State of Connecticut

Department of Transportation Annual Report

2011

Connecticut Highway Safety

ANNUAL REPORT

Federal Fiscal Year 2011

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 23
Occupant Protection 24
Child Passenger Safety 27
Motorcycle Safety 29
Traffic Records 31
PAID MEDIA REPORT 33
NOTEWORTHY PRACTICES 43
ATTITUDE AND AWARENESS OUTCOME MEASURES 48

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 2011.

Enforcement efforts, coupled with bi-lingual media, public information and education campaigns, and training programs for law enforcement, car seat technicians, motorcycle safety instructors and other safety professionals make up the basis of Highway Safety activity.

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), Yale New Haven and Hartford Hospitals and private sector and business organizations all serve as cooperative partners. Connecticut also actively participates as a member in the Governor's Highway Safety Association and the National Association of State Motorcycle Safety Administrators.

During the 2011 Federal Fiscal Year, the following core "Activity Measures" were achieved during grant funded overtime enforcement:

Speeding Citations: 2,094
Safety-Belt Citations: 11,205
Impaired Driving Arrests: 1,691

CRASH DATA/TRENDS

Core Outcome Measures

	2005	2006	2007	2008	2009	2010
Traffic Fatalities						
Total	278	311	296	302	223	319
Three Year Moving Average			295	303	274	281
Rural	50	49	47	55	36	62
Three Year Moving Average			49	50	46	51
Urban	228	262	249	247	187	257
Three Year Moving Average			246	253	228	230
Unknown	0	0	0	0	0	0
Three Year Moving Average			0	0	0	0
Fatalities Per 100 Million Vehicle Miles Traveled						
Total	0.88	0.98	0.92	0.95	0.71	
Three Year Moving Average		0.93	0.93	0.95	0.86	
Rural	1.26	1.26	1.18	1.38	0.91	
Three Year Moving Average		1.26	1.23	1.27	1.16	
Urban	0.82	0.94	0.89	0.89	0.68	
Three Year Moving Average		0.88	0.88	0.91	0.82	
Serious (A) Injuries						
Total	2465	2415	2577	2311	2155	
Three Year Moving Average		2440	2486	2434	2348	
Serious (A) Injuries Per 100 Million Vehicle Miles Traveled						
Total	7.78	7.61	7.53	7.28	6.86	
Three Year Moving Average		7.70	7.64	7.47	7.22	
Passenger Vehicle Occupant Fatalities (All Seat Positions)						
Total	187	207	208	183	149	203
Three Year Moving Average			201	199	180	178
Restrained	75	93	97	77	58	81
Three Year Moving Average			88	89	77	72
Unrestrained	87	72	84	77	69	84
Three Year Moving Average (Unrestrained)			81	78	77	77
Unknown	25	42	27	29	22	38
Three Year Moving Average			31	33	26	30
Alcohol-Impaired Driving Fatalities (BAC=.08+)						
Total	98	113	111	95	99	86
Three Year Moving Average			107	106	102	93

Core Outcome Measures continued...

	2005	2006	2007	2008	2009	2010
Speeding-Related Fatalities						
Total	96	95	99	99	103	124
Three Year Moving Average			97	98	100	109
Motorcyclist Fatalities						
Total	43	57	43	63	45	52
Three Year Moving Average			48	54	50	53
Helmeted	14	20	15	20	17	16
Three Year Moving Average			16	18	17	18
Unhelmeted	27	36	28	42	27	36
Three Year Moving Average			30	35	32	35
Unknown	2	1	0	1	1	0
Percentage of MC Operator Fatalities with BAC > 0%						
Total	33%	28%	33%	35%	38%	41%
Three Year Moving Average			31%	32%	35%	38%
Drivers Involved in Fatal Crashes						
Total	405	452	403	404	300	421
Three Year Moving Average			420	420	369	375
Aged Under 15	1	0	0	0	1	0
Three Year Moving Average			0	0	0	0
Aged 15-20	45	61	54	37	31	32
Three Year Moving Average			53	51	41	33
Drivers Involved in Fatal Crashes - Aged Under 21	46	61	54	37	32	32
Three Year Moving Average			54	51	41	34
Aged 21 and Over	357	383	345	362	267	382
Three Year Moving Average			362	363	325	337
Unknown Age	2	8	4	5	1	7
Three Year Moving Average			5	6	3	4
Pedestrian Fatalities	34	38	32	47	26	46
Three Year Moving Average			35	39	35	40
Fatalities - Restrained		57	61	59	72	52
Three Year Moving Average		57	59	59	64	61
Observed - Restrained	82.0%	83.0%	86.0%	88.0%	86.5%	88.0%
Three Year Moving Average				86%	87%	88%

PERFORMANCE GOALS AND TRENDS

Graph 1

Graph 1 shows Connecticut's Fatality figures with 319 in 2010. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data. The three year moving average indicates an overall decrease in the number of roadway fatalities over the 2007 to 2010 period, despite an increase in fatalities from 2009 to 2010.

2011 Highway Safety Plan (HSP) Goal:
To reduce the three year average (2006-2008) of total fatalities ten percent from 290 to 261 by the year 2012

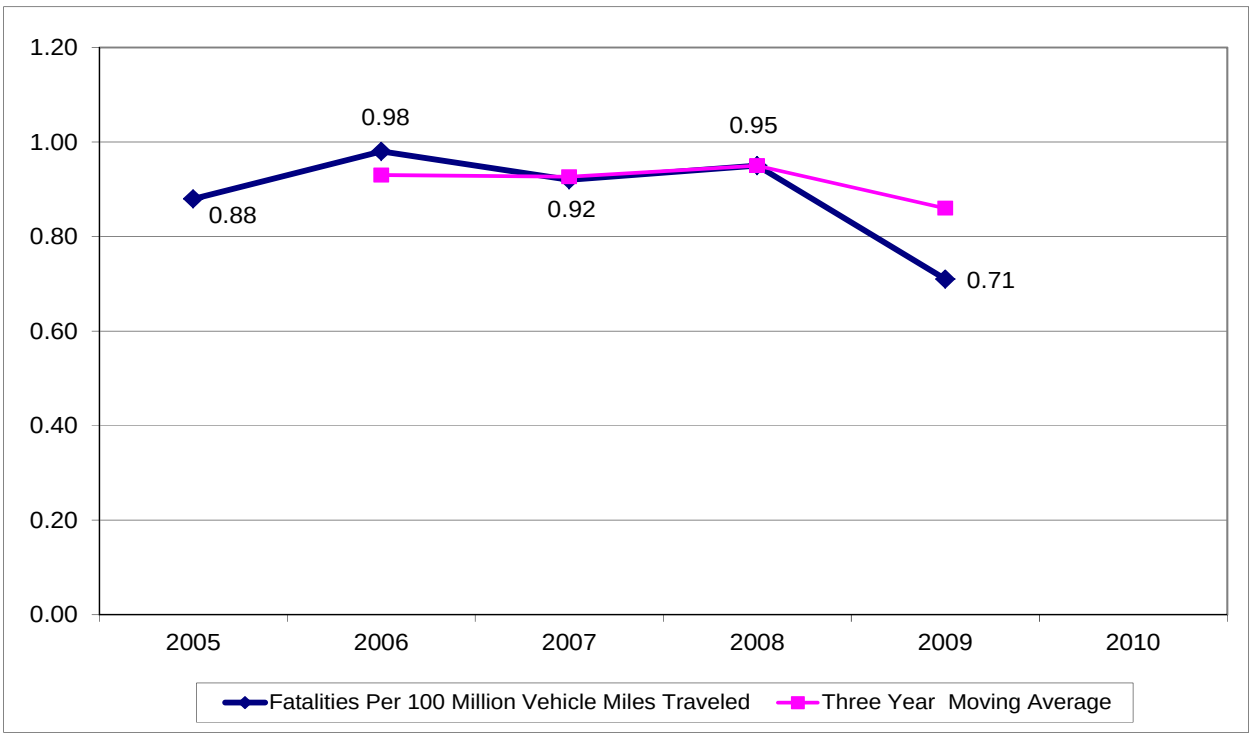
Outcome:
Final NHTSA-FARS figures showed the three year average over the period of 2006-2008 to be 302. The most recent three year period spanning the period from 2008-2010 had an average of 281 traffic fatalities.

Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS 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 .71 fatalities per 100M VMT in 2009. While the figures jumped over the 2005-2009 period, the three year moving average shows a slight decrease in this measure.

2011 HSP Goal:
To reduce the fatality rate per 100M VMT from the three year average (2006-2008) of .95 to .90 by the year 2012.



Outcome:
Final NHTSA-FARS figures showed the three year average over the period of 2007-2009 to be .86 fatalities per 100 M VMT, the lowest value for this measure during the reporting period.

