

**New York State**

**FFY 2014**

**HIGHWAY SAFETY**

**ANNUAL REPORT**

(Revised January 2015)

**New York State**  
**Governor's Traffic Safety Committee**

**Andrew M. Cuomo, Governor**  
**Barbara J. Fiala, Chair**

**NEW YORK STATE  
FFY 2014  
HIGHWAY SAFETY ANNUAL REPORT**

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# NEW YORK STATE FFY 2014 HIGHWAY SAFETY ANNUAL REPORT

## EXECUTIVE SUMMARY

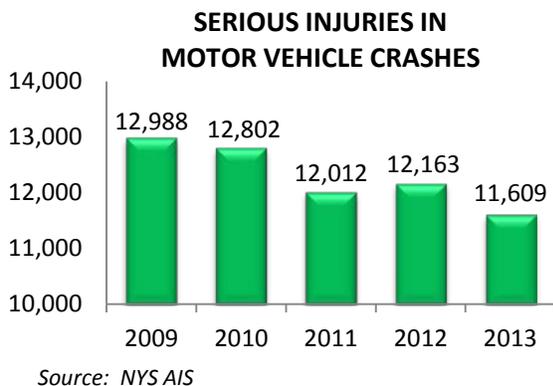
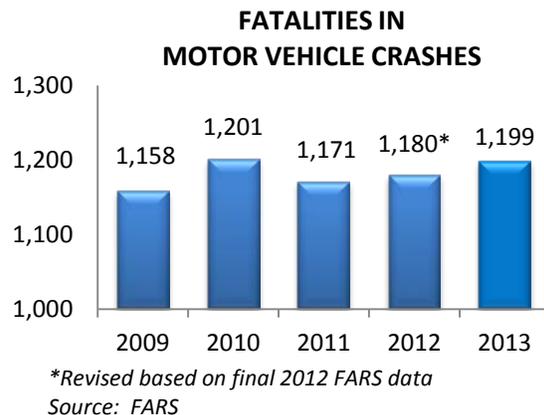
This Annual Report describes the accomplishments of New York State's Highway Safety Program in FFY 2014 (October 1, 2013-September 30, 2014) and the progress made toward the targets established in the FFY 2014 Highway Safety Strategic Plan (HSSP). The preparation of the FFY 2014 HSSP was guided by the uniform procedures established in MAP-21. New York's FFY 2014 HSSP incorporated the 10 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) to assess performance and measure the progress of the highway safety program. FARS is the data source for the core fatality measures, New York's Accident Information System (AIS) is the source for the serious injury measure, and the state's annual statewide seat belt surveys is the source for the data on observed seat belt use.

### STATEWIDE HIGHWAY SAFETY PROGRAM

The goals of New York's statewide highway safety program are to prevent motor vehicle crashes, save lives and reduce the severity of injuries suffered in crashes occurring on the state's roadways. Targets are set for reductions in the core measures of fatalities and serious injuries in traffic crashes and the statewide, urban and rural fatality rates per 100 million vehicle miles traveled (VMT).

#### Status of Statewide Performance Measures

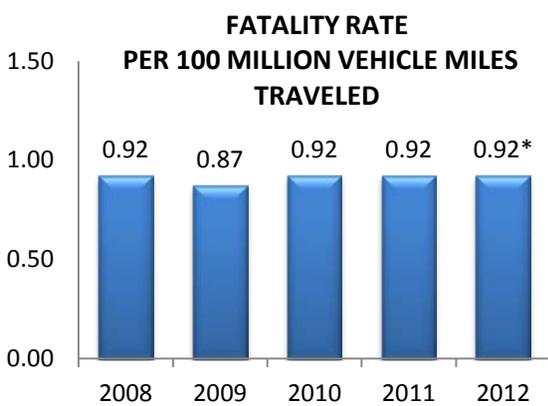
The 2013 FARS data indicate that motor vehicle fatalities in New York have been on an upward trend since 2011, increasing from 1,171 to 1,199. Based on this trend, the goal of lowering the number of fatalities to 1,117 by December 31, 2014 will be difficult to achieve. It should be noted that the final 2012 FARS fatality number for New York is 1,180 compared to the preliminary number of 1,168.



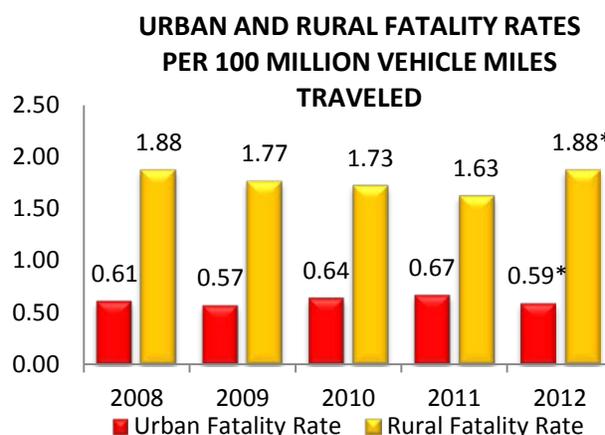
Based on data from New York's AIS, serious injuries in motor vehicle crashes were on a general downward trend between 2009 and 2013. After declining between 2009 and 2011, there was a small increase (1%) in the number of serious injuries in 2012. In 2013, there were 11,609 serious injuries, a decrease of 5% from the previous year representing good progress toward the reduction target of 11,532 set for 2014.

Other core measures are the statewide, urban and rural fatality rates per 100 million vehicle miles traveled (VMT). Based on the final 2012 FARS data, the statewide fatality rate has held steady at 0.92 since 2010. Because there has been no change, it is unlikely that the reduction target of 0.86 will be met once the 2013 fatality rate data become available.

The final 2012 FARS data indicate that the previous trends in both the rural and urban fatality rates were reversed in 2012. The upward trend in the urban fatality rate ended in 2012 when the rate decreased from 0.67 in 2011 to 0.59 in 2012, meeting the reduction target of 0.59 set for the end of calendar year 2013. The opposite pattern was seen in the rural fatality rate. After declining steadily between 2008 and 2011 (from 1.88 to 1.63), the rate increased again to 1.88 in 2012. Because of this substantial increase, the reduction target of 1.66 set for December 31, 2013 may be difficult to reach. FARS data for 2013 are not yet available to update any of these fatality rates.



\*Revised based on final 2012 FARS data  
Source: FARS



\*Revised based on final 2012 FARS data  
Source: FARS

## IMPAIRED DRIVING

Over the five-year period, 2008-2012, the proportion of New York’s crash fatalities that were alcohol-related ranged from 27% to 30%. Based on the state’s relatively low rate of alcohol involvement, New York qualified for 405d grant funds as a low-range state in FFY 2014.

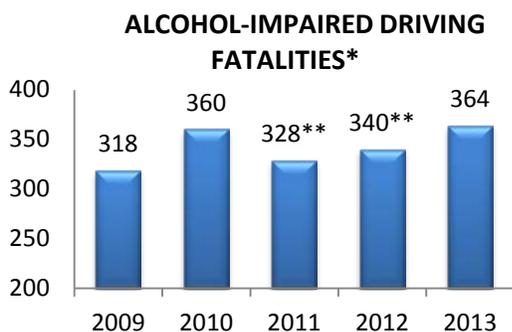
In FFY 2014, New York continued its aggressive approach to combating impaired driving. Using the state’s network of county STOP-DWI programs, GTSC maximized the opportunities for cooperative efforts such as statewide enforcement mobilizations in conjunction with national crackdowns and during holiday periods throughout the year. Some of the new initiatives in FFY 2014 included the “Have a Plan” mobile app launched by the STOP-DWI Foundation that is intended to reduce impaired driving and the development of a web-based application and an Android application installed on a tablet to enhance the state’s DRE program. The state’s impaired driving laws were also strengthened; effective November 1, 2014, drivers convicted of DWI or DWAI three or more times in 15 years face a Class D felony charge, up to seven years in prison and a fine up to \$10,000.



## Status of Impaired Driving Performance Measures

Based on the 2013 FARS data, alcohol-impaired driving fatalities were on an upward trend between 2011 and 2013. There were 364 alcohol-impaired fatalities in 2013, up from 328 in 2011 and 340 in 2012. Because the reduction target for these fatalities (299) was set based on the preliminary 2011 FARS number (315) available at the time, the target will be difficult to achieve by December 31, 2014.

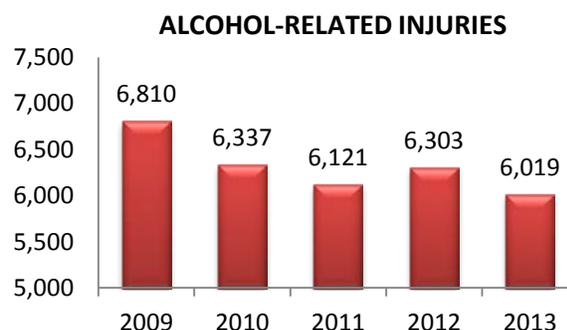
New York's AIS data indicate that after a downward trend between 2009 and 2011, the number of persons injured in alcohol-related crashes rose to 6,303 in 2012, an increase of 3%. Following the increase in 2012, alcohol-related injuries declined again in 2013 to 6,019 indicating that progress has been made toward the reduction target of 5,447 set for December 31, 2014.



\*Based on BAC (.08+) of all involved drivers and motorcycle operators

\*\*Revised based on final 2011 and 2012 FARS data

Source: FARS



Source: NYS AIS

## POLICE TRAFFIC SERVICES

The New York State Police, county sheriffs and local police agencies across the state seek to reduce crashes, personal injuries and fatalities through enforcement of the state's Vehicle and Traffic laws. In FFY 2014, GTSC provided support to a number of local police agencies through its newly created Police Traffic Services (PTS) grant program which is designed to reduce crashes through targeted high visibility traffic law enforcement. This new grant is a combination of the STEP and BUNY programs and is directed toward local traffic safety problems including, but not limited to, speeding, aggressive driving, distracted driving, motorcycle and pedestrian safety as well as occupant restraint issues. The emphasis is on implementing an evidence-based traffic safety enforcement program that focuses in areas at the highest risk for fatal and personal injury crashes. Enforcement deployment strategies are continually evaluated and adjusted to accommodate shifts and changes in priorities and ensure continued progress toward the established performance targets.

Distracted driving, and in particular texting, continued to receive attention in FFY 2014. Between 2010 and 2013, the number of tickets issued in the state for texting violations increased from approximately 3,200 to more than 55,000. Recognition of the dangers of texting while driving also led to several legislative changes to increase the severity of the penalties and fines imposed for violations of New York's cell phone and texting laws.

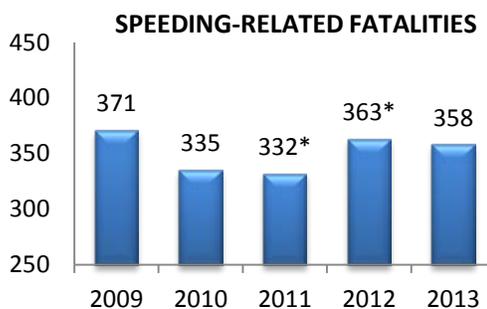
**Smart phone.  
Dumb choice.**  
DON'T TEXT AND DRIVE.



Beginning November 1, 2014, drivers with probationary or junior licenses or learner’s permits lose their driving privileges for 120 days after a first conviction for cell phone or texting violation; subsequent convictions within six months of license restoration result in a one year revocation. The maximum fines for cell phone and texting violations also increased from \$50 to \$200 for a first offense, \$250 for a second offense and \$450 for a third or subsequent offense within 18 months. In addition, changes to the mobile phone/portable electronic device use law for commercial motor vehicle drivers further defining actions that are considered violations took effect on October 28, 2013.

### Status of Police Traffic Services Performance Measure

Speeding-related fatalities is the core performance measure in the Police Traffic Services program area. Speeding-related fatalities in New York have followed an up and down pattern since 2011. Between 2012 and 2013, fatalities decreased from 363 to 358. Despite this positive progress in 2013, the reduction target of 321 set for December 31, 2014 will be difficult to reach.



\*Revised based on final 2011 and 2012 FARS data  
Source: FARS

### MOTORCYCLE SAFETY

While the number of motorcycle registrations has leveled off and even declined slightly in the past two years, New York has continued to see small but steady increases in the number of motorcycle licenses issued each year.

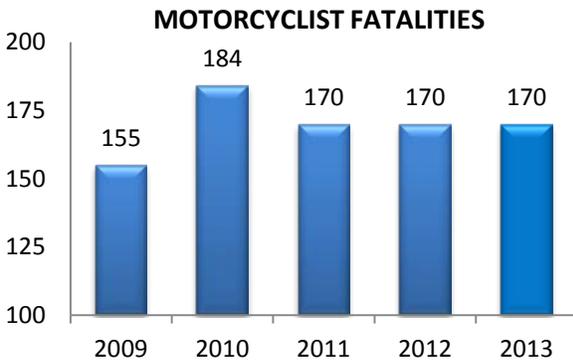
For more than a decade, the Department of Motor Vehicles (DMV) has been responsible for administering and promoting a program of approved motorcycle rider training courses, motorcycle course instructor training and public awareness. In FFY 2014, DMV awarded a second five-year contract to the Motorcycle Safety Foundation (MSF) to deliver the state’s motorcycle rider education program through September 2019. Under the MSF, the number of training locations has more than doubled, increasing training opportunities to a greater number of New Yorkers, especially in counties that previously were underserved. In the fall of 2014, the rider training program was enhanced by an updated Basic Rider Course curriculum and the introduction of a new internet course component.

To ensure that a comprehensive approach is taken to improving motorcycle safety, the GTSC has provided support for police officer training, motorcycle road checks and other enforcement strategies, statewide awareness campaigns and numerous educational activities for both motorcyclists and other motorists on the roadways.



### Status of Motorcycle Safety Performance Measures

Motorcyclist fatalities continued to fluctuate up and down through 2011 and then remained steady at 170 in 2011, 2012 and 2013. The lack of progress between 2011 and 2013 will make it difficult to reach the target of 153 set for the end of calendar year 2014. The number of unhelmeted motorcyclist fatalities has been on an upward trend since 2011; in 2013, 16 unhelmeted motorcyclists died in crashes, two times the target of eight set for December 31, 2014.



Source: FARS



Source: FARS

## PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY

The safety of pedestrians, bicyclists and other wheel-sport participants continues to be a priority of New York’s highway safety program. Of foremost concern is the proportion of pedestrians among the state’s highway fatalities. While total motor vehicle fatalities have increased between 2011 and 2013, pedestrian fatalities have increased at a greater rate.

In 2013, pedestrian fatalities accounted for 28% of the total fatalities on New York’s roadways compared to 25%-26% in the previous three years.

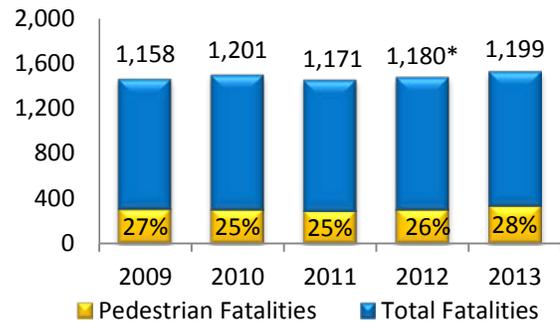


In FFY 2014, New York continued to address traffic safety issues in this program area through collaborative initiatives. The application of comprehensive strategies that include education, enforcement

and engineering to high risk pedestrian corridors has been very successful in New York. Examples of these corridor projects include Central Avenue in Albany and the Hempstead Turnpike and Sunrise Highway on Long Island. Other successful strategies include pedestrian and bicycle law enforcement training programs and enforcement blitzes focusing on driver and pedestrian violations on targeted corridors.

New York City continues to be the most dangerous region in the state for pedestrians; in 2013, 53% of the state’s pedestrian fatalities occurred within the City’s five boroughs. In FFY 2014, NHTSA awarded New York State more than \$800,000 to conduct a three-year pedestrian safety demonstration project in New York City. The funding is being used to develop and implement enforcement and education components outlined in New York City’s pedestrian action plan. The lowering of the speed limit in New York City from 30 mph to 25 mph recently announced by Mayor De Blasio in conjunction with the City’s Vision Zero initiative should also have a positive effect on the number of pedestrian crashes and the severity of the injuries suffered in these crashes.

### PEDESTRIAN FATALITIES AS A PROPORTION OF TOTAL FATALITIES

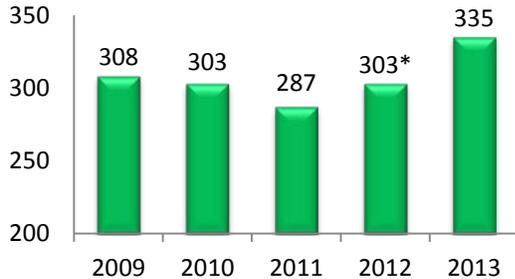


\*Revised based on final 2012 FARS data

Source: FARS

## Status of Pedestrian, Bicycle and Wheel-Sport Safety Performance Measures

### PEDESTRIAN FATALITIES



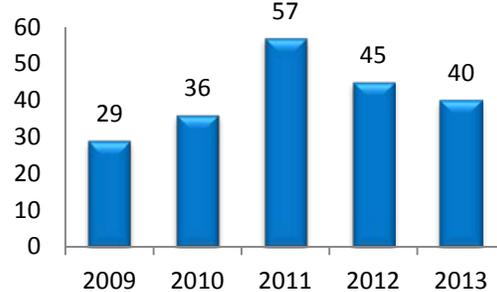
\*Revised based on final 2012 FARS data

Source: FARS

Based on FARS data, the number of pedestrian fatalities in New York State increased to 303 in 2012 and 335 in 2013 after decreasing to 287 in 2011. Because of this upward trend, the target for reducing pedestrian fatalities to 278 by December 31, 2014 will be difficult to reach.

The recently released 2013 FARS data match New York's final 2013 AIS crash file which shows that bicyclist fatalities dropped from 57 in 2011 to 40 in 2013, indicating progress toward the target of 35 set for the end of calendar year 2014.

### BICYCLIST FATALITIES



Source: NYS AIS

## OCCUPANT PROTECTION

In 2014, motorists in New York State continued to demonstrate a high level of seat belt compliance with a usage rate of 91% measured in the most recent annual survey. Much of New York's success in maintaining a high rate of compliance can be attributed to the continued implementation of high visibility enforcement efforts through the state's Buckle Up New York/Click It or Ticket (BUNY/CIOT) program. The participation by the majority of the state's law enforcement agencies and accompanying publicity campaigns and other public awareness activities have been the key components contributing to the achievements of the BUNY program. The highlight of the BUNY/CIOT program each year is the strong participation of the state's law enforcement agencies in the national seat belt enforcement mobilization in May.



In addition to increasing adult seat belt usage, the other major focus of New York's occupant protection efforts is child passenger safety (CPS). In FFY 2014, GTSC awarded 159 CPS mini-grants to support child restraint inspection stations, provide awareness training classes, conduct seat check events and operate child safety seat distribution programs. Support was also provided for CPS technician training and recertification classes. New York currently has more than 1,700 certified technicians.

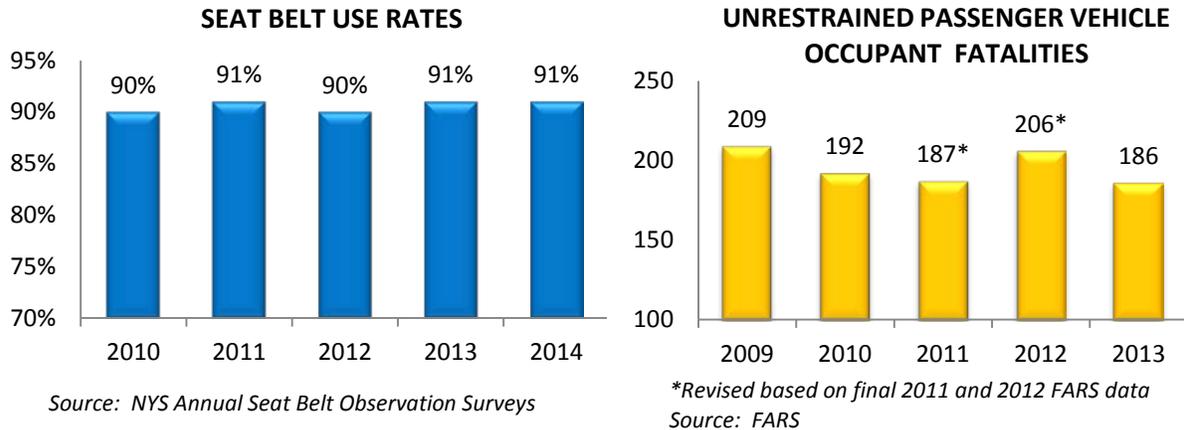


In FFY 2014, the national "Know for Sure" campaign message was used in statewide efforts to educate parents and other caregivers on the importance of using the most appropriate type of child safety seat based on the child's size.

## Status of Occupant Protection Performance Measures

While the goal to increase New York's seat belt use rate to 92% by December 31, 2014 was not achieved, the use rate in New York has been at 90% or above since 2010. In 2013 and again in 2014, the statewide use rate was 91%.

After increasing to 206 in 2012, the number of unrestrained passenger vehicle occupants killed in crashes decreased to 186 in 2013, indicating positive progress toward the reduction target of 176 set for the end of calendar year 2014.



## COMMUNITY TRAFFIC SAFETY PROGRAMS

Community Traffic Safety Programs include projects undertaken by local jurisdictions to address their traffic safety problems and statewide initiatives to enhance local programs. The programs funded under this area encompass strategies from several traffic safety program areas and contribute to the achievement of New York's overall statewide goals and objectives.

Some of the strategies and outreach efforts that counties are encouraged to integrate into their local programs stem from state level initiatives focusing on specific issues such as drowsy driving, or special groups such as younger drivers, older drivers, children and veterans.

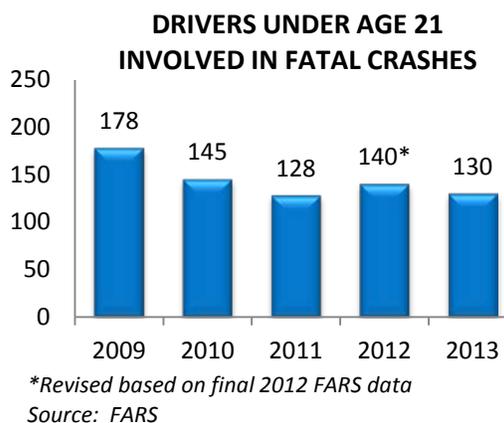
Teen driving safety continues to be a priority and several programs and activities were undertaken in FFY 2014 to address this high-risk group. In May 2014, GTSC held the inaugural New York State Safe Teen Driver Summit at the Six Flags Great Escape Lodge and Water Park in Queensbury. Approximately 60 sophomores and juniors from 17 high schools throughout the state participated in the summit which focused on creating a teen-developed, teen-focused and teen-executed traffic safety campaign for the 2014-2015 school year.



Over the past year, the Driver Education Research and Innovation Center (DERIC) continued to work on a new driver education curriculum. The first module Driving/Driver Inattention was pilot-tested and three new modules (Signs, Signals and Markings; Unsafe Speed; and Occupant Protection) were developed.

### Status of Community Traffic Safety Programs Performance Measure

The core outcome measure for tracking progress in the Community Traffic Safety Programs program area is drivers under age 21 involved in fatal crashes. The downward trend in the number of drivers under age 21 involved in fatal crashes between 2009 and 2011 ended in 2012. The increase from 128 in 2011 to 140 in 2012 was followed by a decrease to 130 in 2013. As a result of this improvement, it may be possible to reach the target of 114 set for reducing the number of drivers under age 21 involved in fatal crashes by December 31, 2014.



## TRAFFIC RECORDS

New York’s commitment to improving the state’s traffic records systems is evidenced by the progress that continues to be made in making these systems more responsive to the state’s traffic safety community. The data captured by these systems are critical to New York’s performance-based program planning processes used by the state’s traffic safety agencies and organizations to develop and implement traffic safety initiatives.

In FFY 2014, the projects funded in this area focused on improving the timeliness, accuracy and availability of traffic safety-related data with regard to the state’s crash, citation/adjudication, driver, injury surveillance, vehicle, and roadway records systems. As of October 2014, 465 police agencies are collecting and submitting crash and/or ticket data electronically to the DMV, up from 453 in December 2013. Nearly 90 percent of the TSLED citations and more than 60 percent of the reportable crashes submitted by the police are currently being sent to the DMV electronically. In addition, more than 1,260 of the state’s 1,400 courts are using the e-disposition process to report dispositions electronically to the DMV. Initiatives were also undertaken during the past year to improve the data linkages among agencies that use traffic records systems for the purposes of problem identification, and the management and evaluation of safety programs.

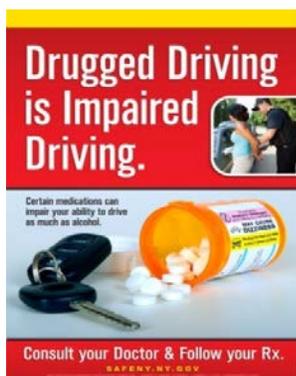
The Institute for Traffic Safety Management and Research (ITSMR) plays a major role in the state’s Traffic Records program. In FFY 2014, ITSMR performed a wide range of services and activities including serving as the Traffic Safety Information Systems (TSIS) Coordinator; preparing the FFY 2015 *Update to the Traffic Safety Information Systems Strategic Plan: 2012-2015*; preparing the FFY 2015 application for Section 405c incentive funds; verifying the AIS crash data file; responding to requests for data from the state’s crash and ticket files; preparing statistical data summaries; and providing data for the state’s major highway safety planning documents.

## Status of Traffic Records Performance Measures

The targets established for the Traffic Records program area in the FFY 2014 Highway Safety Strategic Plan related to the more timely capture of crash data and data related to the issuance and disposition of tickets through electronic means. Progress was shown with regard to the timeliness of both the AIS crash and TSLED citation data. The mean number of days from the date of the crash to the date the crash report was entered into AIS dropped from 47 days in the 12-month baseline period of April 1, 2012-March 31, 2013 to under 43 days in the 12-month performance period April 1, 2013-March 31, 2014. Based on the same baseline and performance time periods, the mean number of days from the date a citation was issued until it was entered into the TSLED system dropped from 26 days to 24 days, while the mean number of days from the date of charge disposition until it was entered into TSLED remained unchanged (33 days). The progress noted in the timeliness of the AIS crash and TSLED citation data is due in large part to traffic records improvement projects conducted over the past several years with Section 408, Section 402 and Section 405c funding.

## PROGRAM MANAGEMENT

The Governor's Traffic Safety Committee (GTSC) is responsible for the coordination and implementation of New York State's comprehensive highway safety program, including the administration of the National Highway Traffic Safety Administration (NHTSA) 402 program. In FFY 2014, New York was also successful in qualifying for Section 405 National Priority Safety Program funds in Occupant Protection (405b), Traffic Records (405c), Impaired Driving (405d) and Motorcycle Safety (405f). Within this framework, the GTSC works with its partners and networks to identify highway safety problems in New York State and collectively develop strategies and programs to address these areas of concern.



The GTSC coordinates statewide public information and education campaigns to educate the public on new and continuing traffic safety issues and raise awareness of the responsibilities of all highway users. In FFY 2014, the DMV and the GTSC continued the implementation of successful campaigns across a variety of media platforms emphasizing messages related to impaired driving, distracted driving, occupant protection and the need to safely share the road with motorcycles and other users. Several media outlets and partners, including the Cable Telecommunications Association and the New York State Broadcasters' Association (NYSBA), were involved in the production of these messages which were made available on television, radio, billboards and the [www.safeny.ny.gov](http://www.safeny.ny.gov) website. Printed materials were also prepared and distributed to support the campaigns.

In FFY 2014, the GTSC continued to support training and other professional development opportunities for its staff and highway safety partners. The GTSC played an important role in the planning and delivery of several symposia, training and educational programs. These included the annual New York State Highway Safety Symposium; the New York Association for Pupil Transportation annual conference; the New York State Truck Safety and Educational Symposium; training for prosecutors, judges, law enforcement and other groups related to impaired driving issues; motorcycle, pedestrian and commercial motor vehicle enforcement training; and child passenger safety technician training.

In FFY 2014, eGrants was used for all aspects of the grants management process. A total of 589 grant applications for FFY 2014 were received and reviewed electronically. Of those proposals submitted, 531 were approved. The GTSC completed the review of the FFY 2015 proposals by mid-October.

### **Status of Program Management Performance Measures**

The GTSC was successful in meeting the targets related to the management of the state's 402 and incentive grant programs presented in the FFY 2014 Highway Safety Strategic Plan (HSSP). The first group of targets related to identifying traffic safety problems and setting goals and priorities, providing guidance in improving traffic safety, and developing and maintaining policies regarding the operation of the highway safety program. These targets were collectively met through the GTSC's continued implementation of a performance-based planning approach for the statewide traffic safety program.

In order to make efficient and effective use of the limited resources available to address the state's traffic safety priorities, the GTSC continued to promote enhanced communication and coordination among GTSC agencies resulting in many important initiatives. The GTSC also continues to expand the use of technology to disseminate information and enhance communication to improve highway safety. In addition to posting call letters for grant proposals electronically and communicating with grantees electronically via the e-grant system, GTSC has funded a grant to transform the current Drug Recognition Expert (DRE) evaluation log from a paper system to an electronic query ready database using tablet computers.

The GTSC also met its goal to expand training opportunities for traffic safety professionals in New York by supporting the expansion of various training programs to cover new topics and address the needs of new audiences. The initiatives implemented in FFY 2014 included training on DWI laws and other topics for prosecutors, judges, and law enforcement officers. In addition, the GTSC continued to provide Drug Recognition Expert (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training to law enforcement officers. GTSC staff also continued to partner with the State Police and local agencies to provide motorcycle, pedestrian safety and commercial motor vehicle enforcement training for police officers in FFY 2014.



The integration of evaluation into the statewide highway safety program has been an ongoing process. The GTSC's partnership with the Institute for Traffic Safety Management and Research (ITSMR) ensures rigorous evaluations of major projects, thus providing for the effective and economical operation of the state's highway safety program. The GTSC continues to include performance measures in the HSSP for use in assessing progress toward the targets established for the statewide program. There has also been steady improvement in the incorporation of performance measures and evaluation components into the applications submitted by local grantees. The use of performance measures by local grantees has been further encouraged by the GTSC's reliance on quantifiable criteria in awarding grants.

In FFY 2013, eGrants was used exclusively for all aspects of the grants management process. A total of 859 applications for FFY 2013 funding were received and reviewed electronically. Of those proposals submitted, 771 were approved. The GTSC completed the review of the FFY 2014 proposals by mid-October.

# FFY 2014 NEW YORK STATE HIGHWAY SAFETY PROGRAM

This Annual Report describes the accomplishments of New York State's highway safety program in FFY 2014 (October 1, 2013-September 30, 2014) and the progress made toward the performance targets established in the FFY 2014 Highway Safety Strategic Plan (HSSP). The preparation of the FFY 2014 HSSP was guided by the uniform procedures established in MAP-21. The Governor's Traffic Safety Committee (GTSC) provides support for the attainment of the state's highway safety targets through its administration of the federal 402 program and the coordination of state and local initiatives directed toward the state's highway safety priorities. In FFY 2014, New York qualified for Section 405 National Priority Safety Program funds in Occupant Protection (405b), Traffic Records (405c) Impaired Driving (405d) and Motorcycle Safety (405f). These grant funds are also administered by the GTSC.

## KEY ACCOMPLISHMENTS IN FFY 2014

- ❖ In 2014, seat belt use was measured at 91%, marking the fifth year in a row that New York's statewide use rate exceeded 90%.
- ❖ With funding from the GTSC, the Institute for Traffic Safety Management and Research continued development of the state's DRE Data Entry and Management System. The system allows for the use of both an Android tablet and a web-based application to capture data on the officers who complete the DRE training and data on the drug evaluations conducted by the state's 200 certified DREs. This new system allows the state's DRE Coordinator to better administer the statewide DRE program and allows for the data in the system to be queried. In 2014, approximately 125 DREs were trained in the use of the Android tablet application. Since inception, the tablets have received glowing remarks from users and administrators and New York has received inquiries from over 10 states looking to utilize the new system in their state.
- ❖ The GTSC partnered with the NYS Department of Health, the NYS Department of Transportation and local law enforcement agencies to highlight high crash pedestrian corridors in NYS and to implement education, enforcement and engineering countermeasures in an effort to reduce crashes along these stretches of roadway. The Central Avenue project in Albany, NY was very successful and has become a model program.
- ❖ A new public awareness campaign designed to remind motorists of the dangers of texting and driving was created and run in 2014. The campaign, "Smart Phone. Dumb Choice" encourages motorists to refrain from texting and driving.
- ❖ Under legislation passed in 2014, new and young drivers convicted of texting while driving will have their license suspended for 120 days for a first offense and their license revoked for one year for a second or subsequent texting offense within six months of reissuance of their license. Fines for first-time and repeat offenders were also increased.
- ❖ In 2014, legislation was passed to strengthen the penalties for impaired driving. Effective November 1, drivers convicted of DWI or DWAI three or more times within 15 years face a Class D felony charge and a \$2,000-\$10,000 fine.
- ❖ The GTSC funded Judicial Outreach Liaisons to conduct training for the courts.

- ❖ The multi-agency Driver Education Workgroup in partnership with the Driver Education Research and Innovation Center (DERIC) continued to develop and evaluate new driver education modules to improve New York’s driver education guidelines, standards and curriculum. The following modules have been completed: Distracted Driving; Unsafe Speed; Signs, Signals and Markings; and Occupant Protection.
- ❖ The GTSC supported a DRE training class which added 22 officers to the state’s cadre of certified DREs for a total of 200. In addition, approximately 475 officers completed the Advanced Roadside Impaired Driving Enforcement (ARIDE) training program.
- ❖ The GTSC also supported multiple training classes tailored to law enforcement officers including pedestrian safety, motorcycle awareness and commercial motor vehicle safety.
- ❖ The GTSC continues to participate with the National Safety Council and the Allstate Foundation in a teen driver coalition aimed at educating teens and their parents on New York’s Graduated Driver’s License laws and to stress the importance of parental involvement with their teen’s driving.
- ❖ New York provided grant funding to the STOP DWI Foundation to create an application for mobile devices entitled “Have a Plan” to help reduce the incidences of impaired driving. This was designed to broaden our media messaging by capitalizing on new social media technology.
- ❖ GTSC used grant funding from the Ford Driving Skills for Life program to coordinate “Battle of the Belt” competitions in Orleans County to raise awareness about the importance of seat belt use. The finals of the competition were held during halftime of a high school football game pitting rival teams.
- ❖ GTSC agency representatives whom all have a vested interest in timely and quality data have been meeting throughout FFY 2014 to develop a data integration business case that will not only improve the timeliness and quality of data, but will eliminate redundancy and lead to improved work flow and customer service.
- ❖ As of August 2014, the Department of Motor Vehicles Crash Record Center and the FARS Unit report to GTSC.

## **ASSESSMENT OF STATE PROGRESS**

The goals of New York’s statewide highway safety program are to prevent motor vehicle crashes, save lives and reduce the severity of injuries suffered in crashes occurring on the state’s roadways. The performance measures and targets established in New York’s FFY 2014 Highway Safety Strategic Plan (HSSP) and used to track the state’s progress are described below.

