

## **Connecticut Highway Safety**

# **ANNUAL REPORT**

**Federal Fiscal Year 2018**

Prepared by

Connecticut Department of Transportation  
Bureau of Policy and Planning  
Highway Safety Office  
P.O. Box 317546  
2800 Berlin Turnpike  
Newington, Connecticut 06131-7546

# Table of Contents

INTRODUCTION .....	1
CRASH DATA/TRENDS .....	4
CORE PERFORMANCE MEASURES/GOALS AND TRENDS .....	7
FINANCIAL SUMMARY.....	20
Project Listing.....	22
PROGRAM AREAS.....	31
Impaired Driving.....	32
Occupant Protection .....	49
Child Passenger Safety .....	57
Police Traffic Services.....	62
Distracted Driving .....	68
Motorcycle Safety .....	75
Traffic Records .....	79
Community Traffic Safety.....	84
PAID MEDIA REPORT .....	88
NOTEWORTHY PRACTICES .....	141
ATTITUDE AND AWARENESS OUTCOME MEASURES.....	146

# 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 Plan. 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 2017. 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 2017 Connecticut FARS data used in this document may change when the FARS files are reopened and updated. Enforcement efforts, coupled with bilingual media, public information and education campaigns, 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 2018 Highway Safety Plan shares the four 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, Federal 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, The Boys and Girls Club, The Governor's Prevention Partnership and the Connecticut Motorcycle Riders Association), Yale New Haven Children's Hospital, Hartford Hospital including the Connecticut Children's Medical Center 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. Other partners include Metropolitan Planning Organizations and Regional Planning Organizations.



During the 2018 Federal Fiscal Year, the following core “Activity Measures” were achieved during grant funded overtime enforcement (overtime enforcement initiatives included impaired driving mobilizations and expanded enforcement, click it or ticket, major cities speed enforcement and distracted driving HVE):

**Speeding Citations: 13,202**

**Safety-Belt Citations: 8,809**

**Impaired Driving Arrests: 1,050**

### **Attitude Measure:**

As part of nationally mandated GHSA-NHTSA attitude measures, the Connecticut Highway Safety Office collects attitude surveys through a contract with Preusser Research Group (PRG). PRG collects self-reported attitudes toward impaired driving, speeding, and belt-use. Please refer to the Attitudes and Awareness section to view this data.

### **Evidence Based Enforcement:**

The HSO understands that accurate and timely traffic/crash of statewide data; the creation of realistic and achievable goals; the implementation of functional countermeasures; the utilization of applicable metrics and the election of projected outcomes are the classic components of effective strategic plan. The Elements of Evidence Based Enforcement include; Stakeholder Input, Crash Data Analysis/Problem Identification, Countermeasure Selection, Project Implementation and Monitoring and Continuous Follow Up and Adjustment of the Enforcement Plan. These elements were addressed as part of the enforcement planning in the corresponding 2018 Highway Safety Plan. For a more complete and concise narrative description of the enforcement activities that were completed during the 2018 Federal Fiscal Year, please see the “Activities” section of the following program areas:

*Impaired Driving Page: 33-47*

*Occupant Protection: 51-56*

*Police Traffic Services: 62-65*

*Distracted Driving: 69-74*

## **CRASH DATA/TRENDS**

## Core Outcome Measures

		<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
<b>Traffic Fatalities</b>						
Total		286	248	270	304	278
Five Year Moving Average		263	268	258	274	277
Rural		130	60	46	37	44
Five Year Moving Average		69	73	70	70	63
Urban		156	188	221	261	232
Five Year Moving Average		194	194	187	202	212
Unknown		0	0	3	6	2
Five Year Moving Average		0	0	1	2	2

## Fatalities Per 100 Million Vehicle Miles Traveled

Total	0.92	0.80	0.84	0.96	
Five Year Moving Average					
	3.41	1.92	1.46	1.17	
Five Year Moving Average	2.12	2.44	2.26	NA	
	0.58	0.67	0.78	0.92	
Five Year Moving Average	0.64	0.64	0.68	NA	

## Serious (A) Injuries

Total	1523	1356	1473	1450	1390
Five Year Moving Average	1831	1671	1559	1515	1438

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

Total	4.92	4.34	4.66	4.60	
Three Year Moving Average	5.32	4.98	4.64	4.53	

## Passenger Vehicle Occupant Fatalities (All Seat Positions)

Total	187	136	155	174	162
Five Year Moving Average	170	167	157	163	163
(Fatalities) Restrained	82	50	68	73	82
Five Year Moving Average	70	68	66	69	71
Unrestrained	75	48	68	65	51
Five Year Moving Average (Unrestrained)	68	64	60	62	61
Unknown	30	38	19	36	29
Five Year Moving Average	32	35	31	32	30

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

Total	126	97	100	116	120
Five Year Moving Average	107	107	103	108	112

## Core Outcome Measures

		<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
<b>Speeding-Related Fatalities</b>						
	Total	76	69	77	82	88
	Five Year Moving Average	88	81	72	74	78
<b>Motorcyclist Fatalities</b>						
	Total	57	55	55	52	57
	Five Year Moving Average	48	50	50	53	55
	Helmeted	24	20	20	14	22
	Five Year Moving Average	16	17	18	19	20
	Unhelmeted	22	32	33	36	33
	Five Year Moving Average	28	29	28	31	31
	Unknown	11	3	2	2	2
<b>Percentage of MC Operator Fatalities with BAC &gt; 0%</b>						
	Total	11%	30%	42%	38%	37%
	Five Year Moving Average	29%	28%	28%	30%	32%
<b>Drivers Involved in Fatal Crashes</b>						
	Total	385	338	374	442	376
	Five Year Moving Average	355	362	352	382	383
	Aged Under 15	0	1	0	1	0
	Five Year Moving Average	0	0	0	0	0
	Aged 15-20	37	20	26	32	27
	Five Year Moving Average	31	28	27	28	28
	Drivers Involved in Fatal Crashes - Aged Under 21	37	21	26	33	27
	Five Year Moving Average	31	28	27	29	29
	Aged 21 and Over	344	314	344	396	344
	Five Year Moving Average	319	328	320	347	348
	Unknown Age	4	3	4	13	5
	Five Year Moving Average	5	5	5	6	6
<b>Pedestrian Fatalities</b>						
	Total	37	47	46	59	48
	Five Year Moving Average	36	40	40	46	47
<b>Bicyclist Fatalities</b>						
	Total	3	4	3	6	3
	Five Year Moving Average	5	5	4	4	4
<b>Observed - Restrained</b>						
		<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
		85.10%	85.40%	89.40%	90.30%	92.10%
	Five Year Moving Average	87.0%	86.4%	86.6%	87.3%	88.5%

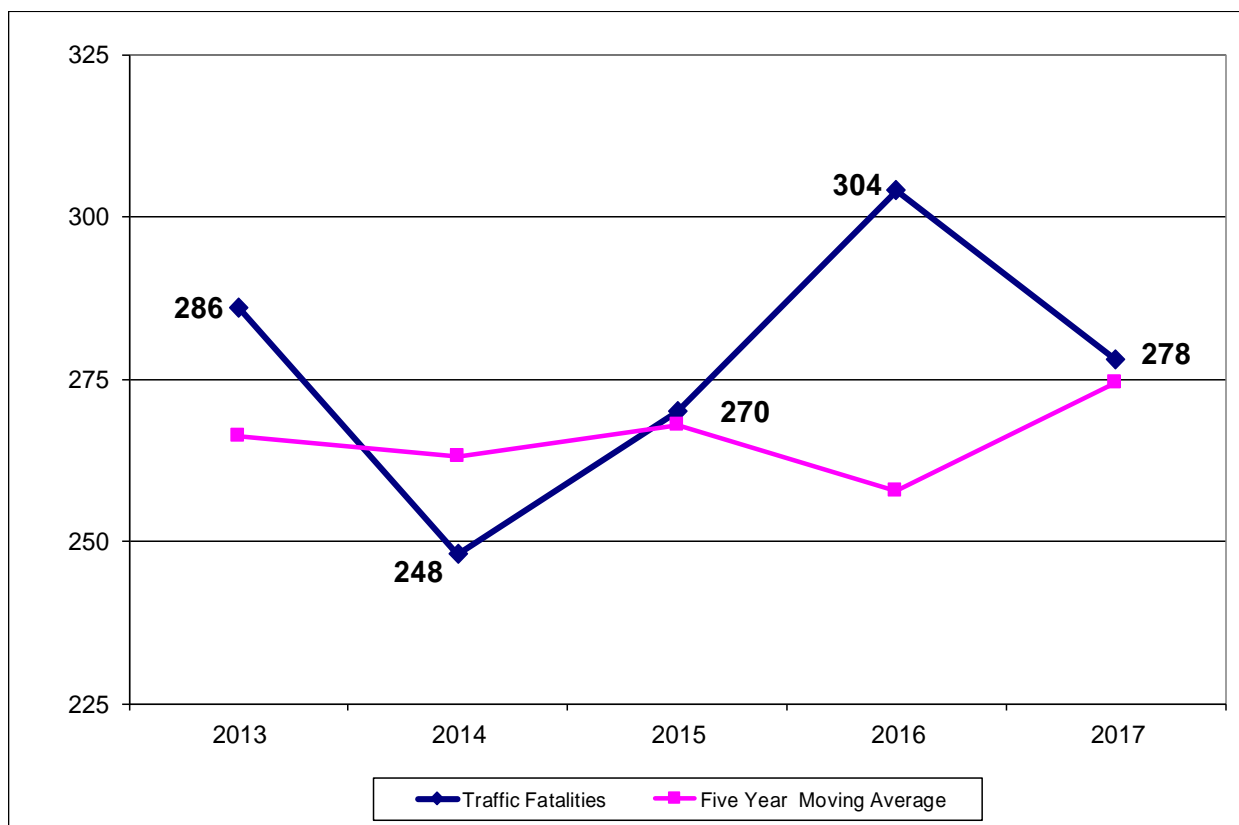
## **CORE PERFORMANCE MEASURES/GOALS AND TRENDS**

## Graph 1

Graph 1 shows Connecticut's fatality figures with 278 in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### ***2018 Highway Safety Plan (HSP) Goal:***

*To maintain the five year (2011-2015) moving average of 257 Fatalities during the five year (2014-2018) period.*



### ***Outcome:***

Final NHTSA-FARS figures showed the five year moving average over the period of 2013 - 2017 to be 278. The five year moving average of 274 indicates an overall increase in the number of roadway fatalities over the 2012 to 2016 period, but is still within the goal.

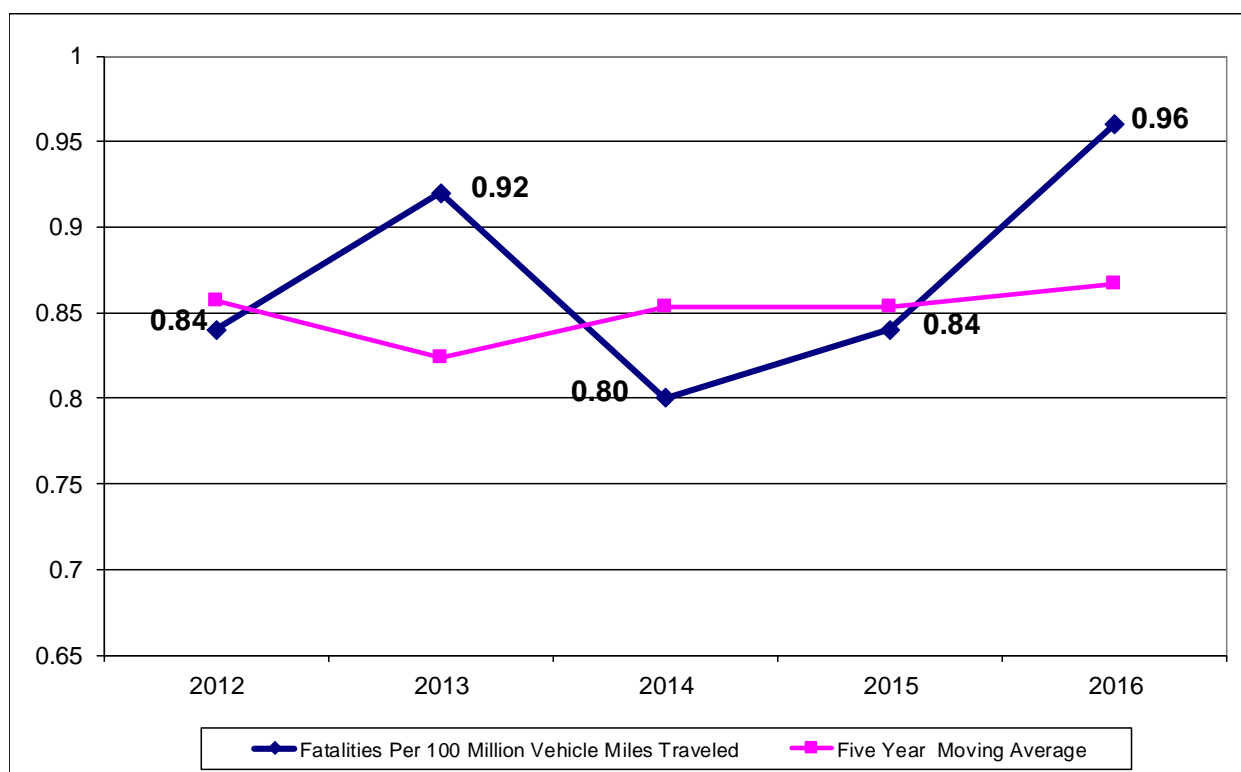
\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

## Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 Million Vehicle Miles Travelled (VMT). The graph data has been update to reflect current numbers and may not correspond with some previously reported data. There were .96 fatalities per 100M VMT in 2016. 2017 data were not available at the time of publishing.

### **2018 HSP Goal:**

*To maintain the Fatality rate per 100 M VMT from the five year (2011-2015) moving average of .823 during the five year (2014-2018) period.*



### **Outcome:**

This measure has seen consecutive increases during the most recent two years during the reporting period. The .96 fatalities per 100M VMT in 2016 also represents the highest value during the reporting period. The five-year moving average has increased from .81 to .87 during the reporting period.

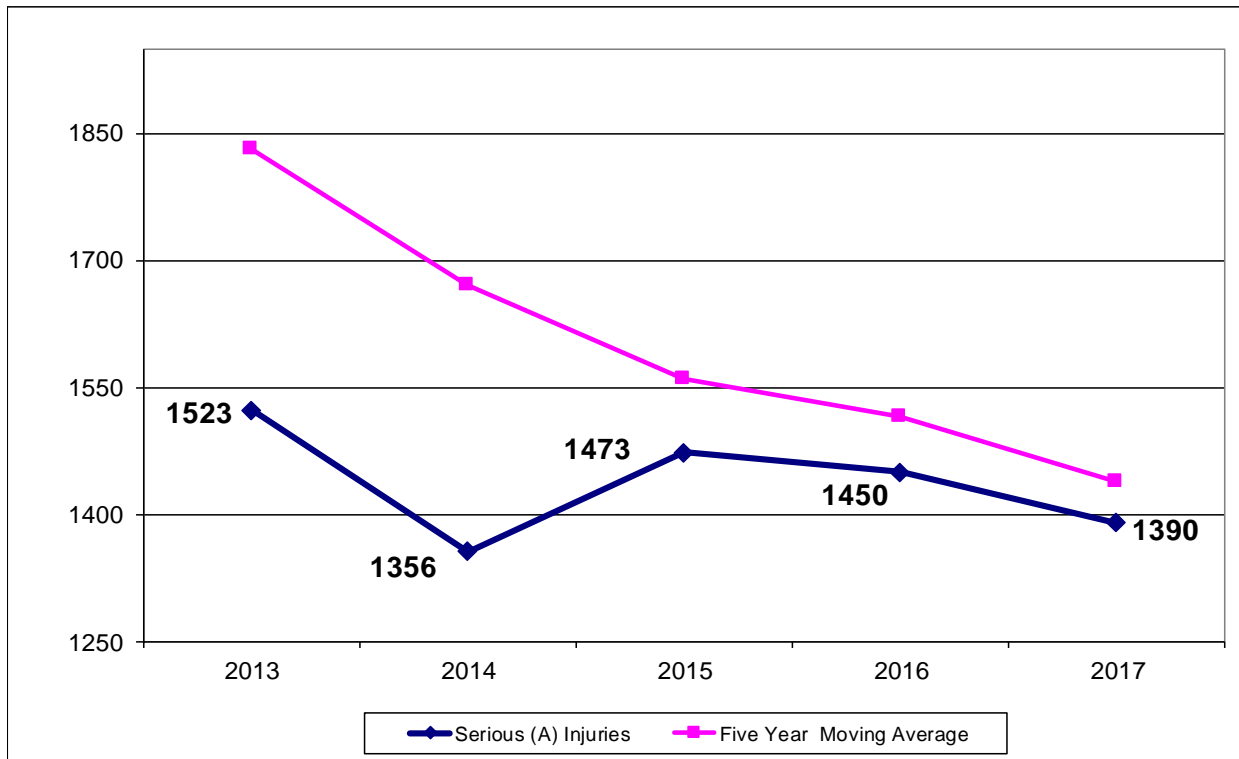
\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file and the CT DOT. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

### Graph 3

Graph 3 shows Connecticut's Serious (A) Injuries; there were 1,390 serious injuries in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

#### **2018 HSP Goal:**

*To maintain the five year (2011-2015) moving average of 1,571 Serious (A) Injuries during the five year (2014-2018) period.*



#### **Outcome:**

Serious Injuries (A) had been on a fairly steady decline in Connecticut until 2015. Despite this increase (2014-2015), Serious Injuries (A) have again declined during the two most recent years during the reporting period. The five year moving average has steadily decreased during the reporting period with the five year average of 1,438 in 2017 representing the lowest recorded during the reporting period.

\*This data is sourced from the Connecticut Crash File as the Connecticut Crash Data Repository.

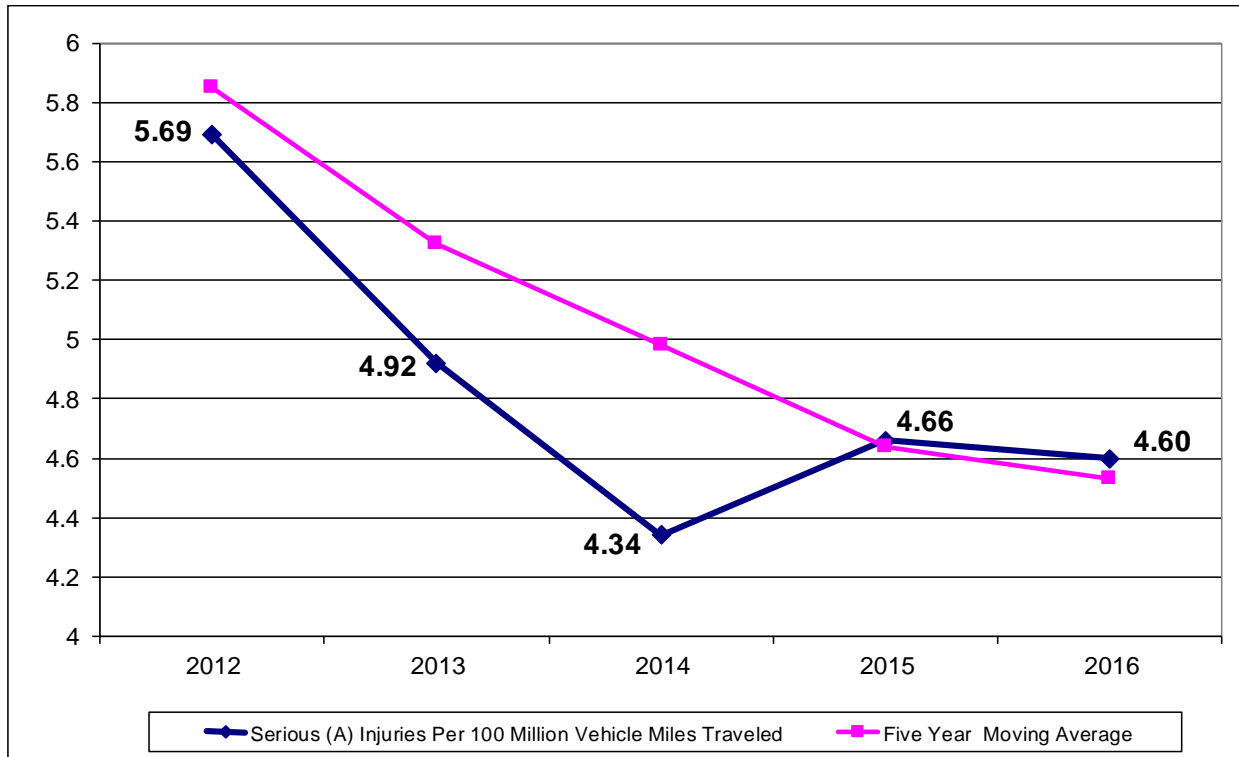


## Graph 4

Graph 4 shows Connecticut's Serious (A) Injury Rate per 100 Million Vehicle Miles Travelled (VMT); there were 4.60 serious injuries per 100 Million VMT in 2016. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. 2017 data were not available at the time of publishing.

### **2018 HSP Goal:**

*To maintain the five year (2011-2015) moving average of 5.03 Serious (A) Injuries per 100M VMT during the five year (2014-2018) period.*



### **Outcome:**

Serious Injuries (A) per 100 Million VMT had been on a fairly steady decline in Connecticut until 2015. Despite this increase (2014-2015), Serious Injuries (A) per 100 Million VMT declined from the previous year. The five year moving average has steadily decreased during the reporting period with the five year average of 4.53 in 2016 representing the lowest recorded during this time.

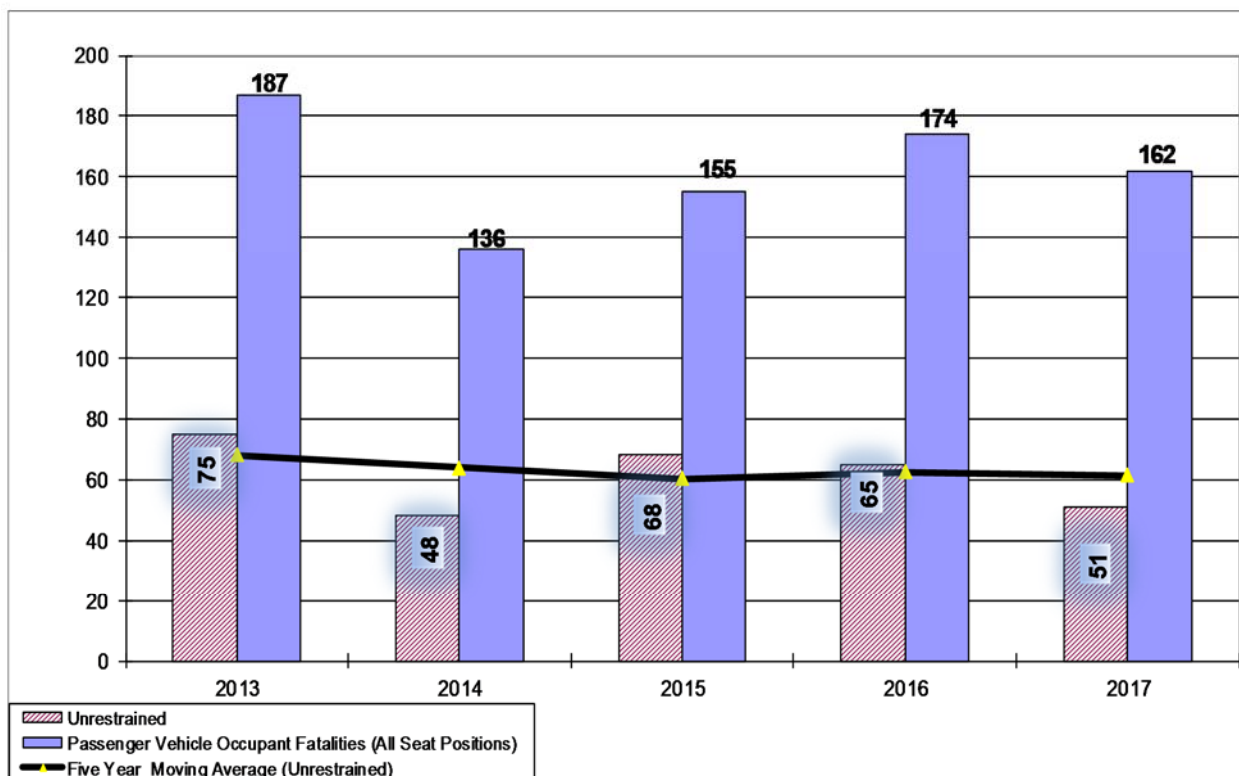
\*This data is sourced from the Connecticut Crash File as the Connecticut Crash Data Repository and the CT DOT.

## Graph 5

Graph 5 shows Connecticut's Passenger Vehicle Occupant Fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 51 unrestrained fatalities in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2018 HSP Goal:**

To maintain the five year moving average of 60 (2011-2015) unrestrained occupant fatalities during 2018.



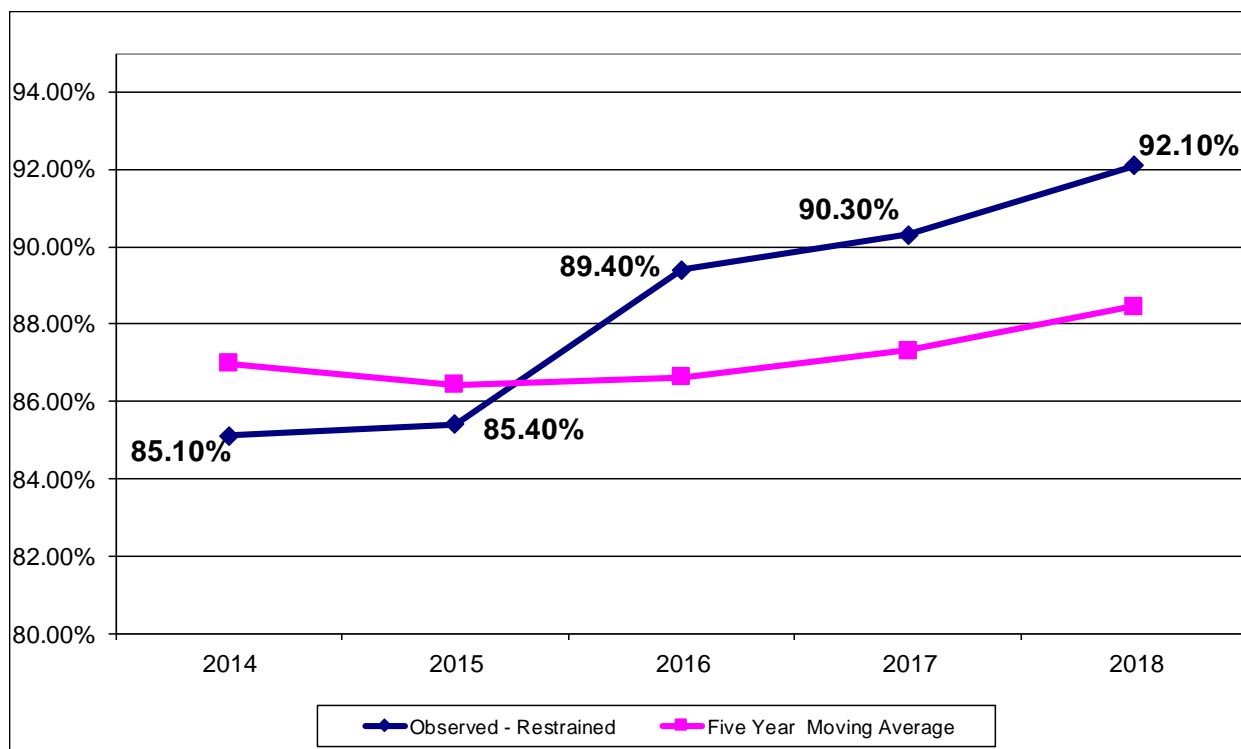
\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

## Graph 6

Graph 6 shows observed annual safety belt usage rate for the State of Connecticut for the 2014-2018 reporting period. The annual belt-use rate was 92.1 percent in 2018.

### **2018 HSP Goal:**

*To increase the statewide observed seat belt use rate from 89.4 percent in 2016 to 90 percent or above in 2018.*



### **Outcome:**

Observed belt use reached its highest level ever achieved in the State of Connecticut during 2018 at 92.1 percent. The five-year moving average also increased from 87 percent in 2014 to 88.5 percent in 2018.

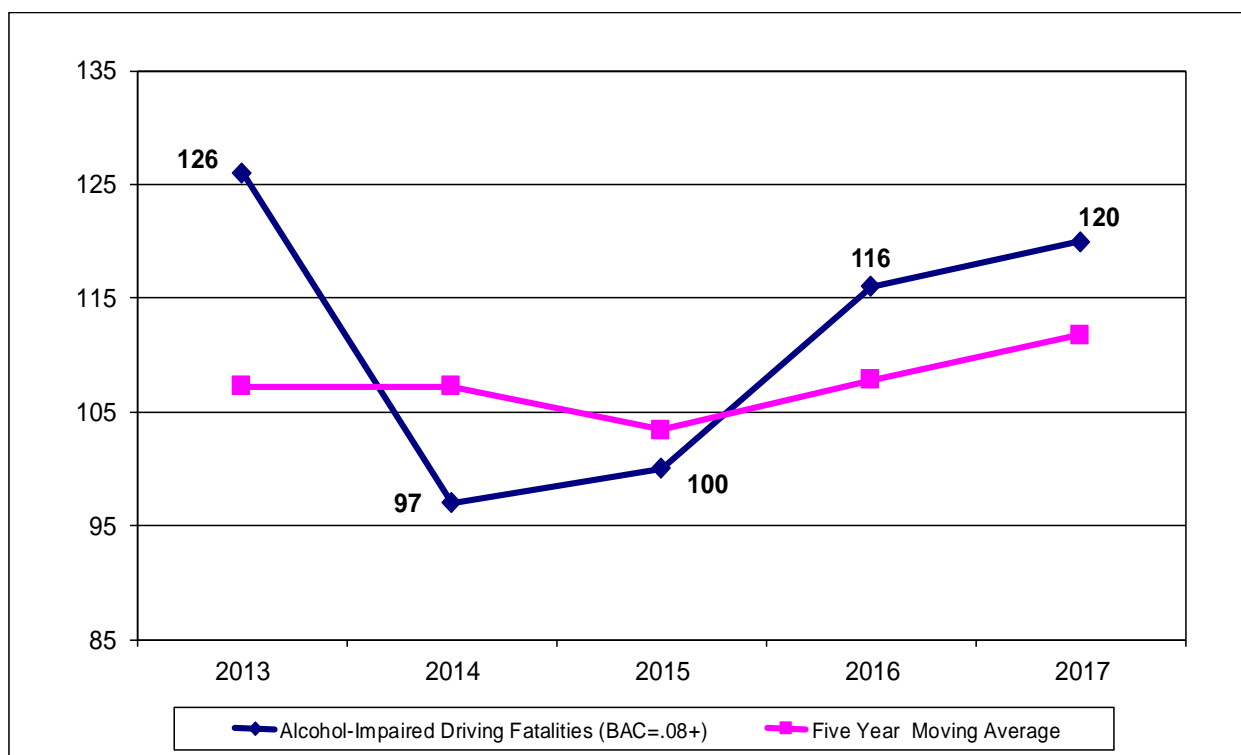
*This data is sourced from Connecticut's Annual Statewide Belt Use Survey, conducted by Preusser Research Group.*

## Graph 7

Graph 7 shows Connecticut's alcohol-impaired driving fatalities. There were 120 alcohol-impaired driving fatalities in 2017. NHTSA defines an alcohol-impaired driving fatality based on a B. A. C. 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.

### **2018 HSP Goal:**

*To maintain the five year moving average of 104 (2011-2015) alcohol impaired driving fatalities (BAC =.08+) during 2018.*



### **Outcome:**

There were 120 alcohol-impaired driving fatalities reported in 2016. This is the second highest figure recorded during the reporting period. The five year moving average has also increased over the reporting period from 107 in 2013 to 112 in 2018.

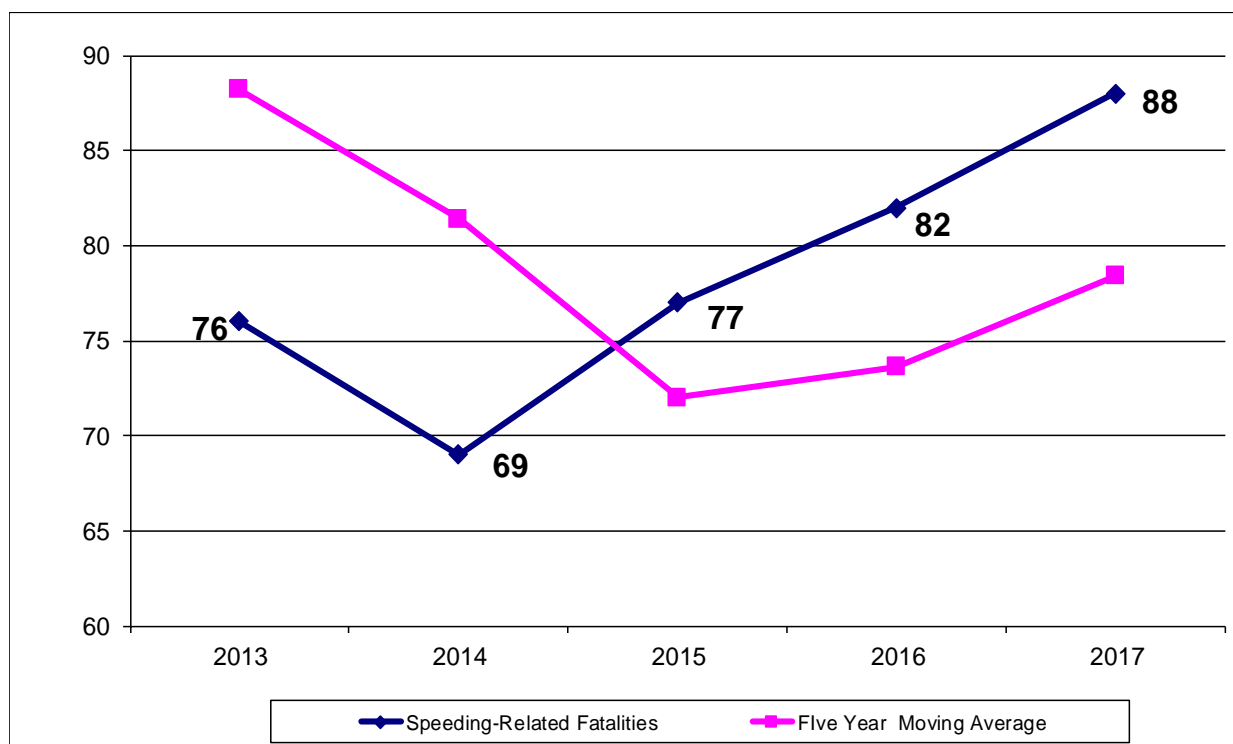
\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

## Graph 8

Graph 8 shows Connecticut's speeding-related fatalities for the years from 2013-2017. There were 88 speeding-related fatalities in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2018 HSP Goal:**

*To maintain the five year moving average of 71 (2011-2015) speeding related fatalities during 2018.*



### **Outcome:**

Speeding-related fatalities continued to rise during the most recent four years of the reporting period with 88 recorded in 2017. Despite this year-to-year increase, the five year moving average for speeding –related fatalities has decreased from 88 in 2013 to 78 in 2017. Please note, speeding related fatality totals prior to this reporting period were substantially greater than any recorded during this time, leading to the declining moving average value.

\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

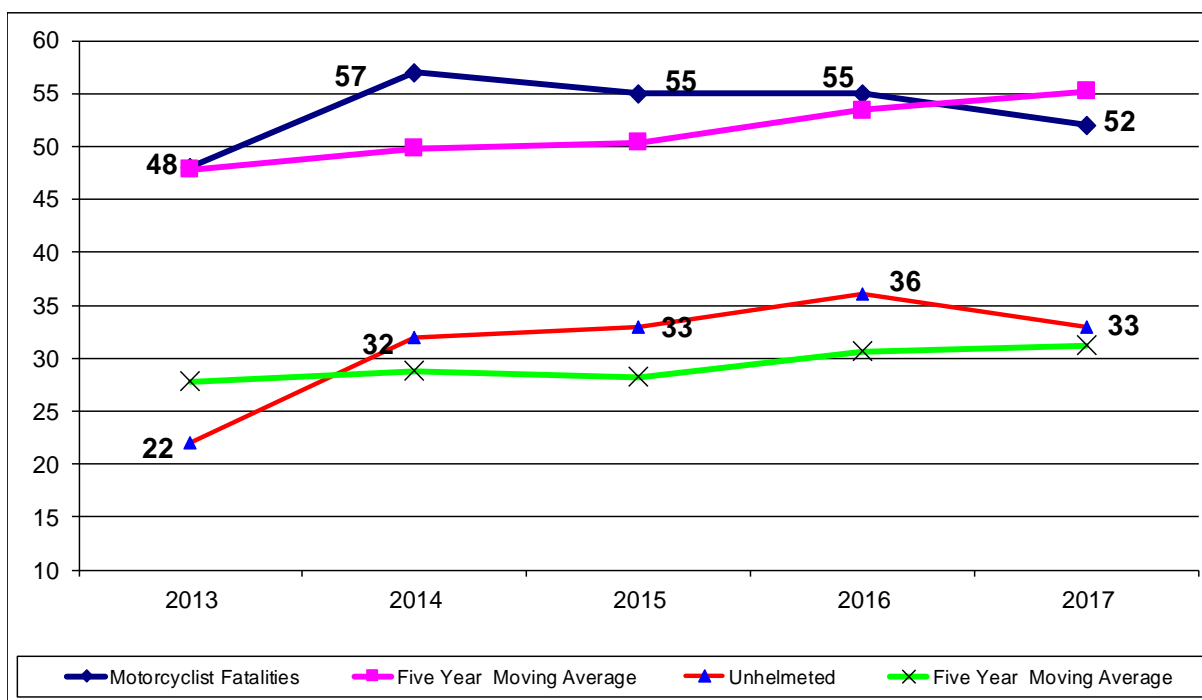
## Graph 9

Graph 9 shows Connecticut's motorcyclist fatalities. Both the number of fatalities as well as unhelmeted fatalities are shown. There were 52 motorcyclist fatalities in 2017, 33 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2018 HSP Goal(s):**

*To maintain the five year moving average of 50 (2011-2015) motorcyclist fatalities during 2018.*

*To decrease the number of un-helmeted fatalities below the five year (2010-2014) moving average of 28 in 2015 by 5 percent to a five year (2014-2018) projected moving average of 27 in 2018.*



### **Outcome:**

Single year values for both motorcyclist fatalities and unhelmeted fatalities have experienced a decrease from the previous year. Despite the single year decrease, both five-year moving averages increased from the previous year as well as for the reporting period as a whole.

