Total funding allotted: \$350,000*

*Total used: \$ 347,418.28*

*Source: 402*

### **SC-15-02 Local Speed Enforcement Mobilization**

Funding was provided to 191 local municipalities to conduct a speed-related enforcement mobilization in October 2014. The mobilization efforts led to 19,442 stops resulting in 2,905 citations and 7,261 warnings for speeding. The 109 participating municipalities logged 6,587 hours of enforcement, which translates into 2.95 stops per hour (3.29 weighted).

Total funding allotted: \$594,500

Total used: \$ 313,943.75

Source: 402

### **SC-15-03 MSP Speed Enforcement Mobilization**

With funding provided, MSP conducted a speed and aggressive driving enforcement mobilization that took place from October 10<sup>th</sup> through 31<sup>st</sup>, 2014. Based on internal data analysis, areas with high incidences of motor vehicle crashes, aggressive driving complaints and other indicators were identified. Participating MSP personnel employed a 'zero tolerance' approach to observe traffic violations, focusing particularly on speed, marked lanes, following too close and left lane violations. As a result, MSP issued over 6,000 citations which included speeding (2,796), speed written warnings (956), seat belts (333), child restraint (25) and move-over law violations (120).

Total funding allotted: \$225,000

Total used: \$ 213,644.16

Source: 402

### **SC-15-04 Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation and SADD of Massachusetts to educate young drivers and occupants (age 16-20) on the importance of wearing seat belts as well as the dangers of impaired driving, distracted driving, and speeding. Information on activities that took place during FFY 2015 is provided under AL-15-17 on page 11.

Total funding allotted: \$50,000

Total used: \$ 22,830.87

Source: 402

### **SC-15-05-01 Speed Media**

Funding was provided to EOPSS/HSD's media vendor, The Rendon Group, to develop and implement speed-related media campaigns to support both local and MSP speed and aggressive driving enforcement mobilizations.

Total funding allotted: \$185,000

Total used: \$ 81,624.81

Source: 402

### **SC-15-05-02 New England Drive to Save Lives**

Funding was provided to the Farrah Consulting Group to support the newly developed New England Drive to Save Lives (NEDSL) Campaign, a multi-state traffic law enforcement and public messaging initiative. This funding allowed the New England States to collaborate on a unified public relations effort. This data-driven, high visibility enforcement campaign took place in all six states across the New England region in two phases: one from May 4<sup>th</sup>-8<sup>th</sup> and the second from August 3<sup>rd</sup>-7<sup>th</sup>. The general enforcement focus was on excessive speeding, occupant protection and distracted driving.

Total funding allotted: \$65,000

Total used: \$50,786.19

Source: 402



**SC-15-06 Program Management**

Provided funding to allow staff to conduct related programming described in plan as well to cover in and out-of-state travel, professional development expenses , conference fees, postage and office supplies.

*Total funding allotted:* \$52,376.61      *Total used:* \$50,768.19      *Source:* 402

**Program Area Project Summaries - Distracted Driving**

**DD-15-01 MSP Distracted Driving Enforcement**

Funding was provided to MSP to conduct a distracted driving enforcement campaign during April 2015, the nationally designated month for 'Distracted Driving Awareness'. MSP employed dedicated patrols to focus specifically on the enforcement of motor vehicles laws associated with distracted driving as well as all motor vehicle laws in general. As a result of the three week mobilization, MSP issued over 5,100 citations which included the following for distracted driving related citations: texting citations (615), texting warnings (440), impeded operation citation (477), impeded operation warning (459), junior operator cell use citation (1) and, junior operator cell use warning (1).

*Total funding allotted:* \$225,000      *Total used:* \$ 203,380.89      *Source:* 402

**DD-15-02 Local Distracted Driving Enforcement**

Funding was provided to 191 local municipalities to conduct a distracted driving enforcement mobilization in April 2015. The mobilization occurred during NHTSA's designated 'Distracted Driving Awareness Month.' Participating grantees conducted 7,310 hours of enforcement resulting in 18,155 stops with an average of 2.48 stops per hour.\* The stops led to 4,204 total citations issued for the distracted driving categories listed on the following page.

**Table 6: Results of FFY 2015 Local Police Distracted Driving Enforcement**

<b>Participating Departments</b>	123
<b>Electronic Message send/read (90 13B)</b>	
Calendar Year 2014	1906
Distracted Driving Mobilization	1959
<b>JOL Mobile Device/Phone (90 8M)</b>	
Calendar Year 2014	53
Distracted Driving Mobilization	61
<b>Improper Use of Phone 18+ (90 13 MP)</b>	
Calendar Year 2014	116
Distracted Driving Mobilization	590
<b>Impeding Operation (90 13)</b>	
Calendar Year 2014	1864
Distracted Driving Mobilization	1593

Note: Calendar year 2014 figures are from RMV's Merit Rating Board as of 4/17/15. Distracted driving mobilization figures were reported by participating law enforcement agencies to EOPSS/HSD.

Total funding allotted: \$594,500      Total used: \$ 351,911.22      Source: 402

#### **DD-15-03      Educational Outreach to Young Drivers**

Funding was provided to In Control Family Foundation and SADD of Massachusetts to educate young drivers and occupants (age 16-20) on the importance of wearing seat belts as well as the dangers of impaired driving, distracted driving, and speeding. Information on activities that took place during FFY 2015 is provided under AL-15-17 on page 11.

Total funding allotted: \$50,000      Total used: \$ 22,830.88      Source: 402

#### **DD-15-04      Distracted Driving Media**

Funding was provided to EOPSS/HSD's media vendor, The Rendon Group, to develop and implement a distracted driving media campaign entitled "Common Sense Saves Lives." The earned and paid media that accompanied the campaign followed the distracted driving mobilization period for local and state police.

Total funding allotted: \$150,000      Total used: \$ 129,976.46      Source: 402

**DD-15-05 Program Management**

Funding was provided to allow staff to conduct related programming described in plan as well to cover in and out-of-state travel, professional development expenses, conference fees, postage and office supplies.

Total funding allotted: \$71,836

Total used: \$52,527.96

Source: 402

**SC-15 Expenditures Summary**

Task	Source	Expenses
SC-15-01	402	\$ 347,418.28
SC-15-02	402	\$ 313,943.75
SC-15-03	402	\$ 213,644.16
SC-15-04	402	\$ 22,830.87
SC-15-05-01	402	\$ 81,624.81
SC-15-05-02	402	\$ 50,786.19
SC-15-06	402	\$ 38,455.46

**Total**    \$            1,068,703.52

**DD-15 Expenditures Summary**

Task	Source	Expenses
DD-15-01	402	\$ 203,380.89
DD-15-02	402	\$ 351,911.22
DD-15-03	402	\$ 22,830.88
DD-15-04	402	\$ 129,976.46
DD-15-05	402	\$ 52,527.96

**Total**    \$            760,627.41

# Higher-Risk Transportation System Users

## Problem Identification

In Massachusetts, higher risk transportation system users are defined as young drivers, older drivers, motorcyclists, pedestrians, bicyclists, and school bus occupants.

According to 2014 FARS data, younger drivers (age 20 or younger) accounted for 6% of all drivers involved in a fatal crash in Massachusetts. This is down from 8% in 2013 and 9% in 2012, showing that the continued enforcement of the Junior Operator License (JOL) law in Massachusetts is making a significant impact. The law has helped reduce the number of improperly trained and inexperienced young drivers on our roadways.

Older drivers - those over 65 years of age - were involved in 22% of all fatal crashes in Massachusetts during 2013. This is 3 percentage points higher than in 2012 and 5 percentage points higher than in 2011. Since late 2010, Massachusetts operators 75 years of age or older can only renew a driver's license at an RMV branch and the operator must either pass a vision test or present a completed vision screening certificate. This recent requirement is expected to help reduce the number of older drivers on the road that are not visually capable of driving anymore.

The popularity of motorcycling continues to increase in Massachusetts and across the nation. This has driven up demand for professional rider training. FARS 2014 data show that motorcycle-related fatalities comprised 13% of total motor vehicle fatalities in Massachusetts, up from 12% in 2013. In 2014, 84% of Massachusetts motorcyclists and passengers involved in fatal crashes were wearing helmets, a 6% increase from 2013. Unhelmeted fatalities decreased from 5 in 2013 to 4 in 2014. However, helmet use is only part of the efforts that must be conducted in order to ensure motorcyclist safety in Massachusetts; riders statewide must be further trained and educated about all aspects of motorcycle safety, including roadway rules and regulations, licensing requirements, sharing the road safely, and proper equipment usage.

Pedestrian safety is of utmost importance to EOPPS/HSD. Pedestrian fatalities have increased slightly from 68 in 2013 to 70 in 2014. Persons over 21 years of age made up 86% of the reported fatalities in 2014. Also, 30% of pedestrian fatalities in 2014 occurred between 6pm and 9pm.

Bicycling has become more prevalent as a mode of transportation in Massachusetts, especially in the Boston area, in the past few years. In 2014, there were eight bicyclist fatalities, up from six reported in 2013.

## **Objectives for FFY 2015**

### ***Motorcycles:***

1. Enhance motorist awareness through communication efforts
  - *RMV's Motorcycle Rider Education Program (MREP) promoted the "Check Twice, Save a Life MOTORCYCLES ARE EVERYWHERE" campaign through radio, Facebook and motorcycle events*
2. Increase the recruitment of motorcycle training instructors
  - *MREP increased new Rider Coaches by 12 in FFY 2015. This brings the total to 141 trained Rider Coaches that are Motorcycle Safety Foundation-certified and are approved to teach motorcycle training in Massachusetts.*
3. Improve training curricula
  - *MREP conducted a Rider Coach Evaluation Pilot Project to get feedback from rider coaches using a self-evaluation, peer evaluation and the Rider Coach Trainer Evaluation Model. The Motorcycle Safety Foundation's Honda Smart Trainer is used as a motorcycle traffic simulator. MREP will allow experienced, licensed motorcyclists to operate the Smart Trainer in order to show them any bad riding habits they may have and then remind them about the Experienced Rider Course.*
4. Conduct media campaign to target impaired riders
  - *Worked with the Massachusetts Motorcycle Association (MMA) to promote "Ride Sober or Don't Ride" safety PSA campaign through various television spots during week leading up to the annual Laconia (NH) Motorcycle Week. The spots ran during June and resulted in over 360,000 impressions targeting the key audience of adults 25-54.*
5. Provide information to motorcyclists and law enforcement about the importance of full motorcycle licensure and enforcement
  - *EOPSS/HSD distributed pocket guides and roll call videos, that were created in FFY 2013, to the MSP and municipal law enforcement agencies to help explain the importance of proper licensure and the requirements for various types of two and three-wheeled motorized vehicles in Massachusetts*
6. Conduct two DSGPO Mobilizations
  - *Local law enforcement and the MSP combined to conduct two DSGPO mobilizations in FFY 2015. One was conducted in December 2014 and another one was in August 2015.*

### ***Pedestrians and Bicyclists:***

1. Provide funds to local police departments for the Pedestrian and Bicycle Enforcement and Equipment grants

- EOPSS/HSD awarded 70 grants for Pedestrian and Bicycle Enforcement & Equipment in FFY 2015. The total value of grant funding was \$285,500. Nearly 4,000 hours of enforcement were conducted resulting in 8,733 stops (2.22 stops per hour) and 5,875 citations issued (1.50 citations per hour).
2. Enhance pedestrian safety expertise among state and local enforcement, public health, highway planners, engineers, and other traffic safety advocates
    - Through email and regular telephone communications, EOPSS/HSD made all partners and subgrantees aware of the “Moving Together” conference that took place in November 2015.
    - EOPSS/HSD held a one-day conference in April for traffic safety stakeholders throughout the Commonwealth. Impaired driving, occupant protection, and distracted driving were among the topics discussed at the forum.
  3. Participate in Statewide Pedestrian and Bicycle Safety “Moving Together” Conference for over 200 attendees in FFY 2015
    - EOPSS/HSD staff participated in the annual “Moving Together” conference that took place in November 2015.
  4. Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts
    - Recipients of the Pedestrian and Bicycle Enforcement Grant utilized ‘Crosswalk Patrols’ to target motorists who fail to slow down or stop for pedestrians on crosswalks. Many grantees reported successful efforts at raising awareness among drivers to the dangers of speeding in areas of high pedestrian traffic. MassDOT developed and distributed a brochure on bicycle and pedestrian safety which was provided to local police departments.

## **Performance Targets & Results for FFY 2015**

- **Decrease motorcycle fatalities by 10% from 2008-2012 calendar base year average of 50 to 45 by December 31, 2015**
  - Note: FFY 2015 HSP had Motorcyclist Fatalities for 2012 at 51. After submission of the 2015 HSP, the 2012 number was changed by FARS to 56. This increased the 2008-2012 average from 50 to 51.*
  - Five-year average (2010-2014) of motorcycle fatalities was 48. This represents a 6% decline from (2008-2012) calendar base year average of 51. Year-to-year fatalities increased slightly from 40 to 43, an 8% rise.
- **Decrease unhelmeted motorcycle fatalities from 2008-2012 calendar base year average of 4 to 2 by December 31, 2015**
  - Five-year average (2010-2014) was five, an increase of 25% from 2008-2012. Year-to-year saw the number drop from five in 2013 to four in 2014.

- **Decrease the number of motorcycle fatalities where the motorcycle operator has a +0.08 BAC by 10% from 2008-2012 calendar base year average of 12 to 11 by December 31, 2015**

→ Five-year (2009-2013) calendar base year average was 13.

- **Decrease pedestrian fatalities by 5% from 2008-2012 calendar base year average of 66 to 63 by December 31, 2015**

*Note: FFY 2015 HSP had pedestrian fatalities for 2012 at 72. After submission of the 2015 HSP, the 2012 number was changed by FARS to 82. This increased the 2008-2012 average from 66 to 68.*

→ Five-year average (2010-2014) of pedestrian fatalities was 71. This represents an increase of 4% from 2008-2012. Year-to-year pedestrian fatalities rose slightly from 68 in 2013 to 70 in 2014.

- **Decrease bicycle fatalities by 20% from 2008-2012 calendar base year average of 9 to 7 by December 31, 2015**

→ Five-year average (2010-2014) of bicyclist fatalities was eight. This represents an 11% decrease from 2008-2012. Year-to-year bicycle fatalities rose slightly from 6 in 2013 to 8 in 2014.

- **Decrease fatal crashes involving a younger driver (age 20 or younger) by 30% from 2008-2012 calendar base year average of 52 to 36 by December 31, 2015**

*Note: FFY 2015 HSP had drivers involved in a fatal crash for 2012 at 42. After submission of the 2015 HSP, the 2012 number was changed by FARS to 45. This increased the 2008-2012 average from 52 to 53.*

→ Five-year average (2010-2014) of young drivers (age 20 or younger) involved in a fatal crash was 41, representing a 23% decline from 2008-2012. Year-to-year saw driver involvement drop from 33 to 24, a 27% decrease from 2013 to 2014.

- **Decrease younger driver (age 15-20) fatalities by 20% from 2008-2012 calendar base year average of 23 to 18 by December 31, 2015**

→ Five-year (2009-2013) calendar base year average dropped to 19, a 17% decline.

- **Decrease fatal crashes involving an older driver (age 65+) by 5% from 2008-2012 calendar base year average of 59 to 56 by December 31, 2015**

*Note: Updated FARS reported fatal crashes involving an older driver for 2012 to be 78, increasing five-year average for 2008-2012 from 59 to 62.*

→ Five-year (2009-2013) calendar base year average was 66, a 6% rise from 62 for 2008-2012.

## **Program Area Project Summaries**

### **MC-15-01      Motorcycle Safety Program Enhancements**

EOPSS/HSD and the RMV decided that it would be best to carry forward FFY 2015 funding to provide a more enhanced motorcycle safety program for FFY 2016. Funds will be provided to the RMV/MREP to enhance motorist awareness, improve motorcycle training curricula, and improve the delivery of motorcycle training in Massachusetts.

*Total funding allotted:* \$157,570.38      *Total used:* \$ 13,766.30      *Source:* 405d, 405f

### **MC-15-02      Motorcycle Media Program**

Funding was provided to EOPSS/HSD's media vendor, The Rendon Group, to develop another installment of the "Ride Sober" campaign. The earned and paid media campaign represented a continued partnership with the Massachusetts Motorcycle Association to stress the deterrence of impaired riding.

*Total funding allotted:* \$49,999.70      *Total used:* \$ 27,039.50      *Source:* 410

### **MC-15-03      Program Management**

Funding provided to allow HSD staff to conduct motorcycle-related programming as well as cover travel and miscellaneous expenses.

*Total funding allotted:* \$41,500      *Total used:* \$26,411.61      *Source:* 402

### **PS-15-01      Pedestrian and Bicycle Media**

Funding was provided to EOPSS/HSD's media vendor, The Rendon Group, to continue last year's "Be Seen Be Safe" pedestrian and bicycle media campaign. Earned and paid media were coordinated with the efforts of local police to promote a safe sharing of the Commonwealth's roadways.

*Total funding allotted:* \$486,220.98      *Total used:* \$ 74,981.20      *Source:* 402

### **PS-15-02      Pedestrian and Bicycle Enforcement and Equipment Program**

Awarded grants ranging from \$3,000 - \$7,500 to 70 municipal law enforcement agencies to help conduct enforcement and education aimed at reducing incidence of pedestrian, bicycle, and moped-type injuries and fatalities. Over \$14,000 in allowable equipment was purchased by police departments such as retro-reflective signage, crosswalk cones, and pedestrian breakaway signs.



**Table 7: Results from FFY 2015 Pedestrian & Bicycle Grant Enforcement**

	<b>2015</b>	<b>2014</b>	<b>Change</b>
<b>Total Grantees</b>	70	65	+5
<b>Total Hours of Enforcement</b>	3,925	3,045	+880
<b>Total Number of Stops</b>	8,733	8,846	-113
<b>Total Citations</b>	5,875	4,979	+896
<b>Total Violations</b>	4,147	4,988	-841
<b>Total Arrests</b>	105	70	+35
<b>Stops Per Hour</b>	2.22	2.91	-0.69
<b>Citations Per Hour</b>	1.50	1.64	-0.14

The FFY 2015 program saw a significant increase in enforcement hours over the previous year, with grantees spending almost 900 more hours on bicycle and pedestrian safety enforcement. The increase in hours is the result of some police departments dedicating more time to this form of enforcement. Of the 70 grantees, five failed to spend any funds and 11 spent less than 60% of their funding. Grantees with low grant utilization were routinely reported being under-staffed as a reason for not being able to participate. In addition, communities that were also participating in the STEP included bicycle and pedestrian safety enforcement in those mobilizations so there was not enough time for some departments to conduct that type of enforcement for both programs.

