





**Connecticut Highway Safety**

# ANNUAL REPORT

**Federal Fiscal Year 2008**

Prepared by

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# INTRODUCTION

The Connecticut Department of Transportation's (Department) mission is to provide a safe, efficient, and cost-effective transportation system that meets the mobility needs of its users. The Department is committed to saving lives and preventing injuries by reducing the number and severity of traffic crashes that occur on Connecticut's roadways. This Annual Report contains information on initiatives, projects, and financial expenditures of Connecticut's Highway Safety Program for Federal Fiscal Year 2008. The highlights of this reporting period reflect a reduction in the number of both injuries and crashes, and an increase in occupant restraint usage.

Fatal crashes in Connecticut decreased by 5.0 percent between 2002 and 2006 (298 vs. 283). The greatest number of fatal crashes occurred on State highways (190), followed by local roads (79). Drivers aged 16 to 20 were involved in more fatal crashes than drivers in any other age group, followed by those between the ages of 25 to 34. In the 283 fatal crashes that occurred in 2006, 92 drivers were reported as speeding or operating too fast for conditions; and 59 drivers were reported as driving under the influence of alcohol or other drugs. In the 2002 to 2006 period, the percentage of Connecticut fatalities that were speeding-related were generally above the nationwide percentages and have fluctuated relative to the percentages for the New England Region. In 2006, 31 percent of the state's motor vehicle fatalities occurred in speeding-related crashes.

Fatalities in Connecticut decreased 7.4 percent over the 5-year period from 2002 to 2006 (325 vs. 301), compared to a decrease of 5.8 percent in the Region and an increase of 2.5 percent nationwide. In Connecticut, all 3 measures of the fatality rates—vehicle miles traveled (VMT), population, and licensed drivers—were considerably lower than the national rates each year. Driver fatalities in Connecticut fluctuated but increased 9.8 percent between 2002 and 2006 (194 vs. 213), compared to a decrease of 5.8 percent in the Region and a slight decrease of 0.8 percent nationally. For the same 5-year period, fatalities were highest among persons ages 25 to 34 (17.8 percent). Alcohol-related fatal crashes in Connecticut fluctuated between 123 and 124 over the 5-year study period and alcohol-related fatalities decreased by 3 percent (135 vs. 131). In 2006, nearly 50 percent of alcohol-related fatal crashes occurred June through September, with April having the highest single month total with 15.3 percent. Drinking driver fatalities were most likely to have occurred on Saturdays and Sundays (these are likely in the overnight periods of Friday into Saturday and Saturday into Sunday). Friday, Saturday and Sunday account for approximately 61.9 percent of all impaired driving related fatalities.

In 2006, Connecticut recorded blood alcohol concentration (BAC) test results for 86 percent of fatally injured drivers and 28.5 percent of surviving drivers involved in fatal crashes, with rates being slightly higher than the national figures of 69 percent and 25 percent respectively. Of the fatally injured drivers in Connecticut, 39 percent had a BAC of .08 percent or higher, compared to 36 percent in the Region and 35 percent

nationwide. From 2002 to 2006, fatally injured Connecticut drivers in the 21 to 34 age group were the most likely to be intoxicated (42.5 percent).

Safety belt use in Connecticut increased from 78 percent in 2001 to 86 percent in 2007, exceeding the national seat belt usage rate every year except 2003. The proportion of fatally injured passenger vehicle occupants who were not restrained (55 percent) was below the national average (58.8 percent) in each year from 2002 to 2006. The use age rate for those who survived crashes ranged from a low of 28.7 percent for those 21 to 24 years of age to 60 percent of those under the age of 5.

Safety in highway construction or work zones is important to both motorists passing through and personnel working at these sites. Work-zone-related fatal and serious (A-injury) continued to decline. During the 2002 to 2006 period, the number of serious crashes fluctuated from a high of 20 in 2001 to a low of 14 in 2005; there were 18 in 2006.

In 2006, a total of 56 motorcycle operators and passengers were killed on Connecticut roadways, representing 17.6 percent of the state's total traffic fatalities (national rate 11.3 percent). Based on 85,271 registered motorcycles, the fatality rate per 10,000 registered vehicles was 6.2 (7.2 national). The fatality rate per 10,000 registered motorcyclists in the other New England states and in the U.S. as a whole decreased slightly from 2005 to 2006, while increasing in Connecticut. Approximately 71 percent of the motorcyclists killed were not wearing helmets, compared to approximately 44 percent of fatalities nationwide.

Motorcycle operator error was the single most contributing factor amongst single vehicle crashes. Riding to fast for conditions was most likely to be a factor among motorcycle operator fatalities in Connecticut (39 percent). In 2007, 33 percent of the fatally injured motorcycle operators had been drinking. Over the five-year period of 2002 to 2006, 45 percent of the fatally injured motorcycle operators in Connecticut had a BAC of .01 percent or more, compared to 43 percent in the New England Region and 40 percent nationally. There were 5,843 motorcyclists trained in 2006 in the Connecticut Rider Education Program.

Connecticut's Traffic Records Coordinating Committee (TRCC) continues to meet to improve the State's Traffic Records System. Using combined funding from safety belt performance and safety data improvement grants, TRCC continues to endorse five on-going projects. The focus on electronic crash reporting projects on timeliness, completion, consistency and accuracy; and EMS run reporting efforts on completeness, timeliness and consistency, position Connecticut's Traffic Records Program on track with third year requirements by the National Highway Traffic Safety Administration (NHTSA) for SAFETEA-LU Section 408 funding.



## 2006 Connecticut Motor Vehicle Crash Profile\*

Total Crashes	71,724	-9.9 percent
With Fatalities (FARS)	283	+8.0 percent
With Property Damage Only (FARS)	44,064	-11.6 percent
With Injuries (FARS)	27,367	-7.0 percent
Number of Fatalities	301	+8.3 percent
Drivers	213	+18.3percent
Passengers	47	-20.3 percent
Motorcyclists	56	+25.0percent
Other	41	+5.1 percent
Number of Injuries	38,955	-6.5 percent
Severe (A) injury	2,415	-2.0 percent
Moderate (B) injury	10,950	+4.9 percent
Minor (C) injury	25,590	-11.0 percent

\* Percent change 2006 vs. 2005; data on "fatal" crashes are from the NHTSA. FARS data on "injury" and "property damage only" crashes are from the Department's Collision Analysis System; "other" includes pedestrians, bicyclists, and other non-motorists.

Enforcement efforts, with their high degree of visibility, are presumed contributing factors for Connecticut's improved safety record. Many local police departments participate in mutual aid compacts to enhance enforcement efforts, including checkpoint and media activity. Focus areas include impaired driving, occupant restraint, child passenger safety, speeding, and red light running.

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



# CRASH DATA/TRENDS



## Crash Data / Trends

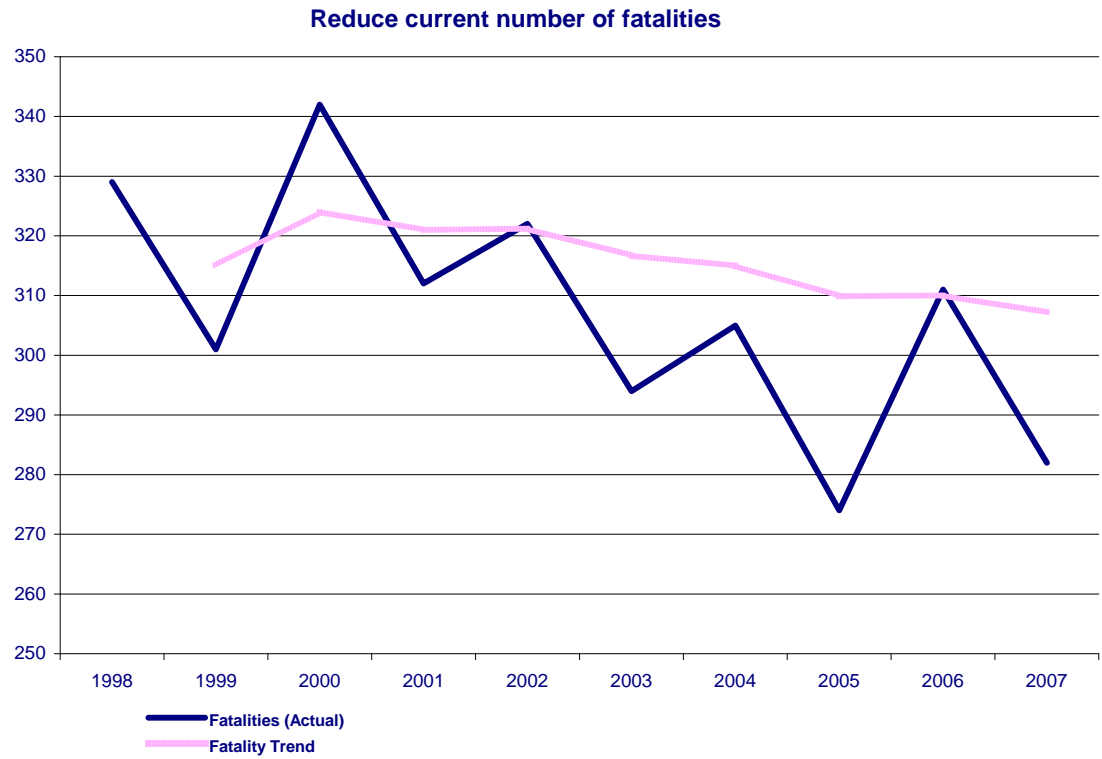
	Baseline Data 1998-1999					Progress Report Data 1999 - 2007				
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<b>Fatalities (Actual)</b>	329	301	342	312	322	294	305	274	311	282
<b>Fatality Trend</b>		315	324	321	321	317	315	310	310	307
<b>Fatality Rate /100 Million (VMT)</b>	1.1	1.0	1.1	1.0	1.0	0.9	1.0	0.9	1.0	0.9
<b>Fatality Rate Trend</b>		1.1	1.1	1.1	1.1	1.0	1.0	1.0	1.0	1.0
<b>Injuries (Actual)</b>	47,115	49,304	51,260	50,449	47,049	44,925	44,047	41,528	38,856	40,271
<b>Injury Trend</b>		48,210	49,226	49,532	49,035	48,350	47,736	46,960	46,059	45,480
<b>Fatal &amp; Serious Injury Rate/(100 Million VMT)</b>	15.4	14.1	14.0	12.7	10.6	9.6	9.5	9.1	8.6	8.9
<b>Fatal &amp; Serious Injury Rate Trend</b>		14.8	14.5	14.1	13.4	12.8	12.3	11.9	11.5	11.3
<b>Fatality Rate/100K Population</b>	10.1	9.2	10.0	9.1	9.3	8.4	8.7	7.8	8.9	8.1
<b>Fatality Rate Trend/100K Population</b>		9.6	9.8	9.6	9.5	9.3	9.3	9.1	9.1	9.0
<b>Fatal &amp; Serious Injury Rate/100K population</b>	138.0	128.8	126.8	113.8	95.9	86.8	85.2	82.2	77.6	81.2
<b>Fatal &amp; Serious Injury Rate Trend /100K population</b>		133.4	131.2	126.9	120.7	115.0	110.8	107.2	103.9	101.6
<b>Alcohol-Related Fatalities</b>	129	134	146	144	135	131	121	120	108	113
<b>Alcohol-Related Fatality Trend</b>		131.5	136.3	138.3	137.6	136.5	134.3	132.5	129.8	128.1
<b>Percentage of Alcohol-Related Fatalities</b>	39%	45%	43%	46%	42%	45%	40%	44%	35%	40%
<b>Percentage of Alcohol-Related Fatalities Trend</b>		42%	42%	43%	43%	43%	43%	43%	42%	42%
<b>Alcohol-Related Fatality Rate/100M VMT</b>	0.44	0.45	0.47	0.47	0.43	0.42	0.38	0.38	0.34	0.35
<b>Alcohol Fatality Rate Trend</b>		0.44	0.45	0.46	0.45	0.45	0.44	0.43	0.42	0.41
<b>Mean Blood Alcohol Concentration (BAC) in DUI Arrests</b>	0.168	0.167	0.168	0.169	0.165	0.164	0.162	0.165	0.162	0.162
<b>Mean BAC Trend</b>		0.168	0.168	0.168	0.167	0.167	0.166	0.166	0.166	0.165
<b>Speed Related Fatal Crashes</b>	27.1%	36.3%	34.6%	43.9%	46.3%	37.2%	32.6%	30.0%	29.7%	33.0%
<b>Speed Related Crash Trend</b>		32%	33%	35%	38%	38%	37%	36%	35%	35%
<b>Percent of Population Using Safety Belts</b>	70.1%	72.9%	76.3%	78.0%	78.0%	78.0%	82.9%	82%	83%	86%
<b>Safety Belt Use Trend</b>		71.5%	73.1%	74.3%	75.1%	75.6%	76.6%	77.3%	78.0%	78.7%
<b>MOTORCYCLE (MC) DATA</b>										
<b>Number of Injuries</b>	891	916	916	1052	983	931	1001	1081	1080	1417
<b>Injuries Per 10,000 Registrations</b>	174.6	174.6	155.1	166.9	149.4	133.9	129.6	133.9	126.7	159.0
<b>Motorcycle Injury Trend</b>		174.6	168.1	167.8	164.1	159.1	154.9	152.3	149.4	150.4
<b>Involved Fatalities</b>	41	38	50	46	47	29	58	43	53	56
<b>Fatalities Per 10,000 Registrations</b>	8.0	7.1	8.5	7.3	7.1	4.2	7.5	5.3	6.2	6.3
<b>Motorcycle Fatality Trend</b>		7.57	7.87	7.72	7.61	7.04	7.10	6.88	6.81	6.75
<b>Percentage of MC Operator Fatalities with BAC &gt; 0%</b>	44%	42%	54%	43%	44%	57%	60%	33%	28%	33%
<b>Fatality Injured Trend</b>		43%	46%	46%	45%	47%	49%	47%	45%	44%