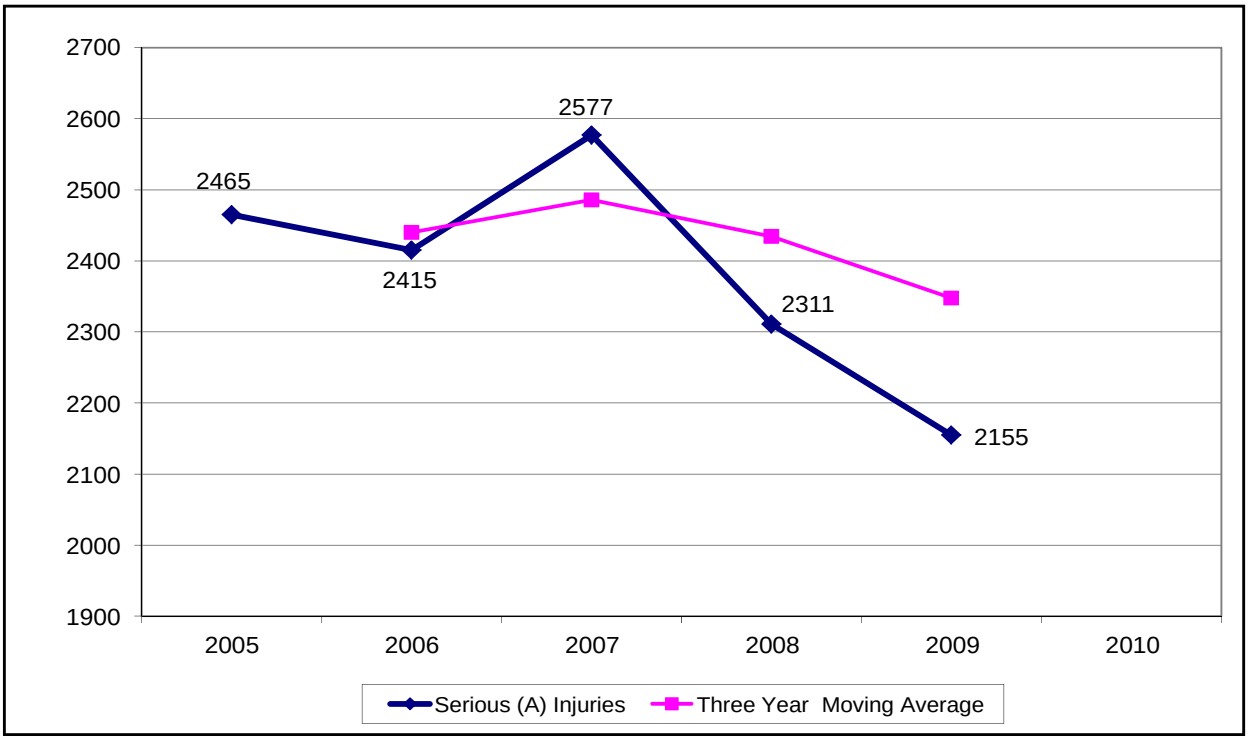
Please note that data in this Report is sourced from the 2009 NHTSA-FARS final file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 3

Graph 3 shows Connecticut's Serious Injuries (A); there were 2,155 serious injuries in 2009. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2011HSP Goal:

To reduce the Serious (A) Injuries in motor vehicle crashes from the three year average (2006-2008) of 2434 to 2191 by the year 2012.



Outcome:

With the exception of 2007, serious injuries have been on a steady decline in Connecticut. The value reported for 2009 is the lowest observed during the reporting period. The three year moving average has decreased during the reporting period as well.

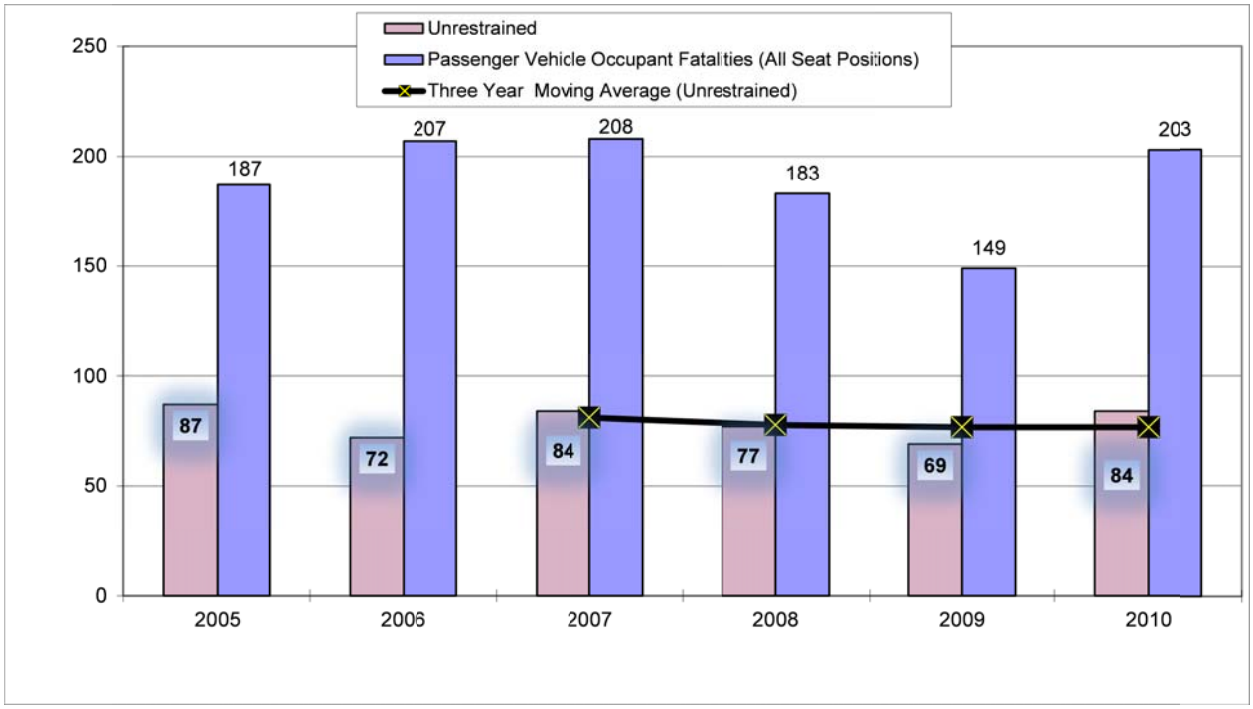
Please note that data in this Report is sourced from the 2009 Connecticut crash file. The data will be updated again in accordance with NHTSA standards and changes may be reflected during this update.

Graph 4

Graph 4 shows Connecticut's passenger vehicle occupant fatalities in all seating positions as well as the number of unrestrained fatalities in this category. There were 84 unrestrained fatalities in 2010. 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 (2004-2008) of 81.4 by 10 percent to 73 by the year 2012.



Outcome:

While the number of unrestrained occupant fatalities fluctuated during 2005-2010, the three year moving average showed for the most recent period of 2008-2010 was 77.

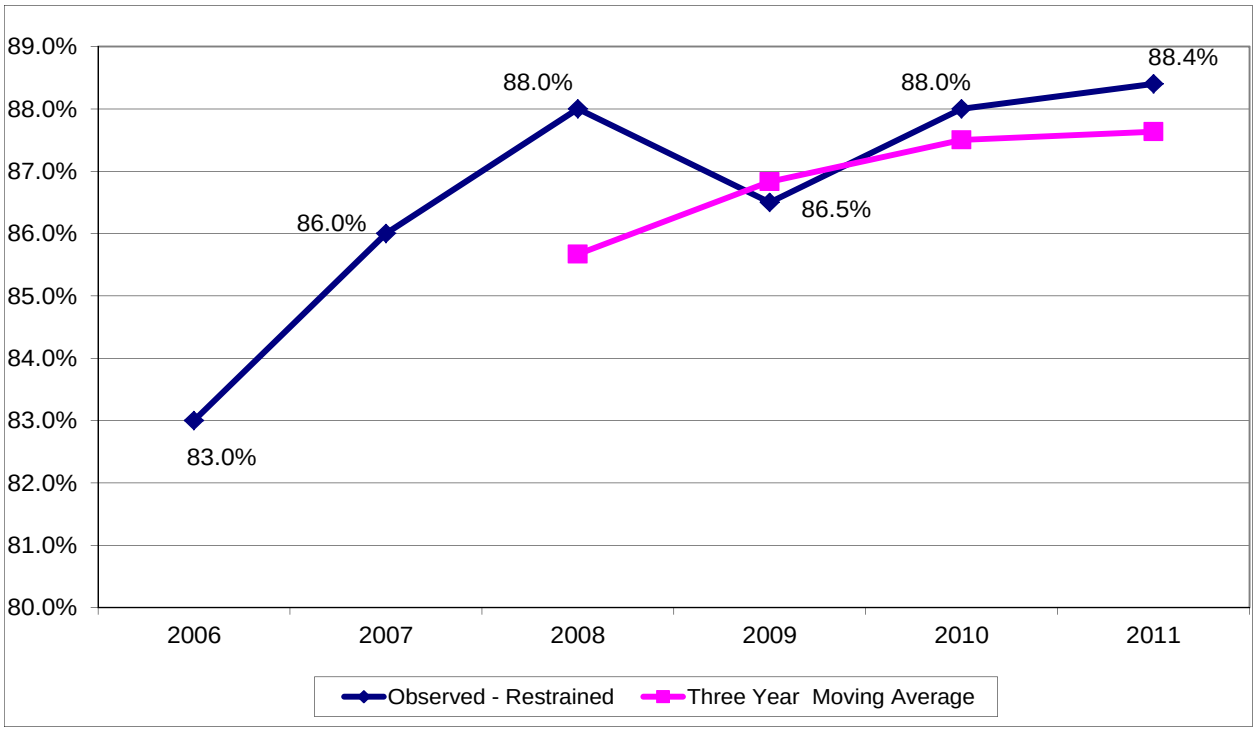
Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 5

Graph 5 shows Connecticut's observed annual safety belt usage rate for the State of Connecticut for the 2006-2011 reporting period. The annual belt-use rate was 88.4 percent in 2011.

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 by the year 2011.



Outcome:

While this measure decreased for the first time in 2009, observed belt use reached its highest level during this reporting period at 88.4%. The three year moving average also increased to 87.6% (88%) during the 2009-2011 period.

