



Annual Report

Federal Fiscal Year 2015

prepared for:

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

developed and presented by:

Rhode Island Department of Transportation
Office on Highway Safety
Two Capitol Hill, Room 150 A
Providence, RI 02903-1111

Gina M. Raimondo, Governor
Peter R. Alviti, Jr. P.E., Director of Department of Transportation



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date

December 2015

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On the cover: BATmobile, Law Enforcement Champion Ceremony and Awards

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1.0 Highway Safety in Rhode Island

1.1 EXECUTIVE SUMMARY

This Rhode Island Highway Safety Annual Report for Federal Fiscal Year (FFY) 2015 serves as the State of Rhode Island's assessment of the Highway Safety Plan (HSP) for FFY 2015. It documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program, Section 405 National Priority Safety Program of Moving Ahead for Progress in the 21st Century (MAP-21), Section 164 penalty transfer funds, and carry-forward funds from other funding programs. A comprehensive HSP is developed by the Rhode Island Department of Transportation (RIDOT) Office on Highway Safety (OHS) on an annual basis to document the targets and objectives related to creating safer roadways. The plan identifies current highway safety problems, defines performance targets and targets, and describes projects and activities that will be implemented to address highway safety concerns and achieve set targets. The Annual Report reviews the yearly status and progress on implementing Rhode Island's highway safety programs and projects.

For FFY 2015, the HSP identified eight program areas to focus resources on to reduce fatalities and serious injuries. The areas included impaired driving, occupant protection, speeding, young drivers, motorcycles, other road users, traffic records, and planning and administration. Within each area, data-driven performance measures and targets were identified based primarily on 2008 to 2012 trend data. In total, 13 performance measures and targets were developed for the 2015 HSP and are detailed in Table 1.1. Through the implementation of safety activities and projects, Rhode Island achieved 7 of its 13 targets. In instances where target information is not available, it is because the Fatality Analysis Reporting System (FARS) data for FFY 2015 are not available.

This Annual Report:

- Documents Rhode Island's progress in meeting its highway safety targets identified in the 2015 HSP for each of the eight program areas; and
- Describes projects and activities funded during FFY 2015 and how they contributed to meeting Rhode Island's identified highway safety targets.

1.2 INTRODUCTION

The Office on Highway Safety (OHS) of the Rhode Island Department of Transportation (RIDOT) is the primary agency responsible for implementing

Federally funded highway safety projects in Rhode Island. Improving highway safety is the major focus of OHS and RIDOT.

In 2014, crashes on Rhode Island's highways resulted in 51 fatalities and 446 serious injuries. Roadway fatalities decreased 22 percent from the 2013 levels, and serious injuries increased 6 percent. Overall, a downward trend in fatalities and serious injuries has been observed over the past five years. In the previous five years (2010 to 2014), the average number of fatalities in Rhode Island was 63 annually.

The human and economic consequences of fatal and serious injury crashes remain unacceptable, unaffordable, and largely avoidable. As a fundamental component of improving the quality of life for the citizens and visitors of the State, the OHS remains committed to its mission, which consists of two goals:

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

The OHS provides the required resources to plan and carry out activities to fulfill this mission. To ensure effectiveness, OHS develops and maintains relationships with advocacy groups, citizens, community safety groups, complementary state and Federal agencies, and local and state police departments. The OHS conducts data analysis to monitor crash trends in the State and ensure state and Federal resources target the areas of greatest need. The OHS is an active participant in the development and implementation of the State's Strategic Highway Safety Plan (SHSP), providing expertise related to driver behavioral issues, education, and enforcement-related countermeasures. The OHS works closely within the RIDOT to ensure coordination between the HSP and the SHSP, ideally resulting in one comprehensive and strategic highway safety program for the State.

The OHS coordinated within the RIDOT to ensure alignment of resources and projects with the emphasis areas and strategies described in the SHSP. Moreover, the performance targets and tracking are consistent among the SHSP as the overseeing document and the Highway Safety Improvement Plan (HSIP) developed for the Federal Highway Administration (FHWA). As such, the three documents contain the same information in the performance targets that overlap. Since 2012, Rhode Island adopted the Toward Zero Deaths policy, which established a target of 3.4 percent annual decrease of rolling yearly averages of fatalities and serious injuries for all the emphasis areas.

Ongoing challenges of gathering and linking data exist in Rhode Island. Both the SHSP and HSP utilize FARS data and other traffic safety data collected through contracted services. OHS participated in a NHTSA Traffic Records Assessment from November 2014 through April 2015. As an outcome of the Assessment, a comprehensive listing of core system deficiencies was developed. This list expanded as the TRCC identified more room for improvement following the Assessment. The projects included in this Highway Safety Plan directly address the deficiencies identified by the Assessment team and TRCC members. Projects

were proposed by TRCC members and voted on based on the project's potential for eliminating system deficiencies.

In the 2015 HSP, the OHS assessed highway safety in Rhode Island based on fatal and serious injury crash data and problem areas, set targets, developed programs, and dedicated resources to implementing these programs and projects in the areas of greatest need. The Rhode Island FFY 2015 Highway Safety Annual Report reviews the execution of the FFY 2015 HSP.

1.3 STRATEGIC PARTNERS

During the FFY 2014 planning cycle, OHS conducted a safety stakeholder listening session to gather input on safety problems and effective countermeasures being implemented by other agencies on March 12, 2014. Opportunities to enhance partnerships and collaboration also were identified. The list of stakeholders that attended is provided below.

- African Alliance of Rhode Island;
- American Automobile Association, Southern New England (AAASNE);
- Black and Latino Caucus Community Partnership;
- Brain Injury Association of Rhode Island (BIARI);
- Bruno United Futbol Club;
- Center for Southeast Asians (CSEA);
- Community College of Rhode Island (CCRI);
- Connecting for Children and Families, Inc. – Woonsocket COZ Safe Communities (CCF);
- Cranston Child Opportunity Zone (COZ);
- Institute for Labor Studies and Research (ILSR);
- Mothers Against Drunk Driving (MADD);
- Oasis International;
- Progreso Latino, Inc.;
- Providence Community Library (PCL);
- Rhode Island Department of Revenue, Division of Motor Vehicles (DMV);
- Rhode Island Department of Health – Prevention and Control;
- Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH);
- Rhode Island Hospital Injury Prevention Center;
- Rhode Island Hospitality and Tourism Association – Rhode Island Hospitality Association Education Foundation;
- Rhode Island Indian Council;
- Rhode Island Motorcycle Association;
- Rhode Island Municipal Police Academy;

- Rhode Island Office of the Attorney General;
- Rhode Island Police Chiefs Association (RIPCA);
- Rhode Island State Police (RISP);
- Rhode Island Traffic Tribunal;
- Riverzedge Arts;
- The Genesis Center;
- Urban League of Rhode Island;
- Young Voices; and
- West End Community Center.

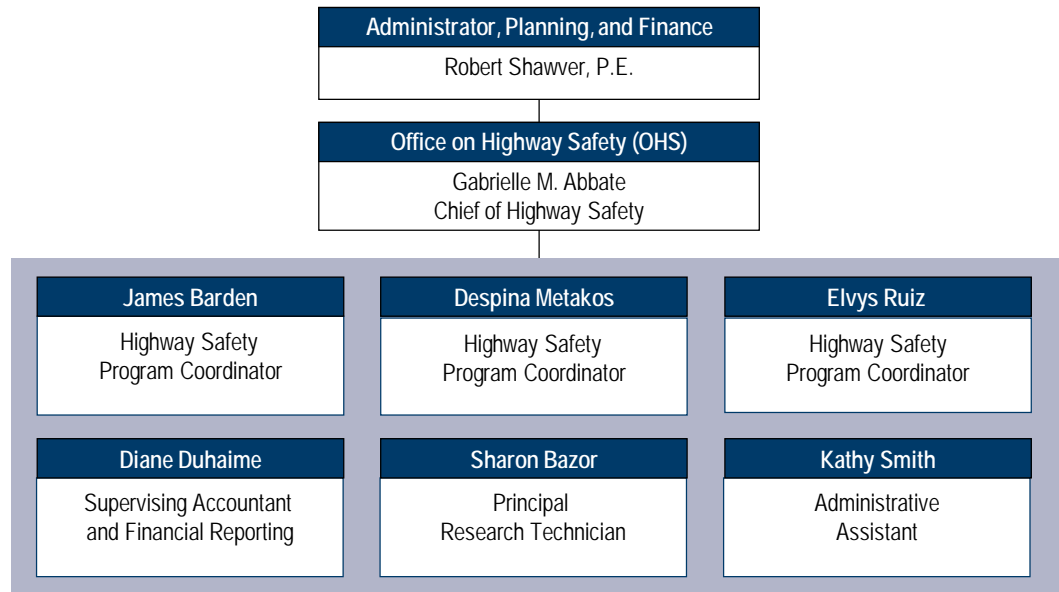
In addition to these stakeholders, the OHS works with numerous other agencies and organizations throughout the year:

- Thirty-eight local police departments;
- Enforcing the Underage Drinking Laws (EUDL) Advisory Committee;
- Federal Highway Administration (FHWA);
- Federal Motor Carrier Safety Administration (FMCSA);
- Rhode Island Judiciary;
- Motorcycle retail and repair representatives;
- National Highway Traffic Safety Administration (NHTSA);
- Rhode Island Association of Independent Insurers;
- Rhode Island Department of Corrections (DOC);
- Rhode Island Interscholastic League (RIIL);
- Rhode Island Safe Kids Coalition;
- Statewide Substance Abuse Task Forces;
- Students Against Destructive Decisions (SADD); and
- University of Rhode Island (URI).



1.4 ORGANIZATION

Figure 1.1 Rhode Island Department of Transportation Office on Highway Safety Organization



In FFY 2015, OHS funded two-thirds of the salary of a Traffic Safety Resource Prosecutor (TSRP), Stephen Regine, within the Attorney General’s Office. The TSRP implements training programs for prosecutors and law enforcement to improve prosecution rates in driving under the influence (DUI) cases and assists OHS in evaluating the impact of Rhode Island’s new chemical test refusal law on impaired driving arrest rates.

Additionally, OHS funded the Law Enforcement Highway Safety Training Coordinator (LEHSTC), Col. Richard Sullivan (ret.), through the Municipal Police Academy. Col. Sullivan works with law enforcement agencies for all enforcement campaigns and essential training programs.

1.5 PROBLEM IDENTIFICATION

Eight program areas were the focus of the OHS’ FFY 2015 HSP. The activities and projects identified to address these areas, and the results are detailed in Section 3.0 – Program Areas. These programs included:

- **Impaired Driving** - The incidence of driving under the influence (DUI) and driving while intoxicated (DWI).
- **Occupant Protection** - The failure of vehicle occupants to use safety belts and appropriate child passenger safety (CPS) restraints.
- **Speed** - The incidence of speed and related recklessness as a contributor to fatalities and serious injuries on Rhode Island’s roadways.

- **Young Drivers** - The overrepresentation of young drivers in fatal and serious injury crashes.
- **Motorcycles** - The safety of motorcyclists and their passengers on Rhode Island's roadways.
- **Other Road Users** - The safety of pedestrians, bicyclists, and school bus passengers.
- **Traffic Records** - The improvement of timeliness, completeness, accuracy, uniformity, compatibility, and integration of the State's traffic records for problem identification, strategy selection, and performance measurement.
- **Planning and Administration** - The planning, development, coordination, monitoring, and evaluation of highway safety projects.

1.6 LEGISLATIVE UPDATE

In 2011, Rhode Island became the 33rd state in the country to enact a primary seat belt law. The law went into effect on June 30, 2011 and was set to expire on June 30, 2013. However, the General Assembly passed a law removing the sunset on the primary seat belt law and changed the fine from \$85.00 for all offenders to \$85.00 for all unbelted passengers up to 7 years old and \$40.00 for all offenders with passengers older than age 7.

The Rhode Island General Assembly modified the Move Over Law to include construction and maintenance vehicles performing work on the side of the road.

During the 2014 session of the Rhode Island General Assembly, legislation was approved and signed into law by the Governor that provides for expanded use of Ignition Interlock Devices (IID). The law makes installation of the devices mandatory for repeat Driving Under the Influence and Chemical Test Refusal offenders, and provides for judicial discretion to impose IIDs as part of sentencing of first-time offenders of both these offenses.

An important transportation safety bill that clarifies the fine schedule for unauthorized use of personal wireless communication devices on a school bus passed during the most recent legislative session. The act clarifies the definition of "use" to prohibit any use of a wireless handset or a personal wireless communication device other than hands-free use, to conform Rhode Island's legislation to Federal guidelines.

1.7 PERFORMANCE MEASURES

The OHS established an ambitious set of targets for 2015, shown in Table 1.1, to improve safety in each of the program areas. The performance measures and targets are based on 2008-2012 trend data and preliminary 2013 data. In developing these, OHS recognized that the targets might need to be adjusted in the future, based on final 2014 data. Achievement of these measures is calculated using preliminary data through 2015 (January 1, 2015 through November 30, 2015). The exception is the citations/arrests, which are reported based on FFY 2015 grant activity. About one-half of the items cannot be reported on at this time because they are FARS-based performance measures, and the data have not been obtained yet for the files.

Table 1.1 FFY 2015 Highway Safety Performance Report

Performance Measures	2004	2005	2006	2007	2008	2009	2010 (Base Year)	2011	2012	2013	2014	2015 ^a	2015 Target ^b
Core Performance Measures													
C-1 Traffic Fatalities (Actual)	83	87	81	69	65	83	67	66	64	65	51	39	61
Five-Year Moving Average				85	77	77	73	70	69	69	63	57	
C-2 Serious Injuries (Actual)	1,650	1,437	1,305	842	421	484	542	512	467	419	446	387	406
Five-Year Moving Average						U/A	U/A	U/A	485	485	477	446	
C-3 Traffic Fatalities per 100 million VMT	0.98	1.05	0.98	0.80	0.79	1.01	0.81	0.84	0.82	0.84	0.66	0.50	0.74
Five-Year Moving Average				1.01	0.92	0.92	0.88	0.85	0.85	0.86	0.79	0.73	
C-4 Unrestrained Occupant Fatalities	47	37	35	19	29	32	26	23	20	19	10	15	24
Five-Year Moving Average				37	33	30	28	26	26	24	20	17	
C-5 Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^a	38	34	30	22	23	34	27	26	28	24	18	U/A	23
Five-Year Moving Average				35	29	29	27	26	28	28	25	U/A	
C-6 Speed-Related Fatalities	45	40	42	20	20	39	33	23	30	17	13	U/A	25
Five-Year Moving Average				40	33	32	31	27	29	28	23	U/A	
C-7 Motorcyclist Fatalities	10	14	16	13	7	19	15	15	8	11	10	9	12
Five-Year Moving Average				13	12	14	14	14	13	14	12	11	
C-8 Unhelmeted Motorcyclist Fatalities	7	6	11	9	2	12	11	9	5	6	7	4	8
Five-Year Moving Average				8	7	8	9	9	8	9	8	6	

Performance Measures	2004	2005	2006	2007	2008	2009	2010 (Base Year)	2011	2012	2013	2014	2015 ^a	2015 Target ^b
Core Performance Measures (continued)													
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	17	20	14	16	9	11	7	4	4	7	4	U/A	10
Five-Year Moving Average			18	15	15	14	11	9	7	7	5	U/A	
C-10 Pedestrian Fatalities	7	14	15	13	12	16	9	14	5	14	14	5	11
Five-Year Moving Average			12	12	12	14	13	13	11	12	11	10	
C-11 Bicyclist Fatalities	0	1	1	1	1	0	2	0	2	3	0	0	1
Five-Year Moving Average			1	1	1	1	1	1	1	1	1	1	
B-1 Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	76%	75%	74%	79%	72%	75%	78%	80%	78%	86%	87%	87%	89%
Areas Tracked But No Targets Set													
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities						4,630	5,802	6,446	7,317	8,446	9,607	6,200	N/A
Number of Safety belt Citations Issued During Grant-Funded Enforcement Activities		2,024	2,226	2,336	2,553	2,553	2,181	2,172	5,958	5,346	2,825	7,099	N/A
Number of Impaired Driving Arrests Made during Grant-Funded Enforcement Activities		2,227	2,519	U/A	U/A	253	288	253	417	438	507	404	N/A

Note: U/A = Data not available at time of reporting.

^a Based on 2015 preliminary total reported from January 1 to November 30, 2015.

^b Based on FFY 2015 Highway Safety Plan.

2.0 Performance Data – Rhode Island, 2009 to 2014

2.1 CRASH SUMMARY

In Rhode Island, the total number of crashes decreased by 8 percent from 43,901 in 2013 to 40,654 in 2014. Traffic fatalities decreased from 65 in 2013 to 51 in 2014, while serious injuries increased from 419 in 2013 to 446 in 2014.

According to observed restraint use surveys, Rhode Island’s safety belt use rate was at 87 percent in both 2014 and 2015. In 2011, Rhode Island became the country’s 33rd state to enact a primary seat belt law; however, the legislation was set to expire on June 30, 2013 under a sunset provision. On June 28, 2013, the Rhode island General Assembly passed legislation removing the sunset clause, giving permanence to the primary seat belt law.

Table 2.1 provides detail on Rhode Island highway safety trends from 2009 to 2015 (as data are available). Table 2.1 details “Select Performance Measures” identified by NHTSA and the Governors Highway Safety Association (GHSA) for measuring progress. Figures 2.1 to 2.11 illustrate select data shown in Table 2.1 in detail and include data points, an associated trend line, and one-year achievements for the most recent year for which data are available (calendar year 2014 or January 1 to November 30, 2015).

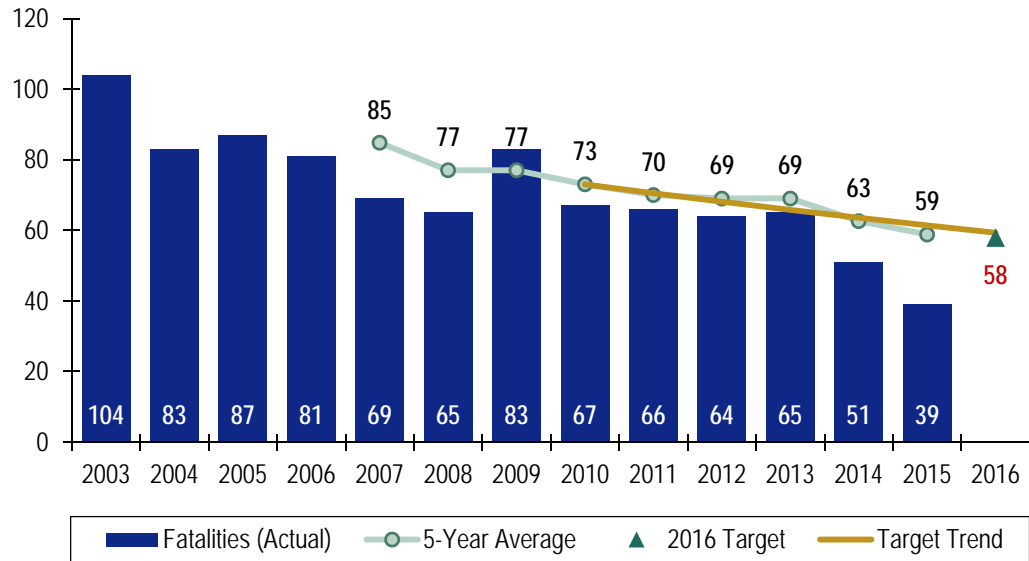
**Table 2.1 Traffic Safety Trends in Rhode Island
2008 to 2015**

Crash Data/Trends ^a	2008	2009	2010	2011	2012	2013	2014 ^b	2015 ^c
Fatalities (Actual)	65	83	67	66	64	65	51	39
Fatality Rate/(100 Million VMT)	0.79	1.01	0.81	0.84	0.82	0.84	0.67	0.50
Number of Serious Injuries	421	484	542	512	467	419	446	387
Number of Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC ^d	23	34	27	26	28	24	18	N/A
Number of Unrestrained Passenger Vehicle Occupant Fatalities	29	32	26	23	20	19	10	15
Number of Speed-Related Fatalities	20	39	33	23	30	17	13	U/A
Number of Motorcycle Fatalities	7	19	15	15	8	11	10	9
Number of Unhelmeted Motorcyclist Fatalities	2	12	11	9	5	6	7	4
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	9	11	7	4	4	7	4	N/A
Number of Pedestrian Fatalities	12	16	9	14	5	14	14	5
Number of Bicyclist Fatalities	1	0	2	0	2	3	0	0
Percent Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	72%	75%	78%	80%	78%	86%	87%	87%
Number of Safety Belt Citations Issued During Grant-Funded Enforcement Activities	2,336	2,553	2,181	2,172	5,958	5,346	2,825	6200
Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	N/A	253	288	253	417	438	507	404
Number of Speeding Citations Issued During Grant-Funded Enforcement Activities	–	4,630	5,802	6,446	7,317	8,446	9,607	7099

Source: RIDOT, November 2015; Rhode Island DMV, June 2015; FARS, December 2015; 2008 to 2015 Rhode Island Observed Restraint Use Surveys.

- ^a Some numbers reported in this FFY 2015 Annual Report may differ slightly from the same numbers reported in previous reports due to changes in data availability and data quality improvements. Some crash data are new to this report and trend data may not be available with consistent reporting procedures and/or methodology.
- ^b 2014 FARS data are preliminary at time of reporting.
- ^c 2015 crash statistics reflect preliminary crash totals reported from January 1 through November 30. Citation/Arrest data reflect 2015 totals at time of reporting. N/A indicates data were not available at the time of reporting.
- ^d NHTSA imputed.

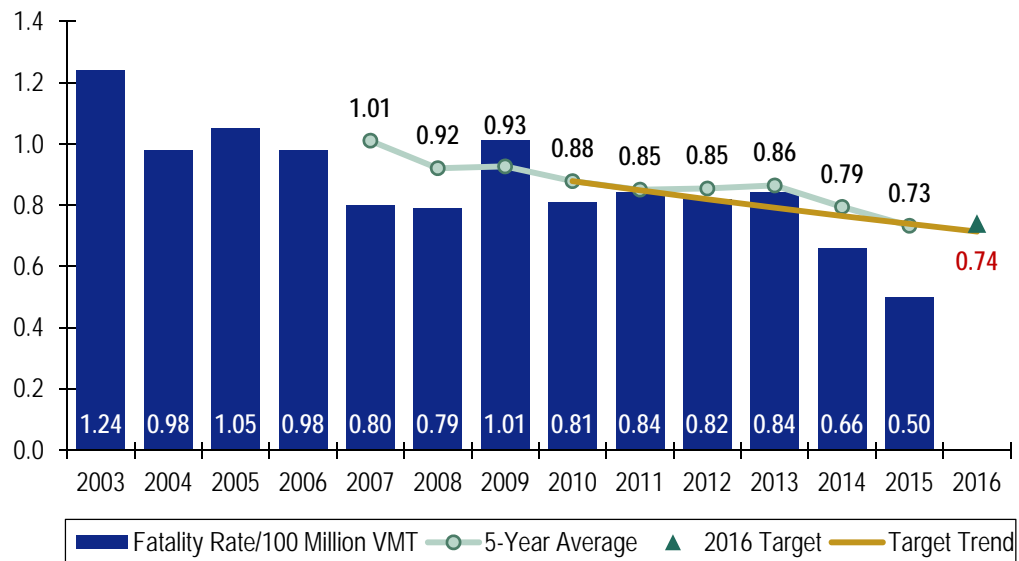
Figure 2.1 Statewide Fatalities
Observed a 22 Percent Decrease between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

Figure 2.2 Statewide Fatality Rate per 100 Million VMT
Observed an 8 Percent Decrease between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30; VMT for 2014 and 2015 are unavailable, VMT 2013 is used in its place.

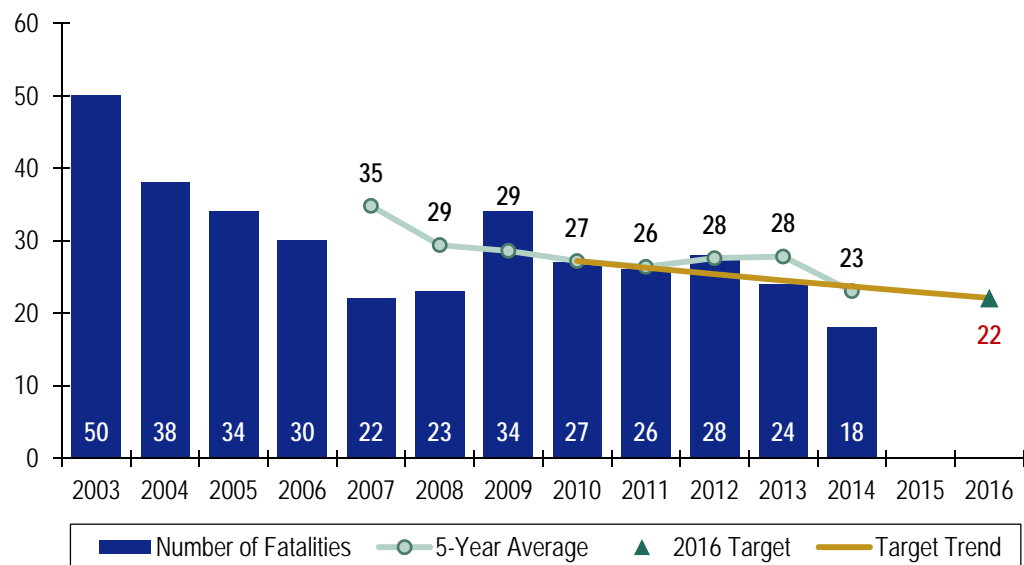
Figure 2.3 Statewide Serious Injuries
Observed a 6 Percent Increase between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

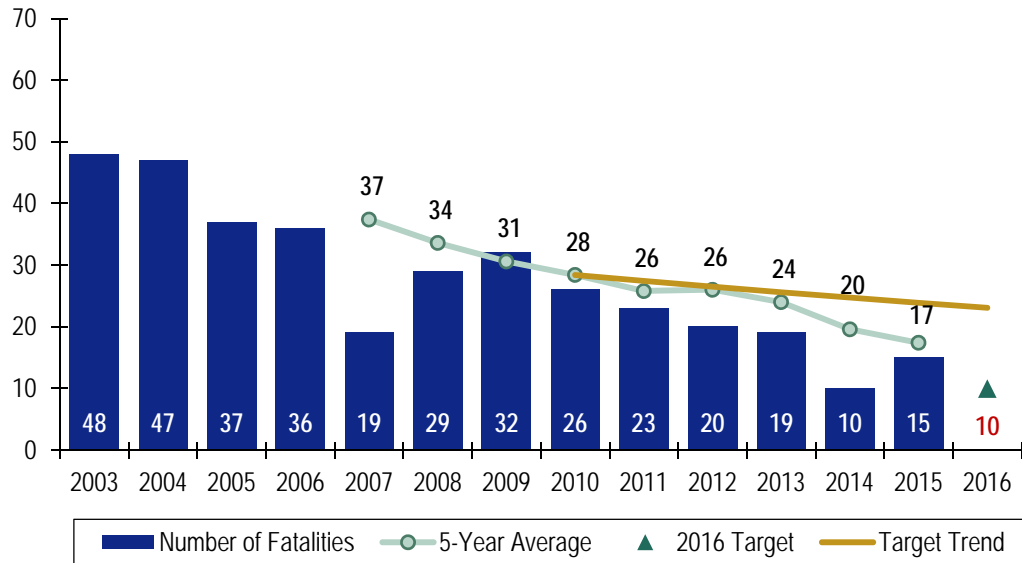
Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with ≥ 0.08 BAC
Achieved a 25 Percent Decrease between 2013 and 2014



Source: RIDOT 2015; FARS 2015.