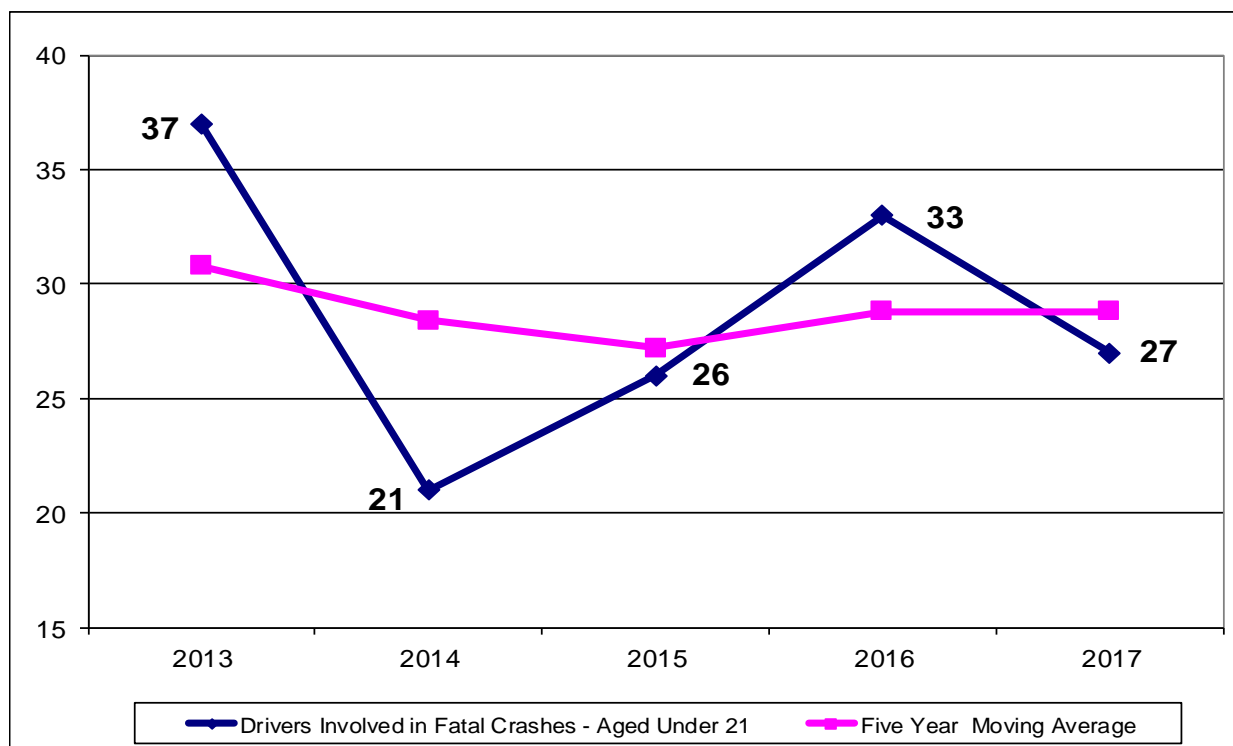
\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

## Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age 20 or younger (aged under 21) for the 2013-2017 reporting period. There were 27 drivers under the age of 21 killed in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2018 HSP Goal(s):**

*To maintain the five year moving average of 22 (2011-2015) fatalities involving a driver aged 20 or younger during 2018.*



### **Outcome:**

Fatality numbers have fluctuated during the 2012-2016 reporting period. The five year moving average trend has ultimately declined during the reporting period from 31 in 2013 to 29 in 2017. Aggressive goal setting has been a priority of the Highway Safety Office and other statewide safety partners in this area.

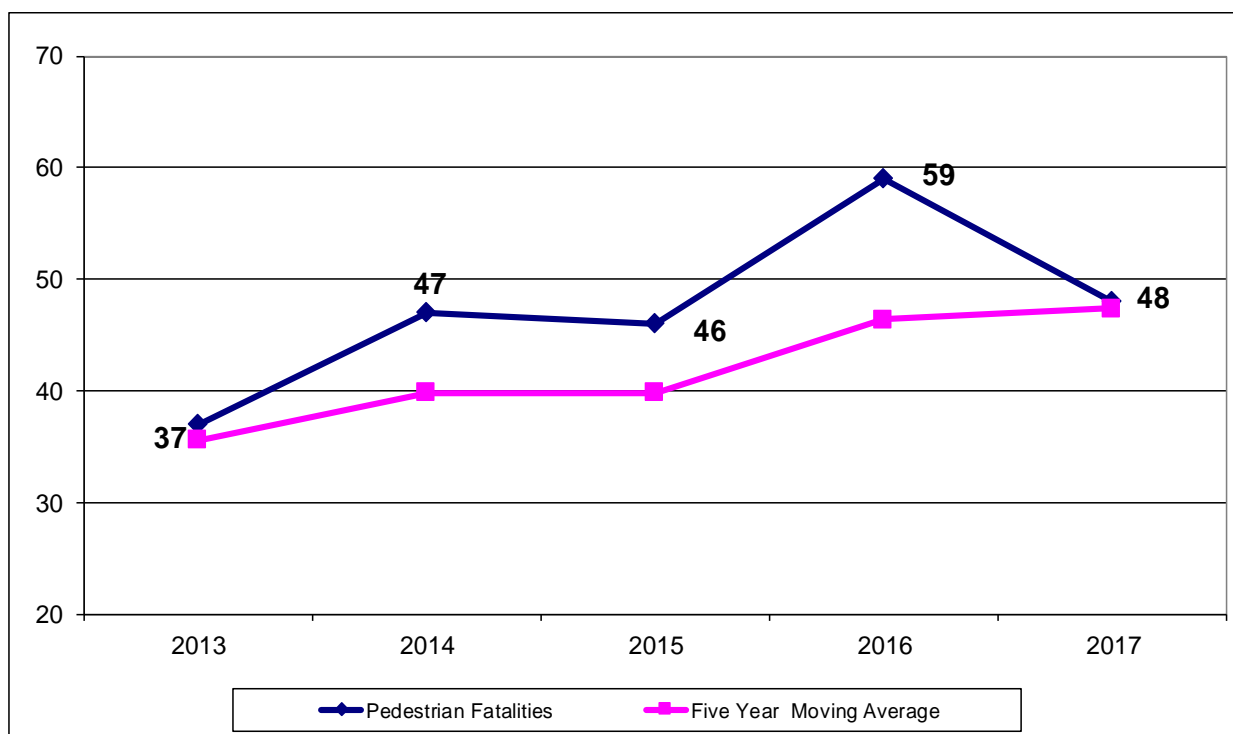
\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

## Graph 11

Graph 11 shows Connecticut's number of pedestrian fatalities during the 2013-2017 reporting period. There were 48 pedestrian fatalities in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2018 HSP Goal(s):**

*To maintain the five year moving average of 40 (2011-2015) pedestrian fatalities during 2018.*



### **Outcome:**

Pedestrian fatalities have fluctuated slightly yet seen a general increase during the reporting period. The 59 pedestrians killed in 2016 represents the highest number during the reporting period. The five-year moving average also rose from 36 in 2013 to 47 in 2017. Innovative pedestrian safety programs and projects will continue to be a priority in future planning documents for the HSO.

\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

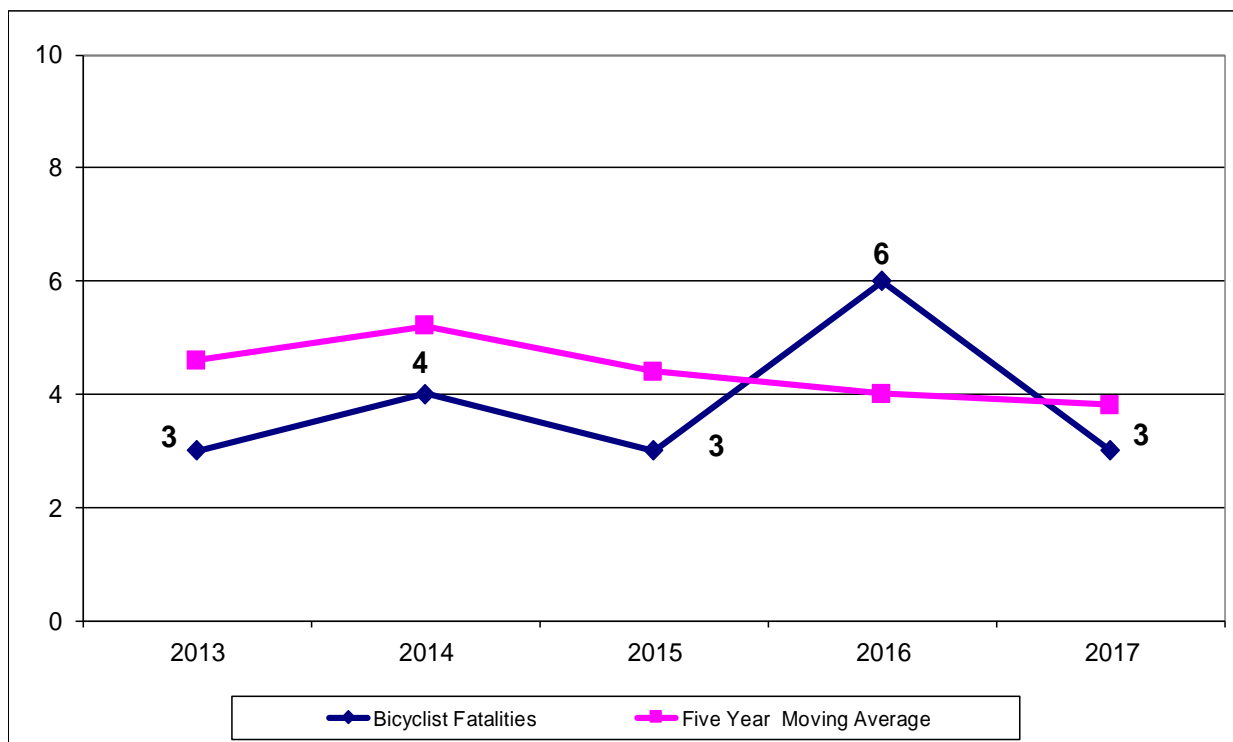


## Graph 12

Graph 12 shows Connecticut's number of bicyclist fatalities during the 2013-2017 reporting period. There were 3 bicyclist fatalities in 2017. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

### **2018 HSP Goal(s):**

*To maintain the five year moving average of 4 (2011-2015) bicyclist fatalities during 2018.*



### **Outcome:**

The six bicyclists killed 2016 represent the most bicyclist fatalities during the reporting period. While the five-year moving average has fluctuated only slightly during the same period, it has ultimately declined slightly from five in 2013 to four in 2017.

\*Please note that data in this Report is sourced from the most recent Connecticut FARS database and preliminary 2017 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected.

## **FINANCIAL SUMMARY**



## Project Listing

Prog. Area	Project Number	Project Description	Town/Agency	HS-1 Original	HS-1 Amended	FFY 18 Expenses
MC	0701-AA	Motorcycle Safety Program Administration	CT-DOT/HSO	\$ 50,000.00	\$ 10,000.00	\$ 1,728.65
MC	0701-AB	CONREP Technical Assist.	CT-DOT/HSO	\$ 150,000.00	\$ 190,000.00	\$ 105,614.78
MC	0701-AC	PI&E Education	CT-DOT/HSO	\$ 100,000.00	\$ 100,000.00	\$ 25,000.00
OP	0702-AA	OP Program Administration	CT-DOT/HSO	\$ 75,000.00	\$ 75,000.00	\$ 842.68
OP	0702-AB	Data Analysis & Surveys	CT-DOT/HSO	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00
OP	0702-AC	Click It or Ticket Enforcement (Nov & May)	CT-DOT/HSO	\$ 700,000.00	\$ 700,000.00	\$ 360,248.56
OP	0702-AD	Waterbury Area Traffic Safety Program	Waterbury PD	\$ 150,000.00	\$ 150,000.00	\$ 100,094.96
OP	0702-AE	Occupant Protection Media Buy	CT-DOT/HSO	\$ 400,000.00	\$ 400,000.00	\$ 341,654.00
OP	0702-AG	Look Before You Lock Ed. Campaign	CCMC	\$ 150,000.00	\$ 150,000.00	\$ 143,047.52
OP	0702-AH	Nighttime Enforcement Pilot	CT-DOT/HSO	\$ 150,000.00	\$ 150,000.00	\$ 28,905.59
OP	0702-AI	Nighttime Enforcement Pilot	DESPP	\$ 50,000.00	\$ 50,000.00	\$ 47,311.51
AL	0704-AA	Alcohol Program Management	CT-DOT/HSO	\$ 90,000.00	\$ 90,000.00	\$ 120.60
TR	0705-AA	Traffic Records Administration	CT-DOT/HSO	\$ 285,000.00	\$ 285,000.00	\$ 102,591.37
TR	0705-AC	E-citation Local Law Enforcement	Stamford	\$ -	\$ 32,000.00	\$ 31,990.28
TR	0705-AD	E-citation Local Law Enforcement	Thomaston	\$ -	\$ 42,000.00	\$ 41,950.00
TR	0705-AE	E-citation Local Law Enforcement	Plymouth	\$ -	\$ 61,900.00	\$ 61,797.00
TR	0705-AF	E-citation Local Law Enforcement	Glastonbury	\$ -	\$ 10,500.00	\$ 10,475.70
TR	0705-ZZ	E-citation Local Law Enforcement	Municipal Police Agencies	\$ 325,000.00	\$ 178,600.00	
PT	0707-AA	PTS Administration	CT-DOT/HSO	\$ 100,000.00	\$ 100,000.00	\$ 2,791.87
PT	0707-AF	TSRP	CT Judicial	\$ 50,000.00	\$ 60,000.00	\$ 44,737.17
PT	0707-AH	Speed/Data Enforcement	Municipal Police Agency	\$ 75,000.00	\$ 75,000.00	
CR	0709-AB	CPS Training	CT-DOT/HSO	\$ 100,000.00	\$ 100,000.00	\$ 7,124.25
CR	0709-AC	CPS Fitting Stations Support	CCMC	\$ 75,000.00	\$ 75,000.00	\$ 67,848.64
CR	0709-AD	CPS Fitting Stations Support	YNHH	\$ 100,000.00	\$ 100,000.00	\$ 89,352.81
CR	0709-AE	Community Traffic Safety Program	YNHH	\$ 135,000.00	\$ 150,000.00	\$ 100,158.55
PS	0710-AC	Pedestrian Safety Awareness Project	CCMC	\$ 350,000.00	\$ 350,000.00	\$ 323,876.55
PS	0710-AE	PI&E	CT-DOT/HSO	\$ 45,000.00	\$ 45,000.00	\$ 1,300.50
PM	0711-AC	Holiday Safety Media Buy	CPCA	\$ -	\$ 50,000.00	\$ 50,000.00
PM	0711-AD	Halloween Safety Media Buy	CPCA	\$ -	\$ 50,000.00	\$ 50,000.00
154 PM	0720-AA	DUI Media Campaign	CT-DOT/HSO	\$ 2,000,000.00	\$ 2,000,000.00	\$ 1,223,916.00
154 AL	0722-AA	Alcohol Program Management (154)	CT-DOT/HSO	\$ 300,000.00	\$ 300,000.00	\$ 182,332.99
154 AL	0722-AB	Alcohol Related Program Training	CT-DOT/HSO	\$ 100,000.00	\$ 100,000.00	\$ 7,373.80
154 AL	0722-AC	TSRP	Division of Criminal Justice	\$ 250,000.00	\$ 200,000.00	\$ 138,991.83
154 AL	0722-AD	Data Analysis And Surveys	CT DOT-HSO	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00
154 AL	0722-AE	Comprehensive DUI Enforcement	Bethany	\$ 20,000.00	\$ 20,000.00	\$ 14,993.63
154 AL	0722-AF	Comprehensive DUI Enforcement	Killingly	\$ 65,000.00	\$ 65,000.00	\$ 41,769.76
154 AL	0722-AG	Comprehensive DUI Enforcement	Glastonbury	\$ 30,000.00	\$ 30,000.00	\$ 24,189.22
154 AL	0722-AH	Comprehensive DUI Enforcement	Durham	\$ 25,000.00	\$ 25,000.00	\$ 24,393.49
154 AL	0722-AI	Comprehensive DUI Enforcement	Middlefield	\$ 20,000.00	\$ 20,000.00	\$ 19,575.68
154 AL	0722-AJ	Comprehensive DUI Enforcement	Bristol	\$ 180,000.00	\$ 180,000.00	\$ 116,226.45
154 AL	0722-AK	Comprehensive DUI Enforcement	Ledyard	\$ 50,000.00	\$ 50,000.00	\$ 16,783.37
154 AL	0722-AL	Comprehensive DUI Enforcement	Greenwich	\$ 70,000.00	\$ 70,000.00	\$ 65,365.49
154 AL	0722-AM	Comprehensive DUI Enforcement	Watertown	\$ 25,000.00	\$ 25,000.00	\$ 24,172.72
154 AL	0722-AN	Comprehensive DUI Enforcement	New Britain	\$ 150,000.00	\$ 150,000.00	\$ 90,339.15
154 AL	0722-AO	Comprehensive DUI Enforcement	Ellington	\$ 55,000.00	\$ 50,000.00	\$ 46,304.11
154 AL	0722-AP	Comprehensive DUI Enforcement	Somers	\$ 40,000.00	\$ 40,000.00	\$ 35,556.34
154 AL	0722-AQ	Comprehensive DUI Enforcement	Naugatuck	\$ 45,000.00	\$ 45,000.00	\$ 44,900.00
154 AL	0722-AT	Comprehensive DUI Enforcement	Fairfield	\$ 165,000.00	\$ 165,000.00	\$ 154,618.50
154 AL	0722-AU	Comprehensive DUI Enforcement	Meriden	\$ 30,000.00	\$ 30,000.00	\$ 7,380.90
154 AL	0722-AV	Comprehensive DUI Enforcement	City Of Groton	\$ 30,000.00	\$ 30,000.00	\$ 4,455.64
154 AL	0722-AW	Comprehensive DUI Enforcement	Deep River	\$ 50,000.00	\$ 50,000.00	\$ 46,212.69
154 AL	0722-AY	Choices Matter	CT-DOT/HSO	\$ 250,000.00	\$ 250,000.00	\$ 240,000.00
154 AL	0722-BA	Part-time TSRP Assistant	CT-DOT/HSO	\$ -	\$ 50,000.00	\$ 2,138.42
154 AL	0722-BB	Comprehensive DUI Enforcement	Stafford	\$ 60,000.00	\$ 60,000.00	\$ 44,483.32
154 AL	0722-BC	Comprehensive DUI Enforcement	Cromwell	\$ 50,000.00	\$ 48,000.00	\$ 17,647.19
154 AL	0722-BD	Comprehensive DUI Enforcement	Norwalk	\$ 85,000.00	\$ 85,000.00	\$ 53,940.56
154 AL	0722-BE	Comprehensive DUI Enforcement	Bethel	\$ 30,000.00	\$ 30,000.00	\$ 20,240.00
154 AL	0722-BF	Comprehensive DUI Enforcement	Killingworth	\$ 15,000.00	\$ 15,000.00	\$ 14,544.87
154 AL	0722-BH	Comprehensive DUI Enforcement	Manchester	\$ 145,000.00	\$ 145,000.00	\$ 139,459.36
154 AL	0722-BI	Comprehensive DUI Enforcement	Branford	\$ 60,000.00	\$ 60,000.00	\$ 40,952.41
154 AL	0722-BJ	Comprehensive DUI Enforcement	North Haven	\$ 25,000.00	\$ 25,000.00	\$ 2,754.16
154 AL	0722-BK	Comprehensive DUI Enforcement	Town Of Groton	\$ 70,000.00	\$ 70,000.00	\$ 28,447.27
154 AL	0722-BL	Comprehensive DUI Enforcement	Coventry	\$ 20,000.00	\$ 20,000.00	\$ 2,414.84
154 AL	0722-BM	Comprehensive DUI Enforcement	Norwich	\$ 75,000.00	\$ 75,000.00	\$ 30,492.63
154 AL	0722-BN	Comprehensive DUI Enforcement	Windsor	\$ 85,000.00	\$ 85,000.00	\$ 13,102.86
154 AL	0722-BO	Comprehensive DUI Enforcement	East Haven	\$ 30,000.00	\$ 30,000.00	\$ 4,115.86
154 AL	0722-BQ	Comprehensive DUI Enforcement	Old Lyme	\$ 40,000.00	\$ 40,000.00	\$ 8,038.97
154 AL	0722-BT	Comprehensive DUI Enforcement	Jewett City	\$ 60,000.00	\$ 60,000.00	\$ 54,632.27
154 AL	0722-BU	Comprehensive DUI Enforcement	New Canaan	\$ 15,000.00	\$ 15,000.00	\$ 3,032.87
154 AL	0722-BY	Comprehensive DUI Enforcement	Berlin	\$ 70,000.00	\$ 30,000.00	\$ 6,798.21
154 AL	0722-BZ	Comprehensive DUI Enforcement	Wilton	\$ 60,000.00	\$ 60,000.00	\$ 39,536.90

Prog. Area	Project Number	Project Description	Town/Agency	HS-1 Original	HS-1 Amended	FFY 18 Expenses
154 AL	0722-CG	Comprehensive DUI Enforcement	Chester	\$ 30,000.00	\$ 30,000.00	\$ 15,891.18
154 AL	0722-CH	Comprehensive DUI Enforcement	Vernon	\$ 20,000.00	\$ 30,000.00	\$ 23,385.50
154 AL	0722-CI	Comprehensive DUI Enforcement	Monroe	\$ 65,000.00	\$ 65,000.00	\$ 15,967.90
154 AL	0722-CJ	Comprehensive DUI Enforcement	Willimantic	\$ 45,000.00	\$ 45,000.00	\$ 29,079.71
154 AL	0722-CK	Comprehensive DUI Enforcement	Haddam	\$ 25,000.00	\$ 25,000.00	\$ 14,823.78
154 AL	0722-CL	Comprehensive DUI Enforcement	Trumbull	\$ 85,000.00	\$ 85,000.00	\$ 59,905.36
154 AL	0722-CM	Comprehensive DUI Enforcement	Stratford	\$ 35,000.00	\$ 35,000.00	\$ 18,831.26
154 AL	0722-CN	Comprehensive DUI Enforcement	Enfield	\$ 145,000.00	\$ 145,000.00	\$ 132,236.82
154 AL	0722-CP	Comprehensive DUI Enforcement	Colchester	\$ 30,000.00	\$ 30,000.00	\$ 22,490.69
154 AL	0722-CQ	Comprehensive DUI Enforcement	Lisbon	\$ 25,000.00	\$ 25,000.00	\$ 12,472.56
154 AL	0722-CS	Comprehensive DUI Enforcement	Montville	\$ 50,000.00	\$ 50,000.00	\$ 22,898.07
154 AL	0722-CV	Comprehensive DUI Enforcement	Waterford	\$ 25,000.00	\$ 25,000.00	\$ 7,540.24
154 AL	0722-CW	Comprehensive DUI Enforcement	Weston	\$ 25,000.00	\$ 25,000.00	\$ 11,965.91
154 AL	0722-CZ	Comprehensive DUI Enforcement	Woodbridge	\$ 20,000.00	\$ 20,000.00	\$ 16,151.69
154 AL	0722-DB	DAX HGN Recorder	CT-DOT/HSO	\$ 6,000.00	\$ 6,000.00	\$ 4,995.00
154 AL	0722-DC	Comprehensive DUI Enforcement	Westbrook	\$ -	\$ 20,000.00	\$ 10,194.54
154 AL	0722-DD	28" Traffic Cone	Cromwell	\$ -	\$ 2,000.00	\$ 1,925.00
154 AL	0722-DE	Comprehensive DUI Enforcement	Torrington	\$ -	\$ 20,000.00	\$ 10,392.85
154 AL	0722-DF	Support for DUI HVE Campaigns	CT-DOT/HSO	\$ -	\$ 30,000.00	\$ 26,275.20
154 AL	0722-DG	DUI Checkpoint Equipment	New Haven	\$ -	\$ 2,000.00	\$ 1,784.12
154 AL	0722-DH	Comprehensive DUI Enforcement	Cheshire	\$ 65,000.00	\$ 65,000.00	\$ 16,016.36
154 AL	0722-DI	Comprehensive DUI Enforcement	New Haven	\$ 225,000.00	\$ 223,000.00	\$ 210,960.77
154 AL	0722-DJ	Comprehensive DUI Enforcement	South Windsor	\$ 55,000.00	\$ 55,000.00	\$ 35,911.99
154 AL	0722-DK	Comprehensive DUI Enforcement	Plainfield	\$ 45,000.00	\$ 45,000.00	\$ 21,517.96
154 AL	0722-DL	Comprehensive DUI Enforcement	Old Saybrook	\$ 60,000.00	\$ 60,000.00	\$ 38,218.23
154 AL	0722-DN	Comprehensive DUI Enforcement	Orange	\$ 30,000.00	\$ 30,000.00	\$ 9,365.93
154 AL	0722-DO	Comprehensive DUI Enforcement	North Branford	\$ 15,000.00	\$ 15,000.00	\$ 4,645.89
154 AL	0722-DQ	Comprehensive DUI Enforcement	Windsor Locks	\$ 75,000.00	\$ 75,000.00	\$ 40,030.33
154 AL	0722-DR	Comprehensive DUI Enforcement	West Hartford	\$ 120,000.00	\$ 120,000.00	\$ 110,803.17
154 AL	0722-DU	Comprehensive DUI Enforcement	Mansfield	\$ 80,000.00	\$ 80,000.00	\$ 79,030.13
154 AL	0722-DV	Comprehensive DUI Enforcement	Rocky Hill	\$ 40,000.00	\$ 40,000.00	\$ 26,150.91
154 AL	0722-DW	Comprehensive DUI Enforcement	East Windsor	\$ 35,000.00	\$ 35,000.00	\$ 21,444.71
154 AL	0722-DZ	Comprehensive DUI Enforcement	New London	\$ -	\$ 25,000.00	\$ 13,112.15
154 AL	0722-EB	Comprehensive DUI Enforcement	Sprague	\$ 15,000.00	\$ 15,000.00	\$ 12,617.82
154 AL	0722-EC	Comprehensive DUI Enforcement	Preston	\$ 10,000.00	\$ 15,000.00	\$ 14,518.80
154 AL	0722-ED	Comprehensive DUI Enforcement	Waterbury	\$ 45,000.00	\$ 45,000.00	\$ 39,900.00
154 AL	0722-EE	Power of Parents	MADD	\$ 65,000.00	\$ 65,000.00	\$ 29,359.49
154 AL	0722-DA	Comprehensive DUI Enforcement	Newtown	\$ 75,000.00	\$ 75,000.00	\$ 36,983.20
154 AL	0722-EM	Youth Led Underage Drinking Prevention	Governor's Prevention Partnership	\$ 100,000.00	\$ 100,000.00	\$ 85,763.19
154 AL	0722-EQ	Underage Alcohol Enforcement Grant	Hartford	\$ 55,000.00	\$ 70,000.00	\$ 69,751.66
154 AL	0722-ET	Underage Alcohol Enforcement Grant	Willimantic	\$ 55,000.00	\$ 55,000.00	\$ 30,898.61
154 AL	0722-EW	Underage Alcohol Enforcement Grant	Mansfield	\$ 55,000.00	\$ 55,000.00	\$ 50,984.67
154 AL	0722-EV	Underage Alcohol Enforcement Grant	West Hartford	\$ 50,000.00	\$ 50,000.00	\$ 35,971.58
154 AL	0722-EZ	Comprehensive DUI Enforcement	Stamford	\$ 110,000.00	\$ 110,000.00	\$ 86,893.13
F1906ER	0725-AA	Racial Profiling	CCSU	\$ 420,000.00	\$ 420,000.00	\$ 264,593.31
F1906CMD	0725-AB	Racial Profiling	CCSU	\$ 180,000.00	\$ 180,000.00	\$ 113,397.14
PA	0733-AA	Planning and Administration	CT-DOT/HSO	\$ 325,000.00	\$ 325,000.00	\$ 265,752.47
405 b-1	0741-1-AC	Occupant Protection Enforcement	DESPP	\$ 125,000.00	\$ 125,000.00	\$ 100,612.67
405 b-2	0741-2-AE	Safety Belt Convincer/Rollover Simulator	DESPP	\$ 200,000.00	\$ 200,000.00	\$ 103,712.81
405 c	0742-AA	Traffic Records Administration	CT-DOT/HSO	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00
405 c	0742-AD	On-line Disposition System	Judicial Branch-CIB	\$ 300,000.00	\$ 300,000.00	\$ 262,280.57
405 c	0742-AE	E-Charging	Centralized Infractions Bureau	\$ 180,000.00	\$ 180,000.00	\$ 161,137.05
405 c	0742-AG	Crash Linkage	YNHH	\$ 50,000.00	\$ 50,000.00	\$ 41,725.14
405 d-1	0743-1-AM	Underage Alcohol Enforcement Grant	Central CT State University	\$ 30,000.00	\$ 40,000.00	\$ 37,926.68
405 d-1	0743-1-BM	Drug Recognition Expert Field Kits	CT-DOT/HSO	\$ 30,000.00	\$ 30,000.00	\$ 14,819.76
405 d-1	0743-1-DK	Tablets for new DRE's	CT-SRC	\$ 70,000.00	\$ 70,000.00	\$ 61,392.17
405 d-1	0743-1-DM	Expanded DUI Program	DESPP	\$ 1,000,000.00	\$ 1,000,000.00	\$ 564,406.83
405 d-2	0743-2-BH	DRE Training	CT-DOT/HSO	\$ 150,000.00	\$ 150,000.00	\$ 55,956.41
405 d-4	0743-4-BF	Administrative (Per Se) Hearing Improvem	Department of Motor Vehicles	\$ 500,000.00	\$ 500,000.00	\$ 406,016.83
405 d-5	0743-5-BQ	Toxicology Lab Personnel	DESPP	\$ 355,000.00	\$ 355,000.00	\$ 244,898.61
405 d-5	0743-5-BD	Refrigerator and Freezer Upgrade	DESPP	\$ 25,000.00	\$ 105,000.00	\$ 101,602.60
405 d-5	0743-5-DN	Extended Warranty-Equipment	DESPP	\$ 120,000.00	\$ 120,000.00	\$ 115,516.33
405 d-6	0743-6-DI	(2) DMV Admin. Ignition Interlock Analyst	Department of Motor Vehicles	\$ 200,000.00	\$ 200,000.00	\$ 57,787.53
405 d-ii	0740-3-AB	Speed Enforcement	Bridgeport	\$ 50,000.00	\$ 50,000.00	\$ 46,159.09
405 d-ii	0740-3-AC	Speed Enforcement	New Haven	\$ 50,000.00	\$ 50,000.00	\$ 23,389.90
405 d-ii	0740-3-AD	Speed Enforcement	Hartford	\$ 50,000.00	\$ 50,000.00	\$ 43,678.60
405 d-ii	0740-3-AE	Speed Enforcement	Waterbury	\$ 50,000.00	\$ 50,000.00	\$ 48,196.00

Prog. Area	Project Number	Project Description	Town/Agency	HS-1 Original	HS-1 Amended	FFY 18 Expenses
405 d-ii	0740-3-AK	Speed Enforcement	DESPP	\$ 100,000.00	\$ 80,000.00	\$ 70,749.52
405 d-ii	0740-3-AN	Speed Enforcement	Danbury	\$ 25,000.00	\$ 50,000.00	\$ 47,617.51
405 d-ii	0740-3-AO	Speed Enforcement	New Britain	\$ 50,000.00	\$ 50,000.00	\$ 37,411.22
405 e-1	0745-1-DZ	Distracted Driving Citation Holders	CT-DOT/HSO	\$ 20,000.00	\$ 20,000.00	\$ 2,648.40
405 e-2	0745-2-AC	Distracted Driving Enforcement	New Haven	\$ 60,000.00	\$ 60,000.00	\$ 56,781.28
405 e-2	0745-2-AD	Distracted Driving Enforcement	Danbury	\$ 60,000.00	\$ 60,000.00	\$ 53,279.91
405 e-2	0745-2-AE	Distracted Driving Enforcement	Waterbury	\$ 50,000.00	\$ 80,000.00	\$ 22,484.60
405 e-2	0745-2-AF	Distracted Driving Enforcement	Hartford	\$ 60,000.00	\$ 60,000.00	\$ 51,046.46
405 e-2	0745-2-AG	Distracted Driving Enforcement	Manchester	\$ 60,000.00	\$ 60,000.00	\$ 59,600.00
405 e-2	0745-2-AH	Distracted Driving Enforcement	Norwalk	\$ 50,000.00	\$ 50,000.00	\$ 45,225.63
405 e-2	0745-2-AJ	Distracted Driving Enforcement	Westport	\$ 30,000.00	\$ 30,400.00	\$ 24,627.96
405 e-2	0745-2-AK	Distracted Driving Enforcement	Hamden	\$ 60,000.00	\$ 60,000.00	\$ 56,972.80
405 e-2	0745-2-AL	Distracted Driving Enforcement	Farmington	\$ 50,000.00	\$ 50,000.00	\$ 8,278.02
405 e-2	0745-2-AM	Distracted Driving Enforcement	Orange	\$ 30,000.00	\$ 30,000.00	\$ 23,646.71
405 e-2	0745-2-AN	Distracted Driving Enforcement	Bristol	\$ 30,000.00	\$ 30,000.00	\$ 18,523.13
405 e-2	0745-2-AO	Distracted Driving Enforcement	Norwich	\$ 30,000.00	\$ 30,000.00	\$ 21,968.26
405 e-2	0745-2-AQ	Distracted Driving Enforcement	Bridgeport	\$ 60,000.00	\$ 60,000.00	\$ 41,334.72
405 e-2	0745-2-AR	Distracted Driving Enforcement	Stamford	\$ 60,000.00	\$ 60,000.00	\$ 33,523.18
405 e-2	0745-2-AT	Distracted Driving Enforcement	Stratford	\$ 15,000.00	\$ 15,200.00	\$ 12,085.74
405 e-2	0745-2-AU	Distracted Driving Enforcement	Plainville	\$ -	\$ 21,500.00	\$ 16,300.24
405 e-2	0745-2-AV	Distracted Driving Enforcement	Trumbull	\$ 50,000.00	\$ 50,000.00	\$ 23,207.38
405 e-2	0745-2-AW	Distracted Driving Enforcement	Wethersfield	\$ -	\$ 20,000.00	\$ 15,637.57
405 e-2	0745-2-AY	Distracted Driving Enforcement	North Haven	\$ -	\$ 14,000.00	\$ 6,549.19
405 e-2	0745-2-BB	Distracted Driving Enforcement	West Hartford	\$ 60,000.00	\$ 60,000.00	\$ 54,142.48
405 e-2	0745-2-BE	Distracted Driving Enforcement	Wallingford	\$ 30,000.00	\$ 30,000.00	\$ 27,791.46
405 e-2	0745-2-BF	Distracted Driving Enforcement	East Hartford	\$ 30,000.00	\$ 30,000.00	\$ 29,178.43
405 e-2	0745-2-BH	Distracted Driving Enforcement	Brookfield	\$ 30,000.00	\$ 30,000.00	\$ 21,795.65
405 e-2	0745-2-BI	Distracted Driving Enforcement	Willimantic	\$ 20,000.00	\$ 20,000.00	\$ 12,020.46
405 e-2	0745-2-BK	Distracted Driving Enforcement	Berlin	\$ 50,000.00	\$ 50,000.00	\$ 37,912.70
405 e-2	0745-2-BL	Distracted Driving Enforcement	Meriden	\$ 30,000.00	\$ 30,000.00	\$ 23,846.24
405 e-2	0745-2-BM	Distracted Driving Enforcement	Cheshire	\$ 20,000.00	\$ 20,000.00	\$ 9,900.37
405 e-2	0745-2-BN	Distracted Driving Enforcement	Wilton	\$ 20,000.00	\$ 20,000.00	\$ 17,496.53
405 e-2	0745-2-BO	Distracted Driving Enforcement	Monroe	\$ 20,000.00	\$ 20,000.00	\$ 3,000.29
405 e-2	0745-2-BR	Distracted Driving Enforcement	Cromwell	\$ 15,000.00	\$ 15,000.00	\$ 7,308.71
405 e-2	0745-2-BS	Distracted Driving Enforcement	Canton	\$ 20,000.00	\$ 20,000.00	\$ 9,423.75
405 e-2	0745-2-BU	Distracted Driving Enforcement	East Windsor	\$ 20,000.00	\$ 20,000.00	\$ 19,700.00
405 e-2	0745-2-BW	Distracted Driving Enforcement	Greenwich	\$ 30,000.00	\$ 30,000.00	\$ 29,460.00
405 e-2	0745-2-BY	Distracted Driving Enforcement	New Britain	\$ 50,000.00	\$ 50,300.00	\$ 37,949.32
405 e-2	0745-2-BZ	Distracted Driving Enforcement	Rocky Hill	\$ 50,000.00	\$ 50,000.00	\$ 33,837.66
405 e-2	0745-2-CA	Distracted Driving Enforcement	Naugatuck	\$ 30,000.00	\$ 30,000.00	\$ 29,388.87
405 e-2	0745-2-CD	Distracted Driving Enforcement	Milford	\$ 15,000.00	\$ 34,300.00	\$ 18,660.31
405 e-2	0745-2-CG	Distracted Driving Enforcement	Ridgefield	\$ 20,000.00	\$ 20,000.00	\$ 14,440.38
405 e-2	0745-2-CH	Distracted Driving Enforcement	Plymouth	\$ 20,000.00	\$ 20,000.00	\$ 19,126.25
405 e-2	0745-2-CI	Distracted Driving Enforcement	Bethel	\$ 30,000.00	\$ 30,000.00	\$ 22,575.46
405 e-2	0745-2-CK	Distracted Driving Enforcement	Watertown	\$ 20,000.00	\$ 20,000.00	\$ 18,041.13
405 e-2	0745-2-CN	Distracted Driving Enforcement	Glastonbury	\$ 30,000.00	\$ 30,000.00	\$ 27,280.82
405 e-2	0745-2-CT	Distracted Driving Enforcement	Fairfield	\$ 50,000.00	\$ 50,800.00	\$ 44,033.36
405 e-2	0745-2-CU	Distracted Driving Enforcement	South Windsor	\$ 30,000.00	\$ 30,000.00	\$ 21,794.72
405 e-2	0745-2-CX	Distracted Driving Enforcement	Windsor	\$ 30,000.00	\$ 30,000.00	\$ 8,745.19
405 e-2	0745-2-DG	Distracted Driving Enforcement	Darien	\$ 30,000.00	\$ 30,000.00	\$ 10,502.10
405 e-2	0745-2-DW	Distracted Driving Enforcement	DESPP	\$ 100,000.00	\$ 100,000.00	\$ 93,795.89
405 e-5	0745-5-EA	Save A Life Tour	CT-DOT/HSO	\$ 200,000.00	\$ 200,000.00	\$ 182,400.00
405 e-6	0745-6-AB	HVE Speed Campaign Media Buy	CT-DOT/HSO	\$ 250,000.00	\$ 250,000.00	\$ 150,000.00
405 e-6	0745-6-DX	Distracted Driving Media buy	CT-DOT/HSO	\$ 1,000,000.00	\$ 1,000,000.00	\$ 567,365.00
405 e-7	0745-7-EN	HVE Signage	CT-DOT/HSO	\$ 300,000.00	\$ 300,000.00	\$ 66,998.00
405 e-8	0745-8-EO	Data Analysis & Surveys	CT-DOT/HSO	\$ 150,000.00	\$ 150,000.00	\$ 100,000.00
405 f-1	0744-1-AB	Curriculum	CT-DOT/HSO	\$ 10,000.00	\$ 10,000.00	\$ 2,341.45
405 f-2	0744-2-AC	PI&E Media	CT-DOT/HSO	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00
154HE	0017-0182	Completed Construction Projects-Final Au	CT-DOT	\$ 100,000.00	\$ 950,000.00	\$ 938,439.93
	Totals			\$ 19,996,000.00	\$ 21,252,500.00	\$ 14,269,156.96

The following projects were amended or not executed during FFY 2018

## FFY 2018 Amendment Listing

Highway Safety Plan Amendments - FFY18	Project Number	Program	SENT	APPROVED	AMOUNT	Funding Taken from	Increase in Plan
<b>AMENDMENTS</b>							
1 Yale New Haven Community Traffic Safety	0198-0709-AE	CR	9/19/2017	9/25/2017	\$15,000.00	0198-0709-AA	\$0.00
2 CPCA Halloween Media Buy	0198-0711-AD	PM	10/11/2017	10/11/2017	\$50,000.00	0198-0707-AD	\$0.00
3 TSRP Increase in DRE related activities	0198-0707-AF	PTS	10/13/2017	10/20/2017	\$10,000.00	1098-0707-AC	\$0.00
4 CPCA Holiday Media Buy	0198-0711-AC	PM	11/9/2017	11/14/2017	\$50,000.00	0198-0707-AD	\$0.00
5 Part time TSRP Assistant	0198-0722-BA	AL	11/27/2017	12/4/2017	\$50,000.00	0198-0722-AC	\$0.00
6 Toxicology Freezer Equipment and Supplies	0198-0743-5-BD	AL	12/12/2017	12/19/2018	\$105,000.00	0198-0743-5-DO	\$0.00
7 CT Rider Education Program - Administration	0198-0701-AB	AL	1/16/2018	1/18/2018	\$40,000.00	0198-0701-AB	\$0.00
8 DUI Enforcement Equipment HGN pens	0198-0722-DG	AL	1/16/2018	1/18/2018	\$2,000.00	0198-0722-DI	\$0.00
9 Hartford Underage Enforcement	0198-0722-EQ	AL	3/9/2018	4/9/2018	\$15,000.00	0198-0722-EY	\$0.00
10 Hazard Elimination Program (Construction)	0198-0154-ZZ	HE	6/19/2018	6/19/2018	\$850,000.00	0198-0154-PS	\$0.00
11 DUI Enforcement Equipment/Testing Equipment	0198-0722-DF	AL	6/20/2018	6/26/2018	\$30,000.00	0198-0722-DT	\$0.00
12 DUI Enforcement Equipment/Testing Equipment	0198-0722-DD	AL	7/19/2018	7/23/2018	\$2,000.00	0198-0722-BC	\$0.00
				<b>TOTAL</b>	<b>\$1,219,000.00</b>		



## ***FFY 2018 Unfunded Projects***

During the 2018 Federal Fiscal Year there were a number of projects that were unfunded for a variety of reasons.

