

Annual Report



State of Connecticut

Federal Fiscal Year
2010



Department of Transportation



Connecticut Highway Safety

ANNUAL REPORT

Federal Fiscal Year 2010

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

INTRODUCTION.....	1
CRASH DATA/TRENDS	3
PERFORMANCE GOALS AND TRENDS	6
FINANCIAL SUMMARY	18
PROGRAM AREAS	20
Impaired Driving	21
Police Traffic Services	24
Occupant Protection	26
Child Passenger Safety	29
Roadway Safety	31
Motorcycle Safety	32
Traffic Records	35
PAID MEDIA REPORT	38
NOTEWORTHY PRACTICES.....	57
APPENDIX	65

INTRODUCTION

INTRODUCTION

The mission of the Connecticut Department of Transportation (DOT) is to provide a safe and efficient intermodal transportation network that improves the quality of life and promotes economic vitality for the State and the region. DOT is committed to saving lives and preventing injuries by reducing the number and severity of vehicular crashes that occur on Connecticut's roadways. This Annual Report contains information on initiatives, projects, accomplishments and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2010.

Enforcement efforts, coupled with 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.

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

During the 2010 Federal Fiscal Year, the following core "Activity Measures" were achieved during grant funded overtime enforcement:

Speeding Citations: 17,174
Safety-Belt Citations: 14,538
Impaired Driving Arrests: 1,878

CRASH DATA/TRENDS

Core Outcome Measures

		<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Traffic Fatalities							
	Total	294	278	311	296	302	223
	Three Year Moving Average			294.33	295.00	303.00	273.67
	Rural	70	50	49	47	55	36
	Three Year Moving Average			56.33	48.67	50.33	46.00
	Urban	222	228	262	249	247	187
	Three Year Moving Average			237.33	246.33	252.67	227.67
	Unknown	2	0	0	0	0	0
	Three Year Moving Average			0.67	0.00	0.00	0.00
Fatalities Per 100 Million Vehicle Miles Driven							
	Total	0.93	0.88	0.98	0.92	0.95	
	Three Year Moving Average			0.93	0.93	0.95	0.94
	Rural	1.76	1.26	1.26	1.18	1.38	
	Three Year Moving Average			1.43	1.23	1.27	1.28
	Urban	0.8	0.82	0.94	0.89	0.89	
	Three Year Moving Average			0.85	0.88	0.91	0.89
Serious (A) Injuries							
	Total	2683	2465	2415	2577	2311	
	Three Year Moving Average			2521	2485.67	2434.33	2444
Serious (A) Injuries Per 100 Million Vehicle Miles Driven							
	Total	8.5	7.8	7.6	8	7.3	
	Three Year Moving Average			7.97	7.80	7.63	7.65
Passenger Vehicle Occupant Fatalities (All Seat Positions)							
	Total	195	187	207	208	183	149
	Three Year Moving Average			196.33	200.67	199.33	180.00
	Restrained	80	75	93	97	77	58
	Three Year Moving Average			82.67	88.33	89.00	77.33
	Unrestrained	94	87	72	84	77	69
	Three Year Moving Average (Unrestrained)			84.33	81.00	77.67	76.67
	Unknown	21	25	42	27	29	22
	Three Year Moving Average			29.33	31.33	32.67	26.00
Alcohol-Impaired Driving Fatalities (BAC=.08+)							
	Total	112	98	113	111	95	99
	Three Year Moving Average			107.67	107.33	106.33	101.67

Core Outcome Measures (Continued)

		<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Speeding-Related Fatalities							
	Total	99	96	95	99	99	103
Three Year	Moving Average			96.67	96.67	97.67	100.33
Motorcyclist Fatalities							
	Total	58	43	57	43	63	45
Three Year	Moving Average			52.67	47.67	54.33	50.33
	Helmeted	18	14	20	15	20	17
Three Year	Moving Average			17.33	16.33	18.33	17.33
	Unhelmeted	39	27	36	28	42	27
Three Year	Moving Average			34.00	30.33	35.33	32.33
	Unknown	1	2	1	0	1	1
Percentage of MC Operator Fatalities with BAC > 0%							
	Total	60%	33%	28%	33%	35%	38%
Three Year	Moving Average			40%	31%	32%	35%
Drivers Involved in Fatal Crashes							
	Total	413	405	452	403	404	300
Three Year	Moving Average			423.33	420.00	419.67	369.00
	Aged Under 15	0	1	0	0	0	1
Three Year	Moving Average			0.33	0.33	0.00	0.33
	Aged 15-20	61	45	61	54	37	31
Three Year	Moving Average			55.67	53.33	50.67	40.67
Drivers Involved in Fatal Crashes - Aged Under 21		61	46	61	54	37	32
Three Year	Moving Average			56.00	53.67	50.67	41.00
	Aged 21 and Over	344	357	383	345	362	267
Three Year	Moving Average			361.33	361.67	363.33	324.67
	Unknown Age	8	2	8	4	5	1
Three Year	Moving Average			6.00	4.67	5.67	3.33
Pedestrian Fatalities		27	34	38	32	47	26
Three Year	Moving Average			33.00	34.67	39.00	35.00
Fatalities - Restrained				57	61	59	72
Three Year	Moving Average			57	59	59	64
Observed - Restrained		83	82	83	86	88	86.5
Three Year	Moving Average			83	84	86	87

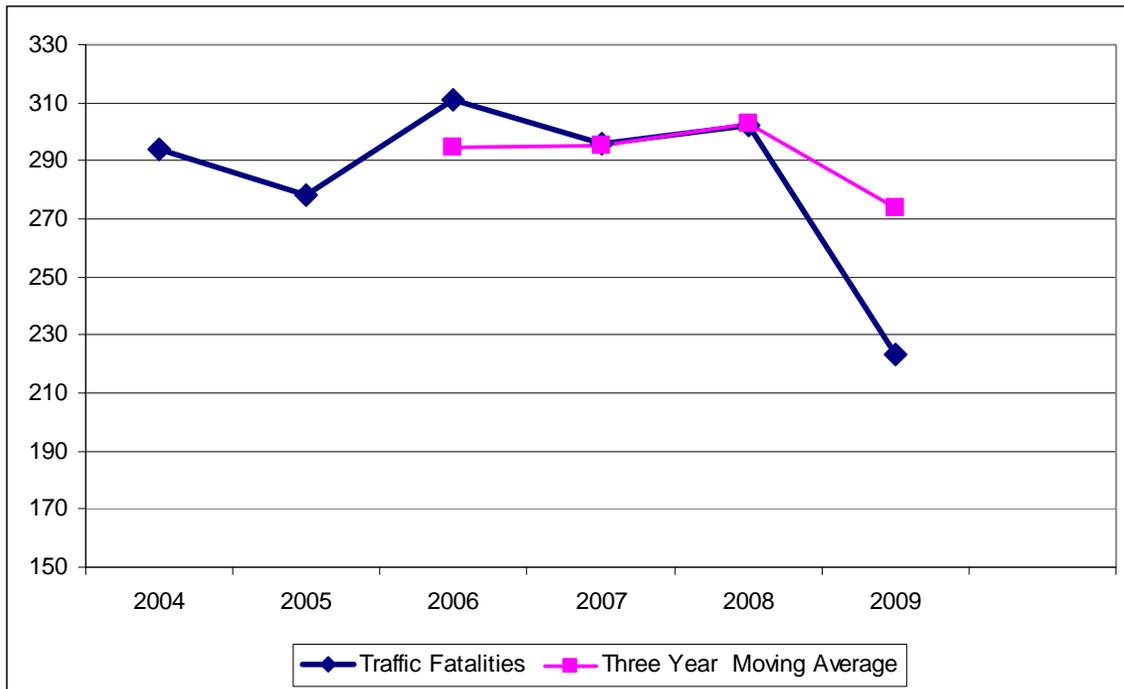
PERFORMANCE GOALS AND TRENDS

Graph 1

Graph 1 shows Connecticut's Fatality figures with 223 in 2009. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. The three year moving average indicates a steady number of roadway fatalities over the period of 2004-2009.

2010 Highway Safety Plan (HSP) Goal:

To reduce the three year average of total fatalities from 289 to 270 in 2011.



Outcome:

Final NHTSA-FARS figures showed the three year average over the period of 2005-2007 to be 295. The most recent three year period spanning the period from 2007-2009 had an average of 274 traffic fatalities.

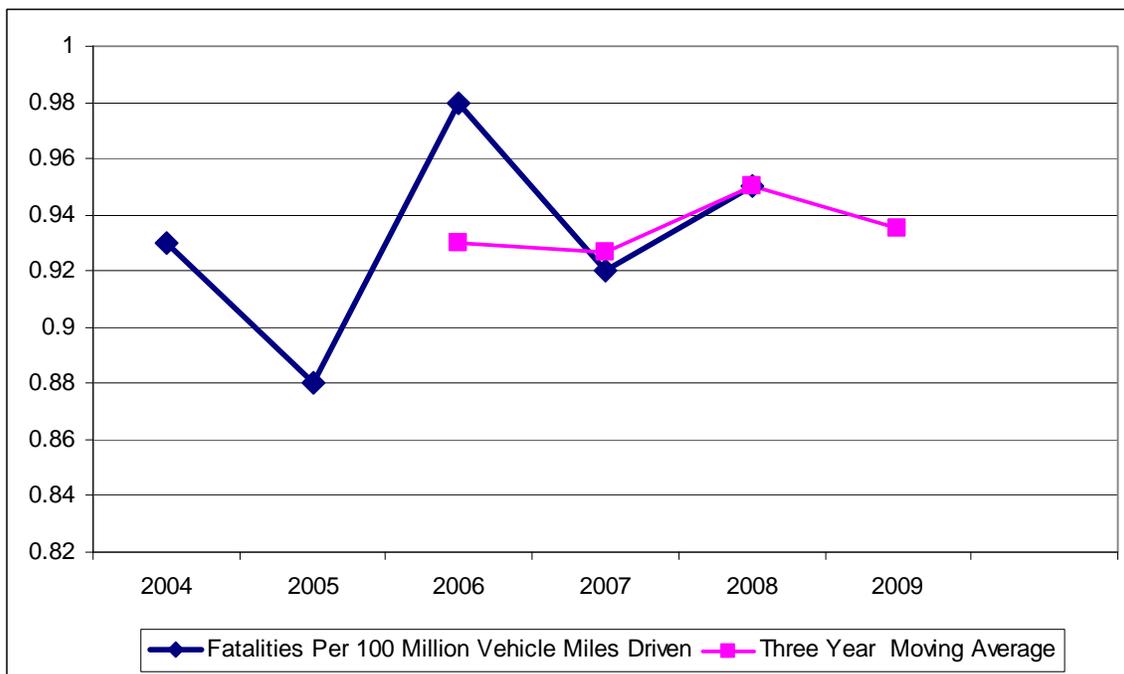
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 2

Graph 2 shows Connecticut's Fatality Rate per 100 million miles driven. The graph data has been update to reflect current numbers and may not correspond with some previously reported data. There were .95 fatalities per 100M VMT in 2008. While the figures jumped over the 2004-2009 period, the three year moving average shows a steady but slight increase in this measure.

2010 HSP Goal:

Reduce the Fatality rate per 100M VMT from three year average (2005-2007) of .91 to .85 by 2011.