### **Core Performance Measures**

New York’s FFY 2014 HSSP incorporated the 10 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) to assess performance and measure the progress of the highway safety program. Nine of the ten recommended outcome measures relate to fatalities; the source for these measures is the Fatality

Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for this measure is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles (DMV).

The problem identification process used in the FFY 2014 HSSP included analyses of each of the core measures over the most recent five-year period for which data were available, as well as the three-year moving average. A target for each of these measures was set for December 31, 2014. The method for setting each goal depended on the trend in the performance measure over the five-year period. If there was a consistent trend in the data, the most recent calendar year available served as the baseline. If there was no clear trend in the measure over this period, i.e., the measure did not increase or decrease consistently, the target was set based on the most recent three-year moving average. The standardized goal statement format recommended by GHSA and NHTSA was used for each target.

The source for the one behavioral measure, observed seat belt use, is the state's annual seat belt observation survey. The survey is conducted using a research design developed in accordance with uniform criteria established by NHTSA. The statewide seat belt use rate derived from the 2014 seat belt observation survey is included in this report. The method described above used to set the targets for the core outcome measures was also applied to set the target for the statewide observed seat belt use rate.

To assess the state's progress for this Annual Report, each core measure was updated with the most recent data available: 2013 FARS data, final 2012 FARS data, 2013 AIS data and the 2014 seat belt use rate. A table with historical and current data for each core measure is included on the following page.

### **Other Performance Measures**

In addition to the core measures identified by NHTSA, other performance measures are used by New York to track progress in specific program areas. The one additional fatality measure included in the state's HSSP is bicyclist fatalities. Injury performance measures are also tracked, including injuries in alcohol-related crashes and injured motorcyclists, bicyclists and pedestrians. The source for these measures is New York's AIS crash file.

### **Activity Measures**

The following activity performance measures are also tracked: seat belt citations; speeding citations and impaired driving arrests. The numbers are reported under the appropriate program areas and include all citations/arrests issued for these violations on a calendar year basis. The state's Traffic Safety Law Enforcement and Disposition (TSLED) and Administrative Adjudication (AA) systems are the sources for speeding and seat belt citations. TSLED and the New York City Police Department are the sources for data on impaired driving arrests.

**NEW YORK STATE  
FFY 2014 HIGHWAY SAFETY ANNUAL REPORT  
CORE OUTCOME AND BEHAVIORAL MEASURES**

		2009	2010	2011	2012	2013	2014	Target 2014
C1	Number of Fatalities	1,158	1,201	1,171	1,180*	1,199		1,117
	<i>3-Year Moving Average</i>	<i>1,243</i>	<i>1,199</i>	<i>1,177</i>	<i>1,184</i>	<i>1,183</i>		
C2	Number of Serious Injuries	12,988	12,802	12,012	12,163	11,609		11,532
	<i>3-Year Moving Average</i>	<i>13,056</i>	<i>12,897</i>	<i>12,601</i>	<i>12,326</i>	<i>11,928</i>		
C3	Fatalities per 100 Million VMT	0.87	0.92	0.92	0.92*	NA		0.86
	<i>3-Year Moving Average</i>	<i>0.92</i>	<i>0.90</i>	<i>0.90</i>	<i>0.92</i>			
	Urban Fatalities per 100 Million VMT	0.57	0.64	0.67	0.59*	NA		0.59
	<i>3-Year Moving Average</i>	<i>0.61</i>	<i>0.61</i>	<i>0.63</i>	<i>0.63</i>			
	Rural Fatalities per 100 Million VMT	1.77	1.73	1.63	1.88*	NA		1.66
	<i>3-Year Moving Average</i>	<i>1.88</i>	<i>1.79</i>	<i>1.71</i>	<i>1.75</i>			
C4	Number of Unrestrained Passenger Vehicle Occupant Fatalities	209	192	187	206*	186		176
	<i>3-Year Moving Average</i>	<i>241</i>	<i>212</i>	<i>196</i>	<i>195</i>	<i>193</i>		
C5	Number of Alcohol-Impaired Driving Fatalities	318	360	328	340*	364		299
	<i>3-Year Moving Average</i>	<i>347</i>	<i>341</i>	<i>335</i>	<i>343</i>	<i>344</i>		
C6	Number of Speeding-Related Fatalities	371	335	332	363*	358		321
	<i>3-Year Moving Average</i>	<i>399</i>	<i>372</i>	<i>346</i>	<i>343</i>	<i>351</i>		
C7	Number of Motorcyclist Fatalities	155	184	170	170	170		153
	<i>3-Year Moving Average</i>	<i>169</i>	<i>174</i>	<i>170</i>	<i>175</i>	<i>170</i>		
C8	Number of Unhelmeted Motorcyclist Fatalities	21	16	11	15	16		8
	<i>3-Year Moving Average</i>	<i>27</i>	<i>24</i>	<i>16</i>	<i>14</i>	<i>14</i>		
C9	Number of Drivers Age 20 or Younger Involved in Fatal Crashes	178	145	128	140*	130		114
	<i>3-Year Moving Average</i>	<i>193</i>	<i>168</i>	<i>150</i>	<i>138</i>	<i>133</i>		
C10	Number of Pedestrian Fatalities	308	303	287	303*	335		278
	<i>3-Year Moving Average</i>	<i>294</i>	<i>303</i>	<i>299</i>	<i>298</i>	<i>308</i>		
B1	Observed Seat Belt Use	88%	90%	91%	90%	91%	91%	92%
	<i>3-Year Moving Average</i>	<i>87%</i>	<i>89%</i>	<i>90%</i>	<i>90%</i>	<i>91%</i>	<i>91%</i>	

\*Revised after final 2012 FARS data were released in December 2014.

Sources:

The Fatality Analysis Reporting System (FARS) is the data source for all Fatality Core Outcome Measures (C1 and C3-10). Data from the FARS 2009-2012 Final File and the 2013 Annual Report File (ARF) were used to update these measures.

New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles is the data source for the Serious Injuries Core Outcome Measure (C2). The final 2013 AIS file was used to update this measure.

New York's annual observational surveys of front seat outboard occupants in passenger vehicles are the source for the Core Behavioral Measure Observed Seat Belt Use (B1). The 2014 survey results were used to update this measure.

## New York State Driver Survey

In addition to the outcome, behavior and activity measures that are tracked, another tool for monitoring changes and assessing progress are annual surveys of drivers. Conducted since 2010, these surveys are used to track reported behaviors, attitudes, perceptions and awareness related to major traffic safety issues. The 2014 survey was conducted during May and June at five DMV offices selected to provide representation from the three main areas of the state. Three of the DMV offices are in the Upstate region: Albany (Albany County), Syracuse (Onondaga County), and Yonkers (Westchester County); one is in New York City (Brooklyn) and one is on Long Island (Medford, Suffolk County).

The 2014 survey instrument included a total of 12 questions related to seat belt use, speeding, drinking and driving, cell phone use and texting. More than 1,500 drivers participated in the 2014 survey; a minimum of 300 surveys were completed at each of the five DMV offices. Analyses were conducted for the total sample and by gender and age group. Selected results are reported in this Annual Report under the relevant program areas: Impaired Driving, Police Traffic Services and Occupant Protection. For those questions that were repeated from earlier surveys, the previous results are included to identify any changes that have occurred in the reported behaviors, perceptions and awareness of traffic safety issues among New York State drivers.

## ASSESSMENT OF PROGRESS

### Statewide Targets for FFY 2014

The following performance targets for New York's statewide highway safety program were established in the state's FFY 2014 HSSP:

- ❖ To decrease traffic fatalities 5 percent from the 2009-2011 calendar year average of 1,176 to 1,117 by December 31, 2014
- ❖ To decrease serious traffic injuries 4 percent from 12,012 in 2011 to 11,532 by December 31, 2014
- ❖ To decrease fatalities/100M VMT 4 percent from the 2008-2010 calendar base year average of 0.90 to 0.86 by December 31, 2013 (2010 was the most recent FARS data available for this measure at the time this target was set)
- ❖ To decrease urban fatalities/100M VMT 3 percent from the 2008-2010 calendar base year average of 0.61 to 0.59 by December 31, 2013 (2010 was the most recent FARS data available for this measure at the time this target was set)
- ❖ To decrease rural fatalities/100M VMT 4 percent from 1.73 in 2010 to 1.66 by December 31, 2013 (2010 was the most recent FARS data available for this measure at the time this target was set)

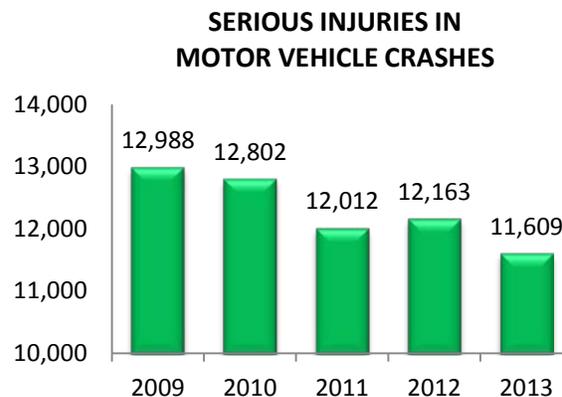
### Status of Performance Measures

The 2013 FARS data indicate that motor vehicle fatalities in New York have been on an upward trend since 2011, increasing from 1,171 to 1,199. Based on this trend, the goal of lowering the number of fatalities to 1,117 by December 31, 2014 will be difficult to achieve. It should be noted that the final 2012 FARS fatality number for New York is 1,180 compared to the preliminary number of 1,168.

Based on data from New York’s AIS, serious injuries in crashes were on a general downward trend between 2009 and 2013. After declining between 2009 and 2011, there was a small increase (1%) in the number of serious injuries in 2012. In 2013, there were 11,609 serious injuries, a decrease of 5% from the previous year representing good progress toward the reduction target of 11,532 set for 2014.



\*Revised based on final 2012 FARS data  
Source: FARS

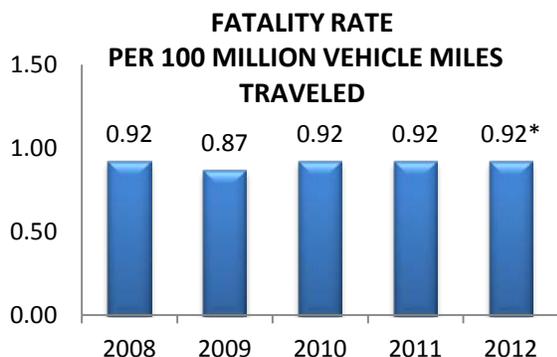


Source: NYS AIS

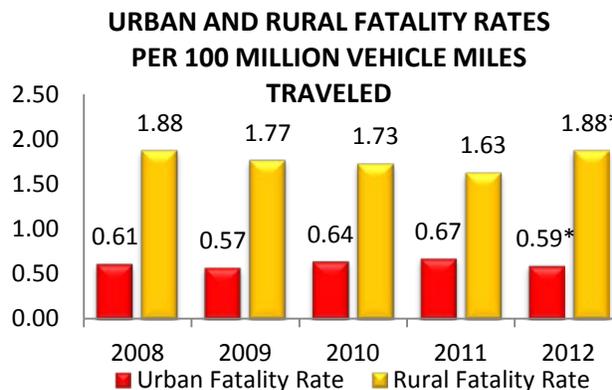
Other core measures are the statewide, urban and rural fatality rates per 100 million vehicle miles traveled (VMT). The final 2012 FARS fatality rate data were released in late December 2014 but rates based on 2013 FARS data are not yet available.

Based on the final 2012 FARS data, the statewide fatality rate has held steady at 0.92 since 2010. Because there has been no change, it is unlikely that the reduction target of 0.86 will be met once the 2013 fatality rate data become available.

The final 2012 FARS data indicate that the previous trends in both the rural and urban fatality rates were reversed in 2012. The upward trend in the urban fatality rate ended in 2012 when the rate decreased from 0.67 in 2011 to 0.59 in 2012, meeting the reduction target of 0.59 set for the end of calendar year 2013. The opposite pattern was seen in the rural fatality rate. After declining steadily between 2008 and 2011 (from 1.88 to 1.63), the rate increased again to 1.88 in 2012. Because of this substantial increase, the reduction target of 1.66 set for December 31, 2013 may be difficult to reach.



\*Revised based on final 2012 FARS data  
Source: FARS



\*Revised based on final 2012 FARS data  
Source: FARS

## **DESCRIPTION OF PROJECTS AND ACTIVITIES FUNDED, FEDERAL FUNDS EXPENDED AND CONTRIBUTION TO MEETING HIGHWAY SAFETY TARGETS**

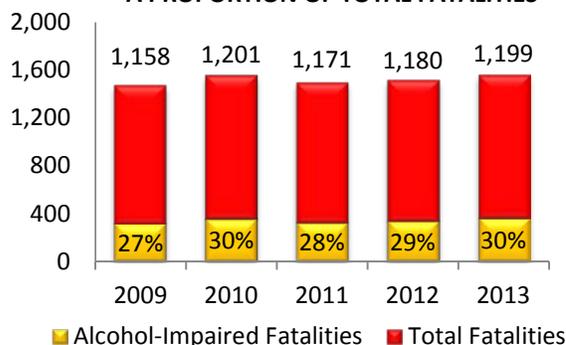
This Annual Report includes a general description of the projects funded and implemented in FFY 2014 for each of the program areas addressed in the HSSP. New York used a data-driven approach to identify a comprehensive set of strategies in each program area that collectively will contribute to progress in meeting the state's highway safety targets set in the FFY 2014 HSSP. Descriptions of selected projects that highlight the strategies and activities implemented under each program area are also included. Appendix A has the complete list of projects funded and implemented under the FFY 2014 HSSP. The project number, amount of funds expended and a brief description are provided for each project.

## IMPAIRED DRIVING

Over the five year period, 2008-2012, the proportion of New York’s crash fatalities that were alcohol-related ranged from 27% to 30%. Based on the state’s relatively low rate of alcohol involvement, New York qualified for 405d grant funds as a low-range state in FFY 2014.

While New York is among the states with the lowest alcohol-impaired fatality rates, it is important to maintain an aggressive approach to combating impaired driving. At the core of the state’s impaired driving program is STOP-DWI. Through this program, fines collected from impaired driving offenders are returned to the counties where the violations occurred to support enforcement and other impaired driving programs at the local level.

**ALCOHOL-IMPAIRED DRIVING FATALITIES AS A PROPORTION OF TOTAL FATALITIES**



Source: FARS



### *Are You Ready?*

#### **2014 STOP-DWI Crackdowns**

**Super Bowl: January 31-February 3**

**St. Patrick’s Day: March 14-18**

**Memorial Day: May 22-27**

**Fourth of July: July 3- 7**

**Labor Day (National): August 15-September 1**

**Halloween: October 30-November 3**

**Thanksgiving: November 27-December 1**

**Holiday Season (National): December 13-January 1**

As the organization responsible for the oversight of the STOP-DWI program, GTSC is in a position to maximize the opportunities for cooperative efforts, such as statewide enforcement mobilizations in conjunction with national crackdowns and during holiday periods throughout the year.

Since STOP-DWI is self-sustaining, the GTSC is able to use the federal funds received by New York to support a number of other types of impaired driving projects, in addition to supplementing the resources available for statewide enforcement efforts. These include statewide public information campaigns, training programs, multi-agency advisory groups, research studies and projects to enhance state agency programs.

The STOP-DWI Foundation finalized the development of the STOP-DWI “Have a Plan” mobile app and it was officially launched in August 2014. The app provides the general public (and potential impaired drivers) a timely resource that enables someone to call a cab via GPS or contact a designated driver from a pre-programmed list. The app also features a BAC calculator and information on DWI laws and penalties. In addition, this app allows the general public to report a suspected impaired driver to the police.



The mobile app is an important tool since one of the key target demographics for impaired driving, the 18-34 age group, has the highest smart phone usage at 65%. The app was announced by the STOP-DWI Foundation and GTSC at a press event held at the Binghamton Sports venue in August. The app continues to be promoted by social media and traffic safety partners across the state and through the use of promotional materials including palm cards, coasters, stickers and lanyards. The app can be accessed at [www.stopdwi.org/mobileapp](http://www.stopdwi.org/mobileapp).

New York also continued to strengthen the state's impaired driving laws in 2014. Effective November 1, 2014, drivers convicted of DWI or DWAI three or more times within 15 years can be charged with a Class D felony and receive a maximum prison sentence of up to seven years and a \$2,000-\$10,000 fine.

Training programs to address drug-impaired driving continue to be a priority. The GTSC sponsors and supports the law enforcement community with programs such as the sixteen-hour Advanced Roadside Impaired Driving Enforcement (ARIDE) Training and the much more intensive three-week Drug Recognition Expert (DRE) Certification Program.



The technology used in the DRE program is being upgraded through a project conducted by the Institute for Traffic Safety Management and Research (ITSMR).

ITSMR has developed a new tool to capture data on the officers who complete the DRE training to assist the DRE state coordinator in managing the program and data on the drug evaluations conducted by the DREs. The DRE Data Entry and Management System has two primary components: a web-based application and an Android application installed on a tablet.

During 2014, the pilot-test phase of the tablet application was completed and in April 2014, the tablet was included for the first time in a training class for new DREs. At the end of FFY 2014, there were approximately 40 tablets in use in the field. The statewide roll-out of the tablets will continue in the next fiscal year beginning with the distribution of approximately 85 additional tablets to DREs in October in the western and central parts of the state. Another 45 tablets will be distributed in December to DREs in the capital and downstate regions of the state. The web-based application was beta tested and will be further tested in the field early in the next grant year. It is expected that the Web application will be used by those DREs who have not yet been given a tablet to use for data collection.

## ASSESSMENT OF PROGRESS

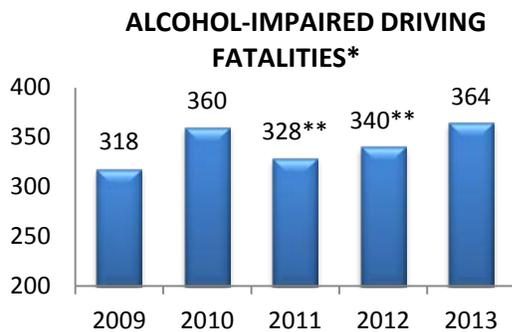
### Impaired Driving Targets for FFY 2014

- ❖ Decrease alcohol-impaired driving fatalities 5 percent from 315 (preliminary FARS number) in 2011 to 299 by December 31, 2014
- ❖ Reduce the number of persons injured in alcohol-related crashes 5 percent from 6,121 in 2011 to 5,815 by December 31, 2014

### Status of Performance Measures

Based on the 2013 FARS data, alcohol-impaired driving fatalities were on an upward trend between 2011 and 2013. There were 364 alcohol-impaired fatalities in 2013, up from 328 in 2011 and 340 in 2012. Because the reduction target for these fatalities (299) was set based on the preliminary 2011 FARS number (315) available at the time, the target will be difficult to achieve by December 31, 2014.

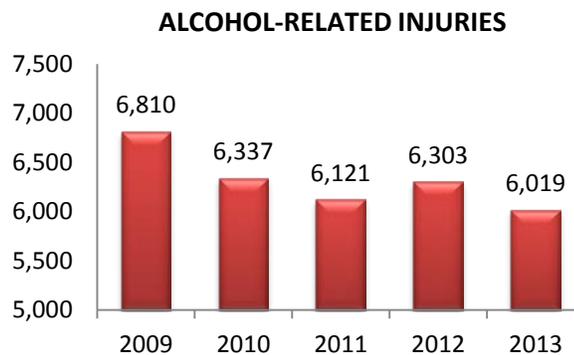
After a downward trend between 2009 and 2011, the number of persons injured in alcohol-related crashes rose to 6,303 in 2012, an increase of 3%. Following the increase in 2012, alcohol-related injuries declined again in 2013 to 6,019 indicating that progress has been made toward the reduction target of 5,447 set for December 31, 2014.



\*Based on BAC (.08+) of all involved drivers and motorcycle operators

\*\*Revised based on final 2011 and 2012 FARS data

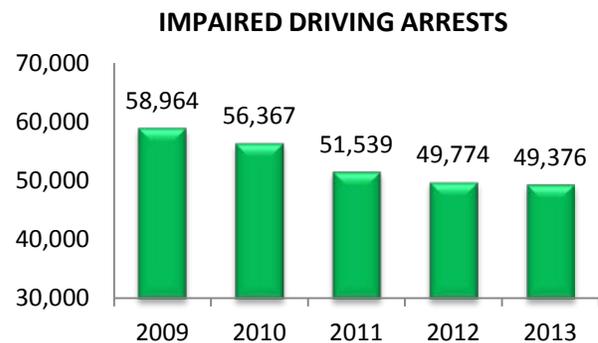
Source: FARS



Source: NYS AIS

Impaired driving arrests have been on a consistent downward trend in New York State. Between 2009 and 2013, the number of drivers arrested for impaired driving dropped from 58,964 to 49,376 (16%). Between 2012 and 2013, arrests declined by less than 400.

It is likely that reductions in highway safety funding and competing priorities for enforcement resources have contributed to the decline in arrests.



Sources: NYS TSLED System and NYPD

## Annual Survey of New York State Drivers: Results Related to Drinking and Driving

Drinking and driving was one of the traffic safety issues included in the survey of drivers conducted at selected DMV offices in all five years, 2010-2014. The table below provides the results to the questions related to behaviors, awareness and perceptions provided by the participants in these surveys.

<i>In the past 30 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?</i>					
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
0 times	86.1%	86.1%	86.4%	84.3%	87.3%
1 time	7.1%	7.1%	6.6%	6.9%	6.2%
2 times	3.2%	3.2%	3.3%	4.1%	3.1%
3 times	1.4%	1.4%	1.3%	2.7%	0.9%
4 times	0.5%	0.5%	0.5%	0.8%	0.6%
5 or more times	1.8%	1.8%	2.0%	1.2%	1.8%
<i>What do you think the chances are of someone getting arrested if they drive after drinking?</i>					
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	33.8%	33.4%	26.4%	26.4%	30.2%
Most of the time	29.6%	29.2%	29.3%	33.4%	28.7%
Sometimes	29.2%	30.9%	35.8%	32.7%	32.9%
Rarely	4.7%	4.6%	5.7%	5.0%	4.8%
Never	2.7%	1.8%	2.8%	2.6%	3.4%

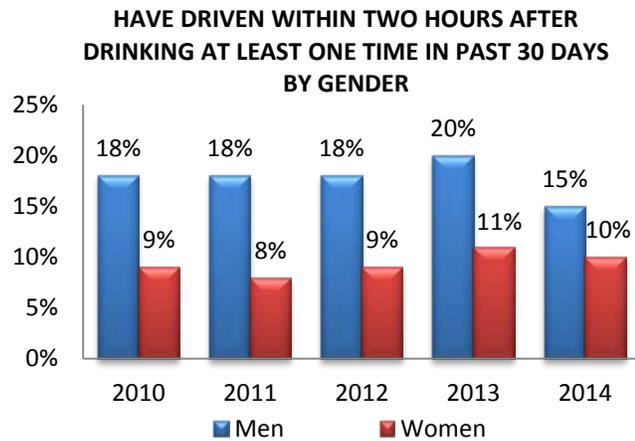
Source: 2010-2014 Driver Behavior Surveys

- In 2014, 87% of the survey respondents said they had not driven within two hours after consuming alcohol in the past 30 days; this was an improvement over the proportion who reported in 2013 that they did not drink and drive.
- The perception of the risk of being arrested for drinking and driving in the 2014 survey was similar to earlier years; while the proportion who thought a driver would “always” be arrested increased to 30% from 26% in 2012 and 2013, the proportion who thought a driver would “rarely” or “never” be arrested remained at approximately 8% between 2012 and 2014.

Alcohol-impaired driving fatalities fluctuated up and down between 2008 and 2012. Based on the most recent FARS data, there were 344 alcohol-impaired driving fatalities in 2012, up from 328 in 2011. Because the reduction target for these fatalities (299) was set based on the preliminary 2011 FARS number (315) available at the time, the target will be difficult to achieve by December 31, 2014.

## Differences by Gender

- Men are consistently more likely than women to drink and drive; in each year from 2010 to 2013, the proportion of men who reported they had driven within two hours after drinking at least once in the past 30 days was twice that of women.



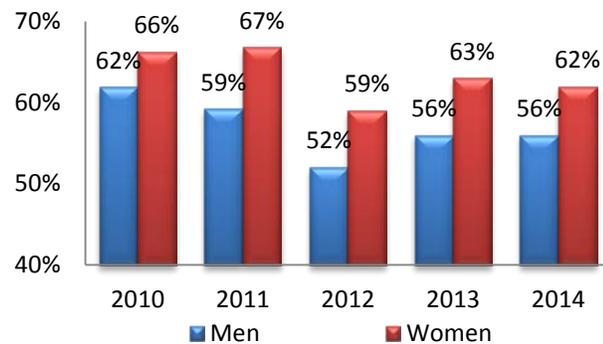
Source: 2010-2014 Driver Behavior Surveys

- In 2014, there were decreases in the proportions of both the men and the women who said they had driven within two hours after drinking at least once in the past 30 days. The proportion of men dropped from 20% in 2013 to 15% in 2014 and the proportion of women decreased slightly from 11% to 10%.

- Compared to men, women perceived a greater risk of arrest for drinking and driving.

- While the majority of both men and women continue to think that a drinking driver would be arrested "always" or "most of the time", the perception of risk for both genders has been on a general downward trend.

**PERCEPTION THAT A DRINKING DRIVER WOULD BE ARRESTED "ALWAYS" OR "MOST OF THE TIME" BY GENDER**



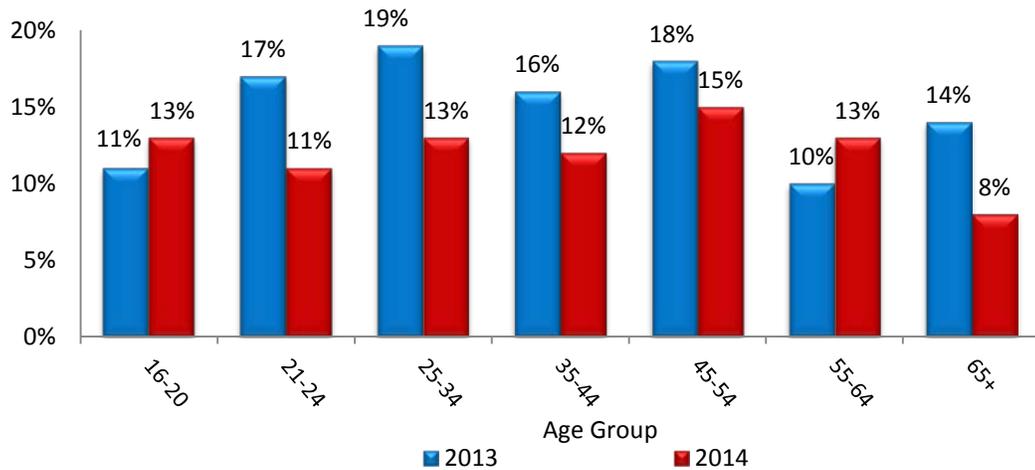
Source: 2010-2014 Driver Behavior Surveys

- Between 2010 and 2014, the perception of the risk of arrest for drinking and driving among men declined from 62% to 56% and from 66% to 62% among women.

## Differences by Age

Analyses by age group were also conducted for the drivers who said they had driven within two hours after drinking at least once in the past 30 days. The 2014 results were compared with those from 2013 to determine changes in reported behaviors.

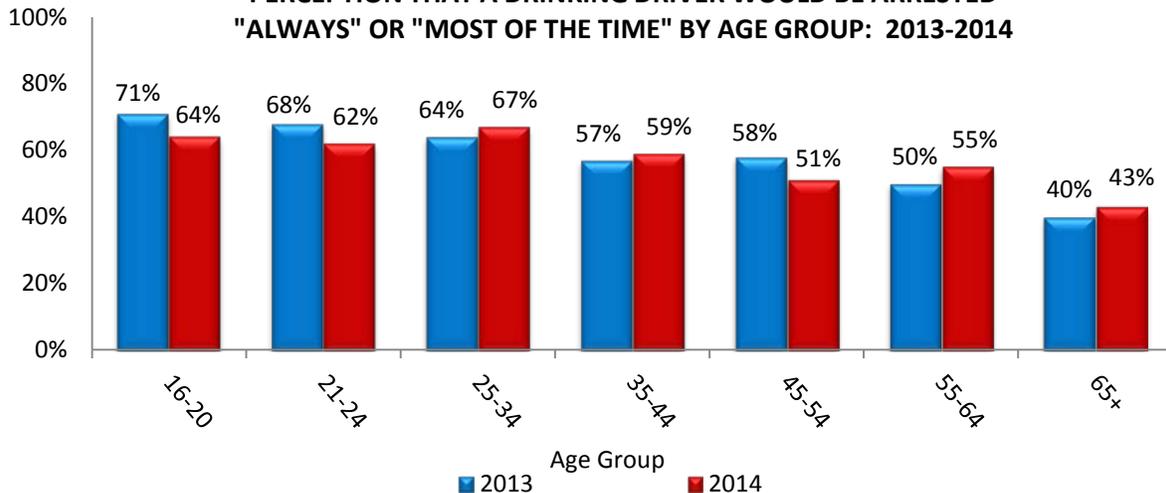
**DRIVERS WHO DROVE WITHIN TWO HOURS AFTER DRINKING AT LEAST ONCE IN PAST 30 DAYS BY AGE GROUP: 2013-2014**



Source: 2013-2014 Driver Behavior Surveys

- The drivers who reported driving within two hours after drinking at least once in the last 30 days included drivers in the age group below the legal drinking age. In 2014, 13% of the drivers under 21 years of age reported driving after drinking, up from 11% in 2013.
- Compared to 2013, there was a drop in the proportion of drivers in the majority of age groups who said they had driven after drinking in the 2014 survey; in three age groups (21-24, 25-34, and 65 and over) reported drinking and driving decreased by 6 percentage points.

**PERCEPTION THAT A DRINKING DRIVER WOULD BE ARRESTED "ALWAYS" OR "MOST OF THE TIME" BY AGE GROUP: 2013-2014**



Source: 2013-2014 Driver Behavior Surveys

- In general, the perception of the risk of getting a ticket decreases with age; in 2014, 64%-67% of the drivers under age 35 thought that someone who was drinking and driving would be arrested "always" or "most of the time" compared to 43%-59% of drivers age 35 and older.
- Between 2013 and 2014, the perception of risk of being arrested for driving after drinking decreased among drivers ages 16-20, 21-24 and 45-54.

## IMPAIRED DRIVING PROJECTS AND ACTIVITIES FUNDED IN FFY 2014

New York used a data-driven approach to identify a comprehensive set of strategies for the state's Impaired Driving program that collectively will contribute to progress in meeting the state's highway safety targets set in the FFY 2014 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2014 is included as Appendix A. The project number, amount of funds awarded and a brief description are provided for each project.

### Enforcement of Impaired Driving Laws

#### "Drive Sober or Get Pulled Over"

In FFY 2014, New York's crackdown on impaired driving continued to incorporate the national slogan, "Drive Sober or Get Pulled Over." The crackdown is a cooperative effort involving the State Police, county Sheriffs and local police agencies. The NYS STOP DWI Foundation also encourages county STOP-DWI Programs across the state to develop and conduct coordinated county-based enforcement efforts.



The national crackdown periods coincide with the times when large numbers of impaired drivers are likely to be on the roadway --Halloween, December Holidays, Super Bowl, St. Patrick's Day, Memorial Day, the 4th of July and late summer into Labor Day. In FFY 2014, each county was asked to develop multi-agency efforts utilizing saturation patrols and checkpoints involving their local DREs. In addition, counties were reimbursed for expenses for DRE call outs throughout the grant period. Thirty-two counties participated; each county tailored their efforts to personnel availability and activities significant to their community. Due to the cooperation and support of all county STOP-DWI program coordinators statewide, there was widespread participation by the police agencies across New York State during the crackdowns. In addition to specific target saturation patrols and checkpoints, each enforcement detail required the onsite availability of a certified Drug Recognition Expert.

The results of the grant-funded crackdown initiative in FFY 2014 are as follows:

- 18 counties participated in the Halloween Crackdown resulting in 64 DWI/DWAI arrests, 23 other arrests and 358 V&T summonses.
- 22 counties participated in the Thanksgiving Crackdown period resulting in 67 DWI/DWAI arrests, 9 DWAI-Drugs only arrests, 82 other arrests and 819 V&T summons.
- 21 counties participated in the Holiday Crackdown resulting in 160 DWI/DWAI arrests, 136 other arrests and 1,631 V&T summonses. In addition, there were 4 DWAI-Drug only arrests.
- 21 counties participated in the Super Bowl Crackdown resulting in 62 DWI/DWAI arrests, 2 DWAI-Drug only arrests, 64 other arrests and 926 V&T summonses.
- 28 counties participated in the St. Patrick's Day Crackdown resulting in 131 DWI/DWAI arrests, 7 DWAI-Drug only arrests, 156 other arrests and 1,684 V&T summonses.
- 27 counties participated in the Memorial Day Crackdown resulting in 154 DWI/DWAI arrests, 9 DRE evaluations, 16 DWAI-Drug only arrests, 126 other arrests and 1,032 V&T summonses.

- 19 counties participated in the 4th of July Crackdown resulting in 103 DWI/DWAI arrests, 7 DWAI-Drug only arrests, 94 other arrests and 1,669 V&T summonses.
- 29 counties participated in the Labor Day Crackdown resulting in 226 DWI/DWAI arrests, 7 DRE Evaluations, 33 DWAI-Drug only arrests, 265 other arrests and 2,324 V&T summonses.

### **Last Drink Location**

The Division of Criminal Justice Services (DCJS) and the New York State Police are making information available on the last location where an arrested impaired driver drank, as well as the exact location of the arrest, to all STOP-DWI programs throughout the state. The data are collected through the breath test instruments used at the time of the arrest. The location data are being used by STOP-DWI and law enforcement agencies to develop programs in various counties to work with local establishments with liquor licenses to prevent intoxicated patrons from being served and then driving from the establishment in an impaired condition. This information also provides an invaluable tool to law enforcement in their targeted impaired driving enforcement efforts.

### **DCJS Impaired Driver Training and Technology Program**

With funding provided by a GTSC grant, the NYS Division of Criminal Justice Services (DCJS) distributed 250 Alco-Sensor FST alcohol screening devices to New York State law enforcement, probation and parole agencies in FFY 2014. This equipment provides these agencies with state-of-the-art tools to aid in their impaired driving programs.

Approximately 1,050 evidential breath test devices were repaired and certified for use by local law enforcement and all quarterly Last Drink and Arrest Location Reports (inclusive of Leandra’s Law Data) were disseminated via eJustice NY. In addition, software was developed to provide Ethernet connectivity of all DataMaster DMTs to provide real-time, accurate and secure transmission of impaired driving data to aid in enforcement, adjudication, education and the prevention of impaired driving offenses. To date, 70 instruments are fully updated. This project will continue until all 517 instruments are Ethernet compatible.



In FFY 2014, the Office of Public Safety (OPS) staff administered, facilitated, documented and/or oversaw the training of 2,987 municipal law enforcement officers on the use of the DataMaster DMT. This total includes officers who attended the Breath Analysis Operator course, Breath Analysis Operator Instructor course and Breath Analysis Recertification courses.