The following projects were submitted to the HSO by sub-grantees. The Danbury Police Department intended to participate in Comprehensive DUI activity but ultimately could not due to lack of manpower and staffing issues. The Division of Criminal Justice was not able to implement a pilot Toxicology Expert Witness Program.

<b><u>Funding Source</u></b>	<b><u>Project number</u></b>	<b><u>Agency</u></b>	<b><u>Title</u></b>	<b><u>\$ Amount Obligated</u></b>
<b>154AL</b>	<b>0198-0722-BX</b>	<b>DANBURY</b>	<b>DUI Enforcement</b>	<b>\$54,300.00</b>
<b>405d-4</b>	<b>0198-0743-4-AC</b>	<b>Division of Criminal Justice</b>	<b>Toxicology Expert Witness Program</b>	<b>\$20,000.00</b>

The following project was submitted to the HSO by a sub-grantee but was not initiated during FY 2018. Federal approval was granted to initiate the project during FY 2019.

<b><u>Funding Source</u></b>	<b><u>Project number</u></b>	<b><u>Agency</u></b>	<b><u>Title</u></b>	<b><u>\$ Amount Obligated</u></b>
<b>405d-5</b>	<b>0198-0743-5-BJ</b>	<b>DESPP</b>	<b>Headspace Instrument</b>	<b>\$491,873.77</b>

The following projects were included in the 2018 Highway Safety Plan but no grant was submitted to the HSO:

Prog. Area	Project Number	Project Description	Town/Agency	FFY 18 Expenses
OP	0702-AF	Occupant Protection PI&E	CT-DOT/HSO	\$ -
OP	0702-AJ	Purchase Safety Belt Convincer	Municipal Police Agency	\$ -
PT	0707-AC	Regional Traffic Unit Symposium	CT-DOT/HSO	\$ -
PT	0707-AD	PI&E	CT. Police Chiefs Assoc.	\$ -
PT	0707-AG	Breaking Barriers	CT. Police Chiefs Assoc.	\$ -
CR	0709-AA	Child Restraint Administration	CT-DOT/HSO	\$ -
PS	0710-AF	Law Enforcement Training	CT-DOT/HSO	\$ -
154 AL	0722-AR	Comprehensive DUI Enforcement	Wethersfield	\$ -
154 AL	0722-AS	Comprehensive DUI Enforcement	Prospect	\$ -
154 AL	0722-AX	Comprehensive DUI Enforcement	Seymour	\$ -
154 AL	0722-AZ	Comprehensive DUI Enforcement	Plainville	\$ -
154 AL	0722-BG	Impaired Driving Public Information and Education	CT-DOT/HSO	\$ -
154 AL	0722-BP	Comprehensive DUI Enforcement	Granby	\$ -
154 AL	0722-BR	Comprehensive DUI Enforcement	Bloomfield	\$ -
154 AL	0722-BV	Comprehensive DUI Enforcement	CCSU	\$ -
154 AL	0722-BW	Comprehensive DUI Enforcement	Darien	\$ -
154 AL	0722-BX	Comprehensive DUI Enforcement	Danbury	\$ -
154 AL	0722-CD	Comprehensive DUI Enforcement	East Haddam	\$ -
154 AL	0722-CO	Comprehensive DUI Enforcement	Newington	\$ -
154 AL	0722-CR	Comprehensive DUI Enforcement	UCONN	\$ -
154 AL	0722-CT	Comprehensive DUI Enforcement	Madison	\$ -
154 AL	0722-CU	Comprehensive DUI Enforcement	Westport	\$ -
154 AL	0722-CX	Comprehensive DUI Enforcement	Plymouth	\$ -
154 AL	0722-CY	Comprehensive DUI Enforcement	Suffield	\$ -
154 AL	0722-DM	Comprehensive DUI Enforcement	Brooklyn	\$ -
154 AL	0722-DP	Comprehensive DUI Enforcement	Hamden	\$ -
154 AL	0722-DS	Comprehensive DUI Enforcement	Farmington	\$ -
154 AL	0722-DX	Comprehensive DUI Enforcement	Essex	\$ -
154 AL	0722-DY	Comprehensive DUI Enforcement	East Hartford	\$ -
154 AL	0722-EA	Comprehensive DUI Enforcement	Redding	\$ -
154 AL	0722-DT	Mobile Command Center (1)	Madison	\$ -
154 AL	0722-EG	Fatal Vision Kits	Municipal Police Agencies	\$ -
154 AL	0722-YY	Underage Alcohol Enforcement Grant	Municipal Police Agencies	\$ -
154 AL	0722-ZZ	Comprehensive DUI Enforcement	Municipal Police Agencies	\$ -
154 AL	0722-EF	Comprehensive DUI Enforcement	Wolcott	\$ -
154 AL	0722-EN	Underage Alcohol Enforcement Grant	Stafford	\$ -
154 AL	0722-EO	Underage Alcohol Enforcement Grant	Cheshire	\$ -
154 AL	0722-EP	Underage Alcohol Enforcement Grant	North Branford	\$ -
154 AL	0722-ER	Underage Alcohol Enforcement Grant	Redding	\$ -
154 AL	0722-ES	Underage Alcohol Enforcement Grant	Newington	\$ -
154 AL	0722-EU	Underage Alcohol Enforcement Grant	New Milford	\$ -
154 AL	0722-EX	Underage Alcohol Enforcement Grant	Glastonbury	\$ -
154 AL	0722-EY	Underage Alcohol Enforcement Grant	Madison	\$ -
405 b-2	0741-2-AD	Occupant Protection Media Buy	CT-DOT/HSO	\$ -
405 c	0742-AB	Digitization of Impaired Driving Data from DMV	DMV	\$ -
405 c	0742-AC	E-Citation	CRCOG	\$ -

Prog. Area	Project Number	Project Description	Town/Agency	FFY 18 Expenses
405 d-1	0743-1-AN	Underage Alcohol Enforcement Grant	Eastern CT State University	\$ -
405 d-1	0743-1-AP	Underage Alcohol Enforcement Grant	Southern CT State University	\$ -
405 d-1	0743-1-AQ	Underage Alcohol Enforcement Grant	University of Connecticut	\$ -
405 d-1	0743-1-YY	Underage Alcohol Enforcement Grant	CT State Colleges & Universities	\$ -
405 d-4	0743-4-AC	Toxicology Expert Witness Program	Judicial Branch	\$ -
405 d-5	0743-5-BJ	Headspace-GC/MS	DESPP	\$ -
405 d-5	0743-5-DO	UPS for LCMSMS instrument	DESPP	\$ -
405 d-ii	0740-3-AA	Toxicology Supplies	DESPP	\$ -
405 d-ii	0740-3-AA	Speed Enforcement	Stamford	\$ -
405 d-ii	0740-3-AF	Speed Enforcement	New London	\$ -
405 d-ii	0740-3-AG	Speed Enforcement	Middletown	\$ -
405 d-ii	0740-3-AL	Speed/Data Enforcement	CT. Police Chiefs Assoc.	\$ -
405 d-ii	0740-3-AM	Speed/Data Enforcement	DESPP	\$ -
405 d-ii	0740-3-AP	Speed Enforcement	Manchester	\$ -
405 d-ii	0740-3-AQ	Speed Enforcement	Trumbull	\$ -
405 d-ii	0740-3-AR	Speed Enforcement	Enfield	\$ -
405 d-ii	0740-3-ZZ	Speed Enforcement	Municipal Police Agencies	\$ -
405 e-1	0745-1-DY	Distracted Driving Messaging at Outreach venues	CT-DOT/HSO	\$ -
405 e-2	0745-2-AI	Distracted Driving Enforcement	Newington	\$ -
405 e-2	0745-2-AP	Distracted Driving Enforcement	West Haven	\$ -
405 e-2	0745-2-AS	Distracted Driving Enforcement	Derby	\$ -
405 e-2	0745-2-AX	Distracted Driving Enforcement	Vernon	\$ -
405 e-2	0745-2-AZ	Distracted Driving Enforcement	Bloomfield	\$ -
405 e-2	0745-2-BA	Distracted Driving Enforcement	New London	\$ -
405 e-2	0745-2-BC	Distracted Driving Enforcement	Southington	\$ -
405 e-2	0745-2-BG	Distracted Driving Enforcement	Waterford	\$ -
405 e-2	0745-2-BJ	Distracted Driving Enforcement	Groton Town	\$ -
405 e-2	0745-2-BP	Distracted Driving Enforcement	East Haven	\$ -
405 e-2	0745-2-BQ	Distracted Driving Enforcement	Old Saybrook	\$ -
405 e-2	0745-2-BT	Distracted Driving Enforcement	Enfield	\$ -
405 e-2	0745-2-BV	Distracted Driving Enforcement	New Milford	\$ -
405 e-2	0745-2-BX	Distracted Driving Enforcement	Avon	\$ -
405 e-2	0745-2-CB	Distracted Driving Enforcement	Stonington	\$ -
405 e-2	0745-2-CC	Distracted Driving Enforcement	Middlebury	\$ -
405 e-2	0745-2-CJ	Distracted Driving Enforcement	Clinton	\$ -
405 e-2	0745-2-CL	Distracted Driving Enforcement	New Canaan	\$ -
405 e-2	0745-2-CM	Distracted Driving Enforcement	Shelton	\$ -
405 e-2	0745-2-CO	Distracted Driving Enforcement	Seymour	\$ -
405 e-2	0745-2-CP	Distracted Driving Enforcement	Torrington	\$ -
405 e-2	0745-2-CQ	Distracted Driving Enforcement	Woodbridge	\$ -
405 e-2	0745-2-CR	Distracted Driving Enforcement	North Branford	\$ -
405 e-2	0745-2-CS	Distracted Driving Enforcement	Portland	\$ -
405 e-2	0745-2-CV	Distracted Driving Enforcement	Middletown	\$ -
405 e-2	0745-2-CW	Distracted Driving Enforcement	Simsbury	\$ -

Prog. Area	Project Number	Project Description	Town/Agency	FFY 18 Expenses
405 e-2	0745-2-DA	Distracted Driving Enforcement	Wolcott	\$ -
405 e-2	0745-2-DC	Distracted Driving Enforcement	Windsor Locks	\$ -
405 e-2	0745-2-DJ	Distracted Driving Enforcement	Guilford	\$ -
405 e-2	0745-2-DR	Distracted Driving Enforcement	Suffield	\$ -
405 e-2	0745-2-EL	Distracted Driving Enforcement	Madison	\$ -
405 e-2	0745-2-EM	Distracted Driving Enforcement	Coventry	\$ -
405 e-2	0745-2-ED	Distracted Driving Enforcement	Redding	\$ -
405 e-2	0745-2-EF	Distracted Driving Enforcement	Newtown	\$ -
405 e-2	0745-2-DV	Distracted Driving Enforcement	East Hampton	\$ -
405 e-2	0745-2-ZZ	Distracted Driving Enforcement	Municipal Police Agencies	\$ -
405 h-1	0746-1-AA	COG Support	Regional Council of Governments	\$ -
405 h-2	0746-2-AB	Youth Camp for Ped/Bike Advocates	CT-DOT/HSO	\$ -
154HE	0154-PS	Statewide Pedestrian-Bicycle Projects	CT-DOT/HSO	\$ -
	Totals			\$ -

## **PROGRAM AREAS**

## ***Impaired Driving***

### **Performance Goals:**

To maintain the five year moving average of 104 (2011-2015) alcohol impaired driving fatalities (BAC = .08+) during 2018.

To decrease alcohol related driving serious injuries (“A”) from the five year (2010-2014) moving average of 130 in 2014 by 5% to a five year (2014-2018) moving average of 124 in 2018.

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

The Impaired Driving program emphasized High Visibility Enforcement efforts to reduce driving under the influence (DUI) of drugs and/or alcohol. Local municipalities are encouraged to work cooperatively with neighboring towns in the form of Regional Traffic Units which provides for opportunities for smaller towns with limited financial resources to benefit from high visibility enforcement activities. The Impaired Driving program helped to substantially increase the number of officers throughout the State engaged in High Visibility Enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities were aimed at deterring motorists from driving impaired.

During the reporting period, there were a total of 76 law enforcement agencies (the State Police, 21 Resident State Trooper offices and 54 municipal police agencies) that participated in the Comprehensive DUI Enforcement program. A total of 1,007 DUI arrests were made statewide through this program. In addition, there were 661 safety belt citations and 7,399 speeding citations. Federal fund totals expended by mobilization crackdown period were: Thanksgiving/Christmas/New Year’s - \$806,769; Memorial Day - \$192,948; July 4<sup>th</sup> - \$137,681; Labor Day - \$454,812; Super Bowl - \$12,745; St. Patrick’s Day - \$34,634; and Cinco de Mayo - \$22,682. The High Visibility Enforcement crackdown periods were supplemented with the Expanded DUI enforcement periods that fell outside the crackdowns. Throughout the entire reporting period, there were 102 checkpoints conducted using 6,112 man hours.

The Connecticut Statewide Impaired Driving Task Force was established in March 2013. The purpose of this forum is to bring together area highway safety stakeholders and develop comprehensive strategies to prevent and reduce impaired driving behavior. The mission of the task force is “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 including the Federal Motor Carrier Safety Administration, the Connecticut Highway Safety Office (HSO), the Department of Mental Health and Addiction Services, the Department of Motor Vehicles, the Office of the Chief State’s Attorney, the Police Officer Standards and Training Council, the Connecticut State Police, various local police agencies, the University of Connecticut, the University of New Haven, the Connecticut Children’s Medical Center, the Governor’s Prevention

Partnership, Mothers Against Drunk Driving, the Automobile Association of America and the Preusser Research Group.

The task force held four meetings in FFY 2018 (November 1<sup>st</sup>, February 9<sup>th</sup>, May 2<sup>nd</sup> and August 1<sup>st</sup>). Objectives addressed by the task force throughout the year included High Visibility Enforcement initiatives, police training initiatives, Administrative Per Se hearing evaluations, Ignition Interlock Device (IID) updates, legislative efforts pertaining to DUI, drug impaired driving issues and research.

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

During FFY 2019, the Impaired Driving program will continue to partner with State and local law enforcement agencies in an effort to expand the Comprehensive DUI Enforcement program by increasing enforcement activity beyond the amount of police patrols that were conducted in FFY 2018. There will be continued training activities to increase the number of certified Standardized Field Sobriety Test (SFST) instructors and practitioners by providing ongoing 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 continued by providing Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Evaluation and Classification Program (DECP) training. The goal of DECP is to train and certify law enforcement officers in drug recognition and provide the training opportunity to become a Drug Recognition Expert (DRE). The Traffic Safety Resource Prosecutor (TSRP) will perform prosecutorial activities, such as researching DUI law and assisting in the preparation of DUI cases. The TSRP will also act 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 will also develop and update training manuals aiding successful identification and prosecution of DUI offenders for both law enforcement and judicial officials. In addition, the TSRP will conduct other DUI enforcement related training for prosecutors and judges. The Administrative Hearing Attorneys will continue to review Administrative Per Se cases. They will continue to provide procedural oversight during hearings and provide assistance to law enforcement personnel. They will also represent the DMV at Ignition Interlock Device (IID) violation hearings and provide administrative oversight of components of the IID program. HSO staff will work cooperatively with the TSRP and the Administrative Hearing Attorneys to increase successful prosecution and conviction of DUI offenders.

## **Activities:**

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

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

*Staff Person:* Eugene Interlandi

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 2 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 office equipment and operating expenses.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
402-AL	0198-0704-AA	CT-DOT/HSO	Alcohol Program Management	\$120.60
154AL	0198-0722-AA	CT-DOT/HSO	Alcohol Program Management (154)	\$182,332.99

**Project Title: DUI Overtime Enforcement**

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

*Staff Person:* Eugene Interlandi

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 the Thanksgiving, Christmas and New Year's holidays, as well as Super Bowl Sunday, Saint Patrick's Day, Cinco de Mayo, 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, HSO staff made every effort to encourage DUI checkpoint activity throughout the year. The HSO awarded 76 Comprehensive DUI Enforcement projects in FFY 2018 to the State Police, Resident State Trooper offices and municipal police 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	0198-0722-AE	BETHANY-*	DUI Enforcement	\$14,993.63
154AL	0198-0722-AF	KILLINGLY-*	DUI Enforcement	\$41,769.76
154AL	0198-0722-AG	GLASTONBURY	DUI Enforcement	\$24,189.22
154AL	0198-0722-AH	DURHAM-*	DUI Enforcement	\$24,393.49
154AL	0198-0722-AI	MIDDLEFIELD-*	DUI Enforcement	\$19,575.68
154AL	0198-0722-AJ	BRISTOL	DUI Enforcement	\$116,226.45
154AL	0198-0722-AK	LEDYARD	DUI Enforcement	\$16,783.37
154AL	0198-0722-AL	GREENWICH	DUI Enforcement	\$65,365.49



154AL	0198-0722-AM	WATERTOWN	DUI Enforcement	\$24,172.72
154AL	0198-0722-AN	NEW BRITAIN	DUI Enforcement	\$90,339.15
154AL	0198-0722-AO	ELLINGTON-*	DUI Enforcement	\$46,304.11
154AL	0198-0722-AP	SOMERS-*	DUI Enforcement	\$35,556.34
154AL	0198-0722-AQ	NAUGATUCK	DUI Enforcement	\$44,900.00
154AL	0198-0722-AT	FAIRFIELD	DUI Enforcement	\$154,618.50
154AL	0198-0722-AU	MERIDEN	DUI Enforcement	\$7,380.90
154AL	0198-0722-AV	CITY OF GROTON	DUI Enforcement	\$4,455.64
154AL	0198-0722-AW	DEEP RIVER-*	DUI Enforcement	\$46,212.69
154AL	0198-0722-BB	STAFFORD-*	DUI Enforcement	\$44,483.32
154AL	0198-0722-BC	CROMWELL	DUI Enforcement	\$17,647.19
154AL	0198-0722-BD	NORWALK	DUI Enforcement	\$53,940.56
154AL	0198-0722-BE	BETHEL	DUI Enforcement	\$20,240.00
154AL	0198-0722-BF	KILLINGWORTH-*	DUI Enforcement	\$14,544.87
154AL	0198-0722-BH	MANCHESTER	DUI Enforcement	\$139,459.36
154AL	0198-0722-BI	BRANFORD	DUI Enforcement	\$43,908.81
154AL	0198-0722-BJ	NORTH HAVEN	DUI Enforcement	\$2,754.16
154AL	0198-0722-BK	TOWN OF GROTON	DUI Enforcement	\$28,447.27
154AL	0198-0722-BL	COVENTRY	DUI Enforcement	\$2,414.84
154AL	0198-0722-BM	NORWICH	DUI Enforcement	\$30,492.63
154AL	0198-0722-BN	WINDSOR	DUI Enforcement	\$13,102.86
154AL	0198-0722-BO	EAST HAVEN	DUI Enforcement	\$4,115.86
154AL	0198-0722-BQ	OLD LYME-*	DUI Enforcement	\$8,038.97
154AL	0198-0722-BT	JEWETT CITY-*	DUI Enforcement	\$54,632.27
154AL	0198-0722-BU	NEW CANAAN	DUI Enforcement	\$3,032.87
154AL	0198-0722-BX	DANBURY	DUI Enforcement	\$0.00
154AL	0198-0722-BY	BERLIN	DUI Enforcement	\$6,798.21
154AL	0198-0722-BZ	WILTON	DUI Enforcement	\$39,536.90
154AL	0198-0722-CA	EAST LYME	DUI Enforcement	\$65,691.89
154AL	0198-0722-CB	HARTFORD	DUI Enforcement	\$232,298.64
154AL	0198-0722-CC	WALLINGFORD	DUI Enforcement	\$36,809.96
154AL	0198-0722-CE	NORTH STONINGTON-*	DUI Enforcement	\$31,876.77
154AL	0198-0722-CF	TOLLAND-*	DUI Enforcement	\$35,082.53
154AL	0198-0722-CG	CHESTER-*	DUI Enforcement	\$15,891.18
154AL	0198-0722-CH	VERNON	DUI Enforcement	\$23,385.50
154AL	0198-0722-CI	MONROE	DUI Enforcement	\$15,967.90
154AL	0198-0722-CJ	WILLIMANTIC	DUI Enforcement	\$29,079.71
154AL	0198-0722-CK	HADDAM-*	DUI Enforcement	\$14,823.78
154AL	0198-0722-CL	TRUMBULL	DUI Enforcement	\$59,905.36
154AL	0198-0722-CM	STRATFORD	DUI Enforcement	\$18,831.26
154AL	0198-0722-CN	ENFIELD	DUI Enforcement	\$132,236.82
154AL	0198-0722-CP	COLCHESTER-*	DUI Enforcement	\$22,490.69
154AL	0198-0722-CQ	LISBON-*	DUI Enforcement	\$12,472.56
154AL	0198-0722-CS	MONTVILLE	DUI Enforcement	\$22,898.07

154AL	0198-0722-CV	WATERFORD	DUI Enforcement	\$7,540.24
154AL	0198-0722-CW	WESTON	DUI Enforcement	\$11,965.91
154AL	0198-0722-CZ	WOODBIDGE	DUI Enforcement	\$16,151.69
154AL	0198-0722-DA	NEWTOWN	DUI Enforcement	\$36,983.20
154AL	0198-0722-DC	WESTBROOK-*	DUI Enforcement	\$10,194.54
154AL	0198-0722-DE	TORRINGTON	DUI Enforcement	\$10,392.85
154AL	0198-0722-DH	CHESHIRE	DUI Enforcement	\$16,016.36
154AL	0198-0722-DI	NEW HAVEN	DUI Enforcement	\$210,960.77
154AL	0198-0722-DJ	SOUTH WINDSOR	DUI Enforcement	\$35,911.99
154AL	0198-0722-DK	PLAINFIELD	DUI Enforcement	\$21,517.96
154AL	0198-0722-DL	OLD SAYBROOK	DUI Enforcement	\$38,218.23
154AL	0198-0722-DN	ORANGE	DUI Enforcement	\$9,365.93
154AL	0198-0722-DO	NORTH BRANFORD	DUI Enforcement	\$4,645.89
154AL	0198-0722-DQ	WINDSOR LOCKS	DUI Enforcement	\$40,030.33
154AL	0198-0722-DR	WEST HARTFORD	DUI Enforcement	\$110,803.17
154AL	0198-0722 DU	MANSFIELD-*	DUI Enforcement	\$79,030.13
154AL	0198-0722-DV	ROCKY HILL	DUI Enforcement	\$26,150.91
154AL	0198-0722-DW	EAST WINDSOR	DUI Enforcement	\$21,444.71
154AL	0198-0722-DZ	NEW LONDON	DUI Enforcement	\$13,112.15
154AL	0198-0722-EB	SPRAGUE-*	DUI Enforcement	\$12,617.82
154AL	0198-0722-EC	PRESTON-*	DUI Enforcement	\$14,518.80
154AL	0198-0722-ED	WATERBURY	DUI Enforcement	\$39,900.00
154AL	0198-0722-EZ	STAMFORD	DUI Enforcement	\$86,893.13
405d-1	0198-0743-1- DM	DESPP	DUI Enforcement	\$564,406.83

\*Resident State Trooper Towns



#### Project Title: SFST Training

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

*Staff Person:* Eugene Interlandi/Edmund Hedge

Funding was provided for judicial and law enforcement agencies to train personnel in the latest methods of DUI enforcement. Four SFST and five ARIDE training sessions were conducted at POSTC and 191 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. A DAX evidence recorder was also purchased as a training tool.

TRAINING CLASS	2016	2017	2018
SFST - High Visibility Enforcement Trained Officers	81	61	88
ARIDE - Advanced Roadside Impaired Driving Enforcement	134	62	103
<b>TOTAL</b> Law Enforcement Trained	<b>215</b>	<b>123</b>	<b>191</b>

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0198-0722-AB	CT-DOT/HSO	Alcohol Related Program Training	\$7,373.80
154AL	0198-0722-DB	CT-DOT/HSO	DAX Recorder	\$ 4,995.00

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

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

*Staff Person:* Eugene Interlandi/Edmund Hedge

A Statewide Traffic Safety Resource Prosecutor (TSRP) position was funded within the Office of the Chief State's Attorney. Objectives included implementing and continually refining a DWI training component for all prosecutors, researching DWI prosecution efforts and disseminating this information to prosecutors and grant funding sources, maintaining a liaison between NHTSA, the Division of Criminal Justice, State and municipal police agencies, and other State agencies and interested organizations, handling significant DWI cases, serving as consultant to other prosecutors handling DWI cases and providing training to law enforcement officials. Activities included successful prosecutions of DUI and other drug impaired related cases through training/education programs for professionals from all related fields, including law enforcement officials, prosecutors, judges and hearing officers. The TSRP is also creating and updating training manuals which will aid in the successful identification and prosecution of DUI offenders for both law enforcement and judicial officials. The TSRP acted in an advisory capacity to State and local law enforcement agencies and the HSO on all DUI and/or impaired driving legislation and has worked on drafting legislation to strengthen the DUI laws. The TSRP networked with many traffic safety partners including the HSO, the Department of Motor Vehicles, Mothers Against Drunk Driving (MADD), the Central Infractions Bureau (CIB), the Connecticut Police Training Academy and the Connecticut Police Chiefs Association, and serves as a member of the Connecticut Statewide Impaired Driving Task Force. Reports on TSRP activities were submitted monthly to the HSO.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
-----------------------	-----------------------	---------------	--------------	------------------

154AL	0198-0722-AC	CT-DOT/HSO	Criminal Justice	\$138,991.83
402-PT	0198-0707-AF	CT-DOT/HSO	Criminal Justice	\$44,737.17

**Project Title: Part-Time Traffic Safety Resource Prosecutor (TSRP)**

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

*Staff Person:* Eugene Interlandi/Edmund Hedge

A part-time Traffic Safety Resource Prosecutor (TSRP) position was funded within the Highway Safety Office. The goal of this project was to increase the ability of the Division of Criminal Justice to successfully prosecute DUI-related cases. The objective of this project was to hire a part-time Traffic Safety Resource Prosecutor (TSRP) to assist the full-time TSRP currently being maintained by the Division of Criminal Justice. Efforts towards the goal included implementing and refining a DUI component for all prosecutors, researching DUI prosecution efforts, maintaining a liaison among federal, state and private organizations, handling significant DUI cases, serving as consultant to other prosecutors handling DUI cases and providing training to law enforcement. Activities included prosecutorial consultant activity, DUI enforcement related training, statewide DUI law coordination, DUI program related activity, DUI law review and Connecticut DUI legislation.

The part-time TSRP position was only funded in January 2018 during FFY 2018 due to the resignation of the part-time TSRP consultant.

Funding Source	Project number	Agency	Title	\$ Amount
154AL	0198-0722-BA	CT-DOT/HSO	Criminal Justice	\$2,138.42

**Project Title: Mothers Against Drunk Driving (MADD) Initiatives**

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

*Staff Person:* Eugene Interlandi

*Power of Parents It's Your Influence*

The Mothers Against Drunk Driving (MADD) educational outreach program, Power of Parents, It's Your Influence, received federal funding under this task. The program was a 30-minute workshop given to parents. It 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. A total of eight workshops reaching one hundred thirty-one (131) participants were conducted over the course of the grant. Workshop events included driving schools, alternative to incarceration sessions, parent orientations, coalition forums and lunch and learn events and were conducted in various towns. In addition to the workshops, MADD held an additional nine presentations reaching roughly 800 parents during which impaired driving educational materials were distributed.

Funding Source	Project number	Agency	Title	\$ Amount
----------------	----------------	--------	-------	-----------

154AL	0198-0722-EE	MOTHERS AGAINST DRUNK DRIVING	Power of Parents	\$29,359.49
-------	--------------	--	------------------	-------------

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

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

*Staff Person:* Eugene Interlandi

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) (e.g., 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 are 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 the specific needs analysis was complete and program structure was determined.

The following equipment purchases assisted law enforcement in the performance of DUI checkpoint activities:

*DUI Enforcement Equipment*

The Cromwell Police Department purchased 100 retroreflective 28" traffic cones. The equipment will be used to assist with DUI sobriety checkpoint activities within Cromwell's region. The Cromwell Police Department has officers assigned to the Mid-State Traffic Enforcement Unit and Accident Reconstruction Squad and conducts joint operations with other towns. This equipment will improve safety conditions for both officers and motorists at DUI checkpoints.

*DUI Checkpoint Signage*

The Highway Safety Office purchased 120 36" fold and roll system signs along with 120 storage bags for the transport and storage of the signs. The signs read "SOBRIETY CHECKPOINT AHEAD" and are being distributed to participating law enforcement agencies throughout the state to use for DUI checkpoints. The equipment will be used to improve safety conditions at DUI checkpoints.

*DUI Checkpoint Equipment*

The New Haven Police Department purchased a stop sign holder with pole and base, LED work lights, horizontal gaze nystagmus instruments and a pop up tent with weight bags. This equipment will be used to enhance the effectiveness and efficiency of DUI checkpoints. The equipment will also facilitate good traffic management and create a safer experience for drivers, pedestrians, and officers.

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 purchases assisted in the identification of impairment through forensic science activity:

**Operational Supplies and Consumables**

The Department of Emergency Services and Public Protection (DESPP) Division of Scientific Services purchased general consumables, Laboratory Information Management System (LIMS) supplies, breathalyzer gases and new freezers. Supplies purchased will be used to achieve the objective of adequately processing, analyzing and maintaining biological specimens. The freezers will be used to store DUI evidence until cases are adjudicated.

**Extended Service Contracts and Warranties**

The Department of Emergency Services and Public Protection (DESPP) Division of Scientific Services purchased a service contract for their nitrogen generators and extended warranty service contracts for their mass spectrometer instruments. The service contracts and warranties will ensure that routine maintenance be done on the equipment and that the equipment will continue to operate effectively.

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Item (#'s)</b>	<b>\$ Unit Cost</b>
<b>154AL</b>	<b>0198-0722-DD</b>	<b>CROMWELL POLICE DEPARTMENT</b>	<b>DUI Enforcement Equipment</b>	<b>\$1,925.00</b>
<b>154AL</b>	<b>0198-0722-DF</b>	<b>CT-DOT/HSO</b>	<b>DUI Checkpoint Signage</b>	<b>\$26,275.20</b>
<b>154AL</b>	<b>0198-0722-DG</b>	<b>NEW HAVEN POLICE DEPARTMENT</b>	<b>DUI Checkpoint Equipment</b>	<b>\$1,784.12</b>
<b>405d-5</b>	<b>0198-0743-5-BD</b>	<b>DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION</b>	<b>Operational Supplies and Consumables</b>	<b>\$101,602.60</b>
<b>405d-5</b>	<b>0198-0743-5-DN</b>	<b>DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION</b>	<b>Extended Service Contracts and Warranties</b>	<b>\$115,516.33</b>

**Project Title: DUI Media Campaign**

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

*Staff Person:* Eugene Interlandi/Michael Whaley

Funding was used for paid advertising in support of NHTSA scheduled crackdown periods (i.e., Thanksgiving/Christmas/New Year, Memorial Day, July 4<sup>th</sup> and Labor Day holiday periods). A Super Bowl campaign was also included. Paid advertising in the form of digital marketing, outdoor billboards, radio and television was used to complement associated enforcement in support of national holiday mobilizations and is the major component of this activity. Paid media buys included the development of a creative concept and images and targeted the overrepresented alcohol related crash demographic of 18 to 34 year old males. A bilingual component for Spanish speaking audiences was also included. 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 were conducted.

Advertising 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 was purchased at the following venues, including but not limited to: New Britain Stadium, Hartford’s XL Center and Dunkin’ Donuts Park, Bridgeport’s Harbor Yard Arena and Ballpark, Gampel Pavilion in Storrs, Ives Theater in Danbury, Rentschler Field in East Hartford, Dodd Stadium in Norwich, Live Nation Theatres in Hartford and Wallingford, Lime Rock Park in Salisbury, Stafford Motor Speedway in Stafford Springs, Thompson International Speedway in Thompson and high school state tournament locations throughout the state. Alongside these messages appearing at these venues, public information and education efforts were conducted on-site to engage the public and encourage them to drive sober.

#### Media Campaign Costs

- The total amount spent for the Thanksgiving, Christmas, New Year crackdown (November 2017 - January 2018) was \$121,821. The cost breakdown was: Digital Advertising - \$17,500 for 3,248,633 impressions; Digital Video - \$6,000 for 72,829 impressions; Digital Social - \$3,000 for 340,205 impressions; Outdoor - \$13,840 for 16 boards; Radio - \$43,987 for 555 spots; and TV - \$37,494 for 1,326 spots.
- The total amount spent for the Super Bowl (January 29, 2018 – February 4, 2018) was \$13,500. The cost breakdown was: Digital Campaign - \$8,500 for 793,702 impressions; and Radio - \$5,000 for 72 spots.
- The total amount spent for the summer crackdown was \$63,754. The summer crackdown periods included Memorial Day (May 27, 2018 – May 31, 2018), the 4<sup>th</sup> of July (July 1, 2018 – July 4, 2018) and Labor Day (August 27, 2018 – September 2, 2018). The cost breakdown was: Radio - \$41,556 for 1,120 spots; Outdoor - \$6,002 for 7 boards; and TV - \$16,196 for 636 spots. The summer campaign also included a digital component with 3,117,725 impressions.
- Additionally, a Spanish campaign ran from November 21, 2017 to September 4, 2018. The Spanish campaign utilized digital, radio and outdoor mediums and produced 6,656,175 impressions and 565 spots.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154PM	0198-0720-AA	CT-DOT/HSO	DUI Media Campaign	\$1,223,916.00

**Project Title: Administrative Per Se Hearing Attorney(s)**

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

*Staff Person:* Eugene Interlandi

Funding was provided to the Department of Motor Vehicles (DMV) for two Administrative Per Se Hearing Attorneys. Funding this position provided legal counsel and representation for the arresting officer during DMV Administrative Per Se hearings. By having counsel represent the officer, less DUI related license suspensions were dismissed during the Per Se hearing process, resulting in more DUI convictions. Monthly activity reports were submitted to the HSO for project monitoring. Through this project, the Per Se Hearing Attorneys 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.

Administrative Per Se Hearing Attorney(s) Activity by Quarter

- From October 2017 to December 2017: Reports Reviewed – 1,882; Cases Presented – 164; Non-processable Reports Reviewed – 256; Non-processable Reports Saved – 28.
- From January 2018 to March 2018: Reports Reviewed – 1,742; Cases Presented – 181; Non-processable Reports Reviewed – 168; Non-processable Reports Saved – 17.
- From April 2018 to June 2018: Reports Reviewed – 1,774; Cases Presented – 182; Non-processable Reports Reviewed – 159; Non-processable Reports Saved – 14.
- From July 2018 to September 2018: Reports Reviewed – 1,860; Cases Presented – 201; Non-processable Reports Reviewed – 273; Non-processable Reports Saved – 14.

The total number of Per Se hearings reports reviewed was 7,258. The total number of cases presented was 728. The total number of non-processable reports reviewed was 856. The total number of non-processable reports saved was 73.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-4	0198-0743-4-BF	CT-DOT/HSO	(2) DMV Admin. Per Se Hearings Attorney(s)	\$406,016.83

**Project Title: Ignition Interlock Device (Personnel Support)**

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

*Staff Person:* Eugene Interlandi

Funding was provided for two Office Assistant positions at the Connecticut Department of Motor Vehicles (DMV) to perform clerical duties in support of the Ignition Interlock Device (IID)



program. Current activities include opening and processing incoming mail, pulling driver histories for Motor Vehicle Analyst (MVA) review, preparing incoming documents for MVA review, scanning conviction information, entering fee payments and performing other clerical duties as needed. Additionally, the Office Assistants answer telephone calls from attorneys and customers. Having clerical staff perform these duties allows Program Coordinators and MVAs more time to review incoming cases, respond to inquiries and perform analytical IID program duties. The DMV Driver Services Unit reported a total of 4,312 OUI arrests, 2,398 OUI convictions and 10,017 driver license reinstatements with an IID requirement for the reporting period.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-6	0198-0743-6-DI	CT-DOT/HSO	Ignition Interlock Device (Personnel Support)	\$57,787.53

**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 15 State and local law enforcement officials as Drug Recognition Experts (DREs) and three instructor candidates as DRE instructors. The HSO worked with the state of Vermont to participate in the expansion of the Connecticut Drug Evaluation and Classification Program (DECP) including the DRE program. Also included in this task was the recertification of practitioners and instructors. This task ensured that the NHTSA/IACP credentialed DRE evaluations are implemented uniformly by seven DRE instructors and 46 DRE practitioners (53 total DREs) throughout the State. Funding also included overtime expenses and 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>
405d-2	0198-0743-2-BH	CT-DOT/HSO	DRE Training	\$55,956.41

**Project Title: DRE Field Materials and Tablets for Evaluations and Recording**

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

*Staff Person:* Edmund Hedge

The Highway Safety Office partnered with the University of Connecticut, Transportation Safety Research Center to collect and analyze DRE evaluation data. The center was awarded a highway safety grant to purchase tablets which were distributed to each certified DRE to expedite the reporting to the national tracking system. The data collected will assist in tracking and problem identification. The tablets will remain state property and will be subject to monitoring evaluation activity. DRE kits were also purchased. This task directly supported

the DRE training program and provided expert field material for each of the State's DREs.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-1	0198-0743-1-BM	CT-DOT/HSO	DRE Kits	\$ 14,819.76
405d-1	0198-0743-1-DK	UConn	DRE Tablets and Support	\$ 61,392.17

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

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

*Staff Person:* Eugene Interlandi

1001.ROBOTIX.COM

2014-07-22 EDT 10:48:17



Funding for underage drinking enforcement was awarded to five municipal and university law enforcement agencies. Consideration was given to communities with higher underage drinking violation rates weighted by population and injury and fatal crash data. Activities included Xfinity Theater summer concert parking lot patrols, compliance checks, party patrols, surveillance patrols, Cops in Shops and shoulder taps. Many activities involved officers working at school events enforcing the underage drinking laws. Educational activities were also included.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0198-0722-EQ	HARTFORD	Underage Alcohol Enforcement Grant	\$69,751.66
154AL	0198-0722-ET	WILLIMANTIC	Underage Alcohol Enforcement Grant	\$30,898.61
154AL	0198-0722-EV	WEST HARTFORD	Underage Alcohol Enforcement Grant	\$35,971.58
154AL	0198-0722-EW	MANSFIELD	Underage Alcohol Enforcement Grant	\$50,984.67

<b>405d-1</b>	<b>0198-0743-1-AM</b>	<b>CCSU</b>	<b>Underage Alcohol Enforcement Grant</b>	<b>\$37,926.68</b>
---------------	-----------------------	-------------	---	--------------------

**Project Title: Personnel (Chemist – Toxicology/Breathalyzer)**

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

*Staff Person:* Eugene Interlandi

This task provided for a full-time Forensic Science Examiner position and a full-time Office Assistant position at the Department of Emergency Services and Public Protection (DESPP) Division of Scientific Services. The two positions were divided equally between support of the Breath Alcohol Testing (BAT) program and analysis of toxicology samples in DUI cases. Activities in BAT included instrument evaluation and certification, training of instructors, coordinating statistical data, presenting expert testimony regarding alcohol testing in general and breath alcohol testing in specific. Activities in casework analysis included determination of alcohol concentration in blood and urine samples using Headspace-GC analysis, EMIT screening for drugs of abuse and pharmaceuticals that may impair driving, and LC- and GC-mass spectrometry analysis of samples for detection and confirmation of such drugs, as well as drugs not detected by EMIT screen procedures. A total of 7,501 alcohol and drug analyses were performed during the reporting period. In addition, the staff members attended two trainings.

