

**Connecticut Highway Safety**

**ANNUAL REPORT**

**Federal Fiscal Year 2014**

Prepared by

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# INTRODUCTION

The goal of the Connecticut Highway Safety Program is to prevent roadway fatalities and injuries as a result of crashes related to driver behavior. Under the Highway Safety Act of 1966 (23 USC-Chapter 4) the Governor is required to implement a highway safety program through a designated State agency suitably equipped and organized to carry out the program. An appointed Governor's Highway Safety Representative oversees the program and supporting Section 402 and 405 highway safety grant funds made available to the States to carry out their annual Highway Safety Plans. The Connecticut Highway Safety Program is an extension of this Federal requirement. The Highway Safety Office (HSO) is located in the Connecticut Department of Transportation in the Bureau of Policy and Planning. **The primary objectives of the HSO are to plan, coordinate, and implement effective highway safety programs and to provide technical leadership, support and policy direction to highway safety partners.**

This Annual Report contains information on initiatives, projects, accomplishments and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2014. Fatality data in this report is sourced from the Fatality Analysis Reporting System or FARS. Injury and other data are sourced through the HSO. \*Please note, the 2013 Connecticut FARS data used in this document is expected to change. Enforcement efforts, coupled with bi-lingual media, public information and education campaigns, and training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity. As MAP-21 requires, the Highway safety office has coordinated safety efforts shared by the Department's Highway Safety Improvement Plan (HSIP) and Strategic Highway Safety Plan (SHSP). The 2015 Highway Safety Plan shares the three core performance goals required by MAP-21 and the HSO is an active member of the SHSP steering committee.

The success of the Highway Safety Program is contingent upon cooperation and coordination with safety partners and the motoring public. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) continue to provide leadership and technical assistance. Various state agencies are active participants, including the Governor's and Lieutenant Governor's Office, Department of Public Safety/State Police, State Police Toxicology Laboratory, Department of Mental Health and Addiction Services, Department of Public Health, Department of Motor Vehicles, Motor Carrier Safety Administration, Division of Criminal Justice, Office of the Chief State's Attorney, Office of Policy and Management and State Universities and Colleges. Local law enforcement agencies, through coordinated efforts with the Connecticut Police Chiefs Association, are also essential partners. Schools, civic and non-profit groups (including Mothers Against Drunk Driving, the Connecticut Coalition to Stop Underage Drinking, SAFE KIDS, and the Connecticut Motorcycle Riders Association), Yale New Haven and Hartford Hospitals and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates as a member in the Governor's Highway Safety Association and the National Association of State Motorcycle Safety Administrators.

During the 2014 Federal Fiscal Year, the following core “Activity Measures” were achieved during grant funded overtime enforcement:

**Speeding Citations: 9,585**

**Safety-Belt Citations: 12,846**

**Impaired Driving Arrests: 1,220**

**Bicycle Safety Performance Measure**

Although the HSO did not track a bicycle measure for the 2014 HSP, MAP-21 and NHTSA now require states to do so. The following measure was used for the 2015 HSP and will be tracked in the subsequent AER documents:

To reduce the number of bicyclists killed in traffic crashes from the five year (2008-2012) moving average of 5 in 2012 by 20% to a five year moving average of (2012-2016) of 4 in 2016.

# CRASH DATA/TRENDS

Please note the data in this section is sourced from 2013 Connecticut FARS data and the 2013 Connecticut Crash File. The FARS data was incomplete at the time this document was published. Therefore, some crash statistics outlined in the following charts and discussion are under-represented and expected to rise as FARS cases become finalized. Because the NHTSA-FARS Annual Report data is the most recent available, some 2012 figures may change as well.

## Core Outcome Measures

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
<b>Traffic Fatalities</b>						
Total	302	224	320	221	266	286
Three Year Moving Average	303	274	282	255	269	258
Rural	55	36	62	38	77	120
Three Year Moving Average	50	46	51	45	59	78
Urban	247	188	258	183	156	126
Three Year Moving Average	253	228	231	210	199	155
Unknown	0	0	0	4	3	0
Three Year Moving Average	0	0	0	1	2	2

### Fatalities Per 100 Million Vehicle Miles Traveled

Total	0.95	0.71	1.02	0.71	0.85	
Three Year Moving Average	0.95	0.86	0.89	0.81	0.86	
Rural	1.38	0.91	1.59	0.97	1.99	
Three Year Moving Average	1.27	1.16	1.29	1.16	1.52	
Urban	0.89	0.68	0.94	0.67	0.57	
Three Year Moving Average	0.91	0.82	0.84	0.76	0.73	

### Serious (A) Injuries

Total	2311	2155	2033	1673	1771	1523
Three Year Moving Average	2434	2348	2166	1954	1826	1656

### Serious (A) Injuries Per 100 Million Vehicle Miles Traveled

Total	7.28	6.86	6.50	5.36	5.69	
Three Year Moving Average	7.47	7.22	6.88	6.24	5.85	

### Passenger Vehicle Occupant Fatalities (All Seat Positions)

Total	183	150	203	144	153	187
Three Year Moving Average	199	180	179	166	167	161
(Fatalities) Restrained	77	58	79	57	65	82
Three Year Moving Average	89	77	71	65	67	68
Unrestrained	77	69	85	55	53	72
Three Year Moving Average (Unrestrained)	78	77	77	70	64	60
Unknown	29	23	39	32	35	30
Three Year Moving Average	33	26	30	31	35	32

### Alcohol-Impaired Driving Fatalities (BAC=.08+)

Total	95	97	119	94	85	51
Three Year Moving Average	106	101	104	103	99	77



**Core Outcome Measures continued...**

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
<b>Speeding-Related Fatalities</b>						
Total	99	103	124	74	39	56
Three Year Moving Average	98	100	109	100	79	56
<b>Motorcyclist Fatalities</b>						
Total	63	45	52	37	48	58
Three Year Moving Average	54	50	53	45	46	48
Helmeted	20	17	16	10	12	24
Three Year Moving Average	18	17	18	14	13	15
Unhelmeted	42	27	36	24	26	22
Three Year Moving Average	35	32	35	29	29	24
Unknown	1	1	0	2	2	11
<b>Percentage of MC Operator Fatalities with BAC &gt; 0%</b>						
Total	35%	38%	41%	27%	29%	11%
Three Year Moving Average	32%	35%	38%	35%	32%	22%
<b>Drivers Involved in Fatal Crashes</b>						
Total	404	302	423	292	332	385
Three Year Moving Average	420	370	376	339	349	336
Aged Under 15	0	1	0	0	0	0
Three Year Moving Average	0	0	0	0	0	0
Aged 15-20	37	32	32	25	21	37
Three Year Moving Average	51	41	34	30	26	28
Drivers Involved in Fatal Crashes - Aged Under 21	37	33	32	25	21	51
Three Year Moving Average	51	41	34	30	26	32
Aged 21 and Over	362	268	384	262	306	293
Three Year Moving Average	363	325	338	305	317	287
Unknown Age	5	1	7	5	5	4
Three Year Moving Average	6	3	4	4	6	5
<b>Pedestrian Fatalities</b>						
Total	47	26	46	26	44	37
Three Year Moving Average	39	35	40	33	39	36
<b>Observed - Restrained</b>						
Total	85.9%	88.2%	88.4%	86.8%	86.40%	85.10%
Three Year Moving Average	86.6%	87.4%	87.5%	87.8%	87.2%	86.1%

# **CORE PERFORMANCE MEASURES/GOALS AND TRENDS**

## Graph 1

Graph 1 shows Connecticut's fatality figures with 286 in 2013. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. The three year moving average indicates an overall decrease in the number of roadway fatalities over the 2009 to 2013 period, despite an increase in fatalities during the 2011 to 2013 period.

### ***2014 Highway Safety Plan (HSP) Goal:***

*To reduce the three year (2009-2011) moving average of 255 in 2011 fatalities 5 percent to a three year (2013-2015) moving average of 242 in 2015.*



### ***Outcome:***

Final NHTSA-FARS figures showed the three year average over the period of 2009-2011 to be 255. The most recent three year period spanning the period from 2011-2013 had an average of 258 traffic fatalities.

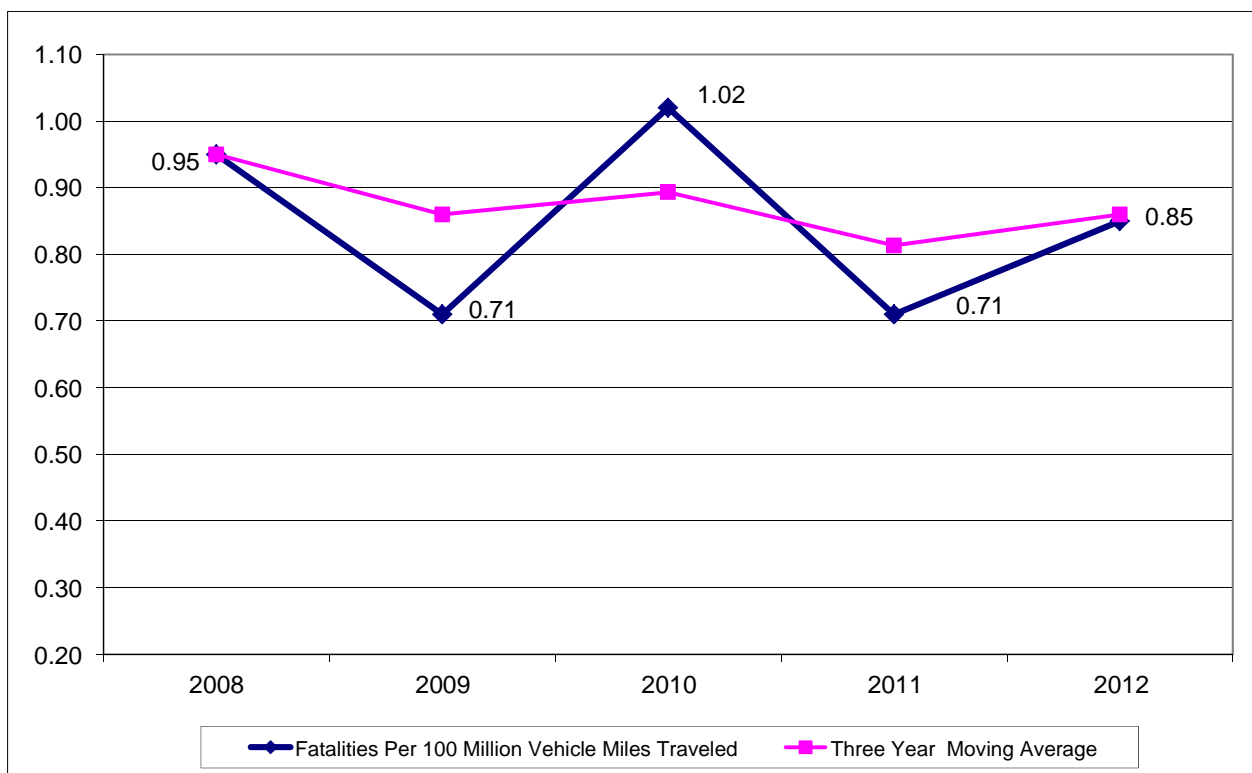
\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 million miles driven. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. There were .85 fatalities per 100M VMT in 2012. While the figures jumped over the 2008-2012 period, the three year moving average shows a slight decrease in this measure.

### **2014 HSP Goal:**

*To reduce the Fatality rate per 100 M VMT from the three year (2009-2011) moving average of .82 in 2011 by 5 percent to a three year (2013-2015) moving average of .78 in 2015.*



### **Outcome:**

While both the 2009 and 2011 rates of .71 were the lowest during the reporting period, the 2012 value of .85 fatalities per 100M VMT represents a slight increase from the previous year. The three year moving during the reporting period has decreased from .95 to .85 from 2008 to 2012.

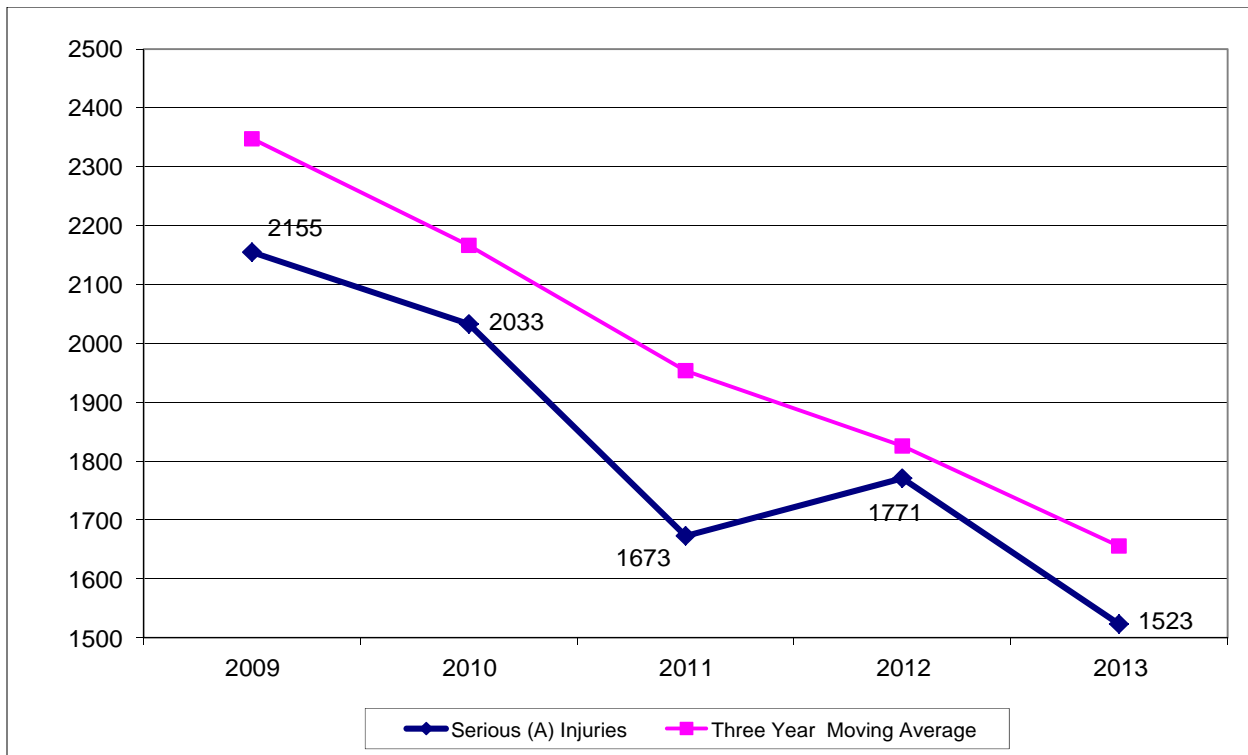
\*\*Please note that data in this Report is sourced from the 2012 NHTSA-FARS final file and Connecticut Department of Transportation. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

### Graph 3

Graph 3 shows Connecticut's Serious (A) Injuries; there were 1,523 serious injuries in 2013. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

#### **2014 HSP Goal:**

*To reduce the Serious (A) Injuries in motor vehicle crashes from the three year (2009-2011) moving average of 1,954 in 2009 by 10 percent to a three year (2013-2015) moving average of 1,759 in 2015.*



#### **Outcome:**

Serious Injuries (A) have been on a steady decline in Connecticut. The value reported for 2013 was the lowest observed during the reporting period. The three year moving average has decreased during the reporting period as well.

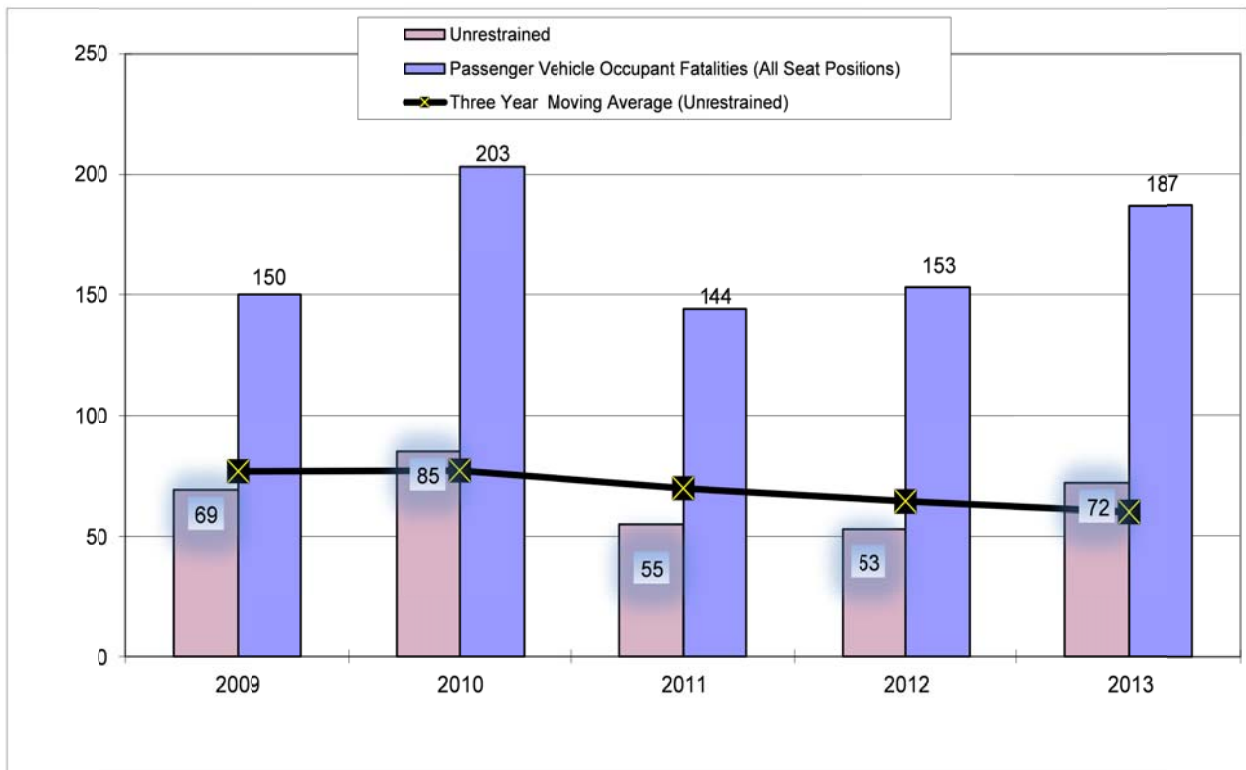
\*\*Please note that data in this Report is sourced from the 2013 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.\*\*

## Graph 4

Graph 4 shows Connecticut's Passenger Vehicle Occupant Fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 72 unrestrained fatalities in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2014 HSP Goal:**

*To reduce the number of unrestrained occupants in fatal crashes from the three year (2009-2011) moving average of 70 in 2011 by 5 percent to a three year (2013-2015) moving average of 67 in 2015.*



### **Outcome:**

Both the performance measure and the three year moving average of unrestrained fatalities reflected in this graph reached their lowest level in 2012 during the reporting period before increasing in 2013.

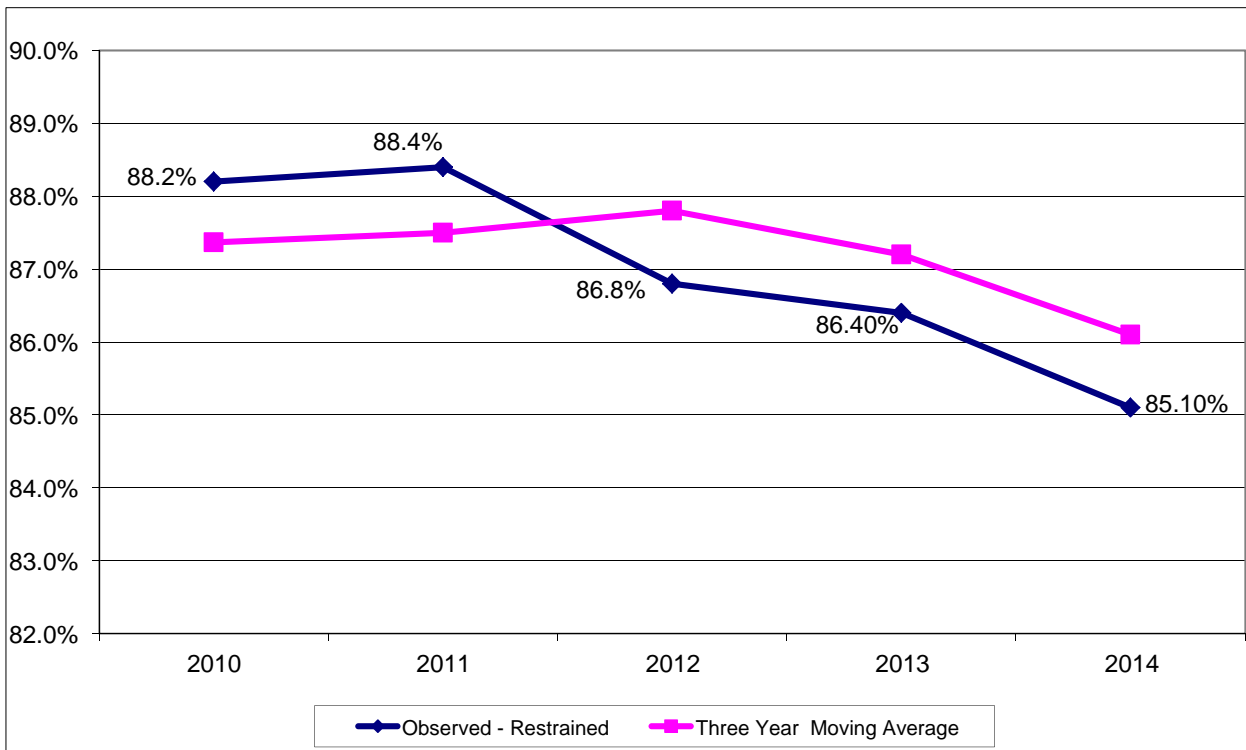
**\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

## Graph 5

Graph 5 shows observed annual safety belt usage rate for the State of Connecticut for the 2010-2014 reporting period. The annual belt-use rate was 85.10 percent in 2014.

### **2014 HSP Goal:**

*To increase the statewide observed seat belt use rate from 88 percent in 2011 to 90 percent or above in 2015.*



### **Outcome:**

While observed belt use reached its highest level during this reporting period at 88.4 percent in 2011, it has decreased annually since that time. The current observed belt use rate of 85.1% represents the lowest value recorded during this reporting period. The three-year moving also decreased during the 2010-2014 period.

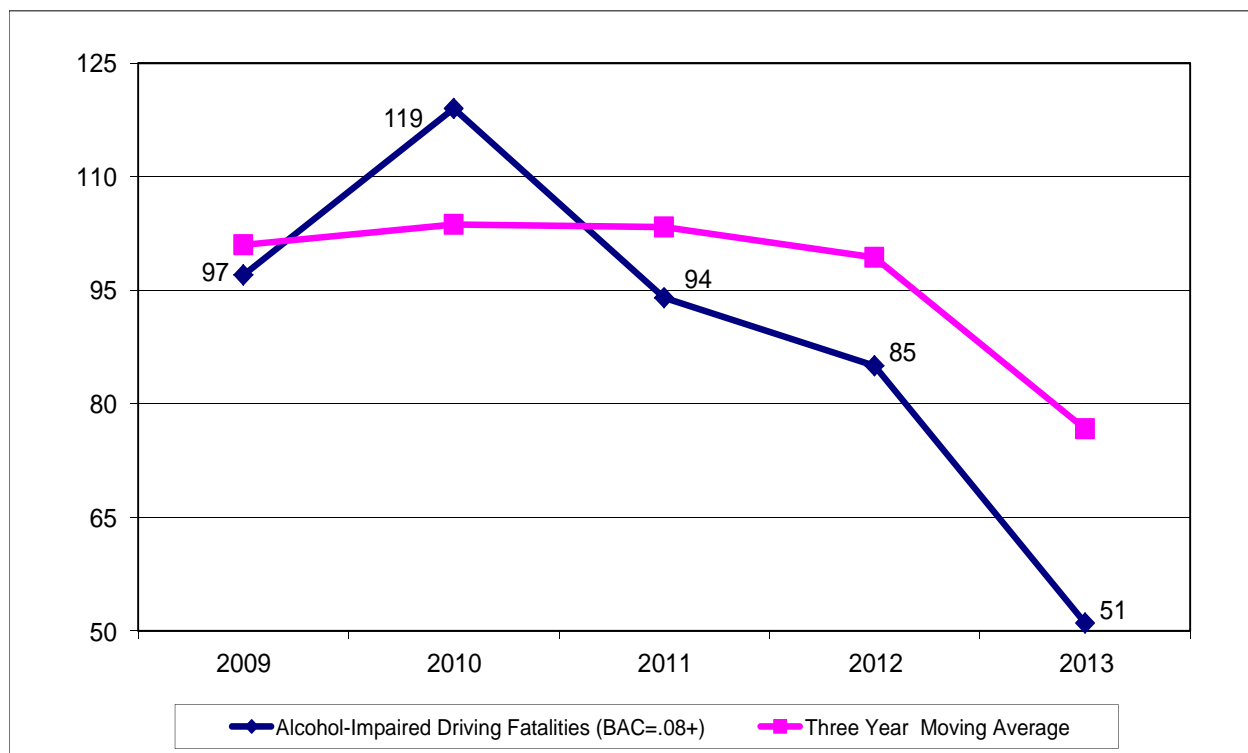
*This data is sourced from Connecticut's Annual Statewide Belt Use Survey, conducted by Preusser Research Group.*

## Graph 6

Graph 6 shows Connecticut's alcohol-impaired driving fatalities. There were 51\* alcohol-impaired driving fatalities in 2013\*. NHTSA defines an alcohol-impaired driving fatality based on a BAC of .08+ for all drivers and motorcycle operators involved in fatal crashes. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### 2014 HSP Goal:

To decrease alcohol impaired driving fatalities (B.A.C. =.08+) from the three year (2009-2011) moving average of 103 in 2011 by 5% to a three year (2013-2015) moving average of 98 in 2015.



### Outcome:

\*The preliminary count of 51 is under-reporting the number of alcohol-impaired driving fatalities. Please note, this number is expected to rise when the NHTSA-FARS final file is released. The 2012 value of 85 is likely to increase as well.

\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

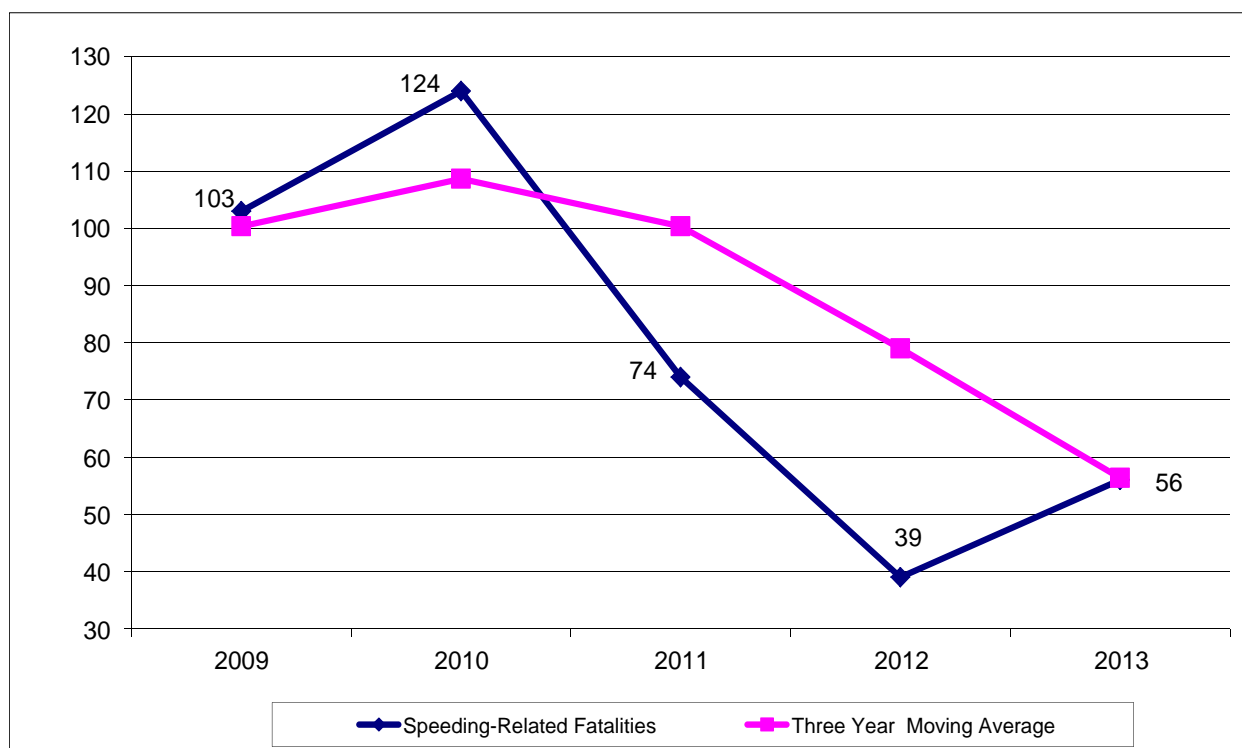


## Graph 7

Graph 7 shows Connecticut's speeding-related fatalities for the years from 2009-2013. There were 56\* speeding-related fatalities in 2013\*. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2014 HSP Goal:**

To reduce the number of speed related fatalities from the three year (2009-2011) moving average of 100 in 2010 by 5 percent to a three year (2013-2015) moving average of 95 in 2015.



### **Outcome:**

\*The preliminary count of 56 is under-reporting the number of speed-related driving fatalities. This number is expected to increase as FARS cases are finalized. Please note, this number is expected to rise when the NHTSA-FARS final file is released. The 2012 value of 39 is likely to increase as well.

\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated a gain in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

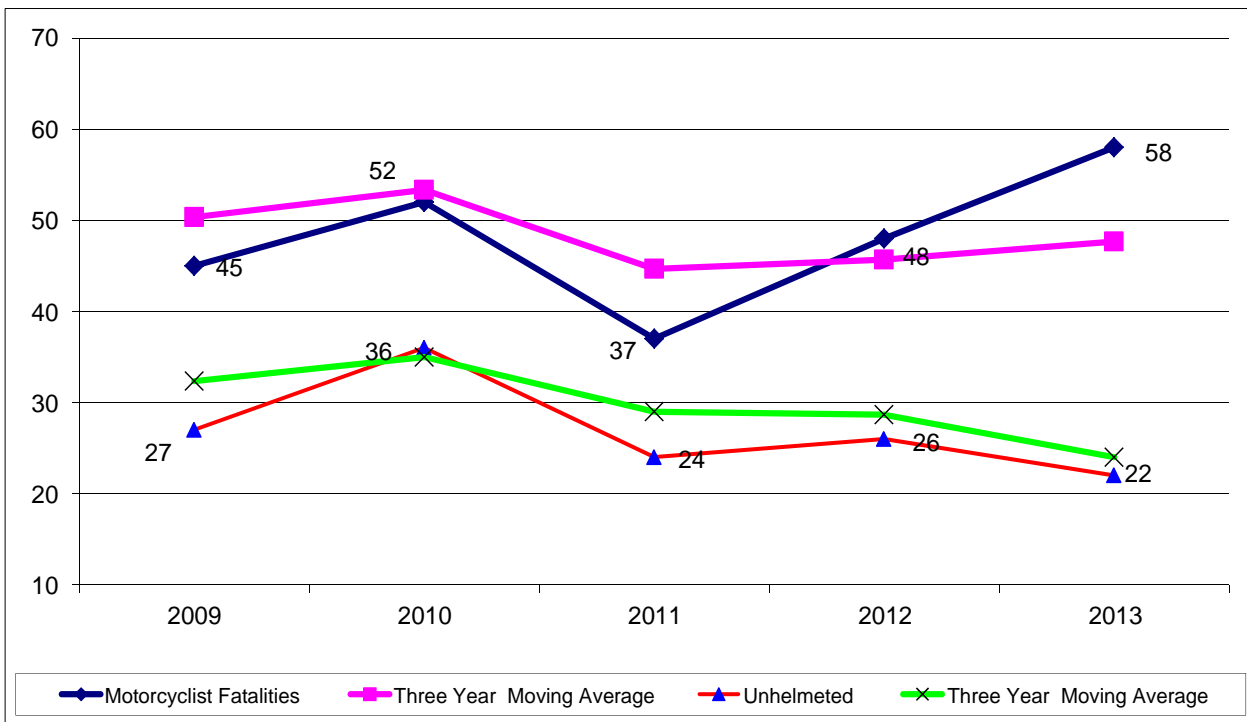
## Graph 8

Graph 8 shows Connecticut's motorcyclist fatalities. Both the number of fatalities as well as unhelmeted fatalities are shown. There were 58 motorcyclist fatalities in 2013, 22 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### 2014 HSP Goal(s):

To decrease the number of motorcyclist fatalities below the three year (2009-2011) moving average of 44 in 2011 by 5 percent to a three year (2013-2015) projected moving average of 42 in 2015.

