

Connecticut Highway Safety

ANNUAL REPORT

Federal Fiscal Year 2016

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

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INTRODUCTION

The goal of the Connecticut Highway Safety Program is to prevent roadway fatalities and injuries as a result of crashes related to driver behavior. Under the Highway Safety Act of 1966 (23 USC-Chapter 4) the Governor is required to implement a highway safety program through a designated State agency suitably equipped and organized to carry out the program. An appointed Governor's Highway Safety Representative oversees the program and supporting Section 402 and 405 highway safety grant funds made available to the States to carry out their annual Highway Safety 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 2016. 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 2015 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, and training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity. As MAP-21 requires, the Highway safety office has coordinated safety efforts shared by the Department's Highway Safety Improvement Plan (HSIP) and Strategic Highway Safety Plan (SHSP). The 2017 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 2016 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: 12,640

Safety-Belt Citations: 10,079

Impaired Driving Arrests: 1,316

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 2016 Highway Safety Plan. For a more complete and concise narrative description of the enforcement activities that were completed during the 2016 Federal Fiscal Year, Please see the “Activities” section of the following program areas:

Impaired Driving Page: 30-35, 36-38, 42

Occupant Protection: 46-47, 49-51

Police Traffic Services: 59-60

Distracted Driving: 67-72

CRASH DATA/TRENDS

Core Outcome Measures

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Traffic Fatalities					
Total	221	266	286	250	266
Five Year Moving Average	273	267	263	269	258
Rural	38	77	120	60	46
Five Year Moving Average	48	54	67	71	68
Urban	183	156	126	190	217
Five Year Moving Average	225	206	182	183	174
Unknown	4	3	0	0	3
Five Year Moving Average	1	1	1	1	2

Fatalities Per 100 Million Vehicle Miles Traveled

Total	0.71	0.85	0.92	0.80	0.84
Five Year Moving Average	0.81	0.86	0.83	0.86	0.85
Rural	0.97	1.99	3.41	1.92	1.46
Five Year Moving Average	1.16	1.52	2.12	2.44	2.26
Urban	0.67	0.57	0.58	0.67	0.67
Five Year Moving Average	0.76	0.73	0.61	0.61	0.64

Serious (A) Injuries

Total	1673	1771	1523	1356	1473
Five Year Moving Average	2150	1989	1831	1671	1559

Serious (A) Injuries Per 100 Million Vehicle Miles Traveled

Total	5.36	5.69	4.92	4.34	4.66
Three Year Moving Average	6.24	5.85	5.32	4.98	4.64

Passenger Vehicle Occupant Fatalities (All Seat Positions)

Total	144	153	187	136	154
Five Year Moving Average	178	167	167	165	155
(Fatalities) Restrained	57	65	82	50	69
Five Year Moving Average	74	67	68	67	65
Unrestrained	55	53	72	48	66
Five Year Moving Average (Unrestrained)	74	68	67	63	59
Unknown	32	35	30	38	19
Five Year Moving Average	30	32	32	35	31

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

Total	94	100	114	97	103
Five Year Moving Average	103	101	105	105	102

Core Outcome Measures

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Speeding-Related Fatalities					
Total	74	64	64	69	73
Five Year Moving Average	100	93	86	79	69

Motorcyclist Fatalities

Total	37	48	58	55	53
Five Year Moving Average	48	49	48	50	50
Helmeted	10	12	24	20	20
Five Year Moving Average	16	15	16	16	17
Unhelmeted	24	26	22	32	31
Five Year Moving Average	31	31	27	28	27
Unknown	2	2	11	3	2

Percentage of MC Operator Fatalities with BAC > 0%

Total	27%	29%	11%	30%	42%
Five Year Moving Average	35%	34%	29%	28%	28%

Drivers Involved in Fatal Crashes

Total	292	332	385	338	370
Five Year Moving Average	365	351	347	354	343
Aged Under 15	0	0	0	1	0
Five Year Moving Average	0	0	0	0	0
Aged 15-20	25	21	37	20	26
Five Year Moving Average	36	29	29	27	26
Drivers Involved in Fatal Crashes - Aged Under 21	25	27	37	21	26
Five Year Moving Average	36	31	31	28	27
Aged 21 and Over	262	306	293	314	339
Five Year Moving Average	324	316	303	312	303
Unknown Age	5	5	4	3	5
Five Year Moving Average	4	5	4	5	4

Pedestrian Fatalities

Total	26	44	37	47	45
Five Year Moving Average	35	38	36	40	40

Bicyclist Fatalities

Total	8	4	3	4	3
Five Year Moving Average	5	5	5	5	4

	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Observed - Restrained	86.8%	86.40%	85.10%	85.40%	89.40%
Five Year Moving Average	87.5%	87.1%	87.0%	86.4%	86.6%

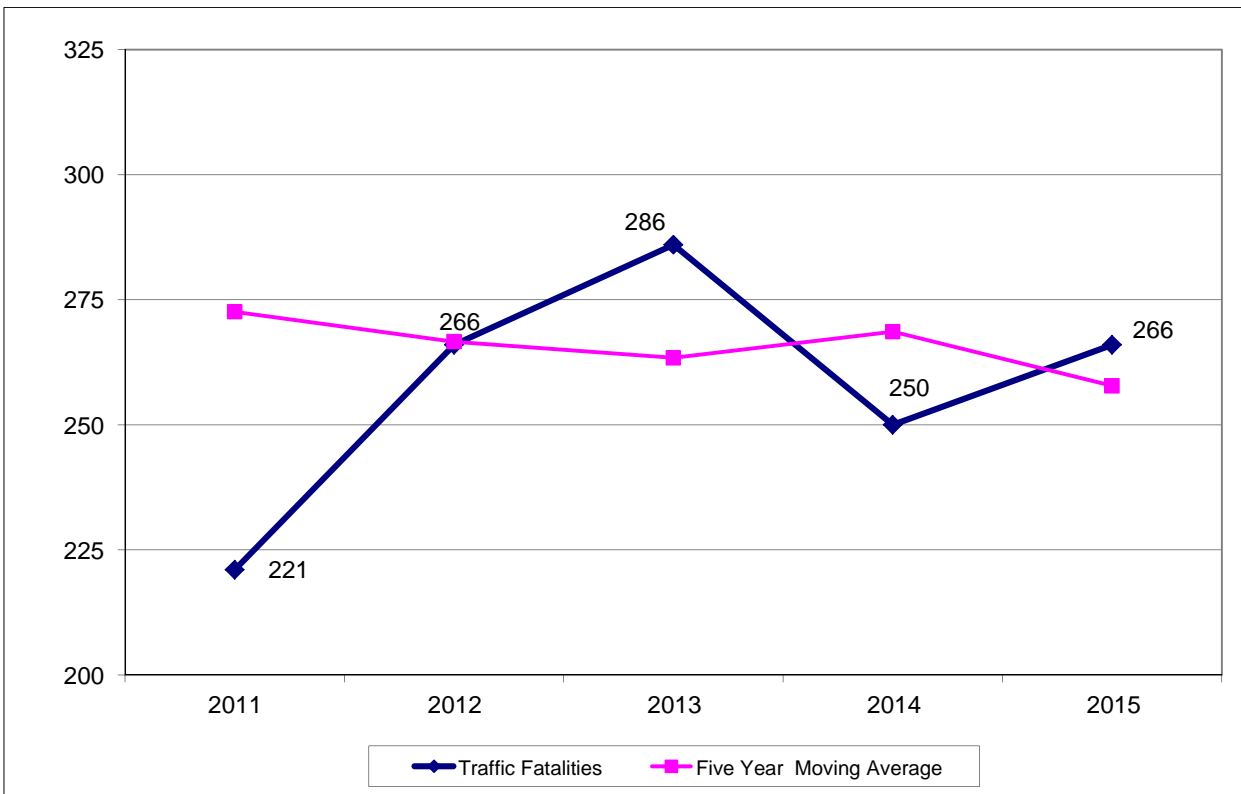
CORE PERFORMANCE MEASURES/GOALS AND TRENDS

Graph 1

Graph 1 shows Connecticut's fatality figures with 266 in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 Highway Safety Plan (HSP) Goal:

To reduce the five year (2009-2013) moving average of 261 fatalities in 2013 five percent to a five year (2013-2017) moving average of 248 in 2017.



Outcome:

Final NHTSA-FARS figures showed the five year moving average over the period of 2011 - 2015 to be 258. The 2015 single year total of 266 traffic fatalities is higher than the 2016 HSP goal. The five year moving average indicates an overall decrease in the number of roadway fatalities over the 2011 to 2015 period.

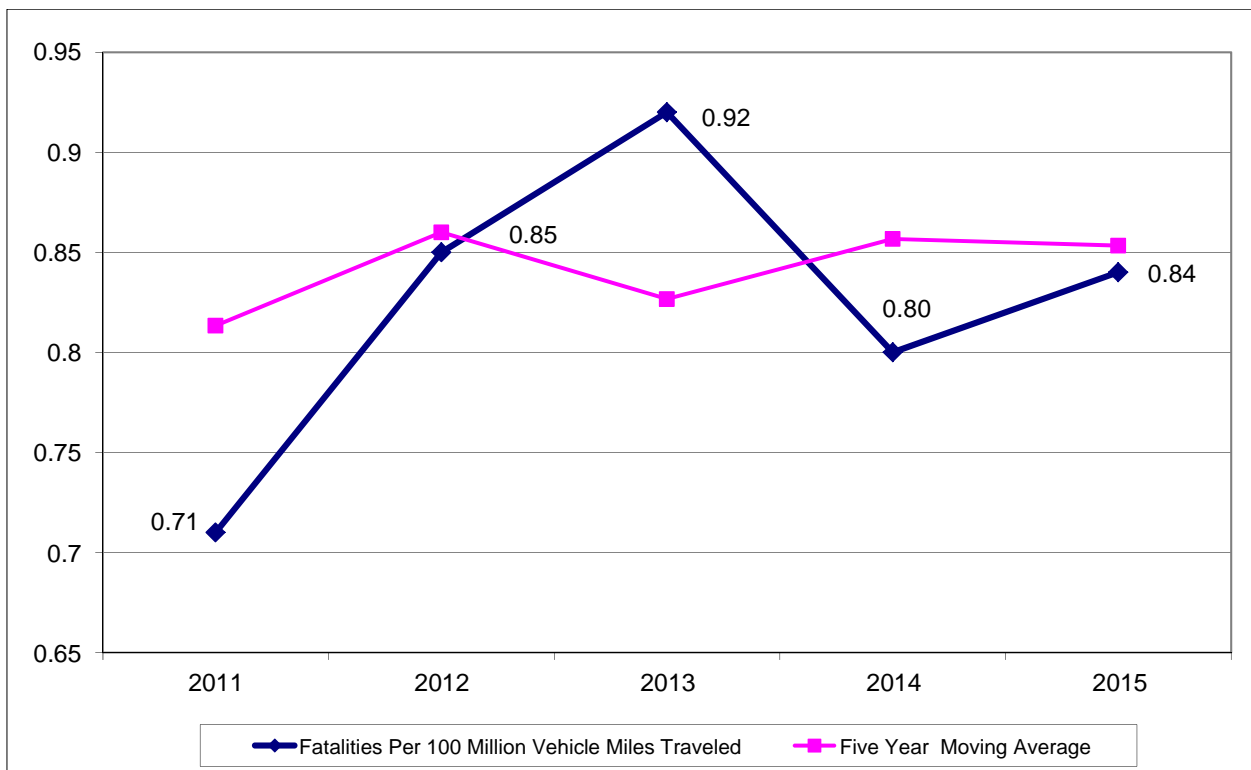
Please note that data in this Report is sourced from the preliminary 2015 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 Million 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 .84 fatalities per 100M VMT in 2015 While the figures jumped over the 2011-2015 period, the five year moving average shows an increase in this measure.

2016 HSP Goal:

To reduce the Fatality rate per 100 M VMT from the five year (2009-2013) moving average of .84 in 2013 by 5 percent to a five year (2013-2017) moving average of .80 in 2017.



Outcome:

While the 2011 rate of .71 was the lowest recorded during the reporting period, and the 2013 value of .92 represents the highest value, the 2015 value of .84 fatalities per 100M VMT has increased from the previous year. The five-year moving average has increased from .81 to .85 during the reporting period.

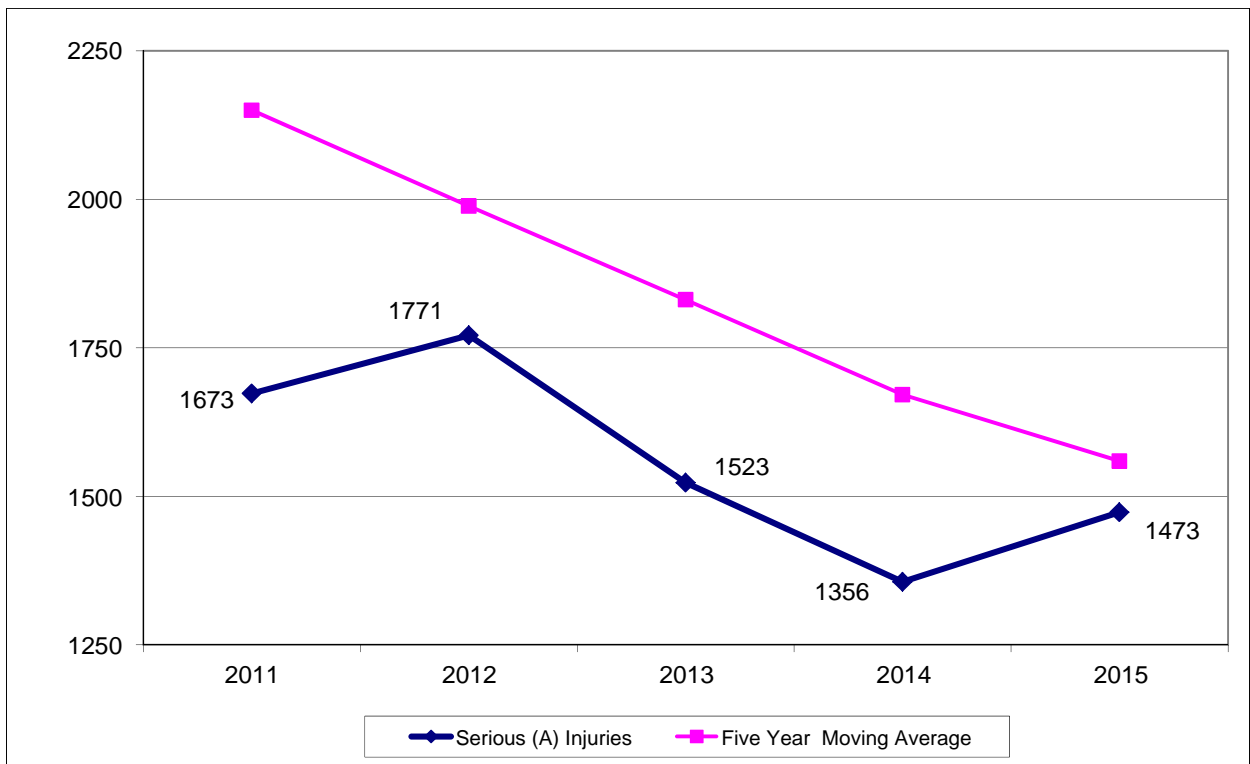
Please note that data in this Report is sourced from the 2014 NHTSA-FARS final file and Connecticut Department of Transportation. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 3

Graph 3 shows Connecticut's Serious (A) Injuries; there were 1,473 serious injuries in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal:

To reduce the Serious (A) Injuries in motor vehicle crashes from the five year (2009-2013) moving average of 1,833 in 2013 by 10 percent to a five year (2013-2017) moving average of 1,650 in 2017.



Outcome:

Serious Injuries (A) have been on a fairly steady decline in Connecticut despite the most recent year's increase. The five year moving average has steadily decreased during the reporting period with the five year average of 1,559 in 2015 representing the lowest recorded during this time.

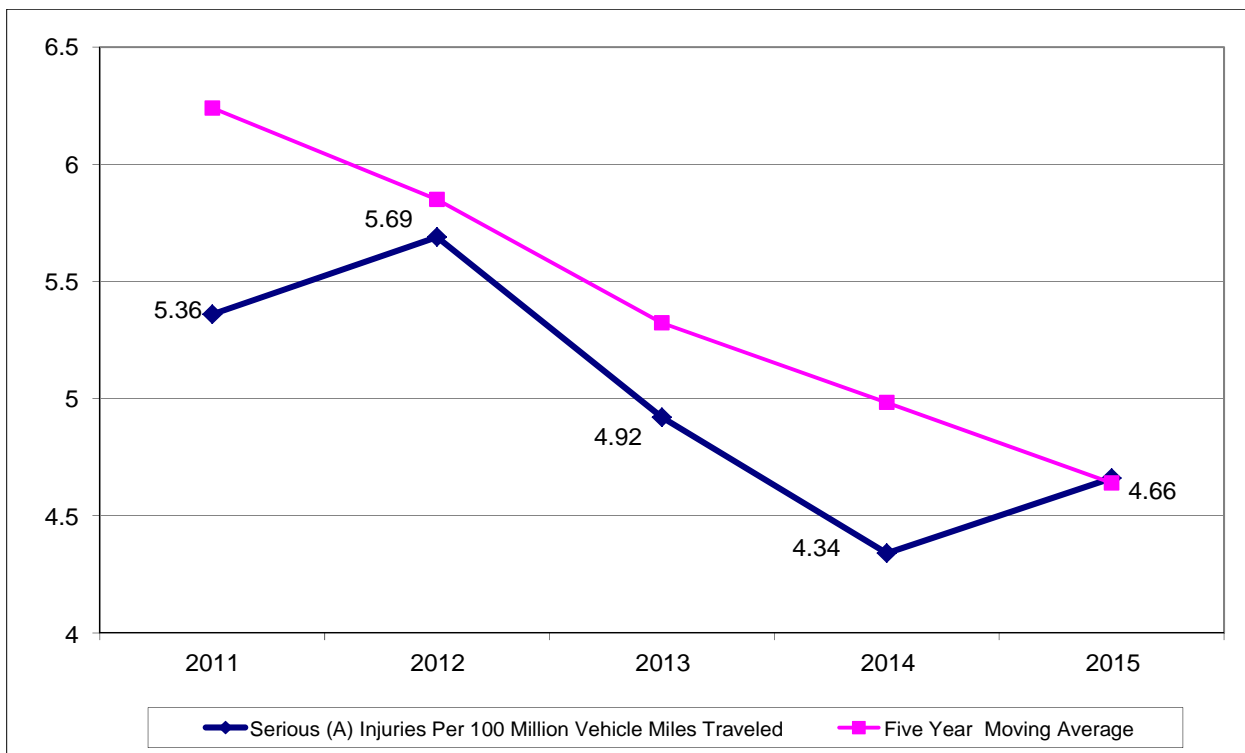
Please note that data in this Report is sourced from the 2015 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.

Graph 4

Graph 4 shows Connecticut's Serious (A) Injury Rate per 100 Million Vehicle Miles Travelled (VMT); there were 4.66 serious injuries per 100 Million VMT in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal:

To reduce the Serious (A) Injury rate per 100 M VMT from the five year (2009-2013) moving average of 5.87 in 2013 by 5 percent to a five year (2013-2017) moving average of 5.6 in 2017.



Outcome:

Serious Injuries (A) have been on a fairly steady decline in Connecticut despite the most recent year's increase. The five year moving average has steadily decreased during the reporting period with the five year average of 4.64 in 2015 representing the lowest recorded during this time.

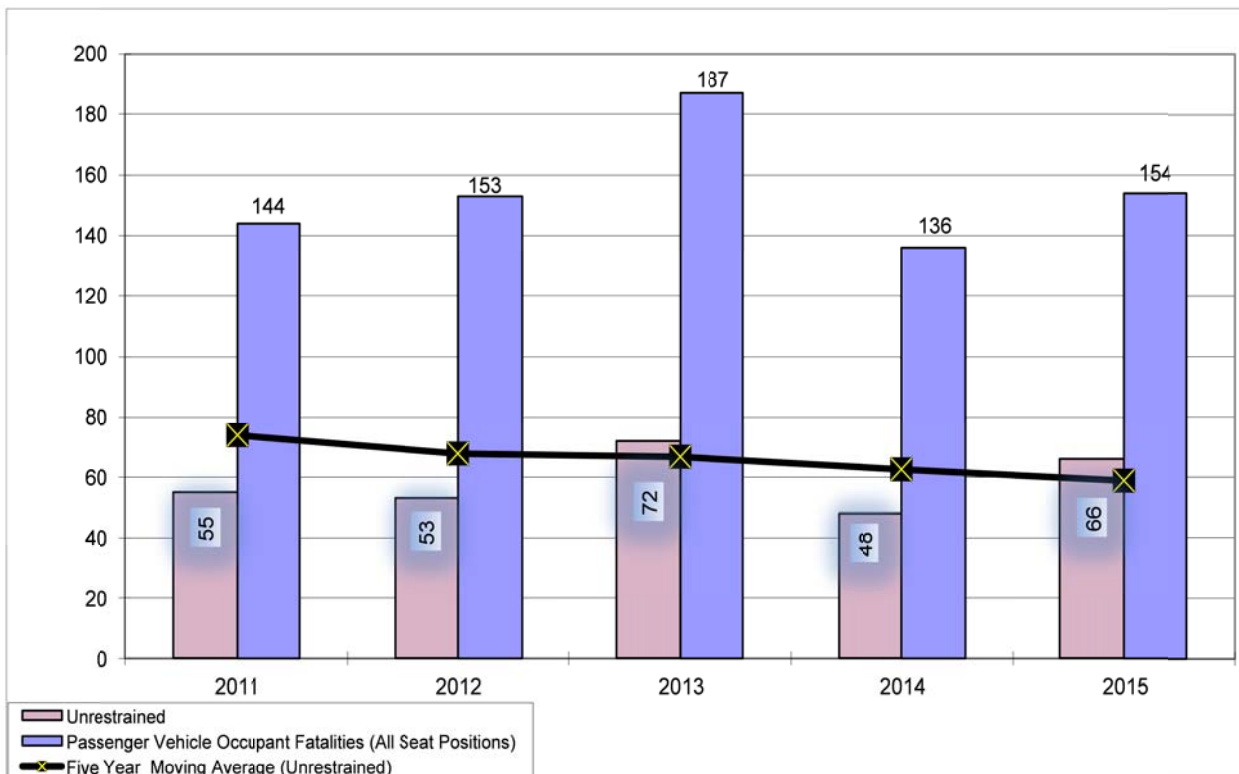
Please note that data in this Report is sourced from the 2015 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.

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 66 unrestrained fatalities in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal:

To reduce the number of unrestrained occupants in fatal crashes from the five year (2009-2013) moving average of 68 in 2013 by 10 percent to a five year (2013-2017) moving average of 61 in 2017.



Outcome:

The 66 unrestrained fatally injured occupants recorded in 2015 represents an increase from the previous year and is the second highest during the reporting period of 2010-2014. Despite this increase, the five year moving average for this measure has decreased to 59, the lowest value recorded during the reporting period.

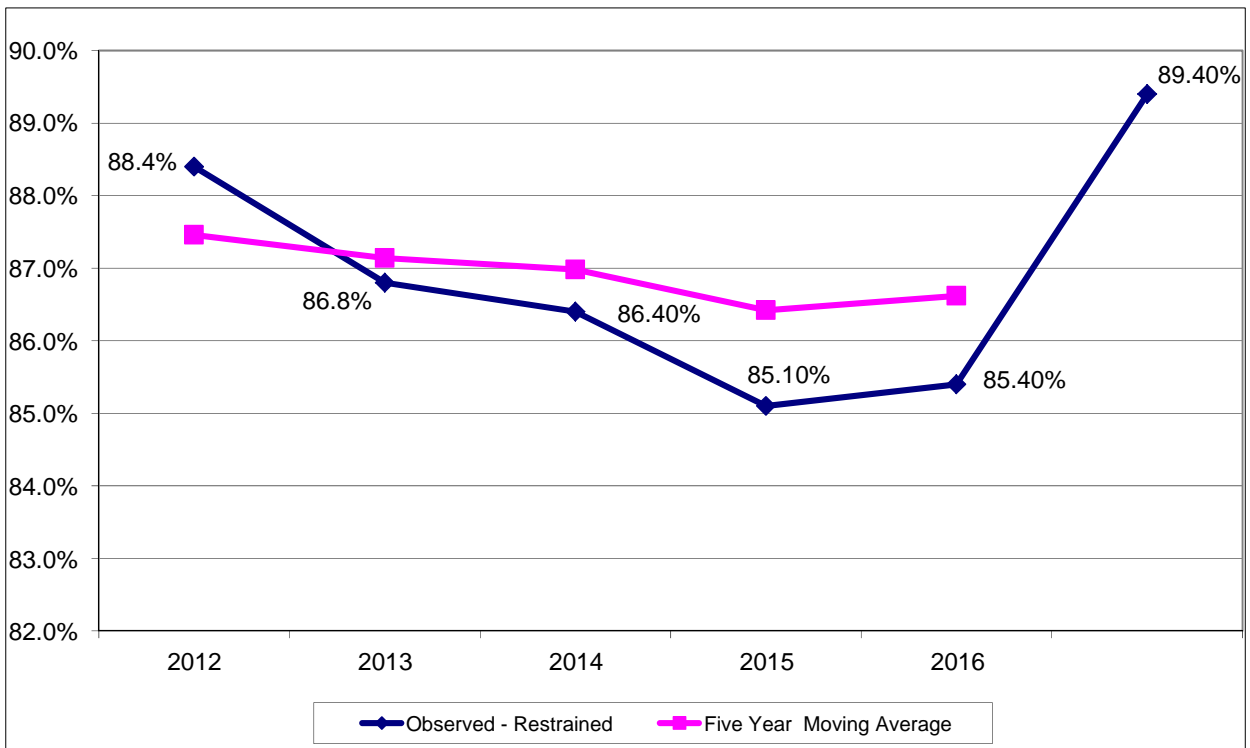
****Please note that data in this Report is sourced from the preliminary 2014 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.****

Graph 6

Graph 6 shows observed annual safety belt usage rate for the State of Connecticut for the 2012-2016 reporting period. The annual belt-use rate was 89.4 percent in 2016.

2016 HSP Goal:

To increase the statewide observed seat belt use rate from 85.1 percent in 2015 to 88 percent or above in 2017.



Outcome:

Observed belt use reached its highest level ever achieved in the State of Connecticut during 2016 at 89.4 percent. While the most recent observation represents an increase in observed use, the five-year moving average decreased from 87.5 percent to 86.7 percent during the 2012-2016 period.

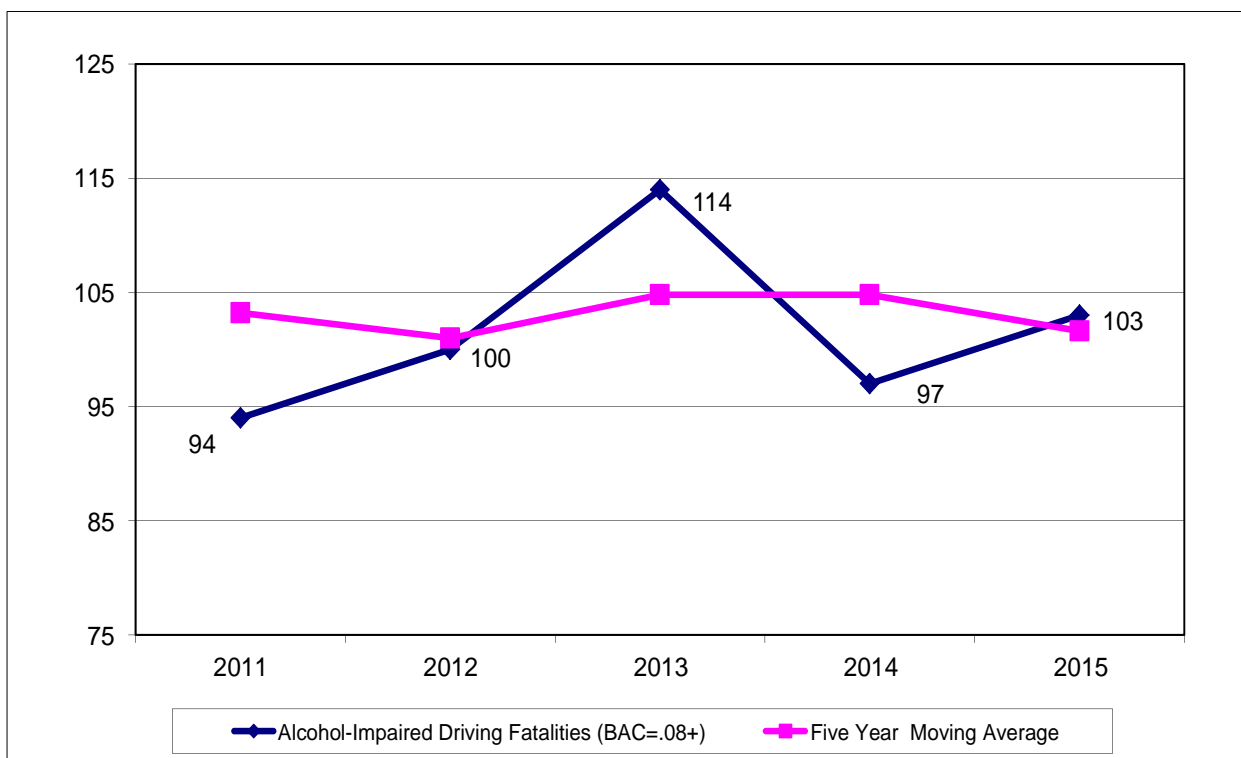
This data is sourced from Connecticut's Annual Statewide Belt Use Survey, conducted by Preusser Research Group.

Graph 7

Graph 7 shows Connecticut's alcohol-impaired driving fatalities. There were 103 alcohol-impaired driving fatalities in 2015. 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.

2016 HSP Goal:

To decrease alcohol impaired driving fatalities (B.A.C. =.08+) from the five year (2009-2013) moving average of 105 in 2013 by 5 percent to a five year (2013-2017) moving average of 100 in 2017.



Outcome:

The 2015 value of 103 alcohol-impaired driving fatalities is the second highest reported during this 2011-2015 period. While the five year moving average has fluctuated over the reporting period, it has decreased slightly from 103 in 2011 to 102 in 2015.