## Performance Goals and Trends

Graph 1

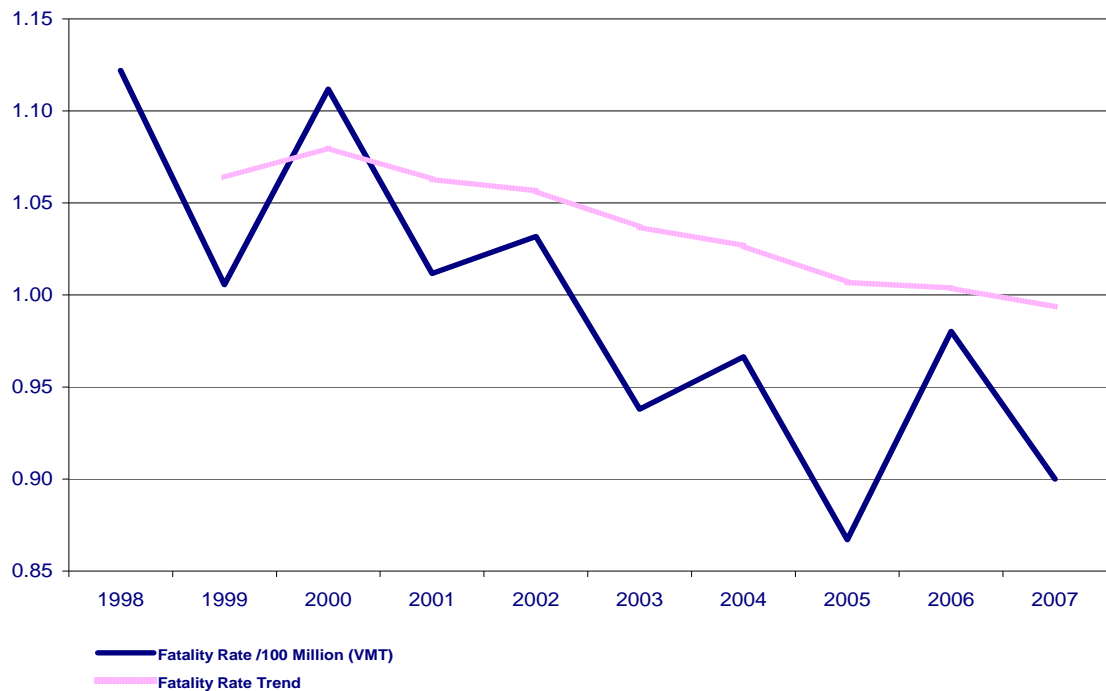
Fatalities, Goal:



Graph 2

Fatality Rate/100M VMT, Goal:

**Reduce the fatality rate/100M vmt**

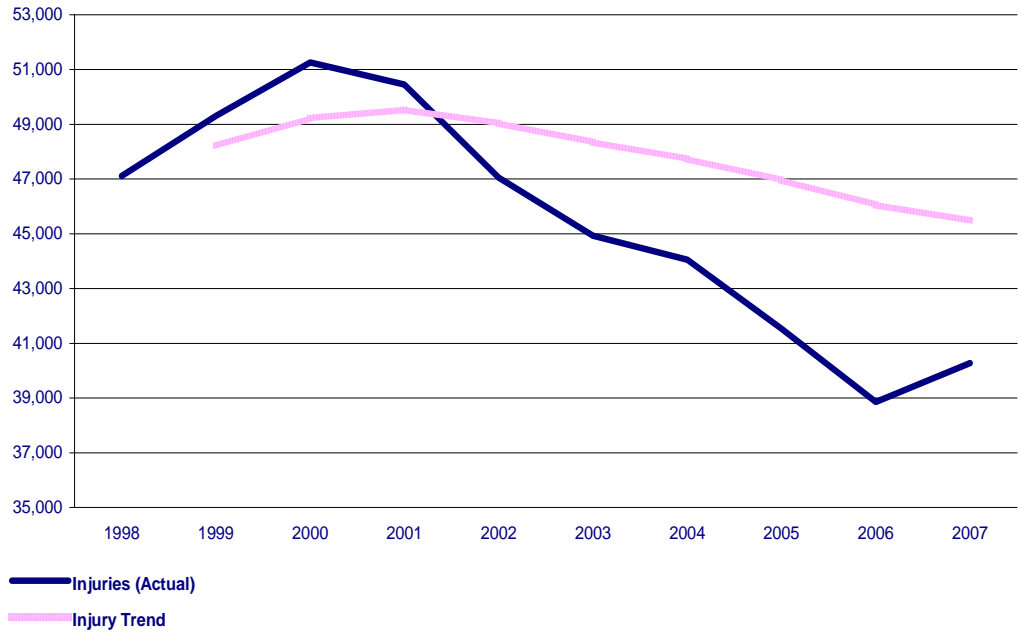


## Performance Goals and Trends

Graph 3

Injuries, Goal:

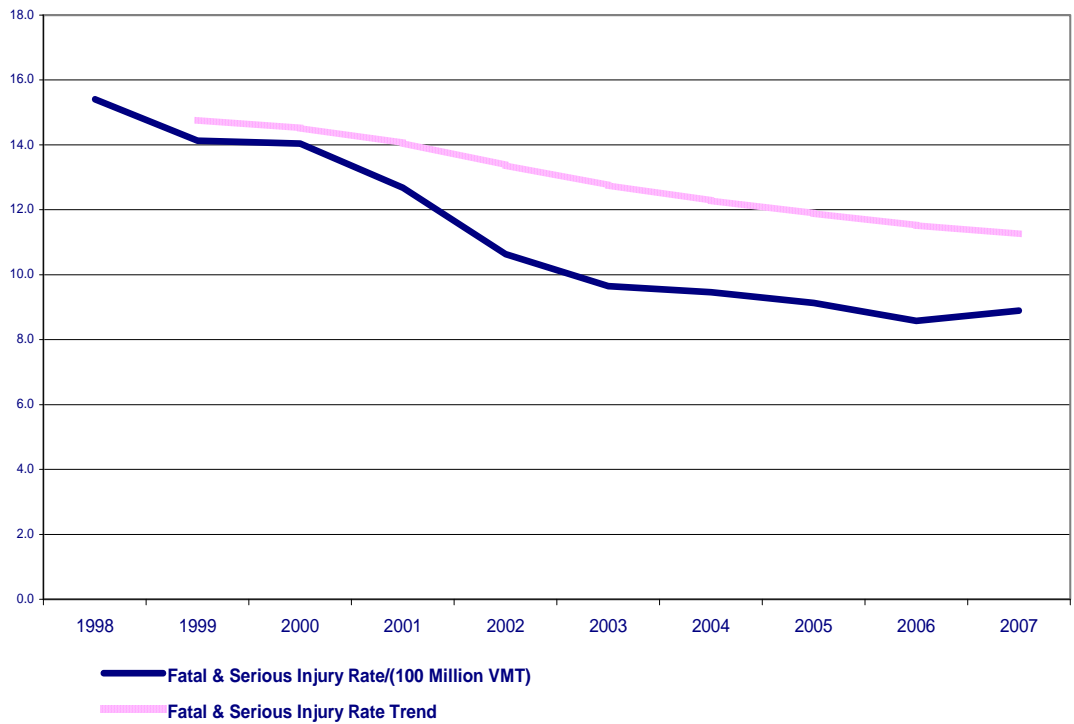
Maintain a reduction in the number of injuries



Graph 4

Fatal and Serious Injury Rate/100M VMT, Goal:

Maintain drop in fatal/serious injury rate

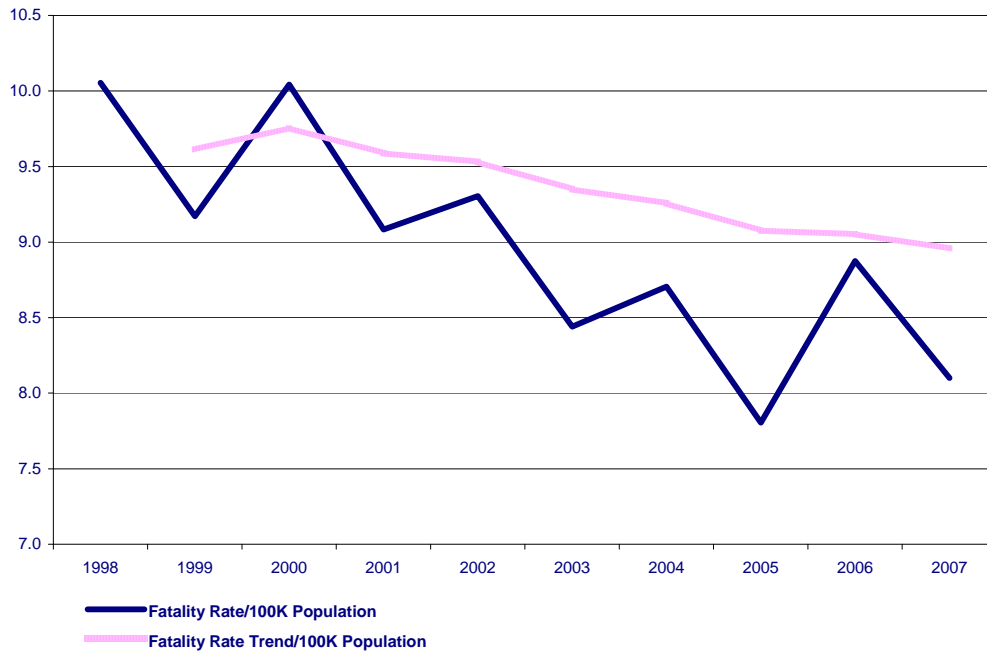


## Performance Goals and Trends

Graph 5

Fatality Rate/100K Population, Goal:

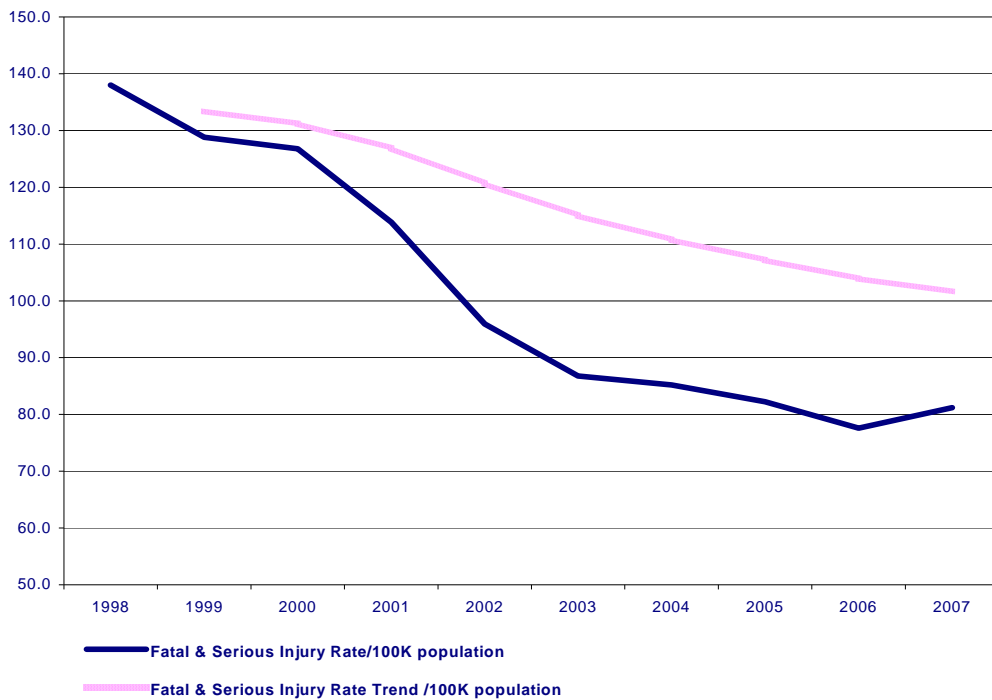
Maintain a reduction in the fatality rate



Graph 6

Fatal/Serious Injury Rate/100K Population, Goal:

Maintain drop in fatal/serious injury rate

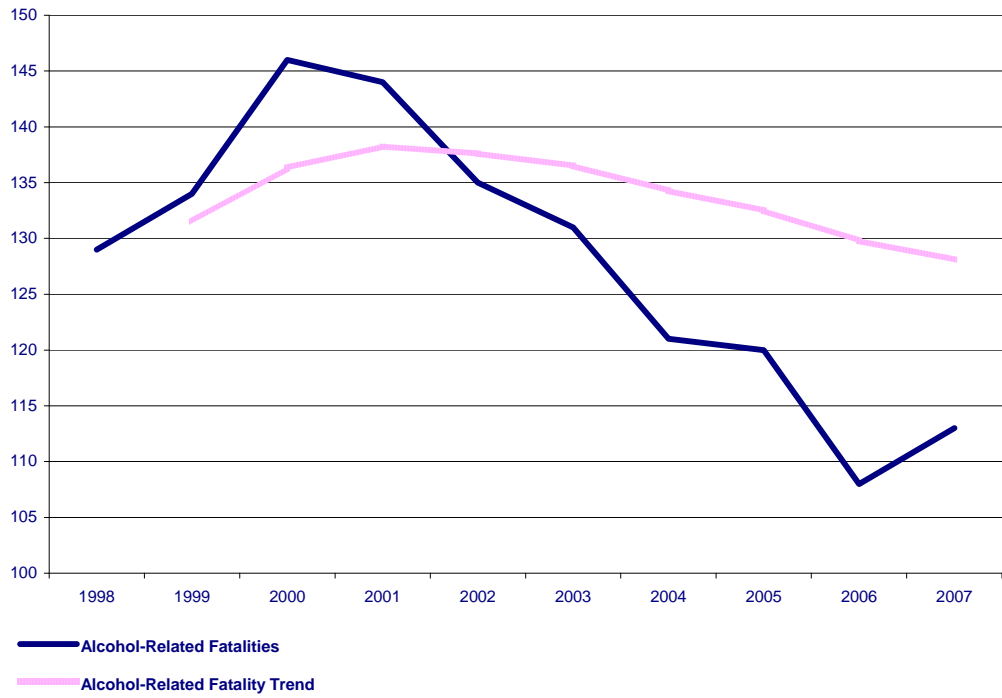


## Performance Goals and Trends

Graph 7

Alcohol Fatalities, Goal:

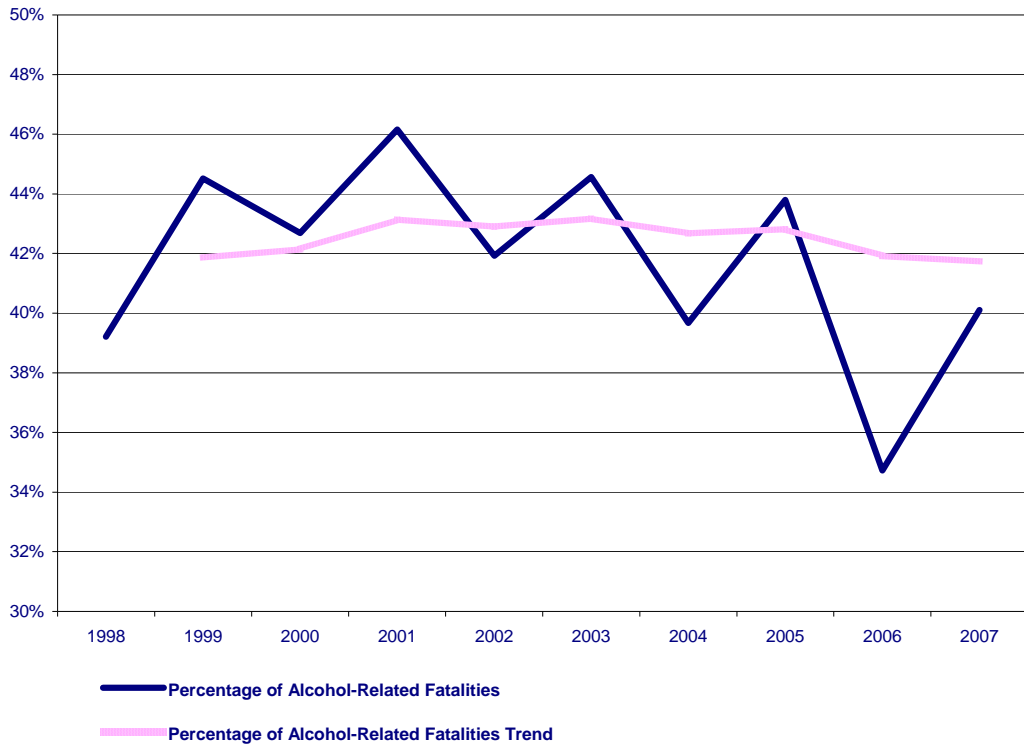
Maintain number of alcohol-related fatalities



Graph 8

Alcohol-Related Fatalities Percentage, Goal:

Reduce the percent of alcohol-related fatalities



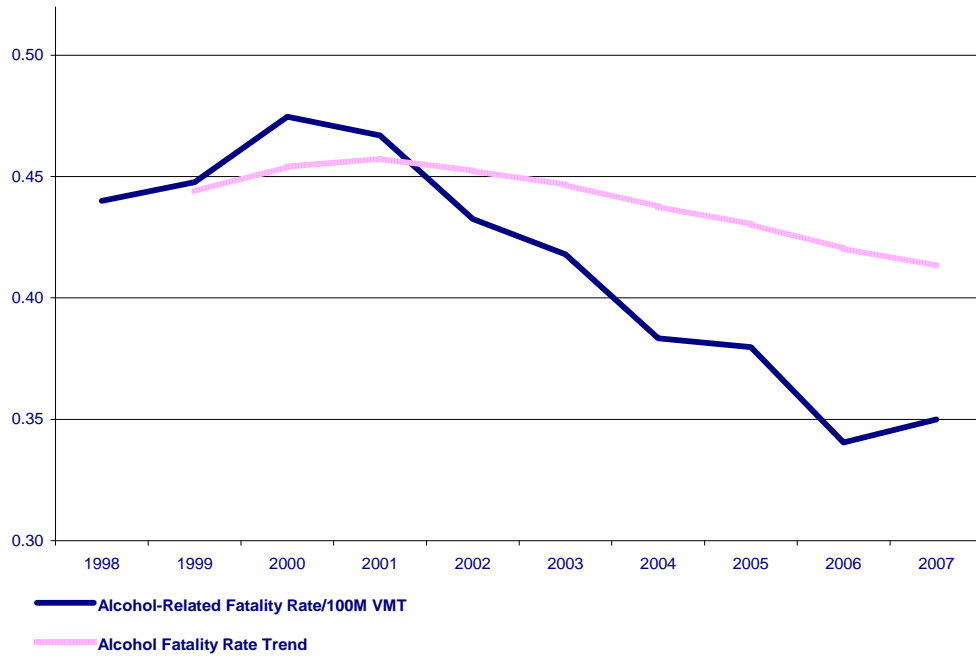


## Performance Goals and Trends

Graph 9

Alcohol Fatality Rate/100M VMT, Goal:

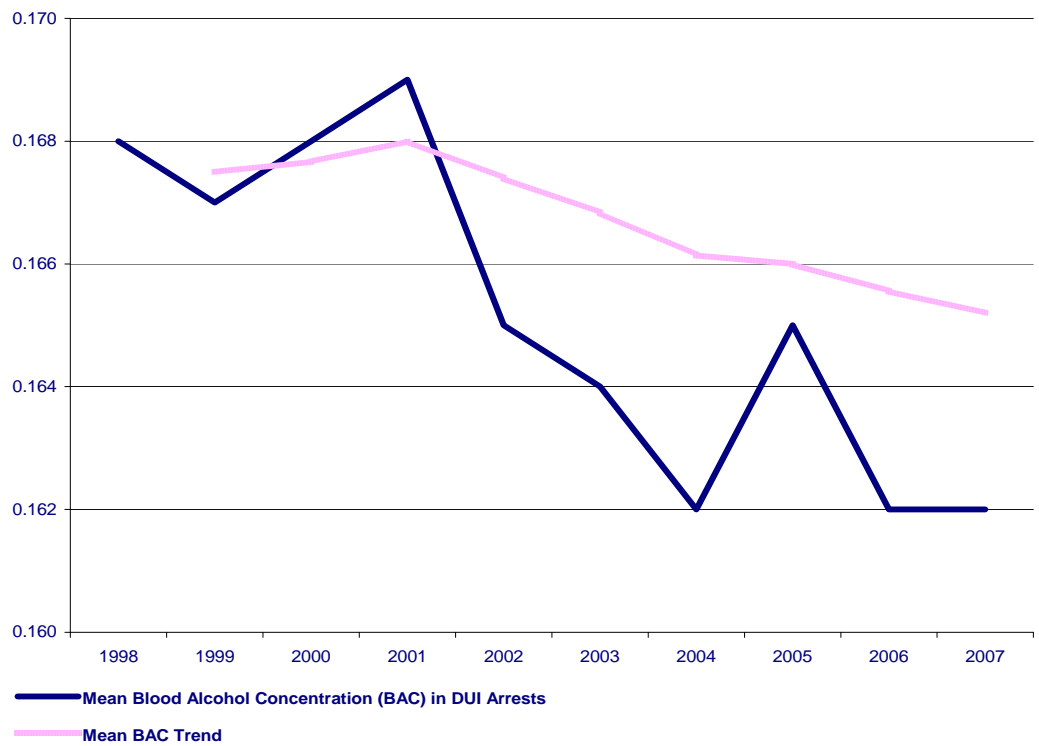
Maintain a reduction in alcohol-related fatalities



