

New York State

2011

HIGHWAY SAFETY

ANNUAL REPORT

New York State
Governor's Traffic Safety Committee

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

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NEW YORK STATE FFY 2011 ANNUAL REPORT

EXECUTIVE SUMMARY

This Annual Report describes the accomplishments of New York State's Highway Safety Program in FFY 2011 (October 1, 2010-September 30, 2011) and the progress made toward the goals established in the FFY 2011 Highway Safety Strategic Plan (HSSP). New York's FFY 2011 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 federal Fatality Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for this measure and all other crash measures used in the HSSP and this Annual Report is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles (DMV). Since 2010 is the most recent year for which a complete year of crash data is available from either FARS or AIS, progress toward the program's goals is assessed based on data for calendar year 2010.

The source for the one behavioral measure, observed seat belt use, is the state's annual seat belt observation survey. The most recent results are from the survey conducted in June 2011, immediately following the May seat belt mobilization.

In addition to the performance measures discussed above, beginning in FFY 2010, NHTSA now also requires states to conduct annual surveys to track driver reported behaviors, perceptions and awareness related to three major traffic safety issues: drinking and driving, speeding and seat belt use. New York's second survey was conducted this year at five NYS Department of Motor Vehicles offices. The survey results for 2011 and the baseline results from 2010 are presented under the appropriate program areas in this Annual Report.

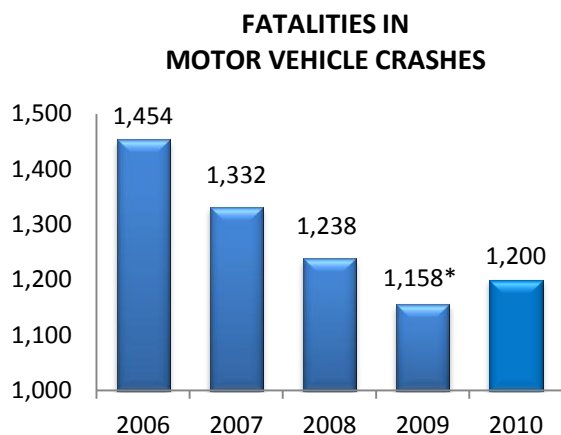
STATEWIDE HIGHWAY SAFETY PROGRAM

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. The statewide goals set targets for reductions in fatalities and serious injuries in traffic crashes; the overall, urban and rural fatality rates per 100 million vehicle miles traveled (VMT); and the number of drivers under age 21 involved in fatal crashes.

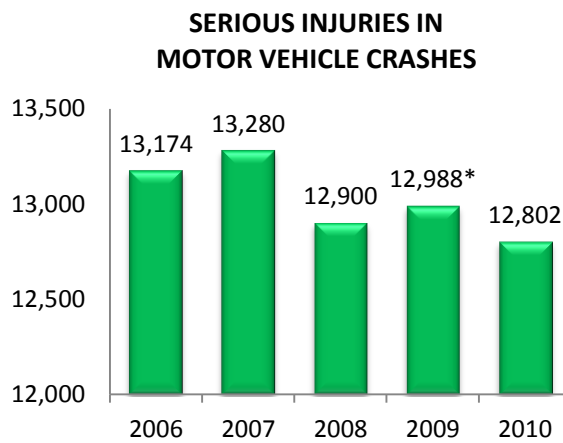
Status of Statewide Goals

Based on the newly released 2010 FARS data, the number of motor vehicle fatalities in New York increased to 1,200 after being on a consistent downward trend between 2006 and 2009. The interruption of the downward trend in fatalities will make it difficult to reach the goal of reducing

fatalities to 1,121 by December 31, 2011. The number of serious injuries in motor vehicle crashes decreased from a final 2009 AIS number of 12,988 to 12,802 in 2010. While progress was made in 2010, the goal of a 3 percent reduction by the end of calendar year 2011 is unlikely to be met.