Even though total hours of enforcement increased 29% from FFY 2014 the number of stops decreased by 1.2% and recorded violations decreased by 17%, suggesting that increased police presence is partially responsible for safer travel behavior among road users.

**Table 8: Breakdown of Expenditures and Activity by County**

County	Funding	Percentage Spent	Hours	Stops	Stops per hour
Barnstable	\$16,912	95.1%	231	432	1.87
Berkshire	\$4,940	100%	100	152	1.52
Bristol	\$25,913.27	57.8%	277	542	1.96
Essex	\$50,761.40	78.8%	723	1,476	2.04
Hampden	\$10,000	54.4%	108	126	1.17
Hampshire	\$7,705.04	95.6%	152.5	354	2.32
Middlesex	\$62,812.88	85.3%	988	2,426	2.46
Norfolk	\$34,987.28	90.8%	611	1,514	2.48
Plymouth	\$25,639	49.1%	253	552	2.18
Suffolk	\$10,000	100%	152	527	3.47
Worcester	\$21,473.24	95.7%	428.5	1,040	2.43

Total funding allotted: \$285,000

Total used: \$ 223,683.49

Source: 402

### PS-15-03 Program Management

Funding provided to support HSD staff in oversight and conduct of pedestrian- and bicycle-related programming as well as any travel and miscellaneous expenses.

Total funding allotted: \$112,506

Total used: \$85,928.38

Source: 402

## High-Risk Transportation System User (PS & MC) Expenditures Summary

Task	Source	Expenses
MC-15-01	405d	\$ 0
	405f	\$ 13,766.30
MC-15-02	410	\$ 27,039.50
MC-15-03	402	\$ 26,411.61

**Total**    \$        67,217.41

Task	Source	Expenses
PS-15-01	402	\$74,981.20
PS-15-02	402	\$ 223,683.49
PS-15-03	402	\$ 85,928.38

**Total**    \$        384,593.07

# Traffic Records

## Problem Identification

EOPSS/HSD and its partners collect and use traffic records data to identify highway safety problems, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has increased substantially since the creation of the Federal Section 408 grant program in 2006, which helps states improve their traffic records systems. Massachusetts faces a number of challenges with its traffic records system, including, but not limited to, antiquated computer systems and inadequate data submission requirements and capabilities. However, the development of the Massachusetts Traffic Records Analysis Center MassTRAC and MassDOT's Crash Portal has improved access to data.

The largest EOPSS/HSD Traffic Records project is the Motor Vehicle Automated Citation and Crash System (MACCS). The overall goal of the MACCS project is to automate the collection and dissemination of motor vehicle citation and crash report information to improve the quality and timeliness of reporting in the Commonwealth. Improving data quality and the timeliness of reporting also will greatly impact users of motor vehicle incident data, including but not limited to, members of the Massachusetts Traffic Records Coordinating Committee (TRCC), the EOPSS/HSD, the MassDOT Highway Division, DPH, and NHTSA; as well as strategic planning efforts, such as future Highway Safety Plans and the Strategic Highway Safety Plan.

As required by NHTSA's Traffic Record grant program, Massachusetts has an active TRCC. The TRCC is a statewide stakeholder forum created to facilitate the planning, coordination and implementation of projects to improve traffic records systems. The Massachusetts TRCC is a partnership of representatives from the transportation, law enforcement, criminal justice, and health professions. As such, the TRCC is the body responsible for improving the performance and quality of the data, which is used to support highway safety analyses and countermeasure selection. The Commonwealth's TRCC is comprised of two tiers: a working-level TRCC and the Massachusetts Executive-Level TRCC (METRCC). Together, the two tiers are responsible for developing, maintaining, and tracking accomplishments related to the Strategic Plan for Traffic Records Improvement. The METRCC and the TRCC's FFY 2016 Traffic Records application and Strategic Plan for Traffic Records Improvements, submitted to NHTSA in 2015, contained extensive details on the current capabilities and challenges of the Massachusetts traffic records system. It also reported on the progress made on Traffic Records projects and detailed how potential FFY 2016 funds would be utilized for proposed projects prioritized by the METRCC. Massachusetts also incorporated the recommendations from the FFY 2014 Traffic Records Assessment and provided an update on the progress made on each of the recommendations.

The overarching goal of traffic records and the TRCC is to ensure key highway safety stakeholders have accessible, accurate, complete, consistent, integrated, and timely data and

analyses from the local, state and federal systems involving citation/adjudication, crash, driver, injury surveillance, roadway, and vehicle data to conduct cost-effective and successful highway safety planning, programs and evaluations.

## **Objectives for FFY 2015 & Results**

1. Enhance the workings of the METRCC and TRCC.
  - *The TRCC met three times and the METRCC met once in FFY 2015 to discuss traffic records issues. The METRCC also established crash reporting as the main priority for the working-level TRCC.*
2. Ensure ongoing implementation of the 2015 Strategic Plan for Traffic Records Improvements.
  - *The Strategic Plan for Traffic Records Improvements was updated in June 2015 and approved by the METRCC and TRCC.*
3. Expand access to and use of local, state, and Federal traffic records data and analyses.
  - *EOPSS/HSD provided additional training on the Massachusetts Traffic Records Analysis Center (MassTRAC) for law enforcement. MassTRAC contains information about how to access traffic records data for analysis purposes. EOPSS/HSD will continue to promote MassTRAC to traffic safety stakeholders throughout the Commonwealth. In FFY 2016, MassDOT also expanded access to their crash data portal.*
4. Enhance the activities of the TRCC subcommittees.
  - *The TRCC established a sub-committee to help enhance the data for the update of the MassDOT Strategic Highway Safety Plan. Additional groups were formed to assist recipients of traffic records funding.*
5. Fund and monitor the TRCC's 408/405 C-funded
  - *The FFY 2016 application was submitted and approved by NHTSA. Project monitoring was conducted in FFY 2015 and will continue into FFY 2016.*
6. Submit on behalf of the METRCC and TRCC a Massachusetts Strategic Plan for Traffic Records Update
  - *The Strategic Plan for Traffic Records Improvements was updated in June 2015, approved by the METRCC and TRCC and submitted to NHTSA.*
7. Establish EOPSS/HSD access to necessary data sets for key planning, decision-making, program selection, and evaluation purposes through agreements with data owner agencies and ensure the ability to conduct analysis of that data in-house through revitalization of its traffic records data warehouse.

→ EOPSS/HSD continues to promote MassTRAC to traffic safety stakeholders and asks for suggestions on possible improvements or enhancements.

## **Performance Targets & Results for FFY 2015**

- **Improve the integration of traffic records systems by increasing the number of linked crash reports to hospital inpatient records by 10% from 91,000 in 2007 to 100,100 by September 2015**
  - UMassSAFE is still in the process of accessing health data. This data should be available in early 2016.
- **Increase by 10% the number of agencies able to access MassTRAC from 145 in June 2014 to 155 in June 2015**
  - The number of agencies able to access MassTRAC has increased from 140 in December 2014 to over 160 agencies in June 2015.
- **Improve the timeliness of crash data by decreasing the average number of days from crash incident to receipt of crash report by the RMV from 56.14 days in 2012 to less than 40 days by December 31, 2015**
  - For 2013 crash data, the average number of days between crash occurrence and the time it is entered into the crash data system was 65 days. For 2014 crash data, the average number of days was 41 and approximately 56% of the crash reports were received within 30 days. The RMV is also in the process of creating timeliness and completeness reports for law enforcement. This work would enable the RMV to produce routine reports sorted by each law enforcement agency's crash data submission dates to indicate the timeliness with which every department submits its crash reports. This will allow departments to compare their timeliness measure with other law enforcement agencies across the state and will also be shared with the TRCC.
- **Improve the completeness of the Massachusetts EMS injury database, the Massachusetts Ambulance Trip Record Information System (MATRIS), by increasing the number of ambulance services submitting reports to MATRIS from 293 in 2013 to over 300 in December 31, 2015**
  - As of December 2015, 330 services were submitting reports to MATRIS. Approximately 93% of services are reporting.

## **Program Area Project Summaries**

### **TR-15-01      MassTRAC**

MassTRAC is a web-based solution for crash records analysis, mapping, and reporting. This online tool helps EOPSS/HSD meet federal reporting requirements and supports safety planning processes across the Commonwealth. The online product provides quick access for users to crash data, tabulations, and counts of crashes, vehicles, drivers, passengers, and non-motorists. Funding was not used for this task in FFY 2015, but it will be carried forward to FFY 2016 to upload calendar year 2014 crash data and citation data.

*Total funding allotted:* \$100,000

*Total used:* \$ 0

*Source:* 402

### **TR-15-02      Statewide DDACTS Training**

The DDACTS coordinator worked with the Association of Directors of Law Enforcement (IADLEST) to facilitate a training workshop in Leominster, MA June 9-11. Twenty-five officers from six law enforcement agencies participated in the training. Federal funding was not used for this task in FFY 2015. However, funding will be carried forward to FFY 2016 to coordinate additional workshops. To date, 34 local law enforcement agencies and the Massachusetts State Police in Massachusetts have attended a DDACTS workshop.

*Total funding allotted:* \$60,000

*Total used:* \$ 0

*Source:* 402

### **TR-15-03      FARS**

Funding was provided to the RMV to support a FARS Analyst, who is responsible for collecting data concerning traffic-related fatalities and developing a database sufficient to meet federal requirements. Data collected on traffic-related fatalities were sent to NHTSA to be included in the national FARS (<http://www-fars.nhtsa.dot.gov>) database.

*Total funding allotted:* \$

*Total used:* \$

*Source:* FARS Cooperative

### **TR-15-04      Motor Vehicle Automated Citation and Crash System (MACCS)**

Funding was provided to EOPSS Program Management Office to further develop this secure, web-based system for the collection of citation, crash, alcohol test refusal, and traffic stop data for state and local police departments. The project's main goal is to improve the quality of data being collected at the point of capture as well as to improve officer safety by reducing roadside exposure time. Funding was also used to develop the Public Safety Data Analytics Platform and Tool (ADAPT). The tool will support data-driven public safety policies, such as DDACTS. The tool allows for co-presentation and visualization of different public safety data sets. Once MACCS is deployed in the field statewide, as crash (and eventually citation) data is entered into MACCS, it will be stored in a data warehouse and immediately available to ADAPT for

analysis. This will allow for more real-time insight on existing problems. Funding will be carried forward into FFY 2016 to continue this project.

*Total funding allotted:* \$1,750,000      *Total used:* \$444,707.16      *Source:* 402

**TR-15-05      Scanning Solution for Police Crash Reports**

Funding was provided to RMV to purchase software and hardware to scan crash reports received in paper form and link those reports to corresponding crash files that were entered manually into the Crash Data System. This project allows traffic safety stakeholders to access the entire crash report and, in cases where the report was a paper submission, they also will be able to access the now linked narrative and diagram. The user will be able to view and print these documents, which will be in the form of a PDF file. This project will continue into FFY 2016. By having scanned paper reports available, MassDOT was able to increase the percentage of year 2013 crashes that were able to be geocoded. As of 5/29/2015, 2013 data indicate that 96.5% of crashes were able to be geocoded to a point; this compares to 92.7% for year 2012 data.

*Total funding allotted:* \$190,346.28      *Total used:* \$33,749.50      *Source:* 405c

**TR-15-06      E-Submission Project**

The e-Submission project has been put on hold because of other priorities within the RMV. Funding will be carried forward into FFY 2016.

*Total funding allotted:* \$41,025.28      *Total used:* \$ 0      *Source:* 408

**TR-15-07      Predictive Traffic Analytics Using MassTRAC Data**

Funding was provided to the Center for Leadership in Public Service at Fisher College to assess and contribute to the improvement of the accuracy and completeness of the crash data system as well as citation/adjudication data. This project was completed in FFY 2014.

*Total funding allotted:* \$156,845.76      *Total used:* \$ 0      *Source:* 408

**TR-15-08      Investigation of Improved Linkage Strategy towards the Development of a Central and Uniformed Crash Analysis Database**

Funding was provided UMassSAFE to investigate improved data linkage processes and strategies for linking highway safety data – crash, roadway inventory, citation, driver history, emergency room, hospital and emergency medical services data. UMassSAFE is still in the process of accessing health data. The data should be available in early 2016. Funds will be carried forward to FFY 2016.

*Total funding allotted:* \$124,209      *Total used:* \$2,555.49      *Source:* 405c



**TR-15-09 MSP Traffic Crash Quality Assurance Project**

Funding was provided to the MSP to examine the business process of crash data from investigation through submission to the RMV to determine data collection, processing and dissemination challenges. Funding has been used to create monthly reports to provide crash data to the Division of Field Services. Supervisors are also able to receive quality control reports and address any issues directly. Funding will also be carried forward into FFY 2016 to complete additional data improvements before the implementation of a new records management system, which will be in about three years.

*Total funding allotted:* \$198,171.33      *Total used:* \$77,346.61      *Source:* 405c

**TR-15-10 Crash Data System Stakeholder Data Improvement Project**

This project was put on hold due to other priorities within the RMV, but funding will be provided in FFY 2016 to help the RMV incorporate its Crash Data System (CDS) into the new mainframe database currently under development.

*Total funding allotted:* \$168,907      *Total used:* \$ 0      *Source:* 405c

**TR-15-11 Boston EMS Cyclist, Pedestrian & Vehicular Accident Information System Enhancement**

Funding was provided to Boston Emergency Medical Services/Boston Public Health Commission to make further enhancements to Boston's motor vehicle, bike and pedestrian crash information system to improve EMS analysis and allow for more complex analyses of roadway incidents. Funding has allowed Boston EMS to work more closely with the Boston Police Department and Boston Transportation Department to identify trends relative to crashes and the potential causes of these crashes. On March 25, 2015, Mayor Marty Walsh announced that the City of Boston is officially committing to Vision Zero Boston to shift the priority of transportation policies and projects from speed to safety, "based on the premise that traffic fatalities are not accidents, but rather they are crashes that can be prevented by effective policies and systematic evaluation, enforcement, engineering, education, and community engagement."

*Total funding allotted:* \$233,116.32      *Total used:* \$148,291.93      *Source:* 405c

**TR-15-12 Comprehensive Analysis of Accuracy and Completeness of the Crash Data File**

Funding was provided to the Center for Leadership in Public Service of Fisher College to evaluate the RMV crash data file and propose crash system improvements. The project has led to the development and implementation of appropriate crash file quality control measures based upon the Crash Data Improvement Program (CDIP) conducted in September 2013 and the 2014 Traffic Records Assessment. Fisher College has been working to develop and

implement a crash field quality management program based on Total Quality Management (TQM) principles. Funding will be carried forward into FFY 2016 to continue this project.

*Total funding allotted:* \$245,885.69      *Total used:* \$48,080.59      *Source:* 405c

**TR-15-13      MATRIS and Trauma Registry Data Accuracy, Completeness, Uniformity, and Accessibility**

Funding was provided to Office of Emergency Medical Services of DPH to improve submission of data to the NEMSIS Technical Assistance Center repository. The project included quality assurance validation of the MATRIS data, accessibility of reports to stakeholders, and leveraging of the data for use by other traffic safety stakeholders. This project led to the validation of the State Trauma Registry data and development and dissemination of reports from the system. Funding will be carried forward into FFY 2016 to continue this project and to assist DPH as they transition to NEMSIS version 3.

*Total funding allotted:* \$588,220.30      *Total used:* \$164,699.54      *Source:* 405c

**TR-15-14      Crash Data Audit – An Investigation of Police Crash Reports to Establish and Assess Current Obstacles and Future Performance Measures & Monitoring**

Funding provided to UMassSAFE to conduct a quality control review via a crash data audit by investigating police crash reports and establishing current obstacles, future performance measures, and monitoring criteria. Funding will be carried forward into FFY 2016 to continue this project. UMass is in the process of putting together a panel of experts to perform a manual review of each crash report in the sample.

*Total funding allotted:* \$123,648      *Total used:* \$386.53      *Source:* 405c

**TR-15-15      Crash Reporting Training and Technical Assistance for Law Enforcement Agencies**

Funding was provided to Fisher College, in partnership with the Massachusetts Association of Crime Analysts (MACA), to provide technical assistance to local law enforcement agencies throughout the Commonwealth on submitting crash data to RMV. Fisher College and MACA facilitated a workshop with potential trainers to assist with this project. Federal funding was not used in FFY 2015, but funds will be carried forward into FFY 2016 to continue this project.

*Total funding allotted:* \$81,273      *Total used:* \$ 0      *Source:* 405c

**TR-15-16 Program Management**

Funding provided to allow HSD staff to conduct traffic-related programming as well as cover travel and miscellaneous expenses.

*Total funding allotted:* \$88,427

*Total used:* \$60,447.38

*Source:* 402

**TR-15-17 Massachusetts Revised Crash Report Form E-Manual and Evaluation**

The project was delayed and will be conducted in FFY 2016. Funding will be provided to UMassSAFE for two tasks: (1) develop the Massachusetts e-manual for crash reporting information and (2) evaluate of revised Massachusetts crash report fields. The intent of Task one is to improve the efficiency, accuracy, and completeness of the Massachusetts crash reporting process. UMassSafe will develop a web based, interactive crash report manual that would function like a toolkit with tabs for different information and links for further information. Task two will examine all fields affected by the changes, to look for problematic patterns existing at both the department and vendor levels.

*Total funding allotted:* \$118,019

*Total used:* \$ 0

*Source:* 405c

**TR-15-18 Trauma Registry Vendor and Database Hosting Upgrades**

This project was delayed and will be conducted in FFY 2016. Funding will be provided to DPH to enhance the current processing workflow (upload, edit, process, and report back to the hospitals) for its Trauma Registry. These changes require a specific product built for trauma data that would be maintained to include all the national standards updates and quality improvement initiatives that could be used by the customer. Mass IT will be responsible for hosting the application and database for the Bureau of Health Care Safety and Quality. The hosting services will be for the full Trauma Registry Database that may hold the data from 2008 - 2015 and 2015 - onward with the greatest change being the ICD - 9 - CM and ICD - 10 - CM diagnostic codes. The database will need to meet the Mass IT compliance requirements to reside in the host site.

