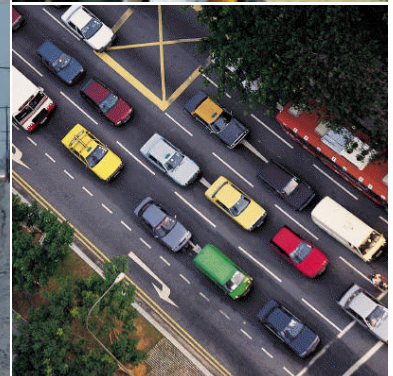
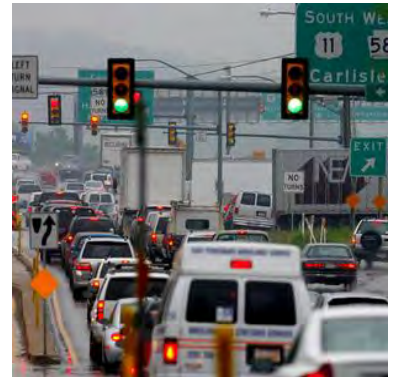




Pennsylvania Annual Report FFY 2015



Pennsylvania Annual Report

Federal Fiscal Year 2015

prepared for

National Highway Traffic Safety Administration

prepared by

Pennsylvania Department of Transportation

December 2015

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Figure Data Source: Pennsylvania State Crash Record System Data and FARS.



1. Highway Safety in Pennsylvania

EXECUTIVE SUMMARY

The Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2015 (October 1, 2014 through September 30, 2015) documents the use of Federal grant funding administered by the National Highway Traffic Safety Administration (NHTSA) in accordance with 23 United States Code (USC), Sections 402 (Highway Safety Programs), 405(b) (Occupant Protection Incentive Grants), 405(c) (State Traffic Safety Information System Improvement Grants), 405(d) (Impaired Driving Countermeasures Grants), and 405(f) (Motorcycle Safety Programs) of MAP-21, and Section 408 of SAFETEA-LU.

The following program types were funded under these sections of 23 USC: police traffic services, impaired driving programs, occupant protection programs, traffic safety information systems improvements, pedestrian safety, community traffic safety projects, mature driver safety programs, young driver safety programs, motorcycle safety programs, and commercial motor vehicle safety programs. The Highway Safety Office continues to manage partnerships with EMS, police agencies, ignition interlock providers, engineering infrastructure improvements, and the Low-Cost Safety Improvement Program (LCSIP).

This report provides the status of each program goal and performance measurement identified in the FFY 2015 Highway Safety Plan (HSP). For FFY 2015, 12 goals were identified.¹ Pennsylvania Department of Transportation (PennDOT) reports the following based on the available 2014 data:

- Eight goals were met; and
- Four goals were not met.

PennDOT is confident the funded activities and projects greatly contributed to the achievement of goals met and the overall successes of the Commonwealth's highway safety program. For goals not met, projects still contributed greatly to reductions. For instance, while the 2010-2014 average did not meet the goal for the total traffic fatalities, it was a record low since 1928 record keeping began. Also, we did not meet the goal for unrestrained passenger vehicle occupant fatalities but there were 42 fewer in 2014 than 2013, which was a 10 percent reduction. It is important to note that goals and progress were tracked using Pennsylvania State data and measures for this report with the exception of the NHTSA Core Performance Measures found in Table 2.1. The Fatality Analysis Reporting System data for 2014 had yet to be completed during the development of this report.

INTRODUCTION

In accordance with the "U.S. Highway Safety Act of 1966" (P.L. 89-564) and any acts amendatory or supplementary thereto, PennDOT develops an annual comprehensive plan designed to reduce traffic crashes, deaths, injuries, and property damage resulting from traffic crashes. The Department's Bureau of Maintenance

¹ Please see Table 2.1, Pennsylvania FFY 2015 Goals and Results, for more detail.

and Operations (BOMO) Highway Safety and Traffic Operations Division (HSTO), under the direction of the Deputy Secretary for Highway Administration, is responsible for the coordination of the Commonwealth's highway safety program by Executive Order 1987-10 (Amended).

A comprehensive Highway Safety Plan (HSP) is developed by BOMO on an annual basis to document the goals and objectives related to creating safer roadways in the Commonwealth. This plan identifies current highway safety problems, defines the processes used to identify these problems, and describes the projects and activities that will be implemented to address highway safety concerns and achieve goals established in the Strategic Highway Safety Plan (SHSP). In this report, the HSP is closely referenced each year to determine our yearly status on accomplishing our highway safety goals.

This Annual Report:

- Documents the Commonwealth's progress in meeting its highway safety goals identified in the FFY 2015 Highway Safety Plan;
- Describes how the projects and activities funded during the fiscal year contributed to meeting the Commonwealth's identified highway safety goals;
- Defines our partners in the Commonwealth's Highway Safety Network; and
- Addresses the progress of programs and activities funded by the National Highway Traffic Safety Administration.

STRATEGIC PARTNERS

The Safety Advisory Committee (SAC) consists of representatives from PennDOT, Pennsylvania Department of Health, Pennsylvania State Police, Pennsylvania Liquor Control Board, National Highway Traffic Safety Administration, Federal Highway Administration, and representatives from local government and police departments. The Program Management Committee (PMC) is a PennDOT executive-level committee and approves the State's overall Highway Safety Program based on the goals and priorities established in the SHSP. The PMC has final approval on all budget changes.

The SAC members provide input on safety program areas and effective countermeasures to help achieve DHSTO's vision and mission. The SAC provides a broad perspective in the alignment of behavioral highway safety programs across all critical safety partners in Pennsylvania. They also approve funding levels for broader state and local safety programs that satisfy fund qualifying criteria and eligibility, legislative requirements, and contract coverage. Behavioral programs involve police traffic enforcement in combination with public education and information activities. Infrastructure safety programs deal with physical infrastructure improvements and are not addressed by the SAC. Infrastructure safety programs are identified in the PennDOT District Safety Plans and are incorporated in the Deputy Secretary for Highway Administration's business plan.

To implement the highway safety plan the SAC divides state and Federal money among state-level and local grant funds.

State Safety Partners

Pennsylvania State Police

Pennsylvania State Police (PSP) has about 4,700 sworn members and has jurisdiction in all political subdivisions in the State. The PSP provides traffic enforcement on the Interstates, turnpike, and provides full-time police service for about one-half of Pennsylvania municipalities. Municipalities with full-time PSP coverage represent about 20 percent of the State population. The PSP is provided with highway safety funding to implement proven and cost-effective traffic safety enforcement strategies to address speeding and aggressive driving, distracted driving, driving under the influence (DUI), and occupant protection. All troops participate in national mobilizations and some assist local police in safety enforcement. The Pennsylvania State Police host 70 child safety seat fitting stations year-round. They participate in trainings (as instructors and as students) and seat check events during enforcement mobilizations.

Department of Education Institute for Law Enforcement Education

Providing and coordinating training for the police community is paramount in reaching the safety goals outlined in this Impaired Driving Plan. As a result, the police community must be trained in conducting targeted DUI enforcement to include NHTSA standardized field sobriety testing (SFST), chemical breath testing procedures, and trainings such as advanced roadside impaired driving enforcement (ARIDE) and as drug recognition experts (DRE) to detect motorists impaired by drugs. In order to participate in NHTSA grant-funded sobriety checkpoints, officers are trained in sobriety checkpoints and NHTSA SFST certified to act as a testing officer at a checkpoint. The State Highway Safety Office (SHSO) funded the Institute for Law Enforcement Education (ILEE) to perform these training needs for the police community. The Institute for Law Enforcement Education functions as a division of the Pennsylvania Department of Education and offers a broad range of training options with a focus on highway safety issues.

Pennsylvania Chapter of the American Academy of Pediatrics Traffic Injury Prevention Project

PennDOT secured a vendor to continue statewide child passenger safety project coordination. A 3-year contract was awarded to Pennsylvania Traffic Injury Prevent Project (TIPP) and was fully executed on October 1, 2014. A continuation of a long-standing educational effort in the Commonwealth, the selected vendor will, at a minimum, educate children, parents, school personnel, nurses, doctors, police, and the general public on the importance of occupant protection in vehicles, pedestrian safety, bicycle safety, school bus safety, and alcohol prevention for individuals aged birth to 21. Additional tasks include the development of highway safety materials for individuals, act as lead coordinator of the State's Child Passenger Safety Week activities, and make presentations to groups with a particular emphasis on working with pediatricians, hospitals, daycare centers, schools, and colleges to decrease the number of children injured or killed in traffic crashes.

Local Safety Partners

The Highway Safety Office has created 10 grant program areas to implement the Highway Safety Program at the local level. Eligible applicants for most grants are local governments, state-related universities and the Pennsylvania State System of Higher Education (PASSHE) universities, hospitals, and nonprofit organizations. The DUI court grant is awarded to county courts. Most of the grants require the grantee to take on responsibility for coordinating a statewide program and, in some cases, awarding subgrants for implementation of that program. The Community Traffic Safety Project grant funds the 15 to 20 Community Traffic Safety Programs (CTSP) that work locally to implement a large part of the highway safety program. All of the grants are awarded competitively except for the Municipal Impaired Driving Enforcement and Police Traffic Services grants, which are awarded through formula based on the number of applicable crashes by municipality and the willingness and ability of a municipality to implement the program.



Community Traffic Safety Program

The Community Traffic Safety Program consists of projects that complement high-visibility enforcement efforts, address local safety problems beyond the effective reach of the State Highway Safety Office, and form a link between state and local government. General tasks include:

- Targeting programming towards local highway safety issues as identified by data review;
- Coordination of educational programs for various audiences;
- Utilization of materials/programs/projects that are appropriate and effective;
- Education of the public concerning Pennsylvania's motor vehicle laws;
- Establishment of partnerships with police departments and other traffic safety stakeholders to collaborate programming; and
- Planning of press and other earned media through collaboration with the PennDOT District Safety Press Officers to communicate standard messages to the public.

Local Police

About one-half of Pennsylvania municipalities are served by local police departments. These municipalities make up about 80 percent of the State population. Municipal police departments conduct enforcement to address occupant protection, speeding and aggressive driving, distracted driving, and DUI. They participate in high-visibility enforcement efforts, national mobilizations, and conduct local enforcement campaigns. The police departments coordinate with other safety partners and are a key part of the education and outreach programs, especially to schools.

County Courts

County courts participate in the DUI Court program, which is aimed at reducing DUI recidivism. The support of the courts during enforcement efforts is crucial in reinforcing the penalties for unsafe driver behavior.

HSTO STAFF OVERVIEW

The Highway Safety and Traffic Operations Division (HSTO) is committed to coordinating highway safety initiatives designed to impact our priority areas and programs that will help us reach our fatality reduction goals. Office staff members are committed to further developing partnerships with agencies statewide, including law enforcement, emergency medical services, health care professionals, businesses, educators, and private citizen organizations. It is through these vital statewide links that we believe much can be accomplished in promoting safe driving practices.

- **R. Scott Christie, P.E., Deputy Secretary for Highway Administration.** Governor's Highway Safety Representative for Pennsylvania.
- **Richard N. Roman, P.E., Director of the Maintenance and Operations Bureau.** Manager responsible for overseeing all maintenance and traffic operations for the Department.
- **Glenn Rowe, P.E., Chief of the Highway Safety and Traffic Operations Division.** Coordinator for Pennsylvania's Highway Safety Program.
- **Gavin E. Gray, P.E., Chief of the Highway Safety Section.** Oversees the activities of the Highway Safety Program (conducted by the Program Services Unit), Highway Safety Improvement Program, Crash Information Systems and Analysis Unit, and the Risk Management Unit.

The Program Services Unit, also referred to as the Pennsylvania Highway Safety Office, consists of 1 manager, 2 supervisors, and 4 specialists. In addition, the financial functions of the Highway Safety Program are handled by the Quality Assurance Specialist, who reports to Tom Glass, Transportation Planning Manager.

- **Tom Glass, Transportation Planning Manager (TPM).** Manages the Program Services Unit, including the planning, administration, fiscal control, and evaluation of the Commonwealth's Highway Safety Program financed through NHTSA highway safety and other Federal and state funds. Other duties include submission of the Performance Plan, the Highway Safety Plan and Program Cost Summary required for the §402 funding, the Annual Report, and general direction of the highway safety program. This position supervises 2 TPSS and 1 TPS 1 personnel.
- **Troy Love, Transportation Planning Specialist Supervisor (TPSS).** Manages the Impaired Driving Program. Oversees the completion of §405(d) applications, collection of BAC results for FARS, implementation of impaired driving crackdowns and mobilizations, and other impaired driving programs and activities. Manages individual grants to conduct impaired driving enforcement, DUI court grants, the DUI Technical Services contract, the statewide Ignition Interlock Quality Assurance Program, the Institute of Law Enforcement Education Memorandum of Understanding (MOU) with the Pennsylvania Department of Education, and other projects. Assists with the Department's grants management system, dotGrants,

and oversees any upgrades and enhancements as needed. This person supervises 2 Transportation Planning Specialists.

- **Jacqueline Turk, Transportation Planning Specialist Supervisor (TPSS).** Manages the Local Safety Programs, including grants administration, monitoring Community Traffic Safety Programs, Occupant Protection Program (including the annual observational seat belt survey), Child Passenger Safety Program, Pennsylvania State Police, Child Seat Loaner Program, Public Information and Education contract activities, Teen Driver-related programs and research grants, and enforcement programs. Oversees the preparation of the §405b application. Coordinates the Safety Advisory Committee. Supervises 2 Transportation Planning Specialists.
- **Scott Kubisiak, Transportation Planning Specialist 1 (TPS 1).** An Assistant Manager of the Program Services Unit. Coordinates and compiles statistical data for the Sobriety Checkpoint and Aggressive Driving Enforcement and Education Programs. Serves as Project Manager for the Ignition Interlock program, DUI courts, Enforcement and Judicial Outreach programs, and paid media activities. Manages all project activity for Highway Safety Regions 4 and 6.
- **Ryan McNary, Transportation Planning Specialist 1 (TPS 1).** An Assistant Manager of the Program Services Unit. Serves as Project Manager for Pennsylvania's DUI Technical Services Contract, Traffic Safety Resource Prosecutor (TSRP), Crash Records Law Enforcement Liaison Project, and Data-Driven Approaches to Crime and Traffic Safety (DDACTS). Manages all projects in Highway Safety Region 1, the Philadelphia Pedestrian Safety agreement, the administration of Pennsylvania Motor Carrier Safety Advisory Committee (MCSAC), mature driver and commercial motor vehicle (CMV) safety programs.
- **Mike Kmiecinski, Transportation Planning Specialist 1 (TPS 1).** An Assistant Manager of the Program Services Unit. Serves as the Occupant Protection Program Manager and Pennsylvania Traffic Injury Prevention Project Program Manager. Coordinates bicycle and pedestrian safety. Assists in grants administration of the highway safety program. Oversees the preparation of the §405b application. Coordinates the annual observational seat belt surveys and runs statistical analysis on survey results. Manages all project activity for Highway Safety Region 2.
- **Chris Swihura, Transportation Planning Specialist 1 (TPS 1).** An Assistant Manager of the Program Services Unit. Serves as the Pennsylvania State Police program manager, Pennsylvania Teen Driver Safety Program Grant Manager, School Bus Projects Coordinator, Public Information and Education (PI&E) Grant Funds Administrator, Motorcycle Safety Projects Coordinator, Process Manual Updates Coordinator, and manages all project activity for Highway Safety Regions 3 and 5.
- **Michael Dudrich, Transportation Planning Specialist 1 (TPS 1).** Serves as the Quality Assurance Specialist for the highway safety program. Assists with fiscal administrative efforts in preparation of Federal voucher submissions to comptroller. Reviews and tracks grantee reimbursements for errors and noncompliant items, providing training to grantees as necessary. Conducts on-site project quality assurance audits in compliance with Federal requirements. Serves as the Bureau's e-Grants Fiscal Manager. Assists in the management of the Commonwealth's access to the Federal Grants Tracking System and with the day-to-day activities related to the administration of the \$15.0 million Highway Safety Grant Program.

PERFORMANCE MEASURES

NHTSA Core Performance Measures

NHTSA established a new requirement in FFY 2010 for states receiving Federal traffic safety grant funds. States are now required to report on 15 performance measures that include a variety of highway safety focus areas, and specific NHTSA-funded enforcement statistics. Table 1.1 lists and describes the NHTSA identified performance measures. The results for each of these performance measures can be found in Table 2.1. Pennsylvania also reports on 3 additional measures, including mature driver fatalities, commercial motor vehicle fatalities, and distracted driver fatalities.

Table 1.1 NHTSA Performance Measures

Measurement	Description/Objective
Traffic Fatalities	Reduce the number of traffic fatalities.
Number of Serious Injuries	Reduce the number of serious injuries related to motor vehicle crashes.
Fatalities per VMT	Reduce the number of fatalities per vehicle-mile traveled.
Unrestrained Passenger Vehicle Fatalities	Reduce the number of unrestrained passenger fatalities.
Fatalities in Crashes with a BAC of >0.08	Reduce the number of motor vehicle fatalities related to drivers with a Blood Alcohol Content of 0.08 or higher.
Speeding-Related Fatalities	Reduce the number of motor vehicle fatalities related to speeding.
Motorcycle Fatalities	Reduce the number of motor vehicle fatalities related to motorcycles.
Unhelmeted Motorcycle Fatalities	Reduce the number of motor vehicle fatalities related to unhelmeted motorcyclists.
Drivers age 20 or less in Fatal Crashes	Reduce the number of drivers aged 20 or less involved in motor vehicle crashes resulting in fatality.
Pedestrian Fatalities	Reduce the number of pedestrian fatalities related to motor vehicle crashes.
Bicycle Fatalities	Reduce the number of bicycle fatalities related to motor vehicle crashes.
Seat Belt Usage	Observe and collect, per 2008 methodology, seat belt observations to calculate the statewide seat belt usage rate.
Seat Belt Citations	Collect the amount of seat belt citations issued resulting from Federally funded local projects.
DUI Arrests	Collect the amount of DUI arrests issued resulting from Federally funded local projects.
Speeding Citations	Collect the amount of speeding citations issued resulting from Federally funded local projects.