Outcome:

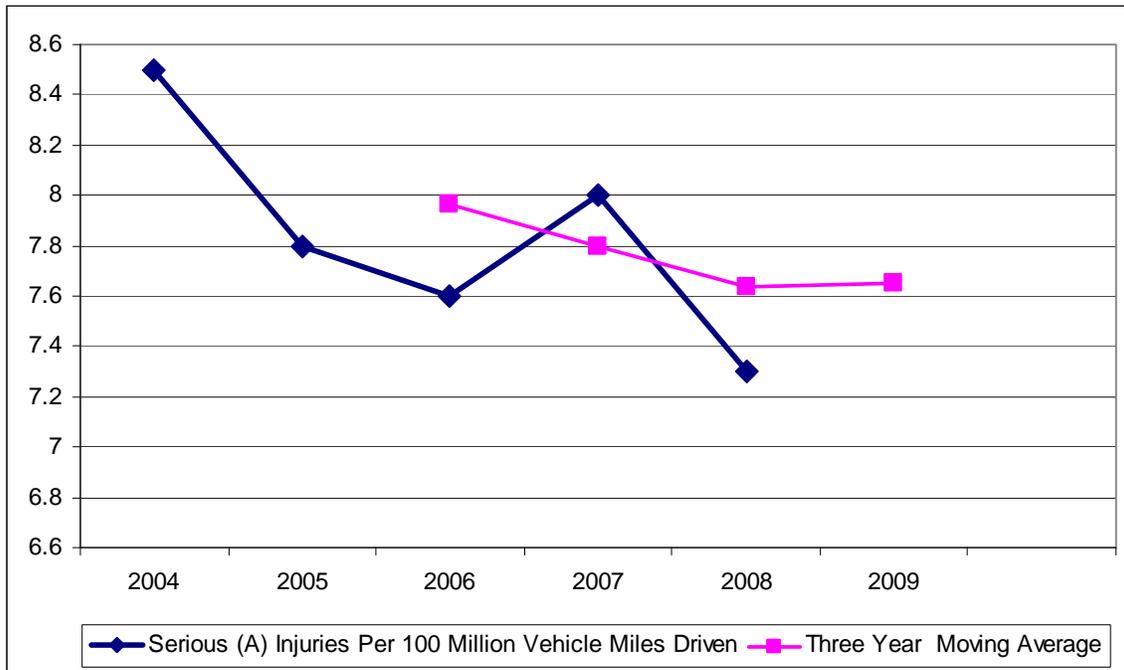
Final NHTSA-FARS figures showed the three year average over the period of 2005-2007 to be .93 The most recent three year period spanning from 2006-2008 had an average of .95 fatalities per 100 M VMT.

Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. 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 injury (A) rate per 100 million vehicle miles (100M VMT) driven. There were 7.3 serious injuries per 100M VMT. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal: Reduce the Serious (A) injuries per 100M VMT from the three year average (2005-2007) of 7.13 to 5.8 by 2011.



Outcome:

There were 7.3 serious (A) injuries per 100M VMT in 2008. While the figure jumped in 2007, the three year moving average shows a steady but slight decrease in this measure.

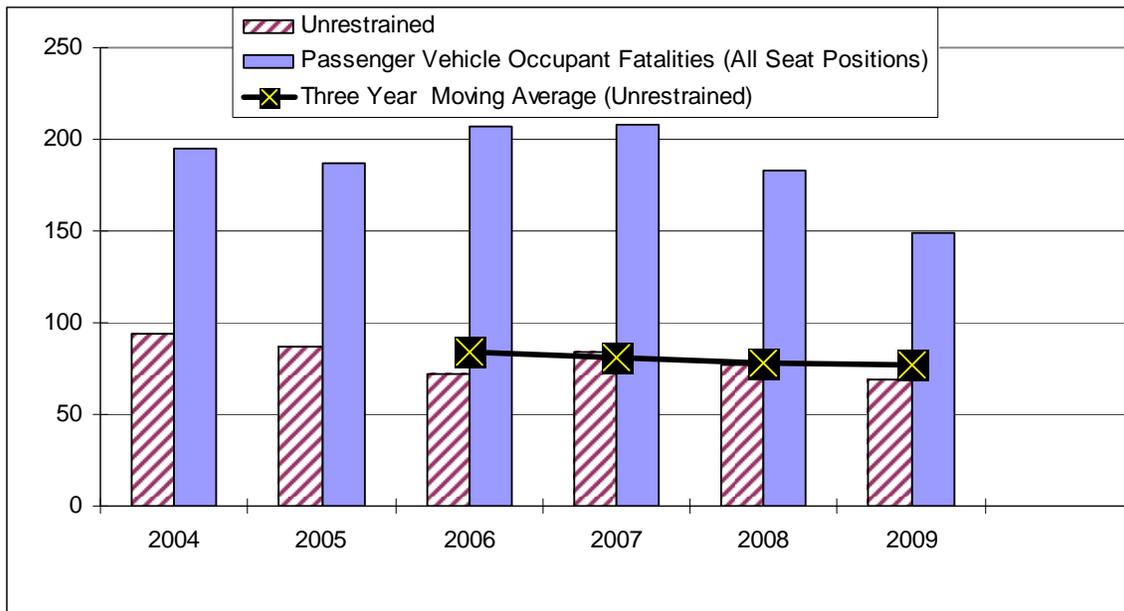
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 4

Graph 4 shows Connecticut's Passenger Vehicle occupant fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 69 unrestrained fatalities in 2009. The graph data has been update to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal:

To reduce the number of unrestrained occupants in fatal crashes from the five year average (2003-2007) of 84.7 to 80 in 2012.



Outcome:

While the number of unrestrained occupant fatalities fluctuated over the 2004-2009 reporting period, the three year moving average showed a steady reduction in this measure.

Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 5

Graph 5 shows Connecticut's observed annual safety belt usage rate for the State of Connecticut for the 2004-2009 reporting period. The annual belt-use rate was 88 percent in 2010.

2010 HSP Goal(s):

To increase the safety belt usage rate (observations) from the five year average (2004-2008) of 84.4 to 90 percent in 2011.



Outcome:

While this measure decreased for the first time in 2009, the three year moving average for the observed annual safety belt usage has increased steadily over the 2004-2010 reporting period.

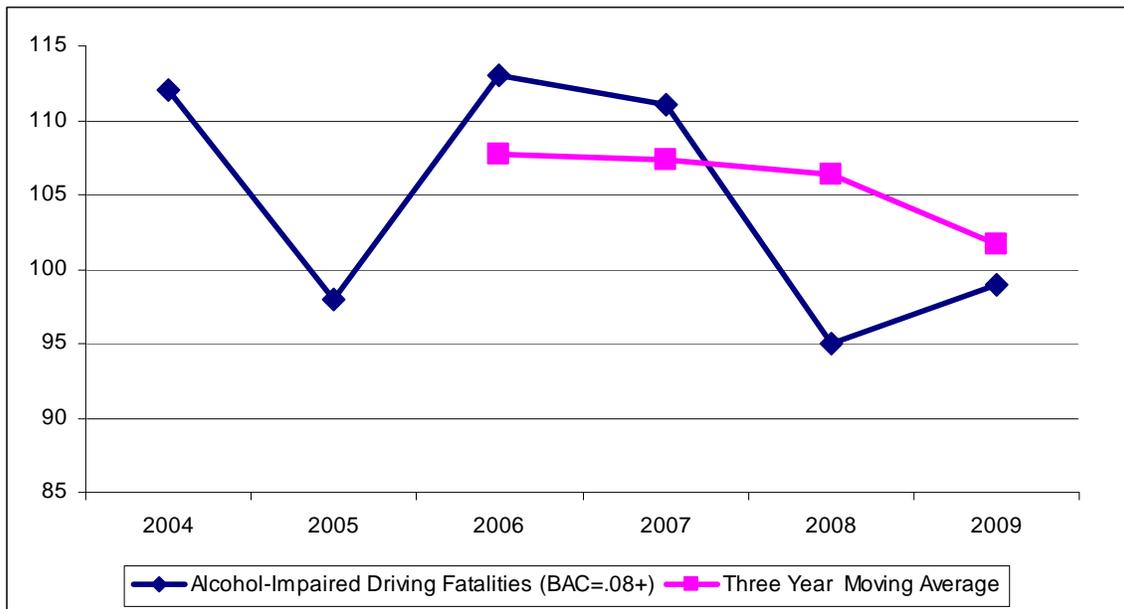
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 6

Graph 6 shows Connecticut's Alcohol Impaired Driving fatalities. There were 99 alcohol-impaired driving fatalities. NHTSA defines an alcohol-impaired driving fatality based on the BAC of all involved drivers and motorcycle operators only. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal:

To decrease alcohol impaired driving fatalities 15 percent from the five year average (2003-2007) of 108 to 92 in 2011



Outcome:

While the 99 fatalities in this category reflect a 4 percent increase from 2008, the three year moving average has been trending down over the period from 2004-2009.

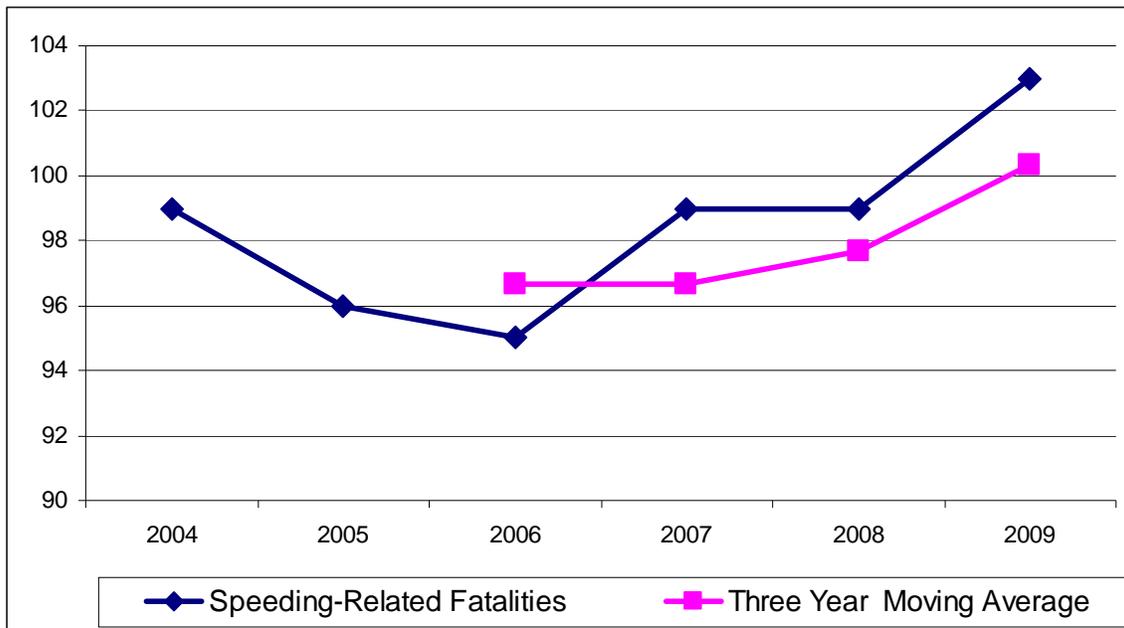
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 7

Graph 7 shows Connecticut's speeding related fatalities for the years from 2004-2009. There were 103 speeding-related fatalities in 2009. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal:

To reduce the number of speed related fatalities from the five year average of 99.4 (2003-2007) by 10 percent to 90 by the end of calendar year 2011.



Outcome:

Speeding related fatalities have been increasing steadily during the reported time frame, from a low of 95 in 2006.

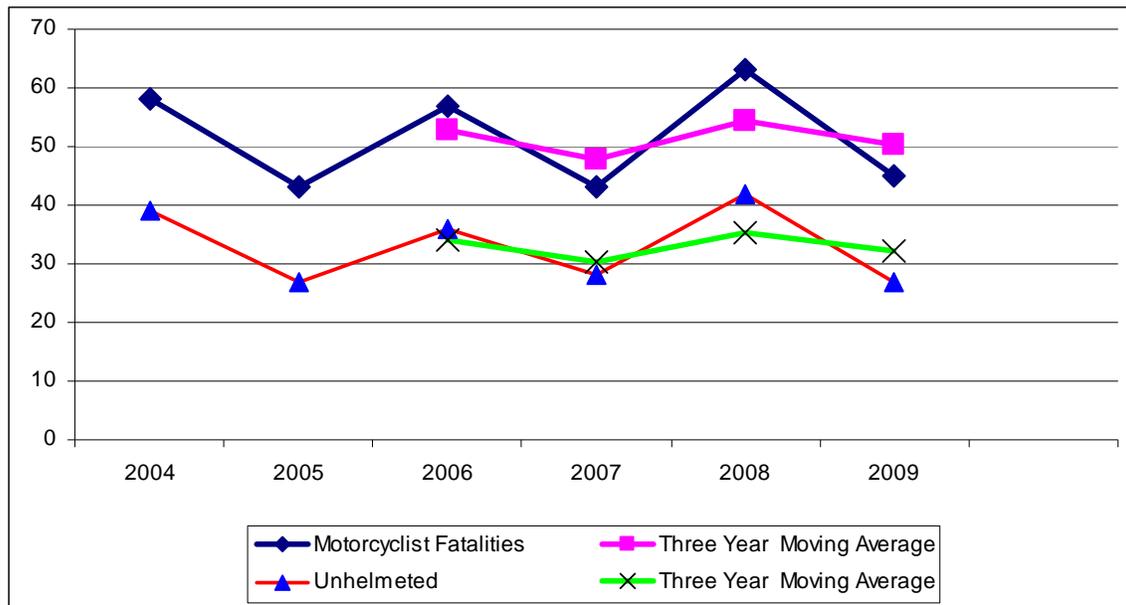
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 8

Graph 8 shows Connecticut's Motorcyclist fatalities. Both the number of fatalities as well as un-helmeted fatalities are shown. There were 57 Motorcyclist fatalities in 2009, 36 of which were un-helmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal(s):

Decrease the number of fatalities below the five year average (2003-2007) of 44 by 10 percent



Outcome:

Both measures have fluctuated, but show a slight increase in their three-year moving averages over the reporting period.