<u><b>Funding Source</b></u>	<u><b>Project number</b></u>	<u><b>Agency</b></u>	<u><b>Title</b></u>	<u><b>\$ Amount</b></u>
<b>405d-5</b>	<b>0198-0743-5-BQ</b>	<b>DESPP</b>	<b>Personnel (Chemist)</b>	<b>\$244,898.61</b>

**Project Title: Data Analysis and Surveys**

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

*Staff Person:* Aaron Swanson

This project provided funding for the provision of data to the Highway Safety Office used for problem identification and the creation of countermeasures to decrease fatalities and injuries related to impaired driving. This project provided funding for annual evaluation and support for the Impaired Driving Program. The project included data evaluation and support for annual planning documents. This project also included NHTSA core performance measure mandated attitude and awareness surveys and analysis as well as knowledge and awareness surveys at DMV offices to track the impact of enforcement activities.

<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154AL</b>	<b>0198-0722-AD</b>	<b>HSO</b>	<b>Data Analysis &amp; Surveys</b>	<b>\$150,000.00</b>

**Project Title: The Governor's Prevention Partnership – Youth Led Underage Drinking Prevention**

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

*Staff Person:* Michael Whaley

E3: Encourage, Empower, Engage is a peer-to-peer underage drinking and substance abuse program developed and launched by The Governor's Prevention Partnership in 2015. It was designed with the input of over 250 youths from across the state. The main purpose of the intervention is to give students the tools and resources to identify problems and make appropriate decisions about staying away from drugs and alcohol. One major decision is to avoid driving while under the influence of alcohol or getting in the car with others who are impaired. E3 promotes healthy decision making through educational activities, skill development and leadership opportunities. The program includes a structured web-based curriculum supported by youth involvement in school or community-wide campaigns. The curriculum is grounded in research and literature that proves the efficacy of peer-to-peer approaches in reducing and preventing substance abuse. Youth who participate in the peer-to-peer program are armed with the knowledge and skills they need to make good decisions in any setting. The E3 program is led by trained high school students, under the guidance of a youth advisor and is designed for high-school age youths in school or community settings. During the 2017-2018 school year, there were 137 youths trained statewide in the peer-to-peer prevention program from seven local communities statewide. Each participating youth group reaches a total of 593 youths who were exposed to prevention of risky behavior messages through community campaigns. Each participating group completed two community awareness campaigns reaching a total of 7,500 parents and other community members who received prevention-based messaging. E3 Advisors trained 118 peer facilitators while offering on-going advanced training and technical assistance and participated in a minimum of one in-person training per facilitator. The Governor's Prevention Partnership Program Manager trained 16 adult advisors and provided on-going advanced training and technical assistance to support their development through monthly advisor cohort calls. E3 had a total of 7 schools and/or community organizations participate in the program this year. Outreach was provided to over 25 schools statewide for future recruitment purposes. The pre and post surveys combined with process information indicate that the E3 program has had a positive influence on student beliefs, attitudes, and skills pertaining to healthy decision making around alcohol, drugs and impaired driving.

<b>Funding Source</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154-AL</b>	<b>0198-0722-EM</b>	<b>Governor's Prevention Partnership</b>	<b>Youth Led Underage Drinking Prevention</b>	<b>\$85,763.19</b>

**Project Title: 'Choices Matter' Impaired Driving Program Featuring Chris Sandy**

*Oversight:* Department of Transportation, Highway Safety Office

*Staff Person:* Michael Whaley

The HSO brought back Chris Sandy's powerful 'Choices Matter' program to 60 high schools in Connecticut during the 2017-2018 school year. The program was expanded from 45 to 60 schools due to the continued overwhelmingly positive response and additional requests from schools to host the program. When Chris was 22 years old he was charged and convicted on two counts of vehicular homicide by DUI and spent eight and a half years in prison for his crime. In prison he committed himself to preventing anyone else from repeating his mistakes, and his story has since been the inspiration for a book and documentary as well as winning an EMMY Award. Chris Sandy is now serving the remainder of his sentence on parole/probation until 2031. This former inmate continues sharing his dynamic live presentation at schools, colleges, conferences, military bases and business organizations nationwide. He is considered one of the most talented speakers in the youth industry. Chris has spoken to over a million people in the United States. Chris again partnered with Eric Krug at some of the schools, an injury victim in a deadly alcohol related crash, creating an incredible presentation featuring an offender and victim. An impaired driving simulator was present at each location for students as a hands-on portion of this program to allow them the experience to see the potentially devastating consequences of driving impaired in a safe setting. A survey was also administered to students during this portion of the program which gauged their beliefs and perceptions regarding underage drinking. Students, school administrators and parents continue to request this program for their communities as it continues to travel throughout Connecticut.

<b>Funding Source</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>154-AL</b>	<b>0198-0722-AY</b>	<b>CT DOT/HSO</b>	<b>Choices Matter</b>	<b>\$240,000.00</b>

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

There was \$120.60 in 402-AL funds spent in this program area during FFY2018.

There was \$44,737.17 in 402-PT funds spent in this program area during FFY2018.

There was \$1,223,916.00 in 154PM funds spent in this program area during FFY2018.

There was \$3,984,734.66 in 154AL funds spent in this program area during FFY2018.

There was \$678,545.44 in 405d-1 funds spent in this program area during FFY2018.

There was \$55,956.41 in 405d-2 funds spent in this program area during FFY2018.

There was \$406,016.83 in 405d-4 funds spent in this program area during FFY2018.

There was \$462,017.54 in 405d-5 funds spent in this program area during FFY2018.

There was \$57,787.53 in 405d-6 funds spent in this program area during FFY2018.

## ***Occupant Protection***

### **Performance Goals:**

To maintain the five year moving average of 60 (2011-2015) unbelted occupant fatalities during 2018.

To increase the statewide observed seat belt use rate from 89.4 percent in 2016 to 90 percent or above in 2018.

### **Number of Agencies that participated in Occupant Protection Program in FFY 2018: 105**

During the May enforcement period 105 police agencies participated. HSO provided funding to 41 agencies and the Connecticut State Police.

*The following activities took place as part of the Occupant Protection program to meet the above goals/targets. The target(s) were met for the following reasons:*

***The target to increase the statewide observed seat belt use rate to 90 percent or above was reached with a 2018 seat belt rate of 92.1%.***

Connecticut's seat belt use rate increased to an all-time high of 92.1% in 2018. Below describes the efforts that Connecticut undertook to increase the use of seat belts. A Seatbelt Working Group was created in 2014 to discuss methods to increase belt use in Connecticut. The Working Group is represented by state and local law enforcement, Preusser Research Group, AAA, Cashman+Katz Media Consultant, Transportation Safety Research Center, Department of Public Health, area hospital ER Doctor, hospitals injury prevention departments and the HSO. As a result of the Working Group, changes were made which included revisions to the media campaign which focused on educating drivers on the fines associated with not wearing a seatbelt and increased sustained enforcement along with other education strategies. A combination of adding the fines to the media campaign, having year round seat belt messaging and encouraging law enforcement agencies to increase sustained enforcement helped raise our belt use rate.

Connecticut joined law enforcement agencies across the eastern half of the United States in mobilizing the CIOT "Border to Border" operation to reinforce the message across state lines that driving or riding unbuckled will result in a ticket. The HSO also continued year round social norming campaign during non-CIOT periods. Law enforcement partners were encouraged to continue extra enforcement beyond the two-week campaign (sustained enforcement), and social norming messaging was used to keep seat belt use awareness in the news.





During this reporting period, there were two “Click it or Ticket” Enforcement Mobilization efforts commencing on November 20, 2017 and May 22, 2018. State and local law enforcement departments conducted seat belt checkpoints that included local media news coverage.

The November’s mobilization activity resulted in a total of 1,250 seat belt citations, 16 child safety seat citations, 610 speeding citations, and 325 cellphone/distracted driving citations and 37 DUI arrests. The May’s mobilization enforcement activity included a total of 3,675 seat belt citations, 40 child safety seat citations, 1,166 speeding citations, 1,014 cellphone/distracted driving citations and 65 DUI arrests.

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

Greater effort was placed on areas with low seat belt usage and unbelted crashes through increased enforcement and education. This practice was initiated during the 2014 planning cycle and continued during 2018 fiscal year. This was accomplished by analyzing crash and observation data to identify towns and areas with low belt use. This analysis focused on the combination of low belt use towns identified through observation surveys and paired it with ranked analysis of unbelted crashes and fatalities, population and VMT data over a five year period. This process served to prioritize funding opportunities for participating law enforcement agencies. The HSO then assigned a greater funding priority to towns and agencies that showed the greatest need in this area. This increased focus on low belt use 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 continued to encourage law enforcement agencies statewide to apply for and participate in the CIOT mobilizations in May and November regardless of funding availability. The HSO continued Seat Belt Working Group meetings, sustained enforcement, educational outreach and media buys during enforcement and non-enforcement periods.



#### **DOT: Seat-belt use tops 90 percent in Connecticut**

For the first time, more than 90 percent of Connecticut drivers and passengers are wearing seat belts. The 90.3 percent compliance rate puts Connecticut at the highest compliance rate in New England. It also exceeds the national compliance rate of...

CTPOST.COM



**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 2 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.

A small portion of this project was used to fund salary and operating expenses.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402- OP</b>	<b>0198-0702-AA</b>	<b>CT-DOT/HSO</b>	<b>OP Program Administration</b>	<b>\$842.68</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 the required NHTSA core performance measure attitude and awareness surveys and analysis. NHTSA approved the use of 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 - OP</b>	<b>0198-0702-AB</b>	<b>CT-DOT/HSO</b>	<b>Data Analysis &amp; Surveys</b>	<b>\$150,000.00</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 focused patrols. This project provides 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 focused patrol and roving/saturation patrols. The WAVE is 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.

During the FFY18 mobilizations, 41 agencies participated as sub-grantees. We increased our focus on low seat belt use towns and areas with unrestrained crashes based on data from Connecticut's *2017 Seat Belt Use Report*. This was accomplished by analyzing crash and observation data to identify towns and areas with low belt use. This analysis focused on the combination of low belt use towns identified through observation surveys and paired it with ranked analysis of unbelted crashes and fatalities, population and VMT data over a five year period. Increased effort was focused on low seat belt use towns through increased enforcement and education.

**Participated Funded Agencies**

Berlin	9,983.77		Greenwich	9,384.88		Orange	6,385.28		Watertown	7,717.19
Bethel	9,288.96		Hamden	14,954.36		Plainville	6,343.38		West Hartford	7,346.93
Bloomfield	8,415.55		Hartford	15,290.80		Seymour	6,067.94		Westport	6,408.32
Bridgeport	16,224.98		Manchester	16,600.03		South Windsor	7,999.56		Wilton	2,576.44
Brookfield	1,731.21		Middletown	6,586.90		Southington	4,583.80		Windsor	3,598.88
Danbury	15,863.06		Monroe	4,302.18		Stamford	11,769.66			
Darien	6,721.44		Naugatuck	1,960.15		Stonington	6,433.29			
East Hartford	11,200.00		New Britain	15,087.88		Stratford	9,677.70			
Enfield	10,778.62		New Haven	16,418.11		Vernon	7,964.84			
Fairfield	10,000.00		New London	5,823.70		Wallingford	11,793.72		Night Time Seat Belt Pilot	
Farmington	12,835.88		Norwalk	8,175.82		Waterbury	8,312.03		Stamford	7,015.49
Glastonbury	6,650.54		Norwich	5,087.06		Waterford	5,903.27		New Britain	16,882.00
									Berlin	5,007.50

During this reporting period, there were two “Click it or Ticket” Enforcement Mobilization efforts commencing on November 20, 2017 and May 22, 2018. State and local law enforcement departments conducted seat belt checkpoints that included local media news coverage. November’s mobilization activity resulted in a total of 1,250 seat belt citations, 16 child safety seat citations, 610 speeding citations, and 325 cellphone/distracted driving citations and 37 DUI arrests. The May’s mobilization enforcement activity included a total of 3,675 seat belt citations, 40 child safety seat citations, 1,166 speeding citations, 1,014 cellphone/distracted driving citations and 65 DUI arrests.



During the two-week national “Click It or Ticket” (CIOT) mobilization, the extra earned media helped to educate the public. During the May enforcement period, 105 police agencies participated even though HSO provided funding to only 41 (the 41 were selected based on a data and performance-driven process).

Connecticut joined law enforcement agencies across the eastern half of the United States in mobilizing the CIOT “**Border to Border**” operation to reinforce the message across state lines that driving or riding unbuckled will result in a ticket.

Fund	Project number	Agency	Title	\$ Amount
402- OP	0198-0702-AC	CT-DOT/HSO	Click It or Ticket Enforcement (November & May Mobilization)	\$360,248.55
402-OP	0198-0702-AH	CT-DOT/HSO	Nighttime Enforcement Pilot	\$28,905.59
402-OP	0198-0702-AI	DESPP	Nighttime Enforcement Pilot	\$47,311.51

**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.

Connecticut State Police mobilization for both enforcement periods included a total of 1,372 safety belt citations, 4 child safety seat citations, 10 speeding citations, 13 cellphone/distracted driving citations and 115 other motor vehicle citations.

Fund	Project number	Agency	Title	\$ Amount
405b-1 (M2HVE)	0198-0741-1-AC	DESPP	Occupant Protection Enforcement/CSP	\$100,612.67

**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 Simulator 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 51 events and Rollover Simulator demonstrations at 30 events. Demonstrations were held at county fairs, colleges, school events, safety fairs and other community events. Total observers for both the Convincer and the Rollover were approximately 13,384 people.

Fund	Project number	Agency	Title	\$ Amount
405b-2 (M2PE)	0198-0741-2-AE	DESPP	Safety Belt Convincer/Rollover Simulator	\$103,712.81

**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 not 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. The prominence of the “Click it or Ticket” message and its ability to reach the target audience is particularly important and timely as the HSO focuses on increasing the seat belt usage rate. Media effectiveness was tracked and measured through required evaluation reports from media agencies, and attitude and awareness surveys conducted at local DMV’s.

During this federal year 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. The HSO began using a social norming messaging during non-CIOT periods.

A media consultant also developed a Connecticut specific media messages on the importance of using seat belts and created a music/dance video #BuckleUpCT. We partnered with a local popular radio station sponsorship to keep seat belt use awareness in the news and media. This media consultant gave us added-value with elevator wraps at the malls for the month of December. This partnership allows us to reach a great majority of our target audience.

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, event promotions and message specific promotions 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 and Thompson International Speedway. The HSO also utilized state wide variable message boards with “Click it or Ticket. Seat Belts Save Lives” message during HVE.

Fund	Project number	Agency	Title	\$ Amount
402 - OP	0198-0702-AE	CT-DOT/HSO	Occupant Protection Media Buy	\$341,654.00



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

There was \$204,325.48 in 405b funds spent in this Occupant Protection program area during FFY18.

There was \$928,962.33 in 402 funds spent in this Occupant Protection program area during FFY18. \*

\*Please note two Child Passenger Safety Projects are reflected in the Financial Summary under this area but are not in this section.

## ***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:*

There were 190 technicians who were eligible to recertify for Connecticut from October 2017 thru September 2018. A total of 128 technicians did recertify bringing CT to a 56.8% recertification rate compared to a 54.8% national average. For many, that did not recertify, it was due to their position change at their job or retirement.

In 2018, the number of fitting stations decreased from 89 to 87. Printed literature, car seat recommendations and educational supplies were provided to assist in supporting the fitting stations. There are 440 CPS Certified Technicians of which 26 are Child Passenger Safety Certified Instructors. These CPS Instructors are available to teach certification classes for those interested in becoming a car seat technician.

*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 2,000 parents, children and caregivers through educational presentations on occupant protection which also included car seat safety. Buckle Bear programs were also conducted throughout the Waterbury area and for the Naugatuck Head Start program where 165 children attended the weeklong presentations. Seventeen presentations were conducted reaching 1,232 children and 336 adults regarding Halloween and Pedestrian Safety.

These presentations were held for groups as small as 6 to as large as 300 and some of these presentations were a minimum of two-hours in duration. Educational materials were handed out at every presentation to the parents, caregivers and children.

The WATSP program maintains 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.

There were 82 police officers who received POST credits on child passenger safety while attending regional trainings conducted at the Waterbury Police Department. The WATSP coordinator and a Waterbury Police Officer developed the curriculum and received approval by



POST to provide the credits. The credits cover the CPS Law, violator's classes and crashes involving children.

The WATSP program updates the statewide car seat fitting station listing and submits to CT DOT on a monthly basis. 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 89 fitting stations in the State of Connecticut.

Eleven Child Passenger Safety Certification classes were held during the grant year, adding 94 new technicians to the State.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 OP</b>	<b>0198-0702-AD</b>	<b>Waterbury PD</b>	<b>Waterbury Area Traffic Safety Program</b>	<b>\$100,094.96</b>

**Project Title: Child Restraint Administration**

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

*Staff Person:* Juliet Little

There were 179 technicians who were eligible to recertify for Connecticut from October 2016 thru September 2017. A total of 128 technicians did recertify bringing CT to a 56.8% recertification rate compared to a 54.8% national average. For many, that did not recertify, it was due to their position change at their job or retirement.

In 2018, the number of fitting stations decreased from 89 to 87. Printed literature, car seat recommendations and educational supplies were provided to assist in supporting the fitting stations. Staff attendance at various car seat checkup, head-start and after school events was provided in support of the fitting stations. There are 440 CPS Certified Technicians of which 26 are Child Passenger Safety Certified Instructors. These CPS Instructors are available to teach certification classes for those interested in becoming a car seat technician.

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

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

*Staff Person:* Juliet Little

The HSO along with Yale New Haven Health, Yale New Haven Children's Hospital hosted four Child Passenger Safety Update Classes where six (6) CEU's were provided to assist the 58 technicians that attended in maintaining their certification. These classes provided technicians hands on learning with some of the latest car seats and technology on the market. The classes

were held at various locations across the State. The Stork Committee Advisory board continues to discuss ways to assist children with special healthcare needs.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 CR</b>	<b>0198-0709-AB</b>	<b>CT-DOT/HSO</b>	<b>CPS Training</b>	<b>\$7,124.25</b>

Connecticut Children's Medical Center (CCMC) purchased CPS supplies for 10 grant applicants. Where 400 seats were checked and 100 free seats were distributed. They reached approximately 650 children and 2900 parents/caregivers. Grant recipients held 10 events during Child Passenger Safety Week.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 CR</b>	<b>0198-0709-AC</b>	<b>Connecticut Children's Medical Center</b>	<b>CPS Fitting Stations</b>	<b>\$67,848.64</b>

Yale-New Haven Children's Hospital had a total of 50 applications received. These applicants included police departments, state troop locations, fire/ems departments, hospitals and 1 AAA office, 1 community-based family services organization and 1 not for profit livery service. There were total of 2,950 sheets of educational materials given out. There was a total of 2,550 KIDS Alert! Kits distributed during this grant cycle. "Right Fit" and proper seat belt usage during pregnancy forms were offered in English and Spanish. Every recipient received 50 KIDS Alert kits as well as 50 extra child information cards. A total of 2150 were distributed to police, fire and other organizations throughout Connecticut.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 CR</b>	<b>0198-0709-AD</b>	<b>Yale New Haven Children's Hospital</b>	<b>CPS Fitting Stations</b>	<b>\$89,352.81</b>

The coordinator of this program taught at four certification classes as well as five child passenger safety update classes and one renewal class. This coordinator also serves as a resource to other technicians, parents and caregivers to help with the proper way to transport children with special health care needs. Worked with law enforcement, fire rescue agencies statewide to attend their clinics and fitting stations. Provided over 125 car seat sign-offs and assisted over 35 officers and healthcare personnel on maintaining active status as a car seat technician. Coordinator consulted on development of a fitting station at Fairfield Police Department, Goshen Fire Company, and Hamden Police Department. We conducted twelve (12) car seat clinics plus five (5) classroom educational sessions at various locations.



Yale New Haven Children's Hospital (YNHCH) alga-rhythm continues to be an invaluable service in order to properly identify car seat use, lack of use, misuse or the need for a new seat due to damage for any child who presents to YNHCH Pediatric Emergency Department after a motor vehicle collision. An alga-rhythm PEDI Flow Chart was developed to triage any child who presents to YNHCH's Pediatric emergency after a motor vehicle crash. A specific criterion was developed and an alga-rhythm established to assist staff in determining the need for a child restraint system to be issued. The entire Pediatric medical staff and nursing staff have all received in-service education of the car seat law, specific type of car seat and booster seat selection, and education material to be given to families.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 CR</b>	<b>0198-0709-AE</b>	<b>Yale New Haven Children's Hospital</b>	<b>Yale-New Haven Children's Hospital Community Traffic Safety Program</b>	<b>\$100,158.55</b>

The "Look Before You Lock, Where's Baby" Education Campaign emphasized child passenger safety by delivering safety messages to increase awareness of the issue of hot cars and to provided tips for parents and caregivers. This year we translated the educational materials in Spanish to maximize our outreach. A summer safety press event was held in July to kick-off this event. Safety tips included how not to forget children or leave them in a motor vehicle unattended. The campaign utilized radio, billboards, newspapers, online media, social media, community education, and outreach to businesses to deliver the safety messages. Pre-recorded radio interview aired on 4 radio stations, plus associated iStream stations, 2 digital billboards ran over 17 weeks.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 (OP)</b>	<b>0198-0702-AG</b>	<b>Connecticut Children's Medical Center</b>	<b>Look Before You Lock Education Campaign</b>	<b>\$143,047.52</b>

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

There was \$264,484.25 in 402 CR funds spent in this area during FFY 2018

There was \$243,142.48 in 402 OP funds spent in this area during FFY 2018\*

\*Please note, the "WATSP" program and "Look Before You Lock" program are reflected in the Occupant Protection portion of the Financial Summary

## ***Police Traffic Services***

### **Performance Goals:**

To maintain the five year moving average of 71 (2011-2015) speeding related fatalities during 2018.

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

The Police Traffic Services section served to support the maintenance and function of the Law Enforcement Liaison (LEL) position within the HSO. The function of the LEL was to support and address other traffic safety initiatives outlined in Highway Safety Plan. Speeding related crashes, injuries and fatalities were addressed through funding High Visibility Enforcement (HVE) projects. Speed Problem ID data was used to select agencies to participate in speed-related enforcement through various methods including dedicated high visibility speed enforcement grants to achieve the goals listed above. Coordinated with the SHSP, in this program area, was achieved through overlapping speed related countermeasures based on Department of Transportation data for areas with highest incidents of crashes and injuries and fatalities.

### **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 2 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.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402-PT</b>	<b>0198-0707-AA</b>	<b>CT-DOT/HSO</b>	<b>PT Administration</b>	<b>\$2,791.87</b>

**Project Title: Speed and Aggressive Driving Enforcement and Equipment Grants**

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

*Staff Person:* Phyllis DiFiore

This task provided funding for High Visibility Enforcement and speed equipment specific grants. Speed and Aggressive Driving enforcement focused on the four predominant contributing factors listed in the PTS problem ID. The HSO 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. Law enforcements have identified these respective areas as having higher incidences of speed related crashes. Grant participants were chosen based on the major contributing factors, types of crashes are typically indicative of speed as cause of crash. Additionally, areas with high population, high traffic volumes and roadways with low posted speed limits led to the selection of urban areas and larger cities as the most likely areas where speed enforcement can impact the greatest number of speed related crashes.

The local and State Police who participated in this initiative issued 1,086 infractions for speeding, 13 infractions for cell phone violations, 16 suspended licenses, 16 seat belt violations and 145 other motor vehicle violations. High Visibility Enforcement ran July 1 through September 5, 2018. The City of Hartford and an increase in speed and aggressive related fatalities early in the year. Their grant ran March 12-September 5, 2018.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
405(dii)-3	0198-0740-3-Ab	Bridgeport	Speed Enforcement	\$46,159.09
405(dii)-3	0198-0740-3-AC	New Haven	Speed Enforcement	\$23,389.90
405(dii)-3	0198-0740-3-AD	Hartford	Speed Enforcement	\$43,678.60
405(dii)-3	0198-0740-3-AE	Waterbury	Speed Enforcement	\$48,196.00
405(dii)-3	0198-0740-3-AK	DESPP	Speed Enforcement	\$70,749.52
405(dii)-3	0198-0740-3-AN	Danbury	Speed Enforcement	\$47,617.51
405(dii)-3	0198-0740-3-AO	New Britain	Speed Enforcement	\$37,411.22

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

### Speed HVE Media Buy

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

*Staff Person:* Phyllis DiFiore

The goal of this project was a Speed and Aggressive Enforcement Program media campaign for the Highway Safety Office (HSO). This campaign will increase awareness of the dangers of speeding on Connecticut roads. Running this media campaign in concurrence with the high visibility enforcement activity of our law enforcement partners in our major cities is the most effective way of obtaining results.

The objectives of this media campaign included creating, developing, and implementing a realistic and effective “speeding” marketing/communications strategy for the HSO. The consultant was responsible for conducting market research on demographics, developing communication materials, evaluating the awareness campaigns and provided continued assistance to the HSO during their public information campaigns. Incorporate market research into the development of the HSO’s public information and education campaigns in order to more effectively reach the target populations.

The media campaign included cable television, outdoor digital billboards, internet, internet radio, social media, digital banners, gas station, movie theater, print, and malls. Media ran July 1 through September 5, 2018 and included both English and Spanish language media buy.

Funding Source	Project Number	Agency	Title	\$ Amount
405(dii)-3	0198-0740-3-AS	CT-DOT/HSO	HVE Speed Campaign Media Buy	\$150,000.00



**Project Title Statewide Traffic Safety Prosecutor**

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

*Staff Person:* Eugene Interlandi

Funding was provided for the TSRP to conduct drugged related activities that cannot be covered by section 154 AL monies. These expenditures included training initiatives and travel to the International Association of Chiefs of Police DRE training in Phoenix, Arizona.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402-PT</b>	<b>0198-0707-AF</b>	<b>Division of Criminal Justice</b>	<b>Traffic Safety Resource Prosecutor</b>	<b>\$49,134.26</b>

**Project Title: Connecticut Police Chiefs Associations – Public Information and Education**

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

*Staff Person:* Phyllis DiFiore

The Connecticut Police Chiefs Association worked with Cashman and Katz media contractor to create and purchase TV ads, radio spots, print, outdoor, and web advertising during **Halloween** and **winter holiday** period. The media message was Connecticut specific and emphasized the importance of using seat belts, not speeding, not driving distracted, pedestrian safety, and the dangers of drinking and driving.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 – PM</b>	<b>0198-0711-AC</b>	<b>CT. Police Chiefs Assoc.</b>	<b>Holiday Safety Media Buy</b>	<b>\$50,000.00</b>
<b>402 - PM</b>	<b>0198-0711-AD</b>	<b>CT. Police Chiefs Assoc.</b>	<b>Halloween Safety Media Buy</b>	<b>\$50,000.00</b>

**Project Title 1906 Racial Profiling**

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

*Staff Person:* Aaron Swanson

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 more than five 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. Lastly, we published numerous advanced analytical reports on traffic stops in the country.

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. In FY18 the project team completed the following objectives outlined in the HS-1 application:

1. Refined the analytical protocol based on feedback from a peer review commissioned by the Connecticut Police Chiefs Association. The changes made included:
  - a. Modified our use of “benchmark” methodologies that rely on census information. Previously, we developed three “benchmark” tools (State Average, Resident Comparison, and Estimated Driving Population) that helped evaluate disparities for departments (these methods have been commonly used by researchers throughout the country over the last 20 years). Based on feedback in the peer review, it was determined that census benchmarks are more appropriate to use to supplement the better regarded statistical tests, but conclusions shouldn't be drawn based only on the results of these methods. Therefore, the benchmark methods are now only presented in the report to provide additional context to the statistical measures.
  - b. New data available through the National Oceanic and Atmospheric Administration allows researchers to use weather data to determine surface visibility on a daily basis. This new dataset was used to enlarge the sample size for the “Veil of Darkness” methodology.
  - c. Due to the use of multiple tests that can cause false positives in identifying statistical disparities, the reviewers recommended that we implement a “false discovery rate” test. This test is commonly used in statistics and will help to control for Type I errors. Our research team has worked with the reviewers to develop a false discovery rate test.
  - d. Reviewers recommended that we develop additional post-stop assessments. In particular, it was recommended that we evaluate the treatment of drivers after they were stopped (i.e. Ticket rates, etc). Our research team worked with other researchers from around the country to develop a sound statistical methodology to complete this task.
  - e. All three reviewers suggested that we find a way to move some of the complex technical language into an appendix and make the report more user friendly.
2. Continued to meet with the advisory board compiled of end users, agencies, community members and interested groups to discuss our findings from our 3<sup>rd</sup> annual report which identified eight municipal police departments for follow-up analysis.



3. Conducted a follow-up analysis report for each of the eight departments identified in the 3<sup>rd</sup> annual report. The supplemental report was published in September 2018.
4. Worked with technical consultants Matthew Ross and Jesse Kalinowski to analyze Connecticut's traffic stop data at the municipal department, and State Police troop level. The partnership between IMRP and the Evaluation Team produced a statistically rigorous and data-driven approach for the evaluation of traffic stop data. In the fourth year of data collection, the Evaluation Team and the IMRP expanded our methodology to address improvements discussed by the CT Racial Profiling Prohibition Advisory Board.
5. The analysis conducted by the technical consultants was published in a report (Traffic Stop Data Analysis and Findings, 2017). The report was released through a presentation to the CT Racial Profiling Prohibition Advisory Board. The report analyzed approximately 545,000 traffic stops conducted by 107 law enforcement agencies in Connecticut. As a result of the study, 3 law enforcement agencies were identified with consistently significant racial and ethnic disparities that warranted further analysis.
6. The project staff continued to 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 650,000 unique views.
7. The project staff worked with the Connecticut Data Collaborative to update and maintain the online public database for public consumption of traffic stop data. The raw traffic stop data is available for download for each town in Connecticut. In addition to raw traffic stop information, the website also includes summary tables and data stories that outline the analytical protocol developed in our annual report.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>1906</b>	<b>0198-0725-AA</b>	<b>Central Connecticut State University</b>	<b>Racial Profiling Prohibition Project</b>	<b>\$264,593.31</b>

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

There was \$265,934.62 in 402 funds spent in this program area during FFY2017

There was \$467,201.84 in 405(d) funds spent in this program area during FFY2017

\*These funds are represented in the 405(d) section of the financial summary

There was \$264,593.31 in 1906 funds spent in this program area during FFY2017

## ***Distracted Driving***

### **Performance Goals:**

To maintain or increase the number of police agencies participating in HVE distracted driving enforcement from 51 in 2017 to 60 in 2018.

#### **Number of Agencies that participated in HVE distracted driving enforcement in FFY 2018: 46**

*The following activities took place as part of the Distracted Driving program to meet the above goals/targets. The target was not met but was increased over the prior year. There were two departments that indicated interest in participating in this program but ultimately did not citing manpower as the reason.*

The HSO continued Distracted Driving High Visibility Enforcement (DDVE) program utilizing 405(e) funds. This project spanned six weeks including four in April and two in August, with 46 municipal police agencies and the Connecticut State Police were invited to participate based on analysis of crash data. Agencies that declined participation cited a lack of manpower and



inability to get grants through their respective common councils as reasons for non-participation. In all, the 46 participating agencies decreased the level of activity logged during the 2017 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 2019, the DDHVE mobilization will be made available to a similar number of agencies. Early projections indicate as many as 50 agencies may take part in the next planned mobilization during April, 2019, NHTSA Distracted Driving month and again for two weeks in August. It is anticipated further paid and earned media will support this effort.

*The summary of Impaired Driving program activity for the 2018 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 2018 HSP) to prioritize funding levels based on various types of crash data from crash type, severity, population and roadway data. The primary goal of this task was to support the state's "U Drive. U Text. U Pay" mobilization that ran from April 2-30 and August 1-15, 2018. Participating agencies were able to choose dates throughout the six-week period to carry out HVE enforcement targeting drivers who use mobile phones behind the wheel.

The six-week mobilization saw a combined 15,425 citations written by municipal law enforcement agencies for cell phone, texting and distracted driving violations. Municipal agencies expended a total of \$1,200,524.68 in federal funds on overtime enforcement during the HVE period.

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>
405(e)	0198-0745-2-AC	New Haven	Distracted Driving Enforcement	\$56,781.28
405(e)	0198-0745-2-AD	Danbury	Distracted Driving Enforcement	\$53,279.91
405(e)	0198-0745-2-AF	Hartford	Distracted Driving Enforcement	\$51,046.46
405(e)	0198-0745-2-AG	Manchester	Distracted Driving Enforcement	\$59,600.00
405(e)	0198-0745-2-AH	Norwalk	Distracted Driving Enforcement	\$45,225.63
405(e)	0197-0745-2-AJ	Westport	Distracted Driving Enforcement	\$24,627.96
405(e)	0198-0745-2-AK	Hamden	Distracted Driving Enforcement	\$56,972.80
405(e)	0198-0745-2-AL	Farmington	Distracted Driving Enforcement	\$8,278.02
405(e)	0198-0745-2-AM	Orange	Distracted Driving Enforcement	\$23,646.71
405(e)	0198-0745-2-AN	Bristol	Distracted Driving Enforcement	\$18,523.13
405(e)	0198-0745-2-AO	Norwich	Distracted Driving Enforcement	\$21,968.26
405(e)	0198-0745-2-AQ	Bridgeport	Distracted Driving Enforcement	\$41,334.72
405(e)	0198-0745-2-AR	Stamford	Distracted Driving Enforcement	\$33,523.18

<b>Fund</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount Expended</b>
405(e)	0198-0745-2-AT	Stratford	Distracted Driving Enforcement	\$12,085.74
405(e)	0198-0745-2-AU	Plainville	Distracted Driving Enforcement	\$16,300.24
405(e)	0198-0745-2-AV	Trumbull	Distracted Driving Enforcement	\$23,207.38
405(e)	0198-0745-2-AY	North Haven	Distracted Driving Enforcement	\$6,549.19
405(e)	0198-0745-2-BB	West Hartford	Distracted Driving Enforcement	\$54,142.48

405(e)	0198-0745-2-BE	Wallingford	Distracted Driving Enforcement	\$27,791.46
405(e)	0198-0745-2-BF	East Hartford	Distracted Driving Enforcement	\$29,178.43
405(e)	0198-0745-2-BH	Brookfield	Distracted Driving Enforcement	\$21,795.65
405(e)	0198-0745-2-BI	Willimantic	Distracted Driving Enforcement	\$12,020.46
405(e)	0198-0745-2-BK	Berlin	Distracted Driving Enforcement	\$37,912.70

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0198-0745-2-BL	Meriden	Distracted Driving Enforcement	\$23,846.24
405(e)	0198-0745-2-BM	Cheshire	Distracted Driving Enforcement	\$9,900.37
405(e)	0198-0745-2-BN	Wilton	Distracted Driving Enforcement	\$17,496.53
405(e)	0198-0745-2-BO	Monroe	Distracted Driving Enforcement	\$3,000.29
405(e)	0198-0745-2-BR	Cromwell	Distracted Driving Enforcement	\$7,308.71
405(e)	0198-0745-2-BS	Canton	Distracted Driving Enforcement	\$9,423.75
405(e)	0198-0745-2-BU	East Windsor	Distracted Driving Enforcement	\$19,700.00
405(e)	0198-0745-2-BW	Greenwich	Distracted Driving Enforcement	\$29,460.00
405(e)	0198-0745-2-BY	New Britain	Distracted Driving Enforcement	\$37,949.32
405(e)	0198-0745-2-BZ	Rocky Hill	Distracted Driving Enforcement	\$33,837.66
405(e)	0198-0745-2-CA	Naugatuck	Distracted Driving Enforcement	\$29,388.87
405(e)	0198-0745-2-CD	Milford	Distracted Driving Enforcement	\$18,660.31
405(e)	0198-0745-2-CG	Ridgefield	Distracted Driving Enforcement	\$14,440.38

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0198-0745-2-CI	Bethel	Distracted Driving Enforcement	\$22,575.46
405(e)	0198-0745-2-CH	Plymouth	Distracted Driving Enforcement	\$19,126.25
405(e)	0198-0745-2-CK	Watertown	Distracted Driving Enforcement	\$18,041.13
405(e)	0198-0745-2-CN	Glastonbury	Distracted Driving Enforcement	\$27,280.82
405(e)	0198-0745-2-CT	Fairfield	Distracted Driving Enforcement	\$44,033.36
405(e)	0198-0745-2-CU	South Windsor	Distracted Driving Enforcement	\$21,794.72
405(e)	0198-0745-2-CX	Windsor	Distracted Driving Enforcement	\$8,745.19
405(e)	0198-0745-2-DG	Darien	Distracted Driving Enforcement	\$10,502.10
405(e)	0198-0745-2-AE	Waterbury	Distracted Driving Enforcement	\$22,484.60
405(e)	0198-0745-2-AW	Wethersfield	Distracted Driving Enforcement	\$15,637.57
			<b>Total</b>	<b>\$1,200,524.68</b>

**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 2018 HSP) to prioritize funding levels based on various types of crash data from crash type, severity, population and roadway data. The primary goal of this task was to support the state’s “U Drive. U Text. U Pay” mobilization that ran from April 2-30 and August 1-15, 2018. CSP was able to choose dates throughout the six-week period to carry out HVE enforcement targeting drivers who use mobile phones behind the wheel. The six-week mobilization saw a combined 905 citations written by CSP for cell phone, texting and distracted driving violations. CSP expended a total of \$93,795.89 in federal funds on overtime enforcement during the HVE period. 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)	0198-0745-DW	Connecticut State Police	Distracted Driving Enforcement	\$93,795.89

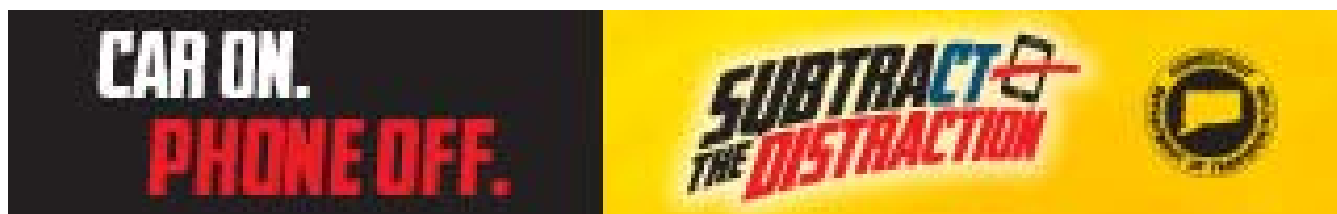
**Project Title: HVE Distracted Driving Media**

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

*Staff Person:* Aaron Swanson

The goal of this task was to reduce injuries and fatalities related to distracted driving crashes through paid media campaigns. This effort was comprised of two major components:

The first component of this task directly supported NHTSA’s national “U Drive. U Text. U Pay.” Mobilization during the month of April, 2018. Paid media purchases were made in support of/to supplement the national media buy using the same demographic information contained in NHTSA’s 2018 media plan. Media buys included TV, radio, internet, social, and outdoor advertising. Media effectiveness was tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s. Measures used to assess message recognition include Gross Rating Points, total Reach and total Frequency for the entire campaign as well as the target audience.