2. Statewide Goals and Results

OVERALL TRENDS AND SHSP GOALS

Pennsylvania's long-range highway safety goal and priorities are set in the Strategic Highway Safety Plan. According to that plan, the goal is to reduce the 5-year average of total fatalities and total serious injuries by 50 percent between 2010 and 2030. The baseline 2006 to 2010 average was 1,413 fatalities. The annual goals set by the HSP represent the pace on which fatality reduction would have to remain to reach the long-term goal.

HSTO staff has been an active partner in the SHSP process since the development of the first plan in 2006 and are members of the SHSP Steering Committee. The SHSP was last updated in 2012 with HSTO actively participating in the process that involved adopting Toward Zero Deaths as a goal for the plan and the selection of seven vital safety focus areas (SFA). The behavioral goals, strategies, and action steps in Pennsylvania's SHSP reflect the activities and programs in the HSP.

The seven vital safety focus areas in the SHSP are as follows:

1. Reducing Impaired (DUI) Driving;
2. Increasing Seatbelt Usage;
3. Creating Infrastructure Improvements;
4. Reducing Aggressive Driving;
5. Reducing Distracted Driving;
6. Addressing Mature Driver Safety; and
7. Reducing Motorcycle Crashes.

In addition to these seven SFAs, nine additional focus areas were identified:

1. Teen Driver Safety;
2. Enhancing Safety on Local Roads;
3. Improving Pedestrian Safety;
4. Improving Traffic Records Data;
5. Commercial Motor Vehicle Safety;
6. Improving Emergency/Incident Response Time;
7. Improving Bicycle Safety;
8. Enhancing Safety in Work Zones; and
9. Reducing Vehicle-Train Crashes.

The SHSP was used in the development of the safety initiatives identified in the Performance Plan that defines how the Commonwealth will utilize Federal §402 highway safety funds and other NHTSA incentive and special funding sections. The SHSP document can be found at <http://www.justdrivepa.org/Resource-Center/Traffic-Safety-Publications/>.

Figure 2.1 Historic Fatalities and Goals

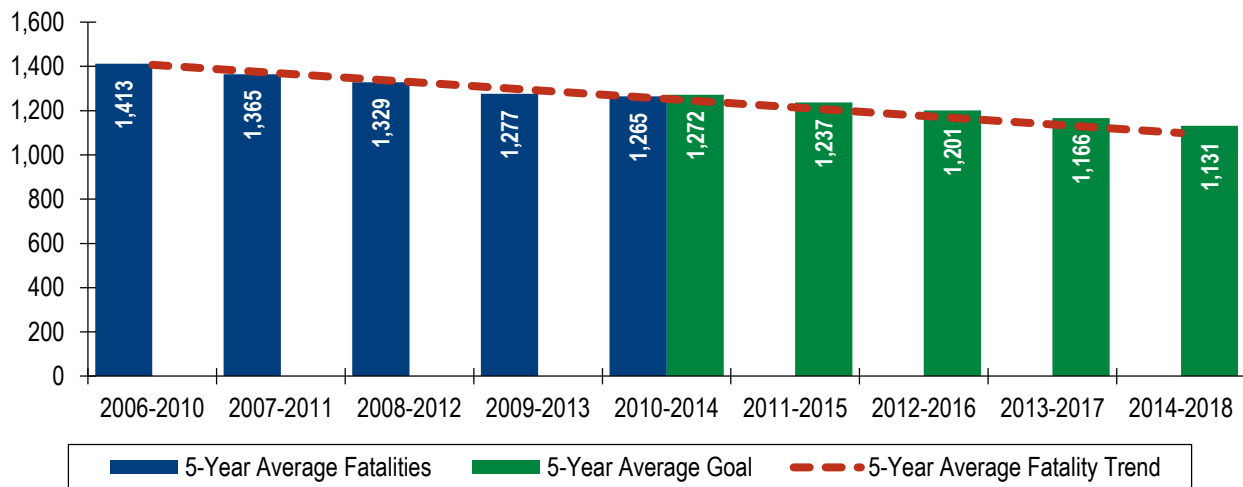


Figure 2.2 Historic Serious Injuries and Goals

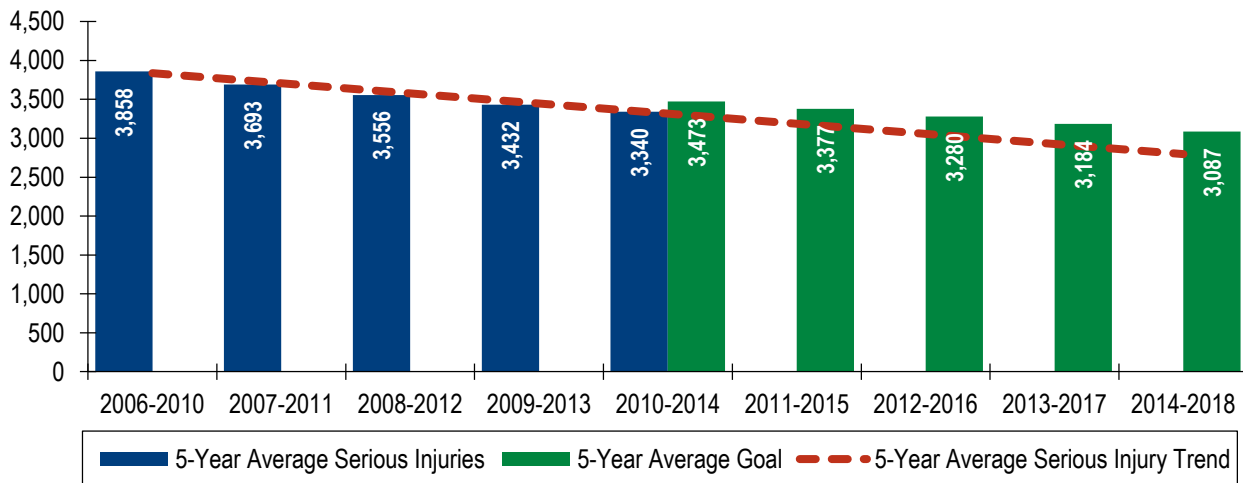
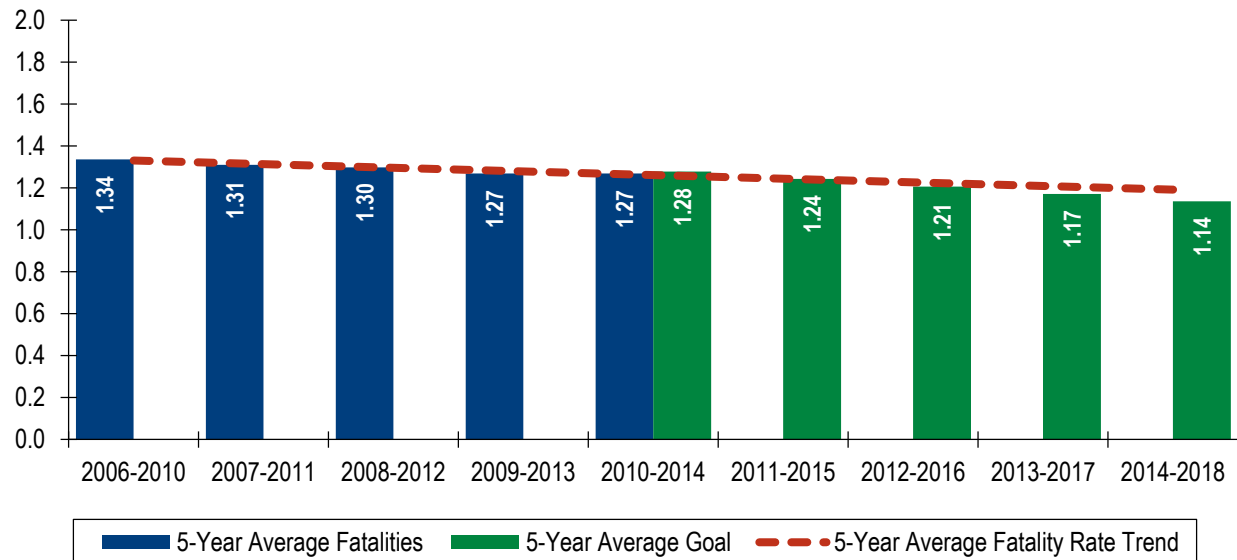


Figure 2.3 Historic Fatalities per 100,000 VMT and Goals



ACCOMPLISHMENTS

Communications and Outreach Workshop

The Pennsylvania Highway Safety Office coordinated a new fall training workshop for its traffic safety educational outreach grantees and partners November 5-6, 2014, held at the Pennsylvania Capitol Building in Harrisburg, Pennsylvania. This workshop allowed PennDOT to identify expectations and plan for FFY 2015, increase awareness of the partners, structure and roles within the Pennsylvania Highway Safety Network, and provide an opportunity to network and strengthen relationships.

The agenda featured a roundtable FFY 2015 communications planning discussion, an overview of the newly launched Pennsylvania Crash Information Tool, a refresher course in problem identification for project development, and many other informative presentations.

Forty participants attended and contributed to a successful workshop. Based on the positive feedback, PennDOT hopes to continue this workshop as an annual training opportunity.

Pennsylvania Occupant Protection Program Assessment

The National Highway Traffic Safety Administration facilitated an assessment of Pennsylvania’s occupant protection program during the week of January 26-30, 2015. The purpose of this assessment was to provide the Commonwealth of Pennsylvania with a review of its Occupant Protection (OP) program through identification of the program’s strengths and accomplishments, challenging areas, and make recommendations for improvement.

The NHTSA review team provided a wide variety of key recommendations in the areas of program management, legislation/regulation and policy, law enforcement, communications, occupant protection for children, outreach, as well as data and evaluation, which will be invaluable to future program planning efforts.

Annual Traffic Safety Conference

The Pennsylvania Highway Safety Office coordinated the 2015 Traffic Safety Conference May 12-15, 2015 in Gettysburg, Pennsylvania. The conference gathered around 200 attendees across various disciplines, such as health, legal, law enforcement, media, and traffic safety education. PennDOT's Highway Safety Plan goals are comprehensive, therefore a diverse collection of partners are needed to aid the success of the Department's behavioral traffic safety initiatives.

The 2015 conference featured a variety of workshops designed to provide national and state program priorities, legislative and case law updates, newly proven countermeasures, Continuing Education Units (CEU), and various other sessions designed to improve efficiency and effectiveness of invested behavioral grant funding. Attendees were also provided networking opportunities to build and strengthen relationships, which reinforced the theme of collaboration and leveraging limited resources towards a shared goal of improving safety on Commonwealth's roadways.

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) Workshop

PennDOT hosted a DDACTS workshop July 7-9, 2015 in Harrisburg, Pennsylvania. Roughly 30 local and state police officers attended the workshop and were provided a targeted training addressing the 7 guiding principles of the DDACTS model. Over the course of the workshop, tools and tips were presented to the officers to better transition from current procedures and processes to the DDACTS system.

Officers were taught how to spatially compare data from both crash and crime statistics through the use of GIS mapping software. The data helps officers better understand the relationship between crime and traffic crash data to help focus limited enforcement hours. This form of policing not only lowers the amount of crashes and crime, but also supports communication between officers and residents in the targeted locations.

PennDOT plans to continue supporting the DDACTS model in future fiscal years based on the success of previous workshops.

FFY 2015 Performance Goals

Table 2.1 provides the results of Pennsylvania's progress in meeting the State's core performance measures identified in the FFY 2015 HSP. Please note, 2015 data were unavailable at the time of publication.

Table 2.1 Progress in Meeting NHTSA Core Performance Measures Identified in FFY 2015 HSP

Program Area	SHSP Performance Goal (2010-2014)	Status	Comments
Traffic Fatalities	1,272	Goal Met: The average number of fatalities from 2010 to 2014 was 1,265 per year.	Pennsylvania reported a record low of 1,195 highway deaths in 2014. This is the lowest number since recordkeeping began in 1928.
Serious Injuries	3,473	Goal Met: The average number of serious injuries from 2010 to 2014 was 3,340 per year.	There were 208 fewer serious injuries in 2014 than 2013. This resulted in a 6.4 percent 1-year reduction.
Fatalities per 100,000 VMT	1.28	Goal Met: The average annual fatality rate from 2010 to 2014 was 1.27.	The 1.27 fatalities per VMT rate of 2014 equaled the lowest rate over the past 5 years.
Unrestrained Passenger Vehicle Occupant Fatalities	478	Goal Met: The average number of unrestrained occupant fatalities from 2010 to 2014 was 469 per year.	There were fewer unrestrained fatalities in 2014 than 2013.
Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC	418	Goal Met: The average number of alcohol-impaired fatalities from 2010 to 2014 was 393 per year.	There were fewer ≥ 0.08 BAC fatalities in 2014 than 2013.
Speeding-Related Fatalities	633	Goal Met: The average number of speeding-related fatalities from 2010 to 2014 was 562 per year.	There were fewer speeding-related fatalities in 2014 than 2013.
Motorcycle Fatalities	195	Goal Not Met: The average number of motorcyclist fatalities from 2010 to 2014 was 200 per year.	There were more motorcycle fatalities in 2014 than 2013; this recent increase leveled the trend.
Unhelmeted Motorcycle Fatalities	99	Goal Met: The average number of un-helmeted motorcyclist fatalities from 2010 to 2014 was 96 per year.	There were fewer un-helmeted motorcyclist fatalities in 2014 than 2013.
Drivers Age 20 or Younger Involved in Fatal Crashes	208	Goal Met: The average number of teen driver fatalities from 2010 to 2014 was 174 per year.	There were more young driver fatalities in 2014 than 2013; this recent increase leveled the trend.
Pedestrian Fatalities	132	Goal Not Met: The average number of pedestrian fatalities from 2010 to 2014 was 156 per year.	There were more pedestrian fatalities in 2014 than 2013; this recent increase leveled the trend.
Bicycle Fatalities	14	Goal Not Met: The average number of bicyclist fatalities from 2010 to 2014 was 16 per year.	There were more bicyclist fatalities in 2014 than 2013; this recent increase leveled the trend.
Seat Belt Usage	84.3%	Goal Not Met: The rate of seat belt use for 2014 was 84 percent.	The 84 percent seat belt rate matches the highest rate over the past 3 years.

Areas Tracked But No Targets Set

Program Area	2013 Data	2014 Data	2015 Data
Speeding Citations	142,623	140,467	156,773
Seat Belt Citations	18,415	17,473	15,655
DUI Arrests	9,728	8,685	9,663

Source: Pennsylvania State Crash Record System Data.

3. Pennsylvania Highway Safety Program

IMPAIRED DRIVING

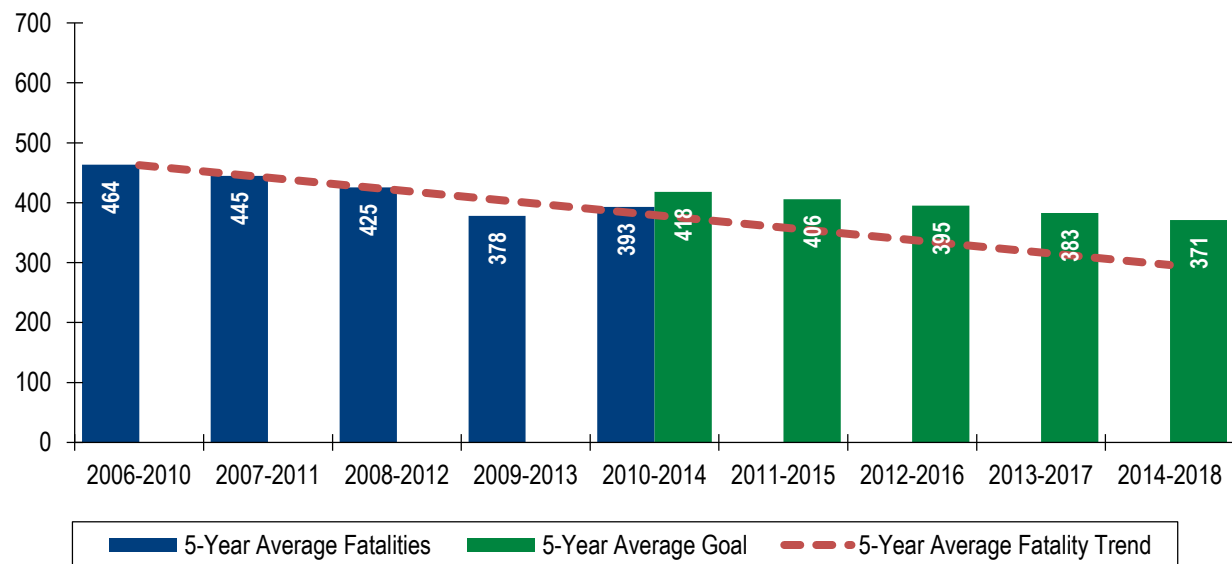
Reducing the number of impaired driving-related crashes, fatalities, and injuries occurring on the highways of the Commonwealth is a top safety focus area for Pennsylvania.

Core Performance Goals

- SHSP Goal:** Decrease the 5-year average number of alcohol-related fatalities to 418 for the period of 2010-2014. This would result in a targeted goal of 406 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- GOAL MET:** The average number of alcohol-related fatalities from 2010 to 2014 was 393 per year.