*Total funding allotted:* \$60,000

*Total used:* \$ 0

*Source:* 405c

## TR-15 Expenditure Summary

Task	Source	Expenses
TR-15-01	402	\$ 0
TR-15-02	402	\$ 0
TR-15-03	FARS Coop	\$ -
TR-15-04	402	\$ 444,707.16
TR-15-05	405c	\$ 33,749.50
TR-15-06	408	\$ 0
TR-15-07	408	\$ 0
TR-15-08	405c	\$ 2,555.49
TR-15-09	405c	\$ 77,346.61
TR-15-10	405c	\$ 0
TR-15-11	405c	\$ 148,291.93
TR-15-12	405c	\$ 48,080.59
TR-15-13	405c	\$ 164,699.54
TR-15-14	405c	\$ 386.53
TR-15-15	405c	\$ 0
TR-15-16	402	\$ 60,447.38
TR-15-17	405c	\$ 0
TR-15-18	405c	\$ 0

**Total**    \$            **980,264.73**

# Police Traffic Services and Support

Well-trained police, court personnel, and highway safety stakeholders are critical to the successful development, implementation, and evaluation of highway safety initiatives and programs. Many of the previously mentioned major program areas are dependent on the success of police training efforts.

## Program Area Project Summary – Police Traffic Services

### **PT-15-01      Municipal Police Training**

Funding was provided to the MPTC to conduct eight classes for municipal police departments to improve enforcement of traffic safety laws. MPTC held two week-long Basic Crash Investigation classes; two week-long Advanced Traffic Crash Investigation classes; two week-long Crash Reconstruction classes; and a one-day Crash Investigation Refresher. A total of 175 law enforcement officers attended the classes, which were offered at the Bolyston, Reading, and Natick training facilities.

*Total funding allotted:* \$87,901.96      *Total used:* \$58,882.32      *Source:* 402, 1906 RP

### **PT-15-02      Law Enforcement Liaison (LEL)**

Funding for this project was deferred to FFY 2016 under PT-16-02.

*Total funding allotted:* \$200,000      *Total used:* \$ 0      *Source:* 402

### **PT-15-03      MDAA/TSRP**

Funding was provided to the MDAA for a full time TSRP. The MDAA hosted or participated in the following trainings: Understanding Field Sobriety Testing; Passing and Ignition Interlock Law; Medical Marijuana; Marijuana During Motor Vehicle Stops: Detection, Investigation and Prosecution, File Organization and Case Preparation, Direct Examination, Cross Examination; Turning the Sword Into the Shield: Using the NHTSA Manual to Cross Examine the Defense Expert; The Seven Deadly Impaired Drivers; 2013 Standardized Field Sobriety Testing Updates and Revisions; Chapter 90,s.24N License Suspensions; Distracted Driving; the Draegar 9510 Instrument; Introducing a Breath Test Result; The Law Governing Sobriety Checkpoints; The Mechanics of Planning and Executing a Checkpoint; Motor Vehicle Case Law Summary; Use of the Drug Recognition Expert at Trial; Defending a Blood Test Result; Synthetic Marijuana; Standardized Field Sobriety Testing in Massachusetts; From Crash to Courtroom: Crash Reconstruction and State of the Art Checkpoints in Massachusetts. A total of 1,431 police, prosecutors, law students, the judiciary and members of other law enforcement agencies were

trained by the TSRP. The TSRP updated the *Massachusetts OUI Manual for Prosecutors*, wrote 16 motor vehicle related case summaries and responded to 312 calls for technical assistance from other prosecutors, law enforcement, and other agencies this year.

*Total funding allotted:* \$175,000      *Total used:* \$151,240.87      *Source:* 402, 405d

**PT-15-04      Training for Campus Law Enforcement**

Funding for this project was deferred to FFY 2016 under PT-16-04.

*Total funding allotted:* \$25,000      *Total used:* \$ 0      *Source:* 402

**PT-15-05      Program Management**

Funding provided to allow HSD staff to conduct police traffic services programming described in this plan as well as cover travel, professional development expenses, conference fees and miscellaneous costs.

*Total funding allotted:* \$64,461      *Total used:* \$37,590.59      *Source:* 402

**PT-15-06      Travel Costs for LEL from MSP to Attend Meetings, Trainings and National Conferences**

Funding provided to MSP for travel-related expenses for the LEL to attend meetings, trainings and national conferences in support of major traffic safety issues including, but not limited to, impaired and distracted driving, occupant protection and drug recognition expert training. The LEL attended the annual International Association of Chiefs of Police (IACP) DRE conference on impaired driving held in Cincinnati, Ohio.

*Total funding allotted:* \$5,000      *Total used:* \$3,137.21      *Source:* 402

**Program Area Project Summary - Planning & Administration**

**PA-15-01      Administration of Statewide Traffic Safety Program**

Funding provided to allow support staff to implement, monitor, and evaluate programs and projects detailed in the FFY 2015 HSP. Funding also allowed staff to produce the FFY 2015 Annual Report and FFY 2016 HSP among other things.

*Total funding allotted:* \$400,000      *Total used:* \$173,197.53      *Source:* 402

**PA-15-02 Americans with Disabilities Act (ADA) Compliance Services**

Funds used to provide Communication Realtime Access Translation (CART) services on five occasions during the FFY 2015 to assist hearing-impaired EOPSS/HSD employee, including the 2015 NHTSA Regional Conference held in Connecticut on March 11-12.

Total funding allotted: \$28,000

Total used: \$ 5,199.35

Source: 402, 2011

**PT-15 Expenditure Summary**

Task	Source	Expenses
PT-15-01	402	\$ 58,882.32
	1906 RP	\$ 0
PT-15-02	402	\$ 0
PT-15-03	402	\$ 35,721.70
	405d	\$ 115,519.17
PT-15-04	402	\$ 0
PT-15-05	402	\$ 37,590.59
PT-15-06	402	\$ 3,137.21

**Total \$ 250,850.99**

**PA-15 Expenditure Summary**

Task	Source	Expenses
PA-15-01	402	\$ 173,197.53
PA-15-02	402	\$ 5,199.35
	2011	\$ 0

**Total \$ 178,396.88**

# Paid and Earned Media

During FFY 2015, EOPSS/HSD used paid and earned media to disseminate information on a wide array of program areas, including occupant protection, distracted driving, impaired driving and riding, teen driving, speeding, and pedestrian and bicycle safety. EOPSS/HSD was assisted by paid media contractor The Rendon Group. The objectives stated below were included in the FFY 2015 HSP and the results are detailed in the Media Summary and tables below.

## Objectives for FFY 2015 & Results

1. Fund paid and earned media regarding the dangers of impaired driving  
→ *Campaigns included: 2 DSOGPO mobilizations, STEP's "Out In Force", the "Make The Right Call" Impaired Driving Campaign.*
2. Fund paid and earned media regarding the dangers of driving unbelted  
→ *Campaigns included: CIOT's "Commonsense Saves Lives" and STEP's "Out In Force"*
3. Urge the media to report occupant restraint use when reporting on crashes  
→ *Through email and telephone communications with media contacts, EOPSS/HSD stakeholders urged media members to promote the importance of reporting occupant restraint use when covering fatal crashes throughout the Commonwealth*
4. Conduct media campaign to target impaired riders  
→ *Campaigns included: "Ride Sober or Don't Ride" and STEP's "Out In Force".*
5. Enhance motorist awareness of bicyclists and pedestrians on roadways through communication efforts  
→ *Campaigns included: "Be Seen-Be Safe" and STEP's "Out In Force."*
6. Increase public awareness of the dangers of distracted driving, mobile device use and texting while driving  
→ *Campaigns included: Distracted Driving's "Commonsense Saves Lives" and STEP's "Out In Force."*

## Media Summary

### *Speeding and Aggressive Driving*

The "Out In Force" paid media campaign ran during November and December of 2014 with a primary target audience of men 35-64 and a secondary target of adults 18-49. The Rendon Group worked with the Boston Police Department and MSP to develop 2 PSAs (links below) featuring officers patrolling roadways and advising viewers police will be enforcing speed limits and other traffic laws. The PSAs were played a total of 101 times during Boston Bruins TV coverage on the New England Sports Network (NESN), yielding over 1.5 million impressions.



EOPSS/HSD staff issued a press release template to the local departments participating in the mobilization, which yielded nine online articles.

[YouTube-Boston PD PSA](#)

[YouTube-MSP PSA](#)

### ***Drive Sober or Get Pulled Over Mobilizations***

The primary audience of the December 2014 impaired driving mobilization was adults 18-49 with secondary emphasis on men 35-64. December's DSOGPO paid media centered around a 30-second PSA (link below) developed by the Rendon Group featuring members of a local police and EMS department responding to the scene of a drunk driving crash. The PSA was shown 202 times on Boston and Springfield news stations during the holiday DSOGPO mobilization period, generating over 6.2 million gross impressions. Earned media focused on social media outreach, a press release, and digital message boards. The PSA received an additional 5,620 views on YouTube, while the mobilization press release was featured in 12 online news articles. Through a partnership with MassDOT's Office of Outdoor Advertising, EOPSS/HSD was able to display our "Drive Drunk-Get Busted" digital ad on 80 digital billboards for a total of 261 hours which garnered 94,086 exposures.



### **December 2014-Drive Sober PSA**

The primary audience for the August 2015 impaired driving mobilization was adults 25-54. The paid media campaign featured two PSAs (link below) with local first responders who are military veterans discussing their experiences responding to drunk driving crashes. The buy featured 252 spots on Comcast TV and one digital ad on xfinity.com which generated 6.2 million impressions. Earned media focused on social media outreach, a press release, and digital message boards. The two PSAs received an additional 2,700 views on YouTube, while the mobilization press release was featured in 11 online news articles. Through a partnership with MassDOT's Office of Outdoor Advertising, EOPSS/HSD able to display a "Drive Drunk-Get Busted" digital ad on 80 digital billboards for a total of 150 hours which garnered an estimated 55,000 exposures.



[August DSOGPO-My Ambulance PSA](#)

[August DSOGPO- Kill Zones PSA](#)

## *CPS-Coats Off*

This original campaign was developed during a brainstorming session between EOPSS/HSD staff and The Rendon Group and ran during March of 2015. Messaging targeted parents/caregivers, with a primary audience of adults 25-49 and a secondary demographic of women 25-49. A 30-second PSA (link below) was developed to advise parents to take their child's bulky winter coat off before strapping them into the car seat. Paid media allowed for the PSA to air 402 times on Comcast-TV in the Boston and Springfield markets, generating over 8 million impressions. The ad also directed viewers to the EOPSS/HSD website ([www.mass.gov/childsafetyseats](http://www.mass.gov/childsafetyseats)) which features an embedded version of the PSA. Via our website and earned social media outreach, the PSA has received over 7,700 views. It was featured on the National Child Safety Board's Facebook page. A press release yielded six online articles and one feature TV news story on ABC-Springfield.



### [Coats Off-YouTube PSA](#)

## *Make The Right Call (MTRC)*

MTRC was an original campaign initially developed in the summer of 2014 to deter teenagers and young adults from impaired driving. Based on the popularity of its original run, FFY15 featured three different installments of MTRC, each with earned and paid media components. The fall campaign ran during November and December of 2014, targeting men 18-64. Working with the flagship radio station of the New England Patriots, 98.5 The Sports Hub, EOPSS/HSD developed and implemented a multi-faceted public information campaign featuring live pre-produced radio reads, pre-produced video roll-ins for the web featuring on-air talent, and conducted an on-air contest designed to deliver the "Make The Right Call-Don't Drink and Drive" message while encouraging listeners to participate in a social media campaign on Facebook and "Like" the MTRC page for a chance to win Patriots tickets. In total, 490 radio spots aired during eight weeks of the football regular season, which when combined with the web ads, garnered over 12 million impressions and resulted in 2,700 Facebook page "Likes."



The spring MTRC installment ran during April and May of 2015, and closely mirrored the fall campaign by partnering with a sports radio network. Working with the flagship radio station of the Boston Red Sox, WEEL, we developed and implemented a multi-faceted public information campaign featuring live pre-produced radio reads, pre-produced video roll-ins for the web, email blasts, and twitter featuring on-air talent, and conducted an on-air contest designed to deliver the "Make The Right Call-Don't Drink and Drive" message while encouraging listeners to participate in a social media campaign on Facebook and "Like" the MTRC page for a chance to win Red Sox tickets. In total, 240 radio spots aired, which when combined with the web and social media ads, garnered over 14 million impressions.

The summer 2015 MTRC ran during August and September and focused on discouraging underage binge drinking and impaired driving at summer concert venues. A 30-second PSA (linked below) was developed using officers from the Boston Police Department; messaging targeted youths and their parents. Paid media efforts resulted in 250 spots airing on Comcast TV garnering roughly 1.6 million impressions.

[Summer Concert-MTRC PSA](#)

***Click It or Ticket Mobilization- Common Sense Saves Lives***

The May 2015 CIOT mobilization was kicked off with a press event at North Quincy High School's pre-prom safety seminar that featured speakers from HSD, MSP, local police, and members of the school's SADD program as well as an MSP roll-over demonstration. The event was featured in a TV story on the New England Cable Network (NECN) as well as print and online news articles.

Our paid media campaign conducted during the mobilization period used the tagline "Common Sense Saves Lives." EOPSS/HSD developed one 30-second PSA and four 15-second PSAs (linked below) featuring a casted spokesperson duo and mixing offbeat humor with straightforward messaging to promote seatbelt usage. The paid media campaign targeting adults 25-64 ran 405 TV spots in Comcast's Boston market as well as digital ads on Pandora and Comcast's websites, resulting in nearly 4.5 million impressions. Earned media included the press event, a media advisory, a press release, and digital message boards. Our Buckle Up-Common Sense Saves Lives Billboard was displayed for 220 hours for an estimated 78,000 exposures on MassDot's 80 digital message boards.

- [30 second Seatbelt PSA- Bad Driver](#)
- [15 second Seatbelt PSA-Thrown Clear](#)
- [15 second Seatbelt PSA-Good Driver](#)
- [15 second Seatbelt PSA-Close to Home](#)
- [15 second Seatbelt PSA-Car Fire](#)
- [15 second Seatbelt PSA-Airbags](#)



***Distracted Driving Mobilization-Common Sense Saves Lives***

Earned media efforts during the April DD Mobilization included a press release that was featured in 17 online news stories and digital messaging targeting teen drivers on the MassDOT's 80 digital billboards. Due to an expiring statewide contract and a prolonged re-contracting process, paid media efforts could not run concurrently with the mobilization period in April and instead the "Common Sense Saves Lives" Distracted Driving Campaign ran mid-late May of 2015. EOPSS/HSD produced two 30-second PSAs and four 15-second bookend PSAs (links below) that featured the same spokesperson duo and tagline as the seatbelt campaign. Paid media ran 311 spots targeting adults 18-49 in Comcast's Boston market as well as digital ads on Pandora and Comcast's websites, resulting in nearly 3.5 million impressions.

[30 second DD PSA-Blindfold](#)

- [30 second DD PSA-Oblivious](#)
- [15 second DD PSA-Pretend Driver](#)
- [15 second DD PSA-Pretend Driver 2](#)
- [15 second DD PSA-Blindfold 2](#)
- [15 second DD PSA-Oblivious 2](#)



***Ride Sober or Don't Ride***

Last year we formed a partnership with the Massachusetts Motorcycle Association (MMA) and worked with them to create the PSA linked below. In FFY15, EOPSS/HSD able to invest money into a media buy and use earned media to further get the “Ride Sober or Don’t Ride” message out. Working closely with MMA Chairman, Dave Condon, EOPSS/HSD decided to run a paid TV buy in the week leading up to Laconia Motorcycle Week as many riders from MA would likely be making the trek up north to NH for it. Mr. Condon also helped EOPSS/HSD decide what channels/shows would help reach the most local male and female riders.



The PSA targeted adults 25-54 on 122 spots from June 6-14 with 50 bonus spots running through the end of June and resulting in over 360,000 impressions. The PSA was also distributed via social media and to the MMA’s distribution list made up of over 10,000 local riders. A corresponding motorcycle safety digital message was featured on 80 digital billboards around the state.

[Rider Sober PSA](#)

***Be Seen - Be Safe***

This year’s bicycle and pedestrian safety media campaign was centered around feedback EOPSS/HSD received from grantee police departments at the Annual Traffic Safety Forum held in April 2015. Using this feedback, EOPSS/HSD brainstormed with the media contractor on how to could develop a campaign to address issues facing local police departments. EOPSS/HSD developed four 15-second PSAs (links below), one focused on pedestrian safety, two on bicycle safety, and one was directed to motorists, utilizing the spokesperson duo to convey the message “Share the Road-Common Sense Saves Lives.” The PSAs were distributed via social media and email to the Bicycle and Pedestrian grantee departments and also were part of a paid media buy during June on Comcast-TV with 244 spots targeting adults 25-54 and garnering over 600,000 impressions.



- [Bicycle Safety PSA-All of Them](#)
- [Bicycle Safety PSA-Traffic Rules](#)
- [Pedestrian Safety PSA-Distracted Walking](#)
- [Share the Road PSA](#)

### ***Sustained Traffic Enforcement Program (STEP)-Out In Force***

STEP began in FFY14 with seven local police departments and MSP, and FFY15 added seven more local police departments. In FFY14, the media contractor worked with these departments to produce radio spots and short and long-form videos featuring local police officers policing their communities against aggressive driving violations. These PSAs were promoted via social media, with a small media buy on local Comcast zone TV networks. In FFY15, EOPSS/HSD worked with six new departments to produce similar short and long-form videos (links below) and then coupled a larger paid TV buy that generated over 400,000 impressions with social media outreach and press releases. The personalized community specific campaign approach was well received and served not only to generate a large amount of visibility, but also was reportedly a terrific morale booster for each participating police department.