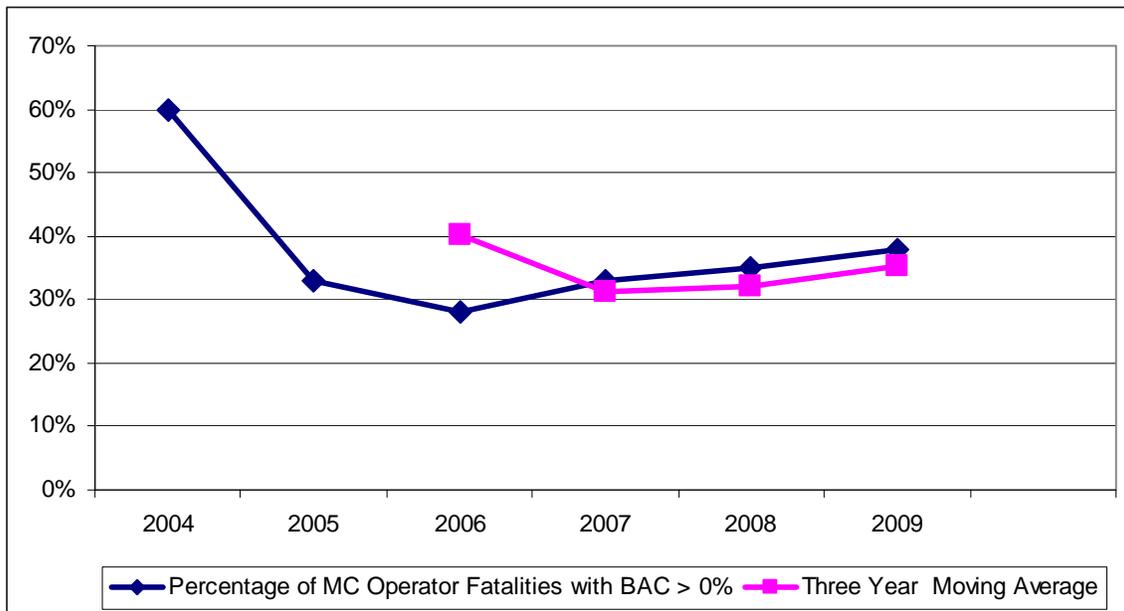
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 9

Graph 9 shows Connecticut's Motorcyclist fatalities with a Blood Alcohol Content (BAC) greater than zero. Nearly 40 percent of all fatality injured motorcyclists had a positive BAC in 2009. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal(s):

To decrease the percentage of fatally injured motorcycle operators with BAC greater than 0.00 from 33.3 percent in 2007 to 30 percent in 2011.



Outcome:

While motorcycle fatalities followed lower 2009 national trends with 40 killed in 2009, the percentage of motorcyclists killed with a positive BAC has increased over the reporting period.

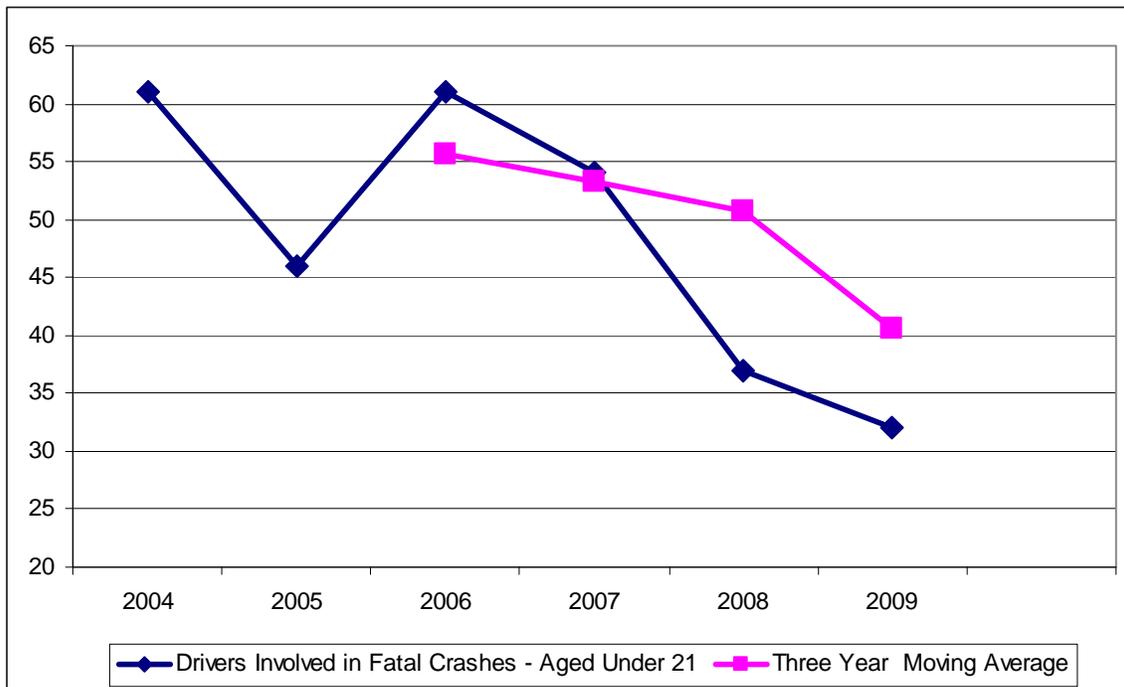
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age of 21 for the 2004-2009 reporting period. There were 32 drivers under the age of 21 killed in 2009. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal(s):

To decrease drivers age 20 or younger involved in fatal crashes 7 percent from the 2003-2007 base year average of 54 to 50 by 2011.



Outcome:

Both the fatality numbers and the three year moving average show a steady decline in this measure during the 2004-2009 reporting period.

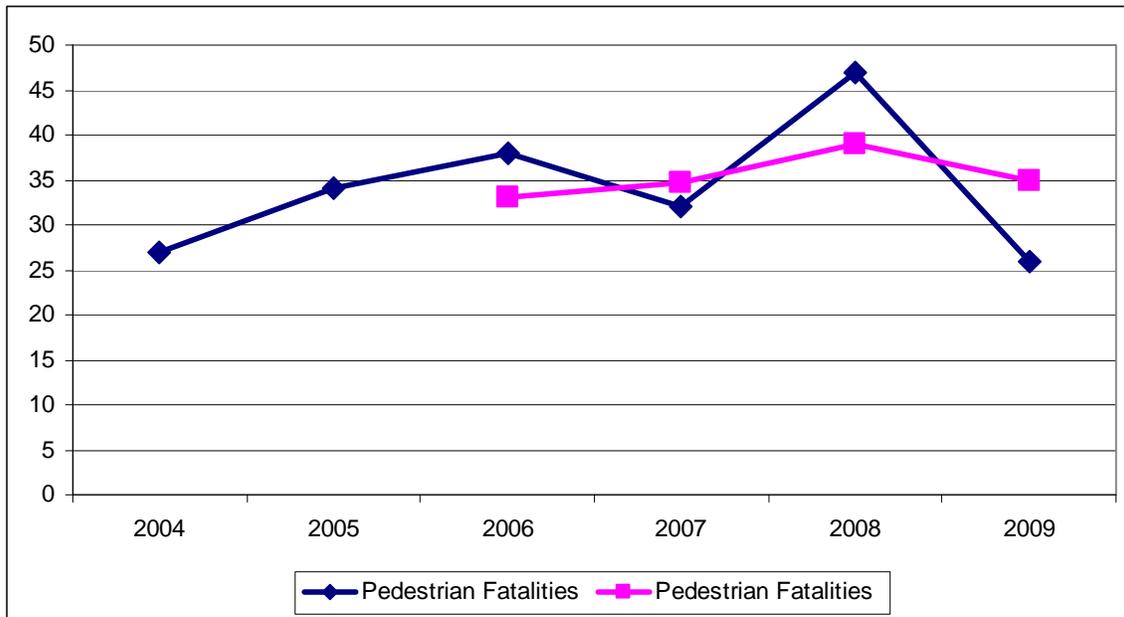
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 11

Graph 11 shows Connecticut's number of pedestrian fatalities during the 2004 - 2009 reporting period. There were 37 pedestrian fatalities in 2009. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2010 HSP Goal(s):

To reduce the number of pedestrians killed by 5 percent from the five year average of 33.2 (2003-2007) to 32 in 2011.



Outcome:

While the 2009 year total of pedestrian fatalities was down for 2009, the three year moving average indicates that this measure has increased overall during the 2004-2009 reporting period.

Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

FINANCIAL SUMMARY

PROGRAM AREAS

Impaired Driving

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include reducing alcohol-related fatal crashes by 5 percent, reducing the mean BAC at the time of arrest to .156 percent, reducing the percentage of alcohol-related fatalities in the 21 to 39-year-old age group, reducing the percentage of alcohol-related fatalities in the under-21-year-old age group, and diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement.

The Impaired Driving Program emphasized enforcement with the goal of reducing driving under the influence (DUI). Through cost-share-programming, it was possible to substantially increase the number of officers throughout the State to engage in high-visibility DUI enforcement. Activities included a combination of extra DUI patrols and sobriety checkpoints. These activities conveyed to motorists a simple message: if they drive impaired, they will be caught.



Law enforcement agencies statewide conducted DUI enforcement efforts during the Thanksgiving, Christmas, New Years, Memorial Day, July 4th and Labor Day holidays. Expanded DUI enforcement grants were also awarded to municipalities for enforcement outside of the holiday mobilization periods. These grants allowed existing regional traffic enforcement units to combine resources in regional DUI operations. This strategy emphasized a regional police presence and created an effective deterrent to impaired driving by heightening the public's perception of being apprehended. The expanded grants continued throughout the fiscal year and allowed a great deal of flexibility in deployments based on the particular needs of a community. Some examples included targeting the shoreline during seasonal timeframes, municipalities with high-profile sporting activities, and/or municipalities hosting special events.

The Connecticut State Police conducted a 2010 "UCONN Spring Weekend Project" to reduce DUI incidences during the University's Spring Weekend. This project resulted in 3 DUI arrests, 2 infractions for possession of alcohol by a minor, 26 safety belt violations, 3 criminal arrests for possession of marijuana, and 227 other motor vehicle violations. There were a total of 9 sobriety checkpoints during this project. The Town of Stafford Spring Resident Troopers implemented a project to combat the issues with underage drinking. Enforcement efforts made 96 infractions for violation of underage possession and procurement of alcohol. The enforcement included compliance checks on retail outlets, crackdown on false identifications, reduced the number of adults buying for youths, party patrols, and under-cover surveillance operations. Part of

reducing the access was attributed to Troopers being assigned to the Teen Center, parks, and skate parks.

Connecticut continued implementation of the Connecticut Impaired Driving Records Information System (CIDRIS). Through the guidance and direction of the Office of Policy and Management, CIDRIS will provide for electronic data capture of traffic citations, integration of judicial and DMV information, integration with offender-based data and a data warehouse support system.