The second component of this task funded year round placement of a social norming media campaign warning drivers about the dangers of distracted driving – especially related to mobile phone use – year round. Media buys included TV, radio, internet, social, and outdoor advertising. Media effectiveness was tracked and measured through required evaluation reports from media agencies and attitude and awareness surveys conducted at local DMV’s. Measures used to assess message recognition include Gross Rating Points, total Reach and total Frequency for the entire campaign as well as the target audience. 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)	0198-0745-6-DX	HSO	Distracted Driving Media	\$567,365.00

**Project Title: Distracted Driving Education Programming and Younger Driver Education**

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

*Staff Person:* Michael Whaley

The HSO continued to bring the highly acclaimed ‘Save a Life Tour’ to Connecticut to build on the success of the high school distracted driving program that has been developed over the past several years. The program visited 64 high schools during the 2017-2018 school year and continues to be in high demand throughout the state. This was the fourth consecutive year that program visited at least 60 Connecticut high schools and the program has now made nearly 300 appearances in the state. The HSO also continued to incorporate the AT&T distracted driving documentary, ‘From One Second to the Next’, which is shown to the students during the assembly portion of the program. Following this portion, the students were given the opportunity to experience the dangerous practice of distracted driving in a safe setting, while their peers observed the impacts of these behaviors on large projection screens. Tablets have continued to be used for the survey portion of the program so students could take a behavioral survey related to distracted driving during the simulator portion of the program. These results continue to be compiled and provided to the HSO. School administrators continue to request this program on an annual basis as distracted driving remains a major concern for young drivers.

<b>Funding Source</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405e-5 (M8*TSP)</b>	<b>0198-0745-5-EA</b>	<b>CT-DOT/HSO</b>	<b>Save a Life Tour</b>	<b>\$182,400.00</b>

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

There were \$2,044,085.00 in 405(e) funds spent in this program area during FFY2018



## ***Motorcycle Safety***

### **Performance Goals:**

To decrease the number of un-helmeted fatalities below the five year (2011-2015) moving average of 28 in 2015 by 5 percent to a five year (2014-2018) projected moving average of 27 in 2018.

To maintain the five year moving average of 50 (2011-2015) motorcyclist fatalities during 2018

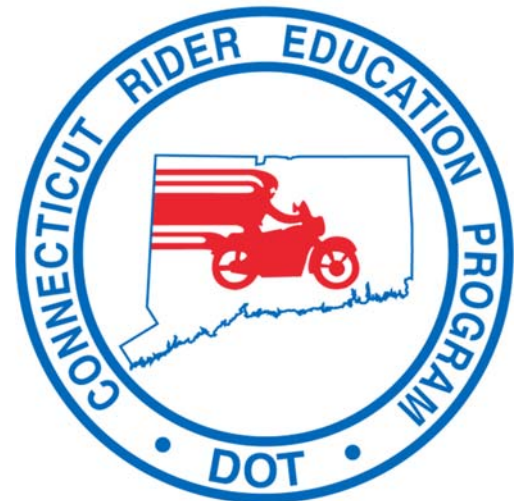
To maintain the five year moving average of 43 (2011-2015) fatally injured motorcycle operators with BAC's greater than or equal to 0.01 during 2018.

*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 2017 indicates that the five year (2013-2017) moving average of un-helmeted fatalities is 31. During the same time period, the five year moving average for fatalities was 55. Un-helmeted fatalities over the last five years has shown an increase of nearly 50 percent and overall motorcycle fatalities has increased slightly in relation to total fatalities at 21 percent (57 out of 278). Data also indicates that in 2017, 37 percent of motorcycle fatalities had a BAC greater than 0.00. The Connecticut Rider Education Program (CONREP) is the state's primary countermeasure to combat death and serious injury.

*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 2018 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

The task included 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 2 Office. The Program Coordinator 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 are specifically meant for in-house management of the motorcycle safety program. Funding was provided for personnel, employee-related expenses, over-time, professional and outside services including facilities and support services for the required annual instructor update. Travel to in-state training facilities for project monitoring, requests for support and out-of-state travel including the annual State Motorcycle Safety Administrators Summit, travel related to training opportunities, providing educational materials for distribution to students and other related operating expenses. This project was used to fund salary while a small portion was used for travel and operating expenses.



<b>Funding Source</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402-MC</b>	<b>0198-0701-AA</b>	<b>CT-DOT/HSO</b>	<b>Motorcycle Safety Program Administration</b>	<b>\$1,728.65</b>

### **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. This task provided for the oversight of the CONREP in the following ways; the training and monitoring of 110 certified motorcycle safety instructors, providing support services to the Connecticut Rider Education Program training sites by providing funding for quality assurance monitoring, technical assistance and support services, Motorcycle Safety Foundation(MSF) curriculum materials, updating and maintaining 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.

Funding Source	Project Number	Agency	Title	\$ Amount
402-MC	0198-0701-AB	CT-DOT /HSO	CONREP Technical Assist.	\$105,614.78

**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 conduct mandatory Transitional Rider Coach Prep (TRCP) to transition to the new MSF Curriculum. A Rider coach trainer was utilized to train three additional instructors in the MSF BRCu curriculum.

Funding Source	Project Number	Agency	Title	\$ Amount
405f-1 (M9MT)	0198-0744-1-AB	CT-DOT /HSO	Curriculum	\$2,341.45

**Project Title: "Share the Road"**

*Administrative Oversight:* Department of Transportation, Highway Safety Office Staff Person: Nicholas Just

A "Share the Road" Media campaign was utilized during the peak riding months to encourage motorists to "Look twice and save a life, Share the Road with Motorcycles" Static billboards were placed in high volume traffic areas as well as a radio spot that ran during peak drive times and ran from May – July.



<b>Funding Source</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405f-1 (M9MT)</b>	<b>0198-0744-2-AC</b>	<b>CT-DOT /HSO</b>	<b>Media Campaign</b>	<b>\$75,000.00</b>
<b>402-MC</b>	<b>0198-701-AC</b>	<b>CT-DOT/HSO</b>	<b>Media Campaign</b>	<b>\$25,000.00</b>

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

There was \$77,341.45 in 405(f) funds spent in this program area during FFY2018.

There was \$132,343.43 in 402 funds spent in this program area during FFY2018.

## ***Traffic Records***

### **Performance Goals**

Continue to expand the use of linked traffic records data to support a data driven approach to traffic safety by 2020.

The 2018 HSP Goal is to expand the use of linked traffic records data from four of the core systems in 2015 to five by including driver data to support a data driven approach by identifying high-risk driver populations and predicting safety problems based on past experiences by 2020. By increasing the sharing of linked information, it lends support to a data-driven approach to traffic safety and provides more accurate timely information of persons involved in crashes. Linked data will be a rich resource for developing and measuring progress of the State's Highway Safety Plan, as well as for research use by safety agencies and stakeholders.

*The following activities took place as part of the Traffic Records program to meet the above goal. Meeting the target continues as a work-in-progress:*

Promoted University of Connecticut (UConn) Data Security Standard for data linkage at the Connecticut Transportation Safety Research Center (CTSRC), Promoted the Importance of Protection of Privacy for Research Data and Participants, Reviewed Data Cleaning and Linkage Process, Promoted the need for data to provide a framework for improved coordination and progress to help improve data-driven decision making and highlighted benefits to other agencies.

The CTSRC is currently working to establish a central repository for each of the Traffic Records Six-Pack components, including Crash and Driver Data. Partnerships and communication involving persons responsible for each of these datasets are critical for a truly effective safety analysis and improvement network.

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

Continue to expand the use of linked traffic records data to support a data driven approach to traffic safety.

*The summary of the traffic records program activity for the 2018 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, 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 for consulting services 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) (M3DA)</b>	<b>0198-0742-AA</b>	<b>CT-DOT/HSO</b>	<b>Traffic Records Administration</b>	<b>\$80,000.00</b>
<b>402(TR)</b>	<b>0198-0705-AA</b>	<b>CT-DOT/HSO</b>	<b>Traffic Records Administration</b>	<b>\$102,591.37</b>

#### 1. On-line Disposition System

##### **Project Description:**

An on-line disposition system whereby the recipient of an infraction could elect to have their case reviewed and adjudicated on-line. This would allow prosecutors to review most, if not all, not guilty pleas entered by defendants and reach resolution without the necessity of the recipient coming to court. If the defendant requests a trial, those cases would be heard in the court of jurisdiction.

- Completed pilot sites, screening dockets were created and all public facing screens and systems were either modified or created. State's Attorneys from the pilot locations have been engaged and trained and their interactive web based screens have likewise been modified. Defendants who elect to participate will be directed to the Branch's E-Services registration page to engage in the online disposition process. Defendants who decline to participate will proceed according to the current process. Each step in the current process contributes to a delay in the adjudication of the infractions, and therefore a delay in the attachment of relevant disposition information to a driver's history and subsequent availability to law enforcement. An on-line disposition system has significantly reduced the number of days from issuance to adjudication, and placement when appropriate, on the driver history.
- Uniformity - Since infractions are reviewed by prosecutors in 15 different locations, having a smaller group of prosecutors to review on a global scale all infractions has yielded more uniformity in dispositions.
- Personnel - Due to recent staff reductions, there are less employees to dedicate to the labor intensive, manual paper driven process currently in existence. Now, in those pilot locations, infractions are be processed at any time of day, and are not limited to traditional court dockets of 10 and 2. Less

individuals coming to the courthouse alleviates some security issues that arise when a large number of people are assembled.

- Public Convenience - The public is able to be heard on matters without taking time off from work (unless they opted to come to court or elected a trial.) This new system is synced with the current e-pay system, allowing individuals the convenience of paying on-line in a contemporaneous fashion. Those who receive alternative dispositions could print or have the results emailed, eliminating the need and expense of paper notices.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(c) (M3DA)</b>	<b>0198-0742-AD</b>	<b>Centralized Infractions Bureau</b>	<b>On-line Disposition System</b>	<b>\$262,280.57</b>

2. Electronic citation – Technology/software Support for Local Law Enforcement

**Project Description:**

The focus is to help local police departments acquire public safety equipment. Some departments don't have computers or mobile data terminals (MDTs) in their vehicles, hindering their abilities for selective enforcement. Better tools/resources, including technology as well as software support where warranted, would enable local police departments to participate in the E-Citation initiative.

Equipment as well as software support was provided to support local law enforcement agencies in implementing E-Citation. Equipment/software support was specifically awarded to those agencies requesting assistance for the purchase and installation of computers, printers or other mobile technology, as well as software applications.

This E-Citation support initiative continues to improve police officer efficiency by reducing the amount of time that officers spend collecting citation data and decrease the time it takes this data to be received by the appropriate State agency.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402 TR</b>	<b>0198-0705-ZZ</b>	<b>Local Law Enforcement</b>	<b>Citation Reporting/Local Law Enforcement</b>	<b>\$146,212.98</b>
<b>402 TR</b>	<b>0198-0705-AC</b>	<b>Stamford PD</b>	<b>Citation Reporting/Local Law Enforcement</b>	<b>\$31,990.28</b>

<b>402 TR</b>	<b>0198-0705-AD</b>	<b>Thomaston PD</b>	<b>Citation Reporting/Local Law Enforcement</b>	<b>\$41,950.00</b>
<b>402 TR</b>	<b>0198-0705-AE</b>	<b>Plymouth PD</b>	<b>Citation Reporting/Local Law Enforcement</b>	<b>\$61,797.00</b>
<b>402 TR</b>	<b>0198-0705-AF</b>	<b>Glastonbury PD</b>	<b>Citation Reporting/Local Law Enforcement</b>	<b>\$10,475.70</b>

3. Electronic Citation Processing System – Implementation of e-citation version 2

E-citation version 2 allows the law enforcement agencies to not only issue citations, but written warnings as well. This version also allows the provision of the statutorily mandated Racial Profiling notice as well as the collection and transmission of that data to the appropriate agency. Statutorily mandated written warning information is transmitted to the Department of Motor Vehicles. E-citation version 2 makes paperless many current manual processes that are labor intensive and time consuming. Version 2 also provides a more attractive product for the law enforcement agencies participating as they are not limited to infractions but are able to initiate other enforcement agencies participating as they are not limited to infractions but are able to initiate other enforcement efforts.

<b>Fund</b>	<b>Project number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>405(c) (M3DA)</b>	<b>0198-0742-AE</b>	<b>Centralized Infractions Bureau</b>	<b>Electronic Citation Processing</b>	<b>\$161,137.05</b>

4. Yale New Haven Children's Hospital Linking Crash/Injury Datasets

**Project Description:**

The focus of this project was to integrate crash and injury data to derive more precise injury outcomes. In question – is the disparity between officer assessments of personal injury as recorded on the previous PR-1, prior to 2015; the new MMUCC PR-1 crash reporting system, which began on January 1, 2015 and actual outcomes assessed by health care providers. Project explored a data integration solution that provided more



accurate injury severity information for persons involved in crashes. Steps included acquiring disparate datasets, performing linking functions, managing the resulting dataset, and conducting in-depth analyses on the linked data.

Initial efforts focused on a subset of crash and injury data for New Haven CT. Crash data as reported by law enforcement officers was integrated and compared with data from the Yale New Haven Hospital Trauma Registry data to compare crash victim injury assessments performed by law enforcement officers with healthcare providers assessments. Our assumption was that if patterns could be documented of over-reporting or under-reporting of injury severity along with the actions by officers in select motor vehicle crash types enhanced guidance to MMUCC can be provided to officers in improving their injury severity assessments of motor vehicle crash victims.

Assuming that the following recommendations are not universally applied in all reported motor vehicle crashes in the State, they may be helpful to law enforcement in making determinations about injury severity from motor vehicle crash:

Interviews with a crash victim, when possible, can ensure injuries are not missed. This can reduce the number of occult injuries (not apparent on initial presentation) missed at the scene of a crash, as well as the number of superficial injuries overestimated. Medical professionals such as paramedics at the scene of the crash or medical professionals at a medical center can provide insight into the injuries and should be consulted about the crash victim's condition when possible.

**The D16.1 Classification Manual of Motor Vehicle Traffic Accidents** - was available, and also provided guidance using the KABCO scale, but it is unknown whether any law enforcement agencies in Connecticut ever used the D16.1 Manual.

**The MMUCC Guideline 4<sup>th</sup> Edition** – was adopted by the State and has formed the basis for the development of the new MMUCC PR-1 crash reporting system. This new system was rolled out and began replacing the legacy PR-1 on January 1, 2015.

Fund	Project number	Agency	Title	\$ Amount
405(c) (M3DA)	0198-0742-AG	Yale New Haven Hospital	Linking Crash/ Injury Datasets	\$41,725.14

*Total amount of Funds expended in this program area:*

There was \$545,142.76 in 405(c) funds spend in this program area during FFY 2018

There was \$248,804.35 in 402 funds spent in this program area during FF 2018

## ***Community Traffic Safety***

### **Performance Goals**

To reduce the number of pedestrians killed in traffic crashes from the five year (2010-2014) moving average of 40 in 2014 by 5 percent to a five year moving average of (2014-2018) of 38 in 2018.

To reduce the number of bicyclists killed in traffic crashes from the five year (2010-2014) moving average of 5 in 2014 by 20 percent to a five year moving average of (2014-2018) of 4 in 2018.

### **Project Title: 'Watch for Me CT' – Pedestrian Safety Media and Community Awareness Project**

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

*Staff Person:* Michael Whaley

The HSO expanded its partnership with the Connecticut Children's Medical Center (CCMC) on the 'Watch for Me CT' pedestrian and bicycle community awareness project in year two of the program. A dedicated, full-time Pedestrian/Bicyclist Safety Outreach Coordinator was added to the grant and leveraged the relationships of CCMC and the HSO to further the campaign's message penetration across Connecticut. This included working with agency, community, business and school partners. We grew our network of stakeholders through participation in community meetings and support of community events. We held demonstration projects across the state to engage the public, media, and partners in pedestrian and bicycle awareness activities. We offered our expertise via educational presentations and as speakers/panelists at conferences. Activities also included developing local community partnerships, providing technical assistance to communities, involvement in direct education and local events, media



promotion, disseminating campaign materials, maintaining social media presences, managing website updates and monitoring and evaluating program activities. A Facebook page was also launched during this fiscal year and the 'Watch for Me CT' website was updated and expanded to include tips for drivers as well as more resources for pedestrians and bicyclists. Digital and transit billboards were again part of the campaign as these safety

messages were present throughout the state, including major highways, train stations and on

buses. Radio and mobile advertisements also disseminated these messages to additional audiences as well. A pedestrian safety awareness event in partnership with the New Britain Police Department was held for the first time at the close of this fiscal year. This interactive event included education about safe crossing and positive reinforcement for good crosswalk behaviors, including coupons and other giveaways which were donated by local business owners. Signage and other visuals were present and alerted and educated drivers. A new educational rack card was developed with safety tips for pedestrians and bicyclists which was dispersed at many public outreach events. Campaign graphics were also updated after meeting with a large group of safety stakeholders to reflect current concerns related to non-motorized transportation.

Funding Source	Project Number	Agency	Title	\$ Amount
402-PS	0198-0710-AC	Connecticut Children's Medical Center	Pedestrian Safety – Watch for Me CT	\$323,876.55



**Project Title: Public Information and Education for Pedestrians and Bicyclists**

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

*Staff Person:* Michael Whaley

In conjunction with the 'Watch for Me CT' pedestrian and bicycle safety program, the HSO developed and purchased public information and educational materials in the form of rack cards during this fiscal year. The cards explain the Connecticut state laws regarding marked, unmarked and mid-block crosswalks as well as provide safety tips for drivers, pedestrians and bicyclists. The rack cards were 3.5" by 8.5" which made them versatile enough to be both handed out at public



outreach and education events as well as left in informational booths at locations such as libraries and town halls. These rack cards continue to be given to invested stakeholders for distribution as well as made available at HSO tabling events which provide the opportunity to directly communicate with pedestrians, bicyclists and the driving community. The objective of creating these materials was to educate all road users on proper safety measures in an effort to reduce crashes, injuries and fatalities involving non-motorized transportation.

Funding Source	Project Number	Agency	Title	\$ Amount
402-PS	0198-0710-AE	CT-DOT-HSO	Pedestrian/Bicyclist PI&E	\$1,300.50

**Project Title: Non-Motorized Safety Training Course for Law Enforcement**

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

*Staff Person:* Michael Whaley

To address the rising numbers of pedestrian involved fatal crashes both in our state and the country, the HSO worked with NHTSA Region 2 to tailor a pedestrian and bicycle safety enforcement training course to Connecticut police officers. This training was a one-day, six-hour workshop that provided context of the problem, fundamental understanding of the education and engineering strategies that must be considered and integrated, and in-depth, hands-on training in strategies and tactics specific to pedestrian law enforcement. To make the 'Watch

for Me CT' campaign and sustained enforcement/education activities most effective, pedestrian and bicycle safety enforcement training is critically needed for participating law enforcement agencies in the Focus Cities. The HSO modeled this training after similar successful trainings in both North Carolina and New York. Trainers from each state familiar with these efforts traveled to Connecticut to host this first pilot program training. 35 officers from 15 different agencies, including Connecticut State Police, attended this training. A Survey Monkey evaluation was distributed to the attendees which yielded very positive results of this opening training course.

<b>Funding Source</b>	<b>Project Number</b>	<b>Agency</b>	<b>Title</b>	<b>\$ Amount</b>
<b>402-PT</b>	<b>0198-0707-AA</b>	<b>CT-DOT-HSO</b>	<b>PTS Administration</b>	<b>\$2,791.87</b>

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

There was \$325,177.05 in 402(PS) funds spent in this program area during FFY2018.

There was \$2,791.87 in 402(PT) funds spent in this program area during FFY2018.

## **PAID MEDIA REPORT**

# IMPAIRED DRIVING HOLIDAY AWARENESS: NOVEMBER – JANUARY

## DIGITAL

Cashman + Katz was pleased to execute the Digital Marketing buy for the DOT Impaired Driving Holiday Awareness Search Engine Marketing & Social Media Campaigns during the months of November through January. We utilized 2 primary mediums (Display & Social Media Campaigns) to efficiently raise awareness in the state of Connecticut. CT DOT Holiday Banner ads appeared on sites targeting Men 18-34 primarily and then leading into all CT Drivers. A Sampling of the sites the banner ads were displayed on follows:

Answers.com  
Courant.com  
Youtube.com  
Fox61.com  
Theday.com  
NYPost.com  
Accuweather.com  
Bostonherald.com  
Nytimes.com

Littlethings.com  
barstoolsports.com  
Myrecordjournal.com  
match.com  
Washingtonpost.com  
now8news.com  
nhregister.com  
nesn.com  
cosmopolitan.com

worldlifestyle.co  
lotterypost.com  
todayslifestyle.co  
Americannews.co  
Foxnews.com  
weather.com  
nydailynews.com  
howstuffworks.co  
time.com

## DIGITAL MARKETING BUDGET

Display Advertising: \$17,500.00

Video: \$6,000.00

Social: \$3,000.00

Total Budget: \$26,500.00

## DISPLAY CAMPAIGN

Budget : \$17,500

Delivered Impressions : 3,248,633

Campaign	Impressions	Clicks	CTR
DISPLAY- Holiday	3,248,633	10,144	0.31%
<b>Total</b>	<b>3,248,633</b>	<b>10,144</b>	<b>0.31</b>

## VIDEO CAMPAIGN

Budget : \$6,000

Delivered Impressions : 72,829

Campaign	Impressions	Views	View Rate
VIDEO-Glasses/Mugs	72,829	24,991	34.31%
<b>Total</b>	<b>374,322</b>	<b>24,991</b>	<b>34.31%</b>

## SOCIAL CAMPAIGN

Budget : \$3,000

Delivered Impressions : 340,205

Campaign	Impressions	Views	View Rate
SOCIAL - Holiday	340,205	1,121	0.33%
<b>Total</b>	<b>340,205</b>	<b>1,121</b>	<b>0.33%</b>

## CAMPAIGN TOP SITES

Placement	Impressions	Clicks	CTR
Anonymous.Google		169.392	46
Reddit.com		78.624	20
Nypost.com		16.572	31
Youtube.com		10.676	75
Cbssports.com		5.260	21
Yahoo.com		4.859	2
Match.com		4.491	5
Ebay.com		4.199	7
Usatoday.com		3.935	9
Nydailynews.com		2.013	1



## CAMPAIGN SUMMARY – OUTDOOR

Company	11/20-11/26	12/18-12/24	12/25-12/31	Cost
Lamar	2 Boards	-	1 Board	\$3,530.00
Barrett	-	-	1 Board	\$1,133.00
Outfront	5 Boards	1 Board	6 Boards	\$9,177.00
			<b>Total</b>	<b>\$13,840.00</b>

## SAMPLE DIGITAL ADS & INFOGRAPHICS



## CAMPAIGN SUMMARY - RADIO

<b>Radio Station</b>	<b>11/20-11/26</b>	<b>11/27-12/3</b>	<b>12/11-12/17</b>	<b>12/18-12/24</b>	<b>12/25-12/31</b>	<b>Total Spots</b>	<b>Total</b>
TTWN	40	-	-	108	108	256	\$11,980.00
Pandora	-	Ran	-	Ran	Ran	967,714 impressions	\$8,000.00
WBMW	-	30	-	-	30	60	\$2,242.00
WDAQ	-	23	-	17	17	57	\$1,560.00
WEZN	22	-	22	-	22	66	\$3,870.00
WMRQ	27	-	-	27	27	81	\$2,370.00
WPLR	22	-	22	-	19	63	\$3,750.00
WQGN	-	30	-	30	30	90	\$2,205.00
WTIC-FM	23	-	23	-	23	69	\$3,540.00
WZMX	23	-	23	-	23	69	\$4,470.00
<b>Total</b>	<b>117</b>	<b>83</b>	<b>90</b>	<b>74</b>	<b>191</b>	<b>555</b>	<b>\$43,987.00</b>

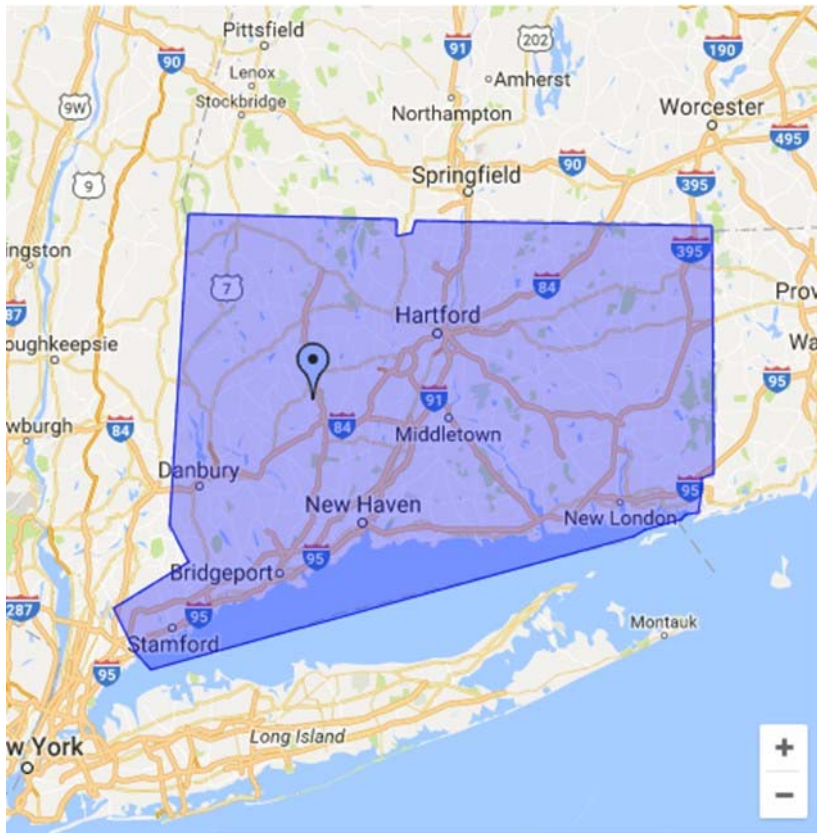
## CAMPAIGN SUMMARY – TV

<b>TV Station</b>	<b>Date</b>	<b>Spots</b>	<b>Cost</b>
WCCT	Weeks of 12/4 & 12/11	42	\$2,170.00
WCTX	Weeks of 12/4 & 12/11	22	\$1,140.00
WTIC	Weeks of 12/4 & 12/11	52	\$4,180.00
Altice	Weeks of 12/4 & 12/18	188	\$9,670.00
Frontier	Weeks of 12/11 & 12/18	298	\$3,724.00
Comcast	Weeks of 11/27, 12/4, 12/18, 12/25	724	\$16,610.00
<b>Total</b>		<b>1326</b>	<b>\$37,494.00</b>

## IMPAIRED DRIVING: January-February

Cashman + Katz was pleased to execute Marketing Campaign buy for the DOT Impaired Driving Enforcement period during the Search Engines Marketing Campaigns from January 29<sup>th</sup> through February 4<sup>th</sup>. We utilized 2 primary mediums (Display & Social) to efficiently raise awareness in the state of Connecticut. Note: This campaign was for the week leading up to the Super Bowl.

## TARGETED LOCATION



## MARKETING BUDGET

**Total Budget: \$8,500.00**

## DISPLAY CAMPAIGN

Delivered Impressions: 405,222

Campaign	Impressions	Clicks	CTR
DISPLAY – Super Bowl 2018	405,222	1,110	0.27%
<b>TOTAL</b>	<b>405,222</b>	<b>1,110</b>	<b>0.27%</b>

## SOCIAL

Delivered Impressions : 388,480

Campaign	Impressions	Clicks	CTR
Super Bowl 2018- Fumble	388,480	1,031	0.27%
<b>TOTAL</b>	<b>388,480</b>	<b>1,031</b>	<b>0.27%</b>

## RADIO

Station	Spots	Dollars
TTWN	32	\$2240
WCTY	18	\$720
WDAQ	10	\$600
WKCI	6	\$720
WPLR	6	\$720
<b>TOTAL</b>	<b>72</b>	<b>\$5,000</b>

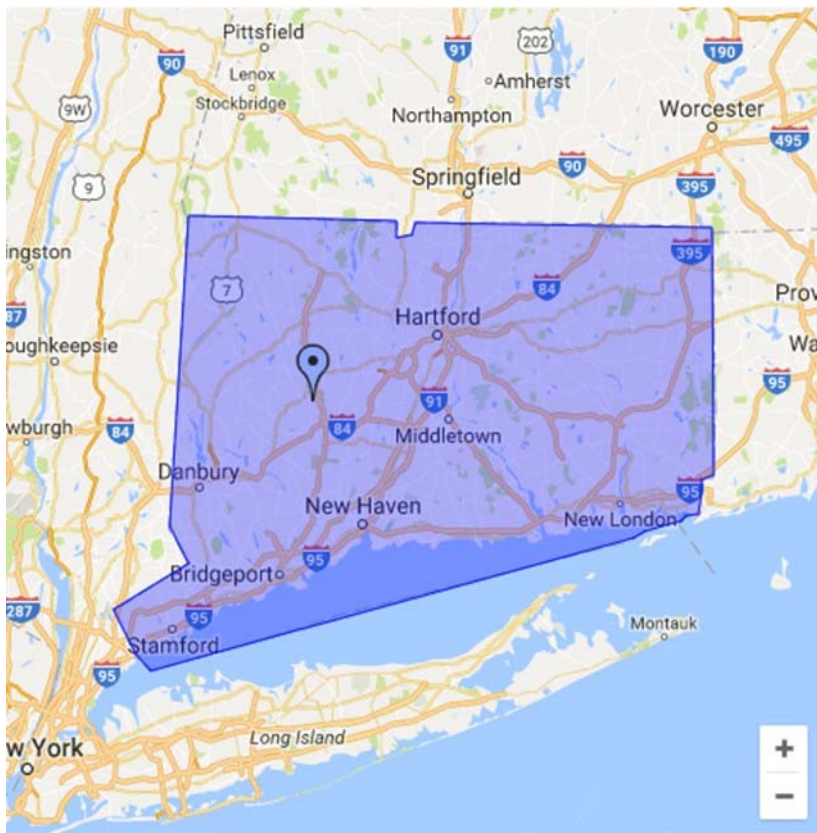
## CAMPAIGN TOP SITES

Placement	Impressions	Clicks	CTR
Anonymous.Google	13,708	3	0.02%
Reddit.com	5,645	1	0.02%
Nypost.com	2,099	4	0.19%
Youtube.com	1,413	8	0.57%
247sports.com	879	1	0.11%
Cbssports.com	794	2	0.25%
Mlbtraderumors.com	784	1	0.13%
Usatoday.com	614	5	0.81%
Bostonherald.com	533	0	0.00%
Courant.com	515	1	0.19%

## IMPAIRED DRIVING: Memorial Day, July 4<sup>th</sup>, and Labor Day

Cashman + Katz was pleased to execute the Marketing Campaign buy for the DOT Impaired Driving Enforcement Period during the months of May through June. We utilized 3 primary mediums (Display, Social Media and Radio) to efficiently raise awareness in the state of Connecticut.

### TARGETED LOCATION





## MEMORIAL DAY DISPLAY CAMPAIGN

Budget : \$3,500

Promised Impressions: 700,000

Delivered Impressions : 1,258,372

Campaign	Impressions	Clicks	CTR
DISPLAY - DOT Impaired All of CT	1,257,372	4,043	0.32%
TOTAL	1,257,372	4,043	0.32%

## SOCIAL

Budget : \$1,500

Promised Impressions: 150,000

Delivered Impressions : 260,197

Campaign	Impressions	Clicks	CTR
SOCIAL - DOT Impaired All of CT	260,197	2,182	0.84%
TOTAL	260,197	2,182	0.84%

## CAMPAIGN TOP SITES

Placement	Impressions	Clicks	CTR
anonymous.Google	267,628	1,294	0.48%
accuweather.com	4,670	11	0.24%
barstoolsports.com	3,288	14	0.43%
dailymail.co.uk	3,107	2	0.06%
reddit.com	2,405	0	0.00%
weather.com	1,762	1	0.06%
pandora.com	1,666	7	0.42%
yahoo.com	1,561	0	0.00%
courant.com	1,380	3	0.22%
nypost.com	1,321	4	0.30%



## TRADITIONAL MEDIA

RADIO STATION	SPOTS			COST
	May 22-May 28	May 29-Jun 4	Total	
WCTY	11	9	20	\$649.00
WDAQ	12	9	21	\$1,030.00
WEBE	11	0	11	\$525.00
WEZN	11	9	20	\$1,100.00
WFOX	12	9	21	\$560.00
WHCN	11	9	20	\$1,160.00
WKCI	11	9	20	\$965.00
WMRQ	11	9	20	\$545.00
WPLR	12	9	21	\$1,300.00
WQGN	12	9	21	\$480.00
WTIC	11	9	20	\$780.00
WUCS	12	9	21	\$410.00
WWYZ	11	9	20	\$835.00
WZBG	12	13	25	\$430.00
WZMX	11	9	20	\$750.00
Traffic & Weather Network (5/29-5/31)	0	76	76	\$2,895.00
<b>Total</b>	<b>171</b>	<b>206</b>	<b>377</b>	<b>\$14,414.00</b>

## IMPAIRED DRIVING: 4<sup>th</sup> of JULY ENFORCEMENT

Cashman + Katz was pleased to execute Marketing Campaign buy for the DOT Impaired Driving Enforcement Campaign during the month of July September. We utilized 3 primary mediums (Display, Social Media, and Radio) to efficiently raise awareness in the state of Connecticut.

### DISPLAY CAMPAIGN

Budget: \$3,500

Delivered Impressions: 679,551

Campaign	Impressions	Clicks	CTR
DISPLAY - DOT Impaired All of CT	679,551	2,128	0.31%
TOTAL	679,551	2,128	0.31%

### SOCIAL

Budget: \$1,500

Delivered Impressions: 97,690

Campaign	Impressions	Clicks	CTR
SOCIAL - DOT Impaired All of CT	97,690	492	0.50%
TOTAL	97,690	492	0.50%

### CAMPAIGN TOP SITES

Placement	Impressions	Clicks	CTR
Anonymous.Google	58,734	47	0.08%
Reddit.com	6,358	0	0.00%
Dailymail.co.uk	4,613	9	0.20%
Yahoo.com	3,101	4	0.13%
Nypost.com	3,048	10	0.33%
Cbssports.com	2,647	5	0.19%
Wfsb.com	2,103	5	0.24%
Accuweather.com	1,876	10	0.53%
Courant.com	1,571	2	0.13%
Usatoday.com	1,560	17	1.09%

#### CAMPAIGN SUMMARY BY CHANNEL

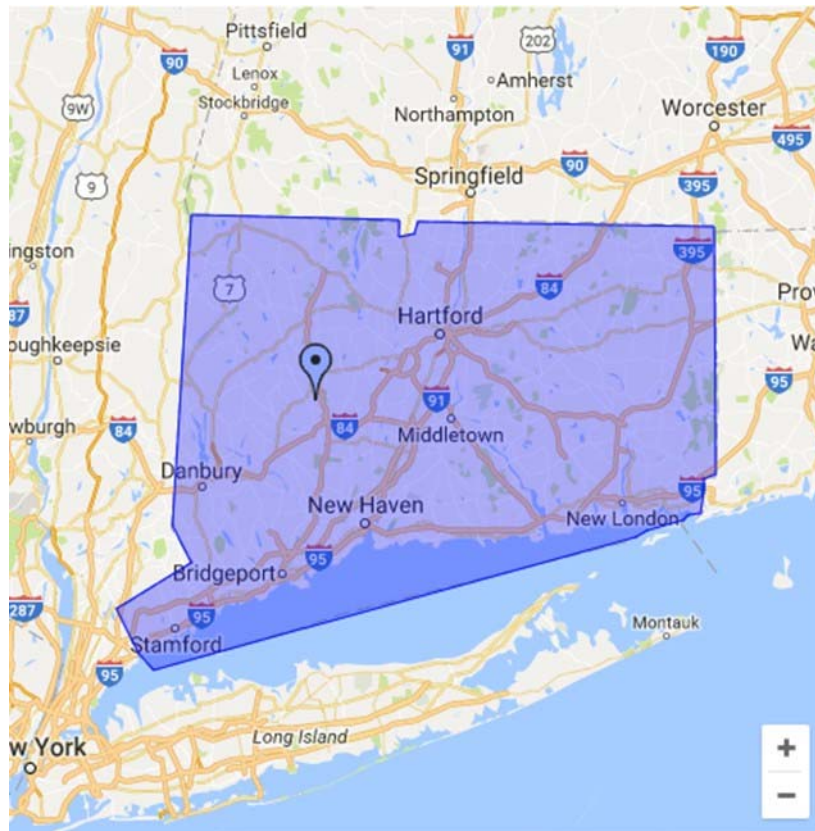
##### TRADITIONAL MEDIA

RADIO STATION	SPOTS			COST
	Jun 26-Jul 2	Jul 3-Jul 9	Total	
WCTY	11	10	21	\$707.00
WDAQ	12	9	21	\$1,030.00
WEBE	11	0	11	\$525.00
WEZN	11	9	20	\$1,100.00
WFOX	12	9	21	\$560.00
WHCN	11	10	21	\$1,260.00
WKCI	11	9	20	\$965.00
WMRQ	11	10	21	\$595.00
WPLR	12	9	21	\$1,300.00
WQGN	12	10	22	\$520.00
WTIC	11	10	21	\$840.00
WUCS	12	9	21	\$410.00
WWYZ	11	10	21	\$910.00
WZBG	12	10	22	\$340.00
WZMX	11	10	21	\$805.00
Traffic & Weather Network (7/1-7/4)	0	56	56	\$2,120.00
<b>Total</b>	<b>171</b>	<b>190</b>	<b>361</b>	<b>\$13,987.00</b>

## CAMPAIGN OVERVIEW – LABOR DAY ENFORCEMENT

Cashman + Katz was pleased to execute Marketing Campaign buy for the DOT Impaired Driving Enforcement Campaign during the months of August into September. We utilized 4 primary mediums (Display, Social Media, Radio and Outdoor) to efficiently raise awareness in the state of Connecticut.