Note: 2014 and 2015 imputed data from NHTSA are unavailable.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities
Achieved a 47 Percent Decrease between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

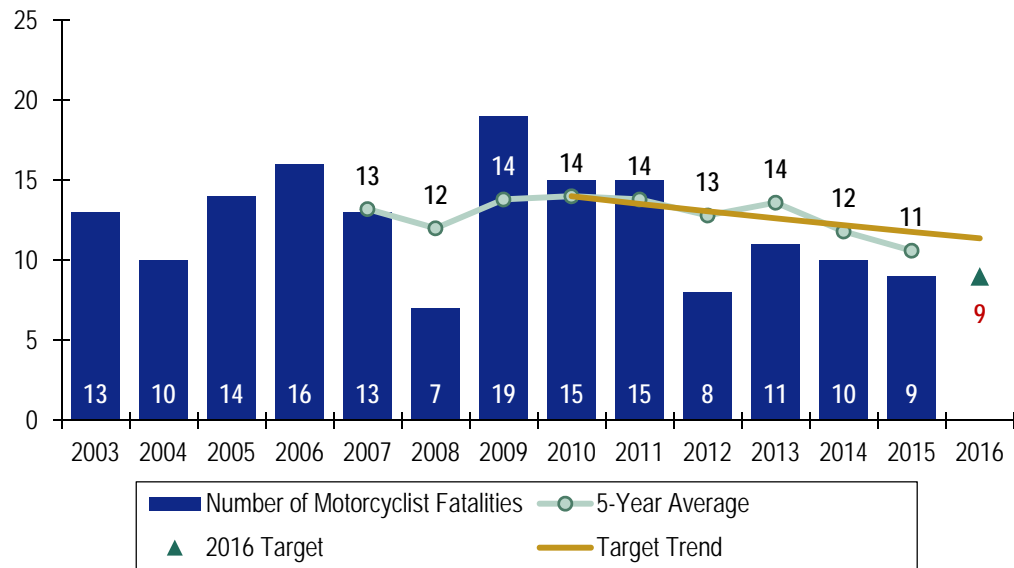
Figure 2.6 Speed-Related Fatalities
Observed a 24 Percent Decrease between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

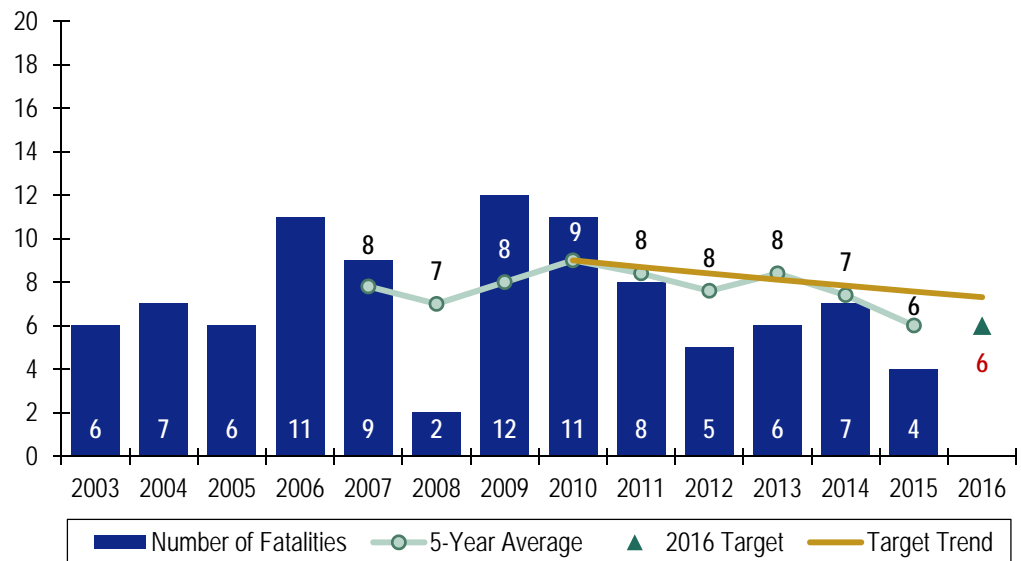
Figure 2.7 Motorcycle Fatalities
Observed a 9 Percent Increase between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

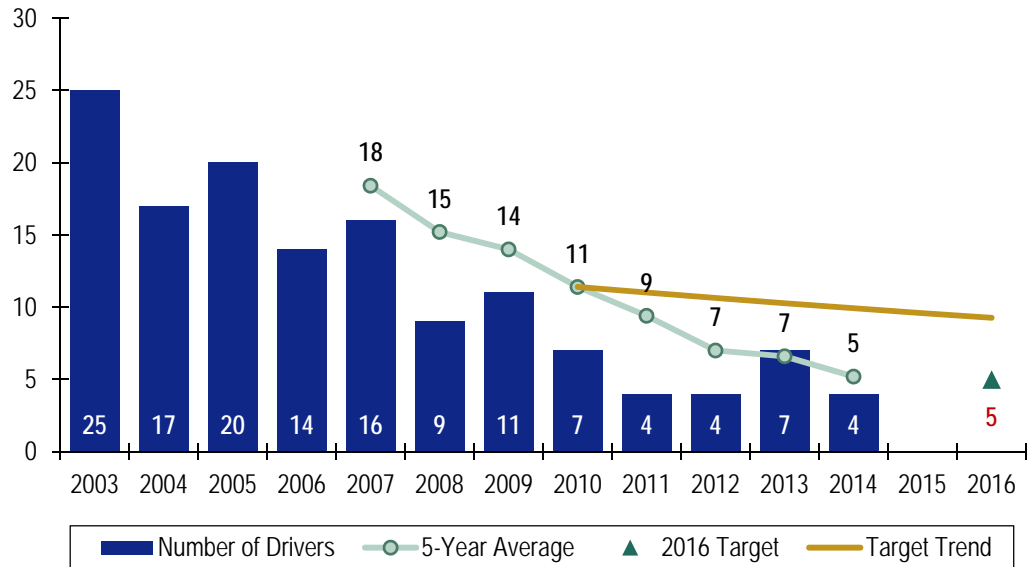
Figure 2.8 Unhelmeted Motorcyclist Fatalities
Observed a 17 Percent Increase between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes
Observed a 43 Percent Decrease between 2013 and 2014



Source: RIDOT 2015.

Note: Preliminary crash totals for 2015 are unavailable.

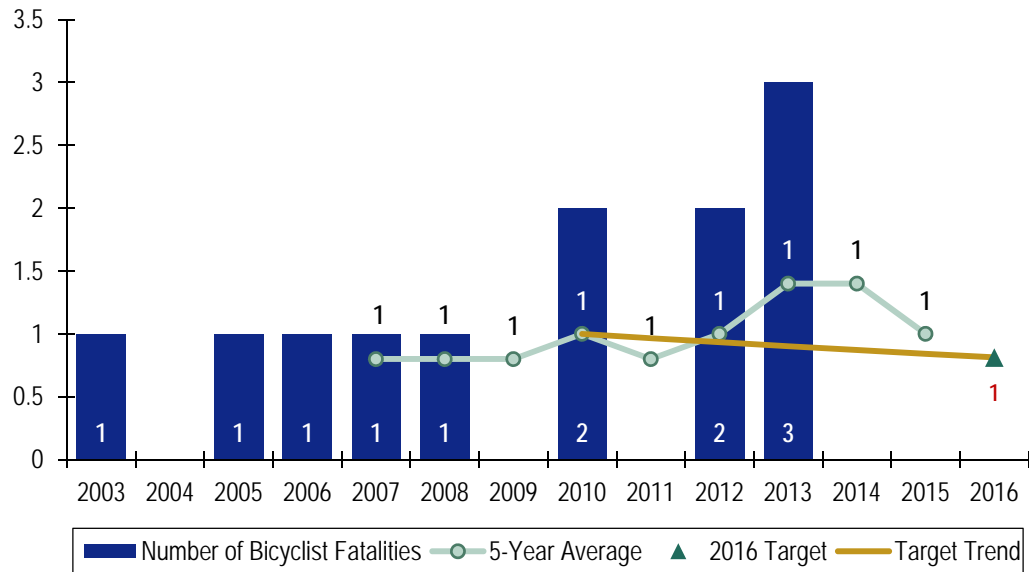
Figure 2.10 Pedestrian Fatalities
Observed No Change between 2013 and 2014



Source: RIDOT 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

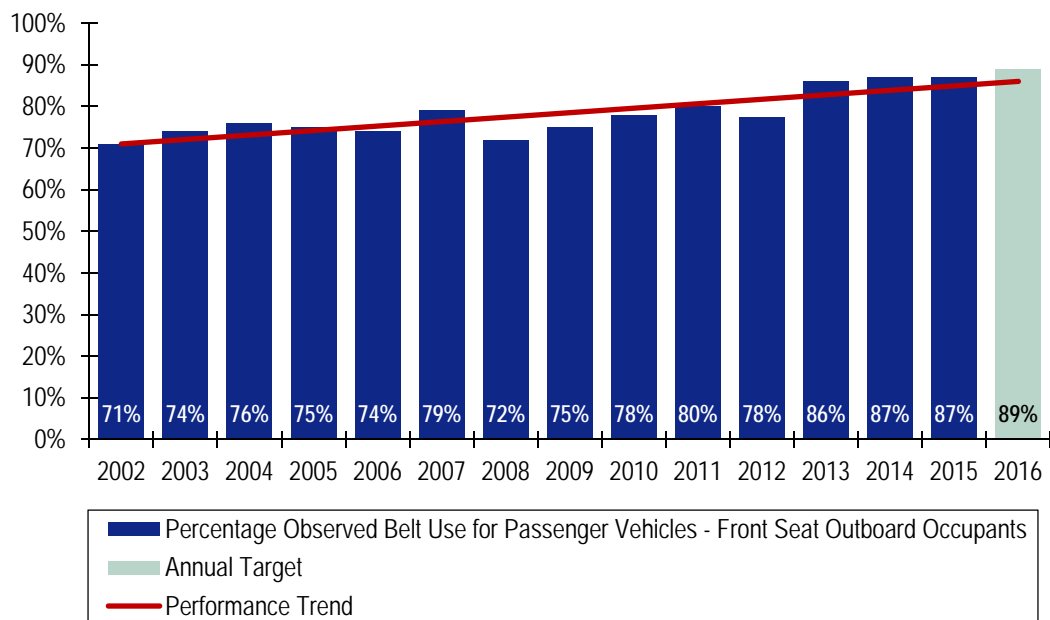
Figure 2.11 Bicyclist Fatalities
Observed No Fatalities in 2014



Source: RIDOT/OHS and FARS 2015.

Note: 2015 data are based on preliminary crash totals reported from January 1 to November 30.

Figure 2.12 Observed Safety Belt Use Rate for Passenger Vehicles – Front Seat Outboard Occupants
Observed an Increase of One Percentage Point between 2013 and 2014 and No Change between 2014 and 2015



Source: RIDOT 2015.

3.0 Program Areas

The program performance targets and measures, and projects identified for the eight program areas addressed in the FFY 2015 HSP are described in this section.

3.1 IMPAIRED DRIVING

Problem Statement

The 2015 HSP stated that alcohol impaired driving comprised a large share of the State’s crash fatalities in 2013 and 2014. Based on NHTSA imputed numbers, in 2014, 35 percent of Rhode Island’s fatalities involved a driver or motorcycle rider with blood alcohol concentration (BAC) of 0.08 or above.

Performance Measures and Targets

Table 3.1 summarizes the impaired driving performance measures and targets identified in the 2015 HSP.

Table 3.1 Impaired Driving Performance Measures

Performance Targets	Performance Measures
To decrease alcohol-impaired driving fatalities involving a legally intoxicated driver or motorcycle operator with a BAC of 0.08 or greater by 15 percent from 27 (2008 to 2012 average) to 23 by 2015.	Number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 or greater.
To increase the number of impaired driving arrests made during grant-funded enforcement activities from the 438 in FFY 2013 to 468 in FFY 2015.	Number of impaired driving arrests made during grant-funded enforcement activities.
To increase the percentage of survey participants responding “Always” or “Nearly Always” to the chances of getting arrested by law enforcement after drinking and driving from 59.4 percent in 2013 to 63.5 percent in 2015.	Percent of survey participants responding “Always” or “Nearly Always” to the likelihood of getting arrested after drinking and driving.
Increase percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan from 27.7 percent recognition in 2013 to 29.6 in 2015.	Percent of survey respondents that recognize the impaired driving enforcement slogan.

Projects and Funding

The 2015 HSP included 20 impaired driving projects to address the above performance measures and make progress towards the targets. Table 3.2 describes the relationship between individual projects and the impaired driving performance measures. Table 3.2 contains a list of the 20 projects, the relevant performance measures, the funds obligated to each project, and the project status.



Colonel Michael Winqvist of the Cranston Police Department stands among young supporters of seat belt safety for all road users.

Performance Results

Impaired driving continues to be an issue in Rhode Island and in FFY 2015 OHS completed 14 impaired driving projects to help meet the performance targets.

Table 3.2 FFY 2015 Impaired Driving Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
M5HVE-15-02	Municipalities Impaired Driving Law Enforcement Patrols (Including DRE)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Number of impaired driving arrests made during grant-funded enforcement activities. 	Sec. 405D	\$300,000	Completed
M5HVE-15-03	State Agencies (RISP) Impaired Driving Law Enforcement Patrols (Including DRE)		Sec. 405D	\$150,000	Completed
M5HVE-15-04	State Agencies (URI) Impaired Driving Law Enforcement Patrols (Including DRE)		Sec. 405D	\$2,000	Postponed until 2016
M5HVE-15-05	State Agencies (RIDEM) Impaired Driving Law Enforcement Patrols (Including DRE)		Sec. 405D	\$2,000	Ongoing
M5BAC-15-01	Municipalities Impaired Driving – BAT (Breath Alcohol Testing) Mobile	<ul style="list-style-type: none"> Number of impaired driving arrests made during grant-funded enforcement activities. 	Sec. 405D	\$397,186	Completed
164PM-15-01	Paid Media (AL)	<ul style="list-style-type: none"> Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 164AL	\$485,946	Completed
M5OT-15-01	Rhode Island Impaired Driving Task Force Coordinator	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 405D	\$292,086	Postponed until 2016
N/A	Creative Media (AL)	<ul style="list-style-type: none"> Percent of survey participants responding “Very Likely” or “Somewhat Likely” to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 164AL	\$0	Canceled

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
164AL-15-01	Alcohol Survey	<ul style="list-style-type: none"> Percent of survey participants responding "Very Likely" or "Somewhat Likely" to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 164AL	\$21,000	Completed
K8-15-01	Slate Agencies (AG) –Traffic Safety Resource Prosecutor (TSRP)	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); Serious injuries (driver with BAC 0.08 or higher). 	Sec. 410	\$77,307	Completed
164AL-15-04	Resource and Outreach Center (AL)	<ul style="list-style-type: none"> Percent of survey participants responding "Very Likely" or "Somewhat Likely" to the likelihood of being stopped after drinking to excess and driving; and Percent of survey respondents that recognize the DSoGPO impaired driving enforcement slogan. 	Sec. 164AL	\$24,575	Postponed until 2016
M5HVE-15-01	Law Enforcement Highway Safety Training Coordinator, including Drug Recognition Expert Training and Statewide Program	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 405D	\$106,379	Completed
M5CS-15-02	Slate Agencies (HEALTH) – Traffic Safety Resource Forensic Toxicologist (TSRFT) and Preliminary Breath Testing and Intoxlyzer 9000s Implementation Program	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 405D	\$350,000	Completed
164AL-15-02	Incentive Rewards Program ("Chief's Challenge")	<ul style="list-style-type: none"> Fatalities (driver with BAC 0.08 or higher); and Serious injuries (driver with BAC 0.08 or higher). 	Sec. 164AL	\$13,400	Completed
M5CS-15-01	MADD Court Monitoring		Sec. 410	\$50,000	Completed
164AL15-05,	Impaired Driving Education and		Sec. 164AL,	\$360,394	Completed
M5OT-15-02	Statewide Public Outreach Initiative		405D		
M5OT-15-03	Youth Educator and Influencer Program (MADD)		Sec. 405D	\$40,000	Completed
164AL-15-06	Slate Agencies (DMV) Motorist Education and Outreach Project		Sec. 164AL	\$22,500	Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
M5OT-15-04	SIDNE® High School Education Program		Sec. 405D	\$25,000	Completed
M5OT-15-05	ThinkFast Interactive High School Education Program		Sec. 405D	\$150,000	Completed
164AL-15-03	Jaws of Life Providence Fire Department		Sec. 164AL	\$150,000	Completed
164AL-15-07	State Agencies (DOH) Vehicle for Health		Sec. 164AL	\$60,272	Completed
164AL-15-08	Crash Data Recorder		Sec. 164AL	\$21,000	Completed
164AL-15-09	Municipalities Compliance Check for Underage		Sec. 164AL	\$55,168	Completed

Project Descriptions

The following are descriptions of the impaired driving projects, including the project title and outcomes of the projects over the 2015 fiscal year.

Project Title: Municipalities Impaired Driving Law Enforcement Patrols (Including DRE)

Project Description: Implementation of Drive Sober or Get Pulled Over (DSoGPO) overtime enforcement patrols by various municipalities. Each law enforcement agency was funded to participate in the two DSoGPO annual mobilizations scheduled for December 12, 2014 to January 1, 2015 and August 21 to September 7, 2015, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers were required to be fully trained in the use of SFST or DRE detection techniques. The project funded overtime for Drug Recognition Experts to perform evaluations of drivers suspected to be under the influence of drugs other than alcohol on as needed basis by various local police departments. The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates, and amount requested by the enforcement agency.

Performance: Municipal police departments made 310 DUI arrests using OHS grant-funded details during FFY 2015. These police departments also conducted sustained year-round enforcement of impaired driving laws through their regular traffic patrols.

Project Title: State Agencies (RISP) Impaired Driving Law Enforcement Patrols (Including DRE)

Project Description: Implementation of Drive Sober or Get Pulled Over (DSoGPO) overtime enforcement patrols by the Rhode Island State Police (RISP). RISP was funded to participate in the two DSoGPO annual mobilizations scheduled for December 12, 2014 to January 1, 2015 and August 21 to September 7, 2015, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers were required to be fully trained in the use of SFST or DRE detection techniques. Project activity included Operation C.A.R.E. enforcement periods. The project funded over time for Drug Recognition Experts to perform evaluations of drivers suspected to be under the influence of drugs other than alcohol on as needed basis.

Performance: The RISP made 94 DUI Arrests using OHS grant-funded patrols during FFY 2015. The RISP also conducted sustained year-round enforcement of impaired driving laws through their regular enforcement patrols.

Project Title: State Agencies (URI) Impaired Driving Law Enforcement Patrols (Including DRE)

Project Description: Implementation of Drive Sober or Get Pulled Over (DSoGPO) overtime enforcement patrols by the University of Rhode Island Police Department. The University was funded to participate in the two DSoGPO annual mobilizations scheduled for December 12, 2014 to January 1, 2015 and August 21 to September 7, 2015, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers were required to be fully trained in the use of SFST or DRE detection techniques.

Performance: The University was unable to organize this project due to several capacity and administrative challenges. They will be working closely with the OHS to implement this program in FFY 2016.

Project Title: State Agencies (RI DEM) Impaired Driving Law Enforcement Patrols (Including DRE)

Project Description: Implementation of Drive Sober or Get Pulled Over (DSoGPO) overtime enforcement patrols by the Rhode Island Environmental Police. The Environmental Police is funded to participate in the two DSoGPO annual mobilizations scheduled for December 12, 2014 to January 1, 2015 and August 21 to September 7, 2015, as well as monthly sustained enforcement. Patrols were conducted on Thursday, Friday, and Saturday evenings. Participating officers were required to be fully trained in the use of SFST or DRE detection techniques.

Performance: The project was not implemented; however, the RI DEM remains interested in implementing it in future years.

Project Title: Municipalities Impaired Driving - BAT (Breath Alcohol Testing) Mobile

Project Description: The purpose of the project was to reimburse the Providence Police Department (PPD) for the purchase of a mobile breath alcohol testing facility to assist in improving the efficiency of multijurisdictional DUI saturation patrols and to enhance general deterrence of impaired driving. The project also included all necessary B.A.T. equipment, overtime for two PPD officers per day for 3 days per week for at least 18 weeks of the FFY, gas, maintenance, specialized "Impaired Driving Task Force" safety vests, two Guth Simulators to calibrate the Intoxilyzer 9000s, and a Preliminary Breath Tester.

Performance: Due to purchasing issues, the B.A.T. Mobile was not acquired until very late in the FFY. Thus, project activity was not implemented and no evaluation data are available. FFY 2016 data will serve as first-year baseline for this ongoing project.

Project Title: Paid Media (AL)

Project Description: OHS implemented a statewide paid media campaign for the DSoGPO campaigns that coincided with enforcement mobilizations scheduled for December 2014 and August/September 2015 in addition to supporting monthly sustained enforcement. The target audience was 21- to 34-year-old males. The media buys covered print, on-line, web, Internet, and “out-of-home” (billboard, bus, movie theater) media. Media materials were produced in both English and Spanish and the venues chosen based on market data for each audience.

Performance: No new media materials were created but past successful campaigns ran in conjunction with the associated national and local DSoGPO efforts.

Project Title: Rhode Island Impaired Driving Task Force Coordinator

Project Description: OHS intended to support MADD-RI for the expenses of hosting a Coordinator for the Rhode Island Impaired Driving Task Force (IDTF). Under the grant MADD-RI, with the guidance of leaders and partners from Rhode Island’s Traffic Safety Coalition and Rhode Island’s IDTF, would be responsible for organizing monthly meetings, trainings for committee members on various IDTF targets and initiatives, coordinating community outreach efforts, tracking supported policy changes, assisting each subcommittee created within the IDTF and their activities, increasing the capacity, outreach and identity of the IDTF, as well as other responsibilities outlined in a scope of work. Promotional material, including a new IDTF logo along with the “Drive Sober or Get Pulled Over” logo would be created and used on promotional items with messaging to reflect targets of the strategic plan and to offer an important branding opportunity for traffic safety efforts.

Performance: This project was not implemented in FFY 2015 due to a change of administration at MADD-RI. The RISP has agreed to serve as the lead agency for the IDTF project in FFY 2016.

Project Title: Creative Media (AL)

Project Description: OHS planned to enter into a contract with a public relations firm for creative media to create and produce the ads for each of the major campaigns. In addition, OHS planned to expand the creation of Spanish language ads, and for the first time, commission the creation of ads in Portuguese and the Southeast Asian languages.

Performance: This project was not implemented due to RIDOT’s decision to develop the ads in-house.

Project Title: Alcohol Survey

Project Description: This Registry of Motor Vehicles Intercept survey was conducted following the August/September national impaired driving campaign to determine the behavioral and social impact of the earned and paid media efforts,

which were conducted prior to and during the mobilization period. Approximately 500 persons were surveyed pre and 500 persons post mobilization. DMV intercepted surveys were conducted at all DMV facilities across the State. No oversampling for any particular demographic occurred, as oversampling would increase the cost of the contract, the prices of which are considered "fixed and firm."

Performance: A snapshot of the survey results includes:

Reporting of "zero incidence of driving after drinking in the past 30 days" increased from 81.1 percent of respondents in the baseline survey to 85.2 percent during Wave 2 (nonsignificant).

An increase from 78.3 percent of respondents in Wave 1 to 85.1 percent of respondents in Wave 2 was shown for the response "do not drive after drinking" when asked to compare drinking/driving behavior compared to three months ago.

More respondents in Wave 2 (nonsignificant) reported that penalties for alcohol impaired driving are "not strict enough" (31.3 percent) compared to Wave 1 (26.4 percent).

The percentage of respondents reporting having "read, seen, or heard anything about alcohol impaired driving" increased, albeit not significantly, from 55.6 percent in Wave 1 to 56.7 percent in Wave 2.

When asked where the impaired driving message was heard, "television," "radio" and "newspaper" were the most common answers.

Recognition of the "Drive Sober or Get Pulled Over" slogan showed a nonsignificant increase, going from 50.0 percent in Wave 1 to 54.4 percent in Wave 2.

Project Title: State Agencies (AG) -Traffic Safety Resource Prosecutor (TSRP)

Project Description: OHS paid for two-thirds of the salary of John E. Sullivan III, Esq. from the Attorney General's staff, to serve as the Traffic Safety Resource Prosecutor. Project tasks includes the "Zero Fatalities Project."