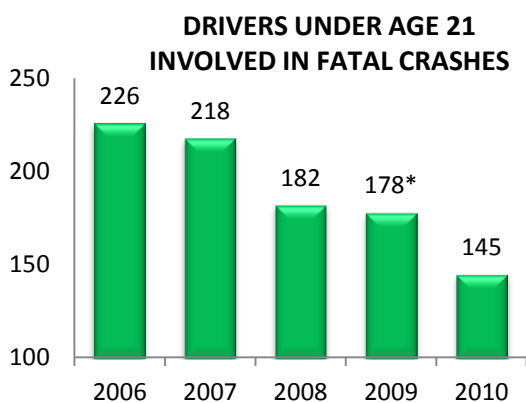


*Revised based on final 2009 FARS data
Source: FARS



*Revised based on final 2009 AIS data
Source: NYS AIS

For three of the outcome measures (the total, urban and rural fatality rates per 100 million vehicle miles traveled), 2009 FARS data have recently become available. Based on these data, the goals set for these three measures have been achieved and exceeded. The overall fatality rate decreased from 0.92 in 2008 to 0.87 in 2009, two years ahead of the 0.89 goal for December 31, 2011. Declines in both the urban and the rural fatality rates contributed to reaching this goal; in 2009 the rural fatality rate dropped to 1.77 and the urban fatality rate dropped to 0.57, both below the goals set for the end of calendar year 2011.



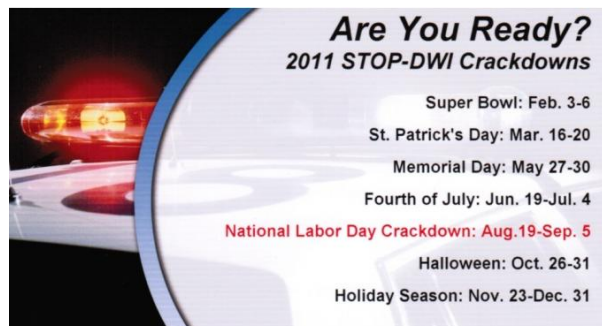
*Revised based on final 2009 FARS data
Source: FARS

The final core outcome measure in this section relates to the involvement of young drivers in fatal crashes. Since 2006, the number of drivers under age 21 involved in fatal crashes has been on a downward trend.

Between 2009 and 2010, the number of young drivers involved in fatal crashes decreased from 178 to 145, far exceeding the goal of 164 set for December 31, 2011.

IMPAIRED DRIVING PROGRAM

In FFY 2011, New York State continued its aggressive approach to combating impaired driving. At the core of the state's impaired driving program is the STOP-DWI program through which fines collected for impaired driving convictions are returned to the counties where the offenses occurred to support enforcement and other impaired driving programs at the local level.



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 during holiday periods, and ensure their success.

In FFY 2011, the GTSC continued to raise public awareness of the dangers of drinking and driving through statewide media campaigns and at sporting events throughout the year. Television spots from

the "Drinking and Driving Shatters Lives" media campaign were aired during the holiday season.

The GTSC also assisted with the effective implementation of Leandra's Law through its support for public awareness campaigns, training programs, interagency cooperative efforts and research studies. Effective December 18, 2009, the law imposes stricter penalties for driving while intoxicated or under the influence of drugs with a child younger than age 16 in the vehicle. The second major component of Leandra's Law requires all drivers convicted of a misdemeanor or felony DWI to install and maintain an ignition interlock device for at least six months on any vehicle owned or operated by the driver. The ignition interlock provisions of Leandra's Law took effect on August 15, 2010.

The GTSC provided support for a comprehensive public awareness campaign, "Don't Blow It," to educate New York State motorists on the new law. In addition, major training efforts were conducted across the state for law enforcement, prosecutors, courts, probation and other components of the impaired driving system responsible for the implementation of the law. The GTSC also provided funding to the NYS Division of Criminal Justice Office of Probation and Correctional Alternatives (OPCA) to support the establishment and maintenance of an ignition interlock monitoring mechanism within each of the counties in the state.