To decrease the number of un-helmeted fatalities below the three year (2009-2011) moving average of 29 in 2011 by 5 percent to a three year (2013-2015) projected moving average of 28 in 2015.



### Outcome:

Both measures have fluctuated, but show a slight decrease in their three-year moving averages over the reporting period. The three-year moving average for motorcycle fatalities for 2010-2013 is 48 and the three-year moving average for unhelmeted fatalities for the same period is 24.

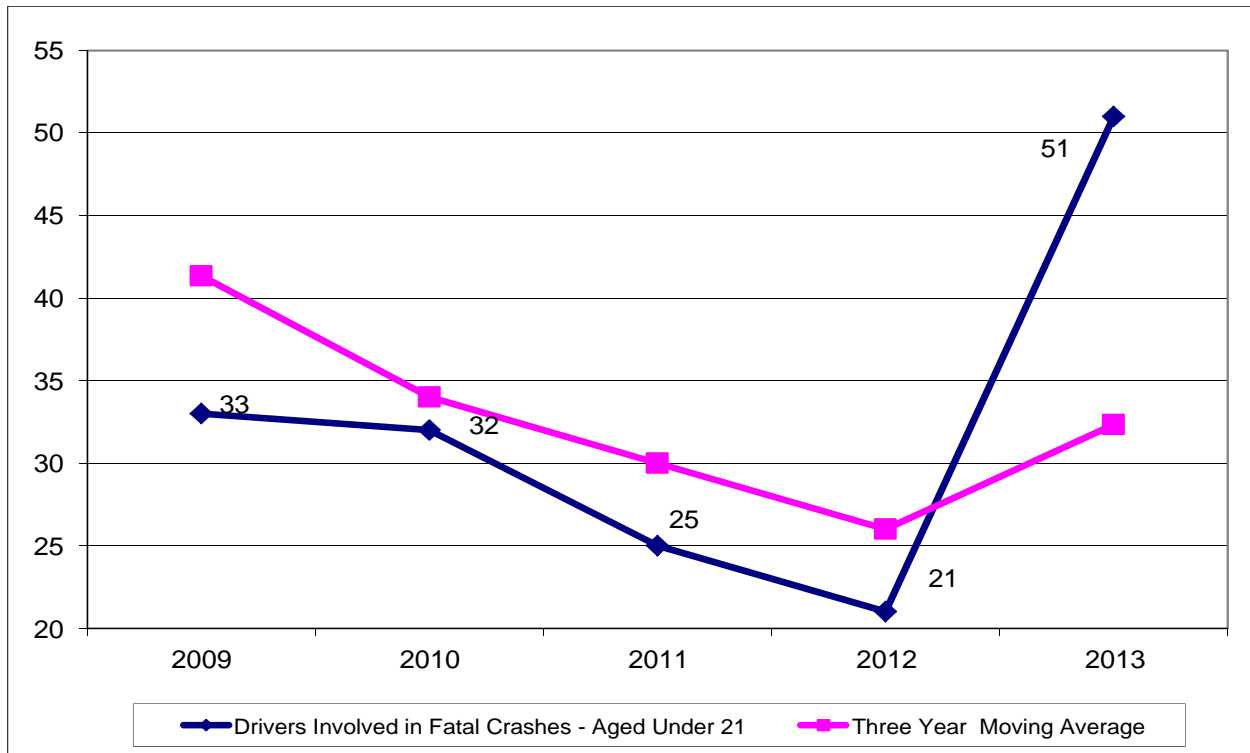
\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 9

Graph 9 shows Connecticut's number of driver fatalities by drivers under the age 20 or younger for the 2007-2012 reporting period. There were 21 drivers under the age of 21 killed in 2012. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2013 HSP Goal(s):**

*To decrease drivers age 20 or younger involved in fatal crashes from the three year (2009-2011) moving average of 25 in 2011 by 15% to a three year (2013-2015) moving average of 21 in 2015.*



### **Outcome:**

Both the fatality numbers and the three-year moving average showed a steady decline in this measure during the 2009-2012 reporting period. This measure rose (significantly) for the first time during the reporting period. Aggressive goal setting has been a priority of the Highway Safety Office and other statewide safety partners in this area.

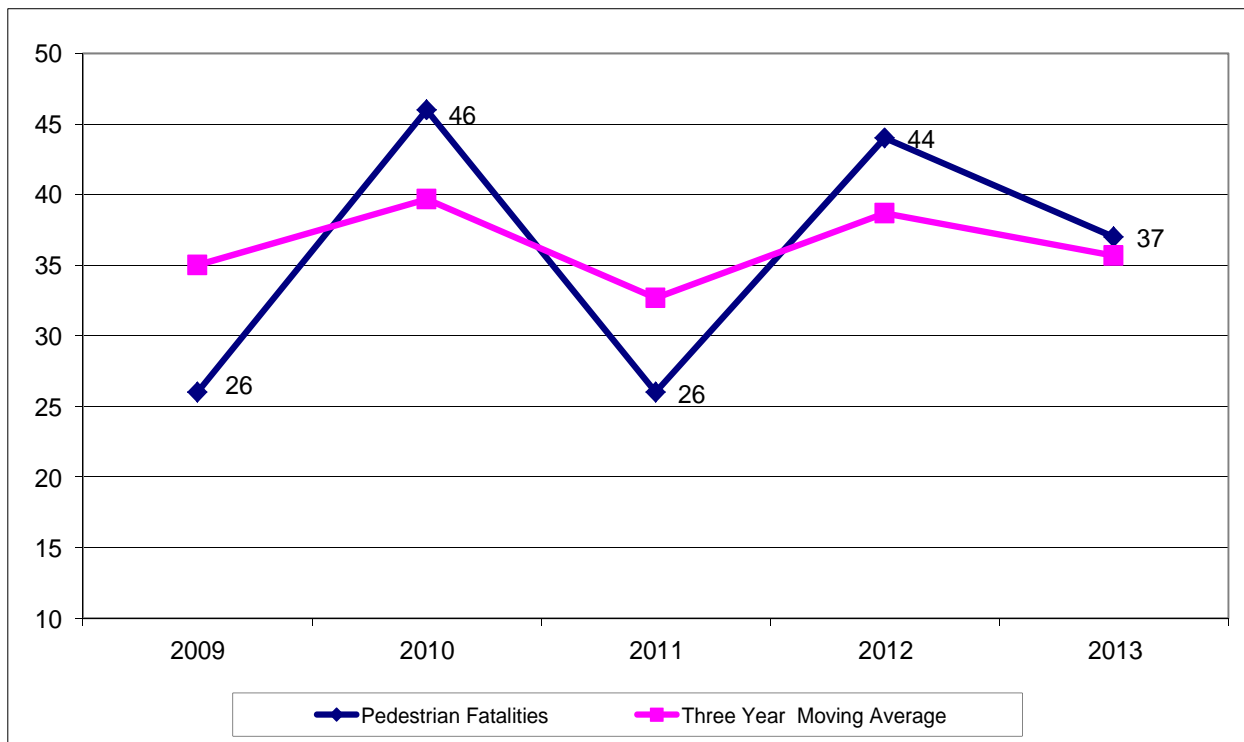
\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\*

## Graph 10

Graph 10 shows Connecticut's number of pedestrian fatalities during the 2008-2013 reporting period. There were 37 pedestrian fatalities in 2013. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2014 HSP Goal(s):**

*To reduce the number of pedestrians killed in traffic crashes from the three year (2009-2011) moving average of 33 in 2011 by 10% to a three year moving average of (2013-2015) of 30 in 2015.*



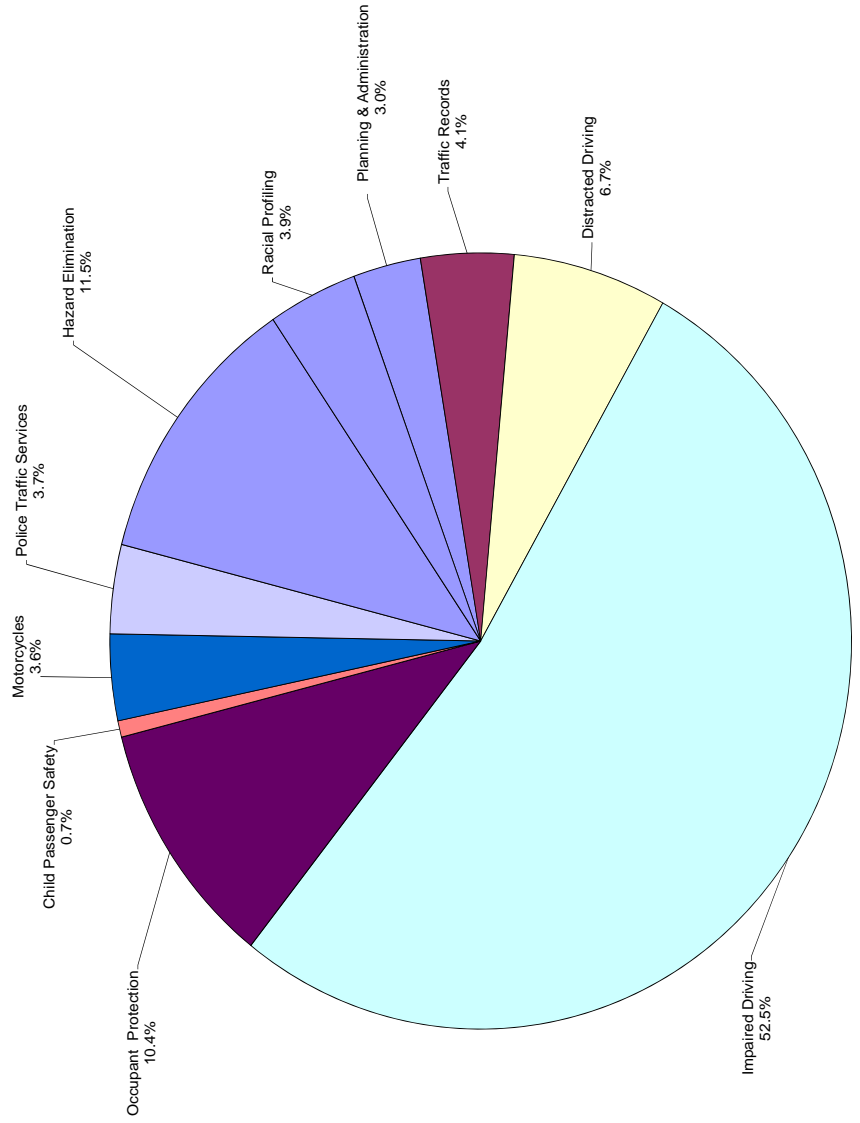
### **Outcome:**

While the 26 pedestrians killed in 2009 and 2011 respectively represented the lowest number during 2009-2013 period, this number increased to 44 in 2012 and fell to 37 in 2013. The three-year moving average indicates a slight increase in the number of pedestrian fatalities over the reporting period.

**\*\*Please note that data in this Report is sourced from the preliminary 2013 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.\*\***

# FINANCIAL SUMMARY

Financial Summary		Safety Lu										Total	% of Total		
(Data as of 12/06/14)		402	410	154AL	154PM	154HE	1906	405 B	405 C	405 D Int	405 E	405 F	2010	Total	% of Total
Planning & Administration	\$219,589	115,013												\$334,602	3.0%
Traffic Records	\$168,218							291,075						\$459,292	4.1%
Distracted Driving										762,818				\$762,818	6.7%
Impaired Driving	\$679	435,326	3,922,205	1,177,297						376,739				\$5,950,201	52.5%
Occupant Protection	\$867,285							308,234						\$1,175,519	10.4%
Child Passenger Safety	\$77,678													\$77,678	0.7%
Motorcycles	\$237,754											1,438	168,468	\$407,660	3.6%
Police Traffic Services	\$420,821													\$420,821	3.7%
Hazard Elimination														\$1,307,909	11.5%
Racial Profiling							442,916							\$442,916	3.9%
<b>TOTAL</b>														<b>\$11,339,418</b>	<b>100.0%</b>



# Project Listing

Project Number	Project Description	Town/Agency	Total FFY14 Expenses
			<b>Oct 13 - Dec 14</b>
MC	0701 - AA Connecticut Rider Education Program	ConnDOT	\$129,995.11
	0701 - AB Connecticut Rider Education Program-Program Training Admin	ConnDOT	\$84,510.21
	0701 - AC Connecticut Rider Education Program-Public Information & Education/Community Outreach to Motorcycle Riders	ConnDOT	\$23,249.04
	0701 - AD Connecticut Rider Education Program-Expanding Motorcycle Safety Efforts	ConnDOT	\$0.00
OP	0702 - AA Occupant Protection Administration	ConnDOT	\$148,945.45
	0702 - AB Data Analysis & Surveys	ConnDOT	\$150,000.00
	0702 - AC Click It or Ticket Enforcement project	ConnDOT	\$173,572.80
	0702 - AD Waterbury Area Traffic Safety Program	Waterbury Police Department	\$109,948.31
	0702 - AE FY 14 Safety Belt Convincer/Roll-Over Simulator	Dept. of Emergency Services & Public Protection	\$179,119.43
	0702 - AF Occupant Protection Public Information and Education	ConnDOT	\$5,699.60
	0702 - AG Look Before You Lock Education Campaign	CCMC	\$99,999.90
AL	0704 - AA Alcohol Program mgmt + Contract services	ConnDOT	\$679.31
TR	0705 - AA Traffic Records Administration	ConnDOT	\$168,217.80
PT	0707 - AA Police Traffic Administrative Expenses	CDOT - Trans Safety	\$126,230.06
	0707 - AB Law Enforcement Traffic Safety Summit	CT Police Chiefs Association	\$46,510.00
	0707 - AC Comprehensive Safety & Speed Enforcement	DESPP (CT STATE POLICE)-Prev year approved payment	\$48,080.94
	0707 - AD PT Media	ConnDOT	\$200,000.00
CR	0709 - AA Child Restraint Administration	ConnDOT	\$35,317.90
	0709 - AB CP Safety Technician Resources	CT Children's Medical Center	\$42,360.14
	0709 - AC CPS Fitting Stations	Connecticut Children's Medical Center	\$0.00
154PM	0720 - AA Media Buy, Enforcement + Evaluation	ConnDOT	\$1,177,296.69
154AL	0722 - AA FY 14 Alcohol Program Management	ConnDOT	\$452,067.01
	0722 - AB Alcohol Prog related exp + Training	ConnDOT	\$3,766.12
	0722 - AC FY 14 Statewide DUI Prosecution	Division of Criminal Justice	\$110,774.84
	0722 - AD Data Analysis and Surveys	Conn DOT	\$150,000.00
	0722 - AE FY 2014 Comprehensive DUI Enforcement	Town of Bethany	\$17,323.22
	0722 - AF FY 2014 Comprehensive DUI Enforcement	Killingly Resident Trooper	\$65,358.68
	0722 - AG FY 2014 Comprehensive DUI Enforcement	Glastonbury Police Dept	\$13,575.01
	0722 - AH FY 2014 Comprehensive DUI Enforcement	Durham Resident Trooper	\$10,800.00
	0722 - AI FY 2014 Comprehensive DUI Enforcement	Middlefield Resident Trooper	\$14,337.60
	0722 - AJ FY 2014 Comprehensive DUI Enforcement	Bristol Police Dept	\$139,474.95
	0722 - AK FY 2014 Comprehensive DUI Enforcement	Ledyard Police Dept	\$62,638.89
	0722 - AL FY 2014 Comprehensive DUI Enforcement	Greenwich Police Dept	\$46,874.55
	0722 - AM FY 2014 Comprehensive DUI Enforcement	Watertown Police Department	\$2,020.90
	0722 - AN FY 2014 Comprehensive DUI Enforcement	New Britain Police Department	\$109,360.52
	0722 - AO FY 2014 Comprehensive DUI Enforcement	Ellington Resident Trooper	\$20,968.27
	0722 - AP FY 2014 Comprehensive DUI Enforcement	Somers Resident Trooper's Office	\$36,971.10
	0722 - AQ FY 2014 Comprehensive DUI Enforcement	Naugatuck Police Dept	\$17,956.12
	0722 - AR FY 2014 Comprehensive DUI Enforcement	Wethersfield Police Dept	\$23,684.62
	0722 - AS FY 2014 Comprehensive DUI Enforcement	Prospect Police Dept	\$4,002.02
	0722 - AT FY 2014 Comprehensive DUI Enforcement	Fairfield Police Department	\$99,069.30
	0722 - AU FY 2014 Comprehensive DUI Enforcement	Meriden Police Dept	\$13,030.83
	0722 - AV FY 2014 Comprehensive DUI Enforcement	City of Groton Police Dept	\$4,166.52
	0722 - AW FY 2014 Comprehensive DUI Enforcement	Deep River Police Dept	\$44,400.01
	0722 - AX FY 2014 Comprehensive DUI Enforcement	Seymour Police Dept	\$35,880.35
	0722 - AY Public Safety Awareness & Outreach	DPS	\$0.00
	0722 - AZ FY 2014 Comprehensive DUI Enforcement	Farmington Police Dept	\$19,742.26
	0722 - BA FY 2014 Comprehensive DUI Enforcement	DPS	\$729,397.05
	0722 - BB FY 2014 Comprehensive DUI Enforcement	Stafford Resident Trooper's Office	\$42,129.03
	0722 - BC FY 2014 Comprehensive DUI Enforcement	Cromwell Police Dept	\$27,308.24
	0722 - BD FY 2014 Comprehensive DUI Enforcement	Norwalk Police Dept	\$62,738.32
	0722 - BE FY 2014 Comprehensive DUI Enforcement	Bethel Police Dept	\$15,749.44
	0722 - BF FY 2014 Comprehensive DUI Enforcement	Killingworth, Town of	\$7,974.00
	0722 - BG FY 2014 Alcohol Program Management/Public Information & Education	Conn DOT	\$1,666.39
	0722 - BH FY 2014 Comprehensive DUI Enforcement	Manchester Police Dept	\$80,701.59
	0722 - BI FY 2014 Comprehensive DUI Enforcement	Branford Police Dept	\$34,527.64
	0722 - BJ FY 2014 Comprehensive DUI Enforcement	North Haven Police Dept	\$11,544.63
	0722 - BK FY 2014 Comprehensive DUI Enforcement	Groton, Town of	\$43,469.57
	0722 - BL FY 2014 Comprehensive DUI Enforcement	Coventry Police Dept	\$4,215.23
	0722 - BM FY 2014 Comprehensive DUI Enforcement	Norwich Police Dept	\$45,100.16
	0722 - BN FY 2014 Comprehensive DUI Enforcement	Windsor Police Dept	\$3,644.41
	0722 - BO FY 2014 Comprehensive DUI Enforcement	East Haven Police Dept	\$279.06
	0722 - BP FY 2014 Comprehensive DUI Enforcement	Granby Police Dept	\$0.00
	0722 - BQ FY 2014 Comprehensive DUI Enforcement	Old Lyme Police Dept	\$38,805.00
	0722 - BR FY 2014 Comprehensive DUI Enforcement	Bloomfield Police Dept	\$19,648.42
	0722 - BS FY 2014 Comprehensive DUI Enforcement	Newtown Police Dept	\$42,330.06
	0722 - BT FY 2014 Comprehensive DUI Enforcement	Jewett City Police Dept	\$39,270.37
	0722 - BU FY 2014 Comprehensive DUI Enforcement	New Canaan Police Dept	\$2,313.96
	0722 - BV FY 2014 Comprehensive DUI Enforcement	CCSU	\$45,732.02
	0722 - BW FY 2014 Comprehensive DUI Enforcement	Darien Police Dept	\$12,875.88
	0722 - BX FY 2014 Comprehensive DUI Enforcement	Danbury Police Dept	\$22,412.04
	0722 - BY FY 2014 Comprehensive DUI Enforcement	Berlin Police Dept	\$50,649.34
	0722 - BZ FY 2014 Comprehensive DUI Enforcement	Wilton Police Dept	\$22,333.95
	0722 - CA FY 2014 Comprehensive DUI Enforcement	East Lyme Police Dept	\$24,545.72
	0722 - CB FY 2014 Comprehensive DUI Enforcement	Hartford Police Dept	\$204,152.24
	0722 - CC FY 2014 Comprehensive DUI Enforcement	Wallingford Police Dept	\$14,850.02
	0722 - CD FY 2014 Comprehensive DUI Enforcement	East Haddam Resident Trooper's Off	\$17,400.66
	0722 - CE FY 2014 Comprehensive DUI Enforcement	North Stonington Police Dept	\$40,314.37
	0722 - CF FY 2014 Comprehensive DUI Enforcement	Tolland Resident Trooper's Office	\$26,589.76
	0722 - CG FY 2014 Comprehensive DUI Enforcement	Chester Resident Trooper's Office	\$12,732.00
	0722 - CH FY 2014 Comprehensive DUI Enforcement	Vernon Police Department	\$0.00
	0722 - CI FY 2014 Comprehensive DUI Enforcement	Monroe Police Department	\$31,150.13
	0722 - CJ FY 2014 Comprehensive DUI Enforcement	Willimantic Police Dept	\$35,341.72
	0722 - CK FY 2014 Comprehensive DUI Enforcement	Haddam Resident Trooper's Office	\$10,440.00
	0722 - CL FY 2014 Comprehensive DUI Enforcement	Trumbull Police Department	\$59,259.00
	0722 - CM Underage Drinking Enforcement	Stafford Resident Trooper's Office	\$0.00

Project Number	Project Description	Town/Agency	Total FFY14 Expenses Oct 13 - Dec 14	
0722-CN	Underage Drinking Enforcement	Mansfield Resident Trooper's Office	\$0.00	
0722-CO	FY 2014 Comprehensive DUI Enforcement	Newington Police Dept	\$24,615.77	
0722-CP	FY 2014 Comprehensive DUI Enforcement	Colchester Police Dept	\$12,515.09	
0722-CQ	FY 2014 Comprehensive DUI Enforcement	Lisbon Resident Trooper's Office	\$27,859.17	
0722-CR	Uconn Police Department	Uconn Police Department	\$0.00	
0722-CS	Montville Town Police	Montville Town Police	\$38,889.73	
0722-CT	Town of Madison-Madison Police Dept.	Town of Madison-Madison Police Dept.	\$1,770.43	
0722-CU	Town of Westport-Westport Police Dept.	Town of Westport-Westport Police Dept.	\$2,105.62	
0722-DH	Town of Cheshire-Cheshire Police Dept.	Town of Cheshire-Cheshire Police Dept.	\$37,684.60	
0722-DI	New Haven Police Dept.	New Haven Police Dept.	\$150,472.62	
0722-DJ	South Windsor Police Department	South Windsor Police Department	\$13,151.17	
0722-DK	Plainfield Police Department	Plainfield Police Department	\$13,409.86	
0722-DM	Town of Brooklyn-Brooklyn Police Dept.	Town of Brooklyn-Brooklyn Police Dept.	\$14,974.58	
0722-DN	Chief States Attorney's Office Division of Criminal Justice	(CSA) Office Division of Criminal Justice	\$7,000.00	
0722-DO	North Branford Police Department	North Branford Police Department	\$968.58	
0722-DP	Hamden Police Department	Hamden Police Department	\$28,804.74	
0722-DQ	FY 2014 Comprehensive DUI Enforcement	Windsor Locks Police Dept	\$13,922.20	
0722-DR	FY 2014 Comprehensive DUI Enforcement	West Hartford Police Department	\$73,156.52	
0722-DS	FY 2014 Comprehensive DUI Equipment	Farmington Police Dept	\$1,470.00	
0722-DT	2013/2014 Public Safety Awareness Outreach Project	DESPP	\$35,659.82	
0722-DU	Teen Driving & Education Public Awareness Campaign	Department of Motor Vehicles	\$4,735.42	
0722-DV	FY 2014 Comprehensive DUI Enforcement	Resident State Troopers Office of Sprague	\$16,197.60	
0722-DW	FY 2014 Comprehensive DUI Enforcement	Portland Police Department	\$1,006.05	
K6	0723 - AA	CT Rider Education Program	ConnDOT	\$168,468.22
K10	0725-AA	Prog to Monitor + Prohibit Racial Profiling in CT	CCSU	\$442,916.16
K2	0727 - AA	S 405 CIOT Media Buy & Evaluation	ConnDOT	\$0.00
K8 - P&A	0730 - AA	Planning and Administration	ConnDOT HSO	\$115,013.42
K8	0730 - AB	FY 14 Impaired Driving DRE Training	ConnDOT	\$14,218.88
	0730 - AC	Alcohol Enforcement equipment	New Britain Police Department	\$0.00
	0730 - AD	FY 2014 Comprehensive DUI Enforcement	Cheshire Police Dept	\$0.00
	0730 - AE	FY 2014 Comprehensive DUI Enforcement	New Haven Police Dept	\$0.00
	0730 - AF	FY 2014 Comprehensive DUI Enforcement	South Windsor Police Dept	\$0.00
	0730 - AG	FY 2014 Comprehensive DUI Enforcement	Stamford Police Dept	\$68,641.79
	0730 - AH	FY 2014 Comprehensive DUI Enforcement	Plainfield Police Dept	\$0.00
	0730 - AI	FY 2014 Comprehensive DUI Enforcement	Stratford Police Dept	\$22,164.07
	0730 - AJ	FY 2014 Comprehensive DUI Enforcement	Enfield Police Dept	\$102,634.25
	0730 - AK	MADD CT Youth Initiative	MADD CT Youth Initiative	\$46,435.65
	0730 - AL	FY 2014 Comprehensive DUI Enforcement	Waterford Police Dept	\$17,354.70
	0730 - AM	FY 2014 Comprehensive DUI Enforcement	Old Saybrook Police Dept	\$28,244.19
	0730 - AN	FY 2014 Comprehensive DUI Enforcement	Mansfield Resident Trooper	\$63,815.93
	0730 - AO	MAPS-C Phase II: Impaired Driving Crash Stats	Yale University	\$0.00
	0730 - AP	FY 2014 Comprehensive DUI Enforcement	Orange Police Dept	\$6,153.78
	0730 - AQ	FY 2014 Comprehensive DUI Enforcement	Rocky Hill Police Dept	\$20,549.45
	0730 - AR	FY 2013 Comprehensive DUI Enforcement	East Windsor Police Dept	\$11,776.11
	0730 - AS	FY 2014 Comprehensive DUI Enforcement	Essex Police Dept	\$21,937.50
	0730 - AT	Let's Not Meet by Accident	St. Francis Hospital	\$0.00
	0730 - AU	Drager Alcotest 9510	Newington Police Department	\$0.00
	0730 - AV	Checkpoint equipment	Wethersfield Police Dept	\$0.00
	0730 - AW	Traffic Safety Equipment	Rocky Hill Police Dept	\$0.00
	0730 - AX	Public Safety Awareness & Outreach	DPS	\$11,400.00
	0730 - AY	FY 2014 Comprehensive DUI Enforcement	Sprague Resident Trooper	\$0.00
	0730 - AZ	FY 2014 Comprehensive DUI Enforcement	Preston Resident Trooper	\$0.00
	0730 - BA	Traffic Safety Equipment	Farmington Police Department	\$0.00
K9	0732 - AA	Traffic Records Services	ConnDOT	\$0.00
	0732 - AB	Electronic Citation Processing System	CT Judicial Branch	\$0.00
	0732 - AC	MV Crash Data Repository Phase 3	University of CT	\$0.00
	0732 - AD	Elec. Crash Reporting w/ Nat'l Stds	CROG	\$0.00
	0732 - AE	Electronic Citation Pilot Program	Dept. of Emergency Serv. & Public Protection	\$0.00
PA	0733 - AA	Planning + Administration	ConnDOT	\$219,588.50
405b-1	0741 - AA	S 405b-1 OP-Low HVE	ConnDOT	\$53,614.21
	0741 - AB	Seat Belt Simulator Convincer	Connecticut Police Chiefs Association	\$20,750.00
	0741 - AC	2013/2014 Occupant Protection Project	DESPP	\$108,869.57
405b-2	0741-2 - AD	Occupant Protection Media Buy, Earned Media & Evaluations	ConnDOT	\$125,000.00
405c	0742 - AA	Enhancements and Alternative Electronic Crash Reporting Using National Standards (Phase 4 - Implementation)	Capitol Region Council of Governments	\$143,400.00
	0742 - AC	Electronic Citation Processing System	CT Judicial Branch	\$67,094.50
	0742 - AF	Traffic Records Services	ConnDOT	\$80,000.00
	0742 - AH	E-Citation printer mounts	Simsbury Police Department	\$580.00
405d-1	0743-1 - AD	S 405d - 1 Impaired Driving Mid HVE	ConnDOT	\$0.00
	0743-1 - AJ	Dräger Intox Machine	Mashantucket Pequot Tribal Police Department	\$3,009.43
	0743-1 - AK	Dräger Intox Machine	Mohegan Tribal Police	\$3,000.00
	0743-1 - AQ	S 405d - 1 Impaired Driving Mid HVE	Mansfield Resident State Trooper	\$49,117.80
	0743-1 - BC	2014 Highway Safety Grant - Personnel	Division of Scientific Services	\$0.00
	0743-1 - BD	2014 Highway Safety Grant Equipment - Gas Chromatograph-Mass Spectrometer	Division of Scientific Services	\$84,441.20
	0743-1 - BE	2014 Highway Safety Grant Equipment - Headspace Gas-Chromatograph	Division of Scientific Services	\$64,801.83
	0743-1 - BF	S 405d - 1 Impaired Driving Mid HVE	ConnDOT	\$172,368.69
405d-2	0743 - BH	FY 2014 Impaired Driving Drug Recognition Program Related Expenses & Training	ConnDOT	\$0.00
405d-3	0743 -	S 405d - 3 Other Based on Problem ID	ConnDOT	\$0.00
405d-ii-1	0740 - 1 - AC	FY 2014 Major City Speed Enforcement	New Haven	\$20,062.66
	0740 - 1 - AD	FY 2014 Major City Speed Enforcement	Hartford	\$17,892.56
405d-ii-2	0740 -	S 405d - ii Interlock Driver Ed	ConnDOT	\$0.00
405e-1	0745 - AA	Save a Life Tour	ConnDOT	\$85,500.00
	0745 - AB	Cashman & Katz DD Media Plan	ConnDOT	\$300,000.00
405e-2	745 - AC	Distracted Driving Law Enforcement	New Haven Police Department	\$16,515.29
	745 - AD	Distracted Driving Law Enforcement	Danbury Police Department	\$13,822.03



Project Number	Project Description	Town/Agency	Total FFY14 Expenses	
			Oct 13	Dec 14
745 - AG	Distracted Driving Law Enforcement	Manchester Police Department	\$17,541.95	
745 - AH	Distracted Driving Law Enforcement	Norwalk Police Department	\$11,100.00	
745 - AI	Distracted Driving Law Enforcement	Newington Police Department	\$18,739.46	
745 - AJ	Distracted Driving Law Enforcement	Westport Police Department	\$8,429.36	
745 - AK	Distracted Driving Law Enforcement	Hamden Police Department	\$0.00	
745 - AL	Distracted Driving Law Enforcement	Farmington Police Department	\$12,770.24	
745 - AM	Distracted Driving Law Enforcement	Orange Police Department	\$10,708.94	
745 - AN	Distracted Driving Law Enforcement	Bristol Police Department	\$9,311.40	
745 - AO	Distracted Driving Law Enforcement	Norwich Police Department	\$13,975.62	
745 - AQ	Distracted Driving Law Enforcement	Bridgeport Police Department	\$18,600.00	
745 - AR	Distracted Driving Law Enforcement	Stamford Police Department	\$10,309.13	
745 - AS	Distracted Driving Law Enforcement	Derby Police Department	\$10,616.94	
745 - AT	Distracted Driving Law Enforcement	Stratford Police Department	\$7,497.36	
745 - AU	Distracted Driving Law Enforcement	Plainville Police Department	\$11,257.97	
745 - AV	Distracted Driving Law Enforcement	Trumbull Police Department	\$8,891.55	
745 - AW	Distracted Driving Law Enforcement	Wethersfield Police Department	\$6,829.47	
745 - AX	Distracted Driving Law Enforcement	Vernon Police Department	\$9,818.58	
745 - AY	Distracted Driving Law Enforcement	North Haven Police Department	\$8,291.83	
745 - AZ	Distracted Driving Law Enforcement	Bloomfield Police Department	\$8,543.12	
745 - BB	Distracted Driving Law Enforcement	West Hartford Police Department	\$18,525.00	
745 - BC	Distracted Driving Law Enforcement	Southington Police Department	\$4,933.93	
745 - BD	Distracted Driving Law Enforcement	Brantford Police Department	\$10,764.27	
745 - BE	Distracted Driving Law Enforcement	Wallingford Police Department	\$9,525.00	
745 - DW	Distracted Driving Law Enforcement	DESPP/Division of State Police	\$100,000.00	
405e-3	0745 - Distracted Driving	ConnDOT	\$0.00	
405e-4	0745 - Distracted Driving	ConnDOT	\$0.00	
405e-5	0745 - Distracted Driving	ConnDOT	\$0.00	
405f-1	0744 - AA S 405f Motorcyclist Training	ConnDOT	\$0.00	
	0744 - AC Expanding Motorcycle Safety Efforts (Equipment)	ConnDOT	\$1,437.60	
405f-2	0744 - S 405f Motorcyclist Awareness		\$0.00	
154HE	0194-0721 HSO Payroll Charges	CTDOT	\$102,299.00	
	0151-0291 Update signs on Rt 8 from exit 31 to 38	Waterbury	\$0.00	
	0148-0190 Wallingford Rt 5 Intersection	CDOT	\$97.84	
	0042-0297 Widen Silver Lane, East Hartford	CDOT	\$3,019.39	
	0042-0292 Bidwell St. realignment	CDOT	\$19,735.71	
	0076-0215 Location signing project	CDOT	\$17,765.74	
	0093-0181 Durational employees	Policy & Planning, CDOT	\$319,200.38	
	0120-0086 Route 85 at Route 82	Salem, CT	\$52,033.54	
	0170-3172 Crash Data Pilot	Uconn, Storrs CT	\$0.00	
	0170-3270 Development of MMUCC PR1	CDOT	\$201,960.00	
	0170-3262 Fatality Analysis Reporting System (FARS)	CTDOT	\$35,890.56	
	0093-0193 Connecticut Transportation Safety Research Center (CTSRG)	UCONN	\$555,906.89	
			<b>\$11,339,418.00</b>	

# PROGRAM AREAS

## ***Impaired Driving***

### **Impaired Driving**

#### **Performance Goals:**

To decrease alcohol impaired driving fatalities (B.A.C. =.08+) from the three year (2009-2011) moving average of 103 in 2011 by 5% to a three year (2013-2015) moving average of 98 in 2014.