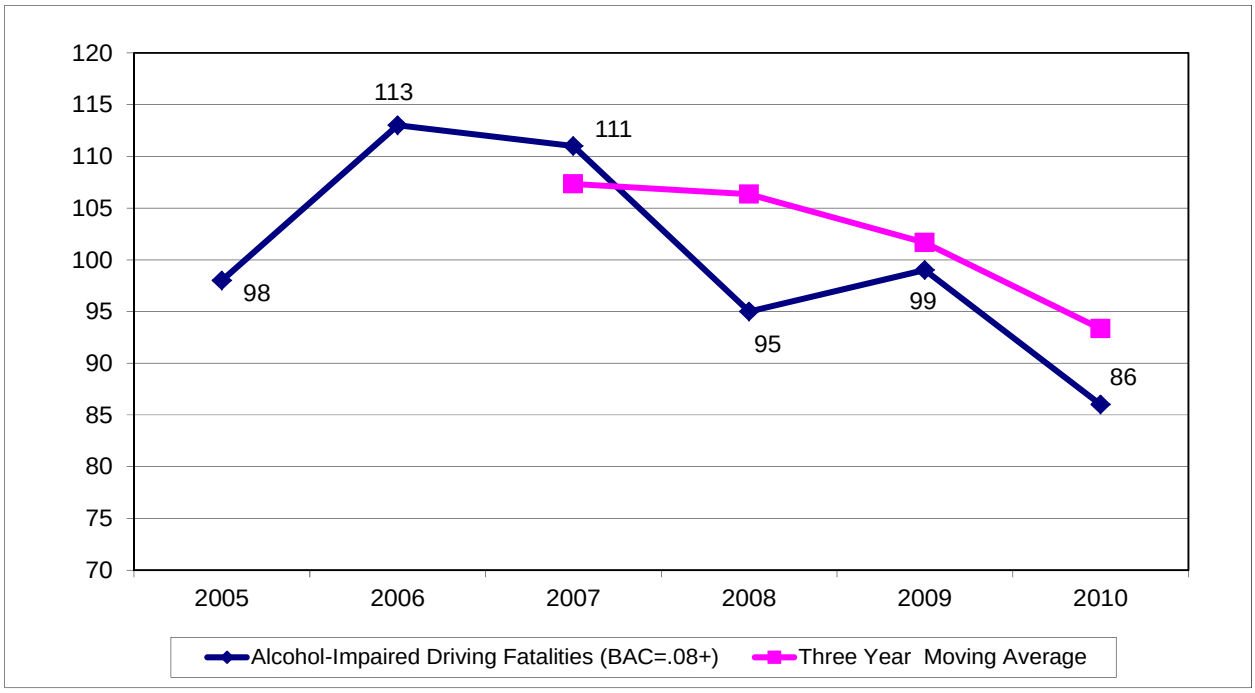
Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 6

Graph 6 shows Connecticut's alcohol impaired driving fatalities. There were 86 alcohol-impaired driving fatalities in 2010. NHTSA defines an alcohol-impaired driving fatality based on the B.A.C. 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.

2011 HSP Goal:

To decrease alcohol impaired driving fatalities (B.A.C. =.08+) fifteen percent from the five year average (2004-2008) of 104 to 89 by the year 2012.



Outcome:

The preliminary count of 86 alcohol impaired driving fatalities is the lowest recorded during the reporting period. While this data is subject to change, the overall trend of the three-year moving average has been consistently downward with the most recent 2008-2010 period at 93.

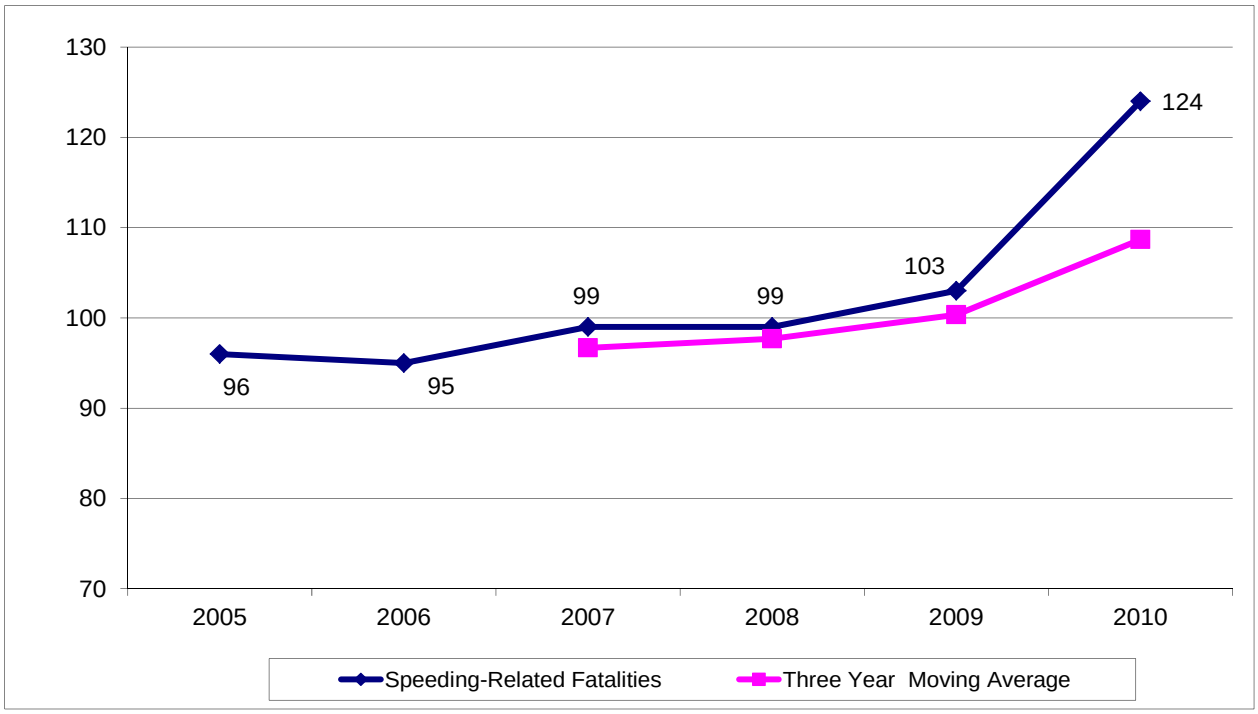
Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 7

Graph 7 shows Connecticut's speeding related fatalities for the years from 2005-2010. There were 124 speeding-related fatalities in 2010. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2011 HSP Goal:

To reduce the number of speed related fatalities from the five year average of 94.4 (2004-2008) by 10 percent to 84 by the year 2012.



Outcome:

Speeding related fatalities have been increasing steadily during the reported time frame, from a low of 95 in 2006 to a high of 124 in the year 2010.

Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

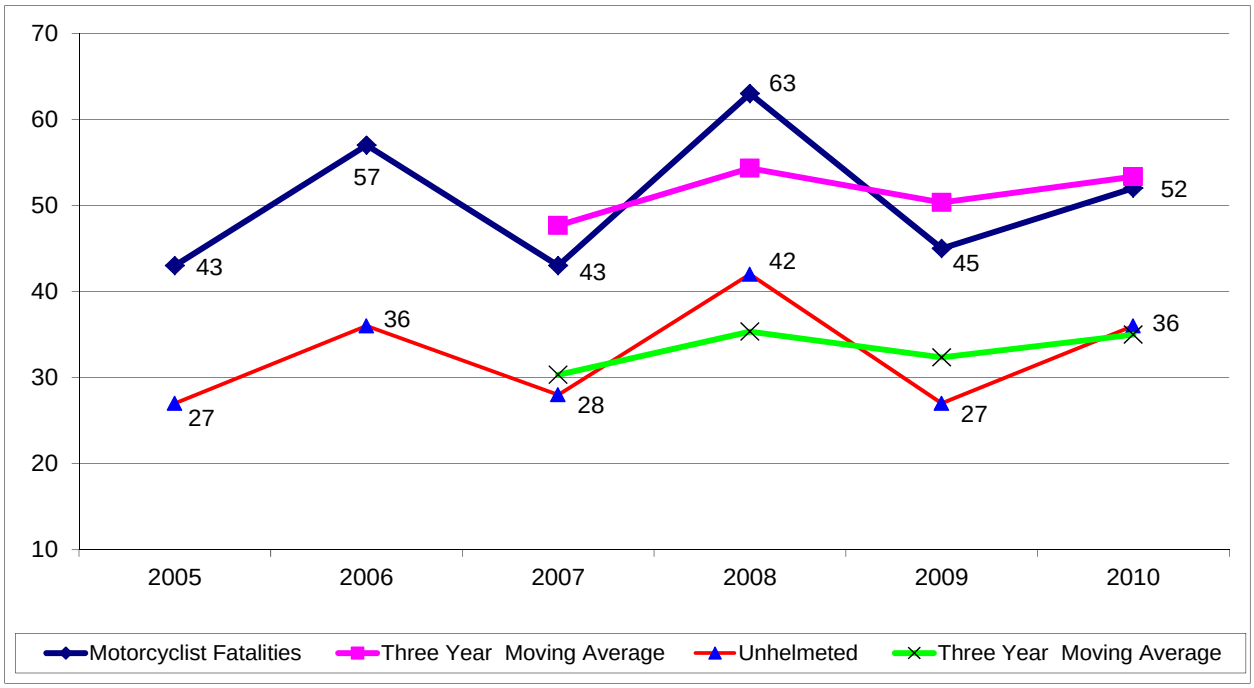
Graph 8

Graph 8 shows Connecticut's motorcyclist fatalities. Both the number of fatalities as well as un-helmeted fatalities are shown. There were 52 motorcyclist fatalities in 2010, 36 of which were unhelmeted. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2011 HSP Goal(s):

To decrease the number of fatalities below the five year average (2004-2008) of 51 by 10 percent to 46 by the year 2012.

To decrease the number of un-helmeted fatalities below the five year average of 33 (2004-2008) to 25 by the year 2012.



Outcome:

Both measures have fluctuated, but show a slight increase in their three-year moving averages over the reporting period. The three year moving average for motorcycle fatalities for 2008-2010 is 52 and the three year moving average for unhelmeted fatalities for the same period is 36.