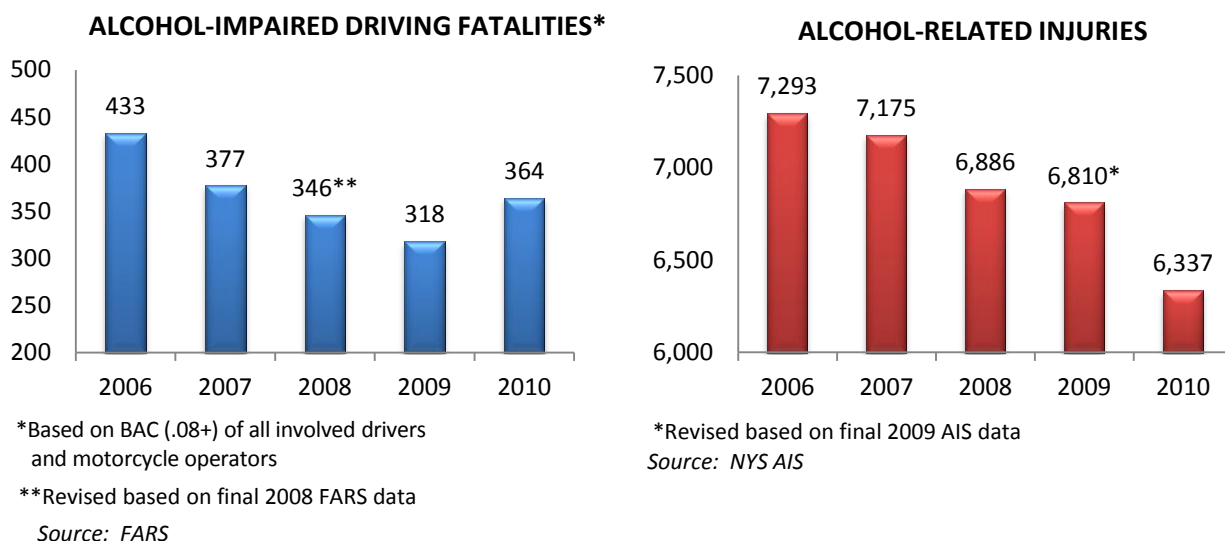


Impaired driving also continued to be addressed through a number of ongoing training initiatives including the two-day Advanced Roadside Impaired Driving Enforcement (ARIDE) training and the more extensive Drug Recognition Expert (DRE) training. In FFY 2011, efforts to expand the Drug Impairment Training for Education Professionals (DITEP) also continued.

The GTSC also continued to support research studies that support the state's impaired driving program. In FFY 2011, the Institute for Traffic Safety Management and Research (ITSMR) completed preliminary studies related to Leandra's Law and a study of the involvement of impaired motorcyclists in crashes on the state's roadways.

Status of Impaired Driving Goals

While alcohol-impaired driving fatalities were on a steady downward trend between 2006 and 2009 (dropping 27% from 433 to 318), based on the newly released FARS data, the progress in reducing impaired driving did not continue in 2010. There were 364 alcohol-impaired driving fatalities in 2010, an increase of 14% over 2009. While the goal of 324 was met and exceeded in 2009, the increase in fatalities in 2010 may make it difficult to reach this target again by December 31, 2011.



Based on data from New York's AIS, the downward trend in the number of persons injured in alcohol-related crashes continued in 2010, decreasing from 7,293 in 2006 to 6,337 in 2010. The goal to reduce alcohol-related injuries by 5 percent was set based on preliminary 2009 data; when the 2009 AIS data file was finalized, the number of alcohol-related injuries increased from 6,558 to 6,810. As a result, the target of reducing injuries to 6,230 by December 31, 2011 has not yet been reached; however, based on the final AIS data, there was a 7 percent decrease in the number of injuries between 2009 and 2010, exceeding the original goal of a 5 percent reduction.