- [30 second STEP PSA-Chicopee](#)
- [2 minute STEP PSA-Chicopee](#)
- [30 second STEP PSA-Quincy](#)
- [2 minute STEP PSA-Quincy](#)
- [30 second STEP PSA-Cambridge](#)
- [2 minute STEP PSA-Cambridge](#)
- [30 second STEP PSA-Framingham](#)
- [2 minute STEP PSA-Framingham](#)
- [30 second STEP PSA-Taunton](#)
- [2 minute STEP PSA-Taunton](#)
- [30 second STEP PSA-Holyoke](#)
- [2 minute STEP PSA-Holyoke](#)

### ***Child Passenger Safety Week***

Due to the success of the “Coats Off” campaign and feedback received from the April 2015 Traffic Safety Forum, EOPSS/HSD decided to focus additional media efforts on child passenger safety for CPS Week. At the forum, CPS technicians noted there were so many contradictory sources of information online



regarding car seats and this campaign sought to publicize best practices as well as link parents/caregivers with their local inspection sites and the state's CPS Information Line. With suggestions from Safe Kids organizations across Massachusetts, the EOPSS/HSD CPS website ([www.mass.gov/childsafetyseats](http://www.mass.gov/childsafetyseats)) was overhauled to be more clear and concise. Updates included: a full listing of CPS inspection sites and upcoming check-up events, best practices as recommended by the American Academy of Pediatrics, links to PSAs, and information in both English and Spanish.

Once the website was set, EOPSS/HSD worked with The Rendon Group and Safe Kids of Western MA to develop PSAs in Spanish and English (links below). A short-form PSA in both languages was produced specifically to link parents to inspection sites and the Information Line, and was broadcast on Comcast TV in Boston and Springfield during CPS Week. A long form PSA in both languages was produced with the same information as the short-form as well as common errors parents make when installing seats on their own, and was distributed to agencies for usage on social media. The PSAs featured the actress from our "Coats Off" campaign, an expert CPS tech and instructor from Safe Kids of Western MA, and installation demonstrations from our participant CPS Equipment Grant agencies.

The two short-form PSAs aired 180 times targeting adults 25-54 during CPS Week, generating 2.2 million impressions. The CPS Information Line received 53 calls during September, more than tripling their average monthly call volume. The CPS page was the highest viewed website in our Office of Grants and Research, with over 51,000 views for FFY15. Overall, EOPSS/HSD received great feedback from our CPS partners and look forward to building off this campaign in FFY 2016.

[Short-form CPS PSA-English](#)

[Long-form CPS PSA-English](#)

[Short-form CPS PSA-Spanish](#)

[Long-form CPS PSA-Spanish](#)

## **Paid and Earned Media Expenditures**

The FFY 2015 paid and earned media expenditures, including creative and production expenses, are shown below.

**Table 9: Paid and Earned Media Expenditures**

<b>FUNDING SECTION</b>	<b>PAID**</b>	<b>EARNED</b>
Section 402	\$ 252,297	\$ 99,131
Section 405b	\$ 287,880	\$ 30,675
Section 405d	\$ 459,542	\$ 134,875
Section 410	\$ 19,915	\$ 7,125
<b>Total</b>	<b>\$ 1,019,634</b>	<b>\$ 271,806</b>

\*\*Includes state Indirect charges

### Media Placement Reach & Frequency Chart

Detailed below is the media placement reach and frequency chart for the various individual campaigns conducted during FFY15.

**Table 10: FFY 2015 Media Placement Reach and Frequency**

CAMPAIGN	DATES	TV/CABLE/RADIO	BONUS IMPS	TOTAL IMPS	REACH	FREQUENCY	BUDGET
NESN Out in Force	11/7 - 12/11	1,250,282	254,344	1,504,626	25.1%	3.6	\$80,000
MTRC Sports Hub Patriots	10/29 - 12/28	11,586,200	883,500	12,469,700	72.6%	5.7	\$100,000
Drive Sober Dec 14	12/22 - 12/28	5,094,000	1,145,000	6,239,000	38.6%	1.8	\$45,420
Car Seat Safety	3/2 - 3/11	7,225,000	1,100,696	8,325,696	45.2%	2.1	\$90,000
MTRC WEEI-FM	April-May	12,634,055	1,700,000	14,334,055	70.4%	5.5	\$50,000
Bike-Pedestrians	6/10 - 6/23	512,706	89,948	602,654	15.1%	1.3	\$35,000
Driving Distracted	5/18 - 5/31	1,151,658	2,339,947	3,491,605	34.2%	1.6	\$65,000
Click It or Ticket	5/18 - 5/31	1,111,593	3,348,544	4,460,137	31.5%	1.7	\$80,000
Motorcycle Safety	6/6 - 6/14	257,397	105,490	362,887	9.1%	1.3	\$20,000
MTRC	8/25 - 9/7	1,128,457	500,000	1,628,457	27.1%	1.9	\$62,000
Drive Sober	8/18 - 8/30	1,283,944	5,000,000	6,283,944	27.5%	1.9	\$100,000
Out in Force	5/18 - 9/6	343,115	83,982	427,097	17.4%	1.2	\$42,000
Child Safety Seat Week**	9/13 - 9/19	2,047,000	250,000	2,297,000	36.5%	2.0	\$40,000
<b>TOTALS</b>		<b>45,625,407</b>	<b>16,801,451</b>	<b>62,426,858</b>			<b>\$809,420</b>

# Performance Data

## ■ Crash Summary

For this Annual Report, EOPSS/HSD relied primarily on 2005 to 2014 trend data, and, whenever possible, 2015 data. Some 2014 data provided in this report are preliminary and subject to change. The decrease in the total number of crashes in recent years is in part attributable to reporting practices by different police jurisdictions, but also to the declining number of operator-only reports (reports submitted by motorists who are involved in crashes, for which no police report was submitted) that were entered in the crash data system by the RMV in recent years.

From 2005 - 2014, traffic fatalities in Massachusetts declined 26% from 441 to 328. Fatalities per 100 million VMT declined from 0.80 in 2005 to 0.58 in 2013. This represents a significant 28% decrease in fatalities per 100 million VMT and places Massachusetts among the top states in the nation for traffic fatality rates.

Table 11 provides the data requested to track performance as outlined in the Governors Highway Safety Association 2010 guidance for development of Annual Reports.

***Important note:** Some of the baseline and target figures have changed since the 2015 Highway Safety Plan due to changes in the final 2012 dataset issued by FARS. This will be explained for each respective performance measure affected.*



**Table 11: Massachusetts Crash Data Trends  
2005 to 2015**

Crash Data/Trends	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Fatalities (Actual)	441	429	434	364	340	347	374	383	326	328	N/A
Fatality Rate/(100 Million VMT) Total	0.80	0.78	0.79	0.67	0.62	0.64	0.68	0.68	0.58	N/A	N/A
Fatality Rate/(100 Million VMT) Rural	-	-	0.85	0.87	0.82	0.72	1.08	1.97	1.86	N/A	N/A
Fatality Rate/(100 Million VMT) Urban	-	-	0.78	0.65	0.60	0.63	0.65	0.62	0.52	N/A	N/A
Number of Serious Injuries	5,052	4,579	4,182	4,946	4,782	4,858	4,853	4,384	4,134	N/A	N/A
Number of Fatalities Involving Driver or Motorcycle Operator with $\geq 0.08$ BAC	148	144	155	120	106	122	126	129	118	133	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	171	158	148	122	116	102	122	103	96	100	N/A
Number of Speeding-Related Fatalities	145	148	143	97	77	83	121	114	88	77	N/A
Number of Motorcyclist Fatalities	56	50	62	42	55	61	40	56	40	43	N/A
Number of Unhelmeted Motorcyclist Fatalities	4	5	3	1	6	7	5	3	5	4	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	88	69	76	61	56	53	50	45	33	24	N/A
Number of Pedestrian Fatalities	76	61	66	76	46	68	69	82	68	70	N/A
Number of Bicyclist Fatalities	5	6	11	10	6	7	5	16	6	8	N/A
Percent Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	65%	67%	69%	67%	74%	74%	73%	73%	75%	77%	74%
Number of Safety Belt Violations Issued During Grant-Funded Enforcement Activities	-	10,613	22,463	12,216	16,159	13,815	6,118	11,622	7,329	14,338	8,818
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	-	447	420	542	364	221	147	635	539	869	343
Number of Speeding Violations Issued During Grant-Funded Enforcement Activities	-	11,859	37,251	24,939	17,590	14,161	6,990	9,959	9,183	10,485	9,161

**Source:** FARS December 2015; MassTRAC, December 2015; RMV May 2014; Massachusetts Safety Belt Use Observation Surveys 2004-2015; EOPSS/HSD grant data 2006-2015. **Note:** Some numbers reported in this FFY 2015 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. 2014 data are preliminary

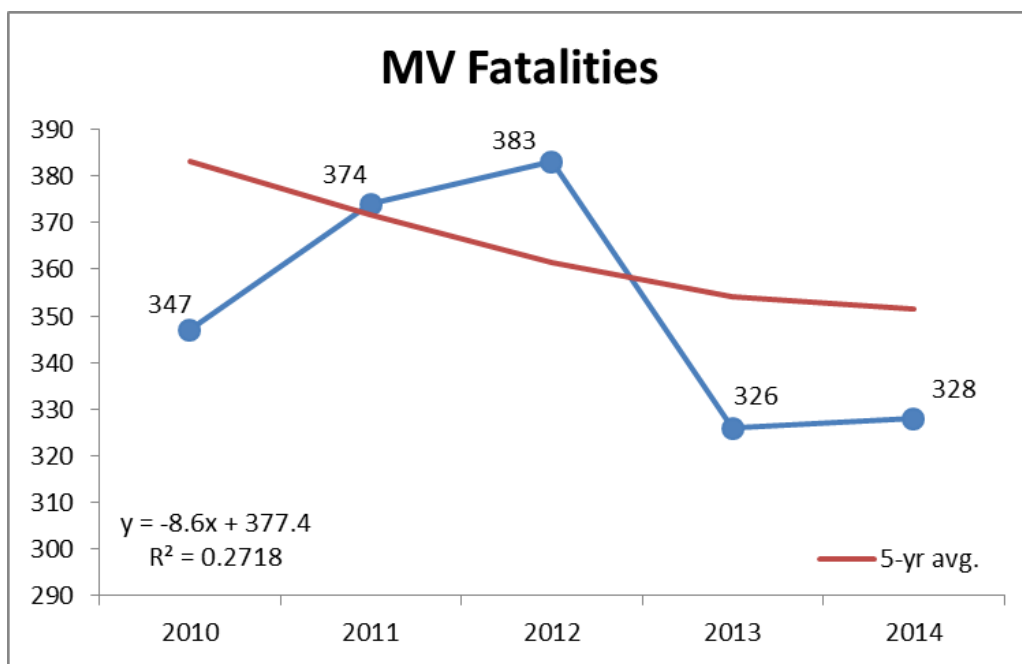
## FFY 2015 Performance Targets and Results

### C-1: Traffic Fatalities

**Target:** Decrease motor-vehicle fatalities 5% from the 2008-2012 calendar base year average of 355 to 337 by December 31, 2015.

*Note - FFY 2015 HSP had fatalities at 349 for 2012. After submission of the 2015 HSP, the 2012 number was changed by FARS to 383. This increased the 2008-2012 average from 355 to 362.*

**Result:** Five-year average (2010-2014) of MV-related fatalities was 352. This represents a 3% decrease from 2008-2012.



Source: FARS December 2015

### Analysis

While the five-year MV-related fatalities average decreased 3% to 352, the year-to-year traffic fatalities increased from 326 in 2013 to 328 in 2014. Despite this slight uptick, over the past five years, traffic fatalities have declined 5%; and over the past decade, down 26%. This is a tremendously positive trend and is further supported by a trendline equation projecting a decline of fatalities in the next three years.

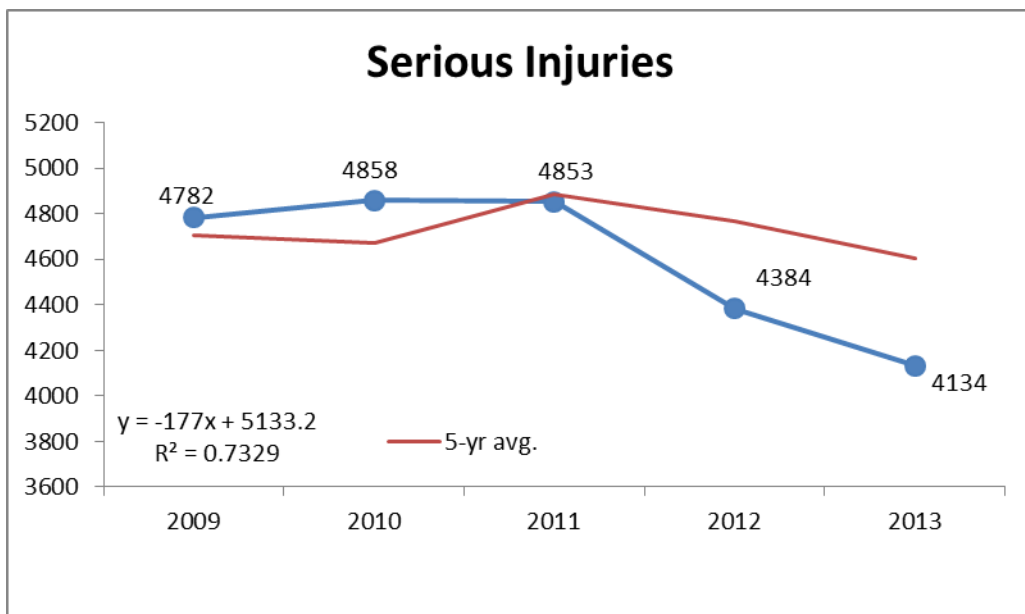
Projected Fatalities	
2015	326
2016	317
2017	309
Five-Year Average	
2011-2015	347
2012-2016	336
2013-2017	321

During 2014, the top five cities for fatalities were: Boston (22), Brockton (12), Springfield (11), New Bedford (9), and Worcester (8). For FFY 2015, all five cities received funding not only for traffic enforcement (DSOGPO, CIOT, DD, speeding) but also for STEP. Given the success of the enforcement patrols for both traffic enforcement and STEP, EOPSS/HSD is confident the number of fatalities will not only drop in these five communities, but also across the Commonwealth in the coming years.

**C-2: Serious Injuries**

**Target:** Decrease the number of serious traffic injuries 10% from 2008-2012 calendar base year average of 4,765 to 4,288 by December 31, 2015.

**Result:** Five-year average (2009-2013) of serious injuries was 4,602. This represents a 3% decline in serious injuries reported compared to 2008-2012.



Source: Injury Surveillance Program - February 2014

**Analysis**

Serious injuries dropped 6% from 2012 to 2013. Since 2009, the number of serious injuries has declined 14% and will likely continue decreasing in the near future. The trendline equation predicts serious injuries from 2014-2106 to be 4,071; 3,894; and 3,717, respectively. The high R-squared value further supports the decline in near future serious injuries.

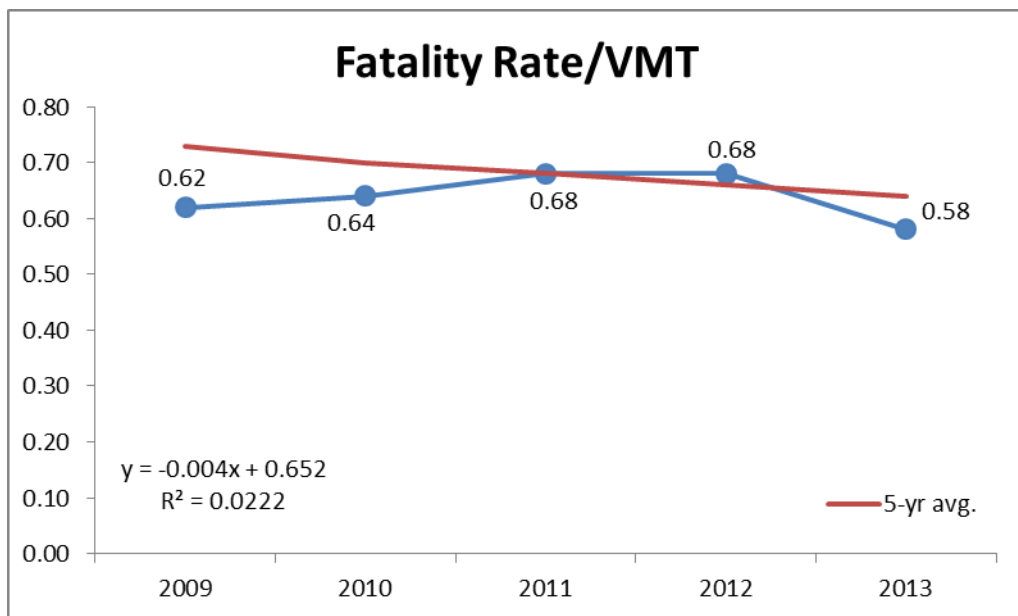
Projected Serious Injuries	
2014	4,870
2015	4,765
2016	3,717
Five-Year Average	
2010-2014	4,620
2011-2015	4,601
2012-2016	4,374

Using the estimates for 2014-2016, the five-year average for serious injuries will continue falling through 2016. The impact of improved Trauma Center and MATRIS reporting, more efficient EMS response, along with the continued drop in Massachusetts crashes (-1% since 2008) and crash injuries (-14% since 2009), will likely lead to lower serious injuries in the coming years than projected.

### C-3: Fatalities/VMT

**Target:** Decrease fatalities/VMT by 9% from the (2008-2012) calendar base year average of 0.64 to 0.58 by December 31, 2015.

**Result:** Five-year average (2009-2013) of fatalities per 100 M VMT was 0.64. The year-to-year fatality rate dropped from 0.68 in 2012 to 0.58 in 2013, representing a 15% decline.



Source: FARS December 2015

### Analysis

In 2013, Massachusetts had the second lowest fatality rate/VMT in the country behind the District of Columbia (0.57). Within New England, Massachusetts' rate was the best by a large margin - RI (0.84), CT (0.89), VT (0.97), ME (1.03), NH (1.05).