Graph 10

Mean BAC Arrests, GOAL:

Reduce mean BAC Arrests to .160%

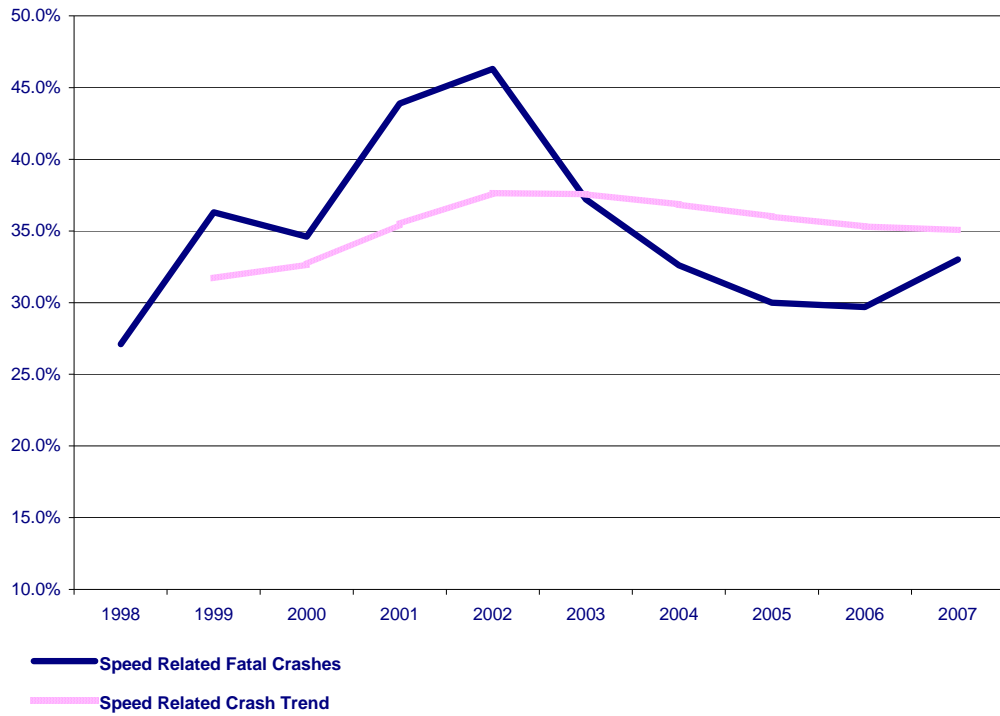


## Performance Goals and Trends

Graph 11

Speed Related Fatal Crashes, GOAL:

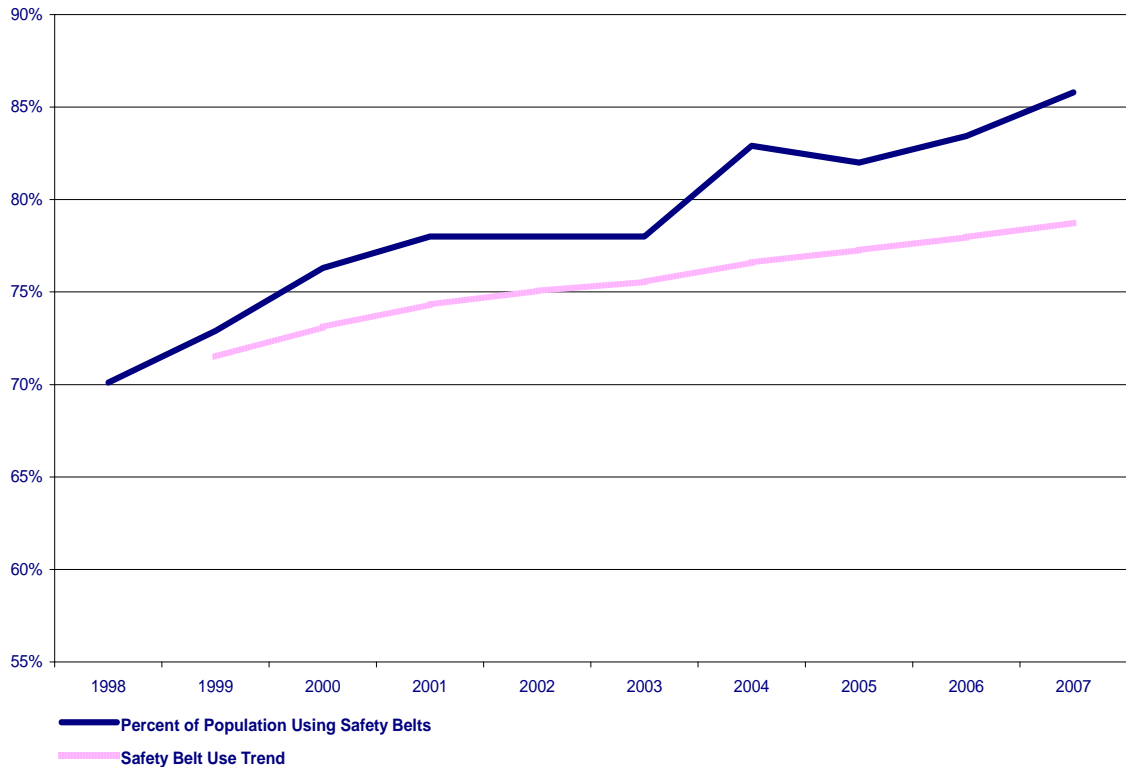
Reduce percent of speed related fatal crashes



Graph 12

Observed Safety Belt Use, Goal:

Increase observed safety belt use rate to 84%

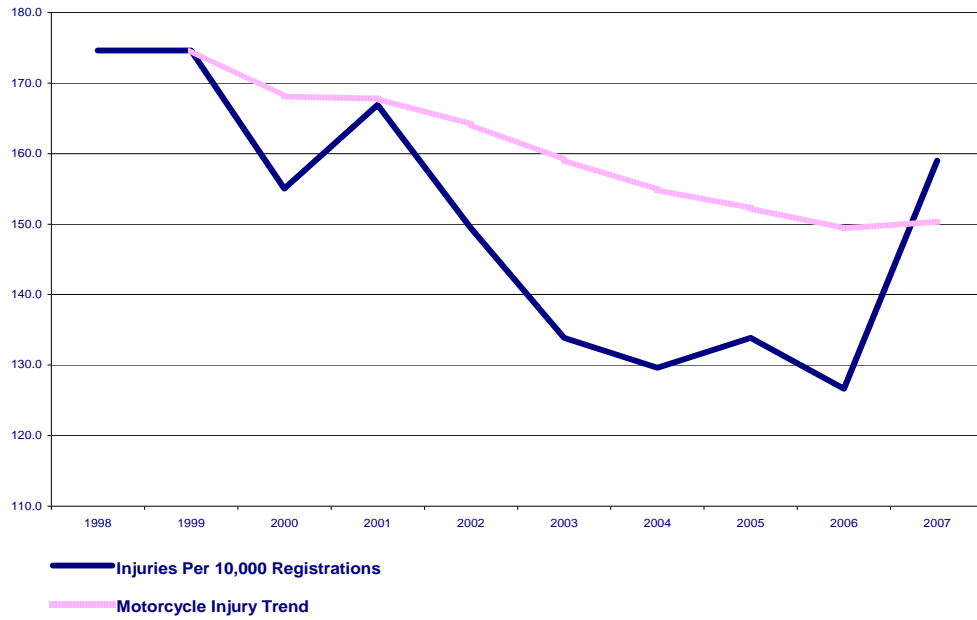


## Performance Goals and Trends

Graph 13

Motorcycle Injuries/10K Registrations, Goal:

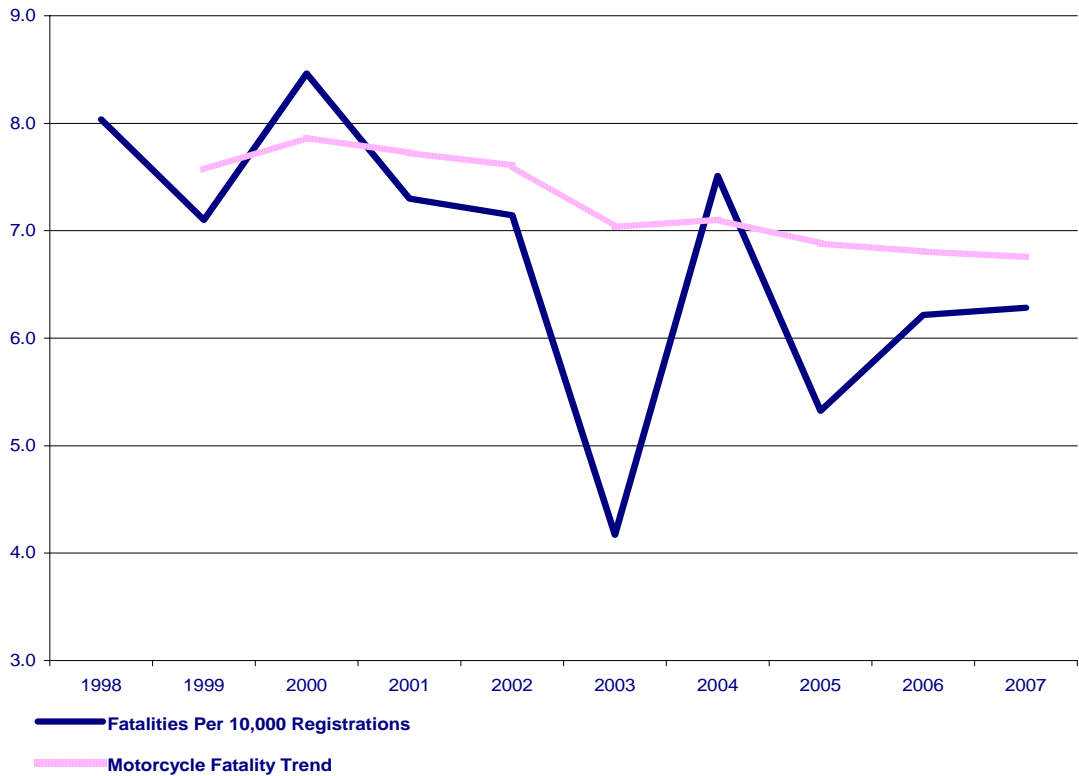
Maintain a reduction in motorcycle injuries below 120 / 10K Reg.



Graph 14

Motorcycle Fatalities/10K Reg., Goal:

Reduce the fatality rate to below 6.0 /10K Reg.