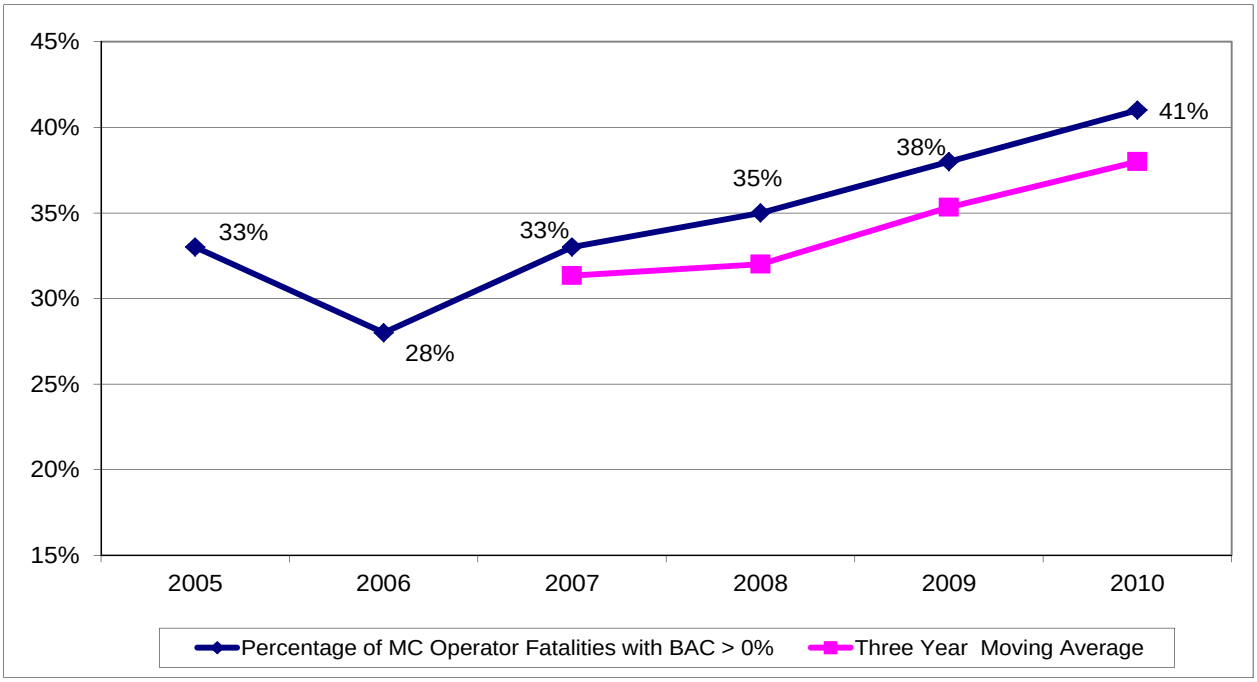
Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 9

Graph 9 shows Connecticut's motorcyclist fatalities with a Blood Alcohol Content (BAC) greater than zero. Over 40 percent of all fatally injured motorcyclists had a positive BAC. in 2010. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2011 HSP Goal(s):

To decrease the percentage of fatally injured motorcycle operators with BACs greater than 0.00 from 39.5 percent in 2008 to 30 percent by the year 2012.



Outcome:

Both motorcycle fatalities and the percentage of motorcyclists killed with a positive BAC have increased over the reporting period.

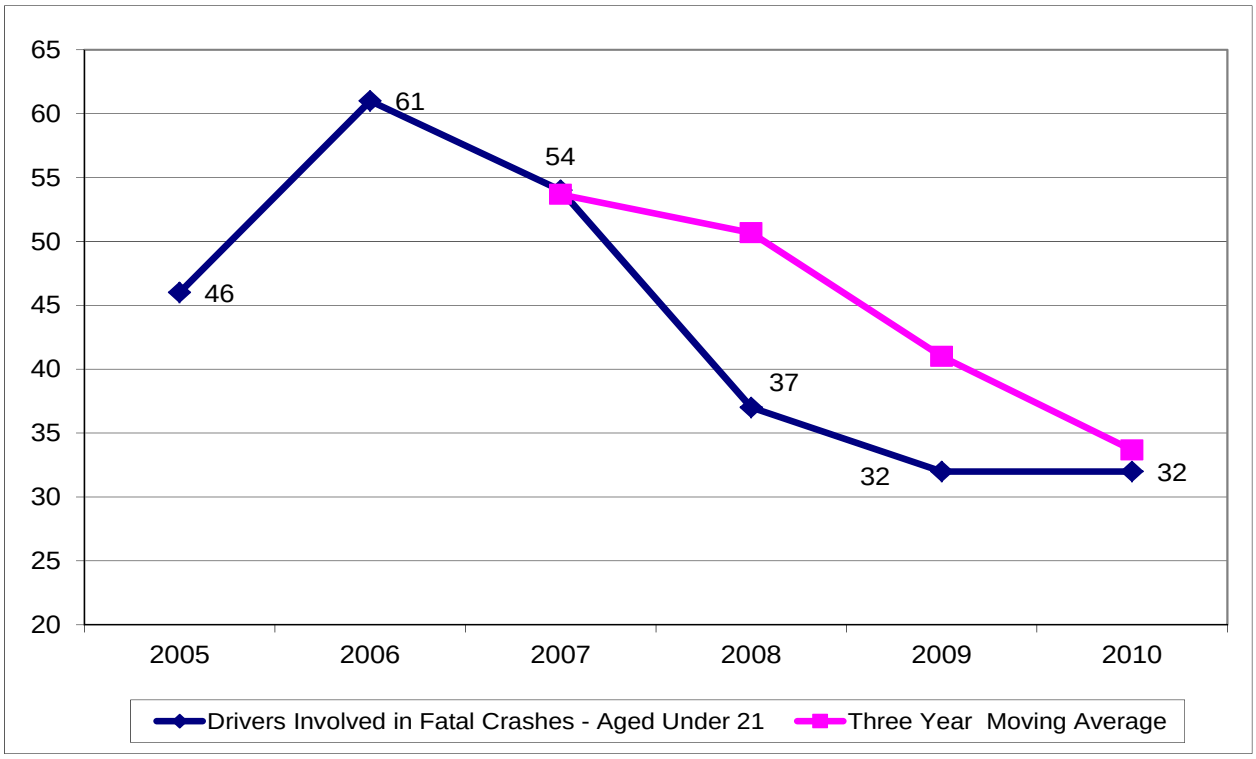
Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 10

Graph 10 shows Connecticut's number of driver fatalities by drivers under the age of 21 for the 2005-2010 reporting period. There were 32 drivers under the age of 21 killed in 2010. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2011 HSP Goal(s):

To decrease drivers age 21 or younger involved in fatal crashes seven percent from the 2004-2008 base year average of 50 to 46 by 2012



Outcome:

Both the fatality numbers and the three year moving average show a steady decline in this measure during the 2005-2010 reporting period.

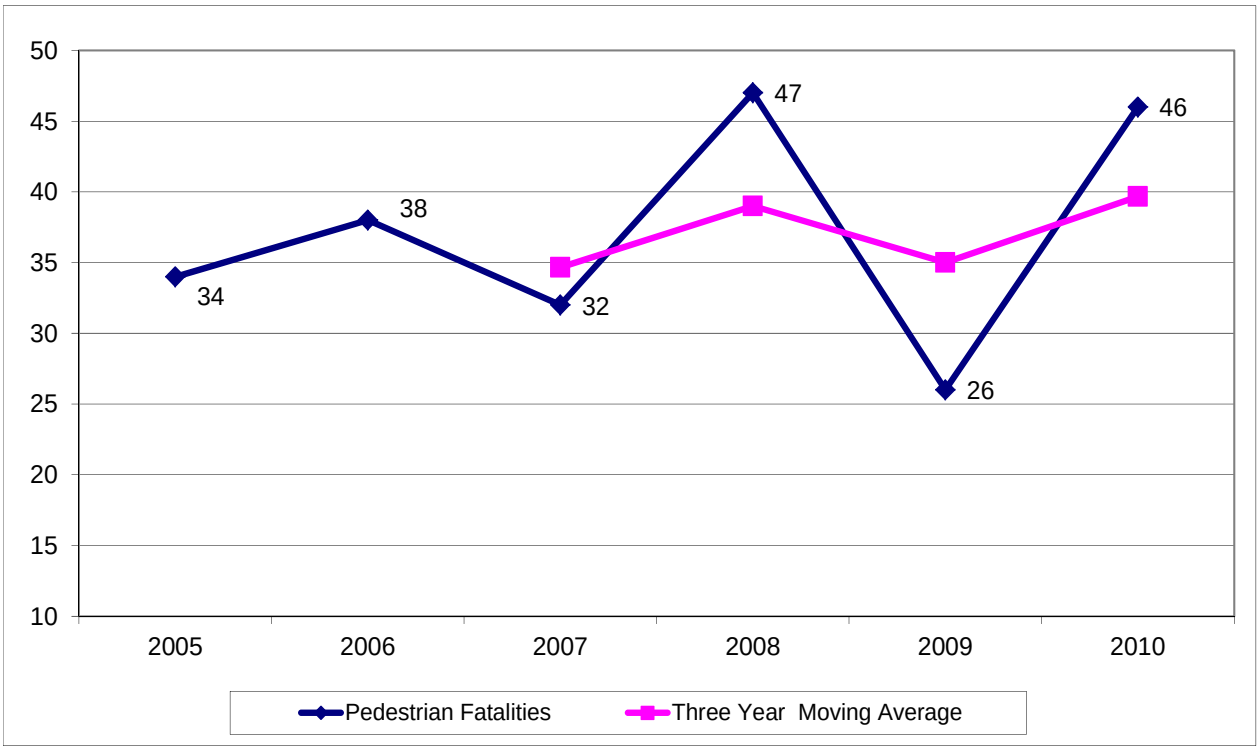
Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

Graph 11

Graph 11 shows Connecticut's number of pedestrian fatalities during the 2005 - 2010 reporting period. There were 46 pedestrian fatalities in 2010. The graph data has been updated to reflect current numbers and may not correspond with some previously reported data.