To decrease alcohol related driving serious injuries (“A”) from the three year (2009-2011) moving average of 135 in 2011 by 5% to a three year (2012-2014) moving average of 128 in 2014.

*The following activities took place as part of the Impaired Driving program to meet the programs goals/targets:*

The Impaired Driving Program emphasized High Visibility Enforcement efforts to reduce driving under the influence of drugs and/or alcohol (DUI). Local municipalities are encouraged to work cooperatively with neighboring towns in the form of Regional Traffic Units which gives opportunities for smaller towns with limited financial resources the benefit from high visibility enforcement activities. The impaired driving grant program helped to substantially increase the number of officers throughout the State engaging in high-visibility DUI enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists the message that they need to either Drive Sober or Get Pulled Over.

During the reporting period, there were a total of 82 participating law enforcement agencies (54 municipal police agencies, 26 resident state trooper’s offices, the State Police Traffic Unit and 1 university) took part in the Comprehensive DUI Enforcement Program. In all, 1,592 DUI arrests were made statewide through this program. Federal Funds expended by mobilization crackdown period were: \$959,067 Thanksgiving Christmas New Years; \$256,644 Memorial Day; \$238,055 July 4<sup>th</sup>; \$695,126 Labor Day; \$32,682 Super Bowl and \$77,544 Saint Patrick’s Day. The High Visibility Enforcement Crackdown periods were augmented through the Expanded DUI enforcement periods that fell outside the Crackdowns. Throughout the entire grant period there were 92 checkpoints conducted using 3,919 man hours, 1,592 DUI arrests made, 2,439 safety belt citations and 9,528 speeding citations.

The Connecticut Statewide Impaired Driving Task Force was established in March 2013. The purpose of this forum was to bring together area highway safety stakeholders and develop comprehensive strategies to prevent and reduce impaired driving behavior. The task force has as its mission: “To save lives and reduce injuries due to impaired driving on Connecticut roadways through program leadership, innovation, and facilitation of effective partnerships with public and private organizations.” The task force is comprised of a variety of disciplines ranging from the National Highway Traffic Safety Administration, Connecticut Highway Safety

Office, Pressuer Research Group, Police Officer Standards and Training Council, The Office of the Chief State's Attorney, Enfield Emergency Management, The Automobile Association of America, Yale New Haven Hospital, The Department of Motor vehicles, State and local law enforcement agencies and Mothers Against Drunk Driving. Several objectives that were addressed by the task force throughout the year included High Visibility Enforcement initiatives, Administrative Per Se hearing evaluations, youth alcohol initiatives to address the underage drinking problem throughout the state, toxicology laboratory updates and the increasing problems relating to underage drinking and tailgating during summer concert venues. The task force held four meetings in 2014, (January 14<sup>th</sup> , April 22<sup>nd</sup> , June 17<sup>th</sup> and September 23<sup>rd</sup> ).

*List any follow up action that will be taken to achieve targets in the future:*

During FFY 2015, the Impaired Driving Initiatives Program will continue to partner with State and local law enforcement agencies to expand the Comprehensive DUI Enforcement Program by increasing the number of law enforcement agencies receiving high visibility impaired driving enforcement grants beyond the 82 that participated in 2014. There will be continued training to increase the number of certified Standardized Field Sobriety Test (SFST) Instructors and Practitioners by providing ongoing statewide coordination of SFST training to law enforcement personnel. The number of law enforcement officers trained in various other types of impaired driving beyond alcohol impairment will be increased by providing Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Evaluation and Classification Program training. The Traffic Safety Resource Prosecutor (TSRP) will also develop and update training manuals aiding successful identification and prosecution of DUI offenders for both law enforcement and judicial officials. The TSRP will coordinate and conduct two DUI Investigation and Trial Advocacy Trainings for non-specialized DUI State prosecutors and judges to educate them in reconstruction methodologies, operator ID issues, direct cross examination, evaluation of defense expert reports, toxicology and DUI specific trial skills. The HSO staff will work cooperatively with the TSRP to increase successful prosecution and conviction of DUI offenders which will lower the percent of adjudications other than guilty.

## **Activities:**

### **Project Title: Impaired Driving Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

The task included coordination of activities and projects outlined in the impaired driving program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1 Office. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services, travel, materials, supplies and other related operating

expenses. The majority of this project was used to fund salary while a small portion was used for travel and operating expenses.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
402	0194-0704-AA	CT-DOT/HSO	Alcohol Program Management	\$679.31
154AL	0194-0722-AA	CT-DOT/HSO	Alcohol Program Management (154)	\$452,066.97

**Project Title: DUI Overtime Enforcement**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

High-visibility enforcement objectives were accomplished through coordinated sobriety checkpoint activity and roving/saturation patrols. Law Enforcement agencies were offered DUI overtime enforcement grants to conduct High Visibility Enforcement activities. In order to fulfill the Impaired Driving Program countermeasures, the HSO made an extra effort to add additional saturation patrols and checkpoints during the National Crackdowns of, Thanksgiving, Christmas and New Year holidays as well as Super Bowl Sunday, Saint Patrick’s Day, Memorial Day, July 4th and Labor Day. These grants were available to police departments for the holiday/high travel periods and for non-holiday travel periods creating year-round sustained High Visibility Enforcement. The enforcement efforts were targeted at high DUI activity periods identified in the statewide DUI problem identification, and by local police departments based on specific community core hours of related alcohol activity. Through this task, the Highway Safety Office staff made every effort to encourage DUI checkpoint activity every weekend throughout the year. The HSO awarded 82 Comprehensive DUI Enforcement Projects in FFY 2014 to State Police, Resident Trooper towns and local law enforcement agencies. Enforcement targeted high risk regions and communities where DUI activity was known to be significant, based on a multi-year data analysis of passenger vehicle injury crashes.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0194-0722-AE	BETHANY-*	DUI Enforcement	\$17,323.22
154AL	0194-0722-AF	KILLINGLY-*	DUI Enforcement	\$65,358.68
154AL	0194-0722-AG	GLASTONBURY	DUI Enforcement	\$13,575.00
154AL	0194-0722-AH	DURHAM-*	DUI Enforcement	\$10,800.00
154AL	0194-0722-AI	MIDDLEFIELD-*	DUI Enforcement	\$14,337.60
154AL	0194-0722-AJ	BRISTOL	DUI Enforcement	\$139,474.95
154AL	0194-0722-AK	LEDYARD-*	DUI Enforcement	\$62,638.89
154AL	0194-0722-AL	GREENWICH	DUI Enforcement	\$46,874.55
154AL	0194-0722-AM	WATERTOWN	DUI Enforcement	\$2,020.90
154AL	0194-0722-AN	NEW BRITAIN	DUI Enforcement	\$109,360.52
154AL	0194-0722-AO	ELLINGTON-*	DUI Enforcement	\$20,968.26
154AL	0194-0722-AP	SOMERS-*	DUI Enforcement	\$36,971.09

154AL	0194-0722-AQ	NAUGATUCK	DUI Enforcement	\$17,956.12
154AL	0194-0722-AR	WETHERSFIELD	DUI Enforcement	\$23,684.62
154AL	0194-0722-AS	PROSPECT-*	DUI Enforcement	\$4,002.01
154AL	0194-0722-AT	FAIRFIELD	DUI Enforcement	\$99,069.29
154AL	0194-0722-AU	MERIDEN	DUI Enforcement	\$13,030.84
154AL	0194-0722-AV	CITY OF GROTON	DUI Enforcement	\$4,166.52
154AL	0194-0722-AW	DEEP RIVER- *	DUI Enforcement	\$44,400.00
154AL	0194-0722-AX	SEYMOUR	DUI Enforcement	\$35,880.35
154AL	0194-0722-AZ	FARMINGTON	DUI Enforcement	\$19,742.27
154AL	0194-0722-BA	DPS	DUI Enforcement	\$729,397.04
154AL	0194-0722-BB	STAFFORD-*	DUI Enforcement	\$42,129.05
154AL	0194-0722-BC	CROMWELL	DUI Enforcement	\$27,308.25
154AL	0194-0722-BD	NORWALK	DUI Enforcement	\$62,738.33
154AL	0194-0722-BE	BETHEL	DUI Enforcement	\$15,749.44
154AL	0194-0722-BF	KILLINGWORTH-*	DUI Enforcement	\$7,974.00
154AL	0194-0722-BH	MANCHESTER	DUI Enforcement	\$80,701.59
154AL	0194-0722-BI	BRANFORD	DUI Enforcement	\$34,527.62
154AL	0194-0722-BJ	NORTH HAVEN	DUI Enforcement	\$11,544.64
154AL	0194-0722-BK	TOWN OF GROTON	DUI Enforcement	\$43,469.57
154AL	0194-0722-BL	COVENTRY	DUI Enforcement	\$4,215.23
154AL	0194-0722-BM	NORWICH	DUI Enforcement	\$45,100.17
154AL	0194-0722-BN	WINDSOR	DUI Enforcement	\$3,644.41
154AL	0194-0722-BO	EAST HAVEN	DUI Enforcement	\$279.06
154AL	0194-0722-BQ	OLD LYME-*	DUI Enforcement	\$38,805.00
154AL	0194-0722-BR	BLOOMFIELD	DUI Enforcement	\$19,648.43
154AL	0194-0722-BS	NEWTOWN	DUI Enforcement	\$42,330.07
154AL	0194-0722-BT	JEWETT CITY-*	DUI Enforcement	\$39,270.36
154AL	0194-0722-BU	NEW CANAAN	DUI Enforcement	\$2,313.97
154AL	0194-0722-BV	CCSU	DUI Enforcement	\$45,732.02
154AL	0194-0722-BW	DARIEN	DUI Enforcement	\$12,875.88
154AL	0194-0722-BX	DANBURY	DUI Enforcement	\$22,412.03
154AL	0194-0722-BY	BERLIN	DUI Enforcement	\$50,649.35
154AL	0194-0722-BZ	WILTON	DUI Enforcement	\$22,333.94
154AL	0194-0722-CA	EAST LYME-*	DUI Enforcement	\$24,545.73
154AL	0194-0722-CB	HARTFORD	DUI Enforcement	\$204,152.25
154AL	0194-0722-CC	WALLINGFORD	DUI Enforcement	\$14,850.00
154AL	0194-0722-CD	EAST HADDAM-*	DUI Enforcement	\$17,400.66
154AL	0194-0722-CE	NORTH STONINGTON-*	DUI Enforcement	\$40,314.36
154AL	0194-0722-CF	TOLLAND-*	DUI Enforcement	\$26,589.77
154AL	0194-0722-CG	CHESTER-*	DUI Enforcement	\$12,732.00
154AL	0194-0722-CI	MONROE	DUI Enforcement	\$31,150.15
154AL	0194-0722-CJ	WILLIMANTIC	DUI Enforcement	\$35,341.72
154AL	0194-0722-CK	HADDAM-*	DUI Enforcement	\$10,440.00
154AL	0194-0722-CL	TRUMBULL	DUI Enforcement	\$59,259.00

154AL	0194-0722-CO	NEWINGTON	DUI Enforcement	\$24,615.79
154AL	0194-0722-CP	COLCHESTER-*	DUI Enforcement	\$12,515.09
154AL	0194-0722-CQ	LISBON-*	DUI Enforcement	\$27,859.17
154AL	0194-0722-CS	MONTVILLE-*	DUI Enforcement	\$38,889.74
154AL	0194-0722-CT	MADISON	DUI Enforcement	\$1,770.43
154AL	0194-0722-CU	WESTPORT	DUI Enforcement	\$2,105.62
154AL	0194-0722-DH	CHESHIRE	DUI Enforcement	\$37,684.61
154AL	0194-0722-DI	NEW HAVEN	DUI Enforcement	\$150,472.62
154AL	0194-0722-DJ	SOUTH WINDSOR	DUI Enforcement	\$13,151.18
154AL	0194-0722-DK	PLAINFIELD	DUI Enforcement	\$13,409.88
154AL	0194-0722-DM	BROOKLYN-*	DUI Enforcement	\$14,974.58
154AL	0194-0722-DO	NORTH BRANFORD	DUI Enforcement	\$968.58
154AL	0194-0722-DP	HAMDEN	DUI Enforcement	\$28,804.74
154AL	0194-0722-DQ	WINDSOR LOCKS	DUI Enforcement	\$13,922.20
154-AL	0194-0722-DR	WEST HARTFORD	DUI Enforcement	\$73,156.51
154-AL	0194-0722 DV	SPRAGUE-*	DUI Enforcement	\$16,197.59
410AL	0194-0730 AG	STAMFORD	DUI Enforcement	\$68,641.78
410AL	0194-0730-AI	STRATFORD	DUI Enforcement	\$22,164.06
410AL	0194-0730-AJ	ENFIELD	DUI Enforcement	\$102,634.25
410AL	0194-0730 AL	WATERFORD	DUI Enforcement	\$17,354.69
410AL	0194-0730-AM	OLD SAYBROOK	DUI Enforcement	\$28,244.19
410AL	0194-0730-AN	MANSFIELD-*	DUI Enforcement	\$63,815.93
410AL	0194-0730-AP	ORANGE	DUI Enforcement	\$6,153.77
410AL	0194-0730-AQ	ROCKY HILL	DUI Enforcement	\$20,549.45
410AL	0194-0730-AR	EAST WINDSOR	DUI Enforcement	\$11,776.12
410AL	0194-0730-AS	ESSEX-*	DUI Enforcement	\$21,937.50

\*Resident State Trooper Towns



**Project Title: SFST Training**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Edmund Hedge

Funding was provided for judicial and law enforcement agencies to train personnel in the latest methods of DUI enforcement. Approximately five training sessions were conducted and 135 officers were trained through this program. This task ensured that NHTSA approved SFST procedures were implemented uniformly by practitioners throughout the State. Funding

included overtime expenses, travel and lodging for instructors as well as materials to support this task, including SFST stimulus pens and SFST reference notebooks.

<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154AL</b>	<b>0194-0722-AB</b>	<b>CT-DOT/ HSO</b>	<b>Alcohol Related Program Training</b>	<b>\$3,776.12</b>

**Project Title: Traffic Safety Resource Prosecutor (TSRP)**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Edmund Hedge

A Statewide Traffic Safety Resource Prosecutor (TSRP) position was funded within the Office of the Chief State’s Attorney. The tasks that were undertaken included working with various State Geographical Areas Attorney’s Office, local and State law enforcement agencies on their pending DUI cases, assisted in the development of a texting pilot program, coordinated information with outside state TSRP colleagues on pending DUI cases, prepared a presentation for a Trial Advocacy conference, worked with CTDOT on the PR-1 crash report, assisted with various trainings at POSTC and coordinated training at the New Britain Superior Court for prosecutors and judges on aspects of DUI case presentations for those who are not as well practiced in presenting or hearing DUI cases. The former TSRP took another position early into the grant year leaving the HSO without a TSRP for approximately five months. A new TSRP was appointed on June 27, 2014. Tasks included successful prosecutions of DUI and other drug/impaired related cases through training/education programs for professionals from all related fields. Monthly activity reports were submitted to the HSO. The TSRP acted in an advisory capacity to State and local law enforcement agencies and the Highway Safety Office on all DUI and/or impaired driving legislation. The TSRP networked with many traffic safety partners including Mothers Against Drunk Driving (MADD), the Central Infractions Bureau (CIB), the Connecticut Police Training Academy Under Chief Thomas Flaherty and The Connecticut Police Chief’s Association under Chief Joseph Dooley. There was a continued effort to work with the State’s Attorney’s Office to have DUI Courts initiated. The TSRP began creating training manuals which will aid successful identification and prosecution of DUI offenders for both law enforcement and judicial officials. The TSRP also attended several conferences including the International Association of Chiefs of Police (IACP) Conference and the National TSRP Conference.

<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154AL</b>	<b>0194-0722-AC</b>	<b>CT-DOT/HSO</b>	<b>Criminal Justice</b>	<b>\$110,774.84</b>
<b>154AL</b>	<b>0194-0722-DN</b>	<b>TRIAL ADVOCACY TRAINING</b>	<b>DUI Enforcement</b>	<b>\$7,000.00</b>



**Project Title: Impaired Driving Public Information and Education**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

This task funded the purchase and distribution of public outreach and education materials. This comprehensive campaign included the development and purchase of public information and education materials in the form of brochures, posters, and other items carrying messaging to discourage impaired driving and provide information about related laws and associated risks. Delivery of public education and information materials was accomplished through outreach at sporting and concert venues, public safety fairs, school safety days, corporate safety days and other community events. Public information and education efforts were conducted through a variety of public outreach venues. Impaired Driving messages and images including “Drive Sober or Get Pulled Over”, “Buzzed Driving is Drunk Driving” and “Fans Don’t Let Fans Drive Drunk” that are prominently placed at several of the States entertainment venues (including but not limited to: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl) through the paid media project. In support of the visual messages, public outreach efforts were conducted at these venues through tabling opportunities which provided the opportunity to educate motorists about the importance of not driving impaired. This task provided funding for administration of the web site [www.drink-drive-lose.com](http://www.drink-drive-lose.com) to further support existing public outreach and education campaigns. This interactive site utilized a variety of tools to engage visitors in scenarios that illustrate the risks and dangers associated with impaired driving.

<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154AL</b>	<b>0194-0722-BG</b>	<b>CT-DOT/HSO</b>	<b>Impaired Driving Public Information and Education</b>	<b>\$1,666.39</b>
<b>154AL</b>	<b>0194-0722-DT</b>	<b>DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION</b>	<b>Public Outreach and Education</b>	<b>\$35,659.82</b>

**Project Title: DUI Educational Programming**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

*Save a Life Tour*

There was resounding positive feedback received from the schools that accommodated the Save a Life Tour safe driving program in 2012 and 2013, the HSO continued its partnership with

Kramer Entertainment to bring the program to 30 additional Connecticut schools in the 2013-2014 school year (FY 2014). Because of the larger volume of participating schools, representatives from Kramer contacted schools throughout the state to allow them the fair opportunity to facilitate the program if they chose to do so. Due to the large volume of programs, the HSO was able to secure a discounted rate and at the total cost of \$85,500 for 30 presentations. The HSO will be beginning the Save a Life Tour on October 1, 2014, for the 2014-2015 school year. For additional information see noteworthy practices.

Power of Parent's It's Your Influence

Mothers Against Drunk Driving (MADD) educational outreach programs, such as Power of Parent's, It's Your Influence received federal funding under this task. It was a 30-minute workshop given to parents. The program was based on a parent handbook, which motivated parents to talk with their teens about alcohol. Handbooks were presented to every parent in attendance at each workshop. The workshops were presented by trained facilitators who attended a facilitator training led by the MADD Connecticut Youth Department. A Program Specialist had administrative oversight regarding the implementation of this program. Approximately 50 presentations were conducted over the course of the grant.

<b>405(e)</b>	<b>0194-0745-AA</b>	<b>CT-DOT/HSO</b>	<b>Save a Life Tour</b>	<b>\$88,500.00</b>
<b>410AL</b>	<b>0194-0730-AK</b>	<b>MOTHERS AGAINST DRUNK DRIVING</b>	<b>Power of Parents</b>	<b>\$46,435.65</b>

**Project Title: DUI Enforcement/Testing Equipment**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

The HSO continued to encourage regional cooperation and coordination of checkpoints by awarding funds for the purchase of DUI related equipment that will be jointly utilized by regional traffic units (RTUs) (i.e.: DUI mobile command vehicles for RTUs, breath-testing equipment, passive alcohol sensing flashlights, stimulus pens for horizontal gaze nystagmus (HGN) tests, checkpoint signage/portable lighting equipment and other eligible DUI-related enforcement equipment). Reflective cones were used for DUI Checkpoints (officer safety, motorist safety and channelization of traffic). Additionally, many Law Enforcement agencies do not own safety specific cones and must borrow them from public works departments. Approval for capital equipment acquisition(s) (as defined in 23 CFR 1200.21) were addressed when specific needs analysis was complete and program structure was determined.

There was also a need to acquire state of the art equipment used for case work analysis in the determination of alcohol concentration in blood and urine and screening for drugs of abuse and pharmaceuticals that may impair driving. The following equipment purchase assisted in the identification of impairment through forensic science activity:

Gas Chromatograph-Mass Spectrometer - This instrument was utilized in the analysis of blood and urine samples in support of DUI case investigation, both as a means of confirmation of the presence of drugs detected in immunoassay screen procedures, and as a combined screen/confirmation approach to drugs undetected by immunoassay. This additional equipment is now used to process new DUI cases.

Headspace Gas-Chromatograph - This instrument was utilized in the analysis of alcohol in blood and urine samples collected in support of DUI case investigation. Dual-column Headspace GC with FID detection is considered to be the state of the art for accurate quantitative analysis of ethyl alcohol, and is able to provide forensically defensible ethanol determinations, even in the presence of other related compounds, such as methanol, isopropanol, acetone and acetaldehyde. This equipment is now used to process new DUI cases.

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Item (#'s)</b>	<b>\$ Unit Cost</b>
<b>154AL</b>	<b>0194-0722-DS</b>	<b>Farmington</b>	<b>Checkpoint Signs</b>	<b>\$1,470.00</b>
<b>405d-1</b>	<b>0194-0743-AJ</b>	<b>Pequot Tribe</b>	<b>Draeger</b>	<b>\$3,009.43</b>
<b>405d-1</b>	<b>0194-0743-AK</b>	<b>Mohegan Tribe</b>	<b>Draeger</b>	<b>\$3,000.00</b>
<b>405d-1</b>	<b>0194-0743-BD</b>	<b>DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION</b>	<b>Mass Spectrometer</b>	<b>\$84,441.20</b>
<b>405d-1</b>	<b>0194-0743-BE</b>	<b>DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION</b>	<b>Gas Chromatograph</b>	<b>\$64,801.83</b>

**Project Title: DUI Media Campaign**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

Funding was used for paid advertising in support of NHTSA scheduled crackdown periods (i.e. Thanksgiving/Christmas/New Year holiday and Labor Day crackdown periods). Paid advertising in the form of television, radio, internet, billboards and bus panels in support of national holiday mobilizations (i.e. Drive Sober or Get Pulled Over and specific holiday messaging) was used to compliment associated enforcement and is the major component of this activity. Paid media buys included the development of a creative concept and images; targeting the over-represented alcohol-related crash demographic of 21 to 34 year old males and included a bi-lingual component for Spanish speaking audiences. In accordance with NHTSA messaging, the focus of this campaign was putting the fear of being caught and receiving substantial penalties for people who choose to drink and drive. Earned media, supplemented paid media buys. Media was tracked and measured through required reports from media agencies and attitude

and awareness surveys conducted. Impaired driving messages (including “Drive Sober or Get Pulled Over”, “Buzzed Driving is Drunk Driving” and “Fans Don’t Let Fans Drive Drunk”) in the form of signage, in-event promotions and message specific promotions related to the respective partners were also purchased at the following venues: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl.

**Media Campaign Costs:**

- Total amount spent for the Thanksgiving, Christmas, New Year crackdown (November 25, 2013 - January 6, 2014) - \$316,356.00. Television costs were \$116,265.00 for 2,356 spots, radio costs were \$67,650.00 for 1,795 spots, billboard costs were \$73,881.00 for 22 units, bus panels in the 4 major cities cost \$10,000.00 for 70 units, web banner costs for 5 local media and 45 national/regional websites were \$25,000.00 for 2,750,000 impressions and the University of Connecticut Basketball Sponsorship costs for radio, in-arena signage and internet were \$23,530.00.
- The total amount spent for the July 4<sup>th</sup>/Labor Day crackdown (June 30 to July 6, 2014 for July 4<sup>th</sup> and August 25 to September 1, 2014 for Labor Day) – \$50,065.00. Radio costs were \$27,097.00 for 799 spots, digital billboard costs were \$9,118.00 for 32,158 spots, web banner costs were \$7,850.00 for 391,030 views, Pandora internet radio costs were \$4,000.00 for 824,496 impressions and gas station media costs were \$2,000.00 for 279,315 spots.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154PM	0194-0720-AA	CT-DOT/HSO	DUI Media Campaign	\$1,177,296.69

**Project Title: Administrative Per Se Hearing**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

Funding was provided to the Department of Motor Vehicle (DMV) for a Per Se Administrative Hearing Attorney. Funding this position provided legal counsel and representation for the arresting officer during DMV administrative per se hearings. By having council represent the officer, less DUI-related license suspensions were dismissed during the Per Se Hearing process and resulted in more DUI convictions. Monthly case reports were submitted to the HSO for project monitoring and reimbursements. Through this project, the Per Se hearing officer provided education to law enforcement officials, which has resulted in a reduction in the number of licenses that have been restored to individuals that were subject to DUI arrest. The most common defects in the Per Se hearings were; Missing Documents – 168, No original

Documents – 75, No Oath – 120, Not Witnessed (Refusal) – 78, Time of Crash – 293, Post Date Narrative – 879, Not Signed – 35, Submitted Too Late – 104, Wrong Officer Signed – 22, No Narrative – 24 and one (1) BAC – 21. The total number of defects for the reporting period was 1,819.

The greatest challenge continues to be the on-going need to educate and re-educate the law enforcement personnel. Overall, with respect to the defective reports, in addition to presenting cases at these hearings, the resources used to educate the law enforcement personnel has been successful. Cases involving crashes also continue to be an issue as often the DUI arrest comes secondary to addressing the crash. The Administrative Per Se hearing officer, Mr. Mark Gutis retired at the end of FFY 2014 and there have been two new hearing officers hired for the upcoming fiscal year.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405(d)	0194-0743-BF	CT-DOT/HSO	Admin. Per Se Hearing Attorney	\$172,368.69

**Project Title: Drug Evaluation and Classification Program**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund Hedge

Funding was provided to train personnel in the latest methods of drug evaluation and classification and certify law enforcement officials as Drug Recognition Experts (DRE). The HSO worked with neighboring States including Vermont, New Hampshire and Rhode Island to participate in the expansion of the Connecticut Drug Evaluation and Classification Program (DECP) including DRE program. Also included in this task was the recertification and instructor training for approximately 5 instructor candidates. This task ensured that the NHTSA/IACP credentialed DRE evaluations are implemented uniformly by practitioners throughout the State. Funding also included overtime expenses, travel and lodging for instructors as well as materials to support this task.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
410AL	0194-0730-AB	CT-DOT/HSO	DRE Training	\$14,218.88

**Project Title: Underage Alcohol Enforcement Grant Program**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Stephen Livingston/Michael Whaley

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2014-07-22 EDT 13:48:17



**Connecticut Highway Safety**  
 Posted by Michael Whaley [?] · July 25

The potential consequences of underage drinking can impact a young person's life forever. While many parents may think "not my kid" in regards to their child engaging in dangerous alcohol related behavior, the reality is parents can avoid a tragedy by being more involved. Here is the new commercial from the State Coalition for the Prevention of Underage Drinking.

2,896 people reached Boost Post

Like Comment Share 7 12 Shares

Funding for 1 municipal law enforcement agency for underage drinking enforcement was awarded. Consideration was given to communities with higher underage drinking violation rates weighted by population and injury and fatal crash data. Eligible activities included: compliance checks, party patrols, surveillance patrols, Cops in Shops, and shoulder taps. Sample press releases are provided to award winners and educational activities are part of in-kind match. Activities will run from the spring through fall.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405(d)	0194-0743-AQ	Mansfield	Underage Alcohol Enforcement Grant	\$49,117.80

**Total Amount of funds expended in this program area:**

There was \$100,000.00 in 402AL funds spent in this program area during FFY2014.

There was \$1,550,000.00 in 154PM funds spent in this program area during FFY2014.

There was \$6,221,477.85 in 154AL funds spent in this program area during FFY2014.

There was \$864,437.50 in 410AL funds spent in this program area during FFY2014.

There was \$358,145.78 in 405(d)-1 funds spent in this program area during FFY2014.

There was \$88,500 in 405(e) funds spent in this program area during FFY2014

## ***Police Traffic Services***

### **Performance Goals :**

To reduce the number of speed related fatalities from the three year (2009-2011) moving average of 100 in 2010 by 5 percent to a three year (2013-2015) moving average of 95 in 2015.

*The following activities took place as part of the Police Traffic Services program to meet the above goals/targets. :*

The Highway Safety Office, in partnership with the Connecticut Police Chiefs Association, held a Law Enforcement Summit to discuss current highway safety priorities and to recognize the law enforcement community for their participation in DOT's Highway Safety Programs. Over 250 law enforcement officers attended. Eighteen law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.