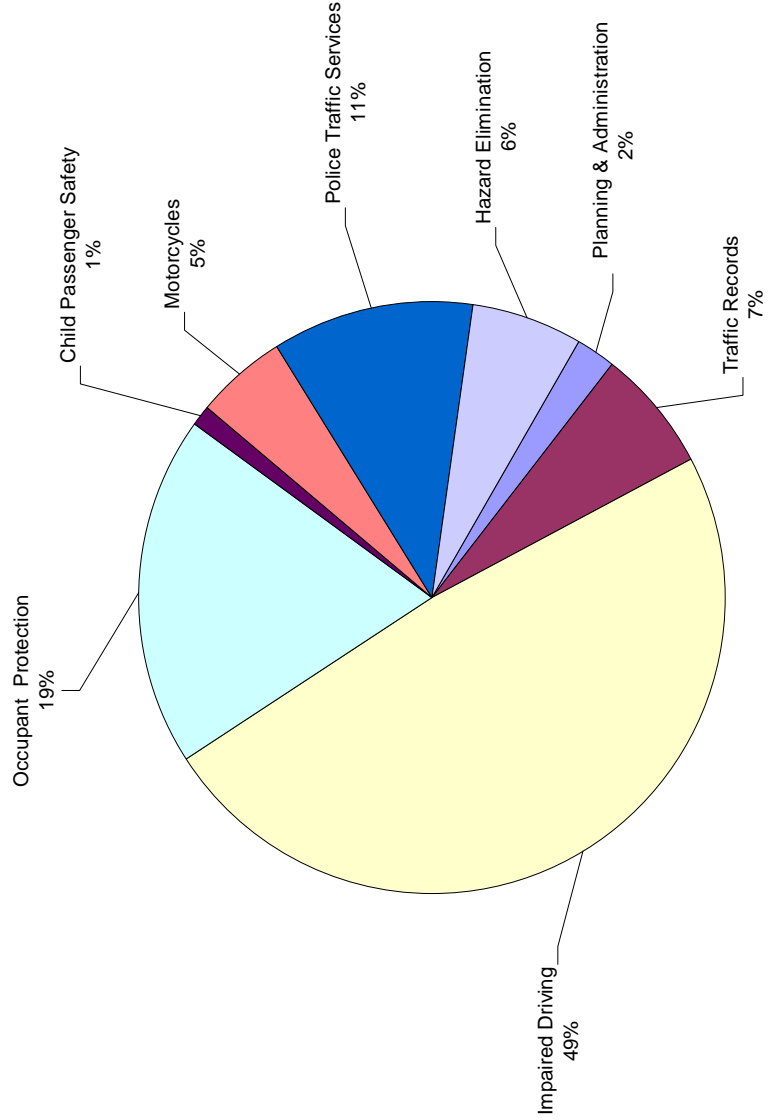


# FINANCIAL SUMMARY



# Financial Summary of Federal Expenditures

Financial Summary		402	405	406	408	410	411	154 AL	154PM	154 HE	157PT	164	2010	Total	% of Total
(Preliminary Data as of 12/09/08)															
Planning & Administration		\$182,600												\$182,600	2.3%
Traffic Records		\$83,820		\$164,700	\$267,500		\$1,580							\$517,600	6.5%
Impaired Driving		\$187,900		\$613,370		\$1,374,300		\$1,312,500	\$557,600			\$1,750		\$3,847,420	48.6%
Occupant Protection		\$354,250	\$1,173,820											\$1,528,070	19.3%
Child Passenger Safety		\$73,350												\$73,350	0.9%
Motorcycles		\$260,370		\$56,000									\$88,000	\$404,370	5.1%
Police Traffic Services		\$877,555									\$1,320			\$878,875	11.1%
Hazard Elimination										\$480,335				\$480,335	6.1%
<b>TOTAL</b>														<b>\$7,912,620</b>	<b>100.0%</b>





# PROGRAM AREAS



## ***Impaired Driving***

The general goal of Connecticut's Impaired Driving Program is to substantially reduce the number of alcohol-related crashes. Performance goals include reducing alcohol-related fatal crashes by 5 percent, reducing the mean BAC at the time of arrest to .160 percent, reducing the percentage of alcohol-related fatalities in the 21 to 39-year-old age group, reducing the percentage of alcohol-related fatalities in the under-21-year-old age group, and diminishing access to alcohol by teens through collaboration with prevention partners coupled with education and enforcement.



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

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

### Holiday DUI Project Activity

Local Law Enforcement - (76 municipalities reporting)

409 DUI arrests

3719 safety belt and other citations

5827 warnings

45 checkpoints

12,929 hours of enforcement

The Connecticut State Police conducted a 2008 "UCONN Spring Weekend Project" to reduce DUI incidences during the University's Spring Weekend. This project resulted in 6 DUI arrests, 11 possessions of alcohol by a minor, 1 possession of narcotics, 78 safety belt violations, and 237 other motor vehicle violations. The Town of North Branford implemented a project to combat underage drinking. Enforcement efforts made 70 arrests for violation of underage possession and procurement of alcohol. In 2005/2006 there were 67 arrests for underage alcohol possession. In addition, numerous arrests were made for possession of narcotics, and several liquor stores had their licenses suspended for selling to minors.

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

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

Youth initiatives included "zero tolerance" messages, as well as educational efforts such as the MADD Connecticut Youth Power Camp. Annual Power Camps helped young people learn the skills necessary to affect change in their communities. Youths learned ways to change attitudes that condone underage drinking and drug use by addressing public policy options, joining efforts with law enforcement, and broadcasting their message via the media. Alcohol incentive funds were used to support the 12<sup>th</sup> annual Youth Leadership Power Camp. There were approximately 175 participants comprised of students, adult leaders, staffers and management personnel representing 15 schools and community organizations. The number of participants is up by 57 percent from 2007, which demonstrates the increase in popularity of this outreach event.

The Department and the State Toxicology Laboratory have collaborated on evaluation of DUI data analysis and interpretation, with the results enhancing the testimony provided in support of DUI prosecutions in the State. Further, the collaboration has focused on expanding the scope of drugs that are routinely detected and reported by the Laboratory, again, supporting DUI prosecutions. This program specifically

addresses the use of prescription drugs, over-the-counter medications, and drugs of abuse/controlled substances that impair an automobile operator's abilities.

Working with the media, including television, radio, and print, provided an integral component to the State's impaired driving initiatives. In addition, the Department conducted a public information campaign encouraging motorists to drive responsibly during the Thanksgiving through New Years holiday season. The campaign employed both television and radio commercials, in which Governor M. Jodi Rell was featured as the spokesperson. Television reach for this campaign was



estimated to be 99 percent with a frequency of 22 times for the over 21 age group. There were 2093 paid television commercials and 2525 bonus no-charge commercials with 41,529,000 gross impressions in the over 21 age group. Media purchased included a combination of paid and bonus spots for TV, cable and radio. There were 2548 30-second radio commercials aired with an additional 3823 bonus no-charge commercials, and billboard and bus panel advertising. Gross impressions were 2,295,000. The commercials were concentrated during the a.m. and p.m. drive times and weekends. The campaign reach combining all mediums was 99 percent with the campaign frequency combining all mediums for the people over age 21.

The Labor Day Holiday period featured the national campaign "*Drunk Driving: Over the Limit. Under Arrest.*" Connecticut awarded 102 law enforcement agencies federal funds to conduct DUI initiatives throughout the State including saturation patrols and DUI checkpoints. Variable message boards carried the slogan to reinforce the campaign. During this mobilization there was no paid media.

During 2007/2008, approximately \$3,903,420 was spent to accomplish these activities.

## ***Police Traffic Services***

The general goal of Connecticut's Police Traffic Services Program is to significantly reduce the number of speed-related crashes. Performance goals include reducing the percentage of speed-related crashes by 5 percent by the end of 2008, and by 5 percent each year in 2009 and 2010. Moreover, the goal includes reducing the high level of crashes due to Connecticut's 4 predominant contributing factors (following too closely, failure to grant the right of way, speeding, and violation of traffic controls) from 64 percent to 55 percent by the end of 2008, with an emphasis on speeding.

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

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

The Naugatuck RTU was formed by the towns of Naugatuck, Middlebury, Watertown and Wolcott by forming a compact for the purpose of conducting regional traffic enforcement. These towns regionally conduct weekly speed enforcement deployments in each municipality and absorb the financial costs. The Naugatuck RTU also participates in the Comprehensive Alcohol grant on a regional basis. In 2008, additional municipalities joined existing compacts in the Metro regions.

A Law Enforcement Summit was held to discuss current highway safety priorities and to recognize the law enforcement community for their participation in the Department's Highway Safety Program. Over 300 law enforcement officers attended. Twenty-two law enforcement agencies participated in the Law Enforcement Challenge and were recognized for their outstanding enforcement efforts in the following categories: Best Overall Alcohol Enforcement Program, Best Overall Child Passenger Safety Program, Best Overall Occupant Protection Program, and Best overall Speed Awareness Program.





The towns of Andover and Bolton each continued to enforce a Hazardous Moving Violation Project on Connecticut Routes 6, 44, and 202. These routes were selected due to the high volume of traffic crashes. Through these separate projects, patrols were conducted during the day and evening using marked and unmarked vehicles. These projects resulted in a total 1,376 moving violation citations.

The Town of Stafford Springs operated a Speed Enforcement Project incorporating 925 hours of enforcement. Through this project, law enforcement personnel issued 1,200 citations for speeding.

The Town of Tolland conducted a Speed Enforcement Project along the commuter routes. Utilizing funds made available through this project, law enforcement officers issued a total of 205 citations on these routes and the adjoining local roadways.

As part of a comprehensive approach to combat speeding on local roadways that run in Newington, Wethersfield and Berlin, the three Police Departments initiated a Speed and Accident Reduction Project that combined education and enforcement to address crashes and injuries along the Berlin Turnpike. The education and enforcement involved interaction with motorists at traffic stops and issuing citations and warnings.

A combined State Police and local police Hazardous Moving Violations Project was initiated by the City of Hartford. During this 3-month project, State and local officers conducted 11 shifts of motor vehicle enforcement dedicated to detection and arrest of violators on State and local roadways in high crime areas. Law enforcement officers issued 562 infractions with 704 charges, 8 DUI arrests and 46 criminal arrests.



The State Police conducted a Comprehensive Safety and Speed Compliance Project. State Police personnel operated unmarked cruisers and other non-conventional patrol vehicles to target enforcement areas where speeding was a contributing factor in traffic crashes. The Department also supported 3 national Critical Analysis Reporting Environment (C.A.R.E.) holiday periods and various safety belt campaigns through this grant, which resulted in 4,452

violations for speeding, 40 for Reckless Driving and 2,112 for other violations.

Connecticut Route 6 in Andover is one of the most hazardous roadways in the State. It has been the location of many motor vehicle crashes which have resulted in numerous injuries, some of which have been fatal. The Town of Andover's law enforcement officers implemented a Hazardous Moving Violations Project which resulted in 561 motor vehicle citations and 240 other moving violations.

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The Town of Oxford conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 34, 42, 67 and 188. Utilizing the funds made available through this project, the law enforcement officer issued a total of 845 citations on these routes and the adjoining local roadways.

To address the growing number of “cruising” activities which frequently produce unregulated street racing, the Hartford Police Department continued “Operation Safe Streets,” targeting such traffic offenses as speeding, racing, DUI, seat belt and hazardous moving violations. Hartford Police utilized 1185 hours of enforcement and issued 655 infractions for a variety of moving violations.