2011 HSP Goal(s):

To reduce the number of pedestrians killed by five percent from the five year average of 36 (2004-2008) to 34 in 2012



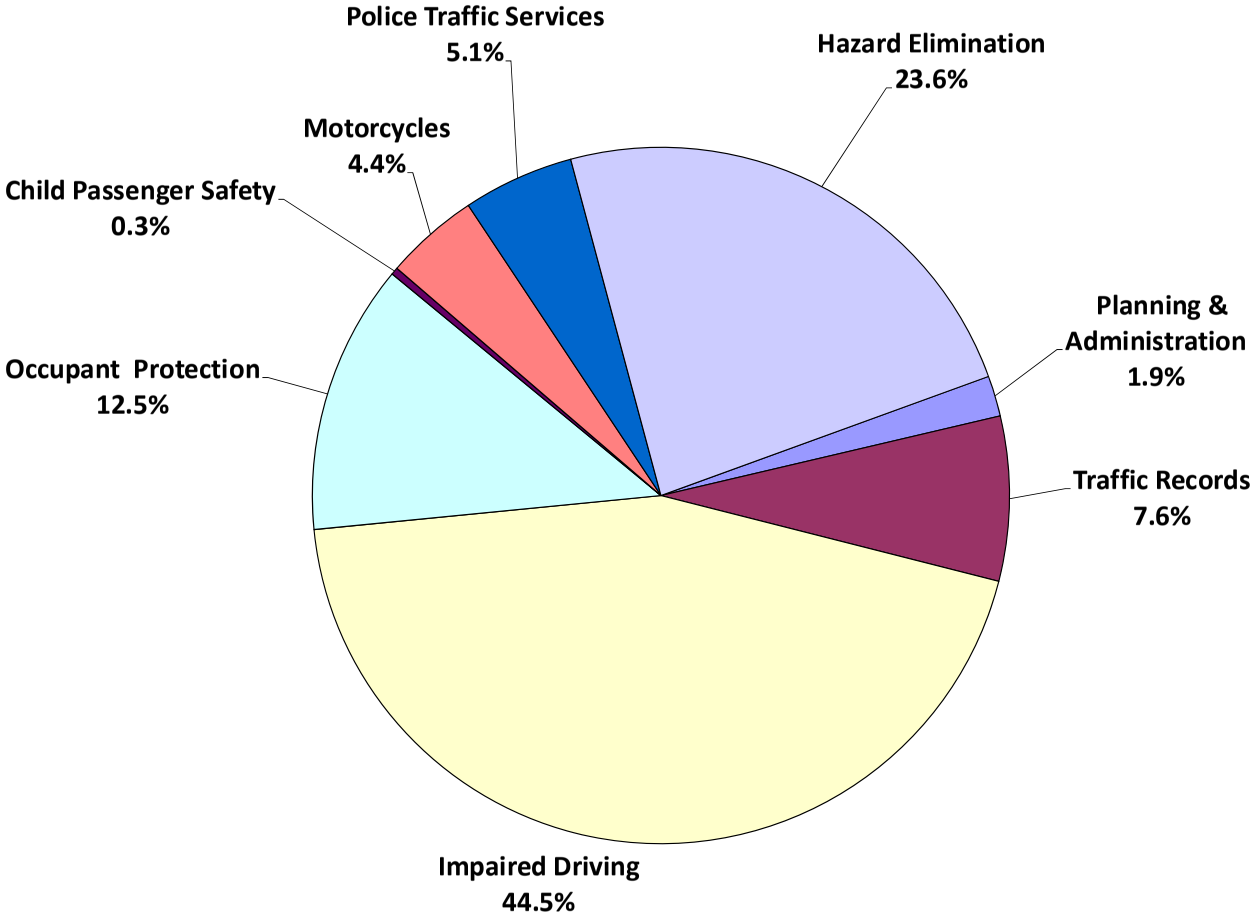
Outcome:

The three year moving average indicates a steady increase in the number of pedestrian fatalities over the reporting period. The most recent three year moving average value for the period from 2008-2010 was 40.

Please note that data in this Report is sourced from the preliminary 2010 Connecticut FARS file. The data will be updated again in accordance with NHTSA-FARS standards and changes may be reflected during this update.

FINANCIAL SUMMARY

Financial Summary											
(Preliminary Data as of 12/15/11)	402	405	406	408	410	154 AL	154PM	154 HE	2010	Total	% of Total
Planning & Administration	$186,780									$186,780	1.9%
Traffic Records	$125,220			633,150						$758,370	7.6%
Impaired Driving	$245,376		87,100		1,168,840	2,340,270	573,921			$4,415,507	44.5%
Occupant Protection	$804,231	298,105	142,753							$1,245,089	12.5%
Child Passenger Safety	$33,177									$33,177	0.3%
Motorcycles	$251,609								181,600	$433,209	4.4%
Police Traffic Services	$511,195									$511,195	5.1%
Hazard Elimination								2,344,266		$2,344,266	23.6%
TOTAL										$9,927,593	100.0%



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; diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement and training a minimum of 75 Standardized Field Sobriety Testing (SFST) practitioners at the Police Officer Standards and Training Council facility and other municipal Police Department locations. The core outcome measures indicate that the alcohol-impaired driving fatalities with a BAC =.08+ has decreased 13 percent in 2010 and the three year moving average has also decreased by 8 percent.

The Impaired Driving Program emphasized enforcement efforts of reducing driving under the influence of drugs and/or alcohol (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 other possible alcohol related special events.

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.

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.

According to the most current statistics for FFY 2010, there were 10,301 DUI arrests in the State of Connecticut. The age group of 25-29 year olds registered the most DUI arrests with a total of 1,670. Next age group was between the ages of 21-24, with a total of 1,634. The majority of the DUI arrests 5,433 occurred between the hours of 12:00am and 4:00am. The day of the week with the most DUI arrests was Saturday, with 2,591. Sunday accounted for the second most DUI arrests, with a total of 2,181. More than 75% of the DUI arrests, 7,839 in total, were of males, while 2,462 were of females. The average age of offenders was 36. There were 2,388 alcohol related crashes in Connecticut in 2010. The median range of arrested person's Blood Alcohol Content (BAC) was between .150 and .199, with 2,281 registering between those figures. Of those who had their BAC tested, more than 75% submitted to breathalyzer testing, 7,804 in total.

According to the CT State Police, the agency reported that DUI enforcement funds were utilized during this time period for the staffing of the State Police Breath Alcohol Testing (B.A.T.) Mobile. This vehicle had 37 deployments resulting in 34 DUI arrests. The general enforcement initiatives that were implemented during this calendar year resulted in 133 DUI arrests, 12 narcotics violations, 427 seatbelt violations, 3,863 various motor vehicle violations, and 50 criminal arrests.

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 Highway Safety Office continues to work with Office of Information Systems, regarding the improvement and updates on the www.drink.drive.lose.com website. Tasks include gathering statistical data and relevant articles that can be posted within the sight to enhance public education on the regulations and dangers of driving under the influence.

The State of Connecticut Drug Evaluation and Classification Program Report for the development of a Drug Recognition Evaluation Expert Program in CT was approved by the International Chiefs of Police Association (IACP) in Chicago on October 21, 2011. The State HSO funded out-of-state certification for 7 Connecticut DREs this past year. Since Connecticut now has been approved to conduct DRE training, the HSO plans to host a training class in state to allow for a larger number of officers to become certified DREs next year.

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 Year's holiday season. The campaign employed both television commercials and radio public service announcements. Media was also in the areas of public service announcements and billboards to reinforce the dangers of speeding on Connecticut roadways.

The multi-media campaign included a Spanish language television and radio component featuring both paid and bonus spots. This campaign utilized broadcast media to deliver a culturally-relevant message to educate those in the Latino community about driving sober and upcoming traffic safety enforcement activities.

The Labor Day Holiday period featured the national campaign "*Drive Sober or Get Pulled Over.*" Connecticut awarded 97 law enforcement agencies federal funds to conduct DUI initiatives throughout the State including saturation patrols and DUI checkpoints. There were 23 variable message boards that carried the slogan to reinforce the campaign. During this mobilization there was no paid media.

During 2010/2011, approximately $4,311,920.00 was spent to accomplish these enforcement activities.

Police Traffic Services

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals included reducing the percentage of speed-related fatal crashes by five percent by the end of 2011, and by an additional three percent in the year 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 2011, 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.

The North Central RTU, consisting of the Towns of Windsor, Bloomfield, Avon and Simsbury formed a compact several years prior for the purpose of conducting regional traffic enforcement. These Towns recommitted to conduct monthly enforcement deployments in each municipality. The north central RTU also participates in the Comprehensive Alcohol Grant on a regional basis.

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 300 law enforcement officers attended. Twenty 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 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 7,658 violations for speeding, 63 for Reckless Driving, 721 Distracted Driving and 1,741 for other violations.

During 2011, approximately $377,495.02 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. The latest information available through National Occupant Protection Use Survey (NOPUS) indicates an 85 percent National safety belt use rate. Generally over the past several years the Connecticut Safety Belt Usage Rate has gradually increased. 2011 was the highest usage rate ever achieved in our State. There have not been any huge departures up or down in the last five years of the number of reported fatalities of restrained occupants with the exception of 2009 which was much higher than 2008 and 2010. The three year moving average was relatively constant.

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 conducted by the Highway Safety Office Staff and by State and local law enforcement personnel. Information was disseminated through one-on-one contact, media announcements and a variety of support materials. Concentrated safety belt mobilization efforts included the November 2010 and May 2011 National Click it or Ticket Mobilizations, "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 demonstrations provide the opportunity for individuals 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. The State Police conducted Safety Belt Convincer demonstrations at 89 events and Rollover simulator demonstrations at 47 events. There were 1,716 people who were permitted to ride the Convincer and an estimated 38,660 people viewed the Rollover demonstrations. The Highway Safety staff members conducted public outreach at safety and health fairs along with a variety of sporting venue and other special event venues.

DOT continued to conduct 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 commencing on November 8, 2010 and May 23, 2011. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The November 2010 WAVE was conducted with 92 agencies participating. An average post-WAVE safety belt usage rate of 89.3 percent was achieved. Enforcement activity included a total of 8,019 safety belt citations, 1,623 speeding citations, 70 child safety seat citations, 141 DUI arrests, and 6,270 citations for miscellaneous violations. The May 2011 WAVE was conducted with 89 agencies participating. An average post-WAVE safety belt usage rate of 91 percent was achieved. Enforcement activity included a total of 8,973 safety belt citations, 986 speeding citations, 74 child safety seat citations, 139 DUI arrests, and 3,745 citations for miscellaneous (other) violations

The spring 2011 statewide scientific survey revealed an 88.4 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 periods.