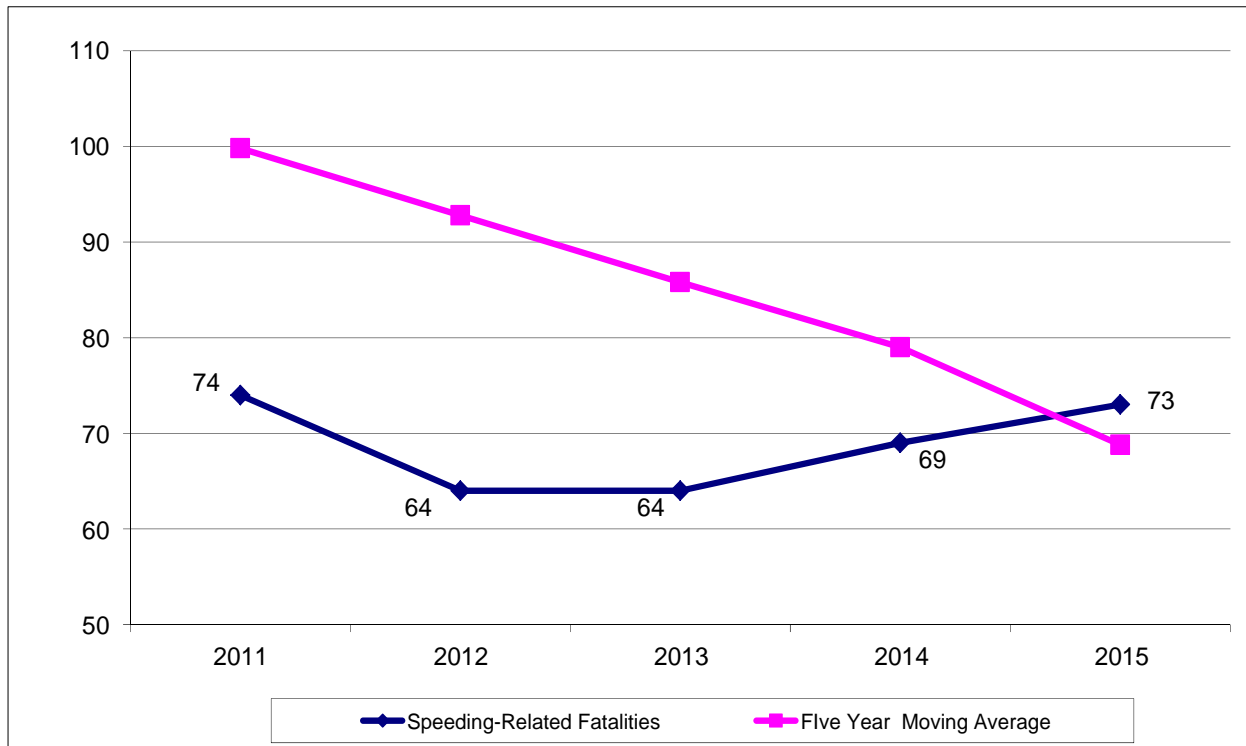
Please note that data in this Report is sourced from the preliminary 2015 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 8

Graph 8 shows Connecticut's speeding-related fatalities for the years from 2011-2015. There were 73 speeding-related fatalities in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal:

To reduce the number of speed related fatalities from the five year (2009-2013) moving average of 86 in 2013 by 10 percent to a five year (2013-2017) moving average of 77 in 2017.



Outcome:

Speeding-related fatalities continued to rise during the last two years of the reporting period with 73 recorded in 2015. Although the single year values increased, the five year moving average for speeding –related fatalities has declined steadily over the reporting period. 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.

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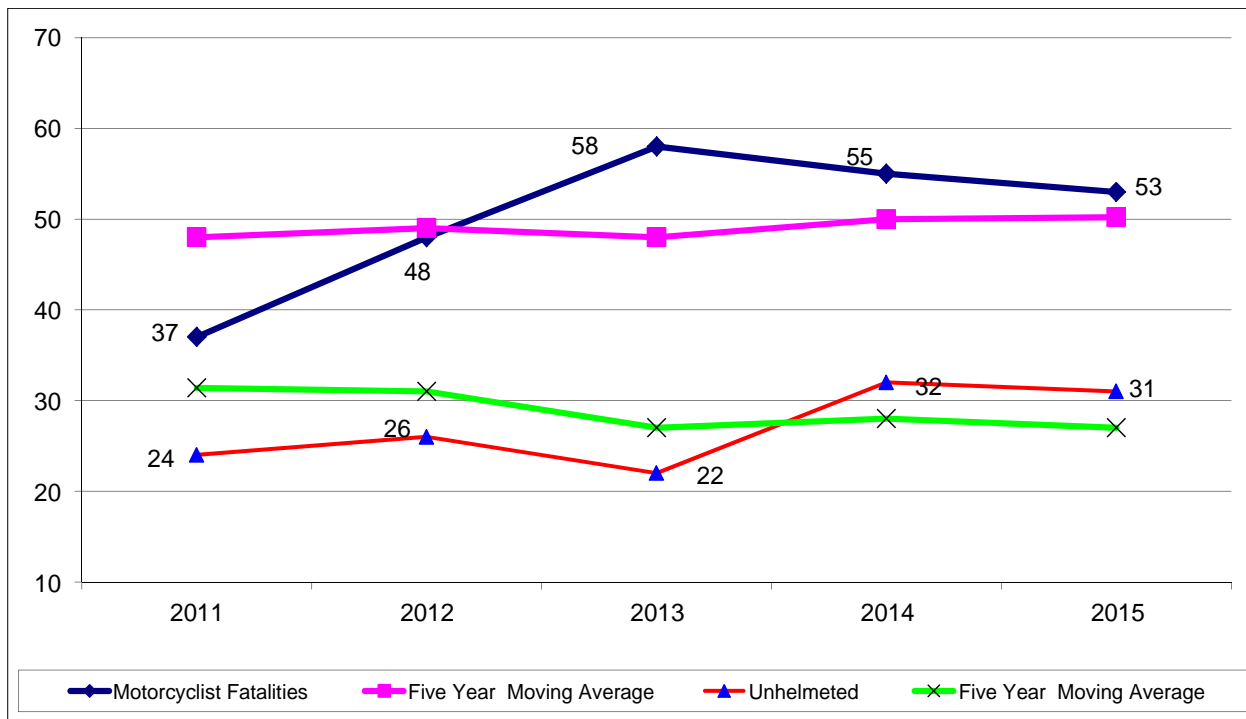
Graph 9

Graph 9 shows Connecticut's motorcyclist fatalities. Both the number of fatalities as well as unhelmeted fatalities are shown. There were 53 motorcyclist fatalities in 2015, 31 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal(s):

To decrease the number of motorcyclist fatalities below the five year (2009-2013) moving average of 47 in 2013 by 5 percent to a five year (2013-2017) projected moving average of 45 in 2017.

To decrease the number of un-helmeted fatalities below the five year (2009-2013) moving average of 28 in 2013 by 5 percent to a five year (2013-2017) projected moving average of 27 in 2017.



Outcome:

Both measures have fluctuated over the reporting period. The five-year moving average for motorcycle fatalities for 2011-2015 increased from 48 to 50 and the five-year moving average for unhelmeted fatalities for the same period decreased from 31 to 27.

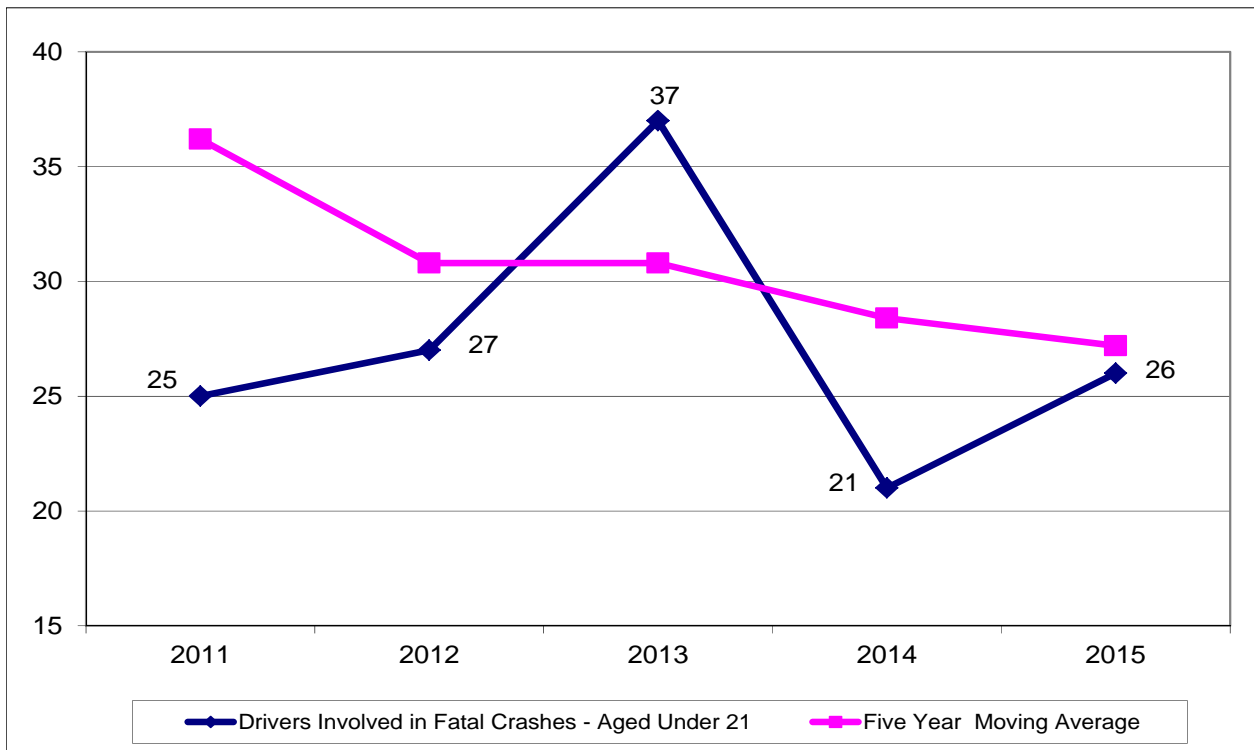
Please note that data in this Report is sourced from the preliminary 2015 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age 20 or younger (aged under 21) for the 2011-2015 reporting period. There were 26 drivers under the age of 21 killed in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal(s):

To decrease drivers age 20 or younger involved in fatal crashes from the five year (2009-2013) moving average of 25 in 2013 by 20 percent to a five year (2013-2017) moving average of 20 in 2017.



Outcome:

Fatality numbers have remained relatively steady for this measure during the 2011-2015 reporting period with the exception of 2013 when this measure rose significantly. Despite this fluctuation, the five year moving average trend has ultimately declined during the reporting period. Aggressive goal setting has been a priority of the Highway Safety Office and other statewide safety partners in this area.

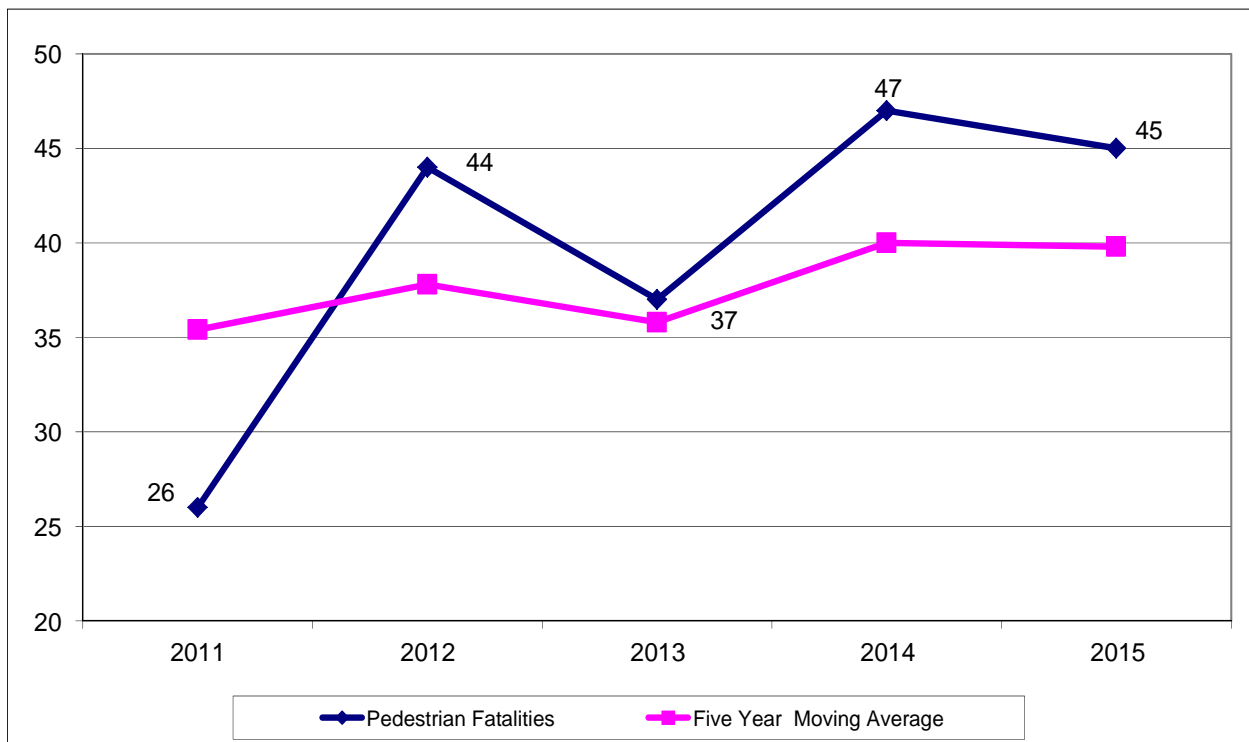
Please note that data in this Report is sourced from the preliminary 2015 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 11

Graph 11 shows Connecticut’s number of pedestrian fatalities during the 2011-2015 reporting period. There were 45 pedestrian fatalities in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal(s):

To reduce the number of pedestrians killed in traffic crashes from the five year (2009-2013) moving average of 37 in 2013 by 5 percent to a five year moving average of (2013-2017) of 35 in 2017.



Outcome:

Although pedestrian fatalities decreased from 47 in 2014 to 45 in 2015, the number of pedestrian killed has increased during the reporting period as a whole. The five-year moving average rose from 35 in 2011 to 40 in 2015.

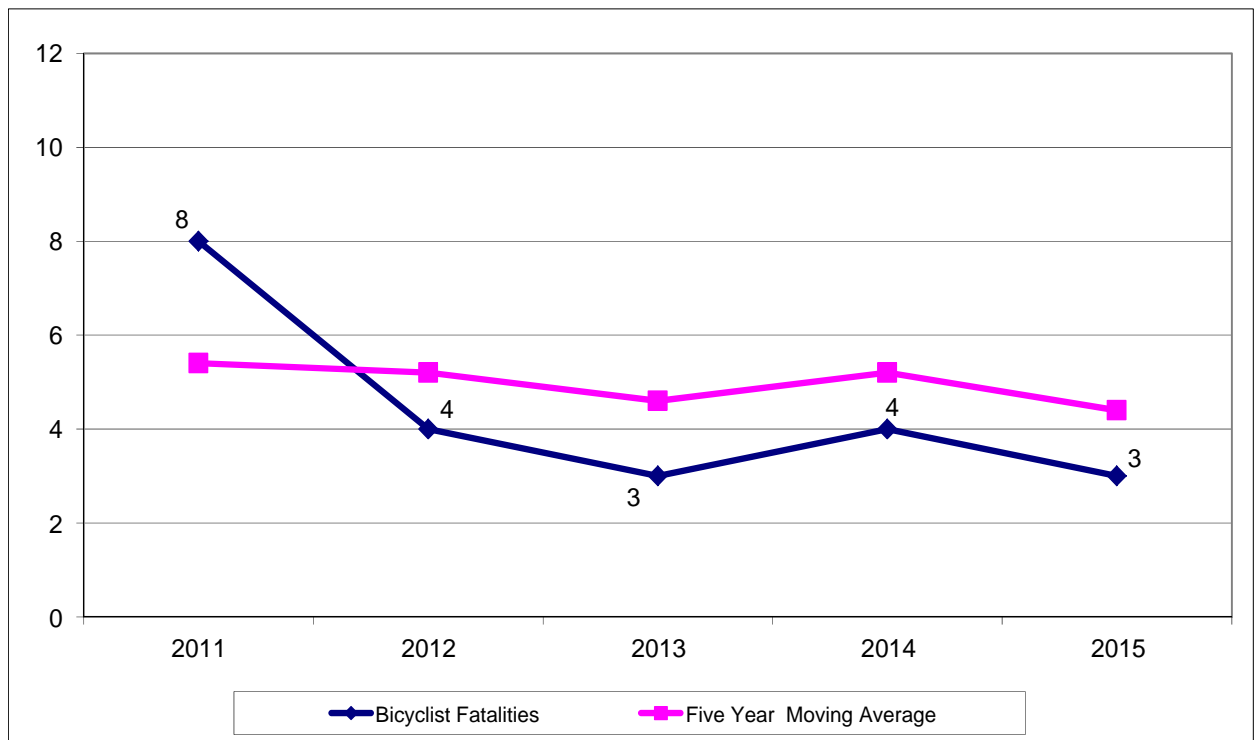
Please note that data in this Report is sourced from the preliminary 2015 Connecticut FARS Annual Report file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 12

Graph 12 shows Connecticut's number of bicyclist fatalities during the 2011-2014 reporting period. There were 3 bicyclist fatalities in 2015. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2016 HSP Goal(s):

To reduce the number of bicyclists killed in traffic crashes from the five year (2009-2013) moving average of 5 in 2013 by 20 percent to a five year moving average of (2013-2017) of 4 in 2017.



Outcome:

There were three bicyclists killed in the years 2013 and 2015 respectively. These numbers represent the fewest bicyclist fatalities during the reporting period. The five-year moving average has fluctuated only slightly during the same period. 2015 represents the first year states were required to track, report and set performance goals for bicyclists.

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FINANCIAL SUMMARY

Project Listing

Program Area	Project Number	Project Description	Town/Agency	Total FFY16 Expenses Oct 15 - Dec 16
MC	0701-AA	Motorcycle Safety Program Administration	CT-DOT/HSO	\$ 21,539.78
	0701-AB	CONREP Program (Training) Administration	CT-DOT/HSO	\$ 110,019.33
OP	0702-AA	Occupant Protection Administration	CT-DOT/HSO	\$ 41,857.74
	0702-AB	Data Analysis & Surveys	CT-DOT/HSO	\$ 180,238.99
	0702-AC	Click It or Ticket Enforcement project	CT-DOT/HSO	\$ 275,606.63
	0702-AD	Waterbury Area Traffic Safety Program	Waterbury Police Department	\$ 102,694.64
	0702-AE	OP Media Buy	CTDOT	\$ 97,500.00
	0702-AI	402 OP Brochures and Citation Holders	CT-DOT/HSO	\$ 2,212.56
	0702-AG	Look Before You Lock Education Campaign	CCMC	\$ 100,037.79
AL	0704-AA	Alcohol Program Management - 2016	ConnDOT	\$ 1,921.24
	0704-AB	Batmobile	Central Naugatuck Valley Regional Police Traffic Unit	\$ 264,804.75
TR	0705-AA	Traffic Records Administration	ConnDOT	\$ 95,653.33
PT	0707-AA	Police Traffic Services (402-PTS) Administration	CT-DOT/HSO	\$ 24,361.31
	0707-AB	Law Enforcement Challenge	CT Police Chiefs Association	\$ 15,822.00
	0707-AD	CPCA Public Info and Education	CT Police Chiefs Association	\$ 75,000.00
	0707-AE	Police Traffic Services	CT-DOT/HSO	\$ 47,230.90
	0707-AF	FY 16 Statewide TSRP (Traffic Safety Resource Prosecutor)	Division of Criminal Justice	\$ 32,337.69
	0707-AG	Workzone Safety Media (Production)	CT-DOT/HSO	\$ 85,000.00
	0707-AH	Major Cities Media Buy	CT-DOT/HSO	\$ 100,000.00
CR	0709-AA	Child Restraint Administration	CT-DOT/HSO	\$ 864.12
	0709-AB	Child Restraint-Child Passenger Safety (CPS) Training	CT-DOT/HSO	\$ 13,215.10
	0709-AC	CPS Fitting Stations Support	Connecticut Children's Medical Center	\$ 29,446.34
	0709-AE	Yale-New Haven Children's Hospital Community Traffic Safety Program	Yale-New Haven Children's Hospital	\$ 84,809.18
	0710-AB	Youth Education	Boys and Girls Club	\$ 19,785.75
154PM	0720-AA	DUI Media Buy, Earned Media & Evaluation	ConnDOT	\$ 1,182,832.39
154AL	0722-AA	FY 16 Alcohol Program Management	ConnDOT	\$ 274,031.05
	0722-AB	FY 16 Alcohol Related Program Training	ConnDOT	\$ 1,121.40
	0722-AC	FY 16 Statewide TSRP (Traffic Safety Resource Prosecutor)	Division of Criminal Justice	\$ 114,003.23
	0722-AD	Data Analysis and Surveys-Alcohol	CTDOT	\$ 149,999.99
	0722-AE	FY 16 Comprehensive DUI Enforcement	Town of Bethany	\$ 16,338.67
	0722-AF	FY 16 Comprehensive DUI Enforcement	Killingly Resident Trooper	\$ 62,738.57
	0722-AG	FY 16 Comprehensive DUI Enforcement	Glastonbury Police Dept	\$ 19,125.00
	0722-AH	FY 16 Comprehensive DUI Enforcement	Durham Resident Trooper	\$ 18,627.99
	0722-AI	FY 16 Comprehensive DUI Enforcement	Middlefield Resident Trooper	\$ 18,318.09
	0722-AJ	FY 16 Comprehensive DUI Enforcement	Bristol Police Dept	\$ 137,450.08
	0722-AK	FY 16 Comprehensive DUI Enforcement	Ledyard Police Dept	\$ 16,882.21
	0722-AL	FY 16 Comprehensive DUI Enforcement	Greenwich Police Dept	\$ 47,326.79
	0722-AM	FY 16 Comprehensive DUI Enforcement	Watertown Police Department	\$ 17,286.03
	0722-AN	FY 16 Comprehensive DUI Enforcement	New Britain Police Department	\$ 105,029.55
	0722-AO	FY 16 Comprehensive DUI Enforcement	Ellington Resident Trooper	\$ 29,068.70
	0722-AQ	FY 16 Comprehensive DUI Enforcement	Naugatuck Police Dept	\$ 22,532.81
	0722-AR	FY 16 Comprehensive DUI Enforcement	Wethersfield Police Dept	\$ 11,747.83
	0722-AS	FY 16 Comprehensive DUI Enforcement	Prospect Police Dept	\$ 2,970.57
	0722-AT	FY 16 Comprehensive DUI Enforcement	Fairfield Police Department	\$ 123,274.05
	0722-AU	FY 16 Comprehensive DUI Enforcement	Meriden Police Dept	\$ 14,319.07
	0722-AV	FY 16 Comprehensive DUI Enforcement	City of Groton Police Dept	\$ 3,208.18
	0722-AW	FY 16 Comprehensive DUI Enforcement	Deep River Police Dept	\$ 43,025.39
	0722-BB	FY 16 Comprehensive DUI Enforcement	Stafford Resident Trooper's Office	\$ 40,679.68
	0722-BC	FY 16 Comprehensive DUI Enforcement	Cromwell Police Dept	\$ 20,705.48
	0722-BD	FY 16 Comprehensive DUI Enforcement	Norwalk Police Dept	\$ 55,467.27
	0722-BE	FY 16 Comprehensive DUI Enforcement	Bethel Police Dept	\$ 21,110.94
	0722-BF	FY 16 Comprehensive DUI Enforcement	Killingworth, Town of	\$ 7,392.06
	0722-BH	FY 16 Comprehensive DUI Enforcement	Manchester Police Dept	\$ 109,545.55
	0722-BI	FY 16 Comprehensive DUI Enforcement	Branford Police Dept	\$ 33,413.58
	0722-BJ	FY 16 Comprehensive DUI Enforcement	North Haven Police Dept	\$ 4,080.35
	0722-BK	FY 16 Comprehensive DUI Enforcement	Groton, Town of	\$ 47,376.91
	0722-BL	FY 16 Comprehensive DUI Enforcement	Coventry Police Dept	\$ 2,775.13
	0722-BM	FY 16 Comprehensive DUI Enforcement	Norwich Police Dept	\$ 39,351.57
	0722-BN	FY 16 Comprehensive DUI Enforcement	Windsor Police Dept	\$ 23,517.65
	0722-BQ	FY 16 Comprehensive DUI Enforcement	Old Lyme Police Dept	\$ 15,982.90
	0722-BR	FY 16 Comprehensive DUI Enforcement	Bloomfield Police Dept	\$ 20,764.87
	0722-BT	FY 16 Comprehensive DUI Enforcement	Jewett City Police Dept	\$ 46,126.46
	0722-BU	FY 16 Comprehensive DUI Enforcement	New Canaan Police Dept	\$ 2,137.06
	0722-BV	FY 16 Comprehensive DUI Enforcement	CCSU	\$ 30,486.59
	0722-BW	FY 16 Comprehensive DUI Enforcement	Darien Police Dept	\$ 1,460.58
	0722-BX	FY 16 Comprehensive DUI Enforcement	Danbury Police Dept	\$ 6,130.82
0722-BY	FY 16 Comprehensive DUI Enforcement	Berlin Police Dept	\$ 7,879.79	
0722-BZ	FY 16 Comprehensive DUI Enforcement	Wilton Police Dept	\$ 21,656.49	
0722-CA	FY 16 Comprehensive DUI Enforcement	East Lyme Police Dept	\$ 47,403.30	

Program Area	Project Number	Project Description	Town/Agency	Total FFY16 Expenses Oct 15 - Dec 16
	0722-CB	FY 16 Comprehensive DUI Enforcement	Hartford Police Dept	\$ 198,348.78
	0722-CC	FY 16 Comprehensive DUI Enforcement	Wallingford Police Dept	\$ 19,950.00
	0722-CE	FY 16 Comprehensive DUI Enforcement	North Stonington Police Dept	\$ 35,128.55
	0722-CF	FY 16 Comprehensive DUI Enforcement	Tolland Resident Trooper's Office	\$ 34,119.13
	0722-CG	FY 16 Comprehensive DUI Enforcement	Chester Resident Trooper's Office	\$ 10,187.21
	0722-CI	FY 16 Comprehensive DUI Enforcement	Monroe Police Department	\$ 44,188.66
	0722-CJ	FY 16 Comprehensive DUI Enforcement	Willimantic Police Dept	\$ 23,687.02
	0722-CK	FY 16 Comprehensive DUI Enforcement	Haddam Resident Trooper's Office	\$ 9,523.93
	0722-CL	FY 16 Comprehensive DUI Enforcement	Trumbull Police Department	\$ 49,783.22
	0722-CM	FY 16 Comprehensive DUI Enforcement	Stratford Police Department	\$ 8,218.29
	0722-CN	FY 16 Comprehensive DUI Enforcement	Enfield Police Department	\$ 112,985.41
	0722-CP	FY 16 Comprehensive DUI Enforcement	Colchester Police Dept	\$ 13,504.53
	0722-CQ	FY 16 Comprehensive DUI Enforcement	Lisbon Resident Trooper's Office	\$ 23,017.75
	0722-CS	FY 16 Comprehensive DUI Enforcement	Montville Town Police	\$ 35,318.35
	0722-CT	FY 16 Comprehensive DUI Enforcement	Town of Madison-Madison Police Dept.	\$ 8,859.66
	0722-CV	FY 16 Comprehensive DUI Enforcement	Waterford Police Dept.	\$ 13,085.19
	0722-DH	FY 16 Comprehensive DUI Enforcement	Town of Cheshire-Cheshire Police Dept.	\$ 52,846.48
	0722-DI	FY 16 Comprehensive DUI Enforcement	New Haven Police Dept.	\$ 166,928.39
	0722-DJ	FY 16 Comprehensive DUI Enforcement	South Windsor Police Department	\$ 27,055.58
	0722-DK	FY 16 Comprehensive DUI Enforcement	Plainfield Police Department	\$ 22,140.67
	0722-DL	FY 16 Comprehensive DUI Enforcement	Old Saybrook Police Department	\$ 23,997.71
	0722-DM	FY 16 Comprehensive DUI Enforcement	Town of Brooklyn-Brooklyn Police Dept.	\$ 11,490.79
	0722-DN	FY 16 Comprehensive DUI Enforcement	Orange Police Department	\$ 3,986.59
	0722-DO	FY 16 Comprehensive DUI Enforcement	North Branford Police Department	\$ 4,362.26
	0722-DQ	FY 16 Comprehensive DUI Enforcement	Windsor Locks Police Department	\$ 35,603.46
	0722-DR	FY 16 Comprehensive DUI Enforcement	West Hartford Police Department	\$ 83,103.22
	0722-DS	FY 16 Comprehensive DUI Enforcement	Farmington Police Department	\$ 15,765.89
	0722-DU	FY 16 Comprehensive DUI Enforcement	Mansfield Police Department	\$ 64,021.89
	0722-DV	FY 16 Comprehensive DUI Enforcement	Rocky Hill Police Department	\$ 25,525.68
	0722-DW	FY 16 Comprehensive DUI Enforcement	East Windsor Police Department	\$ 15,375.55
	0722-EB	FY 16 Comprehensive DUI Enforcement	Sprague Police Department	\$ 13,095.32
	0722-EF	FY 16 Comprehensive DUI Enforcement	Wolcott Police Department	\$ 2,475.00
	0722-EM	FY 2016 Hwy Sfty Underage Drinking Prevention Initiative	The Governor's Prevention Partnership, Inc.	\$ 52,079.25
	0722-EV	Underage Drinking Education & Enforcement Initiative	West Hartford Police Department	\$ 28,964.61
	0722-EW	Underage Alcohol Enforcement Grant	Mansfield	\$ 47,319.59
	0722-EZ	FY 16 Comprehensive DUI Enforcement	Stamford	\$ 65,237.76
K10	0725-AA	Prog to Monitor + Prohibit Racial Profiling in CT	CCSU	\$ 131,987.03
PA	0733-AA	Planning + Administration	ConnDOT	\$ 277,895.65
405b-1	0741-1-AC	Occupant Protection Enforcement/CSP	CT State Police	\$ 122,972.13
405b-2	0741-2-AD	Occupant Protection Media Buy	ConnDOT	\$ 175,000.00
	0741-2-AE	Safety Belt Convincer/Rollover Simulator	Connecticut State Police	\$ 188,311.31
405b-3	0741-3-AG	CPS Fitting Station Support	Connecticut Children's Medical Center	\$ 7,788.49
	0741-3-AH	CPS Fitting Station Resource	Yale New Haven Hospital	\$ 23,195.94
405b-4	0741-4-AG	CPS Fitting Station Support	Connecticut Children's Medical Center	\$ 39,692.68
	0741-4-AH	CPS Fitting Station Resource	Yale New Haven Hospital	\$ 25,000.00
405c	0742-AA	Data Program/Traffic Records Administration	CT-DOT/HSO	\$ 80,000.00
	0742-AC	E-Citation	Centralized Infractions Bureau	\$ 203,680.88
	0742-AD	E-Crash	CRCOG	\$ 143,478.27
405d-1	0743-1-AB	Mobile Command Center (1)	Hartford (RTU)	\$ 273,748.50
	0743-1-AM	Underage Alcohol Enforcement Grant	Central CT State University	\$ 28,887.85
	0743-1-AW	DUI Enforcement Equipment	Meriden (Replaced Redding)	\$ 823.50
	0743-1-BJ	Draeger Intox/Server	CSP	\$ 94,436.25
	0743-1-DK	Tablets for Evaluations & Reporting	CT-DOT/HSO	\$ 77,191.07
	0743-1-DL	DUI Enforcement	Newtown	\$ 50,298.30
	0743-1-DM	DESPP	DESPP	\$ 721,209.32
	0743-1-DO	Traffic Cones (120)	East Windsor	\$ 2,192.39
405d-2	0743-2-BH	DRE Training	CT-DOT/HSO	\$ 55,759.76
405d-3	0743-3-AK	Power Of Parents	MADD	\$ 42,999.09
405d-4	0743-4-BF	(2) DMV Admin. Per Se Hearing Attorney's	CT-DOT/HSO	\$ 376,768.49
405d-5	0743-5-BQ	Connecticut Careers Trainee	DESPP	\$ 101,399.97
	0743-5-DJ	Mass Spectrometer	Department of Emergency Services and Public Protection	\$ 393,037.16
405d-6	0743-6-DI	DMV Admin. Ignition Interlock Analysts	CT-DOT/HSO	\$ 73,205.26
	0743-6-DN	DOT Equip for ELISA Drugs of Abuse Testing	DESPP	\$ 87,805.00
405d-ii-3	0740-3-AA	Speed Enforcement	Stamford	\$ 1,694.45
	0740-3-AC	Speed Enforcement	New Haven	\$ 40,939.56
	0740-3-AD	Speed Enforcement	Hartford Police Department	\$ 36,141.12
	0740-3-AK	Speed Enforcement	DESPP-Connecticut State Police	\$ 47,306.68