POLICE TRAFFIC SERVICES

The emphasis in the Police Traffic Services program area is on the implementation of effective strategies to enforce the state's laws related to driver behaviors that contribute to motor vehicle crashes. In addition to routine enforcement, data-driven efforts that focus on the enforcement of specific violations, in particular speeding and aggressive driving, are supported by the GTSC through its Selective Traffic Enforcement Program (STEP). In FFY 2011, the GTSC awarded 229 STEP grants to local law enforcement agencies to target violations in identified problem locations. An additional 11 grants were awarded to the State Police, County Sheriff Departments and local police agencies for other types of enforcement projects.

In addition to speeding and other aggressive driving behaviors, Police Traffic Services also covers enforcement efforts directed toward a number of other unsafe driving behaviors including distracted driving, particularly the use of cell phones.

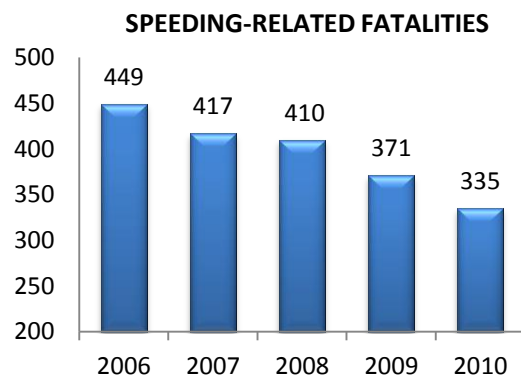
The use of these devices, as well as other behaviors that take attention away from the driving task, contribute to approximately one out of five crashes each year. In 2009, texting while driving was prohibited; this law was further enhanced in 2011 by making texting while driving a primary offense law. In recognition of the state's leadership in this area, the National Highway Traffic Safety Administration (NHTSA) selected New York as one of two sites for a two-year distracted driving enforcement demonstration project that concluded in spring 2011. The purpose of the project was to determine the effectiveness of the highly successful "Click It or Ticket" enforcement model in dealing with distracted driving.



Status of Police Traffic Services Goal

As the result of a consistent downward trend, the goal in this program area to decrease speeding-related fatalities has been met and surpassed.

Between 2008 and 2009, there was a decrease of 10% (from 410 to 371), exceeding the target set for the end of calendar year 2011. Based on the recently released 2010 FARS data, speeding-related fatalities declined another 10% between 2009 and 2010.



Source: FARS

MOTORCYCLE SAFETY

The upward trend in the number of registered motorcycles and motorcycle licenses continued in FFY 2011 highlighting the need for an effective Motorcycle Safety Program (MSP) to address safety issues on the roadways. Between 2006 and 2010, there was an 18% increase in registered motorcycles in New York State and an 11% increase in motorcycle licenses.

**New York State
Registered Motorcycles and Motorcycle Endorsements**

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2006-2010 % Change |
|------------------------|---------|---------|---------|---------|---------|-----------------------|
| Registered Motorcycles | 289,096 | 306,629 | 328,800 | 336,359 | 340,260 | 17.7% |
| Motorcycle Licenses | 597,782 | 618,261 | 636,517 | 653,544 | 665,552 | 11.3% |

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 2009, DMV awarded a contract to the Motorcycle Safety Foundation (MSF) to deliver the state's motorcycle rider education program through 2014. Since taking over responsibility for the program, the MSF has expanded the network of training sites from 23 to 54, offering rider education at more locations than ever before. The number of students trained has also increased from 13,500 in 2009 to 16,000 in 2010, and is on track to exceed 17,000 by the end of 2011.