Law enforcement departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. There were two multi-media campaigns that included print media, radio and television spots that served to complement enforcement efforts. The Winter Holiday 2010 Campaign focused on impaired driving and was a comprehensive effort

overall. The Campaign featured three, thirty-second commercials airing Statewide across five broadcast television stations and twenty-five cable systems over the six and one-half week period. Campaign results indicated a 99 percent reach of the target population combined with a 69 times campaign frequency, meaning that of the target adults exposed to the campaign message, on average they were exposed to the messages 69 times. The May 2011 Campaign featured three, thirty-second commercials aired statewide across five broadcast television stations and 25 cable systems throughout the State for the full two and one-half week campaign. Campaign results indicated a 99 percent campaign reach of the target population combined with a 69 times campaign frequency.

The multi-media campaign included a Spanish language television and radio component featuring both paid and bonus spots. 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.

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 disseminated to the public at sporting venues, safety and health fairs. The Highway Safety staff interacted with the public at 78 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. To support the campaign there was a rewards ticket program, a custom video board message, a premium promotional item give-away night, a nightly Click it or Ticket video board announcement, and numerous tabling opportunities. 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/Connecticut Whale to promote the following Highway Traffic Safety initiatives: Educational information and promotions of Click It or Ticket, underage drinking prevention, drinking and driving prevention, distracted driving prevention and child passenger safety. This provided the Highway Safety staff tremendous opportunity to interact with guests attending the events. Signage with the Click It or Ticket slogan was displayed inside of the arena as well as on the outdoor marquee. The effort also included promotional tags on local radio stations, opening and closing billboards, magnetic calendar schedules and numerous tabling opportunities.

The Highway Safety Office also partnered with the Bridgeport Sound Tigers Hockey Team to promote highway traffic safety initiatives. This included the National Campaigns of Click it or Ticket and Over the Limit. Under Arrest. underage drinking prevention, distracted driving prevention and child passenger safety. The Click It or Ticket message was displayed on the outdoor marquee which is visible from the highway for all motorists to see. The Over the Limit, Under Arrest logo was affixed to the player's jerseys for the entire season. There were In-Ice Logos, the Storm Van Wrap, Video Board, Public Address Announcements, a magnetic calendar schedule and unlimited tabling opportunities to interact with guests attending the events including the COOL Fun 101 Kids Festival, a special promotion day that was attended by thousands of children.

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.

A new partner, the Connecticut Tigers baseball team, partnered with the Highway safety office to promote highway traffic safety messages through the Pitch/Speed Temperature Sign, parking lot banners, two billboards and at tabling nights.

The Waterford Speedbowl partnered with the Department of Transportation to address safety belt safety and impaired driving prevention at several family night race car events throughout the season.

The Highway safety Office partnered with the Rentschler Field to produce and distribute Click it or Ticket hand warmers which were distributed at a University of Connecticut Football Team home game.

The Highway Safety Office also partnered with Live Nations at their Comcast Theater and Oakdale Theater sites to promote highway traffic safety outreach program initiatives. The Highway Safety staff members promoted Click it or Ticket and Over the Limit. Under Arrest. underage drinking prevention, distracted driving prevention and child passenger safety prior to various stage productions at these venues including; Lady Antebellum, Vince Vaughn and Kevin James, David Garrett, Rain, Thomas and Friends, Dolly Parton and The Voice. Additionally, signage and banners were placed at strategic locations to educate patrons when arriving and leaving the venues.

During 2011, a total of $1,227,042.57 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 2011, 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 8 child passenger safety technician-training sessions at various locations statewide with 64 participants. The training sessions resulted in 64 additional certified technicians. One update renewal class was held with 6 attendees. Connecticut has 20 instructors and 74 fitting stations. These instructors and technicians disseminate the most current information relating to design, hardware, installation and curriculum.

A total of 208 technicians were eligible bringing Connecticut to a 61.5 percent recertification rate as compared to the 55.1 percent 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 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: Car Seat Recommendations for Children, Connecticut's Booster Seat Law (in both English and Spanish), Booster Seat are for Big Kids, Kids in Cars, Child Safety in and Around Vehicles and Guide to Car Seat Installation. LATCH books were also purchased for the 74 fitting stations around the state.

The Waterbury Area Traffic Safety Program (WATSP), administered through the City's Police Department, serves the Waterbury and Litchfield County region of the State. WATSP addresses multiple traffic safety issues. This program reached over 1,600 parents, children and caregivers through educational presentations on occupant protection which including 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. In addition, Buckle Bear was used at Head Start programs and day cares centers to reach over 450 children with a buckle up message.

The WATSP 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.

The Highway Safety Office also completed the following tasks related to the Child Passenger Safety program:

- Hosted the fourth semi-annual Child Passenger Safety Conference on May 24th where 174 certified car seat technicians attended.

- Hosted a car seat clinic during CPS week at which thirty-eight car seats were donated to families in need.

During 2011, a total of $96,887.20 was spent to accomplish these activities.

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 33 (2004-2008) to 25 by 2012.
- Decrease the number of fatalities below the five year average (2004-2008) of 51 by 10 percent to 46 by 2012.
- Decreasing the percentage of fatally injured motorcycle operators with BACs greater than 0.00 from 39.5 percent in 2008 to 30 percent in 2012.

The latest available data from 2010 indicates that the three year moving average of un-helmeted fatalities is 35 (Graph 8). During the same time period, the three year moving average for fatalities was 53 (Graph 8). Un-helmeted fatalities over the last three years have remained largely the same while overall motorcycle fatalities have shown a decline in relation to total fatalities of 16% (52 out of 319).

This data also indicates that in 2010, 41 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 38 percent (Graph 9).

During Fiscal Year 2011, DOT's Connecticut Rider Education Program (CONREP) continued motorcycle rider safety training at 15 site locations throughout the State. Each location offered the Basic Rider Course (beginner), Intermediate Rider Course, and Experienced Rider Course. In 2011 CONREP continued a pilot program offering 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 student demand, CONREP trained and certified ten new instructors. Preliminary data for 2011 indicates 6,042 students were enrolled in over 581 Connecticut Rider Education Program courses. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

In January 2011, newly enacted state laws require motorcycle operator safety training for all new license applicants. Details of this legislation may be found in the legislative section of this report. CONREP saw a substantial increase in students during the 2011 training season. CONREP trained over 6,000 students, a 20% increase from the previous year, largely in part, we believe to the new requirement.

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 previously used NHTSA funding to purchase two Safe Motorcyclist Awareness and 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.

Instructors received training on SMARTrainer procedures and instructional applications. This team conducted successful presentations at numerous grassroots events throughout the State. A total of 87 events took place over the course of the year, where over 2000 people participated in the SMARTrainer exercises. The largest event was in January at the Hartford Motorcycle Expo.

CONREP used NHTSA funding to purchase 68 Suzuki TU250X motorcycles and 15 Yamaha Zuma scooters. These Motorcycles and scooters are fuel injected and are necessary to keep up with the increasing student demand.

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 26,000+ 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 gatherings.

CONREP received fifth 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.

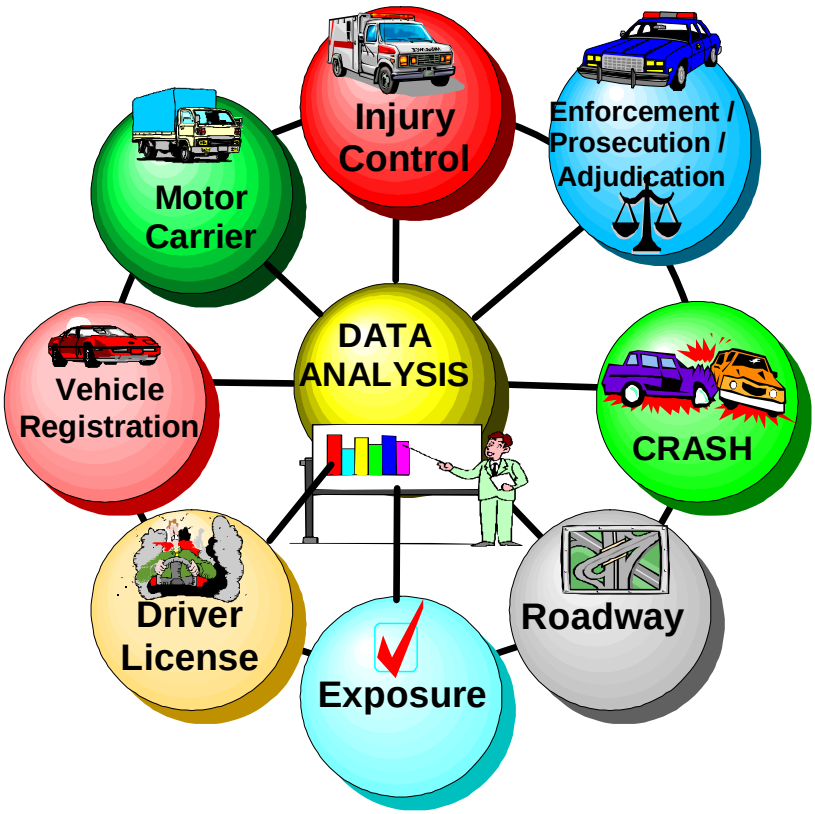
During 2011, approximately $432,550 of federal funds ($250,950 of Sections 402, and $181,600 of Section 2010) and a combined $1,469,194 from both Connecticut’s Motorcycle Safety fund and CONREP course fees were spent to accomplish these activities.

Traffic Records

Traffic records/safety data is critical for stakeholders to be able to identify priorities for State and local highway safety programs, evaluate the effectiveness of improvements being made, promote information sharing, and monitor trends, incident reports, persons injured or killed, property damage, rates and other outcomes or impacts.