Program Area	Project Number	Project Description	Town/Agency	Total FFY16 Expenses	
				Oct 15 - Dec 16	
	0745-1-DZ	Distracted Driving Citation Holders	ConnDOT	\$	2,220.96
405e-2	0745-2-AC	Distracted Driving Enforcement	New Haven	\$	41,884.52
	0745-2-AD	Distracted Driving Enforcement	Danbury	\$	46,649.88
	0745-2-AE	Distracted Driving Enforcement	Waterbury	\$	20,906.06
	0745-2-AF	Distracted Driving Enforcement	Hartford	\$	49,441.97
	0745-2-AG	Distracted Driving Enforcement	Manchester	\$	52,909.39
	0745-2-AH	Distracted Driving Enforcement	Norwalk	\$	32,649.59
	0745-2-AJ	Distracted Driving Enforcement	Westport	\$	16,602.11
	0745-2-AK	Distracted Driving Enforcement	Hamden	\$	49,867.91
	0745-2-AL	Distracted Driving Enforcement	Farmington	\$	15,185.09
	0745-2-AM	Distracted Driving Enforcement	Orange	\$	17,973.58
	0745-2-AN	Distracted Driving Enforcement	Bristol	\$	26,115.74
	0745-2-AO	Distracted Driving Enforcement	Norwich	\$	21,488.81
	0745-2-AP	Distracted Driving Enforcement	West Haven	\$	5,190.54
	0745-2-AQ	Distracted Driving Enforcement	Bridgeport	\$	40,221.95
	0745-2-AR	Distracted Driving Enforcement	Stamford	\$	22,499.33
	0745-2-AS	Distracted Driving Enforcement	Derby	\$	11,250.00
	0745-2-AU	Distracted Driving Enforcement	Plainville	\$	18,644.98
	0745-2-AV	Distracted Driving Enforcement	Trumbull	\$	10,673.54
	0745-2-AW	Distracted Driving Enforcement	Wethersfield	\$	2,553.50
	0745-2-AY	Distracted Driving Enforcement	North Haven	\$	10,772.01
	0745-2-AZ	Distracted Driving Enforcement	Bloomfield	\$	14,193.45
	0745-2-BB	Distracted Driving Enforcement	West Hartford	\$	44,516.75
	0745-2-BC	Distracted Driving Enforcement	Southington	\$	3,626.72
	0745-2-BE	Distracted Driving Enforcement	Wallingford	\$	19,879.03
	0745-2-BF	Distracted Driving Enforcement	East Hartford	\$	23,725.05
	0745-2-BG	Distracted Driving Enforcement	Waterford	\$	4,035.50
	0745-2-BH	Distracted Driving Enforcement	Brookfield	\$	13,563.58
	0745-2-BI	Distracted Driving Enforcement	Willimantic	\$	18,156.07
	0745-2-BJ	Distracted Driving Enforcement	Groton Town	\$	11,434.57
	0745-2-BK	Distracted Driving Enforcement	Berlin	\$	35,429.95
	0745-2-BL	Distracted Driving Enforcement	Meriden	\$	22,536.25
	0745-2-BM	Distracted Driving Enforcement	Cheshire	\$	19,143.36
	0745-2-BN	Distracted Driving Enforcement	Wilton	\$	13,296.25
	0745-2-BO	Distracted Driving Enforcement	Monroe	\$	8,297.56
	0745-2-BP	Distracted Driving Enforcement	East Haven	\$	3,694.31
	0745-2-BQ	Distracted Driving Enforcement	Old Saybrook	\$	6,809.02
	0745-2-BR	Distracted Driving Enforcement	Cromwell	\$	7,375.29
	0745-2-BS	Distracted Driving Enforcement	Canton	\$	5,570.35
	0745-2-BW	Distracted Driving Enforcement	Greenwich	\$	24,975.00
	0745-2-BY	Distracted Driving Enforcement	New Britain	\$	40,415.42
	0745-2-BZ	Distracted Driving Enforcement	Rocky Hill	\$	20,922.34
	0745-2-CA	Distracted Driving Enforcement	Naugatuck	\$	26,775.00
	0745-2-CB	Distracted Driving Enforcement	Stonington	\$	5,849.16
	0745-2-CD	Distracted Driving Enforcement	Milford	\$	19,837.96
	0745-2-CG	Distracted Driving Enforcement	Ridgefield	\$	11,117.24
	0745-2-CI	Distracted Driving Enforcement	Bethel	\$	18,547.39
	0745-2-CN	Distracted Driving Enforcement	Glastonbury	\$	18,497.00
	0745-2-CT	Distracted Driving Enforcement	Fairfield	\$	40,500.00
	0745-2-DW	Distracted Driving Enforcement	Connecticut State Police	\$	95,856.07
	0745-2-EF	Distracted Driving Enforcement	Newtown	\$	12,804.70
405e-5	0745-5-EA	Save A Life Tour	CT-DOT/HSO	\$	171,000.00
	0745-5-ER	CT Cycling Advancement Program, Inc.	CCNS Development Program, Inc.	\$	6,351.98
405e-6	0745-6-DX	Distracted Driving Media Buy	CT-DOT/HSO	\$	414,914.00
	0745-6-EQ	Distracted Driving Media Buy	WGBH	\$	43,675.72
405e-8	0745-8-EO	Data Analysis & Surveys-Distracted Driving	ConnDOT	\$	88,113.02
405f-1	0744-1-AA	CONREP Expanding Motorcycle Safety Efforts (Training)	CT-DOT/HSO	\$	42,277.14
	0744-1-AB	CONREP Expanding Motorcycle Safety Efforts (Programs)	CT-DOT/HSO	\$	8,413.60
154HE	0196-0721	HSO Payroll Charges	CDOT	\$	643,973.27
	0170-3262	Fatality Analysis Reporting System (FARS)	CTDOT	\$	106,401.88
	Totals			\$	12,836,991.72

FFY 2016 Amendment Listing

	Highway Safety Plan Amendments - FFY16	Project Number	Program	SENT	APPROVED	AMOUNT	Funding Taken from	Increase in Plan
AMENDMENTS								
1	To correct misprints in the project listing	See Attachment	AL & DD	9/30/2015	10/5/2015			\$0.00
2	Fairfield Police Department DUI increase	0196-0722-AT	AL	10/13/2015	10/13/2015	\$159,750.00	0196-0743-BF	\$0.00
3	Meriden PD Portable Scene Lights replaced	*0196-0743-AW	AL	10/26/2015	10/27/2015	\$823.50	*0196-0743-AW	\$0.00
4	Hartford PD Mobile Command Center	0196-0743-AB	AL	10/1/2015	10/6/2015	\$74,000.00	0196-0743-4-BF	\$0.00
5	Manchester Police Department DUI increase	0196-0722-BH	AL	10/13/2015	10/13/2015	\$27,200.00	0196-0743-4-BF	\$0.00
6	Cheshire Police Department DUI increase	0196-0722-DH	AL	10/13/2015	10/13/2015	\$34,950.00	0196-0743-4-BF	\$0.00
7	New Haven Police Dept. DUI enforcement increase	0196-0722-DI	AL	10/13/2015	10/13/2015	\$41,175.00	0196-0743-4-BF	\$0.00
8	Trumbull Police Dept. DUI enforcement increase	0196-0722-CL	AL	10/13/2015	10/13/2015	\$24,450.00	0196-0743-4-BF	\$0.00
9	Connecticut Police Chiefs Associations	0196-0707-AD	PTS	10/20/2015	10/22/2015	\$25,000.00	0196-0707-AA	\$0.00
10	WGBH - Distracted Driving Production	0196-0745-EQ	DD	10/23/2015	10/26/2015	\$50,000.00	0196-0745-EH 0196-0745-EG 0196-0745-DD	\$0.00
11	Enfield Police Department DUI increase	0196-0722-CN	AL	11/20/2015	11/16/2015	\$32,825.00	0196-0722-DN 0196-0722-DR 0196-0722-DW	\$0.00
12	TSRP non-154AL funding allocation	0196-0707-AF	PTS	11/3/2015	11/10/2015	\$50,000.00	0196-0707-AA	\$0.00
13	Racial Profiling	0196-0722-AT	PTS	11/20/2015	11/24/2015	\$93,000.00	0196-0722-AT	\$93,000.00
14	New Haven PD DUI correction to amendment 7	0196-0722-DI	AL	11/12/2015	11/16/2015	\$41,175.00	0196-0722-AR 0196-0722-AV 0196-0722-BC	\$0.00
15	Windsor PD DUI Enforcement increase	0196-0722-BN	AL	11/12/2015	11/16/2015	\$28,775.00	0196-0722-AC	\$0.00
16	Branford PD DUI Enforcement increase	0196-0722-BI	AL	11/19/2015	11/24/2015	\$24,925.00	0196-0722-AC	\$0.00
17	Manchester PD DUI correction to amendment 5	0196-0722-BH	AL	11/12/2015	11/16/2015	\$27,200.00	0196-0722-AC	\$0.00
18	Fairfield Police Department mod. to amendment 2	0196-0722-AT	AL	11/12/2015	11/16/2015	\$20,956.00	0196-0722-AC	\$0.00
19	Trumbull Police Dept. DUI enforcement increase	0196-0722-CL	AL	11/12/2015	11/16/2015	\$24,450.00	0196-0722-AC	\$0.00
20	Plainfield Police Dept. DUI enforcement increase	0196-0722-DK	AL	11/12/2015	11/16/2015	\$7,525.00	0196-0722-AC 0196-0722-EZ	\$0.00
21	Cheshire Police Department mod to amendment 6	0196-0722-DH	AL	11/12/2015	11/16/2015	\$34,950.00	0196-0722-AN 0196-0722-BC 0196-0722-AS 0196-0722AK 0196-0722AL	\$0.00
22	Increase funding for November Click it or Ticket	0196-0702-AC	OP	11/20/2015	11/24/2015	reallocation	0196-0702-AC	\$0.00
23	Purchase of two cruisers Traffic Safety Summit	0196-0707-AE	PTS	11/25/2015	11/30/2015	\$47,432.00	0196-0707-AC	\$0.00
24	CT Cycling Advancement Program	0196-0745-ER	DD	12/17/2015	12/23/2015	\$40,000.00	0196-0745-EE 0196-0745-EC	\$0.00
25	Transfer of 402(CPS) funding to OP Media Buy	0196-0702-AE	CPS	2/17/2016	3/1/2016	\$50,000.00	0196-0709-AB 0196-0709-AC	\$0.00
26	Split Funding OP Media Buy		OP/CPS	2/17/2016	3/1/2016	\$150,000.00	0196-0709-AD	\$0.00
27	Increase 402AL and purchase Naugatuck BAT mobile	0196-0704-AB	AL	2/17/2016	3/1/2016	\$265,000.00	NEW 402 funds	\$300,000.00
28	Child Passenger Safety Training incr. in 402 funding	0196-0709-AB	CPS	2/17/2016	3/1/2016	\$125,000.00	NEW 402 funds	\$75,000.00
29	Planning and Administration 402 funding increase	0196-0733-AB	PA	2/17/2016	3/1/2016	\$361,977.44	NEW 402 funds	\$35,977.44
30	PTS Administration 402 funding increase	0196-0707-AA	PTS	2/17/2016	3/1/2016	\$188,191.51	NEW 402 funds	\$138,191.51
31	New Projects BATmobile and message boards and Wolcott PD DUI equipment	see amendment	AL	2/17/2016	5/6/2016	\$824,000.00	NEW 402 funds	\$824,000.00
32	Increase in AL Program Training and DUI Media Buy	0196-0722-AB 0196-0702-AA	AL	2/17/2016	5/3/2016	\$540,000.00	NEW 154 funds	\$540,000.00
33	Increase 402 program areas	0196-	AL	3/17/2016	5/3/2016	\$2,475.00	NEW 154 funds	\$2,475.00
34	Increase MC Public Info & Outreach for booklets	0196-0701-AC	MC	3/17/2016	5/3/2016	\$0.00	0196-0701-AD 0196-0707-AB	\$0.00
35	New Project Speed Enforcement Media	0196-0707-AH	PTS	6/15/2016	6/16/2016	\$100,000.00	0196-0707-AA	\$0.00
36	E-citation funding increase for CIB	0196-0742-AC	TRCC	6/16/2016	6/17/2016	\$67,000.00	new 405 funds	\$67,000.00
37	DRE Tablets	0196-0743-DK	AL	6/22/2016	6/23/2016	\$100,000.00	new 405 funds	\$82,500.00
38	Tox Lab Drug Testing Equipment	0196-0743-DN	AL	8/1/2016	8/2/2016	\$87,805.00	0196-0743-6-DI	\$0.00
39	East Windsor PD purchase of traffic cones	0196-0743-DO	AL	9/6/2016	9/8/2016	\$2,192.39	0196-0743-AV	\$0.00
50								
HWSafety\HSPPLAN\15HSP\HSP Amendments FY15\Amendment Matrix.xlsm						TOTAL		\$2,158,143.95

FFY 2016 Unfunded Projects

During the 2016 Federal Fiscal Year there were a number of projects that were unfunded for a variety of reasons.

The following projects were in-house projects that were written by the HSO but were not executed:

Prog. Area	Code	Year	Project Number	Project Description	Agency	Original
MC	0701-AC	0196	0196-0701-AC	Lifelong Learner/Returning Rider	CT-DOT/HSO	\$ 17,500.00
MC	0701-AD	0196	0196-0701-AD	PI&E/Community Outreach to Motorcycle Riders	CT-DOT/HSO	\$ 100,000.00
OP	0702-AF	0196	0196-0702-AF	402 Occupant Protection Public Information & Education	CT-DOT/HSO	\$ 37,500.00
405e-1	0745-1-DY	0196	0196-0745-1-DY	Distracted Driving Messaging at Outreach Venues	ConnDOT	\$ 55,000.00
405e-7	0745-7-EN	0196	0196-0745-7-EN	Distracted Driving HVE Signage	ConnDOT	\$ 280,000.00

The following projects were submitted to the HSO by sub-grantees. The East Haven Police intended to participate in Comprehensive DUI activity but ultimately could not due to lack of manpower and staffing issues. MADD could not use project funds to pay for proposed activities.

Prog. Area	Code	Year	Project Number	Project Description	Agency	Original
154AL	0722-BO	0196	0196-0722-BO	FY 16 Comprehensive DUI Enforcement	East Haven Police Dept	\$ 18,200.00
405d-3	0743-3-BG	0196	0196-0743-3-BG	MADD Law Enforcement Recognition Ceremony	MADD	\$ 7,000.00

The following projects utilized 154 Hazard Elimination funding. These funds are not under the control of the HSO

Prog. Area	Code	Year	Project Number	Project Description	Agency	Original
154HE	0042-0297		0042-0297	Widen Silver Lane, East Hartford	CDOT	\$ 50,000.00
154HE	0042-0292		0042-0292	Bidwell St. realignment	CDOT	\$ 40,000.00
154HE	0120-0086		0120-0086	Route 85 at Route 82	Salem, CT	\$ 790,000.00
154HE	0170-3172		0170-3172	Crash Data Pilot	Uconn, Storrs CT	\$ 13,960.00

The following projects were included in the 2016 Highway Safety Plan but no grant was submitted to the HSO:

Program Area	Project Number	Project Description	Town/Agency	Total FFY16 Expenses Oct 15 - Dec 16
	0707-AC	Regional Traffic Unit Symposium	CT-DOT/HSO	\$ -
	0709-AD	CPS Fitting Stations Support	Yale New Haven Children's Hospital	\$ -
PS	0710-AA	East Hartford Bicycle Outreach Program	ConnDOT	\$ -
	0722-AP	FY 16 Comprehensive DUI Enforcement	Somers Resident Trooper's Office	\$ -
	0722-AX	FY 16 Comprehensive DUI Enforcement	Seymour Police Dept	\$ -
	0722-BG	FY 16 Alcohol Program Management/Public Information & Education	Conn DOT	\$ -
	0722-BP	FY 16 Comprehensive DUI Enforcement	Granby Police Dept	\$ -
	0722-CD	FY 16 Comprehensive DUI Enforcement	East Haddam Resident Trooper's Off	\$ -
	0722-CH	FY 16 Comprehensive DUI Enforcement	Vernon Police Department	\$ -
	0722-CO	FY 16 Comprehensive DUI Enforcement	Newington Police Dept	\$ -
	0722-CR	FY 16 Comprehensive DUI Enforcement	Uconn Police Department	\$ -
	0722-CU	FY 16 Comprehensive DUI Enforcement	Town of Westport-Westport Police Dept.	\$ -
	0722-DP	FY 16 Comprehensive DUI Enforcement	Hamden Police Department	\$ -
	0722-DX	FY 16 Comprehensive DUI Enforcement	Essex Police Department	\$ -
	0722-DY	FY 16 Comprehensive DUI Enforcement	East Hartford Police Department	\$ -
	0722-DZ	FY 16 Comprehensive DUI Enforcement	New London Police Department	\$ -
	0722-EA	FY 16 Comprehensive DUI Enforcement	Redding Police Department	\$ -
	0722-EC	FY 16 Comprehensive DUI Enforcement	Preston Police Department	\$ -
	0722-ED	FY 16 Comprehensive DUI Enforcement	Waterbury Police Department	\$ -
	0722-EG	Creation/Administration of Website Police Department	CTDOT	\$ -
	0722-EN	Underage Alcohol Enforcement Grant	Stafford	\$ -
	0722-EO	Underage Alcohol Enforcement Grant	Cheshire	\$ -
	0722-EP	Underage Alcohol Enforcement Grant	North Branford	\$ -
	0722-EQ	Underage Alcohol Enforcement Grant	Hartford	\$ -
	0722-ER	Underage Alcohol Enforcement Grant	Redding	\$ -
	0722-ES	Underage Alcohol Enforcement Grant	Newington	\$ -
	0722-ET	Underage Alcohol Enforcement Grant	Berlin	\$ -
	0722-EU	Underage Alcohol Enforcement Grant	New Milford	\$ -
	0722-EX	Underage Alcohol Enforcement Grant	Glastonbury	\$ -
	0722-EY	Underage Alcohol Enforcement Grant	Madison	\$ -
	0722-AZ	Batmobile	East Haven RTU	\$ -
	0722-FA	Trailer Message Board, 2 Verbal Msg. Boards	South Central	\$ -
	0722-FB	Trailer Message Board, 2 Verbal Msg. Boards	Mid State	\$ -
	0722-FC	Trailer Message Board, 2 Verbal Msg. Boards	South Eastern	\$ -
	0722-FD	Trailer Message Board, 2 Verbal Msg. Boards	Metro	\$ -
	0722-FE	Trailer Message Board, 2 Verbal Msg. Boards	Naugatuck Valley	\$ -
	0722-FF	Trailer Message Board, 2 Verbal Msg. Boards	North Central	\$ -
	0722-FG	Trailer Message Board, 2 Verbal Msg. Boards	Fairfield County	\$ -
	0722-FH	Trailer Message Board, 2 Verbal Msg. Boards	Amity Regional	\$ -
	0722-FI	Trailer Message Board, 2 Verbal Msg. Boards	Darien/Norwalk	\$ -
	0722-FJ	Trailer Message Board, 2 Verbal Msg. Boards	Cheshire/Southington	\$ -
	0722-FK	Trailer Message Board, 2 Verbal Msg. Boards	Trumbull/Monroe	\$ -
	0741-2-AF	Convincer/Rollover Simulator Purchase	CT-DOT/HSO	\$ -
	0742-AB	E-Crash / 100%	CPA	\$ -
	0742-AE	E-Charging	Centralized Infractions Bureau	\$ -
	0742-AF	EMS-Tracking	Department of Public Health/EMS	\$ -
	0742-AG	Crash Linkage	Yale New Haven Hospital	\$ -
	0743-1-AC	Traffic Cones (120)	New Britain	\$ -
	0743-1-AN	Underage Alcohol Enforcement Grant	Eastern CT State University	\$ -
	0743-1-AP	Underage Alcohol Enforcement Grant	Southern CT State University	\$ -
	0743-1-AQ	Underage Alcohol Enforcement Grant	University of Connecticut	\$ -
	0743-1-AU	Traffic Cones (120)	Somers	\$ -
	0743-1-AV	Traffic Cones (120)	New London	\$ -
	0743-1-BA	Traffic Cones (120)	Tolland	\$ -
	0743-1-BD	Draeger Printers	CSP	\$ -
	0743-1-BR	Fatal Vision Kit (2)	Wethersfield	\$ -
	0743-1-BS	Fatal Vision Kit	Newington	\$ -
	0743-1-BT	Fatal Vision Kit	Norwich	\$ -
	0743-1-BU	Fatal Vision Kit	Ellington	\$ -
	0743-1-BV	Fatal Vision Kit	Cheshire	\$ -
	0743-1-BW	Fatal Vision Kit	Tolland	\$ -
	0743-1-BX	Fatal Vision Kit	New Britain	\$ -
	0743-1-BY	Fatal Vision Kit	Old Saybrook	\$ -
	0743-1-BZ	Fatal Vision Kit	Monroe	\$ -
	0743-1-CA	Fatal Vision Kit	Cromwell	\$ -
	0743-1-CB	Fatal Vision Kit	Seymour	\$ -
	0743-1-CC	Fatal Vision Kit	Groton Town	\$ -
	0743-1-CD	Fatal Vision Kit	Darien	\$ -
	0743-1-CE	Fatal Vision Kit	Fairfield	\$ -
	0743-1-CF	Fatal Vision Kit	Danbury	\$ -
	0743-1-CG	Fatal Vision Kit	South Windsor	\$ -
	0743-1-CH	Fatal Vision Kit	New Haven	\$ -

Program Area	Project Number	Project Description	Town/Agency	Total FFY16 Expenses Oct 15 - Dec 16
	0743-1-CI	Fatal Vision Kit	Farmington	\$ -
	0743-1-CJ	Fatal Vision Kit	Enfield	\$ -
	0743-1-CK	Fatal Vision Kit	Waterford	\$ -
	0743-1-CL	Fatal Vision Kit	New Canaan	\$ -
	0743-1-CM	Fatal Vision Kit	Essex	\$ -
	0743-1-CN	Fatal Vision Kit	Norwalk	\$ -
	0743-1-CO	Fatal Vision Kit	Newtown	\$ -
	0743-1-CP	Fatal Vision Kit	Manchester	\$ -
	0743-1-CQ	Fatal Vision Kit	Bristol	\$ -
	0743-1-CR	Fatal Vision Kit	North Haven	\$ -
	0743-1-CS	Fatal Vision Kit	Wilton	\$ -
	0743-1-CT	Fatal Vision Kit	Orange	\$ -
	0743-1-CU	Fatal Vision Kit	Hartford	\$ -
	0743-1-CV	Fatal Vision Kit	Stratford	\$ -
	0743-1-CW	Fatal Vision Kit	Hamden	\$ -
	0743-1-CX	Fatal Vision Kit	Naugatuck	\$ -
	0743-1-CY	Fatal Vision Kit	Bethel	\$ -
	0743-1-CZ	Fatal Vision Kit	Rocky Hill	\$ -
	0743-1-DA	Fatal Vision Kit	Ledyard	\$ -
	0743-1-DB	Fatal Vision Kit	Windsor Locks	\$ -
	0743-1-DC	Fatal Vision Kit	Berlin	\$ -
	0743-1-DD	Fatal Vision Kit	West Hartford	\$ -
	0743-1-DE	Fatal Vision Kit	Lisbon	\$ -
	0743-1-DF	Fatal Vision Kit	Glastonbury	\$ -
	0743-1-DG	Fatal Vision Kit	Meriden	\$ -
	0743-1-DH	Fatal Vision Kit	Willimantic	\$ -
	0740-3-AB	Speed Enforcement	Bridgeport	\$ -
	0740-3-AE	Speed Enforcement	Waterbury	\$ -
	0740-3-AF	Speed Enforcement	New London	\$ -
	0740-3-AL	Speed/Data Enforcement	Connecticut Police Chiefs Association	\$ -
	0740-3-AM	SpeedData Enforcement	Connecticut State Police	\$ -
	0745-2-AI	Distracted Driving Enforcement	Newington	\$ -
	0745-2-AT	Distracted Driving Enforcement	Stratford	\$ -
	0745-2-AX	Distracted Driving Enforcement	Vernon	\$ -
	0745-2-BA	Distracted Driving Enforcement	New London	\$ -
	0745-2-BT	Distracted Driving Enforcement	Enfield	\$ -
	0745-2-BU	Distracted Driving Enforcement	East Windsor	\$ -
	0745-2-BV	Distracted Driving Enforcement	New Milford	\$ -
	0745-2-BX	Distracted Driving Enforcement	Avon	\$ -
	0745-2-CC	Distracted Driving Enforcement	Middlebury	\$ -
	0745-2-CH	Distracted Driving Enforcement	Plymouth	\$ -
	0745-2-CJ	Distracted Driving Enforcement	Clinton	\$ -
	0745-2-CK	Distracted Driving Enforcement	Watertown	\$ -
	0745-2-CL	Distracted Driving Enforcement	New Canaan	\$ -
	0745-2-CM	Distracted Driving Enforcement	Shelton	\$ -
	0745-2-CO	Distracted Driving Enforcement	Seymour	\$ -
	0745-2-CP	Distracted Driving Enforcement	Torrington	\$ -
	0745-2-CQ	Distracted Driving Enforcement	Woodbridge	\$ -
	0745-2-CR	Distracted Driving Enforcement	North Branford	\$ -
	0745-2-CS	Distracted Driving Enforcement	Portland	\$ -
	0745-2-CU	Distracted Driving Enforcement	South Windsor	\$ -
	0745-2-CV	Distracted Driving Enforcement	Middletown	\$ -
	0745-2-CW	Distracted Driving Enforcement	Simsbury	\$ -
	0745-2-CX	Distracted Driving Enforcement	Windsor	\$ -
	0745-2-DA	Distracted Driving Enforcement	Wolcott	\$ -
	0745-2-DB	Distracted Driving Enforcement	Winchester	\$ -
	0745-2-DC	Distracted Driving Enforcement	Windsor Locks	\$ -
	0745-2-DD	Distracted Driving Enforcement	Putnam	\$ -
	0745-2-DG	Distracted Driving Enforcement	Darien	\$ -
	0745-2-DI	Distracted Driving Enforcement	Franklin	\$ -
	0745-2-DJ	Distracted Driving Enforcement	Guilford	\$ -
	0745-2-DM	Distracted Driving Enforcement	Ansonia	\$ -
	0745-2-DR	Distracted Driving Enforcement	Suffield	\$ -
	0745-2-DS	Distracted Driving Enforcement	Thomaston	\$ -
	0745-2-DU	Distracted Driving Enforcement	Woodbury	\$ -
	0745-2-DV	Distracted Driving Enforcement	East Hampton	\$ -
	0745-2-EB	Distracted Driving Enforcement	Griswold	\$ -
	0745-2-EC	Distracted Driving Enforcement	Weston	\$ -
	0745-2-ED	Distracted Driving Enforcement	Redding	\$ -
	0745-2-EE	Distracted Driving Enforcement	Easton	\$ -
	0745-2-EG	Distracted Driving Enforcement	Union	\$ -
	0745-2-EH	Distracted Driving Enforcement	Morris	\$ -
	0745-2-EI	Distracted Driving Enforcement	Cornwall	\$ -
	0745-2-EJ	Distracted Driving Enforcement	Promfret	\$ -
	0745-2-EK	Distracted Driving Enforcement	Granby	\$ -
	0745-2-EL	Distracted Driving Enforcement	Madison	\$ -
	0745-2-EM	Distracted Driving Enforcement	Coventry	\$ -
	0745-5-EP	Boys and Girls Club Distracted Driving	CT-DOT/HSO	\$ -

PROGRAM AREAS

Impaired Driving

Performance Goals:

To decrease alcohol impaired driving fatalities (BAC =.08+) from the five year (2009-2013) moving average of 105 in 2013 by 5% to a five year (2013-2017) moving average of 100 in 2017.

To decrease alcohol related driving serious injuries (“A”) from the five year (2009-2013) moving average of 135 in 2013 by 5% to a five year (2013-2017) moving average of 129 in 2017.

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, 53 municipal police agencies and one university police department) that participated in the Comprehensive DUI Enforcement program. A total of 1,304 DUI arrests were made statewide through this program. In addition, there were 1,689 safety belt citations and 9,637 speeding citations. Federal fund totals expended by mobilization crackdown period were: Thanksgiving/Christmas/New Year’s - \$724,445; Memorial Day - \$211,227; July 4th - \$104,971; Labor Day - \$657,152; Super Bowl - \$17,993; St. Patrick’s Day - \$69,894; and Cinco de Mayo - \$36,135. The High Visibility Enforcement crackdown periods were supplemented with the Expanded DUI enforcement periods that fell outside the crackdowns. Throughout the entire grant period, there were 177 checkpoints conducted using 7,957 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 the Connecticut Highway Safety Office (HSO), 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, Yale New Haven Hospital, the Connecticut Children's Medical Center, Mothers Against Drunk Driving, the Automobile Association of America, the Preusser Research Group and the Traffic Injury Research Foundation.

The task force held four meetings in FFY 2016 (November 4th, February 10th, May 4th and August 3rd). 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, research and press events.