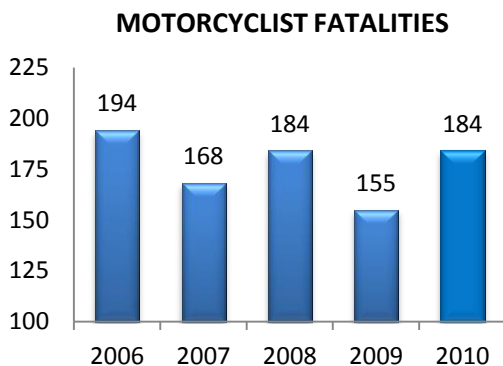
To ensure that a comprehensive approach is taken to improving motorcycle safety, the GTSC has provided support for police officer training, motorcycle road checks and other enforcement strategies, statewide awareness campaigns and numerous educational activities for both motorcyclists and other motorists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



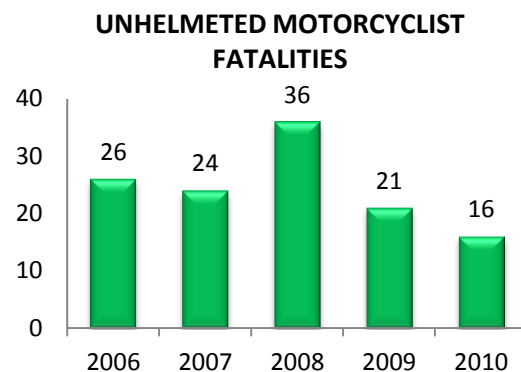
Status of Motorcycle Safety Goals

The goals of the Motorcycle Safety program area are to reduce the fatalities and injuries suffered by motorcyclists in crashes and to reduce the number of motorcyclists killed in crashes who were not wearing a helmet.

Motorcyclist fatalities continued to fluctuate up and down through 2010. After declining to 155 in 2009, fatalities rose again in 2010 to 184 matching the number that occurred in 2008 and showing no progress toward the goal of 167. While motorcyclist fatalities increased in 2010, the number of unhelmeted motorcyclist fatalities decreased from 21 to 16 between 2009 and 2010 far exceeding the target of 26 set for the end of the 2011 calendar year.



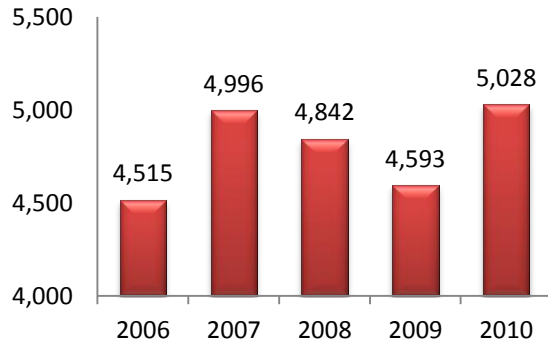
Source: FARS



Source: FARS

The number of motorcyclists injured in crashes also increased in 2010. Based on data from New York's AIS, motorcyclist injuries rose from 4,593 in 2009 to 5,028 in 2010, the highest level reached during the five-year time period, 2006-2010.

MOTORCYCLIST INJURIES



As was the case with motorcyclist fatalities, progress was not made toward the goal to reduce motorcyclist injuries to 4,272 by December 31, 2011.

Source: NYS AIS

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. While total motor vehicle fatalities were on a downward trend between 2006 and 2009, pedestrian fatalities were on the rise accounting for 27% of the fatalities on New York's roadways in 2009. While the number of total fatalities increased in 2010, some progress was seen in reducing pedestrian fatalities; as a proportion of the total fatalities, pedestrian fatalities declined to 25% in 2010.

New York City continues to be the most dangerous region in the state for both pedestrians and bicyclists with 48% of the state's pedestrian fatalities and 50% of the bicyclist fatalities occurring within the city's five counties in 2010. Several new initiatives undertaken in New York City in FFY 2010 to improve pedestrian and bicycle safety continued in FFY 2011. In fall 2010, the GTSC collaborated with the New York City Department of Transportation (NYCDOT) and the DMV Communication's Office on the development for a New York City based Pedestrian Radio Campaign. With assistance from the NYS Broadcaster's Association (NYSBA), PSAs were developed in English and Spanish and were aired for 12 weeks in New York City and Nassau County. The GTSC also continued to support the NYCDOT and New York Police Department (NYPD) with their education and enforcement efforts in the coming year.