Funding continued for a statewide DUI prosecutor/coordinator position within the Office of the Chief State's Attorney. The prosecutor/coordinator focused on increasing the ability of the Chief State's Attorney's Office to successfully prosecute DUI and drug-related traffic cases and to train law enforcement officers on the prosecutorial aspects of Standard Field Sobriety Tests (SFST) as they pertain to DUI cases. Training and education initiatives designed to provide a better understanding of Connecticut's DUI laws, were provided to law enforcement personnel and motor vehicle per-se hearing officers resulting in additional DUI cases being successfully prosecuted. The DUI prosecutor/coordinator also serves on the Advisory Panel for the CIDRIS Project and is a member of the Traffic Records Coordination Committee.

Youth initiatives included "zero tolerance" messages, as well as educational efforts such as the MADD Connecticut Youth Power Camp. Annual Power Camps helped young people learn the skills necessary to effect change in their communities. Youths learned ways to change attitudes that condone underage drinking and drug use by addressing public policy options, joining efforts with law enforcement, and broadcasting their message via the media. Alcohol incentive funds were used to support the 20th annual Youth Leadership Power Camp. There were over 150 participants comprised of students, adult leaders, staffers and management personnel representing 25 schools and community organizations.

DOT and the State Toxicology Laboratory have collaborated on evaluation of DUI data analysis and interpretation, with the results enhancing the testimony provided in support of DUI prosecutions in the State. Further, the collaboration has focused on expanding the scope of drugs that are routinely detected and reported by the Laboratory, again, supporting DUI prosecutions. This program specifically addresses the use of prescription drugs, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator's abilities.

The use of media, including television, radio, and print, was an integral component in supporting the State's impaired driving initiatives. In addition, DOT conducted a public information campaign encouraging motorists to drive responsibly during the Thanksgiving through New Years holiday season. The campaign employed both television commercials and radio public service announcements.



The Labor Day Holiday period featured the national campaign “*Drunk Driving: Over the Limit. Under Arrest.*” Connecticut awarded 97 law enforcement agencies federal funds to conduct DUI initiatives throughout the State including saturation patrols and DUI checkpoints. Variable message boards carried the slogan to reinforce the campaign. During this mobilization there was no paid media.

During 2009/2010, approximately \$5,440,000 was spent to accomplish these activities.

Police Traffic Services

The general goal of Connecticut's Police Traffic Services Program was to significantly reduce the number of speed-related crashes. Performance goals included reducing the percentage of speed-related crashes by 5 percent by the end of 2010, and by an additional 5 percent each year in 2011 and 2012. Moreover, the goal includes reducing the high level of crashes due to Connecticut's four predominant contributing factors (following too closely, failure to grant the right of way, speeding, and violation of traffic controls) from 56.80 percent to 52 percent by the end of 2010, with an emphasis on speeding.

Countermeasure programming continues to focus on increasing the number of regional traffic enforcement units (RTUs). Connecticut's law enforcement community is composed entirely of State and local agencies. A gap exists in enforcement due to a lack of county or "regional" agencies. Through mutual aid agreements, Connecticut has established a statewide network of RTUs comprised of State and local enforcement agencies within regions of the State.

RTUs achieve continuous statewide comprehensive traffic enforcement by sharing personnel and equipment within the unit. This allows agencies to regularly participate in traffic enforcement checkpoints that would ordinarily be cost prohibitive. RTUs are an integral component of Connecticut's traffic enforcement structure and have proven to be successful. The mobility and visibility of these units have successfully projected a broad police presence to the public. There are currently 16 RTUs statewide.

The Naugatuck RTU, consisting of the Towns of Naugatuck, Middlebury, Watertown and Wolcott formed a compact several years prior for the purpose of conducting regional traffic enforcement. These Towns continue to conduct weekly speed enforcement deployments in each municipality and still absorb the financial costs. The Naugatuck RTU also participates in the Comprehensive Alcohol grant on a regional basis. In 2010, an additional municipality joined existing compacts in the Metro Hartford region.

The Connecticut Police Chiefs Association, in partnership with the Highway Safety Office, held a Law Enforcement Summit to discuss current highway safety priorities and to recognize the law enforcement community for their participation in DOT's Highway Safety Program. Over 285 law enforcement officers attended. Nineteen law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.

The Town of Andover continued to enforce a Hazardous Moving Violation Project on Connecticut Routes 6, 44, and 202. These routes were selected due to the high volume

of traffic crashes. Through this project, expanded patrols were conducted during the day and evening using unmarked vehicles. These projects resulted in a total 202 moving violation citations, 152 of those for speeding.

The Town of Stafford Springs operated a Speed Enforcement Project incorporating 120 hours of enforcement. Through this project, law enforcement personnel issued 237 citations for speeding and other motor vehicle violations.

The City of New Britain conducted a Speed Enforcement Project incorporating 140 hours of enforcement along the commuter routes. Utilizing funds made available through this project, law enforcement officers issued a total of 122 speeding citations and 45 other motor vehicle violations on these routes and the adjoining local roadways.

As part of a comprehensive approach to combat speeding on local roadways, the Newington Police Department initiated a Speed and Accident Reduction Project that combined education and enforcement to address crashes and injuries along the Berlin Turnpike. The education and enforcement involved interaction with motorists at traffic stops and issuing citations and warnings. Through this 70 hour enforcement effort, 76 citations were issued.

The State Police conducted an Aggressive Driving Enforcement Campaign targeting the I-95 corridor. The statistical information provided indicates that the project was a success and enhanced the safety of the motoring public. This initiative resulted in 2620 citations for hazardous moving violations and 1010 citations for other motor vehicle violations.

The State Police conducted a Comprehensive Safety and Speed Compliance Project. State Police personnel operated unmarked cruisers and other non-conventional patrol vehicles to target enforcement areas where speeding was a contributing factor in traffic crashes. DOT also supported three national Combined Accident Reduction Effort (C.A.R.E.) holiday periods and various safety belt campaigns through this grant, which resulted in 7,652 violations for speeding, 58 for Reckless Driving and 2,429 for other violations.

The Town of Tolland conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 74 and 30. Utilizing the funds made available through this project, the Resident Troopers office expended 96 hours of enforcement and issued a total of 65 citations on these routes and the adjoining local roadways.

To address the growing number of "cruising" activities which frequently produce unregulated street racing, the Hartford Police Department continued "Operation Safe Streets," targeting such traffic offenses as speeding, racing, DUI, seat belt and hazardous moving violations. Hartford Police utilized strict enforcement and issued 647 infractions for a variety of moving violations.

During 2010, approximately \$863,000.00 was spent to accomplish these activities.

Occupant Protection

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the national average of 82 percent.

Efforts undertaken were designed to increase awareness and adherence to Connecticut's occupant protection laws with a priority given to enforcement and education. Partnerships have been built with representatives from law enforcement, media, health professionals, education, and local civic organizations. Programming included enforcement activities, such as checkpoints and participation in national mobilizations. Public information and education activities were administered through media announcements and support materials. Concentrated safety week efforts included "Buckle Up America Week" and "Child Passenger Safety Awareness Week." These initiatives are nationwide efforts to increase awareness of the need for proper use of safety belts and child safety seats. Law enforcement officials offered Convincer/Rollover public demonstration programs. These programs give individuals the opportunity to experience a low-speed impact and "convince" the rider that they need to wear a safety belt when riding in a vehicle. The Rollover simulator also demonstrates the need for safety belt use by providing a visual experience of what happens when a vehicle is involved in a rollover crash.

DOT conducted the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts held on May 20 and November 8, 2010. The majority of the WAVE survey activity took place in May. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The WAVE was conducted with 104 agencies participating. An 88.24 percent post-WAVE safety belt usage rate was achieved. Enforcement activity included a total of 22,049 safety belt citations, 3,757 speeding citations, 197 child safety seat citations, 352 DUI arrests, and 10,086 citations for miscellaneous violations.

The spring 2010 statewide scientific survey revealed an 88 percent safety belt usage rate. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. After the spring WAVE period, the full statewide survey was conducted; this survey established the statewide rate for the year. The pre and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys monitor performance and activity relating to safety restraint usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate. The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news coverage during the WAVE period.

Departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. Print

media, radio and television spots served to complement enforcement efforts. One 30-second commercial aired statewide across five broadcast television stations and 25 cable systems throughout the State for the full three week campaign. Campaign results indicated a 99 percent reach of the target population.

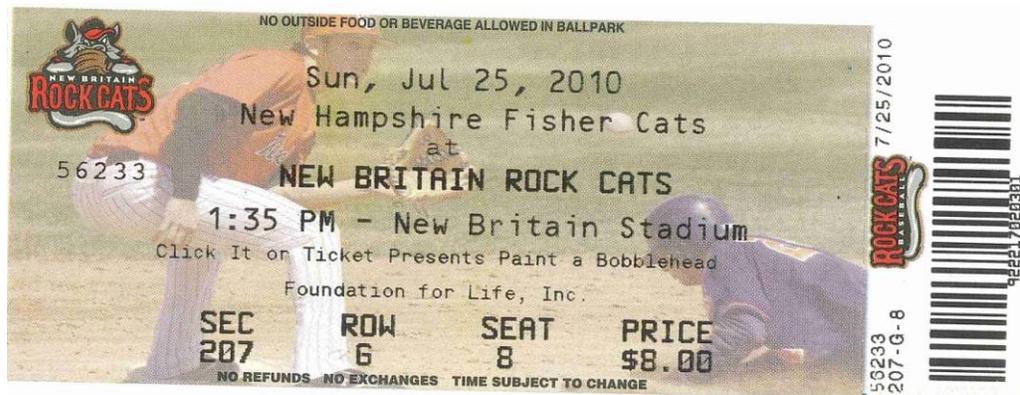
DOT and its many partners supported efforts that complemented mobilization/enforcement campaigns and helped increase safety belt and child safety seat use. Thousands of pieces of educational materials on occupant protection were requested by the public. In addition, educational materials were distributed at numerous public outreach venues.

DOT partnered with Mohegan Sun to promote and distribute educational materials regarding car seat safety, teen driving safety, seat belt safety, motorcycle safety and to discuss the dangers of drinking and driving.



The New Britain Rock Cats baseball team partnered with DOT to promote the Click It or Ticket message as part of the statewide campaign. A Click It or Ticket billboard was displayed for the entire season. In addition, every time a Rock Cats player successfully stole a base, the Public Address Announcer encourages all attendees to buckle up upon leaving the game, combined with a buckle up promotional message being placed on the video board.

Latino Beisbol Fiesta, a bi-lingual game day program, promoted buckling up by use of the video board and stadium signage.



DOT partnered with the Hartford Wolf pack to promote the following Highway Safety traffic initiatives: Click It or Ticket, underage drinking, drinking and driving and child passenger safety. Signage with the Click It or Ticket slogan was displayed inside the area as well as on the outdoor marquee. The slogan was also on the dasher boards and in-ice logo. Staff attended several tabling opportunities to interact with guests

attending the event. Educational information was distributed regarding the importance of seat belt safety, the dangers of drinking and driving and underage drinking. There are several statewide locations where parents and caregivers could go to have their car seats inspected.

DOT partnered with the Bridgeport Bluefish to promote car seat safety, seat belt safety, safe teen driving, and to discuss the dangers of drinking and driving. Staff attended several tabling opportunities to interact with guests attending the event.

Fifty various community outreach events were attended to promote seat belt safety and the dangers of drinking and driving, interacting with approximately 100,000 people throughout the year.

During 2010, a total of \$1,281,000.00 was spent to accomplish these activities.

Child Passenger Safety

The general goal of Connecticut's Child Passenger Safety (CPS) Program is to reduce the percentage of injuries to children as the result of traffic crashes. During Fiscal Year 2010, DOT, along with partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The Program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations are a priority of the Child Passenger Safety Program. DOT continues to provide Educational materials to support their activities.

In 2010, there were 6 child passenger safety technician-training sessions at various locations statewide with 57 participants. The training sessions resulted in 57 additional certified technicians. Two update renewal classes were held with 11 attendees. Two continuing education units (CEU) classes were held with 31 attendees. Connecticut has 20 instructors and 68 fitting stations. These instructors and technicians disseminate the most current information relating to design, hardware, and installation and curriculum



A total of 108 technicians were eligible bringing Connecticut to a 47.2 percent recertification rate compared to the 49.3% national average.