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

During FFY 2017, 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 2016. 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/Michael Whaley

The task included coordination of activities and projects outlined in the impaired driving program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 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.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
402-AL	0196-0704-AA	CT-DOT/HSO	Alcohol Program Management	\$1,921.24
154AL	0196-0722-AA	CT-DOT/HSO	Alcohol Program Management (154)	\$274,031.05

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 2016 to the State Police, Resident State Trooper offices, municipal police agencies and university police departments. 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	0196-0722-AE	BETHANY-*	DUI Enforcement	\$16,338.67
154AL	0196-0722-AF	KILLINGLY-*	DUI Enforcement	\$62,738.57
154AL	0196-0722-AG	GLASTONBURY	DUI Enforcement	\$19,125.00
154AL	0196-0722-AH	DURHAM-*	DUI Enforcement	\$18,627.99
154AL	0196-0722-AI	MIDDLEFIELD-*	DUI Enforcement	\$18,318.09
154AL	0196-0722-AJ	BRISTOL	DUI Enforcement	\$137,450.08

154AL	0196-0722-AK	LEDYARD	DUI Enforcement	\$16,882.22
154AL	0196-0722-AL	GREENWICH	DUI Enforcement	\$47,326.79
154AL	0196-0722-AM	WATERTOWN	DUI Enforcement	\$17,286.03
154AL	0196-0722-AN	NEW BRITAIN	DUI Enforcement	\$105,029.56
154AL	0196-0722-AO	ELLINGTON-*	DUI Enforcement	\$29,068.70
154AL	0196-0722-AQ	NAUGATUCK	DUI Enforcement	\$22,532.81
154AL	0196-0722-AR	WETHERSFIELD	DUI Enforcement	\$11,747.83
154AL	0196-0722-AS	PROSPECT-*	DUI Enforcement	\$2,970.56
154AL	0196-0722-AT	FAIRFIELD	DUI Enforcement	\$123,274.06
154AL	0196-0722-AU	MERIDEN	DUI Enforcement	\$14,319.07
154AL	0196-0722-AV	CITY OF GROTON	DUI Enforcement	\$3,208.18
154AL	0196-0722-AW	DEEP RIVER-*	DUI Enforcement	\$43,025.39
154AL	0196-0722-BB	STAFFORD-*	DUI Enforcement	\$40,679.67
154AL	0196-0722-BC	CROMWELL	DUI Enforcement	\$20,705.48
154AL	0196-0722-BD	NORWALK	DUI Enforcement	\$55,467.27
154AL	0196-0722-BE	BETHEL	DUI Enforcement	\$21,110.94
154AL	0196-0722-BF	KILLINGWORTH-*	DUI Enforcement	\$7,392.06
154AL	0196-0722-BH	MANCHESTER	DUI Enforcement	\$109,545.55
154AL	0196-0722-BI	BRANFORD	DUI Enforcement	\$33,413.57
154AL	0196-0722-BJ	NORTH HAVEN	DUI Enforcement	\$4,080.35
154AL	0196-0722-BK	TOWN OF GROTON	DUI Enforcement	\$47,376.91
154AL	0196-0722-BL	COVENTRY	DUI Enforcement	\$2,775.12
154AL	0196-0722-BM	NORWICH	DUI Enforcement	\$39,351.57
154AL	0196-0722-BN	WINDSOR	DUI Enforcement	\$23,517.65
154AL	0196-0722-BO	EAST HAVEN	DUI Enforcement	\$0.00
154AL	0196-0722-BQ	OLD LYME-*	DUI Enforcement	\$15,982.90
154AL	0196-0722-BR	BLOOMFIELD	DUI Enforcement	\$20,764.87
154AL	0196-0722-BT	JEWETT CITY-*	DUI Enforcement	\$46,126.46
154AL	0196-0722-BU	NEW CANAAN	DUI Enforcement	\$2,137.06
154AL	0196-0722-BV	CCSU	DUI Enforcement	\$30,486.59
154AL	0196-0722-BW	DARIEN	DUI Enforcement	\$1,460.58
154AL	0196-0722-BX	DANBURY	DUI Enforcement	\$6,130.82
154AL	0196-0722-BY	BERLIN	DUI Enforcement	\$7,879.79
154AL	0196-0722-BZ	WILTON	DUI Enforcement	\$21,656.49
154AL	0196-0722-CA	EAST LYME-*	DUI Enforcement	\$47,403.30
154AL	0196-0722-CB	HARTFORD	DUI Enforcement	\$198,348.78
154AL	0196-0722-CC	WALLINGFORD	DUI Enforcement	\$19,950.00
154AL	0196-0722-CE	NORTH STONINGTON-*	DUI Enforcement	\$35,128.55
154AL	0196-0722-CF	TOLLAND-*	DUI Enforcement	\$34,119.12
154AL	0196-0722-CG	CHESTER-*	DUI Enforcement	\$10,187.21
154AL	0196-0722-CI	MONROE	DUI Enforcement	\$44,188.66
154AL	0196-0722-CJ	WILLIMANTIC	DUI Enforcement	\$23,687.02
154AL	0196-0722-CK	HADDAM-*	DUI Enforcement	\$9,523.93
154AL	0196-0722-CL	TRUMBULL	DUI Enforcement	\$49,783.22

154AL	0196-0722-CM	STRATFORD	DUI Enforcement	\$8,218.29
154AL	0196-0722-CN	ENFIELD	DUI Enforcement	\$112,985.41
154AL	0196-0722-CP	COLCHESTER-*	DUI Enforcement	\$13,504.53
154AL	0196-0722-CQ	LISBON-*	DUI Enforcement	\$23,017.75
154AL	0196-0722-CS	MONTVILLE-*	DUI Enforcement	\$35,318.35
154AL	0196-0722-CT	MADISON	DUI Enforcement	\$8,859.66
154AL	0196-0722-CV	WATERFORD	DUI Enforcement	\$13,085.19
154AL	0196-0722-DH	CHESHIRE	DUI Enforcement	\$52,846.49
154AL	0196-0722-DI	NEW HAVEN	DUI Enforcement	\$166,928.40
154AL	0196-0722-DJ	SOUTH WINDSOR	DUI Enforcement	\$27,055.58
154AL	0196-0722-DK	PLAINFIELD	DUI Enforcement	\$22,140.67
154AL	0196-0722-DL	OLD SAYBROOK	DUI Enforcement	\$23,997.71
154AL	0196-0722-DM	BROOKLYN-*	DUI Enforcement	\$11,490.79
154AL	0196-0722-DN	ORANGE	DUI Enforcement	\$3,986.59
154AL	0196-0722-DO	NORTH BRANFORD	DUI Enforcement	\$4,362.26
154AL	0196-0722-DQ	WINDSOR LOCKS	DUI Enforcement	\$35,603.46
154AL	0196-0722-DR	WEST HARTFORD	DUI Enforcement	\$83,103.22
154AL	0196-0722-DS	FARMINGTON	DUI Enforcement	\$15,765.89
154AL	0196-0722 DU	MANSFIELD-*	DUI Enforcement	\$64,021.90
154AL	0196-0722-DV	ROCKY HILL	DUI Enforcement	\$25,525.68
154AL	0196-0722-DW	EAST WINDSOR	DUI Enforcement	\$15,375.55
154AL	0196-0722-EB	SPRAGUE-*	DUI Enforcement	\$13,095.32
154AL	0196-0722-EF	WOLCOTT	DUI Enforcement	\$2,475.00
154AL	0196-0722-EZ	STAMFORD	DUI Enforcement	\$65,237.76
405d-1	0196-0743-1-DL	NEWTOWN	DUI Enforcement	\$50,298.31
405d-1	0196-0743-1-DM	DESPP	DUI Enforcement	\$721,209.32

*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. Three SFST and six ARIDE training sessions were conducted at POSTC and over 200 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.

TRAINING CLASS	2014	2015	2016
SFST - High Visibility Enforcement Trained Officers	68	106	81
ARIDE - Advanced Roadside Impaired Driving Enforcement	57	68	134
TOTAL Law Enforcement Trained	125	174	215

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0196-0722-AB	CT-DOT/HSO	Alcohol Related Program Training	\$1,121.40

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	0196-0722-AC	CT-DOT/HSO	Criminal Justice	\$114,003.16
402-PT	0196-0707-AF	CT-DOT/HSO	Criminal Justice	\$32,337.67

Project Title: Mothers Against Drunk Driving (MADD) Initiatives

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Eugene Interlandi/Michael Whaley

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 twenty-one (21) workshops reaching four hundred three (403) participants were conducted over the course of the grant. Workshop events included driving schools, Emergency Medical Technician (EMT) classes, Parent Teacher Association (PTA) meetings, local prevention councils and regional action councils. The workshops were conducted in various towns including Bridgeport, East Haven, Granby, Hamden, Milford, North Branford, Orange, Rocky Hill, Windsor and Windsor Locks.

Funding Source	Project number	Agency	Title	\$ Amount
405d-3	0196-0743-3-AK	MOTHERS AGAINST DRUNK DRIVING	Power of Parents	\$42,999.09

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 were used for DUI Checkpoints (officer safety, motorist safety and channelization of traffic). Additionally, many law enforcement agencies do not own safety specific cones and must borrow them from public works departments. Approval for capital equipment acquisition(s) (as defined in 23 CFR 1200.21) were addressed when specific needs analysis was complete and program structure was determined. The following equipment purchases assisted law enforcement in the performance of DUI checkpoint activities:

Mobile Command Centers

The Naugatuck Police Department and the Hartford Police Department each purchased Breath Alcohol Testing (BAT) Mobile Units. These vehicles are being used as mobile command centers to improve the efficiency of DUI checkpoint activities. They are also being utilized during special events where DUI problems have been prevalent, such as concerts and parades. In the past, arrestees had to be transported off site to the centralized booking facility. With the BAT Mobile Units, law enforcement can now conduct chemical testing on site. Acquiring these vehicles has improved the timeliness of the DUI arrest process both at DUI checkpoints and special events.

Portable Scene Lights

The Meriden Police Department purchased two Streamlight Portable Scene Lights. These portable lighting systems have improved the illumination at DUI checkpoint locations and have improved safety conditions.

Traffic Cones and Signs

The East Windsor Police Department purchased traffic safety cones. DUI checkpoint signs along with sign stands were also purchased. This equipment has improved safety conditions for both officers and motorists at DUI checkpoints.

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:

Draeger Server and Software Update

The Department of Emergency Services and Public Protection (DESPP) updated the server and software for their Draeger Alcotest 9510 Breath Alcohol Instruments. A new Dell database server was purchased. Upgrades to the instruments were performed by Draeger. Information technology specialists set up and integrated the network computers and components.

Q Exactive Basic Mass Spectrometer

The Department of Emergency Services and Public Protection (DESPP) purchased a Q Exactive Basic Mass Spectrometer. This instrument has improved the detection, identification and quantitation of newer drugs in the analysis of evidence associated with DUI cases. Newer drugs include synthetic and designer drugs. The instrument is being used for targeted drug analysis, both qualitative and quantitative. This new technology has replaced immunoassay techniques that are nonspecific and only detect a few drug or drug groups.

Enzyme-Linked Immunosorbent Assay (ELISA) Instrument

The Department of Emergency Services and Public Protection (DESPP) purchased an enzyme-linked immunosorbent assay (ELISA) instrument. This instrument has improved the management of casework within Division of Scientific Services (DSS) laboratory's Toxicology Unit. This purchase has enabled the Toxicology Unit to meet customer demands by producing

more accurate and timely results. Having the ELISA instrumentation has improved routine compound screening and has allowed for only necessary samples to go on for further confirmation and quantification. This type of system is considered complimentary to the Q-Exactive system.

Fund	Project Number	Agency	Item (#'s)	\$ Unit Cost
402-AL	0196-0704-AB	NAUGATUCK POLICE DEPARTMENT	Mobile Command Center	\$264,804.75
405d-1	0196-0743-1-AB	HARTFORD POLICE DEPARTMENT	Mobile Command Center	\$273,748.50
405d-1	0196-0743-1-AW	MERIDEN POLICE DEPARTMENT	Portable Scene Lights	\$823.50
405d-1	0196-0743-1-DO	EAST WINDSOR POLICE DEPARTMENT	Traffic Cones and Signs	\$2,192.39
405d-1	0196-0743-1-BJ	DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION	Draeger Server and Software Update	\$94,436.25
405d-5	0196-0743-5-DJ	DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION	Q Exactive Basic Mass Spectrometer	\$393,037.16
405d-6	0196-0743-6-DN	DEPARTMENT OF EMERGENCY SERVICES AND PUBLIC PROTECTION	Enzyme-Linked Immunosorbent Assay (ELISA) Instrument	\$87,805.00

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 4th and Labor Day holiday periods). Paid advertising in the form of television, radio, billboards, University of Connecticut basketball radio sponsorship, Pandora and web banners was used to compliment 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 21 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, 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, Waterford Speed Bowl in Waterford 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 English campaign (November 23, 2015 - January 3, 2016) was \$140,000.00. The cost breakdown was: Television - \$58,099.12 for 1,957 spots; Radio - \$21,195.00 for 510 spots; Billboards - \$10,588.23 for 8 units; University of Connecticut Basketball Sponsorship - \$14,117.65 for 92 radio spots plus videoboard presence; Pandora - \$7,000.00 for 833,253 impressions; and Web Banners - \$29,000.00 for 10,278,800 impressions.
- The total amount spent for the Thanksgiving, Christmas, New Year crackdown Spanish campaign (November 23, 2015 - January 3, 2016) was \$40,000.00. The cost breakdown was: Television - \$18,480.00 for 590 spots; Radio - \$14,020.00 for 530 spots; Pandora - \$2,600.00 for 238,710 impressions; and Web Banners - \$4,900.00 for 16,788 impressions.
- The total amount spent for the Memorial Day, July 4th and Labor Day crackdowns was \$107,282.00. The cost breakdown was: English Radio - \$54,352.00 for 1,276 spots; Spanish Radio - \$18,930.00 for 705 spots; Pandora - \$6,000.00 for 758,000 impressions; and Web Banners - \$28,000.00 for 4,250,000 impressions.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154PM	0196-0720-AA	CT-DOT/HSO	DUI Media Campaign	\$1,182,832.39

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 council 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 2015 to December 2015: Reports Reviewed – 2,254; Cases Presented – 180; Non-processable Reports Reviewed – 180; Non-processable Reports Saved – 25.
- From January 2016 to March 2016: Reports Reviewed – 2,102; Cases Presented – 167; Non-processable Reports Reviewed – 276; Non-processable Reports Saved – 17.
- From April 2016 to June 2016: Reports Reviewed – 2,166; Cases Presented – 189; Non-processable Reports Reviewed – 343; Non-processable Reports Saved – 18.
- From July 2016 to September 2016: Reports Reviewed – 2,057; Cases Presented – 192; Non-processable Reports Reviewed – 219; Non-processable Reports Saved – 20.

The total number of Per Se hearings reports reviewed was 8,579. The total number of cases presented was 728. The total number of non-processable reports reviewed was 1,018. The total number of non-processable reports saved was 80.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-4	0196-0743-4-BF	CT-DOT/HSO	(2) DMV Admin. Per Se Hearings Attorney(s)	\$376,768.49

Project Title: Ignition Interlock Program Technicians

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Eugene Interlandi

Funding was provided for two Processing Technician positions at the Connecticut Department of Motor Vehicles (DMV). Both positions were newly hired during the FFY 2016 grant period. The two technicians were first trained to understand sanctioning process, Connecticut ignition interlock law and procedure. Current activities include answering Driver Services customer e-mails and phone calls; reviewing documents, including the driving history, preparing correspondence and processing changes to driver history including restorations. The technicians also analyze requests for reconsideration prior to hearing to determine if violations

should be removed or referred for administrative review. The technicians prepare documentation and may appear to represent the DMV at administrative hearings.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-6	0196-0743-6-DI	CT-DOT/HSO	(2) DMV Admin. Ignition Interlock Program Technician(s)	\$73,205.26

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 10 State and local law enforcement officials as Drug Recognition Experts (DREs) and two instructor candidates as DRE instructors. The HSO worked with neighboring States including Maryland, Rhode Island and New Hampshire 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 and instructor training of two additional instructors. This task ensured that the NHTSA/IACP credentialed DRE evaluations are implemented uniformly by four DRE instructors and 26 DRE practitioners 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	0196-0743-2-BH	CT-DOT/HSO	DRE Training	\$55,759.76

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 Training Institute to collect and analyze DRE Evaluation data and was awarded a Highway grant to purchase tablets which were distributed to each certified DRE to expedite the reporting the reporting to the national tracking system. The Tablets will remain state property and will be subject to monitoring evaluation activity. This task directly supported the DRE training program and provided expert field material for each of the State's DRE's.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-1	0196-0743-1-DK	UCONN	DRE Tablets	\$77,191.07

Project Title: Underage Alcohol Enforcement Grant Program

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Eugene Interlandi

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

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

2,896 people reached Boost Post

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Funding for underage drinking enforcement was awarded to three 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 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. There were also 26 checkpoints conducted using 459 man hours.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0196-0722-EV	West Hartford	Underage Alcohol Enforcement Grant	\$28,964.61
154AL	0196-0722-EW	Mansfield	Underage Alcohol Enforcement Grant	\$47,319.59
405d-1	0196-0743-1-AM	Central CT State University	Underage Alcohol Enforcement Grant	\$28,887.85

Project Title: Connecticut Career Trainee (Target Class Forensic Sciences Examiner)

Administrative Oversight: Department of Transportation, Highway

Safety Office Staff Person: Eugene Interlandi

This task provided for a full-time position at the State Toxicology Laboratory and was 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 4,815 alcohol and drug analyses were performed during the reporting period. This is a significant increase from the previous year's total of 1,849. In addition, the staff member attended nine trainings.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405d-5	0196-0743-5-BQ	CSP	Connecticut Career Trainee	\$101,399.97

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.

Funding Source	Project number	Agency	Title	\$ Amount
154AL	0196-0722-AD	HSO	Data Analysis & Surveys	\$149,999.99

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

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Michael Whaley

Based on information gathered by the Governor's Prevention Partnership from their pilot sites around Connecticut, youths have stated that they participate in risky behavior because they do not know how to make healthy decisions while still maintaining a positive reputation among their peers. The majority of the students interviewed stated that they feel significant pressure from their families, school-based professionals and their environment. This has led them to participate in risky behaviors. The students interviewed also noted that they have many friends that participate in risky behavior such as driving while under the influence but they do not know how to effectively speak to them about this behavior. Most of these

students reported that they do not know where to turn when these situations arise.

Teens also continue to report they are not aware of and do not have access to tools and resources for identifying high-risk situations and making appropriate decisions while they are in a potential high-risk position. Some of the high-risk situations that teens report are driving impaired, binge drinking, and other impaired and distracted driving practices which are on the rise among the teen population. The 3E program (Encourage, Empower, Engage, the name for The Partnership’s youth led, peer-to-peer prevention approach) moved from the pilot phase and continued to increase the connections with youth groups across the state of Connecticut to promote positive decision making, education on alcohol and other substances and education on impaired driving. High school youths continued to be trained as peer leaders and the program toolkit was further developed. This toolkit included an interactive and multi-component curriculum. Goals included expanding the program to additional schools and community youth groups, building on the already established programs and increasing the engaged number of groups up to nine. The program introduction and manual were also revised, as well as the evaluations given to the students. The E3 portal was updated, providing new content with revised materials. An E3 Facilitators Facebook page was also created with the intention of linking E3 Facilitators from around the state and encouraging them to share ideas.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
154AL	0196-0722-EM	Governor’s Prevention Partnership	Youth Led Underage Drinking Prevention	\$52,079.25

Total Amount of funds expended in this program area:

There was \$266,725.99 in 402-AL funds spent in this program area during FFY2016.

There was \$32,337.69 in 402-PT funds spent in this program area during FFY2016.

There was \$1,182,832.39 in 154PM funds spent in this program area during FFY2016.

There was \$3,255,151.59 in 154AL funds spent in this program area during FFY2016.

There was \$1,248,787.19 in 405d-1 funds spent in this program area during FFY2016.

There was \$55,759.76 in 405d-2 funds spent in this program area during FFY2016.

There was \$42,999.09 in 405d-3 funds spent in this program area during FFY2016.

There was \$376,768.49 in 405d-4 funds spent in this program area during FFY2016.

There was \$494,437.13 in 405d-5 funds spent in this program area during FFY2016.

There was \$161,010.26 in 405d-6 funds spent in this program area during FFY2016.

Occupant Protection

Performance Goals:

To reduce the number of unrestrained occupants in fatal crashes from the five year (2009-2013) moving average of 68 in 2013 by 10 percent to a five year (2013-2017) moving average of 61 in 2017.

To increase the statewide observed seat belt use rate from 85.1 percent in 2014 to 88 percent or above in 2017.

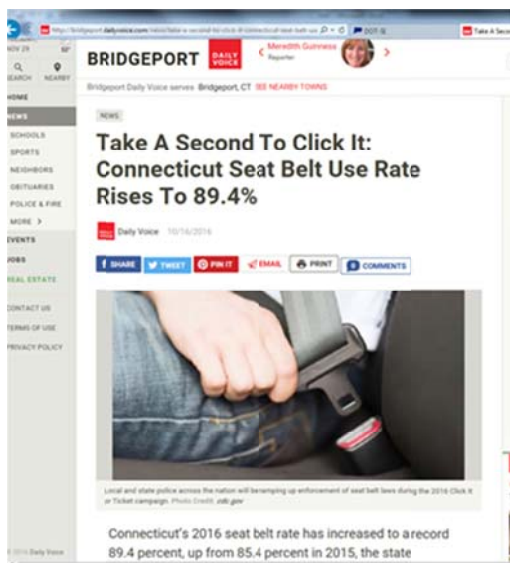
Number of Agencies that participated in Occupant Protection Program in FFY 2016: 129

During the May enforcement period 129 police agencies participated. HSO provided funding to 42 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 88 percent or above was reached with a 2016 seat belt rate of 89.4%. The target to reduce the number of unrestrained occupants in fatal crashes to a moving average of 61 has reached a five year moving average of 59 (2011-2015).

Connecticut's seat belt use rate increased to an all-time high of 89.4% in 2016. 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, state hospitals 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



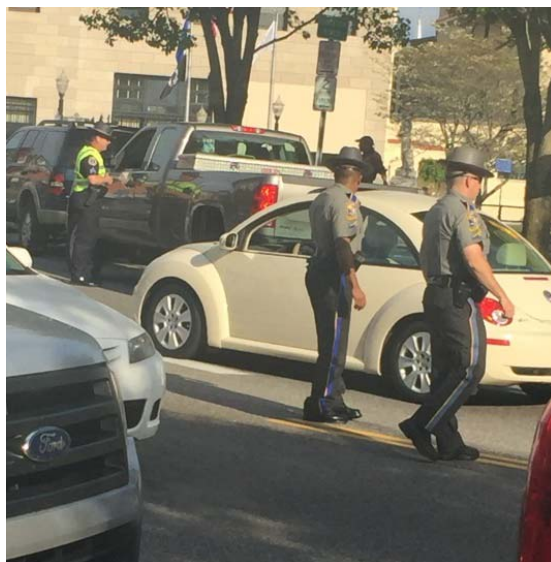
the fines associated with not wearing a seatbelt and increased sustained enforcement along with other education strategies. A combination of adding the fines to the media campaign and encouraging law enforcement agencies to increase sustained enforcement helped raise our belt use rate.

In March Connecticut hosted the first Seat Belt Summit for NHTSA's Regions 1 and 2. The Summit was attended by over 120 individuals from nine states and two territories. The three-day event provided valuable information, great opportunities for networking, and the exchange of ideas; which assisted Connecticut in making changes to ensure that our seat belt usage rate increased. In May 2016,

the HSO announced that Connecticut's position as one of the states with the highest rates of seat belt usage had dropped, and our rate now fell below the national average. The press release generated heightened interest from the media, and brought attention to how important seat belts are in preventing injuries in a crash. 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 tried something different 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 23, 2015 and May 23, 2016. 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 1,822 seat belt citations, 14 child safety seat citations, 31 speeding citations, and 361 cellphone/distracted driving citations. The May's mobilization enforcement activity included a total of 4,577 safety belt citations, 43 child safety seat citations, 62 speeding citations, 543 cellphone/distracted driving citations and 2 DUI arrests.



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

Greater effort was placed on low seat belt usage areas through increased enforcement and education. This practice was initiated during the 2014 planning cycle and continued during the 2015 and 2016 fiscal years. 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 serves 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 used and unbelted crashes will not preclude the HSO from continuing historical practice of attempting to achieve statewide law enforcement participation during national mobilizations. The HSO will continue to encourage law enforcement agencies statewide to apply for and participate in the 2017 CIOT mobilizations in May and November regardless of funding availability. The HSO will continue quarterly Work Group meetings, sustained enforcement, educational outreach and media buys during enforcement and non-enforcement periods.

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, travel and operating expenses. The majority of this project funded both the Occupant Protection Assessment and the Region 1 & 2 Seat Belt Summit.

Fund	Project number	Agency	Title	\$ Amount
402(OP)	0196-0702-AA	CT-DOT/HSO	OP Program Administration	\$41,857.74

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.

Fund	Project number	Agency	Title	\$ Amount
402(OP)	0196-0702-AB	CT-DOT/HSO	Data Analysis & Surveys	\$180,238.99

Project Title: Click it or Ticket Enforcement

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Phyllis DiFiore

The goal of this project was to decrease the number of unbelted drivers involved in fatal and injury crashes by encouraging law enforcement to ticket unbelted drivers during checkpoint and patrols. This project 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 checkpoints 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 2016 mobilizations, 42 agencies participated as sub-grantees. We increased our focus on low seat belt use towns based on data from Connecticut’s *2016 Seat Belt Use Report*. Increased effort was focused on low seat belt use towns through increased enforcement and education.

Participated Funded Agencies

Bethel	7,709.03
Bridgeport	13,215.10
Cheshire	6,500.00
Coventry	3,008.31
Cromwell	2,608.24
Darien	8,345.54
East Hartford	8,000.00
East Lyme	7,982.35
East Windsor	7,101.97
Enfield	6,982.45
Fairfield	10,000.00
Farmington	3,471.78
Glastonbury	7,321.73
Groton Town	1,852.75
Hartford	13,798.45
Manchester	13,500.00
Meriden	6,500.00
Montville	3,824.57
Naugatuck	5,307.59
New Britain	12,164.16
New Haven	8,511.62
North Stonington	4,151.46
Norwalk	7,999.99

Norwich	3,463.91
Plainville	6,500.00
Plymouth	6,149.50
Redding	4,226.42
Seymour	6,833.99
South Windsor	6,999.97
Southington	7,868.96
Stamford	5,511.41
Stonington	4,305.02
Stratford	4,810.71
Vernon	4,282.68
Waterbury	6,416.24
Waterford	4,716.86
Watertown	6,500.00
West Hartford	6,259.64
Westbrook	7,500.00
Willimantic	2,056.88
Windsor	4,885.86
Windsor Locks	6,461.46
Total	\$ 275,606.62

During this reporting period, there were two “Click it or Ticket” Enforcement Mobilization efforts commencing on November 23, 2015 and May 23, 2016. The November’s mobilization activity included a total of 1,822 seat belt citations, 14 child safety seat citations, 31 speeding citations, and 361 cellphone/distracted driving citations. The May’s mobilization enforcement activity included a total of 4,577 safety belt citations, 43 child safety seat citations, 62 speeding citations, 543 cellphone/distracted driving citations and 2 DUI arrests. Law enforcement departments conducted seat belt checkpoints that included local media news coverage.

During the two-week national “Click It or Ticket” (CIOT) mobilization, the extra earned media helped to educate the public. Additionally, HSO staff was interviewed by local television reporters and were invited to a news station’s studio for a morning media appearance. During the May enforcement period, 129 police agencies participated even though HSO provided funding to only 42(the 42 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)	0196-0702-AC	CT-DOT/HSO	Click It or Ticket Enforcement (November & May Mobilization)	\$275,606.62

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 1,683 safety belt citations, 6 child safety seat citations, 41 speeding citations, 40 cellphone/distracted driving citations and 191 other motor vehicle citations.

Fund	Project number	Agency	Title	\$ Amount
405(b)-1 (M2HVE)	0196-0741-AC	Connecticut State Police	Occupant Protection Enforcement/CSP	\$122,972.13

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 112 events and Rollover Simulator demonstrations at 63 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 36,186 people.



Fund	Project number	Agency	Title	\$ Amount
405 (b)-2 (M2PE)	0196-0741-2-AE	Connecticut State Police	Safety Belt Convincer/Rollover Simulator	\$188,311.31

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

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Phyllis DiFiore

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

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 and a radio station sponsorship on a local popular radio station to keep seat belt use awareness in the news and media. The Consultant also developed Connecticut specific media messages on the importance of using seat belts. Media effectiveness was tracked and measured through required evaluation reports from media agencies, and attitude and awareness surveys conducted at local DMV’s. This partnership allows us to reach a great majority of our target audience, as the message will be distributed directly to drivers of all ages.

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, Thompson International Speedway and the Waterford Speed Bowl.

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



Fund	Project number	Agency	Title	\$ Amount
402	0196-0702-AE	CT-DOT/HSO	Occupant Protection Media Buy	\$97,500.00
405(b)-2	0196-0741-AD	CT-DOT/HSO	Occupant Protection Media Buy	\$175,000.00

Project Title: Occupant Protection Public Information and Education

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Phyllis DiFiore

The goal of this task was to educate drivers and passengers on the importance of wearing their seat belts. This project was to purchase educational materials to be distributed at health and safety fairs, school events and other public outreach events. Prior to April 20, 2015, promotional items and educational materials were purchased under this project. Promotional items had a Highway Safety message and were given out after interaction with participants on the importance of wearing seat belts to protect them in a car crash. The purpose of this project was to also purchase supplies and cover other related expenses to assure a comprehensive statewide public information and education media campaign promoting the statewide program. Public information and education efforts were conducted through a variety of public outreach venues. Safety belt messages and images including “Click it or Ticket”, “Buckle Up Connecticut” and “Seat Belts Save Lives” were prominently placed at several of the States sports venues (including but not limited to: New Britain Stadium, Hartford XL Center, Bridgeport’s Harbor Yard, Rentschler Field, Dodd Stadium, Live Nation theatres, Lime Rock Park, Stafford Motor Speedway, Thompson International Speedway and the Waterford Speed Bowl) through the paid media project. In support of the visual messages, public outreach was conducted at these venues through tabling which provided the opportunity to educate motorists about the importance of safety belt use for themselves and their passengers.

During this fiscal year citation holders were purchased under project 0196-0702-AI.

Fund	Project number	Agency	Title	\$ Amount
402(OP)	0196-0702-AI	CT-DOT/HSO	Brochures and citation	\$2,212.56

Total Amount of funds expended in this program area:

There was \$486,283.44 in 405(b) funds spent in this Occupant Protection program area during FFY2016.

There was \$597,415.91 in 402 funds spent in this Occupant Protection program area during FFY2016.

*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:

An updated K.I.D.S. Alert flyer was produced for distribution. The HSO attended the Hispanic Festival in Losada Park, Grandparents Day in Bushnell Park, Early Reading and Head Start programs in Waterbury and Naugatuck, and numerous car seat check-up events that were held across the state.

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

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



Activities:

Project Title: Waterbury Area Traffic Safety Program

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Juliet Little

The Waterbury Area Traffic Safety Program (WATSP), administered through the City’s Police Department, serves the Waterbury and Litchfield County region of the State. This program reached over 1,800 parents, children and caregivers through educational presentations on occupant protection which also included car seat safety. Buckle Bear programs were also conducted throughout the Waterbury area and for the Naugatuck Head Start program where 156 children attended the weeklong presentations. Seventeen presentations were conducted reaching 1,232 children and 330 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 127 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 bases. This involves tracking the contact at each location and making sure their location continues to have a certified child passenger safety technician on hand. Adding new information with new contacts, verifying their days and times of operation and removing stations that are no longer active. In addition, all departments of newly trained technicians were contacted to see if they are actively checking car seats and want to be on the State listing. There are presently 81 fitting stations in the State of Connecticut.

Four Child Passenger Safety Certification classes were held during the grant year, adding 73 new technicians to the State.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0702-AD	Waterbury PD	Waterbury Area Traffic Safety Program	\$102,694.64

Project Title: Child Restraint Administration

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Juliet Little

There were 203 technicians who were eligible to recertify for Connecticut from October 2015 thru September 2016. A total of 123 technicians did recertify bringing CT to a 60.6% recertification rate compared to a 56.3% national average. For many, that did not recertify, it was due to their position change at their job or retirement..