In addition to the DataMaster DMT training, a total of 1,437 police officers attended Standardized Field Sobriety Testing courses, including the Standardized Field Sobriety Instructor course and Standardized Field Sobriety Testing student course. The Crash Management Series, Basic through Technical, was attended by 235 police officers; 73 police officers attended the DWI Documentation and Courtroom Testimony Course developed by OPS staff to insure appropriate documentation and prosecution of impaired driving offenses.

In FFY 2014, the Office of Public Safety also launched its newest course entitled **The Impaired Driver – From the Arrest to the Test**. This course is designed to train prosecutors on the technology, physiology, and documentation of the detection, arrest and processing of the impaired driver.

In total, during FFY 2014, the OPS provided quality training to 4,802 municipal law enforcement officers across the state.

## **Prosecution and Adjudication of DWI Offenders**

### **Prosecutor Training**

During FFY 2014, the New York Prosecutors Training Institute (NYPTI) provided training to prosecutorial and law enforcement officers on a variety of impaired driving topics. These included trainings on investigating and prosecuting drugged driving, trial advocacy training for new prosecutors, crash reconstruction training, electronic data recorders, TDNA (Technology Defendants Normally Access), and vehicular homicide trial preparation. Many of the live training sessions were webcasted to make them available in real time to those unable to travel. Under this project, the GTSC also continued to fund two Traffic Safety Resource Prosecutors (TSRPs) to assist New York State prosecutors with impaired driving prosecutions. Hundreds of prosecutors are trained by the TSRPs annually and have access to information from NYPTI and the TSRPs via a statewide listserv, NYPTI's Prosecutors' Encyclopedia, and NYPTI's public website [www.nypti.org](http://www.nypti.org).

### **Toxicologist Training**

The New York State Police Forensic Laboratory System provides alcohol and drug testing for state and local agencies throughout New York. Continuing education is critical to the toxicologists' role in highway safety; these professionals need to be kept up-to-date on the latest technology enhancements for testing, as well as the current state of research on the effects of alcohol and drugs on driving performance. With funding from the GTSC, toxicologists from the New York State Police Forensic Investigation Center were able to receive scientific training from both national and international experts over the past year. The training venues included the Society of Forensic Toxicologists (SOFT) Annual Meeting, the American Academy of Forensic Sciences (AAFS) Annual Meeting, and the International Association of Chemical Testing (IACT) Annual Meeting. Staff also participated in advanced degree coursework. Participation in these meetings and conferences also ensures that New York State is represented in important activities conducted by the professional organizations, especially the SOFT/AAFS Drugs & Driving Committee and the National Safety Council's Alcohol, Drugs, and Impairment Division.

Standards for testing methodology, analytical scope and analyst qualifications are being developed in the forensic toxicology field, and it is important for New York State toxicologists to be aware of the standards being discussed and have a voice in shaping these crucial policies. Staff coauthored the publication "Recommendations for Toxicological Investigation of Drug-Impaired Driving and Motor Vehicle Fatalities" (Journal of Analytical Toxicology 2013; 37:552-558). Staff were also involved in the recently published Scientific Working Group for Forensic Toxicology (SWGTOX) Standard Practices for Method Validation in Forensic Toxicology.

## Improvement of Toxicology Services for Impaired Driving Enforcement

Forensic toxicology services are essential to the effective enforcement of New York's impaired driving laws. The volume and complexity of the testing needed to support the state's impaired driving investigations has far exceeded the resources available within the laboratories. GTSC is supporting the toxicology labs throughout New York by updating aging laboratory equipment and investing in toxicologist training. In FFY 2014, GTSC partnered with the New York State Police Crime Laboratory (the largest provider of impaired driving toxicology services in the state) to develop a sustainable staffing model that will provide the necessary toxicology services throughout the state. Due to the lengthy hiring process and intense training program, the benefits of this partnership will develop over the next several years. Outcomes will include faster turn-around times for lab results, an increase in the number of drugs that can be detected, the addition of quantitative services, and enhanced expert testimony.

## **DWI Offender Treatment, Monitoring, Control**

### NYS Office of Probation and Correctional Alternatives (OPCA) Traffic Safety and Sanctions Project

The Child Passenger Protection Act or "Leandra's Law" was signed into law in New York State on November 18, 2009. One of the key provisions of this important law, effective December 18, 2009, made DWI with a child under 16 years of age in a motor vehicle a Class E felony offense. As of October 22, 2014, 4,173 drivers have been arrested for violating the law.

A second provision of Leandra's Law is the requirement that individuals convicted of DWI must install an ignition interlock device in any motor vehicle they "own or operate." Since the August 15, 2010 effective date of this provision, over 18,000 ignition interlock devices (IIDs) have been installed in the vehicles of drivers convicted of DWI. The Division of Criminal Justice Services Office of Probation and Correctional Alternatives is responsible for developing regulations and monitoring the implementation of the IID program.

Leandra's Law was updated in 2013 through Chapter 169 of the Laws of 2013. This law made a few major changes including: requiring a minimum IID installation period of 12 months; allowing IIDs installed in advance of sentence to be applied to the required installation period; confirming that the law applies to Youthful Offenders in full; and requiring offenders who do not install an IID to assert under oath that they do not own and will not operate a vehicle. Major activities conducted in FFY 2014 are described below.

- OPCA continued to closely monitor IID vendors for adherence to Title 9 NYCRR, Part 358 regulations and contractual requirements. Currently, four manufacturers (Consumer Safety Technology, Smart Start, LifeSafer and Draeger) are under contract to provide IID services in New York State.
- OPCA released an updated guidance document: Summary of Alcohol-Related Risk Assessment Instruments. This document provides a review of the available impaired driving risk assessment tools to aid probation departments in selecting a tool to use in DWI offender supervision.
- A draft Probation Practitioner Guidance for the Management of the DWI Offender was developed utilizing research from available sources.

- In 2014, OPCA partnered with a number of agencies, including the Department of Motor Vehicles (DMV) and the Office of Alcoholism and Substance Abuse, to provide four live meetings for probation officers, Office of Court Administration staff, OASAS providers and IID manufacturers on the topics of: DMV Data Access, Female Impaired Driving Offenders, Relicensing for DWI Offenders, and Supervision and Monitoring of Ignition Interlock Device (IID) Non-Installers; 1,084 individuals viewed the original trainings and all four were made available for continued viewing via the e-justice portal and the original Live Meeting link.
- In June 2014, OPCA hosted its Fifth Annual Qualified Ignition Interlock Manufacturers Conference in Albany. Each of the IID manufacturers provided a representative to participate in a panel discussion on the new classification system in NYS; IID operation and features; evolving technology (e.g., camera specs, GPS); and data collection, management and distribution. A second panel included representatives from Probation and Conditional Discharge (CD) agencies, the judiciary, and a District Attorney's Office. The conference also included data presentations by the Institute for Traffic Safety Management and Research and OPCA.
- OPCA drafted procedural guidance for the IID monitors and vendors regarding the provision of the new law passed in July 2013 authorizing the installation of IIDs pre-sentence and reviewed other changes that will affect the implementation and monitoring of the IID program. OPCA further revised the reporting forms completed by Probation and CD Monitors to reflect the changes which occurred through Chapter 169 of the Laws of 2013.

OPCA staff participated in numerous Leandra's Law trainings and information sessions for law enforcement, probation officers, judges and court personnel and assisted the county monitors with the development of and access to monitoring tools. For example, training sessions were conducted at the New York State Probation Officer's Association Annual Conference, regional judicial training events, magistrate's meetings and the New York State Highway Safety Symposium.

## Prevention, Communications, Public Information and Educational Outreach

### STOP DWI Foundation Training and PI &E Outreach

In FFY 2014, the STOP DWI Foundation introduced its new Have a Plan mobile app that is available for Apple, Droid and Windows smart phones. The new app is a timely and convenient resource to help in

the prevention of impaired driving. The app can be used to call a taxi or to contact a designated driver from a pre-programmed list. It also provides a BAC calculator and information on New York State's DWI laws and penalties and can be used to report a suspected impaired driver. Since August 2014 when the Have a Plan app was released, it has been promoted widely through social media and by the state's traffic safety partners.

The FFY 2014 New York State STOP-DWI Coordinator Training Series was conducted in seven locations across the state. The topics included DWI Test Refusal Hearings and the Role of the DRE Officer in Impaired Driving Enforcement. Presentations were delivered by a certified DRE Instructor and various personnel from County District Attorney offices. There were 240 attendees at these training programs, including enforcement personnel, District Attorneys, STOP-DWI Coordinators and other traffic safety professionals.



Five workshops on the issue of DWI Fines Not Collected were also conducted regionally throughout the State. A total of 113 professionals attended representing the state's magistrates, court clerks, District Attorneys, Probation personnel and STOP-DWI.

These efforts are in keeping with the objectives and goals to develop current professional education materials and enhance cooperation, communication and coordination among STOP-DWI programs and the communities they serve as well to increase public awareness of New York's STOP-DWI efforts.

## Underage Drinking and Alcohol-Impaired Driving

### New York State Police Impaired Driver Identification and Underage Drinking Enforcement Program

In FFY 2014, the New York State Police continued to conduct a comprehensive multifaceted strategy which included the following components: deterrence, detection, officer training, public education and underage enforcement. Each Troop developed specific action plans for targeting impaired driving issues within the Troop. The following is a list of activities that were conducted during the grant period:

- **Underage Drinking Identification Details:** The State Police conducted 167 Underage Drinking Identification (UDI) enforcement details; 1,978 retail stores and 371 bars and taverns were checked. Of these, 310 bars (84%) and 1,785 retail stores (90%) were in compliance. The details resulted in 329 arrests for violations of the ABC law and 217 arrests for Penal Law violations.
- **Sobriety Checkpoints:** Each Troop conducted, at a minimum, one checkpoint each month; multi-agency checkpoints were also conducted. In total, 401 fixed sobriety checkpoints were conducted, resulting in 697 DWI arrests.
- **Dedicated DWI Patrols:** Each Troop conducted, at a minimum, four dedicated DWI details per month per zone and four additional details anywhere in the Troop. Overall, a total of 2,074 dedicated DWI details resulting in 439 DWI and 375 criminal arrests.
- **Training:** Division DRE instructors assisted with the DRE schools conducted at the NYS Park Police Academy and with the field certification training. At GTSC's request, Division instructors also assisted with ARIDE training events. Standardized Field Sobriety Testing training was provided to all recruits attending the Basic School at the New York State Police Academy. Division personnel also assisted with four NYPTI (New York Prosecutors Training Institute) impaired driving training sessions for prosecutors.
- **National Holiday Crackdown:** During the National Crackdown and New Year's period, the State Police conducted 28 fixed sobriety checkpoints resulting in 34 DWI arrests and 128 dedicated DWI patrols resulting in 23 DWI arrests. Also during this time period, 14 UDI details were conducted; all five of the bars checked, as well as 135 of the 152 retail establishments, were in

compliance. A total of nine arrests for violations of the ABC law and 16 Penal law arrests were made. Statewide, overall during this time period, Troopers arrested 630 individuals for DWI.

- **Public Information and Education:** Various PI&E materials were developed and disseminated statewide to schools and at fairs and other events.

### Operation Prevent – Stop Bad ID

Operation Prevent is conducted by the DMV Division of Field Investigation (DFI) in conjunction with local law enforcement across the state. The purpose of this program is to prevent underage drinking and the use of fraudulent or altered documents by minors to gain access to places where alcohol is served. As part of this project, DFI targets licensed liquor establishments that have been identified as the last drink location for individuals under age 21 who have been arrested for drinking and driving. The DFI also attempts to identify the source of the illegal documents in order to shut down the operation and terminate the production of fraudulent documents. Between FFY 2007 and FFY 2014, DFI Investigators visited 942 establishments that serve alcohol, made 4,315 arrests and seized 3,279 illegal documents from persons under the age of 21. The investigations have led to the closure of 28 fraudulent document operations making it much more difficult for minors to obtain illegal or altered licenses.

## Drugged Driving

### Drug Recognition Expert Statewide Coordinator

The Drug Recognition Expert (DRE) program continues to be coordinated in New York by a member of the GTSC staff. The State Coordinator is responsible for coordinating and scheduling training programs that provide existing DREs the opportunity to maintain certifications that adhere to the National and New York State standards.

In the continuing effort to provide the most efficient and relevant training, the State Coordinator, in conjunction with the Technical Advisory Panel (TAP), is tasked with the oversight, review and implementation of the training curriculum and sets the standards for instructor qualifications and certifications.

In addition to coordinating the DRE program, the GTSC coordinates several programs that provide training for educators, police officers and traffic safety professionals in the area of impaired driving. These programs are described below.

### SFST/DRE Training Programs

The GTSC staff coordinates the state's Standardized Field Sobriety Testing/Drug Recognition Expert (SFST/DRE) program through the SFST/DRE Steering Committee. The committee has been working with the state's enforcement agencies to ensure that as many officers as possible maintain certification in the SFST and DRE programs. The DRE training course was offered in June 2014 with a total of 22 new certified Drug Recognition Experts joining the 176 DREs already deployed across the state. In 2014, all



DRE Instructors attended a mandatory recertification training and received information on the use of UV light during the near total darkness portion of the darkroom exam; the issues associated with fatigue impairment versus substance-based impairment, Medical Marijuana and its impact for DREs and Highway Safety, and a review of research on human physiology and how it pertains to “normal ranges”. In addition, three regional trainings were held across the state during the year.

### **Advanced Roadside Impaired Driving Enforcement (ARIDE)**

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training program has been implemented in New York since FFY 2008. The two-day ARIDE course is intended to bridge the gap between the Standardized Field Sobriety Testing (SFST) training all police officers in New York receive in the Basic Course for Police Officers and the Drug Recognition Expert (DRE) training courses completed by a relatively select group of officers. The objectives of the ARIDE course are to train law enforcement officers to observe, identify and articulate the signs of impairment related to drugs, alcohol or a combination of both, in order to reduce the number of impaired driving incidents and crashes which result in serious injuries and fatalities. In FFY 2014, 19 training programs were conducted in various parts of the state; approximately 475 police officers completed the ARIDE training this year, compared to 268 in the previous year.

## **Research, Evaluation and Analytical Support for New York’s Performance-Based Impaired Driving Program**

### **Institute for Traffic Safety Management and Research Impaired Driving Research Projects**

#### ***Research Studies and Fact Sheets***

In FFY 2014, the Institute for Traffic Safety Management and Research (ITSMR) conducted a research study on the involvement of drugs in fatal and personal injury crashes on New York roadways during the six-year period, 2007-2012. The report on this study and earlier research reports are available on the ITSMR website ([www.itsmr.org](http://www.itsmr.org)).

During FFY 2014, ITSMR also continued to work on a study involving the impact evaluation of Leandra’s Law. Designed to determine whether the expansion of the ignition interlock sanction is effective in reducing the incidence of impaired driving, evidenced by reductions in impaired driving crashes, arrests and recidivism, ITSMR is using data from the Office of Probation and Correctional Alternatives (OPCA) and the Department of Motor Vehicles’ (DMV) TSLED, crash and driver’s license files. To date, the data file of drivers sentenced to an Ignition Interlock Device (IID) between July 1, 2011 and June 30, 2012 has been built and preliminary analyses have been conducted. Of the more than 18,500 drivers in the data file, 28% were reported to have installed an IID and 62% were reported to have not installed an IID; installation information was missing for 10% of the drivers. Driver abstracts have been pulled for a small sample of drivers in each of these categories and in the coming fiscal year they will be manually reviewed to determine what information is available for use in conducting detailed analyses of the driving histories of all drivers sentenced to an IID. It is anticipated that sufficient post-ignition interlock installation driving history data will be available to allow for the study to be completed in FFY 2015.



In addition, during FFY 2014, ITSMR compiled fact sheets on alcohol-related crashes (2008-2012), drug-related crashes (2008-2012) and impaired driving arrests (2008-2012). These fact sheets are also available on the ITSMR website ([www.itsmr.org](http://www.itsmr.org)).

### ***DRE Data Entry and Management System***

ITSMR project staff continued work on the development of a DRE data entry and management system that is being used to conduct and monitor the DRE program. This system is being designed to capture data on officers who complete the DRE training and data on the drug evaluations conducted by these DREs. The DRE Data Entry and Management System has two primary components: a web-based application and an Android application.

### ***DRE Android Application***

The initial version of the Android application was pilot tested in October 2013 with the assistance of 14 DREs located across the state. These 14 DREs were trained in three locations: Westchester, Albany and Batavia. In addition to receiving feedback from the individual DREs using the tablet application in the field, feedback sessions were held in March and April 2014 at each of the original three training locations. Based on the pilot test and the findings from the feedback sessions, a number of changes were made to the application between December 2013 and April 2014.

In April, a class of 22 new recruits began their training to become DREs with the classroom portion of the training being conducted in Rensselaerville over a two-week period. During the Rensselaerville training, ITSMR staff conducted a session on the use of the tablet to capture data from the Drug Influence Evaluations (DIE) conducted in the field. These 22 recruits completed their field training in Phoenix in July. As a result of the Phoenix training, ITSMR staff made a few additional changes to the tablet application. These changes were incorporated into Version 2.0.5 which was released on September 22, 2014.

Early in the next grant year, approximately 85 additional tablets will be distributed to DREs in the western and central parts of the state. ITSMR technical staff provided the necessary training in the use of the tablet and Android application at two trainings held in Batavia (October 1) and Syracuse (October 2). A third training will be held in Rockland County on December 9, with approximately 45 DREs participating.

### ***DRE Web-based Application***

During FFY 2014, the portion of the Web application that had been initially written using Django and Python was upgraded and enhanced by rewriting it in Java. The rewrite in Java was designed to make the Web application very similar in format, style and ease of use to the tablet application. The Web application has been beta tested and will be further tested in the field early in the next grant year. It is expected that the Web application will be used by those DREs who have not yet been given a tablet to use for data collection.

Similar to the tablet, the Web application has been designed to capture data from both the evaluations conducted by the DREs and the toxicology results provided by the testing labs. The Web application can also be used to submit tox results from evaluations conducted using the Android application. Also similar to the tablet, all data collected through the Web application will go directly into the DRE database.

### ***Other States***

During the last half of this grant year, a number of states contacted the GTSC, State Police or ITSMR directly, seeking general information on the DRE Data Entry and Management System and specific information on the Android application. As a result, with the approval of the GTSC, ITSMR will include the states of Vermont and West Virginia in its pilot of the DRE Data Entry and Management System. For each of these two states, it involves two primary tasks: 1) customizing New York's Android application using their respective data and 2) setting up a database to capture the data they collect using the Android application.

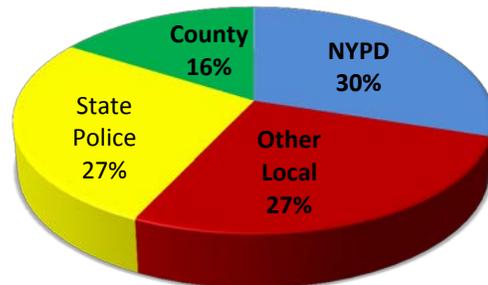
The other states that have requested information include: California, Kansas, Massachusetts, Montana, Pennsylvania, Rhode Island and Tennessee. For these states, ITSMR is developing a generic application for them to try. The generic applications will be released in January/February 2015 on a staggered basis so as not to overwhelm the system during the initial week of release. For the tablet application, ITSMR will provide a link that states can go to and download the application, and for the Web application, ITSMR will provide the appropriate URL that can be used to access the application. During the first half of the coming grant year, the tablet application will be re-packaged for ease of use by other states.

# POLICE TRAFFIC SERVICES

The Police Traffic Services program consists of the cooperative efforts of police agencies across New York State to reduce crashes, personal injuries and fatalities through enforcement of the state’s Vehicle and Traffic Law (VTL). In 2013, police agencies in New York issued approximately 3,588,000 tickets, a small increase over the approximately 3,549,000 tickets issued in 2012.

The proportion of tickets issued by the enforcement agencies at the various jurisdictional levels is shown in the chart to the right. In 2013, the New York City Police Department (NYPD) issued 30% of the tickets, other local police departments issued 27%, another 27% were written by the State Police and county enforcement agencies issued 16%. The distribution of tickets by enforcement agency type has remained consistent for the past several years.

**PROPORTION OF TICKETS ISSUED BY TYPE OF POLICE AGENCY: 2013**



Sources: NYS TSLED and AA systems

Each year, a significant portion of GTSC’s available grant funds is awarded to law enforcement agencies at the state and local level. The decrease in the highway safety funding received by New York over the past few years highlights the importance of an evidence-based traffic safety enforcement program that focuses in areas at the highest risk for fatal and personal injury crashes. To ensure the effectiveness of New York’s statewide enforcement plan, projects are continuously monitored by GTSC program staff and Law Enforcement Liaisons and adjustments are made as warranted. One example is the new commercial motor vehicle training for law enforcement intended to address the increase in crashes involving large trucks and buses documented in the data over the past few years. In FFY 2014, GTSC joined with federal and state partners to develop and conduct training for police officers from local agencies. The intent of the training is to provide local law enforcement with the information and tools to be better equipped and prepared to contend with crashes and traffic violations involving commercial motor vehicles. Locations for the training are determined through a data-driven approach to determine counties and areas of the state that are overrepresented in commercial vehicle crashes.



Distracted driving continues to receive increasing attention in New York State. Between 2010 and 2013, the number of tickets issued in the state for texting violations increased from approximately 3,200 to more than 55,000. In addition to routine enforcement efforts, the state’s law enforcement agencies were invited to participate in a

NHTSA-sponsored distracted driving crackdown called “U Drive U Text U Pay”. The enforcement period ran from April 10, 2014 to April 15, 2014 and the dedicated efforts during this 5-day enforcement period resulted in 6,929 tickets issued for cell-phone violations and 2,926 tickets issued for texting violations.

Recognition of the dangers of texting while driving has also led to several legislative changes to increase the severity of the penalties and fines imposed for violations of New York’s cell phone and texting laws. Beginning November 1, 2014, drivers with probationary or junior licenses or learner’s permits lose their driving privileges for 120 days after a first conviction for cell phone or texting violation; subsequent

convictions within six months of license restoration result in a one year revocation. The maximum fines for cell phone and texting violations also increased from \$50 to \$200 for a first offense, \$250 for a second offense within 18 months and \$450 for a third or subsequent offense within 18 months. In addition, changes to the mobile phone/portable electronic device use law for Commercial Drivers (CDL) took effect on October 28, 2013 further defining actions that are considered violations.



One of the more innovative data-driven enforcement programs that continues to grow in popularity is DDACTS (Data Driven Approaches to Crime and Traffic Safety). DDACTS enables police agencies to deploy resources more efficiently and effectively to address both traffic crashes and crime through high visibility enforcement countermeasures. This initiative continues to receive support from the National Highway Traffic Safety Administration and the Governor’s Traffic Safety Committee. In September 2014, GTSC in cooperation with NHTSA hosted its fifth DDACTS Implementation Workshop in Westchester County.

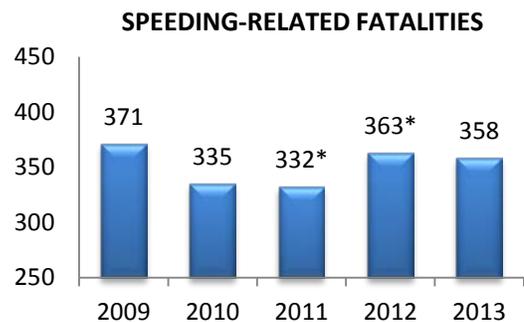
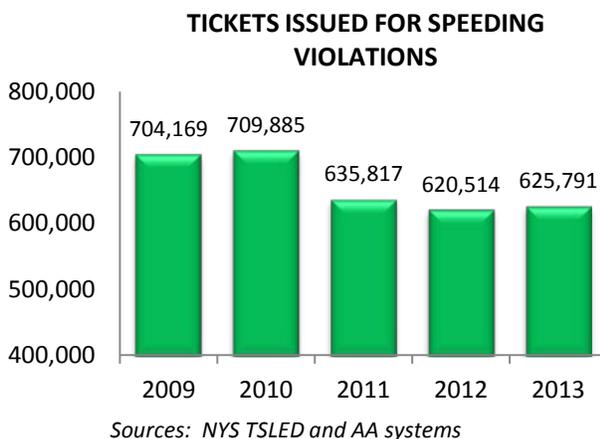
## ASSESSMENT OF PROGRESS

### Police Traffic Services Target for FFY 2014

- ❖ Decrease speeding-related fatalities 5 percent from 338 (preliminary FARS number) in 2011 to 321 by December 31, 2014

### Status of Performance Measures

Speeding-related fatalities have followed an up and down pattern since 2011. Between 2012 and 2013, fatalities decreased from 363 to 358. Despite this positive progress in 2013, the reduction target of 321 set for December 31, 2014 will be difficult to reach.



\*Revised based on final 2011 and 2012 FARS data  
Source: FARS

After declining between 2010 and 2012, the number of tickets issued for speeding violations increased by approximately 5,000 between 2012 and 2013. This increase in enforcement may have contributed to the reduction in speeding-related fatalities in 2013.

## Annual Survey of New York State Drivers: Results Related to Speeding

Unsafe speed is one of the three major traffic safety topics included in the survey of drivers conducted annually at five Department of Motor Vehicles offices. Beginning with the 2012 survey, drivers were asked how frequently they exceed the speed limit by more than five miles an hour.

<i>How often do you drive more than 5 mph over the speed limit?</i>			
	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	10.1%	11.1%	11.1%
Most of the time	27.7%	28.3%	25.5%
Sometimes	39.9%	36.8%	38.5%
Rarely	13.3%	13.5%	14.2%
Never	8.9%	10.2%	10.6%

Source: 2012-2014 Driver Behavior Surveys

- The frequency of speeding reported by drivers was very similar in all three years, 2012-2014.
- In 2014, 37% of the drivers surveyed said that they “always” (11%) or “most of the time” (26%) exceed the speed limit by more than 5 mph; 39% said “sometimes” and 25% said they “rarely” (14%) or “never” (11%) exceed the speed limit by more than 5 mph.

In all five surveys conducted 2010-2014, drivers were asked their perceptions of the risk of being ticketed for speeding if they were driving more than 5 mph over the speed limit.

- In 2014, the perception of the risk of getting a ticket for speeding decreased slightly after increasing the previous year. The proportion of drivers who thought they would get a ticket “always” or “most of the time” declined from 21% in 2013 to 19% in 2014.
- The proportion of drivers who thought they would “rarely” or “never” be ticketed for driving more than 5 mph over the speed limit increased slightly from 42% in 2013 to 44% in 2014.

<i>What do you think the chances are of getting a ticket if you drive more than 5 mph over the speed limit?</i>					
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	8.7%	8.6%	6.3%	8.1%	6.9%
Most of the time	14.4%	13.0%	12.2%	12.9%	12.5%
Sometimes	35.1%	32.4%	37.1%	36.7%	36.9%
Rarely	31.8%	35.4%	35.0%	33.1%	34.4%
Never	10.0%	10.7%	9.4%	9.3%	9.3%

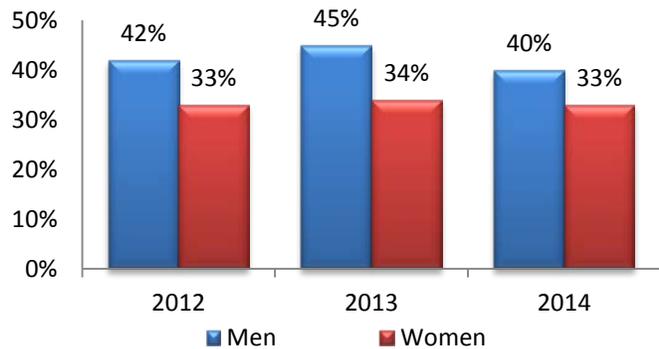
Source: 2010-2014 Driver Behavior Surveys

## Differences by Gender

Reported behaviors and perceptions related to speeding differed between men and women and among drivers in different age groups.

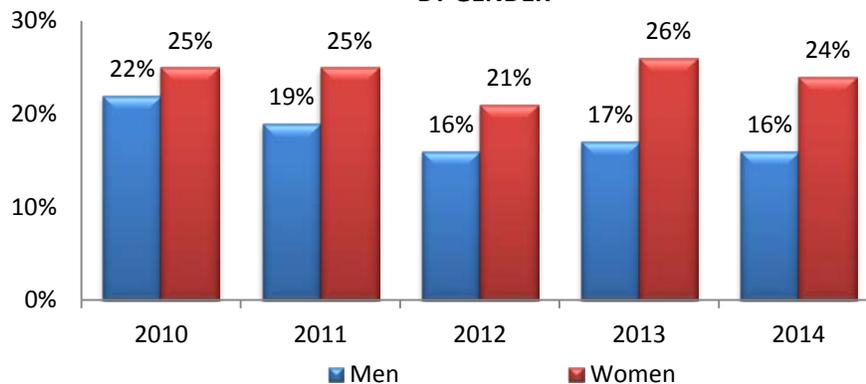
- Men are more likely to speed than women.
- In all three surveys, 2012-2014, approximately one-third of the female drivers said they drive more than 5 mph over the speed limit “always” or “most of the time” compared to 40%-45% of the male drivers.

**DRIVERS WHO "ALWAYS" OR "MOST OF THE TIME" DRIVE MORE THAN 5 MPH OVER THE SPEED LIMIT BY GENDER**



Source: 2012-2014 Driver Behavior Surveys

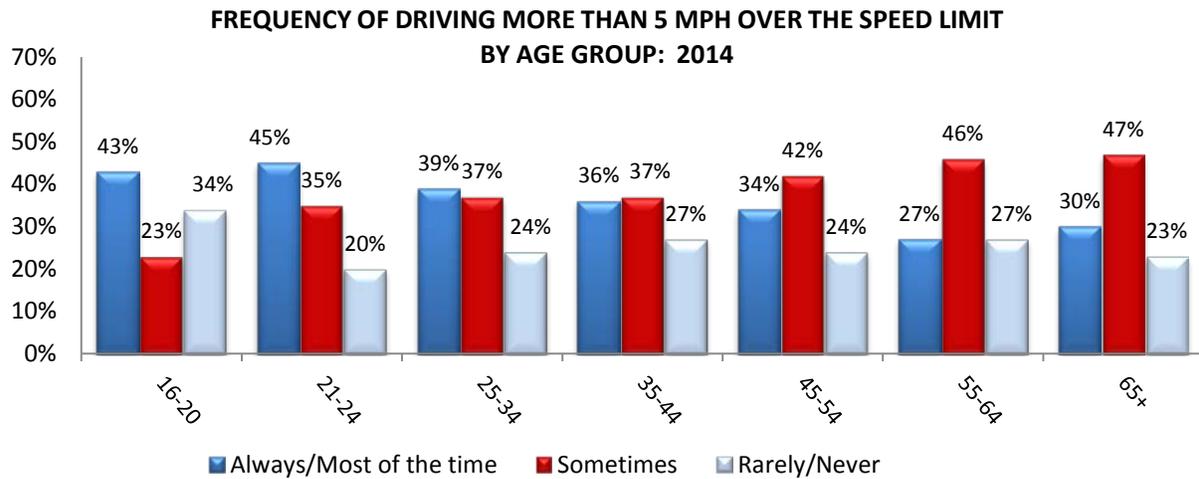
**PERCEPTION OF RISK OF GETTING A SPEEDING TICKET "ALWAYS" OR "MOST OF TIME" BY GENDER**



Source: 2010-2014 Driver Behavior Surveys

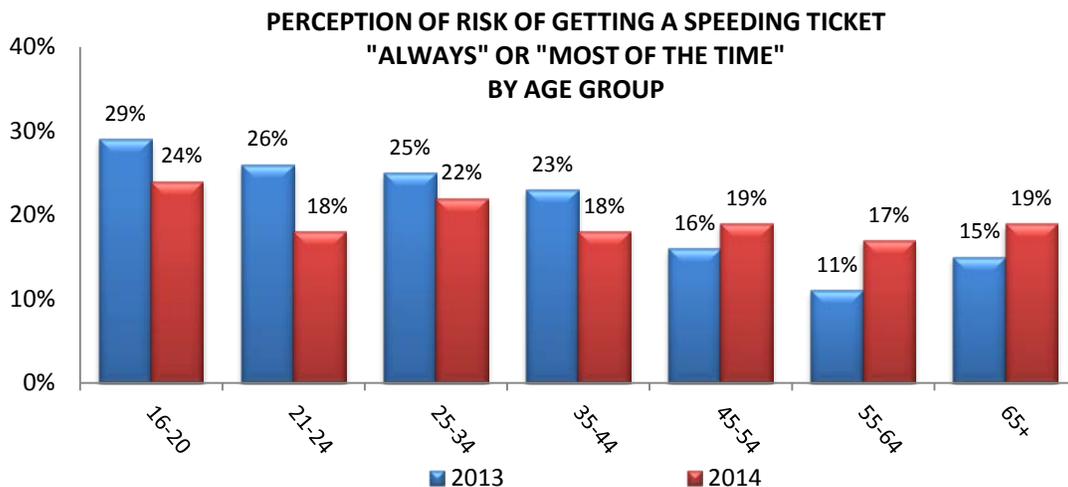
- Women perceive a greater risk of getting a ticket for speeding than men.
- Over the five surveys, the proportion of male drivers who thought they would get a speeding ticket “always” or “most of the time” dropped from 22% in 2010 to 16%-17% in 2012-2014.
- While the perception of risk was higher among women, only approximately one out of four female drivers surveyed each year thought they would be ticketed “always” or “most of the time” if they drove more than 5 mph over the speed limit.

## Differences by Age



Source: 2014 Driver Behavior Survey

- The frequency of speeding reported by drivers generally declined with age. In 2014, drivers in the 16-20 (43%) and 21-24 (45%) age groups were the most likely to say they exceeded the speed limit “always” or “most of the time” compared to 27% and 30% in the two oldest age groups (55-64 and 65 and over, respectively).
- Drivers 16-20 years of age were also the most likely to say they “rarely” or “never” speed (34%).



Source: 2013-2014 Driver Behavior Surveys

- In general, the perception of the risk of getting a ticket for speeding is relatively low; in 2014, the proportion of drivers who thought they would get a speeding ticket “always” or “most of the time” ranged between 17% and 24%.
- Between 2013 and 2014, the perception of risk of getting a speeding ticket decreased in every age group under the age of 45 and increased in every age group 45 years and older.

## Annual Survey of New York State Drivers: Results Related to Distracted Driving

Distracted driving is another key issue that is addressed in the state’s Police Traffic Services program. Beginning in 2012, a series of questions on distracted driving were included in the annual driver behavior survey conducted at five DMV offices. The questions focused on behaviors related to using hand-held cell phones to talk and text while driving and perceptions of the risk of being ticketed for this behavior. The drivers were also asked their opinion on the effect of cell phone use on a driver’s ability to drive safely.

### *How often do you send or receive text messages while driving?*

	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	3.6%	2.9%	3.2%
Most of the time	5.7%	5.9%	5.6%
Sometimes	18.8%	21.5%	19.5%
Rarely	21.2%	21.5%	21.6%
Never	50.6%	48.2%	50.0%

Source: 2012-2014 Driver Behavior Surveys

- In 2014, half of the drivers reported that they send or receive text messages while driving; 3% said that they “always” send or receive text messages while driving, 6% said “most of the time”, 19% said “sometimes” and 21% said “rarely”.
- The reported frequency of sending or receiving texts while driving was very similar in all three years, 2012-2014. While approximately half of the drivers (48%-51%) said they “never” send or receive a text while driving, in each survey approximately 9% of drivers said they “always” or “most of the time” send or receive a text while driving; 19%-22% do it “sometimes”, and 21%-22% said they “rarely” send or receive a text while driving.