A management approach to transportation safety requires a comprehensive traffic records system. The traffic records strategic plan is an active document updated annually to reflect new issues and the changing environment within highway safety and traffic safety information systems.

Traffic Records/Safety Data



Connecticut's Traffic Records Coordinating Committee (TRCC) is actively involved in implementing sixth year Section 408 traffic safety information system improvement initiatives, while preparing to update and conduct the next round of strategic planning. The following working groups of the TRCC are engaged in or soon to begin implementing various safety data system improvements.

- Technical Advisory Committee/Crash Data Repository: Work continues to establish user requirements and functionality for the Crash Data Repository located at the University of Connecticut

- E-Citation Planning: Work continues 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 Department of Motor Vehicles.

- E-Crash [1]MMUCC/PR-1 Working Group: Preparing for kickoff of E-Crash initiative which will pilot test and rollout a browser/question based E-Crash reporting solution based on the National Crash Reporting MMUCC Guidelines.

The TRCC continues to focus on the development of electronic field data capture of motor vehicle crash, citation, EMS/patient care, commercial vehicle enforcement and other incident reporting, including the back-end systems to receive and process this data.

The TRCC also continues to monitor and promote other ongoing safety data improvement projects including:

- System upgrade by the Department of Motor Vehicles
- Connecticut Integrated Vehicle and Licensing System (CIVLS)
- Department of Public Health Connecticut Injury Prevention Control Plan
- Crash Outcome Data Evaluation System (CODES)

The TRCC, supported by the State Highway Safety office, continued an active schedule in 2011 presenting and participating in the 37th National Traffic Records Forum in July, conducting sessions on the State's e-Citation system development effort, proposed e-Crash initiative, and new DMV Scanning and Data Entry System for processing out of state convictions.

The TRCC roster is continually refreshed as new members become involved. Letters of delegation to the TRCC as required by the National Highway Traffic Safety Administration (NHTSA) for SAFETEA-LU Section 408 funding include Departments of Transportation, Motor Vehicles, and Public Health, as well as the State Judicial Branch.

The TRCC website contains the Traffic Records Strategic Plan, previous Traffic Records Assessment, and content/updates from the most recent meeting of the TRCC. The website is located at - http://www.ct.gov/dot/cwp/view.asp?a=2094&q=435916

A goal of the TRCC is for a more comprehensive and effective traffic records system to support the highway safety planning process. This process serves to accurately identify safety problems, set performance goals and objectives, plan programs and countermeasures, implement countermeasures, monitor projects and their impact on performance measures, and evaluate their effectiveness.

During 2011, a total of $759,086.00 was spent to accomplish these activities.

[1] Model Minimum Uniform Crash Criteria (MMUCC)

PAID MEDIA REPORT

CONNECTICUT DEPARTMENT OF TRANSPORTATION
HOLIDAY SAFETY CAMPAIGN
WINTER 2010

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
- Billboards

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

Schedule Timing

The campaign aired from November 22nd through January 4th – a period of 6.5 weeks. Advertising messages were constantly visible throughout that period.

Television

Three different 30-second commercials aired statewide across five broadcast television stations and 25 cable systems throughout the state for the full 6.5 week campaign. The commercials that aired included the following:

- "Mistletoe"
- "Snowball"
- "Lights"

Each commercial was rotated to air a significant amount of 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)

WCCT-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)
- NBC Universal Sports

Cablevision (Fairfield County cable systems)

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

Comcast Danbury and Shelton

- BET
- COMEDY
- COURT
- FX
- MTV
- SPEED
- SPIKE
- VERSUS
- VH1
- USA

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)

Television Schedule Recap

A total of **9450 paid commercials** aired over the schedule.
Additional 9710 bonus commercials aired at no-charge (this includes n-charge bonus spots, PSA's and vignettes).
A total of 16,641,755 Men18-34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Men 18-34 GRPs	6435
Men 18-34 Reach	99%
Men 18-34 Frequency	65x

Radio

One :30 commercials ran on13 different radio stations across the state for the full 6.5-week campaign.

- "Jingle Crash"

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

Danbury Market

WDAQ-FM	Hot Adult Contemporary
WDBY-FM	Contemporary Hit Radio (Top 40)

Hartford Market

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

New Haven Market

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

Bridgeport Market

WEZN-FM	Adult Contemporary

New London Market

WQGN-FM	Contemporary Hit Radio (Top 40)
WWRX-FM	Urban

Stamford/Norwalk Market

WFOX-FM	Classic Rock
WCTZ-FM	Adult Contemporary

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

Radio Schedule Recap
A total of **1023 paid commercials** aired over the schedule.
Additional 1023 bonus commercials aired at no-charge. A total of 1,868,776 gross impressions against Men18-34 were realized over the course of the schedule.

Total campaign M18-34

	GRPs	Reach	Frequency
Danbury	584.73	65.7%	8.9x
Hartford	1280	80.2%	16.0x
New Haven	1204	70.6%	17x
New London	660	60%	11x
Stamford/Norwalk	65.4	21.8%	3x
Bridgeport	75.9	25.3%	3x

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.

	Kings	Tails
Bridgeport	3 buses	3 buses
Hartford	12 buses	12 buses
New Haven	8 buses	8 buses
Stamford	3 buses	3 buses
Waterbury	2 buses	2 buses

A total of **28 paid bulletins** ran over the schedule.
An additional 28 bonus bulletins ran at no-charge.
A total of 7,552,000 Men 18-34 gross impressions were realized over the course of the schedule.

Additional Added Value-

- Many of the transit ads stayed posted on the buses well beyond the November-January schedule timeframe at no additional cost.
- The DOT paid for one month Nov 22nd-Dec 21st, and the balance of the schedule was not charged

Billboards

A statewide Billboard schedule was purchased from November 22nd- January 4th and included 2 digital boards on I-91 in Hartford. A total of 37,576,000 gross impressions were realized over the course of the schedule.

Paid

- (4) Rotary Bulletins (14 x 48) ran from November 22nd-January 4th

Bonus

- (4) Rotary Bulletins (14 x 48) ran from November 22nd-January 4th
- One spot on the digital billboard on I-91 in Hartford will now run in the April time-frame.

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:	99%
Campaign frequency – combining all mediums - Men 18-34:	69+x

This means that approximately 99% 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 69 times.

CONNECTICUT DEPARTMENT OF TRANSPORTATION
Click it or Ticket Campaign
Spring 2011

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
- Billboards

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

Schedule Timing
The campaign aired from May 19-June 5, 2011 – a period of 2.5 weeks. Advertising messages were constantly visible throughout that period.

Television
Three different 30-second commercials aired statewide across five broadcast television stations and 25 cable systems throughout the state for the full 2.5 week campaign. The commercials that aired included the following:

- "Basketball"
- "Stuck with a Ticket"

Each commercial was rotated to air a significant amount of 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)

WCCT-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)
NBC Universal Sports

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 (22 systems statewide,
less Fairfield County)
BET TNT
Comedy Central ESPN
Court TV TBS
E! HISTORY
FX TOON
MTV DISCOVERY
NESN ESPN2
Sci Fi TVLAND
Spike HEADLINE NEWS
Versus GOLF
VH1 TRAVEL
CNN BRAVO
FOX NEWS TLC
USA ANIMAL PLANET
AMC THE WEATHER CHANNEL
FOOD HGTV
MSNBC FAMILY
ARTS AND ENTERTAINMENT NICK
LIFETIME
CNBC

Cablevision (Fairfield County cable systems)
ESPN
ESPN 2
ESPN CLASSIC
ESPN NEWS
Comedy Central
DISCOVERY
TOON
SNY
Speed
Spike
Versus
VH1
COUNTRY MUSIC TV
Comcast Danbury and Shelton
BET
COMEDY
COURT
FX
MTV
SPEED
SPIKE
VERSUS
VH1
USA

Television Schedule Recap
A total of **7430 paid commercials** aired over the schedule.
Additional 7750 bonus commercials aired at no-charge (this includes n-charge bonus spots, PSA's and vignettes)
A total of 14,248,725 Men18-34 gross impressions were realized over the course of the schedule.
The delivery of the campaign was as follows:
Men 18-34 GRPs 5940
Men 18-34 Reach 99%
Men 18-34 Frequency 60x

Radio
One :30 commercials ran on13 different radio stations across the state for the full 2.5-week campaign. "Car Talk"

The stations (and their formats) that aired the commercials included the following:
Danbury Market
WDAQ-FM Hot Adult Contemporary
WDBY-FM Contemporary Hit Radio (Top 40)
Hartford Market
WCCC-FM Active Rock
WKSS-FM Contemporary Hit Radio (Top 40)
WMRQ-FM Alternative Rock
WZMX-FM Urban
New Haven Market
WKCI-FM Contemporary Hit Radio (Top 40)
WYBC-FM Urban
Bridgeport Market
WEZN-FM Adult Contemporary
New London Market
WQGN-FM Contemporary Hit Radio (Top 40)
WWRX-FM Urban
Stamford/Norwalk Market
WFOX-FM Classic Rock
WCTZ-FM Adult Contemporary

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

Radio Schedule Recap
A total of **2200 paid commercials** aired over the schedule.
Additional 2200 bonus commercials aired at no-charge. A total of 2,736,298 gross impressions against Men18-34 were realized over the course of the schedule.

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.
Kings Tails :
Bridgeport 5 buses 5 buses
Hartford 26 buses 26 buses
New Haven 9 buses 9 buses
Stamford 5 buses 5 buses
Waterbury 5 buses 5 buses

A total of **50 paid bulletins** ran over the schedule.
An additional 50 bonus bulletins ran at no-charge.
A total of 10,548,570 Men 18-34 gross impressions were realized over the course of the schedule.
Additional Added Value-
Many of the transit ads stayed posted on the buses well beyond the end of the campaign.