In 2016, the number of fitting stations increased from 77 to 81. 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 419 CPS Certified Technicians of which 27 are CPS Certified Instructors. These CPS Instructors are available to teach certification classes for those interested in becoming a car seat technician.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0709-AA	CT-DOT/HSO	Child Restraint Administration	\$864.12

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 108 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.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0709-AB	CT-DOT/HSO	CPS Training	\$13,215.10

Connecticut Children’s Medical Center (CCMC) purchased CPS supplies for 15 grant applicants. Where 300 seats were checked and 90 free seats were distributed. They reached approximately 500 children and 250 parents/caregivers. Grant recipients held 15 events during Child Passenger Safety Week.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0709-AC	Connecticut Children’s Medical Center	CPS Fitting Stations	\$29,446.34
405b-4 (OP-Low)	0196-0741-4-AG	Connecticut Children’s Medical Center	CPS Fitting Stations	\$39,692.68

405b-3 (OP-Low)	0196-0741-3-AG	Connecticut Children's Medical Center	CPS Fitting Stations	\$7,788.49
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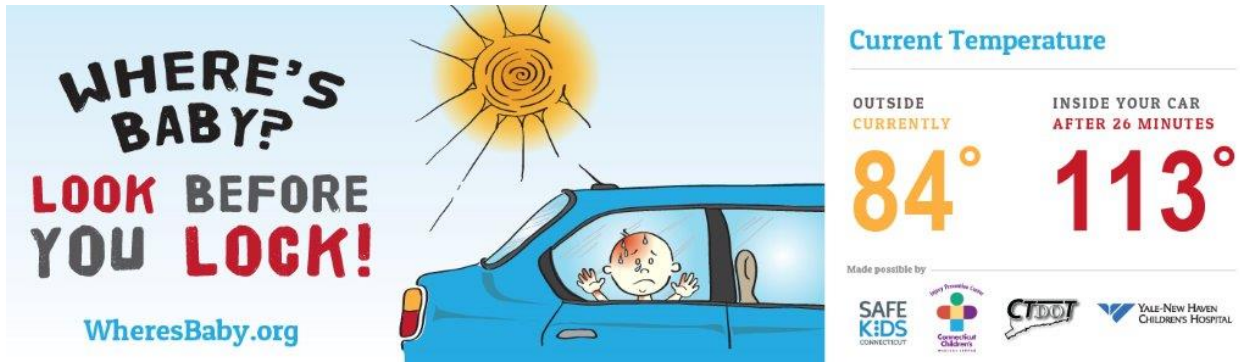
Yale-New Haven Children's Hospital had total of 39 applications received. These applicants included 21 police departments, 3 state troop locations, 6 fire/ems departments, 6 hospitals and 1 AAA office, 1 community-based family services organization and 1 not for profit livery service. There were total of 3,050 sheets of educational materials given out. The "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 extra child information cards. A total of 2150 were distributed to police, fire and other organizations throughout Connecticut.

Fund	Project number	Agency	Title	\$ Amount
405b-3 (OP-Low)	0196-0741-3-AH	Yale New Haven Children's Hospital	CPS Fitting Stations	\$23,195.94
405b-4 (OP-Low)	0196-0741-4-AH	Yale New Haven Children's Hospital	CPS Fitting Stations	\$25,000.00

The coordinator of this program taught at four certification classes as well as four child passenger safety update classes. 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 75 car seat sign-offs and assisted over 20 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 eight (8) car seat clinics plus six (6) 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 YHNCH's Pediatric emergency after a motor vehicle crash. A specific criterion was developed and an algorithm 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.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0709-AE	Yale New Haven Children's Hospital	Yale-New Haven Children's Hospital Community Traffic Safety Program	\$84,809.18



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. These 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 8 radio stations, 125 television spots ran over one week period and 2 digital billboards ran over 17 weeks.

Fund	Project number	Agency	Title	\$ Amount
402 (OP)	0196-0702-AG	Connecticut Children’s Medical Center	Look Before You Lock Education Campaign	\$100,037.79

Total Amount of funds expended in this program area:

There was \$128,334.74 in 402 CR funds spent in this area during FFY 2016

There was \$202,732.43 in 402 OP funds spent in this area during FFY 2016*

There was \$30,984.43 405b-3 (OP-Low) spent in this area during FFY 2016

There was \$64,692.68 405b-4 (OP-Low) spent in this area during FFY 2016

*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 reduce the number of speed related fatalities from the five year (2009-2013) moving average of 86 in 2012 by 10 percent to a five year (2013-2017) moving average of 77 in 2017.

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

The Highway Safety Office, in partnership with the Connecticut Police Chiefs Association, held a Law Enforcement Traffic safety Summit to discuss current highway safety priorities and to recognize the law enforcement community for their participation in DOT's Highway Safety Programs. Over 250 law enforcement officers attended. Seventeen law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their superior enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program. It should be noted that effective January 1, 2016, the program title will be changed and identified as the "Connecticut Traffic Safety Challenge"

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. 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.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0707-AA	CT-DOT/HSO	PT Administration	\$24,361.31

Project Title: Speed Enforcement Grants – Major Cities

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Edmund M. Hedge

This task provided funding for the administration and approval of High Visibility Enforcement speed specific grants by the LEL. The major Cities of Hartford, Stamford and New haven, along with the Connecticut State Police participated in High Visibility speed enforcement and focused on the four predominant contributing factors listed in the PTS problem ID. The Department considered grant submissions from Hartford, Stamford, New Haven and State Police. 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 area, not covered by the High Risk Rural Road data. These areas were identified by Law enforcement in their respective area as having higher incidences of speed related crashes. The three major cities and State Police who Participated in this initiative and issued 2,573 Infractions for Speeding, 38 Infractions for Cell Phone violations, 38 Suspended licenses, 13 Seat belt violations and 275 other motor vehicle violations.

Fund	Project number	Agency	Title	\$ Amount
405(dii)-3	0196-0740-3-AD	Hartford	Speed Enforcement	\$36,141.12
405(dii)-3	0196-0740-3-AK	State Police	Speed Enforcement	\$47,306.68
405(dii)-3	0196-0740-3-AA	Stamford	Speed Enforcement	\$1,694.45
405(dii)-3	0196-0740-3-AC	New Haven	Speed Enforcement	\$40,939.56

**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

Countermeasure: 2.3 Aggressive Driving and Speeding Other Enforcement Methods - Countermeasures That Work

The goal of this project was a Major City’s Speed 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 media campaign included cable television, outdoor digital billboards, internet, internet radio, social media and digital banners.

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.

Funding Source	Project Number	Agency	Title	\$ Amount
402	0196-0707-AH	CT-DOT/HSO	HVE Speed Media Campaign Buy	\$100,000.00



Project Title Law Enforcement Challenge /Law Enforcement Summit

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Edmund M. Hedge

The Connecticut Law Enforcement Challenge (CTLEC) is a performance based traffic safety competition between similar size and types of law enforcement agencies. Effective January 1, 2016, the program will be known as the Connecticut Traffic safety Challenge (CTSC) The areas of concentration included the previous year (2015) efforts to enforce laws and educate the public about occupant protection, impaired driving, and speeding. Departments submitted an application which documents their agency's efforts and effectiveness in these areas including national mobilizations and crackdowns. The winning traffic safety programs are those that combine officer training, public information, and enforcement to reduce crashes and injuries within its jurisdiction. A law enforcement Traffic safety summit was held where participating agencies were recognized and all 250 attendees learned the latest traffic safety priorities. The Summit also served as a forum to discuss major issues including but not limited to the status of existing laws, impaired driving, safety belt use, distracted driving, training and the importance of crash data collection. The summit included a guest speaker specializing in the latest traffic safety enforcement strategies as part of a working lunch and plaques recognizing departments for their superior performance in key highway safety priority areas.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0707-AB	Chiefs of Police	Law Enforcement Challenge	\$15,822.00

Project Title CPCA Public Info and Education

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Edmund Hedge

The Connecticut Police Chiefs Association worked with Cashman and Katz media contractor and purchased TV ads, radio spots, print, outdoor, and web advertising. The media message was Connecticut specific and emphasized the importance of using seat belts, pedestrian safety, and the dangers of drinking and driving.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0707-AD	CT Police Chiefs Association	Public Info and Education	\$75,000.00

Project Title Work zone Safety Media

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Phyllis DiFiore

Paid Media was purchased to increase the safety of workers, drivers, and passengers during construction work zone areas. The main objective was to reduce the number of injuries during the operations of construction sites caused by drivers not slowing down in work zone areas. This project funded work zone safety TV spots and creative production. The media consultant produced two Work Zone Safety videos which were used to educate drivers during the construction season.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0707-AG	CTDOT/HSO	Work Zone Safety Media Campaign	\$85,000.00

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.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0707-AF	Division of Criminal Justice	Traffic Safety Resource Officer	\$32,337.69

Project Title CPCA Public Info and Education

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Edmund Hedge

The Highway Safety Office, in cooperation with the CT Police Chiefs Association (CPCA) hosted the annual Law Enforcement Challenge/Summit. Local and State law enforcement agencies participated in a year-round and submitted an application which documented their agency’s efforts and effectiveness in areas such as law enforcement and public education in regards to occupant protection, impaired driving and speeding. NHTSA pre-approved the purchase of these vehicles and they were awarded to the top-scoring law enforcement agencies and will assist them in the enforcement of CT Motor Vehicle State Statutes. These vehicles included a MHQ 2016 Ford Interceptor (awarded to Guilford Police Department) and a 2013 Patriot Ford Interceptor (awarded to the Berlin Police Department).

Fund	Project number	Agency	Title	\$ Amount
402	0196-0707-AE	CTDOT/HSO	Law Enforcement vehicle purchase	\$47,230.90

Project Title 1906 Racial Profiling

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Aaron Swanson

Fund	Project number	Agency	Title	\$ Amount
1906	0196-0725-AA	Central Connecticut State University	Racial Profiling Prohibition Project	\$131,987.03

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

Connecticut Racial Profiling Project Completed Activities

First enacted in 1999, Connecticut's anti-racial profiling law The Alvin W. Penn Racial Profiling Prohibition Act (Public Act 99-198) prohibits any law enforcement agency from stopping, detaining, or searching any motorist when the stop is motivated solely by considerations of the race, color, ethnicity, age, gender or sexual orientation (Connecticut General Statutes Sections 54-1l and 54-1m). During the 2012 and 2013 legislative sessions the Connecticut General Assembly made several changes to this law to create a system to address racial profiling concerns in Connecticut.

Police agencies collected traffic stop information based on requirements outlined in the original 1999 Alvin W. Penn law through September 30, 2013. As of October 1, 2013, police agencies are required to submit traffic stop data for analysis under the new methods outlined by the Office of Policy and Management.

The Alvin W. Penn law now gives authority to the Secretary of the Office of Police and Management if municipal police departments and Department of Emergency Services and Public Protection (DESPP) fail to comply with the law to order appropriate penalties in the form of withholding of state funds.

The Institute for Municipal and Regional Policy (IMRP) at Central Connecticut State University, in consultation with the Office of Policy and Management (OPM), has established a Racial Profiling Prohibition Advisory Board to help oversee the design, evaluation, and management of the racial profiling study mandated by PA 12-74 and PA 13-75, "An Act Concerning Traffic Stop Information." The IMRP is working with the advisory board and all appropriate parties to enhance the collection and analysis of traffic stop data in Connecticut. Resources for the project were made available through the National Highway Traffic and Safety Administration (NHTSA) grant, as administered through the Connecticut Department of Transportation.

Several problems existed at the outset of this project. Those problems included: (1) no model for a written policy prohibiting racial profiling by law enforcement; (2) Only 27 out of 103 police departments collecting and submitting traffic stop information to the state due to a lack of a standard reporting format, collection procedures and training; (3) no annual comprehensive analysis of data collected; (4) no guidelines for training law enforcement on issues related to racial profiling; (5) a lack of public access to data collected; and (6) a lack of public awareness regarding motorist rights if they feel they were racially profiled.

During FY 2016 the project team completed the following objectives originally outlined in the HS-1 application:

1. Maintained the statewide data collection portal and continued to work with law enforcement vendors to troubleshoot any connection issues throughout the year.
2. Central Connecticut State University (CCSU) maintained a website (www.ctrp3.org) to inform the public of all project activities. The website includes advisory board minutes, agendas, research, reports, and other information related to the Connecticut racial profiling law. The website has received over 250,000 visitors as of November 1, 2016.
3. Maintained a partnership with the Connecticut Data Collaborative to update the online portal for public consumption of raw data collected as well as information in summary format. The website went live in October 2014 and has been updated bi-annually with traffic stops collected from all law enforcement agencies.
4. Completed the first in-depth follow-up analysis of traffic stop data for the 11 police departments identified with statistically significant racial disparities in the April 2015 report. The follow-up analysis included an officer level analysis using a statistical method referred to as propensity score matching. In addition, traffic stop records were mapped and a neighborhood level analysis was conducted. The project staff met with law enforcement administrators from each department identified on multiple occasions to discuss the additional data analysis. Law enforcement administrators were able to provide additional data including, (1) call for service, (2) accident records, (3) NHTSA funded enforcement grant data, (4) localized crime data, and (5) retail and employment data unique to the town.

5. Continued our work with the Connecticut Economic Resource Council (CERC) to improve benchmarks and statistical tests for annual traffic stop analysis. This included a modifying the peer group analysis based on feedback from the law enforcement community. In addition, the project staff and CERC researchers continued to present the methodology use for analysis to outside research groups such as: Federal Reserve of Boston, John Jay College, University of Connecticut, and the National Institute of Justice.

6. In May 2016, the Project Staff published the State of Connecticut Traffic Stop Data Analysis and Findings for 2014-2015. The report was released through a presentation to the Judiciary and Public Safety Committees of the Connecticut General Assembly. This report analyzed approximately 590,000 traffic stops conducted by 102 law enforcement agencies using a series of analytical methods to identify any departments with significant racial and ethnic disparities in traffic stops. With the help of the Connecticut Economic Resource Council, a series of six tests (statistical and descriptive) were applied to all agencies traffic stop information.

As a result of the study, 10 law enforcement agencies were identified with statistically significant racial and ethnic disparities. Those agencies were separated into two groups based on the size and consistency of the disparities. The project staff met with all law enforcement agencies identified to discuss the report findings. A deeper level analysis was designed to be conducted on all of those agencies to better understand the source of the disparities. A follow-up report is scheduled to be published in January 2017.

7. Continued working with the Connecticut Centralized Infraction Bureau to enhance the electronic infraction system to include electronic warnings and summons. In addition, electronic infractions now include the notice of motorists' rights on filing a complaint.

8. The project partnered with advisory board members and conducted several statewide forums to present the report to members of the public. These forums were well attended. In addition to hosting forums, the project staff also attended several local conferences and events to promote the project and discuss the report findings.

9. Due to the media attention surrounding our report, the project staff was asked to testify in the California General Assembly regarding our data collection and analysis system. The California legislature passed a bill which modeled the Connecticut law passed in 2013 as a result of this project. In addition, the project staff was contacted by the Oregon Attorney General's Office and the Rhode Island Governor's Office to develop legislation and an analytical system for collected and analyzing traffic stop records.

10. Developed and coordinated implementation of training programs that meet current best practices to assist law enforcement with the goal of eliminating racial profiling. Hosted and attended Department of Justice Community Oriented Policing Services, "Fair and Impartial Policing" train-the-trainer program at CCSU.

As a result of the DOJ training program, the project staff conducted over 20 Fair and Impartial Policing trainings for line officers and supervisors. Currently, more than 1,500 law enforcement officers have been trained in Fair and Impartial Policing.

Total Amount of funds expended in this program area:

There was \$379,751.90 in 402 funds spent in this program area during FFY2016

There was \$126,081.81 in 405(d) funds spent in this program area during FFY2016

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

There was \$131,987.03 in 1906 funds spent in this program area during FFY2016

Distracted Driving

Performance Goals:

To maintain or increase the number of police agencies participating in HVE distracted driving enforcement from 51 in 2015 to 60 in 2016.

Number of Agencies that participated in HVE distracted driving enforcement in FFY 2016: 49

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 nearly maintained. There were three departments that indicated interest in participating in this program but ultimately did not citing manpower as the reason.

The HSO continued the first ever 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 49 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, lack of matching



funds and inability to get grants through their respective common councils as reasons for non-participation. In all, the 49 participating agencies maintained the level of activity logged during the 2015 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 2017, 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, 2017, 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 2016 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 2016 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 1-30 and August 3-16, 2016. 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 18,657 citations written by municipal law enforcement agencies for cell phone, texting and distracted driving violations. Municipal agencies expended a total of \$1,124,860.00 in federal funds on overtime enforcement during the HVE period. These funds were matched at 25% by all local participating agencies amounting to \$1,442,700.00 in total expenditures.

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



Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-2-AC	New Haven	Distracted Driving Enforcement	\$41,884.52
405(e)	0195-0745-2-AD	Danbury	Distracted Driving Enforcement	\$46,649.88
405(e)	0195-0745-2-AE	Waterbury	Distracted Driving Enforcement	\$20,906.06
405(e)	0195-0745-2-AF	Hartford	Distracted Driving Enforcement	\$49,441.97
405(e)	0195-0745-2-AG	Manchester	Distracted Driving Enforcement	\$52,909.39
405(e)	0195-0745-2-AH	Norwalk	Distracted Driving Enforcement	\$32,649.59
405(e)	0195-0745-2-AJ	Westport	Distracted Driving Enforcement	\$16,602.11
405(e)	0195-0745-2-AK	Hamden	Distracted Driving Enforcement	\$49,867.91
405(e)	0195-0745-2-AL	Farmington	Distracted Driving Enforcement	\$15,185.09
405(e)	0195-0745-2-AM	Orange	Distracted Driving Enforcement	\$17,973.58
405(e)	0195-0745-2-AN	Bristol	Distracted Driving Enforcement	\$26,115.74
405(e)	0195-0745-2-AO	Norwich	Distracted Driving Enforcement	\$21,488.81
405(e)	0195-0745-2-AP	West Haven	Distracted Driving Enforcement	\$5,190.54
405(e)	0195-0745-2-AQ	Bridgeport	Distracted Driving Enforcement	\$40,221.95
405(e)	0195-0745-2-AR	Stamford	Distracted Driving Enforcement	\$22,499.33

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-2-AS	Derby	Distracted Driving Enforcement	\$11,250.00
405(e)	0195-0745-2-AV	Trumbull	Distracted Driving Enforcement	\$10,673.54
405(e)	0195-0745-2-AW	Wethersfield	Distracted Driving Enforcement	\$2,553.50
405(e)	0195-0745-2-AY	North Haven	Distracted Driving Enforcement	\$10772.01

405(e)	0195-0745-2-AZ	Bloomfield	Distracted Driving Enforcement	\$14,193.45
405(e)	0195-0745-2-BB	West Hartford	Distracted Driving Enforcement	\$44,516.75
405(e)	0195-0745-2-BC	Southington	Distracted Driving Enforcement	\$3,626.72
405(e)	0195-0745-2-BE	Wallingford	Distracted Driving Enforcement	\$19,879.03
405(e)	0195-0745-2-BF	East Hartford	Distracted Driving Enforcement	\$23,725.05
405(e)	0195-0745-2-BG	Waterford	Distracted Driving Enforcement	\$4,035.50
405(e)	0195-0745-2-BH	Brookfield	Distracted Driving Enforcement	\$13,563.58
405(e)	0195-0745-2-BI	Willimantic	Distracted Driving Enforcement	\$17,519.16
405(e)	0195-0745-2-BJ	Groton Town	Distracted Driving Enforcement	\$11,434.58
405(e)	0195-0745-2-BK	Berlin	Distracted Driving Enforcement	\$35,429.95

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-2-BL	Meriden	Distracted Driving Enforcement	\$22,536.25
405(e)	0195-0745-2-BM	Cheshire	Distracted Driving Enforcement	\$19,143.36
405(e)	0195-0745-2-BN	Wilton	Distracted Driving Enforcement	\$13,296.25
405(e)	0195-0745-2-BO	Monroe	Distracted Driving Enforcement	\$8,297.56
405(e)	0195-0745-2-BP	East Haven	Distracted Driving Enforcement	\$3,694.31
405(e)	0195-0745-2-BQ	Old Saybrook	Distracted Driving Enforcement	\$6,809.03
405(e)	0195-0745-2-BR	Cromwell	Distracted Driving Enforcement	\$7,375.29
405(e)	0195-0745-2-BS	Canton	Distracted Driving Enforcement	\$5,570.35
405(e)	0195-0745-2-BW	Greenwich	Distracted Driving Enforcement	\$24,975.00
405(e)	0195-0745-2-BY	New Britain	Distracted Driving Enforcement	\$40,415.42

405(e)	0195-0745-2-BZ	Rocky Hill	Distracted Driving Enforcement	\$20,922.34
405(e)	0195-0745-2-CA	Naugatuck	Distracted Driving Enforcement	\$26,775.00
405(e)	0195-0745-2-CB	Stonington	Distracted Driving Enforcement	\$5,849.16
405(e)	0195-0745-2-CD	Milford	Distracted Driving Enforcement	\$19,837.96
405(e)	0195-0745-2-CG	Ridgefield	Distracted Driving Enforcement	\$11,117.24

Fund	Project Number	Agency	Title	\$ Amount Expended
405(e)	0195-0745-2-CI	Bethel	Distracted Driving Enforcement	\$18,547.39
405(e)	0195-0745-2-CN	Glastonbury	Distracted Driving Enforcement	\$18,497.00
405(e)	0195-0745-2-CT	Fairfield	Distracted Driving Enforcement	\$40,500.00
405(e)	0195-0745-2-EF	Newtown	Distracted Driving Enforcement	\$12,804.70
			Total	\$1,124,860.84

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 2016 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 1-30 and August 3-16, 2016. 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 616 citations written by CSP for cell phone, texting and distracted driving violations. CSP expended a total of \$95,856.00 in federal funds on overtime enforcement during the HVE period. These funds were matched at 25% by CSP amounting in \$119,818.00 in total expenditures.

CSP also contributed to a very highly publicized earned media campaign. Nearly every major news media outlet in the state as well as many local and hyper-local outlets in participating communities covered the increased law enforcement presence targeting drivers who chose to talk or text while driving. Additionally, the HSO conducted both observation surveys and DMV awareness surveys before

and after the enforcement period to measure its effect. A discussion of those findings can be found below as well as in the Attitude and Awareness survey section of this document.

Fund	Project number	Agency	Title	\$ Amount Expended
405(e)	0196-0745-DW	Connecticut State Police	Distracted Driving Enforcement	\$95,856.07

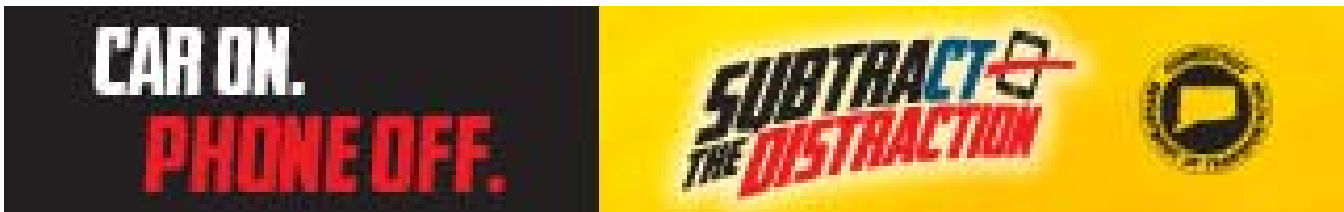
Project Title: HVE Distracted Driving Media

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, 2016. Paid media purchases were made in support of/to supplement the national media buy using the same demographic information contained in NHTSA’s 2016 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.

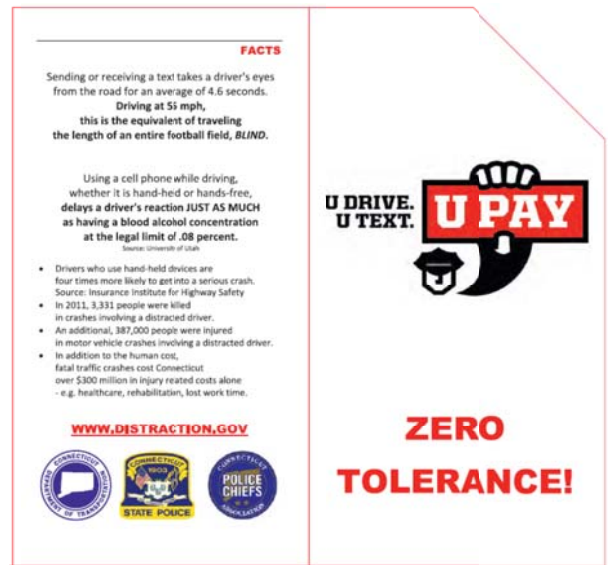


The second component of this task funded year round placement of a social norming media campaign warning drivers about the dangers of distracted driving – especially related to mobile phone use – year round. Media buys included TV, radio, internet, social, and outdoor advertising. Media effectiveness 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)	0196-0745-6-DX	HSO	Distracted Driving Media	\$414,914.00

Project Title: Public Outreach and Education Campaigns
Administrative Oversight: Department of Transportation, Highway Safety Office
Staff Person: Aaron Swanson

This task funded the purchase of citation holders used to support the six week long HVE campaign. Citations issued to motorists were enclosed in this educational holder warning motorists about the dangers of distracted driving and highlights of Connecticut’s distracted driving law.



Fund	Project number	Agency	Title	\$ Amount
405(e)	0195-0745-DZ	CT-DOT/HSO	Distracted Driving Materials to support PI&E	\$2,220.96

Project Title: “Game Over” Distracted Driving Messaging Campaign
Administrative Oversight: Department of Transportation, Highway Safety Office
Staff Person: Aaron Swanson



This project originated from a concept submitted by public access television provider, WGBH of Boston. The primary objective for this project was to raise awareness among children of the danger posed by their parents' distracted driving. Delivered in a non-threatening way by a familiar character, the message of this campaign is one where kids are encouraged to tell their parents to focus on driving. The dissemination of these messages is simultaneously ambitious and innovative. The project produced animated PSA videos that were

distributed widely through PBS KIDS online and social media channels. It was made available for broadcasters by the Connecticut Highway Safety Office, Department of Transportation. Additional content aimed at kids was provided through a website that has been developed at pbskids.org and complemented by content for parents. The cornerstone of this content is that it is a mobile-friendly digital game that demonstrates that texting and safe driving cannot coexist. Kids or parents are able to play this game. Visit www.pbskids.org/ruff/fetch/driving for more information.

Fund	Project number	Agency	Title	\$ Amount
405(e)	0196-0745-6-EQ	CT-DOT/HSO	“Game Over”	\$43,675.72

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 partner with Kramer International’s ‘Save a Life Tour’ to build on the success of the Connecticut high school distracted driving program developed over the past several years. After two pilot projects with the company that visited a total of eight schools, the HSO worked with ‘Save a Life Tour’ staff to implement a more expansive and structured program that visited 30 high schools during the 2013-2014 school year. The results and feedback from students and school administrators regarding the program was overwhelmingly positive and the HSO brought this educational program to an additional 60 Connecticut high schools for the 2014-2015 school year. This program again reached 60 high schools during the 2015-2016 school year with slight modifications that improved the efficiency of the program, including but not limited to having the survey results now being captured on tablets at the schools as opposed to hard copies. This reduced time needed for collection of the hard copies for both the schools and the staff and made it easier to put the results into charts and graphs for data analysis. It is the continued goal of the HSO to bring this program to Connecticut high schools based on their continued interest of this important topic and desire to show it to new students.

The HSO again collaborated with AT&T to feature their highly acclaimed distracted driving documentary, ‘From One Second to the Next’, which has been featured during this program. Following the video, a ‘Save a Life Tour’ employee addresses the crowd with additional important distracted driving related statistics, and stresses that these incidents are preventable. Students are then dismissed and later return in smaller groups for the hands-on portion of the program, which consists of two distracted driving simulators. Every willing student is given the opportunity to experience the dangerous practice of distracted driving in a safe setting, while the others are able to observe the impacts of these behaviors on large projection screens. Following the program, Kramer compiled the results of the surveys and sent them to the HSO for analysis.

Fund	Project number	Agency	Title	\$ Amount
405(e)-5 (M8*TSP)	0196-0745-EA	CT-DOT/HSO	Save a Life Tour	\$171,000

Project Title: Boys & Girls Club, NOYS Conference – Distracted Driving Education Programming and Younger Driver Education

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Michael Whaley

The HSO built a partnership with the Boys and Girls Club of Connecticut to educate the youths in their program about the dangers of distracted driving and inspire members to educate other peers on the issue. There are 16 organizations in the Alliance of Boys and Girls Clubs in Connecticut that serve 37 towns and cities throughout the state. Eight teams were formed, made up of a teen leader and advisor, which attended the National Organization of Youth Safety - National Teen Safe Driving Summit where distracted driving and injury prevention were featured topics. An additional extra youth member attended bringing the total to 17 teen leaders and advisors that went to the conference and gained extremely valuable knowledge and information about engaging their peers, parents, community members and policymakers about the issues of distracted driving. In total, over 100 youth leaders and advisors from 22 states came together in Washington, D.C. for the traffic safety event.

The teams were formed by engaging the different alliances throughout the state to form teams of dedicated youths to attend the event. Following the conference, the teens will move forward to take an active leadership role at the Boys and Girls Clubs they represent, including at the Boys and Girls Club Northeast Leadership Conference in Trumbull, Connecticut. This group of teen leaders and advisors will lead a discussion in a workshop with other teens to discuss implementation of statewide initiatives and start conversations about local projects that they can begin at their respective clubs.

Fund	Project number	Agency	Title	\$ Amount
405(e)	0195-0745-5-AB	CT-DOT/HSO	Teen Safety	\$14,233.29

Total Amount of funds expended in this program area:

There were \$1,451,847.00 in 405(e) funds spent in this program area during FFY2016

Motorcycle Safety

Performance Goals:

To decrease the number of un-helmeted fatalities below the five year (2009-2013) moving average of 28 in 2013 by 5 percent to a five year (2013-2017) projected moving average of 27 in 2017.

To decrease the number of motorcyclist fatalities below the five year (2009-2013) moving average of 47 in 2013 by 5 percent to a five year (2013-2017) projected moving average of 45 in 2017.

To decrease the percentage of fatally injured motorcycle operators with BACs greater than or equal to than 0.01 below the five year (2009-2013) moving average of 40 percent in 2013 by 5 percent to a five year (2013-2017) projected moving average of 38 percent in 2017.

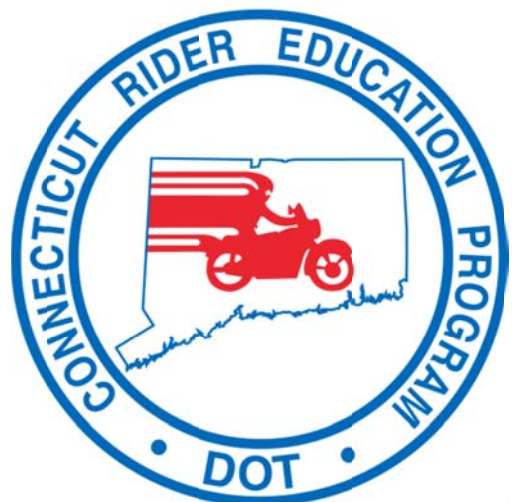
The following activities took place as part of the Motorcycle Safety program to meet the above goals/targets. The target(s) was/were met/not met for the following reasons:

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 2015 indicates that the five year moving average of un-helmeted fatalities is 31. During the same time period, the five year moving average for fatalities was 50. Un-helmeted fatalities over the last five years have shown a decrease as well as overall motorcycle fatalities decreasing slightly in relation to total fatalities at 19 percent (50 out of 258). Data also indicates that in 2015, 42 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 2016 Federal Fiscal Year is listed below:



Activities:

Project Title: Motorcycle Safety Program Administration

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Nicholas Just

This task included the coordination of activities and projects outlined in the motorcycle safety program area, statewide coordination of program activities, development and facilitation of public information and education projects, and providing status reports and updates on project activity to the Transportation Principal Safety Program Coordinator and the NHTSA Region 2 Office. Served as a direct line of communication between the HSO and Community College system that administers the CONREP, including assisting in annual activity proposals and voucher reimbursement. This task and associated project was specifically meant for in-house management of the motorcycle safety program. Funding was provided for personnel, employee-related expenses, overtime, professional and outside services including facilities and support services for the required annual instructor update. Technical assistance and Rider Coach Trainer services were provided to update the CONREP to the newest MSF curriculum as well as continue a 3-wheel training program. This project included travel to the in-state training facilities for project monitoring, requests for support and out-of-state travel to the annual State Motorcycle Safety Administrators Summit in Portland, Oregon.