Performance: Nine presentations were made to more than 320 judges, interlock company employees, DMV personnel, and police chiefs and officers. Mr. Sullivan was replaced by Stephen Regine of the Attorney general's office midway through the year. The Zero Fatalities project was placed on hiatus due to scheduling issues at the Rhode Island Adult Correctional Institution (ACI).

Project Title: Resource and Outreach Center (AL)

Project Description: OHS planned to maintain appropriate levels of resource and promotional materials for use by local and state programs addressing "DSOGPO" and underage alcohol use.

Performance: This project was not implemented due to a decision by RIDOT to pursue an alternative strategy of developing a 25-28 page handbook on “Drugged Driving” and “Young Drivers” which will be produced in FFY 2016.

Project Title: Law Enforcement Highway Safety Training Coordinator (LEHSTC) Including Drug Recognition Expert (DRE) Training and Statewide Program

Project Description: OHS contracted with a qualified consultant to serve as the LEHSTC.

Performance: The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conducted outreach to police chiefs, and provided traffic safety training. OHS also conducted Standardized Field Sobriety Testing (SFST) Refresher Training courses through the LEHSTC. OHS continued to reinvigorate DRE training and program implementation through the Law Enforcement Highway Safety Training Coordinator.

During FFY 2015, over 17 training sessions were conducted with over 1,000 individuals receiving the highway safety message.

Rhode Island added 11 Drug Recognition Experts (DRE) and Rhode Island currently has 67 certified impaired driving detecting specialists patrolling the highways. In addition to the 11 Drug Recognition Experts, 52 additional officers attended Advanced Roadway Impaired Driving Enforcement (ARIDE) training. To date over 200 officers have been introduced to training on how to detect a driver operating under the influence of a drug other than alcohol. An additional 18 officers have participated in on-line ARIDE training. The newly certified DREs were trained in Massachusetts, New Hampshire, and Arizona.

As required by the Drug Evaluation and Classification Program (DEC), 55 DREs received an eight-hour block of in-service drug familiarization training in FFY 2015. Richard Sullivan is responsible for all aspects of DRE and ARIDE training from; scheduling classes, lining up instructors and venues, and additional logistics involving; transportation, budgeting, lodging, reporting and record keeping.

During this fiscal year 42 school administrators, school nurses, school resource officers, counselors and community substance abuse task force attended training within the Drug Impairment Training for Education Professionals (DITEP) sessions. LEL Richard Sullivan continues to serve as Rhode Island’s DRE and SFST Coordinator. As the LEL, Richard also is a member of the following organizations or committees; tri-chair for the Traffic Safety Coalition, SHP planning committee, LEL Newsletter, TSRP/LEL planning committee, New England Drive to Save Lives, CCRI Teen Driving committee, Impaired Driving Task Force, Marijuana Task Force, Police Champion Awards and LEL Training.

Project Title: State Agencies (HEALTH) – Traffic Safety Resource Forensic Toxicologist (TSRFT) and Preliminary Breath Testing and Intoxilyzer 9000s Implementation Program

Project Description: OHS reimbursed the salary of a Full-Time Equivalent (FTE), to serve as the Traffic Safety Resource Forensic Toxicologist at the Rhode Island Department of Health, Forensics Laboratory. OHS funds supported equipment with a per-unit cost of less than \$5,000 and travel/training. OHS reimbursed the Department of Health for 78 Drager Preliminary Breath Testing Instruments (NHTSA Conforming Product) for use by law enforcement and for training. The grant also included an FTE as well as overtime in HEALTH's Forensics Unit, Breath Analysis Section to calibrate Preliminary Breath Testers to expand use of these instruments and to calibrate and set up Intoxilyzer 9000s in the lab. Additional project tasks included conducting initial accuracy verification and field set up of these instruments; downloading data from the instruments for reporting to OHS and; conducting associated tasks that arise with the implementation of these instruments. The equipment included 10 Intoxilyzer 9000s and one computer server to collect breath analysis data, with a per-unit cost of greater than \$5,000.00.

The transition that began in October 2013 from the Intoxilyzer 5000 evidentiary breath-testing instrument to the latest available and more durable model, the Intoxilyzer 9000, was completed in February 2015. All Rhode Island LEAs are now using the 9000 for evidentiary breath tests.

Performance: At the end of the project, the average turnaround time for law enforcement traffic-related cases was 17 days. The Forensics Lab handled at least 198 DUI and Alcohol Possession cases during this time. The validation process of the Gas Chromatograph/Mass Spectrometer purchased with OHS-funding was successfully accomplished. Significant progress was made toward validating the procedure for the active ingredient in cannabis, Delta-9-tetrahydrocannabinol (THC). The Senior Lab Technician implemented a new reporting system, "COBRA," and is collecting and reporting data to OHS.

Project Title: Incentive Rewards Program ("Chief's Challenge")

Project Description: OHS funded travel to the Lifesavers – National Conference on Highway Safety Priorities and recognition plaques to reward state and local law enforcement agencies for their participation in the OHS overtime enforcement program, as well as for outstanding achievements as part of a competition among the departments. This award was based on the Highway Safety enforcement performance measure of the number of DUI arrests made.

Performance: The awards were presented in a ceremony at Amica Insurance Company in Lincoln, Rhode Island on June 25, 2015.

Project Title: Court Monitoring (MADD)

Project Description: OHS funded a Court Monitoring Program to assess outcomes in the Rhode Island District and Superior Courts and the Rhode Island Traffic Tribunal.

Projects tasks included development of a computerized tracking system to capture statistical data. This database will provide information to state legislators and state agency directors on the effectiveness and enforceability of the DWI/DUI laws.

Performance: 3,053 DUI cases have been entered into the MADD National Court Monitoring Database. Of these 2,432 are closed cases, including those that have been adjudicated by “nolo contendere,” and 870 are dismissals in which the prosecution agrees not to go forward with the case, mostly because of plea bargains in which the accused has pled guilty to a charge of “Refusal of Chemical Test.” In addition, 621 are open cases, 44 of which involve continuances and alternative sentences/diversions. There were 194 cases of DUI, Second Offense are as follows:

- Sentenced = 119;
- Open cases = 42; and
- “48A” Dismissals = 33;

There were also:

- 14 cases of Chemical Test Refusal, Second Offense;
- 5 cases of Driving While Impaired;
- 4 cases of DUI While Transporting a Child;
- 1 Case of DUI, Third Offense;
- Ignition Interlock was included as part of the sentence in 214 cases; and
- Home Confinement was imposed in 98 cases and 139 offenders’ sentences included jail time.

Project Title: Impaired Driving Education and Statewide Public Outreach Initiative

Project Description: OHS, with the assistance of the minority community leaders, developed appropriate material and implemented multidiscipline and multifaceted programs with a focus on the various demographics within the minority communities, which met NHTSA-mandated guidelines. OHS recruited applications from nonprofit community-based organizations (CBO) outlining community-based interventions designed to promote sober driving.

Performance: Community groups reported the following:

- African Alliance of Rhode Island (AARI): AARI utilized its established collaborations with faith-based community and ethnic organizations to reach not

only the targeted 18-24 male population but also made a strong effort to expand their previous highway safety program. They accomplished this by reaching out to new participants, young and old, regarding the use of seatbelts and child restraint equipment. AARI focused their efforts primarily in Providence and Cranston made up of largely African, Latino, Bhutanese, Haitian and Southeast Asian minority communities. These targeted populations are linguistically and culturally diverse coming from places where highway safety programs are for the most part nonexistent.

Through workshops and image-based materials created by AARI, they spread the safety message “No matter where you sit, think first, embrace life, wear your seatbelt.”

AARI has met their program’s target by educating program participants about safe driving practices and stressing that noncompliance with the seatbelt law could result in arrests, fines, and death.

- Brain Injury Association of Rhode Island (BIARI): The approach taken by this project, while seemingly promising, ultimately proved unsuccessful. The target of their project was to reduce the incidence of impaired driving particularly among young men 21-34. BIARI was unable to recruit participants for their project. Without participants, they could not create a booklet with first person experience detailing the consequences of impaired driving. The booklet was to be used at BIARI outreach events where they were to survey attendees for their understanding and reaction to the consequences message presented. Unfortunately, the project concluded without results. OHS reimbursed BIARI for staffing which was provided for a brief period to implement a pre and post surveys. The project closed on August 31, 2015 and is not included in the FFY 2016 Highway Safety Plan.
- Connecting for Children and Families: (CCF) conducted a program title SHIELD for Life in the FFY 2015. The program was very successful. About 4,200 individuals received the presentation and educational outreach. Program highlights included:
 - Target Demographics:
 - » 1,213 African American and 1,015 Hispanic participants.
 - » 1,601 male participants.
 - » 623 participants between the ages of 18 to 34.
 - Every participant received a pre- and post-test to measure behavior change:
 - » 98 percent of participants were aware of Rhode Island’s Primary Seatbelt Law.
 - » Among the participants surveyed, 2,228 wore their seatbelts regularly.
 - » 81 percent of African American and Hispanic males between the ages of 18-34 wore their seat belts regularly.

- » Upon completing the post-test, it was found 100 percent of participants were now aware of Rhode Island’s Primary Seatbelt Law. 3,742 participants stated they would wear their seat after viewing the SHIELD for Life presentation. 97 percent of African American and Hispanic males between the ages of 18 to 34 stated they would wear their seatbelts.

The SHIELD for Life program has influenced positive behavior change among its participants. Reaching the target demographic still poses unique challenges and we will continue developing new ways to provide outreach and education. The Program Manager has also concluded that while the SHIELD for Life presentation has been successful, programs that are more activity based have been equally successful this year with larger groups. The use of activities among groups will increase in the next fiscal year.

- John Hope Settlement House: The project closed as of 8/31/15. Despite repeated requests for preliminary data the only information reported prior to closure of the project, were several pre and post surveys that did not offer substantive data to deem this project a success. The project is not included in the FFY 2016 Highway Safety Plan.
- Progreso Latino: The coordinator disseminated information and discussed the alcohol impaired driving message at the events identified in Table 3.3.
- Rhode Island Indian Council (RIIC): Through August 31, 2015, 200 surveys were distributed and contact was made with 470 people. Final data from this project will not be available until January 2016. The RIIC received carry forward funds for this project in FFY 2016 because OHS’ initial 2015 award was released later than expected. No new project funds were awarded to the RIIC for FFY 2016.

Table 3.3 Progreso Latino Program Activities

Date	Event	Place	Number of Attendees	Surveys
Saturday, June 06, 2015	Zumba at the Park – Roger Williams Park	Providence	120	–
Saturday, June 20, 2015	2 nd Annual Soccer Tournament – Señor de los Milagros Brotherhood	Providence	100	–
Tuesday, July 07, 2015	Venezuela Flag Raising and Independence Day Celebration	Providence	100	–
Thursday, July 09, 2015	Argentina Flag Raising and Independence Day Celebration	Providence		–
Saturday, July 11, 2015	Zumba at the Park – Roger Williams Park	Providence		–
Friday, July 17, 2015	Flag Raising and Colombia Independence Day Celebration	Pawtucket	150	–
Friday, July 17, 2015	Flag Raising and Colombia Independence Day Celebration	Central Falls		–

Date	Event	Place	Number of Attendees	Surveys
Saturday, July 18, 2015	2 nd Annual Soccer Tournament – Señor de los Milagros Brotherhood	Providence		–
Sunday, July 19, 2015	Colombian Festival – Higginson Park	Central Falls	3,000	–
Monday, July 27, 2015	Peruvian Independence Day Celebration	Providence	200	–
Total Attendees			4,370	

Project Title: Youth Educator and Influencer Program (MADD)

Project Description: MADD-RI targeted two key demographics in the community through two innovative programs. Youth in Action teaches young people environmental prevention strategies that support law enforcement, policy-level changes, and media efforts that serve to decrease underage drinking. The Power of Parents program is an interactive training session for parents who are looking for guidance when dealing with youth and destructive decisions. MADD’s Team Spirit program is a successful program that offers students in grades 9 to 12 the opportunity to experience a 3.5-day leadership training seminar followed by a school year implementing action plans developed at the seminar. The seminar highlights prevention, education, community and school alcohol and drug prevention strategies, team building, traffic safety education and substance-free alternative activities.

Performance: Two programs were executed successfully with over 60 students participating in the Youth In Action program, 180 in the Team Spirit program, and many more actively supporting an ongoing youth coalition that meets monthly to promote plans of action that work to increase better life choices and driving behavior for teens. MADD’s funding was reduced because they did not implement the Power of Parents program. Pre- and post-surveys used within the Youth In Action and Team Spirit programs proved the majority of involved youth and their adult advisors gained increased education and resources through both programs. The Youth Educator and Influencer program continues throughout the 2015-2016 school year. Action plans created at the summer program are implemented and evaluated throughout the year from August until June.

Project Title: State Agencies (DMV) Motorist Education and Outreach Project

Project Description: The DMV provides services to nearly 4,000 people daily, and nearly 1,000,000 people annually. Licensing, registration and adjudicating motor vehicle violations at their Operator Control section are the primary functions of the DMV. Transactions take as little as 30 minutes and as much as 3 hours, and provide an outstanding opportunity to educate and reach out to a captive audience for a multitude of highway safety initiatives. The DMV proposed a multifaceted approach to this project. They developed a new Driver Training Manual to include updated materials and data on the primary belt law, distracted driving, speeding,

as well as impaired driving and disseminated the manual at their four locations (Cranston, Middletown, Woonsocket, and Providence) which administers the on-road exams. Additionally DMV planned to develop message appropriate materials to disseminate to various violators at operator control. They also planned to post variable message signs (VMS) at the egress to each facility that would display only highway safety messages to support local and national campaigns.

A pre- and post-evaluation component was planned with progress measured by answers on the licensing exams and changes in total violations in seat belt, texting, speed, and DUI categories.

Performance: The modifications to the Drivers Education Manual were completed and new manuals were printed in English and Spanish. Due to the administrative changes in DMV, none of the other outreach materials was developed nor were the VMS signs procured. Ongoing efforts to provide these resources remain intact.

Project Title: SIDNE® High School Education Program

Project Description: Up to 50 high schools and middle schools were offered the opportunity to experience the SIDNE® Interactive Driving program. SIDNE is a behind-the-wheel driving experience that makes the dangers of distracted and impaired driving real and personal. This program blends critical highway safety messaging with engaging activities to command the attention of a school assembly. Programs were strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.) as well as offered throughout the year as requested.

Performance: The Cranston Police Department reached 4,260 students at more than a dozen events throughout the year to teach students the dangers of texting and driving and drinking and driving. The GO Carts were out of service from December 2014 to March 2015 for maintenance upgrades. The SIDNE educational program contains elements of occupant protection, distracted driving, and speeding.

Project Title: ThinkFast Interactive High School Education Program

Project Description: Up to 50 high schools and middle schools were offered the opportunity to experience the ThinkFast Interactive program. This game show style program blends critical highway safety messaging with engaging pop culture references in a school assembly environment. Programming was strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.). This project used a pre and post electronic survey evaluation format developed with the assistance of the OHS staff. It surveyed knowledge of our highway safety program areas, specifically the ones related to young drivers (occupant protection, speed, underage drinking, and distracted driving) to the participants of each school. We also evaluated the effectiveness of the presented program monthly and made adjustments to the presentations to strengthen the project impact.

Performance: More than 10,000 students throughout the State were reached with these two programs. The Save a Life tour reached 8,000 students and more than half completed both the pre and post surveys. The OHS is analyzing this data to determine program effectiveness; however, preliminary results are promising in many areas.



Project Title: JAWS of LIFE Providence Fire Department

Project Description: Providence Fire Department purchased three complete sets of extrication equipment to cover the city of Providence and several surrounding communities. The equipment will increase the likelihood of saving lives and decreasing serious injuries in car crashes.

Performance: No use data are available because the equipment was purchased at the end of the fiscal year. The OHS will track use of the equipment in FFY 2016.

Project Title: State Agencies (DOH) Vehicle for Health

Project Description: The OHS funded the purchase of an approved vehicle for use by the forensic unit. The vehicle is used to transport equipment and training staff to local police departments.

Performance: The vehicle is in use and has provided better accessibility between the Department of Health (DOH) Forensics lab staff and local police departments.

Project Title: Crash Data Project

Project Description: Cranston Police Department received funding to purchase a crash data recorder premium tool kit to record accident reconstruction information from fatal crashes for investigation and prosecutorial matters.

Performance: No data are available to date. The purchase was made late in the fiscal year. The police department will provide OHS with data when the instrument has been in service for one year.

Project Title: Underage Drinking Alcohol Sales Compliance Checks

Project Description: Police departments were awarded funds to support law enforcement details dedicated to implementing compliance checks at establishments holding liquor licenses. The project is a prevention strategy supported by law enforcement.

Performance: Only two departments sought these funds in FFY 2015, OHS may consider this strategy again in FFY 2016.

3.2 OCCUPANT PROTECTION

Problem Statement

When the 2015 HSP was developed, Rhode Island’s observed safety belt use had reached a record 87.4 percent in 2014 – the highest level ever recorded in the State. The number of unrestrained passenger vehicle occupant fatalities had been showing downward trends since 2009.

Performance Measures and Targets

Table 3.4 summarizes the occupant protection performance measures and targets identified in the 2015 HSP. The relationship between the individual projects and the program area performance measures is described in Table 3.4.

Table 3.4 Occupant Protection Performance Measures

Performance Targets	Performance Measures
Increase the statewide-observed safety belt use rate for front seat occupants in passenger vehicles, from 85.6 percent in 2013 to 89 percent in 2015.	Statewide-observed safety belt use rate for front seat occupants in passenger vehicles.
Reduce unrestrained occupant fatalities by 8 percent from 26 (2008 to 2012 average) to 24 by 2015.	Number of unrestrained passenger vehicle-occupant fatalities (all seating positions).
Reduce unrestrained occupant serious injuries by 12 percent from 106 (2010 to 2012 average) to 93 by 2015.	Number of unrestrained passenger vehicle occupant serious injuries (all seating positions).
Increase the number of safety belt citations issued during grant-funded enforcement activities from 7,012 in 2013 to 7,100 in 2015.	Number of safety belt citations issued during grant-funded enforcement activities.
Increase safety belt use among pickup truck drivers, as measured by observations, from 70.3 percent in 2013 to 72 percent in 2015.	Percent of pickup truck drivers observed using safety belts.
Increase awareness of the Click It or Ticket slogan, as measured by a DMV intercept survey, from 85.8 percent in 2013 to 91.7 percent in 2015.	Percent of DMV Intercept survey participants aware of the “Click It or Ticket” slogan.

Performance Targets	Performance Measures
Increase the perception people will be ticketed for failure to wear safety belts "always" or "nearly always," as measured by a DMV intercept survey, from 44.4 percent in 2013 to 47.4 percent in 2015.	Percent of DMV Intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt.

Projects and Funding

The 2015 HSP identified 25 occupant protection projects to address the above performance measures and make progress towards the targets. Table 3.5 lists the 25 projects; the relevant performance measures; the funds obligated to each project; and the project status.

Performance Results

In 2013 and 2014, occupant fatalities accounted for nearly one-quarter of the deaths, but the number of unrestrained passenger vehicle-occupant fatalities continues to decline. OHS completed 19 occupant protection projects in 2015 to help meet the performance targets.

Table 3.5 FFY 2015 Occupant Protection

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
402OP-15-02	Municipalities Seat Belt Law Enforcement Patrols	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles; 	Sec. 402OP	\$219,086	Completed
402OP-15-05	State Agencies (RISP) Seat Belt Law Enforcement Patrols	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; 	Sec. 402OP	\$36,400	Completed
M2HVE-15-03	State Agencies (URI) Seat Belt Law Enforcement	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant serious injuries (all seating positions); Number of safety belt citations issued during grant-funded enforcement activities; Percent of Pickup truck drivers observed using safety belts; Percent of DMV intercept survey participants aware of the CIOT slogan; and Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 405B	\$5,000	Postponed until 2016
402OP-15-03	Municipalities Child Passenger Safety (CPS)	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and 	Sec. 402OP,	\$154,797	Completed
402OP-15-06	Rhode Island State Police Child Passenger Safety (CPS)	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant serious injuries (all seating positions); 	Sec. 402OP	\$12,275	Completed
M2HVE-15-01	Incentive Rewards Program ("Chief's Challenge")	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles; 	Sec. 402OP	\$3,000	Completed
M2CPS-15-01	Car Seat Distribution/CPS Education to Low-Income Families	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; Number of unrestrained passenger vehicle occupant serious injuries (all seating positions); Number of safety belt citations issued during grant-funded enforcement activities; Percent of Pickup truck drivers observed using safety belts; Percent of DMV intercept survey participants aware of the CIOT slogan; Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt; Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 405B	\$56,453	Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
M2PE-15-06	Pediatric Practice CPST	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 405B	\$57,584	Completed
M2PE-15-02	CIOT Observational Surveys	Statewide-observed safety belt use rate for front seat occupants in passenger vehicles.	Sec. 405B,	\$68,573	Completed
402PM-15-01, M2PE-15-04	Occupant Protection Paid Media	Percent of DMV intercept survey participants aware of the CIOT slogan; and	Sec. 402PM, 405B	\$370,518	Completed
M2PE-15-01	CIOT DMV Intercept Survey	Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt.	Sec. 405B	\$13,388	Completed
402SA-15-01	Safe Communities Partnership – Woonsocket (WSCAP)	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions) 	Sec. 402SA	\$49,991	Completed
M2HVE-15-02	Law Enforcement Highway Safety Training Coordinator, including Drug Recognition Expert (DRE) Training and Statewide Program	<ul style="list-style-type: none"> Statewide-observed safety belt use rate for front seat occupants in passenger vehicles; Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 4025B	\$30,782	Completed
402OP-15-04	Rollover Simulator Demonstrations – Rhode Island State Police (RISP)	Number of unrestrained passenger vehicle occupant serious injuries (all seating positions).	Sec. 405B	\$11,000	Completed
M2PE-15-07	Resource and Outreach Center (OP)		Sec. 405B	\$6,900	Postponed until 2016
M2PE-15-05	Creative Media	<ul style="list-style-type: none"> Percent of DMV intercept survey participants aware of the CIOT slogan; and Percent of DMV intercept survey participants who believe a ticket is likely always or most of the time for failure to wear a safety belt. 	Sec. 405B	\$50,868	Canceled

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
K3PM-15-01, M2PE-15-03	Paid Media (CPS)	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant fatalities, in all seating positions; and 	Sec. 2011PM; Sec. 405B	\$52,129	Completed
402OP-15-07, K4OP-15-01	Seat Belt Education and Statewide Public Outreach Initiative	<ul style="list-style-type: none"> Number of unrestrained passenger vehicle occupant serious injuries (all seating positions). 	Sec. 402OP; Sec. 406	\$173,570	Completed
M2CPS-15-04	RI Safe Kids NHTSA CPS Technician Certification Course		Sec. 405B,	\$10,000	Incomplete
M2CPS-15-03	Registration Fees for RI Safe Kids NHTSA CPS Technician Certification Course		Sec. 405B	\$5,000	Incomplete
M2CPS-15-02	Overtime for Community-Based Organizations to Conduct CPS Checking Station Activities		Sec. 405B	\$32,198	Incomplete
402OP-15-01	State Agencies (DMV) Motorist Education and Outreach Project		Sec. 402OP	\$25,000	Complete
M2PE-15-10	ThinkFast Interactive High School Education Program		Sec. 405B	\$49,533	Complete
M2PE-15-08	Youth Educator and Influencer Program (MADD)		Sec. 405B	\$37,665	Complete
M2PE-15-09	SIDNE® High School Education Program		Sec. 405B	\$36,763	Complete
M2TR-15-01	CPS Technician Continuing Education Event		Sec. 405B	\$9,827	Complete

Project Descriptions

The following are descriptions of the occupant protection projects, including the project title and outcomes of the project over the 2015 fiscal year.

Project Title: Municipalities Seat Belt Law Enforcement Patrols

Project Description: OHS funded implementation of the Click It or Ticket (CIOT) overtime enforcement patrols by all Rhode Island municipal law enforcement agencies. Patrols were conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May 18-31, 2015 and three state mobilizations (Thanksgiving holiday travel, November 24-30, 2014; March 23-29, 2015; and September 21-27, 2015). The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates, and amount requested by the enforcement agency.

Performance: Municipal law enforcement agencies issued 5,420 citations for violation of the seat belt law in FFY 2015 on OHS grant-funded details. These police departments also conducted sustained year-round enforcement to enforce the State's safety belt law through their regular traffic patrols.

Project Title: State Agencies (RISP) Seat Belt Law Enforcement Patrols

Project Description: OHS will fund implementation of the CIOT overtime enforcement patrols by the RISP. Patrols were conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May 18-31, 2015 and three state mobilizations (Thanksgiving holiday travel, November 24-30, 2014; March 23-29, 2015; and September 21-27, 2015).

Performance: The RISP issued 780 seatbelt violations in FFY 2015 on OHS grant-funded details. The RISP also conducted sustained year-round safety belt enforcement through their regular enforcement patrols.

Project Title: State Agencies (URI) Seat Belt Law Enforcement

Project Description: OHS approved funding for the implementation of the CIOT overtime enforcement patrols by the University of Rhode Island Police Department. Patrols were to be conducted during both daytime and nighttime hours, including mandatory participation for the national mobilization, May 18-31, 2015 and three state mobilizations (Thanksgiving holiday travel, November 24-30, 2014; March 23-29, 2015; and September 21-27, 2015).

Performance: The University was unable to organize this project due to several capacity and administrative challenges. They will be working closely with the OHS to implement this program in FFY 2016.

Project Title: Municipalities Child Passenger Safety (CPS)

Project Description: This project provided funds to 34 municipal police departments with qualified personnel (nationally certified Child Passenger Safety Technicians (CPST)) to conduct CPS checks on an appointment basis. The car seat inspections took place throughout the Federal fiscal year, except during the winter months. Funding was included to enable each agency to send at least one CPST to Maine Bureau of Highway Safety CPS Conference in 2015. The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates and amount requested by the enforcement agency.