### **Activities:**

#### **Project Title: Police Traffic Services Program Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund M. Hedge

This task included coordination of activities and projects outlined in the police traffic services program area, statewide coordination of program activities, support to other program areas in the HSO including oversight of enforcement components of both local and/or national mobilizations and crackdown periods, law enforcement training, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services, travel, materials, supplies, and other related operating expenses. The majority of this project was used to fund salary while a small portion was used for travel and operating expenses.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0707-AA</b>	<b>CT-DOT/HSO</b>	<b>PT Administration</b>	<b>\$126,230.06</b>

**Project Title: Speed Enforcement Grants – Major Cities**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund M. Hedge

This task provided funding for the administration and approval of High Visibility Enforcement speed specific grants by the LEL. The major Cities of New Haven and Hartford participated in High Visibility speed enforcement and focused on the four predominant contributing factors listed in the PTS problem ID. The Department considered grant submissions from police agencies identifying specific speed related crash data within their jurisdictions, substantiated by enforcement and crash data. This task addressed speed related crashes, injuries and fatalities in the urban areas, not covered by the High Risk Rural Road data. These areas were identified by Law enforcement in their respective areas as having higher incidences of speed related crashes. The Cities of Hartford and New Haven Participated in this initiative and issued 1,547 Infractions for Speeding, 140 Infractions for Cell Phone violations, 32 Suspended licenses, 15 Seat belt violations and 12 infractions for uninsured motorists.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(dii)/</b>	<b>0194-0740-AC</b>	<b>New Haven</b>	<b>Speed Enforcement</b>	<b>\$20,062.66</b>
<b>405(dii)/</b>	<b>0194-0740-AD</b>	<b>Hartford</b>	<b>Speed Enforcement</b>	<b>\$17,892.56</b>

*\*Please note: "405(dii) references "Alcohol – ignition interlock" funding as referenced in the Federal Register Vol. 78, No. 15, Page 4997*



**Project Title Law Enforcement Challenge /Law Enforcement Summit**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Edmund M. Hedge

The Law Enforcement Challenge is a performance based traffic safety competition between similar size and types of law enforcement agencies. The areas of concentration included the previous year (2013) efforts to enforce laws and educate the public about occupant protection, impaired driving, and speeding. Departments submitted an application which documents their



agency's efforts and effectiveness in these areas including national mobilizations and crackdowns. The winning safety programs are those that combine officer training, public information, and enforcement to reduce crashes and injuries within its jurisdiction. A law enforcement summit was held where participating agencies were recognized and all attendees learned the latest traffic safety priorities. The Summit also served as a forum to discuss major issues including but not limited to the status of existing laws, impaired driving, safety belt use, distracted driving, training and the importance of crash data collection. The summit included a paid speaker specializing in the latest traffic safety enforcement strategies as part of a working lunch and plaques recognizing departments for their performance in key highway safety priority areas.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0707-AB</b>	<b>Chiefs of Police</b>	<b>Law Enforcement Challenge</b>	<b>\$46,510.00</b>

**Project Title 1906 Racial Profiling**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>1906</b>	<b>0195-0725-AA</b>	<b>Central Connecticut State University</b>	<b>Racial Profiling Prohibition Project</b>	<b>\$442,916.00</b>

*\*Please note: There was no equipment purchased under this project*

**Connecticut Racial Profiling Project Completed Activities**

Since May of 2012, the Institute for Municipal and Regional Policy at Central Connecticut State University has been developing and implement the Connecticut Racial Profiling Prohibition Project. In the almost three years of this project, IMRP project team – with guidance from several national experts on racial profiling – developed a new standardized method to more efficiently and effectively collect racial profiling data from traffic stops. We have also worked to develop a system that will inform government officials, the public at large and police agencies of the information that is availed through the data collection process.

Connecticut's anti-racial profiling law, entitled The Alvin W. Penn Racial Profiling Prohibition Act (Connecticut General Statutes Sections 54-1l and 54-1m), was changed significantly during the 2012 and 2013 legislative sessions. The intent of revising this legislation was to ensure a more rigorous application of the initial law, while allowing for methods and guidelines to be put in place that would effectively infuse current and future best practices into all facets of its key provisions (e.g. the data collection/analysis, training, and complaint processes).

The work to date on this project has been significant. Much of the initial work of this project was to develop a standardized method for data collection and analysis; it has only been one component to prevent future profiling activities. Public awareness and education, effective training, a rigorous complaint process – all are tools within a diverse toolbox available to prevent the occurrence of racial profiling in traffic stops and enhance trust between communities and law enforcement.

As of the end of Federal Fiscal Year 2014, the project team has completed the following objectives outlined in the HS-1 application:

1. Met with officials in Rhode Island, Massachusetts, New Jersey and other neighboring states to learn best practices for conducting racial profiling studies.
2. Identified areas of need for technical assistance outside of dedicated project staff. A multi-faceted approach to the project was required for technical assistance with regard to data collection, submission and analysis as well as significant time spent on creation of a business plan, identifying and providing training modules, and engaging the community through outreach and public information and education campaigns.
3. Established an advisory board compiled of end users, agencies, community members and interested groups to advise on policy and grant management. The advisory board helped inform the design, evaluation, and management of the racial profiling study mandated by P.A. 13-75 "An Act Concerning the Alvin W. Penn Racial Profiling Prohibition Act."
4. Developed and administered a model for public input and project transparency.
5. Central Connecticut State University (CCSU) worked with the Office of Policy and Management (OPM) to establish and maintain a website to inform the public as to the advisory board's activities. The website includes advisory board minutes, agendas, research, reports, and other information related to the Connecticut racial profiling project. The website ([www.ctrp3.org](http://www.ctrp3.org)) has received almost 100,000 unique views.
  - a. Developed an online public database for public consumption of traffic stop data. The raw traffic stop data is available for download for each town in Connecticut. We are in the process of working with the Connecticut Data Collaborative to expand our current site, [www.ctdata.org](http://www.ctdata.org), to allow users to summarize data.
6. Reviewed P.A. 03-160 "An Act Concerning the Alvin W. Penn Racial Profiling Prohibition Act" and the data currently collected by the African American Affairs Commission to determine if legislative changes are necessary to ensure program efficacy.
7. Reviewed the form and method developed and promulgated pursuant to subsection (i) of Section 1. Section 54-1m of the Connecticut General Statutes to determine if changes are necessary to align with current best practices. The review process included a survey/benchmarking of current system that addresses the following questions: What agencies currently collect and submit data? What format do they use to collect it? In what format do they submit it? Where does it go currently? How many agencies collect but do not submit? How many agencies do not collect or submit data? Issued a report based on this information.
8. Determine system requirements, including development of a NHTSA compliant data collection tool and develop a business plan reviewed by the advisory board that allows

for the participation by all law enforcement agencies in electronic racial profiling data collection and transmission to CJIS.

- a. Evaluated options for convenient and efficient methods for police to collect information and submit it in a manner that can be easily entered into an electronic database. Worked with the Connecticut Criminal Justice Information System (CJIS) Executive Director to evaluate all data collection options.
  - b. By July 1, 2013, we developed a functional standard method for police to follow when collecting and submitting traffic stop data to meet all requirements of PA 13-75. A definition of a traffic stop, for the purposes of understanding when information must be collected was developed.
  - c. A CT Racial Profiling server was established and an electronic system was developed to store all traffic stop data electronically. All 106 police agencies were connected to the electronic system for a uniform submission of data. More than 700,000 traffic stop files were electronically reported in the first 12 months of the project.
9. Surveyed and reviewed all 103 Municipal Law Enforcement Agencies current racial profiling policies that prohibit the stopping, detention or search of any person when such action is solely motivated by considerations of race, color, ethnicity, age, gender or sexual orientation and the action would constitute a violation of the civil rights of the person. Produced a report that summarized information gained from the survey and review process, as well as provides an overall CT best practice policy coupled with a mechanism for incorporating specific agency based modifications.
10. Researched different methods for analyzing the quantitative and qualitative data collected regarding racial profiling in traffic stops. This process was informed by regional and national experts, including, but not limited to, Northeastern University's Institute for Race and Justice, faculty from the Connecticut State University system and other institutions of higher education in CT.
- a. Partnered with the Connecticut Economic Resource Council (CERC) to design an analytical system that can be used to analyze traffic stop data for patterns of racial profiling. The advisory board and project staff decided develop five analytical methods, which is by far the most rigorous system being used nationally.
  - b. Data will be analyzed using a basic comparison to (1) the state average, (2) an estimated driving population for each of the 169 towns, (3) peer towns, (4) utilizing the "Veil of Darkness" theory developed by Greg Ridgeway and Jeff Grogger, and (5) KPT Hit Rate analysis.
11. Researched best practice training programs for law enforcement through meeting with law enforcement leaders, members of CJIS and other appropriate parties to identify training needs.
- a. Develop and coordinate implementation of training programs that meet current best practices to assist law enforcement with the goal of eliminating racial profiling. Identify training needs applicable to law enforcement.
  - b. Project staff trained over 500 police officers and 106 police agencies on the requirements of the law prior to implementation on October 1, 2013.

- c. The project staff and 12 police officers from CT participated in a three-day Department of Justice train-the-trainer program on “Fair and Impartial Policing.” Since that time, the project staff has conducted one training session and is planning several more.
- 12. Authored three CT specific racial profiling reports. The first two reports were progress reports for the General Assembly and Governor on implementation of the new law. The third report was published in September 2014 which released a descriptive analysis of traffic stop data and outlined the analysis that will be used in a supplemental report to be published in February 2015. All published reports are available on the project website.
- 13. Hosted over 10 public forums in communities throughout the state on racial profiling. The forums allowed project staff an opportunity to outline the steps that are being made to address racial profiling in Connecticut.
- 14. Utilized different forms of media, both paid and free, to inform the public of the CT racial profiling law. This includes the production of a 30 second commercial advertising the project website and a 2 minute promo for the website.

**Total Amount of funds expended in this program area:**

There was \$172,740.06 in 402 funds spent in this program area during FFY2014

There was \$37,955.23 in 405(d) funds spent in this program area during FFY2014

There was \$442,916.00 in 1906 funds spent in this program area during FFY2014

## Occupant Protection

### Performance Goals:

To reduce the number of unrestrained occupants in fatal crashes from the three year (2009-2011) moving average of 70 in 2011 by 5 percent to a three year (2013-2015) moving average of 67 in 2015.

To increase the statewide observed seat belt use rate from 88 percent in 2011 to 90 percent or above in 2015.

### Number of Agencies that participated in Occupant Protection Program in FFY 2014: 180

*The following activities took place as part of the Occupant Protection program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

A Seatbelt Working Group was created in 2014 to assist the HSO to increase Connecticut's seat belt use rate. The Working Group is represented by state and local law enforcement, Preusser Research Group, Cashman+Katz Media Consultant and the HSO. As a result of the Working Group a change has been made to the media to educate Connecticut on the fines for not wearing a seatbelt. A combination of adding the fines to the media campaign and encouraging law enforcement agencies to increase enforcement should help raise our belt use rate. The target to increase the statewide observed seat belt use rate to 90 percent or above was not reached for many reasons including the number of citations issued has decrease with the increase in fines for not wearing your seat belt from \$35 to \$92 and with

the shortage of staff available for occupant protection enforcement.

During this reporting period, there were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts commencing on November 26, 2013 and May 19, 2014. The

November's mobilization activity

included a total of 831 seat belt citations, 12 child safety seat citations, 222 speeding citations, and 35 DUI. The May 2014 mobilization enforcement activity included a total of 7,638 safety belt citations, 33



child safety seat citations, 1,339 speeding citations, and 126 DUI arrests. Law enforcement departments conducted seat belt checkpoints that included local media news coverage.

*List any follow up action that will be taken to achieve targets in the future:*

Initiated during the 2014 planning cycle, greater effort was placed on low seat belt usage areas through increased enforcement and education. This practice will continue during the 2015 planning process. This will be accomplished through analysis of crash and observation data to identify towns and areas where low belt use by motorists can best be addressed. This analysis focuses on the combination of low belt use towns identified through observation surveys and pairs it with ranked analysis of unbelted crashes and fatalities as well as population and VMT data over a five year period. This process serves to prioritize funding opportunities for participating law enforcement agencies. The HSO will offer greater funding priority to towns and agencies that show the greatest need in this area. This increased focus on low belt used and unbelted crashes will not preclude the HSO from continuing historical practice of attempting to achieve statewide law enforcement participation during national mobilizations. The HSO will continue to encourage law enforcement agencies statewide to apply for and participate in the 2015 CIOT mobilization(s) in May and November regardless of funding availability.

**Activities:**

**Project Title Occupant Protection Program Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this project was to increase the seat belt use in Connecticut. This project included coordination of activities and projects outlined in the occupant protection/child passenger safety program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1 Office. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services. Travel expenses for training and to attend outreach events, to purchase educational materials and supplies for outreach and press events and other related operating expenses. The majority of this project was used to fund salary while a small portion was used for travel and operating expenses.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0702-AA</b>	<b>CT-DOT/HSO</b>	<b>OP Program Administration</b>	<b>\$148,945.45</b>

**Project Title: Data Analysis & Surveys**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

The goal of this project was to provide data to the Highway Safety Office to increase the statewide seat belt usage rate. This project provided funding for annual evaluation and support for the Occupant Protection Program. The project included the statewide annual seat belt use observations, as well as data evaluation and support for annual planning documents. This also included NHTSA core performance measure mandated attitude and awareness surveys and analysis. NHTSA approved Safety Belt Surveys as well as knowledge and awareness surveys at DMV offices to track the impact of mobilization enforcement activities funded under this task.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0195-0702-AB</b>	<b>CT-DOT/HSO</b>	<b>Data Analysis &amp; Surveys</b>	<b>\$150,000</b>

**Project Title: Click it or Ticket Enforcement**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this project was to decrease the number of unbelted drivers involved in fatal and injury crashes by encouraging law enforcement to ticket unbelted drivers during checkpoint and patrols. This project provided funding for enforcement of occupant protection laws through the Selective Traffic Enforcement Program or WAVE in conjunction with the national “Click it or Ticket” mobilization (May and November) including checkpoints and roving/saturation patrols. The WAVE was an enforcement activity that takes place during the National Occupant Protection efforts. Law enforcement agencies reported a pre, post and enforcement survey to the HSO office. 40 agencies participated as sub-grantees in 2014 WAVE activities. Increased effort was focused on lower seat belt use areas through increased enforcement and education.

**Participated Agencies**

<b>Agency</b>	<b>Project 0194-0702-AC Fund – 402 May 2014</b>	<b>Project 0194-0741-AA Fund – 405(b) Nov 2013</b>
Berlin Police Department	\$5,994.94	
Bethel Police Department	\$3,727.43	
Bridgeport Police Department		\$9,290.96
Brookfield Police Department	\$3,790.08	
Cheshire Police Department	\$2,513.06	
Coventry Police Department	\$1,677.85	\$ 846.37
Central Connecticut State University		1,500.00
Darien Police Department	\$3,849.56	
East Hartford Police Department	\$8,868.71	
East Windsor Police Department	\$3,288.41	
Enfield Police Department	\$2,182.83	\$2,078.16
Fairfield Police Department	\$8,272.00	
Glastonbury Police Department	\$2,435.05	
Greenwich Police Department	\$2,510.64	
Groton Town Police Department	\$5,254.23	
Manchester Police Department	\$5,289.28	
Middletown Police Department	\$6,744.42	
Milford Police Department		\$3,363.74
Montville Police Department	\$4,561.55	\$3,356.46
New Britain Police Department	\$8,257.24	\$3,782.74
New Haven Police Department	\$10,539.98	\$5,500.00
New London Police Department	\$7,711.62	
Newtown Police Department	\$5,646.05	
Norwalk Police Department	\$11,151.79	\$3,792.57
Norwich Police Department	\$4,070.88	\$2,698.82
Redding Police Department	\$5,962.11	
Rocky Hill Police Department	\$3,576.46	\$2,339.48
Seymour Police Department	\$2,325.52	
South Windsor Police Department	\$5,785.60	
Southington Police Department	\$2,541.73	
Stamford Police Department	\$5,044.32	
Stonington Police Department	\$4,161.70	
Stratford Police Department	\$5,824.00	\$4,000.00
Vernon Police Department	\$3,089.28	



Waterbury Police Department	\$3,220.05	\$1,530.08
Waterford Police Department	\$1,543.68	\$1,500.00
West Hartford Police Department	\$3,305.20	\$2,600.00
Windsor Police Department	\$3,565.32	\$3,000.00
Windsor Locks Police Department	\$3,422.82	\$1,395.43
Willimantic Police Department	\$1,867.41	\$1,039.40
	\$173,572.80	\$53,614.21

There were two “Click it or Ticket” Enforcement WAVE/Mobilization efforts commencing on November 26, 2013 and May 19, 2014. The November’s mobilization activity included a total of 831 seat belt citations, 12 child safety seat citations, 222 speeding citations, and 35 DUI. The May 2014 mobilization enforcement activity included a total of 7,638 safety belt citations, 33 child safety seat citations, 1,339 speeding citations, and 126 DUI arrests. Law enforcement departments conducted seat belt checkpoints that included local media news coverage.

Fund	Project number	Agency	Title	\$ Amount
402	0194-0702-AC	CT-DOT/HSO	Click It or Ticket Enforcement (May 2014 Mobilization)	\$173,572.80
405(b)	0194-0741-AA	CT-DOT/HSO	Click It or Ticket Enforcement (November 2013 Mobilization)	\$53,614.21

**Project Title: Safety Belt Convincer/Rollover Simulator**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this task was to increase occupant restraint usage statewide and to increase public education programs through physical demonstrations. Seat Belt Convincer and Rollover Simulators demonstrations were conducted at schools, fairs, places of employment and community events. Utilizing the Convincer and the Rollover Simulator the Connecticut State Police are able to demonstrate visually and physical the value of wearing a seat belt.

The State Police conducted Safety Belt Convincer demonstrations at 99 events and Rollover Simulator demonstrations at 59 events. Demonstrations were held at colleges, school events, safety fairs and other community events. There were 2,418 people who were permitted to ride the Convincer and an estimated 38,391 people viewed the Rollover Simulator demonstrations.



<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0702-AE</b>	<b>Connecticut State Police</b>	<b>Safety Belt Convincer/Rollover Simulator</b>	<b>\$179,119.43</b>

**Project Title: Safety Belt Convincer Equipment**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

Funding was used to purchase a seatbelt convincer to be used by local law enforcement to increase seat belt compliance, which will reduce the number of injuries and fatalities. The Convincer demonstrates a low speed crash and allows the rider to feel how the seat belt restrains system works to protect them in a car crash. The purchase of this equipment will allow increase demonstrations to be held at approximately 80 more education programs, school events, health and safety fairs and community events.

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Item (#'s)</b>	<b>\$ Unit Cost</b>
<b>405(b)</b>	<b>0194-0741-AB</b>	<b>Connecticut Police Chief's Association</b>	<b>Safety Belt Convincer (1)</b>	<b>\$20,750.00</b>

**Project Title: Occupant Protection Enforcement/ Connecticut State Police**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this project was to decrease the number of unbelted drivers involved in fatal and injury crashes by encouraging law enforcement to ticket unbelted drivers during checkpoint and patrols by the Connecticut State Police. This project provided funding for enforcement of occupant protection laws through the Selective Traffic Enforcement Program or WAVE in conjunction with the national "Click it or Ticket" mobilization (May and November) including checkpoints and roving/saturation patrols. The WAVE was an enforcement activity that took place during the National Occupant Protection efforts. Law enforcement agencies reported a pre, post and enforcement survey to the HSO office. Increased effort was focused on low seat belt use areas through increased enforcement and education.

Enforcement activity included a total of 1,697 safety belt citations/child safety seat citations and 683 other motor vehicle violations. Total enforcement efforts generated 2,380 citations.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(b)</b>	<b>0194-0741-AC</b>	<b>Connecticut State Police</b>	<b>Occupant Protection Enforcement/CSP</b>	<b>\$108,869.57</b>

**Project Title: Occupant Protection Media Buy, Earned Media & Media Evaluation**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this task was to reduce the number of unbelted fatalities by increasing awareness of Connecticut drivers and passengers as to the dangers of not wearing safety belts or using proper child safety restraints. The project provided funding for a multi-media campaign to support the national “Click it or Ticket” enforcement mobilizations and year round safety belt messaging. This project also included a bi-lingual component for Spanish speaking audiences. This campaign utilized broadcast media to deliver a culturally-relevant message to educate those in the Latino community about the importance of using seat belts and upcoming traffic safety enforcement activities. Both the English and Spanish multi-media campaign included components featuring both paid media and bonus spots.

Paid media included TV ads, radio spots, outdoor billboards, bus panels, web banners, gas station media and online video advertising was purchased through the HSO media consultant. Consultant also developed Connecticut specific media messages on the importance of using seat belts. Media effectiveness was tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s.

Value added media and public outreach at sporting and concert venues, health and safety fairs and civic organizations was received under this task. Advertising safety belt messages (including “Click it or Ticket”, “Buckle Up Connecticut” and “Seat Belts Save Lives”) in the form of signage, in-event promotions and message specific promotions related to the respective partners was also received at the following venues: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl.

Additional information regarding this media campaign can be found in the “Paid Media” section of the report.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(b)</b>	<b>0194-0741-AD</b>	<b>CT-DOT/HSO</b>	<b>Occupant Protection Media Buy</b>	<b>\$125,000.00</b>

**Project Title: Occupant Protection Public Information and Education**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Phyllis DiFiore

The goal of this task was to educate drivers and passengers on the importance of wearing their seat belts. This project was to purchase educational materials to be distributed at health and safety fairs, school events and other public outreach events. Promotional items and educational

materials were purchased under this project. Promotional items had a Highway Safety message and were given out after interaction with the participants on the importance of wearing seat belts to protect them in a car crash. The purpose of this project was to also purchase supplies and other related expenses to assure a comprehensive statewide public information and education media campaign promoting the statewide program. Public information and education efforts were conducted through a variety of public outreach venues. Safety belt messages and images including “Click it or Ticket”, “Buckle Up Connecticut” and “Seat Belts Save Lives” were prominently placed at several of the States sports venues (including but not limited to: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl) through the paid media project. In support of the visual messages, public outreach was conducted at these venues through tabling opportunities which provided the opportunity to educate motorists about the importance of safety belt use for themselves and their passengers.

During this fiscal year 6,000 citation holders, 2,500 reflective wristbands with the “SEAT BELTS SAVE LIVES” message and 1,000 Business Card Holder/Sitter with the “BUCKLE UP CONNECTICUT LOGO” were purchased under this project.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0702-AF</b>	<b>CT-DOT/HSO</b>	<b>Occupant Protection PI&amp;E</b>	<b>\$5,699.60</b>

**Total Amount of funds expended in this program area:**

There was \$308,233.78 in 405(b) funds spent in this Occupant Protection program area during FFY2014

There was \$507,337.00 in 402 funds spent in this Occupant Protection program area during FFY2014

## ***Child Passenger Safety***

### **Performance Goals:**

Improve the availability, use, and proper installation of child restraint systems.

Increase public awareness of child safety seat/booster seat laws and awareness of reliable sources of information on proper child seat/booster use.

Implement changes to current data collection methods to provide more accurate data to identify children not properly restrained in motor vehicles.

*The following activities took place as part of the Child Passenger Safety program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

A new seat belt law flyer and a flyer for pregnant women were created. They will be put into pad form for distribution. The HSO attended the Hispanic Festival in Losada Park, Grandparents Day in Bushnell Park, Safety fair in Middletown, Early Reading and Head Start programs in Waterbury and Stamford, Stamford Health fair, and numerous car seat check-up events that were held across the state.

*List any follow up action that will be taken to achieve targets in the future:*

Implement changes to current data collection methods to provide more accurate data to identify children not properly restrained in motor vehicles.



## **Activities:**

### **Project Title: Waterbury Area Traffic Safety Program**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department, serves the Waterbury and Litchfield County region of the State. This program reached over 1,800 parents, children and caregivers through educational presentations on occupant protection which also included car seat safety. In addition 15 presentations were done reaching 1,225 children and 344 adults for Halloween and Pedestrian Safety.

These presentations were held for groups as small as 8 to as large as 300 and some of these presentations were a minimum of two-hours. At all of these presentations the parents, caregivers and children were given information on the CT Law for Occupant Protection as well as brochures, activity books and other PI&E materials on transporting children properly. Over 11,540 pieces of PI&E were handed out. This program with some funding from Safe Kids has donated car seats to families in need.

The WATSP program keeps a close relationship with Saint Mary's Hospital, Campion Ambulance, Waterbury Police Department, Waterbury Fire Department, Waterbury Elks, Naugatuck Police Department, Watertown Police Department, Yale New Haven Children's Hospital and State Police to network on numerous programs presented in the community.

The WATSP program updates the statewide car seat fitting station listing and submits to CT DOT and NHTSA Region I on a monthly bases. This involves tracking the contact at each location and making sure their location continues to have a certified child passenger safety technician on hand. Adding new information with new contacts, verifying their days and times of operation and removing stations that are no longer active. In addition all departments of newly trained technicians were contacted to see if they are actively checking car seats and want to be on the State listing. There are presently 73 fitting stations in the State of Connecticut.

Nine Child Passenger Safety Certification classes were held during the grant year. There were a total of 96 new certified technicians in 2014.

The WATSP program received a grant for \$500 for Walk to School and Halloween activities.

The WATSP program conducted seatbelt surveys for Greater Waterbury and surrounding towns with the following results: Waterbury 83%, Cheshire 90%, Middlebury 93%, Naugatuck 93%, Prospect 85%, Watertown 87% and Wolcott 75%.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0702-AD</b>	<b>Waterbury PD</b>	<b>Waterbury Area Traffic Safety Program</b>	<b>\$109,948.00</b>

**Project Title: Child Restraint Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

There were 162 technicians who were eligible to recertify for Connecticut from October 2013 thru September 2014. A total of 103 technicians did recertify bringing CT to a 63.6 % recertification rate compared to a 56.4% national average. For many that did not recertify it was due to their position change at their job and retirements. The HSO established a core group of individuals called the STORK committee who will work with parents and the medical field to raise awareness and provide guidance and information on how to properly transport children with special health care needs.

The number of fitting stations increased from 67 to 73. Printed literature, car seat recommendations and educational supplies were provided to assist in supporting the fitting stations. Staff attendance at various check-up, head-start and after school events was provided in support of the fitting stations. Twelve child passenger safety instructors attended a seminar on the safe transportation of children with special needs. These instructors received the latest information on curriculum changes regarding transporting special needs children. These instructors will serve as a resource for other technicians, parents and caregivers.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0709-AA</b>	<b>CT-DOT/HSO</b>	<b>Child Restraint Administration</b>	<b>\$35,317.90</b>

**Project Title: Child Passenger Safety Support - Training**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

The number of fitting stations increased from 67 to 73. Printed literature, car seat recommendations and educational supplies were provided to assist in supporting the fitting stations. Staff attendance at various check-up, head-start and after school events was provided in support of the fitting stations. Twelve child passenger safety instructors attended a seminar on the safe transportation of children with special needs. These instructors received the latest information on curriculum changes regarding transporting special needs children. These instructors will serve as a resource for other technicians, parents and caregivers.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402</b>	<b>0194-0709-AB</b>	<b>Connecticut Children's Medical Center</b>	<b>CPS Fitting Stations</b>	<b>\$40,000</b>

Connecticut Children's Medical Center (CCMC) purchased CPS supplies for support of the 67 fitting stations statewide. Four of the applicants for CPS supplies were specifically granted supplies to address the transportation needs of children with complex medical conditions and special needs. Those applicants were granted those supplies as they had completed the special needs training in March of 2014. They operate fitting stations at St. Mary's, Griffin and Yale

New Haven Children's Hospitals. Only applicants who work regularly with families that need assistance and are either stationed at or work closely with a hospital were eligible to receive those particular supplies. Despite there being other resources available, many of these families are not aware that these benefits exist and which seat is best for their particular child. There are a number of families that are uninsured and cannot take advantage of these available services.

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**LOOK BEFORE YOU LOCK!**  
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**Current Temperature**

OUTSIDE CURRENTLY	INSIDE YOUR CAR AFTER 26 MINUTES
84°	113°

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SAFE KIDS CONNECTICUT, Connecticut Children's Medical Center, CTDOT, YALE-NEW HAVEN CHILDRENS HOSPITAL

CCMC provided 350 child passenger safety seats and vests. They also provided locking clips, pool noodles, and educational materials support. CCMC was unable to purchase demonstration dolls due to the inability to identify a domestic source. For this grant period, child passenger safety technicians in Connecticut reported checking 939 seats and distributing 391 free car seats. They reached 5,531 children and 3,797 parents. In addition, awardees held 16 events around the State during Child Passenger Safety Week, September 14-20.

**Total Amount of funds expended in this program area:**

There was \$77,678.00 in Child Passenger Restraint funds spent in this program area during FFY2014



## ***Motorcycle Safety***

### **Performance Goals:**

To decrease the number of un-helmeted fatalities below the three year (2009-2011) moving average of 29 in 2011 by 5 percent to a three year (2013-2015) projected moving average of 28 in 2015.

To decrease the number of fatalities below the three year (2009-2011) moving average of 44 in 2011 by 5 percent to a three year (2013-2015) projected moving average of 42 in 2015.

To decrease the percentage of fatally injured motorcycle operators with BACs greater than 0.00 below the three year (2009-2011) moving average of 42 percent in 2010 by 5 percent to a three year (2013-2015) projected moving average of 40 percent in 20

*The following activities took place as part of the Motorcycle Safety program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. The latest available data from 2013 indicates that the three year moving average of un-helmeted fatalities is 24. During the same time period, the three year moving average for fatalities was 48. Un-helmeted fatalities over the last three years have shown a small decline while overall motorcycle fatalities have risen slightly in relation to total fatalities at 20 percent (58 out of 286). Data also indicates that in 2013, 11 percent of the fatalities tested had a BAC greater than 0.00.

*\*The preliminary value of 11% is under-reporting the number of motorcycle operators killed with a BAC greater than zero. This number is expected to increase as FARS cases are finalized. The 2012 value of 29% is likely to increase as well.*

*List any follow up action that will be taken to achieve targets in the future:*

These goals will be achieved by continuing existing, and working toward expanding, motorcycle rider education programs, specifically the CONREP (Connecticut Rider Education Program). Addressing attitudes and operational skills through a targeted media campaign, including promoting helmet use by all riders (not just those young riders currently covered under existing law), and including motorcyclists in the planned emphasis on reducing impaired driving. *The summary of Motorcycle Safety program activity for the 2014 Federal Fiscal Year is listed below:*

**Activities:**

**Project Title: Motorcycle Safety Program Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Nicholas Just

This task included the coordination of activities and projects outlined in the motorcycle safety program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 1 Office. Served as a direct line of communication between the HSO and Community College system that administers the CONREP, including assisting in annual activity proposals and voucher reimbursement. This task and associated project was specifically meant for in-house management of the motorcycle safety program. Funding was provided for personnel, employee-related expenses, overtime, professional and outside services including facilities and support services for the required annual instructor update. This project included travel to the in-state training facilities for project monitoring, requests for support and out-of-state travel to the annual State Motorcycle Safety Administrators Summit in Baltimore, Maryland as well as the Northeast Transportation Safety Conference in Providence, Rhode Island.



Fund	Project number	Agency	Title	\$ Amount
402	0194-0701-AA	CT-DOT/HSO	Motorcycle Safety Program Administration	\$129,995

**Project Title: Connecticut Rider Education Program (Training) Administration**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Nicholas Just

Rider training is the primary countermeasure applied to reaching the performance goal of decreasing the total number of motorcycle fatalities and decreasing the number of un-helmeted fatalities. During Fiscal Year 2014, DOT’s Connecticut Rider Education Program (CONREP) continued motorcycle rider training at 15 sites locations throughout the state. Each location offered the Basic Rider Course (beginner), intermediate Rider Course, and Experienced Rider Course. In 2014 CONREP continued a pilot program offering an additional course targeting advanced and sport bike riders, the Advanced Rider Course (ARC). Preliminary data for 2014 indicates that 5,055 students were enrolled in 505 Connecticut Rider Education Program

Courses. This task provided for the oversight of the CONREP in the following ways; the training and monitoring of 160 certified motorcycle safety instructors, providing support services to the Connecticut Rider Education Program training sites by, providing range maintenance including but not limited to; range design and quality assurance monitoring and technical support services, Motorcycle Safety Foundation(MSF) curriculum materials. Updated and maintained the program’s [www.ride4ever.org](http://www.ride4ever.org) website, which is the programs direct point of contact for course students and license waiver information. A Motorcycle Training Coordinator as well as a data consultant was utilized to accomplish this task, preparing and maintaining project documentation, and evaluating task accomplishments. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services, travel, materials, supplies, and other related operating expenses.