Fund	Project number	Agency	Title	\$ Amount
402	0196-0701-AA	CT-DOT/HSO	Motorcycle Safety Program Administration	\$21,539.78

Project Title: Connecticut Rider Education Program (Training) Administration

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Nicholas Just

Rider training is the primary countermeasure applied to reaching the performance goal of decreasing the total number of motorcycle fatalities and decreasing the number of un-helmeted fatalities. During Fiscal Year 2016, DOT’s Connecticut Rider Education Program (CONREP) continued motorcycle rider training at 14 sites locations throughout the state. Each location offered the Basic Rider Course (beginner) including scooters, intermediate Rider Course, and Experienced Rider Course. In 2016 CONREP continued a pilot program offering an additional course targeting advanced and sport bike riders, the Advanced Rider Course (ARC). Preliminary data for 2015 indicates that 4655 students were enrolled in 466 Connecticut Rider Education Program Courses. 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 range maintenance including but not limited to; range design and quality assurance

monitoring and technical support services, Motorcycle Safety Foundation(MSF) curriculum materials. Updated and maintained the program’s www.ride4ever.org website, which is the programs direct point of contact for course students and license waiver information. A Motorcycle Training Coordinator as well as a data consultant was utilized to accomplish this task, preparing and maintaining project documentation, and evaluating task accomplishments. Funding was provided for personnel, employee-related expenses and overtime, professional and outside services, travel, materials, supplies, and other related operating expenses.

Fund	Project number	Agency	Title	\$ Amount
402	0196-0701-AB	CT-DOT /HSO	CONREP Program Administration	\$110,019.33

Project Title: Expanding Motorcycle Safety Efforts

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Nicholas Just

This task utilized Section 405(f) funds to expand statewide motorcycle safety efforts. To expand training activities the CONREP recruited and trained potential instructor candidates and purchased supplies including MSF curriculum materials to support motorcycle training activities, as well as curriculum needed to continue our new 3-wheel training program. Connecticut specific QuickSeries Smart Riding pocket guides were also purchased.

Fund	Project number	Agency	Title	\$ Amount
405(f)	0196-0744-AA	CT-DOT/HSO	Expanding Motorcycle Safety Efforts	\$42,277.14
405(F)	0196-0744-AB	CT-DOT/HSO	Expanding Motorcycle Safety Efforts	\$8,413.60

Total Amount of funds expended in this program area:

There was \$50,690.75 in 405(f) funds spent in this program area during FFY2016.

There was \$131,559.11 in 402 funds spent in this program area during FFY2016.

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 2016 HSP Goal is for continued improvements to direct online query capabilities, an increased use of the state's crash data repository (CDR) to 750 registered users, while maintaining the satisfaction of stakeholders for data accessibility, including online access and data query tools and the number of years of linked data contained on the repository.

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

The UCONN Connecticut Transportation Safety Research Center (CTSRC) has been working to link crash data with roadway data in the state over the last 6 months. CTSRC received the roadway information database (RID) files for years 1995 to 2015. These files were parsed into a series of SQL databases. Then 100% of the roadway information system (over 500 data elements) were linked to the corresponding crash records based on cumulative route and milepost. We have been able to merge roadway information into over 1.5 million crashes. However, this merged have yet to be posted on the CTCrash site. CTSRC is still in the data quality phase and is working to ensure that the data are accurate and crash locations are being properly assigned roadway attributes.

In terms of updates to the CTCrash site tools. The most recent updates include the ability to display crash and vehicle vectors. The purpose of this tool was to allow for the creation of collision diagrams. In addition CTSRC added a new dataset called the MMUCC extract. This is a subset of the pre-MMUCC data (2003-2014) upgraded into the MMUCC data format to allow for trend analysis which bridges the Jan 1 2015 switch to MMUCC.

The CTSRC developed a series of Dashboards that allows users to go in and develop a 28 page report of facts and figures for any location in the state. Furthermore, a dashboard was developed for crash emphasis areas. This is a 17 page report for specific queries such as DUI, teens, elderly, motorcycles, bikes, and pedestrians.

The crash data repository had 750 registered users last year and that number has increased to 1469 registered users.

Management Approach to Highway Traffic Safety



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 2016 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 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.

Fund	Project number	Agency	Title	\$ Amount
405(c)	0196-0742-AA	CT-DOT/HSO	Traffic Records Administration	\$80,000.00
402	0195-0705-AA	CT-DOT/HSO	Traffic Records Administration	\$95,653.33

Project Title: Traffic Records Strategic Plan Implementation

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Juliet Little

This task provided the necessary funding to assess and develop the Connecticut Traffic Records Program by implementing the following projects outlined in the section 405(c) 9th year application:

1. Electronic Crash - Technology/Software Support for Local Law Enforcement

Project Description:

The E-Crash initiative provides local law enforcement multiple options for participating in the new electronic crash reporting system, based on national standards/guidelines. Developed and tested by the Capitol Region Council of Governments (CRCOG), E-Crash is a component of the browser based CT: Chief records management system (RMS) being offered to communities without license fees and no requirement for a local server. This project provides participating law enforcement agencies with new technology and facilitates a state objective to have uniform crash procedures. Implementing E-warning to integrate with E-Crash and E-Citation was an effective next step for all departments. Users are now able to

issue electronic warning tickets as well as in-vehicle printing of notice to operators; insurance exchange for citizens, the ability to issue local ordinances. All enforcement media has been fully integrated into the e-crash application. The CT:CHIEF project developed SQL based management reports that are not duplicative of that data available on the repository or at DOT. Application enhancements as requested by the user community are done on an as needed basis. Support continues to be provided to communities seeking to convert their application to the new crash reporting system.

System hosting is being piloted on a secure server suite operated under the direction of the State of Connecticut Criminal Justice Information Systems (CJIS) organization in conjunction with the Bureau of Enterprise Systems Technology with full access to Connecticut Information Sharing system (CISS). Currently, the interim hosting site is being used during this testing phase which allows additional communities to pilot the system while final policy issues with CJIS are resolved.

Fund	Project number	Agency	Title	\$ Amount
405(c)	0196-0742-AD	CRCOG	E-Crash	\$143,478.27

2. E-Citation Processing

Project Description:

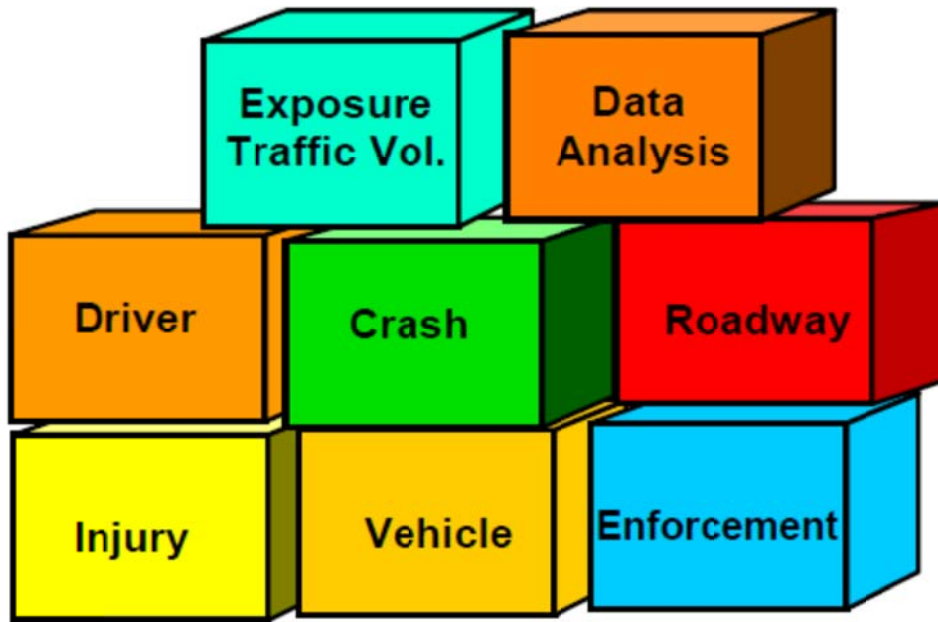
Expanded the E-Citation system to electronically record and transmit data connected to a variety of law enforcement actions to required reporting agencies. Designed system upgrades so that the E-Citation system is expandable to include all manner of enforcement actions in an electronic format including the collection of racial profiling data and notice to the operator.. Enhanced the existing E-Citation/E-Warning system based on feedback from law enforcement focus groups. Law enforcement and related agencies were trained on the use of the expanded E-Citation system. Centralized Infractions Bureau (CIB) established a new web based version of the current legacy system through the establishment of a real time SQL platform for all data currently in CIB, which provides real time data to the new SQL database, and back again to CIB. Using the e-citation software has reduced data input errors and improved the completeness of the collected data. It has also improved police officer efficiency by reducing the amount of time that officers spend collecting citation data and decreased the time it takes the data to be received by the appropriate State agency.

Fund	Project number	Agency	Title	\$ Amount
405(c)	0196-0742-AC	Centralized Infractions Bureau	E-Citation Processing	\$203,680.88

Total Amount of funds expended in this program area:

There was \$471,159.15 in 405(c) funds spent in this program area during FFY2016

There was \$95,653.33 in 402 funds spent in this program area during FFY2016



Community Traffic Safety

Performance Goals

To reduce the number of pedestrians killed in traffic crashes from the five year (2009-2013) moving average of 37 in 2013 by 5% to a five year moving average of (2013-2017) of 35 in 2017.

To reduce the number of bicyclists killed in traffic crashes from the five year (2009-2013) moving average of 5 in 2013 by 20% to a five year moving average of (2013-2017) of 4 in 2017.

The goal of Connecticut’s Community Traffic Safety Program is to reduce the number of injuries and deaths among pedestrians and bicyclists. The latest available data from 2015 indicates that the five year moving average of pedestrian fatalities is 40, and the five year moving average of bicyclist fatalities is 4.

Project Title: Bicycle and Pedestrian Education Programming for Youths

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Michael Whaley

The HSO built a partnership with the Boys and Girls Club of Connecticut to educate the youths in their program about proper rules and regulations regarding bicycle helmets while raising awareness regarding overall bicycle and pedestrian safety. There are 16 organizations in the Alliance of Boys and Girls Clubs in Connecticut that serve 37 towns and cities throughout Connecticut. This partnership allowed the HSO to reach an incredibly diverse group of youths on a statewide level. Many members of this group face socioeconomic challenges and look to the Clubs as their second home, which means they are regularly traveling by bicycle or on foot to the locations. Often times these children do not have a bicycle helmet and cannot afford a bicycle helmet, or simply choose not to wear one. This occurs without an understanding of the laws regarding helmet use or the significant increase in risk of injury which comes with not wearing a helmet while traveling on their bicycle. Research has also shown that helmet use amongst youths is lower in low income areas and amongst minorities, and this project will also look to serve this portion of the community. The HSO worked with the Boys and Girls Club management to educate and target specific organizations of theirs that have a large population of youths commuting to the club by bicycle or foot in urban areas. Awareness was raised about bicycle and pedestrian safety in these communities combined with bicycle helmets being distributed to reinforce safe commuting.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
402(PS)	0196-0710-AB	Boys and Girls Club	Youth Education	\$19,785.75

Project Title: Bicycle Education Programming for Youths

Administrative Oversight: Department of Transportation, Highway Safety Office

Staff Person: Michael Whaley

The HSO partnered with the Connecticut Cycling Advancement Program (CCAP), a charitable and educational organization dedicated to promoting the benefits of cycling to young people, to educate communities about bicycle safety. This program focused on youths, families and schools throughout Connecticut, aiming to teach the rules and etiquette applicable to cyclists on public roads. The CCAP developed a Coach’s Manual as part of their curriculum which was taught and distributed at youth rider education sessions throughout the state and included “The CCAP Cycling Education and Awareness Program” section. This included nine core lessons stressing being a responsible cyclist, knowing the basic rules of the road, common dangerous riding scenarios and avoiding them, common unpredictable traffic occurrences, a zero tolerance policy for irresponsible riding, riding with traffic, helmets, bicycle basics and how to effectively communicate to make your presence known. The CCAP exposes over one million people to the benefits of cycling each year, by and through approximately 28 youth cycling team programs, 25 high school outreach clinics and over 25 public cycling events. Bringing this branded curriculum to the youth rider sessions and bicycling events established a better understanding of the laws and etiquette necessary to ensure safe driving and bicycle riding.

<u>Funding Source</u>	<u>Project number</u>	<u>Agency</u>	<u>Title</u>	<u>\$ Amount</u>
405(e)-5 (M8*TSP)	0196-0745-5-ER	CT Cycling Advancement Program	Bicycle Education Programming for Youths	\$6,351.98

Total Amount of funds expended in this program area:

There was \$19,785.75 in 402(PS) funds spent in this program area during FFY2016.

There was \$6,351.98 in 405(e)-5 (M8*TSP) funds spent in this program area during FFY2016.

PAID MEDIA REPORT

Holiday 2015 English Campaign

The campaign included a broad media mix to deliver the message to all of Connecticut’s drivers. The target audience was all drivers with a specific focus on males 18-34. The media vehicles used, consisted of the following:

- Television - Broadcast and Cable
- Radio Traffic Sponsorships
- Highway Digital Billboards
- UCONN Basketball Radio Sponsorship
- Pandora
- Banner Display ads
- YouTube Digital Ads

Schedule Timing

The campaign ran with timing that focused on the Thanksgiving, Christmas and New Year’s holidays. Specifically from November 23-30, 2015 and December 1, 2015 -January 3, 2016.

Campaign Spending

The CT DOT Holiday English campaign totaled **\$140,000.00**

The spending broke out as follows:

TV:	\$58,099.12
Radio:	\$42,312.65
Billboards:	\$10,588.23
Digital:	\$29,000.00

Television:

<u>Broadcast:</u>	<u># of Spots</u>	<u>Cost</u>
WCTX-TV 59	110 Spots, 60 Bonus	\$1,900.00
WFSB-TV 3	95 Spots, 60 Bonus	\$9,458.12
WTIC-TV 61	104 Spots, 52 Bonus	\$6,600.00
WCCT-TV 20	48 Spots, 24 Bonus	\$2,395.00
WTNH-TV 8	95 Spots, 60 Bonus	\$7,550.00
WVIT-TV 30	82 Spots, 41 Bonus	\$10,200.00

Cable:

Connecticut Cable Interconnect (20 cable systems): SNY, CSNE, FXNC, TRAV, VH1, BET, TNT, TOON, TWC, AEN, CMDY, YES, AMC, FOOD, HGTV, USA, HIST, MSNBC, NESN, SYFY, ENT, TBS, TRU, APL, DISC, ESPN, ESP2, MTV, NBCS, FX

400 Spots, 200 Bonus Spots \$9,100.00

Fairfield County Cablevision: BET, BRAVO, COMEDY, ENT, ESNU, TOON, ESNU, ESP2, ESPN, FAM, FX, FXNC, LIF, MSG, MTV, NBCS, NFLN, SNY, SPK, SYFY, NWCT

200 Spots, 96 Bonus Spots \$7,860.00

Via Media – Hartford: ESPN, ESPN 2, NFLN, FX, CMDY, DISC, ESQ, FS1, HIST, NBCS, NESN, TNT, TOON, MSG

188 Spots, 42 Bonus Spots \$3,036.00

Total Television: 1322 Spots, 635 Bonus Spots \$58,099.12

Radio:

Clearchannel Traffic Sponsorships: 450 Spots and 60 Bonus Spots aired on 3 Danbury, 15 Hartford, 6 New Haven and 3 New London stations between the hours of 5a-10a and 3p-8p during the weeks of 11/23, 12/21 and 12/28.

450 Spots, 60 Bonus Spots \$21,195.00

UConn Basketball: :15 second radio spots ran pre-game, in-game and post- game in men’s and women’s basketball games between 11/2/2015 – 1/8/2016. There was also a video board presence at the games themselves.

92 Spots \$14,117.65

Pandora: Radio Spots with digital banners ran on Pandora from 11/23 - 11/29, 12/21 - 12/27, and 12/28 - 1/3. This overall schedule delivered 833,253 Impressions and 2,800 click throughs. The schedule covered the target markets of Bridgeport, New Haven Metro and Hartford-New Britain-Middletown.

833,253 Impressions \$7,000.00

Total Radio: **\$42,312.65**

Digital Billboards:

<u>Location</u>	<u># Units</u>	<u>Cost</u>
Hartford, New Haven, Bridgeport, Waterbury	8 units, varied timing	\$10,588.23

*93,022 plays of your digital billboard message over all 8 units.

Digital:

Banner Display: 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

Littlethings.com

worldlifestyle.com

Courant.com	barstoolsports.com	lotterypost.com
Youtube.com	Myrecordjournal.com	todayslifestyle.com
Fox61.com	match.com	Americannews.com
TheDay.com	Washingtonpost.com	Foxnews.com
NYPPost.com	now8news.com	weather.com
Accuweather.com	nhregister.com	nydailynews.com
Bostonherald.com	nesn.com	howstuffworks.com
Nytimes.com	cosmopolitan.com	time.com

Banner Display Ad Totals: Duration of campaign: 32 days in November and December
 Impressions: 8,801,054
 Click throughs: 38,793
 Click Through Rate: 0.44%

You Tube: Video Impressions: 1,477,746
 Video Views: 28,870
 Video Shown: <https://www.youtube.com/watch?v=DWKESxWCBho>

Total Digital Investment: \$29,000.00

GRAND TOTAL OVERALL CAMPAIGN \$140,000.00

Sampling of Billboards:



WWW.HOBBITIX.COM

2015-12-28 DST 11:34:43







Digital Banners:



**Drive Sober or
Get Pulled Over!**



Holiday 2015 Spanish Campaign

The campaign included a broad media mix to deliver the message to all of Connecticut's Spanish Speaking drivers. The target audience was all Spanish Speaking drivers with a specific focus on Spanish speaking males 18-34. The media vehicles used, consisted of the following:

- Television
- Radio
- Pandora
- Banner Display ads

Schedule Timing

The campaign ran with timing that focused on the Thanksgiving, Christmas and New Year's holidays. Specifically from November 23-30, 2015 and December 1, 2015 -January 3, 2016.

Campaign Spending

The CT DOT Holiday Spanish Speaking campaign totaled **\$40,000.00**

The spending broke out as follows:

TV: \$18,480.00

Radio: \$14,020.00

Pandora: \$2,600.00

Digital: \$4,900.00

Television:

<u>Broadcast:</u>	<u># of Spots</u>	<u>Cost</u>
WUVN- Univision	187 Spots	\$9,285.00
	50 Bonus spots, 50 Bonus streaming spots	
WRDM- Telemundo	124 spots	\$7,645.00
	48 Bonus Spots	
WUTH- Telefutera	91 spots	\$1,550.00
	40 Bonus spots	
Total Television:		\$18,480.00

<u>Radio:</u>	<u># of spots</u>	<u>Cost</u>
WCUM	80 Spots	\$1,930.00
	13 Bonus, 19 Streaming	
WLAT	95 Spots	\$3,125.00
	24 Bonus, 20 streaming	
Bomba Network	120 spots per station	\$7,300.00
	44 bonus per station	

WRYM 74 Spots \$1,665.00
21 Bonus, 20 Streaming

Total Radio: \$14,020.00

Pandora:

Spanish Radio Spots with spanish digital banners ran on Pandora from 11/30 – 12/6 and 12/21 – 1/3. This overall schedule delivered 238,710 Impressions and 971 click throughs. The schedule covered the target markets of Bridgeport, New Haven Metro and Hartford-New Britain-Middletown.

Pandora Total: \$2,600.00

Digital:

Univision Digital with Pulpo:

Digitally for the CT DOT Holiday Hispanic campaign we utilized the Pulpo Hispanic Network through Univision to reach Spanish speaking individuals in our campaign area, digitally.

The campaign on Pulpo ran from 12/3/2015 – 1/3/2016. Through display banners and mobile banners we were able to deliver 314,866 Impressions to Spanish speaking individuals with 577 click throughs and a click through rate on this network of 0.18%

Telemundo Digital:

Through Telemundo from 12/8/2015- 1/6/2016 we were able to run display banners and pre-roll video utilizing your Hispanic television commercial. The total Telemundo buy generated 16,788 impressions to Spanish speaking individuals throughout Connecticut.

Total Digital: \$4,900.00

GRAND TOTAL \$40,000.00

Digital Banners:





BIG HOLIDAY

2016 Impaired Driving Media Summary

Memorial Day				
<u>Media</u>	<u>Market</u>	<u>Amount</u>	<u>Digital Actual</u>	<u>Cost</u>
English Radio				
WAXB/WLAD/WDAQ WDBY/WRKI	Danbury	30 spots		\$630
WHCN/WKSS/WUCS/WWYZ WTIC/WRCH/WZMX WMRQ	Hartford	148 spots		\$7,960
WELI/WKCI/WAVZ WPLR	New Haven	82 spots		\$4,560
WCTY/WICH/WKNL WWRX WBMW	New London	56 spots		\$1,053
WFOX	Fairfield County	28 spots		\$800
Spanish Radio				
Bomba Network	Statewide	120 spots		\$2,120
WLAT	Hartford/New Haven	23 spots		\$1,425
WCUM	Fairfield County	35 spots		\$1,170
Digital				
Display Banners inc. Spanish	Statewide	900,000 impressions	1,773,429	\$5,500
Facebook	Statewide	150,000 impressions	240,912	\$1,500
Total Memorial Day:				\$26,718

Independence Day				
English Radio				
WAXB/WLAD/WDAQ WDBY/WRKI	Danbury	54 spots		\$1,580
WHCN/WKSS/WUCS/WWYZ WTIC/WRCH/WZMX WMRQ	Hartford	198 spots		\$8,990
WELI/WKCI/WAVZ WPLR	New Haven	129 spots		\$6,765
WCTY/WICH/WKNL WWRX WBMW	New London	92 spots		\$2,832
WEZN WEBE/WICC	Fairfield County	101 spots		\$6,025

WFOX				
Pandora	Statewide	494,000 impressions		\$4,000
Spanish Radio				
Bomba Network	Statewide	132 spots		\$2,400
WLAT/WRYM/WNEZ	Hartford/New Haven	126 spots		\$4,120
WCUM	Fairfield County	44 spots		\$1,445
Pandora	Statewide	264,000 impressions		\$2,000
Digital				
Display Banners inc Spanish	Statewide	1.9 mil impressions	2,991,310	\$11,500
Facebook	Statewide	250,000imps	321,592	\$2,500
Total Independence Day:				\$54,157

Labor Day

English Radio				
WAXB/WLAD/WDAQ WDBY/WRKI	Danbury	30 spots		\$630
WHCN/WKSS/WUCS/WWYZ WTIC/WRCH/WZMX WMRQ	Hartford	141 spots		\$6,740
WELI/WKCI/WAVZ WPLR	New Haven	80 spots		\$3,160
WCTY/WICH/WKNL WWRX WBMW	New London	79 spots		\$2,019
WFOX	Fairfield County	28 spots		\$608
Spanish Radio				
Bomba Network	Statewide	120 spots		\$2,120
WLAT/WRYM	Hartford/New Haven	70 spots		\$2,960
WCUM	Fairfield County	35 spots		\$1,170
Digital				
Display Banners inc. Spanish	Statewide	900,000 Impressions	1,753,837	\$5,500
Facebook	Statewide	150,000 impressions	257,928	\$1,500
Total Labor Day:				\$26,407

2016 Occupant Protection Media Summary

May Enforcement 5/16-5/30

Media	Market	Amount	Cost		
English Radio					
WAXB/WLAD/WDAQ WDBY/WRKI	Danbury	30 spots		\$630	
WHCN/WKSS/WUCS/WWYZ WTIC/WRCH/WZMX WMRQ	Hartford	197 spots		\$8,345	
WELI/WKCI/WAVZ WPLR	New Haven	80 spots		\$4,440	
WCTY/WICH/WKLN WWRX WBMW	New London	105 spots		\$2,680	
WFOX	Fairfield County	48 spots		\$1,250	
Pandora	Statewide	446,000 impressions		\$3,000	
Spanish Radio					
Bomba Network	Statewide	198 spots		\$3,200	
WCUM	Fairfield County	56 spots		\$1,680	
Pandora	Statewide	115,000 impressions		\$1,268	
Outdoor					
Digital Highway Boards	Hartford New Haven Fairfield County	2 boards 2 boards 1 board		\$8,235	
Digital					
Display Banners	Statewide	700,000 impressions	1,560,896	\$3,500	
Pre-roll Video	Statewide	5,000 views	7,451	\$1,500	
Facebook	Statewide	150,000 impressions	177,598	\$1,500	
Total May Enforcement:				\$41,228	
					TOP 10 WEBSITES
					youtube.com worldstarhiphop.com barstoolsports.com suggest.com answers.com worldlifestyle.com 2kmtcentral.com ozock.com odometer.com accuweather.com
					Top 10 Mobile Apps
					Spinrilla Pandora (Apple) My Mixtapez Music Pandora (Android) Worldstar Hip Hop Musii The Weather Channel 2048 Swipe Brick Breaker Cricbuzz

August-September Social Norming 8/8-9/30

				GOOGLE DISPLAY CAMPAIGN	
Outdoor	Market	Amount	Cost	TOP 10 WEBSITES	Top 10 Mobile Apps
Digital Highway Boards	Hartford New Haven Fairfield County Waterbury	3 boards/month 2 boards/wk 1 board/wk 1 board/wk		\$28,220	
Digital					
Display Banners	Statewide	1.4 millionimps	Still in progress	\$7,000	
Pre-roll Video	Statewide	33,000 views	Still in progress	\$9,900	
Hispanic Radio					
Bomba Network	Statewide	192 spots		\$3,400	
WLAT	Hartford/New haven	64 spots		\$2,640	
WCUM	Fairfield County	56 spots		\$1,880	
WRYM	Hartford/New haven	54 spots		\$2,080	
WNEZ	Hartford/New haven	54 spots		\$1,440	
Total Social Norming:				\$56,560	

NOTEWORTHY PRACTICES

NOTEWORTHY PRACTICE 1

PROJECT TITLE

Child Passenger Safety Update Class – (CR) - Juliet Little

TARGET

Certified Child Passenger Safety Technicians

PROGRAM AREA

Child Restraint

PROBLEM STATEMENT

Child Passenger Safety (CPS) Technicians and instructors use their considerable knowledge and expertise at a variety of community-based activities. It is crucial that the current certified CPS technicians not only maintain their certification it's imperative that they stay abreast of the ever changing technology of car seats as well. All CPS technicians must keep up-to-date on the latest technical information about child passenger safety through seminars and other continuing education opportunities. The majority of the technicians are law enforcement officers and firefighters, which makes it difficult for them to complete all of the requirements that earn continuing education units in order to maintain their certification.

OBJECTIVE

To assist the technicians maintain their certification, the Highway Safety Office partnered with Yale New Haven Children's Hospital to host child passenger safety update classes where the technicians would earn six (6) CEU's in one day which is required in order to maintain their certification. These classes were held in Newington, New Haven, and Montville to reach as many technicians as possible before they expired.

STRATEGIES

The curriculum provides an overview of the latest child restraints, an overview of the new technology, LATCH, airbag technology, issues with inflatable restraints, an overview of recalls and other updated/helpful CPS related information.

RESULTS

Four child passenger safety update classes provided 108 technicians with hands on learning, opportunity to network with technicians from other areas, install car seats that they've never seen before and to speak with instructors regarding any concerns or problems they encounter in the field. New seats come onto the market every year and this free training provides the technicians an opportunity to learn about the seats as well as new car technology as it pertains to car seat installation. The classes were held around the state giving technicians the opportunity to network with other technicians and instructors from around the state. Conducting these effective free CPS trainings is one way to maintain a high number of certified CPS technicians to educate parents/caregivers on the proper way to transport children in motor

vehicles. One hundred and eight technicians were able to maintain their certification by attending the free update class.

COST

\$1,942.20 working lunch and supplies

Funding Source(s):

402

NOTEWORTHY PRACTICE 2

PROJECT TITLE

Highest increase in Connecticut's Seat Belt Usage Rate (OP) – Phyllis DiFiore
Connecticut's seat belt use rate increased to an all-time high of 89.4% in 2016

TARGET

All drivers and passengers with a focus on males 18-34

PROGRAM AREA

Occupant Protection

PROBLEM STATEMENT

Connecticut's seat belt usage rate had been dropping for 5 years and was below the national average for the past 3 years. One of the Occupant Protection performance goals was to increase the statewide observed seat belt use rate from 85.4 percent in 2015 to 88 percent or above in 2018. During this fiscal year Connecticut's seat belt rate increase from 85.4 % in 2015 to 89.4% in 2016.

OBJECTIVE

The main objective was to increase the seat belt usage rate and decrease the number of unrestrained fatalities. To maintain or increase the number of police agencies participating in national safety belt mobilizations. Decrease the percentage of seat belt citations adjudicated or not guilty. Decrease the number of unbelted impaired drivers involved in fatal and injury crashes by encouraging law enforcement to ticket unbelted drivers during D.U.I. patrols and checkpoints.

STRATEGIES

In 2014, the Highway Safety Office (HSO) created a Seat Belt Working Group to discuss strategies to increase Connecticut's belt use rate. The working group is represented by State and local law enforcement, Preusser Research Data Group, Cashman+Katz Media Consultant Agency, AAA, Department of Public Health, area hospitals and the HSO. This group meets quarterly to discuss strategies to reach our goals related to belt usage.

In March 2016, the HSO hosted the first Seat Belt Summit in Windsor, Connecticut. The Summit was attended by over 120 individuals from nine states and two territories. . This three day event included traffic safety practitioners and advocates from Connecticut, Maine, Massachusetts, New Hampshire, New York, New Jersey, Pennsylvania, Rhode Island and Vermont, as well as contingents from Puerto Rico and the Virgin Islands. Representatives from the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), International Association of Chiefs of Police (IACP), Connecticut Police Chiefs Association (CPCA) and Connecticut State Police (CSP) also attended. This Summit provided valuable information, great opportunities for networking and the exchange of ideas which assisted Connecticut in making changes to ensure that our seat belt usage rate increased.

In May 2016, the HSO had a press release announcing that Connecticut had been one of the top seat belt use compliant state, however, seat belt use in Connecticut had fallen below the national average in recent years. This press release received interest from the media and brought attention to how important seat belt use is when in a crash. During the two-week wave of “Click It or Ticket” (CIOT), this earned media helped to educate the public. Additionally, HSO staff was interviewed by local television reporters and were invited to a news studio for a morning media appearance. During the May enforcement period, 129 agencies participated and the HSO provided funding to only 43 of these agencies based on problem identification data. Connecticut joined law enforcement agencies across the eastern half of the United States in mobilizing the CIOT “Border to Border” Operation reinforcing the message across state lines that driving or riding unbuckled will result in a ticket.

The HSO also tried something different during non-CIOT periods. Law enforcement partners increased sustained enforcement, and social norming messaging was used to keep seat belt use awareness in the news. A combination of all these factors appears to have contributed to the uptick in seatbelt use.