Over the past year, the GTSC and its partners continued to encourage local communities to participate in educational programs such as Walk to School Day which has become an international event every October. The GTSC also provided support for a number of pedestrian and bicycle safety projects implemented at the local level.

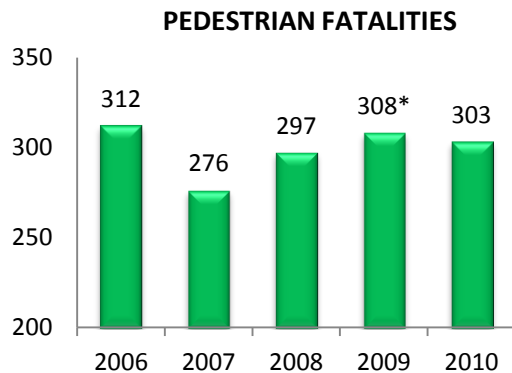


In addition to ongoing programmatic efforts, new legislative measures to improve roadway users' safety were enacted in New York. The "Safe Passing" law, which went into effect on November 1, 2010, amends the Vehicle and Traffic Law regarding motor vehicles passing bicyclists on roadways requiring vehicles that are overtaking a bicycle from behind to "pass to the left of such bicycle at a safe distance until safely clear of the bicycle." Another important measure was signed into law by Governor Cuomo on August 15, 2011. The "Complete Streets" law provides for safe access to public roads for all users, pedestrians, bicyclists, motorists and public transportation users of all ages through the use of "complete street" design principles. This law will go into effect on February 15, 2012.

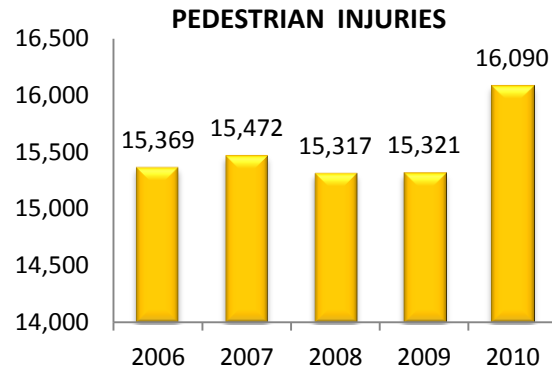
Status of Pedestrian Safety Goals

Based on FARS data, the upward trend in pedestrian fatalities between 2007 and 2009 ended in 2010 when fatalities declined to 303; while progress was made toward the target of 282, it appears that it will be difficult to meet that goal by the end of calendar year 2011.

Based on the state's AIS crash data, there was a spike in pedestrian injuries in 2010. After remaining relatively unchanged between 2008 and 2009, the number of pedestrians injured in crashes increased by 5% to 16,090 in 2010 making it very unlikely that the goal of reducing pedestrian injuries to 14,861 by December 31, 2011 will be met.



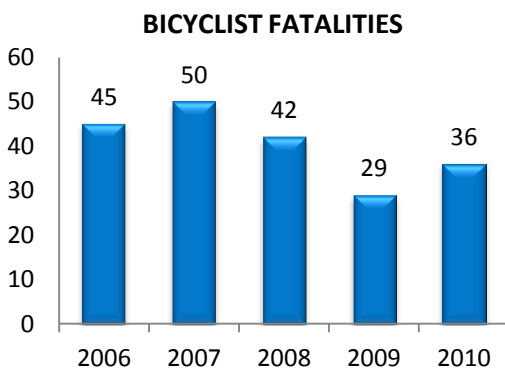
*Revised based on final 2009 FARS data
Source: FARS