### *How often do you talk on a cell phone while driving?*

	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	3.0%	2.0%	3.4%
Most of the time	6.2%	6.3%	5.9%
Sometimes	27.3%	26.8%	23.6%
Rarely	28.0%	27.9%	27.7%
Never	35.5%	37.0%	39.3%

Source: 2012-2014 Driver Behavior Surveys

- In 2014, six out of ten drivers said that they talk on a cell phone while driving, with 9% reporting that they use a cell phone “always” (3%) or “most of the time” (6%).
- The reported frequency of talking on a cell phone while driving remained relatively consistent over the three-year period, 2012-2014.

Since New York’s law allows the use of hands free cell phones, a new question about the use of hand-held cell phones while driving was included in the 2013 survey and repeated in 2014. In 2014, one out of three respondents (34%) said they use a hand-held device in violation of the law at least “sometimes” when they talk on a cell phone while driving.

<i>When you talk on a cell phone while driving, how often do you use a hand-held phone?</i>		
	<u>2013</u>	<u>2014</u>
Always	15.2%	12.6%
Most of the time	10.1%	8.6%
Sometimes	13.7%	13.2%
Rarely	13.2%	14.8%
Never	27.6%	29.1%
Don't use a cell phone	20.2%	21.8%

Source: 2013-2014 Driver Behavior Surveys

- Between 2013 and 2014, the proportion of drivers who said they use a hand-held device while driving in violation of the law “always” or “most of the time” declined from 25% to 21%, while the proportion of drivers who “rarely” or “never” use a handheld phone increased from 41% in 2013 to 44% in 2014.

Drivers were also questioned about their perceptions of the risk of receiving a ticket for texting or talking on a cell phone in violation of the law.

<i>What do you think the chances are of getting a ticket if you talk on a hand-held cell phone while driving?</i>		
	<u>2013</u>	<u>2014</u>
Always	17.9%	19.3%
Most of the time	25.9%	26.5%
Sometimes	37.5%	33.5%
Rarely	12.1%	13.5%
Never	6.6%	7.3%

<i>What do you think the chances are of getting a ticket if you text while driving?</i>		
	<u>2013</u>	<u>2014</u>
Always	18.7%	23.2%
Most of the time	22.6%	20.3%
Sometimes	33.3%	32.9%
Rarely	17.8%	15.5%
Never	7.6%	8.1%

Source: 2013-2014 Driver Behavior Surveys

- In general, the perception of risk of getting a ticket for cell phone or texting violations increased somewhat in 2014 compared to the previous year; in 2014, 46% thought drivers would be

ticketed “always” or “most of the time” for cell phone violations compared to 44% in 2013 and 44% of those surveyed in 2014 thought drivers would be ticketed “always” or “most of the time” for texting violations compared to 41% in 2013.

The final question on this topic assessed perceptions of the dangers of texting while driving. As indicated in the table below, perceptions of the risk associated with texting while driving remained consistent between 2013 and 2014.

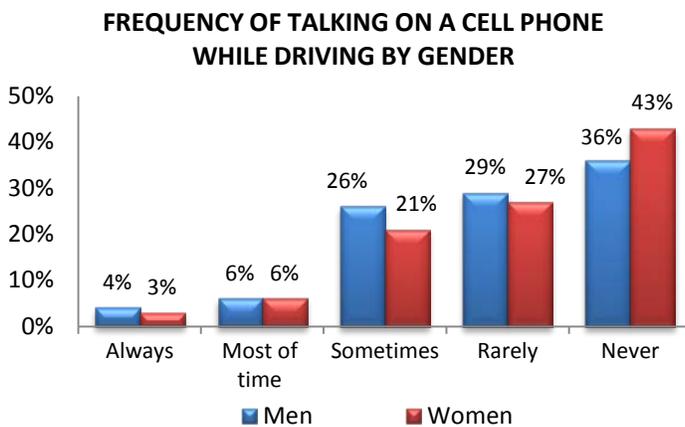
<i>Do you think texting affects a driver's ability to drive safely...</i>		
	<u>2013</u>	<u>2014</u>
A great deal	83.9%	83.6%
Somewhat	12.8%	13.0%
Not at all	3.3%	3.4%

Source: 2013-2014 Driver Behavior Surveys

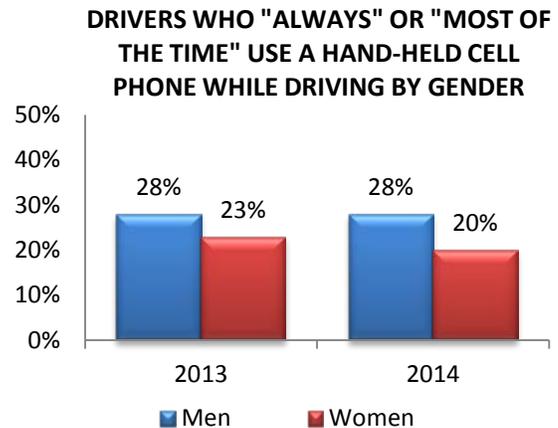
- In both 2013 and 2014, 84% of the respondents thought that texting affects a driver’s ability to drive safely “a great deal” and another 13% said a driver’s ability is “somewhat” affected. Only 3% thought that texting has no effect on driving ability.

### Differences by Gender

Further analyses by driver characteristics showed differences in behaviors and perceptions related to distracted driving behavior by gender and age.



Source: 2014 Driver Behavior Survey

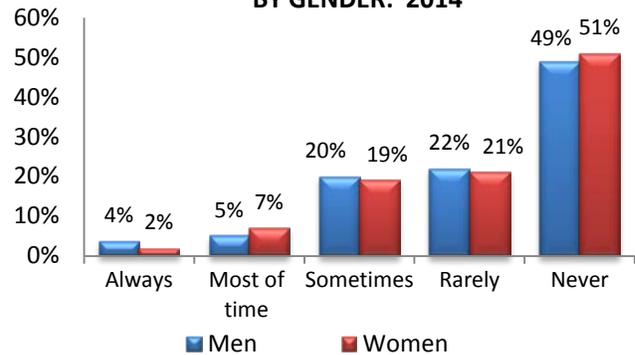


Source: 2013-2014 Driver Behavior Surveys

- Men are more likely than women to talk on a cell phone while driving (64% vs. 57%); only 36% of men said they never use a cell phone while driving compared to 43% of women.
- Similar proportions of both the men (10%) and women (9%) surveyed said they talk on a cell phone while driving “always” or “most of the time”.

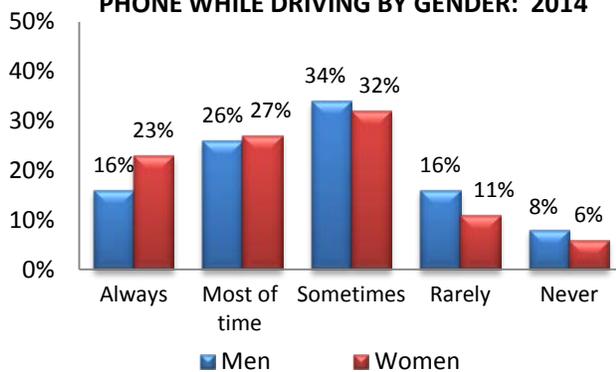
- Men are also more likely to use a hand-held phone; in both 2013 and 2014, 28% of men said they “always/most of the time” use a hand-held phone while driving compared to 23% and 20% of women in 2013 and 2014, respectively.
- Compared to cell phone use, larger proportions of both men and women text while driving (51% vs. 49%).
- The frequency of texting among men and women is very similar; 9% of men and 9% of women text while driving “always” or “most of the time”, nearly identical to the proportions of men (10%) and women (9%) who talk on a cell phone while driving.
- Only 49% of men and 51% of women said they never send or receive text messages while driving.

**FREQUENCY OF SENDING OR RECEIVING TEXT MESSAGES WHILE DRIVING BY GENDER: 2014**



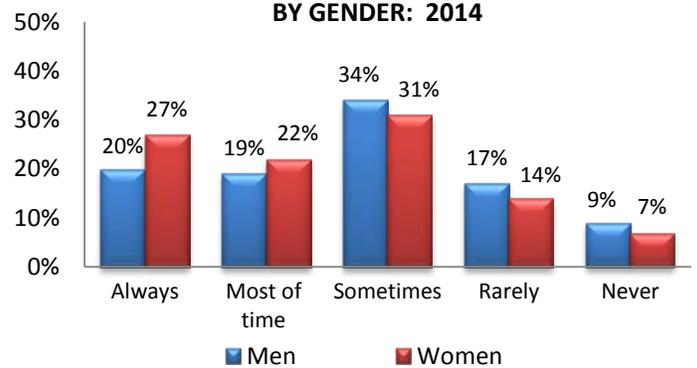
Source: 2014 Driver Behavior Survey

**PERCEPTION OF THE RISK OF GETTING A TICKET FOR TALKING ON A HAND-HELD CELL PHONE WHILE DRIVING BY GENDER: 2014**



Source: 2014 Driver Behavior Survey

**PERCEPTION OF THE RISK OF GETTING A TICKET FOR TEXTING WHILE DRIVING BY GENDER: 2014**

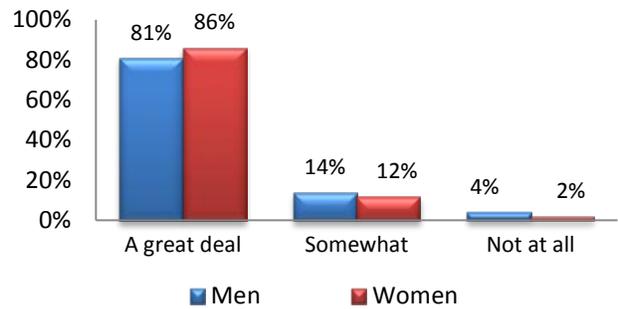


Source: 2014 Driver Behavior Survey

- The perception of risk of getting a ticket for either talking on a hand-held cell phone or texting while driving was higher among female drivers
- 50% of women thought a driver would be ticketed “always” or “most of the time” for talking on a hand-held cell phone compared to 42% of men
- 49% of women thought a driver would be ticketed “always” or “most of the time” for texting compared to 39% of men.

- Among both the male and female drivers surveyed, the proportions who thought the chances of “never” being ticketed for either a cell phone or texting violation were very similar; 8% of men thought a driver would “never” be ticketed for cell phone use and 9% thought a driver would “never” be ticketed for texting; among women the proportions were 6% and 7%, respectively.
- The large majority of both men (81%) and women (86%) thought texting affected a driver’s ability to drive safely “a great deal”.

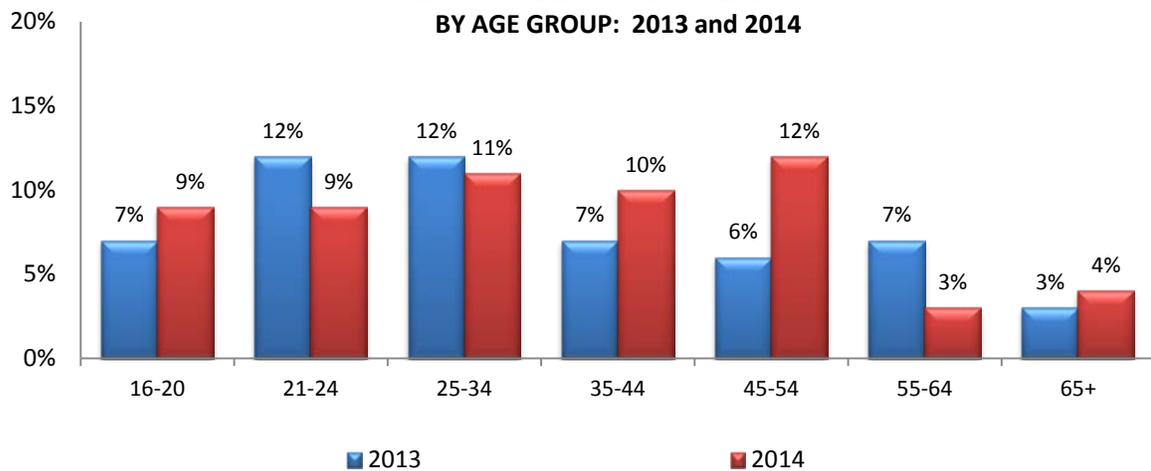
**PERCEPTION OF HOW TEXTING AFFECTS ABILITY TO DRIVE SAFELY BY GENDER: 2014**



Source: 2014 Driver Behavior Survey

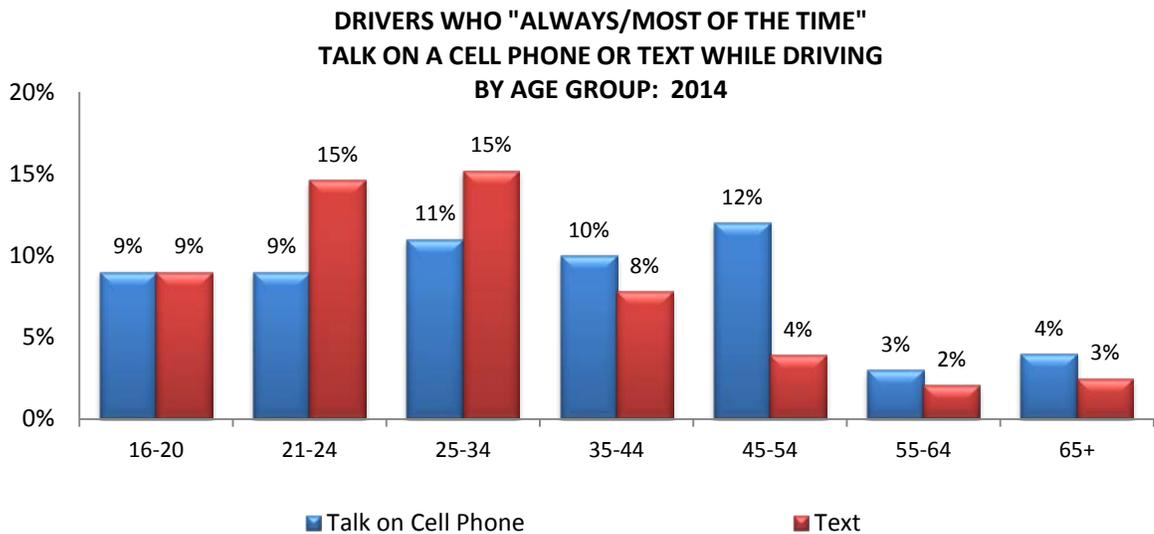
### Differences by Age

**DRIVERS WHO "ALWAYS/MOST OF THE TIME" TALK ON A CELL PHONE WHILE DRIVING BY AGE GROUP: 2013 and 2014**



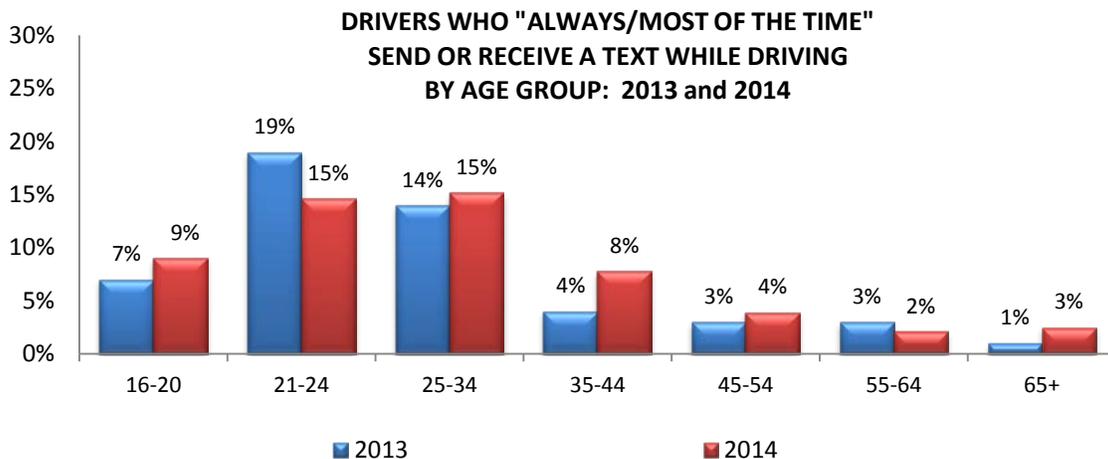
Source: 2013-2014 Driver Behavior Surveys

- In the 2014 survey, 9%-12% of drivers in the age groups under age 55 reported that they talk on a cell phone while driving “always” or “most of the time”.
- Between 2013 and 2014, drivers 45-54 years of age reported the greatest increase in cell phone use, followed by drivers ages 35-44 (7% to 10%) and drivers under age 21 (7% to 9%).



Source: 2014 Driver Behavior Survey

- In 2014, drivers in the 21-24 and 25-34 age groups were more likely to text while driving than to talk on a cell phone (15% compared to 9% and 11%, respectively), while drivers in the age groups 35 and older were more likely to talk on a cell phone than to text while driving.
- Among drivers under age 21, the same proportion of drivers (9%) reported that they text or talk on a cell phone while driving “always” or “most of the time”.

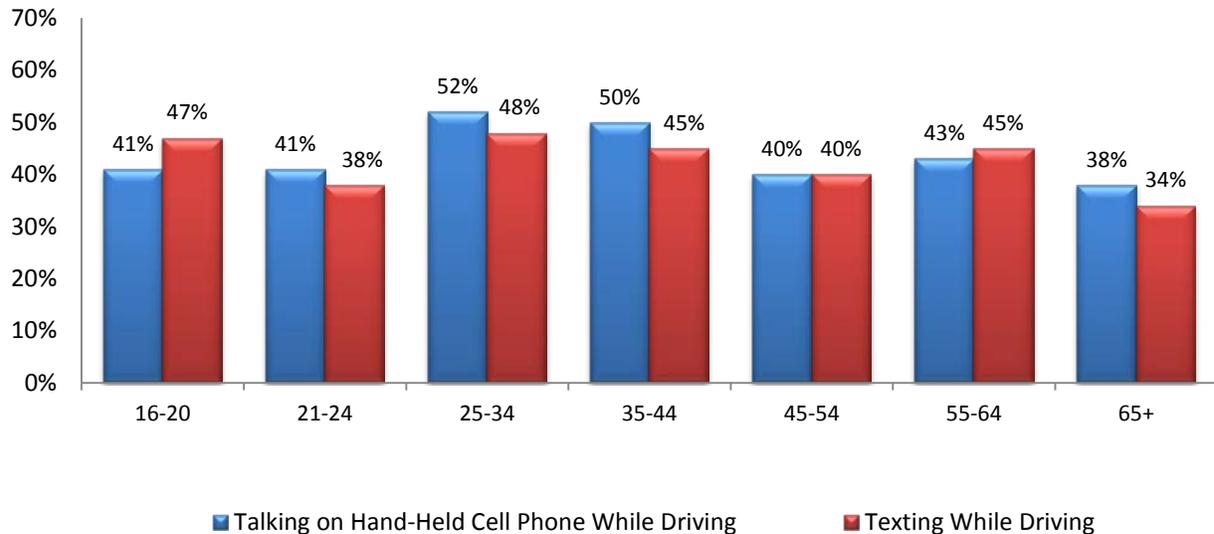


Source: 2013 -2014 Driver Behavior Surveys

- In both the 2013 and 2014 surveys, drivers in the 21-24 and the 25-34 age groups were most likely to report that they “always” or “most of the time” send or receive text messages while driving.

- Between 2013 and 2014, the proportion of drivers who reported they “always/most of the time” text while driving increased among every age group except drivers 21-34 years of age and among drivers 55-64.

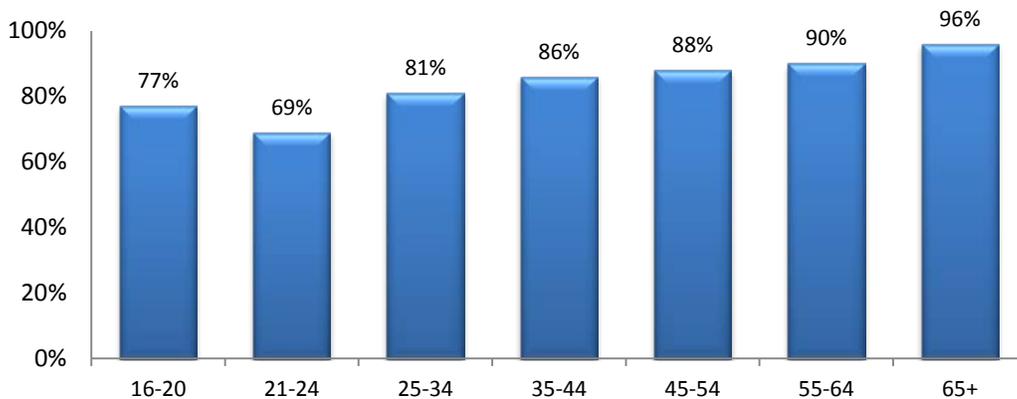
**PERCEPTION THAT DRIVERS WOULD RECEIVE A TICKET  
"ALWAYS" OR "MOST OF THE TIME"  
FOR TALKING ON A HAND-HELD CELL PHONE OR TEXTING WHILE DRIVING  
BY AGE GROUP: 2014**



Source: 2014 Driver Behavior Survey

- In general, the perception of risk of being ticketed for texting was somewhat lower than the risk of being ticketed for talking on a hand-held phone while driving.
- Respondents under 21 years of age and those 55-64 years of age were the only age groups to think the risk of getting a ticket for texting was higher than the risk of getting a ticket for using a hand-held cell phone (47% vs. 41% and 45% vs. 43%, respectively).
- Drivers in the 25-34 age group perceived the greatest risk of getting a ticket for either using a hand-held cell phone or texting while driving; 52% believed a driver would receive a ticket “always/most of the time” for cell phone use and 48% thought a driver would “always/most of the time” be ticketed if they were texting.

**PERCEPTION OF HOW TEXTING AFFECTS  
ABILITY TO DRIVE SAFELY "A GREAT DEAL"  
BY AGE GROUP: 2014**



Source: 2014 Driver Behavior Survey

- The proportion of drivers who thought texting affects the ability to drive safely generally increased with age, ranging from a low of 69% among drivers ages 21-24 to a high of 96% among drivers ages 65 and older.

## **POLICE TRAFFIC SERVICES PROJECTS AND ACTIVITIES FUNDED IN FFY 2014**

New York used a data-driven approach to identify a comprehensive set of strategies for the state's Police Traffic Services program that collectively will contribute to progress in meeting the state's highway safety targets set in the FFY 2014 HSSP. The Police Traffic Services grant program provided funding to law enforcement agencies to conduct traffic enforcement. This objective is consistent with New York State's ongoing commitment to reduce motor vehicle crashes and their resulting injuries and deaths. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2014 is included as Appendix A. The project number, amount of funds awarded and a brief description are provided for each project.

### **Enforcement of Traffic Violations**

Traffic enforcement plays a vital role in New York's efforts to reduce crashes, injuries and fatalities and significant funding is awarded to law enforcement agencies each year. The specific strategies implemented by these agencies are described under the Police Traffic Services program, as well as under other program areas including impaired driving, occupant protection and motorcycle safety. Enforcement deployment strategies are continually evaluated and adjusted to accommodate shifts and changes in priorities and ensure continued progress toward the established performance targets.



## Police Traffic Services Programs

In FFY 2014, GTSC provided support to a number of local police agencies through its newly created Police Traffic Services (PTS) grant program which is designed to reduce crashes through targeted high visibility traffic law enforcement. This new grant is a combination of the STEP and BUNY programs and is directed toward local traffic safety problems including, but not limited to, speeding, aggressive driving, distracted driving, motorcycle and pedestrian safety as well as occupant restraint issues. The PTS grant program also requires all agencies to participate in the national Click It or Ticket seat belt enforcement mobilization. Police agencies of all types and sizes, from the New York City Police Department with more than 30,000 sworn officers to small police departments staffed only by part-time personnel, may apply for PTS grants.

Lower federal funding levels continued in FFY 2014, resulting in similar award amounts for most agencies and no increase in dedicated traffic enforcement details. In addition to the lower levels of funding, many agencies experienced contractually-required salary increases that further reduced the total hours of enforcement provided by the grants. Despite these issues, many law enforcement agencies continued to have a positive impact on traffic safety within their communities.

Examples of the projects funded under the PTS grant program in FFY 2014 are provided below.

- The Village of Albion, located in Orleans County with a population of 7,438, is served by a police department consisting of nine fulltime officers. Over the past three years, the total number of reported crashes decreased by 17%. This reduction is likely due in part to an increase in ticket output. Over the same time period, the number of tickets issued increased by nearly 16%, close to equaling the decrease in crashes.
- Located in Cayuga County, the City of Auburn Police Department with a patrol force of 42 fulltime officers continues to conduct a very efficient and effective crash reduction program. During FFY 2014, the agency investigated a total of 939 crashes, a decrease of 137 from the previous year (12.7%) and a decrease of 140 (12.9%) from the previous three-year average. During this same reporting timeframe, officers issued 3,213 total tickets, an increase of 807 (33.5%) over the previous year and 319 over the three-year average. Speeding and aggressive driving tickets increased as well as tickets issued for cell phone/electronic device violations.
- Located in Ontario County, the City of Canandaigua Police Department serves a population of 10,500 and is responsible for 38 road miles. During FFY 2014, the agency's 13 fulltime patrol officers investigated 498 crashes, a decrease of 16 from the previous year and 10 fewer than the three-year average. More importantly, injury crashes totaled 46 during the reporting period, a significant decrease of 30 from the previous year and a reduction of 18 from the three-year average. These reductions can be attributed to increased enforcement; during the reporting period, 2,753 tickets were issued, an increase of 306 (12.5%) over the previous year and 343 over the three-year average. The number of tickets issued for speeding (794), aggressive driving (324) and cellphone/electronic device tickets all surpassed the previous year and the three-year average output.
- The Village of Geneseo, located in Livingston County, is a consistent leader in traffic safety activities in upstate New York. This jurisdiction of just over 8,000 residents and a university population of approximately 5,000 is served by a patrol force of seven fulltime and four part-time officers who are responsible for 20 road miles. During FFY 2014, the Geneseo Police Department investigated 122 crashes, 48 fewer (28.2%) than the previous year. Personal injury

crashes fell from 10 in the previous year to only six and no fatal crashes were reported compared to one in the previous year. During the reporting period, a total of 2,498 tickets were issued, an increase of 87 over the previous year and exceeding the three-year average by 142. The agency issued over 20 tickets for every reported crash and fewer than five percent of the crashes that occurred in the jurisdiction resulted in personal injury.

- The Town of Rotterdam, a jurisdiction of approximately 30,000 in Schenectady County, is served by a police patrol force of 29 officers. The Town consists of seven square miles and nearly 200 highway miles. During the reporting period, the agency investigated 1,105 crashes, a decrease of 60 from the previous year and 81 from the three-year average. During this same period, 86 injury crashes were reported; this was a reduction of 10 from the previous year and seven from the three-year average. During this timeframe, 3,238 total tickets were written, an increase of 273 over the previous year and surpassing the three-year average by 332 tickets. Speeding tickets followed the same positive trend with 380 issued during the reporting period, exceeding the previous year by 52 and the three-year average by 79.
- Located in one of the busiest traffic corridors in New York State, the Town of Manlius encompasses a large geographic area of 54 square miles that includes the villages of Manlius, Fayetteville and Minoa and has a population of over 32,000. The Town's police department of 34 sworn personnel is responsible for patrolling key thoroughfares and commuter routes in Onondaga County between commercial districts and shopping centers, schools and a large medical center. Because of the agency's proactive police operations and focus on traffic safety, education and enforcement, the Manlius Police Department has been successful in reducing total crashes by nine percent as of September 2014 and personal injury crashes by more than six percent; no fatal crashes occurred during this period. The agency has also been recognized for its award winning bicycle/pedestrian safety, awareness and enforcement program. The Town of Manlius Police Department was named a First Place winning agency in the 2014 New York Law Enforcement Challenge competition and also received the National Law Enforcement Challenge Bike/Pedestrian Safety Award from the International Association of Chiefs of Police.
- The Town of Ogden with a population of 18,400 is located in Monroe County. The Town is served by a police department of 13 sworn full-time officers who are responsible for patrolling 127 road miles. The department's traffic safety programs give significant attention to speed, failure to yield right of way, and other aggressive driving violations that occur in schools zones, at specific intersection locations with high crash totals, and also in neighborhoods that are identified through the deployment of a speed trailer. Targeted and sustained enforcement efforts by the agency have contributed to a nine percent reduction in the overall crash total of 397 crashes, in addition to a more notable 33% decrease in the 45 total personal injury crashes reported during the same period. Overall, ticket activity by the agency has consistently remained near its three-year average; 1,535 total tickets were issued during this reporting period, contributing to the reduction in crashes in the community.

### **State Police Speed Enforcement Programs**

The New York State Police were awarded a grant to conduct speed enforcement initiatives during FFY 2014. The primary focus was on rural and non-interstate highways that have the greatest percentage of highway fatalities. A secondary focus of the speed enforcement efforts was on interstates including the New York State Thruway.

In FFY 2014, 15,780 hours of overtime were allotted for Sustained Zone Enforcement. An additional 1,000 hours were assigned to Troop T's Operation Brake program. These overtime speed details produced 23,077 speeding tickets and 13,452 tickets for other violations.

- Troop T (NYS Thruway) Operation Brake Details were conducted in the spring and summer using a blitz enforcement model during two specific peak crash periods: the Memorial Day and Labor Day periods. Operation Work Brake also targets speed and aggressive driving in work zones. A total of 4,661 tickets were issued this year.
- The New York State Police also ran two successful week-long traffic enforcement programs targeting speeders called Speed Week. The first campaign was conducted April 1-7, 2014 and the second detail, conducted August 8-14, 2014, coincided with the annual NASCAR racing event at Watkins Glen International Raceway. Concentrated enforcement by the State Police during these periods yielded 21,151 speeding-related tickets.

### **Sheriffs' Cooperative Rural Traffic Safety Initiative**

In FFY 2014, GTSC supported the traffic law enforcement efforts of 13 Sheriffs' Offices through a grant to the New York State Sheriffs' Association (NYSSA). Sheriffs in the counties of Cayuga, Genesee, Livingston, Madison, Ontario, Orleans, Oswego, Schenectady, Seneca, Steuben, Wayne, Wyoming and Yates received funding through the project. The Sheriff Offices in these counties received funding for traditional STEP patrols; in addition, support was provided for preliminary DDACTS efforts in the Sheriffs' Offices in Genesee, Livingston, Madison, Ontario and Wayne counties. Similar to a traditional STEP but more analytically based, DDACTS encourages the use of local crash and crime data to more efficiently deploy patrol units and is designed to promote flexibility in addressing local traffic safety problems. Although the funding is primarily used for enforcement, a portion of the funding is available to support other related traffic safety efforts. In FFY 2015, two additional Sheriff Offices will be included in the project.

The following is a brief overview of the activity of three selected counties participating in the project.

- During FFY 2014, the Genesee County Sheriff's Office issued a total of 643 tickets during 489 hours of grant-funded dedicated traffic patrols; this equates to an average of 1.3 tickets per hour of GTSC-supported activity. Of the 643 tickets, 277 were written for aggressive driving violations with 218 issued for speed, 25 for stop sign violations, 17 for failure to yield right-of-way, five for red light violations and 12 related to driving while intoxicated. An additional 366 tickets were issued for other violations of the Vehicle and Traffic Law. Included in these numbers are 10 four-hour patrols dedicated to seat belt enforcement conducted during the May mobilization. These 40 hours of patrol time resulted in 62 tickets for seat belt violations and 16 tickets for other violations. The tickets issued by grant-funded patrols accounted for 33% of all tickets issued by the agency during the second half of the grant period, indicating the importance of the GTSC grant funds to traffic safety efforts within the county.
- During the reporting period, the Livingston County Sheriff's Office issued a total of 772 traffic tickets during 628 hours of grant-funded patrol; this effort equates to 1.2 tickets per hour. Of these tickets, 338 were issued for speeding, 54 for aggressive driving and 380 for other violations of the Vehicle and Traffic Law (VTL). In addition to these VTL tickets, six Penal, two Alcohol Beverage Control and three Navigation Law arrests were made during grant-funded patrols. A total of 266 traffic dedicated patrols were assigned to the 14 townships in the county

during the grant period. A total of 24 hours of specialized patrol were dedicated to Operation Safe Stop on April 3, 2014 and an additional 14 hours were assigned to school bus details on September 3, the first day of the school year.

- During the grant period, Madison County deputies used 274.50 hours of funded patrol hours and issued 525 Uniform Traffic Tickets for an average of nearly two (1.91) citations per hour. Of this number, 209 (39.8%) were issued for speed, 79 (15%) for aggressive driving, 65 (12.3%) for cell phone, 67 for seat belt (12.7%) and 105 (20%) for other violations of the VTL. Twenty- one hours were devoted to Click It or Ticket/Buckle Up New York activities resulting in 11 seat belt tickets and 6.25 hours were allocated to Operation Safe Stop activities. The Madison County Sheriff’s Office is also involved in DDACTS efforts. Its DDACTS concept focuses on timely data collection from all law enforcement agencies in the county, data analysis to identify crash, crime and traffic-related hot spots within the county, and sharing the results of the analyses with all police agencies in the county.

**New York State Police Distracted Driving Program**

During FFY 2014, the New York State Police conducted several successful initiatives related to distracted driving, in particular, the new texting law. Over 4,800 hours of overtime were used to complete over 800 distracted driving details around the state, resulting in the issuance of over 10,000 tickets for distracted driving and other Vehicle and Traffic Law violations.

**TICKETS ISSUED BY STATE POLICE DURING DISTRACTED DRIVING DETAILS IN FFY 2014**

VTL Violation	
1225C	4,001
1225D	1,104
<b>Total 1225 C&amp;D</b>	<b>5,105</b>
Other VTL	5,281
<b>Total 1225 &amp; Other VTL</b>	<b>10,386</b>

The State Police also conducted an additional distracted driving traffic enforcement program called Operation Hang Up. Motorists who use their cell phone and other electronic devices while driving are the focus of the program. In FFY 2014, Operation Hang Up was implemented during two time periods: November 27-December 1, 2013 and April 10-15, 2014. The two waves yielded 4,354 tickets for talking and texting while driving.

**Operation Safe Stop**

An estimated 50,000 times each school day in New York State school buses are passed by motorists who fail to stop when the red lights are flashing. To reduce the frequency of this behavior and better protect children while they are in the process of getting on and off school buses, the GTSC, in conjunction with a number of other concerned agencies and organizations, developed the Operation Safe Stop program. Operation Safe Stop brings together law enforcement and the pupil transportation community to keep our children safe during the loading and unloading of school buses.



On April 3, 2014, a statewide Operation Safe Stop enforcement program was conducted to educate motorists on the dangers of passing stopped school buses. A press event was held at the Latham Holiday Inn Express with a great showing of support and participation by local police departments.

As the table below indicates, participation in the 2014 Operation Safe Stop program was much greater than in 2013 resulting in much higher productivity. During the one-day enforcement effort, motorists were issued 1,372 tickets for passing a stopped school bus and 1,732 tickets for other traffic violations.