Fund	Project number	Agency	Title	\$ Amount
402	0194-0701-AB	CT-DOT /HSO	CONREP Program Administration	\$84,510

**Project Title: Public Information and Education/Community Outreach to Motorcycle Riders**  
*Administrative Oversight:* Department of Transportation, Highway Safety Office  
*Staff Person:* Nicholas Just

This task provided for the coordination and staffing of grassroots events and seminars to promote voluntary helmet use, a ride sober campaign, share the road, safe motorcycle operation, and recruitment of motorcycle safety instructors. The HSO partnered with motorcycle groups to develop and promote activities designed to increase voluntary helmet usage. [www.ride4ever.org](http://www.ride4ever.org) is the programs primary method of disseminating information on rider safety, conspicuity,



sober riding, the importance of helmets and news and events in the Motorcycling community. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, alcohol and/or drug impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events. Preliminary estimates indicate that over 10,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period. Student Rider MSF workbooks, site kits

and Rider Coach Guides were also purchased to support the continuing demand for the MSF basic rider course at our 15 training locations.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
402	0194-0701-AC	CT-DOT/HSO	PI&E Education	\$23,249

**Project Title: Expanding Motorcycle Safety Efforts**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Nicholas Just

This task utilized Section 405(f) funds to expand statewide motorcycle safety efforts. To expand training activities the CONREP recruited and trained potential instructor candidates and purchased 40 new training motorcycles to enhance our aging fleet and to accommodate the growing demand for training. Other supplies including MSF curriculum materials and helmets to support and expand motorcycle training activities were purchased.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
405(f)	0194-0744-AC	CT-DOT/HSO	Expanding Motorcycle Safety Efforts	\$1,437

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Item (#'s)</b>	<b>\$ Total Cost</b>
2010	0194-0723-AA	CT-DOT/HSO	<b>Honda Rebel</b>	<b>\$162,200</b>
			<b>(40) \$4,055</b>	
			<b>Helmets</b>	<b>\$6,268</b>
			<b>TOTAL</b>	<b>\$168,468</b>

**Total Amount of funds expended in this program area:**

There was \$1,437.60 in 405(f) funds spent in this program area during FFY2014.

There was \$237,754.36 in 402 funds spent in this program area during FFY2014.

There was \$168,468.22 on 2010 funds spent in this program area during FFY2014.

## Traffic Records

### Performance Goals:

The 2014 HSP Goal is for crash, roadway, and traffic volume data linkage:

Increased the number and percentage of motor vehicle crashes for State, Interstate and U.S. Routes linked to the Connecticut Department of Transportation roadway database from the current value of 580,000 to over 650,000 linked records in the database.

The following activities took place as part of the Traffic Records program to meet the above goal. The target was met for the following reasons:

Linkage of records in the crash database (using route and milepost) for State, Interstate and U.S. Routes, with roadway and traffic volume data from the Connecticut Department of Transportation's (ConnDOT) Roadway Inventory System (RIS) was achieved for calendar years 2002 through 2010 and made publically available in March 2013. This equated to 580,000 linked crashes for the nine year time period. In projecting an average for 2011-2012 of more than 64,000 linked crashes a year, puts the total over 700,000 linked crashes which is well beyond the 650,000 total stated for the performance goal

Management Approach to Highway Traffic Safety



*List any follow up action that will be taken to achieve targets in the future:*

Continue to link more data sets for more complete crash data analysis.

*The summary of the Traffic Records program activity for the 2014 Federal Fiscal Year is listed below:*

### Activities:

#### Project Title: Traffic Records Administration

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

The task included coordination of activities and projects outlined in the traffic records program area, statewide coordination of program activities, and the development and facilitation of public information and education projects. Funding was provided for personnel, employee-related expenses, overtime, professional and outside services including consulting services that provide TRCC coordination, travel, materials, supplies, assessments and other related operating

expenses. The majority of this project was used to fund salary while a small portion was used for travel and operating expenses.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(c)</b>	<b>0194-0742-AF</b>	<b>CT-DOT/HSO</b>	<b>Traffic Records Administration</b>	<b>\$80,000</b>
<b>402</b>	<b>0194-0705-AA</b>	<b>CT-DOT/HSO</b>	<b>Traffic Records Administration</b>	<b>\$168,217</b>

**Project Title: Traffic Records Strategic Plan Implementation**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Juliet Little

This task provided the necessary funding to assess and develop the Connecticut Traffic Records Program by implementing the following projects outlined in the section 405(c) 8<sup>th</sup> year application:

1. Electronic Crash Reporting Using National Standards (E-Crash)

**Project Description:**

The E-Crash initiative is the launching point for the move towards 100% electronic submission of E-Crash data in the State of Connecticut. The application, a part of the CT:CHIEF records management system (RMS) is being developed/tested by the Capitol Region Council of Governments (CRCOG). That system which is browser based will be offered to communities without license fees. No local servers will be required. The Capitol Region Council of Governments, a regional planning agency, which has operated a mobile data communications system for law enforcement agencies suggested a new approach to the data collection task. Instead of a forms based collection method, they sought to change to a survey based approach. The survey represented a series of questions and forced choice selection options based on the NHTSA Model Minimum Uniform Crash Criteria (MMUCC) standard. CRCOG contracted with KT International, a software development company located in East Hartford, CT to design and implement the application in conjunction with work groups organized by CRCOG. In addition, the application was designed to be built to meet the following objectives: 1.) Full compliance with MMUCC guidelines as articulated by the Department of Transportation; 2.) The application had to be tightly coupled with the CT:CHIEF shared records management system also being developed by CRCOG and offered to towns without license fees; 3.) The application had to be separable for use by non CT:CHIEF users and early adopters; and 4.) The application had to have a hybrid data collection process to work for both PR-1 and MMUCC data collection.

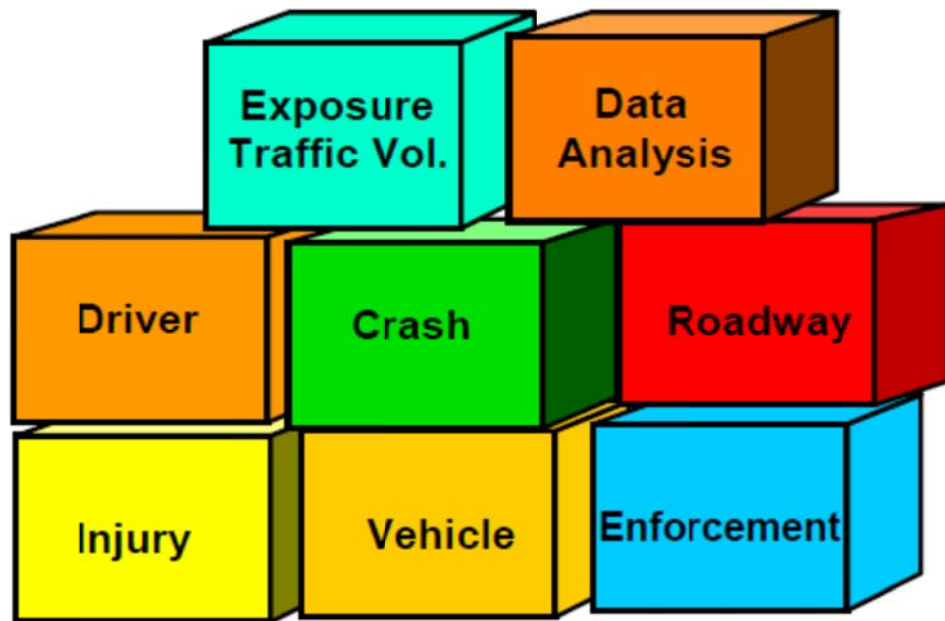
<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(c)</b>	<b>0194-0742-AA</b>	<b>CRCOG</b>	<b>E-Crash</b>	<b>\$143,400</b>

2. Electronic Citation Processing System/100% Submission/Assessment and Support

**Project Description:**

This project is dedicated to the continued development of an application that enables the receipt by the Centralized Infractions Bureau (CIB) of electronically captured citation data, automatically populated into the CIB system, leading to a paperless court in Connecticut for processing infractions. The project serves as a complement to all law enforcement citation efforts statewide. The electronic method of creating tickets and populating the CIB data base is leading to improved processing times and accuracy of the information processed. Less exception processing helped to improve the timeliness of downstream processing transmissions to the Courts and Department of Motor Vehicles

Fund	Project number	Agency	Title	\$ Amount
405(c)	0194-0742-AC	CIB	E-Citation	\$67,094.50
405(c)	0194-0742	Simsbury CT	E-Citation	\$580



3. E-Citation Pilots – Local Law Enforcement

**Project Description:**

This project continued the roll out of e-citation in local law enforcement agencies. Software has already been procured for the existing e-citation efforts and printers, and other appropriate hardware/software will be installed in police vehicles.

The requested grant funds was used to purchase mobile printers, and other appropriate software and hardware for select law enforcement agencies. The vehicles were equipped with the required hardware, to allow law enforcement personnel to use the e-citation software. Citation data is electronically uploaded to the appropriate law enforcement servers. These servers upload the citation data electronically to the appropriate State of Connecticut agency servers via XML specification standards.

Using the e-citation software has reduced data input errors and improved the completeness of the collected data. It has also improved police officer efficiency by reducing the amount of time that officers spend collecting citation data and decreased the time it takes the data to be received by the appropriate State agency.

**Total Amount of funds expended in this program area:**

There was \$291,074.50 in 405(c) funds spent in this program area during FFY2014

There was \$168,217.80 in 402 funds spent in this program area during FFY2014



## ***Distracted Driving***

### **Performance Goals:**

To increase the number of police agencies participating in HVE distracted driving enforcement from 8 in 2013 to 30 in 2014.

### **Number of Agencies that participated in HVE distracted driving enforcement in FFY 2014: 26**

*The following activities took place as part of the Distracted Driving program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:*

The HSO created the first ever Distracted Driving High Visibility Enforcement (DDVE) program utilizing 405(e) funds. This program was rolled out in September, 2014 and 30 municipal police agencies and the Connecticut State Police were invited to participate based on analysis of crash data. 25 municipal



agencies participated with those declining citing; manpower, lack of matching funds and inability to get grants through their respective common councils as reasons for non-participation. In all, 26 participating agencies can be considered a success, considering the relative unfamiliarity with this new enforcement mobilization. In addition, paid and earned media supported the HVE mobilization.

*List any follow up action that will be taken to achieve targets in the future:*

During FFY 2015, the DDHVE mobilization will be made available to an expanded number of agencies. Early projections indicate as many as 50 agencies may take part in the next planned mobilization during April, 2015, NHTSA Distracted Driving month. It is anticipated further paid and earned media will support this effort.

The summary of Impaired Driving program activity for the 2014 Federal Fiscal Year is listed below:

**Activities:**

**Project Title: HVE Distracted Driving - Enforcement**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

This task provided funding for HVE distracted driving enforcement by municipal law enforcement agencies. This evidence based enforcement program used data sourced from table DD-1 (see FFY 2014 HSP) to prioritize funding levels based on various types of crash data based on crash type, severity, population and roadway data. The primary goal of this task was to support the state’s first “U Drive. U Text. U Pay” mobilization that ran from September, 4-23. Participating agencies were able to choose dates throughout the three week period to carry out HVE enforcement targeting drivers who use mobile phones behind the wheel.



The three week mobilization saw a combined 6,420 citations written by municipal law enforcement agencies for cell phone and texting violations. Municipal agencies expended a total of \$293,090.00 in federal funds on overtime enforcement during the HVE period. These funds were matched at 25% by all participating agencies amounting in \$390,786.00 in total expenditures.

Participating Law Enforcement also contributed to a very highly publicized earned media campaign. Nearly every major news media outlet in the state as well as many local and hyper-local outlets in participating communities covered the increased law enforcement presence targeting drivers who chose to talk or text while driving. Additionally, the HSO conducted both observation surveys and DMV awareness surveys before and after the enforcement period to measure its effect. A discussion of those findings can be found below as well as in the Attitude and Awareness survey section of this document.)

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount Expended</b>
<b>405(e)</b>	<b>0194-0745-AC</b>	NEW HAVEN	<b>Distracted Driving Enforcement</b>	\$16,515.29
<b>405(e)</b>	<b>0194-0745-AD</b>	DANBURY	<b>Distracted Driving Enforcement</b>	\$13,822.03
<b>405(e)</b>	<b>0194-0745-AG</b>	MANCHESTER	<b>Distracted Driving</b>	\$17,541.95

			<b>Enforcement</b>	
405(e)	0194-0745-AH	NORWALK	<b>Distracted Driving Enforcement</b>	\$11,100.00
405(e)	0194-0745-AI	NEWINGTON	<b>Distracted Driving Enforcement</b>	\$18,739.46
405(e)	0194-0745-AJ	WESTPORT	<b>Distracted Driving Enforcement</b>	\$8429.36
405(e)	0194-0745-AL	FARMINGTON	<b>Distracted Driving Enforcement</b>	\$12,770.24
405(e)	0194-0745-AM	ORANGE	<b>Distracted Driving Enforcement</b>	\$10,708.94
405(e)	0194-0745-AN	BRISTOL	<b>Distracted Driving Enforcement</b>	\$9,311.40
405(e)	0194-0745-AO	NORWICH	<b>Distracted Driving Enforcement</b>	\$13,975.62
405(e)	0194-0745-AQ	BRIDGEPORT	<b>Distracted Driving Enforcement</b>	\$18,600.00
405(e)	0194-0745-AR	STAMFORD	<b>Distracted Driving Enforcement</b>	\$10,309.13
405(e)	0194-0745-AS	DERBY	<b>Distracted Driving Enforcement</b>	\$10,616.94
405(e)	0194-0745-AT	STRATFORD	<b>Distracted Driving Enforcement</b>	\$7497.36
405(e)	0194-0745-AU	PLAINVILLE	<b>Distracted Driving Enforcement</b>	\$11,257.97
405(e)	0194-0745-AV	TRUMBULL	<b>Distracted Driving Enforcement</b>	\$8,891.55
405(e)	0194-0745-AW	WETHERSFIELD	<b>Distracted Driving Enforcement</b>	\$6,829.48
405(e)	0194-0745-AX	VERNON	<b>Distracted Driving Enforcement</b>	\$9,818.58
405(e)	0194-0745-AY	NORTH HAVEN	<b>Distracted Driving Enforcement</b>	\$8291.83
405(e)	0194-0745-AZ	BLOOMFIELD	<b>Distracted Driving Enforcement</b>	\$8,543.12
405(e)	0194-0745-BB	WEST HARTFORD	<b>Distracted Driving Enforcement</b>	\$18,618.19
405(e)	0194-0745-BC	SOUTHINGTON	<b>Distracted Driving Enforcement</b>	\$4933.93
405(e)	0194-0745-BD	BRANFORD	<b>Distracted Driving Enforcement</b>	\$10,764.27
405(e)	0194-0745-BE	WALLINGFORD	<b>Distracted Driving Enforcement</b>	\$9,525.00
			<b>Total</b>	\$277,411.64

**Project Title: HVE Distracted Driving – Enforcement - CSP**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

This task provided funding for HVE distracted driving enforcement by Connecticut State Police. This evidence based enforcement program used data sourced from table DD-1 (See FFY 2014 HSP) to prioritize funding levels based on various types of crash data based on crash type, severity, population and roadway data. The primary goal of this task was to support the state’s first “U Drive. U Text. U Pay” mobilization in September, 2014. CSP choose dates throughout the three week period to carry out HVE enforcement targeting drivers who use mobile phones behind the wheel.

The three week mobilization saw a combined 796 citations written by CSP for cell phone and texting violations. CSP expended a total of \$100,000 in federal funds on overtime enforcement during the HVE period. These funds were matched at 25% by CSP amounting in \$125,000.00 in total expenditures.

CSP also contributed to a very highly publicized earned media campaign. Nearly every major news media outlet in the state as well as many local and hyper-local outlets in participating communities covered the increased law enforcement presence targeting drivers who chose to talk or text while driving. Additionally, the HSO conducted both observation surveys and DMV awareness surveys before and after the enforcement period to measure its effect. A discussion of those findings can be found below as well as in the Attitude and Awareness survey section of this document.

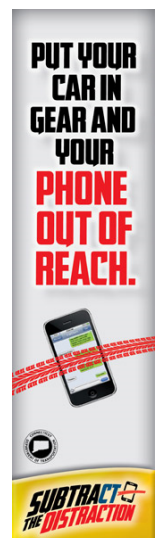
Fund	Project number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-DW	Connecticut State Police	Distracted Driving Enforcement	\$100,000.00

**Project Title: HVE Distracted Driving Media**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Aaron Swanson

This project provided funding for paid advertising to support national distracted driving enforcement mobilizations, as well as year round messaging. Media effectiveness was be tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s. Paid media to purchase TV ads, radio spots, print, outdoor, bus panels and web advertising was purchased through the HSO media consultant. The consultant also developed Connecticut specific media messages on the importance of not driving distracted.



Further information regarding this media campaign can be found in the “Paid Media” section of this report.

Funding Source	Project number	Agency	Title	\$ Amount
405(e)	0194-0745-AB	HSO	Distracted Driving Media	\$300,000.00

## PROGRAM DESCRIPTION – DDHVE OBSERVATION AND AWARENESS SURVEYS

The HSO created the first ever Distracted Driving High Visibility Enforcement (DDVE) program utilizing 405(e) funds. This program was rolled out in September, 2014 and 30 municipal police agencies and the Connecticut State Police were invited to participate based on analysis of crash data. 25 municipal agencies participated with those declining citing; manpower, lack of matching funds and inability to get grants through their respective common councils as reasons for non-participation. In addition, paid and earned media supported the HVE mobilization.

The screenshot shows a web browser displaying a news article from the Hartford Courant. The article title is "Police Out In Force Across State, Enforcing Distracted Driving Law". The author is Christine Dempsey. The article includes a video player showing police officers in high-visibility vests. A sidebar on the left contains navigation links like "Visual Browse", "SEARCH", and "NEWS". A red banner for ALDI is visible on the right side of the page.

## EVALUATION METHOD

### Self-reported Use and Awareness Surveys

Questionnaires asking about distracted driving attitudes and practices were administered to motorists at the 9 DMV offices in the state (Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted). Data were collected before the program began (Pre: 8/5 - 8/13) and soon after the program ended (Post 2: 9/23 - 9/27). Researchers were asked to collect a minimum of 150 completed surveys per office. The survey was dual purpose collecting data to evaluate the State's alcohol crackdown as well as the distracted driving program ("Post 1" was impaired driving related). The programs did not overlap. During the pre we collect 1,397 surveys. During the post we collected 1,541 surveys.

The DMV survey questions related to distracted driving were:

**19. Do you think the hand-held cellular phone law in Connecticut is enforced:**

Very strictly     Somewhat strictly     Not very strictly     Rarely     Not at all

**20. Have you recently read, seen or heard anything about distracted driving in Connecticut?**  Yes     No

**If yes, where did you see or hear about it? (Check all that apply):**

Newspaper     Radio     TV     Billboards     Brochure     Online     Police Enforcement     Other

**21. Do you know the name of any of these distracted driving programs in Connecticut? (check all that apply):**

Hang up or pay up                             Phone in one hand, ticket in the other  
 U Drive, U Text, U Pay                       Stop the texts, Stop the wrecks

### Cell Phone Use Observations

Cell phone use observations were conducted at 20 sites in Connecticut. There were approximately 2 sites per town in a total of 10 towns. Towns were selected based on their participation or proximity to participating towns (i.e. Hamden). Sites were selected along high volume roadways within each town with no sites occurring on Interstates or Local roadways. The main goal of site selection was to capture large traffic streams in a given area rather than create a weighted estimate of cell phone use.

Use of hand-held cell phones was observed for 60 minutes at each site. Three types of cell phone use were recorded: hand-held phone, in-ear device, or manipulating a device. Hand-held was coded when a cell-phone was held in the general proximity of the driver's ear. Ear devices were coded when the visible ear contained an "ear bud" (e.g. wired headset or wireless/Bluetooth). Manipulation was coded when the device was held in the driver's hand but not in the general vicinity of the head. Manipulating could include texting, dialing, checking

email, using a mobile GPS application or other activities. No attempt was made to distinguish between these activities and categories were not mutually exclusive. For instance, several drivers were observed manipulating with an ear device present or talking on their phone while wearing an ear device. Observers also recorded “high” and “low” manipulation based on the placement of the phone relative to the steering wheel of the vehicle. Information on type of vehicle (car, pickup truck, sport utility vehicle, or van), driver’s sex, and approximate age category (<25, 25-59, >59) were also coded.

Vehicles to be observed were selected by identifying a reference point far enough down the road so that the vehicle, but not the driver, could be observed. This reference point was used to select each vehicle in turn. Only one vehicle at a time was recorded. Once the data for the target vehicle was recorded, the observer would start recording data from the next vehicle to pass the reference point. This procedure ensured that the next vehicle to be observed was randomly selected from the traffic stream without prior knowledge of cell phone use. Only passenger vehicles were observed (excluding police, fire, or ambulance). Traffic Direction was selected based on safest observation point and kept consistent for all observations. Only the nearest lane of traffic was observed (as that lane is the only one where low manipulation could be observed consistently).

Analyses were simple Chi square tests comparing the percent use for a behavior in the Pre observation period to the Post observation period.

## **RESULTS**

### **Awareness Survey**

Respondents were asked how strictly they thought the police enforced the distracted driving laws. During the Pre, 15.0% reported that they thought it was enforced very strictly. That percentage increased to 17.5% in the Post (n.s.).

They were also asked if they had recently seen or heard anything about distracted driving. In the Pre, 64.9% said “yes”—that percentage increased significantly ( $p < .05$ ) in the Post (71.2%). This effect was bigger for males and drivers under 25 years of age. The most frequent reported source of the information in the post was TV (84%) followed by Radio (65%), Billboards (57%), and Newspaper (48%). All other sources were less than 20%.

The main program slogan was “U Text, U Drive, U Pay.” During the Pre, 52.2% recognized the slogan. By the Post measurement, 86.0% recognized it ( $p < .001$ ). “Phone in One Hand, Ticket in the Other,” (a previously used slogan) was well recognized in the Pre (47.1%) but had no significant change by the Post (44.9%). “Stop the Texts, Stop the Wrecks,” a national slogan used in previous years, also showed no change in awareness (Pre: 36.6%; Post: 40.3%). Finally, the slogan “Hang Up, or Pay Up” also increased from Pre (24.7%) to Post (35.5%) ( $p < .001$ ).

### **Observation**

There were 22,736 drivers observed (Pre: 6,939, Post: 15,797). Across both waves, 12.5% of the drivers were estimated to be under the age of 25; 81.0% were between 25 and 59 and; 6.6% were 60 or older. Male drivers made up 54.6% of the observations (female drivers: 45.3%).

Results indicate that hand held phone use was lower in the Post observations than the Pre observations but the effect was not statistically significant. Specifically, 5.3% of drivers were observed talking on a hand-held phone while driving during the pre-observation period compared to 4.9% in the post (n.s.). A similar effect was observed for phone manipulation—drivers were observed manipulating a phone 5.8% of the time during the pre-measure compared to 5.4% of the time in the post (n.s.). Subsequent analyses examined effects separately by Sex, Age and Vehicle Type but none of these Pre to Post differences showed significant effects.

### **Discussion**

The data suggest that the program was known by the public. There were clear increases in those reporting having heard a message from those recognizing the slogan. Motorists did report a very high level of strictness regarding police enforcement. However, this perception of strictness did not increase significantly following program implementation. Thus the knowledge of the program did not result in a measurable change in observed use. It is not clear whether the rate of ticketing may not have been sufficient in the observation areas to produce a significant change. Prior research has clearly demonstrated that High Visibility enforcement reduces observed distracted driving. Further research may be needed to establish whether the effects of enforcement are more localized to the specific roadways of enforcement (similar to effects of speeding enforcement).

One interesting discovery to note is that the observed rate of phone manipulation was much higher than what was observed in prior studies. Indeed the rates were higher than observation of talking on a phone. This effect may be consistent with a recent report by [State Farm](#) describing self-reported behaviors. Their data show that compared to 2011, drivers in 2014 were 20 percentage points less likely to report talking on a hand-held phone. And while self-reported texting while driving decreased by 13 percentage points, all other behaviors that would be coded as “manipulating” in our observations (sending/reading/accessing email on phone, reading/updating social media via phone) increased by between 5 and 13 percentage points).

PRG is planning additional distracted driving observations in April 2015. These observations will provide crucial information regarding whether these high manipulating rates are a chance occurrence or an indication of a trend in the State.

### **Total Amount of funds expended in this program area:**

There was \$677,411.64 in 405(e) funds spent in this program area during FFY2014



# PAID MEDIA REPORT

**CT Department of Transportation  
Safe Driving Campaign  
Thanksgiving Christmas New Year (TCNY)  
Holiday 2013**

The campaign included a broad media mix to deliver the message to all of Connecticut's drivers. A specific focus on males 18-34 was considered when selecting specific media vehicles and programming. The specific media vehicles used, consisted of the following:

- Television
- Radio
- Highway Digital & Static Outdoor Billboards
- Bus Posters
- Web Banner Ads
- UCONN Basketball Sponsorship

**Schedule Timing**

The campaign aired from November 25, 2013 – January 6, 2014. Advertising messages were constantly visible throughout that period.

**Campaign Spending**

The campaign totaled **\$316,356.00**. The spending broke out as follows:

TV:	\$116,295.00
Radio:	\$67,650.00
Billboards:	\$73,881.00
Bus Posters:	\$10,000.00
Web Banners:	\$25,000.00
UCONN:	\$23,530.00

**Television:**

<b><u>Broadcast:</u></b>	<b><u># of Spots</u></b>	<b><u>Cost</u></b>
WCTX-TV 59	138	\$3,010.00
WFSB-TV 3	148	\$19,570.00
WTIC-TV 61	125	\$13,330.00
WTNH-TV 8	144	\$15,700.00
WCCT-TV 20	113	\$6,380.00

WTNH (Fairfield County)	113	\$3,085.00
WVIT-TV 30	133	\$17,700.00
Cozi-TV (Ind)	160	\$400.00

**Cable:**

**Connecticut Cable Interconnect (20 cable systems):** Speed, Spike, BET, FX, YES, ESPN, ESPN 2, Comedy, MTV, TRU TV, Discovery, History, TBS, TNT, CNN, Fox News Channel, MSNBC, USA, A&E, AMC.

810 \$19,980.00

**Fairfield County Cablevision:** Speed, Spike, News 12, BET, FX, SNY, YES, ESPN, ESPN 2, Comedy, MTV, ESNU, TOON, Biography, MLB Network, TRU TV.

472 \$17,140.00

**Total Television: 2,356 \$116,265.00**

<b><u>Radio:</u></b>	<b><u># of Spots</u></b>	<b><u>Cost</u></b>
<u>Bridgeport</u>		
WEZN-FM	68	\$4,800.00
WEBE-FM	63	\$5,040.00
<u>Danbury</u>		
WDAQ-FM	54	\$1,215.00
WDBY-FM	68	\$510.00
WRKI-FM	90	\$3,045.00
<u>Hartford</u>		
WCCC-FM	90	\$3,175.00
WMRQ-FM	74	\$1,295.00
WHCN-FM	50	\$2,040.00
WDRC-FM	54	\$1,620.00
WKND-AM	54	\$1,350.00
WUCS-FM	74	\$1,480.00
WPOP-AM	74	\$0.00
WTIC-FM	54	\$3,375.00
WRCH-FM	48	\$3,300.00
WZMX-FM	60	\$3,750.00
WWYZ-FM	54	\$3,375.00
<u>New Haven</u>		
WPLR-FM	93	\$5,980.00
WKCI-FM	54	\$2,700.00
WYBC-FM	54	\$675.00
<u>New London</u>		
WMOS-FM	68	\$680.00
WCTY-FM	68	\$1,360.00
WQGN-FM	54	\$540.00

WWRX-FM	27	\$540.00
<u>Stamford Norwalk</u>		
WFOX-FM	63	\$1,305.00
<u>Traffic Sponsorships</u>		
Clearchannel	285	\$14,500.00
(Hartford & New Haven Stations)		
<b>Total Radio:</b>	<b>1,795</b>	<b>\$67,650.00</b>

**Digital Billboards:**

<u>Location</u>	<u># Units</u>	<u>Cost</u>
Hartford, New Haven, Bridgeport, Waterbury	10 units	\$33,500.00

**Static Vinyl Billboards:**

Hartford, New Haven, Bpt. Danbury, Waterbury	12 units	\$40,381.00
<b>Total Billboards:</b>	<b>22 units</b>	<b>\$73,881.00</b>

**Bus Posters**

Hartford, New Haven, Bridgeport, Waterbury	<b>70 units</b>	<b>\$10,000.00</b>
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**Web Banners**

5 local media and 45 national/regional

Websites **2,750,000 impressions \$25,000.00**

**UCONN Basketball Sponsorship Radio, In-Arena signs, Internet \$23,530.00**

**GRAND TOTAL \$316,356.00**

**CT Department of Transportation  
Safe Driving Campaign  
Thanksgiving Christmas New Year (TCNY)  
Holiday 2013  
Spanish Language Buy**

The Connecticut Department of Transportation awarded Bauza & Associates on November 15<sup>th</sup> 2013 for the Spanish Media Campaign for the Holiday Safety after a RFP process. The effort requested Spanish media placement on Broadcast (TV and Radio) and billboard presence in the market from November 24<sup>th</sup> 2013 through January 1<sup>st</sup> 2014.

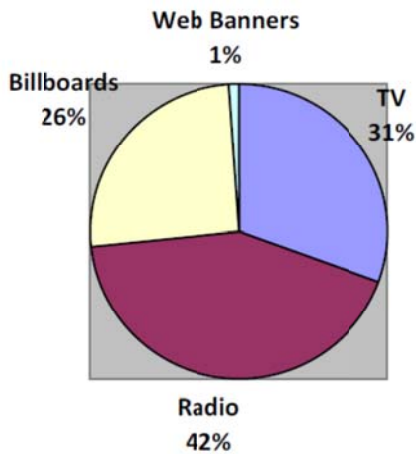
Detailed in this document is the summary report and evaluation of the campaign. This report includes the air checks by media. The campaign estimated a delivery of 752 units between all media outlets. The post analysis show results of 761 units, yielding 5 additional units from plan units. This effort requested media planning, negotiating, placement and reconciliation for the Hispanic market in Connecticut. The agency presented a comprehensive media plan that reaches the Hispanic market of the State combining the most efficient media mix available. The targeted intended was Hispanics 18 years of age and older with a special focus on Males 18-24. Understanding the younger side of the target over index in internet usage we included as part of the negotiations with media outlets, additional exposure through web banners placed one of the most visited local Spanish website in the State and yielded 834 clicks to the CT Highway Safety Facebook page.

CTDOT confirmed PO# for the project to Bauza & Associates on November 25<sup>th</sup>. The airing was set to start on November 24<sup>th</sup>. Bauza & Associates send out insertion orders on the 26<sup>th</sup> with the rotation Click it or Ticket as the RFP requested. The client informed the agency that this year the rotation would be 100% "Drive Sober" message. The agency changed rotation to "Rewind 30ss" that focuses on the message "Drive Sober or Get Pulled Over". New creative for Radio and Outdoor was required for the Drive Sober message. The agency presented two concepts that showcased the consequences of driving under the influence of alcohol especially during the holidays. Recent events that have affected the CT community - drunken driving fatal accidents and the national message of "Holiday Safety on Drive Sober" both concepts were on point. The client selected "Broken Doll". It was produced for radio and billboards.

Exclusive media negotiations yielded 30 PSA 15ss spots in Telemundo, which were produced with the approved concept "Broken Doll". The additional exposure connected with the local Hispanic community in a relevant way during the Holiday season.

**Media Mix**

Total Media Budget: \$25,205.02



**Television- Spanish Broadcast**

The TV placement totals 31% of Share of Investment (SOI).

Station mix focused the majority of the budget on the leading Spanish broadcast TV station Telemundo with a tactical male oriented by on Unimás. As the PO stated the messages to run was Click it or ticket on November and “Drive sober get pulled over” on December. The client requested message be 100% Drive Sober Get Pulled over and the agency revised all orders in the media outlets. Rotating messages of Click it or Ticket for Thanksgiving Holiday 11/26- 12/4 Drive Sober or Get Pulled Over “Rewind 30s” from 12/5/2013 - 1/5/2014

TELEVISION	Planned		Actual		Variance	
	Units	\$	Units	\$	Units	\$
WRDM-TV Telemundo	94	\$5,336.16	94	\$5,290.00	0	\$46.16
WUTH-TV Unimas	54	\$2,340.00	54	\$2,340.00	0	\$0.00
<b>TOTAL</b>	<b>148</b>	<b>\$7,676.16</b>	<b>148</b>	<b>\$7,630.00</b>	<b>0</b>	<b>\$46.16</b>

Exclusive negotiation with Telemundo yielded PSA 30- 15ss spots with “Broken Doll” concept which ran for Christmas and New Year’s. Market value of \$5,250.