Figure 3.1 Alcohol-Related Fatalities
Historical 5-Year Averages and Goals



Annual Targets

Table 3.1 5-Year Average Annual Targets
Impaired Driving

	Alcohol-Related Crashes	Alcohol-Related Serious Injuries	Alcohol-Related Fatalities	Drugged Driver Crashes
2015 Target	4,846	362	339	2,870
2014 Target	4,986	384	364	2,943
2014 Actual	5,098	403	393	3,305

Countermeasures (Programs and Projects) and Results

The highway safety office and safety partners in Pennsylvania utilized a combination of proven countermeasures, including high-visibility enforcement, paid and earned media, effective court programs, and law enforcement training to reduce impaired driving. The following projects were funded in FFY 2015.

High-Visibility Enforcement of Impaired Driving

PennDOT distributed more than \$4,300,000 in Federal grant funds to both state and local police to conduct high-visibility impaired driving enforcement during FFY 2015. Pennsylvania’s data-driven High-Visibility Enforcement (HVE) program conducted enforcement in targeted geographic areas identified by crash data to maximize the effectiveness of limited grant funding. Coordination for the high-visibility enforcement was accomplished via our 6 Highway Safety Regions and their planning meetings held bimonthly throughout the year. At these meetings, team members reported on completed mobilizations and used the results to adjust the planning and coordination of the next effort. The data used in planning enforcement included examination of roadway corridors for high DUI crash, injury, and fatality locations, and crashes by time of day, type of vehicle, and age/sex of drivers.



Pennsylvania State Police (M5HVE-2015-01-14-00 Federal; M5HVE-2015-01-15-00 Federal)

The Pennsylvania State Police (PSP) have implemented the Impaired Driving Enforcement and Initiatives Program to focus its efforts in the area of enforcement and training to provide high visibility, increased enforcement with emphasis on the times and locations that have a high incidence of impaired driving crashes and arrests. Utilizing grant funding from PennDOT, the PSP were able to conduct nearly 1,400 sobriety checkpoints and roving DUI patrols during FFY 2015. This enforcement contacted nearly 45,000

motorists resulting in more than 1,700 arrests for impaired driving. Part of the PSP impaired driving enforcement is Operation Nighthawk, which brings troopers together prior to a night of enforcement and includes a motivational speaker with a DUI message and a highly visible dispatch of the troopers setting off for enforcement. This is always covered by the media and raises the public perception of impaired driving enforcement. In addition to the high-visibility enforcement conducted by this program, PSP Cadets received standardized field sobriety testing certification and 27 police officers were certified as standardized field sobriety testing instructors.

Both crashes and arrests for impaired driving due to drugs other than alcohol continue to be a growing factor in the overall DUI focus area for Pennsylvania. Increases in DUI-D crashes and arrests are most likely due to the large effort towards training law enforcement in DUI-D detection and identification. This training comes in the form of the Advanced Roadside Impaired Driving Enforcement (ARIDE) course and Drug Recognition Expert (DRE) program. The ARIDE training provides law enforcement the bridge between standardized field sobriety testing and when to call on the services of a DRE-certified officer when dealing with a driver under the influence of a drug other than alcohol. During FFY 2015, approximately 20 ARIDE courses were conducted, training hundreds of law enforcement officers. Pennsylvania now has thousands of officers trained in ARIDE. The DRE program continued into its 11th year of operation and certified 19 new officers as DRE experts in FFY 2015, which brings the total number of DRE experts in Pennsylvania to more than 135. During FFY 2015, DRE officers conducted more than 1,300 evaluations, which resulted in opinions within the 7 drug categories, non-impaired, alcohol rule-outs, medical rule-outs, and poly drug-impaired drivers.

Metric: Conduct 200 sobriety checkpoints, 1,500 roving DUI patrols.

Result: METRIC NOT MET: Conducted 184 sobriety checkpoints and 1,185 roving DUI patrols.

Metric: Certify 20 officers as Drug Recognition Experts and conduct 20 ARIDE courses.

Result: METRIC PARTIALLY MET: Certified 19 officers as Drug Recognition experts and conducted 99 ARIDE courses.

Municipal DUI Enforcement Programs (M5HVE-2015-02-14-00 Federal; M5HVE-2015-02-15-00 Federal)

PennDOT offered 49 DUI enforcement grants, which involved nearly 700 municipal police departments during FFY 2015. Participating departments conducted DUI enforcement operations, including sobriety checkpoints, roving patrols, phantom checkpoints, and Cops in Shops operations. Enforcement was coordinated throughout the year to correspond with both national and local mobilizations. Crash, injury, and arrest data provided to the departments assisted them in identifying high-risk areas to target impaired driving enforcement. The departments also used local arrest records and crash data. At a minimum, enforcement agencies receiving grant funding were required to participate in the National Crackdown surrounding the Labor Day holiday but also include other DUI mobilizations highlighted on the NHTSA Communications Calendar. DUI law enforcement liaisons ensured participating police departments had access to the NHTSA Law Enforcement Action Kit through a password protected web site. Grant funding under this program was also utilized on a sustained basis throughout the year to maintain the high-visibility

enforcement model. This impaired driving enforcement resulted in well over 130,000 motorists contacted and more than 1,600 arrests for impaired driving.

Metric: Conduct 300 sobriety checkpoints.

Result: METRIC NOT MET: Conducted 235 sobriety checkpoints.

Metric: Conduct 1,000 roving DUI patrols.

Result: METRIC NOT MET: Conducted 853 roving DUI patrols.

Metric: Conduct 50 Cops in Shops operations.

Result: METRIC NOT MET: Conducted 30 Cops in Shops operations.

*Paid Media (M5HVE-2015-01-14-00 State; M5HVE-2015-01-15-00 State)
and Earned Media*

The PennDOT Central Press Office used state funds during FFY 2015 to buy media in support of the high-visibility enforcement program targeting impaired driving. PennDOT purchased “Red, White and Busted” paid media messages for impaired driving during the Independence Day crackdown. Roughly \$380,000 was spent on the Independence Day campaign. The buy had on-line, social media and radio advertising at convenience stores and restaurant/bars that targeted males aged 18 to 34; crash data revealed approximately 40 percent of all DUI drivers involved in reportable crashes were in this demographic. The campaign had a heavier focus in the 15 counties with the highest number of DUI crashes/fatalities. PennDOT usually also funds a media campaign centered around Labor Day DUI enforcement as well. Unfortunately the state budget impasse prevented the Labor Day media campaign from occurring as planned.

Metric: Conduct 2 paid media campaigns to support high-visibility DUI enforcement.

Result: METRIC NOT MET: Conducted 1 paid media purchase in support of high-visibility DUI enforcement.

*Institute for Law Enforcement Education (M5TR-2015-01-14-00/PT-2015-04-14-00 Federal;
M5TR-2015-01-15-00/PT-2015-04-15-00 Federal)*

A contributing factor to the success of the Pennsylvania high-visibility enforcement program is the level of training support provided to law enforcement. Pennsylvania simply could not achieve its highway safety goals without enforcement conducted by highly trained law enforcement in the areas of standardized field sobriety testing, sobriety checkpoints, evidentiary breath testing, and other pertinent focus areas. The training allowed the officers to better implement enforcement strategies aimed at reducing impaired driving. PennDOT funded the training through an MOU with the Institute of Law Enforcement Education at the Department of Education.

Metric: Hold 30 breath test-related trainings.

Result: METRIC MET: Conducted 31 breath test-related trainings.

Metric: Perform 20 sobriety checkpoint-related trainings.

Result: METRIC MET: Conducted 32 sobriety checkpoint-related trainings.

Metric: Perform 30 SFST-related trainings.

Result: METRIC MET: Conducted 30 SFST-related trainings.

Metric: Train 4,000 law enforcement officers in highway safety-related disciplines.

Result: METRIC MET: Trained over 5,600 law enforcement officers.

DUI Courts (M5CS-2015-01-14-00 Federal; M5CS-2015-01-15-00 Federal)

During 2014 in Pennsylvania, there were about 16,000 individuals who were convicted of a second or subsequent DUI offense. Convictions for a second or subsequent DUI offense accounted for nearly 60 percent of all DUI convictions in 2014. Subsequently, PennDOT provides counties with grants for funding DUI Court to address recidivism amongst convicted DUI offenders. The DUI Court model is similar to the preexisting Drug Court model and much of the same infrastructure is used between the 2. The repeat offender will go through a series of parole and treatment phases until the judge decides proper progress has been made and a change in behavior has occurred. DUI Court grants from PennDOT are renewed for 3 years and are intended as start-up funds. During FFY 2015, 2 DUI Courts were funded and approximately 30 repeat offenders were participants in the 2 courts. Studies and evaluations have shown that DUI courts are successful and reduce DUI recidivism. As of the close of FFY 2015, there were approximately 840 graduates and 26 cases of recidivism amongst the courts reporting data to PennDOT. This 3 percent recidivism rate is consistent with prior year inquiries and much lower than the expected rate had no DUI-specific treatment been applied.

Metric: Fund three DUI Courts.

Result: METRIC NOT MET: Funded two DUI Courts.

Pennsylvania DUI Association Technical Services Program (M5TR-2015-03-14-00 State; M5TR-2015-03-15-00 State)

In accordance with 75 Pa.C.S. §1549(b) and 6103, and 67 Pa. Code §94, PennDOT is tasked with training and certification of Alcohol Highway Safety School Instructors and Court Reporting Network Evaluators. These programs are organized at the county level in Pennsylvania and each program has a county DUI coordinator. Every DUI offender convicted or offered an Accelerated Rehabilitative Disposition (ARD) in lieu of a conviction is required to be evaluated for a substance abuse problem and to attend a 12.5-hour alcohol highway safety class. PennDOT contracts with the Pennsylvania DUI Association who delivers these tasks. Other activities under this contract include trainings and workshops in an effort to keep the coordinators, instructors, and evaluators abreast of the latest trends and techniques in processing DUI offenders. State funds were utilized to deliver these tasks.

Metric: (Re)Certify 150 AHSS Instructors.

Result: METRIC MET: (Re)Certified 205 AHSS Instructors.

Metric: (Re)Certify 225 CRN Evaluators.

Result: METRIC NOT MET: (Re)Certified 191 CRN Evaluators.

*DUI Law Enforcement Liaisons (M5TR-2015-03-14-00 Federal;
M5TR-2015-03-15-00 Federal)*

Three Law Enforcement Liaisons (LEL) dedicated to impaired driving support are also funded under the contract with the Pennsylvania DUI Association. These positions are funded under the NHTSA grant program using §405(d) funding. During FFY 2015, the LELs served as a resource for the 49 DUI enforcement grantees statewide. Nearly 700 municipal police departments and the state police receive funding under the grant program and the LELs serve as a technical resource for each one of these agencies. Their tasks included providing technical assistance to the impaired driving task forces, relaying proper case law regarding various aspects of impaired driving, providing training, and acting as an extension of PennDOT for our law enforcement partners.

*Ignition Interlock Quality Assurance (M5II-2015-01-14-00 State;
M5II-2015-01-15-00 State)*

Under a separate contract, the Pennsylvania DUI Association provided quality assurance and technical assistance to PennDOT on interlock issues. The Pennsylvania Ignition Interlock Law requires an individual convicted of a second or subsequent DUI offense to have a device installed on each motor vehicle they own for 1 year before they are eligible to apply for an unrestricted driver's license again. Interlock devices prohibit a vehicle from being operated by a drinking driver and helps ensure that convicted offenders are not able to drive before getting their drinking abuse problem under control. Currently, there are over 6,000 Pennsylvania residents with an Ignition Interlock license. In FFY 2015, well over 50,000 vehicle ignition starts were prevented by ignition interlock devices statewide. The contractor conducted site visits to ignition interlock installation service centers, which are audited for compliance with the state ignition interlock specifications that set precedence for device specifications and installation procedures.

Metric: Perform 250 monitoring site visits of certified ignition interlock service centers.

Result: METRIC MET: Performed 269 site visits.

*Traffic Safety Resource Prosecutor (TSRP) (M5TR-2015-02-14-00 Federal;
M5TR-2015-02-15-00 Federal)*

Proper prosecution and adjudication of DUI arrests supports and strengthens the effectiveness of high-visibility enforcement efforts. The TSRP provided training ranging from case law to case presentation. In addition, the TSRP served as a legal expert on DUI matters for law enforcement officers and prosecutors statewide and provided on-demand resource for legal issues in DUI cases. Throughout the growth of the TSRP program in Pennsylvania, the most beneficial byproduct to both law enforcement and prosecutors has been the technical assistance provided by the TSRP. This technical assistance ranges from questions on

proper charges for prescription drug-impaired driving arrests to aiding in impaired driving case reviews with county prosecutors. Nearly 500 instances of technical assistance were provided by the TSRP during FFY 2015. The TSRP also provided timely opinions on changes in case law stemming from recent DUI court cases. Another extremely beneficial portion of the TSRP program is the training, particularly “Cops in Court.” This training places police and prosecutors in the same classroom to discuss courtroom practices, evidence, and rules of criminal procedure. Expanding on this topic is the mock trial training conducted by the TSRP, which uses a simulated impaired driving case and follows each step from arrest to prosecution.

Metric: Fund 1 full-time Traffic Safety Resource Prosecutor.

Result: **METRIC MET:** Funded 1 full-time TSRP.

Summary

The fairly strong DUI laws in Pennsylvania coupled with a high-visibility enforcement program have been the greatest contributing factors in staying ahead of our fatality reduction goals in the reducing impaired (DUI) driving safety focus area. Other programs adding to the reduction are specialized police training, highway safety liaison projects (law enforcement, prosecution, and adjudication), DUI court support, advances in DUI-D training, as well as other educational and comprehensive outreach projects. Even as we see overall fatality numbers continue to decline, 1 out of every 3 highway deaths are due to impaired driving. If we are to achieve our overarching fatality reduction goals, Pennsylvania must continue a high-visibility enforcement program to reduce impaired (DUI) driving.

OCCUPANT PROTECTION

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes.

Core Performance Goals

- **SHSP Goal:** Increase seat belt usage from 84 percent in 2013 to 84.3 percent in 2014. This would result in a targeted goal of 84.5 percent for 2015.
- **GOAL NOT MET:** The 2014 seat belt usage rate was 84 percent.
- **SHSP Goal:** Decrease the 5-year average number of unrestrained passenger vehicle occupant fatalities to 478 for the period of 2010-2014. This would result in a targeted goal of 465 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL MET:** The average number of unrestrained passenger vehicle occupant fatalities from 2010 to 2014 was 469 per year.

Figure 3.2 **Seat Belt Usage**
Historical Trend and Goals

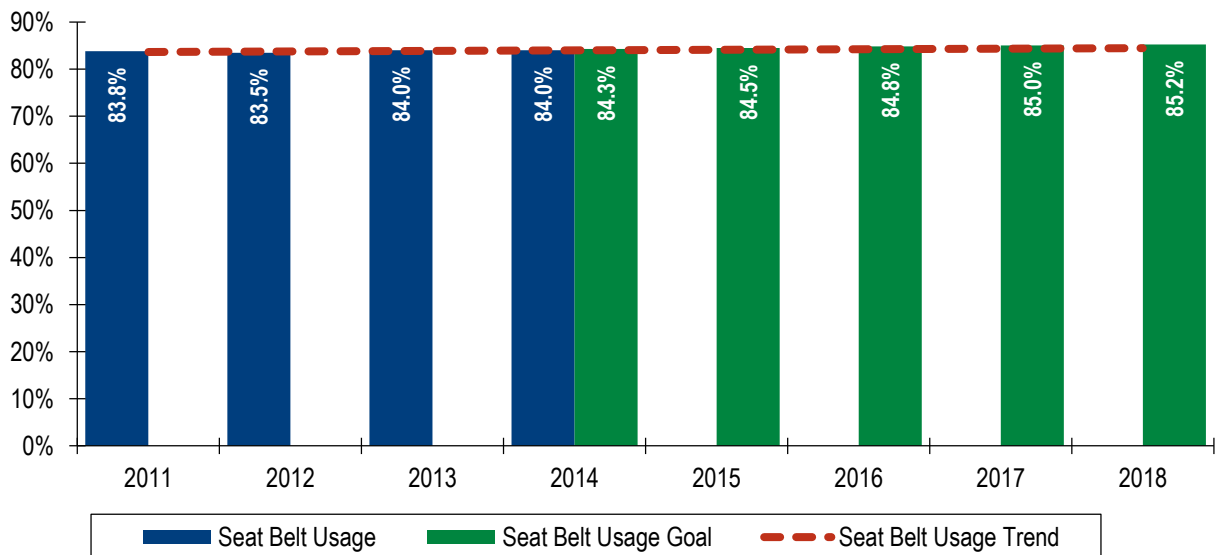


Figure 3.3 Unrestrained Passenger Vehicle Occupant Fatalities
Historical 5-Year Averages and Goals

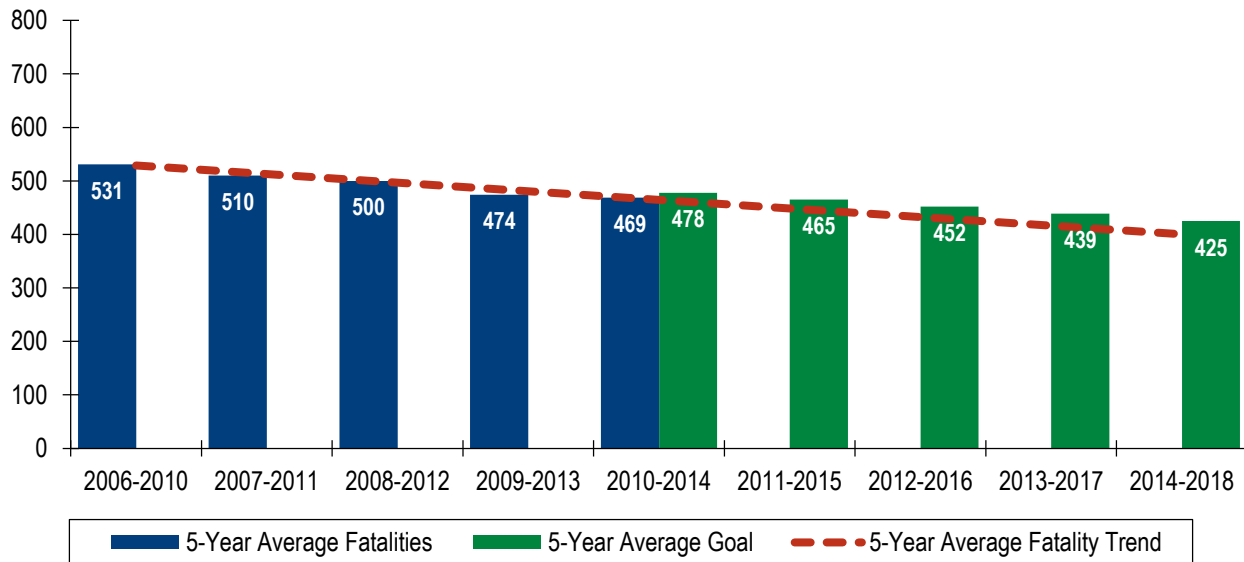


Table 3.2 5-Year Average Annual Targets
Unrestrained Passenger Vehicle Occupant

	Crashes	Serious Injuries	Fatalities
2015 Target	14,103	779	436
2014 Target	14,637	836	456
2014 Actual	15,066	865	469

Countermeasures (Programs and Projects) and Results

High-Visibility Seat Belt Law Enforcement

Publicized seat belt law enforcement programs, using specially trained officers and equipment, have been proven effective in increasing seat belt use and reducing occupant protection-related fatal, injury, and property damage crashes. A comprehensive approach using both periodic and sustained enforcement operations to address general and high-risk populations provides a greater opportunity for long-term program impact.