**OPERATION SAFE STOP: 2013-2014**

	<b>2013</b>	<b>2014</b>	<b>Change 2013-2014</b>
Participating Counties	28	<b>43</b>	<b>+15</b>
Number of Agencies	64	<b>115</b>	<b>+51</b>
Number of Officers (*Counts do not include participating officers from NYPD)	599	<b>1,164</b>	<b>+565</b>
V&T 1174 Violations (Passing Stopped School Bus)	98	<b>1,352</b>	<b>+1,254</b>
Other UTTs issued	1,002	<b>1,732</b>	<b>+730</b>

**Law Enforcement Training Programs**

In addition to the programs highlighted below, GTSC also provides training for law enforcement officers in the following areas: motorcycle, pedestrian and bicycle, and impaired driving. Descriptions of the accomplishments of these other enforcement training programs can be found under the appropriate program areas.

**Commercial Motor Vehicle Awareness Training for Law Enforcement**

According to the Federal Motor Carrier Safety Administration (FMCSA), New York is one of ten states in the nation that account for 50% of all fatal commercial motor vehicle crashes. A one-day Commercial Motor Vehicle Awareness Training course for law enforcement was developed to address the issue of large truck and bus crashes and fatalities resulting from unsafe driving behaviors. The Governor’s Traffic Safety Committee in partnership with the Suffolk County Police Department Highway Safety Bureau’s Motor Carrier Safety Section, Federal Motor Carrier Safety Administration, New York State Police Commercial Vehicle Enforcement Unit and New York State Department of Transportation collaborated in developing the curriculum and providing the instruction for the training program.



The purpose of this data-driven training program is to provide law enforcement officers with the safety and enforcement information needed to contend with crashes and traffic violations involving commercial motor vehicles. The locations for regional training programs are determined based on data identifying the counties overrepresented in commercial motor vehicle crashes. In September 2014, the

first in a series of training programs was held at the Suffolk County Police Academy in Brentwood, NY; 72 police officers representing sixteen police departments from Nassau and Suffolk counties attended the two training classes.

### **Data Driven Approaches to Crime and Traffic Safety (DDACTS)**

Since FFY 2012, the Governor’s Traffic Safety Committee has joined with the National Highway Traffic Safety Administration (NHTSA) and the International Association of Directors of Law Enforcement Standards and Training (IADLEST) in actively promoting and presenting a series of regional Data Driven Approaches to Crime and Traffic Safety (DDACTS) Implementation Workshops across New York State.



In September of 2014, GTSC in cooperation with NHTSA hosted its fifth training Workshop in Westchester County; eight municipal law enforcement agencies representing five counties attended the training. Two of the Subject Matter Experts responsible for the Command and Data Analysis training sections were from New York, specifically the Schenectady Police Department. Earlier in the year, the Chief of Police and Data Analyst from the Schenectady Police Department were nominated by GTSC to attend the three-day Subject Matter Expert training in Charlotte, North Carolina. In recognition of its leadership role and successful implementation of the DDACTS operational model, the Schenectady Police Department received a 2014 Chair Award at New York’s annual Fall Highway Safety Conference. Other New York agencies successful in adopting and implementing DDACTS include the Albany, Kingston, Poughkeepsie and Tonawanda police departments and the Madison County Sheriff’s Office.

### **Empire State Law Enforcement Traffic Safety Conference**

In 2014, the New York State Police hosted the 12<sup>th</sup> annual Empire State Law Enforcement Traffic Safety Conference in Albany. With support from GTSC, this forum was developed with a “by law enforcement- for law enforcement” focus. The conference provided training to more than 300 law enforcement and traffic safety professionals from throughout New York State. Attendees received instruction on contemporary traffic safety issues and trends in enforcement and technology and had the opportunity to network with representatives from over 100 police agencies. The planning committee for the annual conference includes representatives from the New York State Police, Governor’s Traffic Safety Committee, New York State Sheriffs’ Association and New York State Association of Chiefs of Police.



## **Communications and Outreach**

### **Statewide Law Enforcement Liaison Program**

GTSC provides funding for three Law Enforcement Liaisons (LELs) who represent the three principal segments of the New York State law enforcement community: the local police through the New York State Association of Chiefs of Police, the elected Sheriffs through the New York State Sheriffs’

Association and the New York State Police by means of a sergeant detailed to GTSC. The LELs are responsible for fostering cooperation and communication related to emerging traffic safety issues. The LELs work in concert with GTSC staff and with the state's law enforcement community in the research, development, implementation and evaluation of various traffic safety projects and initiatives. They offer information and expertise to the law enforcement community concerning traffic safety issues while representing and promoting the concerns of their specific constituents. They also work in close cooperation with the NHTSA Region II Law Enforcement Liaison, especially regarding training issues and national enforcement campaigns promoted by NHTSA.

### 2014 New York State Law Enforcement Challenge

The New York Law Enforcement Challenge program annually recognizes outstanding law enforcement agencies for their contributions, innovation and excellence in traffic safety. The program provides departments with an opportunity to make a difference in the communities they serve and allows agencies to learn from one another and establish future goals in traffic safety enforcement and education. The friendly competition between departments of similar size and type is sponsored and coordinated by the Governor's Traffic Safety Committee and primarily focuses on an agency's overall efforts to address state and national traffic safety priorities that include occupant restraint, speeding, impaired driving, and other state/local traffic safety issues.



At the Annual Fall Highway Safety Symposium in Lake Placid, GTSC recognized the following winners and other participants in the 2014 New York State Law Enforcement Challenge: Village of Geneseo Police Department (1<sup>st</sup> Place-NY), NYS University Police at Owego (1<sup>st</sup> Place-NY), Town of Manlius Police Department (1<sup>st</sup> Place-NY), Cornell University Police (2<sup>nd</sup> Place-NY), University of New York at Buffalo Police, Town of Bedford Police Department, Town of Camillus Police Department, and City of Oswego Police Department. Congratulations were also extended to the Village of Geneseo P.D., NYS University Police at Oswego, Cornell University Police and the Town of Manlius Police Department who also received National Law Enforcement Challenge competition awards at the International Association of Chiefs of Police Conference Highway Safety Awards Ceremony held in Orlando, Florida.



# MOTORCYCLE SAFETY

While the number of motorcycle registrations has leveled off and even declined slightly in the past two years, New York has continued to see small but steady increases in the number of motorcycle licenses issued each year. The sustained popularity of motorcycles for both transportation and recreation and the vulnerability of these roadway users underscore the need for an effective Motorcycle Safety Program to address safety issues on the state’s highways.

## NEW YORK STATE REGISTERED MOTORCYCLES AND MOTORCYCLE LICENSES

	2009	2010	2011	2012	2013	2008-2013 % Change
Registered Motorcycles	336,359	340,260	345,820	345,409	345,116	2.6 %
Motorcycle Licenses	653,544	665,552	675,131	689,266	706,290	8.1%

For more than a decade, the Department of Motor Vehicles (DMV) has been responsible for administering and promoting a program of approved motorcycle rider training courses, motorcycle course instructor training and public awareness. The New York State Motorcycle Safety Program (NYSMSP), the legislatively-mandated motorcycle rider education program is supported through user fees and surcharges on motorcycle registrations and licenses and provides for the motorcycle road test to be waived for drivers who successfully complete an approved course. In FFY 2014, DMV awarded a second five-year contract to the Motorcycle Safety Foundation (MSF) to deliver the state’s motorcycle rider education program through September 2019. Under the MSF, the number of training locations has more than doubled, increasing training opportunities to a greater number of New Yorkers, especially in counties that previously were underserved. In the fall of 2014, the rider training program was enhanced by an updated Basic Rider Course curriculum and the introduction of a new internet course component.

To ensure that a comprehensive approach is taken to improving motorcycle safety, the GTSC has provided support for police officer training, motorcycle road checks and other enforcement strategies, statewide awareness campaigns and numerous educational activities for both motorcyclists and other motorists on the roadways. One of the most successful programs continues to be a specialized training program for law enforcement officers developed through the collaboration of the GTSC, New York State Police, NYS Association of Chiefs of Police and the DMV Motorcycle Safety Office. The training program provides police officers with hands-on knowledge and skills to educate motorcyclists and the public on motorcycle safety, as well as the tools to conduct more effective enforcement. The topics covered in the training include motorcycle safety laws related to equipment and operations, such as USDOT-compliant helmets and licensing, and clues to detect impaired motorcyclists.



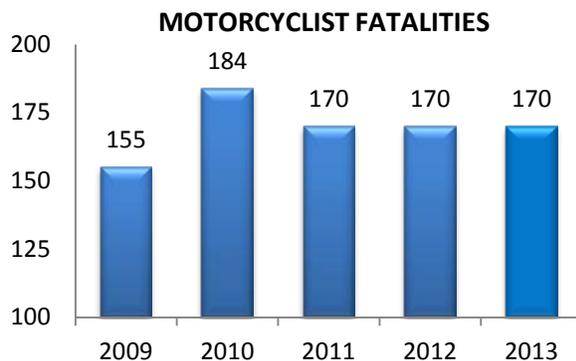
## ASSESSMENT OF PROGRESS

### Motorcycle Safety Targets for FFY 2014

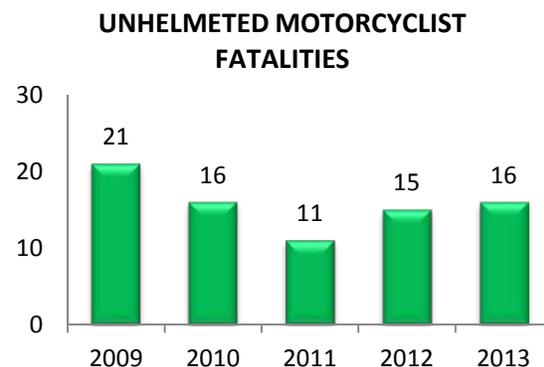
- ❖ To decrease motorcyclist fatalities 10 percent from the 2009-2011 calendar base year average of 170 to 153 by December 31, 2014
- ❖ To decrease unhelmeted motorcyclist fatalities 25 percent from 11 in 2011 to 8 by December 31, 2014
- ❖ To decrease the number of injured motorcyclists 5 percent from the 2009-2011 calendar base year average of 4,809 to 4,569 by December 31, 2014

### Status of Performance Measures

Motorcyclist fatalities continued to fluctuate up and down through 2011 and then remained steady at 170 in 2011, 2012 and 2013. The lack of progress between 2011 and 2013 will make it difficult to reach the target of 153 set for the end of calendar year 2014. The number of unhelmeted motorcyclist fatalities has been on an upward trend since 2011; in 2013, 16 unhelmeted motorcyclists died in crashes, two times the target of eight set for December 31, 2014.



Source: FARS



Source: FARS



\*Revised based on final 2011 AIS data

Source: NYS AIS

Data from New York's AIS show that the number of motorcyclists injured in crashes fluctuated up and down between 2009 and 2013. The large increase in motorcyclists injured in 2012 was followed by a large decrease in 2013. Based on the 2013 data available from New York's AIS, the number of motorcyclists injured in crashes dropped to 4,555, 15% lower than the number in 2012 and exceeding the target set for December 31, 2014.

## MOTORCYCLE SAFETY PROJECTS AND ACTIVITIES FUNDED IN FFY 2014

New York used a data-driven approach to identify a comprehensive set of strategies for the state's Motorcycle Safety program that collectively will contribute to progress in meeting the state's highway safety targets set in the FFY 2014 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2014 is included as Appendix A. The project number, amount of funds awarded and a brief description are provided for each project.

### Motorcycle Rider Training and Education

The New York State Motorcycle Safety Program (NYSMSP) has provided motorcycle rider education in New York since 1998. In FFY 2014, the Motorcycle Safety Foundation (MSF) signed a second five-year contract with the NYS Department of Motor Vehicles (DMV) to deliver the program through September 2019. The DMV Motorcycle Safety Office (DMV MSO) continues to be responsible for oversight measures that ensure that the program's objectives are maintained.

The MSF-sponsored training sites currently offer the 15-hour Basic Rider Course® (BRC). Most training sites also offer the Basic Rider Course 2® (BRC2) which is a five-hour core curriculum designed for experienced riders to refresh and improve their riding skills. In the BRC2, the students use their own motorcycles to gain practical experience and training in advanced motorcycling skills. An eight-hour BRC2-LW (license waiver) road test waiver course was implemented in fall 2014 to create a convenient path to licensing for experienced, yet unlicensed riders. An updated BRC curriculum and a new BRC/BRC2-LW internet course component to enhance the overall program and the student experience were also implemented in fall 2014.



Motorcycle rider training is provided throughout the year, weather and range conditions permitting. The number of active training ranges and class offerings can be expanded and contracted throughout the training season based on public demand and seasonal weather conditions. This year-round training capacity and the increased number of training sites (up to 55) has led to a decrease in the wait time for course availability and more convenient training options for students. Nearly 200,000 motorcyclists have participated in the NYSMSP since the program began in 1998 and more than 70,000 have participated since the MSF first contracted to provide the training.

Although this program operates under a dedicated highway safety funding stream supported by motorcycle license and registration fees, highway safety grant funding is used to promote motorcycle safety and motorist awareness through targeted public information and education materials and activities and participation in public events and safety conferences.

## Communications and Outreach

### Public Information and Education

For the 2014 observation of National Motorcycle Safety Month and throughout the rest of the year, motorist awareness of motorcycles was a primary focus of GTSC's public information campaign, as well as the focus of the DMV's grant-funded motorcycle safety awareness efforts. GTSC has responded to many requests for motorcycle awareness traffic safety materials. Many of these requests are from family and friends of victims of motorcycle crashes who want to spread the awareness message. ABATE of Oswego also continues to be a strong proponent of motorist awareness and conveys this through driver education classes as well as the dissemination of safety materials received from GTSC.

During the past year, several public information and education projects and activities promoting motorcycle safety were conducted. Some of these programs are highlighted below:

- The Motorcycle Safety Foundation (MSF), through a grant from GTSC and independent of the NYSMSP, purchased and retrofitted a trailer with equipment to become a mobile classroom. The classroom includes a simulator that provides not only the motorist's view of the road, but the motorcyclist's perception as well. The mobile classroom project has been used at eight school events and over 40 high-profile motorist-related gatherings where more than 100,000 people were reached. The MSF also distributed 1,500 lawn signs with a motorist awareness message during these events.
- Through a collaborative effort involving DMV, GTSC and the New York State Broadcasters Association, 30-second radio and TV non-commercial sustaining announcements (NCSAs) were developed and aired promoting the message "Share the Road With Motorcycles."
- The NYS Department of Transportation used variable message signs to promote the "Watch for Motorcycles" slogan on high crash corridors and during large motorcycle events.
- The DMV Motorcycle Safety Office (DMV MSO) produced magnetic signs with the "Watch for Motorcycles" message in two configurations for posting on the back of tractor trailers and passenger vehicles serving as mobile message placards.
- The DMV MSO distributed MSF "Intersection" kits to assist safety partners in expanding motorist awareness of the motorcycle safety message. The Intersection kit is a presentation-in-a-box that enables safety partners to start a dialogue on motorcycle awareness in their organization or community.
- The DMV MSO distributed other materials produced to raise awareness of motorcycle safety including "Watch for Motorcycles!" and "Look Twice Save a Life" bumper stickers and roadside/lawn signs and "Share the Road with Motorcycles" informational cards.
- The NYSMSP staffed display booths at numerous public events to disseminate information and educational materials. At the Americade event in Lake George held in June, motorcycle safety training was promoted and "Watch for Motorcycles" and other motorcycle safety awareness materials were distributed to the thousands of attendees. The NYSMSP also provided Basic Rider Course-Level 2 (BRC2) courses free-of-charge to experienced Americade riders as a refresher course.



- The NYSMSP staffed a large display booth throughout the weeklong New York State Fair in August focusing on the availability and importance of rider training courses, the importance of wearing personal protective gear and riding responsibly, and the importance of other motorists being aware of the vulnerabilities of motorcyclists and sharing the road safely with them.
- The NYSMSP staffed a display booth at the International Motorcycle Show in New York City to promote motorcycle safety, rider training and motorist awareness.
- During the year, the State Police conducted 64 educational details, with the largest being at the Americade event in Lake George. The Troopers also conducted courtesy motorcycle inspections where they pointed out violations without issuing tickets. The presence of the State Police Motorcycle Unit had a positive impact because they are well received by the public and are immediately engaged in conversation by motorcyclists from all backgrounds. Other events attended by the motorcycle unit included the New York State Fair, county fairs and the NYC International Motorcycle Show; members of the unit also made presentations at local motorcycle shops.

### Personal Protective Equipment



The implementation of strategies to increase the use of USDOT-compliant helmets and other protective equipment is also a priority in New York. In both the rider education courses and in the DMV Motorcycle Manual, motorcyclists are encouraged to wear appropriate gear, including an approved helmet, face or eye protection and protective clothing. Law enforcement partners have been educating themselves to recognize illegal helmets and have taken a much more aggressive stance in enforcing the use of compliant helmets through participation in the Practical Guidelines for Motorcycle Enforcement training.

## **Enforcement**

### New York State Police Motorcycle Program

The State Police continued to conduct its motorcycle enforcement and education initiative, often at events that generate a large volume of motorcycle traffic. In FFY 2014, the State Police coordinated 64 enforcement details, most of which were checkpoints, although some utilized other enforcement tactics such as saturation patrols. A total of 181 tickets were issued by State Troopers for operating with an illegal helmet and approximately 70 were issued for illegal exhausts during these details.



## Local Motorcycle Enforcement Programs

The Suffolk County Police Department's Motorcycle Section conducted a number of activities to improve motorcycle safety in the county, including checkpoints and other enforcement efforts. During FFY 2014, the motorcycle enforcement detail issued summonses for the following: 78 non-compliant helmets; 18 license violations; three registration violations; 26 inspection violations; 32 exhaust violations; 13 equipment violations; one moving violation; and five other violations. The police department also produced a five-minute roll call video on motorcycle safety laws and other issues that is shown to all personnel in the 2,500-person agency. Six 2-hour classes based on the Practical Guidelines for Motorcycle Enforcement training have also been presented to agency personnel. In addition, an educational presentation on laws related to proper motorcycle operation was made to members of the American Bikers Aimed Toward Education (ABATE). The police department has built a good relationship with ABATE over the years based on the mutual goal of making motorcycling safer for all those who share the highway.

In FFY 2014, the Corning Police Department's program, "Motorcycle Safety and Awareness for Others", focused on education and community outreach. Department personnel made presentations at area driver education programs, school district bus garages and the facilities of independent busing contractors. A 45-minute presentation relating to the high number of motorcycle crashes was developed and commodities with the "Look Twice Save a Life" message were purchased and distributed at various community events and festivals.



## Practical Guidelines for Motorcycle Enforcement Training

During FFY 2014, the collaborative partnership of the Governor's Traffic Safety Committee, NYS Association of Chiefs of Police, New York State Police and the DMV Motorcycle Safety Program, continued to deliver the regional training program for law enforcement entitled "Practical Guidelines for Motorcycle Enforcement." This one-day, data-driven and specialized training curriculum was developed



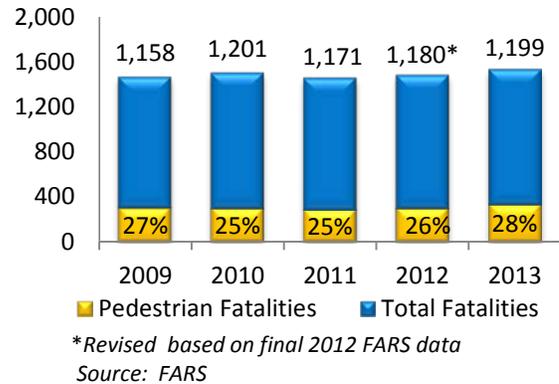
to take the mystery out of motorcycle enforcement through an in-depth review of motorcycle safety and motorcycle laws. The course is designed to provide police officers with hands-on knowledge and skills to educate motorcyclists and the public on motorcycle safety and to enhance enforcement efforts to reduce the number of deaths and injuries from motorcycle-related traffic crashes. The training also introduces law enforcement to national and state specific enforcement issues through its modules covering licensing endorsements and registrations, required motorcycle safety equipment (helmets), common motorcycle operation violations, crash investigation, strategies to conduct safe stops and avoid pursuits, and the detection of alcohol and drug impaired motorcyclists.

From December 2013 through July 2014, four regional training programs were held across the state in Malone (Franklin County), Rochester (Monroe County), Salina (Onondaga County), and Valhalla (Westchester County). In total, 163 local, county and state law enforcement officers representing 41 agencies from 15 counties participated and received Certificates of Completion for attending the training program. The DMV MSO and the MSF also participated and supported the training.

# PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY

The safety of pedestrians, bicyclists and other wheel-sport participants continues to be a priority of New York’s highway safety program. Of foremost concern is the proportion of pedestrians among the state’s highway fatalities. While total motor vehicle fatalities have increased between 2011 and 2013, pedestrian fatalities have increased at a greater rate. In 2013, pedestrian fatalities accounted for 28% of the total fatalities on New York’s roadways compared to 25%-26% in the previous three years.

**PEDESTRIAN FATALITIES AS A PROPORTION OF TOTAL FATALITIES**

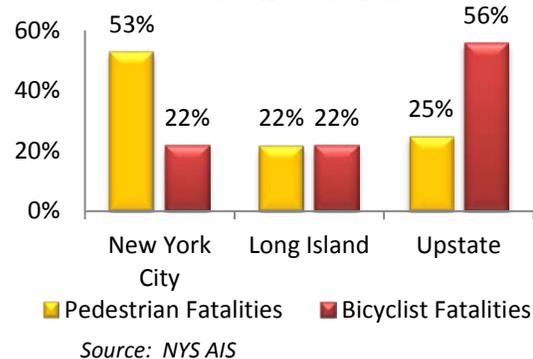


Several factors contribute to crashes that result in pedestrian and bicyclist injuries and fatalities. Driver behaviors, in particular speeding, failure to yield, distracted and impaired driving pose a major risk to pedestrians and bicyclists. Actions by pedestrians and bicyclists can also contribute to their risk of crash involvement. Pedestrians who disregard pedestrian crossing signals and designated crosswalks and bicyclists who ignore the rules of the road increase their risk of being hit by motor vehicles; impairment and low conspicuity on the part of both pedestrians and bicyclists also contribute to these crashes. Bicyclists and those who participate in other wheel sports who fail to use a helmet and other safety equipment can also contribute to the severity of the injuries suffered in crashes.

Several state agencies and organizations share responsibility for effectively addressing the behavioral and safety equipment issues related to pedestrian, bicycle and wheel-sport safety. In FFY 2014, New York continued to address traffic safety issues in this program area through collaborative initiatives. The application of comprehensive strategies that include education, enforcement and engineering to high risk pedestrian corridors has been very successful in New York. Examples of these corridor projects include Central Avenue in Albany and the Hempstead Turnpike and Sunrise Highway on Long Island. Other successful strategies include pedestrian and bicycle law enforcement training programs and enforcement blitzes focusing on driver and pedestrian violations on targeted corridors.

New York City continues to be the most dangerous region in the state for pedestrians; in 2013, 53% of the state’s pedestrian fatalities occurred within the five counties of New York City. The largest proportion of bicyclist fatalities occurred in the Upstate region (56%).

**PEDESTRIAN & BICYCLIST FATALITIES BY REGION: 2013**



In FFY 2014, NHTSA awarded New York State more than \$800,000 to conduct a three-year pedestrian safety demonstration project in New York City. The funding is being used to develop and implement enforcement and education components outlined in New York City’s pedestrian action plan.

These new activities combined with the New York City Department of Transportation’s ongoing innovative educational programs will further improve the safety of pedestrians of all ages. The lowering of the speed limit in New York City from 30 mph to 25 mph recently announced by Mayor De Blasio in conjunction with the City’s Vision Zero initiative should also have a positive effect on the number of pedestrian crashes and the severity of the injuries suffered in these crashes.

## ASSESSMENT OF PROGRESS

### Pedestrian Safety Performance Targets for FFY 2014

- ❖ To reduce pedestrian fatalities 3 percent from the 287 in 2011 to 278 by December 31, 2014
- ❖ To reduce the number of pedestrians injured in traffic crashes 3 percent from the 2009-2011 calendar year average of 15,700 to 15,299 by December 31, 2014

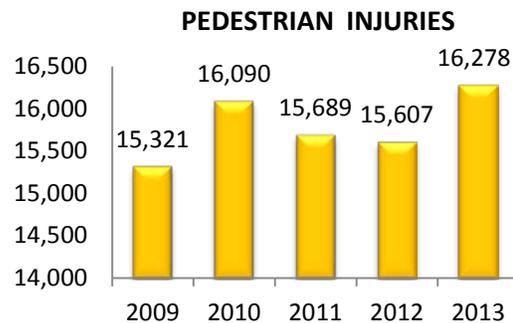
### Status of Performance Measures



Based on FARS data, the number of pedestrian fatalities in New York State increased to 303 in 2012 and 335 in 2013 after decreasing to 287 in 2011. Because of this upward trend, the target for reducing pedestrian fatalities to 278 by December 31, 2014 will be difficult to reach

\*Revised based on final 2012 FARS data  
Source: FARS

Based on the state’s AIS crash data, the downward trend in the number of pedestrian injuries in 2011 and 2012 ended in 2013 when the number of pedestrians injured in crashes increased to 16,278. Since the number of pedestrians injured in 2013 was approximately 1,000 more than the reduction target set for December 31, 2014, the target is unlikely to be achieved.



Source: NYS AIS

### Bicycle Safety Performance Targets for FFY 2014

- ❖ To reduce the number of bicyclist fatalities 15 percent from the 2009-2011 calendar year average of 41 to 35 by December 31, 2014
- ❖ To reduce the number of bicyclists injured in traffic crashes 5 percent from 2009-2011 calendar year average of 5,782 to 5,493 by December 31, 2014. (It should be noted that the 2011 AIS number (5,017) used in computing the 2009-2011 average was preliminary; 5,883 is the final AIS number for 2011)

## Status of Performance Measures

The recently released 2013 FARS data match New York's final 2013 AIS crash file which shows that bicyclist fatalities dropped from 57 in 2011 to 40 in 2013, indicating progress toward the target of 35 set for the end of calendar year 2014. While bicyclist fatalities decreased in 2012 and 2013, the number of bicyclists injured has been on an upward trend. Between 2011 and 2013 the number of bicyclists injured increased from 5,883 to 6,140 (4%). Because preliminary 2011 data were used in calculating the 2009-2011 baseline, the pedestrian injury reduction target set in the 2014 HSSP was overly ambitious. The lack of improvement in the number of bicyclists injured since 2011 will make it difficult to reach the reduction target set for December 31, 2014.



Source: NYS AIS



\*Revised based on final 2011 AIS data

Source: NYS AIS

## PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY PROJECTS AND ACTIVITIES FUNDED IN FFY 2014

New York used a data-driven approach to identify a comprehensive set of strategies for the state's Pedestrian, Bicycle and Wheel-Sport Safety program that collectively will contribute to progress in meeting the state's highway safety targets set in the FFY 2014 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2014 is included as Appendix A. The project number, amount of funds awarded and a brief description are provided for each project.

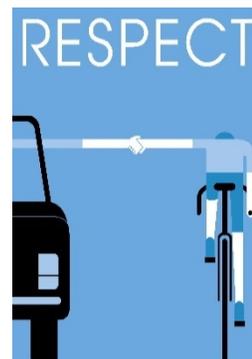
### Education, Communication and Outreach

#### NYS Pedestrian and Bicycle Partnership

Over the last several years, the New York State Bicycle and Pedestrian Partnership has developed a diverse network of professionals working in the public, private and non-profit sectors both statewide and at the local level in communities throughout New York State. The partnership has created a learning network and an awareness campaign to improve the accessibility and thus safety of New York State's most vulnerable roadway users – pedestrians and bicyclists.

The Coexist New York State pedestrian and bicycle safety campaign has a newly designed website (<http://coexistnys.org>) where all the materials that have been developed are available free of charge for groups and organizations to use once they have registered. By the end of FFY 2014, there were 56 registered users, up from 44 in April. Links to the social media platform component of the campaign are also provided on the website; daily pedestrian and bicycle safety messages are shared as part of the social media campaign. As of October 2014, Facebook had 553 “likes”, up from 290 in April and Twitter had 48 “followers”, up from 40. In addition, the Coexist New York State YouTube channel has seven videos with nearly 5,000 views as of October 2014.

Joint marketing efforts for the Coexist NYS Campaign were pursued with partnership members. Most notable has been with the New York Cycling Coalition’s RESPECT campaign. Downloadable campaign materials were made available on the Coexist website and social media outreach was conducted.



The NYS Bicycle and Pedestrian Partnership has also been working with communities across the state to implement Complete Streets – Designing Infrastructure to Improve Pedestrian and Bicycle Safety workshops. These workshops are intended to educate residents on how Complete Streets benefit communities and help to identify creative location-based strategies to implement these initiatives. To date, workshops have been conducted in Dundee, Sodus Point, Ontario, Weedsport and Andover.

### **New York Cycling Coalition (NYBC)**

In FFY 2014, the NYBC worked with the GTSC and NYSDOH to develop a new bicycle safety campaign aimed at encouraging mutual respect between bicyclists and motorists and shared responsibility for complying with traffic safety laws. The goal is to improve cyclists’ knowledge, attitudes and behaviors with respect to safe bicycling on the road and educate the motoring public about their legal responsibilities when sharing the road with bicyclists.

The NYBC also partnered with the state’s Metropolitan Planning Organizations (MPOs) to offer adult Traffic Skills 101 courses in five counties. The course gives the participants the knowledge and confidence to ride safely and legally in traffic or on the trail. The course is taught by an instructor certified by the League of American Bicyclists and covers the following topics:

- Your rights (and responsibilities) as a bicyclist
- How to conduct bicycle safety checks
- How to fix a flat tire
- Safe riding skills: how to ride visibly and predictably on the road
- Crash avoidance techniques



The NYBC also works with local coalitions to build their capacity to address bicycle safety problems through education, enforcement and engineering strategies. Specifically, the NYBC provided information about best practices for bicycle/pedestrian enforcement; communicated with municipalities about infrastructure improvements; and implemented safety awareness campaigns at the local level. The NYBC also conducted a statewide survey of MPOs and DOT regional offices to determine the current status and extent to which bicycle and pedestrian counts are conducted and to solicit feedback regarding best practices for conducting these and other data collection efforts.

## **Community-Based Programs in Pedestrian, Bicycle, In-line Skating, Non-Motorized Scooter and Skateboarding Safety**

### **Walk to School Day/Walk This Way**

Walk to School Day is a national event that gives communities across the country an opportunity to join together in walking to school. It is part of the movement for year-round safe routes to school and encourages walking as a healthy way for kids and families to make their school commute. A Walk to School/Walk This Way event was held in Albany County on October 9, 2013 at the Menands Elementary School. The program began when the children walking to school were greeted by AAA's Otto Auto and a FedEx truck. Proclamations were presented by representatives from GTSC/DMV and the Albany County Executive's and the Albany City Mayor's offices. Representatives from the NYS Department of Transportation demonstrated the operation of a Pedestrian Countdown Signal. The program concluded with a visit from Willie the Whistle and a sing-along with Bill VanAlstyne.



### **National Bike to School Day**

Modeled after the Walk to School Day event, the third annual National Bike to School Day was celebrated on May 7, 2014. The NYS Safe Kids Coalition, NYSDOT, GTSC, NYSDOH, Association of New York State Metropolitan Planning Organizations, New York Bicycling Coalition, New York State Association of Traffic Safety Boards, and the American Automobile Association (AAA) worked together to plan and organize events in New York State. A total of 380 children attended the Bike to School event at the Pine Hills Elementary School in Albany.

### **White Plains Department of Public Safety**

The goal of the White Plains Department of Public Safety's project was to reduce crashes, specifically those involving pedestrians, which are largely attributed to driver inattention or other traffic violations such as unsafe speed and failure to yield the right-of-way. In addition to enforcement of these motorist violations, the Department of Public Safety also issued warnings to pedestrians who failed to use crosswalks and comply with pedestrian crossing signals. Monthly meetings were coordinated with the City of White Plains Traffic Department to analyze accident data and surveys. The statistics indicated that there was an immediate need to educate the public to be more cognizant of pedestrians and to enforce yielding the right-of-way for pedestrians. During the course of the project year, pedestrian safety enforcement was conducted in selected areas on 12 separate dates. A total of 70 summonses were issued to motorists; 57 were for failing to yield for pedestrians crossing the street and the other 13 were for distracted driving and unlicensed operation.

### **NY Coalition for Transportation Safety – Nassau County**

The New York Coalition for Transportation Safety conducted a bicycle rodeo at Marjorie Post Park in Nassau County. The event was attended by 75 adults and children. The children who participated in the rodeo were fitted with helmets and given reflective vests and bicycle safety and education materials. Their bicycles were also checked for brakes, chains and tire pressure to make sure they were safe to ride.



The New York Coalition for Transportation Safety Director and Health Educator assisted staff from the Nassau University Medical Center in conducting a pedestrian and bicycle safety program for the residents of Roosevelt in Nassau County. Bicycle helmets were distributed and fitted and all participants in the program received Walk Safe Nassau cards detailing the state’s pedestrian safety laws and booklets that provided information on traffic safety.

### **NY Coalition for Transportation Safety – Queens County**

The NY Coalition for Transportation Safety conducted a seven day in-depth pedestrian safety program at P.S. 145 in Jackson Heights, Queens, a school with over 2,000 students, 1,800 of whom are Hispanic. The program reached 70 students who participated in an after school program sponsored by Goodwill Industries. The program was conducted for seven consecutive sessions during the school’s spring break. Program components included students’ assessments of the environment around the school for appropriate signage and other traffic calming elements; a speaker whose child was killed while riding a bicycle on Queens Boulevard; a presentation by officers from the 115<sup>th</sup> Precinct where the school is located and an art project



aimed at reinforcing “walk safely” elements like reflective clothing, traffic signals and the Walk/Don’t Walk icon. More than 25 students completed life-size pictures with a pedestrian safety theme that were posted throughout the school. All materials including reflective vests and art supplies were provided through the Queens County highway safety grant.

### **New York City Pedestrian and Bicyclist Safety Enforcement**

With the assistance of GTSC, the New York City Police Department (NYPD) used \$102,000 in funding from the NYC Pedestrian and Bicyclist Safety Enforcement Grant to increase awareness of and compliance with traffic laws. The NYPD conducted saturation enforcement on arterial roadways within the five boroughs with high volumes of bicycle traffic. The enforcement focused on speed enforcement, yielding to pedestrians in crosswalks and adhering to traffic signs and signals. The NYPD also conducted targeted enforcement in areas identified through data analysis as high-risk locations for speed-related crashes involving bicycles and pedestrians. Variable Message Signs (VMS) were also used in conjunction with the enforcement. In addition, educational materials were distributed to pedestrians to heighten their awareness of the importance of observing their surroundings, using crosswalks and crossing with the light.

The goal of this program is to reduce the number of traffic fatalities that occur annually in New York City by increasing police visibility and communication within high-risk neighborhoods in the City's five boroughs. At the direction of the Chief of Transportation, "Traffic Stat" meetings were used to coordinate with other parts of the NYPD to better identify problematic locations and formulate plans to address specific traffic conditions. The following results were reported for the three enforcement programs conducted during 2014 which this grant helped to fund:

### ***Failure to Yield Enforcement***

During August 2014, a total of 40 operations were conducted at five locations in Manhattan. A total of 204 summonses were written and one arrest was made for aggravated unlicensed operation of a motor vehicle; 111 of the summonses were issued to drivers who failed to yield to pedestrians, three were issued to bicyclists who failed to yield to pedestrians and the remaining 90 summonses were issued for various other hazardous violations.