The Town of Ellington conducted a Speed Enforcement Project along the commuter routes of Connecticut Routes 140, 286 and 74. Utilizing the funds made available through this project, the law enforcement officers issued a total of 249 citations on these routes and the adjoining local roadways.

The Towns of East Windsor, Windsor, Enfield and Manchester all members of the Metro Regional Traffic Unit, partnered for a speed initiative entitled Speed Limit Obedience Wave (S.L.O.W.). The task was to target speeding motorists. This initiative resulted in 116 motor vehicle summons, 1059 infractions, 173 warnings and 5 criminal arrests.

Marlborough State Troopers used 654 hours of enforcement to implement their Hazardous Moving Violations Project resulting in 350 citations.

During 2008, approximately \$700,000 was spent to accomplish these activities.



## ***Occupant Protection***

The general goal of Connecticut's Occupant Protection Program is to maintain safety belt use rates at a level that is consistently above the national average of 82 percent. Performance goals include reducing the percentage of serious (fatal + "A") injuries resulting from motor vehicle crashes from 8.4 percent in 2000 to 6.9 percent in 2006 and to 4.9 percent in 2008. Additional performance goals include reducing the percentage of moderate ("B") injuries resulting from motor vehicle crashes from 23.9 percent in 2000 to 22 percent in 2008.

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

The Department conducted the traffic enforcement WAVE Program. Each WAVE directed a concentrated enforcement effort designed to enforce Connecticut's seat belt laws. There were two "Click it or Ticket" Enforcement WAVE/Mobilization efforts held on May 12 and November 17, 2008. The majority of the WAVE survey activity takes place in May. The safety belt enforcement WAVE began with a pre-WAVE seat belt observation survey. The WAVE was conducted with 181 agencies participating. An 85.4 percent post-WAVE safety belt usage rate was achieved. Enforcement activity included a total of 12,482 safety belt citations, 2,225 speeding citations, 55 child safety seat citations, 181 DUI arrests, and 4,153 citations for miscellaneous violations.



The spring 2008 statewide scientific survey revealed an 88 percent safety belt usage rate. This represents a 1.9 percent increase over 2005. The survey determined statewide safety belt usage for drivers and front seat passengers in passenger vehicles only, during daytime hours. After the spring WAVE period, the full statewide survey was conducted; this survey establishes the statewide rate for the year. The pre and post-WAVE surveys provide feedback on the statewide rate throughout the year. All surveys serve to monitor performance and activity relating to safety restraint usage. Law enforcement activities, communication programs highlighting enforcement efforts, and enhanced public relations have all contributed to the statewide rate.

The use of media was an important component of the campaign. A statewide multi-media campaign was developed and implemented. Numerous safety belt checkpoints were established throughout Connecticut during this period and each was supported by local media news coverage. Departments conducting safety belt checkpoints that included local media news coverage could submit for reimbursement of the checkpoint's operational costs. Print media, radio and television spots served to complement enforcement efforts. Four different 30-second commercials aired statewide across 9 broadcast television stations and 22 cable systems throughout the State for the full 3½ week campaign. Campaign results indicated a 95 percent reach of the target population.

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

The New Britain Rock Cats baseball team partnered with the Department to promote the Click It or Ticket message as part of the statewide campaign. A Click It or Ticket billboard was displayed for the entire season. In addition, every time a Rock Cats player successfully stole a base, the Public Address Announcer encourages all attendees to buckle up upon leaving the game, combined with a buckle up promotional message being placed on the video board. Latino Beisbol Fiesta, a bi-lingual game day program, promoted buckling up by use of the video board and stadium signage. Harley Davidson Night was attended where information was given out regarding motorcycle safety courses.

The Connecticut Defenders baseball team partnered with the Department to promote Click It or Ticket seat belt campaign along with teen driver safety, motorcycle safety and car seat safety. They have a Click It or Ticket box office window as well as signage.

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

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

The Outreach Coordinator attended 60 various community outreach events to promote seat belt safety and the dangers of drinking and driving. Staff interacted with approximately 100,000 people throughout the year.

During 2008, approximately \$354,250 of Federal 402 funds and \$1,173,820 of Federal 405 funds for a total of \$1,528,070 was spent to accomplish these activities.

## ***Child Passenger Safety***

The general goal of Connecticut's Child Passenger Safety (CPS) Program is to reduce the percentage of injuries to children as the result of traffic crashes. During Fiscal Year 2008, the Department, along with partners in the child passenger safety community, continued to educate parents and caregivers about the importance of child safety restraints. The Program focused on education and training to ensure that all children are properly restrained in motor vehicles.

The support of safety seat inspection stations are a priority of the Child Passenger Safety Program. The Department provided seats for training as well as for car seat checks.



In 2008, there were 9 child passenger safety technician-training sessions at various locations statewide with 155 participants. The training sessions resulted in 113 additional certified technicians. One update renewal class was held with 8 attendees. Three continuing education units (CEU) classes were held with 50 attendees. Connecticut has 20 instructors and 85 fitting stations. These instructors and technicians

disseminate the most current information relating to design, hardware, and installation. The Department organized a statewide workshop for 160 technicians/instructors in the State to earn CEU's needed for them to re-certify as child passenger safety technicians.

The State CPS Coordinator attended many community outreach activities organized by the Hartford Fire Department, Waterbury Police Department and Safe Kids to inform caregivers of the importance of proper child restraint.

The Department disseminates a variety of public education materials specific to child passenger safety; materials were provided to a variety of agencies, health and safety fairs and other public outreach venues. Thousands of brochures in English and Spanish were distributed in response to requests from the public. The brochures include NHTSA materials: "LATCH Phase I & II"; Connecticut's Booster Seat Law; a Connecticut-developed product "A 5-Step Test for Booster Seats," in both English and Spanish; Traveling Safely with Children: the Basics (English and Spanish) and Are You Using it Right.

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

WATSP addresses multiple traffic safety issues. Accomplishments of the Program include increasing the number of certified CPS technicians throughout the State. An evening presentation of the Hard Truth which was held at Kennedy High School in Waterbury for the Greater Waterbury area, over 200 people attended. Educational material was distributed to parents and teens on driving under the influence of alcohol and about buckling up.

Five thousand flyers with non-alcoholic recipes went to 5 major grocery stores in Waterbury to be distributed to their customers by placing one in their grocery bag during the holiday season.

Presentations were given to 45 students belonging to the PAL (Police Activity League) on Alcohol and Drugs. This program created a pre and post survey for the presentation that will continue to be used for future programs being presented by PAL.

The Girl Talk presentation was attended which deals with driving under the influence of alcohol held in Windsor Locks.

Programs using the DUI goggles were conducted at POST College in Waterbury.

Brochures for senior drivers were distributed to all elderly housing complexes in Waterbury. These brochures were also given to two hospitals, the Health Department and the Department of Motor Vehicles. These brochures will also be distributed throughout the State. The brochure includes information on buckling up, safe distance from the air bag and information on transporting children in restraint systems. This brochure included recommendations for seniors on contacting their physician to check eyes for depth perception, delayed recovery from glare, high-low contrast, problems from diseases such as diabetes and how medications may affect their driving skills. The brochure mentions the importance of staying flexible and balanced through walking and/or other exercise programs to remain mobile which aid in their driving ability. The brochure will be updated on and as needed basis.

The Coordinator worked with Safe Kids and the Department of Public Health on a booster seat give away. Booster seats were obtained for free distribution within the Hispanic and African-American community. After the seats were obtained, the Department collaborated with StayWell Health Center to conduct an educational program to distribute the seats.

CT Safe Kids newsletter featured an article and picture on the update class which reaches approximately 2,000 people.

The WATSP coordinator created a flyer for Waterbury Hospital OB/GYN floor on the proper way to transport a child safely in a vehicle and information on car seat fitting stations for the Greater Waterbury Area.

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Worked with the Exchange Club, collaborated to promote National Seat Check Saturday which kicked off National Child Passenger Safety Week. Two clinics were held in Waterbury for the week. A total of 57 seats were checked and 11 seats were donated to families whose seats were either too old or unsafe.

Mayor Jarjura signed a Proclamation for National Child Passenger Safety Week.

The PAL in Waterbury held a safety day with the following agencies:, the Department, Saint Mary's Hospital, Waterbury Police Department, Waterbury Fire Department, Elks Club, Campion Ambulance, AMR Ambulance, US Army Corps of Engineers, US Army and Buckle Bear. Students rotated to various stations learning safety information. Prizes were given throughout the day.

Over 4,000 Halloween flyers with safety tips were printed by the Greater Waterbury Safe Kids Chapter and distributed in elementary schools in Waterbury.

Assisted NHTSA at their yearly update session for their crash investigators on car seats. The information obtained from the investigators is used in the Fatality Analysis Reporting System report and the CPS report. The Program assisted the Department of Motor Vehicles on updating their child passenger safety flyer, and assisted the Department on the wording for the child passenger safety law used on their citation holders. The citation holders are distributed to all law enforcement agencies for their WAVES.

During 2008 approximately \$73,350.00 was spent to accomplish these activities.



## ***Roadway Safety***

The general goal of Connecticut's Roadway Safety Program is to reduce the number of serious injury crashes occurring in construction/work zone areas. Performance goals include reducing the number of construction/work zone-related crashes by 48 percent from 1,348 in 1995 to 700 by the year 2009. The previous goal of 876 by 2008 was surpassed in 2005. In 2006, construction/work zone crashes totaled 737 – an impressive 45.5 percent reduction from 1995.

During Federal Fiscal Year 2008, no new municipalities participated in the Work Zone Safety Program, which was initiated in 1992 to reduce the number of traffic crashes at construction/work zone sites. The Program was set up to provide two levels of funding, \$7,000 for small, and \$10,000 for large municipalities, and was offered on a one-time participation basis. To date, 165 of the State's 169 municipalities have participated in this site upgrade program.

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

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

During 2008, no federal funds were obligated to this program area.

## **Motorcycle Safety**

The general goal of Connecticut's Motorcycle Safety Program is to reduce the number of injuries and deaths among motorcycle operators and passengers. Performance goals set during the previous planning period include reducing injuries by 20 percent per 10,000 registrations to 120 by the year 2009; and to decrease the percentage of fatally injured motorcycle operators with BAC greater than 0.00 percent to below 30 percent in 2010. The latest available data from 2007 indicates that there were 159 injuries per 10,000 motorcycle registrations; this is an increase from 127 in 2006 and 134 in 2005. This data also indicates that 30 percent of motorcycle operators killed had a BAC greater than 0.00 percent. The specific trend data tabulated in the front section of this report shows a substantial decrease over the last 10 years.

During Fiscal Year 2008, the Department's Connecticut Rider Education Program (CONREP) continued efforts to increase student enrollments. The 3 levels of courses offered were held at 14 site locations throughout the State and included the Basic Rider Course (beginner), the Intermediate Rider Course, and the Experienced Rider Course. In 2008 each of the three safety course began to include street legal scooters. Scooters were added to the fleet of training motorcycles for use by the beginner riders. To assure quality control, CONREP Instructors monitored the Program under the supervision of 3 chief instructors. In order to accommodate additional courses, CONREP trained and certified 20 new instructions. Preliminary data for 2008 indicates an all time high number of 6,290 students were enrolled in over 585 Connecticut Rider Education Program courses, an increase of 30 percent over the past 5 years. Student tuition and motorcycle registration fees collected from Connecticut motorcyclists provided the majority of funding for the training program.