Many community outreach activities organized by the Hartford Fire Department, Waterbury Police Department and Safe Kids were attended to inform caregivers of the importance of proper child restraint.

DOT disseminates a variety of public education materials specific to child passenger safety; materials were provided to a variety of agencies, health and safety fairs and other public outreach venues. Thousands of brochures in English were distributed in response to requests from the public. The brochures include NHTSA materials: "LATCH Phase I & II"; Connecticut's Booster Seat Law (in both English and Spanish), Booster Seat are for Big Kids, Kids in Cars, Are You Using it Right and Guide to Car Seat Installation.

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department, serves the Waterbury and the Litchfield County region of the State. WATSP addresses multiple traffic safety issues.



A banner was developed which was on display at the 2010 Lifesavers Conference in Pennsylvania. The banner contained information on the Click It or Ticket Campaign. Four local towns and the State Police participated in the development of the campaign materials.

This program reached over 1,600 parents, children and caregivers through educational presentations on occupant protection which included car seat safety. These presentations were held for groups as small as 8 to as large as 300. The participants were given outreach materials at the end of the two hour presentations. Over 12,000 pieces of public information and educational materials were distributed at safety fairs and libraries.

During CPS week The Highway Safety Office collaborated with Safe Kids National to obtain car seats and funding for educational materials.

Waterbury Mayor Jarjura signed a Proclamation for National Child Passenger Safety Week which took place September 19 – 26 2010.

Buckle Bear was used at Head Start programs and day cares centers reaching over 450 children with a buckle up message.

This program through its networking with schools, libraries, health centers, police departments, hospitals, half way houses, grocery stores and agencies such as the Elks and Safe Kids, has distributed over 12,000 pieces of material promoting occupant protection and child passenger safety.

During 2010, a total of \$9,000.00 was spent to accomplish these activities.

Roadway Safety

The general goal of Connecticut's Roadway Safety Program is to reduce the number of serious injury crashes occurring in construction/work zone areas. Performance goals include reducing the number of construction/work zone-related crashes from 1,415 in 1996 to 1000 by the year 2010.

During Federal Fiscal Year 2010, no new municipalities participated in the Work Zone Safety Program, which was initiated in 1992 to reduce the number of traffic crashes at construction/work zone sites. The Program was set up to provide two levels of funding, \$7,000 for small and \$10,000 for large municipalities, and was offered on a one-time participation basis. To date, 165 of the State's 169 municipalities have participated in this site upgrade program.

Efforts to make construction/work zone sites safer consisted of providing the municipality with highly visible traffic safety equipment, including work zone safety signs with various messages or directions, barricades, traffic cones, flagman paddles, sign stands, traffic channeling drums, barricade lights, and safety vests. Efforts were concentrated in upgrading and standardizing construction/work zone safety signs and barricades with the purpose of familiarizing public works personnel with proper signing use and placement of work zone safety devices.

A work zone safety public information and education program will continue with a variety of messages to the public through print and electronic media. Emphasis is on driver education and traffic enforcement at work zone/construction sites. A Work Zone Safety Committee comprised of members of DOT, FHWA, Connecticut State Police, The Connecticut Police Chiefs Association and Connecticut Construction Industries Association and meets regularly to address safety and enforcement issues. Other DOT units and representatives from other agencies and organizations are coordinating this public information and education program.

During 2010, no federal funds were obligated to this program area.

Motorcycle Safety

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals set during the previous planning period included;

- Decreasing the number of un-helmeted fatalities below the five year average of 30 (2003-2007) to 25 by 2012.
- Decrease the number of fatalities below the five year average (2003-2007) of 44 by 10 percent to 40 by 2012.
- Decreasing the percentage of fatally injured motorcycle operators with BACs greater than 0.00 from 33.3 percent in 2007 to 30 percent in 2012.

The latest available data from 2009 indicates that the three year moving average of un-helmeted fatalities is 27 (Graph 8). During the same time period, the three year moving average for fatalities was 50.3 (Graph 8). Both of these numbers reflect a decline in fatalities over the last three years.



This data also indicates that in 2009, 16 out of 42 (38 percent) of the fatalities tested had a BAC greater than 0.00. This is the highest since 2003. The three year moving average for this group is 35 percent, (Graph 9)

During Fiscal Year 2010, DOT's Connecticut Rider Education Program (CONREP) continued motorcycle rider safety training at 14 site locations throughout the State. Each location offered the Basic Rider Course (beginner), Intermediate Rider Course, and Experienced Rider Course. In 2010 CONREP began to offer an additional course targeting advanced and sport bike riders who are over represented in State crash data.

To assure quality control, CONREP Instructors monitored the program under the supervision of three chief instructors. In order to accommodate additional courses, CONREP trained and certified nine new instructors. Preliminary data for 2010 indicates 4,810 students were enrolled in over 480 Connecticut Rider Education Program courses. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

During the 2010 legislative session, the Connecticut General Assembly passed legislation that requires motorcycle operator safety training for all new license applicants. Details of this legislation may be found in the legislative section of this

report. Planning in support of this January 1, 2011 requirement began in August of this report year. CONREP expects a substantial increase in students during the 2011 training season.

Providing public information and education materials that promote safety is an important component of the motorcycle safety program. Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, alcohol and/or drug impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events. Preliminary estimates indicate that over 10,000 Connecticut motorcyclists received NHTSA and State motorcycle safety education and rider impairment informational materials during this reporting period.

CONREP used NHTSA funding to purchase two Safe Motorcyclist Awareness & Recognition Trainers (SMARTrainer). The SMARTrainer is an advanced, interactive instructional tool with standard motorcycle controls and realistic traffic situations. The SMARTrainer leads a rider through a computer simulated ride designed to develop and apply risk-management and crash avoidance strategies.



In January of 2010, CONREP initiated the SMARTrainer training project. Instructors received training on SMARTrainer procedures and instructional applications. This team conducted successful presentations at numerous grassroots events throughout the State. The largest event was in January at the Hartford Motorcycle Expo. Additional information on this project maybe found in the Noteworthy Project Section of this report.

A successful statewide campaign, “Open the Throttle. Not the Bottle,” continued to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired, with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign Web site (www.ride4ever.org) contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed 15,000+ visits over the course of the year, with the bulk of them coming in the spring and summer. Partners in this Program include the American Motorcyclists Association, and the Connecticut

Motorcycle Riders Association. The campaign continued throughout the year with public service announcements and campaign message events at motorcycle dealerships.

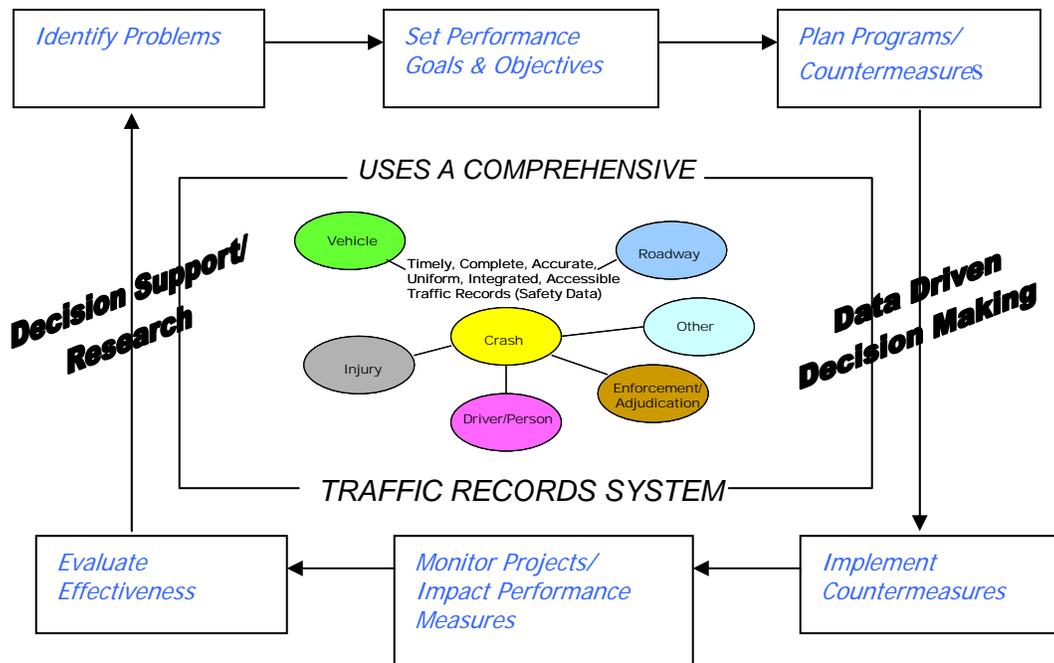
CONREP received fourth year Section 2010 motorcycle safety funding from NHTSA. These funds were programmed to support the expansion of motorcycle rider training courses during 2011. This includes the addition of new motorcycles and other training equipment necessary to allow the program to offer more safety classes for novice riders. Additional funding will also be reserved to support our efforts to reduce rider impairment fatalities.

During 2010, approximately \$386,731 of federal funds (\$257,370 of Sections 402, and \$129,361 of Section 2010) and a combined \$950,000 from both Connecticut's Motorcycle Safety fund and CONREP course fees were spent to accomplish these activities.

Traffic Records

The traffic records system should be operated in a fashion that supports the highway safety planning process (HSPP). A management approach to highway safety uses a comprehensive system, that is driven by a traffic records system strategic plan that helps State and local data owners identify and support their overall traffic safety program needs.

Management Approach to Highway Traffic Safety



A traffic records system strategic plan should address all components of a traffic records system – driver/person, vehicle, roadway, enforcement/adjudication, health/injury control, and crash, vs. performance measures to be able to track improvements to traffic records system components – timeliness, accuracy, completeness, uniformity, integration, and accessibility.

Connecticut's Traffic Records Coordinating Committee (TRCC) is actively pursuing fifth year Section 408 Traffic Safety Information System improvement initiatives, while preparing to update and conduct the next round of strategic planning. Currently, four working groups of the TRCC are pursuing various safety data system improvements.

- Technical Advisory Committee (TAC) – Crash Data Repository (CDR): Working to establish user requirements and functionality for a CDR, which will provide members of the highway traffic safety community with timely crash data.

- PR-1 Working Group: Working to assess the data elements of the State crash report form (PR-1) to determine if user needs are still being met (last major revision – 1993).
- e-PR-1 Planning: Representatives from State and Local law Enforcement and DOT are working to establish electronic transfer of PR-1s from law enforcement to DOT for processing by the Accident Records Section.
- e-Citation Planning: Continued effort by Judicial and State and Local Law Enforcement to complete back-end system development, a full production release in which electronic/e-Citation data received from law enforcement will be automatically populated into the Central Infractions Bureau (CIB) automated system. This will improve down stream processing of transmissions to the Courts and DOT of Motor Vehicles.

Ongoing traffic records system improvement efforts from previous years Section 408 initiatives include:

- e-PR-1 (electronic) motor vehicle crash reporting from State and Local Law Enforcement to DOT.
- e-Citation (electronic) reporting from State and local law enforcement to CIB.
- e-Pay (electronic) for individuals, who choose to pay for e-Citations they've received, may now do so online through the Judicial Branch's website at www.jud.ct.gov.
- e-Emergency Medical Services (electronic) run reporting from local EMS providers to DOT of Public Health (DPH).
- Measuring Core Safety Data Systems against Data Quality Measures.

Electronic crash reporting focuses on timeliness, completion, uniformity and accuracy and EMS run reporting which emphasizes completeness, timeliness and uniformity. Progress on Connecticut's Traffic Records Program is on track with fifth year requirements by NHTSA for SAFETEA-LU Section 408 funding.

In addition to implementing the above listed crash, citation and EMS reporting projects, the TRCC continues to monitor and promote other ongoing safety data improvement projects, including electronic crash reporting for commercial motor vehicles, new system upgrade by DOT of Motor Vehicles, Connecticut Integrated Vehicle and Licensing System (CIVLS), and Department of Public Health, Crash Outcome Data Evaluation System (CODES).