### Radio Placement

Radio media reports 42% of Share of Investment (SOI). Bauza & Associates selected the best 6 Hispanic radio stations in the state to reach the target during high driving times. As part of the radio placement a weekly tactical buy on 2 local adios Hispanic shows: “Asi es mi Peru” and “Sabor Boricua en NY.”

The plan leverages radio as a frequency builder and reaches the target audience through segmentation by selection of the best Hispanic stations in Connecticut that cover all areas in the state with the commuting and dynamic target.

The average Hispanic consumes more radio per hour than the general market and they tend to reach specific segments of the demographic.

Special discounts on all rates were obtained. Additional no charge spots were negotiated as a bonus. Vignettes (DJ Announcements) were placed as part of the effort- as PSA spots on some stations or part of the rotation on other stations.

Station	ID	Units	\$	Units	\$	Units	\$
La Gigante	WRYM-AM	158	\$1,575.00	158	\$1,575.00	0	\$0.00
Power 990am	WXCT-AM	135	\$2,250.00	140	\$2,250.00	5	\$0.00
MEGA 910am	WLAT-AM	120	\$2,817.75	120	\$2,817.75	0	\$0.00
Radio Cumbre	WCUM-AM	108	\$2,371.82	108	\$2,371.68	0	\$0.14
Latina 1230AM	WNEZ-AM	48	\$810.00	48	\$810.00	0	\$0.00
Asi es Mi Peru	WLAT-AM (Special Radio)	16	\$640.00	16	\$640.00	0	\$0.00
WILI1400	WILI-AM (Special Radio)	16	\$240.00	16	\$240.00	0	\$0.00
	<b>TOTAL</b>	<b>601</b>	<b>\$10,704.57</b>	<b>606</b>	<b>\$10,704.43</b>	<b>5</b>	<b>\$0.14</b>

### Billboards

As part of the approach an outdoor component was included to reach high density Hispanic areas. With a SOI of 26% of the net media buying budget, the locations rotated in the Hartford and New Haven areas.

- Special negotiation 1 to 1, yielding 6 units
  - Size: Posters 10'x6" x 22'x9"
- Locations to rotate creative
  - 4 units in Hartford:

Location #	Area	Weekly Impressions
10040	Main/ Tower Av, Hartford	48,143
10307	New Britan Av/ Hollywood, Hartford	65,842
3042	RT 80/ Elizabeth Street, New Haven	74,392
10353	Hudson St/ Capitol WS Hartford	17,437
10410	Prospect / Kane Hartford	6,179
3032	RT 34 / RT 122 West Haven	54,375
<b>Weekly Impressions</b>		<b>266,368</b>

- 2 units in New Haven:

### Web Presence

A special negotiation with Telemundo resulted in additional exposure on web and generated 834

clicks and 3,825 impressions to the link <https://www.facebook.com/CThighwaysafety> on the month of December.

Exclusive exposure of web banners on [www.holacuidad.com](http://www.holacuidad.com)



Media	Planned		Actual		Variance	
Station	Units	\$	Units	\$	Units	\$
WRDM-TV Telemundo	94	\$5,336.16	94	\$5,290.00	0	-\$46.16
WUTH-TV Unimas	54	\$2,340.00	54	\$2,340.00	0	\$0.00
La Gigante /WRYM-AM	158	\$1,575.00	158	\$1,575.00	0	\$0.00
Power 990AM/ WXCT-AM	135	\$2,250.00	140	\$2,250.00	5	\$0.00
MEGA/ WLAT-AM	120	\$2,817.75	120	\$2,817.75	0	\$0.00
Radio Cumbre WCUM-AM	108	\$2,371.82	108	\$2,371.68	0	-\$0.14
Latina / WNEZ-AM	48	\$810.00	48	\$810.00	0	\$0.00
WLAT-AM (Special Radio)	16	\$640.00	16	\$640.00	0	\$0.00
WILI-AM (Special Radio)	16	\$240.00	16	\$240.00	0	\$0.00
Holacuidad.com	1	\$250.00	1	\$500.00	0	\$250.00
Lamar	6	\$6,370.75	6	\$6,370.59	0	-\$0.16
<b>TOTAL</b>	<b>756</b>	<b>\$25,001.48</b>	<b>761</b>	<b>\$25,205.02</b>	<b>5</b>	<b>\$203.54</b>

Items	Investment
<b>Agency Services</b>	<b>\$5,000</b>
Production (Radio / Billboards/ Web Banners)	\$3,000
Media Planning	\$2,000
<b>Media Buy</b>	<b>\$25,205</b>
TV	\$7,630
Radio	\$10,704
Billboards	\$6,370.59
Web Banners	\$500
<b>Total</b>	<b>\$30,250</b>

## **CONNECTICUT DEPARTMENT OF TRANSPORTATION**

### **Click it or Ticket Ad Campaign Spring 2014**

#### **Media Mix**

The campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Television
- Radio
- Highway Billboards
- Online Web Banners & Video
- Internet Radio (Pandora)
- Gas Station Media

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no---charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

#### **Schedule Timing**

The entire campaign ran from May 19 through June 1, 2013 – a period of two weeks. However, the greatest concentration of media weight was skewed into a one---week period from May 19 through May 25 leading into the Memorial Day Weekend holiday.

## Television

Two different 30-second commercials produced by C+K aired statewide across five broadcast television stations and 22 cable systems throughout the state from May 19 through June 1, 2014. The commercials that aired were:

- “Pretty Unpleasant State License & Registration”
- “Pretty Unpleasant Local License & Registration” The

“Pretty Unpleasant” commercials ran in equal rotation.

A schedule of paid commercials and no-charge bonus commercials aired across a range of programs for each station. The majority of the no-charge bonus commercials aired in the same time periods as the paid commercials. The stations that aired these commercials, and the time periods they aired within, included the following:

### Broadcast Television

#### WTNH-TV8 (ABC)

- Early Morning News (M--Sun 5--9am)
- Daytime (M--F 9am--5pm)
- Evening News (M--F 5--7pm)
- Prime Access (M--Sun 7--8pm)
- Late Night (M--Sun 11:35pm--2am)

#### WCCT-TV20 (CW)

- Daytime (M--F 10am--4pm)
- Early Fringe (M--F 4--8pm)
- Primetime (M--Sun 8--10pm)
- Late Fringe Comedy (M--Sun 10p--1a)
- Weekend Movies (Sa--Su 12n--8p)

WVIT---TV30 (NBC)

- Early Morning News (M---Sun 5---9am)
- Daytime (M---F 9am---4pm)
- Early News (M---F 5---7pm)
- Weekend (Sa---Su 12n---6P)
- Late Night (M---Sun 11:35pm---1am)

WCTX---TV59 (MyTV)

- Daytime (M---F Noon---4pm)
- Early Fringe (M---F 4---7pm)
- Primetime (M---Sun 8---10pm)
- Evening News (M---F 10---10:30P)
  - Sports Edge/Late Night (M---Sun 10:35pm---1am)
- Weekend (Sa---Su 12n---8P)

WTIC---TV61 (FOX)

- Early Morning News (M---Sun 5---9am)
- Daytime (M---F 9am---4pm)
- Early Fringe/Early News (M---F 4---7pm)
- Access/Primetime (M---Sun 7---10pm)
- Late Fringe (M---Sun 11:35pm---1am)
- Weekend (Sa---Su 12n---6p)

## **Cable Television**

### **Connecticut Cable Interconnect (22 systems statewide, less Fairfield County)**

- BET
- Comedy Central
- ESPN
- E!
- FX
- MTV
- NESN
- Syfy
- Spike
- NBC Sports
- VH1
- CNN
- FOX NEWS
- USA
- AMC
- FOOD
- MSNBC
- ARTS AND ENTERTAINMENT
- LIFETIME
- CNBC
- TNT
- TRU
- TBS
- HISTORY
- TOON
- DISCOVERY
- ESPN2
- TV Land
- HEADLINE NEWS
- GOLF
- TRAVEL
- BRAVO
- TLC
- ANIMAL PLANET
- THE WEATHER CHANNEL
- HGTV
- FAMILY

Cablevision (Fairfield County cable systems)

- ESPN Versus
- ESPN 2 VH1
- ESPN NEWS YES
- FX BET
- MLB News 12
- Comedy Central
- DISCOVERY
- MSG
- MTV
- TOON
- SNY
- Speed
- Spike

**Television Buy Recap**

**Total Spent: \$17,012 Total**

**Spots: 278**

**Total GRPS Delivered: 257 Audience**

**Reach: 70%**

**Average Audience Frequency: 3.6 times**

**Radio**

A combination of 15---second and 10---second commercials ran within Drive Time Traffic Sponsorships across a statewide network of 25 different radio stations for one week from May 19 through May 23, 2014. The stations (and their formats) that aired the commercials included the following:

### **Danbury Market**

WAXB---FM	Classic Hits
WDAQ---FM	Hot Adult Contemporary
WLAD---AM	News---Talk

### **Hartford Market**

WDRC---FM	Classic Hits
WHCN---FM	70's 80's Hits
WKSS---FM	Hot Adult Contemporary
WPOP---AM	Fox Sports
WRCH---FM	Light Hits
WTIC---AM	News---Talk
WTIC---FM	Adult Contemporary
WUCS---FM	ESPN Sports
WWYZ---FM	Country
WZMX---FM	Urban---Hip Hop

### **New Haven Market**

WAVZ---AM	ESPN Sports
WELI---AM	News---Talk
WKCI---FM	Hot Adult Contemporary
WPLR---FM	Classic Rock
WYBC---FM	R & B

### **Bridgeport Market**

WEZN---FM	Adult Contemporary
WEBE---FM	Adult Contemporary

### **New London Market**

WCTY---FM	Country
WKNL---FM	Oldies

### **Torrington/Waterbury Market**

WZBG---FM	Adult Contemporary
WATR---AM	News---Talk
WSNG---AM	News---Talk

### **Radio Schedule Recap Total**

**Spent: \$8,061 Total Spots:**

**181**

**Total GRPs Delivered: 150 Audience**

**Reach: 45%**

**Average Audience Frequency: 3.3**

## **Digital Billboards**

Click It or Ticket Digital Outdoor spots ran on eight interstate billboards from May 19 through June 1, 2014. These 8---second spots ran in the Hartford, New Haven, Bridgeport and Waterbury markets in rotation with six other advertisers 24 hours per day.

### **Digital Billboard Buy Recap**

**Total Spent: \$8,677 Total**

**Locations: 8**

**Total Impressions: 1,159,143**

### **Online Web Banners & Video**

Online video and web banners ran from May 19 through June 1. This buy, using standard leaderboard (728 x 90) and tile (300 x 250) banner ad sizes along with our 30---second TV spot was targeted geographically and demographically. They ran across the following news, sports, auto, and entertainment websites:

About.com	Autotrader.com	Automotive.com
CBSlocal.com	carsdirect.com	CBSsports.com
Flickr.com	Gameshark.com	glamourwall.com
Mensfitness.com	motortrend.com	movies.com
Videopoker.com	amazon.com	rollingstone.com
Trucktrend.com	ultimateguitar.com	USAtoday.com
Wrestlezone.com	wrestlingnews.com	NBA.com
TV.com	ESPN.com	SI.com
Sportinglife.com	Yahoo.com	prosportsdaily.com
MLB.com	bleacherreport.com	eonline.com
WFSB.com	WTNH.com	

### **Online Web Banner Buy Recap**

**Total Spent: \$13,250**

**Total Impressions Delivered: 2,200,000**

### **Pandora**

The Click it or Ticket 30---second radio spot and web banners ran statewide on Pandora, the leading internet radio service, for one week from May 19 through May 25. These ads were demographically targeted to Adult 18---34 users of the service.

### **Pandora Buy Recap**

**Total Spent: \$2,000**

**Total Impressions Delivered: 274,818**



### **Gas Station Media**

One 15-second Click it or Ticket radio spot ran three times per hour each day across 120 gas stations throughout Connecticut. These ad messages were heard for one week, May 19 through May 25 by people filling their tanks at gas pumps. A total of \$1,000 was spent on this buy.

### **Total Click---it or Ticket Media Campaign Delivery**

**Total Spent: \$50,000**

**Audience Reach: 85% Average**

**Frequency: 17 times**

This means that approximately 85% of our target audience in the state of Connecticut was exposed to the campaign message at least once.

Of those adults exposed to the campaign message, on average they were exposed to the message 17 times or 8.5 times per week.

**CONNECTICUT DEPARTMENT OF TRANSPORTATION**  
**Click it or Ticket Ad Campaign Spring 2014**  
**Spanish Language Buy**

**OVERVIEW**

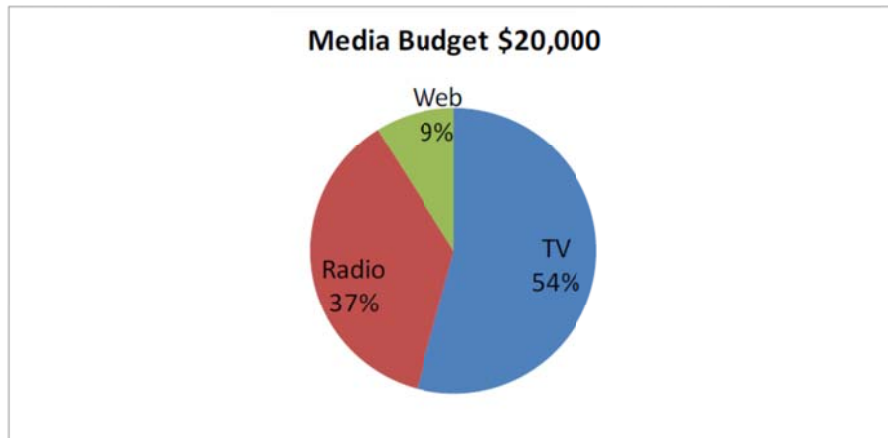
The Connecticut Department of Transportation assigned Bauza & Associates on April 24<sup>th</sup> the Spanish Media Campaign for the Highway Safety- Click it or Ticket Summer 2013 outreach. The effort requested Spanish media placement on Broadcast (TV and Radio) and Web Presence to run from May 19<sup>th</sup> to June 2<sup>nd</sup> of the current year.

Detailed in this document is the summary report and evaluation of the campaign. This report includes the air checks by media. The campaign estimated a delivery of 729 units between all media outlets. The post analysis show results of 721 units delivered, yielding a 1% results below plan units. The media placement time frame coinciding with the World Cup did not allow for 8 bonus units within the schedule to air on TV.

The Click it or Ticket Campaign for the Hispanic market in Connecticut included: media planning, negotiating, placement and reconciliation. As part of the project, Bauza & Associates needed to assess and recommend available materials on the national bank available on <http://www.trafficsafetymarketing.gov/>. The agency communicated that for broadcast, the TV materials available for "Click it or Ticket/ Abrochado o Multado" 30ss worked well for the local market. This TV ad is current and it has been used in the past for the market outreach.

Radio placement required the agency to develop a script and produce the spot after approval from the client. Bauza & Associates presented 2 radio scripts to the client for approval. "Conciencia 30ss" (Conscience) was approved and produced by May 9<sup>th</sup>. Also, a PSA negotiation for Highway Safety Vignettes was part of the package and placement on most radio stations.

The campaign comprehensively utilized the best media mix of Spanish-language radio broadcast media, tactical Spanish TV placement and web placement. These efforts delivered a culturally- relevant message that reminds the Latino community about the importance of using seatbelts during the start of the summer.



The TV placement totals 54% of Share of Investment (SOI). As requested by the RFP a tactical buy to reach Young Hispanic males was recommended. The TV buy considered all 3 main Spanish broadcast stations in the state. A combination of weekly programming on Univision, Unimas and Telemundo was used to maintain weekly frequency of 15 spots daily.

Television	Planned	Budget	May Actual		June Actual		Total Actual	
WUTH-TV	120	\$2,075.00	78	\$1,230.00	42	\$845.00	120	\$2,075.00
WUVN-TV - Special	72	\$3,550.00	36	\$1,775.00	36	\$1,775.00	72	\$3,550.00
WRDM-TV	129	\$5,220.00	86	\$3,480.00	43	\$1,740.00	129	\$5,220.00

- “Abrochado o Multado” / Click it or Ticket” 30ss May 19<sup>th</sup> – June

Radio media reports 37% of Share of Investment (SOI). Bauza & Associates selected the best 6 Hispanic radio stations in the state to reach the target during high driving times. Also, as part of the radio placement a weekly tactical buy on 2 local Hispanic Radio shows: “Asi es mi Peru” and “Sabor Boricua en NY.”

The plan leverages radio as a frequency builder and reaches the target audience through segmentation by selection of the best Hispanic stations in Connecticut that cover all areas in the state with the commuting and dynamic target.

The average Hispanic consumes more radio per hour than the general market and they tend to reach specific segments of the demographic. Special discounts on all rates were obtained. Additional no charge spots were negotiated as a bonus. Vignettes (DJ Announcements) were placed as part of the effort- as PSA spots on some stations or part of the rotation on other stations.

Radio	Station	Planned		May Actual		June Actual		Total Actual	
	WLAT - AM	72	\$1,657.50	50	\$1,160.25	22	\$497.25	72	\$1,657.50
	WNEZ - AM	78	\$1,485.00	50	\$945.00	28	\$540.00	78	\$1,485.00
	WRYM - AM	96	\$1,350.00	64	\$900.00	32	\$450.00	96	\$1,350.00
	WCUM - AM	66	\$1,185.84	44	\$790.56	22	\$395.28	66	\$1,185.84
	WPRX - AM	72	\$1,260.00	48	\$840.00	24	\$420.00	72	\$1,260.00
	WILI - AM	8	\$120.00	8	\$120.00	0	\$0.00	8	\$120.00
	WLAT - AM - Special	8	\$320.00	8	\$320.00	0	\$0.00	8	\$320.00

As part of the approach a web presence was requested in the assignment. Bauza & Associates leveraged the negotiations, including web presence on 3 of the 4 portals that were included as part of the package. This maximized the budget, reflecting only 9% of the media investment. Web banners were online the week of May 20. The web banners linked to <https://www.facebook.com/CThighwaysafety>.

State of Connecticut Click It Or Ticket Campaign May 19 - June 2, 2014										
Media		Planned/Ordered		Actual - May		Actual - June		Total Actuals		
		Units	\$	Units	\$	Units	\$	Units	\$	
	Television									
	WUTH-TV	120	\$2,075.00	78	\$1,230.00	42	\$845.00	120	\$2,075.00	
	WUVN-TV - Special	72	\$3,550.00	36	\$1,775.00	36	\$1,775.00	72	\$3,550.00	
	WRDM-TV	129	\$5,220.00	86	\$3,480.00	43	\$1,740.00	129	\$5,220.00	
	Radio									
	WLAT - AM	72	\$1,657.50	50	\$1,160.25	22	\$497.25	72	\$1,657.50	
	WNEZ - AM	78	\$1,485.00	50	\$945.00	28	\$540.00	78	\$1,485.00	
	WRYM - AM	96	\$1,350.00	64	\$900.00	32	\$450.00	96	\$1,350.00	
	WCUM - AM	66	\$1,185.84	44	\$790.56	22	\$395.28	66	\$1,185.84	
	WPRX - AM	72	\$1,260.00	48	\$840.00	24	\$420.00	72	\$1,260.00	
	WILI - AM	8	\$120.00	8	\$120.00	0	\$0.00	8	\$120.00	
	WLAT - AM - Special	8	\$320.00	8	\$320.00	0	\$0.00	8	\$320.00	
	Internet									
	Holacuidad.com		\$400.00		\$133.33		\$266.67	0	\$400.00	
	wuvntv.com		\$375.00		\$375.00		\$0.00	0	\$375.00	
	wprx1120.net		\$300.00		\$300.00		\$0.00	0	\$300.00	
	identidadlatina.com		\$375.00		\$375.00		\$0.00	0	\$375.00	
	elsolnews.com		\$340.50		\$340.50		\$0.00	0	\$340.50	
<b>Total</b>		<b>721</b>	<b>\$20,013.84</b>	<b>472</b>	<b>\$13,084.64</b>	<b>249</b>	<b>\$6,929.20</b>	<b>721</b>	<b>\$20,013.84</b>	

## **CONNECTICUT DEPARTMENT OF TRANSPORTATION**

### **Don't Drink and Drive Ad Campaign**

### **Summer 2014**

#### **Media Mix**

The campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Radio Traffic Report Sponsorships
- Radio
- Highway Billboards
- Online Video
- Internet Radio (Pandora)
- Gas Station Media

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure for no-charge. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

#### **Schedule Timing**

The entire campaign ran in two 1-week flights. The first flight ran prior to and during the Independence Day holiday from June 30 through July 6. The second flight ran prior to the Labor Day holiday from August 25 through September 1, 2014. The same amount of media weight and spending was allocated to each week.

### **Radio Traffic Report Sponsorships**

A combination of 15---second and 10---second commercials ran along with an opening 5---second mention during Drive Time Traffic Sponsorships across a statewide network of 23 different radio stations the weeks of June 30 and August 25. The stations (and their formats) that aired the commercials included the following:

#### **Danbury Market**

WAXB---FM	Classic Hits
WDAQ---FM	Hot Adult Contemporary
WLAD---AM	News---Talk

#### **Hartford Market**

WDRC---FM	Classic Hits
WHCN---FM	70's 80's Hits
WKSS---FM	Hot Adult Contemporary
WPOP---AM	Fox Sports
WRCH---FM	Light Hits
WTIC---AM	News---Talk
WTIC---FM	Adult Contemporary
WUCS---FM	ESPN Sports
WWYZ---FM	Country
WZMX---FM	Urban---Hip Hop

#### **New Haven Market**

WAVZ---AM	ESPN Sports
WELI---AM	News---Talk
WKCI---FM	Hot Adult Contemporary
WYBC---FM	R & B

#### **New London Market**

WCTY---FM	Country
WICH---AM	News---Talk
WKNL---FM	Oldies

#### **Torrington/Waterbury Market**

WZBG---FM	Adult Contemporary
WATR---AM	News---Talk
WSNG---AM	News---Talk

### **Supplemental Radio**

Additionally, a 30-second ad schedule was bought the weeks of June 30 and August 25 on the following stations that are not a member of the statewide traffic network. These stations and formats ran the DOT HSO "Don't Drink and Drive" commercial and are as follows:

### **Bridgeport Market**

WEZN---FM                      Adult Contemporary

### **Hartford Market**

WKND---AM                      African---American News & Information WMRQ---FM  
Alternative Rock

### **New Haven Market**

WPLR---FM                      Classic Rock

### **New London Market**

WQGN---FM                      Hot Adult Contemporary

### **Stamford/Norwalk**

WFOX---FM                      Classic Rock

### **Radio Schedule Recap** Total

Spent: **\$27,097** Total Spots Ran:

**552**

Total "Added Value" Bonus Spots: **247** Total GRPs

Delivered: **280**

Audience Reach: **62%**

Average Audience Frequency: **4.5**

## Digital Billboards

Three different Don't Drink and Drive Digital Outdoor ads ran on five highway billboards the weeks of June 30 and August 25, 2014. These 8-second spots ran in the Hartford, New Haven, Bridgeport and Waterbury markets every day 24 hours per day.

## Digital Billboard Buy Recap

Total Spent: **\$9,118**

Total Spots Ran Per Day Per Location: **1,547** Total

Spots Ran: **21,658**

Total "Added Value" Bonus Spots Ran: **10,500**

## Online Video

Two DOT HSO 30-second TV commercials "Don't Drink & Drive State & Local" ran online the week of June 30 and the week of August 25. This buy was seen by a wide statewide audience on various website home pages but skewed demographically to Men 18-34.

The commercial was seen and clicked on across the following news, sports, auto, and entertainment websites:

About.com	Autotrader.com	Automotive.com
CBSlocal.com	carsdirect.com	CBSsports.com
Flickr.com	Gameshark.com	glamourwall.com
Mensfitness.com	motortrend.com	movies.com
Videopoker.com	amazon.com	rollingstone.com
Trucktrend.com	ultimateguitar.com	USAtoday.com
Wrestlezone.com	wrestlingnews.com	NBA.com
TV.com	ESPN.com	SI.com
Sportinglife.com	Yahoo.com	prosportsdaily.com
MLB.com	bleacherreport.com	barstoolsports.com
Foxnews.com	Univision.com	movieclip.com
Forbes.com	topix.com	eonline.com

## Online Web Banner Buy Recap

Total Spent: **\$7,850**

Total Number of TV Views: **293,930** Total TV

Views 75% or longer: **222,959** Total Click

Throughs: **582**

Total Added Value TV Views: **151,100**



## **Pandora**

The CT DOT 30---second radio spot “Don’t Drink & Drive” and corresponding web banners ran statewide on Pandora, the leading internet radio service, during the weeks of June 30 and August 25. These ads were demographically targeted to statewide Men 18---34 users of the service in autos, on mobile devices, and across computer desktops.

## **Pandora Buy Recap**

Total Spent: **\$4,000**

Total Impressions Delivered: **549,664** Total

Click---throughs: **2,615**

Total Added Value Impressions: **274,832**

## **Gas Station Media**

The 30---second “Don’t Drink & Drive” DOT HSO radio spot ran 19---24 hours per day, per location across 120 gas stations throughout Connecticut. These ad messages were heard the weeks of June 30 and August 25 by people filling their tanks at gas pumps or shopping in the station.

## **Total Gas Station Media Buy Recap**

Total Spent: **\$2,000** Total

Spots ran: **159,070**

Total Added Value Spots: **120,245**

## **CONNECTICUT DEPARTMENT OF TRANSPORTATION**

### **Don’t Drink and Drive Ad Campaign Summer 2014**

### **Total Don’t Drink and Drive Media Campaign Delivery**

**Total Spent: \$50,065**

**Target Audience Reach: 79% Average**

**Frequency: 15 times**

This means that approximately 79% of our target audience in the state of Connecticut was exposed to the Don’t Drink and Drive campaign message at least once.

Of those adults exposed to the campaign message, on average they were exposed to the message 15 times, 7.5 times per week or once per day.

**Media Schedule Timing**

The 2014 Distracted Driving Media Buy began on August 1 and runs through November 23 in a pulsed pattern within various media vehicles. The heaviest concentration of paid media ran between September 3 and September 20, the Enforcement Period. Strategically, the Distracted Driving Media Buy was scheduled around the other CT DOT Highway Safety Campaigns. There was slight duplication in August with the Teen Under Age Drinking Prevention Campaign.

**Targeting**

The media buy was directed to all statewide drivers with a focus on Adults 18-44.

**Media Mix**

The Distracted Driving campaign used a variety of media vehicles to deliver the message to Connecticut's residents. They included the following:

- Broadcast Television
- Cable Television
- Radio
- Digital Highway Billboards
- Online Web Banners & Video
- Internet Radio (Pandora)
- Gas Station Media

Since this was a public information campaign operating in the best interest of Connecticut's residents, Cashman & Katz negotiated with the media vendors to secure additional message exposure at little to no cost despite running with the political advertising window. The additional message delivery helped boost the campaign's message exposure to Connecticut's residents well beyond that which the media budget could normally afford.

## Media Schedule Review

### 1. Television

Three different 30-second commercials aired statewide across five broadcast television stations and 24 cable systems. Distracted Driving TV spots ran exclusively on Cable TV for three weeks in August, 3 weeks in October and 2 weeks in November. It ran on Broadcast TV for three weeks in September.

The commercials that aired were:

- "Female Driver" 8/1-8/24
- "Female Driver" & "Male Driver" 9/29-10/19, 10/27-11/9
- "Enforcement" 9/3-9/20

The TV commercials aired across a range of programs for each station. The bonus commercials aired in the same time periods as the paid commercials. The stations that aired these commercials, and the time periods they aired within, included the following:

#### Broadcast Television (9/3-9/20)

WFSB-TV3 (CBS)

- Early Morning News (M-Sun 5-9am)
- Daytime (M-F 9am-5pm)
- Evening News (M-F 5-7pm)
- Prime Access (M-Sun 7-8pm)
- Late Night (M-Sun 11:35pm-2am)

WTNH-TV8 (ABC)

- Early Morning News (M-Sun 5-9am)
- Daytime (M-F 9am-5pm)
- Evening News (M-F 5-7pm)
- Prime Access (M-Sun 7-8pm)
- Late Night (M-Sun 11:35pm-2am)

WCCT-TV20 (CW)

- Daytime (M-F 11am-4pm)
- Early Fringe (M-F 4-8pm)
- Primetime (M-Sun 8-10pm)
- Late Fringe Comedy (M-Sun 10p-1a)
- Weekend Movies (Sa-Su 12n-8p)

- 

- WVIT-TV30 (NBC) Early Morning News (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)

- Early News (M-F 5-7pm)
- Weekend (Sa-Su 12n-6P)
- Late Night (M-Sun 11:35pm-1am)
- WTIC-TV61 (FOX)
- Early Morning News (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 5-6pm)
- Access/Primetime (M-Sun 6-10pm)
- Late Fringe (M-Sun 11:35pm-1am)
- Weekend (Sa-Su 12n-6p)

### **Cable Television**

Connecticut Cable Interconnect 22 Systems (8/1-8/24, 9/29-10/19, and 10/27-11/9)

- American Movie Classics History
- Animal Planet HGTV
- A&E MTV
- BET NBC Sports
- Bravo NESN
- Cartoon Spike
- Discovery SyFy
- E TBS
- ESPN TLC
- ESPN 2 TNT
- Family True
- Fox News USA
- Fox Sports Weather

Fairfield County Cablevision (9/3-9/20)

- BET SNY
- Cartoon Spike
- Comedy TBS
- E TLC
- ESPN TNT
- ESPN 2 True
- Family USA
- FX VH1
- Lifetime Yes
- MTV Oxygen

## **Television Buy Recap**

**Actual Spend: \$64,813**

**Total TV Buy Spots: 1,016**

**Total TV Buy Bonus Spots: 445**

**Total Audience Reach: 82%**

**Total Audience Average Frequency: 6.7**

## **2. Radio**

A combination of 15-second and 10-second commercials ran within Drive Time Traffic Sponsorships across a statewide network of 25 different radio stations for one week from September 3 through September 10, 2014.

Additionally, one 30-second commercial, "End of Conversation" ran from September 8 through September 20 and November 10 through November 23 in AM/PM Drive Times, weekends and evenings. The stations and their formats that aired the commercials included the following (T=Traffic, ROS=Run of Station):

### **Danbury Market**

WAXB-FM (T) Classic Hits

WDAQ-FM (T, ROS) Hot Adult Contemporary

WLAD-AM (T) News-Talk

### **Hartford Market**

Bomba-FM (ROS) Hispanic

WDRC-FM (T) Classic Hits

WHCN-FM (T) 70's 80's Hits

WKSS-FM (T, ROS) Hot Adult Contemporary

WKND-AM (ROS) African-American

WMRQ-FM (ROS) Alternative Rock

WPOP-AM (T) Fox Sports

WRCH-FM (T) Light Hits

WTIC-AM (T) News-Talk

WTIC-FM (T) Adult Contemporary

WUCS-FM (T, ROS) ESPN Sports

WWYZ-FM (T) Country

WZMX-FM (T, ROS) Urban-Hip Hop

### **New Haven Market**

WAVZ-AM (T) ESPN Sports

WELI-AM (T) News-Talk

WKCI-FM (T, ROS) Hot Adult Contemporary

WPLR-FM (ROS) Classic Rock

WYBC-FM (T) R & B

### **Bridgeport Market**

WEZN-FM (ROS) Adult Contemporary

### **New London Market**

WCTY-FM (T) Country

WKNL-FM (T) Oldies

WQGN-FM (ROS) Hot Adult Contemporary

WWRX-FM (ROS) Urban Hip-Hop

### **Torrington/Waterbury Market**

WZBG-FM (T) Adult Contemporary  
WATR-AM (T) News-Talk  
WSNG-AM (T) News-Talk

#### **Radio Schedule Recap**

**Actual Spent: \$31,521**

**Total Radio Buy Spots: 560**

**Total Radio Buy Bonus Spots: 230**

**Total Audience Reach: 60%**

**Total Average Audience Frequency: 4.6**

#### **3. Digital Billboards**

U text, U drive, U pay Digital Outdoor spots ran on eight interstate billboards from September 3 through September 21. These 8-second spots ran in the Hartford, New Haven, Bridgeport, New Britain and Waterbury markets in rotation with six other advertisers 24 hours per day.