### TARGETED LOCATION



## DISPLAY CAMPAIGN

Budget : \$7,500

Delivered Impressions : 1,635,696

Campaign	Impressions	Clicks	CTR
DISPLAY – Labor Day	1,635,696	5,598	0.34%
TOTAL	1,635,696	5,598	0.34%

## SOCIAL

Budget : \$2,500

Delivered Impressions : 296,958

Campaign	Impressions	Clicks	CTR
SOCIAL – Labor Day	296,598	1,238	0.42%
TOTAL	296,958	1,238	0.42%

## CAMPAIGN TOP SITES

Placement	Impressions	Clicks	CTR
Anonymous.Google	90,001	50	0.46%
Accuweather.com	17,932	42	0.51%
Dailymail.co.uk	14,461	29	0.20%
Reddit.com	13,844	3	0.02%
Yahoo.com	10,386	4	0.04%
Cbssports.com	6,545	16	0.24%
Nypost.com	6,383	13	0.20%
Courant.com	6,262	13	0.21%
Usatoday.com	5,075	31	0.61%
Forbes.com	3,530	8	0.23%

## TRADITIONAL MEDIA

RADIO STATION	SPOT COST Aug 28-Sept 3
WCTY	24 \$696.00
WEBE	28 \$2,035.00
WEZN	26 \$1,200.00
WMRQ	22 \$610.00
WPLR	23 \$1,325.00
WQGN	24 \$545.00
WTIC-FM	26 \$1,290.00
WWYZ	20 \$700.00
WZMX	29 \$1,530.00
Total	222 \$9,931.00

ADDITIONAL RADIO	DATE OTHER	COST	
Amp Radio	8/21-9/5	\$2,000.00	Ran on 100
Locations			
Traffic & Weather Network spots/wk	Weeks of 8/21 & 8/28	\$4,240.00	56
Pandora	8/19-9/5	\$7,243.77	945,500 Total
Impressions			
OUTDOOR COMPANY	Aug 28-Sept 3 COST	UNIT #	
Independent			

## OUTFRONT

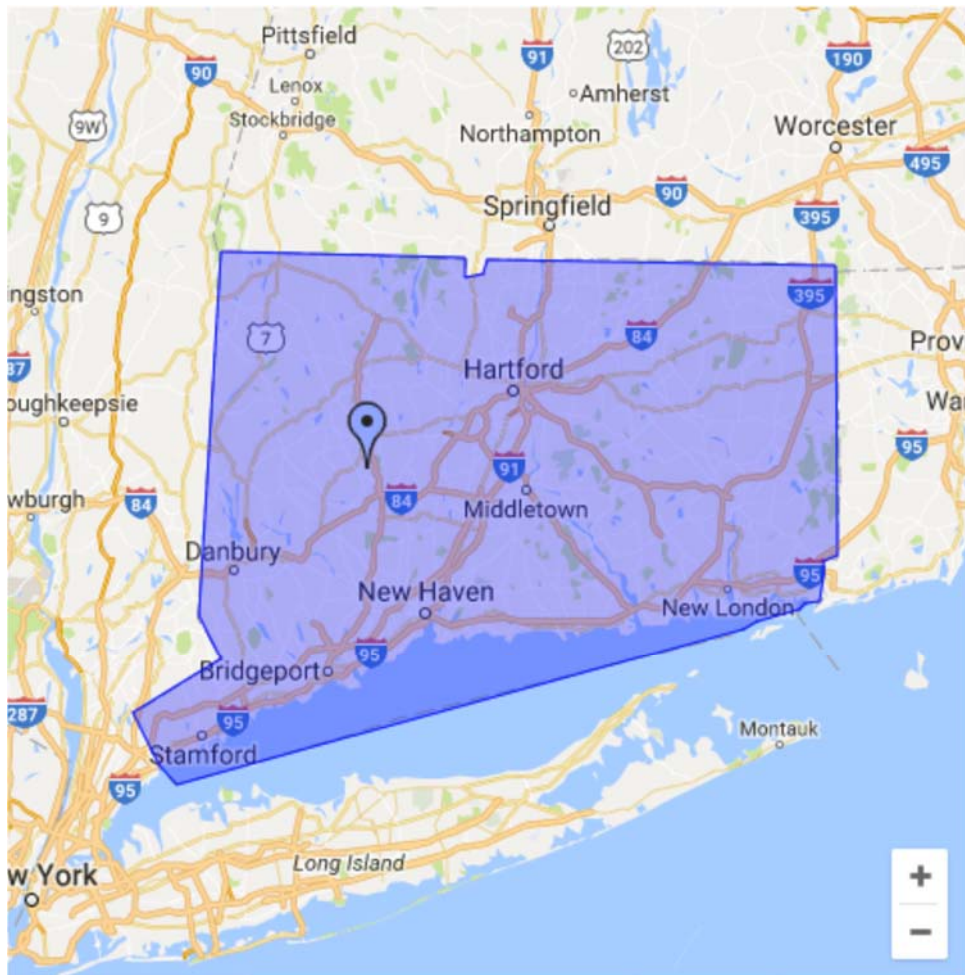
Bridgeport	1	197	\$1,176.47
Hartford/New Haven	1	327	\$764.71
Hartford/New Haven	1	380	\$764.71
Hartford/New Haven	1	889	\$764.71
Hartford/New Haven	1	912	\$764.71
Hartford/New Haven	1	1207	\$764.71

Hartford/New Haven	1	1379	\$764.71
<b>Total</b>	<b>7</b>		<b>\$5,764.73</b>

## IMPAIRED DRIVING SUMMER ENFORCEMENT

Cashman + Katz was pleased to execute Marketing Campaign buy for the DOT Impaired Driving Enforcement Campaign during the months of May (Memorial Day), July (4<sup>th</sup> of July) and August/September (Labor Day). We utilized 6 primary mediums (Display, Video, Social Media, Billboards, Radio and Cable TV) to efficiently raise awareness in the state of Connecticut.

### TARGETED LOCATION





## DIGITAL SUMMARY

Grand Total	Impressions	Clicks	CTR	Views
	3,117,725	4,961	0.16%	38,076

## DISPLAY

"Mugshot" Campaign	Impressions	Clicks	CTR
TOTAL	1,998,870	3,506	0.18%

## VIDEO

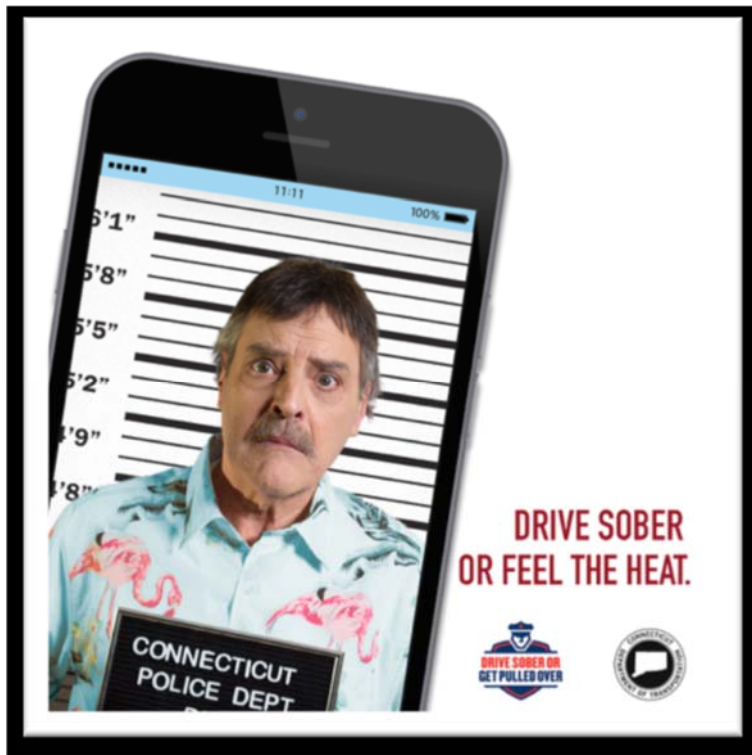
"Mugshot" Campaign	Impressions	Clicks	CTR	Views
TOTAL	83,167	85	0.10	38,076

---

## FACEBOOK

"Mugshot" Campaign	Impressions	Clicks	CTR
TOTAL	1,035,688	1,370	0.13%

Examples:



## TOP CAMPAIGN SITES

Site	Impressions	Clicks	CTR
unlisted Google	56,619	10	0.02%
reddit.com	48,635	10	0.02%
ebay.com	39,004	10	0.03%
thesportster.com	17,741	19	0.11%
pch.com	17,696	10	0.06%
nypost.com	15,291	39	0.26%
cbssports.com	14,535	33	0.23%
diply.com	12,762	13	0.10%
yahoo.com	7,183	4	0.06%
mlb.com	6,727	3	0.04%

## RADIO SUMMARY

## MEMORIAL DAY ENFORCEMENT RADIO

Station	5/27-5/31	Cost
TTWN	128	\$5005
WTCY	23	\$497
WDAQ	23	\$730
WEZN	23	\$835
WKCI	19	\$635
WMRQ	24	\$480
WPLR	22	\$790
WQGN	23	\$420
WTIC – FM	20	\$780
WUCS	23	\$335
WWYZ	21	\$605
WZMX	21	\$875
<b>TOTAL</b>	<b>370</b>	<b>\$11,987.00</b>

## 4<sup>th</sup> of JULY ENFORCEMENT RADIO

Station	7/1-7/4	Cost
TTWN	128	\$5005
WTCY	23	\$497
WDAQ	23	\$730
WEZN	23	\$835
WKCI	19	\$635
WMRQ	24	\$480
WPLR	22	\$790
WQGN	23	\$420
WTIC – FM	20	\$780
WUCS	23	\$335
WWYZ	21	\$605
WZMX	21	\$875
<b>TOTAL</b>	<b>370</b>	<b>\$11,987.00</b>

## LABOR DAY ENFORCEMENT RADIO

Station	8/27-9/2	Cost
TTWN (Week of 8/20)	128	\$5,005
WBMW	12	\$822
WTCY	20	\$366
WEBE	11	\$650
WEZN	30	\$1,520
WMRQ	20	\$580
WPLR	29	\$1,600
WQGN	25	\$544
WTIC – FM	38	\$1,330
WUCS	17	\$415
WZMX	39	\$1,250
Pandora	488,750 (Impressions)	\$3,500
<b>TOTAL</b>	<b>380</b>	<b>\$17,582</b>

## OUTDOOR SUMMARY

### LABOR DAY ENFORCEMENT

Location	Cost
Hartford – 1379	\$765
Hartford – 380	\$765
Fairfield – 703	\$1,412
New Britain – 1257	\$765
Waterbury – 1269	\$765
Hartford – 328	\$765
New Haven – 1208	\$765
<b>TOTAL – 7 Boards</b>	<b>\$6,002</b>



## CABLE TV SUMMARY

### LABOR DAY ENFORCEMENT CABLE TV

CABLE PROVIDER	SPOTS	COST
Comcast Hartford / New Haven	397	\$10,064
Comcast Danbury/ Northern Fairfield	138	\$1,579
Altice	101	\$4,553
<b>TOTAL</b>	<b>636</b>	<b>\$16,196</b>

## CAMPAIGN HISPANIC IMPAIRED DRIVING

### FLIGHT DATES 11/21-9/4

Media Type	Media Outlet	Planned Impressions	Actual Impressions	Spots Planned	Spots Ran	Post %
Digital	Electric Symphony	2,500,000	2,825,500	N/A	N/A	113%
Radio	Pandora	1,047,188	1,047,188	N/A	N/A	100%
Radio	WMRQ-2	83,200	114,400	208	286	138%
Radio	WPRX-AM	51,233	84,169	91	130	164%
Radio	WCUM-AM	58,918	102,832	91	143	175%
Outdoor	Outfront	1,811,923	2,482,086	6	6	137%
<b>Total</b>		<b>5,552,462</b>	<b>6,656,175</b>	<b>396</b>	<b>565</b>	<b>120%</b>

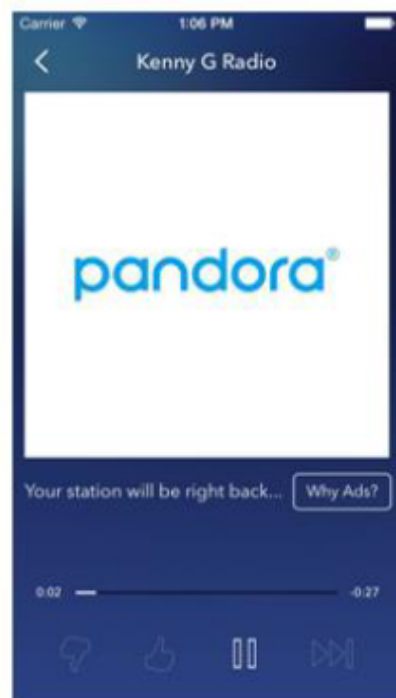
### Billboards in New Haven, Hartford, New Britain, Waterbury, and Bridgeport



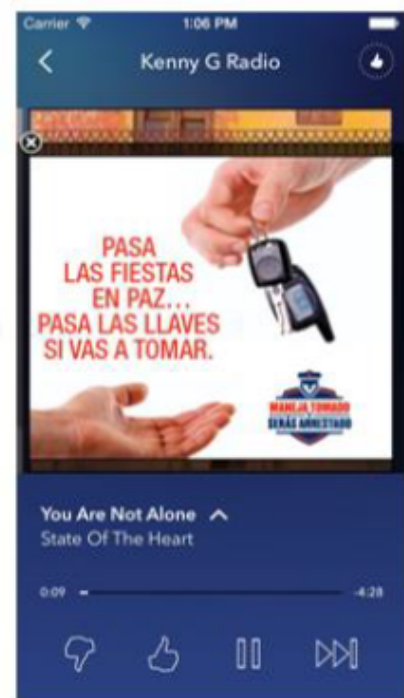




## Pandora Screenshots



Audio



Following Banner

## Digital Screenshots

Campaign	Sum of Impressions	Sum of Clicks	CTR
CT DOT-Impaired Driving Spanish	2825500	3718	0.13%
HSO Impaired Driving Spanish 2017-2018	2825500	3718	0.13%
Grand Total	2825500	3718	0.13%



## ¿Cuál es la situación actual de los dreamers y qué deben hacer para mantener la protección de DACA?

El abogado Victor Nieblas explica el fallo de un juez de Texas que permite que el programa siga vigente. Dice que las personas amparadas deben presentar a tiempo sus solicitudes de renovación.



ESTADOS UNIDOS 2:55  
Pulisic, la joya del Team USA que quiere servir de inspiración a los jóvenes estadounidenses



ESTADOS UNIDOS 0:23  
Paul Arriola, motivado por enfrentar a Brasil con el Team USA



NOTICIERO UNIVISION 2:18  
Un nuevo libro afirma que asesores del presidente le esconden documentos para evitar decisiones catastróficas



EDICION DIGITAL 0:35  
Gobernador de Arizona nombra a Jon Kyl como reemplazo del fallecido senador John McCain

ANDREA LINARES

**TOMAR Y MANEJAR.  
¿VALE LA PENA EL RIESGO.**



### US OPEN



### Nadal sobrevive a Thiem en el mejor partido del US Open

DEPORTES - 05 SEPTIEMBRE 2018



### Paso a pasito Serena Williams se instala en semis del US Open

DEPORTES - 05 SEPTIEMBRE 2018



### CLASIFICADOS

Publica un aviso  
Ver todos los avisos



### GUÍA DE COMPRAS



Processing request...

CONTENIDO PATROCINADO

# OCCUPANT PROTECTION: Click-it or Ticket/Social Norming: January 2018-March 2018

## Media Objective

The media objective of this campaign was to reach as many state wide drivers as possible throughout the First Quarter 2018 with the “Toe Tag” Social Norming Advertising message. A special focus was directed to reaching Men 18-34, historically the least compliant to this message. A mix of Digital Highway Billboards, Digital Display Web Banner ads, and Online Video was utilized to achieve this objective cost efficiently with the allocated budget.

## Campaign Scheduling

The ad campaign ran from January 2, 2018 through March 26, 2018. Since the campaign communicated a Social Norming ad message rather than a specific timely Enforcement ad message, media weight levels were allocated equally throughout the quarter. The ad message was seen statewide with a geographic skew toward the metropolitan population centers.

## DIGITAL SUMMARY

Google Total	Impressions	Clicks	CTR	Views	View Rate
	4,945,620	25,343	0.51%	54,526	35.90%

Campaign	Impressions	Clicks	CTR
Toe-Tag Display	4,793,752	25,185	0.53%

Campaign	Impressions	Clicks	CTR	Views	View Rate
Toe-Tag Video (Pre-roll)	151,868	158	0.10%	54,526	35.90%



## OUTDOOR SUMMARY

Company	Dates	Total
Barrett	2/5-2/11	\$1,044.12
	2/19-2/25	\$1,132.35
	2/19-2/25	\$1,044.12
	3/5-3/11	\$1,132.35
Lamar	1/8-1/14	\$1,176.47
	1/8-1/14	\$1,176.47
	1/8-1/14	\$1,176.47
	1/22-1/28	\$1,176.47
	1/22-1/28	\$882.35
	1/22-1/28	\$1,176.47
	2/5-2/11	\$1,176.47
	2/5-2/11	\$1,176.47
	2/5-2/11	\$1,176.47
	2/5-2/11	\$1,176.47
	3/5-3/11	\$1,411.76
	3/5-3/11	\$1,176.47
	3/5-3/11	\$1,176.47
	3/19-3/25	\$1,176.47
Outfront	1/8-1/14	\$794.12
	1/8-1/14	\$794.12
	1/22-1/28	\$794.12
	2/5-2/11	\$794.12
	2/19-2/25	\$794.12
	2/19-2/25	\$794.12
	2/19-2/25	\$794.12
	3/5-3/11	\$794.12
	3/19-3/25	\$794.12
	3/19-3/25	\$794.12
Total		\$29,500.01



## OUTDOOR SCREEN GRABS

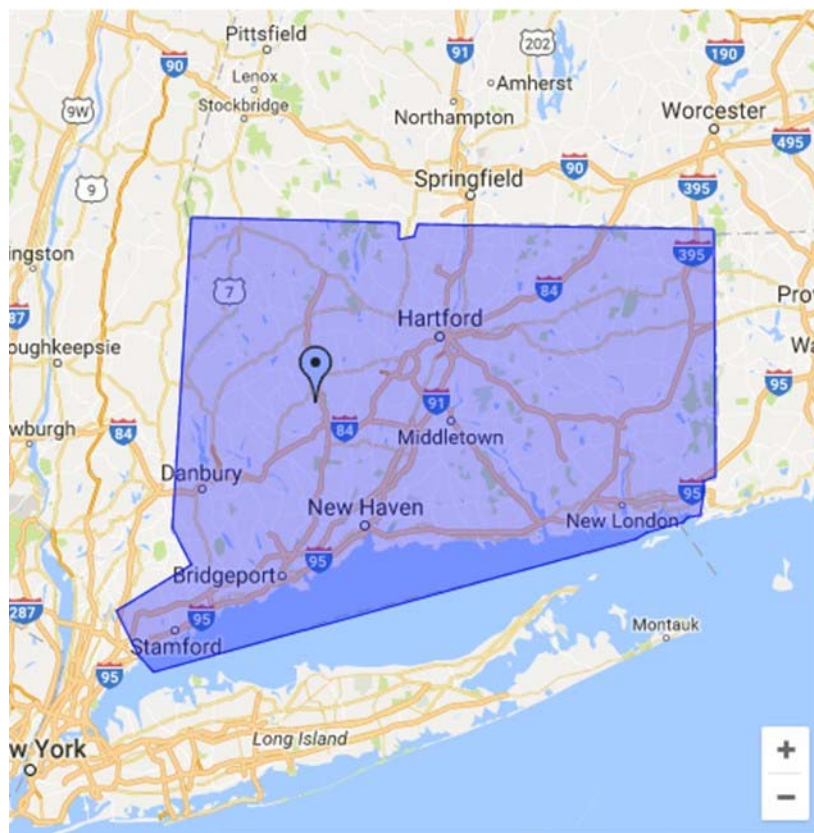


# OCCUPANT PROTECTION: POST BUY REPORT

## Summer Social Norming Enforcement

Cashman + Katz was pleased to execute the Digital Marketing buy for the DOT Click-it or Ticket during the months of July and September. We utilized 2 primary mediums (Display advertising and digital billboards) to efficiently raise awareness in the state of Connecticut.

TARGETED LOCATION



## DIGITAL SUMMARY

Grand Total	Impressions	Clicks	CTR	Views
	1,840,946	7,847	0.43%	23,370

## DISPLAY

"Toe Tag Campaign"	Impressions	Clicks	CTR
TOTAL	1,777,575	7,778	0.44%

## VIDEO

"Toe Tag" Campaign	Impressions	Clicks	CTR	Views
TOTAL	63,371	69	0.11%	23,370



## TOP CAMPAIGN PLACEMENTS

Placement	Impressions	Clicks	CTR
anonymous.google	369,556	699	0.19%
Tune-In (mobile app)	38,278	68	0.18%
pandora (mobile app)	28,407	180	0.63%
wfsb.com	19,572	34	0.17%
thesportster.com	18,124	33	0.18%
wfsb (mobile app)	17,900	37	0.21%
Weather Channel (mobile app)	16,970	17	0.10%
pandora.com	16,629	60	0.36%
nypost.com	13,824	26	0.19%
accuweather.com	9,929	43	0.43%
<b>TOTAL</b>	<b>549,189</b>	<b>1,197</b>	<b>0.22%</b>

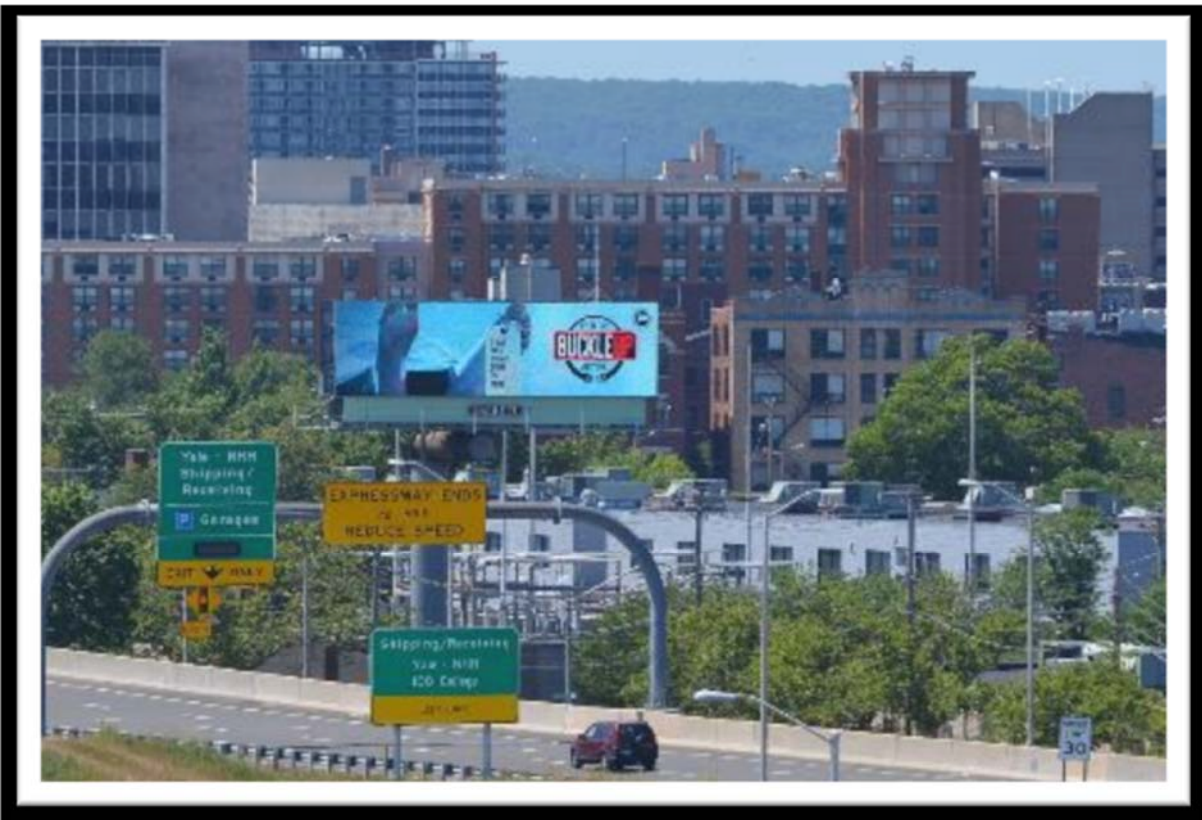
## OUTDOOR SUMMARY

### July Outdoor



Dates	Board Number	Cost
7/9-7/15	1257	\$764.71
7/9-7/15	380	\$764.71
7/9-7/15	912	\$764.71
7/9-7/15	91	\$897.06
7/9-7/15	1310	\$764.71
7/23-7/29	1257	\$764.71
7/23-7/29	112	\$1,073.53
7/23-7/29	1269	\$764.71
7/23-7/29	361	\$764.71
7/23-7/29	1378	\$764.71
7/23-7/29	1310	\$764.71

**\$8,852.98**



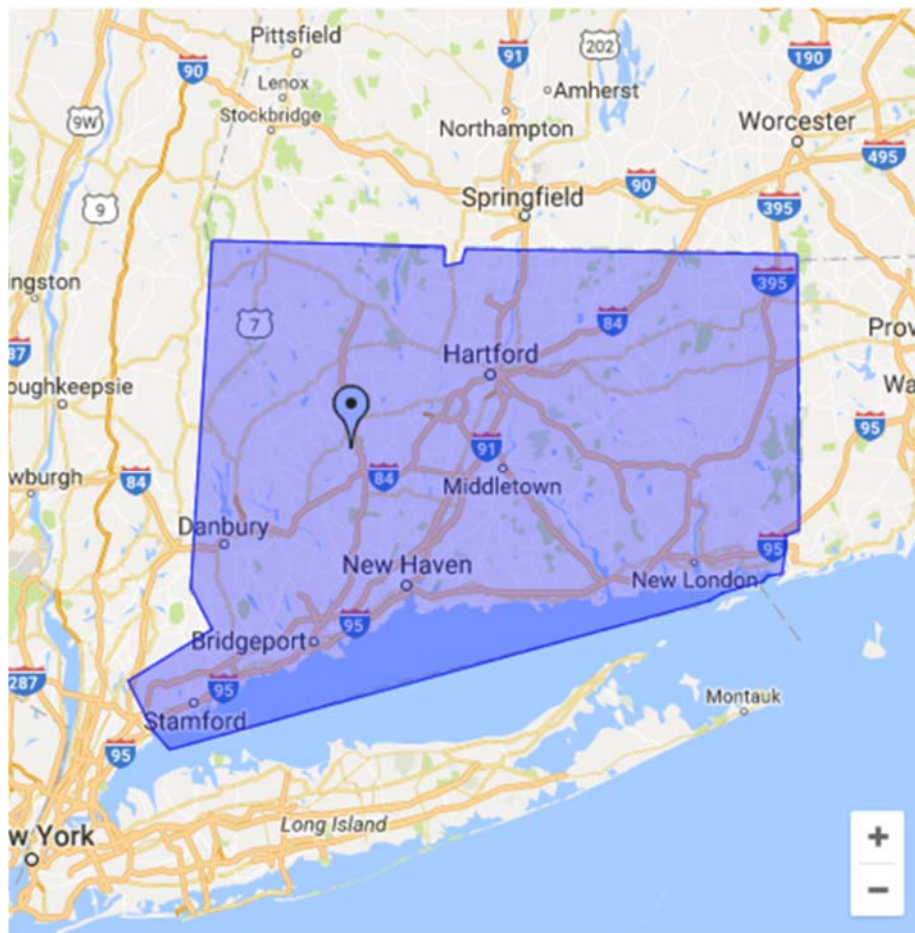


## CIOT POST BUY REPORT: JULY & SEPTEMBER SOCIAL NORMING 2017

### EXECUTIVE SUMMARY

Cashman + Katz was pleased to execute the Social Norming Marketing Campaign for the DOT Click-It or Ticket initiative during the month of July. We utilized 3 primary mediums (Display, Video and Outdoor) to efficiently raise awareness in the state of Connecticut.

Targeted Location



## DISPLAY CAMPAIGN

Budget : \$3,000

Delivered Impressions : 2,221,083

Campaig	Impressions	Clicks	CTR
DISPLAY–Social Norming	2,221,083	10,878	0.49%
TOTAL	2,221,083	10,878	0.49%

## VIDEO CAMPAIGN

Budget: \$3,600

Delivered Views: 19,625

Campaig	Impressions	Views	View Rate
VIDEO–Social Norming	70,842	19,625	27.70%
TOTAL	70,842	19,625	27.70%

## OUTDOOR

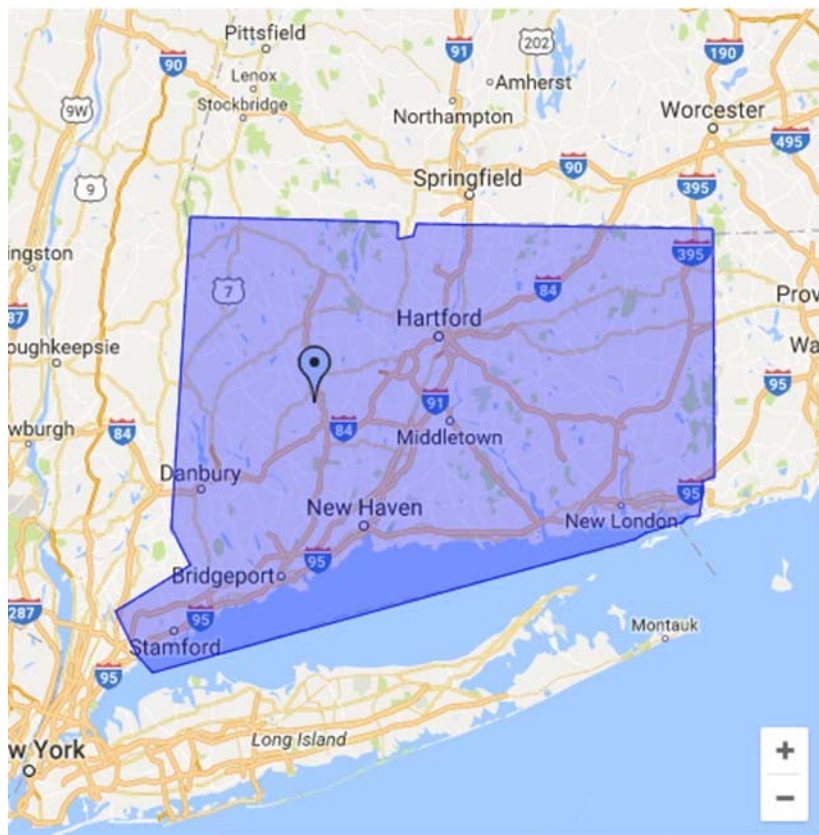
OUTDOOR COMPANY	DATES	LOCATION	TOTAL
Lamar	7/10-7/16	Hartford	\$1,176.4
	7/10-7/16	Hartford	\$1,176.4
	7/10-7/16	Fairfield	\$1,470.5
	7/24-7/30	Hartford	\$1,176.4
	7/24-7/30	Hartford	\$1,176.4
	7/24-7/30	Fairfield	\$1,470.5
Outfront	7/10-7/16	Hartford/New Haven	\$764.7
	7/24-7/30	Hartford/New Haven	\$764.7
	7/24-7/30	Hartford/New Haven	\$764.7
Total			\$9,941.1

# OCCUPANT PROTECTION: Click-it or Ticket/Social Norming:

## September

Cashman + Katz was pleased to execute the Social Norming Marketing Campaign for the DOT Click-It or Ticket initiative during the month of September. We utilized 2 primary mediums (Display and Video) to efficiently raise awareness in the state of Connecticut.

### TARGETED LOCATION



## DISPLAY CAMPAIGN

Budget : \$3,000

Delivered Impressions : 1,235,382

Campaign	Impressions	Clicks	CTR
DISPLAY—Social Norming	1,235,382	5,683	0.46%
TOTAL	1,235,382	5,683	0.46%

## VIDEO CAMPAIGN

Budget: \$3,600

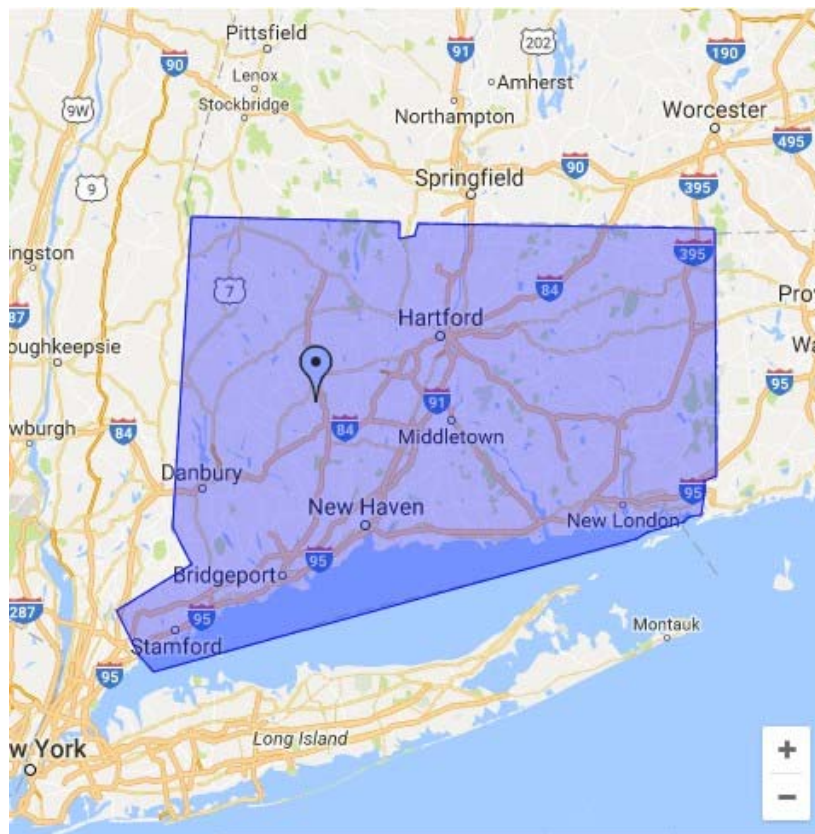
Delivered Views: 28,287

Campaign	Impressions	Views	View Rate
VIDEO—Social Norming	103,194	28,287	27.41%
TOTAL	103,194	28,287	27.41%



## DISTRACTED DRIVING: August

Cashman + Katz was pleased to execute the Digital Marketing buy for the DOT Distracted Driving Enforcement during the month of August. We utilized 5 primary mediums (Display, Video, Social Media, Billboards and Radio) to efficiently raise awareness in the state of Connecticut.

**TARGETED LOCATION**

## CAMPAIGN SUMMARY BY CHANNEL

Grand Total	Impressions	Clicks	CTR	Views	View Rate
	1,419,135	7,472	0.53%	31,640	20.14%

### DISPLAY

Campaign	Impressions	Clicks	CTR
Text	563,100	4,697	0.83%
Day	328,973	1,011	0.31%
Night	188,548	712	0.38%
<b>TOTAL</b>	<b>1,080,621</b>	<b>6,420</b>	<b>0.59%</b>

### VIDEO

Campaign	Impressions	Clicks	CTR	Views	View Rate
In-Stream	57,383	46	0.08%	17,740	30.92%
Video Discovery	37,957	0	0.00%	383	1.01%
<b>TOTAL</b>	<b>95,340</b>	<b>46</b>	<b>0.05%</b>	<b>18,123</b>	<b>19.01%</b>

### FACEBOOK

Campaign	Impressions	Clicks	CTR	Views	View Rate
Traffic Ad - U Text	181,394	353	0.19%	0	0.00%
Video - U Text	61,780	653	1.06%	13,517	21.88%
<b>TOTAL</b>	<b>243,174</b>	<b>1,006</b>	<b>0.41%</b>	<b>13,517</b>	<b>21.88%</b>



## CAMPAIGN SUMMARY BY CHANNEL

### OUTDOOR

Location	Week 1	Week 2	Cost
New Haven - 1208		*	\$765
Hartford - 8149		*	\$1,529
West Haven - 128	*		\$1,147
Waterbury - 1269		*	\$765
Bridgeport - 8197		*	\$1,529
Fairfield - 71	*		\$1,029
Harford - 1379	*		\$765
Hartford - 361		*	\$765
Hartford - 1257		*	\$765
New Haven - 327	*		\$765
Waterbury - 912	*		\$765
New Britain - 8128	*		\$1,529
<b>TOTAL</b>	<b>6 Boards</b>	<b>6 Boards</b>	<b>\$12,118</b>

## Outdoor



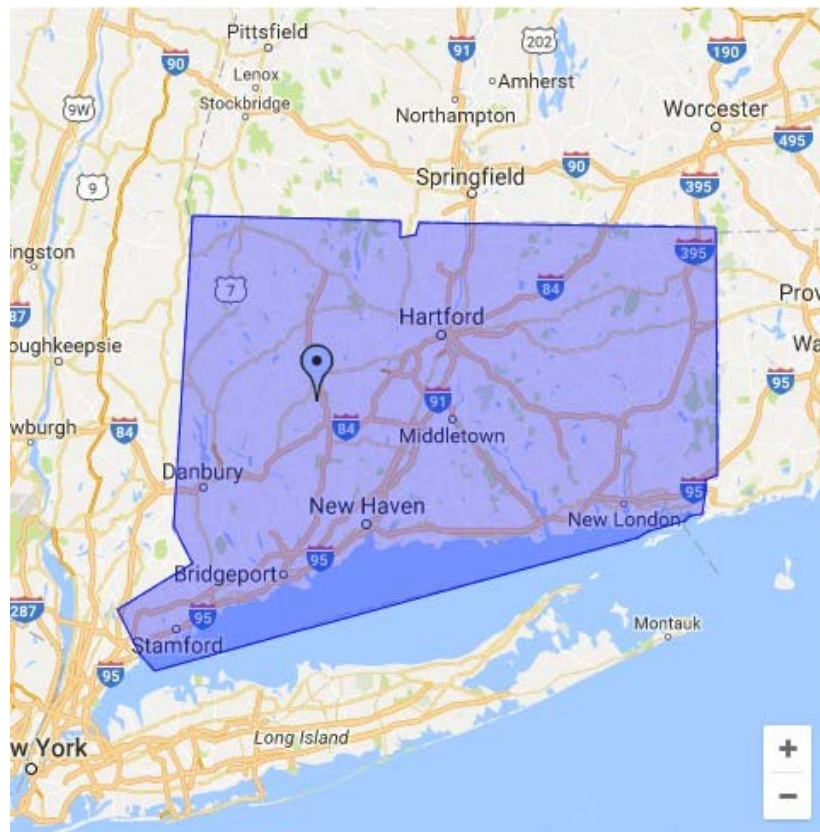
## RADIO

Station	Week 1 - Spots	Week 2 - Spots	Cost
WBMW	21	21	\$1,428
WCTY	22	21	\$1,086
WEBE	18	17	\$2,550
WEZN	24	25	\$2,740
WMRQ	24	24	\$1,560
WPLR	29	29	\$3,250
WQGN	23	23	\$968
WRCH	30	30	\$2,800
WTIC – FM	25	35	\$2,500
WUCS	14	14	\$650
WZBG	15	15	\$600
WZMX	36	36	\$2,360
Pandora	730,875 (impressions)		\$6,000
Traffic + Weather Ntw.	100	100	\$9,080
<b>TOTAL</b>	<b>391</b>	<b>390</b>	<b>\$37,572</b>

## **DISTRACTED DRIVING: POST BUY REPORT**

### **Summer Social Norming**

Cashman + Katz was pleased to execute the Digital Marketing buy for the DOT Distracted Driving Social Norming campaign during the months of June, July and September. We utilized **2** primary mediums (Digital Advertising and Cable TV) to efficiently raise awareness in the state of Connecticut.