Performance: This project provided funds for municipal police departments with CPSTs to conduct CPS clinics. Funding was included to send CPSTs to the Rhode Island Safe Kids one-day “Technical Update” where they could earn the six Continuing Education Units required for biannual renewal of certification. Forty-nine CPSTs representing 24 municipal police departments successfully completed the “Technical Update.” More than 1,400 child safety seats were installed by municipal police department CPSTs in FFY 2015.

Project Title: State Agencies (RISP) Child Passenger Safety (CPS)

Project Description: This project provided funds for RISP personnel to conduct CPS checks on an appointment basis by state troopers who are CPSTs at any of the five RISP barracks (Scituate, Lincoln Woods, Wickford, Hope Valley, and Portsmouth). The car seat inspections took place throughout the Federal fiscal year, except during the winter months.

Performance: This project provided funds for personnel to conduct CPS clinics. Funding was included to send CPSTs to the Rhode Island Safe Kids one-day “Technical Update” where they could earn the six Continuing Education Units required for biannual renewal of certification. Five CPSTs from the RISP successfully completed the “Technical Update.”

Project Title: Incentive Rewards Program (“Chief’s Challenge”)

Project Description: OHS funded travel to the Lifesavers – National Conference on Highway Safety Priorities and recognition plaques to reward state and local law enforcement agencies for their participation in the OHS overtime enforcement program, as well as for outstanding achievements as part of a competition among the departments. This award was based on the Highway Safety enforcement performance measure of the number of seat belt citations issued.

Performance: The following awards were presented in a ceremony at Amica Insurance Company in Lincoln, Rhode Island on June 25, 2015:

Table 3.6 Awards for Law Enforcement Excellence

Name	Award
Category 1	
Joseph M. Ferle	West Greenwich Speeding Award

Name	Award
William P. Litterio	Richmond Impaired Driving Award
No CIOT Award for Category 1	
Category 2	
Kyle R. Genereux	Burrillville CIOT Burrillville Speeding Award
Ryan C. Hughes	Burrillville Impaired Driving Award
Category 3	
Timothy A. Daly	North Kingstown Impaired Driving Award
Christopher M. Mulligan	North Kingstown Speeding Award
Robert S. Matook	Central Falls CIOT Award
Category 4	
Nicholas D. Gannon	North Providence Impaired Driving Award
Kevin J. Guidon	North Providence CIOT Award
No Speeding Award for Category 4	
Category 5	
Wayne A. Decosta	Cranston Speeding Award
John M. Curley IV	Warwick CIOT Warwick Impaired Driving Award
Category 6	
Franklin T. Navarro	RISP Impaired Driving Award
Anthony S. Washington	RISP CIOT Award
Wesley H.P. Pennington	RISP Speeding Award
John M. Curley IV	Champion Award – Warwick
Franklin T. Navarro	Champion Award – RISP
Donald L. Barrington	North Kingstown Police Special Award
Paul J. Horoho	South Kingstown Police – Retired –Special Award

Project Title: Car Seat Distribution/CPS Education for to Low-Income Families

Project Description: OHS solicited applications from organizations affiliated with a Level 1 Trauma Center to provide car seats and booster seats to needy families, consistent with Section 405b rules, by conducting outreach targeting families participating in WIC and Food Stamp programs. In accordance with the regulation, no more than 5 percent of 405b funds were expended on car seats.

Performance: 861 car seats and booster seats were installed and distributed to low-income families that qualified under Section 405b regulations.

Project Title: Pediatric Practice CPST

Project Description: OHS provided funds to Safe Kids RI for the expenses related to providing a full-time CPST at a pediatric office to assist families with car seat installation and use. Families coming to the pediatric practice for a regularly scheduled appointment were able to have their car seat installation checked by the CPST. The CPST also answered caregivers' questions about child restraints and provided families with educational materials. Safe Kids RI evaluated the program by having parents fill out a knowledge survey at the initial interaction, and then reassess families approximately four months later with both a second survey to compare to the first and a second car seat check. Families that participated in the follow-up received a backless booster seat. This is a pilot project to evaluate the efficiency of staffing a CPST at pediatric practices. If the project shows positive results, Safe Kids RI will look to expand CPST services to more pediatric practices.

Performance: 170 consultations were conducted at Waterman Pediatrics in East Providence, Rhode Island.

Project Title: CIOT Observational Surveys

Project Description: OHS conducted the annual "Mini-Pre" paid and earned media and enforcement observational safety belt use survey in May and the full observational safety belt survey following the enforcement period in June, according to NHTSA regulations.

Performance: The survey, with a margin of error of plus or minus 2 percentage points, determined the driver and front-seat occupant observed seat belt use rate stands at 86.7 percent in 2015, essentially unchanged from 2014's observed rate of 87.4 percent.

Project Title: Paid Media (OP)

Project Description: OHS developed and implemented a statewide paid and earned media campaign for the CIOT campaigns scheduled for November 2014, March 2015, May 2015, and September 2015. The target audience was 18- to 34-year-old males. Media materials were produced in both English and Spanish with the venues chosen based on market data for each audience.

Performance: The RDW Group submitted the "Paid Media Report" evaluation for inclusion in the FFY 2015 Annual Report.

Project Title: CIOT DMV Intercept Survey

Project Description: "Pre" and "Post" DMV office intercept surveys were conducted to assess the public awareness and effectiveness of the CIOT media and enforcement campaigns conducted with the national mobilization from May 18-31, 2015.

Performance: A snapshot of the survey results is provided below:

- Results indicate that self-reported belt use decreased slightly from Wave 1 to Wave 2. More than 80 percent (84.8 percent) of respondents reported “Always” wearing their seatbelt in Wave 1 decreasing to 83.1 percent in Wave 2.
- The percentage of respondents indicating that the chance of getting a ticket was “Always” or “Nearly Always” increased from 41.1 percent in Wave 1 to 45.4 percent in Wave 2.
- Over one-third of respondents indicated that state and local police enforced the seat belt law “Very Strictly,” both with increases that were not statistically significant. State police showed an increase from 35.6 percent in Wave 1 to 38.9 percent in Wave 2; whereas, local police showed an increase from 32.6 percent in Wave 1 to 35.9 percent in Wave 2.
- Awareness of the safe driving messages showed a significant increase from Wave 1 to Wave 2. The number of respondents that reported having “seen or heard anything” about extra belt enforcement increased significantly from 53.2 percent to 63.9 percent, respectively.
- When asked where the safe driving message was heard, the most common answers were TV, radio, billboards and electronic message signs. Recognition of the “Click It or Ticket” campaign slogan was high during both Waves (89.5 percent in Wave 1 and 89.8 percent in Wave 2).

Project Title: Safe Communities Partnership – Woonsocket (WSCP)

Project Description: WSCP conducted CPS clinics and individual seat checks; fit and distributed bicycle helmets; provided education/outreach on child restraint use, bicycle, and pedestrian safety; and fostered cooperation between Woonsocket families and community education, social service, and health care and public safety organizations.

Performance: The project resulted in the checking or installation of 47 child safety seats. Five child safety seat checkpoints were conducted. Fifty bicycle helmets were distributed. Four coalition meetings were held. Seventeen presentations were made, reaching 896 participants.

Project Title: Law Enforcement Highway Safety Training Coordinator (LEHSTC), Including Drug Recognition Expert (DRE) Training and Statewide Program

Project Description: OHS contracted with a qualified consultant to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conducted outreach to police chiefs, and provided traffic safety training.

Performance: The LEHSTC conducted outreach to police chiefs, and provided traffic safety training.

Project Title: State Agencies (RISP) – Rollover Simulator Demonstrations

Project Description: OHS worked with RISP to promote and conduct Rollover Simulator demonstrations in as many locations as was possible (with a warranted size audience.) Two people are required for each demonstration. Wherever possible, one RISP officer and an OHS Program Manager (all have been trained for these demonstrations) attend the event. When a program manager was not available, OHS funded two RISP officers for the event.

Performance: Rollover demonstrations for FFY 2015 were as follows:

Table 3.7 Events and Locations for Roll-Over Simulator Demonstrations

Date	Event
April 26, 2015 Sunday	RISP 5K Foot Pursuit
April 29, 2015 Wednesday	Construction Career Days RIDOT Midstate Maintenance Facility 2400 New London Turnpike East Greenwich EXIT 7
April 30, 2015 Thursday	Construction Career Days RIDOT Midstate Maintenance Facility 2400 New London Turnpike East Greenwich EXIT 7
May 2, 2015 Saturday	Woonsocket Rotary Club Touch a Truck Homestead Gardens 200 Industrial Drive North Smithfield, Rhode Island
May 3, 2015 Sunday	Woonsocket Rotary Club Touch a Truck Homestead Gardens 200 Industrial Drive North Smithfield, Rhode Island
May 6, 2015 Wednesday	Exeter-West Greenwich High School 930 Nooseneck Hill Road, West Greenwich
May 16, 2015 Saturday	Family Safety Day Cranston Police Department Garden City Center 145 Midway, Cranston
May 19, 2015 Tuesday	La Salle Academy Prom Promise Week 612 Academy Avenue, Providence, Rhode Island
June 12, 2015 Friday	Warwick Area Career and Technical Center Car Show
June 13, 2015 Saturday	Relay for Life of Smithfield Charity Event 90 Pleasant View, Smithfield, Rhode Island
June 21, 2015 Sunday	Rhode Island Antique Fire Apparatus Society – Equipment Show Glen Park, 250 Glen Dr, Portsmouth, Rhode Island
August 4, 2015 Tuesday	North Providence PD National Night Out Governors Notte Park, Douglas Avenue, North Providence, Rhode Island
August 13, 2015 Thursday	Newport Police Department 14 Annual Newport Police Night Out Easton's Beach 175 Memorial Boulevard, Newport, Rhode Island
August 23, 2015 Sunday	Cumberland Fire Department Touch-a-Truck Diamond Hill State Park, Cumberland, Rhode Island
September 20, 2015 Sunday	Old County Road School Touch a Truck 200 Old County Road, Smithfield, Rhode Island

Project Title: Resource and Outreach Center (OP)

Project Description: OHS intended to maintain appropriate levels of resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: CPS and CIOT.

Performance: This project was not implemented due to a decision by RIDOT to pursue an alternative strategy of developing a 25-28 page handbook for “Young Drivers” which will be produced in FFY 2016.

Project Title: Creative Media (OP)

Project Description: OHS planned to enter into a contract with a public relations firm for creative media services to create and produce ads for major occupant restraint campaigns. In addition, OHS planned to expand the creation of Spanish language ads and for the first time, commission the creation of ads in Portuguese and the Southeast Asian languages.

Performance: This project was not implemented due to RIDOT’s decision to develop the ads in-house.

Project Title: Paid Media (CPS)

Project Description: OHS informed the public via paid media of all the steps of child restraints, including infant seats, convertible seats, forward facing seats, booster seats, and safety belts. The media buy covered print, on-line, web, Internet, and “out-of-home” (billboard, bus, and movie theater) media with the target market of parents and caregivers, and with emphasis on women between 18 and 40. The media buy coincided with the National Child Passenger Safety Week. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Performance: This project evaluation is included within the report RDW Group submitted to the “Paid Media Report” evaluation for inclusion in the FFY 2015 Annual Report.

Project Title: Seat Belt Education and Statewide Public Outreach Initiative

Project Description: OHS, with the assistance of the minority community leaders, developed appropriate material and implemented multidisciplined and multifaceted programs with a focus on the various demographics within the minority communities, which met the National Highway Traffic Safety Administration-mandated guidelines. OHS sought and received applications from nonprofit community-based organizations (CBO) outlining community-based interventions designed to promote seat belt usage.

Performance: All the community organizations who received funds to provide seatbelt education and outreach to the community finished their projects along with a yearly report. In our view, the project was very successful. Only two organizations requested a grant extension until mid-December 2015 (Rhode Island

Indian Council and African Alliance of Rhode Island). In addition, John Hope Settlement House was unable to deliver favorable results due to issues within the organization having to do with leadership and capacity.

Project Title: RI Safe Kids NHTSA CPS Technician Certification Course

Project Description: OHS planned to reimburse Safe Kids RI for expenses associated with conducting a NHTSA 32-hour CPST Course during FFY 2015 with the target to recruit candidates from community-based organizations serving the State's minority populations. It is our belief that a more diverse cadre of CPSTS encourages greater minority participation in CPS checkup events. Additionally, these new CPSTS would be available to assist with distribution of car seats to low-income, needy families.

Performance: This project was not implemented because community organizations did not apply for the grant. Although outreach by the OHS took place we believe that concerns raised by community-based organizations regarding their insurance policies took precedence. The organizations felt that their technicians' potential liability might not be covered by their insurance policy. There was not enough time to investigate and eliminate that concern prior to awarding and implementing this program.

Project Title: Registration Fees for RI Safe Kids NHTSA CPS Technician Certification Course

Project Description: OHS offered to reimburse community-based organizations serving the State's minority populations for registration fees for the NHTSA 32-hour CPST Course. This project was developed following the recommendation of the 2013 NHTSA Occupant Protection Assessment to expand cadre of CPSTs beyond law enforcement to service members of the community who may not seek to have their children's child restraint systems checked by uniformed personnel.

Performance: This project was not implemented because community organizations did not apply for the grant. Although outreach by the OHS took place, we believe that concerns raised by community-based organizations regarding their insurance policies took precedence. The organizations felt that their technicians' potential liability might not be covered by their insurance policy. There was not enough time to investigate and eliminate that concern prior to awarding and implementing this program.

Project Title: Overtime for Community-Based Organizations to Conduct CPS Checking Station Activities

Project Description: OHS planned to offer overtime reimbursement to community-based organizations serving the State's minority populations for CPS checking station activities by employees who are nationally certified CPSTs. The community-based organizations that qualify for this funding are located primarily in Providence, Cranston and Woonsocket. This project was developed following the

recommendation of the 2013 NHTSA Occupant Protection Assessment to expand cadre of CPSTs beyond law enforcement to service members of the community who may not seek to have their children's child restraint systems checked by uniformed personnel.

Performance: This project was not implemented because community organizations did not apply for the grant. Although outreach by the OHS took place, we believe that concerns raised by community-based organizations regarding their insurance policies took precedence. The organizations felt that their technicians' potential liability might not be covered by their insurance policy. There was not enough time to investigate and eliminate that concern prior to awarding and implementing this program.

Project Title: State Agencies (DMV) Motorist Education and Outreach Project

Project Description: The DMV provides services to nearly 4,000 people daily, and nearly 1,000,000 people annually. Licensing, registration and adjudicating motor vehicle violations at their Operator Control section are the primary functions of the DMV. Transactions take as little as 30 minutes and as much as 3 hours, and provide an outstanding opportunity to educate and reach out to a captive audience for a multitude of highway safety initiatives. The DMV proposed a multifaceted approach to this project. They developed a new Driver Training Manual to include updated materials and data on the primary belt law, distracted driving, speeding, as well as impaired driving and disseminated the manual at their four locations (Cranston, Middletown, Woonsocket, and Providence) which administers the on-road exams. Additionally DMV planned to develop message appropriate materials to disseminate to various violators at operator control. They also planned to post variable message signs (VMS) at the egress to each facility that would display only highway safety messages to support local and national campaigns.

A pre- and post-evaluation component was planned with progress measured by answers on the licensing exams and changes in total violations in seat belt, texting, speed, and DUI categories.

Performance: The modifications to the Drivers Education Manual were completed and new manuals were printed in English and Spanish. Due to the administrative changes in DMV, none of the other outreach materials was developed nor were the VMS signs procured. Ongoing efforts to provide these resources remain intact.

Project Title: ThinkFast Interactive High School Education Program

Project Description: Up to 50 high schools and middle schools were offered the opportunity to experience the ThinkFast Interactive program. This game show style program blends critical highway safety messaging with engaging pop culture references in a school assembly environment. Programming was strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.). This project used a pre and post electronic survey evaluation format

developed with the assistance of the OHS staff. It surveyed knowledge of our highway safety program areas, specifically the ones related to young drivers (occupant protection, speed, underage drinking, and distracted driving) to the participants of each school. We also evaluated the effectiveness of the presented program monthly and made adjustments to the presentations to strengthen the project impact.

Performance: More than 10,000 students throughout the State were reached with these two programs. The Save a Life tour reached 8,000 students and more than half completed both the pre and post surveys. The OHS is analyzing this data to determine program effectiveness; however, preliminary results are promising in many areas.

Project Title – Youth Educator and Influencer Program

Project Description: MADD Rhode Island engaged two key demographics in the community through innovative programs. Youth in Action helped young people focus on law enforcement, educational, and policy-level changes, which affect underage drinking. Power of Parents was a training program offered to parents who were looking for guidance when dealing with youth and destructive decisions. Team Spirit is a successful program that offered students in grades 9-12 with the opportunity to experience a 3.5-day leadership training seminar followed by a school year implementing action plans developed at the seminar. A large part of the program uses a comprehensive approach that implements lessons regarding occupant protection, distracted driving, impaired driving, and speeding.

Performance: Two programs were executed successfully with over 60 students participating in the Youth in Action program, 180 in the Team Spirit program, and many more actively supporting an ongoing youth coalition that meets monthly to promote plans of action that work to increase better life choices and driving behavior for teens. MADD's funding was reduced because they did not implement the Power of Parents program. Pre- and post-surveys used within the Youth in Action and Team Spirit programs proved the majority of involved youth and their adult advisors gained increased education and resources through both programs. The Youth Educator and Influencer program continues throughout the 2015-2016 school year with programs developed throughout the seminar held this past summer.

Project Title – SIDNE® High School Education Program

Project Description: Up to 50 high schools and middle schools were offered the opportunity to experience the SIDNE® Interactive Driving program. SIDNE is a behind-the-wheel driving experience that makes the dangers of distracted and impaired driving real and personal. This program blends critical highway safety messaging with engaging activities to command the attention of a school assembly. Programs were strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.) as well as offered throughout the year as requested.

Performance: The Cranston Police Department reached 4,260 students at more than a dozen events throughout the year to teach students to the dangers of texting and driving and drinking and driving. The GO Carts were out of service from December 2014 to March 2015 for maintenance upgrades. The SIDNE educational program contains elements of occupant protection, distracted driving, and speeding.

Project Title: CPS Technician Continuing Education Event

Project Description: Funds were used to support an educational event to certified child passenger safety technicians. CPS techs are required to complete a minimum of six hours of continuing education per two-year certification renewal cycle. This event provided six hours of required continuing education, which allowed CPS techs to renew their certification, and provided them with up to date information on the latest car seat technology.

Performance: 110 technicians and instructors attended the event.

Child Restraint Grant Program Report

During FFY 2015, OHS spent \$27,144.19 in accordance with 23 USC 405 Section 2011 (Car Seat Distribution/CPS Education for to Low-Income Families). This expenditure exhausts the remaining balance of SAFETEA-LU Section 2011 funds.

The last of the Section 2011 funds were spent on OHS' program to educate the public concerning proper installation and use of child restraints. OHS continued to use advertising designed to drive parents and caregivers to the web site: <http://www.dot.ri.gov/safety>, which provides a wealth of child passenger safety information, especially regarding the "Four Steps" of child restraint. Paid advertising ran concurrent with "National Child Passenger Safety Week," September 13-19, 2015, and is described in detail in the "Paid Media Report" Section of this Report.

3.3 SPEED

Problem Statement

Rhode Island has had mixed success in reducing speed-related fatalities, with regular fluctuations in fatalities. When the 2015 HSP was developed, speed-related fatalities represented 41 percent of all traffic fatalities (2009 to 2013 data). Rhode Island’s percentage of speed-related fatalities to total fatalities ranged from a high of 49.3 percent in 2010 to a low of 24.6 percent in 2013. Rhode Island has a larger proportion of fatalities that are speed-related when compared to the NHTSA Region 1 states and the nation during three of the last five years (2009, 2010, and 2012). In 2012, 48.4 percent of Rhode Island’s traffic fatalities were recorded as speed-related compared to 32.7 percent for the region and 30.4 percent nationwide.

Performance Measures and Targets

Table 3.8 summarizes the speed-related performance measures and targets identified in the 2015 HSP. The relationship between the individual projects and the program area performance measures is described in Table 3.8.

Table 3.8 Speed Performance Measures

Performance Targets	Performance Measures
Reduce speed-related fatalities by 10 percent from 29 (2008 to 2012 average) to 26 by 2015.	Number of speed-related fatalities.
Increase the number of speeding citations issued during grant-funded enforcement activities from 7,317 in 2013 to 9,030 in 2015.	Number of speeding citations issued during grant-funded enforcement activities.

Projects and Funding

The 2015 HSP identified eight projects to address the above performance measures and make progress towards the targets. Table 3.9 lists the eight projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.9 FFY 2015 Speed Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
402PT-15-06	Municipalities Speed Enforcement Patrols	• Speed-related fatalities.	402PT	\$224,940	Complete
402PT-15-08	RI State Police (RISP) Speed Enforcement	• Speed-related fatalities.	402PT	\$110,430	Complete
402PT-15-09	State Agencies (URI) Speed Enforcement	• Speed-related fatalities.	402PT	\$51,356	Incomplete
402PM-15-02	Paid Media (PT)	• Speeding citations issued during grant-funded enforcement activities	Sec. 402PM	\$153,012	Complete
402PT-15-05	Creative Media (PT)	• Speeding citations issued during grant-funded enforcement activities	402PT	\$40,000	Canceled
402PT-15-07	Resource and Outreach Center (PT)	• Speed-related fatalities.	402PT	\$0	Continue in 2016
402PT-15-03	Law Enforcement Highway Safety Training Coordinator (LEHSTC), including Drug Recognition Expert (DRE) Training and Statewide Program	• Speed-related fatalities.	402PT	\$62,025	Complete
402PT-15-05	State Agencies (DMV) Motorist Education and Outreach Project	• Speed-related fatalities.	402PT	\$25,000	Complete

Performance Results

Speed was a likely factor in 41 percent of all fatalities for the five-year average between 2009 and 2013. To lower this percentage, OHS completed five speed projects in FFY 2015.

Project Descriptions

The following are descriptions of the speed projects, including the project title and outcomes of the projects over the 2015 fiscal year.

Project Title: Municipalities Speed Enforcement Patrols

Project Description: OHS supported the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by local city/town police departments. Thirty-eight communities participated. Patrols are conducted 24-hours and there is mandatory participation in one annual enforcement period, during the first week of August. The amounts allocated to each municipality were determined based on the problem need, historical liquidation rates and amount requested by the enforcement agency.

Performance: Municipal police departments spent 2,605 hours enforcing speed and issued 4,309 citations. These police departments also conducted sustained year-round speed enforcement through their regular traffic patrols.

Project Title: State Agencies (RISP) Speed Enforcement

Project Description: OHS funded the implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by the Rhode Island State Police. Patrols were conducted 24 hours per day. This also includes RISP C.A.R.E. patrols and travel.

Performance: The RISP spent 2,037 hours enforcing speed and issued 2,790 citations. The RISP also conducted sustained year-round speed enforcement through their regular enforcement patrols.

Project Title: State Agencies (URI) Speed Enforcement

Project Description: OHS funded the implementation of the “Obey the Sign or Pay the Fine” overtime speed enforcement patrols by the University of Rhode Island Police.

Performance: The University was unable to organize this project due to several capacity and administrative challenges. They will be working closely with the OHS to implement this program in FFY 2016.

Project Title: Paid Media (PT)

Project Description: OHS developed and implemented statewide paid and earned media campaigns for the “Obey the Sign or Pay the Fine” law enforcement

mobilizations. The target audience was 16- to 34-year-old males. Media materials were produced in both English and Spanish and the venues will be chosen based on market data for each audience. This task met the requirements within the Grant Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Performance: No new media materials were produced. Paid media offered the successful elements of past campaigns in conjunction to paid media running nationally.

Project Title: Creative Media (PT)

Project Description: OHS planned to enter into a contract with a public relations firm for creative media to include creation and production of ads for the “Obey the Sign or Pay the Fine” campaign.

Performance: This task was not implemented due to a reorganization in RIDOT’s office and changes in media capacity.

Project Title: Resource and Outreach Center (PT)

Project Description: OHS planned to maintain appropriate levels of resource and promotional materials for use by local and state programs for all age levels addressing, among other issues: CPS, CIOT, DSoGPO, Obey the Sign or Pay the Fine, and underage alcohol use.

Performance: The ongoing Federal discussion and mandates dedicated to allowable promotional items kept this project in abeyance until 2016.

Project Title: Law Enforcement Highway Safety Training Coordinator (LEHSTC), Including Drug Recognition Expert (DRE) Training and Statewide Program

Project Description: OHS contracted with a qualified consultant to serve as the LEHSTC. The LEHSTC promoted law enforcement participation in Operation Blue RIPTIDE, conduct outreach to police chiefs, and provide traffic safety training.

Performance: The LEHSTC conducted outreach to police chiefs, and provided traffic safety training.

Project Title: State Agencies (DMV) Motorist Education and Outreach Project

Project Description: The DMV provides services to nearly 4,000 people daily, and nearly 1,000,000 people annually. Licensing, registration and adjudicating motor vehicle violations at their Operator Control section are the primary functions of the DMV. Transactions take as little as 30 minutes and as much as 3 hours, and provide an outstanding opportunity to educate and reach out to a captive audience for a multitude of highway safety initiatives. The DMV proposed a multifaceted approach to this project. They developed a new Driver Training Manual to include updated materials and data on the primary belt law, distracted driving, speeding,

as well as impaired driving and disseminated the manual at their four locations (Cranston, Middletown, Woonsocket, and Providence) which administers the on-road exams. Additionally DMV planned to develop message appropriate materials to disseminate to various violators at operator control. They also planned to post variable message signs (VMS) at the egress to each facility that would display only highway safety messages to support local and national campaigns.

A pre- and post-evaluation component was planned with progress measured by answers on the licensing exams and changes in total violations in seat belt, texting, speed, and DUI categories.

Performance: The modifications to the Drivers Education Manual were completed and new manuals were printed in English and Spanish. Due to the administrative changes in DMV, none of the other outreach materials was developed nor were the VMS signs procured. Ongoing efforts to provide these resources remain intact.