Projected Fatality Rate/VMT	
2014	0.63
2015	0.62
2016	0.62
<b>Five-Year Average</b>	
2010-2014	0.65
2011-2015	0.63
2012-2016	0.61

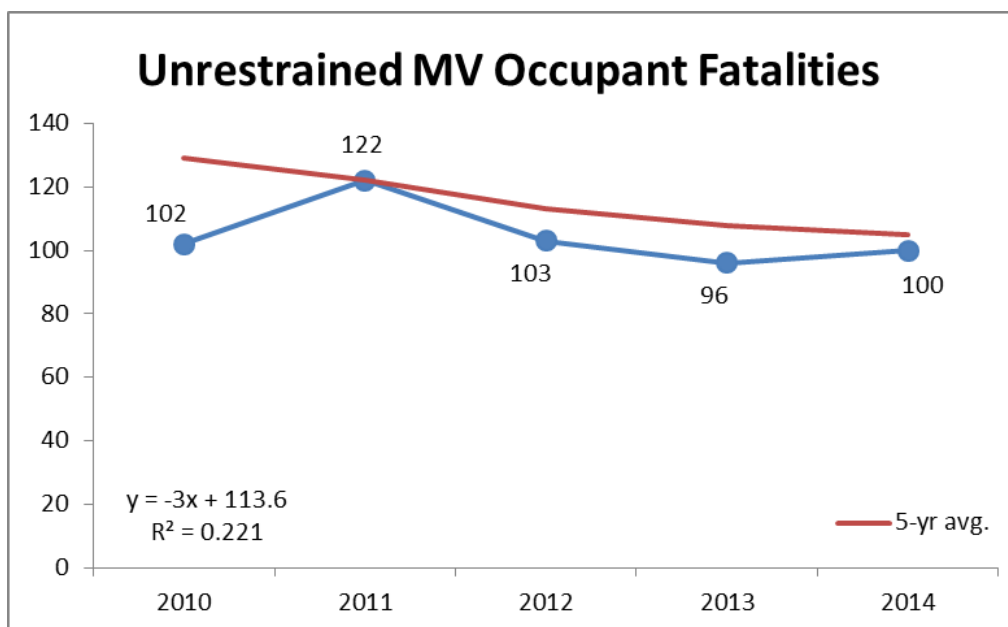
Trendline equation,  $y = -0.004x + 0.652$ , projects the fatality rate from 2014 - 2016 to be 0.63, 0.62, and 0.62, respectively. Using the estimates for fatality rate/VMT, the five-year average is expected to drop to 0.61 by 2016.

### C-4: Unrestrained Passenger Vehicle Occupant Fatalities

**Target:** Decrease unrestrained vehicle occupant fatalities in all seating positions 25% from the (2008-2012) base calendar year average of 112 to 84 by December 31, 2015.

*Note - FFY 2015 HSP had unrestrained fatalities at 98 for 2012. After submission of the 2015 HSP, the 2012 number was changed by FARS to 103. This changed the 2008-2012 average from 112 to 113.*

**Result:** The five-year average (2010-2014) of unrestrained passenger vehicle occupant fatalities, in all seat positions, was 105. This represents a 7% decrease from (2008-2012) base calendar year average. The year-to-year unrestrained vehicle occupant fatalities increased 4% from 96 in 2013 to 100 in 2014.



Source: FARS December 2015

#### Analysis:

From 2010 - 2014, unrestrained MV occupant fatalities dropped 2% from 102 to 100. Despite the slight uptick from 2013 to 2014, the trendline equation,  $-3x + 113.6$ , has projected unrestrained fatalities to decrease over the next three years. Based on this projection, five-year average of

unrestrained passenger vehicle occupant fatalities would decline 10% from 105 in 2014 to 95 by 2017.

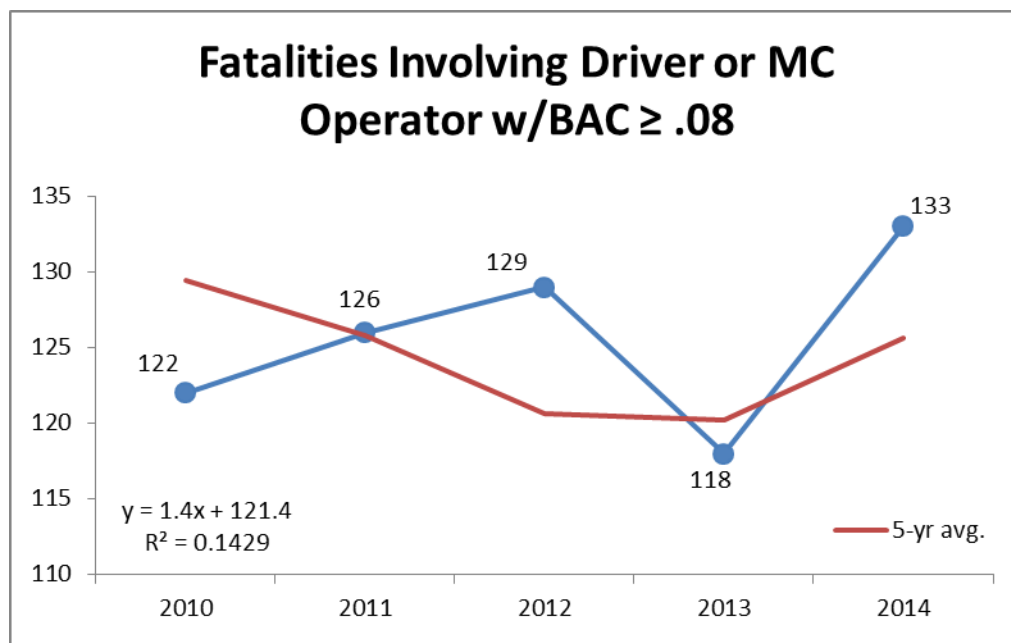
Projected Unrestrained Fatalities	
2015	96
2016	93
2017	90
Five-Year Average	
2011-2015	103
2012-2016	98
2013-2017	95

**C-5: Fatalities in Crashes Involving a Driver or Motorcycle Operator w/ BAC ≥+.08**

**Target:** Decrease alcohol impaired driving fatalities 9% from the (2008-2012) calendar base year average of 119 to 108 by December 31, 2015

*Note - FFY 2015 HSP had Alcohol Impaired Fatalities at 123 for 2012. After submission of the 2015 HSP, the 2012 number was changed by FARS to 129. This increased the 2008-2012 average from 119 to 121.*

**Result:** Five-year average (2010-2014) of alcohol-impaired fatalities (with BAC of 0.08 or greater) was 126. This represents a 4% increase from (2008-2012). Year-to-year fatalities rose 13% from 118 in 2013 to 133 in 2014.



Source: FARS December 2015

**Analysis:**

From 2010-2014, with the exception of 2013, alcohol-impaired driving fatalities increased each year, rising 9% from 122 to 133.

Projected Impaired Fatal	
2015	130
2016	131
2017	133
<b>Five-Year Average</b>	
2011-2015	125
2012-2016	127
2013-2017	129

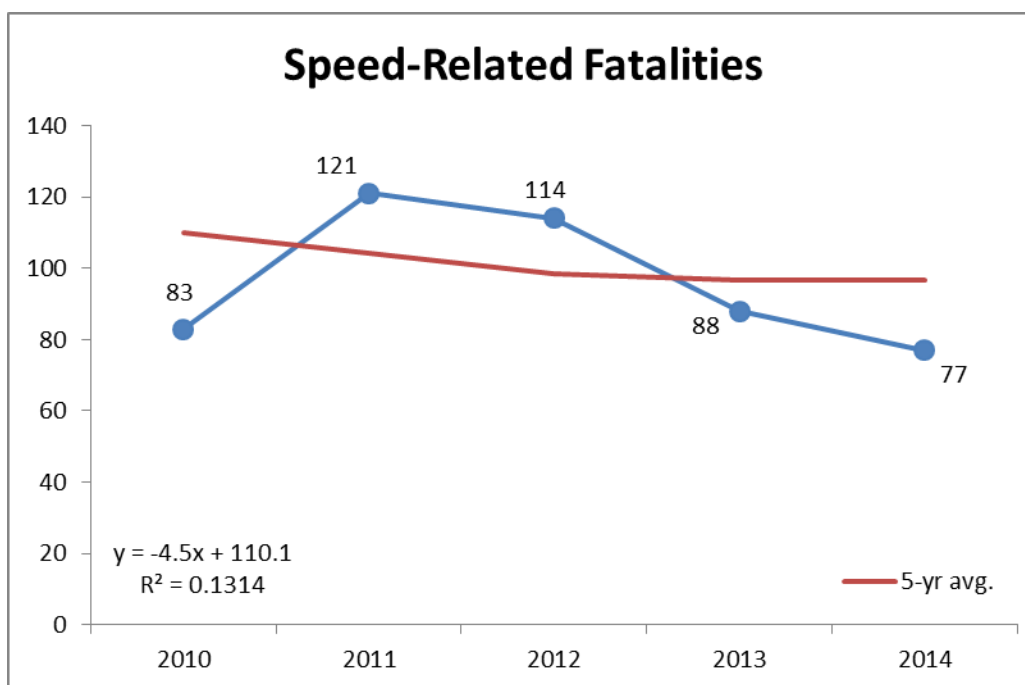
EOPSS/HSD expects the two DSGPO mobilizations conducted in 2015 as well as the two planned in FFY 2016 will help increase awareness on the dangers of impaired driving. Also, underage drinking enforcement activities conducted by the ABCC such as compliance checks and party patrols, along with MSP sobriety checkpoints, are expected to positively impact the number impaired driving fatalities in the near future.

### C-6: Speed-Related Fatalities

**Target:** Decrease speed-related fatalities by 12% from (2008-2012) calendar base year average of 97 to 85 by December 31, 2015.

*Note - FFY 2015 HSP had Speed-Related Fatalities at 106. After submission of the 2015 HSP, the 2012 number was changed by FARS to 114. This increased the 2008-2012 average from 97 to 98.*

**Result:** Five-year average (2010-2014) of speed-related fatalities was 97. This represents a decrease of 1% from the (2008-2012) average of 98. Year-to-year fatalities declined 13% from 88 in 2013 to 77 in 2014.



Source: FARS December 2015

**Analysis:**

Since 2011, speed-related fatalities have dropped 36% from 121 to 77. Going forward, EOPSS/HSD is confident speed-related fatalities will continue declining with the impact of FFY 2015 mobilizations by local police and MSP. Furthermore, MSP purchased 208 LiDAR units for distribution to field personnel in both urban and rural areas of Massachusetts in FFY 2015, which will greatly improve law enforcement’s ability to catch speeding drivers.

Data analysis has found that 38% of all speed-related fatalities in 2014 occurred during the period from 6pm Friday to 6am Sunday. EOPSS/HSD has advised local and MSP units to conduct any speed-related enforcement efforts in FFY 2016 during this key time frame for maximum effectiveness.

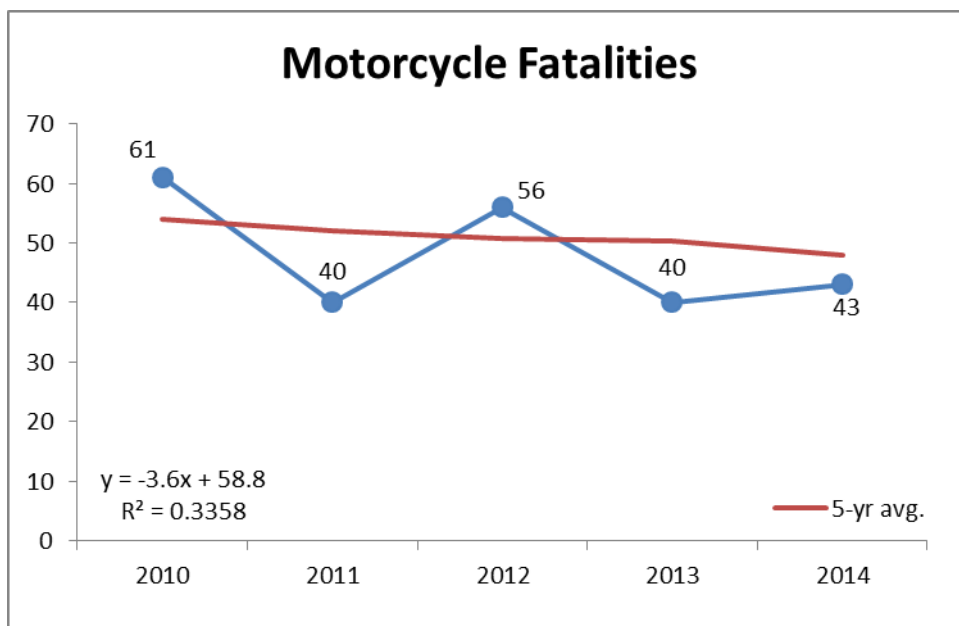
Projected Speed Fatalities	
2015	83
2016	79
2017	74
Five-Year Average	
2011-2015	97
2012-2016	88
2013-2017	80

### C-7: Motorcyclist Fatalities

**Target:** Decrease motorcycle fatalities by 10% from (2008-2012) calendar base year average of 50 to 45 by December 31, 2015.

**Note -** FFY 2015 HSP had Motorcyclist Fatalities for 2012 at 51. After submission of the 2015 HSP, the 2012 number was changed by FARS to 56. This increased the 2008-2012 average from 50 to 51.

**Result:** Five-year average (2010-2014) of motorcycle fatalities was 48. This represents a 6% decline from (2008-2012) calendar base year average of 51. Year-to-year fatalities increased slightly from 40 to 43, an 8% rise.



Source: FARS December 2015

**Analysis:**

Although motorcycle fatalities increased slightly in 2014, up three from 40 in 2013, the trendline projection through 2017 estimates a continued drop in fatalities. Furthermore, the five-year average has been declining since 2010, decreasing from 54 to 48.

Projected MC Fatalities	
2015	37
2016	34
2017	30
Five-Year Average	
2011-2015	43
2012-2016	42
2013-2017	37

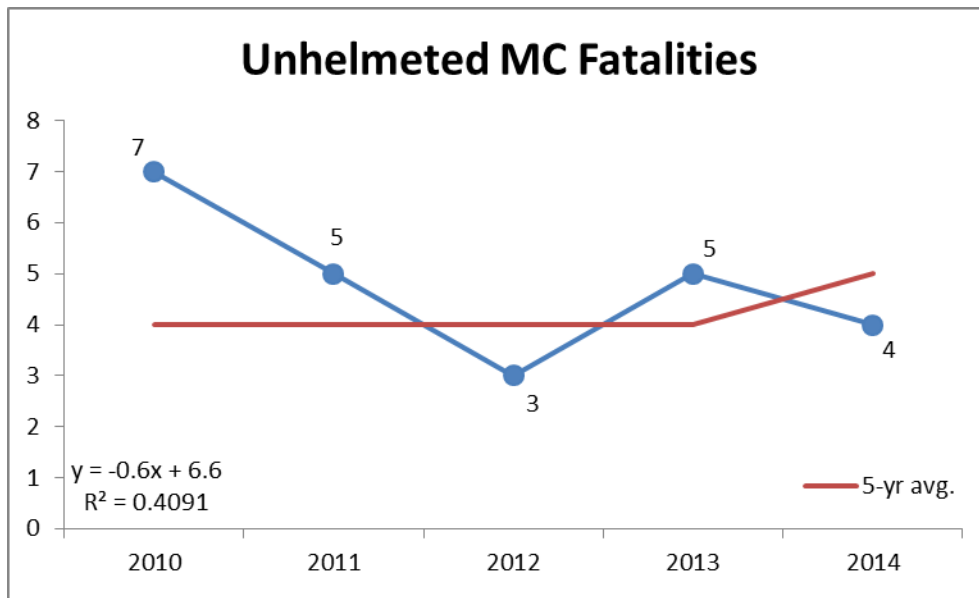
The implementation of improved motorcycle curricula for new riders; the marketing of the “Ride Sober or Don’t Ride” educational promotion campaign in Spring/Summer 2015 and 2016; and the increase in bike training instructors by RMV will help contribute to the projected decline in motorcycle fatalities in the coming years.



**C-8: Unhelmeted Motorcyclist Fatalities**

**Target:** Decrease unhelmeted motorcycle fatalities by 50% from (2008-2012) calendar base year average of four to two by December 31, 2015.

**Result:** Five-year average (2010-2014) was five, an increase of 25% from 2008-2012. Year-to-year saw the number drop from five in 2013 to four in 2014.



Source: FARS December 2015

**Analysis:**

Despite the slight increase in the five-year average for unhelmeted motorcycle fatalities, the trendline equation projects unhelmeted motorcycle fatalities to decline over the next three years.

Projected Unhelmeted Fatalities	
2015	3
2016	2
2017	2
<b>Five-Year Average</b>	
2011-2015	4
2012-2016	3
2013-2017	3

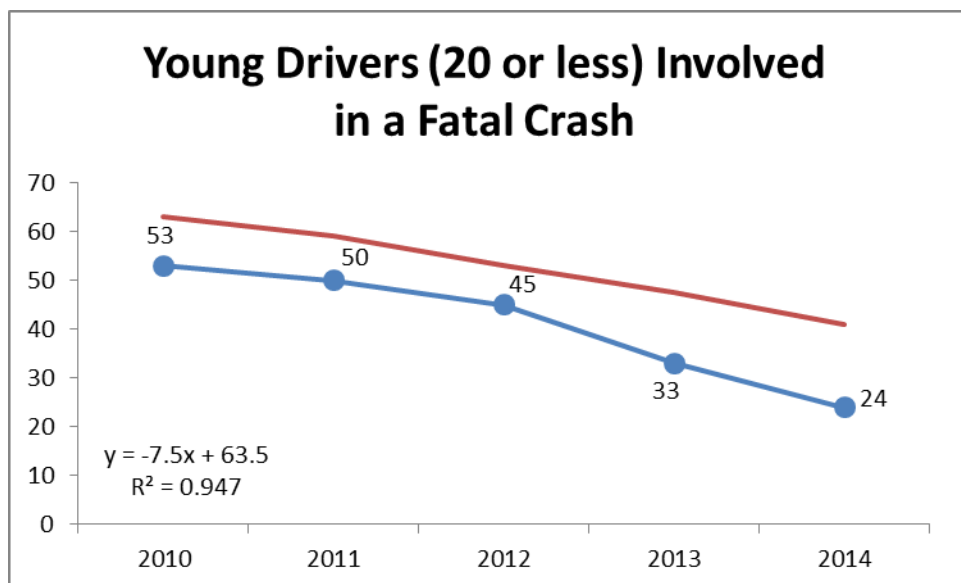
The continued implementation of the motorcycle awareness campaign, "Ride Sober or Don't Ride" throughout 2015 and 2016; as well as increased cognizance of motorcycle safety through biker education courses and grant-funded enforcement patrols will help keep the number of unhelmeted motorcycle fatalities low.

### C-9: Drivers Age 20 or Younger Involved in a Fatal Crash

**Target:** Decrease number of young drivers age 20 or under involved in fatal crashes from (2008-2012) calendar base year average of 52 by 30% to 36 by December 31, 2015.