During 2009-2010, the TRCC made preparations for, qualified, and are now beginning to implement fifth year safety data improvement initiatives. The fifth year Section 408 application consisted of the following sections:

- Letter to Region Administrator
- Certification by Governor's Highway Safety Representative

- TRCC Approval of the Strategic Plan
- Strategic Plan – Deficiency Analysis and Strategies
- Strategic Plan – Proposed Projects and Expected Progress
- Performance Measures and Goals
- Traffic Records Assessment
- Letter Acknowledging National Crash Reporting Guideline (MMUCC)
- 3rd Edition MMUCC 2008 vs. PR-1 Review
- Letter Acknowledging National EMS Information System Standard (NEMSIS)
- Letters of Delegation to the TRCC
- TRCC Roster

The goal is for a more comprehensive and effective traffic records system to support the highway safety planning process; accurately identifying safety problems, setting performance goals and objectives, planning programs and countermeasures, implementing countermeasures, monitoring projects and their impact on performance measures, and evaluating their effectiveness, measuring progress to help save lives.

The TRCC, supported by the State Highway Safety office, continued an active schedule in 2010 presenting and participating in a NHTSA sponsored regional planning workshop in February (Bridge II), then again at the 36th National Traffic Records Forum in July, displaying the State's e-Citation development effort and License Plate Reader Technology, already being deployed in the State.

The TRCC roster, updated in June 2010, continues to generate new interest and new members, at least on a quarterly basis. Letters of delegation to the TRCC as required by the NHTSA for SAFETEA-LU Section 408 funding include, DOT, Motor Vehicles, Public Health and the State Judicial Branch.

During 2010, \$1,296,000 in federal funds was spent to accomplish these activities.

PAID MEDIA REPORT

**CONNECTICUT DEPARTMENT OF TRANSPORTATION
HOLIDAY SAFETY CAMPAIGN
NOVEMBER 2009 – FEBRUARY 2010**



April 26, 2010

Campaign Objectives & Methods

2

Objectives	Methods
Deliver the holiday driving safety messages statewide.	Radio, television and outdoor placement secured in all metros to ensure adequate statewide coverage.
Increase awareness of Seatbelt Safety and DUI Enforcement messages.	A combination of heavy media buys, placement that directly reaches our target audience and strong creative messaging leads to significant exposure.
Reinforce safe driving practices/reduce noncompliance during and immediately following campaign period.	Creative executions including scare tactics and celebrity endorsements broke through the advertising clutter and delivered a hard-hitting message about the importance of safe driving tactics.
Achieve as many media placements as possible while effectively reaching the target audience.	By having the flexibility of :15 TV spots, more placements were feasible. In addition, strong negotiation skills enabled a bonus spot for every paid spot, which doubled the amount of spots/placements across all media.

Campaign Strategies

3

- Establish message continuity across all media through aggressive rate negotiations and value-add.
- Concentrate on media properties and programming that provided the greatest reach to our target audiences to ensure campaign effectiveness.
- Produce a :30 TV spot comprised of two :15 TV spots to ensure greater flexibility of media placement overall.

Target Audience

4

- All motor vehicle drivers
- White males 18-34
- African American males 18-34
- Latino males 18-34
- Teens 15-17

Flight Dates

5

- November 25, 2009 through January 1, 2010
- February 4-7, 2010 (4 days/Super Bowl Sunday)

Spot Delivery Recap

6

Medium	Proposed	Delivered	Delivered vs Proposed
TV (10 stations)	14,232	18,188	28%
Radio (40 stations)	6,237	5,770	(7%)
Bus Panels	80	84	5%
Outdoor Boards	102	48	(53%)
TOTALS	20,651	24,090	17%

- Over-delivered with total number of spots.
- TV led with the highest number of achieved spots followed by bus panels.
- Although there were some reductions in outdoor and radio (later explained in this document), we still delivered strong numbers overall.

Spot Delivery - Television

7

Broadcast & Cable	Proposed	Delivered	Delivered vs Proposed
Broadcast	5,731	8,744	53%
Cable	8,501	9,444	11%
TOTALS	14,232	18,188	28%

- TV had the highest delivery over all mediums and was the largest share of the media buy.

Stations & Programming - Television

8

Hartford/New Haven DMA	Programming
WTXX	Judge Judy, Tyra, Judge Alex, Divorce Court, My Name is Earl, The Office, Raymond, Seinfeld, News, Ray, Frasier, Gossip Girls, Vampires, Smallville, OTH, George Lopez, Rewind, Movies
WVIT	CT News Today, News, Hunt, People, Tonight Show, Fallon, Ellen, Tonight Show, Sports, Weekend News, Weekend Rotation
WCIX	Good Morning CT, Judge Judy, Wendy Williams, Tyler Perry, Joe Brown, Scrubs, Reno 911, Dr Phil, Deal or No Deal, Fifth Grader, Jim, Star Trek, WWE Smackdown
WTNH	Rachel Ray, Jimmy Kimmel, CT Style, Sisters, Castle, Saturday CFB, Nightline, Nanny, Weekend Rotation, GMA, Morning News, Late Fringe Rotation
WTIC	Fox Morning News, Malcolm in Middle, South Park, Dr. Oz, Family Feud, Fifth Grader, Family Guy, Simpsons, King of Hill, Carrie Underwood Xmas Special, AMW, Gladiator, Deadliest Catch, Cops, Wanda Sykes, Chapp Show, BSC Selection
WFSB	Early Morning, Daytime, Early Fringe, Oprah, News, Prime, Late Rotation, Ferguson, News, Sports, Early Show
CCA	ESPN, ESPN2, YES, Versus, Spike, MTV, MTV2, Vh1, Comedy, Discovery, TNT, TBS, USA, Fuse, Comcast Sports, FX, History, NESN, SCI-FI, TruTV
Fairfield County	Programming
Cablevision	ESPN, ESPN2, YES, Versus, G4, Spike, MTV, MTV2, Vh1, Comedy, TNT, TBS, USA, Fuse, Military, ESPN News, ESPN Classic
WFSB - FF	News, Sun Morning CBS, Face Nation, Price Right, Noon News, Eyewitness News at 5, New at 6, News at 11, Prime Rotation, Letterman, Late Late Show, Daytime Rotation, Prime Rotation, Early Show
Comcast-Danbury	ESPN, ESPN2, YES, Versus, Spike, MTV, MTV2, Vh1, Comedy, Discovery, TNT, TBS, USA, Weather, TruTV, FX, MSG, SCI-FI, CNBC, BET, VH1, History, FOX, Sports Ch. NY

Spot Delivery - Radio

9

Market	Proposed	Delivered	Delivered vs Proposed
Hartford	2,278	2,054	(10%)
Bridgeport	524	478	(9%)
New Haven	546	554	1%
New London	1,054	969	(8%)
Danbury	1,023	966	(6%)
Stamford	812	749	(8%)
TOTALS	6,237	5,770	(7%)

- Radio was pulled in January given the irrelevant holiday messaging, however 92% of spots were served. A filler message would ideally be inserted, however, there were no filler spots available.

Stations & Dayparts - Radio

10

Hartford
WCCC-FM
WDRC-AM
WDRC-FM
WHCN-FM
WILI-FM
WINY_AM
WKSS-FM
WKZE-FM
WMMW-AM
WMRQ-FM
WPOP-AM
WSNG-AM
WTIC-AM
WWCO-AM
WWYZ-FM
WZBG-FM
WZMX-FM
Bridgeport
WEBE-FM
WEZN-FM
WICC-AM

New Haven
WPLR-FM
WYBC-FM
WKCI-FM
WAVZ-AM
New London
WCTY-FM
WMOS-FM
WQGN-FM
WWRX-FM
WNLC-FM
WXLM-FM
Danbury
WDAQ-FM
WLAD-AM
WRKI-FM
WDBY-FM
WINE-FM
WREF-FM
Stamford
WFOX-FM
WCTZ-FM
WNLK-AM
WSTC-AM

Dayparts

- Morning Drive (Mon-Fri 5a-10a)
- Mid day (Mon-Fri 10a-3p)
- Afternoon Drive (Mon-Fri 3p-7p)
- Evenings (Mon-Fri 7p-12a)
- Weekend (Sat-Sun 6a-12a)

Spot Delivery - Outdoor

11

Medium	Proposed	Delivered	Delivered vs Proposed
Bus Panels	80	84	5%
Posters	100	46	(54%)
Digital Boards	2	2	0%
TOTALS	182	132	(27%)

- Outdoor poster boards were reduced at client request to accommodate newly-added digital boards.
- Number of achieved bus panel spots exceeded expectations.

Placement – Outdoor cont...

13

	Location Description	Sector
25	Main St 75 ft W/O E Main St S/S Face: N	Middletown
26	Rt 154 50 ft S/O Park Rd E/S Face: S	Haddam
27	Rt 154 700 ft S/O Kelsey Hill Rd E/S Face: N	Deep River
28	Meriden Rd 50 ft W/O National St N/S Face: W	Waterbury
29	Route 8 700 ft N/O So. Main St E/S Face: S	Naugatuck
30	Rt 85 40 ft N/O Rt 161 W/S Face: N	Montville
31	Rt 14 50 ft W/O Moosup River S/S Face: E	Plainfield
32	113 Truman St. 10 ft & Hempstead E/S Face: E	New London
33	Rt 12 10 ft S/O Blissville Rd. N/S Face: N	Norwich
34	Thomaston Av 2000 ft S/O Homer St E/S Face: S	Waterbury
35	Lakewood Rd 500 ft W/O Wolcott St N/S Face: E	Waterbury
36	Rt 97 50 ft S/O River W/S Face: N	Sprague
37	Rt 32 50 ft S/O Norwich T/L W/S Face: N	Uncasville
38	Cook St 1000 ft N/O School St E/S Face: S	Meriden
39	Berlin Tpk 1500 ft N/O No. Broad St. W/S Face: S	Meriden
40	Chestnut St & Columbus Blvd N/S Face: W	New Britain
41	Washington Ave & Columbus Ave N/S Face: S	New Britain
42	Farmington Av 200 ft E/O Massirio S/S Face: N	Berlin
43	E. Main St 1000 ft E/O Lincoln St N/S Face: E	Bristol
44	Rt 184 20 ft S/O Tollgate Rd. N/S Face: W	Groton
45	Rt 97 30 ft S/O I-395 E/S Face: N	Norwich
46	Rt 184 100 ft E/O Rt 2 S/S Face: E	North Stonington
Digital Bulletins		
1	#361 W/S Interstate 91 14,000 ft South of Wawame Ave. Facing N	
2	#380 E/S Interstate 91 & Wethersfield T/L facing S	

CONNECTICUT DEPARTMENT OF TRANSPORTATION SEATBELT SAFETY CAMPAIGN SPRING 2009

In the spring of 2009 the Connecticut Department of Transportation ran a public information campaign encouraging motorists to wear their seatbelts. The campaign's messages were focused on enforcement of the seatbelt safety law and, while its messages reached all residents of the state, the campaign targeted those drivers who were the least compliant with the law – adults aged 18-34, particularly males. The overall goal of the campaign was to increase compliance with Connecticut's seatbelt safety law.

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

- Television
- Radio
- Transit

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

Schedule Timing

The campaign aired from May 14th through June 5th – a period of 3 consecutive weeks. Advertising messages were constantly visible throughout that period.

Television

Two different 30-second commercials aired statewide across five broadcast television stations and 22 cable systems throughout the state for the full 3 week campaign. The commercials that aired included the following

- “Stuck with a Ticket”
- “Driving the Lane-Basketball”

Each of the commercials aired approximately 33% of the time.