Techs learn about products directly from the manufacturer and practice installation techniques with new technology. Our thanks to Robert Wall, Nuna; Vera Fullaway, Safe Traffic Systems; Daniel Dias, Dorel; Sarah Tilton, Britax; and Daniella Brown, UPPAbaby for sharing their time and expertise.



Left: Techs learn about when to change direction recommendations in scenarios important to share with caregivers.

Right: Techs learn about how properly to transport children in emergency vehicles.

3.4 YOUNG DRIVERS

Problem Statement

Consistent with national trends, young drivers were overrepresented in fatal crashes in Rhode Island when the 2015 HSP was developed. Young drivers aged 16 to 20 years old represented 4.5 percent of Rhode Island’s licensed driver population, yet comprised 8 percent of all the fatal crashes in 2014.

Performance Measures and Targets

Table 3.10 summarizes the young driver performance measures and targets identified in the 2015 HSP. The relationship between the individual projects and the program area performance measures is described in Table 3.10.

Table 3.10 Young Driver Performance Measures

Performance Targets	Performance Measures
At least maintain the number of drivers age 20 or younger involved in fatal crashes at the five-year average of 7 (2008 to 2012 average) by 2015.	Number of young drivers (age 16 to 20) involved fatalities.
Decrease the number of young driver (age 16 to 20) involved serious injury crashes annually, by 5.6 percent from the three-year average (2010 to 2012) of 71 to 67 in 2015.	Number of young drivers (age 16 to 20) involved serious injuries.

Projects and Funding

The 2015 HSP identified 10 young driver projects to address the above performance measures and make progress towards the targets. Table 3.11 lists the 10 projects; the relevant performance measures; the funds obligated to each project; and the project status.



Burrillville High School students and their parents actively listen and participate in the ThinkFast program.

Table 3.11 FFY 2015 Young Driver Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
402PM-15-03	Paid Media (YD) – Occupant Protection, Distracted Driving, and Underage Drinking	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved fatalities; and 	Sec. 402PM	\$20,000	Completed
402OP-15-08	Seat Belt Series – Statewide Seatbelt Challenge	<ul style="list-style-type: none"> Young drivers (age 16 to 20) involved serious injuries. 	Sec. 402OP	\$5,000	Completed
M8PE-15-06	ThinkFast Interactive High School Education Program		Sec. 405E	\$39,142	Completed
K8-15-02	Zero Fatalities Project		Sec. 410	\$0	Canceled
M8PE-15-01	Youth Educator and Influencer Program (MADD)		Sec. 405E	\$39,524	Completed
M8PE-15-02	Distracted Driving Public Education Campaign		Sec. 405E	\$20,250	Canceled
M8PE-15-05	Young Driver Education and Evaluation Program		Sec. 405E	\$38,000	Incomplete
M8PE-15-04	SIDNE® High School Education Program		Sec. 405E	\$25,000	Completed
M8PE-15-03	State Agencies (DMV) Motorist Education and Outreach Project		Sec. 405E	\$22,500	Partially completed
M8DDLE-15-01	State Agencies (RISP) Distracted Driving Law Enforcement Patrols		Sec. 405E	\$25,000	Incomplete

Performance Results

OHS completed 10 projects related to young driver education to help meet all of the performance targets identified in the 2015 HSP.

Project Descriptions

The following are descriptions of the young driver projects, including the project title and outcomes of the project over the 2015 fiscal year.

Project Title: Paid Media (YD) - Occupant Protection, Distracted Driving, and Underage Drinking

Project Description: OHS specifically targeted Young Driver audiences with occupant protection, distracted driving, and underage drinking media buys. This task met the requirements within the Grand Funding Policy Part II E by ensuring that all television advertisements include closed captioning. In addition, this project was evaluated based on the criteria set out in the Section 402 Advertising Space Guidance.

Performance: This project provided placement of media associated with young driver programs, including such opportunities as the HOT 106 high school football events and local, school-specific media.

Project Title: Seat Belt Series - Statewide Seatbelt Challenge

Project Description: OHS planned to offer Rhode Island high schools the opportunity to participate in this data-driven, seat belt-focused program in which students would work to develop a week of seat belt-related awareness at their schools. Efforts would include posters, handouts, audiovisual, and local media. The week of awareness was to be preceded and followed by seat belt observational surveys conducted by students at their school parking lot, which would be used to determine the effectiveness of the awareness program.

Performance: This did not occur but several small police departments held mini challenges and MADD-RI facilitated a seatbelt challenge during their Team Spirit summer seminar that OHS supported.

Project Title: ThinkFast Interactive High School Education Program

Project Description: Up to 50 high schools and middle schools were offered the opportunity to experience the ThinkFast Interactive program. This game show style program blends critical highway safety messaging with engaging pop culture references in a school assembly environment. Programming was strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.). This project used a pre and post electronic survey evaluation format developed with the assistance of the OHS staff. It surveyed knowledge of our

highway safety program areas, specifically the ones related to young drivers (occupant protection, speed, underage drinking, and distracted driving) to the participants of each school. We also evaluated the effectiveness of the presented program monthly and made adjustments to the presentations to strengthen the project impact.

Performance: More than 10,000 students throughout the State were reached with these two programs. The Save a Life tour reached 8,000 students and more than half completed both the pre and post surveys. The OHS is analyzing this data to determine program effectiveness; however, preliminary results are promising in many areas.

Project Title - Zero Fatalities Project

Project Description: The TSRP worked with the Department of Corrections, MADD and the school departments to develop this innovative project. High school students took a school bus to the prison and participated in listening sessions with prisoners convicted of DUI resulting in death. The prisoners discussed the actions leading up to the incident and the impact it has had on their lives and on those around them. MADD provided families of victims who explained about the impact these fatalities have had on their lives as well. A full year of programming occurred.

Performance: The Zero Fatalities program was not implemented this fiscal year due to capacity at the adult correctional institution. It was agreed that as a past successful program OHS would place the program on a brief hiatus.

Project Title - Youth Educator and Influencer Program

Project Description: MADD-RI targeted two key demographics in the community through two innovative programs. Youth in Action teaches young people environmental prevention strategies that support law enforcement, policy-level changes, and media efforts that serve to decrease underage drinking. The Power of Parents program is an interactive training session for parents who are looking for guidance when dealing with youth and destructive decisions. MADD's Team Spirit program is a successful program that offers students in grades 9 to 12 the opportunity to experience a 3.5-day leadership training seminar followed by a school year implementing action plans developed at the seminar. A large part of the program uses a comprehensive approach that implements lessons regarding occupant protection, distracted driving, impaired driving, and speeding.

Performance: Two programs were executed successfully with over 60 students participating in the Youth in Action program, 180 in the Team Spirit program, and many more actively supporting an ongoing youth coalition that meets monthly to promote plans of action that work to increase better life choices and driving behavior for teens. MADD's funding was reduced because they did not implement the Power of Parents program. Pre- and post-surveys used within the Youth in Action and Team Spirit programs proved the majority of involved youth and

their adult advisors gained increased education and resources through both programs. The Youth Educator and Influencer program continues throughout the 2015-2016 school year with programs developed throughout the seminar held this past summer.

Project Title: Distracted Driving Public Education Campaign

Project Description: OHS planned to develop and implement a distracted driving outreach and education initiative to support the Distracted Driving program area and in particular emphasize NHTSA's National Teen Driver Safety Week in October 2014, as well as the April National Distracted Driving Awareness Month. The program was planned to consist of enforcement, education, outreach and paid media to support "Drive Now Text Later" throughout the school year as well as during the weeks leading up to the National campaign. OHS would work with local law enforcement agencies, DMV, AAA of Southern New England and the Driver's Education program to reach young drivers and emphasize the dangers of texting and driving.

Performance: Due to staff leadership changes made in late 2014, the October program was not implemented and other staff-level concerns deterred the support of a spring campaign. The office did continue to offer the Attorney General's office support and time during their ongoing "It Can Wait" texting high school presentations.

Project Title: Young Driver Education and Evaluation Program

Project Description: OHS planned to work with the DMV to develop an informational/educational introduction packet for GDL license applicants and distribute to young drivers/parents as part of the process to obtain a driver license. In addition, an in-service training video for law enforcement officers would be developed on how to effectively enforce the GDL laws. OHS planned to evaluate young driver safety efforts statewide, using Preusser Research Group to conduct a survey of young drivers to determine the effective reach of current Young Driver programming.

Performance: Due to administrative changes in the DMV, this project was not executed during the fiscal year.

Project Title - SIDNE® High School Education Program

Project Description: Up to 50 high schools and middle schools were offered the opportunity to experience the SIDNE® Interactive Driving program. SIDNE is a behind-the-wheel driving experience that makes the dangers of distracted and impaired driving real and personal. This program blends critical highway safety messaging with engaging activities to command the attention of a school assembly. Programs were strategically coordinated to precede high-risk weekends (Halloween, homecoming, prom season, etc.) as well as offered throughout the year as requested.

Performance: The Cranston Police Department reached 4,260 students at more than a dozen events throughout the year to teach students to the dangers of texting and driving and drinking and driving. The GO Carts were out of service from December 2014 to March 2015 for maintenance upgrades. The SIDNE educational program contains elements of OP, DD, and Speeding.

Project Title: State Agencies (DMV) Motorist Education and Outreach Project

Project Description: The DMV provides services to nearly 4,000 people daily, and nearly 1,000,000 people annually. Licensing, registration and adjudicating motor vehicle violations at their Operator Control section are the primary functions of the DMV. Transactions take as little as 30 minutes and as much as 3 hours, and provide an outstanding opportunity to educate and reach out to a captive audience for a multitude of highway safety initiatives. The DMV proposed a multifaceted approach to this project. They developed a new Driver Training Manual to include updated materials and data on the primary belt law, distracted driving, speeding, as well as impaired driving and disseminated the manual at their four locations (Cranston, Middletown, Woonsocket, and Providence) which administers the on-road exams. Additionally DMV planned to develop message appropriate materials to disseminate to various violators at operator control. They also planned to post variable message signs (VMS) at the egress to each facility that would display only highway safety messages to support local and national campaigns.

A pre- and post-evaluation component was planned with progress measured by answers on the licensing exams and changes in total violations in seat belt, texting, speed, and DUI categories.

Performance: The modifications to the Drivers Education Manual were completed and new manuals were printed in English and Spanish. Due to the administrative changes in DMV, none of the other outreach materials was developed nor were the VMS signs procured. Ongoing efforts to provide these resources remain intact.

Project Title – Rhode Island State Police (RISP) “Drive Now Text Later” Distracted Driving Law Enforcement Patrols

Project Description: OHS expected to fund the RISP to participate in a “Drive Now Text Later” (DNLT) enforcement campaign. The first mobilization was anticipated to take place in February 2015.

Performance: No Distracted Driving patrols were conducted during the fiscal year using OHS funds. The OHS and law enforcement officials across the State support a hands-free mobile device statute which would assist law enforcement distracted driving details. The OHS and our partners in law enforcement are working with government leaders to create a statute that will offer a safety enforcement tool for officers on these particular safety details.



Law Enforcement Officers supporting Highway Safety Awareness events

3.5 MOTORCYCLES

Problem Statement

From 2010 through 2014, motorcyclist fatalities in Rhode Island have fluctuated between a low of 8 in 2012 to a high of 15 in 2010 and 2011. In 2014, there were 10 fatalities, a decrease of one from 2013. The data also indicate the majority of fatalities involved motorcycle operators, not passengers, and most are unhelmeted. Current laws do not require helmets for riders with one or more years of experience.

Performance Measures and Targets

Table 3.12 summarizes the motorcycle performance measures and targets identified in the 2015 HSP. The relationship between the individual projects and the motorcycle performance measures is described in Table 3.12.

Table 3.12 Motorcycle Performance Measures

Performance Targets	Performance Measures
Reduce motorcyclist fatalities by 8 percent from 13 (2008 to 2012 average) to 12 by 2015.	Number of motorcycle fatalities.
At least maintain unhelmeted motorcyclist fatalities at the five-year average of 8 (2008 to 2012 average) by 2015.	Number of unhelmeted motorcycle fatalities.

Projects and Funding

The 2015 HSP identified seven motorcycle projects to address the above performance measures and make progress towards the targets. Table 3.13 lists the seven projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.13 FFY 2015 Motorcycle Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
K6-15-01 M9MA-15-01	Motorcycle Paid and Earned Media	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities. 	Sec. 2010, Sec. 405F	\$35,625	Partial completion
402MC-15-01	CCRI – State Agencies CCRI – On-Line Registration and Database Development Project	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities; 	Sec. 402MC	\$0	Postponed into 2016
402MC-15-05	Motorcycle Resource and Outreach Center	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities 	Sec. 402MC	\$5,000	Incomplete
402MC-15-04	Police Motorcycle Training	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities 	Sec. 2010	\$25,000	Canceled
402MC-15-02 M9MA-15-02	Motorcycle Public Education, Awareness, and Outreach Campaign	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities 	Sec. 402MC, Sec. 405F	\$88,557	Continued into 2016
M5PEM-15-01	Motorcycle Paid and Earned Media – Impaired Riding	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities 	Sec. 405D	\$80,000	Completed
402MC-15-03	Creative Media (MC) – Awareness, Personal Protective Gear, and Impaired Riding	<ul style="list-style-type: none"> Motorcycle fatalities; and Unhelmeted motorcycle fatalities 	Sec. 402MC	\$0	Canceled

Performance Results

Motorcycle fatalities, particularly unhelmeted drivers, and serious injuries continue to be a concern. OHS completed one motorcycle project in FFY 2015 and has four in progress or about to resume. Media programs, combined with outreach, helped OHS exceed the motorcycle fatality target and meet the unhelmeted target.

Project Descriptions

The following are descriptions of the motorcycle projects, including the outcomes of the project over the 2015 fiscal year.

Project Title: Paid Media (MC) - Awareness Campaign

Project Description: It was the intention of the OHS to purchase paid and earned media to address visibility issues, safety, and motorcycle awareness for all drivers, particularly during Motorcycle Awareness Month. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age.

Performance: A NHTSA Motorcycle Assessment took place in April 2015, and a decision was made to wait for the assessment recommendations to reevaluate motorcycle media awareness efforts and to pay for delivering motorcycle awareness media.

Project Title: CCRI - State Agencies CCRI - On-Line Registration and Database Development Project

Project Description: OHS decided to support the development of an on-line registration system for Motorcycle Rider Education Training. Currently, the system is a paper or in-person system. The purpose of supporting the development of this system was to establish the on-line registration function as well as to develop a database of all individuals that registered for rider course training. This project includes several functional requirements from OHS that will provide valuable data, as well as program evaluation tools and the ability to directly market motorcycle safety messages to students.

Performance: CCRI was not ready to execute this project in FFY 15. This has been reestablished as a program for FFY 2016. CCRI has a scope of work and will find a service provider to assist with this effort.

Project Title: Resource and Outreach Center (MC)

Project Description: OHS planned to maintain appropriate levels of resource and promotional materials for use by local and state programs specifically for the motorcycle community addressing speeding, use of appropriate gear (helmets and conspicuity), and drinking and riding.

Performance: The purchase of promotional items and resource materials was put on hold until NHTSA provides guidance on the ability to purchase these items.

Project Title: Police Motorcycle Training

Project Description: OHS offered to provide assistance to the Rhode Island MOTOR Officer training school for Motorcycle Police Officer safety training classes. OHS planned to work with the Rhode Island Municipal Police Academy, the RISP, and CCRI to develop and implement statewide standards for motorcycle training among law enforcement officers.

Performance: This project was not executed because too few police departments registered for the training.

Project Title: Motorcycle Public Education, Awareness, and Outreach Campaign

Project Description: OHS planned to develop comprehensive motorcycle educational materials based on Rhode Island data on impaired riding, personal protective gear, and the importance of rider training. Currently, these documents are either extremely dated or nonexistent. This expenditure will allow OHS to fill the gap that currently exists in motorcycle education and outreach.

Performance: This project was placed on hold until recommendations from the State's NHTSA Motorcycle assessment were reviewed. New projects are within the scope of the 2016 HSP.

Project Title: Paid Media (MC/AL) - Impaired Riding

Project Description: OHS utilized paid and earned media to address impaired driving issues for all motorcyclists during the months with the highest frequency of impaired motorcycle fatalities, July to October. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age.

Performance: The RISP asked for the revision of previously created media for this campaign before placing it out in the public. The ending of that media piece was changed and, after receiving approval from the RISP, OHS implemented a paid media campaign in August and September.

Project Title: Creative Media (MC) - Awareness, Personal Protective Gear, and Impaired Riding

Project Description: OHS planned to develop creative media in the three major areas of motorist awareness, personal protective gear, and impaired riding and to address motorcycle riders in specific age groups and demographics based on 2009 to 2013 data trends. As supported by data, the target audience for motorcycle media is older than for most of other media programs and includes males 35 to 54 years of age.

Performance: This project was not completed due to recommendations from the NHTSA Motorcycle Assessment. New efforts will be implemented in FFY 2016.

3.6 OTHER ROAD USERS (PEDESTRIAN AND BICYCLISTS)

Problem Statement

Although crashes in Rhode Island are dominated by personal automobiles, other modes of transportation require consideration. Other transportation modes are generally classified as motorized (school buses) and nonmotorized (pedestrian and bicycle) modes. At the time the 2015 HSP was developed, pedestrian fatalities comprised 13 percent of all fatalities. Fifty-eight pedestrians were killed in motor vehicle crashes in Rhode Island from 2009 through 2014, which is higher than the national percentage for pedestrian fatalities. Bicyclist fatalities had fluctuated between zero and two since 2004 and the State remains well below the national average for bicyclist fatalities.

Performance Measures and Targets

Table 3.14 summarizes the performance measures and targets identified for other road users in the 2015 HSP. The relationship between the individual projects and the pedestrian and bicyclist performance measures is described in Table 3.14.

Table 3.14 Other Road Users Performance Measures

Performance Targets	Performance Measures
At least maintain the number of pedestrian fatalities at the five-year average of 11 (2008 to 2012 average) by 2015	Number of pedestrian fatalities.
At least maintain the number of bicyclist fatalities at the five-year average of 1 (2008 to 2012 average) by 2015	Number of bicyclist fatalities.

Projects and Funding

The 2015 HSP identified four other road user projects to address the above performance measures and make progress towards the targets. Table 3.15 lists the four projects; the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.15 FFY 2015 Other Road User Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
402SA-15-02	Safe Communities Partnership Cranston Child Opportunity Zone (COZ)	<ul style="list-style-type: none"> • Pedestrian fatalities; and • Bicyclist fatalities. 	Sec. 402SA	\$28,750	Completed
402PS-15-02	Statewide Bike/PED Safety Events and Programs		Sec. 402PS	\$39,600	Completed
402PT-15-01	National Night Out Safety Events		Sec. 402PT	\$10,000	Completed
402PS-15-01	Aquidneck Island Bike Safety Initiative	<ul style="list-style-type: none"> • Bicyclist fatalities. 	Sec. 402PS	\$24,650	Completed

Performance Results

In FFY 2015, OHS completed four projects related to other road users. OHS met its performance targets for pedestrian or bicycle fatalities. With more facilities and opportunities to bike and walk, pedestrian and bicycle fatalities and serious injuries are becoming increasingly important. OHS will continue to consider targeted activities and projects.

Project Descriptions

The following are descriptions of the other road user projects, including the project title and outcomes of the projects over the 2015 fiscal year.

Project Title: Safe Communities Partnership Cranston Child Opportunity Zone (COZ)

Project Description: The COZ project fosters cooperation between Cranston families and organizations involved in education, social service, health-care, and public safety. CPS clinics and individual seat check events, fitting and distribution of bicycle helmets; and education/outreach on child restraint use, bicycle, and pedestrian safety are among the topics covered by the Cranston COZ. This project funds salaries and a small portion of commodities.

Performance: Cranston COZ reached children in Cranston, Rhode Island who attends Title 1 schools. More than 3,000 elementary and middle school children and their families were personally contacted at least 12 times during the year, including home visits by the COZ staff. COZ incorporated messaging that mirrors the NHTSA communication calendar schedules and exposes the students and their parents to highway safety messaging and activities throughout the school year in every activity they create and execute. They incorporate adult messages (drinking and driving/texting and driving/distracted driving) in their activities with parents, particularly during the holidays and Super Bowl season. Occupant protection messaging is included in all activities with both the students and their families. COZ advanced their safety event from small neighborhood activities to very large centrally located citywide Safety Towns.

Project Title: Statewide Bike/PED Safety Events and Programs

Project Description: OHS planned to host or attend statewide Safety Days and support the development of programs aimed at improving education and outreach in pedestrian and bicycle safety. OHS intended to work with local community action groups, the Department of Environmental Management (DEM) and local law and state enforcement agencies to conduct training; fit and distribute bicycle helmets; and provide education/outreach on child restraint use, bicycle, and pedestrian safety. Each of these events typically reaches over 1,000 individuals.

Performance: OHS did not conduct any Bike Safety outreach activities because our partners Cranston COZ and Bike Newport conducted several events. The COZ conducted a comprehensive Safety Day in May 2015 at Garden City Center attracting more than 2,000 people and Bike Newport hosted their annual Father's Day Bike Ride and included an OHS sponsored Safety Town that taught young people safe riding practices and the rules of the road. This event also was well attended.

Project Title: National Night Out Safety Events

Project Description: The OHS worked closely with municipal police departments to deliver an effective highway safety message to local residents. Each year, several Rhode Island police departments participate in "National Night Out," a campaign that highlights safe behaviors while allowing residents to meet their local law enforcement. OHS encouraged greater statewide participation in 2015.

Performance: OHS supported events with many of the highway safety messages (CIOT, Drive Sober or Get Pulled Over, pedestrian/bike safety and distracted driving) as requested by the various enforcement agencies. The funds purchased effective educational materials to support the event as requested by the police departments, no food or event logistics were purchased with project funds. OHS staff members attended the East Providence Night out and the Warwick Night out events.

Project Title: Aquidneck Island Bike Safety Initiative

Project Description: OHS partnered with Bike Newport to broaden the reach of the "share the road" and "be safe be seen" message to residents and tourists on Aquidneck Island. Outreach with their existing program was increased, including bike safety classes, school assemblies, distribution of information at bike rental facilities, Night Bright, Open Garage nights, Police Bike Patrol trainings, as well as print and on-line information regarding bike safety. This activity is different from the other bicycle safety days in that it works directly with a single group (Bike Newport) to bring targeted, effective bicycle safety, outreach, and education programming. Newport has had the highest number of bicycle-related fatalities in recent years and has one of the largest bicycling populations of migrant workers in the State. Educational materials are published in Spanish to reach the food service workers that travel by bicycle to and from work.

Performance: Bike Newport hosted their annual Father's Day Bike Ride and included an OHS sponsored Safety Town that taught young people safe riding practices and the rules of the road. This event was well attended. Additionally they conducted education and outreach efforts throughout the city the entire grant-funded cycle.

3.7 OLDER ROAD USERS

Problem Statement

The ability to drive safely often deteriorates with age. Unlike other states where older citizens constitute the fastest growing segment of the population, Rhode Island does not have an extensive problem with older drivers. Between 2009 and 2013, 69 older drivers were involved in fatal crashes and the average age of the people involved in fatalities was 75.9. While tragic, these deaths account for a small percent of the overall total fatalities in Rhode Island and are below national and regional averages.

Projects and Funding

OHS does not have active programs for elder drivers, but AAA of Southern New England has an outstanding program for older drivers and teaches more than 45 classes annually, reaching more than 1,300 older drivers in Rhode Island on a yearly basis. OHS intends to support these efforts by developing printed materials to be disseminated at DMV to older drivers, leading them towards the free classes and resources offered by AAA of Southern New England.

3.8 TRAFFIC RECORDS

Problem Statement

The traffic records system allows for collection and reporting of data elements necessary for problem identification, problem analysis, and countermeasure evaluation in all areas of traffic safety in the State. Some of the identified issues, include lack of data integration, flawed injury data, lack of serious injury data for speed-related crashes, lack of roadway/roadside inventory data, incomplete toxicology reports for impaired driving, lack of data on contributing factors in run-off-road fatalities, and low numbers for distracted driving crashes.

Performance Measures and Targets

Table 3.16 summarizes the traffic records performance measures and targets identified in the 2015 HSP. The relationship between the individual projects and the program area performance measures is described in Table 3.16.

Table 3.16 Traffic Records Performance Measures

Performance Targets	Performance Measures
Increase the number of crash reports submitted with Latitude and Longitude coordinates from 10,555 between April 2013 and March 2014 to 11,610 between April 2014 and March 2015.	Number of reports.
Increase the number of patient care reports submitted from 46,171 between April 2013 and March 2014 to 50,788 between April 2014 and March 2015.	Number of reports.

Projects and Funding

The 2015 HSP identified 10 traffic records projects to address the above performance measures and make progress towards the targets. Table 3.17 lists the 10 projects, including the relevant performance measures; the funds obligated to each project; and the project status.

Table 3.17 FFY 2015 Traffic Records Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
K9-15-06	Traffic Records Coordinating Committee Consultant Services	<ul style="list-style-type: none"> Number of reports. 	Sec. 408	\$0	Completed
K9-15-04	Local Law Enforcement Traffic Records Equipment		Sec. 408	\$0	Completed
M3DA-15-03	Providence Brought into E-Citation	<ul style="list-style-type: none"> Number of reports. 	Sec. 405C	\$110,000	Continued into 2016
K9-15-02	Data Collection, Analysis, and Recommendation – Northeastern University	<ul style="list-style-type: none"> No Related PM (Relates to Racial Profiling PMS). 	Sec. 408	\$21,143	Completed
K9-15-03	Enterprise LRS and Road Inventory Implementation Project (RIDOT)	<ul style="list-style-type: none"> No Related PM. 	Sec. 408	\$156,000	In progress
M3DA-15-02	Crash Report Revision 2015	<ul style="list-style-type: none"> No Related PM. 	Sec. 405C	\$92,000	Incomplete
K9-15-05	MIRE Data Collection	<ul style="list-style-type: none"> No Related PM. 	Sec. 408	\$371,242	Completed
M3DA-15-01	Crash Coordinates via RIMS	<ul style="list-style-type: none"> Number of reports. 	Sec. 405C	\$348,197	In progress
M3DA-15-05	Crash Analyst for DDACTS	<ul style="list-style-type: none"> No Related PM. 	Sec. 405C	\$309,915	Continued into 2016
M3DA-15-04	NetMotion Project	<ul style="list-style-type: none"> No Related PM. 	Sec. 405C	\$194,901	Canceled

Performance Results

OHS completed four and cancelled two traffic records projects in FFY 2015, and has four projects in progress. OHS met its target for the number of days it takes to enter crash report data to a driver's history file, but fell short with the number of law enforcement agencies backfilling data into citations. OHS safety stakeholders continued to improve the exchange of information but need to continue to improve in the areas of a timely, accurate, complete, uniform, and integrated system.