Periodic High-Visibility Belt Law Enforcement

The PennDOT Highway Safety Office facilitates the creation, implementation, and monitoring of a statewide strategic seat belt plan covering every county for the Thanksgiving 2014 and May 2015 Click It or Ticket (CIOT) mobilizations, and for the targeted Teen Seat Belt mobilization. The occupant protection enforcement program conducts enforcement in areas identified by crash data while also addressing rural

areas, which may have low usage rates but do not have the traffic volume to score high in the data analysis. Individual police department budgets are determined based on crash data, population, willingness to participate, and past performance. Additionally, the State Police receive funding to conduct occupant protection enforcement where there are no full-time municipal police departments to meet the population coverage requirement of 405(b).

The Thanksgiving CIOT mobilization ran from November 21 to December 1, 2014 as part of the larger Operation Safe Holiday campaign that also includes aggressive driving and impaired driving enforcement. Enforcement focused on high unbuckled crash roadways and nighttime. Grantee law enforcement agencies scheduled enforcement patrols, seat belt check minicade details, traffic enforcement zones, and informational sites. Eighty-three operations were funded with \$105,050 and conducted 1,325 hours of enforcement. Grantees contributed 315 hours of in-kind enforcement. The mobilization resulted in 2,303 total citations and 229 occupant protection citations. Agencies funded during the Thanksgiving campaign were required to provide in-kind enforcement during the May/June mobilization equal to 10 percent of their funded hours.

The Memorial Day CIOT mobilization included 289 funded agencies, totaling \$655,700 for 12,799 enforcement hours with 11,712 in-kind enforcement hours. The mobilization was kicked off with participation in the NHTSA-coordinated Border to Border campaign. Strategies used for the May/June wave included traffic enforcement zone details, safety checkpoints, and roving patrols. The CIOT mobilization resulted in 20,516 contacts and 18,492 citations, including 1,965 occupant protection citations.

Sustained Belt Law Enforcement

The sustained enforcement strategy is aimed at getting police departments to do seat belt enforcement outside of the funded mobilizations. Departments receiving grant money will be required to conduct in-kind overtime enforcement during a designated month. The months are scheduled so that seat belt enforcement is conducted in every month of the year. The 12-month enforcement in FFY 2015 totaled 5,017 hours and produced 11,054 contacts resulting in 316 occupant protection citations.

Nighttime (10 p.m. to 5 a.m.) Seat Belt Enforcement

All municipal police departments that receive grant funding for mobilizations are required to conduct at least 50 percent of those enforcement hours at night. The result was 59 percent, or 9,176 hours of nighttime enforcement.

Teen Seat Belt Enforcement

The Teen Seat Belt Mobilization was conducted October 21-24, 2014. Over 100 (101 to be exact) Law Enforcement Agencies (LEA) from across Pennsylvania participated in the mobilization that reached over 120 secondary schools.

The mobilization's focus was primarily on youth drivers (under 18) on school campuses, targeted youth events, or roadways around their high schools. Each participating LEA conducted various youth driving-oriented activities, including at least 1 Seat Belt Informational Site detail (distributing an estimated 63,000 enforcement handouts) on or around high school campuses; they generated earned media, completed seat belt surveys, and seat belt minicades details. Additional activities included Buckle Up PA's educational

seat belt programs, Survival 101, and 16 Minutes. When the education and student awareness activities were completed, officers then completed Teen Seat Belt Enforcement. Buckle Up PA's message is simple – law enforcement will be writing seat belt tickets to save lives, so buckle up.

Participating LEA grantees completed at least 120 Informational Seat Belt Details on high school campuses, made 17,393 student contacts and wrote 201 seat belt citations.

Buckle Up PA LELs also completed pre and post Teen Mobilization seat belt surveys at 24 secondary schools across the State. Surveys were completed at 12 (treatment) schools where enforcement and PI&E activities were completed, and compared against 12 control schools. Seat belt use in treatment schools increased from 77.7 percent to 85.1 percent compared to the control schools with pre surveys at 66.2 percent and post surveys at 74.2 percent.

Evidence-Based Traffic Safety Enforcement Program

Coordination for the events is done via our 6 Highway Safety Regions and their planning meetings held bimonthly throughout the year. At these meetings, team members follow up on completed mobilizations and use the results to adjust the planning and coordination of the next effort. The data used in planning enforcement includes examination of roadway corridors for high unrestrained crash, injury, and fatality locations, crashes by time of day, type of vehicle, and age/sex of drivers. Data related to high-risk areas and demographics also is provided to target the NHTSA paid media buy for Memorial Day Mobilization and other identified campaigns.

Pennsylvania State Police Occupant Protection Enforcement and Education Program (M2HVE-2015-01-14-00 Federal; M2HVE-2015-01-15-00 Federal)

The Pennsylvania State Police (PSP) participated in seat belt enforcement programs targeting roadway segments with relatively high occurrences of unrestrained crashes. Activities included saturation patrols, regulatory checkpoints, conducting press releases, conducting pre- and post-action safety belt surveys, and reporting results of enforcement and educational efforts.

Metric: Participation from all 16 Pennsylvania State Police Troops in periodic and ongoing enforcement campaigns, including Child Passenger Safety Week.

Result: METRIC MET: Received participation from all 16 PSP Troops, as planned.

Municipal Occupant Protection Enforcement and Education Programs (M2HVE-2015-02-14-00 Federal; M2HVE-2015-02-15-00 Federal)

Municipal police participation in occupant protection enforcement operations is coordinated, supported, and administrated through a statewide project offered by PennDOT. Enforcement subgrants utilized an allocation formula based on occupant protection-related data. Eligible governmental units were identified based on police jurisdictional coverage of high-crash areas, population density, and other data.

Metric: Provide funding for 600 municipal police departments (covering 70 percent of the state population) to participate in Thanksgiving 2014 and May 2015 Click It or Ticket enforcement campaigns.

Result: METRIC PARTIALLY MET: Methodology for determining departments was changed to better show evidence-based enforcement. In addition to the Pennsylvania State Police, 351 Municipal Police Departments participated in the campaigns, covering 80.8 percent of the state population.

Metric: Dedicate 50 percent of funded enforcement hours to nighttime enforcement.

Result: METRIC MET: 59 percent of all occupant protection enforcement was completed at night.

Metric: Provide funding for 200 municipal police departments to participate in the Teen Seat Belt Mobilization.

Result: METRIC NOT MET: Funded 101 Law Enforcement Agencies to conduct the Teen Seat Belt Mobilization.

Paid and Earned Media (M2HVE-2015-01-14-00 State; M2HVE-2015-01-15-00 State)

NHTSA evaluated the effects of the May 2002, 2003, and 2004 CIOT campaigns on belt use in the states. In 2002, seat belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points in 4 states that used limited paid advertising, and increased by 0.5 percentage points in 4 states that used no paid advertising. These results show that highly visible CIOT campaigns have a greater effect on seat belt use than campaigns that used limited or no advertising.

- **Paid Media Plans** – PennDOT used state funds for paid advertising during the May CIOT mobilization, in the form of radio, Pandora radio, Facebook and gas station pump topper advertising, to target males 18 to 54, nighttime pick-up truck drivers and teen drivers (16-18). Statistics have shown these demographics are the least likely to buckle up.
- **Earned Media Plans** – The PennDOT Central Press Office provided Earned Media Plans for all occupant protection enforcement campaigns, including Child Passenger Safety Week, to generate earned media statewide. Some suggested activities to generate earned media included press releases, public service announcements, and enforcement advisories.

Metric: Conduct 1 paid media campaigns to support high-visibility enforcement during the May Click It or Ticket mobilization.

Result: METRIC MET: Completed a media campaign to support the May Click It or Ticket mobilization.

Child Occupant Protection Programs

State laws addressing young children in vehicle restraints are different than those for adults in all states, as young children require restraints appropriate to their size and weight. In addition to enforcement operations targeting compliance with child restraint laws, communication and educational programs designed to educate motorists on the proper installation and usage of child restraints have been shown to reduce the likelihood of injury due to improperly secured children in a crash.

PennDOT contracts with the Pennsylvania Chapter of the American Academy of Pediatrics (AAP) to implement the child occupant protection program under its Traffic Injury Protection Program. TIPP was

tasked with delivering hospital education, managing the statewide child seat loaner program, maintaining a network of certified car seat technicians, conducting school programs, promoting and publicizing child passenger safety, and serving as PennDOT liaison for child passenger safety.

The hospital education program consists of an annual review of maternity ward discharge procedures related to passenger safety through a survey. The survey results are used to see that hospitals are implementing best practices, and to collect requests for training or informational materials. TIPP assists in offering courses in child passenger safety for Continuing Medical Education (CME) credits and in noncredit classes for hospital staff. TIPP also offers trainings and informational materials to pediatrician offices and conducts an annual teleconference for pediatricians.

The child safety seat loaner program is funded through state legislation and is unique in the country. Pennsylvania has 147 loaner programs that provide safety seats to low-income caregivers. TIPP is PennDOT's liaison in managing the loaner programs. Annually, the loaner programs are surveyed to determine needs in trainings, materials, and to monitor program activity. Loaner program staff is kept up to date on recalls and on their CPS technician certification. In 2015, 10,333 seats were purchased by the State and delivered to loaner programs for distribution.

Pennsylvania State Police Child Passenger Safety Fitting Stations (OP-2015-01-14-00 Federal; OP-2015-01-15-00 Federal)

These Pennsylvania State Police child passenger safety fitting stations are staffed by trained technicians who provide hands-on instruction to parents and caregivers to address misuse of child passenger safety restraints. Proper use of child restraints provide better protection from injury or death in an accident; studies have demonstrated those who have received instruction are likely to continue using the restraints. Pennsylvania State Police will continue to operate a fitting station in each PSP station statewide. Other fitting stations will be staffed by certified CPS technicians.

Metric: Perform at least 2,100 car seat checks total during the fiscal year.

Result: METRIC NOT MET: Checked 1,918 child safety seats.

Metric: Conduct at least 70 separate check-up events during each seat belt mobilization event; inspect at least 500 child restraints during each mobilization period.

Result: METRIC MET: Completed 186 events and checked 1,377 child restraints during 3 mobilization periods.

Child Passenger Safety Coordination (CP-2015-02-14-00 Federal/State; CP-2015-02-15-00 Federal/State)

A primary component of the Pennsylvania Child Passenger Safety Project is training and educational activities designed to increase usage of child restraints, including:

- **Child Passenger Safety Technician Certification Training:**

Implement and oversee the administration and the credibility of NHTSA's 32-hour Child Passenger Safety Technician courses, taught statewide. The technicians staff the 153 Child Restraint Inspection

Stations statewide, which instruct the public on the proper installation and use. Administer the update/ refresher courses, special needs classes, and medical staff trainings. Outreach to recruit new technicians and establish Inspection Stations is based on current population data and recommended levels of service originally established by NHTSA as recommended follow-up from the Occupant Protection for Children Assessment conducted in 2005.

- **Public Education and Outreach Training:**

Provide educational and training programs to raise awareness of the benefits of using seatbelts and proper child restraints and of the penalties possible for not using them. The outreach is proved to the general public, hospitals, and other private health care provider.

- **Car Seat Loaner Programs:**

The cost of obtaining child restraints can be a barrier to some families in using them. A Child Seat Loaner Fund was established by legislation in the Pennsylvania Vehicle Code. According to this law, any fines associated with convicted violations of child passenger laws are collected in a fund that is used solely to purchase child restraints for Loaner Programs. There currently are 145 Loaner Programs in 55 of the 67 Pennsylvania counties. The Child Passenger Safety Project conducts outreach to establish new Loaner Programs based on population and poverty-level data. The project maintains a Loaner Program Directory and distributes it to hospitals and the Injury Prevention Coordinators from the Department of Health. The directory is available to the general public also on the project's web site.

Metric: Conduct 15 NHTSA Child Passenger Safety Technician Certification Training Courses, certify 150 new technicians.

Result: METRIC MET: Conducted 23 NHTSA CPS Technician Courses, certifying 263 new technicians.

Metric: Conduct 10 Certification Renewal Courses, renew certification for 35 technicians.

Result: METRIC MET: Conducted 11 renewal courses and 35 techs had their certifications renewed.

Metric: Conduct 30 Technician Refresher Courses for 350 technicians.

Result: METRIC MET: Conducted 37 refresher courses with 367 participants.

Metric: Conduct Hospital Educational Trainings: CME/CMU – 50 courses, 500 participants; non-CME – 15 courses, 200 participants.

Result: METRIC PARTIALLY MET: Conducted 50 CME/CEU courses with 209 participants and 10 non-CME courses with 184 participants.

Metric: Conduct 800 courses, 42,500 school and public participants in schools and for the public.

Result: METRIC MET: Conducted 960 programs reaching 53,751 participants.

Metric: Distribute 3,500 child restraints to established Car Seat Loaner Programs.

Result: METRIC MET: Distributed 10,333 seats through 181 programs.

Summary

Occupant protection efforts were enhanced during FFY 2015. Efforts in this grant year included a Thanksgiving and Memorial Day CIOT mobilization along with a Teen Driver Mobilization. Pennsylvania continued efforts in sustained seat belt law enforcement by requiring all funded departments to provide in-kind enforcement hours during the mobilization that they did not receive funding. Additionally, 59 percent of all enforcement was conducted during nighttime hours. Since Pennsylvania still has a secondary law in place, outreach to law enforcement regarding the importance of writing the secondary seat belt ticket will continue along with media and outreach efforts to increase Pennsylvania's seat belt usage rate and lower unrestrained fatalities.

POLICE TRAFFIC SERVICES

Aggressive Driving and Distracted Driving are traffic safety issues that affect all motorists. Aggressive driving behavior typically includes a combination of speeding, tailgating, red light running, frequent lane changes, failing to yield to the right-of-way, and passing improperly. Distracted driving is defined by any action that either takes a motorist’s attention away from driving, their eyes off the road, or their hands off the wheel. It is believed that crash data relating to both factors is unintentionally underreported and does not truly grasp the scope of the problem. PennDOT is constantly trying to bring both issues to the forefront through outreach via enforcement and public awareness.

Performance Goals

- **SHSP Goal:** Decrease the 5-year average number of speeding-related fatalities to 633 for the period of 2010-2014. This would result in a targeted goal of 615 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL MET:** The average number of speeding-related fatalities from 2010 to 2014 was 562 per year.