**TARGETED LOCATION**

## DIGITAL SUMMARY

Grand Total	Impressions	Clicks	CTR	Views
	5,401,880	5,499	0.10%	98,681

## GOOGLE

Campaign Type	Impressions	Clicks	CTR	Views
Display	4,215,669	2,214	0.05%	
Video	137,161	117	0.09%	46,173
<b>Total</b>	<b>4,352,830</b>	<b>2,331</b>	<b>0.05%</b>	<b>46,173</b>

## FACEBOOK

Campaign Type	Impressions	Clicks	CTR	Views
Traffic	798,751	619	0.08%	
Video	250,299	2,549	1.02%	52,508
<b>Total</b>	<b>1,049,050</b>	<b>3,168</b>	<b>0.30%</b>	<b>52,508</b>



## TOP CAMPAIGN PLACEMENTS

Placement	Impressions	Clicks	CTR
anonymous.google	332,350	121	0.04%
reddit.com	125,787	11	0.01%
pch.com	44,248	12	0.03%
foxnews.com	21,249	7	0.03%
Words With Friends (mobile app)	27,706	52	0.19%
cbssports.com	19,589	13	0.07%
Scrabble (mobile app)	17,417	23	0.13%
match.com	11,189	3	0.03%
imgur.com	9,358	2	0.02%
xfinity.com	11,851	1	0.01%
<b>TOTAL</b>	<b>620,744</b>	<b>245</b>	<b>0.04%</b>

## Cable TV Summary

### Cable TV – June (6/4 – 6/24)

CABLE PROVIDER	SPOTS	COST
Comcast Hartford / New Haven	764	\$18,312
Altice	207	\$8,688
<b>TOTAL</b>	<b>971</b>	<b>\$27,000</b>

### Cable TV – July (7/16 – 7/29)

CABLE PROVIDER	SPOTS	COST
Comcast Hartford / New Haven	428	\$10,534
Altice	191	\$7,449
<b>TOTAL</b>	<b>619</b>	<b>\$17,983</b>

### Cable TV – September (9/10-9/23)

CABLE PROVIDER	SPOTS	COST
Comcast Hartford / New Haven	450	\$11,053
Altice	191	\$7,448
<b>TOTAL</b>	<b>641</b>	<b>\$18,501</b>
<b>TOTAL SUMMER TV</b>	<b>2231 Spots</b>	<b>\$63,484</b>

## SCREENVISION – POST ANALYSIS

### CT DOT Distracted Driving Campaign 8/3/18-8/30/18

ELEMENT	DATES	CONTRACTED	ACTUAL	INDEX	BUDGET
:30Cinema Spot - Regional Pod -All Rating	8/3/18 - 8/30/18	211,056	216,820	102.7%	\$9,496
:30Cinema Spot -All Rating	8/3/18 - 8/30/18	119,001	121,974	102.5%	Added Value
<b>GRAND TOTAL</b>		<b>330,057</b>	<b>338,794</b>	<b>102.6%</b>	<b>\$9,496</b>



# HALLOWEEN SAFETY POST BUY REPORT

## OCTOBER 2017

### Campaign Objectives

#### MEDIA OBJECTIVES

Create awareness for road safety during the Halloween partying and trick or treating season and generate the largest audience reach and frequency as possible with a \$50,000 media budget.

#### MEDIA STRATEGY

Our strategy was to schedule all media activity within a two-week period between October 16 and October 31 while skewing more media weight in week #2 than week #1 or #3. Additionally, we allocated equal statewide geographic coverage as much as possible. Our goal was to target the media primarily to Adults 18-34 and secondarily to all drivers including teens. Lastly, we used a mix of local media vehicles in order to generate the largest, cost-effective target audience reach & frequency possible with the given budget.



#### DIGITAL MARKETING BUDGET

Display Advertising : \$5,000.00

Facebook Ads : \$2,000.00

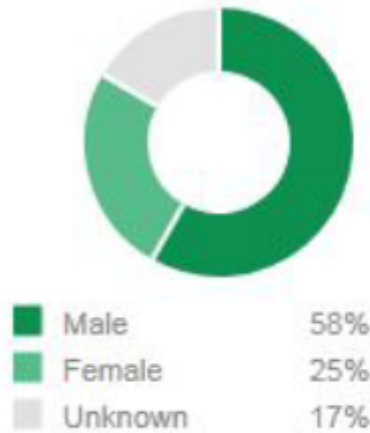
Video Advertising: \$3,000.00



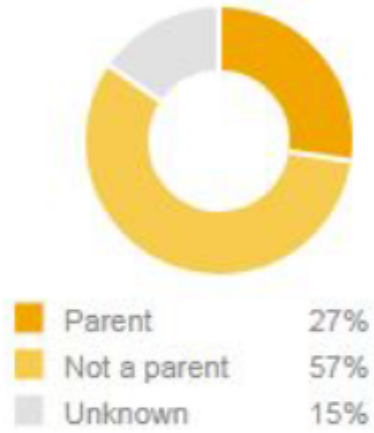
Total Budget : \$10,000.00

## DEMOGRAPHICS

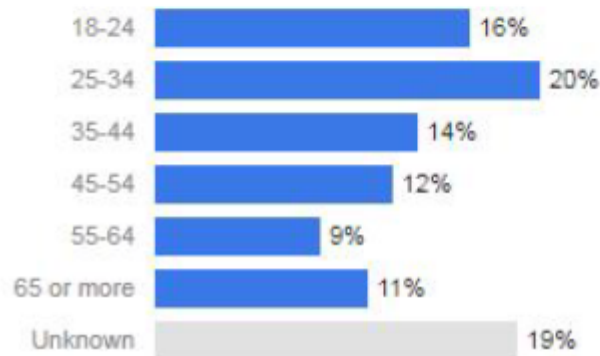
Gender



Parental status



Age



## DISPLAY CAMPAIGN

Budget : \$5,000

Delivered Impressions : 1,262,370

Campaign	Impressions	Clicks	CTR
DISPLAY - Halloween	1,262,370	6,520	0.52%
TOTAL	1,262,370	6,520	0.52%

## VIDEO CAMPAIGN

Budget : \$3,000

Delivered Views : 9,928

Campaign	Impressions	Views	View Rate
VIDEO – Drive Scary Safe	96,645	10,928	11.30%
TOTAL	96,645	10,928	11.30%

## FACEBOOK AD CAMPAIGN

Budget : \$2,000

Delivered Impressions : 32,636

Campaign	Impressions	Clicks	CTR
DISPLAY – Halloween Drive Scary Safe	214,758	503	0.23%
TOTAL	214,758	503	0.23%

## TELEVISION CAMPAIGN

Budget : \$40,000

TV STATION	Spots				Dollars
Week of:	16-Oct	23-Oct	30-Oct	Total	Cost
Altice	0	96	28	124	\$6,022.00
Comcast	140	170	40	350	\$6,355.00
WCCT	12	14	2	28	\$1,765.00
WCTX	13	14	1	28	\$1,490.00
WFSB	9	14	5	28	\$6,605.00
WTIC-FM	14	16	4	34	\$5,851.00
WTNH	7	12	6	25	\$5,925.00
WVIT	10	14	4	28	\$5,275.00
Total	205	350	90	645	\$39,288.00

## NOTEWORTHY PRACTICES

## **Noteworthy Practice 1**

### Project Title

Drowsy Driving – Nicholas Just & Sean Fogarty

### Target

The Public

### Program Area

Drowsy Driving

### Problem Statement

Drowsy Driving continues to be a national and local problem that besets all Highway Safety programs. Studies by the National Highway Traffic Safety Administration (NHTSA) estimate that drowsy driving was responsible for 72,000 crashes, 44,000 injuries and 800 deaths in 2013. Further studies conducted show that a shocking 1 in 25 adult drivers report having fallen asleep while driving in the past 30 days. Even more alarming is the reality that these statistics are likely underestimated and underreported, with up to 6,000 fatal crashes each year that may be caused by drowsy drivers.

### Objective

The Connecticut Department of Transportation Highway Safety Office (HSO) would like to support the Boy Scouts efforts in the community as they work to combat drowsy driving within the state as a part of their service to the community. There is great opportunity to support scout troops that are continuously engaged in this effort, which will promote greater safety and awareness regarding this quality of life challenge.

### Strategies

The HSO will utilize this grant to reach the motoring public through outreach at public rest areas. The HSO will partner with Scouts to hand out educational material, distribute surveys to assess attitudes on drowsy driving, and use high visibility signage on the roadside to get the public into rest areas when drowsy or tired.

### Results

Pending conclusion of the project (Summer/Early Fall 2019)

### Cost

\$15,000

### Funding Source

GHSA Grant

## **NOTEWORTHY PRACTICE 2**

### Project Title

Distracted Driving & Sobriety Checkpoint Signage – Aaron Swanson, Eugene Interlandi & Sean Fogarty

### Target

The Public

### Program Area

Distracted Driving and Impaired Driving

### Problem Statement

Distracted Driving and DUI continues to be a national and local problem that besets all Highway Safety programs. Studies by the National Highway Traffic Safety Administration (NHTSA) estimate that distracted driving was responsible for 3,450 deaths in 2016. This is a new danger to the motoring public that has been increasing due to the proliferation of technology, smart phones, and the permissive viewpoint that many in the public carry regarding technology use while driving.

Drunk Driving has been a long standing challenge for highway safety programs with NHTSA estimating that 10,000 lives are lost each year with 29 people being killed each day due to alcohol-impaired vehicle crashes. In 2016, that meant that one person was killed every 50 minutes. New challenges are emerging due to the widespread legalization of marijuana as well as the spread of illegal drugs that can require more specialized training to detect on the part of law enforcement.

### Objective

The Connecticut Department of Transportation Highway Safety Office (HSO) planned to support all the agency law enforcement partners within the state to utilize and standardize distracted driving and DUI signage to assist in law enforcement campaigns while also serving to educate the public.

### Strategies

The HSO utilized funding to purchase portable reflective signage that law enforcement officers utilize throughout the state as they engage in enforcement activities. This signage is standardized, portable, easy to read, and communicates to the motoring public that distracted driving and driving under the influence will not be tolerated on Connecticut's roadways. From Hartford to Stamford, Danbury to Mystic, members of the motoring public see the same messaging throughout every local and state law enforcement agency engaged in these operations to save lives and prevent injuries.

### Results

Distracted Driving and DUI/Sobriety Checkpoint signs delivered to all participating agencies statewide and utilized during enforcement campaigns.

### Cost

Distracted - \$62,500

DUI \$26,000

Total: \$88,500

### Funding Source

NHTSA

## **NOTEWORTHY PRACTICE 3**

### PROJECT TITLE

“Passenger Power” distracted walking presentation – Marisa Auguste, Kathryn Faraci, Eric Jackson, and Tara Simler

### TARGET

6 to 15-year olds attending the Channel 3 Kids Camp in Andover, CT.

### PROGRAM AREA

Pedestrian Traffic Safety

### PROBLEM STATEMENT

Pedestrian safety has always been a top priority for traffic safety professionals in Connecticut. Within the past few years, crash data trends have indicated an increase in the proportion of pedestrians seriously injured or killed in traffic collisions. With this in mind, the effort to reduce pedestrian-involved collisions was reinforced. Creative and innovative ideas were considered to approach this growing problem. Young adolescents are a unique subgroup among vulnerable road users because they have not yet reached driving age, meaning they have not received the training, education and messaging that comes along with that privilege.

### OBJECTIVE

The main objective was to educate and inform young children and adolescents about the risks associate with distracted walking while also empowering them to use their “passenger power” to speak up when they witness dangerous driving behaviors. This population is particularly vulnerable because they are not old enough to drive, leaving walking and biking as their primary mode of transportation. This generation of adolescents are also very into the use of cell phones, tablets and MP3 players, increasing the probability of distracted walking behaviors.

### STRATEGIES

The activities included:

1. A presentation from Marisa Auguste and DJ Kid Fresh from Hot 93.7 discussing the risks of distracted walking and the “Passenger Power” message of speaking up and telling our loved ones to put away any distractions when they are driving. Children were asked to provide examples of risky driving and crosswalk behaviors
2. The children were split into teams to compete in Traffic Safety Jeopardy consisting of random traffic safety trivia and questions about information provided in the earlier presentation.
3. At the end, each child was provided a pedestrian safety takeaway package that included the following: a drawstring bag with reflective strips and the Passenger Power logo, Passenger Power

bracelets, a “Watch for Me CT” brochure about pedestrian and bicycle safety and a word search of pedestrian safety buzzwords from the presentation. T-shirts with the Passenger Power pledge on the were also provided and the children were asked to sign the backs of their shirts. Passenger Power pledge states back *“I pledge to pay attention to my surroundings, focus on safety and hold others accountable for safe, distraction free driving”*.

#### RESULTS

Presentation was given on August 15, 2018 to a group of 20 to 30 children.

#### COST

N/A

## **ATTITUDE AND AWARENESS OUTCOME MEASURES**



## Connecticut Click It or Ticket Campaign 2017 - DMV Results

---

The purpose of this summary report is to share with the Connecticut Department of Transportation's Highway Safety Office (HSO) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the 2017 Click It or Ticket initiative. A one-page dual language questionnaire was distributed in DMV offices designed to assess respondents' knowledge and awareness of the heightened enforcement activity and paid media campaign that is funded by HSO. 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 directly before the media began (April 25 – May 13, 2017) and the second wave was collected directly afterward (June 6 – 14, 2017).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate that self-reported belt use increased slightly (not significantly) from Wave 1 to Wave 2. Close to 90 percent (89.3%) of respondents reported *"Always"* wearing their seatbelt in Wave 2 up from 87.5 percent in Wave 1. The percentage of respondents indicating the chance of getting a ticket was *"Always"* showed a slight increase (not significant), from 87.5 percent in Wave 1 to 89.3 percent in Wave 2. Just over one third of respondents indicated that State and Local police enforced the seat belt law *"Very Strictly"* with small non-significant increases from Wave 1 to Wave 2 (36.2% to 39.1% for state police, 34.0% to 35.0% for local police). Respondent personal experience of enforcement showed a marginally significant increase from Wave 1 to Wave 2 (from 17.2% to 21.0%,  $p<.05$ ). Awareness of belt fine amount showed marginally significant improvement (37.1% to 41.1%,  $p<.05$ ). Awareness of the belt-related messages showed significant increases from Wave 1 to Wave 2. The number of respondents that reported having *"read, seen, or heard anything"* about extra belt enforcement in Connecticut increased significantly (from 31.4% to 40.3%,  $p<.01$ ), as did percentage of respondents having read, seen or heard *"anything about belts in Connecticut"* (from 45.4% in Wave 1 to 52.9% in Wave 2,  $p<.01$ ). When asked where the safe driving message was heard, the most common answers were *TV* and *Radio*. Recognition of the ***"Click It or Ticket"*** campaign slogan remained stable, from 79.5 percent in Wave 1 to 79.7 percent in Wave 2.

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 with the statistical significance level set at  $p<.01$ .

## Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 1). There were a total of 2,628 survey respondents, 1,300 pre-campaign and 1,328 post-campaign.

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

<b>Office Location</b>	<b>Wave 1</b>	<b>Wave 2</b>
Bridgeport	151	149
Hamden	150	150
Danbury	153	149
New Britain	150	151
Norwich	120	127
Waterbury	153	150
Wethersfield	152	154
Winsted	149	147
Norwalk	122	151

Table 2 summarizes the demographic characteristics of survey respondents. During both Wave 1 and Wave 2, just over half (51.2% and 53.8%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (29.7% in Wave 1 and 27.6% in Wave 2) and 21-34 year olds (25.2% in Wave 1 and 23.7% in Wave 2). The majority of respondents were White (66.7% in Wave 1 and 67.5% in Wave 2). Just over 20 percent of respondents were Hispanic, 24.3 percent in Wave 1 and 22.7 percent in Wave 2. Overall, less than 5 percent of respondents used the Spanish version of the questionnaire (3.9% in Wave 1, 4.8% in Wave 2).

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

<b>Characteristic</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Gender</b>		
Male	51.2%	53.8%
Female	48.8%	46.2%
<b>Total (N)</b>	<b>100% (N=1,287)</b>	<b>100% (N=1,317)</b>
<b>Age</b>		
Under 18	1.7%	2.6%
18-20	6.0%	5.4%
21-34	25.2%	23.7%
35-49	29.7%	27.6%
50-59	21.2%	20.2%
60+	16.2%	20.5%^
<b>Total (N)</b>	<b>100% (N=1,293)</b>	<b>100% (N=1,322)</b>
<b>Race</b>		
White	66.7%	67.5%
Black	10.9%	11.4%
Asian	4.2%	3.6%
Native American	0.5%	0.9%
Other	16.5%	15.1%
Multiple	1.1%	1.5%
<b>Total (N)</b>	<b>100% (N=1,233)</b>	<b>100% (N=1,262)</b>
<b>Hispanic</b>		
Yes	24.3%	22.7%
No	75.7%	77.3%
<b>Total (N)</b>	<b>100% (N=1,244)</b>	<b>100% (N=1,271)</b>
<b>Driving Between Midnight and 4am</b>		
None/Almost None	77.3%	75.4%
A Lot Less Than Half	14.4%	15.4%
About Half	5.5%	5.3%
A Lot More Than Half	1.6%	1.8%
All/Almost All	1.3%	2.0%
<b>Total (N)</b>	<b>100% (N=1,280)</b>	<b>100% (N=1,309)</b>

^  $p < 0.05$

## Belt Use & Reason for Being Stopped by Police

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

There was an increase (not significant) in reported seat belt use from Wave 1 to Wave 2. The percentage of respondents reporting “*Always*” wearing their seat belts was 87.5 percent in Wave 1 compared to 89.3 percent in Wave 2 (see Table 3). 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?” Results for both daytime and nighttime 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	87.5%	89.3%
Nearly Always	6.7%	6.3%
Sometimes	3.2%	2.7%
Seldom	1.4%	0.8%
Never	1.2%	1.0%
<b>Total (N)</b>	<b>100% (N=1,289)</b>	<b>100% (N=1,314)</b>

**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 in the daytime, what do you think the stop was for?</b>		
Speeding	70.0%	72.4%
Seat Belt Violation	18.8%	16.7%
Drunk Driving	4.3%	4.5%
Reckless Driving	9.3%	8.5%
Registration Violation	8.5%	7.5%
Other	15.2%	13.0%
<b>Total (N)</b>	<b>100% (N=1,300)</b>	<b>100% (N=1,328)</b>
<b>Q7. When you pass a driver stopped by police in the nighttime, what do you think the stop was for?</b>		
Speeding	46.5%	45.0%
Seat Belt Violation	5.2%	5.9%
Drunk Driving	42.3%	43.3%
Reckless Driving	18.4%	19.4%
Registration Violation	4.5%	4.4%
Other	12.5%	11.3%
<b>Total (N)</b>	<b>100% (N=1,300)</b>	<b>100% (N=1,328)</b>

## Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses showed no significant increase or decrease 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, 25.5 percent of respondents in Wave 1 indicated it was “Always”, compared to 26.1 percent in Wave 2. More than a third (36.2%) of Wave 1 respondents judged that State police enforced seat belt laws “Very Strictly” compared to 39.1 percent in Wave 2. When asked about severity of enforcement by Local police, 34.0 percent of Wave 1 respondents selected “Very Strictly”, compared to 35.0 percent in Wave 2.

**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	25.5%	26.1%
Nearly Always	17.5%	18.5%
Sometimes	38.2%	37.3%
Seldom	13.7%	13.0%
Never	5.0%	5.1%
<b>Total (N)</b>	<b>100% (N=1,284)</b>	<b>100% (N=1,306)</b>
<b>Q13. Do you think the Connecticut State Police enforce the seat belt law:</b>		
Very strictly	36.2%	39.1%
Somewhat Strictly	43.1%	41.7%
Not Very Strictly	15.0%	14.7%
Rarely	4.4%	3.6%
Not at All	1.3%	0.9%
<b>Total (N)</b>	<b>100% (N=1,269)</b>	<b>100% (N=1,290)</b>
<b>Q14. Do you think the local police enforce the seat belt law:</b>		
Very strictly	34.0%	35.0%
Somewhat Strictly	41.0%	41.9%
Not Very Strictly	18.2%	17.0%
Rarely	5.0%	4.8%
Not at All	1.8%	1.2%
<b>Total (N)</b>	<b>100% (N=1,272)</b>	<b>100% (N=1,291)</b>

DMV survey responses indicated that respondents had some personal experience with enforcement (Table 6). More than 10 percent of respondents received a belt ticket at some point (10.8% in Wave 1 vs. 11.1% in Wave 2). There was a near-significant increase in percentage of respondents having experienced seat belt enforcement in the past month, from 17.2 percent in Wave 1 to 21.0 percent in Wave 2 ( $p=.012$ ). Participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation. There was a non-significant increase in yes responses from Wave 1 (78.9%) to Wave 2 (81.1%). Respondents were given a selection of fine ranges and asked to identify the correct seat belt violation fine in Connecticut. More than a third selected the correct range. Responses from Wave 1 to Wave 2 showed a near-significant increase in correct responses (37.1% in Wave 1 to 41.1% in Wave 2,  $p=.016$ ).

**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	10.8%	11.1%
No	89.2%	88.9%
<b>Total (N)</b>	<b>100% (N=1,246)</b>	<b>100% (N=1,266)</b>
<b>Q17. In the past month, have you personally experienced enforcement by police looking at seat belt use?</b>		
Yes	17.2%	21.0%^
No	82.8%	79.0%
<b>Total (N)</b>	<b>100% (N=1,282)</b>	<b>100% (N=1,302)</b>
<b>Q20. Should the police be able to stop a vehicle for a seat belt violation alone?</b>		
Yes	78.9%	81.1%
No	21.1%	18.9%
<b>Total (N)</b>	<b>100% (N=1,253)</b>	<b>100% (N=1,268)</b>
<b>Q8. What is the fine for violating the seat belt law in Connecticut?</b>		
Less than \$35	2.6%	1.6%
\$35-\$50	12.9%	9.9%
\$51-\$65	8.4%	10.5%
\$66-\$85	13.9%	12.8%
\$86-\$115	37.1%	41.1%^
Over \$115	25.1%	24.1%
<b>Total (N)</b>	<b>100% (N=1,187)</b>	<b>100% (N=1,207)</b>

^  $p<0.05$

### Awareness of Seat Belt Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of seat belt messages from Wave 1 to Wave 2. There was a significant increase in percentage of respondents indicating having “seen or heard about extra enforcement where police were looking at seat belt use” from Wave 1 to Wave 2 (from 31.4% to 40.3%, respectively,  $p<.0001$ ). When asked if they had recently “read, seen or heard anything about seat belts in Connecticut”, 45.4 percent of respondents answered affirmatively in Wave 1 compared to 52.9 percent in Wave 2,  $p<.0001$ . Those answering yes to the latter question were then asked about the source and the nature of the message. Results are summarized 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 a non-significant increase in recognition from 79.8 percent in Wave 1 to 81.1 percent in Wave 2 (see Table 7).

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

Question	Wave 1	Wave 2
<b>Q16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?</b>		
Yes	31.4%	40.3%*
No	68.6%	59.7%
<b>Total (N)</b>	<b>100% (N=1,277)</b>	<b>100% (N=1,309)</b>
<b>Q18. Have you recently read, seen, or heard anything about seat belts in Connecticut?</b>		
Yes	45.4%	52.9%*
No	54.6%	47.1%
<b>Total (N)</b>	<b>100% (N=1,274)</b>	<b>100% (N=1,296)</b>
<b>Q18a. Where did you see or hear about anything about safe driving in Connecticut? (multiple answers)</b>		
Newspaper	16.7%	16.6%
Radio	33.2%	34.0%
TV	45.3%	42.4%
Internet	17.9%	15.9%
Brochure	5.7%	4.7%
Checkpoint	18.4%	18.2%
Other	22.5%	19.8%
<b>Q18b. What type of message was it?</b>		
Enforcement	7.0%	9.9%
Safety	7.5%	5.4%
Political Opinion	0.0%	0.5%
Don't Know/Don't Remember	2.2%	1.8%
Specific Slogan	46.8%	45.0%
Other	36.6%	37.4%
<b>Total (N)</b>	<b>100% (N=186)</b>	<b>100% (N=222)</b>
<b>Q19. Do you know the name of any safe driving enforcement program(s) in CT? (multiple responses)</b>		
Buckled or Busted	6.7%	5.3%
Buckle Up Connecticut	19.5%	19.8%
Click It or Ticket	79.5%	79.7%

Operation Stay Alive	3.0%	3.2%
<b>Total (N)</b>	<b>100% (N=1,300)</b>	<b>100% (N=1,328)</b>

\*Significant at  $p<0.01$

### Perception and Awareness of Speed Enforcement

There was no change in reported speeding from Wave 1 to Wave 2. The percentage of respondents that reported “*Always*” driving over 35mph in a 30mph zone was 10.3 percent in Wave 1 and 10.6 percent in Wave 2 (see Table 8). 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 41.0 percent in Wave 1 compared to 46.5 percent in Wave 2,  $p<.01$ . When asked to evaluate the chance of receiving a ticket for driving over the speed limit, 18.3 percent of respondents in Wave 1 indicated it was “*Always*”, compared to 18.1 percent in Wave 2. Details for these questions are shown in Table 8.

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

Question	Wave 1	Wave 2
<b>Q21. On a local road with a speed limit of 30mph, how often do you drive faster than 35mph?</b>		
Always	10.3%	10.6%
Nearly Always	13.1%	14.8%
Sometimes	41.4%	42.8%
Seldom	20.4%	18.0%
Never	14.8%	13.8%
<b>Total (N)</b>	<b>100% (N=1,280)</b>	<b>100% (N=1,294)</b>
<b>Q22. Have you recently read, seen, or heard anything about speed enforcement?</b>		
Yes	41.0%	46.5%*
No	59.0%	53.5%
<b>Total (N)</b>	<b>100% (N=1,263)</b>	<b>100% (N=1,289)</b>
<b>Q23. What do you think the chances are of getting a ticket if you drive over the speed limit?</b>		
Always	18.3%	18.1%
Nearly Always	23.8%	22.1%
Sometimes	44.4%	47.6%
Seldom	9.5%	8.4%
Never	4.1%	3.8%
<b>Total (N)</b>	<b>100% (N=1,276)</b>	<b>100% (N=1,303)</b>

\*Significant at  $p<0.01$



**Connecticut Holiday Safe Driving Campaign  
(November/December 2017 & January 2018)  
DMV Awareness Survey Results**

---

The purpose of this memo is to share with the Connecticut Department of Transportation's Highway Safety Office results for Wave 1 (Pre), Wave 2 (Mid), and Wave 3 (Post) of the DMV survey effort surrounding the Holiday 2017 Safe Driving Initiative. A one-page questionnaire was distributed in 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. 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 directly before the enforcement and media began (November 1 – 10, 2017) and another wave was collected directly after the Thanksgiving holiday (November 25 – December 5, 2017). The third and final wave was conducted after New Year's (January 2 – 9, 2018).

A snapshot of the results is provided below whereas detailed analysis of the three survey waves is provided in the following pages. Results indicate small increases in awareness of the safe driving message throughout the campaign. Perception of enforcement severity remained stable across waves for either belt use enforcement or DUI enforcement. The number of respondents that reported having recently "*read, seen, or heard anything*" about safe driving showed a small increase from 56.4 percent at baseline to 60.7 percent at the mid-point and 60.4 percent post Wave. Recognition of the slogan "***Drive Sober or Get Pulled Over***" showed only a significant increase from pre to post campaign (45.4% to 50.5%,  $p<.01$ ) and from mid to post campaign, (44.6% to 50.5%,  $p<.01$ )

The tables that follow summarize respondent characteristics as well as survey question results across the three 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 3,989 survey respondents in the pre, mid, and post waves (1,322 pre-campaign, 1,323 mid-campaign, and 1,344 post-campaign).

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

<b>Office Location</b>	<b>Pre Wave</b>	<b>Mid Wave</b>	<b>Post Wave</b>
Bridgeport	149	151	153
Danbury	151	144	148
Hamden	160	157	154
New Britain	135	129	132
Norwalk	148	152	150
Norwich	129	125	131
Waterbury	150	155	153
Wethersfield	154	151	154
Winsted	146	159	169

Table 2 summarizes the demographic characteristics of the survey respondents. During all Waves, a little more than half (53%) of survey respondents were male. During all waves, the two most commonly reported age categories for respondents were 21-34 year old and 35-49 years old. The majority of respondents were White in both waves (approximately 66% overall). Approximately 22 percent of respondents identified as Hispanic.

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

<b>Characteristic</b>	<b>Pre Wave</b>	<b>Mid Wave</b>	<b>Post Wave</b>
<b>Sex</b>			
Male	52.1%	52.6%	53.4%
Female	47.9%	47.4%	46.6%
<b>Total (N)</b>	<b>100% (N=1,302)</b>	<b>100% (N=1,313)</b>	<b>100% (N=1,334)</b>
<b>Age</b>			
Under 18	1.6%	1.2%	1.7%
18-20	3.8%	3.7%	4.8%
21-34	26.4%	28.2%	26.6%
35-49	27.4%	26.3%	26.6%
50-59	21.8%	20.0%	18.0%
60+	18.9%	20.5%	22.2%
<b>Total (N)</b>	<b>100% (N=1,309)</b>	<b>100% (N=1,317)</b>	<b>100% (N=1,336)</b>
<b>Race</b>			
White	65.5%	66.3%	67.2%
Black	11.7%	12.9%	13.2%
Asian	4.2%	4.1%	3.9%
Native American	0.5%	0.5%	1.3%
Other	16.5%	14.6%	13.2%
Multiple	1.5%	1.5%	1.2%
<b>Total (N)</b>	<b>100% (N=1,245)</b>	<b>100% (N=1,230)</b>	<b>100% (N=1,270)</b>
<b>Hispanic</b>			
Yes	23.1%	23.0%	19.8%
No	76.9%	77.0%	80.2%
<b>Total (N)</b>	<b>100% (N=1,240)</b>	<b>100% (N=1,259)</b>	<b>100% (N=1,279)</b>

### **Belt & Alcohol Use**

Tables 3 to 6 summarize and compare the findings for pre Wave, Mid, and post Wave by question. Questions were grouped together based on subject similarity.

There was no significant change in reported seat belt use across Waves. Percentage of Respondents that indicated “Always” wearing their seat belts stayed around 89 percent throughout the campaign (see Table 3). Close to 90 percent (87%) 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

Question	Pre Wave	Mid Wave	Post Wave
<b>Q7. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>			
Always	89.0%	88.7%	88.7%
Nearly Always	6.5%	6.4%	6.7%
Sometimes	3.2%	2.8%	2.8%
Seldom	0.6%	0.8%	0.7%
Never	0.8%	1.4%	1.0%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,314)</b>	<b>100%</b> <b>(N=1,318)</b>	<b>100%</b> <b>N=1,336)</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	87.6%	86.6%	87.1%
1 or 2 times	7.8%	9.4%	8.9%
3 or more times	4.6%	4.0%	4.0%
<b>Total (N)</b>	<b>100%</b> <b>(N=1,209)</b>	<b>100%</b> <b>(N=1,217)</b>	<b>100%</b> <b>N=1,237)</b>

### Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated no significant change in perception of enforcement severity (Table 4). Respondents evaluated that their chance of “*Always*” getting arrested for drinking and driving increased from 31 to 32 percent from Pre to Mid, and up to 34 percent at Post Wave (not significant). Respondents judged that their chance of getting a ticket for not using a seat belt was around 28 percent in all Waves. Approximately 35 percent of respondents judged that state and local police enforced seat belt laws “*Very Strictly*”. Approximately 57 percent of respondents judged that State and Local police enforced drinking and driving laws “*Very Strictly*”.

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

Question	Pre Wave	Mid Wave	Post Wave
<b>Q8. What do you think the chances are of getting a ticket if you don't use your seatbelt?</b>			
Always	29.0%	28.2%	28.4%
Nearly Always	16.5%	16.4%	15.8%
Sometimes	33.6%	33.8%	35.7%
Seldom	13.8%	14.1%	13.5%
Never	7.1%	7.6%	6.5%
<b>Total (N)</b>	<b>(N=1,300)</b>	<b>(N=1,309)</b>	<b>(N=1,326)</b>
<b>Q11. Do you think state and local police enforce the seat belt laws:</b>			
Very Strictly	35.2%	35.8%	33.7%
Somewhat Strictly	38.1%	38.6%	40.6%
Not Very Strictly	19.0%	18.7%	18.9%
Rarely	6.4%	5.5%	5.1%
Not at All	1.3%	1.4%	1.6%
<b>Total (N)</b>	<b>(N=1,281)</b>	<b>(N=1,292)</b>	<b>(N=1,310)</b>
<b>Q13. What do you think the chances are of getting arrested if you drive after drinking?</b>			
Always	31.2%	32.3%	34.3%
Nearly Always	23.5%	22.0%	21.6%
Sometimes	30.9%	28.7%	30.9%
Seldom	5.9%	6.5%	5.3%
Never	8.6%	10.4%	7.8%
<b>Total (N)</b>	<b>(N=1,290)</b>	<b>(N=1,285)</b>	<b>(N=1,312)</b>
<b>Q14. Do you think state and local police enforce the drinking and driving laws:</b>			
Very Strictly	56.4%	57.6%	57.7%
Somewhat Strictly	34.3%	33.0%	33.6%
Not Very Strictly	7.0%	6.8%	6.5%
Rarely	1.2%	1.2%	1.4%
Not at All	1.0%	1.4%	0.8%
<b>Total (N)</b>	<b>(N=1,282)</b>	<b>(N=1,289)</b>	<b>(N=1,313)</b>
<b>Q15. Do you think state and local police enforce the overall traffic laws:</b>			
Very strictly	34.1%	33.3%	34.1%
Somewhat Strictly	48.9%	48.8%	49.0%
Not Very Strictly	13.6%	14.0%	13.6%
Rarely	2.3%	2.5%	2.7%
Not at All	1.0%	1.4%	0.5%
<b>Total (N)</b>	<b>(N=1,286)</b>	<b>(N=1,284)</b>	<b>(N=1,315)</b>

\*Significant at  $p < .01$

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 no significant change between waves, with approximately 11 percent of respondents indicating they had received a ticket. There was near-significant change between Pre and Mid Wave in percentage of respondents indicating having gone through an alcohol checkpoint in the past 30 days (11.5% in Pre, 14.0% in Mid,  $p=.05$ ). Percentage of respondents that indicated having gone through a seat belt checkpoint in the past 30 days was approximately 13 percent across all waves. Approximately 10 percent of Respondents reported having received a ticket for cell phone use. None of the differences were significant.

**Table 5. Survey Questions 9, 18, 19, 20**

<b>Question</b>	<b>Pre Wave</b>	<b>Mid Wave</b>	<b>Post Wave</b>
<b>Q9. Have you ever received a ticket for not wearing your seat belt?</b>			
Yes	10.6%	10.2%	11.6%
No	89.4%	89.8%	88.4%
<b>Total (N)</b>	<b>(N=1,289)</b>	<b>(N=1,310)</b>	<b>(N=1,322)</b>
<b>Q18. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?</b>			
Yes	11.5%	14.0%	11.8%
No	88.5%	86.0%	88.2%
<b>Total (N)</b>	<b>(N=1,274)</b>	<b>(N=1,267)</b>	<b>(N=1,307)</b>
<b>Q19. In the past 30 days, have you gone through a checkpoint where police were looking for unbelted drivers?</b>			
Yes	12.8%	13.9%	12.3%
No	87.2%	86.1%	87.7%
<b>Total (N)</b>	<b>(N=1,270)</b>	<b>(N=1,269)</b>	<b>(N=1,300)</b>
<b>Q20. Have you ever received a cell phone ticket?</b>			
Yes	9.6%	9.7%	11.5%
No	90.4%	90.3%	88.5%
<b>Total (N)</b>	<b>(N=1,275)</b>	<b>(N=1,273)</b>	<b>(N=1,309)</b>

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

DMV survey responses indicated some significant increase in public awareness of safe driving messages across Waves. There was a marginally significant increase in percentage of respondents indicating having “*read, seen or heard anything about safe driving in Connecticut*” from Pre (56.4%) to Mid (60.7%) Wave,  $p<.05$ ; and from Pre to Post (60.4%) Wave,  $p<.05$ . Those answering “yes” to this survey question were then asked about the source of the message. There were no significant increase in source identification. Only *TV* and *Other* showed marginally significant changes. Percentage of respondents indicating “*TV*” as the source of the message increased from Mid to Post Wave (48.1% to 53.4%,  $p<.05$ ); percentage of respondents indicating

“Other” decreased from Pre to Post Wave (17.9% to 13.8%,  $p<.05$ ) and from Pre to Mid Wave (17.9% to 13.2%,  $p<.05$ ). Results are summarized in Table 6. Respondents were also asked if they knew the name of any safe driving enforcement program in Connecticut. Recognition of the campaign slogan “**Drive Sober or Get Pulled Over**” increased significantly in the Post Wave (Pre, 45.4%, Mid, 44.6%, Post, 50.5%;  $p<.01$ ). The slogan “Buuzed Driving is Drunk Driving” showed a marginally significant change from Mid to Post (28.3% to 32.6%,  $p<.05$ ).

**Table 6. Survey Questions 16 and 17**

Question	Pre Wave	Mid Wave	Post Wave
<b>Q16. Have you recently read, seen, or heard anything about safe driving in Connecticut?</b>			
Yes	56.4%	60.7%	60.4%
No	43.6%	39.3%	39.6%
<b>Total (N)</b>	<b>(N=1,266)</b>	<b>(N=1,274)</b>	<b>(N=1,311)</b>
<b>Q16a. Where did you see or hear about anything about safe driving in Connecticut?</b>			
Newspaper	20.0%	22.4%	21.2%
Radio	33.1%	35.3%	34.2%
TV	51.1%	48.1%	53.4%
Poster/Billboard	42.9%	45.4%	42.3%
Bus	9.7%	10.9%	10.0%
Checkpoint	13.4%	12.5%	11.0%
Movie	7.4%	5.6%	6.2%
Other	17.9%	3.2%	13.8%
<b>Q17. Do you know the name of any safe driving enforcement program(s) in CT?</b>			
Drive Sober or Get Pulled Over	45.4%*	44.6% <sup>^</sup>	50.5%* <sup>^</sup>
Buuzed Driving is Drunk Driving	29.2%	28.3%	32.6%
Click it or Ticket	68.1%	68.6%	68.8%
Don't Let This Holiday Be Your Last	13.5%	11.6%	12.6%
Drunk Driving. Over the Limit.			
Under Arrest	19.7%	19.4%	17.6%
You Drink & Drive. You Lose	30.8%	30.6%	31.3%
A Happy Holiday is a Safe Holiday	9.4%	10.2%	9.4%
Friends Don't Let Friends Drive Drunk	43.7%	42.3%	41.4%
Buckle Up CT	32.3%	31.5%	29.5%
SubtraCT the Distraction	1.7%	2.2%	1.8%
U Drive. U Text. U Pay	38.6%	37.0%	35.7%
Phone in One Hand, Ticket in the Other	12.1%	13.5%	12.2%

\*Significant at  $p<0.01$

## Awareness of Laws and Fines

Survey questions also inquired about respondents' knowledge of seat belt fines and cell phone use fines

There were no significant changes in reported knowledge of either belt or cell phone fines. The most commonly reported fine for a seat belt violation was between \$86 and \$115, reported by 32.5 percent of pre Wave respondents, compared to 33.7 percent of Mid Wave respondents and 34.9 percent of Post Wave respondents. The most commonly reported fine for a first offense cell phone violation was between \$100 and \$125, reported by 34.2 percent of Respondents in the pre Wave, compared to 33.6 percent in the Mid Wave and 35.4 percent of respondents in the Post Wave.