*Note - FFY 2015 HSP had drivers involved in a fatal crash for 2012 at 42. After submission of the 2015 HSP, the 2012 number was changed by FARS to 45. This increased the 2008-2012 average from 52 to 53.*

**Result:** Five-year average (2010-2014) of young drivers (age 20 or younger) involved in a fatal crash was 41, representing a 23% decline from 2008-2012. Year-to-year saw driver involvement drop from 33 to 24, a 27% decrease from 2013 to 2014.



Source: FARS December 2015

**Analysis:**

With a high R-squared value, the expectation of young driver involvement in a fatal crash to continue declining is high. The trendline equation projects the number of young driver involved in a fatal crash into the single digits by 2017.

Projected YD Involvement	
2015	19
2016	11
2017	4
Five-Year Average	
2011-2015	34
2012-2016	26
2013-2017	18

The positive impact of EOPSS/HSD initiatives during FFY 2015 such as the Distracted Driving mobilization in April; STEP Enforcement by MSP and local municipalities; educational outreach to high school students by grantees In Control and SADD; the marketing of “Make the Right Call” (drinking and driving awareness), and lastly, the continued enforcement of JOL laws will contribute to lower young driver involvement in fatal crashes in the coming years.

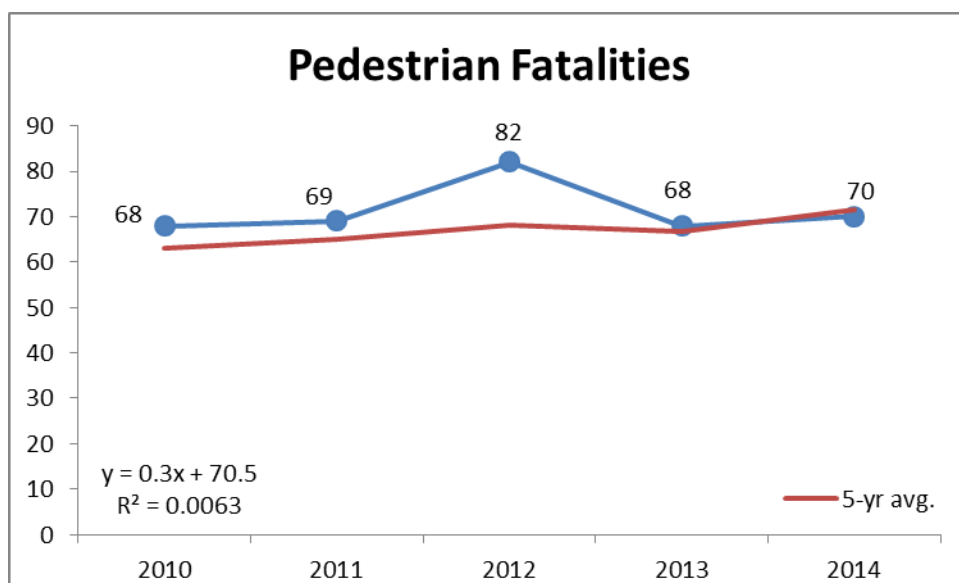
EOPSS/HSD will continue with the aforementioned programs in FFY 2016.

### C-10: Pedestrian Fatalities

**Target:** Decrease pedestrian fatalities by 5% from (2008-2012) calendar base year average of 66 to 63 by December 31, 2015.

*Note - FFY 2015 HSP had pedestrian fatalities for 2012 at 72. After submission of the 2015 HSP, the 2012 number was changed by FARS to 82. This increased the 2008-2012 average from 66 to 68.*

**Result:** Five-year average (2010-2014) of pedestrian fatalities was 71. This represents an increase of 4% from 2008-2012. Year-to-year pedestrian fatalities rose slightly from 68 in 2013 to 70 in 2014.



Source: FARS December 2015

#### Analysis:

Despite the slight rise in pedestrian fatalities from 2013 to 2014, trendline projection has pedestrian fatalities remaining fairly constant (low 70s) over the next three years.

Projected Pedestrian Fatalities	
2015	72
2016	73
2017	73
Five-Year Average	
2011-2015	72
2012-2016	73
2013-2017	71

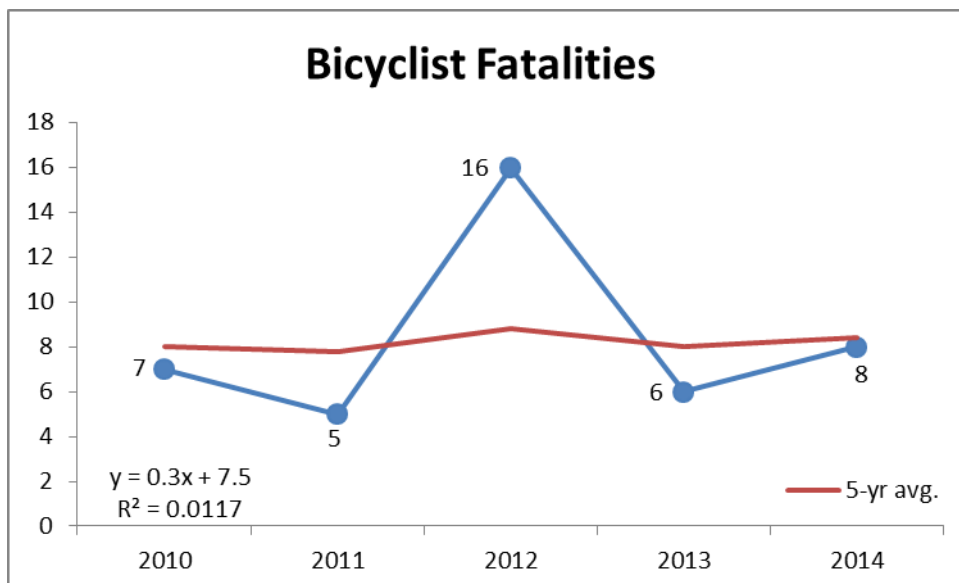
EOPSS/HSD expects the number of pedestrian fatalities to decline, rather than remain constant, in the coming years. The success of the Pedestrian and Bicycle Enforcement program during FFY 2015, in which 70 local law enforcement agencies conducted over 3,900 hours of patrols, resulted in 8,733 stops of motor vehicles and the issuance of nearly 5,900 citations - will hopefully lower the number of pedestrian fatalities. For FFY 2016, 71 grantees will participate.

Based on data analysis, EOPSS/HSD will recommend grantees to have more patrols during period of October through December (39% of fatalities since 2009).

### C-11: Bicyclist Fatalities

**Target:** Decrease bicycle fatalities by 20% from (2008-2012) calendar base year average of nine to seven by December 31, 2015.

**Result:** Five-year average (2010-2014) of bicyclist fatalities was eight. This represents an 11% decrease from 2008-2012. Year-to-year bicycle fatalities rose slightly from 6 in 2013 to 8 in 2014.



Source: FARS December 2015

**Analysis:**

After a dramatic spike in fatalities in 2012, the number of bicyclist deaths retreated to pre-2012 levels. It remains to be seen if 2012 ends up being an outlier or a preview of a possible increase in the near future.

Projected Bicyclist Fatalities	
2015	11
2016	12
2017	13
Five-Year Average	
2011-2015	9
2012-2016	10
2013-2017	12

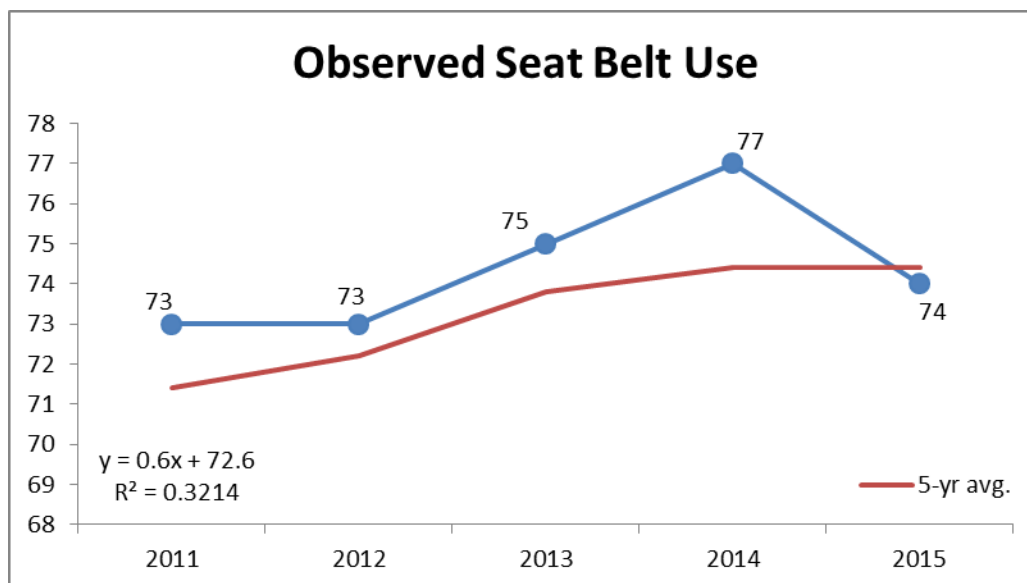
Despite the trendline projection of an increase in bicyclist fatalities through 2016, EOPSS/HSD expects the number of bicyclist fatalities to remain at pre-2012 levels with the distribution of the Pedestrian and Bicycle Enforcement Grant to local police departments across the Commonwealth in FFY 2015 and FFY 2016.

For FFY 2015, 70 police departments participated in the grant; for FFY 2016, 71 grantees will participate. EOPSS/HSD will recommend that grantees conduct patrols during warmer months (May – September) as bike riding is more prevalent during that period.

**B-1: Observed Seatbelt Use for Passenger Vehicles**

**Target:** Increase observed seat belt use rate by 5% from a 74 average for 2009-2013 to 78 in 2015.

**Result:** Statewide observed safety belt use of front seat outboard occupants in passenger vehicles was 74% in 2015. This represents a 3 percentage point decrease from 2014. The five-year average (2011-2015) was 74, same as prior two five-year periods (2009-2013; 2010-2014).



Source: Massachusetts Safety Belt Use Observation Surveys 2011-2015

**Analysis:**

After hitting a record high of 77% in 2014, observed seatbelt usage dropped down to 74% in 2015.

Projected Belt Usage	
2016	76
2017	77
2018	77
Five-Year Average	
2012-2016	75
2013-2017	76
2014-2018	76

The continued impact of successful CIOT mobilizations, along with the implementation of the pilot STEP program, will continue educating drivers and passengers alike on the need to wear seat belts when riding in a motor vehicle.

EOPSS/HSD will also continue with media outreach and education during CIOT mobilizations in FFY 2016.

# Noteworthy Accomplishments and Project Highlights

## Sustained Traffic Enforcement Program (S.T.E.P)

### Overview

The STEP project completed its second year with fourteen local police departments (Boston, Brockton, Cambridge, Chicopee, Fall River, Framingham, Holyoke, Lowell, Lynn, New Bedford, Quincy, Springfield, Taunton and Worcester) and the Massachusetts State Police (MSP) implementing sustained, high-visibility year-long traffic enforcement. The eligible departments, considered 'hot spot' communities because of high crash rates, focused their patrols on locations and specific times of year and days when data show crashes and injuries are at their highest.

Increased enforcement patrols during these times, raises the perception of a greater risk of getting stopped and helps deter unsafe driving behaviors. Grantees used the funding to crack down on violations of impaired driving, seat belt laws, speeding, and distracted driving as well as other traffic safety infractions.

### Results

Funding of \$3.2M for FFY 2015 allowed for an additional seven communities to participate in the program. Despite a severe winter with record high snowfall causing canceled or delayed patrols, the local police departments spent on average, 84% of their funds, while the MSP used approximately 52%.

Enforcement Activity: the local and state police departments recorded:

- 99,963 citations and warnings
- 3,416 arrests
- 35,126 patrol hours resulting in approximately 95,466 traffic stops or an average weighted performance measure of 3.16 stops per hour. *Certain categories of stops, such as arrests, are weighted (assigned extra stop credits), due to the time it takes to process the stop/citation.*

### Conclusion

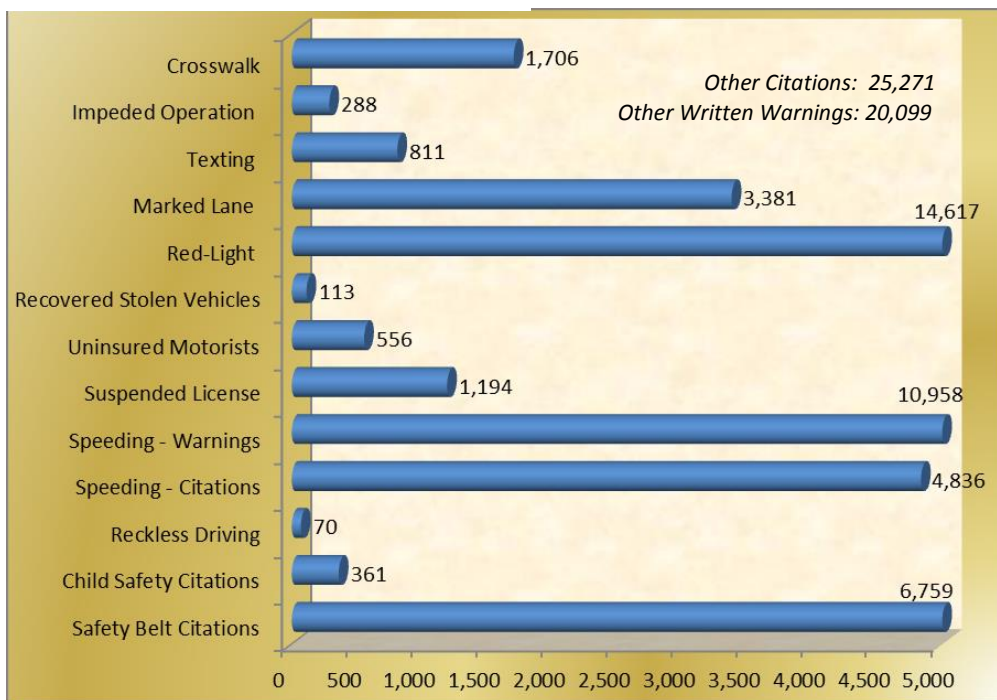
An Earned Media component (at no cost to the grantees) was available for the seven additional participating departments. Following in the footsteps of last year's media campaign, individualized public service announcements (PSA) were created for each community using the "Out In Force" campaign slogan. The 30-seconds and 2-minute PSA's are being aired/shown on local cable channels as well as social media networks.

The STEP program’s flexibility allows a participating department to analyze and use its own data to strategically schedule overtime patrols in areas of high crash and/or traffic incident rates. The high-visibility enforcement continues to be a successful deterrent to unsafe driving behaviors and contributes to the overall goal of reducing fatalities and injuries on Massachusetts roadways.

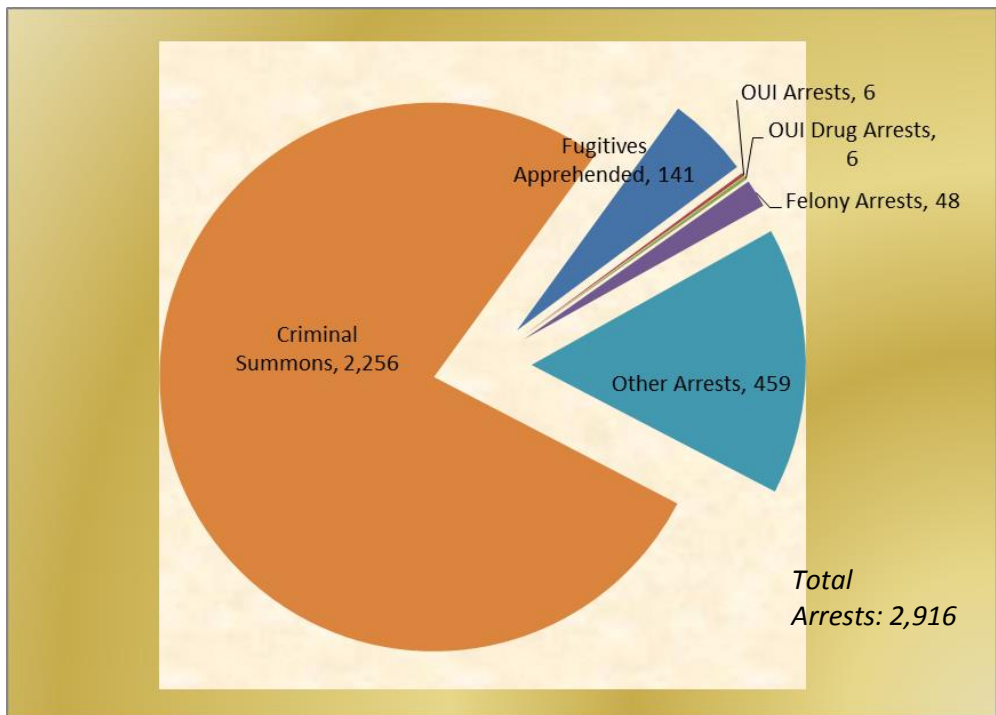
The following pages present an overall activity summary of the Local Police Department and the MSP.