Project Descriptions

The FFY 2015 HSP project list to address traffic records includes the project number, title, description, responsible project staff, and budget.

Project Title: Traffic Records Coordinating Committee Consultant Services

Project Description: The Rhode Island TRCC retained the services of Appriss, LLC for a fourth consecutive year.

Performance: Appriss provided assistance with required TRCC documents (annual grant application, Interim Progress Report, etc.) and advised the OHS on many operational aspects of the TRCC. The consultant also provided meeting minutes following each TRCC meeting.

Project Title: Local Law Enforcement Traffic Records Equipment

Project Description: To fully implement the E-Citation program, OHS continued to work in conjunction with the courts to ensure all patrol cars in the State are equipped with a computer and printer for electronic transmission of citation/passenger ethnicity data. All cities and towns have signed a Memorandum of Understanding (MOU), and agree to provide this data upon receipt of the equipment.

Performance: No equipment was requested from the departments for the purpose of traffic records.

Project Title: Providence Brought Into E-Citation

Project Description: The Providence Police Department's RMS software does not include an E-Citation module. The department utilizes a stand-alone module for race data collection. This project was intended to fund software and/or equipment such as computers and printers to enable electronic citation collection and transmission.

Performance: Providence Police Department experienced delays in organizing this project OHS maintained the project in the 2016 Highway Safety Plan to allow the PPD to finalize this effort.

Project Title: Data Collection, Analysis, and Recommendation - Northeastern University

Project Description: OHS selected Northeastern University to collect and analyze the ethnicity data from the police departments, and produce the results and recommendations to address pertinent issues. In addition to the data analysis, NU staff continuously audited the incoming data to uphold a high standard of accuracy and completeness. Information is distributed through various web sites for public inspection and discussion. This multiyear project was scheduled to conclude during the fall of 2014. The project funded the supplemental report requested by the Race Data Advisory Committee to increase the amount of data collected and analyzed.

Performance: While this project was included in the FFY 2015 Highway Safety Plan, it was completed before the fiscal year began.

Project Title: Enterprise LRS and Road Inventory Implementation Project (RIDOT)

Project Description: The Enterprise LRS and Road Inventory Implementation project will provide the foundation for the integration and analysis of roadway and safety data. Because much of the data required for analysis of safety data exists in many different systems without any relationships other than location, it is critical to develop a common and consistent method for referencing location. This project will develop a common method that can be used amongst all the system with location-based information. This will lead to consolidation of redundant data, simplified integration, and consumption of data by different systems, and expanded spatial capabilities across the enterprise.

A Linear Referencing Systems (LRS) is a way to define a feature or location by its linear distance from a known point on a route such as highways, rail lines, or bike paths. Analyzing linearly referenced data lets you identify trends, locate problems, and search for causes.

Unlike traditional spatial information, which is located using a cartographic coordinate system, most infrastructure and transportation data is located using a system of linear references. Pavement conditions, accident data, project limits, traffic counts, road inventory are referenced by location to known locations on a linear network, such as a bridge, street intersection, or mileposts along a highway.

Using Dynamic Segmentation, tabular data can be visualized on a map and displayed, queried, and analyzed in a GIS. A major benefit is that individual tables can be more easily updated when attributes, performance characteristics, or usage patterns change over time.

Once an event has been dynamically segmented, it can be used in spatial analyses to generate simulation models, maps, and reports.

This data will be used not only by the infrastructure group, but also by our OHS office to expedite the FARS file completion and problem identification.

Performance: In 2015, RIDOT worked with contractor ESRI towards the development of prototype-automated routines to convert existing digital mapping and related tables into a standardized application and database called ESRI Roads and Highways. A System Architecture Review and Validation Workshop was held in January to determine how to best configure Roads and Highways. Due to limited staff and competing priorities, only initial progress was made. Given several internal delays, OHS agreed to include the final phase of the project within the FFY 2016 Highway Safety Plan.

Project Title: Crash Report Revision 2015

Project Description: The purpose of this project is to revise the Rhode Island Uniform Crash Report to include new fields and make the crash report consistent with the latest version of the MMUCC. Additional fields for consideration are mile marker identification (to improve crash location accuracy) and a “lane departure” checkbox. Funds were to be used to modify the State’s RMS systems for data input and the RIDOT import service for crash records.

Performance: During FFY 2015, OHS coordinated discussions with RIDOT’s data management professionals as well as those associated with data collection in several other state agencies to begin to update the MMUCC. Due to staff and leadership changes within RIDOT, project implementation was postponed until FFY 2016. The recommendations from the NHTSA traffic records assessment were reported out in April and highlighted the importance of this intended project. No funds were spent on this project in FFY 2015.

Project Title: Model Inventory of Roadway Elements (MIRE) Data Collection

Project Description: Safety data are the key to sound decisions on the design and operation of roadways. The need for improved and more robust safety data is increasing due to the development of a new generation of safety analysis tools and methods. The RIDOT Traffic Management and Highway Safety Section is moving forward with using the FHWA Interactive Highway Design Model (IHSDM), Safety Analyst software, and Highway Safety Manual (HSM), all of which require quality roadway data to achieve the most accurate results. The Model Inventory of Roadway Elements (MIRE) is a listing and accompanying data dictionary of roadway and traffic data elements critical to safety management. This project involved collecting these data elements by means of mobile mapping and/or LIDAR on state- and locally owned roads (the extent yet to be determined by RIDOT).

MIRE provides a basis for a standard of what can be considered a good/robust data inventory and will help RIDOT in its effort to use performance measures. From a safety standpoint, the effort to collect the MIRE elements is needed to comply with the Highway Safety Improvement Program (HSIP) requirements in MAP-21. The contract funded by this project will collect the data necessary to make more informed safety decisions using Safety Analyst software. This data will be used not only by the infrastructure group, but also by OHS to expedite the FARS file completion and problem identification.

Performance: LIDAR has been collected on all state roadways. The collection of the MIRE elements on all public roadways is anticipated to be completed and submitted for QA/QC by December 31, 2015. RIDOT will begin incorporating this data into the department's safety engineering decision-making processes (location rankings, project selection, etc.) as early as the spring of 2016.

Project Title: Crash Coordinates via RMS

Project Description: RIDOT will purchase a statewide license, valid for 10 years, which will give added functionality to crash reporting software used by about 40 Rhode Island police departments. The new capability will allow users to accurately locate crashes and backfill longitude and latitude coordinates on each crash report form submitted to RIDOT. A mapping component will be integrated into the existing crash module used by the majority of departments.

Performance: This project was discontinued due to information garnered through a survey offered to all Rhode Island law enforcement agencies. Only two of the agencies were using the license to support location of their reported crashes.

Project Title: Crash Analyst for DDACTS

Project Description: This project was intended to provide funds for a full-time position for a data analyst in order to implement DDACTS. The analyst would be housed in the Fusion Center, work solely on the statewide DDACTS initiative, and provide crash hotspot information to all 39 police agencies in the State to allocate resources effectively and ultimately reduce traffic crashes. This project would fund the proportionate salary dedicated to produce the highway crash information reports.

Performance: There was not ample time to begin and promote this program in FFY 2015. The State Police will implement this program into FFY 2016.

Project Title: NetMotion Project.

Project Description: Officers cannot access the Internet from their in-vehicle computers, because the current security structure does not provide the two-factor authentication system required by the FBI for Internet access. This prohibits officers from geo-locating crashes they respond to on site. The purpose of this project was to provide Internet access in officer's vehicles to enable the use of Google Maps Licenses purchased last year to accurately geo-locate each crash in the State. It was planned that the NetMotion project would be housed at and administered by the RISP.

Performance: After follow up conversations with the RISP, it was determined that some of these outcomes were available at no cost to agencies and that it would be prudent and protective to look to other modified programs in planning future geo-locating strategies for law enforcement.

3.9 PLANNING AND ADMINISTRATION

Problem Statement

The RIDOT Office on Highway Safety serves as the primary agency responsible for ensuring highway safety concerns for State are identified and addressed, especially through the delivery of the Highway Safety Plan and Annual Report.

Performance Measures and Targets

Table 3.18 summarizes the planning and administration performance targets and measures identified in the 2015 HSP. The relationship between the individual projects and the planning and administration performance measures is described in Table 3.18.

Table 3.18 Planning and Administration Performance Measures

Performance Targets	Performance Measures
To administer a fiscally responsible, effective highway safety program that is data-driven, includes stakeholders, and addresses the State's specific safety characteristics.	<p>Conduct a Stakeholders' meeting to receive input for development of the FFY 2016.</p> <p>Deliver the FFY 2014 Annual Report by December 31, 2014.</p> <p>Deliver the Federal Fiscal Year 2016 Highway Safety Plan by July 1, 2015.</p>

Projects and Funding

The 2015 HSP identified 10 planning and administration projects to address the above performance measures and make progress towards the targets. Table 3.19 lists the projects, the relevant performance measures, the funds obligated to each project, and the project status.

Table 3.19 FFY 2015 Planning and Administration Projects

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
402PA-15-04	Office Supplies	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402PA	\$12,097	Completed
402PA-15-01	Memberships and dues	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402PA	\$6,475	Completed
402PA-15-06	Travel and Training	<ul style="list-style-type: none"> N/A (Funding to support in-state and out-of-state travel for OHS employees to attend pertinent conferences and training sessions). 	Sec. 402PA	\$13,675	Completed
402PA-15-02	Preparation of Highway Safety Performance Plan and Annual Program Evaluation Report	<ul style="list-style-type: none"> Deliver the FFY 2014 Annual Report by December 31, 2014. Deliver the Federal Fiscal Year 2016 Highway Safety Performance Plan by July 1, 2015. 	Sec. 402PA	\$53,552	Completed
K9-15-07	Traffic Records Coordinator	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 408	\$7,539	Completed
402MC-15-07	Program Assessment	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402MC	\$85,000	Completed
M8X-15-01/ 164PA-15-01/ K8PM-15-01/ M5IDC-15-01/ 402MC-15-06/ K2-15-01/ M2X-15-01/ 402PS-15-03/ 402PT-15-02/ K9-15-01	Salaries	<ul style="list-style-type: none"> N/A (Administrative Tasks and Expenses needed to support all HSP Performance Measures). 	Sec. 402PS Sec. 402PT Sec. 402MC Sec. 408 Sec. 410PA Sec. 405 Sec. 405E Sec. 405B Sec. 405D Sec. 403 Sec. 164AL	\$920,577	Completed
164HE-15-01	Hazard Elimination Program	<ul style="list-style-type: none"> N/A 	Sec. 164HE	\$2,476,768	Completed

Project ID	Project Title	Related Performance Measure(s)	Funding Source(s)	Funds Obligated (FY 2015)	Project Status
164PA-15-00/ 402PA-15-00/ K2-15-00/ K3-15-00/ K4OP-15-00/ K6-15-00/ K8PA-15-00/ K9-15-00/ M2X-15-00/ M3DA-15-00/ M5X-15-00/ M8X-15-00/ M9X-15-00	Audit Fees	• N/A	Sec. 164HE Sec. 402PA Sec. 405 Sec. 2011 Sec. 406 Sec. 2010 Sec. 410PA Sec. 408 Sec. 405B Sec. 405C Sec. 405D Sec. 405E Sec. 405F	\$9,682	Completed
402PA-15-03	Office Equipment	• N/A	Sec. 402PA	\$6,971	

Performance Results

OHS met all four of its planning and administration performance targets for FFY 2015, most importantly delivering the 2014 AR and 2016 HSP in a timely manner.

Project Descriptions

The following are descriptions of the planning and administration projects, including the outcomes of the project over the 2015 fiscal year.

Project Title: Office Supplies

Project Description: This project allowed OHS to purchase office supplies and equipment necessary to support programming of all NHTSA projects, including phone, postage, computer equipment and miscellaneous.

Performance: Office supply and equipment needs for FFY 2015 were met.

Project Title: Memberships and dues

Project Description: This project allowed OHS to support our Governor's Highway Safety Association Membership as well as other dues to professional organizations related to our Highway Safety Programs, such as National Association of State Motorcycle Safety Administrators dues, and Child Passenger Safety Technicians licenses.

Performance: The OHS supported their annual GHSA membership, a membership to the Rhode Island Police Chiefs' Association, a membership to the National Association of State Motorcycle Safety Administrators, and Child Passenger Safety Technicians licenses.

Project Title: Travel and Training

Project Description: Funding to support in-state and out-of-state travel for OHS employees to attend highway safety conferences and training sessions.

Performance: The Chief of Highway Safety attended TSI trainings on Program Management, GTS reporting, Managing Grant Funds, as well as an Executive Summit facilitated by GHSA. Program Manager, James Barden attended an Impaired Driving Program Management training facilitated by TSI.

Project Title: Preparation of Highway Safety Performance Plan and Annual Program Evaluation Report (CS)

Project Description: OHS contracted for the development and production of the Highway Safety Plan and the Annual Report required by NHTSA.

Performance: Both plan and report were created internally and supported by Cambridge Systematics as OHS' paid consultant.

Project Title: Traffic Records Coordinator

Project Description: The TRCC Coordinator was partially funded through Section 408/405c funds for required travel and other NHTSA-sponsored trainings and conferences.

Performance: Salary support was offered through this project.

Project Title: Program Assessment (MC)

Project Description: This project funded all the necessary costs associated with the NHTSA designated team to assess the Rhode Island Motorcycle Safety Program. This was suggested by NHTSA Region 1 Office and requested by OHS. The assessment was conducted during April 2015.

Performance: The assessment took place in April 2015 and on the final report was delivered within six weeks.

Project Title: Salaries (Distracted Driving, Impaired Driving, Motorcycle, Occupant Protection, Speed, Traffic Records, Pedestrian/Bicycle)

Project Description: Fees were charged to NHTSA accounts for Sharon Bazor, Despina Metakos Harris, Elvys Ruiz, Kathy Smith, and 50 percent of Jim Barden's salaries. The Rhode Island Department of Transportation also receives 403 program funds to cover the FARS Analyst salary. OHS does not track these funds in GTS, which is why there is no project number associated with these costs.

Performance: Staff salaries were supported with these funds in order to implement and monitor approved projects.

Project Title: Hazard Elimination Program

Project Description: This project provided funding to Safety Infrastructure Projects. These funds are the Infrastructure Improvements portion of the Penalty Transfer (164) to RIDOT's Design Engineering. FHWA Rhode Island Division approves all the projects using these funds. The funds were the remaining SAFETEA-LU carry forward funds.

Performance: Funds were transferred to RIDOT's infrastructure safety Development Division to support Hazard Elimination Programs.

Project Title: Audit Fees

Project Description: Fees charged by the State of Rhode Island based on cash receipts from NHTSA.

Performance: Audit charges were supported with these funds.

Project Title: Office Equipment

Project Description: This project funded OHS' office copier/fax machine lease and maintenance.

Performance: The OHS supported their office copier/fax lease and maintenance fees with these funds. One new printer was added in FFY 2015.

4.0 State Attitudes Survey Report

4.1 RHODE ISLAND CLICK IT OR TICKET CAMPAIGN 2015 – DMV AWARENESS SURVEY RESULTS

The purpose of this report is to detail the results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the 2015 Click It or Ticket Initiative. A one-page (English/Spanish) questionnaire was distributed in DMV offices and was designed to assess respondents' knowledge and awareness of the paid media/enforcement campaign that took place from May 11-25, 2015. The participation of the DMV offices was essential in OHS' analysis of the campaign and we would like to extend our thanks and gratitude to each DMV office for their efforts. Three Rhode Island offices were visited: Cranston, Woonsocket, and Middletown. The first wave of DMV surveys was conducted before the media/enforcement activity began (April 13-17, 2015) and the second wave was collected soon afterward (June 1-5, 2015).

A snapshot of the results is provided in this paragraph; whereas, detailed analysis of the two survey waves is provided in the following pages. Results indicate that self-reported belt use and perception of enforcement severity increased slightly from Wave 1 to Wave 2. More than 80 percent (84.8 percent) of respondents reported "Always" wearing their seatbelt in Wave 1 and this percentage increased to 83.1 percent in Wave 2. The percentage of respondents indicating that their chance of getting a ticket was "Always/Nearly Always" was approximately 41 percent in each Wave. Over one-third of respondents indicated that state and local police enforced the seat belt law "Very Strictly." Awareness of the safe driving message was apparent in both Waves (approximately 90 percent of respondents recognized the "Click It or Ticket" message in each of the two Waves). The number of respondents that reported having "read, seen, or heard anything" about extra belt enforcement in Rhode Island increased significantly, from 53.2 percent in Wave 1 to 63.9 percent in Wave 2. When asked where the safe driving message was heard, the most common answers were *TV, radio, and billboards*. The only media source to show a significant Pre/Post increase was TV, which went from 89.5 percent to 89.8 percent.

The OHS examined survey results for planning and evaluating purposes. In addition, the office monitors results to move projects forward and create new outreach efforts for statewide educational highway safety campaigns.

The following tables summarize respondent characteristics as well as survey question results across the two waves. All statistical significance testing was done with chi-square analysis at the $p < 0.01$ and/or $p < 0.05$ level.

Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 4.1). There were a total of 912 survey respondents; 457 during Wave 1 and 455 during Wave 2.

**Table 4.1 DMV Office Location and Number of Completed Surveys
By Wave**

Office Location	Wave 1	Wave 2
Cranston	147	143
Woonsocket	158	155
Middletown	152	157

Table 4.2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, just over one-half (53.7 percent and 50.2 percent, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 21- to 34-year-olds (29.9 percent in Wave 1 and 33.9 percent in Wave 2), and 35- to 49-year-olds (28.1 percent in Wave 1 and 26.1 percent in Wave 2). The majority of respondents were White during both waves (75.2 percent in Wave 1 and 78.4 percent in Wave 2). Approximately 19 percent of respondents were Hispanic (19.4 percent in Wave 1, 19.7 percent in Wave 2).

Table 4.2 Demographic Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	53.7%	50.2%
Female	46.3%	49.8%
Total (N)	100.0% (N=449)	100.0% (N=444)
Age		
Under 18	2.9%	2.9%
18-20	4.2%	6.7%
21-34	29.9%	33.9%
35-49	28.1%	26.1%
50-59	17.9%	15.4%
60 and over	17.0%	15.1%
Total (N)	100.0% (N=452)	100.0% (N=449)

Characteristic	Wave 1	Wave 2
Race		
White	75.2%	78.4%
Black	7.6%	5.9%
Asian	2.6%	2.4%
American Indian/Alaskan Native	1.0%	0.7%
Native Hawaiian/Pacific Islander	1.0%	0.7%
Other	12.6%	12.0%
Total (N)	100.0% (N=420)	100.0% (N=425)
Hispanic		
Yes	19.4%	19.7%
No	80.6%	80.3%
Total (N)	100.0% (N=434)	100.0% (N=436)

Tables 4.3 to 4.11 summarize all awareness findings for Wave 1 and Wave 2 by survey question.

For the remainder of this report, survey questions were grouped together with others based on subject similarity.

Belt Use/Belt Use Change and Belt Ticketing Perceptions

There was a nonsignificant increase in reported seat belt use from Wave 1 to Wave 2. The percentage of respondents that indicated “*Always*” wearing their seat belts was 92.7 percent in Wave 1 compared to 90.7 percent in Wave 2 (see Table 4.3). Respondents also were asked, “What do you think the chances are of getting a ticket if you do not wear your seat belt?” Results for this question are shown in Table 4.3.

Table 4.3 Self-Reported Belt Use and Belt Use Change
Questions 8 and 9

Question	Wave 1	Wave 2
Q8. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	84.8%	83.1%
Nearly Always	7.9%	7.6%
Sometimes	3.7%	5.6%
Seldom	2.0%	2.2%
Never	1.5%	1.6%
Total (N)	100.0% (N=455)	100.0% (N=449)

Question	Wave 1	Wave 2
Q9. Compared to the last couple of years, would you say that you NOW wear your seat belt:		
Much Less Often	3.1%	3.9%
Less Often	2.0%	2.5%
About the Same	55.5%	58.5%
More Often	13.3%	10.7%
Much More Often	26.1%	24.5%
Total (N)	100.0% (N=445)	100.0% (N=441)

Table 4.4 Chance of Belt Ticketing
Question 10

Question	Wave 1	Wave 2
Q10. What do you think the chances are of getting a ticket if you do not wear your seat belt?		
Always	26.7%	29.9%
Nearly Always	14.4%	15.4%
Sometimes	32.2%	31.3%
Seldom	14.0%	15.6%
Never	12.7%	7.7%
Total N	N=450	N=441

Participants were asked whether police should be able to stop a vehicle solely for a seat belt violation alone. As shown in Table 4.5, more than one-half of all survey respondents were in support of law enforcement enforcing the primary seat belt law. There was a slight change from Wave 1 (66.0 percent responding *Yes*) to Wave 2 (63.9 percent).

Table 4.5 Seat Belt Law Policing
Question 17

Question	Wave 1	Wave 2
Q17. Should the police be able to stop a vehicle for a seat belt violation alone?		
Yes	66.0%	63.9%
No	34.0%	36.1%
Total (N)	100.0% (N=444)	100.0% (N=443)

Experience with Enforcement

DMV survey responses showed no increases in perception of enforcement severity from Wave 1 to Wave 2 (see Table 4.6 for details).

Table 4.6 Belt Enforcement Beliefs
Questions 12 and 13

Question	Wave 1	Wave 2
Q12. Do you think the Rhode Island State Police enforce the seat belt law:		
Very strictly	35.6%	38.9%
Somewhat Strictly	42.9%	38.6%
Not Very Strictly	15.2%	16.1%
Rarely	5.0%	4.4%
Not at All	1.4%	2.1%
Total (N)	100.0% (N=441)	100.0% (N=435)
Q13. Do you think the local police enforce the seat belt law:		
Very strictly	32.6%	35.9%
Somewhat Strictly	42.3%	35.9%
Not Very Strictly	17.4%	20.8%
Rarely	5.7%	5.0%
Not at All	2.0%	2.3%
Total (N)	100.0% (N=442)	100.0% (N=437)

DMV survey responses indicated respondents had some recent personal experience with enforcement (Table 4.7). There was no substantial change when comparing results before and after the campaign. An average of 13 percent of respondents have received a belt ticket at some point (13.3 percent in Wave 1 versus 12.7 percent in Wave 2).

Table 4.7 Belt Ticketing
Questions 14 and 15

Question	Wave 1	Wave 2
Q14. In the past month, have you personally experienced enforcement by police looking at seat belt use?		
Yes	18.3%	18.6%
No	81.7%	81.4%
Total (N)	100.0% (N=454)	100.0% (N=447)
Q15. Have you ever received a ticket for not wearing your seat belt?		
Yes	13.3%	12.7%
No	86.7%	87.3%
Total (N)	100.0% (N=451)	100.0% (N=449)

Awareness of Seat Belt Message, Slogan Recognition, and Fine Amount

DMV survey responses indicated an increase in public awareness of seat belt messages from Wave 1 to Wave 2. There was a significant increase in the percentage of respondents indicating they had “seen or heard about extra enforcement where police were looking at seat belt use” from Wave 1 to Wave 2 (from 53.2 percent to 63.9 percent, respectively, $p < .01$). Those answering yes to the latter question were then asked about the source and the nature of the message. Results are summarized in Tables 4.8 and 4.9. The campaign slogan, “*Click It or Ticket*” showed a high level of recognition in both waves (89.5 percent in Wave 1 and 89.8 percent in Wave 2 (see Table 4.9).

Table 4.8 Enforcement Awareness
Question 11

Question	Wave 1	Wave 2
Q11. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?		
Yes	53.2%	63.9% ^a
No	46.8%	36.1%
Total (N)	100.0% (N=449)	100.0% (N=446)

^a Significant at $p < 0.01$.

Table 4.9 Enforcement Awareness Sources and Messages

Question	Wave 1	Wave 2
Q11a. Where did you see or hear about it?		
Newspaper	20.9%	12.6% ^a
Radio	38.5%	44.2%
Internet	12.1%	16.1%
TV	45.6%	48.8%
Poster	8.8%	8.8%
Billboard	23.4%	21.1%
Police Patrol	18.4%	15.8%
Electronic Message Sign	23.0%	29.5%
Other	4.2%	4.2%
Q11b. What did it say?		
Click It or Ticket	89.5%	89.8%
Drive Sober, Get Pulled Over	30.1%	28.1%
Buckle Up, No Excuses!	20.5%	14.0%
Survive Your Drive	5.4%	3.2%
Other	2.1%	1.4%

^a Significant at $p < 0.05$.

Respondents were asked about the amount of the fine for violating the seat belt law in Rhode Island. The most commonly reported fine amount was incorrectly guessed at \$66 to \$85 by more than one-quarter of respondents (30.7 percent of Wave 1 respondents, 33.9 percent of Wave 2 respondents). The correct fine amount (\$35 to \$50) was identified by the next highest percentage of respondents for Waves 1 and 2 (28.8 percent and 22.7 percent, respectively).

Table 4.10 Awareness of Ticket Amount
Question 16

Question	Wave 1	Wave 2
Q16. What is the fine for violating the seat belt law in Rhode Island?		
Less than \$35	7.2%	8.1%
\$35-\$50	28.8%	22.7%
\$51-\$65	9.4%	7.8%
\$66-\$85	30.7%	33.9%
\$86-\$115	17.7%	20.4%
Over \$115	6.1%	7.0%
Total (N)	100.0% (N=361)	100.0% (N=383)

^a Significant at $p < 0.01$.