Figure 3.4 Speeding-Related Fatalities
Historical 5-Year Averages and Goals

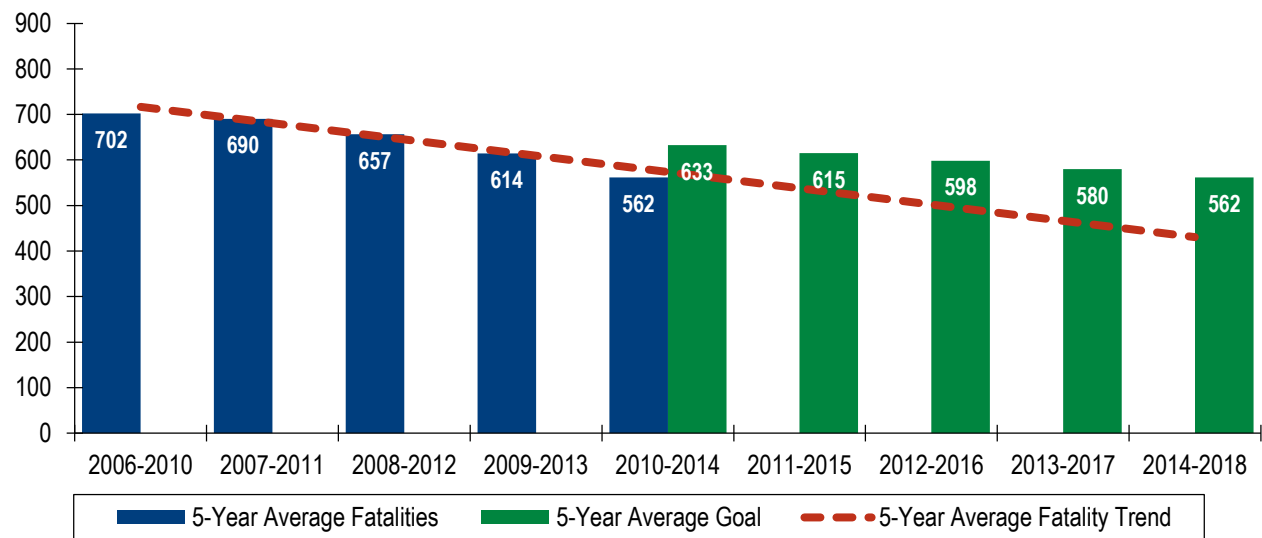


Table 3.3 5-Year Average Annual Targets
Speeding-Related

	Crashes	Serious Injuries	Fatalities
2015 Target	28,499	920	578
2014 Target	29,357	1,000	602
2014 Actual	30,249	1,057	562

Table 3.4 5-Year Average Annual Targets
Distracted Driving

	Crashes	Serious Injuries	Fatalities
2015 Target	13,081	214	56
2014 Target	13,486	220	58
2014 Actual	14,208	223	60

Countermeasures (Programs and Projects) and Results

The basic behavioral strategy used to control speeding and aggressive driving traffic law violations is high-visibility enforcement operations. Using the same principles as high-visibility impaired driving or occupant protection enforcement programs, locations for enforcement are directed towards high-crash or high-violation geographical areas. The following projects were funded in FFY 2015.

Pennsylvania State Police Traffic Services (PT-2015-01-14-00 Federal; PT-2015-01-15-00 Federal)

Every State Police troop participated in Pennsylvania’s Aggressive Driving Enforcement and Education Program. The State Police also coordinated earned media events and attended regional road selection planning meetings. Data-driven enforcement occurred on the 473 high aggressive driving crash corridors to target aggressive drivers and reduce fatalities. The PSP assisted in joint operations with local police departments; especially with those that need the use of radar (local police cannot use radar in Pennsylvania). See further description of the program under Municipal Aggressive Driving Enforcement and Education Program.

The Special Traffic Enforcement Program (STEP) is a State Police program designed to increase traffic safety and reduce the number of crashes through innovative traffic enforcement operations. The enforcement occurred statewide in data-driven locations. Many of the STEP locations overlapped with Aggressive Driving Enforcement and Education corridors, and “Fines Doubled” Highway Safety Corridors. Over 205,000 traffic citations were written during STEP details in FFY 2015. It is hoped that innovative aggressive driving

enforcement programs, such as STEP, help deter speeding and aggressive driving as well as other traffic offenses. (CTW, Chapter 3: Sections 2.2, 2.3)

Metric: Participation from all 16 Pennsylvania State Police Troops in periodic and ongoing enforcement campaigns, providing support to participating municipal police departments.

Result: METRIC MET: Every troop participated in aggressive driving enforcement during FFY 2015. The State Police completed 4,733 overtime enforcement hours.

Metric: Conduct at least 50 hours of aerial speed enforcement.

Result: METRIC NOT MET: In FFY 2015, only 14 hours of aerial speed enforcement was reported by the State Police. Issues such as weather, manpower, maintenance to the aircraft, and necessary usage for other police investigations has limited the availability of the aircraft for speed enforcement.

Metric: Perform over 6,000 hours of STEP overtime enforcement.

Result: METRIC MET: 12,956 hours of STEP overtime enforcement was completed

Metric: Perform 1 weekend-long enforcement blitz.

Result: METRIC MET: Operation Maximum Effort was discontinued as a separate initiative, but over the course of 3 Aggressive Driving Waves, each PSP Troop participated in a weekend enforcement blitz.

Municipal Aggressive Driving Enforcement and Education Program (PT-2015-02-14-00 Federal; PT-2015-02-15-00 Federal)

The State Police and 334 municipal departments conducted enforcement on 473 roadways over the course of 3 separate waves. The roadways were chosen by locating high aggressive driving and speeding crash locations. Serious injury and fatality data also weighed heavily into roadway selection. Press events and public awareness outreach helped reinforce the impact of the enforcement efforts. The themes of the earned media tie aggressive driving and speeding into other initiatives happening during the same time of the year. For example, the outreach during the enforcement wave in April tied in Work Zone Safety and Distracted Driving. Local district judges were informed to which roads were targeted and when enforcement was occurring so they could help support the program.

Coordination for the events was completed via our 6 Highway Safety Regions and their bimonthly planning meetings. At these meetings, team members followed up on completed mobilizations and used the results to adjust the planning and coordination of the next effort. In addition to the bimonthly meetings, special aggressive driving subcommittee meetings were also conducted regionally prior to HVE campaigns. At these meetings local data was incorporated into roadway selection and collaborative efforts among neighboring police departments were planned (CTW, Chapter 3: Sections 2.2, 2.3, 4.1).

Metric: Mobilize 350 local police departments to provide enforcement on 400 high aggressive driving crash corridors in collaboration with the PSP.

Result: METRIC PARTIALLY MET: In FFY 2015, 334 local departments participated and 473 corridors were enforced.

Metric: Conduct 1 enforcement campaign with a distracted driving theme during FFY 2015.

Result: METRIC MET: The earned media and enforcement theme of April's Aggressive Driving Enforcement Wave was Distracted Driving. Distracted drivers unknowingly commit actions that can be perceived as aggressive.

Roosevelt Boulevard Project (PT-2015-03-14-00 Federal; PT-2015-03-15-00 Federal)

This project was discontinued in FFY 2015 as a standalone project. Roosevelt Boulevard enforcement is now conducted under Philadelphia's Police Traffic Service Grant. See further description of the program under Police Traffic Services Program.

Metric: Make 2 contacts per hour during overtime enforcement shifts and make 3,000 total contacts.

Result: METRIC NOT MET: Project Discontinued. All overtime enforcement initiatives are always encouraged to make 2 contacts per hour while on patrol during grant-related projects.

Police Traffic Services Program (PT-2015-05-14-00 Federal; PT-2015-05-15-00 Federal)

PennDOT offered a single enforcement grant to the City of Philadelphia that provided for municipal police participation in impaired driving, occupant protection, and aggressive driving countermeasures. Funding distribution for the 3 safety focuses utilized an allocation formula based on local crash data. The grant was the combination of 4 prior enforcement grants (Roosevelt Boulevard Enforcement Grant, Impaired Driving Enforcement Grant, Occupant Protection Enforcement Grant, and Aggressive Driving Enforcement Grant). This new centralized structure gave the Philadelphia Police Department more flexibility to conduct evidence-based and data-driven enforcement during both major national safety campaigns and local initiatives.

Metric: Provide at least 1 Police Traffic Services Program grant to measure benefits of a comprehensive municipal enforcement agreement.

Result: METRIC MET: Philadelphia completed the pilot year on 9/30/15. Preliminary results of the program are positive. Over 9,200 motorists were contacted through overtime enforcement efforts under this grant.

Speed Trailers PT-2015-01-14-00 State; PT-2015-01-15-00 State)

Speed trailers are deployed on high-crash corridors where speeding-related crashes remain a problem. The trailers are also used in work zones, school zones, and upon special request so motorists are visually reminded to stay within the posted speed limit. It is hoped that when motorists see their actual speed posted on the visual display, they will adjust their speed accordingly.

Metric: Supply each PennDOT District with a new speed trailer in 2015.

Result: METRIC PARTIALLY MET: All Districts were provided the opportunity to purchase new trailers. Only 3 Districts requested new trailers during FFY 2015. A total of 12 trailers were purchased between the 3 Districts.

Paid Media (PT-2015-01-14-00 State; PT-2015-01-15-00 State)

PennDOT Central Press Office used state funds to conduct a media campaign on distracted driving during the month of April. On-line, radio, and gas station/convenience store advertising were featured aspects of the campaign. The tagline of the campaign was “Just Drive-Distractions Can Wait”; males age 16-34 were the primary demographic. Harmelin Media, PennDOT’s subcontractor for paid media, reported that close to 7 million impressions were made during the campaign. Many of these impression came from approximately 3,900 radio spots that ran during the month.

Metric: Run 1 paid media campaign during Distracted Driving Month (April), incorporating a Distracted Driving message using resources from Distraction.gov.

Result: METRIC MET: The campaign ran during the month of April. A total of \$225,000 of state funds were spent on the media buy.

Summary

In an effort to combat dangerous driving habits, the Department of Transportation funds various enforcement and education programs to address aggressive driving, distracted driving, speeding crashes, and other behavioral highway safety concerns. The programs each consist of data-driven enforcement and strategically placed media. All enforcement and educations campaigns fall in line with established time periods based on NHTSA’s communication calendar. Crash data is constantly analyzed and municipalities that make up a larger percentage of the crash picture receive an applicable dedication of resources.

MATURE DRIVER

Pennsylvania has nearly 1.6 million licensed drivers aged 65 and older who make up 18 percent of the driving population. Mature citizens constitute the fastest growing segment of the population. Mature drivers are overrepresented in multiple vehicle crashes, due in part to the reduction of physical and cognitive abilities. Pennsylvania State Data Center statistics indicate that the number of residents 65 and older will increase 21 percent by 2020.

Table 3.5 5-Year Average Annual Targets
Mature (Aged 65 and Older) Driver

	Crashes	Serious Injuries	Fatalities
2015 Target	5,544	429	232
2014 Target	5,715	442	238
2014 Actual	6,555	476	273

Summary

Although no programs or projects focusing on mature drivers were funded under the FFY 2015 Highway Safety Plan, throughout the past several years PennDOT has made an effort to engage Pennsylvania’s mature driver population. Unfortunately, multiple highway safety regions in the State have experienced an increase in mature driver-related crashes and fatalities. These increases are reflected in the amount of mature driver safety programs performed by the Pennsylvania Highway Safety Network as a whole.

A new project initiative has been implemented for FFY 2016 focusing on mature driver safety. This project will be conducted by the PennDOT Bureau of Driver Licensing and will provide additional training and education to the motoring public and law enforcement focusing on mature driver issues.

MOTORCYCLE

From 2005 to 2014, Pennsylvania saw an 11 percent increase in motorcyclists and a 27 percent increase in registered motorcycles. Because of their size, motorcycles can be easily hidden in blind spots and are easily overlooked by other drivers. Over the past 4 years, the majority of multivehicle crashes involving a motorcycle have had a vehicle other than the motorcycle cited as the prime contributing factor in the crash. Therefore, it is important that drivers be aware of motorcycles sharing the road.

Performance Goals

All Motorcycle

- **SHSP Goal:** Decrease the 5-year average number of motorcycle fatalities to 195 for the period of 2010-2014. This would result in a targeted goal of 189 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL NOT MET:** The average number of motorcycle fatalities from 2010 to 2014 was 200 per year.

Unhelmeted Motorcycle

- **SHSP Goal:** Decrease the 5-year average number of unhelmeted motorcycle fatalities to 99 for the period of 2010-2014. This would result in a targeted goal of 97 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL MET:** The average number of unhelmeted motorcycle fatalities from 2010 to 2014 was 96 per year.

Figure 3.5 Motorcycle Fatalities
Historical 5-Year Averages and Goals

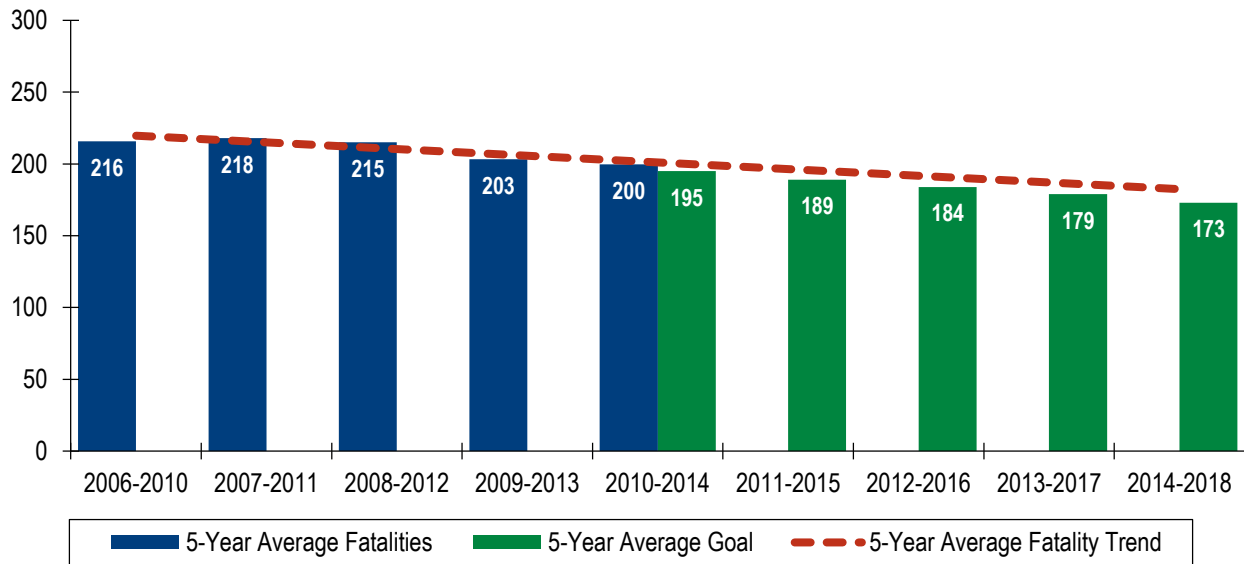


Figure 3.6 Unhelmeted Motorcycle Fatalities
Historical 5-Year Averages and Goals

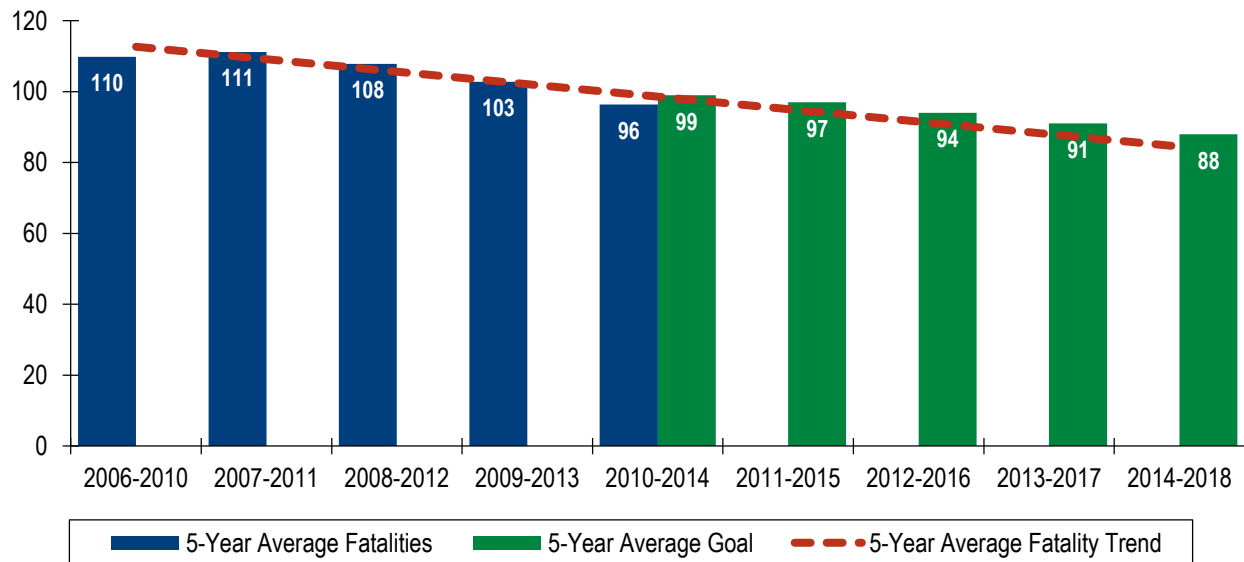


Table 3.6 5-Year Average Annual Targets
Motorcycle

	Crashes	Serious Injuries	Fatalities
2015 Target	3,692	520	189
2014 Target	3,752	535	195
2014 Actual	3,670	535	200

Countermeasures (Programs and Projects) and Results

Motorcycle Rider Training

Motorcycle rider education and training is a vital strategy for ensuring both novice and experienced riders learn basic and advanced skills necessary to operate a motorcycle safely. Training should be made available on a timely basis to all who wish to take it.

The Pennsylvania Motorcycle Safety Program (MSP – <http://www.pamsp.com>) was established to teach riders of all skill levels the basic fundamentals needed in order to safely operate a motorcycle. The MSP was created from legislation in 1984 and began 1 year later. The Motorcycle Safety Program is free to all Pennsylvania license holders.

Pennsylvania Motorcycle Safety Program Trainings (M9MA-2015-01-14-00 State; M9MA-2015-01-15-00 State)

Pennsylvania offers 4 training courses free of charge at many sites across the State. The training provides new riders with skills needed to operate a motorcycle more safely and provides opportunity for more advanced riders to refresh and refine their skills. There are 3 levels of motorcycle training (Basic Rider Course, Basic Rider Course 2, and Advanced Rider Course) and a Three-Wheeled Basic Rider Course. The advanced course was started with the help of Section 2010 funds in 2012 and is modeled after a military training course.

Metric: Increase, by 10 percent, the overall number of students enrolled in the 4 training courses from 21,196 in 2013 to 23,316 in 2014.

Result: **METRIC NOT MET:** Enrolled 18,180 students in motorcycle training courses.