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials were aired in the same dayparts as the paid commercials; if we purchased a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials, and the dayparts that they aired within, included the following:

WTNH-TV8 (ABC)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WTVX-TV20 (CW)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WVIT-TV30 (NBC)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WCTX-TV59 (MyTV)

- Daytime (M-F Noon-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

WTIC-TV61 (FOX)

- Early Morning (M-Sun 5-9am)
- Daytime (M-F 9am-4pm)
- Early Fringe/Early News (M-F 4-7pm)
- Access/Primetime/Late News (M-Sun 7-11:35pm)
- Late Fringe (M-Sun 11:35pm-2am)
- Overnights (m-Sun 2am-5a)

Cable Television

Connecticut Cable Interconnect (20 systems statewide, less Fairfield County)

- Comedy Central
- ESPN
- ESPN 2
- FX
- HIST
- DISCOVERY
- TBS
- TNT
- USA

Cablevision (Fairfield County cable systems)

- ESPN
- ESPN 2
- ESPN CLASSIC
- ESPN NEWS
- Comedy Central
- DISCOVERY
- TOON
- SNY
- Speed
- Spike
- Versus
- VH1
- COUNTRY MUSIC TV

Television Value-Added

In addition to the matching bonus schedule, C+K negotiated and secured additional message exposure from WTXX-TV20 to support the enforcement effort.

Free commercials in American Idol

C+K has negotiated for the Click It or Ticket campaign to receive two (2) free spots in American Idol. The spots ran on May 19th and 20th – the last two shows of the current season, including the Finale! American Idol is the highest rated regularly-scheduled program on television, and #1 with the Click It or Ticket target!

Seat Belt Safety Check Vignette Package

WTXX-TV20 produced and aired a series of 60-second PSA enforcement messages at no additional cost. These commercials consist of footage of police officers conducting checks at a seat belt safety checkpoint and feature a state police official providing the voiceover, discussing the benefits of wearing your seat belt, etc. We negotiated to air these commercials at no-charge in a variety of programs on the station during our flight to help boost awareness of the safety check program. These commercials aired in addition to our regular schedule at no-cost to the campaign.

Television Schedule Recap

A total of 4,590 paid commercials aired over the schedule.

An additional 4,920 bonus commercials aired at no-charge.

A total of 9,105,309 Men18-34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Men18-34 GRPs	3441.20
Men18-34 Reach	99%
Men18-34 Frequency	34.8x

Radio

The two: 30 commercials supplied by NHTSA ran back-to-back as a: 60 on 15 different radio stations across the state for the full 3-week campaign.

- “Car Talk”
- “Screech Bam”

The stations (and their formats) that aired the commercials included the following:

Danbury

WDAQ-FM	Adult Contemporary
WRKI-FM	Rock
WDBY-FM	Adult Contemporary

Hartford

WCCC-FM	Active Rock
WKSS-FM	Contemporary Hit Radio (Top 40)
WMRQ-FM	Alternative Rock
WZMX-FM	Urban

New Haven

WKCI-FM	Contemporary Hit Radio (Top 40)
WYBC-FM	Urban Adult Contemporary

New London

WILI-FM	Contemporary Hit Radio (Top 40)
WMOS-FM	Classic Hits
WQGN-FM	Contemporary Hit Radio (Top 40)
WXLM-FM	Urban

Stamford/Norwalk

WCTZ-FM	Rock Hits
WFOX-FM	Classic Rock

A schedule of paid commercials and no-charge bonus commercials was negotiated and aired.

Radio Schedule Recap

A total of 1704 paid commercials aired over the schedule.

Additional 1704 bonus commercials aired at no-charge.

A total of 1,600,000 Men18-34 gross impressions were realized over the course of the schedule.

Total campaign M18-34 GRPs, Reach, and Frequency by market

	<u>GRPs</u>	<u>Reach</u>	<u>Frequency</u>
Bridgeport	261.6	41.5%	6.6x
Danbury	396.0	60.3%	6.5x
Hartford	575.8	62.6%	8.5x
New Haven	468.0	66.5%	7.2x
New London	338.4	58.2%	5.9x
Stamford/Norwalk	43.2	18.5%	2.2x

Transit

A transit advertising schedule was purchased consisting of bus panels on the street side (kings) and back side (tails) of buses running in major markets in the state.

The schedule is designed to reach at least 25% of each market's population on a monthly basis.

	<u>Kings</u>	<u>Tails</u>
Bridgeport	15 buses	15 buses
Hartford	34 buses	34 buses
New Haven	15 buses	15 buses
Stamford	8 buses	8 buses
Waterbury	8 buses	8 buses

A total of 80 paid bulletins ran over the schedule.

An additional 80 bonus bulletins ran at no-charge.

A total of 2,934,000 M18-34 gross impressions were realized over the course of the schedule.

Many of the transit ads stayed posted on the buses well beyond the May-June schedule timeframe at no additional cost.

Overall Campaign Delivery

A conservative estimate of the message delivery of this campaign to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Men 18-34:	97%
Campaign frequency – combining all mediums - Men 18-34:	30+x

This means that approximately 97% of all men aged 18-34 in the state of Connecticut were exposed to the campaign message at least once.

Of those adults exposed to the campaign message, on average they were exposed to the message 30 times.

NOTEWORTHY PRACTICES

NOTEWORTHY PRACTICE 1

PROJECT TITLE

Distracted Driving Enforcement Program – “Phone In One Hand. Ticket In the Other.”

TARGET

All drivers in the cities of Hartford, East Hartford and West Hartford

PROGRAM AREA

Federal Dollars for this pilot program were taken from Occupant Protection Funds. Additional 402 matching funds were also used by the Connecticut Highway Safety Office

PROBLEM STATEMENT

- In 2008, almost 20 percent of all crashes in the year involved some type of distraction. (National Highway Traffic Safety Administration - NHTSA).
- Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured. (NHTSA)
- The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes.
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves. (Source: Insurance Institute for Highway Safety)
- Using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (Source: University of Utah)

OBJECTIVE

To reduce instances of distracted driving within the pilot area, with a focus on the illegal use of hand-held mobile devices.



STRATEGIES

The basis for the “Phone In One Hand. Ticket In the Other.” pilot program is a mix of high-visibility enforcement and public education similar to the “Click it Or Ticket” program aimed to increase safety belt use.

Law enforcement participating in this project employed the use of “focused patrols” during the first and second mobilizations. This strategy employed the use of a “spotter” either in an inconspicuous location or dressed in plain clothes to radio to officers waiting to stop the violator. All law enforcement representatives involved in the project stressed the importance that the spotter be 100 percent sure of the use of the electronic mobile device before notifying ticketing officers.

Media buys included TV, Radio, Internet and Billboards targeting the pilot area. Earned media was garnered through kick-off press events, media releases, “ride-alongs” for news media and public outreach at both grassroots and sporting events.

Preusser Research Group was contracted by NHTSA to evaluate both the awareness and effectiveness of the program through observation studies and surveys given to residents in both the target and control areas at local Department of Motor Vehicle sites.

RESULTS

While the pilot program will not reach completion until spring of 2011, preliminary results have been encouraging. U.S. Transportation Secretary Ray LaHood, released on September 21, 2010, a draft Research Note at the National DD Summit. In it the U.S. DOT announced that Hartford experienced a 56 per cent drop in cell phone use and a 68 per cent drop in texting for WAVES 1 and 2 combined.



While this observed drop in use is encouraging, citation numbers remain high and point to the need for continued high-visibility enforcement and education campaigns in this area.

COST

\$152,972.00

NOTEWORTHY PRACTICE 2

PROJECT TITLE

Bicycle Education Program

TARGET

All ages and skill levels

PROGRAM AREA

Other Areas and Factors

PROBLEM STATEMENT

Surveys have found that large numbers of cyclists are unaware of how to operate safely on the roadways, leading them to not bother riding at all, or to ride unsafely and put them at risk. The types of behaviors observed include: wrong way riding, disregard of traffic signs and signals, hugging the curb, riding too close to parked cars, sidewalk riding, incorrect lane positioning, and failure to wear a helmet. Not only do these cyclists exhibit a lack of understanding of how to operate safely on the roads, they generally also lack the bike handling skills needed to effectively prevent crash situations.

OBJECTIVE

To offer a broad range of bicycle safety classes for all ages and skill levels.

STRATEGIES

All participants were given a survey at the beginning and end of the class. Students were graded on their demonstrated riding ability during class rides and on their knowledge through a written test

RESULTS

This program provided cyclists with the skills they need to ride safely and confidently. Bicycle education is the most cost effective tool available to mitigate individuals' fears of traffic so that they can get biking.

COST

\$22,260.00

NOTEWORTHY PRACTICE 3

PROJECT TITLE

Mature Driver Safety

TARGET

Mature Drivers

PROGRAM AREA

Other Areas and Factors

PROBLEM STATEMENT

Nearly 4,600 people age 70 and older die in motor vehicle crashes annually. In Connecticut, among persons 70 years and older the fatal crash rate is 20.7 per 100,000 licensed drivers. The high fatality rate is due largely to increased susceptibility to injury, particularly chest injuries and medical complications among older drivers. Other risk factors include the gradual deterioration of the senses, diminished cognitive processing capabilities and decreased mobility and flexibility that make it more difficult for older drivers to gather and process information.

OBJECTIVE

To assess the driving abilities of mature drivers (age 60+), identify impairments, and provide referrals and information about what can be done to ensure safe driving

STRATEGIES

Enroll 150 seniors to complete the Roadside Review CD-ROM, a program that aids in the identification of driving impairments for mature drivers. Assess the difference in crash violation risk between corrective action takers and non-corrective action takers.

RESULTS

This pilot study was feasible to implement and there was strong interest within the communities. An easy to use computer program identified impairments in a significant number of participants and provided recommendations to address them. At short term follow-up, three-quarters of participants reported intent to comply with referrals provided to them. Satisfaction with the program was high.

COST

\$53,109.00

NOTEWORTHY PRACTICE 4

PROJECT TITLE

CONREP Motorcycle Safety Grassroots Seminars (SMARTrainer, Street Smart Seminars and Intersections)

TARGET

Safe Motorcycle Operation

PROGRAM AREA

Motorcycle Safety

PROBLEM STATEMENT

In 2008, a total of 57 motorcycle operators and passengers were killed on Connecticut roadways, representing 21.6 percent of the State's total traffic fatalities. Overall, riders 40 or older accounted for 48 percent of fatal crashes and males were overrepresented among the riders involved in fatal and injury crashes. The most common rider error found in Connecticut fatal and injury motorcycle crashes are, "following too close", "losing control", and "riding too fast".

OBJECTIVE

To provide safety seminars to motorcyclist at grassroots motorcycle events. These seminars are designed to address the contributing factors found in motorcycle crashes and reach a target population that will not commonly attend typical motorcycle rider safety training.

STRATEGIES

CONREP Instructors using material from the Motorcycle Safety Foundation conducted over 40 seminars at grassroots gatherings designed for motorcycle riders. These events included rallies, charity rides, club meetings, dealer shows and open house promotions. The seminars included the following:

- SMARTrainer; computer assisted riding simulator
- STREET SMARTS, which uses the VISION CHALLENGE along with an interactive PowerPoint component to increase a rider's recognition of potential riding hazards and obstacles
- INTERSECTION, which uses a DVD playing several varying scenarios as the foundation for a discussion on how to safely navigate through intersections in both busy and less busy neighborhoods



- SHARE THE ADVENTURE, a group riding program that teaches about ride preparation, standards for organization of the ride, and important knowledge such as proper formations in complex traffic situations

Riders were captivated by the Safe Motorcyclist Awareness & Recognition Trainers (SMARTrainers). These SMARTrainers use advanced, state-of-the-art computers to simulate riding scenarios. All the same controls (shift lever, front and rear brakes, turn signals, throttle, and clutch) on a motorcycle were found on the SMARTrainer. For scooter riders, transmissions were set to AUTOMATIC mode.

Guided by CONREP instructors trained in the use of the SMARTrainer, riders were able to “ride” in a variety of simulated hazards. Upon completion of their “ride”, a printout of their crash avoidance strategies was generated. Riders were captivated by the real feeling of being on a motorcycle and maneuvering through roadways with all the normal distractions and dangers that riders see on every ride. With the use of the SMARTrainers and trained instructors, CONREP succeeded in getting riders to think more about anticipating problems, the importance of continually scanning ahead, to the sides, and behind, and operating the motorcycle’s controls more smoothly.