^b $p < 0.05$.

Hand-Held Cell Phone Use and Texting While Driving

The percentage of respondents that reported “Always” or “Nearly Always” talking on a hand-held cellular phone while driving remained relatively stable (9.6 percent in Wave 1 compared to 9.2 percent in Wave 2). Respondents were also asked, “How often do you send text messages or emails on a hand-held cellular phone when you drive?” The percent of respondents answering “never” decreased from pre to post (69.3 percent and 65 percent, respectively) while the percent answering “always” or “nearly always” increased slightly from 3.3 percent to 4 percent. Details for these questions are shown in Table 4.11.

Table 4.11 Cell Phone Use While Driving
Survey Questions 18 and 19

Question	Wave 1	Wave 2
Q18. How often do you talk on a hand-held cellular phone when you drive?		
Always	4.7%	4.5%
Nearly Always	4.9%	4.7%
Sometimes	34.3%	32.1%
Seldom	24.5%	27.4%
Never	31.6%	31.2%
Total (N)	100.0% (N=449)	100.0% (N=445)
Q19. How often do you send text messages or emails on a hand-held cellular phone when you drive?		
Always	2.0%	1.6%
Nearly Always	1.3%	2.5%
Sometimes	9.8%	13.6%
Seldom	17.6%	17.4%
Never	69.3%	65.0%
Total (N)	100.0% (N=449)	100.0% (N=448)

5.0 Special Events and Activities

Table 5.1 Completed FFY 2015 Rhode Island Safety Events

Event	Date	Program Area
It Can Wait Texting Presentation at Toll Gate High School, Warwick	9/19/14	DD
Safe Kids RI Car Seat Check at Roger Williams Park Zoo, Providence	9/20/14	OP
Meetings with Police Departments (Providence)	9/24/14	AL/OP/PT/DD
Meetings with Police Departments (Tiverton)	9/24/14	AL/OP/PT/DD
Meetings with Police Departments (Burrillville)	9/25/14	AL/OP/PT/DD
Meetings with Police Departments (West Warwick)	9/25/14	AL/OP/PT/DD
It Can Wait Texting Presentation at The MET School, Providence	9/25/14	DD
Meetings with Police Departments (CCRI Lincoln)	9/26/14	AL/OP/PT/DD
Meetings with Police Departments (Barrington)	9/29/14	AL/OP/PT/DD
It Can Wait Texting Presentation at Jacqueline M. Walsh School for the Arts (Pawtucket)	10/2/14	DD
It Can Wait Texting Presentation at Westerly High School	10/15/14	DD
It Can Wait Texting Presentation at Warwick Veterans Memorial High School	10/28/14	DD
SIDNE Demonstration – Cranston West	10/30/14	DD OP
TSRP Interlock Presentation to RI Traffic Tribunal	11/6/2014	AL
TSRP Interlock Presentation to RI Traffic Tribunal	11/6/2014	AL
It Can Wait Texting Presentation at North Kingstown High School	11/13/14	DD
SIDNE Demonstration – Coventry HS	11/14/14	DD OP
SIDNE Demonstration – East Greenwich HS	12/9/14	DD OP
It Can Wait Texting Presentation at Barrington High School	1/8/15	DD
It Can Wait Texting Presentation at St. Raphael Academy, Pawtucket	1/14/15	DD
It Can Wait Texting Presentation at Barrington High School	1/30/15	DD
TSRP "Testifying in Court Tips" Presentation	2/6/2015	AL
TSRP "Testifying in Court Tips" Presentation	2/6/2015	AL
TSRP Presentation to RIPCA on new DWI Rights Form	2/14/2015	AL
TSRP Presentation to RIPCA on new DWI Rights Form	2/14/2015	AL
CSEA: Monitoring Visit	2/19/2015	OP
Hood Evening	2/21/2015	OP
Ol: Hood Memorial	2/22/2015	OP
TSRP DWI Update at West Warwick P.D.	2/24/2015	AL
TSRP DWI Update at West Warwick P.D.	2/24/2015	AL
MADD Youth In Action at Bishop Hendriken High School Cafeteria	2/28/15	YD
Kickoff Seatbelt Grant and Alcohol Impaired Driving	3/4/15	OC
God's Church	3/7/2015	OP
Pink Women	3/12/2015	OP
WSCP Presentation to Citizen Elementary Parent Café	3/13/2015	OP

Event	Date	Program Area
Citizen Elementary Parent Café	3/13/2015	OP
Young People Ministry	3/14/2015	OP
Celestial Church of God	3/21/2015	OP
Evening Service	3/21/2015	OP
Seatbelt Presentation to Providence Community Library Academy Branch	3/23/15	OC/Seatbelt Grant
SAVE A LIFE Tiverton HS Auditorium	3/24/2015	DD OP AL
Seatbelt Presentation to Providence Community Library Washington Park	3/25/15	OC/Seatbelt Grant
SAVE A LIFE E Greenwich HS Gym	3/25/2015	DD OP AL
WSCP Presentation to Citizen Elementary Parent	3/26/2015	PS
Citizen Elementary Family Safety Event	3/26/2015	OP
SAVE A LIFE Pilgrim HS Gym	3/26/2015	DD OP AL
SAVE A LIFE Middletown HS Gym	3/27/2015	DD OP AL
WSCP Presentation to Leo Savoie Elementary School Health and Safety Fair	3/28/2015	OP/PS
Leo Savoie Elementary Health and Safety Day	3/28/2015	OP
Miracle Church	3/28/2015	OP
Igbo Women	3/28/2015	OP
THINKFAST Burrillville HS	3/30/2015	DD OP AL
Olneyville Workshop	4/2/2015	OP
THINKFAST Highlander Charter School	4/3/2015	DD OP AL
SAVE A LIFE Bishop Keough Regional	4/6/2015	DD OP AL
THINKFAST Cranston HS West	4/6/2015	DD OP AL
SAVE A LIFE Moses Brown School	4/7/2015	DD OP AL
THINKFAST Cranston HS East (2 Programs)	4/7/2015	DD OP AL
SAVEA LIFE Barrington HS Auditorium	4/8/2015	DD OP AL
THINKFAST Blackstone Valley Prep	4/8/2015	DD OP AL
WSCP CPS Presentation to Citizens	4/9/2015	OP
Citizen's CPS	4/9/2015	OP
Students for Sensible Drug Policy	4/9/2015	AL
RI College	4/9/2015	OP
RIC	4/10/2015	OP
SAVE A LIFE Rogers HS Gym	4/10/2015	DD OP AL
Perfecting Saints	4/11/2015	OP
Liberian Elders	4/11/2015	OP
SIDNE Demonstration – BRISTOL HS	4/14/2015	DD OP AL
WSCP Presentation at CCF Family Culture Night	4/16/2015	SA
PC	4/16/2015	OP
Bryant	4/17/2015	OP
RI Indian Council Kickoff Meeting/Seatbelt Grant	4/17/2015	OC/Seatbelt Grant
THINKFAST Dr. Jorge Alvarez HS	4/17/2015	DD OP AL
Elmwood Church of God	4/18/2015	OP
Yoruba Elders	4/18/2015	OP

Event	Date	Program Area
Church of God	4/18/2015	OP
JHS: New England Football League Registration Draft	4/19/2015	OP
PHA 75 th Anniversary at Carroll Tower	4/21/2015	OC/Seatbelt Grant
Roger Williams PHA	4/22/2015	OP
Dexter Manor PHA	4/23/2015	OP
PC	4/23/2015	OP
Bryant	4/24/2015	OP
THINKFAST Naval Academy Prep School	4/27/2015	DD OP AL
CCRI	4/29/2015	OP
THINKFAST Chariho HS	4/29/2015	DD OP AL
SIDNE Demonstration – RIDOT Construction Career Day	4/29/2015	DD OP AL
God and Saints of Christ	4/30/2015	OP
CCRI	4/30/2015	OP
SIDNE Demonstration – RIDOT Construction Career Day	4/30/2015	DD OP AL
THINKFAST Hugh B Bain – Middle School	4/30/2015	DD OP AL
THINKFAST Smithfield HS	4/30/2015	DD OP AL
Open House Seatbelt Grant RI Indian Council	5/1/2015	OP
THINKFAST North Smithfield	5/1/2015	DD OP AL
RI Indian Council Open House for Seatbelt and Alcohol Impaired Driving	5/1/2015	OC/Seatbelt Grant
THINKFAST North Providence	5/4/2015	DD OP AL
AA: Gilbert Stuart School Providence	5/6/2015	OP
JHS: East Coast Flag Football Game Day	5/6/2015	OP
THINKFAST Prout School	5/6/2015	DD OP AL
SAVE A LIFE Chariho	5/6/2015	DD OP AL
RI College 11	5/7/2015	OP
THINKFAST Johnston Senior HS	5/7/2015	DD OP AL
SAVE A LIFE Cranston West	5/7/2015	DD OP AL
RI College	5/8/2015	OP
SAVE A LIFE Central High School	5/8/2015	DD OP AL
Chapel of Grace	5/9/2015	OP
WSCP Presentation to Karen Bouchard Head Start	5/11/2015	OP
SAVE A LIFE Metro Regional C&T	5/11/2015	DD OP AL
WSCP Presentation to Cass Park Head Start Center	5/12/2015	OP
AA: All Nations Revival Church (ANRC)	5/12/2015	OP
East Providence Driver's Education	5/12/2015	YD
SAVE A LIFE St. Raphael Academy	5/12/2015	DD OP AL
THINK FAST Central Falls High School	5/13/2015	DD OP AL
SAVE A LIFE Westerly High School	5/13/2015	DD OP AL
WSCP Presentation to Bourdon Boulevard Head Start	5/14/2015	OP
Providence College	5/14/2015	OP
SAVE A LIFE Hope High School	5/14/2015	DD OP AL

Event	Date	Program Area
15 th Annual Transportation Week Breakfast	5/14/2015	DD OP AL
JHS: New England Football League Awards Ceremony	5/15/2015	OP
Bryant University	5/15/2015	OP
SAVE A LIFE Westerly High School	5/15/2015	DD OP AL
Living Christ Chapel	5/16/2015	OP
AA: All Nations Revival Church (ANRC)	5/17/2015	OP
SAVE A LIFE Rocky Hill High School	5/18/2015	DD OP AL
Newport Rotary Club	5/19/2015	OP
JHS: East Coast Flag Football Tournament	5/19/2015	OP
SAVE A LIFE Beacon Charter High School	5/19/2015	DD OP AL
WSCP Presentation to Citizen Elementary	5/20/2015	PS
AA: Gilbert Stuart School Providence	5/20/2015	OP
AA: Project Hope Pawtucket Presentation to Students	5/20/2015	OP
Citizens Safety Night at Citizens Elementary School	5/20/2015	OP
SAVE A LIFE Mount Pleasant High School	5/20/2015	DD OP AL
WSCP Presentation at Woonsocket Public Library	5/21/2015	OP
Woonsocket Public Library	5/21/2015	OP
Providence College 14	5/21/2015	OP
Bryant University	5/22/2015	OP
City of Refuge	5/23/2015	OP
AA: All Nations Revival Church (ANRC)	5/26/2015	OP
AA: Gilbert Stuart School Providence	5/27/2015	OP
CCF Presentation to YWCA Parenting in Progress	5/28/2015	AL
YWCA	5/28/2015	OP
CCRI	5/28/2015	OP
CCRI	5/29/2015	OP
Potters House of Pray	5/30/2015	OP
South Kingstown High School	6/3/2015	OP
CCF Presentation to Chaplin Perez Center's Job Readiness and Culinary Arts Training Program	6/5/2015	AL
WSCP Presentation at Governor Pothier Elementary	6/8/2015	PS
Governor Pothier Elementary School Health Fair	6/8/2015	OP
Mount Pleasant High School	6/8/2015	OP
AA: Project Hope Pawtucket: Group conversation on Seat belt safety and testimonies.	6/10/2015	OP
CCF Presentation to Woonsocket Boys and Girls Club's "Passport to Manhood"	6/11/2015	AL
Victory House of Pray	6/13/2015	OP
CCF Presentation to Woonsocket High Transition Program	6/15/2015	AL
AA: Project Hope Pawtucket: Group conversation on Seat belt safety and testimonies.	6/17/2015	OP
CCF Presentation to Woonsocket Youth Career Center	6/20/2015	AL
CCF Informational Table at Burrillville Family Fair	6/20/2015	AL
Woonsocket High drunk driving crash simulation	6/20/2015	AL
JHS: Gay Pride Parade Celebration	6/20/2015	OP

Event	Date	Program Area
Solid Rock Tabernacle	6/20/2015	OP
AA: Project Hope Pawtucket: Group conversation on Seat belt safety and testimonies.	6/24/2015	OP
Holy Ghost House	6/27/2015	OP
Church of Christ and Saints of Christ	6/27/2015	OP
TSRP Presentation to RIPCA	7/1/2015	AL
CCF Presentation to Champlin Scout Reservation	7/1/2015	AL
TSRP Presentation to RIPCA	7/1/2015	AL
Champlin Camp in Cranston	7/1/2015	OP
Smith Hill Library	7/1/2015	OP
Olneyville Library	7/1/2015	OP
Knight Memorial Library	7/2/2015	OP
Washington Park Library	7/2/2015	OP
Fox Point Library	7/2/2015	OP
Mount Pleasant Library	7/2/2015	OP
SIDNE Demonstration – Rocky Point Park	7/2/2015	DD OP AL
Temple of Faith, Cranston	7/4/2015	OP
JHS: Cape Verdean Festival India Point Park	7/5/2015	OP
WSCP "I survived" camp at Promising Acres	7/8/2015	PS
Promising Acres Girl Scout Camp	7/8/2015	OP
WSCP "Chillin' and Skillin'" at Coleman Elementary	7/9/2015	PS
Coleman Elementary School	7/9/2015	OP
Allen A.M.E. Church on Bellevue Avenue (244)	7/11/2015	OP
WSCP Presentation at Community Care Alliance	7/13/2015	SA
Woonsocket High School	7/13/2015	OP DD
CCF Presentation at Woonsocket High School	7/15/2015	AL
Woonsocket High School 15	7/15/2015	OP DD
CCF Presentation at All Saints Parish, Woonsocket	7/17/2015	AL
Mountain of Fire and Miracle Ministries, East P.	7/18/2015	OP
CCF Presentation to Woonsocket Youth Career Center	7/20/2015	AL
CCF Presentation to MADD Team Spirit Conference	7/22/2015	AL
Bryant University MADD RI Team Spirit	7/22/2015	AL OP DD YD
Tabernacle of God	7/25/2015	OP
Fourth Baptist Church	7/25/2015	OP
CCF Presentation to Woonsocket Youth Career Center	7/27/2015	AL
Hugh B. Bain Middle School, Cranston	7/27/2015	YD
Hugh B. Bain Middle School, Cranston	7/28/2015	YD
Hugh B. Bain Middle School, Cranston	7/29/2015	YD
CCF/WSCP Presentations at National Night Out	8/4/2015	AL
National Night Out Woonsocket	8/4/2015	OP AL
National Night Out Jenks Park CF	8/4/2015	AL OP
RIDOT Monitoring Visit	8/6/2015	OP

Event	Date	Program Area
Ecuadorian Independence Day	8/7/2015	AL OP
CCF Presentation at Burlingame State Park	8/8/2015	AL
Zumba at the Park	8/8/2015	AL OP
Dominican Festival	8/9/2015	AL OP
WSCP Presentation to Dr. Daycare Camp at Pothier	8/11/2015	SA
GC: RIDOT Monitoring Visit	8/11/2015	
PHA: RIDOT Monitoring Visit to PHA	8/12/2015	OP
Central Falls Basketball Tournament	8/18/2015	AL OP
CCF: RIDOT Monitoring Visit	8/20/2015	OP
AA: RIDOT Monitoring Visit to African Alliance of RI	8/21/2015	OP
2 nd Annual Tournament Senor de los Milagros	8/22/2015	AL OP
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Update)	8/25/2015	AL
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records Update)	8/25/2015	AL
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Update)	8/27/2015	AL
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records Update)	8/27/2015	AL
WSCP Woonsocket High Professional Development	8/28/2015	SA
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records Update)	9/1/2015	AL
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records Update)	9/1/2015	AL
Road safety audits	9/2015	Ped/Bike
CCF car seat information session at Woonsocket Public Library	9/3/2015	OP
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records)	9/3/2015	AL
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records)	9/4/2015	AL
TSRP Training (Report Writing, Courtroom Testimony, Investigations of Felony Motor Vehicle Offenses and Search Warrant/Medical Records Update)	9/4/2015	AL
RIC	9/8/2015	OP
RIC	9/9/2015	OP
PL: RIDOT Monitoring Visit	9/10/2015	
AA: 10 th African Health Summit	9/12/2015	OP
PC	9/15/2015	OP
Bryant	9/16/2015	OP
SIDNE Demonstration- Roger Williams College	9/17/2015	DD OP AL
Progreso Latino Community Award	9/18/2015	AL OP
SAVE A LIFE Cumberland High School	9/18/2015	DD OP AL
SAVE A LIFE Mount Saint Charles	9/21/2015	DD OP AL
PC	9/22/2015	OP

Event	Date	Program Area
SAVE A LIFE North Kingstown High School	9/22/2015	DD OP AL
Bryant	9/23/2015	OP
SAVE A LIFE South Kingstown High School	9/23/2015	DD OP AL
SAVE A LIFE Davies Career and Tech	9/24/2015	DD OP AL
SAVE A LIFE Cranston East	9/25/2015	DD OP AL
CSEA: Woonsocket High School Presentation of the PSA Seatbelt Safety	9/27/2015	OP
CCRI	9/28/2015	OP
CCRI	9/29/2015	OP
SAVE A LIFE Highlander Charter	9/29/2015	DD OP AL
SAVE A LIFE Paul Cuffee High School	9/30/2015	DD OP AL
Girl Scout Safety Day	10/3/2015	YD
Parent Gathering Woonsocket High School	10/6/2015	OP AL
2015 Parent Teacher Conference Woonsocket High	10/8/2015	OP
Rollover Simulator	10/22/2015	OP
RIIC: RIDOT Monitoring Visit	10/29/2015	
Villanova Middle School, Woonsocket	11/10/2015	OP
Education Curriculum Development	1/2015, 4/2015, 5/2015, 6/2015, 9/2015	Ped/Bike
National Teen Driver Safety Week	10/19/14-10/25/14	DD
Women's Pre-Ride and Roadside Class	10/2014, 11/2014, 4/2015-9/2015	Ped/Bike
Bike Distribution	10/2014, 11/2014, 4/2015-9/2015	Ped/Bike
Youth Road Ride Club	10/2014, 11/2014, 4/2015-9/2015	Ped/Bike
Night Bright	10/2014-12/2014	Ped/Bike
Open Garage	10/2014-9/2015	Ped/Bike
Bike Library	10/2014-9/2015	Ped/Bike
School Programs (In and after)	10/2014-9/2015	Ped/Bike
Media: Print and On-Line Bike Safety	10/2014-9/2015	Ped/Bike
Media Relations: editorial	10/2014-9/2015	Ped/Bike
Visitor Outreach	10/2014-9/2015	Ped/Bike
YV: University of RI	3/16/2015 – 3/23/2015	OP
Providence College	3/17/2015 – 3/24/2015	OP
Community College of RI	3/18/2015 – 3/25/2015	OP
Bryant University	3/19/2015 – 3/25/2015	OP
Rhode Island College	3/19/2015 – 3/26/2015	OP
PCL: Olneyville Workshop	3/9/2015-3/26/2015	OP
CSEA: Lao New Year Event (100)	5/10/2015-5/16/2015	OP
CSEA: Woonsocket High School	5/24/2015-5/30/2015	OP
CSEA: Cultural Competency Training at CSEA	5/3/2015-5/9/2015	OP

Event	Date	Program Area
Mount Pleasant Library	5/9/2015-5/11/2015	OP
League Certified Instructor Training	6/2015 and 8/2015	Ped/Bike
AA: All Nations Revival Church (ANRC) Pawtucket	6/28/2015-6/30/2015	OP
TeamSpirit Youth Leadership Conference	7/19/2015-7/23/2015	YD/OP/AL/DD
CSEA: National Night Out	7/26/2015-7/29/2015	OP
CSEA: Sankofa World Market	7/26/2015-7/29/2015	OP
CSEA: Boat Race Festival in North Scituate	7/5/2015-7/11/2015	OP
AA: All Nations Revival Church (ANRC) Pawtucket Seatbelt Presentation	7/7/2015-7/11/2015	OP
Bolivian Virgen de Urkupiña	8/15/2015-8/16/2015	AL OP
CSEA: 3 rd Annual Cage Soccer Tournament/Dunn Park Woonsocket interviews for the Seatbelt Safety PSA.	8/2/2015-8/8/2015	OP
CSEA: Horton School – Cranston ESL Department	6/9/15	OP
Young Adults	5/7/15	OP
Rivival	5/14/15	OP
Restoration Chapel	6/6/15	OP
Bible Study (31)	6/10/15	OP
Evening Service	6/14/15	OP
African Summer Bash	7/25/15	OP
Celestial Church of God	7/26/15	OP
Central American Festival	9/13/15	AL OP
Central Falls Bright Future Festival	9/19/15	AL OP
Prescription Drug Take Back Day	9/26/15	AL
8/23 Peruvian Religious Celebration at Lord of the Sea	8/23/15	AL OP
August Roundtable Discussion on Seatbelt Usage	8/21/2015	OP
URI Pow Wow	10/6/2015	OP AL
Central Falls High School	11/5/2015	OP DD
Davies Vocational High School	11/17/2015	OP DD
The Genesis Center Primary Seatbelt Presentation	7/1/15 7/8/15 7/15/15 7/22/15 7/29/15 8/8/15 8/5/15 8/12/15 8/19/15 8/26/15 8/29/15	OP

OP = Occupant Protection (seat belts).

AL = Impaired Driving.

DD = Distracted Driving.

YD = Young Drivers.

6.0 Paid Media

6.1 PAID MEDIA TO SUPPORT HIGH-VISIBILITY TRAFFIC ENFORCEMENT

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

October 2014 to December 2014 Monday Night/Thursday Night Football Package

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

Table 6.1 Details of Media Buy for NFL Football Package (cable)

	Exposure	Spots	Bonus Spots	Net Cost
Cable	205.8 GRPs	701	550	\$25,492
Total		701		\$25,492

October 2014 to April 2015 URI Ryan Center Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.2 Details of Media Buy for URI Ryan Center Sponsorship

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Signage, Radio, Game Day Program, PA Announcements, Web Site billboard and logo, Safety messages, Email blasts, Production of dashers	N/A	N/A	\$16,950.00
Total				\$16,950.00

October 2014 to April 2015 Providence College Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.3 Details of Media Buy for Providence College Sponsorship Package

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Radio Commercials (:60/:10), Season Ticket Booklet, Signage, Logo opportunities, etc.	N/A	N/A	\$11,950.00
Total				\$11,950.00

October 2014 to April 2015 Brown University Sports Sponsorship (Alcohol-Impaired Driving Enforcement/Occupant Protection)

The primary target audience for this campaign was men between the ages of 18 and 34 years old for CIOT and 21 to 34 years old for Impaired Driving.

Table 6.4 Details of Media Buy for Brown University Sponsorship Package

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Signage, On-Site Opportunities, Web Site and Additional Opportunities, Public Address Announcements, Radio Commercials (:60/:10)	N/A	N/A	\$11,950.00
Total				\$11,950.00

October 2014 to April 2015 Providence Bruins Team Sponsorship (Alcohol-Impaired Driving Enforcement)

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

Table 6.5 Details of Media Buy for the Providence Bruins Sponsorship Package

	Exposure	Spots	Bonus Spots	Net Cost
Sponsorship	Dasherboards, Video Scoreboards, PSAs, Scoreboard Panel Ads, Broadcast Advertising, Game Notes Panel, Poster Night, Player/Mascot Appearances, Web Site Player Page Ads, Public Address Announcements, Yearbook Ads	N/A	N/A	\$8,500.00
Total				\$8,500.00

November 2014 to December 2015 Click It or Ticket

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

Table 6.6 Details of Media Buy for Click It or Ticket

	Exposure	Spots	Bonus Spots	Net Cost
TV	113.2 GRPs	291	80	\$26,817.50
Radio	98.6 GRPs	224	68	\$9,320.25
Outdoor-bus kings; bus tails	4,330,000 IMP	N/A	2 kings; 2 tails	\$7,400.00
Print	2,500 IMP	N/A	N/A	\$200.00
On-Line	120,232 IMP			\$1,020.00
Total			N/A	\$44,757.75

December 2014 Alcohol-Impaired Driving Enforcement Campaign

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

Table 6.7 Details of Media Buy for Alcohol-Impaired Driving Enforcement Campaign

	Exposure	Spots	Bonus Spots	Net Cost
TV	180.2 GRPs	311	36	\$27,101.40
Radio	244.6 GRPs	599	208	\$19,418.25
On-Line (Hulu/ Pandora)	809,524 IMP	N/A	N/A	\$16,000.00
Outdoor-bulletins	4,200,000 IMP	N/A	N/A	\$13,500.00
Total				\$76,019.65

**January 2015 Patriots Playoffs and Super Bowl
(Alcohol-Impaired Driving Enforcement)**

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

Table 6.8 Details of Media Buy for the Patriots AFC Championship Game

	Exposure	Spots	Bonus Spots	Net Cost
TV	428.9 GRPs	53	5	\$76,160.00
Total				\$76,160.00

March 2015 Click It or Ticket

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

Table 6.9 Details of Media Buy for Click It or Ticket

	Exposure	Spots	Bonus Spots	Net Cost
Radio	180.9 GRPs	445	144	\$13,667.15
Outdoor- bulletins	4,200,000 IMP	N/A	N/A	\$16,250.00
Outdoor- bus tails	7,410,000 IMP	N/A	N/A	\$8,900.00
Total				\$38,817.15

April 2015 Pawtucket Red Sox

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

Table 6.10 Details of Media Buy for Pawtucket Red Sox

	Exposure	Spots	Bonus Spots	Net Cost
OOH	10 by 30-foot Upper-Level Outfield billboard, "Own an Inning" logo placement on RF Outfield video board, Banner placement in Main Entry Tower Lobby, Two messages on the Outfield Message Billboard during each of the 71 home games, Full-page ad in PawSox game program, One :30 spot to be played on the RF video board in the pregame at each of the 71 home games, PA Announcement at conclusion of each home game to "Buckle Up" when driving home (includes logo placement on RF video board)	N/A	N/A	\$25,000.00
Total				\$25,000.00

April 2015 Distracted Driving/Texting

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

Table 6.11 Details of Media Buy for Distracted Driving

	Exposure	Spots	Bonus Spots	Net Cost
Radio	248.0 GRPs	504	96	\$16,770.50
Total				\$16,770.50

May 2015 Click It or Ticket Campaign

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

Table 6.12 Details of Media Buy for Click It or Ticket

	Exposure	Spots	Bonus Spots	Net Cost
TV	339.1 GRPs	1,559	330	\$59,908.00
Radio	228.8 GRPs	552	154	\$15,869.50
Outdoor- bulletins	4,200,000 IMP	N/A	N/A	\$20,500.00
Outdoor- bus kings; bus tails	4,850,000 IMP	N/A	N/A	\$11,200.00
On-Line	8,449,450 IMP	N/A	26,023 IMP	\$53,652.69
Total				\$161,130.19

August 2015 Speed Enforcement

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

Table 6.13 Details of Media Buy for Speed Enforcement

	Exposure	Spots	Bonus Spots	Net Cost
TV	529.8 GRPs	1,453	274	\$73,457.00
Radio	257.4 GRPs	525	130	\$21,309.76
Outdoor -Bulletins	4,200,000 IMP	N/A	N/A	\$20,700.00
On-line	4,759,502 IMP	N/A	N/A	\$27,300.00
Total				\$142,766.76

August 2015 to September 2015 Alcohol-Impaired Driving Enforcement (Auto)

The primary target audience for this campaign was men between the ages of 21 and 49 years old.