### FFY 2015 STEP Grant Summary - Local Police Departments

<i>Total Patrol Hours: 31,071</i>	<i>Award Amount: \$2,349,971</i>
<i>Total Data Entry Hours: 3,825</i>	<i>Total Spent: \$1,984,164</i>
<i>Total Traffic Stops: 87,425</i>	<i>% Award Amount Used: 84%</i>
<i>Average Weighted Stops per Hour: 3.47</i>	



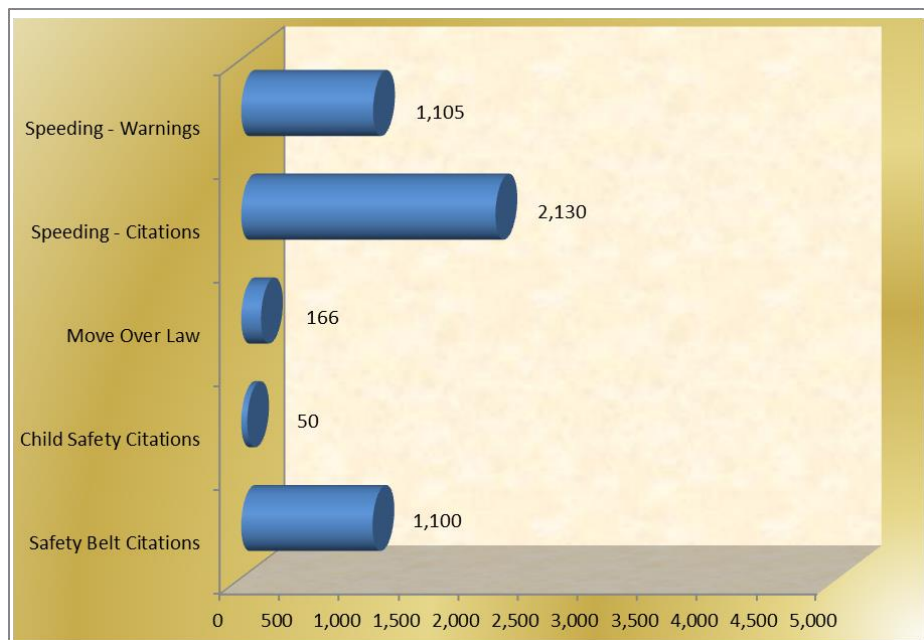
*Total All Citations, Arrests & Warnings: 93,936*



**FFY 2015 STEP Grant Summary – Massachusetts State Police**

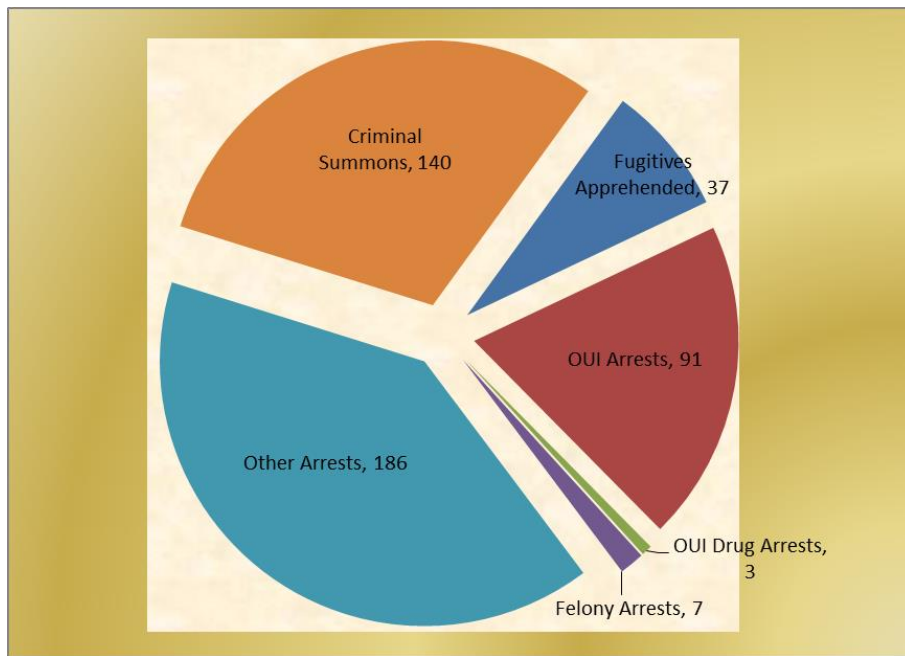
Total Patrol Hours: 4,055  
 Total Traffic Stops: 8,041  
 Average Weighted Stops per Hour: 2.85

Award Amount: \$750,000  
 Total Spent: \$392,586  
 % Award Amount Used: 52%





Total Citations & Warnings: 8,943 Total Arrests: 500



## Monitoring Site Visits in 2015

Monitoring of federal grant funding awards is required by the federal government, the purpose of which is to ensure compliance with the terms and conditions of the federal funding and state subrecipient conditions. In the summer of 2015, the EOPSS/HSD staff successfully conducted 28 site visits across the Commonwealth.



EOPSS/HSD based the location of site visits on various factors such as risk assessment, number of grants received and date of last visit. Participating police departments were Amesbury, Andover, Auburn, Ayer, Brockton, Cambridge, Concord, East Bridgewater, Framingham, Freetown, Haverhill, Hingham, Holliston, Hull, Ipswich, Lowell, Milford, Peabody, Revere, Salem, Somerville, Southborough, Taunton, Uxbridge, Wakefield and Westford; other agencies included UMassSAFE (Amherst) and Fisher College in Boston.

While most grantees fell into the *low risk* category, the HSD visit is considered an important tool in fostering open and improved communications between the EOPSS/HSD staff and the participating agency. The visit gave a department's grant managers, enforcement officers and administrative staff members a chance to discuss candidly any critical traffic safety issues and

enforcement strategies as well as offering suggestions on reporting procedures such as improving grant announcements, ease of grant applications and other grant tools.

This year's monitoring site visit project covered the central area around Boston including parts of the North and South Shores where the highest concentration of grantees are located. Next year the EOPSS/HSD staff intends on visiting grantees in Central and Western parts of the state as well as on the Cape.

## **Child Passenger Seat Program**

### **Overview of FFY 2015 Activities per Section 2011 Requirements**

In July 2008, Massachusetts amended the CPS Law to require that all children riding in passenger motor vehicles be in a federally-approved child passenger restraint that is properly fastened and secured until they are eight years old or more than 57 inches tall. Once a child has outgrown a child seat, he or she needs to use a belt positioning booster seat until attaining the required age or inches in height. This is a primary enforcement law in Massachusetts.

In FFY 2015, EOPSS/HSD continued to educate citizens and help police departments enforce CPS laws through the successful CIOT enforcement mobilizations by both local and state police; through the distribution of certified car seats by CPS technicians at numerous checkup events and fitting stations; and through the increase in new CPS technicians across the Commonwealth.

### **Accomplishments**

The following outlines the major accomplishments of the EOPSS/HSD statewide CPS Administration and Training program in FFY 2015. The major highlights included:

- Trained 145 new technicians for a total of 786 certified CPS technicians and instructors across the Commonwealth.
- Recertified 173 technicians (as of October 1, 2015) – a recertification rate of 62%; a rate well over the national average of 58.5%
- CPS Equipment Grantees hosted 70 checkup events as well as weekly fitting stations from during the grant period
- The checkup events and fitting stations resulted in over 6,265 car seat inspections and installations across the Commonwealth

- Fifty-six recipients of the CPS Equipment Grant collectively purchased 1,840 car seats for distribution to families or caregivers in need of a certified car seat
- Nearly 860 car seats had been distributed by grantees prior to the close of the FFY 2015 CPS Grant period (September 30, 2015)

### Distribution of Child Restraints

During FFY 2015, EOPSS/HSD distributed CPS Equipment Grant funding to fifty-six selected grantees across the Commonwealth. As part of their application, grantees indicated plans to do outreach and checkpoints in low-income sections of their respective community. The total amount of funding distributed was \$134,000. Grantees included not-for-profit entities as well as police and fire departments across the Commonwealth.

EOPSS/HSD tries to ensure that these car seats are distributed to low-income families. In the Application for Grant Funds (AGF), it states that the intention of this grant is to provide the seats to low-income families and before applications are approved, subgrantees must describe their specific outreach plans. However, subgrantees are not expected to solicit caregivers about earning levels, nor can judgment be made on one’s income level based upon such factors as car make or town of residence. Furthermore, a caregiver attending a fitting station or checkup event could be a babysitter, family friend, nanny or grandparent, which would render income earnings null and void.

Grantee	Median Income	Seats
Amherst	\$ 50,000	33
Ayer	\$ 56,000	33
Boston - EMS	\$ 51,000	80
Boston - PD		40
Eastham	\$ 59,000	25
Gardner	\$ 48,000	42
Haverhill	\$ 62,000	39
Holbrook	\$ 63,000	42
Lowell	\$ 50,000	38
Montague	\$ 42,000	27
New Bedford	\$ 36,000	48
Quincy	\$ 60,000	14
Revere	\$ 50,000	26
Somerville	\$ 62,000	13
Spencer	\$ 63,000	22
Taunton	\$ 54,000	33
Umass Medical (Worcester)	\$ 45,000	93
Upham's Corner (Boston)	\$ 51,000	107
<b>Total Seats Received</b>		755
<b>% of all seats purchased</b>		41.0%

According to the U.S. Department of Labor, Bureau of Labor Statistics, the median household income in Massachusetts was approximately \$65,000. Using this figure as a baseline, any number under the median income level would be considered below median income. Of the 56 CPS grant recipients, 18 come from towns or cities with a median income below \$65,000. This represents 32% of all grantees. 755 car seats were purchased by these 18 grantees, accounted for 41% of all car seats purchased.

For the past couple of years, EOPSS/HSD has made a concerted effort to reach out to regional hospitals in areas of lower than median income. Through their pre-natal care programs and community outreach, hospitals can reach many families in need of a car seat. EOPSS/HSD has also required applicants to the CPS grant to detail how they would reach out to low-income families in their respective community. Grantees are required to detail efforts are going on low-income outreach in their monthly and year-end reports.

Through monitoring visits and monthly reports, EOPSS/HSD has found subgrantees increasing their efforts at low-income outreach by working with regional non-profits, hospitals, and

public housing developments to further communicate the importance of having proper car seats.

While EOPSS/HSD makes it clear in the CPS AGF that the intention of the grant is to provide seat to low-income families, a balance also needs to be made as attaching low-income to every aspect of a subgrantees outreach may inhibit parents who are seeking inspections and help with car seat installation from attending fitting stations or seat checkups. To this end, subgrantees will not turn away anyone in need of a car seat or seeking to ensure the right car seat is being used.

### ***51 Municipalities Participated***

Amesbury, Amherst, Andover, Aquinnah, Attleboro, Auburn, Ayer, Barre, Belmont, Berkley, Beverly, Boston, Braintree, Brookline, Burlington, Cambridge, Charlton, Concord, Danvers, Dudley, Eastham, Essex, Gardner, Hamilton, Haverhill, Holbrook, Holliston, Hull, Ipswich, Lakeville, Lowell, Medford, Milford, Millville, Montague, New Bedford, North Andover, Norwell, Quincy, Rehoboth, Revere, Somerville, Spencer, Sturbridge, Taunton, Tewksbury, Wakefield, Wellesley, Wellfleet, West Newbury, and Whitman.

### ***4 Regional Non-Profits Participated***

Boston EMS, Cape and Islands EDDY, UMass Memorial Medical (Worcester), and Upham's Corner Health Center (Boston).

All counties except Berkshire were represented in the FFY 2015 CPS Equipment Grant.

Utilizing CPS Equipment funding, grantees purchased 1,840 federally-approved car seats for distribution. As of September 30, 2015, grantees have distributed 860 car seats and have checked over 6,200 car seats for installation. While determining level of income of each recipient is not possible, grantees made every effort to make residents of low-income areas in their town or region aware of upcoming checkpoints and fitting stations where a new car seat could be obtained.

### ***Enforcement of Child Restraint Laws***

The EOPSS/HSD-funded CIOT mobilization conducted in FFY 2015 focused on addressing occupant protection for all passengers, including children. The local CIOT mobilization took place in May 2015, involving 127 police departments. MSP conducted its own CIOT enforcement in May 2015 as well. During mobilization events, enforcement resulted in the issuance of 4,627 safety belt citations and 156 CPS violations.

A list of municipal police departments that participated in the May CIOT mobilization is provided on the following page.

2015 CIOT Mobilization - Local PD Participating	
Abington	Needham
Acton	New Bedford
Amesbury	Newburyport
Amherst	Newton
Andover	North Reading
Arlington	Northampton
Attleboro	Northborough
Auburn	Northbridge
Belchertown	Norton
Belmont	Norwell
Beverly	Norwood
Billerica	Orleans
Boston	Palmer
Bourne	Peabody
Braintree	Pittsfield
Bridgewater	Plymouth
Brockton	Quincy
Brookline	Randolph
Burlington	Reading
Cambridge	Rehoboth
Charlton	Revere
Chelmsford	Rockland
Chelsea	Salem
Concord	Seekonk
Danvers	Sharon
Dartmouth	Sherborn
Dedham	Somerset
Dennis	Somerville
Dudley	South Hadley
East Bridgewater	Southborough
Eastham	Southbridge
Everett	Spencer
Fairhaven	Springfield
Fall River	Stoneham
Falmouth	Sturbridge
Fitchburg	Swampscott
Foxborough	Swansea
Framingham	Taunton
Franklin	Tewksbury
Freetown	Topsfield
Gardner	Upton
Grafton	Uxbridge
Granby	Wakefield
Greenfield	Walpole
Hanover	Wareham
Haverhill	Watertown
Hingham	Wayland
Holbrook	Webster
Holliston	Wellesley
Holyoke	Westborough
Ipswich	Westfield
Lakeville	Westford
Leicester	Westminster
Lenox	Weston
Lexington	Westport
Lowell	Westwood
Lunenburg	Weymouth
Lynn	Wilbraham
Mansfield	Wilmington
Marlborough	Woburn
Methuen	Worcester
Middleborough	Wrentham
Milford	Waltham
Milton	

Approximately 36% of the cities/towns in Massachusetts participated in a CIOT mobilization during FFY 2015.

EOPSS/HSD also funded a pilot Sustained Traffic Enforcement program which involved the MSP and seven selected municipal police departments across the Commonwealth as well as two DSGPO mobilizations by local police departments. These three enforcement grants resulted in an additional 9,883 safety belt citations issued.

**Training CPS Professionals**

The CPS Program uses the NHTSA standardized curriculum for instructors and technicians, which is reviewed by the National Child Passenger Safety Board.

In FFY 2015, Baystate Medical Center (EOPSS/HSD’s Statewide CPS Administrator) conducted 20 CPS technician and instructor-related classes throughout the Commonwealth. Classes were open to municipal and state law enforcement and public safety officers. Over 370 law enforcement officers attended the offered trainings. As a result, 145 new technicians were trained and 173 technicians were recertified. The recertification rate for FFY 2015 was 62%, a rate well over the national average of 58.5%.

**CPS Technicians classes**

- Andover (December 2014)
- Wayland (January 2015)
- Holyoke (March)
- Boston (May)
- Pittsfield (July)
- Tewksbury (September)

**CPS Update Class**

- Andover (December 2014)
- Springfield (February 2015)
- Dennis (March)
- Foxborough (June)

→ Tewksbury (September)

### **CPS Renewal Classes**

→ Andover (December 2014)

→ Wayland (January 2015)

→ Holyoke (March)

→ Bourne (April)

→ Boston (May)

→ Taunton (July)

→ Belchertown (August)

→ Tewksbury (September)

Baystate Medical also held a CPS Special Needs class in October 2014 that focused on car seat safety and children with developmental disorders.

### ***Educating the Public on CPS***

As part of CPS Equipment Grant specification, grantees had to participate or host either a checkup event or regularly scheduled fitting station over the course of the grant period. From October 2014 to September 2015, grantees hosted or participated in over 70 checkup events and held numerous fitting stations. The checkup events and fitting stations yielded 3,103 car seat inspections and 3,162 car seat installations. As a result of careful inspections, 860 car seats were distributed to replace outdated or damaged car seats.

On the following page, a list of the checkup events held by FFY 2015 CPS grantees is provided.

Date	Location	Time	Host Agency
11/15/14	Marshfield Playground	10:00am-2:00pm	Marshfield Police Department
1/12/15	Amesbury Police Department	1:00-4:00pm	Amesbury Police Department
3/11/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
3/17/15	Amesbury Police Department	1:00-4:00pm	Amesbury Police Department
3/26/15	Olympia Oaks Apartment Complex	10:00am-12:00pm	Amherst Fire Department
4/8/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
4/11/15	Milford Highway Department	10:00am-2:00pm	Milford Police Department
4/11/15	Thorpe School	9:00am-12:00pm	Danvers Police Department
4/12/15	Wellfleet Cinemas-Touch A Truck Day	10:00am-2:00pm	Wellfleet Police Department
4/14/15	Brookline DPW Center	4:00-5:30pm	Brookline Police Department
4/18/15	Chuck E. Cheese-Worcester	10:00am-2:00pm	UMass Memorial Medical Ctr.
4/18/15	North Village Apartment Complex	10:00am-12:00pm	Amherst Fire Department
4/25/15	Charlton Town Common	10:00am-2:00pm	Charlton Police Department
4/25/15	Walgreen's Pharmacy-Lakeville	9:30am-12:30pm	Lakeville Police Department
4/25/15	Wellesley Social Services	10:00am-2:00pm	Wellesley Police Department
5/2/15	South Shore Hospital	9:30am-1:30pm	South Shore Hospital
5/6/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
5/7/15	Gorse Children's Center	2:00pm-5:30pm	Hampshire College Campus PD
5/9/15	Taunton DPW	9:00am-11:00am	Taunton Police Department
5/15/15	UMass Amherst-National Night Out	5:00-7:45pm	Amherst Fire Department
5/16/15	Hannaford's-Lowell	10:00am-2:00pm	Tewksbury+Lowell Police Department
5/16/15	Commonwealth Chevrolet	10:00am-2:00pm	Lawrence General Hospital
5/16/15	Home Depot-Hadley	10:00am-2:00pm	Amherst Fire Department
5/22/15	Brighton Marine Health Center	1:00-3:00pm	Boston Police Department
5/30/15	137 Myricks Street-Berkley	9:30am-12:30pm	Berkley and Lakeville PD
5/30/15	Dr. Frederick N. Sweetsir School	10:00am-2:00pm	Merrimac Police Department
5/30/15	Taunton DPW	9:00am-11:00am	Taunton Police Department
6/7/15	Gardner Public Safety Day	11:00am-3:00pm	Gardner Police Department
6/10/15	Savers Bank Parking Lot	10:00am-2:00pm	Charlton Police Department
6/10/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
6/13/15	Walmart- Quincy	10:00am-2:00pm	Quincy Police Department
6/13/15	Taunton Boys & Girls Club	11:00am-3:00pm	Taunton Police Department
6/16/15	Greenfield Fire Department	11:00am-2:00pm	Safe Kids Western Massachusetts
6/27/15	Taunton DPW	8:30-10:30am	Taunton Police Department
7/1/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
7/11/15	Taunton DPW	9:00am-11:00am	Taunton Police Department
7/14/15	Amesbury Police Department	1:00-4:00pm	Amesbury Police Department
7/18/15	MSP HQ-Framingham	10:00am-4:00pm	MSP
7/23/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
7/25/15	Taunton DPW	9:00am-12:00pm	Taunton Police Department
7/25/15	Aquinnah Public Safety Day	12:00-5:00pm	Aquinnah Police Department
7/25/15	Milford Water Company	9:00am-1:00pm	Milford Police Department
8/1/15	Umana Barnes Academy-East Boston	10:00am-12:00pm	Boston Police Department
8/3/15	Revere National Night Out	5:30-8:30pm	Revere Police Department
8/7/15	Taunton WIC Celebration	10:00am-12:00pm	Taunton Police Department
8/9/15	Taunton DPW	9:00am-12:00pm	Taunton Police Department
8/12/15	Upham's Corner Health Center	11:00am-2:00pm	Upham's Corner Health Center
9/8/15	Amesbury Police Department	1:00pm-4:00pm	Amesbury Police Department
9/12/15	Barre Safety Day	9:00am - 12:00pm	Barre Police Department
9/12/15	Area IV Pride Day	9:00am - 5:00pm	Cambridge Police Department
9/12/15	East Bridgewater Family Fun Day	10:00am - 2:00pm	East Bridgewater Police Department
9/12/15	Bertera Subaru Car Seat Check-Up	9:00am - 12:00pm	Safe Kids Western Massachusetts
9/13/15	Target-Leominster	10:00am - 2:00pm	MA State Police
9/13/15	Back-to-School Safety Event	10:30am - 1:00pm	Middlesex District Attorney
9/15/15	Greenfield Fire Department	11:00am-2:00pm	Safe Kids Western Massachusetts
9/18/15	Tewksbury Police Department	1:00-3:00pm	Tewksbury Police Department
9/19/15	Lundgen Honda-Auburn	10:00am-2:00pm	Auburn Police Department
9/19/15	Bartlett High School	10:00am - 2:00pm	Webster Police Department
9/19/15	Memorial Middle School	9:00am - 1:00pm	Beverly Police Department
9/19/15	Commonwealth Chevrolet	10:00am - 2:00pm	Lawrence General Hospital
9/19/15	Danehy Park Family Day	9:00am - 5:00pm	Cambridge Police Department
9/19/15	Walmart-Tewksbury	11:00am - 3:00pm	MA State Police
9/19/15	Norwell Police Department	8:00am - 12:00pm	Norwell/Hanover Police Department
9/19/15	Spencer Police Department	9:00am - 1:00pm	Spencer Police Department
9/19/15	Millville Police Department	9:00am - 1:00pm	Millville Police Department
9/19/15	Taunton DPW	9:00am-12:00pm	Taunton Police Department
9/19-9/20/15	Kids Fest @ Wachusett Mountain	variable	Westminster Police Department
9/20/15	Lexington Police Department	9:30am - 12:30pm	Lexington Police Department
9/26/15	MA State Police HQ-Framingham	12:00pm - 4:00pm	MA State Police
9/26/15	Babies R Us- Braintree	11:00am - 2:00pm	Liberty Mutual Insurance