Providing public information and education materials that promote safety is an important component of the Motorcycle Safety Program. A thirty-minute television show was produced featuring Connecticut's Lieutenant Governor emphasizing the importance of wearing proper riding gear, completing a motorcycle safety course and sharing the road. The program is scheduled to air in the spring of 2009 on local cable television.



Motorcycle organizations and several Connecticut motorcycle dealerships helped in this effort by distributing the materials. The materials included information on training course availability, safe riding gear, chemical impairment, safe riding tips, and motorist awareness of motorcycles. One popular item was the State motorcycle-specific map that incorporates NHTSA motorcycle safety educational information. CONREP was also represented and promoted at several grassroots events. Preliminary estimates indicate that over 2,500 Connecticut motorcyclists received NHTSA and State



motorcycle safety education and rider impairment informational materials during this reporting period.

A successful statewide campaign, "Open the Throttle. Not the Bottle," continued to address motorcycle rider impairment and the impact of alcohol, drugs, and fatigue on riding ability. Funded by a NHTSA grant, the campaign was developed to increase awareness of the dangers of riding impaired, with a focus on fatal injuries, and to encourage safe motorcycle riding practices. The campaign Web site ([www.ride4ever.org](http://www.ride4ever.org)) was designed for all Connecticut motorcyclists, but targeted males ages 25 to 40, who account for the largest number of riders on Connecticut roadways. The Web site contains impaired riding messages and includes downloadable ride maps, digital postcards, and articles. The site showed 20,000+ visits over the course of the year, with the bulk of them coming in the spring and summer.



Partners in this Program include the American Motorcyclists Association, and the Connecticut Motorcycle Riders Association. The campaign continued throughout the year with public service announcements and campaign message events at motorcycle dealerships. Media efforts that focused on raising awareness of motorcycles on the road continued throughout the year.

CONREP received second year Section 2010 motorcycle safety funding from NHTSA. These funds were programmed to support the expansion of motorcycle rider training courses during 2009. This will include the addition of new motorcycles and other training equipment necessary to allow the program to offer more safety classes for novice riders. Additional funding will also be reserved to support our efforts to reduce rider impairment fatalities.

During 2008, approximately \$409,000 of federal funds (\$265,000 in Sections 402, \$56,000 in 406 and \$88,000 in Section 2010) and \$1,500,000 of State funds (Account 811 and course fees) was spent to accomplish these activities.

## ***Traffic Records***

Connecticut's Traffic Records Coordinating Committee (TRCC) continues to meet to improve the State's Traffic Records System. Using combined funding from safety belt performance and safety data improvement grants, TRCC endorsed the following projects:

- Electronic motor vehicle crash reporting from the State Police to the Department
- Electronic motor vehicle crash reporting from local law enforcement to the Department using the CSP/NEXGEN reporting system
- Electronic motor vehicle crash reporting from local law enforcement to the Department using the Capitol Region Council of Governments (CRCOG)/CAPTAIN reporting system
- Electronic emergency medical services (EMS) run reporting from local EMS providers to the Department of Public Health (DPH)
- Measuring Core Safety Data Systems against Data Quality Measures

The focus on electronic crash reporting projects on timeliness, completion, consistency and accuracy and EMS run reporting efforts on completeness, timeliness and consistency, position Connecticut's Traffic Records Program on track with second year requirements by NHTSA for SAFETEA-LU Section 408 funding.

In addition to implementing the above listed crash and EMS reporting projects, TRCC continues to monitor and promote other ongoing safety data improvement projects, including electronic crash reporting for commercial motor vehicles, electronic EMS reporting, and crash outcome data evaluation linkage and analysis, as well as continued planning for a crash/traffic records data warehouse and impaired driver records information system.

In 2008, TRCC began preparations to qualify for fourth year funding for safety data improvement grants. This includes documentation of the existing system improvement efforts and updating its second year application comprised of the following sections:

- Deficiency Analysis and Major Strategies (Strategic Plan)
- Performance Benchmarks & Goals
- Safety Data Improvement Projects
- TRCC
- Appendices (Strategic Plan)

The goal is for a more comprehensive and effective traffic records system to accurately identify safety problems, develop countermeasure programs to evaluate their effectiveness and measure progress to help save lives.

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TRCC, supported by the Department, has continued an active schedule with several working subgroups and participated in a regional planning workshop in February. Working subgroup efforts have focused on electronic citation data capture and processing and planning for a State crash/traffic records data clearinghouse. The TRCC roster was updated in May 2007 and includes 6 new stakeholders: the Department, Connecticut Department of Public Health, Capitol Region Council of Governments, State of Connecticut Judicial Branch, Ansonia Police Department, and Office of Policy and Management.

During 2008, approximately \$583,819.56 was spent to accomplish these activities.



# PAID MEDIA REPORT

**CONNECTICUT DEPARTMENT OF TRANSPORTATION  
HOLIDAY DRIVING SAFETY CAMPAIGN  
2007**

**POST-BUY ANALYSIS**

***Campaign Overview***

The Department ran a safe driving holiday information campaign encouraging motorists to drive responsibly during the holiday season – don't drink and drive, obey all traffic laws, and always wear your seatbelt.

The campaign employed both television and radio commercials to deliver the message to Connecticut's residents, as well as bus panels. Governor Rell was featured as a spokesperson in one television commercial entitled "Carousel."

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

Please see attached campaign summary for detailed media reconciliations.

***Schedule Timing***

The campaign aired from November 20, 2007 through January 1, 2008 – a period of 7 consecutive weeks. Television, radio, and bus panel advertising vehicles were used.

***Television***

Three 30-second commercials aired statewide across 6 television stations and 3 cable systems for the campaign, as well as two Hispanic stations. The commercials ran as outlined below:

**TV Spot Names:**

1. "Carousel"
  2. "Dream Car"
  3. "Over The Limit Under Arrest - English"
  4. "Over The Limit Under Arrest - Spanish"
- **"Carousel" spot:** new spot created specifically for this campaign, featuring Governor Rell, touting an overall holiday safety message.

- **“Dream Car” spot:** an existing spot, specifically touting the ‘don’t drink and drive’ message.
- **“Over The Limit, Under Arrest” spot:** a national DOT spot, touting the law enforcement message of impaired driving.

**English stations:**

Broadcast: WTXX, WVIT, WCTX, WTNH, WTIC, WFSB

Cable: Cablevision, Comcast, Comcast-Danbury

- Week of 12/3:
  - o “Carousel” spot ran at 100 percent rotation
- Weeks of 12/10 – 12/31:
  - o “Carousel” spot ran at 75 percent rotation
  - o “Dream Car” spot ran at 20 percent rotation
  - o “Over The Limit, Under Arrest” spot ran at 5 percent rotation

**Hispanic Stations:**

Univision, Telemundo

- All weeks:
  - o “Dream Car” spot (dubbed in Spanish) ran at 75 percent rotation
  - o “Over The Limit, Under Arrest” spot (dubbed in Spanish) ran at 25 percent rotation

The stations that aired these commercials, and a list of the programs that aired within them, as well as timing and number of spots, is detailed in the attached spot calendars.

***Recap of television schedule***

- A total of 2093 paid commercials aired over the schedule.
- An additional 2525 bonus commercials aired at no-charge.
- A total of 41,529,000 adults 18+ gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Adults Aged 18+ Gross Rating Points	2,171
Adults Aged 18+ Reach	99%
Adults Aged 18+ Frequency	22 TIMES

## **Radio**

Three 30-second commercials aired on 29 different English radio stations and 6 different Hispanic stations across the state for the full 7-week campaign.

### **Radio Spot Names:**

1. "Heartbeat"
  2. "Screech"
  3. "Spanish"
- **"Heartbeat" spot:** national DOT spot promoting the additional law enforcement attention to driving under the influence (part of the "Over the Limit, Under Arrest" campaign)
  - **"Screech" spot:** national DOT spot promoting the additional law enforcement attention to driving under the influence (part of the "Over the Limit, Under Arrest" campaign)
  - **"Spanish" spot:** a national DOT spot in Spanish, promoting the additional law enforcement attention to driving under the influence (part of the "Over the Limit, Under Arrest" campaign)

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

### **Bridgeport Market**

WEBE-FM	Adult Contemporary
WEZN-FM	Adult Contemporary
WICC-AM	News/Talk

### **Danbury Market**

WDAQ-FM	Hot Adult Contemporary
WLAD-AM	News/Talk
WRKI-FM	Rock

### **Hartford Market**

WATR-AM	News/Talk
WCCC-FM	Active Rock (Contemporary)
WDRC-AM	News/Talk
WDRC-FM	Oldies
WHCN-FM	Classic Hits
WKSS-FM	Contemporary Hit Radio (Top 40)
WPHH-FM	Hip Hop
WPOP-AM	Sports/Talk
WTIC-AM	News/Talk
WWYZ-FM	Country
WZMX-FM	Urban

**Windham/Willimantic Market**

WINY-FM	News/Talk
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**New Haven Market**

WELI-AM	News/Talk
WPLR-FM	Album Rock
WYBC-FM	Urban Contemporary

**New London Market**

WCTY-FM	Country
WMOS-FM	Classic Hits
WQGN-FM	Adult Contemporary
WXLM-FM	Classic Hits

**Stamford/Norwalk Market**

WCTZ-FM	Classic Hits
WFOX-FM	Classic Rock
WNLK-AM	News/Talk
WSTC-AM	News/Talk

**Hispanic Market**

WRYM-AM	Hispanic
WLAT-AM	Hispanic
WCUM-AM	Hispanic
WNEZ-AM	Hispanic
WILI-AM/FM	Hispanic
WSUB-AM	Hispanic

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

***Recap of radio schedule***

- A total of 2548 paid commercials aired over the schedule.
- An additional 3823 bonus commercials aired at no-charge.
- A total of 2,295,000 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Adults Aged 18+ Gross Rating Points	570,000
Adults Aged 18+ Reach	69%
Adults Aged 18+ Frequency	8 TIMES



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## ***Overall Campaign Delivery***

A conservative estimate of the message delivery of this campaign (TV/Radio/Bus) to the residents of Connecticut is as follows:

Campaign reach – combining all mediums - Adults aged 18+: 99%  
Campaign frequency – combining all mediums - Adults aged 18+: 30 TIMES

This means that approximately 99 percent of all adults aged 18+ in the State of Connecticut were exposed to the campaign or of those adults exposed to the campaign message, on average they were exposed to the message 30 times.

# **SEATBELT SAFETY CAMPAIGN “CLICK IT OR TICKET” SPRING 2008**

## **POST BUY ANALYSIS**

In the spring of 2008 the Department ran a public information campaign encouraging motorists to wear their seatbelts. The campaign’s messages were focused on enforcement of the seatbelt safety law and, while its messages reached all residents of the state, the campaign targeted those drivers who were the least compliant with the law – adults aged 18-34, particularly males. The overall goal of the campaign was to increase compliance with Connecticut’s seatbelt safety law.

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

- Television
- Radio
- Transit

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

### ***Schedule Timing***

The campaign aired from May 1 through June 8 – a period of 6 consecutive weeks. Advertising messages were constantly visible throughout that period.

### ***Television***

Four different 30-second commercials aired statewide across nine broadcast television stations and 22 cable systems throughout the state for the full 3 ½ week campaign. The commercials that aired included the following:

- “Seamless Night & Day”
- “Not Invisible”
- “Out of Nowhere”

Each of the commercials aired approximately 33 percent of the time. A schedule of paid commercials and no-charge bonus commercials was negotiated and aired across the programs listed for each station. The majority of the no-charge bonus commercials

were aired in the same timeframe as the paid commercials; if a spot was purchased, a spot to air in a primetime program, a no-charge bonus match spot also aired in primetime.