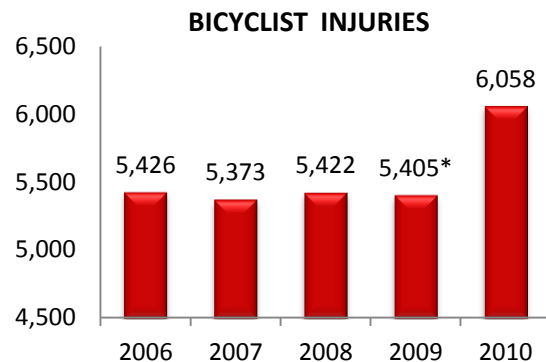
Source: NYS AIS

Status of Bicycle Safety Goals

New York has also experienced increases in both bicyclist fatalities and injuries in 2010. New York's AIS crash file indicates that 36 bicyclists were killed in crashes with motor vehicles in 2010 compared to 29 in 2009. After remaining fairly consistent from 2006 to 2009, the number of bicyclists injured in crashes rose to 6,058 in 2010, an increase of 12%. As a result, the targets set for improvements in these measures are not likely to be reached by December 31, 2011.



Source: NYS AIS



*Revised based on final 2009 AIS data
Source: NYS AIS

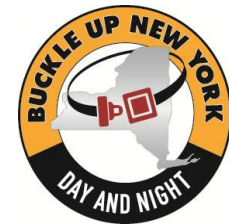
OCCUPANT PROTECTION

Since New York's passage of the nation's first seat belt law in 1984 the state's usage rate has consistently been above the national average and in 2011 hit an all-time high of 91%.



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 enforcement agencies and accompanying publicity campaigns and other public awareness activities have been the key components responsible for the success of the BUNY/CIOT program. This year's efforts to increase compliance also included a focus on nighttime enforcement. During the May mobilization, law enforcement agencies conducted 221 checkpoints at night.

In addition to increasing adult seat belt use, the other major focus of New York's occupant protection efforts is child passenger safety (CPS). In May 2011, New York hosted the 9th Regional Child Passenger Safety Training and Technical Conference in Lake Placid. The 2011 conference was the largest held to date with over 600 in attendance.



Great View & Safe Too!

In FFY 2011, GTSC continued to use the "New York's 4 Steps 4 Kids" message in its efforts to educate parents and other caregivers on the importance of using the type of child safety seat that is most appropriate for the child. Step 3 was the focus of this year's campaign, emphasizing the importance of using booster seats until the child is 4'9" in height and weighs 100 pounds and was highlighted during Child Passenger Safety Week, September 18-24.

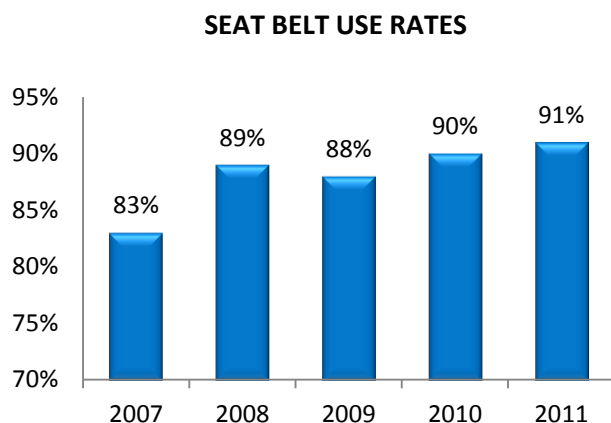
In 2011, 27 Standardized Child Passenger Safety Technician training classes were conducted, resulting in 274 new certified technicians. The GTSC also awarded grants to support the operation of 152 permanent child safety seat fitting stations in New York State. In addition to the programs run by local agencies, the New York State Police operated 21 fitting stations statewide. In FFY 2011, 15,241 child safety seats were inspected at the permanent fitting stations around the state and 6,330 car seats were given away.