A list of fitting stations by FFY 2015 CPS grantees is provided below.

Grantee	Fitting Station	Advertised
Amesbury Police Department	By appointment	<a href="http://www.amesburyma.gov/amesbury-police-department/webforms/child-passenger-safety">http://www.amesburyma.gov/amesbury-police-department/webforms/child-passenger-safety</a>
Amherst Fire Department	No-held 2 checkup events	Flyers posted at apartment complexes
Aquinnah Police Department	Sun-Wednesday or by appointment	Facebook
Attleboro Police Department	By appointment	<a href="http://attleboropolice.org/car-seat-installation-clinics/">http://attleboropolice.org/car-seat-installation-clinics/</a>
Auburn Police Department	By appointment	Facebook
Ayer Police Department	By appointment	Facebook
Barre Police Department	By appointment	Facebook
Belmont Police Department	By appointment	<a href="http://www.belmontpd.org/Pages/BelmontPD_EmerNews/01622191-000F8513">http://www.belmontpd.org/Pages/BelmontPD_EmerNews/01622191-000F8513</a>
Berkley Police Department	No-held 2 checkup events with Lakeville PD	
Beverly Police Department	By appointment	Facebook and Twitter
Boston EMS	By appointment	<a href="http://www.cityofboston.gov/EMS/community/carseat.asp">http://www.cityofboston.gov/EMS/community/carseat.asp</a>
Boston Police Department	By appointment	Facebook
Braintree Police Department	By appointment	<a href="http://www.braintreepd.org/forms-and-reports.html">www.braintreepd.org/forms-and-reports.html</a>
Brookline Police Department	Twice monthly, by appt	<a href="http://www.brooklinepolice.com/157/Child-Seat-Safety">http://www.brooklinepolice.com/157/Child-Seat-Safety</a>
Burlington Police Department	By appointment	<a href="http://www.burlington.org/departments/police/divisions/child_safety.php">http://www.burlington.org/departments/police/divisions/child_safety.php</a>
Cambridge Police Department	By appointment	<a href="https://www.cambridgema.gov/cpd/communityresources/childsafetyresources">https://www.cambridgema.gov/cpd/communityresources/childsafetyresources</a>
Cape and Islands EDDY	By appointment	<a href="http://www.eddsafety.org/carseat.htm">http://www.eddsafety.org/carseat.htm</a>
Charlton Police Department	By appointment	<a href="http://www.charltonpd.org/childsafety.htm">http://www.charltonpd.org/childsafety.htm</a>
Concord Police Department	By appointment	<a href="http://www.concordma.gov/pages/concordma_police/childseat">http://www.concordma.gov/pages/concordma_police/childseat</a>
Danvers Police Department	By appointment	<a href="http://danverspolice.com/resources/child-safety-tips/">http://danverspolice.com/resources/child-safety-tips/</a>
Dudley Police Department	By appointment	Facebook
Eastham Police Department	By appointment	<a href="http://www.eastham-ma.gov/public_documents/EasthamMA_Police/childseat">http://www.eastham-ma.gov/public_documents/EasthamMA_Police/childseat</a>
Essex Police Department	By appointment	<a href="http://www.essexma.org/pages/essexma_police/CarSeat">http://www.essexma.org/pages/essexma_police/CarSeat</a>
Gardner Police Department	By appointment	Facebook
Haverhill Police Department	Thursday mornings 9:00am-12:00pm or by appointment	Facebook
Holbrook Police Department	By appointment	Facebook
Holliston Police Department	By appointment	<a href="http://www.hollistonpolice.com/Safety%20Officer.htm">http://www.hollistonpolice.com/Safety%20Officer.htm</a>
Hull Police Department	By appointment	Flyers posted at non-profit agencies in town
Ipswich Police Department	By appointment	Facebook
Lakeville Police Department	By appointment	<a href="http://www.lakevillepd.org/Carseat.html">http://www.lakevillepd.org/Carseat.html</a>
Lowell Police Department	By appointment	Press Release and Facebook
Medford Police Department	By appointment	<a href="http://medfordpolice.com/services/child-passenger-safety-unit-cps/">http://medfordpolice.com/services/child-passenger-safety-unit-cps/</a>
Milford Police Department	No-held 2 checkup events	Press Release and Facebook
Millville Police Department	By appointment	Facebook
Montague Police Department	By appointment	Facebook
North Andover Police Department	By appointment	<a href="http://www.townofnorthandover.com/Pages/NAndoverMA_Fire/childsafety?textPage=1">http://www.townofnorthandover.com/Pages/NAndoverMA_Fire/childsafety?textPage=1</a>
Norwell Police Department	By appointment	<a href="http://www.norwellpolice.com/FAQs.aspx">http://www.norwellpolice.com/FAQs.aspx</a>
Quincy Police Department	By appointment	<a href="http://www.quincyma.gov/CityOfQuincy_Content/documents/CPSQuincyPD.pdf">http://www.quincyma.gov/CityOfQuincy_Content/documents/CPSQuincyPD.pdf</a>
Rehoboth Police Department	By appointment	<a href="http://rehobothpd.org/child-safety-seat-check/">http://rehobothpd.org/child-safety-seat-check/</a>
Revere Police Department	By appointment	Facebook
Somerville Police Department	By appointment	<a href="http://somervillepd.com/index.php/services/child-safety-seats">http://somervillepd.com/index.php/services/child-safety-seats</a>
Spencer Police Department	By appointment	<a href="http://www.spencerma.gov/Pages/SpencerMA_Police/insp.pdf">http://www.spencerma.gov/Pages/SpencerMA_Police/insp.pdf</a>
Sturbridge Police Department	By appointment	Facebook
Taunton Police Department	By appointment	Facebook
Tewksbury Police Department	By appointment	Facebook and Press Release
UMass Memorial Medical Center	By appointment	<a href="http://www.umassmemorialhealthcare.org/umass-memorial-medical-center/services-treatments/injury-prevention-center/child-passenger-safety">http://www.umassmemorialhealthcare.org/umass-memorial-medical-center/services-treatments/injury-prevention-center/child-passenger-safety</a>
Upham's Corner Health Center	By appointment	Direct outreach to OB patients
Wakefield Police Department	By appointment	<a href="http://wakefieldpd.virtualtownhall.net/Pages/WakefieldPD_WebDocs/childsafetyseat?textPage=1">http://wakefieldpd.virtualtownhall.net/Pages/WakefieldPD_WebDocs/childsafetyseat?textPage=1</a>
Wellesley Police Department	By appointment	<a href="http://www.wellesleypolice.com/index.cfm/page/Child-Passenger-Safety-Seat-Program/pid/10438">http://www.wellesleypolice.com/index.cfm/page/Child-Passenger-Safety-Seat-Program/pid/10438</a>
Wellfleet Police Department	By appointment	Press Release and Facebook
West Newbury Police Department	By appointment	Press Release and Twitter

The following provides an overview of the types of programs and support available through EOPSS/HSD and Baystate Medical Center during FFY 2015. The list is representative of key activities and does not show all outreach efforts:

- EOPSS/HSD staff and Statewide CPS Coordinator responded to 184 inquiries to the toll-free CPS hotline
- Developed a calendar on CPS week activities in September and shared information with NHTSA
- Reviewed community outreach material
- Answered technical questions regarding installations and the law
- Responded to inquiries regarding the availability of seats, the location of technicians, product recalls and related information
- Secured training sites
- Solicited breakout session topics from currently certified technicians and instructors via email in advance of the annual conference
- Updated the technician class waiting list
- Provided technical assistance by sending the Statewide CPS Coordinator to the National Lifesavers Conference
- Assisted communities, non-profit agencies and other entities by reviewing seats to be ordered as part of the equipment grant
- Acknowledged emails and program inquiries about upcoming training dates
- Responded to telephone calls and emails for technical assistance from grant recipients
- Assisted technicians with fulfilling Continuing Education Unit (CEU) requirements

# **Financial Summary/ Distribution of Funds**

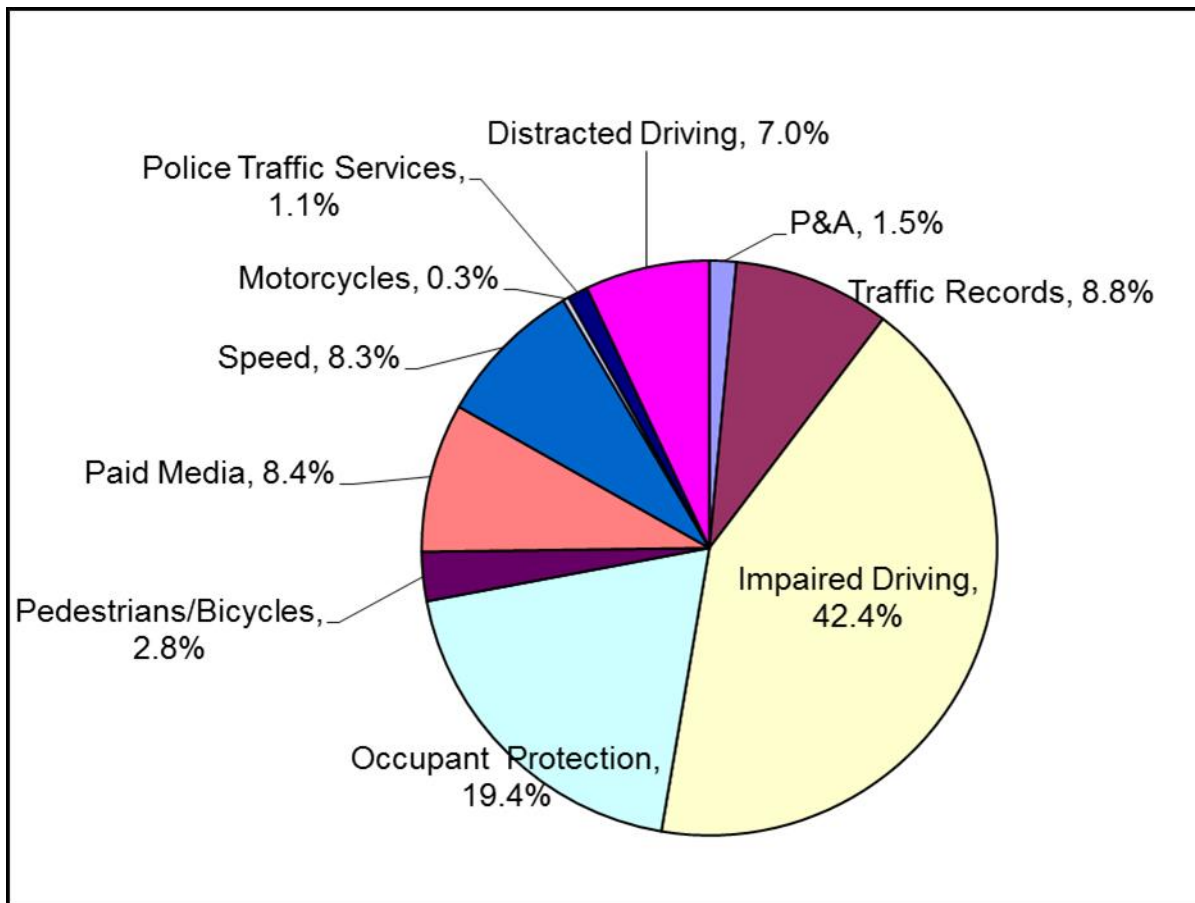
The EOPSS/HSD financial summary is provided on the following page.

**Table 12: FFY 2015 Financial Summary\***

	402	410	408	2010	1906	403	164	2011	405b	405c	405d	405f	Total	% of Total
<b>P&amp;A</b>	\$178,397												\$178,397	1.5%
<b>Traffic Records</b>	\$505,155					\$61,880				\$475,109			\$1,042,144	8.8%
<b>Impaired Driving</b>	\$894,389	\$232,577					\$16,556				\$3,871,366		\$5,014,888	42.4%
<b>Occupant Protection</b>	\$732,632							\$265,728	\$1,293,036				\$2,291,396	19.4%
<b>Pedestrians/Bicycles</b>	\$327,093												\$327,093	2.8%
<b>Paid Media</b>	\$139,125	\$19,915						\$89,092	\$286,481		\$458,148		\$992,761	8.4%
<b>Speed</b>	\$987,079												\$987,079	8.3%
<b>Motorcycles</b>	\$26,412											\$13,766	\$40,178	0.3%
<b>Police Traffic Services</b>	\$135,332												\$135,332	1.1%
<b>Distracted Driving</b>	\$760,627					\$67,991							\$828,618	7.0%
<b>EMS</b>	\$0												\$0	0.0%
<b>Roadway Safety</b>	\$0												\$0	0.0%
<b>Total</b>	<b>\$4,686,241</b>	<b>\$252,492</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$129,871</b>	<b>\$16,556</b>	<b>\$354,820</b>	<b>\$1,579,517</b>	<b>\$475,109</b>	<b>\$4,329,514</b>	<b>\$13,766</b>	<b>\$11,837,886</b>	

\* As of December 24, 2015

### Chart of 2015 Financial Summary



\*As of December 24, 2015

2015 Estimated Carry Forward Funds*	
Section 402 - NHTSA	\$5,644,806
Section 408 - DATA PROGRAM	\$197,871
Section 410 - ALCOHOL SAFETEA-LU	\$376,637
Section 2010 - MOTORCYCLE SAFETY	\$4,449
Section 2011 - CHILD SEATS	\$97,076
Section 1906 - PROHIBIT RACIAL PROFILING	\$22,902
Section 164AL	\$843
Section 405 (MAP 21)	\$5,447,870
<b>Total</b>	<b>\$11,792,454</b>

# Acronym Glossary

Administrative Office of the Trial Court (AOTC)  
Advanced Roadside Impaired Driving Enforcement (ARIDE)  
Alcoholic Beverages Control Commission (ABCC)  
Automated License and Registration System (ALARS)  
Blood Alcohol Concentration (BAC)  
Breath Alcohol Testing (B.A.T.)  
Breath Test (BT)  
Child Passenger Safety (CPS)  
Click It or Ticket (CIOT)  
Continuing Education Unit (CEU)  
Data-Driven Approaches to Crime and Traffic Safety (DDACTS)  
Department of Public Health (DPH)  
Drive Sober or Get Pulled Over (DSGPO)  
Drug Recognition Experts (DRE)  
Executive Office of Public Safety and Security (EOPSS)  
Fatality Analysis Reporting System (FARS)  
Federal Fiscal Year (FFY)  
Governors Highway Safety Association (GHSA)  
Highway Safety Division (HSD)  
High Visibility Enforcement (HVE)  
International Association of Chiefs of Police (IACP)  
Junior Operator License (JOL)  
Law Enforcement Liaison (LEL)  
Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21)  
Massachusetts Department of Transportation (MassDOT)  
Massachusetts District Attorneys Association (MDAA)  
Massachusetts Executive-Level Traffic Records Coordinating Committee (METRCC)  
Massachusetts Law Enforcement Challenge (MLEC)  
Massachusetts Rider Education Program (MREP)

Massachusetts State Police (MSP)  
Massachusetts Traffic Records Analysis Center (MassTRAC)  
Municipal Police Training Committee (MPTC)  
National Highway Traffic Safety Administration (NHTSA)  
Office of Alcohol Testing (OAT)  
Office of Grants and Research (OGR)  
Operating Under the Influence (OUI)  
Registry of Motor Vehicles (RMV)  
Sales to Intoxicated Persons (SIP)  
Standardized Field Sobriety Testing (SFST)  
Traffic Occupant Protection Strategies (TOPS)  
Traffic Records Coordinating Committee (TRCC)  
Traffic Safety Resource Prosecutor (TSRP)  
Vehicle Miles Traveled (VMT)