Motorcycle Safety Communications and Outreach

Motorcycles are smaller vehicles and are often unseen by other motorists due to low conspicuity. Many states rely on communications and outreach campaigns to increase drivers’ awareness of motorcyclists. These campaigns often coincide with the summer riding season and include motorcyclist organizations to promote peer-to-peer safety outreach. PennDOT supports motorcycle awareness programs through its Motorcycle Safety Program.

Pennsylvania Share the Road Program (M9MA-2015-01-14-00 Federal; M9MA-2015-01-15-00 Federal/State)

Share the Road and Watch for Motorcycles is a public outreach program aimed at raising awareness of motorcycles. Crashes involving motorcycles are often the fault of the other driver, and it is believed the drivers often times do not see the motorcycle. By raising awareness and reminding drivers that motorcycles are on the road, some of these crashes may be avoided. Through the program “Watch for Motorcycles,” materials were produced and distributed. Paid media with a safety message was deployed during Motorcycle Safety month in May. PennDOT districts also displayed motorcycle safety messages on fixed and variable message boards.

LiveFreeRideAlive.com is Pennsylvania’s motorcycle themed interactive web site. It is designed to educate riders on important aspects of motorcycle safety such as being properly licensed and use of protective gear. The site also carries messages promoting sober driving. The site was promoted at motorcycle events statewide to encourage riders to use the web site and practice safe riding habits.

Metric: Attend 6 motorcycle rallies in calendar year 2015.

Result: METRIC MET: Attended 6 motorcycle rallies by the Pennsylvania Motorcycle Safety Program.

Metric: Distribute 300,000 “Watch for Motorcycles” stickers. (The 2015 HSP Metric should have been reported as Distribute 30,000 “Watch for Motorcycles” stickers but was incorrectly reported to PennDOT.)

Result: METRIC MET: Distributed 30,000 “Watch for Motorcycles” stickers; 100 percent of printed stickers were distributed.

Metric: Distribute 25,000 lawn signs with the help of ABATE (Alliance of Bikers Aimed Toward Education).

Result: METRIC MET: Distributed 25,000 lawn signs.

Metric: Conduct 2 paid media campaigns: gas pump toppers (May-September), news/traffic/weather sponsorships (April-June and August-September).

Result: METRIC MET: Conducted 2 media campaigns.

Summary

Pennsylvania continues to maintain a robust and highly popular Motorcycle Training Program. The program has recently seen a decline in the number of riders trained. We will continue to promote the training program while also looking at ways to improve it for riders. The Pennsylvania Motorcycle Steering Committee will continue to work with the Highway Safety Office to increase peer-to-peer and dealership outreach efforts, enhance localized problem identification, and establish focus groups to aggressively approach this focus area. Impaired riding awareness will continue to be included in both training and outreach efforts.

YOUNG DRIVER

In 2014, 1,195 persons died on Pennsylvania roadways, including 140 drivers and passengers aged 20 or younger. Also in 2014, approximately 454 passengers under the age of 20 were seriously injured in a crash. Young drivers are overrepresented in 2014 multivehicle crashes when comparing age groups, as 61.0 percent of drivers aged 16 to 21 were involved in crashes whereas only 54.0 percent of all drivers were involved in crashes. Of particular concern is the involvement of drinking drivers under the age of 21. Thirteen percent of the driver deaths in the 16 to 20 age group were drinking drivers, down from 19 percent in 2013. Driver inexperience and less cautious driving often are attributed characteristics given to the reason all young driver ages have higher rates.

Performance Goals

- **SHSP Goal:** Decrease the 5-year average number of fatalities in crashes involving a young driver to 208 for the period of 2010-2014. This would result in a targeted goal of 202 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL MET:** The average number of drivers age 20 or younger involved in fatal crashes from 2010 to 2014 was 174 per year.

Figure 3.7 Young Driver (Aged under 21) Fatalities
Historical 5-Year Averages and Goals

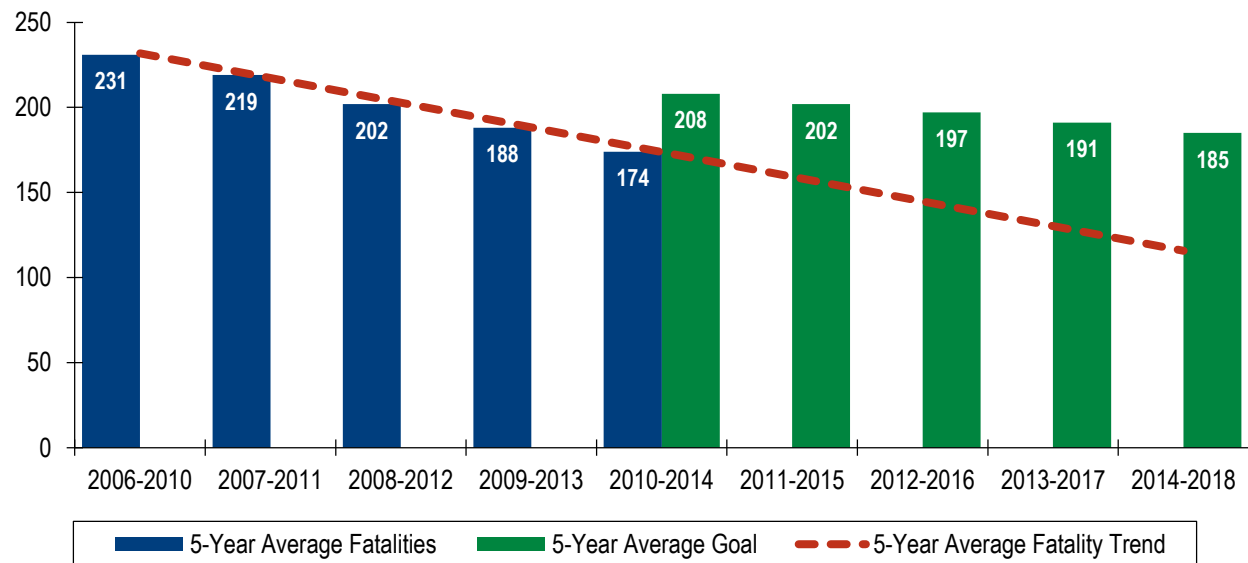


Table 3.7 5-Year Average Annual Targets
Young (Aged Under 21) Driver

	Crashes	Serious Injuries	Fatalities
2015 Target	22,745	531	161
2014 Target	24,057	603	175
2014 Actual	24,854	642	174

Countermeasures (Programs and Projects) and Results

Young Driver Education

As evaluations of formal driver education programs to date have found that driver education does not decrease crash rates, new strategies to promote safe driving habits by young drivers are being explored. Authorized under 23 USC 402(m), Teen Traffic Safety Programs are structured to implement statewide efforts to improve traffic safety for teen drivers. It is anticipated that using peer-to-peer education and prevention strategies will prove effective over time to address emerging trends.

Additional strategies for young driver traffic safety will continue to be evaluated for potential effectiveness in reducing crashes involving young drivers.

Teen Driver Safety Program (TSP-2015-01-14-00 Federal; TSP-2015-01-15-00 Federal)

Beginning in FFY 2014, grant funds were made available for a dedicated Teen Driver Safety Program. The requirements for the funds included an assessment and evaluation of current programs in Pennsylvania targeted to education and awareness of teen driver safety, promoting partnerships and coordination between existing programs and stakeholders, providing mini-grant opportunities to high schools, school groups, and community groups for peer-to-peer teen driver education and prevention strategies, and performing educational outreach to parents/caregivers on all aspects of the graduated driver licensing (GDL) law. The Department extended the period of this grant through December 31, 2014. Specific activities conducted during the extension period included: parent/caregiver workshops, mini-grants for peer-to-peer programs, development of youth traffic safety summits, and completion of the statewide teen program resource guide.

Metric: Create a comprehensive resource guide and at least 2 educational resources for parents/guardians.

Result: METRIC MET: Finalized the comprehensive resource guide along with education resources for parents in the Impact Program and GDL Made Simple video.

Metric: Provide at least 50 mini-grants, make 8,000 contacts with parents/guardians.

Result: METRIC PARTIALLY MET: The mini-grant program ended December 31, 2014 after providing 10 mini-grants. Made 62,953 contacts with parents/guardians.

School Outreach Evaluation (CP-2015-05-14-00 Federal; CP-2015-05-15-00 Federal)

Grant funds were used to assist the Pennsylvania Highway Safety Office in evaluating current crash and other related teen driver data trends to establish baseline measures for overall problem identification. Programs evaluated included current traffic safety school outreach programs delivered as part of the Commonwealth's Highway Safety Plan. In addition, this review and assessment also covered additional traffic safety school outreach programming options, which could include new technology, curriculum standards, and other enhancements that currently are not included in the Highway Safety Plan. At the end of this evaluation, a draft report was developed that summarized the efforts of the above mentioned initiatives. These efforts will be used in future traffic safety school outreach programs to be supported by the Pennsylvania Highway Safety Office. The evaluation received comments from both PennDOT and NHTSA to be included in a final report.

Metric: Provide a comprehensive report on traffic safety school outreach programs in Pennsylvania.

Result: METRIC MET: Finalized the comprehensive report on traffic safety school outreach programs.

Summary

Young Driver Safety was a vital safety focus area for all drivers. Programs conducted in FFY 2015 ultimately reduced crashes and fatalities of young drivers in Pennsylvania. Educational programs conducted helped to get safety messages directly to the students, and the extension of mini-grant opportunities made available in FFY 2015 allowed for greater visibility of safety messages. A resource guide was finalized that allows anyone in Pennsylvania looking for a young driver safety program to find a contact and basic information about the program. Pennsylvania has created new programs, along with expanding and updating old ones, to continue pushing the message of young driver safety and will continue to do so in coming grant years.

PEDESTRIAN AND BICYCLE

Pedestrian and bicycle safety are emerging highway safety focus areas. Fatalities in both focus areas have remained steady over the past several years, with small increases from 2013 to 2014.

Performance Goals

Pedestrian Safety

- **SHSP Goal:** Decrease the 5-year average number of pedestrian fatalities to 132 for the period of 2010-2014. This would result in a targeted goal of 129 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL NOT MET:** The 5-year average number of pedestrian fatalities from 2010 to 2014 was 156 per year.

Figure 3.8 Pedestrian Fatalities
Historical 5-Year Averages and Goals

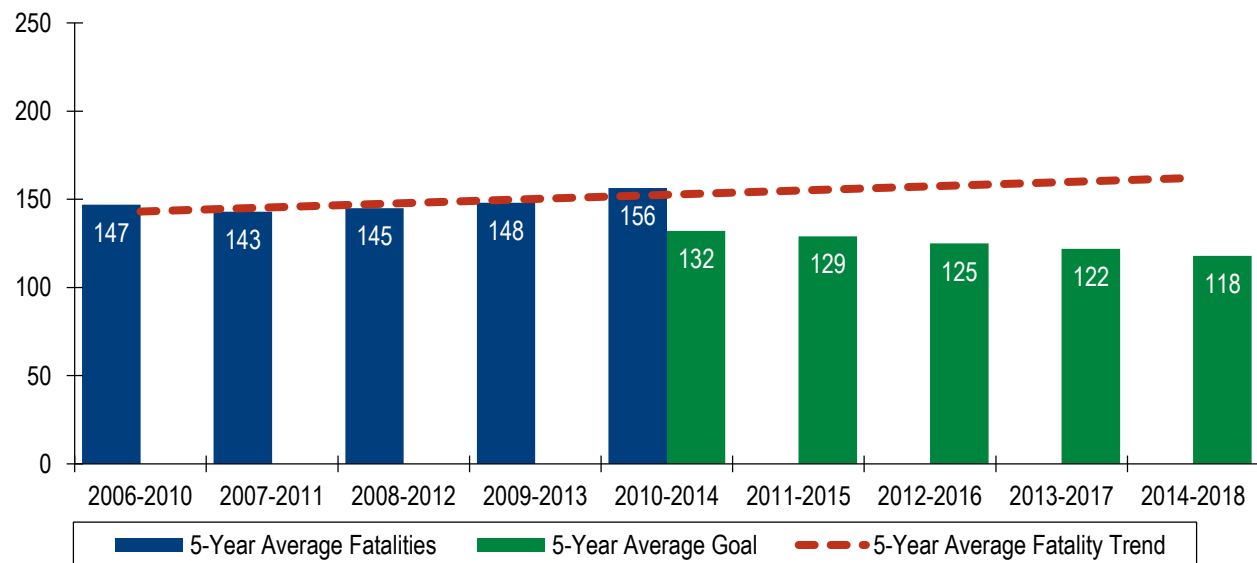


Table 3.8 5-Year Average Annual Targets
Pedestrian Safety

	Crashes	Serious Injuries	Fatalities
2015 Target	4,155	318	129
2014 Target	4,284	326	132
2014 Actual	4,373	329	156

Performance Goals

Bicycle Safety

- **SHSP Goal:** Decrease the 5-year average number of bicycle fatalities to 14 for the period of 2010-2014. This would result in a targeted goal of 14 for the period of 2011-2015 to remain on pace to achieve the Strategic Highway Safety Plan long-term goal of reaching 50 percent fatality reduction by 2030.
- **GOAL NOT MET:** The 5-year average number of bicycle fatalities from 2010 to 2014 was 16 per year.

Figure 3.9 Bicyclist Fatalities

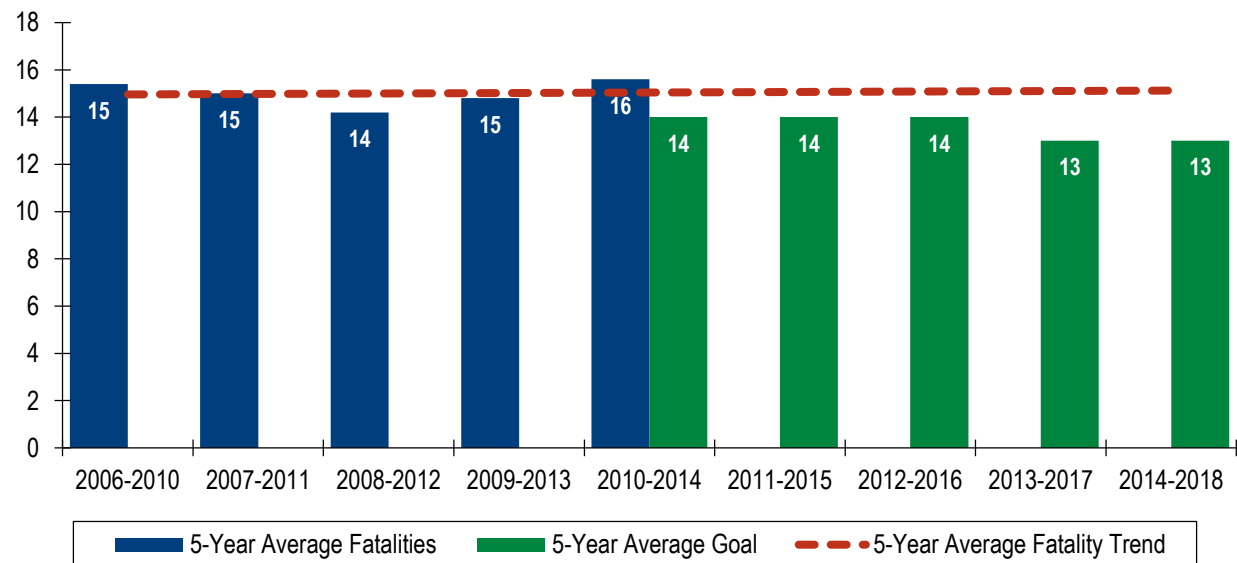


Table 3.9 5-Year Average Annual Targets
Bicycle Safety

	Crashes	Serious Injuries	Fatalities
2015 Target	1,364	63	13
2014 Target	1,380	66	14
2014 Actual	1,373	60	16

Countermeasures (Programs and Projects) and Results

All Pedestrians and Bicyclists

Countermeasures for pedestrian and bicycle safety are primarily aimed at improving behaviors of pedestrians, bicyclists, and drivers through education and enforcement measures. Targeted enforcement campaigns focusing on law violations and raising awareness are vital components of a comprehensive approach to increasing safety. Training engineers and land use planners to incorporate these focus areas into their efforts ensures all transportation system users can travel safely. Countermeasures are tailored to urban and rural locations based on many factors specific to each location.

PennDOT supports a Safe Routes to School Program and maintains a variety of pedestrian and bicycle safety information on its JustDrivePa.org web site. Pedestrian and bicycle safety videos were developed for PennDOT’s YouTube channel and are available to the public. Programs for school age children are administered through the Pennsylvania Child Passenger Safety Program and Community Traffic Safety Programs.

Education and Enforcement Efforts in Pedestrian Focus Cities (Philadelphia, Pennsylvania) (N/A, DTNH22-14-H-00446)

During FFY 2015 the project has implemented campaign targeted social media, updated the police pedestrian enforcement training video, bus/bus shelter advertising, created an “It’s Road Safety Not Rocket Science” campaign web site, offered several trainings and materials at schools and communities near high-crash intersections, and the City’s police has provided in-kind enforcement. The Philadelphia Police Department issued 1,525 warnings inside the pedestrian enforcement zones. A pre-/post-outcome and intercept evaluation of the program’s activity is ongoing and will conclude during the summer of 2016.

Metric: Facilitate and support the pedestrian safety campaign in the City of Philadelphia.

Result: METRIC MET: Facilitated and supported Philadelphia’s pedestrian safety campaign.