Other seminar activities included the VISION CHALLENGE, an activity designed to give participants the opportunity to evaluate their peripheral vision. Participants discovered that their peripheral vision is not as wide as they thought. While looking straight ahead, they were challenged to identify when an object entered their peripheral vision. Most riders believed they had 180 degrees of peripheral vision. The reality was most had between 140 and 170 degrees of usable peripheral vision. A second part of the VISION CHALLENGE was to determine when they could identify the color of the object. Nearly every participant was shocked that they could not ascertain the color of the object until it was at a forward 45 degree angle to their eyes. Last, participants had to identify the object. Even more shocking was when those

participating in the VISION CHALLENGE realized that they had only 3-5 degrees of central vision that enabled them to identify the object. This activity profoundly influenced participants to recognize the need to continually turn their heads when riding, which expands their vision and awareness of what’s around them, making them safer riders.

Other seminars included the Intersection (share the road) and SHARE THE ADVENTURE (group riding) presentations. The Intersection seminar was presented to the operators of motor vehicles other than motorcycles at driver education classes and safety meetings at Connecticut businesses. The Group Riding presentations were provided for motorcyclists who commonly ride together. Seminars were conducted before the start of a group ride and during the groups regularly scheduled meetings.

Without question, conducting these where motorcycle riders gather is a valuable way to teach crash reduction strategies. These riders are more likely to operate within their limits and participate in additional motorcycle safety training activities. It was also a great opportunity for the public to meet Instructors, talk to them, and learn about all the programs offered that can help lower the risks of riding and enhance their safe riding experience.

COST

\$23,000 Capitol Start -Up Cost for equipment

\$ 8,000 Personal Services, 46 seminars

APPENDIX

To: Joseph Cristalli, Department of Transportation, Transportation Safety Section

From: Katie Raboin, Preusser Research Group, Inc.

Date: November 18, 2010

Re: DMV Survey Results – Holiday Safe Driving Campaign (Nov 2009 vs. Jan 2010)

The purpose of this memo is to share with the Connecticut Department of Transportation's Transportation Safety Section (TSS) results for Wave 1 (pre) and Wave 2 (post) of the DMV survey effort surrounding the Holiday 2009/2010 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 TSS and aired from November 22, 2009 – January 4, 2010. 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 12-17, 2009) and the second wave was collected directly afterward (January 5-9, 2010).

Detailed analysis of the two survey waves is provided in the following pages. 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 reported belt use, awareness of the safe driving message, and slogan recognition between Wave 1 and Wave 2. The percentage of respondents indicating that they "Always" or "Nearly Always" wore their seat belt increased significantly from 89.7 percent in Wave 1 to 93.3 percent in Wave 2. The number of respondents that reported having recently "read, seen, or heard anything" about safe driving increased significantly from 57.0 percent in the baseline survey to 65.4 percent during Wave 2. When asked where the safe driving message was heard, a majority of respondents indicated television as the media source for the message. Recognition of the "A Happy Holiday is a Safe Holiday" campaign slogan increased significantly from baseline to Wave 2, from 11.9 percent to 17.6 percent, respectively. There was also a significant increase in recognition of the slogan "Drunk Driving. Over the Limit, Under Arrest" from baseline (43.4%) to Wave 2 (51.3%) as well as the slogan "You Drink & Drive. You Lose", which was recognized by 35.3 percent of respondents in Wave 1, compared to 40.2 percent of respondents 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 at the $p < 0.01$ level.

Basic Information and Demographics

Approximately 150 – 200 surveys were collected in each office in each of the waves (Table 1). There were a total of 3,598 total survey respondents, 1,792 pre-campaign and 1,806 post-campaign.

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

Office Location	Wave 1	Wave 2
Bridgeport	202	200
Danbury	202	203
Hamden	202	202
New Britain	200	201
Norwalk	200	200
Norwich	205	203
Waterbury	180	200
Wethersfield	200	198
Winsted	201	199

Table 2 summarizes the demographic characteristics of the survey respondents. During both Wave 1 and Wave 2, just over half (52.4% and 53.5%, respectively) of survey respondents were male. During both waves, the two most common reported age categories for respondents were 35-49 year olds (31.2% in both Wave 1 and Wave 2) and 21-34 year olds (32.0% in Wave 1 and 28.6% in Wave 2). The majority of respondents were White in both waves (69.6% in Wave 1 and 69.2% in Wave 2). Approximately 16 percent of respondents were Hispanic (15.7% in Wave 1, 16.0% in Wave 2).

Table 2. Demographic Characteristics of Survey Respondents

Characteristic	Wave 1	Wave 2
Sex		
Male	52.4%	53.5%
Female	47.6%	46.5%
Total (N)	100% (N=1,778)	100% (N=1,789)
Age		
Under 18	2.7%	2.4%
18-20	6.2%	7.8%
21-34	32.0%	28.6%
35-49	31.2%	31.2%
50-59	16.9%	18.1%
60+	10.9%	11.9%
Total (N)	100% (N=1,782)	100% (N=1,800)
Race		
White	69.6%	69.2%
Black	12.4%	11.6%
Asian	3.8%	4.3%
Native American	0.6%	0.7%
Other	12.9%	13.0%
Multiple	0.8%	1.3%
Total (N)	100% (N=1,733)	100% (N=1,763)
Hispanic		
Yes	15.7%	16.0%
No	84.3%	84.0%
Total (N)	100% (N=1,711)	100% (N=1,747)

*Significant at $p < 0.01$

Belt & Alcohol Use

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

There was a significant increase in reported seat belt use between Wave 1 to Wave 2. Percentage of Respondents that indicated “Always” or “Nearly Always” wearing their seat belts increased from 89.7 percent in Wave 1 to 93.3 percent in Wave 2 ($p < .0001$, see Table 3). More than 80 percent of Respondents indicated that in the past 30 days they had not once driven within two hours after drinking. The increase from Wave 1 (81.7%) to Wave 2 (84.5%) was marginally significant ($p < .05$, see Table 3).

Table 3. Belt Use and Alcohol Use, Questions 7 & 11

Question	Wave 1	Wave 2
Q7. How often do you use seat belts when you drive/ride in a car, van, SUV or pick up?		
Always/Nearly Always	89.7%	93.3%*
Sometimes/Seldom/Never	10.3%	6.7%
Total (N)	100% (N=1,782)	100% (N=1,800)
Q11. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
None	81.7%	84.5%
1 or more times	18.3%	15.5%
Total (N)	100% (N=1,709)	100% (N=1,706)

*Significant at $p < 0.01$

Perception of Severity of Enforcement & Experience with Enforcement

DMV survey responses indicated a non-significant increase in perception of enforcement severity from Wave 1 to Wave 2 (Table 4). When asked to evaluate the chance of receiving a ticket for not using a seat belt, 21.1 percent of Respondents in Wave 1 indicated it was “Always”, compared to 21.9 percent in Wave 2 (not significant). Close to a quarter (23.5 percent) of Wave 1 respondents judged that state and local police enforced seat belt laws “Very Strictly” compared to 25.5 percent in Wave 2. There was also a non-significant increase in percentage of respondents who indicated that the chance of getting arrested if driving after drinking was “Always” or “Nearly Always”, from 47.9 percent in Wave 1 to 49.2 percent in Wave 2.

Table 4. Survey Questions 8, 10, 12, 13, 14

Question	Wave 1	Wave 2
Q8. What do you think the chances are of getting a ticket if you don't use your seatbelt?		
Always	21.1%	21.9%
Nearly Always/Sometimes/Seldom/Never	78.9%	78.1%
Total (N)	100% (N=1,770)	100% (N=1,781)
Q10. Do you think state and local police enforce the seat belt laws:		
Very strictly	23.5%	25.5%
Somewhat/Not Very/Rarely/Not at All	76.5%	74.5%
Total (N)	100% (N=1,756)	100% (N=1,776)
Q12. What do you think the chances are of getting arrested if you drive after drinking?		
Always/Nearly Always	47.9%	49.2%
Sometimes/Seldom/Never	52.1%	50.8%
Total (N)	100% (N=1,751)	100% (N=1,757)
Q13. Do you think state and local police enforce the drinking and driving laws:		
Very strictly	45.6%	48.6%
Somewhat/Not Very/Rarely/Not at All	54.4%	51.4%
Total (N)	100% (N=1,762)	100% (N=1,767)
Q14. Do you think state and local police enforce the overall traffic laws:		
Very strictly	22.6%	24.7%
Somewhat/Not Very/Rarely/Not at All	77.4%	75.3%
Total (N)	100% (N=1,763)	100% (N=1,763)

*Significant at $p < 0.01$

DMV survey responses indicated that Respondents had some personal experience with enforcement (Table 5). Respondents were asked if they had ever received a ticket for not wearing a seat belt. There was non-significant change between waves; 14.9 percent of Wave 1 Respondents indicated they had received a ticket in Wave 1 compared to 12.8 percent in Wave 2. Approximately 18 percent of Respondents had gone through an alcohol checkpoint in the past 30 days. There was a marginally significant increase from Wave 1 to Wave 2 (17.3% vs. 19.9% respectively, $p < .05$). There was a non-significant increase in percentage of Respondents that indicated having gone through a seat belt checkpoint in the past 30 days, from 21.8 percent in Wave 1 to 24.2 percent in Wave 2.

Table 5. Survey Questions 9, 17, 18

Question	Wave 1	Wave 2
Q9. Have you ever received a ticket for not wearing your seat belt?		
Yes	14.9%	12.8%
No	85.1%	87.2%
Total (N)	100% (N=1,773)	100% (N=1,791)
Q17. In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?		
Yes	17.3%	19.9%
No	82.7%	80.1%
Total (N)	100% (N=1,744)	100% (N=1,735)
Q18. In the past 30 days, have you gone through a checkpoint where police were looking for unbelted drivers?		
Yes	21.8%	24.2%
No	78.2%	75.8%
Total (N)	100% (N=1,735)	100% (N=1,730)

*Significant at $p < 0.01$

Awareness of Safe Driving Message and Slogan Recognition

DMV survey responses indicated a significant increase in public awareness of safe driving messages from Wave 1 to Wave 2. There was a significant increase in percentage of Respondents indicating having “read, seen or heard anything about safe driving in Connecticut” from Wave 1 to Wave 2, from 57.0 percent to 65.4 percent, respectively ($p < .0001$). 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. Three slogans showed a significant increase in recognition from Wave 1 to Wave 2: 1) recognition of “Drunk Driving. Over the Limit, Under Arrest” increased from 43.4 percent in Wave 1 to 51.3 percent in Wave 2 ($p < .0001$), 2) recognition of “You Drink & Drive. You Lose” increased from 35.3 percent to 40.2 percent ($p < .01$), and 3) the campaign slogan “A Happy Holiday is a Safe Holiday” was recognized by 11.9 percent of respondents in Wave 1 compared to 17.6 percent of respondents in Wave 2 ($p < .0001$). The slogan “Buckle Up. Because We’re Buckling Down. It’s not Only Smart, It’s the Law” showed a marginally significant increase from 25.6 percent in Wave 1 to 28.9 percent in Wave 2 ($p < .05$).

Table 6. Survey Questions 15 and 16

Question	Wave 1	Wave 2
Q15. Have you recently read, seen, or heard anything about safe driving in Connecticut?		
Yes	57.0%	65.4%*
No	43.0%	34.6%
Total (N)	100% (N=1,792)	100% (N=1,805)
Q15a. Where did you see or hear about anything about safe driving in Connecticut?		
Newspaper	31.0%	30.6%
Radio	32.0%	35.4%
TV	58.2%	59.9%
Poster/Billboard	28.9%	39.0%
Bus	5.8%	7.0%
Checkpoint	9.4%	11.2%
Movie	6.1%	5.8%
Other	12.7%	15.2%
Q16. Do you know the name of any safe driving enforcement program(s) in CT?		
Drunk Driving. Over the Limit, Under Arrest	43.4%	51.3%*
Click It or Ticket	74.7%	74.9%
You Drink & Drive. You Lose	35.3%	40.2%*
A Happy Holiday is a Safe Holiday	11.9%	17.6%*
Friends Don’t Let Friends Drive Drunk	54.5%	57.0%
Obey the Signs or Pay the Fine	8.8%	9.0%
Buckle Up. Because We’re Buckling Down. It’s Not Only Smart, It’s the Law	25.6%	28.9%

*Significant at $p < 0.01$