Billboards
A statewide Billboard schedule was purchased from May 19th- June 5th and included 5 rotary boards on I-91 & I-84 statewide. A total of 10,548,570 gross impressions were realized over the course of the schedule.
Paid
(5) Rotary Bulletins (14 x 48) ran from May 19th- June 5th

Bonus
(5) Rotary Bulletins (14 x 48) ran from May 19th- June 5th

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: 99%
Campaign frequency – combining all mediums - Men 18-34: 69+x
This means that approximately 99% 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 69 times.

NOTEWORTHY PRACTICES

NOTEWORTHY PRACTICE 1

PROJECT TITLE

Connecticut E-Citation Project

TARGET

Law Enforcement

PROGRAM AREA

Traffic Records

PROBLEM STATEMENT

Connecticut's traffic violation citation system has been a completely manual system, and had been vulnerable to human error at many levels. Information had been hand written on tickets by law enforcement and manually entered into the Judicial Branch's Centralized Infractions bureau (CIB) database, and subsequently transmitted to various entities. This handwritten information, multiple points of data entry, and processing delays often resulted in time consuming exceptions processing, as well as erroneous information being passed to data recipients.

OBJECTIVE

To create an application that enables the Judicial Branch's CIB to electronically process citations. Enable the e-citation application to accommodate commercial citations, to allow viewing and disposition of citations in court locations, to provide a "paperless courtroom" with dedicated dockets for citations and enhanced opportunities for electronic "self-pay" options.

STRATEGIES

Funding for all pilot projects naturally results in a constriction of project scope. We could not attempt a complete end to end replacement pilot because of extensive legacy functions in the judicial infraction process. However, this allowed us to focus on the project from the field perspective first and then to the back end processing. This compelled a very hard look at the notion of electronic signature that was supported by the Connecticut General Assembly. Finally, we sought to assure a standard middleware process that multiple software vendors could advantage. In an environment of diverse records management and mobile data systems for police agencies, we thought that was a reasonable and fair way to proceed.

RESULTS

Performance measures documented improvement in both timeliness and accuracy. With regard to timeliness, the average number of days from issuance to entry pre-pilot was twenty-eight. In pilot mode, average number of days from issuance to entry is six. It is expected that as the pilot continues and less manual intervention is required this difference will be further reduced. Accuracy numbers are tracked through an officer error database. Pre-pilot numbers of selected officers were less than one percent and have all been eradicated in the pilot. Enforcement action by the State Police over a sixty day period with just thirty-four printers assigned resulted in 4,481 citations issued with fine amounts at almost a million dollars. During just fifteen hours of concentrated enforcement by four New Britain police officers, 357 citations for seat belt and other violations were issued.

COST

$150,000.00

NOTEWORTHY PRACTICE 2

PROJECT TITLE

State Motor Vehicle Crash Data Repository – University of Connecticut

TARGET

All ages and skill levels

PROGRAM AREA

Traffic Records

PROBLEM STATEMENT

Currently, Connecticut has two disparate crash repositories: one at the Department of Public Safety (DPS); and at the Connecticut Department of Transportation. In addition to the two large scaled repositories, there are numerous small scale repositories retained at local police departments throughout the state. However, these crash data repositories are not easily linked to roadway information, traffic volumes or land use data. These other databases are maintained by other state agencies and require significant manual reformatting to combine the crash data and roadway information. The non-highway information is maintained by other State agencies such as the Department of Motor Vehicles and the Department of Public Health. Having the information from all of these databases assembled into a single data repository would reduce duplicative effort on the part of State agency employees and researchers on projects funded by the State.

OBJECTIVE

To provide members of the traffic safety community and submitting law enforcement agencies with timely, accurate, complete and uniform crash data, within 30 days of the crash event.

STRATEGIES

Design and build a crash data repository for PR-1 files. Develop the data entry, query, and analysis tool set program. The repository will serve as the foundation for future, more advanced versions of the data repository. The base CDR will allow law enforcement agencies across the state to submit collected crash information via XML specification standards, and will make the crash data available to authorized agencies.

RESULTS

The goal is to have a complete crash data file. A crash report cannot be accurately evaluated when missing fields or attributes are omitted. The integration of data is an important tool on focusing on problem areas. Having accurate data assist stakeholders in Traffic Records the ability to access and analyze data from crash reports so a direct plan can be initiated to eliminate fatalities, injuries and property damage on the roadways.

COST

$225,917.00

NOTEWORTHY PRACTICE 3

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.

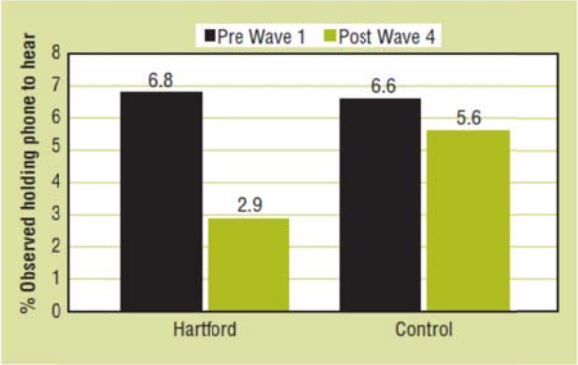
Media buys included TV, Radio, Internet and Billboards targeting the pilot area. Earned media was garnered through kick-off press events, media releases, “ride-alongs” for news media and public outreach at both grassroots and sporting events.

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

The Distracted Driving Enforcement Program concluded during the 2011 Federal Fiscal year with 2 enforcement WAVES taking place in November 2010 and March 2011 and a Final report released by Secretary LaHood in July.

Observed Hand-Held Phone Use in Connecticut



Results in the Connecticut portion of the pilot program were encouraging and showed that both high visibility enforcement campaigns and social norming messaging can impact the number of drivers illegally using hand held mobile cell phones. The percentage of drivers observed holding their phones to their ears decreased from baseline to the end of the fourth wave in Hartford and the Connecticut control sites. The reduction was significantly greater in Hartford (from 6.8% to 2.9%) than the control site (from 6.6% to 5.6%). These changes represent a 57% drop in observed cell phone use for the Hartford site compared to a 15% drop at the control site.

COST

$143,700.00

ATTITUDE AND AWARENESS OUTCOME MEASURES

		2009						2010					
		CIOT		Labor Day		Holiday		CIOT		Labor Day		Holiday	
IMPAIRED DRIVING		pre	post	pre	post	pre	post	pre	post	pre	post	pre	post
A-1: In the past 30-60 days*, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? _____ (number of times)	None			80.4	83.2	81.7	84.5			81.3	83.7	86	84.9
	1 to 2			11.3	10	12.2	9.8			11.5	9.2	9.4	10.1
	3 or more			8.4	6.9	6.1	0.7			7.2	7.1	4.6	5
	(N)			***1736***	***1757***	***1709***	***1706***			***1714***	***1768***	***894***	***892***
A-2: In the past 30-60 days*, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police	Yes			68.9	76.2					65.4	73.1		
	No			31.1	23.8					34.6	26.9		
	(N)			***1774***	***1788***					***1752***	***1796***		
A-3: What do you think the chances are of someone getting arrested if they drive after drinking?	Always			17.7	22.4	24.8	25.1			18.4	19.6	24.7	27.3
	Nearly Always			19.4	21.1	23.1	24.1			21.2	20	22.7	24.6
	Sometimes			*41.9*	*36.3*	*34.8*	*35.6*			*38.1*	*39.5*	*37.2*	*33.8*
	Seldom			10.7	10.3	8.5	7.1			12.2	10.8	6.1	6.8
	Never			10.4	9.9	8.7	8			10.2	10.1	9.3	7.5
	(N)			***1768***	***1775***	***1751***	***1757***			***1728***	***1792***	***920***	***916***
SEAT BELT													
B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?	Always	65.9	78.6	82.4	83.2	80.1	82.1	81.1	80.4	81.1	84.2	85	86.1
	Nearly Always	15.9	12.1	9.8	9.9	9.5	11.2	10.6	11.2	10.7	9.6	8.6	7.1
	Sometimes	*12.8*	*5.9*	*4.8*	*4.9*	*6.5*	*4.8*	*5.9*	*5.3*	*5.5*	*3.8*	*3.1*	*4.3*
	Seldom	3.7	1.9	1.5	1.1	2.1	1.4	1.5	2	1.6	1.5	1.7	1.4
	Never	1.7	1.6	1.4	1	1.7	0.5	0.9	1.1	1.1	0.8	1.6	1.1
	(N)	***1708***	***1754***	***1795***	***1805***	***1782***	***1800***	***1789***	***1780***	***1775***	***1824***	***933***	***928***
B-2: In the past 30-60 days*, have you read, seen or heard anything about seat belt enforcement by the police	Yes	35.5	62.8					47.2	63.6				
	No	64.5	37.2					52.8	36.4				
	(N)	***1697***	***1748***					***1770***	***1773***				
B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?	Always	14.6	16.3			21.1	21.9	19.3	21.5			21.8	23.8
	Nearly Always	23.7	15			15.8	14	16.4	18.3			14.1	17.3
	Sometimes	*41.5*	*46*			*38*	*39*	*41*	*39.9*			*40.8*	*39.3*
	Seldom	16.3	18.2			18.3	19.3	18.1	16.2			17.4	15.6
	Never	3.9	4.6			6.8	5.7	5.1	4.1			6	4
	(N)	***1703***	***1759***			***1770***	***1781***	***1778***	***1770***			***924***	***921***
SPEED													
S-1a: ** On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	Always							9	9.7				
	Nearly Always							20.5	21				
	Sometimes							*42.7*	*43.5*				
	Seldom							19.2	16.9				
	Never							8.7	9				
	(N)							***1749***	***1756***				
S-1b: ** On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?	Always												
	Nearly Always												
	Sometimes												
	Seldom												
	Never												
	(N)												
S-2: In the past 30-60 days*, have you read, seen or heard anything about speed enforcement by police?	Yes							52.6	55.5				
	No							47.4	44.5				
	(N)							***1678***	***1686***				
S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?	Always							14.5	13.5				
	Nearly Always							24.3	23.5				
	Sometimes							*48.6*	*51.4*				
	Seldom							10.5	9.1				
	Never							2.1	2.4				
	(N)							***1726***	***1748***				