Table 6.14 Details of Media Buy for Alcohol-Impaired Driving Enforcement

	Exposure	Spots	Bonus Spots	Net Cost
TV	486.0 GRPs	1,388	225	\$68,565.25
Radio	566.2 GRPs	659	189	\$24,038.40
Outdoor – bus kings; bus tails	8,470,000 IMP	N/A	N/A	\$13,500.00
On-line	11,095,235 IMP	N/A	N/A	\$56,000.00
Total				\$162,103.65

August 2015 to September 2015 Alcohol-Impaired Riding Enforcement (Motorcycle)

The primary target audience for this campaign was men between the ages of 21 and 49 years old.

Table 6.15 Details of media buy for Alcohol-Impaired Riding Enforcement

	Exposure	Spots	Bonus Spots	Net Cost
TV	275.6 GRPs	963	210	\$43,409.50
Radio	308.7 GRPs	453	135	\$17,739.63
On-line	583,333 IMP	N/A	N/A	\$15,000.00
Total				\$76,149.13

September 2015 Child Passenger Safety

The primary target audience for this campaign was women between the ages of 18 and 49 years old.

Table 6.16 Details of Media Buy for Child Passenger Safety

	Exposure	Spots	Bonus Spots	Net Cost
TV	103.5 GRPs	387	83	\$15,232.00
Outdoor – Bulletin	2,100,000 IMP	N/A	N/A	\$8,600.00
On-line	443,484 IMP	N/A	N/A	\$2,000.00
Total				\$25,832.00

September 2015 Click It or Ticket Campaign

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

Table 6.17 Details of Media Buy for Click It or Ticket

	Exposure	Spots	Bonus Spots	Net Cost
TV	48.4 GRPs	337	100	\$11,058.50
Radio	236.1 GRPs	361	90	\$10,111.63
Outdoor- bus kings; bus tails	7,410,000 IMP	N/A	N/A	\$8,000.00
On-Line	2,289,098 IMP	N/A	N/A	\$10,700.00
Total				\$39,870.13

7.0 Financial Summary

Table 7.1 Highway Safety Program Cost Summary

Funding Sources	Description	Total Obligated	Expenditures	Balance
NHTSA				
NHTSA 402				
Planning and Administration				
PA-2015-15-00-00	Audit Fees	\$1,064.00	\$688.18	\$375.82
PA-2015-15-01-00	Memberships and Dues	\$6,475.08	\$5,771.00	\$704.08
PA-2015-15-02-00	Preparation of Highway Safety	\$53,552.42	\$32,601.47	\$20,950.95
PA-2015-15-03-00	Office Equipment	\$6,971.20	\$3,206.16	\$3,765.04
PA-2015-15-04-00	Office Supplies	\$12,096.66	\$6,272.00	\$5,824.66
PA-2015-15-06-00	Travel and Training	\$13,674.73	\$8,490.77	\$5,183.96
Planning and Administration Total		\$93,834.09	\$57,029.58	\$36,804.51
Motorcycle Safety				
MC-2015-15-02-00	Paid Media Motorcycle Public Education, Awareness and Outreach Campaign	\$65,000.00	-	\$65,000.00
MC-2015-15-04-00	Motorcycle Crash Reconstruction Training	\$25,000.00	-	\$25,000.00
MC-2015-15-05-00	Resource and Outreach Center	\$5,000.00	\$201.70	\$4,798.30
MC-2015-15-06-00	Salaries (Motorcycle)	\$53,206.54	\$35,121.46	\$18,085.08
MC-2015-15-07-00	Program Assessment (MC)	\$85,000.00	\$20,298.55	\$64,701.45
Motorcycle Safety Total		\$233,206.54	\$55,621.71	\$177,584.83
Occupant Protection				
OP-2015-15-01-00	State Agencies (DMV) Motorist Education and Outreach Project	\$25,000.00	-	\$25,000.00
OP-2015-15-02-00	Municipalities Seat Belt Law Enforcement Patrols	\$219,086.42	\$169,706.77	\$49,379.65
OP-2015-15-03-00	Municipalities Child Passenger Safety (CPS)	\$154,796.53	\$122,237.51	\$32,559.02
OP-2015-15-04-00	State Agencies (RISP) – Rollover Simulator Demonstrations	\$11,000.00	\$7,131.12	\$3,868.88
OP-2015-15-05-00	State Agencies (RISP) Seat Belt Law Enforcement Patrols	\$36,400.22	\$6,650.03	\$29,750.19
OP-2015-15-06-00	State Agencies (RISP) Child Passenger Safety (CPS)	\$12,274.50	\$2,133.71	\$10,140.79

Funding Sources	Description	Total		Balance
		Obligated	Expenditures	
OP-2015-15-07-00	Seatbelt Education and Statewide Public Outreach Initiative	\$116,174.50	\$115,654.16	\$520.34
OP-2015-15-08-00	Seat Belt Series – Statewide Seatbelt Challenge	\$5,000.00	–	\$5,000.00
Occupant Protection Total		\$579,732.17	\$423,513.30	\$156,218.87
Pedestrian/Bicycle Safety				
PS-2015-15-01-00	Aquidneck Island Bike Safety Initiative	\$24,650.00	\$24,610.00	\$40.00
PS-2015-15-02-00	Statewide Bike/PED Safety Events and Programs	\$39,600.00	\$25,526.26	\$14,073.74
PS-2015-15-03-00	Salaries (Pedestrian/Bicycle)	\$3,925.93	\$3,836.76	\$89.17
Pedestrian/Bicycle Safety Total		\$68,175.93	\$53,973.02	\$14,202.91
Police Traffic Services				
PT-2015-15-02-00	Salaries (Speed)	\$184,172.35	\$57,920.25	\$126,252.10
PT-2015-15-03-00	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC), Including Drug Recognition Expert (DRE) Training and Statewide Program	\$62,025.46	\$30,899.21	\$31,126.25
PT-2015-15-04-00	Creative Media (PT)	\$40,000.00	\$18,033.03	\$21,966.97
PT-2015-15-05-00	State Agencies (DMV) Motorist Education and Outreach Project	\$25,000.00	–	\$25,000.00
PT-2015-15-06-00	Municipalities Speed Enforcement	\$224,939.70	\$208,013.13	\$16,926.57
PT-2015-15-08-00	State Agencies (RISP) Speed Enforcement	\$110,429.65	\$90,639.95	\$19,789.70
PT-2015-15-09-00	State Agencies (URI) Speed Enforcement	\$51,356.31	–	\$51,356.31
Police Traffic Services Total		\$697,923.47	\$405,505.57	\$292,417.90
Safe Communities				
SA-2015-15-01-00	Safe Communities Partnership Woonsocket (WSCP)	\$49,990.82	\$49,937.43	\$53.39
SA-2015-15-02-00	Safe Communities Partnership Cranston Child Opportunity Zone (COZ)	\$28,750.00	\$28,666.48	\$83.52
Safe Communities Total		\$78,740.82	\$78,603.91	\$136.91
Paid Advertising				
PM-2015-15-01-00	Paid Media (OP)	\$163,684.39	\$148,137.31	\$15,547.08
PM-2015-15-02-00	Paid Media (PT)	\$153,011.67	\$149,146.23	\$3,865.44

Funding Sources	Description	Total Obligated	Expenditures	Balance
PM-2015-15-03-00	Paid Media (YD) – Occupant Protection, Distracted Driving, and Underage Drinking	\$20,000.00	-	\$20,000.00
Paid Advertising Total		\$336,696.06	\$297,283.54	\$39,412.52
NHTSA 402 Total		\$2,088,309.08	\$1,371,530.63	\$716,778.45
405 OP SAFETEA-LU				
405 Occupant Protection				
K2-2015-15-00-00	Audit Fees	\$3.37	\$3.37	-
K2-2015-15-01-00	Salaries (Occupant Protection)	-	-	-
405 Occupant Protection Total		\$3.37	\$3.37	-
405 OP SAFETEA-LU Total		\$3.37	\$3.37	-
NHTSA 406				
406 Planning and Administration				
K4PA-2015-15-00-00	Audit Fees	-	-	-
406 Planning and Administration Total		-	-	-
406 Occupant Protection				
K4OP-2015-15-01-00	Seatbelt Education and Statewide Public Outreach Initiative	\$57,395.27	\$57,394.99	\$0.28
406 Occupant Protection Total		\$57,395.27	\$57,394.99	\$0.28
NHTSA 406 Total		\$57,395.27	\$57,394.99	\$0.28
408 Data Program SAFETEA-LU				
408 Data Program Incentive				
K9-2015-15-00-00	Audit Fees	\$386.44	\$386.44	-
K9-2015-15-01-00	Salaries (Traffic Records)	\$198,052.40	\$198,052.40	-
K9-2015-15-02-00	Data Collection, Analysis, and Recommendation (Northeastern University)	\$21,143.00	\$21,143.00	-
K9-2015-15-03-00	Enterprise LRS and Road Inventory Implementation Project (RIDOT)	\$156,600.00	\$156,600.00	-
K9-2015-15-05-00	Model Inventory of Roadway Elements (MIRE) Data Collection	\$371,241.51	\$371,241.51	-
K9-2015-15-06-00	Traffic Records Committee Coordinator Consultant Services	-	-	-

Funding Sources	Description	Total Obligated	Expenditures	Balance
K9-2015-15-07-00	Traffic Records Coordinator	\$7,538.63	\$7,538.63	-
408 Data Program Incentive Total		\$754,961.98	\$754,961.98	-
408 Data Program SAFETEA-LU Total		\$754,961.98	\$754,961.98	-
410 Alcohol SAFETEA-LU				
K8-2015-15-01-00	State Agencies (AG) – Traffic	\$77,307.44	\$77,307.44	-
410 Alcohol SAFETEA-LU Total		\$77,307.44	\$77,307.44	-
410 Alcohol Planning and Administration				
K8PA-2015-15-00-00	Audit Fees	\$43.48	\$43.48	-
K8PA-2015-15-01-00	Salaries (Impaired Driving)	-	-	-
410 Alcohol Planning and Administration Total		\$43.48	\$43.48	-
410 Alcohol SAFETEA-LU Total		\$77,350.92	\$77,350.92	-
2010 Motorcycle Safety				
2010 Motorcycle Safety Incentive				
K6-2015-15-00-00	Audit Fees	\$1.00	\$0.87	\$0.13
K6-2015-15-01-00	Paid Media (MC) Awareness Campaign	\$1,927.77	\$1,700.00	\$227.77
2010 Motorcycle Safety Incentive Total		\$1,928.77	\$1,700.87	\$227.90
2010 Motorcycle Safety Total		\$1,928.77	\$1,700.87	\$227.90
2011 Child Seats				
2011 Child Seat Incentive				
K3-2015-15-00-00	Audit Fees	\$28.57	\$26.59	\$1.98
2011 Child Seat Incentive Total		\$28.57	\$26.59	\$1.98
2011 Paid Media				
K3PM-2015-15-01-00	Paid Media (CPS)	\$27,128.71	\$26,991.65	\$137.06
2011 Paid Media Total		\$27,128.71	\$26,991.65	\$137.06
2011 Child Seats Total		\$27,157.28	\$27,018.24	\$139.04

Funding Sources	Description	Total Obligated	Expenditures	Balance
164 Transfer Funds				
164 Planning and Administration				
164PA-2015-15-00-00	Audit Fees	\$3,650.00	\$1,276.74	\$2,373.26
164PA-2015-15-01-00	Salaries (Impaired Driving)	\$42,916.12	\$41,577.50	\$1,338.62
164 Planning and Administration Total		\$46,566.12	\$42,854.24	\$3,711.88
164 Alcohol				
164AL-2015-15-01-00	Alcohol Survey	\$21,000.00	\$13,401.32	\$7,598.68
164AL-2015-15-02-00	Incentive Rewards Program (Chiefs Challenge)	\$13,400.00	\$1,001.77	\$12,398.23
164AL-2015-15-03-00	Jaws of Life Providence Fire Department	\$150,000.00	\$81,282.00	\$68,718.00
164AL-2015-15-04-00	Resource and Outreach Center (AL)	\$24,574.88	-	\$24,574.88
164AL-2015-15-05-00	Impaired Driving Education and Statewide Public Outreach Initiative	\$128,000.00	\$52,250.57	\$75,749.43
164AL-2015-15-06-00	State Agencies (DMV) Motorist Education and Outreach Project	\$22,500.00	-	\$22,500.00
164AL-2015-15-07-00	State Agencies (DOH) Vehicle for Health	\$60,272.00	\$30,000.00	\$30,272.00
164AL-2015-15-08-00	Crash Data Recorder	\$21,000.00	\$20,772.95	\$227.05
164AL-2015-15-09-00	Municipalities Compliance Check for Underage	\$55,168.00	\$1,684.42	\$53,483.58
164 Alcohol Total		\$495,914.88	\$200,393.03	\$295,521.85
164 Paid Media				
164PM-2015-15-01-00	Paid Media (AL)	\$485,945.66	\$379,678.03	\$106,267.63
164 Paid Media Total		\$485,945.66	\$379,678.03	\$106,267.63
164 Hazard Elimination				
164HE-2015-15-01-00	High Hazard Elimination	\$2,476,768.41	\$2,248,864.75	\$227,903.66
164 Hazard Elimination Total		\$2,476,768.41	\$2,248,864.75	\$227,903.66
164 Transfer Funds Total		\$3,505,195.07	\$2,871,790.05	\$633,405.02
MAP 21 405b OP Low				
405b Low HVE				
M2HVE-2015-15-01-00	Incentive Rewards Program (Chiefs Challenge)	\$3,000.00	\$1,381.53	\$1,618.47

Funding Sources	Description	Total Obligated	Expenditures	Balance
M2HVE-2015-15-02-00	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC), Including Drug Recognition Expert (DRE) Training and Statewide Program	\$30,782.38	\$19,134.75	\$11,647.63
M2HVE-2015-15-03-00	State Agencies (URI) Seat Belt Law Enforcement Patrols	\$5,000.00	-	\$5,000.00
405b Low HVE Total		\$38,782.38	\$20,516.28	\$18,266.10
405b Low Training				
M2TR-2015-15-01-00	CPS Technician Continuing Education Event	\$9,827.75	\$6,697.23	\$3,130.52
405b Low Training Total		\$9,827.75	\$6,697.23	\$3,130.52
405b Low Public Education				
M2PE-2015-15-01-00	CIOT DMV Intercept Survey	\$13,388.23	\$13,388.23	-
M2PE-2015-15-02-00	CIOT Observational Surveys	\$68,572.99	\$49,770.45	\$18,802.54
M2PE-2015-15-03-00	Paid Media (CP)	\$25,000.00	-	\$25,000.00
M2PE-2015-15-04-00	Paid Media (OP)	\$206,834.80	\$201,811.33	\$5,023.47
M2PE-2015-15-05-00	Creative Media (OP)	\$50,868.18	\$25,817.00	\$25,051.18
M2PE-2015-15-06-00	Pediatric Practice CPST	\$57,584.33	\$56,247.49	\$1,336.84
M2PE-2015-15-07-00	Resource and Outreach Center (OP)	\$6,900.00	-	\$6,900.00
M2PE-2015-15-08-00	Youth Educator and Influencer Program (MADD)	\$37,665.17	\$37,665.17	-
M2PE-2015-15-09-00	SIDNE® High School Education Program	\$36,762.59	\$3,078.70	\$33,683.89
M2PE-2015-15-10-00	ThinkFast Interactive High School Education Program	\$49,533.03	\$40,516.66	\$9,016.37
405b Low Public Education Total		\$553,109.32	\$428,295.03	\$124,814.29
405b Low Community CPS Services				
M2CPS-2015-15-01-00	Car Seat Distribution/CPS Education for to Low-Income Families	\$56,452.55	\$56,452.55	-
M2CPS-2015-15-02-00	Overtime for Community-Based Organizations to Conduct CPS Checking Station Activities	\$32,198.46	-	\$32,198.46
M2CPS-2015-15-03-00	Registration Fees for Community-Based Organizations' Safe Kids Child Passenger Safety Technician Certification Course Fees	\$5,000.00	-	\$5,000.00
M2CPS-2015-15-04-00	RI Safe Kids CPST Certification Course/Tech Update	\$10,000.00	-	\$10,000.00

Funding Sources	Description	Total		Balance
		Obligated	Expenditures	
405b Low Community CPS Services Total		\$103,651.01	\$56,452.55	\$47,198.46
405b OP Low				
M2X-2015-15-00-00	Audit Fees	\$1,133.90	\$381.28	\$752.62
M2X-2015-15-01-00	Salaries (Occupant Protection)	\$248,303.47	\$236,832.41	\$11,471.06
405b OP Low Total		\$249,437.37	\$237,213.69	\$12,223.68
MAP 21 405b OP Low Total		\$954,807.83	\$749,174.78	\$205,633.05
MAP 21 405c Data Program				
405c Data Program				
M3DA-2015-15-00-00	Audit Fees	\$1,671.31	\$109.85	\$1,561.46
M3DA-2015-15-01-00	Crash Coordinates via RMS	\$348,197.26	\$21,375.00	\$326,822.26
M3DA-2015-15-02-00	Crash Report Revision 2015	\$92,000.00	\$77,569.01	\$14,430.99
M3DA-2015-15-03-00	Providence Brought Into E-Citation	\$110,000.00	-	\$110,000.00
M3DA-2015-15-04-00	State Agencies (RISP) NetMotion Project	\$194,900.77	-	\$194,900.77
M3DA-2015-15-05-00	State Agencies (RISP) Crash Analyst for DDCATS	\$309,915.06	-	\$309,915.06
405c Data Program Total		\$1,056,684.40	\$99,053.86	\$957,630.54
MAP 21 405c Data Program Total		\$1,056,684.40	\$99,053.86	\$957,630.54
MAP 21 405d Impaired Driving MId				
405d Mid HVE				
M5HVE-2015-15-01-00	State Agencies (RIMPA) Law Enforcement Highway Safety Training Coordinator (LEHSTC), Including Drug Recognition Expert (DRE) Training and Statewide Program	\$106,378.94	\$96,867.01	\$9,511.93
M5HVE-2015-15-02-00	Municipalities Impaired Driving Law Enforcement Patrols (Including DRE)	\$300,000.00	\$233,357.24	\$66,642.76
M5HVE-2015-15-03-00	State Agencies (RISP) Impaired Driving Law Enforcement Patrols (Including DRE)	\$150,000.00	\$149,687.03	\$312.97
M5HVE-2015-15-04-00	State Agencies (UR) Impaired Driving Law Enforcement Patrols (Including DRE)	\$2,000.00	-	\$2,000.00
M5HVE-2015-15-05-00	State Agencies (RIDEM) Impaired Driving Law Enforcement Patrols (Including DRE)	\$2,000.00	-	\$2,000.00

Funding Sources	Description	Total	
		Obligated	Expenditures Balance
405d Mid HVE Total		\$560,378.94	\$479,911.28
405d Mid ID Coordinator			\$80,467.66
M5IDC-2015-15-01-00	Salaries (Impaired Driving)	\$150,000.00	\$110,228.88
405d Mid ID Coordinator Total		\$150,000.00	\$39,771.12
405d Mid Court Support			\$39,771.12
M5CS-2015-15-01-00	Court Monitoring (MADD)	\$50,000.00	\$43,090.14
M5CS-2015-15-01-03	State Agencies (AG) – Traffic	\$50,000.00	\$33,484.64
M5CS-2015-15-02-00	State Agencies (HEALTH) – Traffic Safety Resource Forensic Toxicologist (TSRFT) and Preliminary Breath Testing and Intoxilyzer 9000s Implementation Program	\$350,000.00	\$333,586.33
405d Mid Court Support Total		\$450,000.00	\$410,161.11
405d Mid BAC Testing/Reporting			\$39,838.89
M5BAC-2015-15-01-00	Municipalities Impaired Driving – BAT (Breath Alcohol Testing) Mobile – Providence	\$397,185.55	\$380,356.82
405d Mid BAC Testing/Reporting Total		\$397,185.55	\$16,828.73
405d Mid Paid/Earned Media			\$16,828.73
M5PEM-2015-15-01-00	Paid Media (MC/AL) Impaired Riding	\$80,000.00	\$79,480.65
405d Mid Paid/Earned Media Total		\$80,000.00	\$519.35
405d Mid Other Based on Problem ID			\$519.35
M5OT-2015-15-01-00	Rhode Island Impaired Driving Task Force Coordinator	\$292,085.56	–
M5OT-2015-15-02-00	Impaired Driving Education and Statewide Public Outreach Initiative	\$232,394.49	\$43.10
M5OT-2015-15-03-00	Youth Educator and Influencer Program (MADD)	\$40,000.00	\$37,665.13
M5OT-2015-15-04-00	SIDNE® High School Education Program	\$25,000.00	\$3,078.69
M5OT-2015-15-05-00	ThinkFast Interactive High School Education Program	\$150,000.00	\$40,516.67
405d Mid Other Based on Problem ID Total		\$739,480.05	\$81,303.59
405d Impaired Driving Mid			\$658,176.46
M5X-2015-15-00-00	Audit Fees	\$1,500.00	\$586.49
			\$913.51

Funding Sources	Description	Total Obligated	Expenditures	Balance
405d Impaired Driving Mid Total		\$1,500.00	\$586.49	\$913.51
MAP 21 405d Impaired Driving Mid Total		\$2,378,544.54	\$1,542,028.82	\$836,515.72
MAP 21 405e Distracted Driving				
405e Public Education				
M8PE-2015-15-01-00	Youth Educator and Influencer Program (MADD)	\$39,524.33	\$37,665.13	\$1,859.20
M8PE-2015-15-02-00	Distracted Driving- Public Education Campaign	\$20,249.85	\$20,173.00	\$76.85
M8PE-2015-15-03-00	State Agencies (DMV) Motorist Education and Outreach Project	\$22,500.00	-	\$22,500.00
M8PE-2015-15-04-00	SIDNE® High School Education Program	\$25,000.00	\$10,008.80	\$14,991.20
M8PE-2015-15-05-00	Young Driver Education and Evaluation Program	\$38,000.00	\$5,370.00	\$32,630.00
M8PE-2015-15-06-00	ThinkFast Interactive High School Education Program	\$39,141.67	\$39,141.67	-
405e Public Education Total		\$184,415.85	\$112,358.60	\$72,057.25
405e DD Law Enforcement				
M8DDLE-2015-15-01-00	State Agencies (RISP) Distracted Driving Law Enforcement Patrols	\$25,000.00	\$35.46	\$24,964.54
405e DD Law Enforcement Total		\$25,000.00	\$35.46	\$24,964.54
405e Distracted Driving				
M8X-2015-15-00-00	Audit Fees	\$150.00	\$65.55	\$84.45
M8X-2015-15-01-00	Salaries (Distracted Driving)	\$40,000.00	\$18,656.71	\$21,343.29
405e Distracted Driving Total		\$40,150.00	\$18,722.26	\$21,427.74
MAP 21 405e Distracted Driving Total		\$249,565.85	\$131,116.32	\$118,449.53
MAP 21 405f Motorcycle Programs				
405f Motorcyclist Awareness				
M9MA-2015-15-01-00	Paid Media (MC) Awareness Campaign	\$33,696.72	-	\$33,696.72
M9MA-2015-15-02-00	Motorcycle Public Education, Awareness and Outreach Campaign	\$23,556.73	-	\$23,556.73
405f Motorcyclist Awareness Total		\$57,253.45	-	\$57,253.45

Funding Sources	Description	Total		
		Obligated	Expenditures	Balance
405f Motorcycle Programs				
M9X-2015-15-00-00	Audit Fees	\$50.00	-	\$50.00
405f Motorcycle Programs Total		\$50.00	-	\$50.00
MAP 21 405f Motorcycle Programs Total		\$57,303.45	-	\$57,303.45
NHTSA Total		\$11,209,207.81	\$7,683,124.83	\$3,526,082.98
GRAND TOTAL		\$11,209,207.81	\$7,683,124.83	\$3,526,082.98