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

<b>Question</b>	<b>Pre Wave</b>	<b>Mid Wave</b>	<b>Post Wave</b>
<b>Q10. What is the fine for violating the seat belt law in Connecticut?</b>			
Less than \$35	3.7%	3.3%	3.9%
\$35 to \$50	13.2%	13.7%	12.4%
\$51 to \$65	9.9%	9.7%	10.3%
\$66 to \$85	14.9%	12.8%	13.9%
\$86 to \$115	32.5%	33.7%	34.9%
More than \$115	25.9%	26.9%	24.5%
<b>Total (N)</b>	<b>(N=1,084)</b>	<b>(N=1,075)</b>	<b>(N=1,126)</b>
<b>Q21. What is the first offense fine for violating the cell phone law in Connecticut?</b>			
\$99 or less	15.7%	12.8%	14.0%
\$100 to \$125	34.2%	33.6%	35.4%
\$126 to \$150	20.5%	18.4%	17.9%
\$151 to \$175	11.6%	13.8%	12.1%
\$176 to \$200	7.7%	8.0%	10.3%
More than \$200	10.3%	13.4%	10.4%
<b>Total (N)</b>	<b>(N=1,059)</b>	<b>(N=1,047)</b>	<b>(N=1,102)</b>

## 2018 Connecticut Labor Day Impaired Driving Campaign DMV SURVEY AWARENESS

---

The purpose of this memo is to share with the Connecticut Department of Transportation's Highway Safety Office (HSO) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the Labor Day 2018 Impaired Driving Initiative. A one-page English/Spanish questionnaire was distributed in DMV offices designed to assess respondents' knowledge and awareness of the HSO enforcement and media campaign that took place from August 15 – September 3, 2018. 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 (July 25 – August 10, 2018) and the second wave was collected directly afterward (September 4 - 12, 2018).

Detailed analysis of the two survey waves is provided in the following pages. A snapshot of the results is provided below.

Results indicated a significant decrease in self-reported driving after drinking. Respondents reporting driving after drinking "*once or twice*" in the last 30 days went from 14.6 percent in Wave 1 to 8.4 percent in Wave 2. Perception of likelihood of getting arrested for driving after drinking ("*always/nearly always*") increased near-significantly from pre to post (55.2% to 60.0% for Wave 1 and 2, respectively). DMV survey responses indicated no change in proportion of respondents having gone through an alcohol checkpoint in the past 30 days (13.4% in Wave 1 vs. 12.7% in Wave 2).

DMV survey responses indicated no significant change in proportion of respondents indicating having *read, seen or heard anything about impaired driving in Connecticut* (58.0% and 56.4% for Waves 1 and 2 respectively). When asked where the impaired driving message was heard, *television, poster/billboard, radio* and *newspaper* were the most common answers provided. Recognition of the "***Drive Sober or Get Pulled Over***" campaign slogan showed no significant change over time (going from 43.5% in Wave 1 to 42.8% in Wave 2).

Questions regarding seat belt and speeding enforcement were also included in the survey. There was no change pre to post in the awareness of seat belt messages (53.0% in Wave 1 and 52.8% in Wave 2). There was no change in the perceived severity of seat belt enforcement (chance of getting a ticket for failing to wear a seat belt). There was no change in awareness of speed enforcement messages (47.9% in Wave 1, 46.8% in Wave 2), no change in self-reported speeding on local roads or on roads with a speed limit of 65mph. Finally, there was no change in the perceived chance of getting ticketed if driving over the speed limit. 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, with significance value set at  $p < .01$ .



## Basic Information and Demographics

Approximately 130-150 surveys were the collection goal for each office per Wave (see Table 1). There were a total of 2,632 survey respondents; 1,306 pre-campaign and 1,326 post-campaign. Table 2 summarizes the demographic characteristics of the survey respondents.

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

Office Location	Wave 1	Wave 2
Bridgeport	149	150
Danbury	152	153
Hamden	150	173
New Britain	150	133
Norwalk	152	154
Norwich	122	112
Waterbury	152	151
Wethersfield	144	148
Winsted	135	152

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

Characteristic	Wave 1	Wave 2
<b>Gender</b>		
Male	49.5%	53.0%
Female	50.5%	47.0%
<b>Total (N)</b>	<b>100% (N=1,285)</b>	<b>100% (N=1,317)</b>
<b>Age</b>		
16-20	6.0%	5.6%
21-25	9.0%	10.3%
26-34	16.2%	16.4%
35-39	8.4%	9.6%
40-49	17.9%	20.1%
50-59	21.4%	18.8%
60+	21.1%	19.2%
<b>Total (N)</b>	<b>100% (N=1,294)</b>	<b>100% (N=1,320)</b>
<b>Race</b>		
White	69.2%	62.6%*
Black	9.9%	13.8%
Asian	4.2%	4.2%
Native American	0.6%	0.7%
Other	14.5%	17.5%
Multiple	1.6%	1.2%
<b>Total (N)</b>	<b>100% (N=1,244)</b>	<b>100% (N=1,265)</b>
<b>Hispanic</b>		
Yes	22.7%	24.5%
No	77.3%	75.5%
<b>Total (N)</b>	<b>100% (N=1,222)</b>	<b>100% (N=1,248)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

The sample was evenly split by sex, with 49.5 percent of Wave 1 respondents and 53 percent of Wave 2 respondents identifying as male. The most common age categories reported were 60 and over (21.1% in Wave 1, 19.2% in Wave 2), followed by 50-59 year olds (21.4% and 18.8% in pre and post, respectively). The majority of respondents were White (69.2% in Wave 1 and 62.6% in Wave 2). The race distribution was significantly different across waves: compared to Wave 1, Wave 2 had a lower proportion of White respondents (-6.6 percentage points) and a higher proportion of African-American respondents (+3.9 percentage points). Close to one quarter of respondents were Hispanic (22.7% in Wave 1, 24.5% in Wave 2). Less than 5 percent of respondents used the Spanish version of the questionnaire (2.4% in Wave 1 and 3.5% in Wave 2).

## Belt & Alcohol Use

Tables 3 to 9 summarize the findings for Wave 1 and Wave 2 by question. Questions were grouped based on subject similarity. Table 3 summarizes self-reports of belt and alcohol use.

**Table 3. Belt Use and Alcohol Use, Questions 5b, 8, 10**

Question	Wave 1	Wave 2
<b>Q5b How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?</b>		
Always	87.4%	88.0%
Nearly Always	7.6%	7.9%
Sometimes	3.7%	2.3%
Seldom	0.8%	0.9%
Never	0.5%	0.9%
<b>Total (N)</b>	<b>100% (N=1,303)</b>	<b>100% (N=1,312)</b>
<b>Q8. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>		
None	86.6%	87.0%
Once or twice	7.9%	8.4%
Three or more times	5.5%	4.6%
<b>Total (N)</b>	<b>100% (N=1,233)</b>	<b>100% (N=1,257)</b>
<b>Q10. Compared with 3 months ago, are you now driving after drinking</b>		
More Often	0.7%	0.8%
Less Often	4.2%	4.0%
About the Same	9.7%	10.3%
Do Not Drive after Drinking	85.4%	84.9%
<b>Total (N)</b>	<b>100% (N=1,233)</b>	<b>100% (N=1,296)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

There was no change in proportion of respondent reporting “Always” wearing a seat belt between Wave 1 (87.4%) and Wave 2 (88.0%). Close to 90 percent of respondents indicated that, in the past 30 days, they had zero incidence of driving within two hours after drinking (86.6% in Wave 1, 87.0% in Wave 2). When asked about their current pattern of driving after drinking compared to three months ago, no significant changes were found across waves. Approximately 85% of respondents say they do not drive after drinking (85.4% in Wave 1, 84.9% in Wave 2).

### Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses generally indicated no significant changes in perception of enforcement severity from Wave 1 to Wave 2 (Table 4).

**Table 4. Survey Questions 9, 11, 12, 13**

Question	Wave 1	Wave 2
<b>Q9. What do you think the chances are of getting arrested if you drive after drinking?</b>		
Always	36.9%	40.0%
Nearly Always	21.8%	21.6%
Sometimes	28.6%	25.9%
Seldom	6.4%	4.8%
Never	6.3%	7.8%
<b>Total (N)</b>	<b>100% (N=1,289)</b>	<b>100% (N=1,299)</b>
<b>Q11. Do you think local police enforce the drinking and driving laws:</b>		
Very strictly	50.8%	51.0%
Somewhat strictly	34.4%	35.5%
Not very strictly	10.7%	9.9%
Rarely	2.5%	1.9%
Not at all	1.6%	1.6%
<b>Total (N)</b>	<b>100% (N=1,270)</b>	<b>100% (N=1,293)</b>
<b>Q12. Do you think state police enforce the drinking and driving laws:</b>		
Very strictly	56.9%	56.4%
Somewhat strictly	32.0%	31.7%
Not very strictly	7.6%	8.9%
Rarely	1.9%	1.7%
Not at all	1.6%	1.2%
<b>Total (N)</b>	<b>100% (N=1,268)</b>	<b>100% (N=1,297)</b>
<b>Q13. Do you think the penalties for alcohol impaired driving are:</b>		
Too Strict	9.7%	10.1%
About Right	55.3%	56.6%
Not Strict Enough	22.1%	21.5%
Don't Know	12.9%	11.8%
<b>Total (N)</b>	<b>100% (N=1,271)</b>	<b>100% (N=1,294)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

Close to 40 percent of respondents believed that one would “*Always*” get arrested if driving after drinking, with a non-significant increase ( $p=.08$ ) from pre (36.9%) to post (40.0%). The proportion of respondents indicating that local police enforced the drinking and driving laws “*very strictly*” stayed stable around 51 percent in both waves. When asked about enforcement of drinking and driving laws by state police, slightly higher percentages of respondents (56.9% and 56.4% in Waves 1 and 2 respectively) judged it was enforced “*very strictly*”, with no significant change from pre to post. A majority of respondents in both waves judged that that severity of penalties for impaired driving were “*about right*” (55.3% and 56.6% respectively for Waves 1 and 2).

DMV survey responses indicated no change in the proportion of respondents having personally experienced impaired driving enforcement (Table 5). Approximately 13 percent of respondents reported going through an alcohol checkpoint in the past 30 days (12.0% in Wave 1 vs. 13.6% in Wave 2).

**Table 5. Survey Question 13**

Question	Wave 1	Wave 2
<b>Q14. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?</b>		
Yes	12.0%	13.6%
No	88.0%	86.4%
<b>Total (N)</b>	<b>100% (N=1,280)</b>	<b>100% (N=1,292)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

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

DMV survey responses indicated no change in overall public awareness of impaired driving messages from Wave 1 to Wave 2. The percentage of respondents indicating having *read, seen or heard anything about impaired driving in Connecticut* was 53.2 percent in Wave 1 and 54.8 percent in Wave 2. Those answering “yes” to this survey question were then asked about the source of message. Results are summarized in Table 6. Wave 1 to Wave 2 awareness levels decreased for all sources except *checkpoint* and *other*, with all pre-post comparisons falling below significant levels. The most commonly reported sources include *television, poster, radio* and *newspaper*.

All respondents were asked if they knew the name of any impaired driving enforcement program in Connecticut. None of the programs showed significant changes in recognition pre to post campaign. The slogan with the highest awareness overall was “***Drive Sober or Get Pulled Over***”. This slogan showed a slight (not significant) increase in awareness from 41.3 percent to 43.3 percent in Waves 1 and 2, respectively. Two other slogans had high recognition rates: “***Friends Don’t Let Friends Drive Drunk***” which remained stable at 38 percent, and “***You Drink. You Drive. You Lose.***” which was recognized by approximately 33 percent of respondents (32.8% and 35.2% in waves 1 and 2, respectively). None of the changes were significant.

Table 6. Survey Questions 14 and 15

Question	Wave 1	Wave 2
<b>Q15. Have you recently read, seen, or heard anything about impaired driving in Connecticut?</b>		
Yes	53.2%	54.8%
No	46.8%	45.2%
<b>Total (N)</b>	<b>100% (N=1,288)</b>	<b>100% (N=1,293)</b>
<b>Q15a. Where did you see or hear about anything about safe driving in Connecticut?</b>		
Newspaper	19.9%	19.0%
Radio	28.6%	28.4%
TV	57.4%	56.5%
Poster/Billboard	38.9%	35.4%
Brochure	3.1%	3.0%
Police Checkpoint	6.6%	7.5%
Other	11.4%	13.3%
<b>Total (N)</b>	<b>100% (N=686)</b>	<b>100% (N=709)</b>
<b>Q16. Do you know the name of any safe driving enforcement program(s) in CT?</b>		
Drive Sober or Get Pulled Over	43.5%	42.8%
Drunk Driving. Over the Limit, Under Arrest	16.8%	16.9%
You Drink & Drive. You Lose	32.9%	30.8%
Team DUI	4.2%	3.3%
Friends Don't Let Friends Drive Drunk	39.4%	36.7%
Checkpoint Strikeforce	2.8%	2.3%
Please Step Away from Your Vehicle	3.6%	2.7%
90 Day Blues	1.4%	0.7%
MADD's Red Ribbon	9.2%	8.7%
<b>Total (N)</b>	<b>100% (N=1,321)</b>	<b>100% (N=1,346)</b>

Note: Respondents could select multiple responses to Questions 15a and 16, thus the percentages may add up to more than 100.

\* Significant at  $p < .01$

^ Significant at  $p < .05$

Questions centering on seat belt and speeding enforcement were also included in the survey. These are presented below.

#### Awareness of Seat Belt Messages and Perceived Ticketing Chances

DMV survey responses indicated a no significant change pre to post in the awareness of seat belt law messages. The percentage of respondents indicating having *read, seen or heard anything about seat belt law enforcement by police* was 48.9 percent in Wave 1 and 50.0 percent in Wave 2. There was a non-significant increase change in the perception of getting a ticket when not wearing a seat belt: 31.3 percent and 34.6 percent indicated the chances were “*always*” for Waves 1 and 2, respectively.

**Table 7. Survey Questions 6 and 7**

Question	Wave 1	Wave 2
<b>Q6. In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?</b>		
Yes	48.9%	50.0%
No	51.1%	50.0%
<b>Total (N)</b>	<b>100% (N=1,295)</b>	<b>100% (N=1,316)</b>
<b>Q7. What do you think the chances are of getting a ticket if you don't wear your safety belt?</b>		
Always	31.3%	34.6%
Nearly Always	16.0%	15.7%
Sometimes	33.8%	33.8%
Seldom	14.6%	10.6%
Never	4.2%	5.3%
<b>Total (N)</b>	<b>100% (N=1,297)</b>	<b>100% (N=1,308)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

#### Awareness of Speeding Messages, Speeding Behaviors and Perceived Ticketing Chances

DMV survey responses indicated no significant change in overall public awareness of speeding messages from Wave 1 to Wave 2. The percentage of respondents indicating having *read, seen or heard anything about speed enforcement by police* was 46.9 percent in Wave 1 and 46.4 percent in Wave 2.

**Table 8. Survey Question 19**

Question	Wave 1	Wave 2
<b>Q19. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?</b>		
Yes	46.9%	46.4%
No	53.1%	53.6%
<b>Total (N)</b>	<b>100% (N=1,278)</b>	<b>100% (N=1,273)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

There was no significant change in reported speeding from Wave 1 to Wave 2. The percentage of respondents that reported “*Always*” driving over 35mph in a 20mph zone was 10.1 percent in Wave 1 and 9.3 percent in Wave 2 (see Table 9). DMV survey responses indicated no significant change in public awareness of speed enforcement (46.9% in Wave 1, 46.4% in Wave 2). Approximately 21 percent of respondents believed one would “*Always*” get a ticket for driving over the speed limit. There was a significant difference in response distribution for Question 20, likely due to the decrease in percentage of respondents selecting “*Seldom*” (from 12.7% in Wave 1 to 8.6% in Wave 2,  $p = .009$ ).

**Table 9. Survey Questions 17, 18, 20**

<b>Question</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Q17. On a local road with a speed limit of 20 mph, how often do you drive faster than 35 mph?</b>		
Most of the time	10.1%	9.3%
Half the time	23.3%	21.2%
Rarely	41.1%	41.1%
Never	25.5%	28.3%
<b>Total (N)</b>	<b>100% (N=1,283)</b>	<b>100% (N=1,284)</b>
<b>Q18. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?</b>		
Most of the time	20.4%	21.3%
Half the time	28.0%	27.2%
Rarely	33.3%	31.5%
Never	18.4%	20.0%
<b>Total (N)</b>	<b>100% (N=1,287)</b>	<b>100% (N=1,278)</b>
<b>Q20. What do you think the chances are of getting arrested if you drive over the speed limit?</b>		
Always	20.0%	21.4%
Nearly Always	22.1%	22.8%
Sometimes	41.9%	42.6%
Seldom	12.7%	8.6%*
Never	3.3%	4.5%
<b>Total (N)</b>	<b>100% (N=1,288)</b>	<b>100% (N=1,278)</b>

\* Significant at  $p < .01$

^ Significant at  $p < .05$

**Connecticut Distracted Driving**  
**DMV Survey Awareness Results**  
**March/May 2018 & July/August 2018**

---

**Method**

**Procedure (Awareness Surveys)**

A one-page questionnaire was distributed in DMV offices. It was offered in both English and Spanish. It was designed to assess respondents' knowledge and awareness of the heightened enforcement and paid media campaign that was funded by the Connecticut Highway Safety Office. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield, and Winsted. PRG surveyors approach DMV patrons while they are waiting in line for license and/or vehicle registration services. Participation in the survey is completely voluntary and anonymous. Our surveyors do not interfere with DMV operations in any way. PRG obtains permission from the DMV Manager of Branch Operations prior to any survey distribution and data collection.

Two periods of enforcement took place in the spring and summer of 2018. In total four waves of DMV surveys were conducted, before and after each enforcement period. The first wave of DMV survey (Pre 1) was conducted directly before any enforcement/media began (March 20 – March 29, 2018), the second wave (Post 1) was collected directly afterward (May 1 – May 11, 2018). Similarly, the third wave (Pre 2) was conducted just before the second round of the campaign began (July 20 – 31) and the fourth wave (Post 2) was conducted directly after the conclusion of the campaign (August 15 - 25).



## Results

### Awareness Surveys

The tables that follow summarize respondent characteristics as well as survey question results across all waves. All statistical significance testing was done with chi-square analysis, with significance level set at  $p < .01$ . Proportions were compared between Pre and Post for each enforcement period (i.e. Pre1 vs Post 1, Pre2 vs. Post2), as well as between first and last waves (i.e. Pre1 vs. Post2).

Approximately 150 surveys were collected in each office for each wave (Table 1). There was a total of 5,326 survey respondents, 2,652 in the first enforcement period and 2,674 in the second enforcement period.

**Table 1. N Respondents by Office**

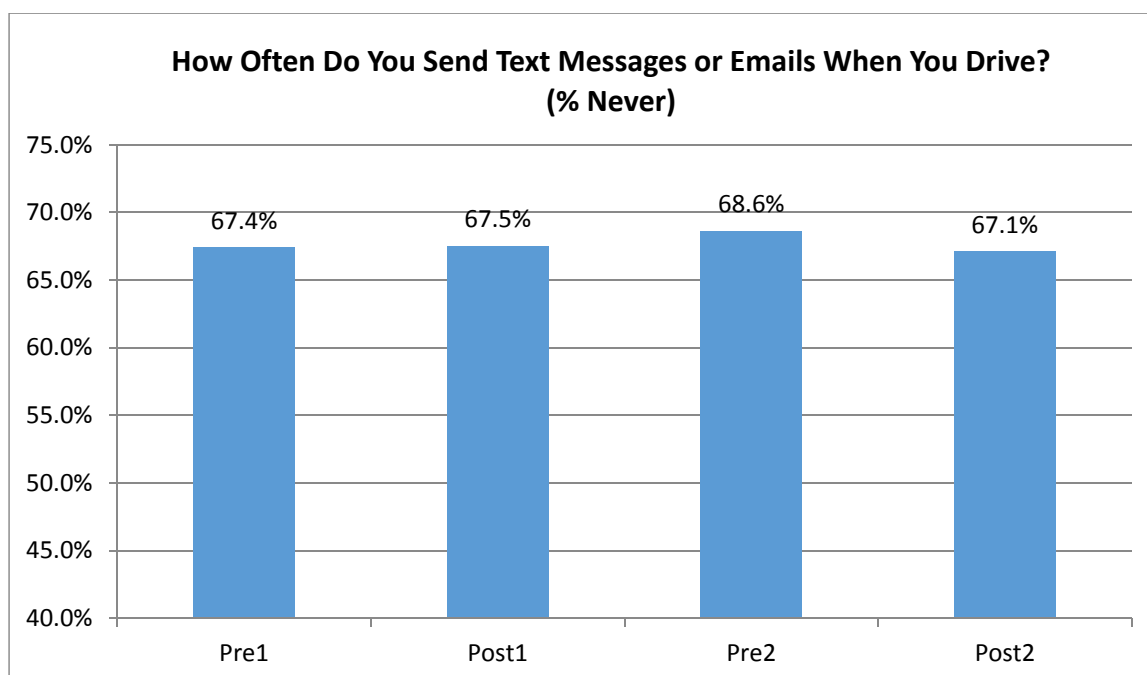
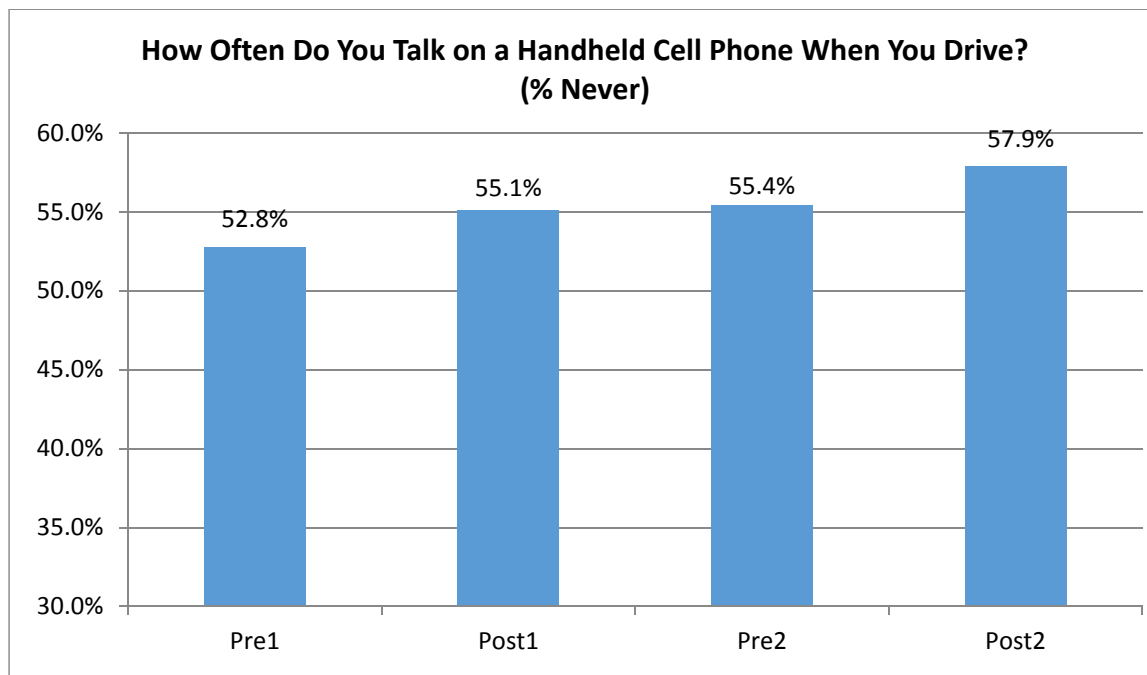
DMV Office	First Enforcement Period		Second Enforcement Period	
	Pre 1 (March)	Post 1 (May)	Pre 2 (July)	Post 2 (August)
Bridgeport	143	151	148	150
Danbury	162	143	155	150
Hamden	150	138	159	150
New Britain	163	147	117	150
Norwalk	131	146	136	151
Norwich	156	151	152	151
Waterbury	150	152	150	151
Wethersfield	151	154	149	155
Winsted	137	127	150	151
<b>Total</b>	1,343	1,309	1,316	1,358

Distribution by Sex, Age Group, Race, and Ethnicity is presented in Table 2. The sample was split fairly evenly between male and female respondents. For all waves, the bulk of respondents were between the ages of 21 and 49. More than 65 percent of respondents were White/Caucasian, and approximately 23 percent of respondents were Hispanic/Latino. Pre1 had a significantly higher proportion of Hispanic respondents than Post2 (26.4% and 21.0%, respectively),  $\chi^2 (1) = 11.21$ ,  $p < .01$ .

**Table 2. Demographics Distribution by Enforcement Period**

Demographics	First Enforcement Period		Second Enforcement Period	
	Pre 1 (March)	Post 1 (May)	Pre 2 (July)	Post 2 (August)
<b>Sex (N)</b>				
Male	50.5%	51.2%	51.4%	52.0%
Female	49.5%	48.8%	48.6%	48.0%
<b>Age (N)</b>				
Under 18	2.6%	1.9%	2.7%	2.9%
18 to 20	4.4%	4.7%	6.6%	4.7%
21 to 34	27.6%	25.6%	26.1%	28.0%
35 to 49	27.2%	25.6%	27.0%	26.4%
50 to 59	17.9%	20.7%	18.8%	20.0%
60 and over	20.3%	21.5%	18.9%	17.9%
<b>Race (N)</b>				
White	63.2%	66.3%	67.5%	68.1%
African American	11.7%	11.5%	10.7%	11.4%
Asian American	3.9%	4.5%	5.0%	4.5%
Native American	0.6%	0.7%	1.0%	0.8%
Other	19.5%	15.4%	13.8%	13.5%
Multi-Racial	1.1%	1.5%	1.9%	1.7%
<b>Hispanic (N)</b>				
Yes	26.4%	24.0%	22.6%	21.0%
No	73.6%	76.0%	77.4%	79.0%

Some changes in self-reported distracted driving behaviors were observed. Respondents were asked how often they 1) *talk on a handheld phone*, 2) *talk on a hands-free device*, and 3) *send text messages or emails* while driving. Whereas no change was reported for sending text messages or emails on a hand-held cellular phone and the proportion of respondents reporting *never* talking on a hands-free phone while driving (Figure 2) across the two enforcement periods. The proportion of respondents reporting *never* talking on a handheld phone while driving showed a significant increase between Pre1 and Post 2,  $\chi^2 (5) = 20.82, p < .05$  (see Figure 1). A complete set of survey responses is provided in Appendix A.



Perceptions of severity of enforcement showed no significant changes across the two periods of enforcement. Throughout the 4 waves, 92 percent of respondents believed it was *important to enforce the handheld law* (range 91.6% to 93.7%). Approximately 20 percent of respondents judged that they would *always* get a ticket for using a handheld while driving (range 19.1% to 20.6%) or talking on a cellular phone while driving (range 20.3% to 22.5%). Perceived chance of *always* getting a ticket for texting while driving was slightly higher but did not change significantly across waves (range 23.1% to 25.3%).

Approximately 10 percent of respondents reported ever getting a ticket for using a handheld cell phone while driving. Proportion of respondents having ever gotten a ticket is not significant from Pre1 to Post2. When asked if they had gotten that ticket in the past month, a significant increase was observed from Pre2 (3.7%) to Post2 (12.6%),  $\chi^2 (1) = 7.57, p < .05$ . Table 3 shows the details.

**Table 2. Personal Experience with Enforcement (% Ticketed)**

	First Enforcement Period		Second Enforcement Period	
	Pre 1 (March)	Post 1 (May)	Pre 2 (July)	Post 2 (August)
<b>Received Ticket for Handheld</b>	9.0%	9.6%	9.1%	8.9%
<b>Ticketed in Past Month</b>	6.3%	11.4%	3.7%	12.6%

The final set of results relate to the public's awareness of distracted driving message and recognition of the campaign slogan. Awareness of enforcement focused on handheld cell phone use while driving increase throughout both enforcement periods and from Pre1 to Post2. Proportion of respondents reporting having seen or heard about handheld phone use enforcement increased significantly from 24.0 percent in Pre1 to 35.5 percent in Post1 ( $\chi^2 (1) = 40.98, p < .0001$ ); also, there was near significant increase throughout the second enforcement period from 29.0 percent in Pre2 to 32.1 percent in Post2 ( $\chi^2 (1) = 3.05, p < .08$ ). The increase from Pre1 to Post2 was also significant,  $\chi^2 (3) = 44.22, p < .0001$ . Similar results were obtained when respondents were asked whether they had read, seen, or heard anything about distracted driving in Connecticut. Results showed a significant increase in awareness from Pre1 to Post1 (49.9% to 58.2%,  $\chi^2 (1) = 17.85, p < .0001$ ), and from Pre1 to Post 2 (49.9% to 56.4%,  $\chi^2 (3) = 20.28, p < .0001$ ). The increase in awareness from Pre2 (55.7%) to Post 2 (56.4%) was not significant.

Data on slogan recognition is reported in Table 4. Recognition of the campaign slogan *U Drive U Text U Pay* showed a significant increase from Pre1 (31.6%) to Post1 (49.4%),  $\chi^2 (1) = 87.06, p < .0001$ ; from Pre2 (40.5%) to Post2 (48.1%),  $\chi^2 (1) = 15.57, p < .0001$ ; and from Pre1 to Post2,  $\chi^2 (3) = 110.31, p < .0001$ . The slogan *Txting & Drivng...It Can Wait* showed a significant decrease from Pre1 (32.1%) to Post2 (33.2%),  $\chi^2 (1) = 10.82, p < .01$ . No other slogan showed a significant change.

**Table 3. Slogan Recognition (% Yes)**

Slogan	First Enforcement Period		Second Enforcement Period	
	Pre1 (March)	Post1 (May)	Pre2 (July)	Post2 (August)
<b>U Drive U Text U Pay</b>	31.6%	49.4%	40.5%	48.1%
<b>Phone in One Hand, Ticket in the Other</b>	8.3%	9.2%	9.6%	8.3%
<b>I Promise Not to Drive Distracted</b>	5.4%	5.3%	3.8%	4.4%
<b>Txting &amp; Drivng...It Can Wait</b>	32.1%	28.1%	33.3%	33.2%
<b>Hang Up or Pay Up</b>	9.7%	11.5%	11.0%	10.8%

		First Enforcement Period			Second Enforcement Period			Pre1 - Post2 p-value
		Pre (March)	Post (May)	p-value	Pre (July)	Post (Aug)	p-value	
<b>1. Office (N)</b>	Bridgeport	143	151		148	150		
	Danbury	162	143		155	150		
	Hamden	150	138		159	150		
	New Britain	163	147		117	150		
	Norwalk	131	146		136	151		
	Norwich	156	151		152	143		
	Waterbury	150	152		150	151		
	Wethersfield	151	154		149	155		
	Winsted	137	127		150	158		
	Total	1328	1319		1349	1386		
<b>2. Sex (%)</b>	Male	50.5	51.2		51.4	52.0		
	Female	49.5	48.8		48.6	48.0		
		<b>1332</b>	<b>1290</b>		<b>1310</b>	<b>1341</b>		
<b>3. Age (%)</b>	<18	2.6	1.9		2.7	2.9		
	18-20	4.4	4.7		6.6	4.7		
	21-34	27.6	25.6		26.1	28.0		
	35-49	27.2	25.6		27.0	26.4		
	50-59	17.9	20.7		18.8	20.0		
	60+	20.3	21.5		18.9	17.9		
		<b>1333</b>	<b>1299</b>		<b>1308</b>	<b>1350</b>		
<b>4. Race (%)</b>	White	63.2	66.3		67.5	68.1		
	Black	11.7	11.5		10.7	11.4		
	Asian	3.9	4.5		5.0	4.5		
	Native	0.6	0.7		1.0	0.8		
	Other	19.5	15.4		13.8	13.5		
	Multiple	1.1	1.5		1.9	1.7		
		<b>1268</b>	<b>1230</b>		<b>1244</b>	<b>1293</b>		
<b>5. Hispanic (%)</b>	Yes	26.4	24.0		22.6	21.0		p=.01
	No	73.6	76.0		77.4	79.0		
		<b>1283</b>	<b>1245</b>		<b>1258</b>	<b>1297</b>		

		First Enforcement Period				Second Enforcement Period				Pre1 - Post2 p-value
		Pre (March)	Post (May)	p-value		Pre (July)	Post (Aug)	p-value		
<b>6. Vehicle Driven (%)</b>	Car	58.3	57.8			60.4	59.7			
	Pickup	10.3	9.4			8.2	9.1			
	SUV	19.1	21.0			19.7	18.2			
	Minivan	3.5	3.4			3.8	3.9			
	Full van	1.0	1.0			1.1	1.3			
	Other	4.2	4.1			4.5	3.9			
	Multiple	3.6	3.2			2.3	4.0			
	N	1318	1300			1314	1371			
<b>7. Talk on Handheld (%)</b>	Always	2.6	1.6			1.8	1.6			
	Nearly Always	1.4	1.9			1.8	1.0			
	Sometimes	16.8	13.6			14.2	14.5			
	Seldom	26.4	27.8			26.7	24.5			
	Never	52.8	55.1			55.4	57.9			p<.05
	N	1329	1293			1307	1344			
<b>8. Talk on Hands-free (%)</b>	Always	11.9	13.9			10.8	11.2			
	Nearly Always	11.5	10.7			11.2	10.4			
	Sometimes	27.3	26.7			28.4	30.6			
	Seldom	15.4	17.0			15.9	15.6			
	Never	34.0	31.7			33.6	32.2			
	N	1334	1295			1309	1342			
<b>9. Text while Driving (%)</b>	Always	1.6	0.8			1.0	0.4			
	Nearly Always	1.0	0.9			1.1	1.4			
	Sometimes	11.8	9.5			10.9	11.0			
	Seldom	18.2	21.2			18.4	20.1			
	Never	67.4	67.5			68.6	67.1			
	N	1334	1301			1313	1352			
<b>10. Important to enforce handheld law (%)</b>	Yes	91.6	92.0			93.3	93.7			
	No	8.4	8.0			6.7	6.3			
	N	1314	1269			1293	1339			

		First Enforcement Period			Second Enforcement Period			Pre1 - Post2 p-value
		Pre (March)	Post (May)	p-value	Pre (July)	Post (Aug)	p-value	
11. Chance of Ticket if Handheld (%)	Always	20.6	19.3		19.1	20.6		
	Nearly Always	12.2	12.0		13.6	13.5		
	Sometimes	34.3	36.4		35.3	34.3		
	Seldom	21.4	21.7		22.3	23.6		
	Never	11.6	10.6		9.8	7.9		
	<i>N</i>	<i>1330</i>	<i>1287</i>		<i>1298</i>	<i>1334</i>		
12. Chance of Ticket if talk on cell phone (%)	Always	22.5	21.3		20.3	21.3		
	Nearly Always	13.3	14.2		14.2	13.8		
	Sometimes	31.8	32.2		32.7	34.8		
	Seldom	21.1	21.0		22.4	21.7		
	Never	11.3	11.4		10.4	8.4		
	<i>N</i>	<i>1328</i>	<i>1286</i>		<i>1293</i>	<i>1340</i>		
13. Chance of Ticket if Text (%)	Always	25.3	23.9		23.1	24.3		
	Nearly Always	12.9	14.4		13.5	14.6		
	Sometimes	30.8	30.6		30.7	32.0		
	Seldom	19.6	19.7		21.2	19.9		
	Never	11.4	11.5		11.5	9.1		
	<i>N</i>	<i>1324</i>	<i>1286</i>		<i>1301</i>	<i>1335</i>		
14. Handheld Law is Enforced (%)	Very strictly	16.4	16.7		15.4	14.3		
	Somewhat strictly	32.5	33.2		35.1	36.2		
	Not very strictly	30.4	30.5		32.1	33.5		
	Rarely	15.0	14.0		12.4	11.8		
	Not at all	5.7	5.6		5.1	4.2		
	<i>N</i>	<i>1312</i>	<i>1272</i>		<i>1275</i>	<i>1319</i>		
15. Ever Received Ticket for Handheld? (%)	Yes	9.0	9.6		9.1	8.9		
	No	91.0	90.4		90.9	91.1		
	<i>N</i>	<i>1253</i>	<i>1216</i>		<i>1236</i>	<i>1285</i>		
15b. If Yes, in Past Month? (%)	Yes	6.3	11.4		3.7	12.6		P<0.5
	No	93.7	88.6		93.3	87.4		
	<i>N</i>	<i>111</i>	<i>114</i>		<i>109</i>	<i>111</i>		

			First Enforcement Period			Second Enforcement Period			Pre1 - Post2
			Pre (March)	Post (May)	p-value	Pre (July)	Post (Aug)	p-value	
16. S/H about enforcement focused on handheld cell? (%)	Yes		24.0	35.5	p<0001	29.0	32.1	p=0.8	p<0001
	No		76.0	64.5		71.0	67.9		
17. Aware of any Hotspots? (%)		N	1316	1276		1297	1332		
	Yes		13.9	15.3		12.8	15.0		
	No		86.1	84.7		87.2	85.0		
18. R/S/H anything about distracted driving in CT? (%)		N	1309	1264		1270	1323		
	Yes		49.9	58.2	p<0001	55.7	56.4		p<0001
	No		50.1	41.8		44.3	44.6		
18a. If yes, where? (%)		N	1309	1272		1285	1320		
Paper	Yes		23.9	19.3		21.5	19.5		
	No		76.1	80.7		78.5	80.5		
Radio		N	653	740		716	744		
	Yes		33.1	32.3		34.4	33.1		
	No		66.9	67.7		65.6	66.9		
TV		N	653	740		716	744		
	Yes		52.1	51.4		52.9	51.3		
	No		47.9	48.6		47.1	48.7		
Billboard		N	653	740		716	744		
	Yes		25.4	26.5		26.1	32.3	p=0.1	p=0.1
	No		74.6	73.5		73.9	67.7		
Brochure		N	653	740		716	744		
	Yes		2.1	2.4		2.2	3.4		
	No		97.9	97.6		97.8	96.6		
Online		N	653	740		716	744		
	Yes		19.4	18.1		20.3	19.8		
	No		80.6	81.9		79.7	80.2		
Police enforcement		N	653	740		716	744		
	Yes		8.0	7.3		6.8	8.2		
	No		92.0	92.7		93.2	91.8		
		N	653	740		716	744		



		First Enforcement Period			Second Enforcement Period			Pre1 - Post2
		Pre (March)	Post (May)	p-value	Pre (July)	Post (Aug)	p-value	
Road sign	Yes	23.1	30.0	p=0.004	27.9	31.0		p=.006
	No	76.9	70.0		72.1	69.0		
	N	653	740		716	744		
Other	Yes	6.9	4.6		7.0	6.0		
	No	93.1	95.4		93.0	94.0		
	N	653	740		716	744		
<b>19. Name of Program (%)</b>								
U Drive U Text U Pay	Yes	31.6	49.4	p<0001	40.5	48.1	p<0001	p<0001
	No	68.4	50.6		59.5	51.9		
	N	1343	1309		1316	1358		
Phone in One Hand, Ticket in the Other	Yes	8.3	9.2		9.6	8.3		
	No	91.7	90.8		90.4	91.7		
	N	1343	1309		1316	1358		
I Promise Not to Drive Distracted	Yes	5.4	5.3		3.8	4.4		
	No	94.6	94.7		96.2	95.6		
	N	1343	1309		1316	1358		
Txtng & Driving... It Can Wait	Yes	32.1	28.1		33.3	33.2		p=.01
	No	67.9	71.9		66.7	66.8		
	N	1343	1309		1316	1358		
Hang Up or Pay Up	Yes	9.7	11.5		11.0	10.8		
	No	90.3	88.5		89.0	89.2		
	N	1343	1309		1316	1358		
20 What are the possible fine amounts for violating the handheld phone law?	< \$150	28.9	27.2		31.2	24.3		
	\$150-\$500	63.3	65.6		61.4	67.3		
	> \$500	7.8	7.2		7.4	8.4		
	N	1172	1132		1128	1182		
Spanish Version Used		3.6%	3.3%		3.9%	2.9%		