### ***Speed Enforcement***

During July and August 2014, speed enforcement was conducted at 18 selected highway locations throughout New York City. A total of 897 summonses were issued; 605 were for speeding violations and 292 were for other traffic violations.

### ***Bicycle Enforcement***

Throughout the summer of 2014, the Patrol Services Bureau conducted bicycle enforcement at locations where high numbers of crashes involving bicycles have historically occurred. During this time period, a total of 567 summonses were issued, including 552 for moving violations and 15 for criminal violations.

In addition to supporting the police personnel used in conducting these enforcement efforts, grant funds were also used for three ProLaser 4 portable LIDAR speed measurement units. These LIDAR units were deployed during the NYPD's July/August Speed Enforcement program. Grant funding was also used for printing educational materials distributed during the Failure to Yield and Bicycle Enforcement efforts.

## **Cooperative Approaches to Improving Pedestrian and Bicycle Safety**

### **Corridor Approaches to Pedestrian Safety: Central Avenue Corridor**

In FFY 2014, the GTSC, NYSDOH and NYSDOT played key roles in pedestrian safety improvements undertaken for a 15-mile corridor of Central Avenue in Albany where eight pedestrians were struck and

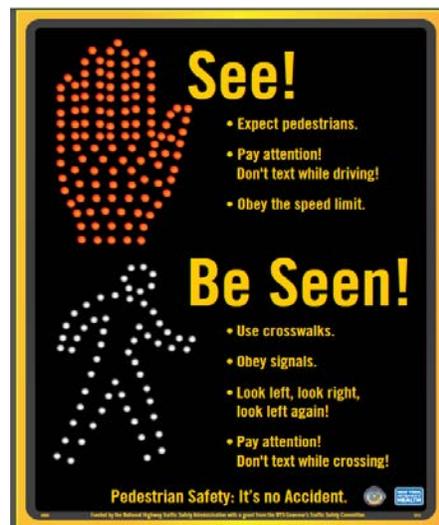


killed between 2009 and 2013. Modeled after the Hempstead Turnpike Corridor project, a multidisciplinary approach was taken to make improvements along Central Avenue. A "3E" (Engineering, Enforcement and Education) approach was implemented and short and long term goals were identified by the team which includes representatives from the Albany, Colonie, Niskayuna and Schenectady police departments, FHWA, Capital Region Transportation Committee, Capital District Transportation Authority (CDTA), NYS Association of Chiefs of Police, NYSDOT state and regional offices, GTSC and NYSDOH.

NYS DOT completed a survey of traffic and pedestrian accommodations along the corridor, including a review of signs, nighttime lighting and crosswalk markings. Latching pedestrian buttons were installed at eight intersections along Central Avenue and Leading Pedestrian Interval signals were installed at six intersections to reduce conflicts between pedestrians and turning vehicles.

For the education component, posters, tip and warning cards and window clings with the slogan “SEE! BE SEEN!” were produced and distributed to law enforcement agencies, businesses and other facilities along Central Avenue. In addition, the CDTA placed the materials in the buses that operate along the corridor. A quick reference guide for police officers on the laws related to pedestrian safety and special enforcement activities was developed and printed for distribution to the enforcement agencies.

Police Traffic Services (PTS) grant funding was also used to support pedestrian-motorist targeted enforcement. A press event was held on September 15, 2014 announcing an enforcement blitz along the corridor similar to the one conducted in 2013. During the 2014 enforcement blitz, 352 tickets and 298 warnings were issued; in comparison, 391 tickets were issued during the blitz in 2013. As a result of the introduction of warning notices during the 2014 mobilization, there were 650 formal enforcement contacts (warnings and tickets). Corridor approaches will continue in FFY 2015.



### Walk-Bike New York Symposia

One of the important components of New York’s pedestrian and bicycle safety program continues to be the Walk-Bike New York symposia held periodically at different locations around the state. The most recent symposium was held in Suffern, NY on May 21-22, 2014. The symposium brought together 148 people from various disciplines and provided participants with the necessary tools to work together to create walkable and bikeable communities.



### Pedestrian and Bicycle Law Enforcement Training

The GTSC planned, promoted and coordinated two training sessions on pedestrian and bicycle safety for law enforcement officers. The 16-hour course was presented over two days. Participants in the training received certificates for completing the course. The first training program was held on March 17 and 18, 2014 in Rochester, NY with 23 law enforcement officers in attendance. More than 50 police officers participated in the second training program held in Westchester County on March 31 and April 1, 2014.

### Focused Approach to Safety Initiative

The GTSC continues to participate and partner with FHWA on their Focused Approach to Safety initiative. To reduce pedestrian fatalities across the nation, FHWA's Safety Office is providing additional resources to the cities and states with the highest pedestrian fatalities and/or fatality rates. Cities that exceed the national average of 20 pedestrian fatalities per year or a pedestrian fatality rate of 2.33 per 100,000 population have been identified as pedestrian focus cities. States with a focus city have been

automatically identified as focus states. New York has been selected as a focus state as a result of New York City's designation as a focus city. In FFY 2013, New York was invited to apply for NHTSA funding to conduct a project that would demonstrate the effectiveness of comprehensive pedestrian safety programs through the implementation of education and enforcement elements of a jurisdiction's pedestrian safety action plan. In April 2014, New York was notified that the state was awarded \$805,801 to conduct a three-year pedestrian safety demonstration project in New York City. The funding is being used to develop and implement enforcement and education components outlined in New York City's pedestrian action plan.

### **Westchester County – Plan4Safety Community Grant Program**

Bicycle safety is an important component of Westchester County's Plan4Safety Community Grant Program. During FFY 2014, numerous presentations were conducted at schools, camps, child care centers and libraries. One example was a program conducted over three days in March 2014 for approximately 300 students in grades 2-5 at Buchanan-Verplanck Elementary School in Buchanan, NY. Programs were conducted for each class during their gym periods. The children learned about the importance of wearing a helmet and keeping their bikes in top shape. Rules of the road and the importance of visibility were also discussed. The younger grades watched the "I'm no Fool on Wheels" video, while the older grades watched "Bike Safety with Bill Nye, the Science Guy". The children also received stickers, brochures and fact sheets that will help them remember the safety rules while they are out riding their bikes.



### **Broome County Bicycle and Pedestrian Safety Outreach**



During FFY 2014, Broome County conducted 20 bicycle and pedestrian safety outreach programs. These programs targeted young children and adolescents at elementary schools, day care centers, preschools, summer programs, health fairs and during cycling skills clinics. Participants learned basic bike safety, rules of the road and how to properly fit a helmet through visuals of crashed helmets and a "melon drop" demonstration. In addition, all participants received educational materials, stickers and an eraser in the shape of a brain. Five cycling skills clinics were also conducted throughout the spring and summer at various locations and venues with over 250 participants. Approximately 352 bicycle helmets were distributed at these outreach programs and clinics.

### **Onondaga County Bicycle Safety Program**

The Onondaga County Bicycle Safety Program provided and fit approximately 800 helmets through a number of organizations and programs including Head Start, after school programs, local police departments, and community organizations. Most of the helmets were distributed to children from low income families. Police agencies also received helmets to give to children in their jurisdictions who were observed not wearing one. The majority of the children receiving helmets were also given information on bicycle safety and the importance of wearing a helmet. The community events that the program participated in included Cycle in the City which is a monthly ride through the City of Syracuse that starts in May (Bicycle Safety month) and continues through October; the Upstate NY Coalition's Safe Kids Sunday and the Peace Council's Summer Bike Program which provides teens with helmets and conducts weekly bike rides.

### **Town of Ramapo Police Department Pedestrian Decoy Program**

The Ramapo Police Department responds to numerous motor vehicle crashes involving pedestrians or bicyclists which often result in serious injuries. To reduce pedestrian and bicyclist crashes and injuries, the Town of Ramapo Police Department began implementing a new pedestrian and bicycle safety initiative to complement the educational effort that currently takes place in the Ramapo schools. This new program focuses on increased awareness and enforcement of the state's current pedestrian and bicycle safety laws and provides a reward program for youth who exhibit safe pedestrian and bicycling behaviors. During the year, special details were conducted where a police officer in plain clothes attempted to safely cross a roadway using a designated crosswalk. Motorists who did not yield to the pedestrian as required by law were stopped by a marked police vehicle. In the initial phase of this program, motorists were not issued a summons but instead received information on the NYS Vehicle and Traffic Law and their responsibilities as vehicle operators. In the next phase, summonses will be issued to motorists who violate the law.

A reward program focusing on the Town's youth was also implemented. Several local businesses including McDonalds, Greenleaf Printing in Suffern, 7-11 and Rockland Kosher in Monsey partnered with the Ramapo Police Department on this effort. When a police officer observes a child crossing the street safely or wearing a bicycle helmet they are issued a card that entitles them to a reward at one of the local participating businesses. This program will continue in FFY 2015.

### **Port Washington Police Department**

The Port Washington Police Department implemented a Pedestrian Education, Enforcement and Traffic Solutions (PEETS) program. The police department partnered with local media outlets and used their agency's website at [www.portwashingtonpatch.com](http://www.portwashingtonpatch.com) to publicize their "PEETS" campaign. The program involved enforcement of violations by both motorists and pedestrians at highly visible locations such as Main Street in front of the railroad station. During two enforcement periods, a total of 28 summonses were issued to drivers for failing to yield to pedestrians in a crosswalk; 10 summonses were also issued for other violations. In addition, 46 warnings were issued to drivers for failing to yield and 54 warnings were issued to pedestrians who were jaywalking. The enforcement efforts were followed by two community forums where pedestrian safety and several other traffic safety issues were discussed.

### **Buffalo PAL Bike Helmet Safety Program**

The Police Athletic League (PAL) of Buffalo has been distributing bicycle helmets to area youth for many years. In FFY 2014, PAL received funding to cover the cost of approximately 700 helmets. In coordination with Mayor Brown, the Common Council, the Buffalo Police Department and community leaders, PAL arranged for the distribution of the helmets along with safety instruction on the proper size and fit for helmets and the dangers of riding a bicycle without wearing a helmet. PAL augments the number of helmets available for distribution by soliciting private funding. Safety brochures are also printed with the support of public and private funds. During the year, PAL distributed helmets at a number of events including a safety seminar conducted with the Buffalo Police Department, a Community Day sponsored by the Northwest Buffalo Business and Civic Association, the Erie County Medical Center Community Farmer's Market and National Night Out where PAL accompanies Mayor Brown to block clubs and neighborhood associations.



## Monroe County Pedestrian and Bicycle Safety Program

The Monroe County Office of Traffic Safety offers bicycle and pedestrian safety programs for children and adults. In FFY 2014, assistance was provided to the Council Rock Elementary in conducting the school's first Walk/Bike to School Day on May 7, 2014. The principal, teachers, guidance counselor and PTSA were actively involved in planning the event for the school's more than 700 students in grades K-2. A pedestrian/bicycling route with nine different stops was set up in the gym to teach the students about safety in a number of situations such as crossing a four-lane street with pedestrian signals, approaching a driveway safely when walking on the sidewalk and approaching a walker from behind while on a bicycle.



## Educational Strategies for Vulnerable Road Users (New York City DOT)

A three-week "Beat the Street" technology-based walking project was conducted at the East Harlem Neighborhood Senior Center and the Red Oak Neighborhood Senior Center in Manhattan. Beat boxes were placed along pedestrian routes around each center. Older adults, walking both in groups and by themselves, earned



points by touching two of the six beat boxes installed around the route within an hour. A Safety Educator provided pedestrian safety workshops at the two centers and also participated in group walks with the seniors to help them practice walking safely. At the end of the program, the first place winner earned 330 points and walked over 13 miles; the second place winner received 220 points and walked over eight miles. Both top scorers came from the East Harlem Neighborhood Senior Center.



Another component of the NYC DOT's program is the Bike to School program. Six schools were accepted into this program which encourages high school students to travel by bike and teaches them how to bike



safely by following the rules of the road for bicyclists, staying alert to dangers, and keeping their bikes in good repair. Meetings were held with each of the schools in January and March to assess their specific needs and develop an action plan for the year. The students at all six schools participated in after-school Recycle-A-Bicycle workshops and teachers from each of the schools attended a bike repair course during the summer. In September, all schools held Back-to-School Bike to School

fairs. A Bike-A-Thon was held in Kissena Park in Queens and both students and adults from the participating schools were invited to practice their bike safety skills and ride at the event. The Safety Education staff provided an information table and rode with the bicyclists.

## **Bike and Pedestrian Safety at Summer Streets (New York City DOT)**

The New York City DOT Safety Education Program provided a Safety Zone at three Summer Street Saturday events to raise awareness of bicycle, pedestrian and passenger safety. The Safety Zone which is open to adults and children consists of four stations: Pedestrian, Car, Truck and Bicycle. After receiving a passport to the Safety Zone, each child or adult stopped to complete an activity at each station before finishing up at the Safety Wheel. At the Pedestrian Zone, each participant had to stop, put away their cell phone, take off their headphones, look both ways for cars and trucks and continue to look as they walked. At the Car Zone, participants completed a walk, jog, run activity to teach them about momentum and stopping distances. In the Truck Zone, participants climbed into the driver's seat of a tractor-trailer to see the blind spots around the truck first-hand. At the Bike Zone, participants completed a bicycle safety activity involving making sure that both a bicyclist and their bicycle had the necessary safety equipment. After completing the activities, each participant spun the Safety Wheel, answered a question and received a prize.



## **Research, Evaluation and Analytical Support for New York's Performance-Based Pedestrian, Bicycle and Wheel-Sport Safety Program**

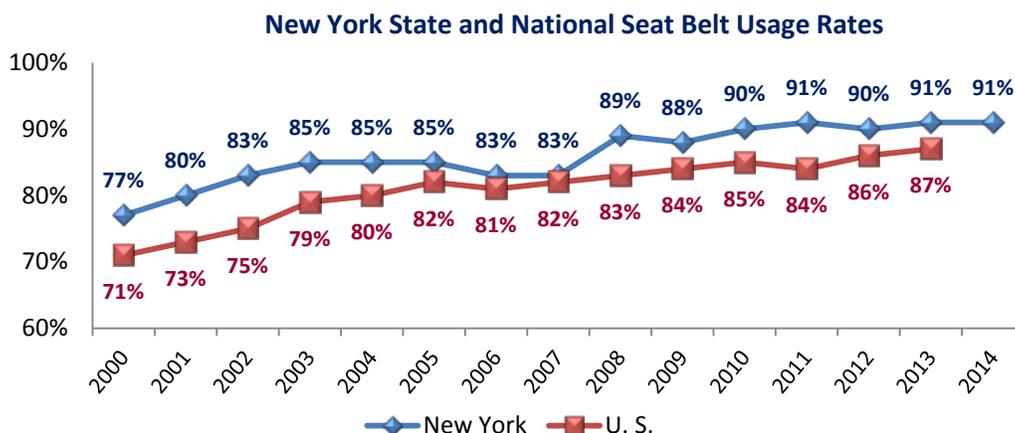
### **Bellevue Hospital Study on Alcohol Use by Injured Bicyclists in an Urban Setting**

Bellevue Hospital received grant funding to investigate the role of alcohol in bicyclist injuries including its effects on riding behaviors, medical management, and outcomes within a congested urban setting. A prospective hospital-based observational study of injured bicyclists presenting to Bellevue Hospital Center, a Level I regional trauma center, was performed. The study included all injured bicyclists and was not limited to those injured in a crash with a motor vehicle. The data collection phase ran from February 1, 2012 through August 31, 2014; interviews were conducted with patients meeting the study criteria and first responders, supplemented with data from a review of the patients' medical records. Alcohol use at the time of injury was determined on a case-by-case basis by blood alcohol level (BAL) or patient interview. A positive BAL was defined as any BAL >0.01.

Of the 689 bicyclists included in the study, 104 (15%) had used alcohol at the time of injury. The analyses focused on comparisons between injured bicyclists who were intoxicated and those who were not. The study results indicated that intoxicated bicyclists were more likely to fall from their bicycle and less likely to be injured as the result of a collision with a motor vehicle than bicyclists who were not intoxicated. Alcohol use was inversely associated with wearing protective gear and intoxicated bicyclists were more frequently injured during the weekend and during the hours of 9pm to 6am. In addition, intoxicated bicyclists were determined to be more severely injured, more likely to be admitted to the hospital, had longer hospital stays and required more medical interventions. Mortality was higher among injured bicyclists who had used alcohol.

# OCCUPANT PROTECTION

In 2014, motorists in New York continued to demonstrate a high level of seat belt compliance with a usage rate of 91% measured in the most recent annual survey. Since passage of the nation’s first seat belt law in 1984, New York’s usage rate has consistently been above the national average.



Much of New York’s success in maintaining a high rate of compliance can be attributed to the continued implementation of high visibility enforcement efforts through the state’s Buckle Up New York/Click It or Ticket (BUNY/CIOT) program. The participation by the majority of the state’s law enforcement agencies and accompanying publicity campaigns and other public awareness activities have been the key components responsible for the success of the BUNY program. The highlight of the BUNY/CIOT program each year is the strong participation of the state’s law enforcement agencies in the national seat belt enforcement in May.



In addition to increasing adult seat belt usage, the other major focus of New York’s occupant protection efforts is child passenger safety. In FFY 2014, GTSC awarded 159 CPS mini-grants to support and maintain New York’s network of active child restraint inspection stations. To increase accessibility to CPS services, special outreach efforts to underserved populations, such as the use of mobile inspection stations in rural areas and the availability of bilingual technicians, continues to be a priority.

To ensure the availability of a large pool of certified CPS technicians, GTSC also continued to support CPS training and recertification classes in FFY 2014. There are now 1,719 certified technicians in New York State representing a number of professions including law enforcement, EMS, fire departments and health agencies.

In FFY 2014, GTSC used the national “Know for Sure” campaign message in its efforts to educate parents and other caregivers on the importance of using the most appropriate type of child safety seat based on the child’s size. This messaging was the focus of Child Passenger Safety Week celebrated September 14-20, 2014.



## ASSESSMENT OF PROGRESS

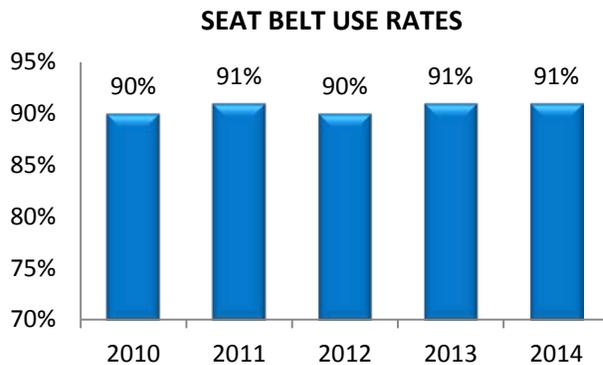
### Occupant Protection Targets for FFY 2014

- ❖ Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage points from 90% in 2012 to 92% by December 31, 2014
- ❖ Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from 185 (preliminary FARS number) in 2011 to 176 by December 31, 2014

### Status of Performance Measures

While the goal to increase New York’s seat belt use rate to 92% by December 31, 2014 was not achieved, the use rate in New York has been at 90% or above since 2010. In 2013 and again in 2014, the statewide use rate was 91%.

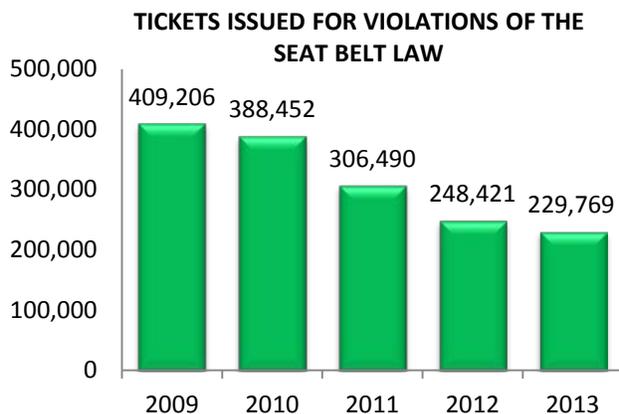
After increasing to 206 in 2012, the number of unrestrained passenger vehicle occupants killed in crashes decreased to 186 in 2013, indicating positive progress toward the reduction target of 176 set for the end of calendar year 2014.



Source: NYS Annual Seat Belt Observation Surveys



\*Revised based on final 2011 and 2012 FARS data  
Source: FARS



Sources: NYS TSLED and AA systems

The number of seat belt tickets issued continued on a downward trend in 2013. Compared to 2009 when 409,206 tickets were issued for seat belt violations, 229,769 tickets were issued in 2013, a decrease of 44%. The decline in the number of tickets is likely due to reductions in highway safety funding and competing priorities for enforcement resources. Despite the drop in enforcement, the state’s seat belt use rate has remained at 90% or above since 2010.

## Annual Survey of New York State Drivers: Results Related to Seat Belt Use

Seat belt use was one of the traffic safety topics included in New York’s annual driver behavior surveys conducted at five Department of Motor Vehicles offices in 2010-2014. The table below provides the responses to questions regarding the frequency of seat belt use, awareness of messages regarding seat belt enforcement and the perception of the risk of being ticketed. Among the total populations of drivers surveyed each year, reported seat belt use and perception of risk of receiving a ticket for not wearing a seat belt have remained relatively unchanged over the five-year period, 2010-2014.

<i>How often do you use a seat belt when you drive or ride in a car, van, sport utility vehicle or pickup truck?</i>					
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	85.6%	85.8%	85.4%	84.6%	85.6%
Most of the time	9.6%	9.3%	9.6%	9.8%	9.5%
Sometimes	3.0%	3.0%	2.9%	3.8%	3.1%
Rarely	0.9%	1.1%	1.2%	1.0%	0.8%
Never	0.8%	0.9%	1.0%	0.9%	0.9%
<i>What do you think the chances are of getting a ticket if you don't wear a seat belt?</i>					
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Always	28.5%	27.5%	21.1%	21.9%	25.5%
Most of the time	26.1%	24.5%	24.7%	28.3%	25.8%
Sometimes	30.9%	35.3%	37.2%	35.0%	33.6%
Rarely	10.9%	9.2%	12.7%	11.0%	10.1%
Never	3.6%	3.6%	4.2%	3.7%	5.0%

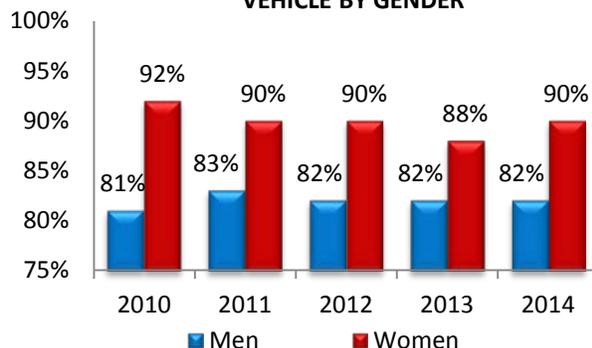
Source: 2010-2014 Driver Behavior Surveys

- Reported restraint use was very consistent across the five surveys conducted 2010-2014. In 2014, 86% of the respondents reported that they “always” wear a seat belt and 10% wear one “most of the time” when driving or riding in a vehicle. Less than 2% “rarely” or “never” buckle up.
- The perception of the risk of getting a ticket for violating the seat belt law has also been relatively consistent over the five years; in 2014, 51% thought someone would receive a ticket “always” (25%) or “most of the time” (26%) compared to 50% in 2012.
- In 2014, 15% of the respondents thought that someone would “rarely” (10%) or “never” (5%) get a ticket for failing to wear a seat belt, consistent with the previous year.

## Differences by Gender

- Reported restraint use by women increased slightly in 2014 (from 88% to 90%) returning to the level in 2011 and 2012.
- In 2014, reported restraint use among men remained unchanged from the two previous years. In 2012-2014, 82% of the men said that they “always” wear their seat belt.

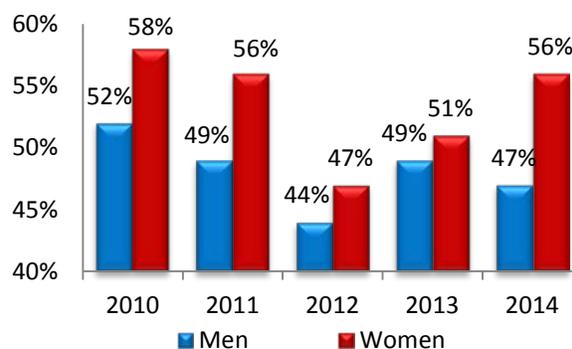
**DRIVERS WHO ALWAYS WEAR A SEAT BELT IN A VEHICLE BY GENDER**



Source: 2010-2014 Driver Behavior Surveys

- Each year, women are more likely than men to think someone would “always” or “most of the time” get a ticket if they are not wearing a seat belt.
- In 2014, the perception of the risk of receiving a seat belt ticket increased among women (51% to 56%) but decreased among men (49% to 47%) resulting in the largest discrepancy between the genders over the five-year period.

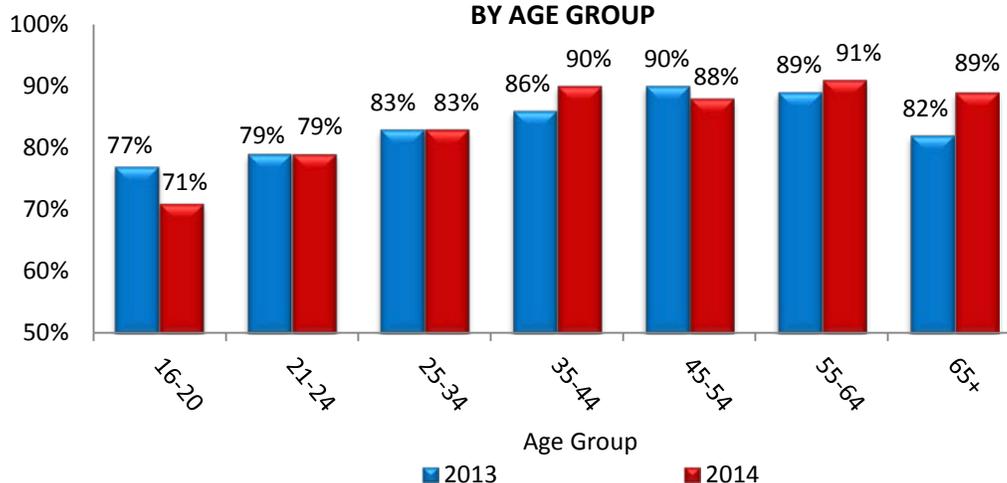
**DRIVERS WHO THOUGHT SOMEONE WOULD “ALWAYS” OR “MOST OF THE TIME” RECEIVE A SEAT BELT TICKET BY GENDER**



Source: 2010-2014 Driver Behavior Surveys

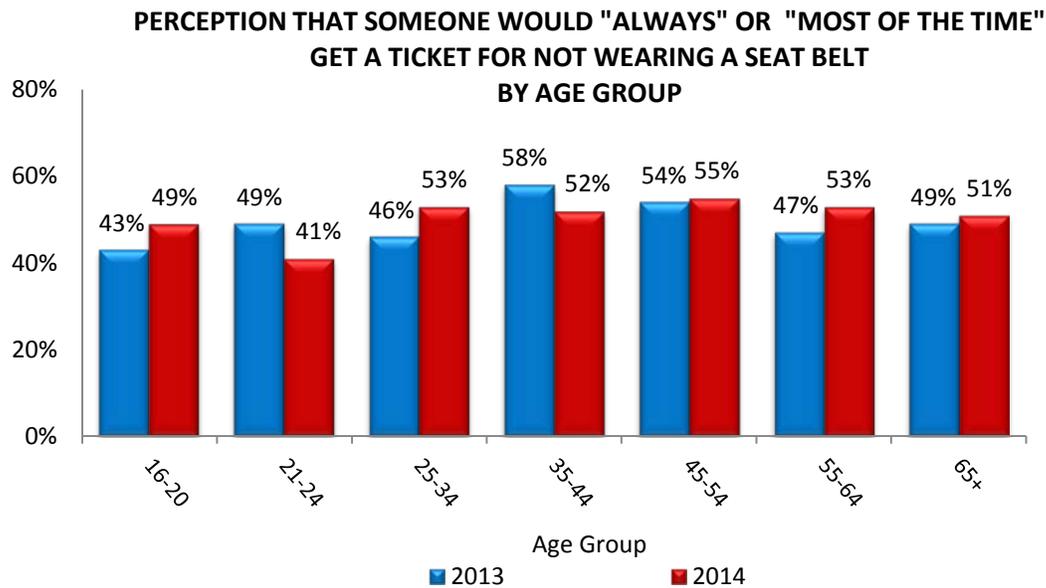
## Differences by Age

**DRIVERS WHO ALWAYS WEAR THEIR SEAT BELT IN A VEHICLE BY AGE GROUP**



Source: 2013-2014 Driver Behavior Surveys

- In general, reported seat belt use increases with age; in 2014, 71%-83% of the drivers in the age groups under 35 years of age reported they always buckle up when driving or riding in a vehicle compared to 88%-91% of the drivers in each of the age groups 35 years and older.
- The largest increase in reported use in 2014 was among the drivers in the oldest age group; in 2014, 89% of the drivers age 65 and older said they “always” wear a seat belt while driving or riding in a vehicle compared to 82% in 2013.
- The largest decrease in reported use occurred in the youngest age group; in 2014, 71% said they “always” buckle up in a vehicle compared to 77% in 2013.



Source: 2013-2014 Driver Behavior Surveys

- In 2014, the proportion of drivers who thought that someone who did not wear a seat belt would get a ticket “always” or “most of the time” ranged from a low of 41% for the 21-24 age group to a high of 55% for the 45-54 age group.
- With the exception of drivers 21-24 and 35-44 years of age, the perception of risk of getting a seat belt ticket increased among those in every age group between 2013 and 2014.

## OCCUPANT PROTECTION PROJECTS AND ACTIVITIES FUNDED IN FFY 2014

New York used a data-driven approach to identify a comprehensive set of strategies for the state’s Occupant Protection program that collectively will contribute to progress in meeting the state’s highway safety targets set in the FFY 2014 HSSP. Included under the strategies listed below are descriptions of selected projects that highlight the activities undertaken. The complete list of projects implemented in FFY 2014 is included as Appendix A. The project number, amount of funds awarded and a brief description are provided for each project.

The primary strategies used during the past year to increase seat belt compliance were high visibility enforcement, zero tolerance and a vigorous public information and education (PI&E) campaign, all major components of the Buckle Up New York/Click It or Ticket program. Agencies were encouraged to focus on low-use areas of the state, high-risk groups and conducting enforcement at times of the day when compliance is traditionally lower. Other strategies focused on improving child passenger safety through public awareness; education and instruction for parents and other caregivers on the proper installation and use of child safety seats; training for technicians and instructors to provide these services to the public; child safety seat distribution programs; and child seat check events.

## Seat Belt Enforcement

### Buckle Up New York/Click It or Ticket

The high-visibility enforcement and PI&E campaign, BUNY/CIOT, consists of a number of proven components:

- **High visibility enforcement checkpoints:** Seat belt enforcement efforts are made highly visible to the public in a number of ways, including the use of checkpoints and extensive outreach to the media. Surveys show that police checkpoints are extremely effective at raising the awareness of the motoring public, as well as detecting violators of the law.
- **Zero-tolerance enforcement:** Police officers continue to maintain a zero-tolerance policy when enforcing occupant restraint violations; no warnings are issued. As a result, the perceived risk of receiving a ticket for non-compliance is high.
- **Seat belt mobilizations:** A statewide 14-day seat belt mobilization is conducted in May in conjunction with the national enforcement initiative. The mobilizations consist of high visibility enforcement, intensive media campaigns and PI&E activities.
- **Nighttime enforcement:** Police agencies have begun to conduct enforcement efforts during nighttime hours to reach low-use populations of motorists. The most obvious difficulty in implementing this strategy is being able to see into the vehicles to detect noncompliance. Methods to illuminate the interior of the target vehicles include conducting the checkpoints in well-lit areas that provide a sufficient degree of ambient light and using additional lighting to enhance nighttime surveillance capabilities.
- **Police officer motivation:** To participate in the BUNY grant program, police agencies must adopt a mandatory seat belt use policy for its officers and require officers to participate in roll call video training. The GTSC and the State Police have produced a roll call DVD for police agencies that stresses the importance of seat belt use by all law enforcement personnel. The DVD is available to any police agency upon request. This year, 16 additional copies of the roll call video were sent to police agencies.



- **Dedicated roving patrols:** Staffing levels, training requirements and other constraints occasionally limit a law enforcement agency's ability to conduct fixed seat belt checkpoints. Agencies are encouraged to use dedicated roving patrols throughout the year and to supplement fixed checkpoints during the enforcement mobilizations.



- **Statewide, multi-agency effort:** Throughout the state, police agencies participate in multi-agency checkpoints and other collective enforcement activities. The multi-agency approach has had significant positive results, including an increased public perception that all police agencies, regardless of uniform or region of the state, are serious about the use of seat belts. Furthermore, these details foster a better working relationship among the different agencies and bolster other enforcement and traffic safety initiatives.
- **PI&E and media outreach:** Public awareness efforts focus on publicizing the BUNY/CIOT message through the airing of PSAs, the distribution of a statewide press release and other media efforts. Since the beginning of the BUNY program in 1999, statewide PI&E and media efforts have grown and have been very successful. As the program has evolved, local agencies have become increasingly more adept at promoting their efforts through different media venues including social media.
- **Reporting and evaluation:** Law enforcement agencies that receive grant funding are required to report their seat belt enforcement activities. The success of the enforcement and educational efforts are evaluated through observational surveys of seat belt use and reported restraint use in crashes. Enforcement efforts reported by the individual grantees during the mobilizations and throughout the year are closely reviewed in conjunction with other weighted factors to ensure that future funding is awarded to those agencies that are the most aggressive in their efforts.

Over the past year, the BUNY/CIOT program continued to incorporate these fundamental components. In FFY 2014, the GTSC provided 205 Police Traffic Services (PTS) grants directly to municipal and county law enforcement departments, while additional police agencies participated in the program through block grants awarded to their counties. All agencies in the state are encouraged to participate in the BUNY enforcement waves regardless of grant funding. During the two-week mobilization in May 2014, nearly 28,000 seat belt tickets and over 2,600 child restraint tickets were issued, down slightly from 2013. While it is likely that a lack of police resources and competing enforcement priorities may have contributed to this decline in tickets, New York's statewide use rate of 91% also suggests that there are fewer motorists on the roadway who are not buckled up.

	May 20-June 2, 2013	May 19-June 1, 2014
Tickets for Seat Belt Violations	28,430	27,805
Tickets for Child Restraint Violations	2,646	2,638
<b>Total Safety Restraint Tickets Issued</b>	<b>31,076</b>	<b>30,443</b>

## State Police Buckle Up New York Program

During the 2014 mobilization conducted May 19-June 1, State Troopers issued 11,098 adult seat belt and 823 child restraint citations. This represented 40% of the total law enforcement activity for the two-week mobilization.

In FFY 2014, the New York State Police partnered with the New York State Park Police for a statewide “BUNY in the Park” occupant restraint initiative. A press event was held at Green Lakes State Park in Onondaga County on July 10, 2014 to kick off the 16-day campaign. Approximately 32 joint details were conducted between July 12-27 throughout the state in proximity to state parks where lower levels of child restraint and seat belt use were observed. These interagency checkpoints resulted in 546 seat belt and 1,673 child restraint tickets being issued.