Walkable Community Programs (RS-2015-01-14-00 Federal/State; RS-2015-01-15-00 Federal/State)

PennDOT has deployed numerous low-cost safety improvements at high pedestrian and bicycle crash locations. Properly designed and implemented pedestrian and bicycle improvements have been shown

effective in reducing crashes involving pedestrians and bicyclists. Some of the low-cost solutions include road dieting or lane reduction; rectangular rapid flashing beacons; pedestrian countdown signals; and higher-visibility crosswalks for both pedestrians and bicycles. One of the most widely used pedestrian safety countermeasures is the Yield-to-Pedestrian Channelizing Device. The signs are designed to remind motorists to yield the right-of-way within any marked crosswalk or within any unmarked crosswalk at an intersection where there are no traffic controls or traffic controls are not in operation. Since 2001, PennDOT has deployed approximately 10,000 Yield to Pedestrian Channelizing Devices statewide.

Metric: Implement 6 Walkable Communities Programs.

Result: **METRIC NOT MET:** Implemented 5 Walkable Communities Programs.

Metric: Distribute 500 Yield-to-Pedestrian Channelizing Devices.

Result: **METRIC MET:** Distributed 500 Yield-to-Pedestrian Channelizing Devices.

Summary

Pedestrian and bicycle safety countermeasures rely on enforcement and education measures to modify the behaviors of pedestrians, bicyclists, and drivers. Efforts conducted in FFY 2015 are likely to help curb the recent increases observed in fatality data.

As new best practices and strategies are identified, reflecting the results of countermeasures in Pennsylvania and across the country, PennDOT will adapt its efforts to ensure the safest roadways possible for all users. In the interim, PennDOT will continue to actively promote pedestrian and bicycle safety through education, enforcement, and engineering activities.

COMMERCIAL MOTOR VEHICLE

In conjunction with the Pennsylvania State Police (PSP) and other law enforcement agencies, PennDOT has helped enhance enforcement efforts that target aggressive driving by, and around, heavy trucks. To further help address these behavioral safety concerns, it is critical to reach out to commercial motor vehicle (CMV) communities and the driving public to better educate a safer interaction on the roads. Pennsylvania has one of the largest trucking industries in the nation with large trucks traveling approximately 87.2 million miles annually on state roadways (FHWA, VM 4, 2011).

Table 3.10 5-Year Average Annual Targets
Commercial Motor Vehicle

	Crashes	Serious Injuries	Fatalities
2015 Target	28,499	187	137
2014 Target	29,357	199	144
2014 Actual	30,794	207	154

Countermeasures (Programs and Projects) and Results

Driver Education and Training

In addition to incorporating commercial motor vehicles into enforcement planning, countermeasures designed to increase awareness of commercial motor vehicle safety issues and to train vehicle operators greatly contribute to increasing overall roadway safety. PennDOT partners with the Pennsylvania Motor Truck Association and coordinates the Pennsylvania Motor Carrier Safety Advisory Committee to establish training programs and activities supporting commercial motor vehicle safety.

Commercial Motor Vehicle Safety Symposium DE-2015-01-14-00 Federal; DE-2015-01-15-00 Federal

These funds were to be dedicated to assisting Pennsylvania’s commercial motor vehicle operators, companies, and other relevant transportation entities with safety outreach. Funding was to be provided for supporting a statewide Commercial Motor Vehicle Safety Symposium and other pertinent costs to make the symposium/outreach event successful.

Metric: Conduct 1 Commercial Motor Vehicle Safety Symposium.

Result: METRIC NOT MET: No entity applied for this grant opportunity and subsequently no symposium was conducted.

Summary

Each year our CTSP program assists with implementing CMV safety programs and community educational outreach events. These partners conducted CMV safety programs in schools, community centers, and public locations throughout the State. Some examples of these events include “No Zone” educational demonstrations, safe driving competitions (partnership with Pennsylvania Motor Truck Association), and Marcellus shale industry outreach.

The HSO also partners with the Pennsylvania State Police (PSP) to address many commercial motor vehicle safety efforts. Each year the HSO assists the PSP’s Commercial Motor Vehicle Safety Division with the analysis and identification of overrepresented CMV crash corridors in the State. Additionally, the PSP’s Commercial Motor Vehicle Safety Division oversees the State’s Motor Carrier Safety Assistance Program (MCSAP) and provides status updates on driver and vehicle safety compliance for the State. The State Police conducted MCSAP trainings for police and conducted further enforcement to address intrastate trucks and DOT number compliance.

TRAFFIC SAFETY INFORMATION SYSTEMS

Pennsylvania’s traffic safety information system provides the basic information necessary for efficient and successful highway safety efforts at the local, state, and Federal levels of government. The traffic safety information system is used to perform problem identification, establish goals and performance measures, allocate resources, determine the progress of specific programs, and support the development and evaluation of highway and vehicle safety countermeasures.

Crash record management is divided into 3 sections. The Reports section sorts, categorizes, batches, and prepares paper crash reports from the field and ensures that the reports are scanned into the Crash Report System (CRS). The Analysis section uses the CRS to validate the crash information coming in from paper and electronic police crash reports, checking the incoming data against a set of 400 edits. The Information Systems section is responsible for providing crash data to end users using the Crash Data Analysis and Retrieval Tool (CDART) to retrieve summarized data. Those requesting data include engineers, media, the Attorney General’s office, program managers, police officers, and the general public. The data is used to help create the Strategic Highway Safety Plan, set safety targets, determine safety focus areas, and develop implementation strategies.

Projects that will be implemented to improve the traffic safety information system are outlined in the Traffic Records Strategic Plan, which was created under the direction of the Traffic Records Coordinating Committee (TRCC). The plan includes identified deficiencies in the system, crash records performance measures, updates on ongoing projects, and 2 additional projects.

Table 3.11 5-Year Average Annual Targets
Traffic Safety Information Systems

	Completeness	Accuracy	Timeliness
2015 Target	0.75	0.45	10.00
2014 Target	0.76	0.45	10.00
2014 Actual	0.87	0.53	10.47

Countermeasures (Programs and Projects) and Results

Philadelphia TraCS Implementation (M3DA-2015-01-14-01 Federal/State; M3DA-2015-01-15-01 Federal/State)

The City of Philadelphia has been aware of our need to transition to electronic reporting in order to accommodate transition to the next version of the crash data standard and corresponding changes to the crash report form. A small pilot project using a small unit within the department was undertaken using the Crash Reporting System web site. It was determined that transitioning the entire department would not meet their needs so other options needed to be considered. Budgetary restrictions made developing in-house software

unworkable. Multiple recognized and unrecognized vendors were considered, including the recently released version of TraCS that was made available to local law enforcement. The decision was made to pilot the TraCS citation software using a handful of divisions. That pilot project was completed. The City of Philadelphia decided to implement TraCS but needs assistance.

Metric: Transition 100 percent of the police districts in the City of Philadelphia to entirely electronic submission of crash reports during FFY 2015.

Result: METRIC NOT MET: The City of Philadelphia did not completely implement the TraCS system during FFY 2015 and subsequently continue to submit paper-based crash reports.

*Traffic Counters (M3DA-2015-01-14-02 Federal/State;
M3DA-2015-01-15-02 Federal/State)*

PennDOT Bureau of Planning and Research (BPR) currently has 91 permanent traffic counting devices that collect data 24 hours a day, 7 days a week, 365 days a year. Forty-one Automatic Traffic Recorders (ATR) only collect volume and speed data, 37 continuous automatic vehicle classification (CAVC) devices collect 13 vehicle classifications and speed data, and 13 weigh-in-motion (WIM) devices collect 13 vehicle classifications, speed data, and vehicle weight data. To make the program more complete and benefit additional departmental areas, the installation of additional CAVC and WIM sites are necessary. The locations of the additional sites have been identified by the PennDOT Safety Management Unit. The vehicle miles traveled (VMT) and speed data from the sites will benefit the crash program. Additionally, the Pennsylvania State Police (PSP) have identified locations for the installation of WIM sites to benefit the additional data needed for truck weight enforcement and commercial motor vehicle safety.

Metric: Install traffic counters at 5 CAVC/WIM identified locations.

Result: METRIC NOT MET: Deferred to FFY 2016.

*Crash Reporting Law Enforcement Liaison (LEL) (M3DA-2015-01-14-03 Federal;
M3DA-2015-01-15-03 Federal)*

Without an effective traffic safety information system, it is impossible to make effective decisions to help prevent traffic crashes and save lives. The success of traffic safety and highway improvement programs hinges on the analysis of accurate and reliable traffic crash data. There is a need for better information of the circumstance of collisions to provide facts to guide programs, including enforcement, education, maintenance, vehicle inspection, emergency medical services, and engineering to improve streets and highways.

The success of the Pennsylvania Department of Transportation Crash Reporting System relies on the data received from law enforcement agencies (LEA) throughout the State. Enforcement agencies, if they do submit data, do so through a combination of both paper and electronic mediums. The hope of collecting all crash reports electronically may never be realized if we continue to allow the status quo. Interventions must be established to target local LEAs to significantly improve timeliness, accuracy, and completeness, and eliminate the manual data entry process. This project continues to provide the LEA community with a Crash Reporting Law Enforcement Liaison (CR LEL) as a point of contact between PennDOT's Crash

Information Systems and Analysis, Bureau of Maintenance and Operations, and 1,200 municipal police agencies across the State.

This grant period marks the end of the sixth year of the Crash Records (CR) project of intense interaction with Pennsylvania LEAs for the expressed purpose of encouraging their transition from the preparation and submission of paper crash reports to electronic filing, reduction of reporting error rates, and increased compliance with statutorily required timeliness of report submission.

Metric: Increase the electronic submission of Law Enforcement Agency crash reports from 92 percent to 100 percent of agencies, including the City of Philadelphia in FFY 2015.

Result: METRIC NOT MET: The City of Philadelphia did not completely implement the TraCS system during FFY 2015 and subsequently continue to submit paper-based crash reports.

Crash Architecture and Public/Partner Data Interface (M3DA-2015-01-14-04 Federal; M3DA-2015-01-15-04 Federal)

Provide our partners and the public with fast, user-friendly access to available crash data. The public currently has access through our annual Crash Facts and Statistics Book published on-line but this document only covers high-level crash data. Additionally, data can be requested through contacting PennDOT's Crash Information Management Section, but neither of these options provide the user quick and easy access to detailed crash information. The goal is to create an on-line system that has an easy-to-use interface that allows the general user access to easily digestible information. This includes using mapping capabilities and eventually the ability to query other system's data in combination with the crash data. This project was finally publically released just days before the end of FFY 2015. The interface is now formally known as the Pennsylvania Crash Information Tool (PCIT) and is located at <https://www.dotcrashinfo.pa.gov/PCIT/welcome.html>.

Metric: Provide links to data, querying and mapping capability by September 30, 2015.

Result: METRIC MET: The Pennsylvania Crash Information Tool was deployed during FFY 2015.

Pennsylvania State Police Bar Code Scanners (M3DA-2015-01-14-05 Federal/State; M3DA-2015-01-15-05 Federal/State)

The intent of this project was to improve the method as to how the PSP were checking individual driver licenses and vehicle registrations. The previous TraCS hardware in PSP cruisers was only able to electronically verify information from 15 states. Equipment purchased under this project allowed PSP to electronically verify information from the remaining 35 states, thus improving operator license and vehicle registration data received and transmitted.

Metric: Purchase and install 1,500 devices into Pennsylvania State Police cruisers during FFY 2015.

Result: METRIC MET: The Pennsylvania State Police successfully purchased and installed 1,500 L-Tron 4910LR kits during FFY 2015.

Regional Safety Performance Functions (M3DA-2015-01-14-06 Federal/State; M3DA-2015-01-15-06 Federal/State)

The intent of this project was to improve traffic record data by utilizing data-driven safety analysis to integrate safety performance into all highway safety investment decisions and the development of regionalized safety performance functions (SPF). SPFs are equations that estimate the expected average crash frequency as a function of traffic volume and roadway characteristics (number of lanes, intersection controls, number of approach legs, etc.). The predicted number of crashes calculated using SPFs is instrumental for a number of activities in the project development process, including: network screening, countermeasure comparison, and project evaluation. The purpose of developing these SPFs at a regional level is to provide a much higher level of accuracy, as opposed to utilizing state-level data. By using regionalized SPFs, road safety engineers may be able to better capture the unique collision characteristics of their study network in a particular region. A critical component of this method is the use of SPFs to determine the potential for crash reductions at a location.

Metric: Develop a report with regionalized safety performance functions to be used in conjunction with the Highway Safety Manual.

Result: METRIC MET: There were two work orders involving regionalized SPF's one was completed and the remaining one will be completed in January of 2016. The remaining work order had five tasks associated with it but only one task was completed during FFY 2015. The remaining four tasks will be completed during FFY 2016.

Summary

Projects that were implemented in FFY 2015 to improve the state data system were outlined in the 2015 Traffic Records Strategic Plan, which was created under the direction of the Traffic Records Coordinating Committee (TRCC). This evolving plan includes identified deficiencies in the system, crash records performance measures, as well as updates on ongoing projects. Pennsylvania's traffic safety information system provides the basic information necessary for efficient and successful highway safety efforts at the local, state, and Federal levels of government. The statewide safety information system is used to perform problem identification, establish goals and performance measures, allocate resources, determine the progress of specific programs, and support the development and evaluation of highway and vehicle safety countermeasures.

The TRCC routinely solicits and reviews proposals for funding throughout the fiscal year, as liquidating traffic records funds is a common challenge among the States as there are often multiple IT projects competing for limited development staff. PennDOT is working with the TRCC to encourage proposal development.

COMMUNITY TRAFFIC SAFETY PROJECTS

The Pennsylvania Highway Safety Office funds a network of Community Traffic Safety Projects to serve as outreach to local communities across the Commonwealth. Pennsylvania is a large state with 67 counties and approaching 13 million citizens. Due to the size and local diversity of each community, it is necessary to maintain these projects that have expertise at the local level. Outreach methods and focus on different safety focus areas is successfully completed by the CTSP Coordinators who maintain extensive contact networks in their coverage area.

Projects annually submit proposals to the Highway Safety Office for review and funding approval. Data analysis and problem identification is the foundation for each project and will determine the structure and accuracy of the goals, activities, measures, and evaluation efforts for the duration of the project. Analysis might include years of crash, injury, and fatality data, license, registration, and conviction data and other data from various sources. Data included in agreements identify safety problems and support the subsequent development of goals and activities. Broad program area goals must be tied to the specific countermeasures selected, including clear articulation of how and why specific tasks were chosen.

Countermeasures (Programs and Projects) and Results

Educational and Outreach Programs

Education and outreach programs are a vital component of statewide traffic safety efforts. Activities supporting enforcement efforts greatly increase the effectiveness and ability to change driver behavior. Educational programs, targeted to all age groups, raises awareness of traffic safety laws, available resources and training, and general driver instruction. Outreach programs to schools, community groups, businesses, police departments, EMS providers, and the judicial community increase knowledge of traffic safety campaigns throughout the year and provide opportunities for collaboration to enhance program effectiveness, gathering feedback for future program modifications, and to standardize messaging among safety partners.

Community Traffic Safety Program (CP-2015-01-14-00; CP-2015-01-16-00)

The Community Traffic Safety Program involves identifying enforcement training needs, partnering with local organizations to address identified safety focus areas, assisting enforcement agencies to target local problems based on crash data, serving as a local contact for the general public acting on PennDOT's behalf in the development of local safety action plans and safety efforts, providing educational programs to schools and local employers, and providing outreach and education on a variety of traffic safety issues to Magisterial District Justices (MDJ).

Metric: Fund 15 to 20 Community Traffic Safety Projects.

Result: **METRIC MET:** Funded 19 CTSPs.

Metric: Conduct 100 percent of identified informal seat belt surveys by March 31, 2015.

Result: **N/A:** This metric was removed per revisions to the Pennsylvania Observational Seat Belt Survey Methodology.

Metric: Coordinate 100 educational programs to the public addressing identified priority safety focus areas specific to geographic areas.

Result: METRIC MET: Conducted 151 identified priority safety focus area programs.

Metric: Contact 100 percent (estimated 550 total) of the Magisterial District Judges in Pennsylvania by September 30, 2015.

Result: METRIC MET: Achieved 100 percent direct contacts through District Judge outreach.

Metric: Coordinate 6 regional Law Enforcement Seminars/Trainings by September 30, 2015.

Result: METRIC MET: Conducted 12 Law Enforcement Seminars/Trainings.

Metric: Coordinate 16 regional and 1 statewide Teen Safe Driving Competition in partnership with the Pennsylvania Motor Truck Association.

Result: METRIC MET: Conducted 16 regional Teen Safe Driving Competitions and 1 statewide competition.

Summary

Community Traffic Safety Projects in Pennsylvania completed a variety of programs and outreach efforts in FFY 2015. A key feature of these projects is their localized outreach expertise. Pennsylvania covers a large geographic area and offers challenges to outreach projects that are not built for individual areas. We have recognized these challenges and work to provide CTSPs with the tools they need for their specific region. One key component we pushed in FFY 2015 was law enforcement seminars. Specific areas of the State have had a lot of success with these trainings and additionally saw great feedback from the law enforcement community. The Highway Safety Office asked CTSPs to try and implement these seminars in their region. Many projects were able to get their seminars up and running within the first year. These seminars allow important information and enforcement messaging to be easily relayed to important members of the enforcement community. We look to continue this type of outreach in FFY 2016.

COMMUNICATIONS

PennDOT's central press office and regional safety press officers (SPO) manage the media for the highway safety program directly and through partnerships with safety partners, law enforcement and more. Press and social media announcements promoting enforcement activities, law-enforcement trainings, safety initiatives and community events are reviewed, sent out and tracked year-round. In this fiscal year, SPOs sent 279 press releases and held more than 35 safety media events.

Central Office and district staff also organized or participated in 230 community outreach events and more than 40 school outreach programs to spread safety messages and information.

Central press staff also helped, while jointly announcing the State's record-low fatality number, in promoting the State's new Crash Information Tool, providing crash data and allowing people to query crash data themselves through the tools available on www.dotcrashinfo.pa.gov.