The stations that aired these commercials included the following:

WFSB-TV3 (CBS)

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

WTNH-TV8 (ABC)

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

WRDM-TV13 (Telemundo)

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

WUVN-TV18 (Univision)

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

WTXX-TV20 (CW)

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

WVIT-TV30 (NBC)

- Early Morning (M-Sun 5-9 a.m.)
- Daytime (M-F 9 a.m. - 4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)

- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35 p.m. – 2 a.m.)

WCTX-TV59 (MyTV)

- Daytime (M-F Noon – 4 p.m.)
- Early Fringe/Early News (M-F 4-7 p.m.)
- Access/Primetime/Late News (M-Sun 7-11:35 p.m.)
- Late Fringe (M-Sun 11:35 p.m.- 2.a.m.)

WTIC-TV61 (FOX)

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

**Cable Television**

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

- BET
- Comedy Central
- Court TV
- E!
- FX
- MTV
- NESN
- Sci Fi
- Spike
- Versus
- VH1

Cablevision (Fairfield County cable systems)

- BET
- Comedy Central
- DTMS
- G4
- Galavision
- MTV
- Speed
- Spike
- Versus
- VH1

## **Television Value-Added**

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

## **Seat Belt Safety Check Vignette Package**

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

## ***Holiday Safety PSA***

The media contractor has had a PSA developed for the Department by WTXX-TV20 that encourages safe driving during holiday periods. The PSA features UConn Men's Basketball Coach Jim Calhoun as the spokesperson. They negotiated to air that PSA at no-charge both prior-to and during Memorial Day weekend, putting yet another message into the marketplace that urges motorists to obey all traffic laws – including wearing seatbelts. This aired in addition to our regular schedule at no-cost to the campaign.

## **Television Schedule Recap**

- A total of 4,377 paid commercials aired over the schedule.
- An additional 4,458 bonus commercials aired at no-charge.
- A total of 5,979,000 Men ages 18 to 34 gross impressions were realized over the course of the schedule.

The delivery of the campaign was as follows:

Men Ages 18-34 Gross Rating Points	2,287
Men Ages 18-34 Reach	92.4%
Men Ages 18-34 Frequency	24.8 times

## ***Radio***

The two thirty-second commercials supplied by NHTSA ran back-to-back as a sixty-second spot on 18 different radio stations across the State for the full 6-week campaign.

The commercials were produced in both English and Spanish versions, with the Spanish versions airing on the state's Latino stations.

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

**Bridgeport**

WCUM-AM            Hispanic

**Danbury**

WDAQ-FM            Adult Contemporary

WRKI-FM            Rock

**Hartford**

WCCC-FM            Active Rock

WKSS-FM            Contemporary Hit Radio (Top 40)

WLAT-AM            Spanish Tropical

WURH-FM            Alternative Rock

WRYM-AM            Spanish Tropical

WZMX-FM            Urban

**New Haven**

WKCI-FM            Contemporary Hit Radio (Top 40)

WPLR-FM            Album Rock

WYBC-FM            Urban Adult Contemporary

**New London**

WILI-FM            Contemporary Hit Radio (Top 40)

WMOS-FM            Classic Hits

WQGN-FM            Contemporary Hit Radio (Top 40)

WXLM-FM            Urban

**Stamford/Norwalk**

WCTZ-FM            Rock Hits

WFOX-FM            Classic Rock

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

**Radio Schedule Recap**

- A total of 996 paid commercials aired over the schedule.
- An additional 996 bonus commercials aired at no-charge.
- A total of 1,219,200 Men ages 18 to 34 gross impressions were realized over the course of the schedule.

Total campaign Men Ages 18-34 Gross Rating Points, Reach, and Frequency by market

	<u>Gross Rating Points</u>	<u>Reach</u>	<u>Frequency</u>
Bridgeport	261.6	48.5%	5.6 times
Danbury	208.8	54.9%	3.6 times
Hartford	592.8	74.6%	8.1 times
New Haven	367.2	85.2%	4.3 times
New London	338.4	69.2%	5.0 times
Stamford/Norwalk	43.2	18.5%	2.2 times

***Transit***

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

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

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

- A total of 80 paid bulletins ran over the schedule.
- An additional 80 bonus bulletins ran at no-charge.
- A total of 1,361,000 Men ages 18 to 34 gross impressions were realized over the course of the schedule.

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

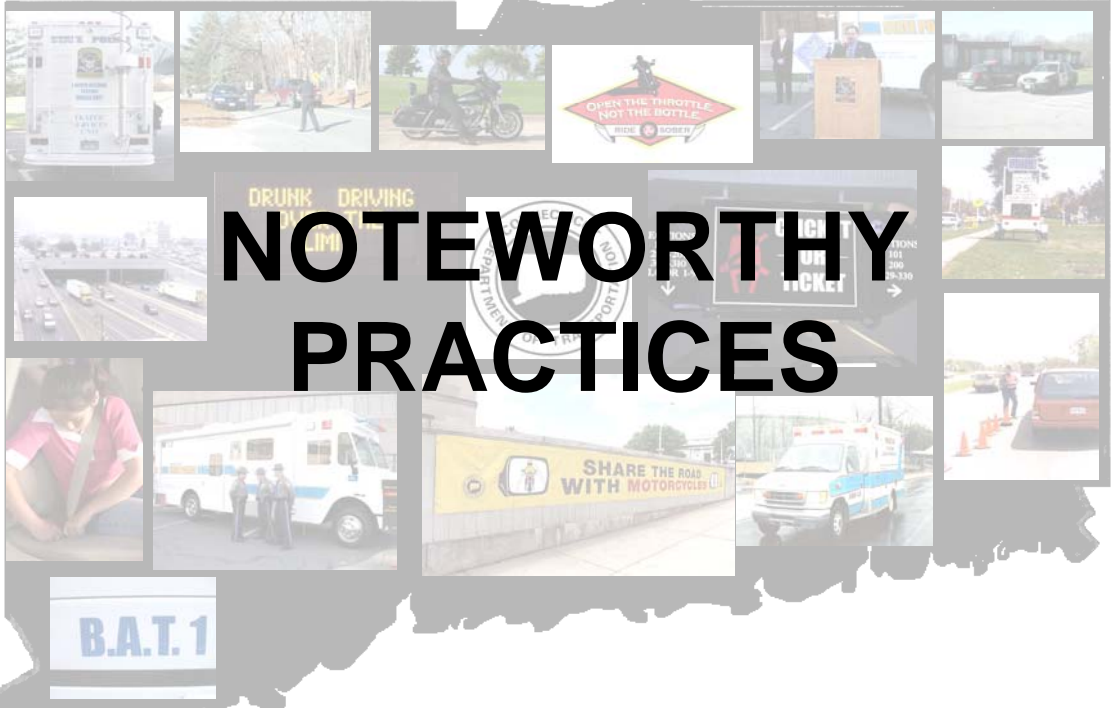
***Overall Campaign Delivery***

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

Campaign reach – combining all mediums – Men ages 18-34:	95%
Campaign frequency – combining all mediums – Men ages 18-34:	30+ times

This means that approximately 95 percent of all men ages 18 to 34 in the State of Connecticut were exposed to the campaign message at least once. Of those adults exposed to the campaign message, on average they were exposed to the message 30 times.

# NOTEWORTHY PRACTICES





## **NOTEWORTHY PRACTICE 1**

### PROJECT TITLE

Speed Obedience Wave (SLOW)

### TARGET

Speeding

### PROGRAM AREA

Police Traffic Services

### PROBLEM STATEMENT

The Hartford area METRO RTUI consisting of Manchester, South Windsor, East Windsor and Enfield Police Department implemented an innovative speed enforcement program with the goal of: 1) raising awareness of the problem of motorists speeding and 2) reducing the number of speed related collisions on city streets.

Upon researching the problem, they realized that the predominant contributing factor in motor vehicle crashes according to 2006 statewide crash statistics was *Speeding* (occurring 9.61 percent of the time), by far surpassing the next highest contributing factor of *Improper lane change* (occurring 5.79 percent of the time).

### OBJECTIVE

In an attempt to pool manpower and equipment, the Metro RTU encompassed teams of officers who provided consistent enforcement on designated roadways in each respective municipality during peak high-volume traffic periods utilizing radar, laser, motorcycles and marked cruisers to reduce the number of speed related crashes.

### STRATEGIES

Officers from the Metro RTU were assigned to enforce speed violations. Personnel were designated to this operation focusing on speed enforcement only so that other law enforcement obligations did not interfere with this enforcement initiative. Officers' primary function was to deter violators through high visibility of enforcement and promotion of safe driving practices at targeted locations.

### RESULTS

The statistical enforcement data listed below indicates that this project was a success and enhanced the overall motor vehicle safety within the Metro Hartford area. This initiative resulted in 116 Motor vehicle summons, 1059 infractions, 173 warnings and 5 Criminal arrests.

### COST

\$76,528.88

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## **NOTEWORTHY PRACTICE 2**

### PROJECT TITLE

Major Cities Traffic Enforcement Assistance Project

### TARGET

Aggressive Driving

### PROGRAM AREA

Police Traffic Services

### PROBLEM STATEMENT

Traffic volume on Connecticut roadways has increased. Since 1990, the number of motor vehicles rose 10 percent; the number of licensed operators rose 12 percent; and total Vehicle Miles Traveled has increased 40 percent, while surfaced road miles increased by only 1.1 percent. As a result, drivers have become more aggressive. Tailgating, speeding, and cutting off other drivers are examples of common aggressive driving behaviors.

### OBJECTIVE

To support the cities of Hartford and New London in their quest to reduce the incidents of racing, aggressive driving, speeding, DUI and increase the usage of seat belts on their local roads.

### STRATEGIES

CSP Traffic Services and local Troop commands were teamed up with Local Police from these two major cities to enhance the local aggressive driving enforcement efforts in high crime areas. In addition to standard marked fleet vehicles, these teams utilized specialized traffic vehicles, i.e., Impalas, and Chargers. The element of less-recognizable patrol vehicles was thoroughly taken advantage of. The combination of these non-traditional police vehicles equipped with speed measuring devices has enabled enforcement personnel to effectively identify and apprehend the reckless, aggressive driver.

## RESULTS

The statistical enforcement data listed below indicates that this project was a success and had enhanced the overall motor vehicle safety within all four municipalities.

Hartford	562 tickets	704 charges	46 criminal arrests	8 DUI arrests
New London	221 tickets	221 charges	5 narcotics arrest	

## COST

\$151,153

### Contact Information:

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## **NOTEWORTHY PRACTICE 3**

### PROJECT TITLE

Violators Class

### TARGET

Car Seat Safety

### PROGRAM AREA

Child Passenger Safety

### PROBLEM STATEMENT

Traffic crashes are one of the five major causes of unintentional injuries to children which could be prevented. The injuries that are sustained could be prevented by proper car seat use. Using age, weight and height appropriate seats can greatly reduce the number of injuries children sustain if involved in a crash.

### OBJECTIVE

Raise awareness of why proper car seat use is critical in preventing injuries or death to children riding in motor vehicles and educate the public on the importance of proper car seat safety, which will reduce the number of children being injured/killed in car crashes.

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## STRATEGIES

When someone is cited for not having a child properly restrained they have to attend a two hour safety class in addition to paying a fine. They must attend the class or have their license suspended. The purpose of the class is to educate the violator on why they need to have children properly restrained.

## RESULTS

From 2002 – 2008, 2,002 people have attended the violators class with only four repeat offenders.

## COST

No federal funds are expended on this project.

### Contact Information:

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