Day-to-day enforcement is the foundation of the State Police occupant restraint enforcement efforts and this "around-the-clock" activity has been substantial. From October 1, 2013 to September 30, 2014, State Troopers issued 60,955 safety restraint tickets statewide, including 7,626 for child restraint violations. Monthly enforcement details continued to play an important role in the overall occupant protection program with 871 additional fixed or roving seat belt details being conducted in FFY 2014.

Throughout the year, the State Police also continued its extensive occupant protection public information and education activities. The Traffic Services Section updated and distributed a variety of informational and promotional materials at numerous venues, including the New York State Fair. Radio public service announcements were disseminated statewide and media outlets were encouraged to broadcast these messages, particularly during the weeks preceding the Buckle Up New York enforcement wave. The educational component included 136 Rollover simulator and Convincer demonstrations that reached a total of approximately 72,000 at various locations including schools, county fairs and press events.



## **CHILD PASSENGER SAFETY**

New York’s occupant restraint law covers all front seat occupants and children up to age 16 riding in the rear seat of vehicles. Children under the age of four must be in a federally-approved child safety car seat and children under age eight must be restrained in an appropriate child restraint system which may be a car seat, a booster or an approved safety vest. The determination of an appropriate restraint system is based on the child’s height and weight. The exemptions for vehicles with lap belts only and children taller than 4’9” or weighing over 100 pounds remain the same. The penalty for violations of the laws related to children continues to be a fine of no less than \$25 and no more than \$100. The driver is also assessed three license penalty points if a passenger under the age of 16 is not properly restrained in accordance with the law.

New York’s Child Passenger Safety (CPS) Program provides grant funding in four areas, each designed to educate and improve the safety of children transported in vehicles on our roadways.

- Fitting Stations where, by appointment, a NYS Certified Technician will inspect the proper installation of the child’s seat and replace unsafe seats.
- Awareness Training Classes conducted to educate the public on all aspects of Child Passenger Safety.
- Seat Check Events held regularly for the inspection of seats without an appointment; unsafe, inappropriate, outdated or seats that have been involved in a crash are replaced.
- Distribution Centers where appropriate child safety seats are supplied, free of charge, to low income qualified families.

In FFY 2014, GTSC awarded 193 CPS grants to local agencies, compared to 194 in FFY 2013. Many grantees provided multiple programs and services; 159 agencies supported permanent fitting stations, 35 agencies received funding to conduct awareness classes, 135 agencies hosted multiple car seat check events, and 56 grantees offered programs focusing on educating and providing seats to low income families. According to the reports received to date, a total of 20,760 seats were inspected and 14,537 seats were given away through the CPS grant program in FFY 2014.



Grant funds were also awarded for the purchase of storage trailers to be used as mobile fitting stations, storage facilities and/or educational training trailers. Trailers are required to display both the GTSC and Child Passenger Safety logos.

The GTSC’s CPS Program Coordinator assists agencies with grant development and management. Assistance is provided on preparing grant applications, reporting, vouchering and requesting project modifications when necessary.

## Communications and Outreach

Through its Child Passenger Safety (CPS) grant program, the GTSC continued to provide support and coordination for statewide public information and education to encourage seat belt and proper child restraint use. The GTSC provided educational materials and other support to state and local agencies, child passenger safety technicians and the general public on child passenger safety issues. The GTSC’s CPS program serves as the state’s clearinghouse for information regarding child passenger safety training classes, child safety seat check events and other child passenger safety activities. The GTSC oversees the information on permanent fitting stations, seat check events, training classes, technician and instructor updates and public information materials, all of which are updated regularly on [www.safenyny.gov](http://www.safenyny.gov) and on the “Frequently Asked Questions” page of the DMV website.

### “Know for Sure” Campaign

In FFY 2014, New York promoted the national child passenger safety campaign, “Know for Sure Your Child is in the Right Car Seat” launched by NHTSA and the Ad Council. The goal of the campaign is to make sure all parents and caregivers are properly securing their children (birth-12 years) in the right car

restraint (rear-facing, forward-facing, booster seats and seat belts) for their age and size and to ensure the safety restraints are properly used and installed by parents and caregivers.

The New York State Department of Health (NYSDOH) Bureau of Occupational Health and Injury Prevention, the GTSC and the CPS Advisory Board collaborated on a tool kit for the “Know for Sure” message. These tool kits are developed to assist grantees, technicians and instructors who are responsible for seat check events, distribution centers, public awareness classes and permanent fitting stations.

The “Know for Sure” tool kit includes the following information:

- I. Child Passenger Safety Campaign Summary
- II. Basic Car Seat Safety
- III. Safe Kids Basic Car Seat Safety Checklist-in Spanish
- IV. Car Seat Checkup-Top 5 Things to Do
- V. NHTSA’s Four Step Child Restraint Recommendations
- VI. Stacking Toy Poster
- VII. Baby Bottle Poster
- VIII. Spanish Athlete Poster
- IX. Spanish Whitehouse Poster
- X. Order Form for NHTSA’s “Know for Sure” Campaign Materials



The tool kits for the “4 Steps 4 Kids” campaign will remain on the [www.safeny.ny.gov](http://www.safeny.ny.gov) website for future use.

### **Child Passenger Safety Awareness Training**

The trend for agencies to offer more CPS awareness training classes continued in FFY 2014. While the seat check events are very successful and draw media attention, the awareness classes can reach a greater number of parents, expectant parents and caregivers. In 2014, 172 awareness classes were held throughout the state for over 4,500 participants; 46% of the participants were parents and another 4% were expectant parents. The other participants included day care providers, law enforcement officers, health care professionals and bus drivers.

Most classes consisted of classroom training that included demonstrations of car seat installations, education on the provisions of the occupant protection law and information on the various resources available, such as car seat check events and permanent fitting stations. A number of the training classes held a seat check event in conjunction with the awareness training; 304 seats were inspected and 157 seats were given away at these events in 2014.

One example of a CPS awareness training program conducted this year combined child passenger safety and school bus safety. The training program “NHTSA Child Passenger Safety Restraint Systems on School Buses National Training” was presented in Delaware County to 17 pupil transportation professionals. The training provided information on school buses, child restraints and the laws relating to both. The attendees also had the opportunity to practice installing different types of child restraints on school buses.

Again this year, all grantees purchased and used the newest version of the CPS video “Don’t Risk Your Child’s Life” which is updated each year. The 2014 video includes information on the American Academy of Pediatrics’ (AAP) recommendation to keep infants rear facing until age two or until the highest recommended weight allowed by the manufacturer is reached.

### **NYS Child Passenger Safety Advisory Board**

The New York State Child Passenger Safety (CPS) Advisory Board advises the GTSC on child passenger safety issues and promotes a higher level of skill, knowledge and participation by technicians and instructors to improve child passenger safety in all regions of New York State. The accomplishments of the CPS Advisory Board in FFY 2014 included the following:

- All technician training courses for the year were scheduled by January 2014.
- Child passenger safety information and news for technicians and instructors continued to be provided through the GTSC website [www.safeny.ny.gov](http://www.safeny.ny.gov).
- Members of the Advisory Board worked with the Pennsylvania CPS Conference Committee to plan the NHTSA Region 2 conference that was held in State College, Pennsylvania, June 24-26, 2014. Board members also volunteered to moderate and present sessions at the conference.
- The GTSC provided the regional coordinators with an updated list of all technicians and instructors on a monthly basis. A list of technicians whose certifications had expired was provided for the CPS Advisory Board to use in canvassing for recertification.
- The Advisory Board coordinated the events and the publicity campaign for Seat Check Saturday that kicked off Child Passenger Safety Week in New York State.
- The resumes of new Advisory Board members were submitted and approved by the Board and GTSC.

## **Recruitment and Training of Child Passenger Safety Technicians**

### **Certified Technician Training Program**

In 1999, New York’s CPS technician program began with 98 certified technicians and nine instructors. Today, the program has grown to 1,649 technicians and 70 instructors. While other states have lost technicians, New York has been able to maintain a large roster of certified technicians.



The CPS grants awarded by the GTSC support technician training classes and cover recertification fees for technicians and instructors. In 2014, 23 Standardized Child Passenger Safety Technician Training classes were conducted, producing 342 new certified technicians.

Technicians are from a variety of backgrounds, with the largest proportion representing local police agencies (30%), health agencies (14%), EMS (12%) and County Sheriff Offices (12%).

### Child Passenger Safety Technical Update Training Classes

CPS technical update classes provide the opportunity for technicians and instructors to update skills and stay current with the latest information and guidelines. Continuing Education Units are available for those who attend these classes. According to Safe Kids Worldwide, 65% of New York’s technicians were recertified during FFY 2014, approximately the same proportion as the previous year. New York’s recertification rate consistently exceeds the national rate of 56%, partly due to the opportunity to earn several credits at the annual regional CPS conferences.

### CPS Regional Technical and Training Conference

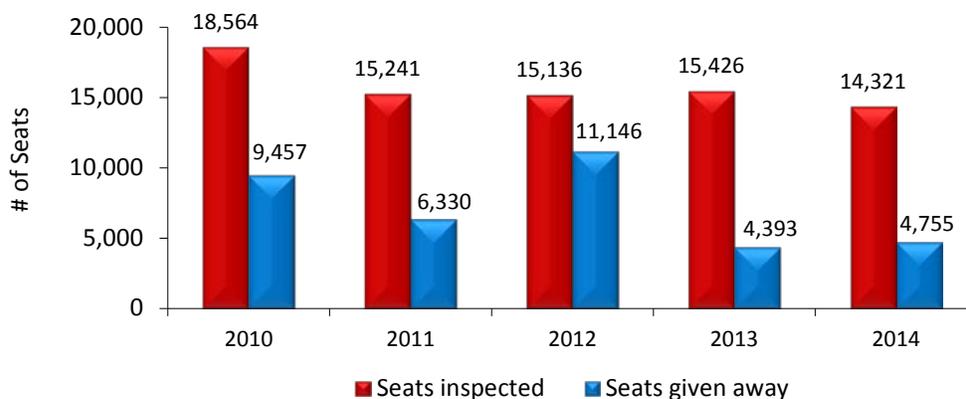
During FFY 2014, representatives from New York participated on the planning committee for the 11th annual Region 2 Child Passenger Safety (CPS) Technical Conference which was held June 24-26, 2014 at the Penn State Conference Hotel in State College, Pennsylvania. The conference is one of the largest training, education and advocacy events in the United States dedicated solely to reducing death and injury rates for children traveling in motor vehicles. At the conference, Certified Child Passenger Safety Technicians and Instructors received continuing education credits that are required for recertification through Safe Kids Worldwide.

## **Child Safety Seat Inspection Stations**

### Permanent Child Safety Seat Fitting Stations

In FFY 2014, the GTSC awarded 159 mini grants for the operation of fitting stations. Currently, there are 288 permanent fitting stations in New York State. The agencies operating fitting stations reported that 14,321 child safety seats were inspected in FFY 2014, a decrease of approximately 1,100 from the number inspected in FFY 2013 (15,426). A total of 4,755 child safety seats were given away at the fitting stations in FFY 2014. As with previous years, GTSC contacted all of the fitting stations to verify and update the information that is posted on [www.safenyny.gov](http://www.safenyny.gov).

**ACTIVITIES AT PERMANENT FITTING STATIONS  
FFY 2010-2014**



Fitting stations in New York State have remained very active. In most cases, seats are inspected by appointment. Listed below are some of the most active fitting stations and the number of seat inspections conducted at their facilities in FFY 2014.

- Albany County Traffic Safety Board: 1,572 inspections and 162 seats given away
- North Greece Fire District: 831 inspections and 27 seats given away
- Eastchester Town Police Department: 499 inspections and 20 seats given away
- Greenburgh Town Police Department: 470 inspections and 29 seats given away
- Mt. Pleasant Town Police Department: 457 inspections and 16 seats given away
- Clinton County Sheriff's Office: 457 inspections and 223 seats given away
- Cornell Cooperative Extension of Saratoga County: 256 inspections and 170 seats given away

## Car Seat Check Events

### Child Safety Seat Check Events

In 2014, 375 child safety seat check events were conducted across the state, 38 more than last year. At these events, 6,223 seats were inspected, an increase of more than 100 over the number in 2013; 87% of the seats inspected were installed incorrectly and 435 were replaced. This was partly due to the new AAP recommendation to keep children rear facing up to age two, combined with the booster seat law which requires children up to age eight to be restrained in an appropriate restraint.



The most common types of car seat misuse continued to be failing to install the car seat tightly and not securing the harness straps snugly over the child. Again this year, many children six and seven years of age were found to be restrained by vehicle seat belts alone. Keeping children in this age group in booster seats remains one of the greatest challenges. There were also many cases involving children riding in booster seats where the shoulder belt was placed incorrectly or not used at all.

The types of misuse found during car seat check events in FFY 2014 are summarized in the table below.

**MISUSE PROBLEMS ENCOUNTERED DURING INSPECTIONS IN FFY 2014**

<b>Rear-Facing Seats</b>	<b>Forward-Facing Seats</b>	<b>Booster Seats</b>
Seat too loose	Seat too loose	Not used at all
Harness straps not snug	Harness straps not snug	Not age/weight suitable
Not age/weight suitable	Seat too old	Lap/shoulder belt not positioned correctly
Inappropriate recline	Harness straps in wrong slots	Seat too old
Seat too old	Not age/weight suitable	Not secured when not in use
Harness clip placed wrong	No history, missing labels	Not using high back when needed
No history, missing labels	LATCH used incorrectly	Harness straps not removed
LATCH used incorrectly	Harness straps twisted	Seat belts routed incorrectly
Carrying handle up	Harness clip placed wrong	Using a shield booster seat
Harness straps in wrong slots	Seat belts routed incorrectly	Used with only a lap belt

**National Seat Check Week and Seat Check Saturday**

As in previous years, New York joined the national celebration of Child Passenger Safety Week, September 14-20, 2014. The goal each year is to remind caregivers of the need to keep children properly restrained in a child safety seat that meets their weight and height requirements. This year, 48 check events were held across the state where a total of 503 seats were checked and 247 seats were provided to replace outdated, recalled or inappropriate seats. On National Seat Check Saturday observed on September 20, GTSC staff participated in the Crossgates Mall event held in conjunction with the Albany County Traffic Safety Awareness Weekend. A total of 124 seats were inspected for proper installation at this event.



**Child Safety Seat Distribution and Education Programs**

**Child Safety Seat Distribution Programs**

In 2014, the GTSC funded 56 child safety seat distribution programs for low-income families. Each program may have a different approach to child passenger safety education, but all of the programs have a certified CPS technician available to spend 20-30 minutes teaching parents how to install their car seat. Most programs show families the educational video “Don’t Risk Your Child’s Life” and provide educational brochures and materials. This year, 7,375 child safety seats were distributed to low-income families across New York, 1,781 more than the previous year. Most families are referred to these programs through their Social Service and WIC Offices.

The child safety seat distribution program conducted by the Nachas Health and Family Network located in Brooklyn is a good example of a program that serves the needs of low income families in an urban setting. Nachas held a Children's Health Fair that attracted between 700 to 1,000 families in the spring of 2014. At this year's event, a culturally-sensitive video promoting the use of safety restraints for children was shown. A total of 150 car seats were distributed to qualifying low income families who attended an information session on the proper installation of the child safety seat by a certified technician from the Nachas Health and Family Network.

## **Research, Evaluation and Analytical Support for New York's Performance-Based Occupant Protection Program**

### **Statewide Observational Survey of Seat Belt Use**

At GTSC's request and to meet federal requirements, the Institute for Traffic Safety Management and Research (ITSMR) conducts an annual observational survey of seat belt use in New York State. A new survey design developed in accordance with revised uniform criteria established by NHTSA was implemented for the first time in FFY 2013 and repeated in FFY 2014. The new design incorporates a sampling frame that is fatality-based, rather than population-based, and includes the counties where 85% of the fatalities in passenger vehicles, vans, SUVs and light trucks occurred over the past five years. Twelve counties and 10 observation sites within each county were selected for inclusion in the survey. ITSMR staff recruited and hired survey assistants to conduct the seat belt observations in each of the counties, provided classroom and field training in the new survey protocol and data collection procedures, and supervised the survey assistants in the field.

The 2014 survey was conducted in June following the national seat belt mobilization May 19-June 1. The results of the survey were analyzed and the required documentation was prepared for submission to NHTSA by GTSC. The statewide use rate for New York in 2014 was 90.58%. By maintaining a use rate of at least 90%, New York meets the criteria for a "high use" state and will be eligible again for federal 405b Occupant Protection grant funds in FFY 2016.

# COMMUNITY TRAFFIC SAFETY PROGRAMS

The Community Traffic Safety Programs area includes projects undertaken by local jurisdictions to address their traffic safety problems and statewide initiatives to enhance local programs. The programs that are funded encompass strategies from several traffic safety program areas and contribute to the achievement of New York’s overall statewide goals and objectives.

Some of the strategies and outreach efforts that counties are encouraged to integrate into their local programs stem from state level initiatives focusing on specific issues such as drowsy driving, or special groups such as younger drivers, older drivers, children and diverse populations. Listed below are descriptions of selected Community Traffic Safety projects that highlight the activities undertaken in this program area. The complete list of projects implemented in FFY 2014 is included as Appendix A. The project number, amount of funds awarded and a brief description are provided for each project.

## ASSESSMENT OF PROGRESS

### Community Traffic Safety Programs Target for FFY 2014

The core outcome measure for tracking progress in the Community Traffic Safety Programs program area is drivers under age 21 involved in fatal crashes. The following performance target was set in the FFY 2014 Highway Safety Strategic Plan:

- ❖ To decrease drivers age 20 and younger involved in fatal crashes 10 percent from 127 (preliminary FARS number) in 2011 to 114 by December 31, 2014



\*Revised based on final 2012 FARS data

Source: FARS

The downward trend in the number of drivers under age 21 involved in fatal crashes between 2009 and 2011 ended in 2012. The increase from 128 in 2011 to 140 in 2012 was followed by a decrease to 130 in 2013. As a result of this improvement, it may be possible to reach the target of 114 set for reducing the number of drivers under age 21 involved in fatal crashes by December 31, 2014.

# COMMUNITY TRAFFIC SAFETY PROJECTS AND ACTIVITIES FUNDED IN FFY 2014

## Community-Based Highway Safety Programs

### Westchester County – Plan4Safety Community Grant Program

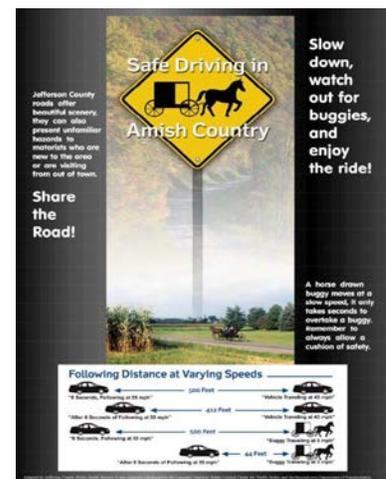
Westchester County’s Plan4Safety Community Grant Program includes initiatives that address the following traffic safety issues: driver safety (distracted driving, aggressive driving, drowsy driving, teen drivers and senior drivers); occupant restraints (seat belts, child safety seats and booster seats); bicycle and other wheel sport safety and helmet use; pedestrian safety; and school bus safety. One of the key elements of the Plan4Safety program is building coalitions and partnerships with representatives from the public and private sectors to identify and address the county’s traffic safety issues. One example is the Older Driver Coalition which provides the senior citizen population with educational programs and information on driver improvement, accessing alternative transportation and other topics important to older drivers and their families.

In FFY 2014, education and outreach activities were conducted throughout the year at both small venues and at large public events. One of the largest events was the Hispanic Heritage Festival at Kensico Dam Plaza. This popular event draws thousands each year. Local agencies and organizations that are part of the Plan4Safety network provided information and safety materials on a variety of traffic safety topics to those attending the festival.

### Slow Moving Vehicle Outreach Program

The Jefferson County Public Health (JCPH) department is conducting an outreach program to address traffic safety issues resulting from an increase in horse-drawn buggies traveling on the county’s roadways. Increasing numbers of licensed drivers combined with a growth in the Amish population within the county have led to many more interactions between Amish buggies and motorized vehicles. While many Amish families reside in the rural areas of the county, they shop and sell their products in the City of Watertown, increasing the encounters with Amish buggies on many of the major routes into Watertown.

The JCPH designed the posters and fliers used in their outreach efforts since no materials were available commercially for this project. Educational posters were placed at 21 area gas stations and at two DMV offices in Jefferson County. Five defensive driving class sites were given educational materials to use with their students. In addition, 16 community events were conducted including the Jefferson County Fair in July 2014 where attendance reached nearly 47,000. The JCPH also provided education to all the area highway departments about snow plowing safety and Amish buggies which was shared with neighboring counties. It is estimated that over 50% of the motorists in the county were exposed to information about Amish buggy safety. In addition, the JCPH provided the resources to assist six Amish families in making their buggies more visible.



## Driving in the Safe Lane Project

The Community Parent Center based in Nassau County conducted a number of activities and events to educate and raise awareness among parents, teens and the public about issues related to young drivers. The Driving in the Safe Lane program is a partnership involving the Community Parent Center, schools, law enforcement, government, and the medical and business communities in Nassau County. The program focuses on educating parents and their teen drivers about safe driving behaviors, New York State driving laws, parent liabilities, and developing responsible driving attitudes.

During FFY 2014, 45 day and evening programs were presented at public and private schools in Nassau County reaching over 14,000 parents, students, teachers and community members in the county's culturally-diverse areas. The programs for teens and their parents were held at the schools in the evening, often in conjunction with driver education courses. To encourage teens to attend, parking privileges at the school and other incentives were offered. Speakers included members of the law enforcement and medical communities, parents of crash victims and teens performing community service as a result of traffic-related offenses.



The safe driving message was further reinforced through a variety of other daytime programs and events including "Grim Reaper Days", school and community health fairs, assembly presentations and educational speakers. During many of the school events, students and faculty signed the Driving in the Safe Lane pledge banner, used fatal vision goggles while driving a non-motorized pedal kart to simulate impaired driving and engaged in other hands-on activities.

## Community Highway Safety Program Support

The primary purpose of this grant awarded to the Institute for Traffic Safety Management and Research is to perform a variety of tasks and activities that support the GTSC's local traffic safety program. An ITSMR staff member is based full-time at the GTSC to assist in working with local grantees and to serve as GTSC's subject specialist in a number of traffic safety program areas. The FFY 2014 accomplishments include the following:

- Served as the program area specialist for pedestrian and bicycle safety and was a key participant in the NYS Pedestrian and Bicycle Partnership for Walk Our Children to School and Safe Routes to School Network and the National "Safe Routes to School" Program
- Worked with the Federal Highway Administration, the New York Metropolitan Transportation Council (NYMTC) and other partners to promote and coordinate training and other initiatives to address pedestrian safety in New York City
- As GTSC's program area specialist for drowsy driving, participated in New York's Partnership Against Drowsy Driving helping to coordinate and implement programs and press events during the year

- As GTSC’s subject specialist for older driver issues, worked with the Capital Region Older Driver Assistance Network, FHWA, NYS Department of Health and other GTSC grantees on initiatives to improve traffic safety among the state’s older population
- Served as the liaison and provided outreach services to local programs in several Upstate counties and the five counties comprising New York City.

## Statewide Implementation of Traffic Safety Initiatives

### New York’s Partnership Against Drowsy Driving (NYPDD)

#### ***National Drowsy Driving Prevention Week***

GTSC organized and participated in a NYS Partnership Against Drowsy Driving (NYPDD) Education and Awareness Event held November 7, 2013 at the Albany Campus of Sage College. The NYS Department of Transportation, NYS Thruway Authority, NYS Department of Health and Sage College Alumni Association collaborated on the event which was held in conjunction with Drowsy Driving Prevention Week, November 3-10, 2013. During the event, informational materials promoting the safety message “Stay Awake, Stay Alive” were distributed to students and other attendees. A Media Advisory was also issued by the NYS Department of Motor Vehicles (NYS DMV) Communications Office to support the event.



#### ***National Sleep Awareness Week***

March 2-9, 2014 was designated National Sleep Awareness Week to coincide with the beginning of daylight savings time on March 9. A public education and awareness campaign was conducted to promote the importance of getting enough sleep before driving. A press release to raise awareness of the dangers of driving while fatigued was issued by the NYS DMV Communication’s Office, on behalf of the NYPDD.

### NYS Department of Health (NYSDOH)

The NYS Department of Health Bureau of Occupational Health and Injury Prevention assists partners in reducing traffic-related injury and death through the Bureau’s participation in a number of initiatives.

- NYSDOH program staff participated on a multi-disciplinary team to develop and implement pedestrian injury prevention activities on the Central Avenue/State Street corridor that runs through Albany and Schenectady Counties. The corridor approach uses a combination of education, enforcement and engineering strategies to address traffic safety problems on selected segments of roadways identified as high crash locations. NYSDOH and GTSC staff provided leadership for the team’s Education Committee. Activities included expanding educational outreach based on the “See! Be Seen!” campaign; developing and distributing “Quick Reference: Vehicle and Traffic Law for Pedestrian Enforcement” and “Quick Reference: Vehicle and Traffic Law for Bicycle Enforcement” guides to law enforcement agencies; creating a pedestrian “warning ticket” to raise awareness and educate both pedestrians and motorists about legal responsibilities and penalties associated with the NYS Vehicle and Traffic Law; and conducting a survey of pedestrians regarding the use of crosswalk push buttons.

- NYSDOH was a co-sponsor and staff served on the planning committee for the 2014 Walk/Bike New York Symposium held at the Crowne Plaza in Suffern, NY on May 21-22, 2014. More than 130 pedestrian and bicycle professionals participated in the two-day conference that offered workshops in the areas of education, engineering and enforcement. NYSDOH staff provided a presentation on “Corridor Approaches to Pedestrian Safety” in collaboration with GTSC and NYSDOT.
- NYSDOH participated in an interagency workgroup focusing on motor vehicle occupant safety best practices. In FFY 2014, 45 high schools in 24 counties were recruited to conduct activities in conjunction with NYSDOH’s statewide "Click It-Front & Back, Too" campaign during National Teen Driver Safety Week (October 20-26, 2013). The purpose of the campaign was to raise awareness of the importance of safety belt use in all seating positions. The participating schools selected activities from the guide developed by NYSDOH and received a supply of flashlight key chains. To kick off the week and raise awareness about teen driver safety, the NYSDOH worked with the Onondaga County Traffic Safety Program and the Cicero Police Department to conduct a press event on October 17, 2013. Speakers at the event included representatives from GTSC, local and county police enforcement agencies and local and state legislators.
- NYSDOH program staff collaborated with the NYS Child Passenger Safety Advisory Board on a questionnaire to assess participant satisfaction and engagement in NHTSA’s 2013 “Know for Sure” Child Passenger Safety Week campaign. Positive feedback was received and the partners were in favor of continuing to participate in future years. In 2014, the NYSDOH expanded the campaign and purchased “I’m Safe in the Car” activity books as well as crayons imprinted with the message “Under 13? Back seat and buckled up!” to educate children about the importance of riding in the back seat. These materials were distributed at car seat check events statewide and posters were displayed in locations routinely accessed by parents.

## Statewide Communications and Outreach

### Distracted Driver Victim Advocate Program

FFY 2014 marked the third year of the National Safety Council’s Survivor Advocate grant to raise awareness about the dangers of distracted driving. Underwritten by the Governor’s Traffic Safety Committee, this funding provides education and outreach to traffic safety stakeholders and high risk populations. Once again, the program featured nationally-recognized distracted driving Survivor Advocate Jacy Good. Her compelling story was heard by approximately 14,000 students at educational facilities and Victim Impact Panels throughout New York State.

Since the inception of the program, Jacy has spoken to groups in every region of the state and by the close of 2015 is expected to have made appearances in each county in the state. The 60 presentations allotted for FFY 2014 were all booked by the first week of December 2013 indicating that the program continues to be in great demand.

There are plans to include more speakers or Survivor Advocates in this program, expanding it into a true Speakers Bureau. In addition, the National Safety Council is exploring the feasibility of expanding this successful program to other states.



## Commercial Motor Vehicle Safety

### ***New York State Truck Safety & Education Symposium and Safety Exhibition***

The GTSC participated in the NYS Truck Safety & Education Symposium and Safety Exhibition held in Albany on March 25-26, 2014. The theme of this year's symposium was "Staying Ahead of the Curve." Industry professionals rely on having the most current information to assist them in operating their businesses. The symposium sessions were designed to keep companies informed of upcoming regulatory and legislative changes and to provide suggested actions to stay ahead of the curve. In addition to agency updates, the symposium offered sessions dealing with a variety of traffic safety concerns. Distracted driving was discussed by Jacy Good who presented her personal story of how a distracted driver crashed into her family vehicle and changed her life. Following the distracted driving session, the attendees heard from companies who have cell phone policies and were encouraged to implement a cell phone policy in their own company. Another session focused on creating a motivated workforce and techniques to promote positive change were discussed.

## Operation Safe Stop

The purpose of Operation Safe Stop is to raise awareness of the risk to children posed by motorists who pass stopped school buses that are loading or unloading children at a stop. During this year's Operation Safe Stop event held on April 3, 2014, 115 police agencies issued 1,352 tickets for passing a stopped school bus. These agencies also wrote 1,732 tickets for other traffic violations during the enforcement event. Despite the success of these enforcement efforts, each day children continue to be put at risk of serious injury or death by motorists who pass stopped school buses. GTSC will continue to partner with the New York Association for Pupil Transportation (NYAPT) Operation Safe Stop Committee to promote this program and encourage police agencies and other traffic safety partners to participate in this annual enforcement initiative.

## New York State Annual Highway Safety Symposium Coordination

At the request of the GTSC, the NYS STOP-DWI Association and the NYS Association of Traffic Safety Boards, the Institute for Traffic Safety Management and Research (ITSMR) is responsible for coordinating the annual New York State Highway Safety Symposium sponsored by the three organizations.



During the past year, the 2013 symposium was held October 20-22 in Syracuse and the planning and the majority of the preparations for the 2014 symposium scheduled for October 19-22 in Lake Placid were completed.

A member of the ITSMR staff serves as the Event Coordinator. With direction and oversight from the symposium planning committee, the Coordinator is responsible for the following tasks:

- Identifying facilities in different regions of the state suitable for hosting the symposium, negotiating contracts with the selected facilities and facilitating the execution of the contracts by the University at Albany's fiscal officer
- Developing a symposium budget and managing the symposium account, including the receipt of registration and the payment of symposium expenses

- Other responsibilities include the symposium registration process; preparing the call for papers, save the date cards, the symposium program and all other written materials; identifying vendors and organizing the exhibit areas; and developing contracts for special services and speakers

## **Younger Driver Outreach and Education**

### **National Safety Council Teen Safe Driving Grant**

The GTSC is participating in a National Safety Council (NSC) initiative to establish a culture of safe teen driving based on the proven principles of graduated licensing. New York was one of ten states selected by the National Safety Council to receive a grant to fund a Teen Safe Driving Coalition through the Allstate Foundation. The Coalition developed and implemented a statewide plan that involves teens, parents and community members in promoting safe driving in New York State. The primary focus has been on increasing awareness and promoting safe driving habits through the Teen Crashes GTG (Got to Go) program, which culminates in National Youth Traffic Safety Month in May. The Teen Crashes GTG program includes a toolkit that provides schools, community groups and other organizations with a set of activities and resources to implement teen driver safety programs over a one-week period between January and May. The Allstate Foundation provides \$200 incentives to encourage groups to conduct these teen driver activities. The GTSC was a partner in the committee that developed the project and assisted in its promotion. The New York Teen Safe Driving Coalition also promoted local activities for National Teen Driver Safety Week in October.

### **NYS Safe Teen Driver Summit**

In FFY 2014, GTSC sponsored the inaugural New York State Safe Teen Driver Summit held May 2-3 at the Six Flags Great Escape Lodge and Water Park in Queensbury. Approximately 60 sophomores and juniors from 17 high schools throughout the state participated in the summit, along with a number of parents bringing the total attendees to about 100.



The two-day event focused on creating a teen-developed, teen-focused and teen-executed traffic safety campaign for the 2014-2015 school year. Students were educated about the various issues affecting teen drivers like driver distractions, inexperience, speed and fatigue.

### **Driver Education Research and Innovation Center (DERIC)**

The Driver Education Research and Innovation Center (DERIC) was created as the result of a recommendation from the Temporary Special Advisory Panel on Driver Education Availability and Curriculum Enhancement. Managed by Health Research, Inc. (HRI), the DERIC is a collaboration among the NYS Department of Health (DOH), the Governor's Traffic Safety Committee (GTSC), the NYS Education Department (SED) and the NYS Department of Motor Vehicles (DMV). A unique multiple agency collaboration, the DERIC was developed to identify, develop and recommend driver education curricula that are relevant, engaging and developmentally appropriate. The ultimate goal is to develop a

driver education program that includes a standardized driver education curriculum, increases safe driving behaviors and is sought after by parents, students and instructors.

The first module, Distracted Driving/Driver Inattention, was developed during FFY 2013 and was pilot tested during FFY 2014 in six high schools across the state. In addition, three new curriculum modules (Signs, Signals and Markings; Unsafe Speed; and Occupant Protection) were developed during FFY 2014. These new modules were also developed by a subcommittee comprised of experts in the fields of research and evaluation, curriculum development, adolescent development, secondary education and driver education utilizing available evidence-based research, best practices, national traffic safety standards and industry accepted practices. The three new modules will be pilot-tested in FFY 2015.

### **Younger Driver Tool Kit**

The Governor's Traffic Safety Committee's Younger Driver Toolkit is located on the [www.safeny.ny.gov](http://www.safeny.ny.gov) website and continues to be a popular resource for teen safe driving advocates. Each week the toolkit receives approximately 200-250 hits and inquiries from educators and other stakeholders regarding traffic safety materials, presenters or programs. The content for this webpage is continually updated to cover current trends and expand outreach.



### **"Save Your Friend's Life Over the Airwaves" PSA Contest**

In FFY 2014, the NYS Association of Traffic Safety Boards (NYSATSB) sponsored its 8th annual "Save Your Friend's Life Over the Airwaves" public service announcement (PSA) contest for teens. The purpose of the contest is to raise awareness of teen driving safety issues which include speeding, safety belt use, impaired driving, drowsy driving and distracted driving. Four PSAs were selected as winning entries with students receiving prizes as well as state and local recognition; two additional entries received honorable mention. The contest was supported by financial contributions from AAA New York State, the NYS Association of Chiefs of Police, the New York State Sheriffs' Association, AAA Western and Central New York, AAA Hudson Valley and AAA Northway.

### **Ford Driving Skills for Life, Battle of the Belts Event**

In FFY 2014, GTSC partnered with the Governors Highway Safety Association and Ford Motor Company to implement the "Buckle Up Orleans County" Ford Driving Skills for Life teen driver outreach program. Distracted driving presentations were made by nationally-recognized Survivor Advocate Jacy Good at the five secondary schools in the county. High school students in the five schools also participated in the "Battle of the Belts" program. The champions from the five schools met in a final contest held during a community awareness event at the Albion High School Homecoming football game on Friday October 18, 2013. Throughout the event, traffic safety messages were announced over the public address system to the crowd of approximately 1,000 in attendance. A booth was set up at the entrance to the football field where 240 attendees signed a pledge to refrain from cell phone use while driving.