PennDOT's social media presence continues to grow, with safety messages frequently appearing on our digital assets. The department's Facebook and Twitter followers have grown by the thousands, which adds more opportunity for our target audiences to receive our safety messages beyond the targeted paid media periods.

The department continues to build on its yearlong Safety Communications Plan, which includes state, national and industry safety initiatives throughout the calendar year, with suggested and required media activities. The plan includes PSAs, school messages, social media posts, templates for media announcements and more. Central office also continues to maintain and require quarterly safety activity reports, which are updated quarterly and shared with executive staff.

Paid marketing buys were purchased for the following campaigns:

Distracted Driving – “Just Drive – Distractions Can Wait”

PennDOT used approximately \$225,000 in state funds to conduct a media campaign on distracted driving. The campaign featured radio, Pandora radio, Facebook and gas station pump topper advertisements. The demographic was men 16-34 who have a driver's license. The advertising ran statewide during National Distracted Driving Awareness Month in April with more focus on counties with higher distracted-driving crash data. “Just Drive – Distractions Can Wait” was the tagline for the campaign.

Click it or Ticket – “Just Buckle Up – A Click Can Save Your Life”

In May, on-line, radio and lifestyle advertising was used to target men 18-54, nighttime pick-up truck drivers and teen drivers 16-18 based on crash data in the counties with the top unbuckled crash rates. This used \$225,000 in state funds to support the national CIOT mobilization. The campaign featured radio, Pandora radio, Facebook and gas station pump topper advertisements. Examples of success in the on-line advertisements include 2.5 million impressions and nearly 6,000 new PennDOT Facebook page likes from the Facebook ads. This shows our message not only during the period, but adds users to hear our safety messages in the future.

DUI- “Red, White and Busted”

The PennDOT central press office used state funds this fiscal year to buy media in support of the high-visibility enforcement program targeting DUI. PennDOT purchased “Red, White and Busted” paid media messages for impaired driving during the Independence Day crackdown. Roughly \$380,000 was spent on the campaign that included on-line, social media and radio advertising. Males age 18 to 34 were the target demographic. The campaigns were most heavily focused in the 15 counties with the highest number of DUI crashes/fatalities. This targeting was based on department crash data. The on-line ads had a click through rate of 64,500 clicks, and 15 million impressions. On Facebook and Twitter, the ads significantly increased our reach to our customers.

The DUI Social Media Campaign ran from 6/8/15-7/19/15. There were 2,114,159 total impressions served during the campaign, generating 57,784 Engagements and 10,627 new Page Fans/Followers on Facebook and Twitter.



One of the common misconceptions that impacts people when they are drinking is how much alcohol they are actually consuming. Whether it is a 12-ounce beer, a 5-ounce glass of wine, or a 1.5-oz shot, they each constitute one drink.



Summary

PennDOT is constantly evaluating the effectiveness of its media messages. Each year we try to diversify the reach of our messages by both expanding coverage areas and addressing different demographics. Taglines are adjusted and updated to remain relevant to current NHTSA suggestions. When deployed properly, our media messages should work seamlessly with coinciding enforcement waves to saturate a market with positive highway safety messages. It is hoped these messages act as a deterrent and ultimately result in a reduction of crashes and fatalities.

4. Program Funding

FUNDING OVERVIEW

Section 402 Program (State and Community Highway Safety Grant Program)

Section 402 funding supports state highway safety programs designed to reduce traffic crashes and resulting deaths, injuries, and property damage. A state may use these grants funds only for highway safety purposes. At least 40 percent of these funds are to be used to address local traffic safety problems.

BOMO awarded 32 grants in FY 2015 totaling \$8,848,722.48 under this program.

\$7,917,315.34 of committed §402 funds (89 percent) has been spent during the fiscal year, including \$3,903,265.40 share to local (49 percent).

Section 405b Program (Occupant Protection Incentive Grants)

Section 405b funding provides incentive grants to encourage states to adopt and implement effective programs to reduce highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles. These funds must be used for implementation and enforcement of occupant protection programs.

BOMO awarded 3 grants in FY 2015 totaling \$2,433,239.18 under this program.

\$2,099,516.62 of committed §405b funds (86 percent) has been spent during the fiscal year.

Section 408/405c Program (State Traffic Safety Information System Improvement Grants)

Section 408/405c provides incentive grants to encourage states to adopt effective programs to improve traffic data systems by improving timeliness, accuracy, data integration, and availability to end users.

BOMO awarded 6 grants in FY 2015 totaling \$3,389,877.73 (\$547,165.82 §408; \$2,842,711.91 §405c) under this program.

\$1,757,728.49 of committed §408/405c funds (52 percent) has been spent during the fiscal year.

Section 405d Program (Alcohol-Impaired Driving Countermeasures)

Section 405d provides incentive grants to states to implement programs that reduce driving under the influence of alcohol and/or drugs. A state may use these grant funds only to implement and enforce impaired driving programs.

BOMO awarded 55 grants in FY 2015 totaling \$6,073,363.47 under this program.

\$5,472,719.37 of committed §405d funds (90 percent) have been spent during the fiscal year.

Section 405f Program (Motorcyclist Safety Programs)

Section 405f provides incentive grants to states for motorcyclist safety training and motorcyclist awareness programs.

BOMO awarded 1 grant in FY 2015 totaling \$208,000.00 under this program.

\$207,230.80 (99 percent) of committed §405f funds have been spent during the fiscal year.

HIGHWAY SAFETY PROGRAM EXPENDITURES (PROJECT LIST)

Table 4.1 Federal Fiscal Year 2015 Highway Safety Program Expenditures

Program Area	CFDA	Program Description	Expended Funds
PA-2015-01-00-00	20.600	Planning and Administration	\$363,082.98
OP-2015-01-00-00	20.600	PA State Police – Task 2 (CPS)	\$43,635.95
PT-2015-01-00-00	20.600	PA State Police S.402 Enforcement (Tasks)	\$1,720,515.73
PT-2015-02-00-00	20.600	Aggressive Driving Enforcement and Education (Local)	\$1,832,996.95
PT-2015-03-00-00	20.600	Roosevelt Boulevard Project	\$0.00
PT-2015-04-00-00	20.600	Dept. Ed Institute for Law Enforcement Training (402)	\$174,744.34
PT-2015-05-00-00	20.600	Police Traffic Services - Philadelphia	\$197,299.56
CP-2015-01-00-02	20.600	CTSP-G-2015-Bethlehem City-00002	\$69,894.84
CP-2015-01-00-03	20.600	CTSP-G-2015-Bucks-00003	\$67,044.21
CP-2015-01-00-04	20.600	CTSP-G-2015-Cambria-00004	\$73,549.02
CP-2015-01-00-05	20.600	CTSP-G-2015-Erie-00005	\$115,171.30
CP-2015-01-00-06	20.600	CTSP-G-2015-Frackville Boro-00006	\$195,008.90
CP-2015-01-00-07	20.600	CTSP-G-2015-Lycoming-00007	\$93,937.07
CP-2015-01-00-08	20.600	CTSP-G-2015-Northumberland-00008	\$76,373.62
CP-2015-01-00-09	20.600	CTSP-G-2015-SPRING-00009	\$70,876.50
CP-2015-01-00-10	20.600	CTSP-G-2015-Washington City-00010	\$115,294.50
CP-2015-01-00-11	20.600	CTSP-G-2015-York-00011	\$230,596.36
CP-2015-01-00-12	20.600	CTSP-G-2015-Allegheny-00012	\$95,772.20
CP-2015-01-00-13	20.600	CTSP-G-2015-Cumberland-00013	\$140,104.79
CP-2015-01-00-14	20.600	CTSP-G-2015-Chester-00014	\$95,627.50
CP-2015-01-00-15	20.600	CTSP-G-2015-Luzerne-00015	\$79,804.19
CP-2015-01-00-17	20.600	CTSP-G-2015-Philadelphia-00017	\$242,667.28
CP-2015-01-00-20	20.600	CTSP-G-2015-Delaware-00020	\$48,404.48
CP-2015-01-00-21	20.600	CTSP-G-2015-Montgomery Co-00021	\$62,842.13
CP-2015-01-00-22	20.600	CTSP-G-2015-Indiana University-00022 (MO)	\$118,813.76
CP-2015-01-00-23	20.600	CTSP-G-2015-Lackawanna-00023	\$0.00
CP-2015-02-00-00	20.600	Child Passenger Safety Coordination	\$965,082.88
CP-2015-03-00-00	20.600	PennDOT-BOMO-Public Information and Education	\$0.00
CP-2015-04-00-00	20.600	PennDOT-BOMO-Grant Program Training Needs	\$9,540.87
CP-2015-05-00-00	20.600	Teen Outreach Evaluation-CHOP	\$199,701.47
RS-2015-01-00-00	20.600	PennDOT-BOMO-Walkable Communities	\$349,887.55
TSP-2015-01-00-00	20.600	Teen Driver Safety Program	\$69,044.41
DE-2015-01	20.600	CMV Edu Outreach Seminar	\$0.00
Subtotal CFDA #20.600 (\$402)			\$7,917,315.34

Program Area	CFDA	Program Description	Expended Funds
K9-2015-01-00-00	20.610	Traffic Records Coordinating Committee Projects	\$547,165.82
Subtotal CFDA #20.610 (\$408)			\$547,165.82
M2HVE-2015-01-00-00	20.616	PA State Police – S.405b Occupant Protection Enforcement and Education Program	\$958,080.40
M2HVE-2015-02-00-00	20.616	Occupant Protection Enforcement and Education Program (local)	\$1,105,796.49
M2HVE-2015-03-00-00	20.616	Police Traffic Services - Philadelphia	\$35,639.73
Subtotal CFDA #20.616 (\$405b)			\$2,099,516.62
M3DA-2015-01-00-01	20.616	M3DA-2015-01-01 (Philadelphia E-Crash Reporting)	\$0.00
M3DA-2015-01-00-02	20.616	M3DA-2015-01-02 (Traffic Counters)	\$0.00
M3DA-2015-01-00-03	20.616	CTSP-G-2015-NCHSN-00001	\$498,577.76
M3DA-2015-01-00-04	20.616	M3DA-2015-01-04 (Crash Arch & Public/Private Interface)	\$202,939.91
M3DA-2015-01-00-05	20.616	M3DA-2015-01-05 (PSP Bar Code Readers TraCS)	\$488,940.00
M3DA-2015-01-00-06	20.616	M3DA-2015-01-06 (Regional SPF)	\$20,105.00
Subtotal CFDA #20.616 (\$405c)			\$1,210,562.67
M5HVE-2015-01-00-00	20.616	PA State Police – S.405d Impaired Driving Program	\$1,968,667.89
M5HVE-2015-02-00-01	20.616	IDP-G-2015-Blair-00001	\$30,842.90
M5HVE-2015-02-00-02	20.616	IDP-G-2015-Ferguson Township-00002	\$35,567.46
M5HVE-2015-02-00-03	20.616	IDP-G-2015-Lower Burrell-00003	\$52,137.25
M5HVE-2015-02-00-04	20.616	IDP-G-2015-Mt. Lebanon Township-00004	\$49,034.46
M5HVE-2015-02-00-05	20.616	IDP-G-2015-Lower Saucon-00005	\$28,502.70
M5HVE-2015-02-00-06	20.616	IDP-G-2015-Kiski Township-00006	\$19,899.41
M5HVE-2015-02-00-07	20.616	IDP-G-2015-Butler-00007	\$28,866.44
M5HVE-2015-02-00-08	20.616	IDP-G-2015-Peters-00008	\$15,207.90
M5HVE-2015-02-00-09	20.616	IDP-G-2015-S Whitehall-00009	\$32,227.54
M5HVE-2015-02-00-10	20.616	IDP-G-2015-Cambria-00010	\$24,463.62
M5HVE-2015-02-00-11	20.616	IDP-G-2015-Indiana-00011	\$12,329.39
M5HVE-2015-02-00-12	20.616	IDP-G-2015-Towanda Boro-00012	\$14,992.25
M5HVE-2015-02-00-13	20.616	IDP-G-2015-Venango-00013	\$11,017.51
M5HVE-2015-02-00-14	20.616	IDP-G-2015-Hopewell-00014	\$27,082.48
M5HVE-2015-02-00-15	20.616	IDP-G-2015-Cambridge Springs-00015	\$29,667.41
M5HVE-2015-02-00-16	20.616	IDP-G-2015-Mifflin-00016	\$6,833.36
M5HVE-2015-02-00-17	20.616	IDP-G-2015-Lehigh-00017	\$43,027.62
M5HVE-2015-02-00-18	20.616	IDP-G-2015-Chester-00018	\$55,784.40
M5HVE-2015-02-00-19	20.616	IDP-G-2015-York-00019	\$220,492.25
M5HVE-2015-02-00-20	20.616	IDP-G-2015-Haverford-00020	\$44,622.25
M5HVE-2015-02-00-21	20.616	IDP-G-2015-Lower Merion-00021	\$41,439.00
M5HVE-2015-02-00-22	20.616	IDP-G-2015-Bethlehem Township-00022	\$11,956.49
M5HVE-2015-02-00-23	20.616	IDP-G-2015-Bucks-00023	\$58,654.05
M5HVE-2015-02-00-24	20.616	IDP-G-2015-Dauphin-00024	\$36,528.11

Program Area	CFDA	Program Description	Expended Funds
M5HVE-2015-02-00-25	20.616	IDP-G-2015-Northumberland-00025	\$292,272.58
M5HVE-2015-02-00-26	20.616	IDP-G-2015-Washington Township-00026	\$19,457.65
M5HVE-2015-02-00-27	20.616	IDP-G-2015-West Deer Township-00027	\$47,751.78
M5HVE-2015-02-00-28	20.616	IDP-G-2015-Allentown-00028	\$10,573.04
M5HVE-2015-02-00-29	20.616	IDP-G-2015-Cumberland-00029	\$33,309.72
M5HVE-2015-02-00-30	20.616	IDP-G-2015-Old Lycoming Township-00030	\$42,204.63
M5HVE-2015-02-00-31	20.616	IDP-G-2015-Hermitage-00031	\$34,418.98
M5HVE-2015-02-00-32	20.616	IDP-G-2015-Clearfield-00032	\$8,472.05
M5HVE-2015-02-00-33	20.616	IDP-G-2015-Huntingdon-00033	\$1,767.00
M5HVE-2015-02-00-34	20.616	IDP-G-2015-Bethlehem City-00034	\$37,961.08
M5HVE-2015-02-00-35	20.616	IDP-G-2015-Lebanon-00035	\$23,971.43
M5HVE-2015-02-00-36	20.616	IDP-G-2015-Moon Township-00036	\$54,647.57
M5HVE-2015-02-00-37	20.616	IDP-G-2015-Warren-00037	\$14,999.82
M5HVE-2015-02-00-38	20.616	IDP-G-2015-Easton-00038	\$21,527.46
M5HVE-2015-02-00-39	20.616	IDP-G-2015-Lackawanna-00039	\$25,064.10
M5HVE-2015-02-00-40	20.616	IDP-G-2015-Hatfield-00040	\$36,776.16
M5HVE-2015-02-00-41	20.616	IDP-G-2015-Pittsburgh-00041	\$69,644.00
M5HVE-2015-02-00-42	20.616	IDP-G-2015-Plum-00042	\$40,590.76
M5HVE-2015-02-00-43	20.616	IDP-G-2015-Pottstown-00043	\$47,996.00
M5HVE-2015-02-00-44	20.616	IDP-G-2015-Abington*-00044	\$39,510.90
M5HVE-2015-02-00-45	20.616	IDP-G-2015-West Norriton-00045	\$19,349.79
M5HVE-2015-02-00-46	20.616	IDP-G-2015-Baldwin-00046	\$37,596.89
M5HVE-2015-02-00-47	20.616	IDP-G-2015-Luzerne-00047	\$61,544.72
M5HVE-2015-02-00-48	20.616	IDP-G-2015-Montgomery Township-00048	\$49,478.03
M5HVE-2015-02-00-49	20.616	PTS-G-2015-Philadelphia*-00001	\$147,839.81
M5CS-2015-01-00-01	20.616	HSGP-G-2015-Clinton County-00001	\$69,268.00
M5CS-2015-01-00-02	20.616	HSGP-G-2015-Potter Co-00002	\$51,880.06
M5TR-2015-01-00-00	20.616	Dept. Ed Institute for Law Enforcement Training (405d)	\$596,086.68
M5TR-2015-02-00-00	20.616	PA District Attorneys Institute -Traffic Safety Resource Prosecutor	\$186,079.55
M5TR-2015-03-00-00	20.616	Pennsylvania DUI Association – DUI LELs	\$450,834.99
Subtotal CFDA #20.616 (\$405d)			\$5,472,719.37
M9MA-2015-01-00-00	20.616	PennDOT-BDL-Motorcycle Safety Initiatives	\$207,230.80
Subtotal CFDA #20.616 (\$405f)			\$207,230.80
Total NHTSA			\$17,454,510.62



December 30, 2015

Michael Geraci, Regional Administrator
National Highway Traffic Safety Administration
245 Main Street, Suite 210
White Plains, NY 10601

Dear Mr. Geraci:

Enclosed is the Pennsylvania Highway Safety Annual Report for federal fiscal year 2015. Our report includes the following components:

- Executive Summary
- Program Funding Report
- 2014 Goals and Results
- NHTSA Funded Programs Report
- State and FHWA Funded Programs Report

Thank you in advance for your review of this report. Should you have any questions or require additional information regarding this report, please contact Thomas Glass, Manager, Program Services Unit, at 717.783.2113 or via email at thglass@pa.gov.

Sincerely,

A handwritten signature in black ink that reads "Gavin E. Gray". The signature is written in a cursive, flowing style.

Gavin E. Gray, P.E., Chief
Highway Safety Section
Bureau of Maintenance and Operations

Enclosure