##### **Digital Billboard Buy Recap**

**Actual Spent: \$11,029**

**Total Locations: 8**

**Total Spots: 93,766**

#### **4. Online Web Banners & Video**

Online video and web banners ran from August 1 through October 26. This buy, using standard leaderboard (728 x 90) and tile (300 x 250) banner ad sizes along with our 30-second TV spot was targeted geographically and demographically. The majority of display online exposure came from the following news, sports, lifestyle, and entertainment websites:

About.com jobsearch.com Automotive.com  
Allrecepies.com local.com blogtalkradio.com  
Amazon.com meetme.com glamourwall.com  
Bewomen.com mlb.com movies.com  
Bleacherreport.com movieclip.com rollingstone.com  
CBSsports.com player.radio.com USAtoday.com  
CNN.com sportlifevideos.com NBA.com  
Dailymotion.com topix.com SI.com  
ESPN.com extremefitness.com prosportsdaily.com  
Excite.com thehubdaily.com univision.com  
Forbes.com videopoker.com ehow.com  
Foxnews.com barstoolsports.com WRCH.com  
WFSB.com WTNH.com 965tic.com

##### **Online Web Banner Buy Recap**

**Actual Spent: \$29,666.55**

**Total Buy Impressions: 3,200,000**

**Total Buy Bonus Impressions: 798,000**

**Total Buy Video Plays: 503,800**

**Total Buy Click-Throughs: 4,864**

#### **Pandora**

The Distracted Driving 30-second "Enforcement" radio spot ran statewide on Pandora, the leading internet radio service, for one week from September 3 through September 10. These ads were demographically targeted to Adult 18-44 users of the service.

**Pandora Buy Recap**

**Actual Spent: \$2,000**

**Total Impressions Delivered: 266,940**

**Total Bonus Impressions: 133,470**

**Total Click-Throughs: 1,112**

**6. Gas Station Media**

The Distracted Driving 30-second "Enforcement" radio spot ran three times per hour each day across 120 gas stations throughout Connecticut. These ad messages were heard for one week, September 3 through September 10 by people filling their tanks at gas pumps.

**Gas Station Media Buy Recap**

**Actual Spent: \$1,000**

**Total Spots Ran: 92,959**

**Total Bonus Spots: 70,536**

**Total 2014 Distracted Driving Media Schedule Summary**

**Total Campaign: \$140,029.55**

**Total Audience Reach: 91%**

**Total Average Frequency: 25 times**

This means that approximately 91% of our target audience in the state of Connecticut will be exposed to the campaign message at least once.

Of those adults exposed to the campaign message, on average they will be exposed to the message 25 times or about 1.5 times per week over the entire campaign ad period

# NOTEWORTHY PRACTICES



## **NOTEWORTHY PRACTICE 1**

### PROJECT TITLE

High Risk Rural Roads Speed Project (HRRR) – Phyllis DiFiore  
Connecticut is the only state that utilized FHWA penalty transfer funding for HRRR.

### TARGET

Municipalities that have High Risk Rural Roads where speeding problems have been identified.

### PROGRAM AREA

Speed Enforcement and Education

### PROBLEM STATEMENT

During the 2006 to 2010 period, the most prevalent driver-related factors in fatal crashes were speeding-related. In 2010, speeding-related was identified in 28.1% of fatal crashes. From January 1, 2012 to December 31, 2012, Connecticut's "High Risk Rural Roads" had 23 fatalities and 60 severe injuries. 17 towns had multiple crashes involving a total of 8 fatalities and 29 serious "A" type injuries. Over the 5-year period of 2006 to 2010, the greatest proportion of fatalities (36.0 percent) occurred on roads with a posted speed limit of 30 mph or less, followed by roads with limits of 35 or 40 mph (25.3 percent) and 45 or 50 mph (16.7 percent).

### OBJECTIVE

The main objective was to significantly reduce the number of fatalities and serious injury crashes on rural roads. This was accomplished through a speed enforcement campaign combining high visibility enforcement (HVE) and the strategic use of media outlets on Connecticut's rural roads. Historically, strong high visibility enforcement efforts integrated with targeted media campaigns have proven to be most effective in creating change in public behavior.

### STRATEGIES

The activities included:

1. LIDAR, DOPPLER and speed display signs were purchased and used where the speeding problems have been identified. Training classes were also made available to educate Connecticut's Law Enforcement Trainers on the proper use of these speed detection devices.
2. The program also provided overtime funding for high-visibility enforcement initiatives. Enforcement was data based, performance driven and speed enforcement during the identified problem time periods.
3. The next strategy used was a public information and education component. Paid and in-kind media campaign including radio spots, TV spots, Pandora, billboards, and on-line banners were used to bring the visual message on the speeding problem in our state. The Highway Safety Staff worked closely with the contracted media consultant to develop a new TV commercial filmed in Stonington which is one of the high risk rural towns.

### RESULTS

Enforcement ran from July 1, 2014 - September 30, 2014 and the results included:

- 54 rural towns participated
- 7,820 hours of enforcement
- 6,477 speed citations were issued
- 1,392 other motor vehicle citations
- 195 cellphone citations
- 138 Seat belt citations
- 7 driving under the influence

COST

- Enforcement (FHWA) \$ 611,493
- Equipment (FHWA) \$ 162,776
- Radar Training (FHWA) \$ 9,950
- Media (NHTSA) \$ 200,000

**Funding Source(s):**

402(PT) - \$200,000

FHWA - \$784,219

## NOTEWORTHY PRACTICE 2

### **Project Title: Save a Life Tour**

*Administrative Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Michael Whaley

### Problem Identification

Distracted driving is an extremely dangerous epidemic on America's roadways. In 2012 alone, 3,328 people were killed in crashes attributed to distracted driving. Because teens are inexperienced drivers, they are also more susceptible to distraction behind the wheel. Connecticut also continues to be plagued by teens involved in high-profile distraction related fatal crashes. Traffic crashes are the leading cause of death for American teens. Drivers who use hand-held devices while behind the wheel are four times more likely to get in a serious crash.

To supplement the traditional law enforcement activities which support Connecticut's Graduated Driver Licensing Laws (GDL), the Highway Safety Office (HSO) partnered with Kramer International's 'Save a Life Tour' (SALT) to reduce distracted driving related crashes amongst Connecticut teen drivers.

### Objective

The HSO provided planning, coordination, monitoring and evaluation of the SALT distracted and impaired driving program to a total of 34 Connecticut high schools for the 2013-2014 school year. The goal of this program was to reduce the number of distracted driving related crashes, injuries, and fatalities amongst teen drivers, who are overrepresented in distracted driving incidents in comparison to the general driving public. It is estimated that this program reached well over 15,000 high school students in Connecticut during this time.

### Strategies

This was accomplished through working with the SALT to continue a tailor-made program for Connecticut high schools, including bringing in AT&T as a partner of this program to show thousands of students their powerful distracted driving video, 'From One Second to the Next'. SALT provided state-of-the-art impaired driving simulators to each school to allow students to experience the dangerous consequences of these driving behaviors in a safe atmosphere. SALT directly engaged the students with a speech both before and after the video to emphasize the importance of the program. Staff provided statistical information while the students used the simulators.

Specific evaluation efforts concentrated on measurable performance objectives:

- Students were surveyed before the program to determine their dangerous driving behavior, knowledge, and opinions;

- Students were surveyed after the program to determine the effectiveness of the program and changes in their knowledge and opinions regarding dangerous driving behavior;
- Administrators were engaged from schools to provide written feedback on the SALT including any ideas to alter the program to make it more impactful for students;
- Department of Transportation staff attended the program at a total of 14 locations to monitor its effectiveness and make any changes as necessary.

### Results

- SALT visited 34 Connecticut high schools in Fiscal Year 2014;
- Over 15,000 students viewed the video and participated in the SALT program;
- Feedback and emails received from school administrators including Principals, Assistant Principals, teachers and school resource officers regarding the program was overwhelmingly positive and are on file in HSO;
- Pre and Post surveys from participating schools indicated the program would have an enormous impact on the future behaviors of the majority teen drivers in attendance.

### Cost

- First wave of four programs: \$11,400 (FY 2013)
- Additional 30 programs: \$85,500

### Funding Sources

- 410/K8 - \$11,500
- 405e Distracted Driving Public Education - \$85,500

## **NOTEWORTHY PRACTICE 3**

### PROJECT TITLE

Following Too Close Enforcement (CSP) – Edmund M. Hedge  
Connecticut State Police, Central District Completed project using the seven guiding principles of Data Driven Approach to Crime and Traffic Safety (DDACTS) model.

### TARGET

Limited access highways (LAH) in the Central District that have High crash rate where Following Too Close identified crashes have been identified.

### PROGRAM AREA

Speed Enforcement and Education

### PROBLEM STATEMENT

During the 2006 to 2010 period, the most prevalent driver-related factors in fatal crashes were speeding-related. In 2010, speeding-related was identified in 28.1% of fatal crashes.

### OBJECTIVE

The main objective was to significantly reduce the number of crashes on limited access highways (LAH) in the Central District which included Troops F, H, I and K. This was accomplished through a following too close enforcement campaign using routine patrol troopers and combining high visibility enforcement (HVE) and the strategic use of Variable Message Boards on Connecticut's major highways. Historically, strong high visibility enforcement efforts integrated with a strong earned media component have proven to be very effective in creating change in public behavior.

### STRATEGIES

The activities included:

4. Partnering among law enforcement (Connecticut State Police) and resident troopers and State Department of Transportation engineers.
5. Current crash and traffic related data was coded for following too close and speed incidents according to time of the day, and day of week and additional data of citizen complaints were compiled.
6. The creation of integrated maps of the central District that overlaid these types of incidents identified the "Hotspots" was established.
7. Based on data analysis, each Troop was able to identify each "Hotspot" and focus High Visibility Enforcement efforts and countermeasures.
8. Weekly meetings were conducted with all Troops to share information and document enforcement activities and earned media as well as make enforcement adjustments accordingly.

## RESULTS

### Enforcement Report, comparison of 2/28 through 03/31 2013-2014

#### Collisions with report and "Following Too Close" (14-240) Citations

<u>2013 Collisions</u>	<u>14-240 Citations</u>	<u>2014 Collisions</u>	<u>14-240 Citations</u>
Troop F 114	15	99 (-13%)	291
Troop H 413	65	385 (-6%)	231
Troop I 296	48	248 (-16%)	191
CD* 823	128	73- (-11%)	713(+465%)

The **465%** increase in enforcement activity, combined with the public education efforts including the use of Variable Message Boards supported by the Department of Transportation and the earned media, specific to following too close, resulted in an 11% decrease in the number of crashes investigated in Central District (CD\*).

#### COST

- Enforcement
- Equipment
- Media

**Funding Source(s):** Connecticut State Police

# **ATTITUDE AND AWARENESS OUTCOME MEASURES**

## November 2013 /January 2014 Connecticut Holiday Safe Driving Campaign DMV Results

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The Connecticut Department of Transportation’s Highway Safety Office collected Pre/Post results of the DMV survey effort surrounding the Holiday 2013/2014 Safe Driving Initiative. A one-page questionnaire was distributed in nine (9) Connecticut DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media that was purchased by the Highway Safety Office and aired surrounding the holiday season (pre-Thanksgiving through New Year’s). The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. The nine CT DMV offices that were visited are as follows: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted directly before the media began (November 19-27, 2013) and another wave was collected directly afterward (January 2-9, 2014).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate increases in awareness of the safe driving message, and slogan recognition between the pre Wave and the post Wave. The number of respondents that reported having recently “*read, seen, or heard anything*” about safe driving increased significantly from 64.1 percent in the baseline survey to 70.0 percent during post Wave ( $p<.01$ ). When asked where the safe driving message was heard, *poster/billboard* showed a significant increase from baseline to post Wave. Recognition of multiple slogans, including the slogan “*Drive Sober or Get Pulled Over*” increased significantly, from 37.4 percent at baseline to 61.6 percent in the post Wave,  $p<.0001$ .

The tables that follow 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  $p<0.01$  level.

### Basic Information and Demographics

Approximately 130-150 surveys were collected in each office in each of the waves (Table 1). There were a total of 2,724 survey respondents in the Pre and Post waves, 1,389 pre-campaign and 1,335 post-campaign.

**Table 1. Number of Completed Surveys by DMV Office Location, by Wave**

Office Location	Pre Wave	Post Wave
Bridgeport	153	156
Danbury	150	149
Hamden	153	155
New Britain	151	154
Norwalk	161	155
Norwich	154	153
Waterbury	151	128
Wethersfield	156	151
Winsted	160	134



Table 2 summarizes the demographic characteristics of the survey respondents. During both the Pre and Post waves, a little more than half (55.8% and 57.3%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 21-34 year olds (31.2% in pre Wave and 29.8% in post Wave) and 35-49 year olds (28.1% in the Pre and 29.8% in the Post). The majority of respondents were White in both waves (67.7% in the Pre and 74.2% in the Post), with a higher proportion of White respondents in the Post wave compared to the Pre wave. Approximately 18 percent of respondents were Hispanic (18.9% in pre Wave, 15.9% in post Wave).

**Table 2. Demographic Characteristics of Survey Respondents**

<b>Characteristic</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Sex</b>		
Male	55.8%	57.3%
Female	44.2%	42.7%
<b>Total (N)</b>	<b>100% (N=1,374)</b>	<b>100% (N=1,320)</b>
<b>Age</b>		
Under 18	1.2%	1.5%
18-20	5.0%	4.5%
21-34	31.2%	29.8%
35-49	28.1%	29.8%
50-59	20.3%	21.0%
60+	14.2%	13.4%
<b>Total (N)</b>	<b>100% (N=1,376)</b>	<b>100% (N=1,325)</b>
<b>Race</b>		
White	67.7%	74.2%*
Black	13.0%	9.8%
Asian	4.7%	3.8%
Native American	0.9%	0.4%
Other	12.1%	10.8%
Multiple	1.5%	0.9%
<b>Total (N)</b>	<b>100% (N=1,305)</b>	<b>100% (N=1,266)</b>
<b>Hispanic</b>		
Yes	18.9%	15.9%
No	81.1%	84.1%
<b>Total (N)</b>	<b>100% (N=1,289)</b>	<b>100% (N=1,255)</b>

\*Significant at  $p < 0.01$

## Belt & Alcohol Use

Tables 3 to 6 summarize and compare the findings for Pre vs. Post by question. Questions were grouped together with others based on subject similarity.

There was no significant change in reported seat belt use between the Pre wave and Post wave. Percentage of Respondents that indicated “*Always*” wearing their seat belts decreased slightly from 86.7 percent in the Pre to 86.0 percent in the Post (see Table 3). More than 85 percent of Respondents indicated that in the past 30 days they had not once driven within two hours of drinking.

**Table 3. Belt Use and Alcohol Use, Questions 7 & 12**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q7. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	86.7%	86.0%
Nearly Always	7.7%	8.8%
Sometimes	3.8%	2.9%
Seldom	1.0%	1.4%
Never	0.8%	0.9%
<b>Total (N)</b>	<b>100% (N=1,376)</b>	<b>100% (N=1,324)</b>
<b>Q12. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>		
None	86.3%	85.5%
1 or 2 times	9.2%	9.8%
3 or more times	4.5%	4.8%
<b>Total (N)</b>	<b>100% (N=1,299)</b>	<b>100% (N=1,259)</b>

## Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated no significant increases in perception of enforcement severity from Pre to Post (Table 4). When asked to evaluate the chance of receiving a ticket for not using a seat belt, 27.5 percent of Respondents in the Pre indicated it was “Always,” compared to 24.4 percent in the Post. Close to a third (31.8 percent) of pre Wave respondents judged that state and local police enforced seat belt laws “Very Strictly” compared to 28.5 percent in the Post. More than half of Respondents judged that State and Local police enforced drinking and driving laws “Very Strictly”. This perception of enforcement severity remained stable, with 55.4 percent of Pre wave respondents reporting that State and Local police enforced drinking and driving laws “Very Strictly”, compared to 55.9 percent of Post wave respondents,.

**Table 4. Survey Questions 8, 11, 13, 14, 15**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q8. What do you think the chances are of getting a ticket if you don't use your seatbelt?</b>		
Always	27.5%	24.4%
Nearly Always	16.3%	16.8%
Sometimes	36.7%	36.8%
Seldom	14.6%	17.8%
Never	4.9%	4.2%
<b>Total (N)</b>	<b>100% (N=1,368)</b>	<b>100% (N=1,314)</b>
<b>Q11. Do you think state and local police enforce the seat belt laws:</b>		
Very Strictly	31.8%	28.5%
Somewhat Strictly	42.7%	42.2%
Not Very Strictly	19.4%	23.0%
Rarely	4.3%	5.0%
Not at All	1.8%	1.4%
<b>Total (N)</b>	<b>100% (N=1,354)</b>	<b>100% (N=1,307)</b>
<b>Q13. What do you think the chances are of getting arrested if you drive after drinking?</b>		
Always	30.4%	30.7%
Nearly Always	24.6%	23.6%
Sometimes	32.0%	34.8%
Seldom	5.9%	5.0%
Never	7.1%	5.9%
<b>Total (N)</b>	<b>100% (N=1,347)</b>	<b>100% (N=1,299)</b>
<b>Q14. Do you think state and local police enforce the drinking and driving laws:</b>		
Very Strictly	55.4%	55.9%
Somewhat Strictly	35.8%	35.8%
Not Very Strictly	7.1%	6.6%
Rarely	1.1%	0.8%
Not at All	0.6%	1.0%
<b>Total (N)</b>	<b>100% (N=1,348)</b>	<b>100% (N=1,296)</b>
<b>Q15. Do you think state and local police enforce the overall traffic laws:</b>		
Very strictly	29.2%	28.5%
Somewhat Strictly	53.8%	55.6%
Not Very Strictly	14.1%	13.4%
Rarely	2.5%	1.8%
Not at All	0.4%	0.7%
<b>Total (N)</b>	<b>100% (N=1,345)</b>	<b>100% (N=1,295)</b>

DMV survey responses indicated that respondents had some personal experience with enforcement (Table 5). Respondents were asked if they had ever received a ticket for not wearing a seat belt. There was non-significant change between waves; 14.6 percent respondents indicated they had received a ticket during the Pre compared to 14.2 percent in the Post. There was a small non-significant increase in percentage of respondents indicating having gone through an alcohol checkpoint in the past 30 days, 14.9 percent in the Pre and 15.3 percent in the Post. There was a near-significant decrease in percentage of respondents that indicated having gone through a seat belt checkpoint in the past 30 days, from 18.7 percent in the Pre wave to 15.7 percent in the Post wave,  $p < .05$ .

**Table 5. Survey Questions 9, 18, 19**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q9. Have you ever received a ticket for not wearing your seat belt?</b>		
Yes	14.6%	14.2%
No	85.4%	85.8%
<b>Total (N)</b>	<b>100% (N=1,361)</b>	<b>100% (N=1,307)</b>
<b>Q18. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?</b>		
Yes	14.9%	15.3%
No	85.1%	84.7%
<b>Total (N)</b>	<b>100% (N=1,326)</b>	<b>100% (N=1,286)</b>
<b>Q19. In the past 30 days, have you gone through a checkpoint where police were looking for unbelted drivers?</b>		
Yes	18.7%	15.7%^
No	81.3%	84.3%
<b>Total (N)</b>	<b>100% (N=1,327)</b>	<b>100% (N=1,283)</b>

\*Significant at  $p < 0.01$

^Significant at  $p < 0.05$

## Awareness of Safe Driving Message and Slogan Recognition

DMV survey responses indicated a significant increase in public awareness of safe driving messages from Pre to Post. There was a significant increase in percentage of respondents indicating having “read, seen or heard anything about safe driving in Connecticut” from Pre to Post, from 64.1 percent to 70.0 percent, respectively ( $p < .01$ ). Those answering “Yes” to this survey question were then asked about the source of the message. Results are summarized in Table 6. Respondents were also asked if they knew the name of any safe driving enforcement program in Connecticut. Two of the slogans showed a significant increase in recognition from Pre to Post. The slogan “**Drive Sober of Get Pulled Over**” was recognized by 37.4 percent of respondents in the Pre compared to 61.6 percent of respondents in the Post,  $p < .0001$ . Recognition of the slogan “**Click It or Ticket**” increased significantly across both Waves whereas the slogan “**Buzzed Driving is Drunk Driving**” showed a near-significant increase.

Table 6. Survey Questions 16 and 17

Question	Pre Wave	Post Wave
<b>Q16. Have you recently read, seen, or heard anything about safe driving in Connecticut?</b>		
Yes	64.1%	70.0%*
No	35.9%	30.0%
<b>Total (N)</b>	<b>100% (N=1,343)</b>	<b>100% (N=1,285)</b>
<b>Q15a. Where did you see or hear about anything about safe driving in Connecticut?</b>		
Newspaper	25.2%	24.2%
Radio	37.6%	38.7%
TV	59.2%	57.8%
Poster/Billboard	35.2%	44.9%*
Bus	10.6%	7.8%^
Checkpoint	11.7%	11.7%
Movie	6.6%	7.8%
Other	12.1%	11.1%
<b>Q16. Do you know the name of any safe driving enforcement program(s) in CT?</b>		
Drive Sober or Get Pulled Over	37.4%	61.6%*
Buzzed Driving is Drunk Driving	27.4%	30.9%^
Click it or Ticket	68.2%	73.0%*
Don't Let This Holiday Be Your Last	15.3%	13.0%
Drunk Driving. Over the Limit. Under Arrest	24.8%	22.5%
You Drink & Drive. You Lose	25.9%	26.1%
A Happy Holiday is a Safe Holiday	11.5%	5.5%*
Friends Don't Let Friends Drive Drunk	46.7%	47.3%
Obey the Signs or Pay the Fines	11.4%	12.4%
Buckle Up. Because We're Buckling Down. It's Not Only Smart, It's the Law	25.0%	21.1%^
No Excuses. Buckle Up... It's the Law. It's Enforced	19.7%	16.0%^

\*Significant at  $p < 0.01$

^Significant at  $p < 0.05$

## Awareness of Laws and Fines

Survey questions also inquired about respondents' knowledge of seat belt fines and knowledge of a law prohibiting racial profiling. One questions also asked about respondents' personal experience with racial profiling.

The most commonly reported fine for a seat belt violation was between \$86 and \$115, reported by 31.5 percent of pre respondents, compared to 32.9 percent of post respondents. There was no difference from Pre to Post. Awareness of a law prohibiting racial profiling remained stable across the campaign. Approximately 59 percent of respondents were aware of such a law (59.6% in the pre, 57.9% in the post). Percentage of respondents who felt they had been racially profiled showed a near-significant decrease, from 13.6 percent in the Pre to 10.4 percent in the Post,  $p < .05$ .

**Table 7. Survey Questions 10, 20 and 21**

<b>Question</b>	<b>Pre Wave</b>	<b>Post Wave</b>
<b>Q10. What is the fine for violating the seat belt law in Connecticut?</b>		
Less than \$35	3.0%	2.9%
\$35 to \$50	16.0%	15.5%
\$51 to \$65	12.1%	11.8%
\$66 to \$85	15.7%	15.7%
\$86 to \$115	31.5%	32.9%
More than \$115	21.6%	21.1%
<b>Total (N)</b>	<b>100% (N=1,154)</b>	<b>100% (N=1,132)</b>
<b>Q20. Are you aware that Connecticut has a law that prohibits racial profiling during traffic stops?</b>		
Yes	59.6%	57.9%
No	40.4%	42.1%
<b>Total (N)</b>	<b>100% (N=1,306)</b>	<b>100% (N=1,270)</b>
<b>Q21. Do you think you have been racially profiled during a traffic stop?</b>		
Yes	13.6%	10.4%^
No	86.4%	89.6%
<b>Total (N)</b>	<b>100% (N=1,298)</b>	<b>100% (N=1,261)</b>

\*Significant at  $p < 0.01$

^Significant at  $p < 0.05$

### **Non-Whites Only**

Responses to the racial profiling questions were also compared looking at Non-White respondents only. More than half of Non-White respondents were aware of the existence of the law. There was no significant change from Pre (50.9%) to Post (53.9%). More than a quarter of Non-White respondents felt they had been racially profiled. There was a non-significant decrease from Pre (32.4%) to Post (28.4%). Table 8 shows the details.

Table 8. Survey Questions 10, 20 and 21 – Non-White respondents

Question	Wave 1 (Pre)	Wave 2 (Post)
<b>Q20. Are you aware that Connecticut has a law that prohibits racial profiling during traffic stops?</b>		
Yes	50.9%	53.9%
No	49.1%	46.1%
<b>Total (N)</b>	<b>100% (N=395)</b>	<b>100% (N=308)</b>
<b>Q21. Do you think you have ever been racially profiled during a traffic stop?</b>		
Yes	32.4%	28.4%
No	67.6%	71.6%
<b>Total (N)</b>	<b>100% (N=377)</b>	<b>100% (N=363)</b>

## 2014 Connecticut Seat Belt “Click It or Ticket” Campaign: DMV SURVEY AWARENESS RESULTS

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The Connecticut Department of Transportation’s Highway Safety Office (HSO) collected results for Wave 1 (Pre) and Wave 2 (Post) of the DMV survey effort surrounding the 2014 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 and enforcement campaign that took place from May 12 – June 1, 2014. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield, and Winsted. The first wave of DMV surveys was conducted before any media or enforcement began (April 15 – April 18, 2014) and the second wave was collected directly after the enforcement activity ended (June 3 – 6, 2014). The survey questions that were distributed at the DMVs are provided as Appendix A to this summary report.

Detailed results from analyses of the two survey waves are provided in the following pages. A snapshot of the overall results is provided below. Most survey respondents were male, between the ages of 21 – 59, white, and do most of their driving before midnight. Results indicate that self-reported belt use increased significantly from Wave 1 to Wave 2. More than ninety percent (92.7%) of respondents reported “*Always or Nearly Always*” wearing their seatbelt in Wave 1; this percentage increased to 94.7 percent in Wave 2 ( $p < 0.01$ ). The perception of enforcement severity remained the same for both local and State police across Waves. Awareness of the seat belt related campaign message showed a high level of recognition during both survey waves. The number of respondents that reported having “*read, seen, or heard anything*” about extra belt enforcement in Connecticut increased significantly, as did percentage of respondents having read, seen or heard “*anything about seat belts in Connecticut.*” Recent personal experience with belt enforcement also increased significantly from Wave 1 to Wave 2 (16.9% to 24.4%, respectively). When asked where the seat belt enforcement message was heard, the most common answers were *TV* and *radio*. Recognition of the “*Click It or Ticket*” campaign slogan increased slightly from 84.4% in Wave 1 to 85.7% in Wave 2 (this change was not statistically significant).

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

### Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 1). There were a total of 2,742 survey respondents, 1,383 pre-campaign and 1,359 post-campaign.

**Table 1. DMV Office Location and Number of Completed Surveys, by Wave**

Office Location	Wave 1	Wave 2
Bridgeport	157	140
Danbury	154	158
Hamden	154	151
New Britain	155	156
Norwalk	150	151
Norwich	151	152
Waterbury	153	149
Wethersfield	152	152
Winsted	157	150



Table 2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, just over half (53.7% and 52.3%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (29.4% in Wave 1 and 29.0% in Wave 2) and 21-34 year olds (26.2% in Wave 1 and 24.1% in Wave 2). The majority of respondents were White during both waves (72.0% in Wave 1 and 72.5% in Wave 2). Nearly 20 percent of respondents were Hispanic (19.7% in Wave 1, 18.3% in Wave 2). Most respondents indicated that they did little driving between midnight and 4 am.

**Table 2. Demographic Characteristics of Survey Respondents**

<b>Characteristic</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Gender</b>		
Male	53.7%	52.3%
Female	46.3%	47.7%
<b>Total (N)</b>	<b>100% (N=1,370)</b>	<b>100% (N=1,348)</b>
<b>Age</b>		
Under 18	2.0%	1.2%
18-20	4.5%	4.7%
21-34	26.2%	24.1%
35-49	29.4%	29.0%
50-59	22.2%	23.3%
60+	15.9%	17.7%
<b>Total (N)</b>	<b>100% (N=1,369)</b>	<b>100% (N=1,350)</b>
<b>Race</b>		
White	72.0%	72.5%
Black	10.4%	11.1%
Asian	2.5%	4.1%
Native American	1.0%	0.9%
Other	13.3%	10.9%
Multiple	0.8%	0.5%
<b>Total (N)</b>	<b>100% (N=1,314)</b>	<b>100% (N=1,284)</b>
<b>Hispanic</b>		
Yes	19.7%	18.3%
No	80.3%	81.7%
<b>Total (N)</b>	<b>100% (N=1,312)</b>	<b>100% (N=1,285)</b>
<b>Driving Between Midnight and 4am</b>		
None/Almost None	78.3%	78.6%
A Lot Less Than Half	14.5%	14.6%
About Half	4.8%	4.5%
A Lot More Than Half	1.3%	1.3%
All/Almost All	1.2%	1.0%
<b>Total (N)</b>	<b>100% (N=1,361)</b>	<b>100% (N=1,341)</b>

## Belt & Reason for Being Stopped by Police

Tables 3 to 7 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped together with others based on subject similarity.

Please note, “Always” and “Nearly Always” choices were combined for analyses. There was a significant increase in reported seat belt use from Wave 1 to Wave 2. The percentage of respondents that indicated they “*Always/Nearly Always*” wear their seat belt was 92.7 percent in Wave 1 compared to 94.7 percent in Wave 2 ( $p<0.05$ ). See Table 3 for additional information. Respondents were also asked “When you pass a driver stopped by police [in the daytime/in the nighttime], what do you think the stop was for?” There was a statistically significant increase in those stating that a daytime stop was indicative of a seat belt violation (Pre: 17.2%; Post: 21.5%;  $p<0.05$ ). Detailed results for both daytime and nighttime responses are shown in Table 4.

**Table 3. Self Reported Belt Use, Question 11**

Question	Wave 1	Wave 2
<b>Q11. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	85.4%	87.5%^
Nearly Always	7.3%	7.2%
Sometimes	4.3%	2.8%
Seldom	1.2%	1.2%
Never	1.7%	1.3%
<b>Total (N)</b>	<b>100% (N=1,367)</b>	<b>100% (N=1,341)</b>

\*Significant at  $p<0.01$

^  $p<0.05$

**Table 4. Reasons for Being Stopped by Police, Questions 6 and 7 (multiple responses)**

Question	Wave 1	Wave 2
<b>Q6. When you pass a driver stopped by police <i>in the daytime</i>, what do you think the stop was for?</b>		
Speeding	74.8%	75.2%
Seat Belt Violation	17.2%	21.5%^
Drunk Driving	3.7%	4.8%
Reckless Driving	7.6%	8.0%
Registration Violation	8.5%	8.8%
Other	12.1%	11.9%
<b>Total N</b>	<b>N=1,335</b>	<b>N=1,314</b>
<b>Q7. When you pass a driver stopped by police <i>in the nighttime</i>, what do you think the stop was for?</b>		
Speeding	47.2%	48.6%
Seat Belt Violation	5.2%	6.6%
Drunk Driving	45.0%	46.1%
Reckless Driving	17.7%	18.8%
Registration Violation	4.7%	5.0%
Other	10.1%	9.1%
<b>Total N</b>	<b>N=1,331</b>	<b>N=1,309</b>

\*Significant at  $p<0.01$

^  $p < 0.05$

**Perception of Severity of Enforcement & Experience with Enforcement**

DMV survey responses showed no change in perception of enforcement severity from Wave 1 to Wave 2 (Table 5). When asked to evaluate the chance of receiving a ticket for not using a seat belt, only 21.6 percent of Respondents in Wave 1 indicated it was “Always”, compared to 22.4 percent in Wave 2. The most popular response for this question was “Sometimes” – this was the case in both the Pre (40.2%) and the Post (40.5). About a third (34.8%, 34.4%) of Wave 1 and 2 respondents judged that State police enforced seat belt laws “Very Strictly.” There were similar results for the perception of local police level of enforcement (about 31% for both Pre/Post). The addition of extra seat belt enforcement efforts would likely be beneficial to future campaigns.