RESULTS

Seat belt usage rate increased to 89.4%

COST

Enforcement - \$398,579

Public education through media - \$272,500

Funding Source(s):

402

405(b)

ATTITUDE AND AWARENESS OUTCOME MEASURES

CT Holiday Safe Driving Campaign – DMV Results November 2014 vs. January 2015

The purpose of this memo is to outline the Connecticut Department of Transportation’s Highway Safety Office results for Wave 1 (pre) and Wave 3 (post) of the DMV survey effort surrounding the Holiday 2014 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 media began (November 18 – 22, 2014) and another wave was collected directly afterward (January 2 – 8, 2015).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate increases in perception of enforcement severity between the pre Wave and the post Wave for both general traffic enforcement and DUI enforcement. Awareness of the safe driving message and slogan recognition did not differ much between the pre Wave and the post Wave. The number of respondents that reported having recently “*read, seen, or heard anything*” about safe driving remained at 60.9 percent from baseline to post Wave. Recognition of the slogan “*Drive Sober of Get Pulled Over*” increased significantly, from 41.3 percent at baseline to 52.2 percent in the post Wave, $p < .0001$.

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

Basic Information and Demographics

Approximately 140-150 surveys were collected in each office in each of the waves (Table 1). There were a total of 2,771 survey respondents in the pre and post waves, 1,388 pre-campaign and 1,383 post-campaign.

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

Office Location	Pre Wave	Post Wave
Bridgeport	150	153
Danbury	150	154
Hamden	159	154
New Britain	158	158
Norwalk	155	154
Norwich	151	155
Waterbury	150	153
Wethersfield	158	149
Winsted	157	153

Table 2 summarizes the demographic characteristics of the survey respondents. During both pre Wave and post Wave, a little more than half (56.3% and 53.9%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 21-34 year olds (26.6% in pre Wave and 31.0% in post Wave) and 35-49 year olds (31.5% in pre Wave and 27.4% in post Wave). The majority of respondents were White in both waves (71.6% in pre Wave and 69.6% in post Wave). Approximately 18 percent of respondents were Hispanic (18.8% in pre Wave, 17.6% in post Wave).

Table 2. Demographic Characteristics of Survey Respondents

Characteristic	Pre Wave	Post Wave
Sex		
Male	56.3%	53.9%
Female	43.7%	46.1%
Total (N)	100%	100%
	(N=1,384)	(N=1,368)
Age		
Under 18	1.2%	1.0%
18-20	4.1%	4.6%
21-34	26.6%	31.0%
35-49	31.5%	27.4%
50-59	19.1%	20.3%
60+	17.5%	15.7%
Total (N)	100%	100%
	(N=1,381)	(N=1,378)
Race		
White	71.6%	69.6%
Black	11.2%	13.1%
Asian	3.6%	3.2%
Native American	0.5%	0.3%
Other	11.9%	12.9%
Multiple	1.2%	1.0%
Total (N)	100%	100%
	(N=1,324)	(N=1,322)
Hispanic		
Yes	18.8%	17.6%
No	81.2%	82.4%
Total (N)	100%	100%
	(N=1,329)	(N=1,306)

Belt & Alcohol Use

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

There was no significant change in reported seat belt use between pre Wave and post Wave. Percentage of Respondents that indicated “*Always*” wearing their seat belts increased slightly from 85.7 percent in pre Wave to 86.3 percent in post Wave (see Table 3). More than 85 percent of Respondents indicated that, in the past 30 days, they had not once driven within two hours of drinking.

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

Question	Pre Wave	Post Wave
Q7. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	85.7%	86.3%
Nearly Always	8.5%	7.3%
Sometimes	3.5%	4.4%
Seldom	1.5%	0.9%
Never	0.9%	1.2%
Total (N)	100%	100%
	(N=1,382)	(N=1,375)
Q12. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
None	86.5%	86.0%
1 or 2 times	8.1%	8.0%
3 or more times	5.4%	5.0%
Total (N)	100%	100%
	(N=1,307)	(N=1,272)

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated some increases in perception of enforcement severity (Table 4). Respondents evaluated that their chance of “Always” receiving a ticket for not using a seat belt was 26.1 percent in both Waves. More than a quarter (28.6 percent) of pre Wave respondents judged that state and local police enforced seat belt laws “Very Strictly” compared to 33.5 percent in post Wave. There was a marginally significant increase in proportion of Respondents who judged that State and Local police enforced drinking and driving laws and overall driving laws “Very Strictly”. More than half (53.5%) of pre Wave respondents reporting that State and Local police enforced drinking and driving laws “Very Strictly”, compared to 59.2 percent of post Wave Respondents ($p < .05$). Overall traffic laws were perceived to be enforced “Very Strictly” by 28.0 percent of pre Wave respondents compared to 32.0 percent in the post Wave ($p < .05$).

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

Question	Pre Wave	Post Wave
Q8. What do you think the chances are of getting a ticket if you don't use your seatbelt?		
Always	26.1%	25.5%
Nearly Always	16.3%	17.4%
Sometimes	38.6%	36.9%
Seldom	12.7%	14.3%
Never	6.3%	6.0%
Total (N)	100% (N=1,365)	100% (N=1,367)
Q11. Do you think state and local police enforce the seat belt laws:		
Very Strictly	28.6%	33.5%
Somewhat Strictly	42.8%	41.1%
Not Very Strictly	21.6%	18.9%
Rarely	5.1%	4.7%
Not at All	1.9%	1.8%
Total (N)	100% (N=1,341)	100% (N=1,354)
Q13. What do you think the chances are of getting arrested if you drive after drinking?		
Always	32.3%	34.0%
Nearly Always	22.8%	22.9%
Sometimes	30.6%	30.5%
Seldom	6.0%	4.8%
Never	8.3%	7.8%
Total (N)	100% (N=1,348)	100% (N=1,349)

Question	Pre Wave	Post Wave
Q14. Do you think state and local police enforce the drinking and driving laws:		
Very Strictly	53.5%	59.2%^
Somewhat Strictly	36.8%	32.3%
Not Very Strictly	6.8%	6.7%
Rarely	1.6%	0.7%
Not at All	1.3%	1.2%
Total (N)	100%	100%
	(N=1,349)	(N=1,353)
Q15. Do you think state and local police enforce the overall traffic laws:		
Very strictly	28.0%	32.0%^
Somewhat Strictly	53.5%	51.5%
Not Very Strictly	14.2%	13.3%
Rarely	3.5%	1.9%
Not at All	0.9%	1.2%
Total (N)	100%	100%
	(N=1,352)	(N=1,356)

^ Significant at $p < .05$

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 a non-significant change between waves; 13.5 percent respondents indicated they had received a ticket in pre Wave compared to 12.7 percent in post Wave. There was no change in percentage of respondents indicating having gone through an alcohol checkpoint in the past 30 days (14.1% in pre Wave compared to 14.2% in post Wave). There was a non-significant decrease in percentage of respondents that indicated having gone through a seat belt checkpoint in the past 30 days, from 17.7 percent in pre Wave to 15.9 percent in post Wave. Approximately 10 percent of Respondents reported having received a ticket for cell phone use. The rate of ticketing showed no change from pre Wave (10.5%) to post Wave (9.2%).

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

Question	Pre Wave	Post Wave
Q9. Have you ever received a ticket for not wearing your seat belt?		
Yes	13.5%	12.7%
No	86.5%	87.3%
Total (N)	100% (N=1,362)	100% (N=1,360)
Q18. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?		
Yes	14.1%	14.2%
No	85.9%	85.8%
Total (N)	100% N=1,336)	100% (N=1,342)
Q19. In the past 30 days, have you gone through a checkpoint where police were looking for unbelted drivers?		
Yes	17.7%	15.9%
No	82.3%	84.1%
Total (N)	100% N=1,328)	100% (N=1,339)
Q20. Have you ever received a cell phone ticket?		
Yes	10.5%	9.2%
No	89.5%	90.2%
Total (N)	100% N=1,333)	100% (N=1,342)

Awareness of Safe Driving Message and Slogan Recognition

DMV survey responses indicated some significant increase in public awareness of safe driving messages from pre Wave to post Wave. There was no change in percentage of respondents indicating having “read, seen or heard anything about safe driving in Connecticut” from pre Wave to post Wave, with both waves at 60.9 percent. Those answering yes to this survey question were then asked about the source of the message. Results are summarized in Table 6. Respondents were also asked if they knew the name of any safe driving enforcement program in Connecticut. The slogan “*Drive Sober or Get Pulled Over*” was recognized by 41.3 percent of respondents in pre Wave compared to 52.2 percent of respondents in post Wave, $p < .0001$. No other slogan showed a significant increase.

Table 6. Survey Questions 16 and 17

Question	Pre Wave	Post Wave
Q16. Have you recently read, seen, or heard anything about safe driving in Connecticut?		
Yes	60.9%	60.9%
No	39.1%	39.1%
Total (N)	100% (N=1,334)	100% (N=1,342)
Q16a. Where did you see or hear about anything about safe driving in Connecticut?		
Newspaper	28.5%	24.3%
Radio	37.1%	38.9%
TV	58.7%	60.8%
Poster/Billboard	36.9%	39.6%
Bus	7.4%	10.6%^
Checkpoint	11.9%	12.3%
Movie	5.8%	5.7%
Other	10.6%	10.6%
Q17. Do you know the name of any safe driving enforcement program(s) in CT?		
Drive Sober or Get Pulled Over	41.3%	52.2%*
Buzzed Driving is Drunk Driving	25.7%	28.6%
Click it or Ticket	72.6%	74.7%
Don't Let This Holiday Be Your Last	13.6%	14.5%
Drunk Driving. Over the Limit. Under Arrest	21.5%	23.9%
You Drink & Drive. You Lose	31.8%	31.2%
A Happy Holiday is a Safe Holiday	8.5%	10.0%
Friends Don't Let Friends Drive Drunk	44.7%	44.3%
Buckle Up CT	31.0%	31.0%
SubtraCT the Distraction	2.4%	2.2%
U Drive. U Text. U Pay	32.3%	31.5%

*Significant at $p < 0.01$

^Significant at $p < 0.05$

Awareness of Laws and Fines

Survey questions also inquired about respondents' knowledge of seat belt fines and 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 32.2 percent of pre Wave respondents, compared to 32.0 percent of post Wave respondents. The most commonly reported fine for a first offense cell phone violation was between \$100 and \$125, reported by 41.6 percent of Respondents in the pre Wave, compared to 38.9 percent of respondents in the post Wave.

Table 7. Survey Questions 10 and 21

Question	Pre Wave	Post Wave
Q10. What is the fine for violating the seat belt law in Connecticut?		
Less than \$35	2.8%	2.4%
\$35 to \$50	14.3%	12.8%
\$51 to \$65	9.7%	11.6%
\$66 to \$85	15.9%	14.0%
\$86 to \$115	32.2%	32.0%
More than \$115	25.2%	27.2%
Total (N)	100% (N=1,153)	100% (N=1,186)
Q21. What is the first offense fine for violating the cell phone law in Connecticut?		
\$99 or less	15.5%	13.8%
\$100 to \$125	41.6%	38.9%
\$126 to \$150	14.2%	17.8%
\$151 to \$175	10.0%	8.6%
\$176 to \$200	8.8%	8.8%
More than \$200	10.0%	12.2%
Total (N)	100% (N=1,095)	100% (N=1,131)

Connecticut Click It or Ticket Campaign 2015 - DMV Results

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 2015 Click It or Ticket Initiative. A one-page questionnaire was distributed in DMV offices designed to assess respondents' knowledge and awareness of the paid media that was purchased 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 and the second wave was collected directly afterward .

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 decreased slightly from Wave 1 to Wave 2. More than eighty percent (86.2%) of respondents reported "*Always*" wearing their seatbelt in Wave 1 dropping (nonsignificantly) to 85.4 percent in Wave 2. The percentage of respondents indicating the chance of getting a ticket was "*Always*" remained stable. Just over one third of respondents indicated that State and Local police enforced the seat belt law "*Very Strictly*" with small decreases from Wave 1 to Wave 2. Respondent personal experience of enforcement increased significantly from Wave 1 to Wave 2 (from 19.8% to 24.7%). Fine awareness also showed significant improvement (35.9% to 39.8%) Awareness of the safe driving messages showed a significant increase 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, as did percentage of respondents having read, seen or heard "*anything about belts in Connecticut*". 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 increased from 87.9 percent in Wave 1 to 90.8 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.

Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 1). There were a total of 2,763 survey respondents, 1,392 pre-campaign and 1,371 post-campaign.

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

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

Table 2 summarizes the demographic characteristics of survey respondents. During both Wave 1 and Wave 2, just over half (52.8% and 53.4%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (28.8% in Wave 1 and 26.8% in Wave 2) and 21-34 year olds (28.6% in Wave 1 and 27.4% in Wave 2). The majority of respondents were White (68.5% in Wave 1 and 70.0% in Wave 2). Just over 20 percent of respondents were Hispanic (24.2% in Wave 1, 20.2% in Wave 2). Significant differences in Wave 1 vs Wave 2 responses for age ($p < .0001$) and Hispanic status ($p < .05$) were also found.

Table 2. Demographic Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	52.8%	53.4%
Female	47.2%	46.6%
Total (N)	100% (N=1,384)	100% (N=1,366)
Age		
Under 18	0.9%	2.9%*
18-20	3.5%	6.6%
21-34	28.6%	27.4%
35-49	28.8%	26.8%
50-59	21.3%	20.0%
60+	16.8%	16.4%
Total (N)	100% (N=1,383)	100% (N=1,368)
Race		
White	68.5%	70.0%
Black	10.2%	11.5%
Asian	3.8%	3.3%
Native American	0.8%	1.1%
Other	15.8%	13.0%
Multiple	0.9%	1.1%
Total (N)	100% (N=1,302)	100% (N=1,312)
Hispanic		
Yes	24.2%	20.2%^
No	75.8%	79.8%
Total (N)	100% (N=1,308)	100% (N=1,300)
Driving Between Midnight and 4am		
None/Almost None	75.7%	75.4%
A Lot Less Than Half	16.4%	16.3%
About Half	4.7%	5.7%
A Lot More Than Half	1.6%	1.6%
All/Almost All	1.5%	1.0%
Total (N)	100% (N=1,374)	100% (N=1,347)

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

Belt & Reason for Being Stopped by Police

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

There was a non-significant decrease in reported seat belt use from Wave 1 to Wave 2. The percentage of respondents reporting “Always” wearing their seat belts was 86.2 percent in Wave 1 compared to 85.4 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
Q11. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	86.2%	85.4%
Nearly Always	7.3%	8.8%
Sometimes	4.1%	3.0%
Seldom	1.1%	1.3%
Never	1.3%	1.5%
Total (N)	100% (N=1,379)	100% (N=1,360)

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

Question	Wave 1	Wave 2
Q6. When you pass a driver stopped by police in the daytime, what do you think the stop was for?		
Speeding	72.1%	73.2%
Seat Belt Violation	23.5%	21.9%
Drunk Driving	4.3%	5.5%
Reckless Driving	7.8%	8.2%
Registration Violation	8.2%	8.5%
Other	12.8%	14.2%
Total N	N=1,355	N=1,323
Q7. When you pass a driver stopped by police in the nighttime, what do you think the stop was for?		
Speeding	46.7%	46.2%
Seat Belt Violation	7.7%	7.0%
Drunk Driving	44.7%	47.9%
Reckless Driving	19.3%	18.1%
Registration Violation	5.1%	4.5%

Other	11.6%	11.6%
Total N	N=1,345	N=1,333

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, 25.6 percent of respondents in Wave 1 indicated it was “Always”, compared to 25.5 percent in Wave 2. More than a third (38.2%) of Wave 1 respondents judged that State police enforced seat belt laws “Very Strictly” compared to 36.8 percent in Wave 2. When asked about severity of enforcement by Local police: 35.3 percent of Wave 1 respondents selected “Very Strictly”, compared to 33.6 percent in Wave 2.

Table 5. Survey Questions 12, 13, 14

Question	Wave 1	Wave 2
Q12. What do you think the chances are of getting a ticket if you don't wear your seatbelt?		
Always	25.6%	25.5%
Nearly Always	19.2%	20.1%
Sometimes	38.8%	35.9%
Seldom	11.9%	14.3%
Never	4.5%	4.1%
Total (N)	100% (N=1,377)	100% (N=1,351)
Q13. Do you think the Connecticut State Police enforce the seat belt law:		
Very strictly	38.2%	36.8%
Somewhat Strictly	41.0%	42.7%
Not Very Strictly	15.9%	16.1%
Rarely	4.1%	3.2%
Not at All	0.9%	1.2%
Total (N)	100% (N=1,374)	100% (N=1,349)
Q14. Do you think the local police enforce the seat belt law:		
Very strictly	35.3%	33.6%
Somewhat Strictly	40.6%	42.1%
Not Very Strictly	18.1%	17.7%
Rarely	5.0%	4.6%
Not at All	1.1%	2.0%
Total (N)	100% (N=1,368)	100% (N=1,347)

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 (12.0% in Wave 1 vs. 14.5% in Wave 2). There was a significant increase in percentage of respondents having experienced seat belt enforcement in the past month, from 19.8 percent in Wave 1 to 24.7 percent in Wave 2 ($p < .01$). Participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation. There was little change from Wave 1 (76.1% responding *yes*) to Wave 2 (77.5%). Respondents were given a selection of dollar ranges to identify the Connecticut seat belt violation fine. More than a third (35.9% in Wave 1 and 39.8% in Wave 2) selected the corrected amount. Responses from Wave 1 to Wave 2 were significantly different ($p < .05$), with more respondents showing awareness for the correct fine amount in Wave 2 compared to Wave 1.

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

Question	Wave 1	Wave 2
Q15. Have you ever received a ticket for not wearing your seat belt?		
Yes	12.0%	14.5%
No	88.0%	85.5%
Total (N)	100% (N=1,342)	100% (N=1,313)
Q17. In the past month, have you personally experienced enforcement by police looking at seat belt use?		
Yes	19.8%	24.7%*
No	80.2%	75.3%
Total (N)	100% (N=1,352)	100% (N=1,337)
Q20. Should the police be able to stop a vehicle for a seat belt violation alone?		
Yes	76.1%	77.5%
No	23.9%	22.5%
Total (N)	100% (N=1,329)	100% (N=1,308)
Q8. What is the fine for violating the seat belt law in Connecticut?		
Less than \$35	3.3%	1.8%
\$35-\$50	12.2%	10.9%
\$51-\$65	10.2%	8.7%
\$66-\$85	14.2%	15.0%
\$86-\$115	35.9%	39.8%^
Over \$115	24.1%	23.8%
Total (N)	100% (N=1288)	100% (N=1,260)

*Significant at $p < 0.01$

^ $p < 0.05$

Awareness of Seat Belt Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of seat belt messages from 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 39.7% to 50.6%, respectively, $p < .0001$). When asked if they had recently “read, seen or heard anything about seat belts in Connecticut, 50.1 percent of respondents answered affirmatively in Wave 1 compared to 57.8 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**” increased (nonsignificantly) in recognition from 87.9 percent in Wave 1 to 90.8 percent in Wave 2 (see Table 7).

Table 7. Survey Questions 16, 18, 19

Question	Wave 1	Wave 2
Q16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?		
Yes	39.7%	50.6%*
No	60.3%	49.4%
Total (N)	100% (N=1,367)	100% (N=1,352)
Q18. Have you recently read, seen, or heard anything about seat belts in Connecticut?		
Yes	50.1%	57.8%*
No	49.9%	42.2%
Total (N)	100% (N=1,392)	100% (N=1,371)
Q18a. Where did you see or hear about anything about safe driving in Connecticut? (multiple answers)		
Newspaper	17.9%	15.9%
Radio	32.2%	34.7%
TV	48.1%	46.2%
Internet	13.3%	15.9%
Brochure	5.3%	7.1%
Checkpoint	18.2%	21.4%
Other	19.2%	19.3%
Q18b. What type of message was it?		
Enforcement	16.2%	22.1%
Safety	8.5%	9.0%
Political Opinion	0.0%	1.4%
Don't Know/Don't Remember	2.8%	1.4%
Specific Slogan	72.5%	66.2%
Total (N)	100% (N=142)	100% (N=145)
Q19. Do you know the name of any safe driving enforcement program(s) in CT? (multiple responses)		

Buckled or Busted	7.7%	7.0%
Buckle Up Connecticut	21.2%	17.3%
Click It or Ticket	87.9%	90.8%
Operation Stay Alive	4.5%	4.4%

*Significant at $p < 0.01$

^ $p < 0.05$

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 9.0 percent in both Waves 1 and 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 46.6 percent in Wave 1 compared to 52.2 percent in Wave 2, $p < .01$. When asked to evaluate the chance of receiving a ticket for driving over the speed limit, 18.0 percent of Respondents in Wave 1 indicated it was “*Always*”, compared to 18.2 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
Q21. On a local road with a speed limit of 30mph, how often do you drive faster than 35mph?		
Always	9.0%	9.0%
Nearly Always	15.1%	14.6%
Sometimes	42.7%	41.3%
Seldom	19.8%	21.5%
Never	13.4%	13.6%
Total (N)	100% (N=1,362)	100% (N=1,339)
Q22. Have you recently read, seen, or heard anything about speed enforcement?		
Yes	46.6%	52.2%*
No	53.4%	47.8%
Total (N)	100% (N=1,336)	100% (N=1,319)
Q23. What do you think the chances are of getting a ticket if you drive over the speed limit?		
Always	18.0%	18.2%
Nearly Always	22.4%	23.7%
Sometimes	47.5%	46.0%
Seldom	8.7%	9.0%
Never	3.3%	3.0%
Total (N)	100% (N=1,350)	100% (N=1,328)

*Significant at $p < 0.01$

^ $p < 0.05$

**2015 Connecticut Labor Day Impaired Driving Campaign
DMV SURVEY RESULTS**

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 2015 Impaired Driving Initiative. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media that was purchased by the HSO and aired during the campaign. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted before any media or enforcement began (August 4 – August 8, 2015) and the second wave was collected directly afterward (September 8 – 18, 2015).

Detailed analysis of the two survey waves is provided in the following pages. A snapshot of the results is provided below. Results indicated a small decrease (nonsignificant) of self-reported driving after drinking between Wave 1 and Wave 2. The number of respondents that reported having zero incidence of driving after drinking went from 84.8 percent in the baseline survey to 85.8 percent during Wave 2. The percentage of respondents reporting having “*read, seen, or heard anything about alcohol impaired driving*” remained stable at about 64 percent for both Waves. When asked where the impaired driving message was heard, *television, newspaper and radio* were the most common answers provided. Recognition of the “**Drive Sober or Get Pulled Over**” campaign slogan showed a (nonsignificant) increase, going from 50.2 percent in Wave 1 to 54.5 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.

Basic Information and Demographics

Approximately 150 surveys was the collection goal for each office per Wave (Table 1). There were a total of 2,621 survey respondents; 1,407 pre-campaign and 1,214 post-campaign. (Note: Wave 2 coincided with the CT DMV software upgrade. Office closures and/or excessive in-office customer traffic affected the ability of our surveyors to collect the full quota of respondents for some offices.)

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

Office Location	Wave 1	Wave 2
Bridgeport	151	150
Danbury	152	133
Hamden	160	155
New Britain	159	100
Norwalk	152	152
Norwich	152	88
Waterbury	176	154
Wethersfield	152	151
Winsted	153	131

Table 2 summarizes the demographic characteristics of the survey respondents, with significant pre to post demographic shifts occurring for the Gender, Race and Hispanic questions. A significant increase in male respondents was shown from Wave 1 to Wave 2 (52.2% and 56.7%, respectively). The majority of respondents were White (71.9% in Wave 1 and 64.3% in Wave 2), with the drop representing a significant decline, $p < .01$. The percent of respondents that were Hispanic increased significantly (17.4% in Wave 1, 22.5% in Wave 2, $p < .01$). During both waves, the most common reported age category for respondents were 50-59 year olds (21.2% in Wave 1 and 21.0% in Wave 2). Very similar results for all age categories were found when comparing results for Wave 1 and Wave 2.

Table 2. Descriptive Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	52.2%	56.7%^
Female	47.8%	43.3%
Total (N)	100% (N=1,403)	100% (N=1,212)
Age		
16-20	7.3%	5.6%
21-25	10.1%	11.9%
26-34	17.2%	19.1%
35-39	9.3%	8.5%
40-49	17.0%	17.5%
50-59	21.2%	21.0%
60+	17.9%	16.3%
Total (N)	100% (N=1,402)	100% (N=1,209)
Race		
White	73.0%	65.0%*
Black	11.2%	13.3%
Asian	4.2%	5.5%
Native American	0.5%	0.6%
Other	11.0%	15.6%
Multiple	1.6%	1.0%
Total (N)	100% (N=1,349)	100% (N=1,158)
Hispanic		
Yes	17.4%	22.5%*
No	82.6%	77.5%
Total (N)	100% (N=1,368)	100% (N=1,165)

*Significant at $p < 0.01$

^ $p < 0.05$

Belt & Alcohol Use

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

There was very little change in respondent reports of “Always” wearing a seat belt from Wave 1 (86.7%) to Wave 2 (85.8%). Also relatively unchanged was the percentage of respondents indicating that, in the past 30 days, they had zero incidence of driving within two hours after drinking (from 84.8% in Wave 1 to 85.8% in Wave 2). Though the change was not significant, when asked about their pattern of driving after drinking compared with three months ago, more respondents reported that they “do not drive after drinking” during Wave 2 (84.9%) compared to Wave 1 (81.6%).

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

Question	Wave 1	Wave 2
Q6. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	86.7%	85.8%
Nearly Always	7.1%	7.3%
Sometimes	4.1%	4.1%
Seldom	0.9%	1.6%
Never	1.1%	1.3%
Total (N)	100% (N=1,401)	100% (N=1,208)
Q7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
None	84.8%	85.8%
1 or more times	15.2%	14.2%
Total (N)	100% (N=1,403)	100% (N=1,214)
Q9. Compared with 3 months ago, are you now driving after drinking		
More Often	0.8%	0.8%
Less Often	5.2%	5.2%
About the Same	12.5%	9.2%
Do Not Drive after Drinking	81.6%	84.9%
Total (N)	100% (N=1,356)	100% (N=1,169)

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses generally indicated small to no changes in perception of enforcement severity from Wave 1 to Wave 2 (Table 4). When asked to evaluate the chances of getting arrested if driving after drinking, Wave 1 and Wave 2 results were similar. Roughly 45 percent of respondents (44.7% in Wave 1 and 45.6% in Wave 2) indicated chances of arrest was “Always” or “Nearly Always”. Over forty percent (44.3% of Wave 1 respondents and 46.1% of Wave 2 respondents) judged that local police enforced the drinking and driving laws “Very Strictly”. When asked about enforcement of drinking and driving laws by state police, 50.1 percent of respondents judged it was enforced “Very Strictly” in Wave 1, increasing slightly (non-significantly) to 53.4 percent in Wave 2. Similar percentages of respondents in both waves judged that the penalties for impaired driving were “Not Strict Enough” (26.7% and 27.5% respectively) for Waves 1 and 2.

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

Question	Wave 1	Wave 2
Q8. What do you think the chances are of getting arrested if you drive after drinking?		
Always	24.3%	29.1%
Nearly Always	20.4%	16.6%
Sometimes	34.3%	33.0%
Seldom	8.7%	9.2%
Never	12.3%	12.2%
Total (N)	100% (N=1,378)	100% (N=1,184)
Q10. Do you think local police enforce the drinking and driving laws:		
Very strictly	44.3%	46.1%
Somewhat strictly	39.2%	36.2%
Not very strictly	11.6%	12.7%
Rarely	2.8%	3.0%
Not at all	2.1%	2.0%
Total (N)	100% (N=1,379)	100% (N=1,185)
Q11. Do you think state police enforce the drinking and driving laws:		
Very strictly	50.1%	53.4%
Somewhat strictly	36.1%	33.7%
Not very strictly	9.4%	9.5%
Rarely	2.9%	2.0%
Not at all	1.5%	1.4%
Total (N)	100% (N=1,382)	100% (N=1,181)
Q12. Do you think the penalties for alcohol impaired driving are:		
Too Strict	8.1%	9.8%

About Right	54.0%	54.9%
Not Strict Enough	26.7%	27.5%
Don't Know	11.3%	7.7%
Total (N)	100% (N=1,390)	100% (N=1,191)

DMV survey responses indicated no significant change in number of respondents having personally experienced impaired driving enforcement (Table 5). A similar percent of respondents had gone through an alcohol checkpoint in the past 30 days (15.6% in Wave 1 vs. 17.1% in Wave 2).

Table 5. Survey Question 13

Question	Wave 1	Wave 2
Q13. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?		
Yes	15.6%	17.1%
No	84.4%	82.9%
Total (N)	100% (N=1,383)	100% (N=1,193)

Awareness of Impaired Driving Message and Slogan Recognition

DMV survey responses indicated no increase 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 nearly identical from Wave 1 to Wave 2 (64.0% and 63.9% respectively). Those answering “yes” to this survey question were then asked about the source of messages. Results are summarized in Table 6. Wave 1 to Wave 2 awareness levels increased for all sources except *brochure*, with all pre-post comparisons falling below significant levels. The most commonly reported sources include *television radio* and *newspaper*. Respondents were also asked if they knew the name of any impaired driving enforcement program in Connecticut. The campaign slogan “**Drive Sober or Get Pulled Over**” showed a nonsignificant increase in awareness (from 50.2% to 54.5% of respondents in Waves 1 and 2 respectively). Awareness of the “**Friends Don’t Let Friends Drive Drunk**” campaign decreased significantly (49.3% of respondents in Wave 1 to 43.1% of respondents in Wave 2, $p < .05$). Two of the slogans with the lowest awareness levels showed a significant increase in recognition from Wave 1 to Wave 2: 1) the campaign slogan “**Checkpoint Strikeforce**” (3.7% to 6.1% of respondents respectively) and 2) “**90 Day Blues**” (0.6% to 2.0% of respondents respectively), both significant at $p < .05$.

Table 6. Survey Questions 14 and 15

Question	Wave 1	Wave 2
Q14. Have you recently read, seen, or heard anything about impaired driving in Connecticut?		
Yes	64.0%	63.9%
No	36.0%	36.1%
Total (N)	100% (N=1,392)	100% (N=1,197)
Q14a. Where did you see or hear about anything about safe driving in Connecticut?		
Newspaper	30.9%	32.7%
Radio	30.3%	33.5%
TV	65.9%	68.1%
Poster/Billboard	25.4%	28.2%
Brochure	3.7%	3.4%
Police Checkpoint	8.5%	9.7%
Other	12.7%	13.9%
Total (N)	100% (N=891)	100% (N=765)
Q15. Do you know the name of any safe driving enforcement program(s) in CT?		
Drive Sober or Get Pulled Over	49.8%	45.5%
Drunk Driving. Over the Limit, Under Arrest	28.8%	24.7%
You Drink & Drive. You Lose	40.6%	36.6%
Team DUI	3.6%	5.0%
Friends Don't Let Friends Drive Drunk	49.3%	43.1%^
Checkpoint Strikeforce	3.7%	6.1%^
Please Step Away from Your Vehicle	4.2%	5.4%
90 Day Blues	0.6%	2.0%^
MADD's Red Ribbon	14.8%	12.3%
Total (N)	100% (N=891)	100% (N=765)

^ Significant at $p < 0.05$

**CT Holiday Safe Driving Campaign – DMV Results
November 2014 vs. January 2015**

The purpose of this memo is to outline the Connecticut Department of Transportation's Highway Safety Office results for Wave 1 (pre) and Wave 3 (post) of the DMV survey effort surrounding the Holiday 2014 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 media began (November 18 – 22, 2014) and another wave was collected directly afterward (January 2 – 8, 2015).