## Older Driver Outreach and Education

### New York State Office for the Aging (NYSOFA)

In FFY 2014, NYSOFA's Older Driver and Pedestrian Safety Project expanded the delivery of outreach, information, education and assistance to help older drivers remain safe behind the wheel, or when appropriate, to access transportation alternatives if they can no longer drive safely. Project activities and interventions were delivered onsite in the following fifteen counties: Albany, Broome, Clinton, Fulton, Greene, Montgomery, Orange, Rensselaer, Saratoga, Schenectady, Schoharie, Sullivan, Warren, Hamilton and Washington. A combined total of 711 older drivers, 177 caregivers and 132 Helping Professionals participated in informational and educational activities provided by the project. Helping Professionals received training designed to enhance the skills of those who work with older persons and may have to deal with driver safety and driving cessation issues. Informational materials describing various older driver resources were distributed at all activities.



During FFY 2014, NYSOFA disseminated over 1,480 copies of the award-winning publication "When You Are Concerned, A Handbook for Families, Friends and Caregivers Worried about the Safety of an Aging Driver" to older drivers and caregivers. Copies of the publication were also made available at all caregiver resource centers administered by county-based Area Agencies on Aging across the state. Many requests for the publication were also received through NYSOFA's web site and 1-800 Help Line.

Over 1,000 copies of NYSOFA's Older Driver Resource Guide were also distributed during the year. The guide contains driver improvement and safety resource information to assist older adults experiencing driving safety issues, as well as information for caregivers, helping professionals or anyone attempting to help an older driver. Copies of NYSOFA's Older Driver Resource Guide were also made available across the state through local Area Agencies on Aging.

# TRAFFIC RECORDS

New York's commitment to improving the state's traffic records systems is evidenced by the progress that continues to be made in making these systems more responsive to the state's traffic safety community. The data captured by these systems are critical to New York's performance-based program planning processes used by the state's traffic safety agencies and organizations to develop and implement traffic safety initiatives. In FFY 2014, the projects funded in this area focused on improving the timeliness, accuracy and availability of traffic safety-related data with regard to the state's crash, citation/adjudication, driver, injury surveillance, vehicle, and roadway records systems. Initiatives were also undertaken during the past year to improve the data linkages among agencies that use traffic records systems for the purposes of problem identification, and the management and evaluation of safety programs. The many initiatives conducted in FFY 2014 were undertaken by agencies at the state and local levels, including the GTSC, the Department of Motor Vehicles (DMV), the Department of Transportation (DOT), the Department of Health (DOH), the State Police, and the Metropolitan Planning Organizations (MPOs).

The strategies implemented in this program area and the progress made during FFY 2014 in attaining the performance goals and objectives are summarized below.

## ASSESSMENT OF PROGRESS

### Traffic Records Targets for FFY 2014

- ❖ To reduce the mean number of days from the date a crash occurs to the date the crash report is entered into the AIS (Accident Information System) database from 49 days in 2012 (July-Dec) to 33 days in 2014 (July-Dec)
- ❖ To reduce the mean number of days from the date a citation is issued to the date the citation is entered into the TSLED database from 17 days in 2012 (July-Dec) to 12 days in 2014 (July-Dec)
- ❖ To reduce the mean number of days from the date of charge disposition to the date the charge disposition is entered into TSLED from 29 days in 2012 (July-Dec) to 25 days in 2014 (July-Dec)

### Status of Performance Measures

The targets set above were based on the same time periods as the targets set in the previous few years. However, after the above targets were established for FFY 2014, NHTSA issued guidelines that revised the comparative duration periods (baseline and performance periods) that states were to use in measuring progress. As a result, in spring 2014, analyses of these three measures of timeliness were recomputed using the new duration periods defined by NHTSA. The results of those analyses using the revised comparative time periods are presented below.

<b>CRASH AND CITATION/ADJUDICATION INFORMATION SYSTEMS</b>		
<b>PERFORMANCE TARGETS</b>		
<b>Performance Attributes &amp; Measures</b>	<b>Baseline Period April 1, 2012- March 31, 2013</b>	<b>Performance Period April 1, 2013- March 31, 2014</b>
<b>Accident Information System (AIS)</b>		
<b>Timeliness - Crashes</b>		
Mean # of days from crash date to date crash report is entered into AIS	47.16 days	42.65 days
<b>TSLED System</b>		
<b>Timeliness – Citations</b>		
Mean # of days from citation date to date citation is entered into TSLED database	25.80 days	23.64 days
<b>Timeliness –Adjudication</b>		
Mean # of days from date of charge disposition to date charge disposition is entered into TSLED database	32.86 days	32.74 days

As shown in the table above, progress has been made between the baseline and performance periods with regard to the timeliness of the AIS crash and TSLED citation data. The mean number of days from the date of the crash to the date the crash report was entered into AIS dropped from 47 days in the 12-month baseline period of April 1, 2012-March 31, 2013 to under 43 days in the 12-month performance period April 1, 2013-March 31, 2014. Based on the same baseline and performance time periods, the mean number of days from the date a citation was issued until it was entered into the TSLED system dropped from 26 days to 24 days, while the mean number of days from the date of charge disposition until it was entered into TSLED remained unchanged (33 days). The progress noted in the timeliness of the AIS crash and TSLED citation data is due in large part to traffic records improvement projects conducted over the past several years with Section 408, Section 402 and Section 405c funding.

Over the past year, the Traffic Records Coordinating Council (TRCC) continued to assist with the coordination and direction of efforts to upgrade the state’s traffic safety-related data systems. The Institute for Traffic Safety Management and Research (ITSMR) also continued to play a prominent role in coordinating various activities related to improving the state’s traffic records systems. As designated by the GTSC, an ITSMR staff member serves as the state’s Traffic Safety Information Systems (TSIS) Coordinator. The TSIS Coordinator is responsible for coordinating and assisting with the work of the GTSC and the TRCC in carrying out their respective responsibilities in regard to the planning process and development of the state’s traffic records strategic plan.

The continuing importance placed on improving the state’s traffic records systems is reflected in New York’s 2012-2015 traffic records strategic plan. Developed by the GTSC with the assistance of ITSMR and the state’s TRCC, the *NYS Traffic Safety Information Systems Strategic Plan: 2012-2015* provides an opportunity for New York to continue to make further improvements in its traffic records systems which support the decision making process for highway safety managers in New York State. During the past year, the plan was updated and became an integral part of New York’s FFY 2015 application for traffic records funding under Section 405c of MAP-21. Submitted in June 2014, the grant application was approved in September and New York was awarded approximately \$1.4 million.

During FFY 2014, ITSMR also continued to be responsible for the verification of the crash data in DMV's Accident Information System (AIS) and for querying and extracting information from the AIS. ITSMR has similar responsibilities with regard to the TSLED and Administrative Adjudication ticket systems. ITSMR extracts and analyzes highway safety data from these systems to meet the needs of DMV and GTSC; their major state agency partners, including DOT, the State Police, and DOH; and other state and local highway safety organizations. In addition, ITSMR assists DMV in enhancing its capability to query and retrieve information from the crash (AIS), ticket (TSLED and Administrative Adjudication) and driver license files.

In addition, ITSMR continues to annotate and update the data dictionary and other database documentation materials for the AIS, as warranted. ITSMR is responsible for generating a series of statewide statistical summary reports from AIS and making them available on DMV's website. These reports are used by police agencies and other highway safety agencies across the state. ITSMR also generates custom reports on crashes upon request. Additionally, ITSMR is responsible for responding to special requests for ticket data from the TSLED and Administrative Adjudication systems. This involves writing code to analyze the data and preparing summary tables and reports on the findings from the analyses.

ITSMR assists with the coordination and direction of efforts to upgrade and link, as appropriate, the state's various traffic safety-related data systems. This involves working with the Department of Health to facilitate its annual creation of a CODES database and with the Department of Transportation to obtain more timely information on qualifying fatal and personal injury crashes involving large trucks and buses.

ITSMR continued to be responsible for providing the data needed to support the development of the state's major planning documents: the Highway Safety Strategic Plan (HSSP), the Commercial Vehicle Safety Plan (CVSP) and the state's Strategic Highway Safety Plan (SHSP) required for the receipt of federal highway safety funds by the GTSC and DOT. In FFY 2014, ITSMR also provided data and assisted in the preparation of the incentive grant applications and reports that were required for the receipt of several different categories of incentive funds available under MAP-21.

## **TRAFFIC RECORDS PROJECTS AND ACTIVITIES FUNDED IN FFY 2014**

### **Statewide Coordination of Traffic Records Systems Improvements**

New York's Traffic Records Coordinating Council (TRCC) plays a key role in coordinating improvements in the timeliness and accuracy of the state's traffic records data systems and the availability and use of the data at all jurisdictional levels. The state's numerous traffic safety partners make extensive use of traffic records data in the identification of traffic safety problems and potential solutions. The GTSC continues to partner with other agencies and coordinate efforts with other sources of funding to complete projects to improve traffic records systems, files and programs. During FFY 2014, these efforts resulted in the preparation of the *FFY 2015 Update to the NYS Traffic Safety Information Systems Strategic Plan: 2012-2015*. The implementation of this strategic plan will continue to support improvements in the state's various traffic records systems.

Key improvements in the traffic records systems that occurred in FFY 2014 are summarized below.

### **Initiatives to Improve the Crash and Citation/Adjudication Systems**

During FFY 2014, MAP-21 funds (Sections 405c and 402) provided continuing support to expand the electronic capture and transmission of police crash reports and traffic tickets from the field and disposition information from the courts. This support includes the purchase of equipment, such as printers, bar code readers and magnetic strip readers. As of October 2014, 465 police agencies are collecting and submitting crash and/or ticket data electronically to the DMV, up from 453 in December 2013. Nearly 90 percent of the TSLED citations and more than 60 percent of the reportable crashes submitted by the police are currently being sent to the DMV electronically. In addition, more than 1,260 of the state's 1,400 courts are using the e-disposition process to report dispositions electronically to the DMV.

The DMV continues to make improvements to its crash and ticket reporting systems through the development and implementation of both hardware and software applications. In FFY 2014, efforts continued on several projects, including 1) the implementation of a method to allow motorist crash reports to be submitted electronically, 2) the upgrading of the hardware and software associated with ALIS, as well as upgrading the maps used by ALIS and 3) development of a design to improve the accuracy and accessibility of crash location information on both linear road segments and intersections. Efforts also continued in FFY 2014 on a project to build a business case for the integration of the AIS and SIMS crash data systems; this project was conducted by an outside vendor funded by NYSDOT.

In FFY 2014, three new projects were initiated to improve the state's crash records systems. One is the project *Development of Crash Database for Public Use Via the Internet*; this project involves the design and development of a web-based crash data repository that can be accessed via the Internet by users for research and data analysis purposes. The second initiative is a project that provides supplemental funding to DMV to maintain the staffing level needed to process fatal crash data into the FARS system in a timely manner. The third project, *NYPD Direct Submission of Accident Reports Electronically to DMV*, will procure consultants to assist in the development of the electronic transfer process with NYPD and the necessary changes to AIS to accept and process the data. This includes but is not limited to: PDF form changes, coding changes, workflow changes and batch job changes. All three of these projects are being funded under Section 405c.

### **Improvement of Injury Surveillance Files**

Over the four-year period, FFYs 2009-2012, the Department of Health (DOH) conducted a project to develop and implement an electronic system for capturing and reporting information from pre-hospital patient care reports (PCRs). As of November 2014, approximately 575 EMS agencies are submitting data electronically, representing more than two-thirds of the EMS call volume. This project has also enabled New York to capture all 82 required NEMESIS compliant data elements and transmit those data to the national data set. In addition to the required elements, the new database captures 126 additional data elements.

In addition, through its CODES database, the DOH Injury Prevention Program continues to expand its capabilities to integrate crash data with hospital discharge, emergency department and emergency medical services data. The 2012 data for these various files were linked during FFY 2014.

## Improvement of Driver License Data System

The NYS Department of Motor Vehicles' (DMV) automated Driver License file contains approximately 29 million records, 13 million of which are active. The file provides detailed information for all drivers who are licensed in New York State and limited information for unlicensed or out-of-state drivers who have been convicted of a moving traffic violation or been involved in a motor vehicle crash in the state. New York is recognized as having one of the best license issuance processes in the United States, due in large part to its use of facial recognition (FR) technology to stop identity theft and driver license fraud by preventing and deterring the issuance of multiple licenses to a single individual. Upon request, ITSMR continues to assist the DMV's Division of Field Investigation (DFI) in identifying the traffic safety concerns related to multiple licenses. Based on discussions with the DFI late in the grant year, ITSMR will assist the DFI early in coming grant year on a project designed to examine the driving records of persons with commercial vehicle driving licenses.

The DMV's relational address database associated with driver license records continues to improve driver license data integrity through the use of appropriate edits, cross referencing and address validation. It supports the DMV's ability to standardize address information, reducing duplicate license records and facilitating real-time availability for relational access to client information with extended search and reporting capabilities. It also improves the notification process when licenses are suspended or revoked. Almost all of the state's 1,400 courts have the capability to pull down information on drivers from the Driver License file for sentencing purposes through the Judicial Online Information System (JOIN).

## Improvement of Vehicle Data Systems

New York continues to realize the benefits from a Section 408-funded project conducted by the DMV during the two-year period, FFY 2012-2013, to improve the structure of its registration, insurance and vehicle files. The project standardized the names and addresses on the individual records in each file, established linkage capabilities between the files and enhanced existing search capabilities to allow users to search for records using multiple identifiers, as warranted. It improves the accuracy of the records in these various files through the reduction of duplicative data.

In FFY 2014, with funding that was provided under Section 408, NYSDOT continued its *Carrier Certification Project*. This project is designed to improve the accuracy of the data on intrastate carriers for hire that transport property, household goods and passengers on New York's roadways.

## Improvement of Roadway Data Systems

During FFY 2014, NYSDOT continued its project to develop and enhance its Roadway Inventory System (RIS). The RIS consolidates multiple flat files containing data on highway features and characteristics, provides more functionality and makes data entry and data analysis easier to perform. Funded under Section 408, the current process to access highway characteristics and traffic volume data is being modernized by moving functionality from SIMS into the ALIS application in order to take advantage of the more accurate and complete Roadway Inventory System (RIS) data which includes much of the local system.

In FFY 2014, NYSDOT also continued its efforts to expand the collection of traffic volume data on the local highway system enabling NYSDOT to enhance and refine its safety programs in a more equitable

manner to all highways within the state. Efforts are also being continued to use new technology to improve and enhance querying/reporting capabilities, and developing linkage protocols for selected data systems, including the Safety Information Management System (SIMS), Roadway Inventory System (RIS), Bridge Data Management System (BDMS), and the Post-Implementation Evaluation System (PIES). Collectively, the results of these efforts give NYSDOT the ability to combine and analyze roadway-related data in support of engineering solutions that are designed to improve traffic flow, thereby reducing the effects of some dangerous driving behaviors, and to decrease crashes, fatalities and injuries.

## **Electronic Capture and Transmittal of Crash and Ticket Data**

The number of enforcement agencies, including the State Police, collecting and transmitting crash and/or ticket data to DMV electronically continued to increase in FFY 2014 (465 in October 2014 vs. 453 in December 2013). Completed in FFY 2012, a project to improve the TraCS data movement process resulted in being able to include significantly higher volumes of data, more types of data and allow data (e.g., dispositions) to be passed back to local agencies for processing.

In FFY 2014, further progress occurred with regard to the NYPD being able to submit their ticket data electronically to the DMV. As a result of the *New York City Police Department (NYPD) Automated Forms Reporting Project (AFR)*, the NYPD successfully transmitted almost 16,000 in 2014.

## **Development and Use of Data Linkages**

During FFY 2014, New York continued its CODES (Crash Outcome Data Evaluation System) initiative, with ITSMR providing the 2012 crash data to the DOH to be linked with the DOH's injury surveillance files. This linkage effort supports program initiatives that focus on specific population sub-groups and permits the examination of costs associated with crashes. Improvements in data linkage capabilities continue to be important in analyzing various types of motor vehicle crash information related to the driver, vehicle, type of crash, location of crash, injuries, type of medical care received and the associated costs. In May 2014, in updating the *NYS Traffic Safety Information Systems Strategic Plan: 2012-2015*, the TRCC approved a new project for FFY 2015 that will integrate *New York State Trauma Registry Data (NYSTR)* in CODES. This project will provide the traffic safety community more information on the true impact of motor vehicle-related injuries in NYS.

In spring 2014, with FFY 2014 Section 405c funding, ITSMR implemented the project *Development of Crash Database for Public Use Via the Internet*. This project is designed to create a data repository that will integrate AIS crash data and the corresponding SIMS/ALIS location data for those crashes. It will also include other NYS-related data such as population, vehicle miles traveled, number of licensed drivers and number of vehicle registrations. In addition, it is being designed such that other types of data can easily be incorporated into the repository in future years, for example, ticket data.

## **Research and Evaluation**

Research and evaluation continue to be vital components of the highway safety planning process. During FFY 2014, research continued to support the development, implementation and evaluation of new initiatives in conjunction with the state's 402 grant program. In addition, analytical support has been provided to traffic safety agencies and organizations at all jurisdictional levels, including the collection, analysis and reporting of data. Initiatives to provide training and technical assistance in the

use of the state's traffic records systems were also supported. ITSMR provides research and evaluation support to DMV and the GTSC and its partners. ITSMR's services include the following:

- The design and conduct of research and evaluation studies for DMV and the GTSC, including studies mandated by the State Legislature
- Responses to all data requests in accordance with policies and procedures established by DMV and the GTSC. The data provided in response to such requests meet a myriad of needs, from supporting internal planning efforts to providing data to the media on various highway safety issues. ITSMR also responds to *ad hoc* requests for highway safety data and provides information that combines data from various records systems, including ticket, crash and driver history data.
- Provision of critical data services and analytical support that enable the GTSC to fulfill the requirements for receipt of federal highway safety funds under the 402 Highway Safety Program
- Assistance in implementing a performance-based planning process, a requirement of the 402 Highway Safety Program since the mid-1990s
- Data analyses and preparation of documentation demonstrating New York's compliance with grant award criteria
- Preparation of New York's applications for federal incentive grants in impaired driving, child passenger safety, occupant restraints and traffic records
- Documentation and evaluation of each of these programs and preparation of all mandated quarterly and annual reports in accordance with NHTSA requirements

# PROGRAM MANAGEMENT

The Governor's Traffic Safety Committee (GTSC) is responsible for the coordination and implementation of New York State's comprehensive highway safety program, including the administration of the National Highway Traffic Safety Administration (NHTSA) 402 program. In FFY 2014, New York was also successful in qualifying for Section 405 National Priority Safety Program funds in Occupant Protection (405b), Traffic Records (405c), Impaired Driving (405d) and Motorcycle Safety (405f). Within this framework, the GTSC works with its partners and networks to identify highway safety problems in New York State and collectively develop strategies and programs to address these areas of concern.

## ASSESSMENT OF PROGRESS

### Program Management Targets for FFY 2014

- ❖ Strengthen the GTSC's role in setting goals and priorities for the state's highway safety program
- ❖ Identify highway safety problems and solutions to reduce fatalities and injuries on New York State's roadways
- ❖ Continue to expand technology as a means to disseminate traffic safety information, including online grant applications and using the internet to disseminate safety information through multi-media channels
- ❖ Provide direction, guidance and assistance to support the efforts of public and private partners to improve highway safety
- ❖ Develop and maintain policies and procedures that provide for the effective, efficient and economical operation of the highway safety program
- ❖ Coordinate and provide training opportunities and programs for New York State's traffic safety professionals
- ❖ Support the use of performance measures as an evaluation tool in the state's highway safety program
- ❖ Improve the timeliness of grant approvals and the allocation and liquidation of funding

### Status of Performance Measures

The GTSC was successful in meeting the targets related to the management of the state's 402 and incentive grant programs presented in the FFY 2014 Highway Safety Strategic Plan (HSSP). The first group of targets related to identifying traffic safety problems and setting goals and priorities, providing guidance in improving traffic safety, and developing and maintaining policies regarding the operation of the highway safety program. These targets were collectively met through the GTSC's continued implementation of a performance-based planning approach for the statewide traffic safety program.

In order to make efficient and effective use of the limited resources available to address the state's traffic safety priorities, the GTSC continued to promote enhanced communication and coordination among GTSC agencies resulting in many important initiatives. For example, GTSC agencies are moving

ahead with the “Data Integration Project” with a long range goal of creating one integrated, modern, cost- efficient, accessible repository of crash-related data for all New York State agencies and traffic safety partners to meet operating needs, improve safety and reduce fatal and serious injury crashes in New York State.

The GTSC also continues to expand the use of technology to disseminate information and enhance communication to improve highway safety. In addition to posting call letters for grant proposals electronically and communicating with grantees electronically via the e-grant system, GTSC has funded a grant to transform the current Drug Recognition Expert (DRE) evaluation log from a paper system to an electronic query ready database using tablet computers.

The GTSC website [www.safeny.ny.gov](http://www.safeny.ny.gov) was used to disseminate information on traffic safety topics and programs, statistical reports and grant management materials. Multi-media content includes audio and video of recent campaigns. An events calendar for the child passenger safety program, police training programs and special details, and general traffic safety activities is also maintained on the website.

The GTSC continued to provide support, guidance and direction to grantees via county crash and ticket data packs along with statewide summaries contained on the GTSC website. In addition, GTSC staff members collaborate with the STOP-DWI Association and the Association of Traffic Safety Boards to develop timely and informative traffic safety workshops at the annual symposium.

The GTSC also met its goal to expand training opportunities for traffic safety professionals in New York by supporting the expansion of various training programs to cover new topics and address the needs of new audiences. The initiatives implemented in FFY 2014 included training on the Data Driven Approaches to Crime and Traffic Safety (DDACTS) policing strategy and training sessions on DWI laws and other topics for prosecutors, judges, and law enforcement officers. In addition, the GTSC continued to provide Drug Recognition Expert (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training to law enforcement officers. GTSC staff also continued to partner with the State Police and local agencies to deliver the Practical Guidelines for Motorcycle Enforcement training, Pedestrian Safety training and Commercial Motor Vehicle training for police officers in FFY 2014.



The integration of evaluation into the statewide highway safety program has been an ongoing process. The GTSC’s partnership with the Institute for Traffic Safety Management and Research (ITSMR) ensures rigorous evaluations of major programs, thus providing for the effective and economical operation of the program. The GTSC continues to include performance measures in the HSSP for use in assessing progress toward the goals and objectives established for the statewide program. There has also been steady improvement in the incorporation of performance measures and evaluation components into the applications submitted by local grantees. The use of performance measures by local grantees has been further encouraged by the GTSC’s reliance on quantifiable criteria in awarding grants.

In FFY 2014, eGrants was used for all aspects of the grants management process. A total of 589 grant applications for FFY 2014 were received and reviewed electronically. Of those proposals submitted, 531 were approved. The GTSC completed the review of the FFY 2015 proposals by mid-October.

## PROGRAM MANAGEMENT PROJECTS AND ACTIVITIES FUNDED IN FFY 2014

### New York's Highway Safety Strategic Plan

#### New York State Highway Safety Strategic Plan (HSSP)

The GTSC prepared and submitted New York State's Highway Safety Strategic Plan (HSSP) for FFY 2014. In conjunction with the development of the HSSP, the GTSC members met at the Empire State Plaza Concourse in Albany in the fall of 2013. Each agency highlighted their priorities and activities related to traffic safety and discussed trends that should be of concern to the committee. In addition, GTSC staff met with the Association of Traffic Safety Boards to gather important data and input from the local level.

### Training Opportunities

#### Professional Development

The GTSC recognizes the value of professional development and supports participation by its staff and highway safety partners in relevant training and educational opportunities to increase their knowledge and awareness of traffic safety issues and to acquire new or improved skills. In FFY 2014, the GTSC played an important role in the planning and delivery of several training and educational programs and supported the participation of staff and its highway safety partners in these and other professional development opportunities. Although restrictions on out-of-state travel prevented the GTSC staff from participating in some conferences and training opportunities, the GTSC was involved in planning several programs and events and provided support for partners to attend. The GTSC's training activities in the past year included the following:

- Held the annual Governor's Traffic Safety Committee agency meeting
- Co-sponsored the annual New York State Highway Safety Symposium
- Participated in planning the Regional Child Passenger Safety Training and Technical Conference held in Pennsylvania
- Supported and participated in the delivery of training programs for certified child safety seat technicians, including sponsorship of child safety seat clinics
- Supported Leandra's Law training sessions statewide
- Participated in the Motorcycle Core Group formed to address issues identified in the NHTSA Assessment
- Supported Motorcycle, Pedestrian and Commercial Motor Vehicle enforcement training sessions
- Attended the New York Association for Pupil Transportation annual conference
- Participated in the International Auto Show and World Traffic Safety Symposium presented by the Greater New York Automobile Dealers Association
- Supported the New York Prosecutors Training Institute's training programs related to various impaired driving issues

- Provided support for partners to attend the annual Traffic Records Forum sponsored by the Association of Transportation Safety Information Professionals (ATSIP)
- Coordinated the DRE, SFST, ARIDE and DITEP training programs held throughout New York State
- Attended and assisted at the New York State Sheriffs' Association Winter Training Conference
- Attended and assisted at the New York State Association of Chiefs of Police Summer Training Conference
- Supported the New York State Truck Safety and Educational Symposium and Safety Exhibition
- Participated in various Governors Highway Safety Association (GHSA) webinars relating to Program Management topics
- Participated in planning the GHSA's Annual Meeting
- Participated in the New York State Association of Traffic Safety Boards and STOP-DWI Association meetings
- Conducted local outreach and training in several counties
- Participated in NHTSA program training
- Hosted and attended NHTSA's Highway Safety Program Management Class

## Planning and Administration

To meet New York State's responsibilities for coordinating and managing the 402 highway safety program, the GTSC continued to encourage and support the development of local funding proposals, conduct public information and education programs and increase access to data for problem identification and evaluation purposes. Fiscal management continued to be the focus of much of the GTSC's planning and administrative activities. The GTSC staff manages the federal letter of credit, including the accounting, vouchering, contracting, claiming, evaluating and reporting tasks required by the federal highway safety program. In addition to the 402 program, the GTSC manages and provides administrative support for 403 project activities and STOP-DWI, as well as the Section 405 incentive grant programs.

The GTSC has continued to use a personal approach in administering the highway safety program. GTSC staff members are available and serve as resources in assisting local agencies in program development. A total of 145 formal grant program monitoring visits by GTSC Program Representatives were conducted in FFY 2014 and an additional 1,504 informal telephone monitorings were completed. The Law Enforcement Liaisons (LELs) often accompany the Program Representatives on formal monitoring visits to police agencies. Program Representatives and LELs remain in contact with grantees through phone and email. In addition, the GTSC program staff and LELs participate in local traffic safety board meetings, advisory meetings, community recognition programs and safety events from bicycle rodeos to service award ceremonies.

The GTSC has continued to implement procedures to streamline the grant application, approval and monitoring processes, while accommodating all of the federal and state requirements. Some of the other specific accomplishments associated with the management of the 402 program in FFY 2014 are listed below:

- A Federal Cost Summary allocating \$56,786,888.79 for various NHTSA highway safety programs was implemented.
- New York State applied for and received the following incentive fund awards:
  - Section 405b Occupant Protection - \$3,248,641.30
  - Section 405c Traffic Records - \$2,850,899.22
  - Section 405d Impaired Driving - \$7,657,437.48
  - Section 405f Motorcycle Programs - \$241,567.37
- A total of 589 applications for FFY 2014 funding were reviewed; 531 grant applications were approved.
- A total of 1,132 vouchers were processed.
- New York closed out FFY 2013 in December 2013 and expended \$23,877,611.
- As of November 25, 2014, the ratio of unliquidated funds was 1.3 years for all funds.
- The GTSC submitted its FFY 2014 report into the Federal Funding Accountability and Transparency Act data system. The applicant information, funding level and project description was entered for 100 grant projects that received awards greater than \$25,000.
- New York State continues to fulfill the Governor's promise to reform the State's grant contracting process for non-profits. In FFY 2014, the State of New York posted available grant opportunities for Not-For-Profit organizations to qualify for upcoming grants in the Grants Gateway Portal. The Grants Gateway is still being constructed. GTSC will phase out the current eGrants system when the Grants Gateway is completed.
- The Grants Gateway, launched on May 15, 2013, is an online system that will allow grantees to browse anticipated and available grant opportunities and submit frequently requested documents in a vendor Data Vault. In the future, the Grants Gateway will be expanded to accommodate the full lifecycle of a grant, including:
  - Online application development, submission and award
  - Online contract development and execution
  - Online financial claiming and program reporting
- Prequalification is a statewide process designed to facilitate prompt contracting. Vendors are asked to submit commonly requested documents and answer frequently asked questions only once. Vendors submit their responses online in the Grants Gateway, and all information is stored in a virtual, secured vault. The information and documents stored in the electronic "vault" will be able to be used by all state agencies reviewing grants.

### eGrants

The GTSC has been using the eGrants online grant management system since FFY 2009. In FFY 2014, GTSC continued to use eGrants for program management and fiscal processing. GTSC has been working closely with the Division of Budget and the Grants Gateway team to ensure a smooth transition to the Grants Gateway once it is completed. The intent of the new system is to allow for one common portal that grantees can enter and apply for grant opportunities. In addition, the new gateway will feed the state's new voucher payment system – the Statewide Financial System (SFS).

## Plan for Public Information & Education

### Statewide Public Information & Education

The GTSC coordinates statewide public information and education campaigns to educate the public on new and continuing traffic safety issues and raise awareness of the responsibilities of all highway users to ensure their own safety and the safety of others on the roadway. In FFY 2014, the DMV and the GTSC continued the implementation of successful public information and education campaigns across a variety of media platforms emphasizing messages related to impaired driving, distracted driving, occupant restraint, speed and the need to safely share the road with a variety of users. Several media outlets and partners were involved in the production of these messages which were made available on television, radio, billboards and the [www.safeny.ny.gov](http://www.safeny.ny.gov) website. Printed materials were also prepared and distributed to support the campaigns. The ongoing partnership with the Cable Telecommunications Association continued to provide GTSC with access to an additional market for the dissemination of safety messaging. Ads were run on cable channels targeting the 18-34 male demographic; social media including web “pushdowns” and “sliders” were also utilized.

#### Billboards

In FFY 2014, the GTSC continued to use billboards to deliver public education and educational campaign messages. A total of 500 static billboards were posted throughout New York State; 245 featured the “Smart phone. Dumb choice” message and the remaining 255 emphasizing the dangers of Impaired driving by featuring the “Mug + Shot = Mugshot”



message. Pedestrian safety messages were also displayed during the Central Avenue Corridor initiative. These campaign messages were also broadcast utilizing digital billboards in areas of the state featuring this technology. More than 600,000 digital impressions were made during the grant year.

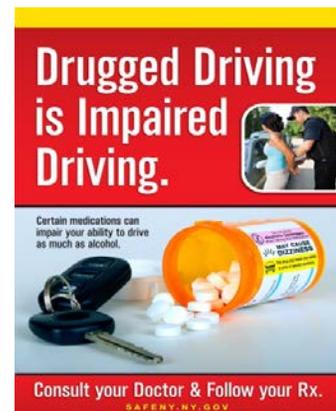
#### Television and Radio

Through the GTSC’s ongoing partnership with the New York State Broadcasters’ Association (NYSBA), non-commercial sustaining announcements (NCSAs) continued to be used to disseminate key traffic safety messages. The key campaigns implemented in FFY 2014 are listed below; the areas of the state covered by the campaign, the dates of the campaign and the number of radio and television spots that were aired are included.

The following messages were aired on a rotating basis on both television and radio broadcasts:

- Drugged Driving is Impaired Driving
- It’s Your Community. It’s Your Call
- Drinking and Driving Shatters Lives
- Watch for Motorcycles

The dates of broadcast on 27 downstate radio stations were January to September for a total of 36 weeks, with a total of 5,218 airings; on average, 154 spots aired per week. The spots were also broadcast on 165 upstate



radio stations from January through September for a total of 8,511 airings. The spots aired from 5am through midnight; on average, 1,109 spots aired per week.

The television spots aired on Upstate stations from January through September, with a total of 8,511 airings; on average, 237 spots aired per week.

In addition to the campaign materials airing on broadcast television, GTSC also contracted with the Cable Telecommunications Association of NY (CTANY) in FFY 2014 to target messaging to specific populations in the state. The placements primarily targeted males ages 18-34 with impaired driving messaging and the general population with “Watch for Motorcycles” messaging. The multi-media statewide campaign delivered over 10 million online impressions and approximately 52,000 TV spots. For each campaign phase, the CTANY included 15% to 20% bonus spots and digital added value programs in all major markets, including New York City and Long Island, providing GTSC a presence on local cable TV sponsorships of traffic and weather, Spanish language TV spots in New York City and other downstate markets, and web mail takeovers and web dominance in Time Warner markets.

### GTSC Web Site

The GTSC continued to use its [www.safeny.ny.gov](http://www.safeny.ny.gov) website to disseminate traffic safety information to the general public, provide grant-related materials and forms, and serve as a portal for its online grant application and management system eGrants. The annual call for grant proposals is posted online, as are the annual Highway Safety Strategic Plan and the Annual Report. The statistical summaries that are prepared by ITSMR and the statewide crash data summaries are also available on the website. During FFY 2014, the GTSC website hosted 1,716,712 page views. New analytics on the server now hosting the GTSC website provides page view figures rather than total hits. Previous years’ counts are not comparable.

In FFY 2014, the GTSC also continued to enhance the Younger Driver Toolkit which offers resources for schools and educators throughout the state. The toolkit is available on the GTSC website [www.safeny.ny.gov](http://www.safeny.ny.gov) and features resources and program ideas on impaired driving, distracted driving, seat belt use and other traffic safety topics. Information for teens and parents on the Graduated Driver’s License and other topics specifically related to young drivers is also provided. The GTSC website features a Law Enforcement Partners Page that is used to communicate information about crackdowns, training, new laws and traffic safety promotions to the state’s police community.

The GTSC home page features a rotation of traffic safety topics. Four large images rotate though the cycle, with a tag line and link to more information. These topics often tie in with the promotional materials developed for television, radio and billboards.

In 2014, the GTSC shared the STOP DWI Foundation’s DWI messaging. A banner image was prepared for each of the DWI Crackdowns and GTSC was able to add that image to its homepage rotation. GTSC is also using its website to disseminate the link for the STOP DWI Foundation’s “Have a Plan” mobile app that provides information to help young drivers avoid drinking and driving.

## Highway Safety Presentations and Workshops

### Annual NYS Highway Safety Symposium

Each year, the GTSC joins the NYS STOP-DWI Association and the NYS Association of Traffic Safety Boards in sponsoring the NYS Highway Safety Symposium. With funding from the GTSC, ITSMR is responsible for coordinating and providing administrative support for the annual meeting. The GTSC provides support for several staff members and grantees to attend the statewide symposium which includes training and information-sharing sessions on a wide range of traffic safety topics and typically draws an audience of 300-350 attendees. The FFY 2014 symposium was held in October 2013 in Syracuse.



### Driver Behavior and Attitudinal Surveys

The annual driver behavior and attitudinal survey was conducted by the Institute for Traffic Safety Management and Research in May and June 2014. Since 2010, questionnaires have been distributed to customers at five DMV offices in the state. The traffic safety topics covered in the survey are seat belt use, speeding, impaired driving and cell phone use and texting. ITSMR staff compiled and conducted analyses of the data including trend analyses and analyses of responses by gender and age. The results are presented in the FFY 2014 Annual Report under the relevant subject areas.