**Table 5. Survey Questions 12, 13, 14**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q12. What do you think the chances are of getting a ticket if you don't wear your seatbelt?</b>		
Always	21.6%	22.4%
Nearly Always	20.0%	18.5%
Sometimes	40.2%	40.5%
Seldom	14.0%	14.4%
Never	4.2%	4.3%
<b>Total (N)</b>	<b>100% (N=1,361)</b>	<b>100% (N=1,337)</b>
<b>Q13. Do you think the Connecticut State Police enforce the seat belt law:</b>		
Very strictly	34.8%	34.4%
Somewhat Strictly	41.8%	44.1%
Not Very Strictly	17.3%	16.5%
Rarely	4.8%	3.6%
Not at All	1.3%	1.4%
<b>Total (N)</b>	<b>100% (N=1,355)</b>	<b>100% (N=1,321)</b>
<b>Q14. Do you think the local police enforce the seat belt law:</b>		
Very strictly	31.3%	31.2%
Somewhat Strictly	42.8%	43.0%
Not Very Strictly	17.7%	19.3%
Rarely	6.6%	5.2%
Not at All	1.7%	1.3%
<b>Total (N)</b>	<b>100% (N=1,352)</b>	<b>100% (N=1,318)</b>

DMV survey responses indicated that some respondents had personal experience with seat belt related enforcement (Table 6). Approximately 13 percent of respondents have received a belt ticket at some point (14.2% in Wave 1 vs. 12.7% in Wave 2). There was a significant increase in percentage of respondents having experienced seat belt enforcement in the past month, from 16.9 percent in Wave 1 to 24.4 percent in Wave 2 ( $p<.01$ ). Survey participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation. There was little change from Wave 1 to Wave 2; most respondents seem to be in favor of the State's primary belt law. There was a statistically significant increase in awareness of the correct fine amount range (the \$86 - \$115 choice rose from 34.6% in the Pre to 38.8% in the Post;  $p<0.01$ )

**Table 6. Survey Questions 15, 17, 20 and 8**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q15. Have you ever received a ticket for not wearing your seat belt?</b>		
Yes	14.2%	12.7%
No	85.8%	87.3%
<b>Total (N)</b>	<b>100% (N=1,327)</b>	<b>100% (N=1,309)</b>
<b>Q17. In the past month, have you personally experienced enforcement by police looking at seat belt use?</b>		
Yes	16.9%	24.4%*
No	83.1%	75.6%
<b>Total (N)</b>	<b>100% (N=1,340)</b>	<b>100% (N=1,318)</b>
<b>Q20. Should the police be able to stop a vehicle for a seat belt violation alone?</b>		
Yes	75.4%	76.8%
No	24.6%	23.2%
<b>Total (N)</b>	<b>100% (N=1295)</b>	<b>100% (N=1,282)</b>
<b>Q8. What is the fine for violating the seat belt law in Connecticut?</b>		
Less than \$35	2.9%	2.3%
\$35-\$50	16.7%	13.1%
\$51-\$65	11.1%	10.0%
\$66-\$85	15.4%	12.5%
\$86-\$115	34.6%	38.8%*
Over \$115	19.3%	23.3%
<b>Total (N)</b>	<b>100% (N=1294)</b>	<b>100% (N=1,274)</b>

\*Significant at  $p<0.01$

^  $p<0.05$

## Awareness of Seat Belt Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of seat belt messages from Pre to Post. There was a significant increase from Wave 1 to Wave 2 in the percentage of respondents indicating having “seen or heard about extra enforcement where police were looking at seat belt use” (from 35.5% to 52.5%, respectively,  $p<.01$ ). When asked if they had recently “read, seen or heard anything about seat belts in Connecticut”, 52.8 percent of respondents answered “Yes” in Wave 1 compared to 62.8 percent in Wave 2 ( $p<.01$ ). Those answering yes to the latter question were then asked about the source and the nature of the message. Results are summarized below in Table 7. Respondents were also asked if they knew the name of any seat belt enforcement program in Connecticut. The campaign slogan, “Click It or Ticket” showed the highest level of recognition over any of the other choices (approximately 85% in both Waves).

**Table 7. Survey Questions 16, 18, 19**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?</b>		
Yes	35.5%	52.5%*
No	64.5%	47.5%
<b>Total (N)</b>	<b>100% (N=1,354)</b>	<b>100% (N=1,336)</b>
<b>Q18. Have you recently read, seen, or heard anything about seat belts in Connecticut?</b>		
Yes	52.8%	62.8%*
No	47.2%	37.2%
<b>Total (N)</b>	<b>100% (N=1,327)</b>	<b>100% (N=1,294)</b>
<b>Q18a. Where did you see or hear about anything about safe driving in Connecticut? (multiple responses included)</b>		
Newspaper	18.8%	20.0%
Radio	29.9%	32.7%
TV	48.4%	46.3%
Internet	11.7%	10.7%
Brochure	5.5%	5.9%
Checkpoint	16.1%	18.7%
Other	20.4%	21.0%
<b>Q18b. What type of message was it?</b>		
Enforcement	16.0%	20.7%
Safety	4.9%	5.0%
Political Opinion	0.0%	0.0%
Specific Slogan	79.2%	74.3%
<b>Total (N)</b>	<b>100% (N=144)</b>	<b>100% (N=140)</b>
<b>Q19. Do you know the name of any seat belt enforcement program(s) in CT? (multiple responses included)</b>		
Buckled or Busted	4.2%	4.8%
Buckle Up Connecticut	15.7%	14.9%
Click It or Ticket	84.4%	85.7%
Operation Stay Alive	3.2%	2.4%

\*Significant at  $p<0.01$

^  $p<0.05$

## Perception and Awareness of Speed Enforcement

There was an increase in the perception of speed enforcement from Wave 1 to Wave 2. DMV survey responses indicated a significant increase in public awareness of speed enforcement from Wave 1 to Wave 2. The percentage of respondents indicating having “*read, seen or heard about speed enforcement*” was 40.5 percent in Wave 1 compared to 49.4 percent in Wave 2 (a significant increase;  $p<.01$ ). The percentage of respondents that indicated “*Always/Nearly Always*” driving over 35mph in a 30mph zone remained the same from Pre to Post. Survey responses associated with the question about the chances of getting a speeding ticket if you drive over the speed limit also showed no change from Wave 1 to Wave 2. The most popular response for this particular question (both Waves) was “*Sometimes.*” Additional enforcement efforts may help to raise the public perception of getting a speeding ticket in the future. Detailed results for speed related survey questions are shown in Table 8.

**Table 8. Survey Questions 21, 22, 23**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q21. On a local road with a speed limit of 30mph, how often do you drive faster than 35mph?</b>		
Always	9.8%	9.1%
Nearly Always	15.2%	15.2%
Sometimes	41.1%	44.6%
Seldom	22.1%	19.3%
Never	11.8%	11.7%
<b>Total (N)</b>	<b>100% (N=1,351)</b>	<b>100% (N=1,325)</b>
<b>Q22. Have you recently read, seen, or heard anything about speed enforcement?</b>		
Yes	40.5%	49.4%*
No	59.5%	50.6%
<b>Total (N)</b>	<b>100% (N=1,300)</b>	<b>100% (N=1,270)</b>
<b>Q23. What do you think the chances are of getting a ticket if you drive over the speed limit?</b>		
Always	15.2%	15.8%
Nearly Always	22.9%	21.6%
Sometimes	50.9%	50.4%
Seldom	8.2%	9.0%
Never	2.8%	3.2%
<b>Total (N)</b>	<b>100% (N=1,339)</b>	<b>100% (N=1,313)</b>

\*Significant at  $p<0.01$

^  $p<0.05$

## APPENDIX A: CT SEAT BELT DMV AWARENESS SURVEY (ENGLISH/SPANISH)

*This Driver Licensing Office is assisting in a study about seat belts in Connecticut. Your answers to the following questions are voluntary and anonymous. Please complete this survey and return it to the surveyor.*

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1. Your sex:  Male  Female
2. Your age:  Under 18  18-20  21-34  35-49  50-59  60 Plus
3. Your race:  White  Black  Asian  Native American  Other
4. Are you of Spanish/Hispanic origin?  Yes  No
5. Your Zip Code: \_\_\_\_\_
6. When you pass a driver stopped by the police in the daytime, what do you think the stop was for?  
 Speeding  Seat Belt Violation  Drunk Driving  Reckless Driving  Registration Violation  Other
7. When you pass a driver stopped by the police at night, what do you think the stop was for?  
 Speeding  Seat Belt Violation  Drunk Driving  Reckless Driving  Registration Violation  Other
8. What is the fine for violating the seat belt law in Connecticut?  
 Less than \$35  \$35 – \$50  \$51 – \$65  \$66 – \$85  \$86 - \$115  Over \$115
9. What type of vehicle do you drive most often?  
 Passenger car  Pickup truck  Sport utility vehicle  Mini-van  Full-van  Other
10. How much of your driving is done between Midnight and 4:00 AM?  
 None/Almost None  A lot less than half  About half  A lot more than half  All/Almost all
11. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?  
 Always  Nearly always  Sometimes  Seldom  Never
12. What do you think the chances are of getting a ticket if you don't wear your seat belt?  
 Always  Nearly Always  Sometimes  Seldom  Never
13. Do you think the Connecticut State Police enforce the seat belt law:  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
14. Do you think local police enforce the seat belt law:  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
15. Have you ever received a ticket for not wearing your seat belt?  Yes  No
16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?  
 Yes  No
17. In the past month, have you personally experienced enforcement by police looking at seat belt use?  Yes  No
18. Have you recently read, seen or heard anything about seat belts in Connecticut?  Yes  No  
If yes, where did you see or hear about it? (Check all that apply):  Newspaper  Radio  TV  Internet  
 Brochure  Police checkpoint  Other If yes, what did it say? \_\_\_\_\_
19. Do you know the name of any seat belt enforcement program(s) in Connecticut? (check all that apply):  
 Buckled or Busted  Buckle Up CT  Click It or Ticket  Operation Stay Alive
20. Should the police be able to stop a vehicle for a seat belt violation alone?  Yes  No
21. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?  
 Always  Nearly Always  Sometimes  Seldom  Never
22. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?  Yes  No
23. What do you think the chances are of getting a ticket if you drive over the speed limit?  
 Always  Nearly Always  Sometimes  Seldom  Never
24. Are you aware that Connecticut has a law that prohibits racial profiling during traffic stops?  Yes  No
25. Do you think you have been racially profiled during a traffic stop?  Yes  No
26. Have you been pulled over by a CT law enforcement officer for any reason after October 1, 2013?  
 Yes  No

If yes, did you receive written notification informing you of your right to file a complaint if you felt you were racially profiled?  Yes  No



**Esta Oficina de Licencias de Conducir está prestando ayuda a un estudio sobre los cinturones de seguridad en el estado de Connecticut. Sus respuestas a las preguntas siguientes son voluntarias y anónimas. Por favor complete la encuesta y luego depositela en el buzón.**

1. Su sexo:     Masculino     Femenino
2. Su edad:     Menor de 18     18-20     21-34     35-49     50-59     Más de 60
3. Su raza:     Blanco     Negro     Asiático     Nativo Americano     Otro
4. Es usted de origen español o hispano?     Sí     No    5. Su Código Postal: \_\_\_\_\_
6. Cuando usted ve a un conductor que ha sido detenido por la policía durante el día, ¿por qué cree que lo han detenido?  
 Exceso de velocidad     Violación del uso del cinturón de seguridad     Conducir ebrio     Conducir de manera peligrosa  
 Violación de registro del automóvil     Otro \_\_\_\_\_
7. Cuando usted ve a un conductor que ha sido detenido por la policía en la noche, ¿por qué cree que lo han detenido?  
 Exceso de velocidad     Violación del uso del cinturón de seguridad     Conducir ebrio     Conducir de manera peligrosa  
 Violación de registro del automóvil     Otro \_\_\_\_\_
8. ¿Cuál es la multa por violar la ley de cinturón de seguridad en Connecticut?  
 Menos de \$35     \$35 – \$50     \$51 – \$65     \$66 – \$85     \$86 - \$115     Mas de \$115
9. ¿Qué tipo de carro conduce usted con más frecuencia?  
 Vehículo de pasajeros     Camioneta     Vehículo deportivo utilitario     Mini-furgoneta     Furgoneta completa     Otro
10. ¿Qué tan frecuente maneja entre las horas de la media noche y las cuatro de la mañana?  
 Nunca/Casi Nunca     Mucho menos que la mitad     Aproximadamente la mitad     Mucho mas de la mitad  
 Siempre/Casi Siempre
11. ¿Qué tan frecuentemente utiliza los cinturones de seguridad cuando maneja o viaja en un automóvil, furgoneta, vehículo deportivo utilitario o camioneta?  
 Siempre     Casi siempre     A veces     Casi nunca     Nunca
12. ¿Cuáles cree que son las posibilidades de recibir una multa si no se abrocha el cinturón de seguridad?  
 Siempre     Casi siempre     A veces     Casi nunca     Nunca
13. ¿Cree usted que la policía del estado de Connecticut hace cumplir la ley del cinturón de seguridad?  
 Muy estricta     A veces estricta     No muy estricta     Casi nunca     Para nada
14. ¿Cree que la policía local hace cumplir la ley del cinturón de seguridad?  
 Muy estricta     A veces estricta     No muy estricta     Casi nunca     Para nada
15. ¿Alguna vez ha recibido una multa por no ponerse el cinturón de seguridad?     Sí     No
16. ¿En el último mes, ha visto o escuchado acerca de la policía redoblando los esfuerzos para aplicar las leyes de uso del cinturón de seguridad?     Sí     No
17. ¿En el último mes, ha experimentado personalmente los esfuerzos de la policía para aplicar las leyes de uso del cinturón de seguridad?     Sí     No
18. ¿Ha leído, visto o escuchado algo recientemente acerca de los cinturones de seguridad en Connecticut?     Sí     No  
 En caso afirmativo, ¿dónde lo leyó o escuchó? (Marque todas las que correspondan):  
 Periódico     Radio     TV     Internet     Folleto     Puesto de control de la policía     Otro  
 En caso afirmativo, ¿qué decía? \_\_\_\_\_
19. ¿Sabe el nombre de algún programa(s) de cumplimiento del uso del cinturón de seguridad en Connecticut? (Marque todas las que correspondan):  
 Abróchese el Cinturón de Seguridad o Será Arrestado     Abróchate el Cinturón de Seguridad Connecticut  
 Abrochado o Multado     Operación Manténgase Vivo
20. ¿Cree que la policía debe detener a un vehículo por no utilizar el cinturón de seguridad?     Sí     No
21. En una vía local, con una velocidad máxima de 30mph, ¿con qué frecuencia conduce a más de 35mph?  
 Siempre     Casi siempre     A veces     Casi nunca     Nunca
22. En los últimos 30 días, ¿ha leído, visto o escuchado algo acerca del control de velocidad por parte de la policía?     Sí     No
23. ¿Cuáles cree que son las posibilidades de recibir una multa por conducir sobre el límite de velocidad?

Siempre       Casi siempre       A veces       Casi nunca       Nunca

**24. ¿Es usted consciente que Connecticut tiene una ley que prohíbe la discriminación racial en las paradas de tráfico?**

Sí  No

**25. ¿Cree que usted ha sido perfilado racialmente durante una parada de tráfico?**  Sí  No

**26. Ha sido detenido por un oficial de la ley de CT por cualquier motivo después del primer de Octubre**

**2013?**  Sí  No

**En caso afirmativo, ¿recibió la notificación que le informa de su derecho a presentar una queja por escrito si crees que fueron perfilados racialmente?**  Sí  No

**2014 Connecticut Labor Day Impaired Driving Campaign  
DMV SURVEY RESULTS**

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The Connecticut Department of Transportation’s Highway Safety Office (HSO) collected results for Wave 1 (Pre) and Wave 2 (Post) of the DMV survey effort surrounding the Labor Day 2014 Impaired Driving Initiative. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media and enforcement campaign that took place from August 13 – September 1, 2014. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted before any media or enforcement began (August 8 - 12, 2014) and the second wave was collected directly afterward (September 2-11, 2014). The survey questions that were distributed at the DMVs are provided as Appendix A to this summary report.

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicated that the number of respondents that reported having zero incidence of driving after drinking increased significantly from 83.1 percent in the baseline survey to 86.6 percent during Wave 2. DMV survey responses also indicated a significant change in number of respondents having personally experienced impaired driving enforcement by going through an alcohol checkpoint from Pre (14.8%) to Post (19.3%). Another significant change was noted in the percentage of respondents reporting having “*read, seen, or heard anything about alcohol impaired driving*” (from 65.0 percent in Wave 1 to 69.0 percent in Wave 2). When asked where the impaired driving message was heard, *TV, Newspaper, Radio, and Poster/Billboard* were the most common answers. Recognition of the “*Drive Sober or Get Pulled Over*” campaign slogan showed the highest level of recognition in both Waves (about 45 percent).

The tables that follow 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  $p < 0.05$  levels.

**Basic Information and Demographics**

For each wave, approximately 150 surveys were collected in each office (Table 1). There were a total of 2,820 survey respondents; 1,397 during the Pre and 1,423 during the Post.

**Table 1. DMV Office Location and Number of Completed Surveys, by Wave**

Office Location	Wave 1	Wave 2
Bridgeport	157	159
Danbury	154	150
Hamden	150	173
New Britain	157	154
Norwalk	157	167
Norwich	153	152
Waterbury	159	152
Wethersfield	150	162
Winsted	160	154

Table 2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, over half (53.8% and 54.8%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 50-59 year olds (21.8% in Wave 1 and 21.2% in Wave 2) and 40-49 year olds (18.0% in Wave 1 and 18.2% in Wave 2). The majority of respondents were White (72.5 percent in Wave 1 and 67.5 percent in Wave 2). Approximately 16 percent of respondents were Hispanic (15.9% in Wave 1, 17.3% in Wave 2).

**Table 2. Descriptive Characteristics of Survey Respondents**

<b>Characteristic</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Gender</b>		
Male	53.8%	54.8%
Female	46.2%	45.2%
<b>Total (N)</b>	<b>100% (N=1,393)</b>	<b>100% (N=1,410)</b>
<b>Age</b>		
16-20	8.5%	5.5%
21-25	12.1%	12.2%
26-34	15.7%	16.8%
35-39	8.3%	9.1%
40-49	18.0%	18.2%
50-59	21.8%	21.2%
60+	15.7%	17.0%
<b>Total (N)</b>	<b>100% (N=1,392)</b>	<b>100% (N=1,414)</b>
<b>Race</b>		
White	72.5%	67.5% <sup>^</sup>
Black	10.6%	12.4%
Asian	3.1%	5.0%
Native American	0.7%	0.8%
Other	11.8%	13.0%
Multiple	1.3%	1.3%
<b>Total (N)</b>	<b>100% (N=1,342)</b>	<b>100% (N=1,358)</b>
<b>Hispanic</b>		
Yes	15.9%	17.3%
No	84.1%	82.7%
<b>Total (N)</b>	<b>100% (N=1,352)</b>	<b>100% (N=1,325)</b>

\*Significant at  $p < 0.01$

<sup>^</sup>  $p < 0.05$

## Belt & Alcohol Use

Tables 3 to 6 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped together with others based on subject similarity.

There was no change in reported seat belt use between Wave 1 to Wave 2. The percentage of respondents that indicated “Always” wearing their seat belts increased slightly from 83.2 percent in Wave 1 to 84.5 percent in Wave 2. There was a significant increase in the percentage of respondents indicating that, in the past 30 days, they had zero incidence of driving within two hours after drinking, from 83.1 percent in Wave 1 to 86.6 percent in Wave 2 ( $p<.05$ , see Table 3). When asked about their pattern of driving after drinking in the last 3 months, the majority of respondents reported that they do not drive after drinking (80.4% in Wave vs. 85.7% in Wave 2).

**Table 3. Belt Use and Alcohol Use, Questions 6, 7, & 9**

Question	Wave 1	Wave 2
<b>Q6. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	83.2%	84.5%
Nearly Always	10.0%	8.7%
Sometimes	4.9%	4.3%
Seldom	0.9%	1.3%
Never	0.9%	1.3%
<b>Total (N)</b>	<b>100% (N=1,394)</b>	<b>100% (N=1,421)</b>
<b>Q7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>		
None	83.1%	86.6%^
1 or more times	16.9%	13.4%
<b>Total (N)</b>	<b>100% (N=1,347)</b>	<b>100% (N=1,370)</b>
<b>Q9. Compared with 3 months ago, are you now driving after drinking</b>		
More Often	0.7%	0.5%
Less Often	6.0%	5.6%
About the Same	13.0%	8.3%*
Do Not Drive after Drinking	80.4%	85.7%
<b>Total (N)</b>	<b>100% (N=1,351)</b>	<b>100% (N=1,381)</b>

\*Significant at  $p<0.01$

^  $p<0.05$

## Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated some substantial changes in perception of enforcement severity from Wave 1 to Wave 2 (Table 4). When asked to evaluate the chances of getting arrested if driving after drinking, 22.5 percent of respondents in Wave 1 indicated it was “Always” compared to 25.6 percent in Wave 2 (not significant). However, over forty percent (41.3%) of Wave 1 respondents judged that local police enforced the drinking and driving laws “Very Strictly” compared to a significant increase to 46.2 percent in Wave 2 ( $p<0.01$ ). Additionally, when asked about enforcement of drinking and driving laws by state police, 47.0 percent of respondents judged it was enforced “Very Strictly” in Wave 1 compared to 52.8 percent in Wave 2 ( $p<.01$ ). In both Waves, more than half of all respondents felt that the penalties for impaired driving were “About Right” (56.8 and 56.4 percent, respectively).

**Table 4. Survey Questions 8, 10, 11, 12**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q8. What do you think the chances are of getting arrested if you drive after drinking?</b>		
Always	22.5%	25.6%
Nearly Always	20.6%	21.2%
Sometimes	35.3%	33.3%
Seldom	11.3%	7.1%
Never	10.2%	12.8%
<b>Total (N)</b>	<b>100% (N=1,367)</b>	<b>100% (N=1,385)</b>
<b>Q10. Do you think local police enforce the drinking and driving laws:</b>		
Very strictly	41.3%	46.2%*
Somewhat strictly	41.1%	37.4%
Not very strictly	13.2%	12.2%
Rarely	2.9%	2.5%
Not at all	1.5%	1.7%
<b>Total (N)</b>	<b>100% (N=1,359)</b>	<b>100% (N=1,381)</b>
<b>Q11. Do you think state police enforce the drinking and driving laws:</b>		
Very strictly	47.0%	52.8%*
Somewhat strictly	39.1%	35.1%
Not very strictly	10.9%	8.1%
Rarely	2.1%	2.5%
Not at all	1.0%	1.5%
<b>Total (N)</b>	<b>100% (N=1,362)</b>	<b>100% (N=1,387)</b>
<b>Q12. Do you think the penalties for alcohol impaired driving are:</b>		
Too Strict	7.4%	7.6%
About Right	56.8%	56.4%
Not Strict Enough	28.1%	27.1%
Never	7.7%	8.9%
<b>Total (N)</b>	<b>100% (N=1,371)</b>	<b>100% (N=1,395)</b>

\*Significant at  $p<0.01$ , ^  $p<0.05$

DMV survey responses indicated a significant change in number of respondents having personally experienced impaired driving enforcement (Table 5). Approximately 15 percent of respondents had gone through an alcohol checkpoint in the past 30 days in Wave 1. This number increased significantly in Wave 2 to 19.3% ( $p<0.01$ ).

**Table 5. Survey Question 13**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q13. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?</b>		
Yes	14.8%	19.3%*
No	85.2%	80.7%
<b>Total (N)</b>	<b>100% (N=1,362)</b>	<b>100% (N=1,390)</b>

\*Significant at  $p<0.01$

### **Awareness of Impaired Driving Message and Slogan Recognition**

DMV survey responses indicated an increase in public awareness of impaired driving messages from Wave 1 to Wave 2. There was a significant change in percentage of respondents indicating having *read, seen or heard anything about impaired driving in Connecticut* from Wave 1 (65.0%) to Wave 2 (69.0%). Those answering “Yes” to this survey question were then asked about the source of the message. The most recognized media sources were TV, Newspaper, Radio, and Poster/Billboard. There were no increases in any of the media sources used for the 2014 campaign. Results are summarized in Table 6.

Respondents were also asked if they knew the name of any impaired driving enforcement program in Connecticut. One of the slogans showed a significant increase in recognition from Wave 1 to Wave 2: “**You Drink and Drive, You Lose**” was recognized by 27.8% of respondents during the Pre and 32.9% during the Post ( $p<0.01$ ). The most recognized slogan was the one that was used during the 2014 Labor Day campaign: “**Drive Sober or Get Pulled Over**” (Pre: 45.6% vs. Post: 46.8%), followed by “**Friends Don’t Let Friends Drive Drunk**” (Pre: 45.3% vs. Post: 44.7%) and “**Drunk Driving. Over the Limit, Under Arrest**”, recognized by approximately 23 percent of respondents in each Wave. See Table 6 on the following page for details.

Table 6. Survey Questions 14 and 15

Question	Wave 1	Wave 2
<b>Q14. Have you recently read, seen, or heard anything about impaired driving in Connecticut?</b>		
Yes	65.0%	69.0%^
No	35.0%	31.0%
<b>Total (N)</b>	<b>100% (N=1,371)</b>	<b>100% (N=1,399)</b>
<b>Q14a. Where did you see or hear about anything about safe driving in Connecticut?</b>		
Newspaper	38.6%	32.3%*
Radio	37.3%	33.7%
TV	72.0%	66.3%*
Poster/Billboard	31.1%	27.2%
Brochure	2.7%	3.4%
Police Checkpoint	10.2%	10.4%
Other	15.4%	12.8%
<b>Total (N)</b>	<b>100% (N=891)</b>	<b>100% (N=966)</b>
<b>Q15. Do you know the name of any safe driving enforcement program(s) in CT?</b>		
Drive Sober or Get Pulled Over	45.6%	46.8%
Drunk Driving. Over the Limit, Under Arrest	22.4%	24.2%
You Drink & Drive. You Lose	27.8%	32.9%*
Team DUI	2.6%	3.1%
Friends Don't Let Friends Drive Drunk	45.3%	44.7%
Checkpoint Strikeforce	3.7%	4.6%
Please Step Away from Your Vehicle	3.7%	4.4%
90 Day Blues	1.2%	1.5%
MADD's Red Ribbon	12.3%	11.2%
<b>Total (N)</b>	<b>100% (N=1,397)</b>	<b>100% (N=1,423)</b>

\*Significant at  $p < 0.01$

^  $p < 0.05$



**APPENDIX A: CT LABOR DAY IMPAIRED DRIVING DMV AWARENESS SURVEY (ENGLISH ONLY)**

*This Driver Licensing Office is assisting in a study about alcohol impaired driving and distracted driving in Connecticut. Your answers to the following questions are voluntary and anonymous. Please complete the survey and give back to the surveyor. Thank you!*

- 1. Your sex:  Male  Female
- 2. Your age:  16-20  21-25  26-34  35-39  40-49  50-59  60 Plus
- 3. Your race:  White  Black  Asian  Native American  Other
- 4. Are you of Spanish/Hispanic origin?  Yes  No
- 5. Your Zip Code: \_\_\_\_\_
- 6. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?  
 Always  Nearly Always  Sometimes  Seldom  Never
- 7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? \_\_\_\_\_  
(number of times)
- 8. What do you think the chances are of getting arrested if you drive after drinking?  
 Always  Nearly Always  Sometimes  Seldom  Never
- 9. Compared with 3 months ago, are you now driving after drinking? (check one)  
 More often  Less often  About the same  Do not drive after drinking
- 10. Do you think local police enforce the drinking and driving laws:  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
- 11. Do you think state police enforce the drinking and driving laws:  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
- 12. Do you think the penalties for alcohol impaired driving are:  
 Too strict  About right  Not strict enough  Don't know
- 13. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol- impaired drivers?  
 Yes  No
- 14. Have you recently read, seen or heard anything about alcohol impaired driving (or drunk driving) in Connecticut?  Yes  No  
If yes, where did you see or hear about it? (Check all that apply):  
 Newspaper  Radio  TV  Poster or Billboard  Brochure  Police checkpoint  Other
- 15. Do you know the name of any alcohol-impaired driving enforcement program(s) in Connecticut?  
(Check all that apply):  
 Drive Sober or Get Pulled Over  Drunk Driving. Over the Limit. Under Arrest.  
 You Drink. You Drive. You Lose.  Team DUI  Friends Don't Let Friends Drive Drunk  
 Checkpoint Strikeforce  Please Step Away From Your Vehicle  90 Day Blues  
 Madd's Red Ribbon
- 16. Are you aware that Connecticut has a law that prohibits racial profiling during traffic stops?  Yes  No
- 17. Do you think you have been racially profiled during a traffic stop?  Yes  No
- 18. Have you been pulled over by a CT law enforcement officer for any reason after 10/1/13?  Yes  No  
If yes, did you receive written notification informing you of your right to file a complaint if you felt you were racially profiled?  Yes  No
- 19. Do you think the hand-held cellular phone law in Connecticut is enforced:  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
- 20. Have you recently read, seen or heard anything about distracted driving in Connecticut?  Yes  No  
If yes, where did you see or hear about it? (Check all that apply):  
 Newspaper  Radio  TV  Billboards  Brochure  Online  Police Enforcement  Other  
If yes, what did it say? \_\_\_\_\_

21. Do you know the name of any of these distracted driving programs in Connecticut? (check all that apply):

- Hang up or pay up
- U Drive, U Text, U Pay

- Phone in one hand, ticket in the other
- Stop the texts, Stop the wrecks

**PROGRAM DESCRIPTION – DDHVE OBSERVATION AND AWARENESS SURVEYS**

The HSO created the first ever Distracted Driving High Visibility Enforcement (DDVE) program utilizing 405(e) funds. This program was rolled out in September, 2014 and 30 municipal police agencies and the Connecticut State Police were invited to participate based on analysis of crash data. 25 municipal agencies participated with those declining citing; manpower, lack of matching funds and inability to get grants through their respective common councils as reasons for non-participation. In addition, paid and earned media supported the HVE mobilization.

**EVALUATION METHOD**

**Self-reported Use and Awareness Surveys**

Questionnaires asking about distracted driving attitudes and practices were administered to motorists at the 9 DMV offices in the state (Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted). Data were collected before the program began (Pre: 8/5 - 8/13) and soon after the program ended (Post 2: 9/23 - 9/27). Researchers were asked to collect a minimum of 150 completed surveys per office. The survey was dual purpose collecting data to evaluate the State’s alcohol crackdown as well as the distracted driving program (“Post 1” was impaired driving related). The programs did not overlap. During the pre we collect 1,397 surveys. During the post we collected 1,541 surveys.

The DMV survey questions related to distracted driving were:

**19. Do you think the hand-held cellular phone law in Connecticut is enforced:**  
 Very strictly     Somewhat strictly     Not very strictly     Rarely     Not at all

**20. Have you recently read, seen or heard anything about distracted driving in Connecticut?**  Yes     No  
**If yes, where did you see or hear about it? (Check all that apply):**  
 Newspaper     Radio     TV     Billboards     Brochure     Online     Police Enforcement     Other

**21. Do you know the name of any of these distracted driving programs in Connecticut? (check all that apply):**  
 Hang up or pay up     Phone in one hand, ticket in the other  
 U Drive, U Text, U Pay     Stop the texts, Stop the wrecks

## RESULTS

### Awareness Survey

Respondents were asked how strictly they thought the police enforced the distracted driving laws. During the Pre, 15.0% reported that they thought it was enforced very strictly. That percentage increased to 17.5% in the Post (n.s.).

They were also asked if they had recently seen or heard anything about distracted driving. In the Pre, 64.9% said “yes”—that percentage increased significantly ( $p < .05$ ) in the Post (71.2%). This effect was bigger for males and drivers under 25 years of age. The most frequent reported source of the information in the post was TV (84%) followed by Radio (65%), Billboards (57%), and Newspaper (48%). All other sources were less than 20%.

The main program slogan was “U Text, U Drive, U Pay.” During the Pre, 52.2% recognized the slogan. By the Post measurement, 86.0% recognized it ( $p < .001$ ). “Phone in One Hand, Ticket in the Other,” (a previously used slogan) was well recognized in the Pre (47.1%) but had no significant change by the Post (44.9%). “Stop the Texts, Stop the Wrecks,” a national slogan used in previous years, also showed no change in awareness (Pre: 36.6%; Post: 40.3%). Finally, the slogan “Hang Up, or Pay Up” also increased from Pre (24.7%) to Post (35.5%) ( $p < .001$ ).