A snapshot of the results is provided below whereas detailed analysis of the two survey waves is provided in the following pages. Results indicate increases in perception of enforcement severity between the pre Wave and the post Wave for both general traffic enforcement and DUI enforcement. Awareness of the safe driving message and slogan recognition did not differ much between the pre Wave and the post Wave. The number of respondents that reported having recently “*read, seen, or heard anything*” about safe driving remained at 60.9 percent from baseline to post Wave. Recognition of the slogan “***Drive Sober of Get Pulled Over***” increased significantly, from 41.3 percent at baseline to 52.2 percent in the post Wave, $p < .0001$.

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

Basic Information and Demographics

Approximately 140-150 surveys were collected in each office in each of the waves (Table 1). There were a total of 2,771 survey respondents in the pre and post waves, 1,388 pre-campaign and 1,383 post-campaign.

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

Office Location	Pre Wave	Post Wave
Bridgeport	150	153
Danbury	150	154
Hamden	159	154
New Britain	158	158
Norwalk	155	154
Norwich	151	155
Waterbury	150	153
Wethersfield	158	149
Winsted	157	153

Table 2 summarizes the demographic characteristics of the survey respondents. During both pre Wave and post Wave, a little more than half (56.3% and 53.9%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 21-34 year olds (26.6% in pre Wave and 31.0% in post Wave) and 35-49 year olds (31.5% in pre Wave and 27.4% in post Wave). The majority of respondents were White in both waves (71.6% in pre Wave and 69.6% in post Wave). Approximately 18 percent of respondents were Hispanic (18.8% in pre Wave, 17.6% in post Wave).

Table 2. Demographic Characteristics of Survey Respondents

Characteristic	Pre Wave	Post Wave
Sex		
Male	56.3%	53.9%

Female	43.7%	46.1%
Total (N)	100% (N=1,384)	100% (N=1,368)
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Age		
Under 18	1.2%	1.0%
18-20	4.1%	4.6%
21-34	26.6%	31.0%
35-49	31.5%	27.4%
50-59	19.1%	20.3%
60+	17.5%	15.7%
Total (N)	100% (N=1,381)	100% (N=1,378)
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Race		
White	71.6%	69.6%
Black	11.2%	13.1%
Asian	3.6%	3.2%
Native American	0.5%	0.3%
Other	11.9%	12.9%
Multiple	1.2%	1.0%
Total (N)	100% (N=1,324)	100% (N=1,322)
<hr/>		
Hispanic		
Yes	18.8%	17.6%
No	81.2%	82.4%
Total (N)	100% (N=1,329)	100% (N=1,306)
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Belt & Alcohol Use

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

There was no significant change in reported seat belt use between pre Wave and post Wave. Percentage of Respondents that indicated “*Always*” wearing their seat belts increased slightly from 85.7 percent in pre Wave to 86.3 percent in post Wave (see Table 3). More than 85 percent of Respondents indicated that, in the past 30 days, they had not once driven within two hours of drinking.

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

Question	Pre Wave	Post Wave
Q7. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	85.7%	86.3%
Nearly Always	8.5%	7.3%
Sometimes	3.5%	4.4%
Seldom	1.5%	0.9%
Never	0.9%	1.2%
Total (N)	100%	100%
	(N=1,382)	(N=1,375)
Q12. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
None	86.5%	86.0%
1 or 2 times	8.1%	8.0%
3 or more times	5.4%	5.0%
Total (N)	100%	100%
	(N=1,307)	(N=1,272)

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated some increases in perception of enforcement severity (Table 4). Respondents evaluated that their chance of “Always” receiving a ticket for not using a seat belt was 26.1 percent in both Waves. More than a quarter (28.6 percent) of pre Wave respondents judged that state and local police enforced seat belt laws “Very Strictly” compared to 33.5 percent in post Wave. There was a marginally significant increase in proportion of Respondents who judged that State and Local police enforced drinking and driving laws and overall driving laws “Very Strictly”. More than half (53.5%) of pre Wave respondents reporting that State and Local police enforced drinking and driving laws “Very Strictly”, compared to 59.2 percent of post Wave Respondents ($p < .05$). Overall traffic laws were perceived to be enforced “Very Strictly” by 28.0 percent of pre Wave respondents compared to 32.0 percent in the post Wave ($p < .05$).

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

Question	Pre Wave	Post Wave
Q8. What do you think the chances are of getting a ticket if you don't use your seatbelt?		
Always	26.1%	25.5%
Nearly Always	16.3%	17.4%
Sometimes	38.6%	36.9%
Seldom	12.7%	14.3%
Never	6.3%	6.0%
Total (N)	100% (N=1,365)	100% (N=1,367)
Q11. Do you think state and local police enforce the seat belt laws:		
Very Strictly	28.6%	33.5%
Somewhat Strictly	42.8%	41.1%
Not Very Strictly	21.6%	18.9%
Rarely	5.1%	4.7%
Not at All	1.9%	1.8%
Total (N)	100% (N=1,341)	100% (N=1,354)
Q13. What do you think the chances are of getting arrested if you drive after drinking?		
Always	32.3%	34.0%
Nearly Always	22.8%	22.9%
Sometimes	30.6%	30.5%
Seldom	6.0%	4.8%
Never	8.3%	7.8%
Total (N)	100% (N=1,348)	100% (N=1,349)

Question	Pre Wave	Post Wave
Q14. Do you think state and local police enforce the drinking and driving laws:		
Very Strictly	53.5%	59.2%^
Somewhat Strictly	36.8%	32.3%
Not Very Strictly	6.8%	6.7%
Rarely	1.6%	0.7%
Not at All	1.3%	1.2%
Total (N)	100% (N=1,349)	100% (N=1,353)
Q15. Do you think state and local police enforce the overall traffic laws:		
Very strictly	28.0%	32.0%^
Somewhat Strictly	53.5%	51.5%
Not Very Strictly	14.2%	13.3%
Rarely	3.5%	1.9%
Not at All	0.9%	1.2%
Total (N)	100% (N=1,352)	100% (N=1,356)

^ Significant at $p < .05$

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 a non-significant change between waves; 13.5 percent respondents indicated they had received a ticket in pre Wave compared to 12.7 percent in post Wave. There was no change in percentage of respondents indicating having gone through an alcohol checkpoint in the past 30 days (14.1% in pre Wave compared to 14.2% in post Wave). There was a non-significant decrease in percentage of respondents that indicated having gone through a seat belt checkpoint in the past 30 days, from 17.7 percent in pre Wave to 15.9 percent in post Wave. Approximately 10 percent of Respondents reported having received a ticket for cell phone use. The rate of ticketing showed no change from pre Wave (10.5%) to post Wave (9.2%).

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

Question	Pre Wave	Post Wave
Q9. Have you ever received a ticket for not wearing your seat belt?		
Yes	13.5%	12.7%
No	86.5%	87.3%
Total (N)	100% (N=1,362)	100% (N=1,360)
Q18. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?		
Yes	14.1%	14.2%
No	85.9%	85.8%
Total (N)	100% N=1,336)	100% (N=1,342)
Q19. In the past 30 days, have you gone through a checkpoint where police were looking for unbelted drivers?		
Yes	17.7%	15.9%
No	82.3%	84.1%
Total (N)	100% N=1,328)	100% (N=1,339)
Q20. Have you ever received a cell phone ticket?		
Yes	10.5%	9.2%
No	89.5%	90.2%
Total (N)	100% N=1,333)	100% (N=1,342)

Awareness of Safe Driving Message and Slogan Recognition

DMV survey responses indicated some significant increase in public awareness of safe driving messages from pre Wave to post Wave. There was no change in percentage of respondents indicating having “read, seen or heard anything about safe driving in Connecticut” from pre Wave to post Wave, with both waves at 60.9 percent. Those answering yes to this survey question were then asked about the source of the message. Results are summarized in Table 6. Respondents were also asked if they knew the name of any safe driving enforcement program in Connecticut. The slogan “*Drive Sober or Get Pulled Over*” was recognized by 41.3 percent of respondents in pre Wave compared to 52.2 percent of respondents in post Wave, $p < .0001$. No other slogan showed a significant increase.

Table 6. Survey Questions 16 and 17

Question	Pre Wave	Post Wave
Q16. Have you recently read, seen, or heard anything about safe driving in Connecticut?		
Yes	60.9%	60.9%
No	39.1%	39.1%
Total (N)	100% (N=1,334)	100% (N=1,342)
Q16a. Where did you see or hear about anything about safe driving in Connecticut?		
Newspaper	28.5%	24.3%
Radio	37.1%	38.9%
TV	58.7%	60.8%
Poster/Billboard	36.9%	39.6%
Bus	7.4%	10.6%^
Checkpoint	11.9%	12.3%
Movie	5.8%	5.7%
Other	10.6%	10.6%
Q17. Do you know the name of any safe driving enforcement program(s) in CT?		
Drive Sober or Get Pulled Over	41.3%	52.2%*
Buzzed Driving is Drunk Driving	25.7%	28.6%
Click it or Ticket	72.6%	74.7%
Don't Let This Holiday Be Your Last	13.6%	14.5%
Drunk Driving. Over the Limit. Under Arrest	21.5%	23.9%
You Drink & Drive. You Lose	31.8%	31.2%
A Happy Holiday is a Safe Holiday	8.5%	10.0%
Friends Don't Let Friends Drive Drunk	44.7%	44.3%
Buckle Up CT	31.0%	31.0%
SubtraCT the Distraction	2.4%	2.2%
U Drive. U Text. U Pay	32.3%	31.5%

*Significant at $p < 0.01$

^Significant at $p < 0.05$

Awareness of Laws and Fines

Survey questions also inquired about respondents' knowledge of seat belt fines and 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 32.2 percent of pre Wave respondents, compared to 32.0 percent of post Wave respondents. The most commonly reported fine for a first offense cell phone violation was between \$100 and \$125, reported by 41.6 percent of Respondents in the pre Wave, compared to 38.9 percent of respondents in the post Wave.

Table 7. Survey Questions 10 and 21

Question	Pre Wave	Post Wave
Q10. What is the fine for violating the seat belt law in Connecticut?		
Less than \$35	2.8%	2.4%
\$35 to \$50	14.3%	12.8%
\$51 to \$65	9.7%	11.6%
\$66 to \$85	15.9%	14.0%
\$86 to \$115	32.2%	32.0%
More than \$115	25.2%	27.2%
Total (N)	100% (N=1,153)	100% (N=1,186)
Q21. What is the first offense fine for violating the cell phone law in Connecticut?		
\$99 or less	15.5%	13.8%
\$100 to \$125	41.6%	38.9%
\$126 to \$150	14.2%	17.8%
\$151 to \$175	10.0%	8.6%
\$176 to \$200	8.8%	8.8%
More than \$200	10.0%	12.2%
Total (N)	100% (N=1,095)	100% (N=1,131)

Connecticut Click It or Ticket Campaign 2015 - DMV Results

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 2015 Click It or Ticket Initiative. A one-page questionnaire was distributed in DMV offices designed to assess respondents' knowledge and awareness of the paid media that was purchased 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 and the second wave was collected directly afterward .

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 decreased slightly from Wave 1 to Wave 2. More than eighty percent (86.2%) of respondents reported "*Always*" wearing their seatbelt in Wave 1 dropping (nonsignificantly) to 85.4 percent in Wave 2. The percentage of respondents indicating the chance of getting a ticket was "*Always*" remained stable. Just over one third of respondents indicated that State and Local police enforced the seat belt law "*Very Strictly*" with small decreases from Wave 1 to Wave 2. Respondent personal experience of enforcement increased significantly from Wave 1 to Wave 2 (from 19.8% to 24.7%). Fine awareness also showed significant improvement (35.9% to 39.8%) Awareness of the safe driving messages showed a significant increase 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, as did percentage of respondents having read, seen or heard "*anything about belts in Connecticut*". 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 increased from 87.9 percent in Wave 1 to 90.8 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.

Basic Information and Demographics

Approximately 150 surveys were collected in each office for each wave (Table 1). There were a total of 2,763 survey respondents, 1,392 pre-campaign and 1,371 post-campaign.

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

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

Table 2 summarizes the demographic characteristics of survey respondents. During both Wave 1 and Wave 2, just over half (52.8% and 53.4%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (28.8% in Wave 1 and 26.8% in Wave 2) and 21-34 year olds (28.6% in Wave 1 and 27.4% in Wave 2). The majority of respondents were White (68.5% in Wave 1 and 70.0% in Wave 2). Just over 20 percent of respondents were Hispanic (24.2% in Wave 1, 20.2% in Wave 2). Significant differences in Wave 1 vs Wave 2 responses for age ($p < .0001$) and Hispanic status ($p < .05$) were also found.

Table 2. Demographic Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	52.8%	53.4%
Female	47.2%	46.6%
Total (N)	100% (N=1,384)	100% (N=1,366)
Age		
Under 18	0.9%	2.9%*
18-20	3.5%	6.6%
21-34	28.6%	27.4%
35-49	28.8%	26.8%
50-59	21.3%	20.0%
60+	16.8%	16.4%
Total (N)	100% (N=1,383)	100% (N=1,368)
Race		
White	68.5%	70.0%
Black	10.2%	11.5%
Asian	3.8%	3.3%
Native American	0.8%	1.1%
Other	15.8%	13.0%
Multiple	0.9%	1.1%
Total (N)	100% (N=1,302)	100% (N=1,312)
Hispanic		
Yes	24.2%	20.2% [^]
No	75.8%	79.8%
Total (N)	100% (N=1,308)	100% (N=1,300)
Driving Between Midnight and 4am		
None/Almost None	75.7%	75.4%
A Lot Less Than Half	16.4%	16.3%
About Half	4.7%	5.7%
A Lot More Than Half	1.6%	1.6%
All/Almost All	1.5%	1.0%
Total (N)	100% (N=1,374)	100% (N=1,347)

*Significant at $p < 0.01$ [^] $p < 0.05$

Belt & Reason for Being Stopped by Police

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

There was a non-significant decrease in reported seat belt use from Wave 1 to Wave 2. The percentage of respondents reporting “Always” wearing their seat belts was 86.2 percent in Wave 1 compared to 85.4 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
Q11. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	86.2%	85.4%
Nearly Always	7.3%	8.8%
Sometimes	4.1%	3.0%
Seldom	1.1%	1.3%
Never	1.3%	1.5%
Total (N)	100% (N=1,379)	100% (N=1,360)

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

Question	Wave 1	Wave 2
Q6. When you pass a driver stopped by police in the daytime, what do you think the stop was for?		
Speeding	72.1%	73.2%
Seat Belt Violation	23.5%	21.9%
Drunk Driving	4.3%	5.5%
Reckless Driving	7.8%	8.2%
Registration Violation	8.2%	8.5%
Other	12.8%	14.2%
Total N	N=1,355	N=1,323
Q7. When you pass a driver stopped by police in the nighttime, what do you think the stop was for?		
Speeding	46.7%	46.2%
Seat Belt Violation	7.7%	7.0%
Drunk Driving	44.7%	47.9%
Reckless Driving	19.3%	18.1%
Registration Violation	5.1%	4.5%

Other	11.6%	11.6%
Total N	N=1,345	N=1,333

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, 25.6 percent of respondents in Wave 1 indicated it was “Always”, compared to 25.5 percent in Wave 2. More than a third (38.2%) of Wave 1 respondents judged that State police enforced seat belt laws “Very Strictly” compared to 36.8 percent in Wave 2. When asked about severity of enforcement by Local police: 35.3 percent of Wave 1 respondents selected “Very Strictly”, compared to 33.6 percent in Wave 2.

Table 5. Survey Questions 12, 13, 14

Question	Wave 1	Wave 2
Q12. What do you think the chances are of getting a ticket if you don't wear your seatbelt?		
Always	25.6%	25.5%
Nearly Always	19.2%	20.1%
Sometimes	38.8%	35.9%
Seldom	11.9%	14.3%
Never	4.5%	4.1%
Total (N)	100% (N=1,377)	100% (N=1,351)
Q13. Do you think the Connecticut State Police enforce the seat belt law:		
Very strictly	38.2%	36.8%
Somewhat Strictly	41.0%	42.7%
Not Very Strictly	15.9%	16.1%
Rarely	4.1%	3.2%
Not at All	0.9%	1.2%
Total (N)	100% (N=1,374)	100% (N=1,349)
Q14. Do you think the local police enforce the seat belt law:		
Very strictly	35.3%	33.6%
Somewhat Strictly	40.6%	42.1%
Not Very Strictly	18.1%	17.7%
Rarely	5.0%	4.6%
Not at All	1.1%	2.0%
Total (N)	100% (N=1,368)	100% (N=1,347)

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 (12.0% in Wave 1 vs. 14.5% in Wave 2). There was a significant increase in percentage of respondents having experienced seat belt enforcement in the past month, from 19.8 percent in Wave 1 to 24.7 percent in Wave 2 ($p < .01$). Participants were asked whether or not police should be able to stop a vehicle solely for a seat belt violation. There was little change from Wave 1 (76.1% responding *yes*) to Wave 2 (77.5%). Respondents were given a selection of dollar ranges to identify the Connecticut seat belt violation fine. More than a third (35.9% in Wave 1 and 39.8% in Wave 2) selected the corrected amount. Responses from Wave 1 to Wave 2 were significantly different ($p < .05$), with more respondents showing awareness for the correct fine amount in Wave 2 compared to Wave 1.

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

Question	Wave 1	Wave 2
Q15. Have you ever received a ticket for not wearing your seat belt?		
Yes	12.0%	14.5%
No	88.0%	85.5%
Total (N)	100% (N=1,342)	100% (N=1,313)
Q17. In the past month, have you personally experienced enforcement by police looking at seat belt use?		
Yes	19.8%	24.7%*
No	80.2%	75.3%
Total (N)	100% (N=1,352)	100% (N=1,337)
Q20. Should the police be able to stop a vehicle for a seat belt violation alone?		
Yes	76.1%	77.5%
No	23.9%	22.5%
Total (N)	100% (N=1,329)	100% (N=1,308)
Q8. What is the fine for violating the seat belt law in Connecticut?		
Less than \$35	3.3%	1.8%
\$35-\$50	12.2%	10.9%
\$51-\$65	10.2%	8.7%
\$66-\$85	14.2%	15.0%
\$86-\$115	35.9%	39.8%^
Over \$115	24.1%	23.8%
Total (N)	100% (N=1288)	100% (N=1,260)

*Significant at $p < 0.01$

^ $p < 0.05$

Awareness of Seat Belt Message and Slogan Recognition

DMV survey responses indicated an increase in public awareness of seat belt messages from 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 39.7% to 50.6%, respectively, $p < .0001$). When asked if they had recently “read, seen or heard anything about seat belts in Connecticut, 50.1 percent of respondents answered affirmatively in Wave 1 compared to 57.8 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**” increased (nonsignificantly) in recognition from 87.9 percent in Wave 1 to 90.8 percent in Wave 2 (see Table 7).

Table 7. Survey Questions 16, 18, 19

Question	Wave 1	Wave 2
Q16. In the past month, have you seen or heard about extra enforcement where police were looking at seat belt use?		
Yes	39.7%	50.6%*
No	60.3%	49.4%
Total (N)	100% (N=1,367)	100% (N=1,352)
Q18. Have you recently read, seen, or heard anything about seat belts in Connecticut?		
Yes	50.1%	57.8%*
No	49.9%	42.2%
Total (N)	100% (N=1,392)	100% (N=1,371)
Q18a. Where did you see or hear about anything about safe driving in Connecticut? (multiple answers)		
Newspaper	17.9%	15.9%
Radio	32.2%	34.7%
TV	48.1%	46.2%
Internet	13.3%	15.9%
Brochure	5.3%	7.1%
Checkpoint	18.2%	21.4%
Other	19.2%	19.3%
Q18b. What type of message was it?		
Enforcement	16.2%	22.1%
Safety	8.5%	9.0%
Political Opinion	0.0%	1.4%
Don't Know/Don't Remember	2.8%	1.4%
Specific Slogan	72.5%	66.2%
Total (N)	100% (N=142)	100% (N=145)
Q19. Do you know the name of any safe driving enforcement program(s) in CT? (multiple responses)		

Buckled or Busted	7.7%	7.0%
Buckle Up Connecticut	21.2%	17.3%
Click It or Ticket	87.9%	90.8%
Operation Stay Alive	4.5%	4.4%

*Significant at $p < 0.01$

^ $p < 0.05$

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 9.0 percent in both Waves 1 and 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 46.6 percent in Wave 1 compared to 52.2 percent in Wave 2, $p < .01$. When asked to evaluate the chance of receiving a ticket for driving over the speed limit, 18.0 percent of Respondents in Wave 1 indicated it was “*Always*”, compared to 18.2 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
Q21. On a local road with a speed limit of 30mph, how often do you drive faster than 35mph?		
Always	9.0%	9.0%
Nearly Always	15.1%	14.6%
Sometimes	42.7%	41.3%
Seldom	19.8%	21.5%
Never	13.4%	13.6%
Total (N)	100% (N=1,362)	100% (N=1,339)
Q22. Have you recently read, seen, or heard anything about speed enforcement?		
Yes	46.6%	52.2%*
No	53.4%	47.8%
Total (N)	100% (N=1,336)	100% (N=1,319)
Q23. What do you think the chances are of getting a ticket if you drive over the speed limit?		
Always	18.0%	18.2%
Nearly Always	22.4%	23.7%
Sometimes	47.5%	46.0%
Seldom	8.7%	9.0%
Never	3.3%	3.0%
Total (N)	100% (N=1,350)	100% (N=1,328)

*Significant at $p < 0.01$

^ $p < 0.05$

**2015 Connecticut Labor Day Impaired Driving Campaign
DMV SURVEY RESULTS**

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 2015 Impaired Driving Initiative. A one-page questionnaire was distributed in DMV offices and was designed to assess respondents’ knowledge and awareness of the paid media that was purchased by the HSO and aired during the campaign. The participation of the DMV offices was essential in our analysis of the campaign and we would like to extend our thanks and gratitude to each office for their efforts. Nine CT DMV offices were visited: Bridgeport, Danbury, Hamden, New Britain, Norwalk, Norwich, Waterbury, Wethersfield and Winsted. The first wave of DMV surveys was conducted before any media or enforcement began (August 4 – August 8, 2015) and the second wave was collected directly afterward (September 8 – 18, 2015).

Detailed analysis of the two survey waves is provided in the following pages. A snapshot of the results is provided below. Results indicated a small decrease (nonsignificant) of self-reported driving after drinking between Wave 1 and Wave 2. The number of respondents that reported having zero incidence of driving after drinking went from 84.8 percent in the baseline survey to 85.8 percent during Wave 2. The percentage of respondents reporting having “*read, seen, or heard anything about alcohol impaired driving*” remained stable at about 64 percent for both Waves. When asked where the impaired driving message was heard, *television, newspaper and radio* were the most common answers provided. Recognition of the “**Drive Sober or Get Pulled Over**” campaign slogan showed a (nonsignificant) increase, going from 50.2 percent in Wave 1 to 54.5 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.

Basic Information and Demographics

Approximately 150 surveys was the collection goal for each office per Wave (Table 1). There were a total of 2,621 survey respondents; 1,407 pre-campaign and 1,214 post-campaign. (Note: Wave 2 coincided with the CT DMV software upgrade. Office closures and/or excessive in-office customer traffic affected the ability of our surveyors to collect the full quota of respondents for some offices.)

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

Office Location	Wave 1	Wave 2
Bridgeport	151	150
Danbury	152	133
Hamden	160	155
New Britain	159	100
Norwalk	152	152
Norwich	152	88
Waterbury	176	154
Wethersfield	152	151
Winsted	153	131

Table 2 summarizes the demographic characteristics of the survey respondents, with significant pre to post demographic shifts occurring for the Gender, Race and Hispanic questions. A significant increase in male respondents was shown from Wave 1 to Wave 2 (52.2% and 56.7%, respectively). The majority of respondents were White (71.9% in Wave 1 and 64.3% in Wave 2), with the drop representing a significant decline, $p < .01$. The percent of respondents that were Hispanic increased significantly (17.4% in Wave 1, 22.5% in Wave 2, $p < .01$). During both waves, the most common reported age category for respondents were 50-59 year olds (21.2% in Wave 1 and 21.0% in Wave 2). Very similar results for all age categories were found when comparing results for Wave 1 and Wave 2.

Table 2. Descriptive Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Gender		
Male	52.2%	56.7% [^]
Female	47.8%	43.3%
Total (N)	100% (N=1,403)	100% (N=1,212)
Age		
16-20	7.3%	5.6%
21-25	10.1%	11.9%
26-34	17.2%	19.1%
35-39	9.3%	8.5%
40-49	17.0%	17.5%
50-59	21.2%	21.0%
60+	17.9%	16.3%
Total (N)	100% (N=1,402)	100% (N=1,209)
Race		
White	73.0%	65.0%*
Black	11.2%	13.3%
Asian	4.2%	5.5%
Native American	0.5%	0.6%
Other	11.0%	15.6%
Multiple	1.6%	1.0%
Total (N)	100% (N=1,349)	100% (N=1,158)
Hispanic		
Yes	17.4%	22.5%*
No	82.6%	77.5%
Total (N)	100% (N=1,368)	100% (N=1,165)

*Significant at $p < 0.01$

[^] $p < 0.05$

Belt & Alcohol Use

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

There was very little change in respondent reports of “Always” wearing a seat belt from Wave 1 (86.7%) to Wave 2 (85.8%). Also relatively unchanged was the percentage of respondents indicating that, in the past 30 days, they had zero incidence of driving within two hours after drinking (from 84.8% in Wave 1 to 85.8% in Wave 2). Though the change was not significant, when asked about their pattern of driving after drinking compared with three months ago, more respondents reported that they “do not drive after drinking” during Wave 2 (84.9%) compared to Wave 1 (81.6%).

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

Question	Wave 1	Wave 2
Q6. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always	86.7%	85.8%
Nearly Always	7.1%	7.3%
Sometimes	4.1%	4.1%
Seldom	0.9%	1.6%
Never	1.1%	1.3%
Total (N)	100% (N=1,401)	100% (N=1,208)
Q7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
None	84.8%	85.8%
1 or more times	15.2%	14.2%
Total (N)	100% (N=1,403)	100% (N=1,214)
Q9. Compared with 3 months ago, are you now driving after drinking		
More Often	0.8%	0.8%
Less Often	5.2%	5.2%
About the Same	12.5%	9.2%
Do Not Drive after Drinking	81.6%	84.9%
Total (N)	100% (N=1,356)	100% (N=1,169)

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses generally indicated small to no changes in perception of enforcement severity from Wave 1 to Wave 2 (Table 4). When asked to evaluate the chances of getting arrested if driving after drinking, Wave 1 and Wave 2 results were similar. Roughly 45 percent of respondents (44.7% in Wave 1 and 45.6% in Wave 2) indicated chances of arrest was “Always” or “Nearly Always”. Over forty percent (44.3% of Wave 1 respondents and 46.1% of Wave 2 respondents) judged that local police enforced the drinking and driving laws “Very Strictly”. When asked about enforcement of drinking and driving laws by state police, 50.1 percent of respondents judged it was enforced “Very Strictly” in Wave 1, increasing slightly (non-significantly) to 53.4 percent in Wave 2. Similar percentages of respondents in both waves judged that the penalties for impaired driving were “Not Strict Enough” (26.7% and 27.5% respectively) for Waves 1 and 2.

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

Question	Wave 1	Wave 2
Q8. What do you think the chances are of getting arrested if you drive after drinking?		
Always	24.3%	29.1%
Nearly Always	20.4%	16.6%
Sometimes	34.3%	33.0%
Seldom	8.7%	9.2%
Never	12.3%	12.2%
Total (N)	100% (N=1,378)	100% (N=1,184)
Q10. Do you think local police enforce the drinking and driving laws:		
Very strictly	44.3%	46.1%
Somewhat strictly	39.2%	36.2%
Not very strictly	11.6%	12.7%
Rarely	2.8%	3.0%
Not at all	2.1%	2.0%
Total (N)	100% (N=1,379)	100% (N=1,185)
Q11. Do you think state police enforce the drinking and driving laws:		
Very strictly	50.1%	53.4%
Somewhat strictly	36.1%	33.7%
Not very strictly	9.4%	9.5%
Rarely	2.9%	2.0%
Not at all	1.5%	1.4%
Total (N)	100% (N=1,382)	100% (N=1,181)
Q12. Do you think the penalties for alcohol impaired driving are:		
Too Strict	8.1%	9.8%

About Right	54.0%	54.9%
Not Strict Enough	26.7%	27.5%
Don't Know	11.3%	7.7%
Total (N)	100% (N=1,390)	100% (N=1,191)

DMV survey responses indicated no significant change in number of respondents having personally experienced impaired driving enforcement (Table 5). A similar percent of respondents had gone through an alcohol checkpoint in the past 30 days (15.6% in Wave 1 vs. 17.1% in Wave 2).

Table 5. Survey Question 13

Question	Wave 1	Wave 2
Q13. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?		
Yes	15.6%	17.1%
No	84.4%	82.9%
Total (N)	100% (N=1,383)	100% (N=1,193)

Awareness of Impaired Driving Message and Slogan Recognition

DMV survey responses indicated no increase 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 nearly identical from Wave 1 to Wave 2 (64.0% and 63.9% respectively). Those answering “yes” to this survey question were then asked about the source of messages. Results are summarized in Table 6. Wave 1 to Wave 2 awareness levels increased for all sources except *brochure*, with all pre-post comparisons falling below significant levels. The most commonly reported sources include *television radio* and *newspaper*. Respondents were also asked if they knew the name of any impaired driving enforcement program in Connecticut. The campaign slogan “**Drive Sober or Get Pulled Over**” showed a nonsignificant increase in awareness (from 50.2% to 54.5% of respondents in Waves 1 and 2 respectively). Awareness of the “**Friends Don’t Let Friends Drive Drunk**” campaign decreased significantly (49.3% of respondents in Wave 1 to 43.1% of respondents in Wave 2, $p < .05$). Two of the slogans with the lowest awareness levels showed a significant increase in recognition from Wave 1 to Wave 2: 1) the campaign slogan “**Checkpoint Strikeforce**” (3.7% to 6.1% of respondents respectively) and 2) “**90 Day Blues**” (0.6% to 2.0% of respondents respectively), both significant at $p < .05$.

Table 6. Survey Questions 14 and 15

Question	Wave 1	Wave 2
Q14. Have you recently read, seen, or heard anything about impaired driving in Connecticut?		
Yes	64.0%	63.9%
No	36.0%	36.1%
Total (N)	100% (N=1,392)	100% (N=1,197)
Q14a. Where did you see or hear about anything about safe driving in Connecticut?		
Newspaper	30.9%	32.7%
Radio	30.3%	33.5%
TV	65.9%	68.1%
Poster/Billboard	25.4%	28.2%
Brochure	3.7%	3.4%
Police Checkpoint	8.5%	9.7%
Other	12.7%	13.9%
Total (N)	100% (N=891)	100% (N=765)
Q15. Do you know the name of any safe driving enforcement program(s) in CT?		
Drive Sober or Get Pulled Over	49.8%	45.5%
Drunk Driving. Over the Limit, Under Arrest	28.8%	24.7%
You Drink & Drive. You Lose	40.6%	36.6%
Team DUI	3.6%	5.0%
Friends Don't Let Friends Drive Drunk	49.3%	43.1%^
Checkpoint Strikeforce	3.7%	6.1%^
Please Step Away from Your Vehicle	4.2%	5.4%
90 Day Blues	0.6%	2.0%^
MADD's Red Ribbon	14.8%	12.3%
Total (N)	100% (N=891)	100% (N=765)

^ Significant at $p < 0.05$