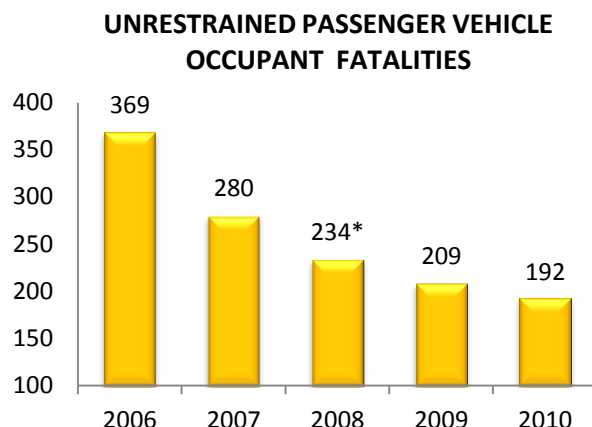
Status of Occupant Protection Goals

Performance in the Occupant Protection program area is measured by the observed seat belt use rate and reported restraint use in crashes. The goal to increase the statewide seat belt use rate to 91% was met in 2011, representing the highest compliance level measured to date in New York's annual statewide observation surveys.

New York also met and exceeded the goal set for reducing the number of unrestrained motor vehicle occupants killed in crashes. Between 2008 and 2009, the number of unrestrained occupant fatalities dropped below the target of 213 set for the end of calendar year 2011; in 2010, unrestrained occupant fatalities dropped another 8 percent (from 209 to 192). Over the five-year period, 2006-2010, unrestrained occupant fatalities were nearly cut in half, decreasing from 369 to 192 (48%).



Source: NYS Annual Seat Belt Observation Surveys



*Revised based on final 2008 FARS data

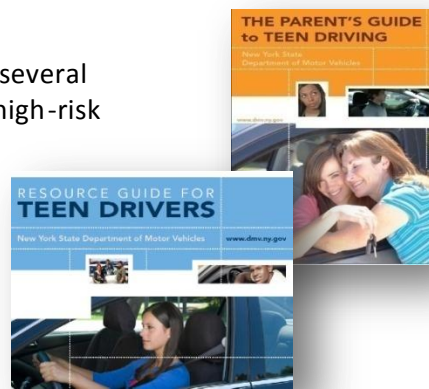
Source: FARS

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 diverse populations, younger drivers, older drivers, children and veterans.

Teen driving safety continued to be a priority in FFY 2011 and several efforts and special activities were undertaken to address this high-risk group. With funding from the GTSC, the NYS Department of Motor Vehicles (DMV) unveiled a series of web-based educational teen driver videos entitled “iDrive Smart” and produced two publications for teen drivers and their parents. DMV also partnered with the New York State Chiefs of Police to produce a 15 minute audio podcast on the Graduated Driver Licensing (GDL) law for law enforcement officers.



New York was one of ten states selected by the National Safety Council to receive a teen safe driving grant funded through the Allstate Foundation. The grant funds were used to establish a coalition to formulate a statewide plan for promoting safe driving by teens in New York State during National Youth Traffic Safety Month in May and National Teen Driver Safety Week in October.

A key component of New York's Community Traffic Safety Programs continues to be outreach efforts with the state's diverse ethnic and cultural communities. The NYS Association of Traffic Safety Boards Multicultural Committee continued to distribute a brochure for law enforcement entitled "Multicultural Traffic Safety- Focus on Education" as well as holding a traffic safety symposia entitled "Building Bridges for Traffic Safety" in various regions around the state.

During the past year, GTSC continued to support a variety of programs and events promoting the Veterans' Safe Driving Initiative. The Lewis Henry Morgan Institute created an exhibit, "The Second Front", which was displayed at conferences, veterans' events and VA Hospitals and Centers. In addition, the NYS Association of Traffic Safety Boards (NYSATSB) and SUNY Ulster in Orange County conducted the Mid-Hudson Region-Building Bridges for Veterans Traffic Safety Workshop.



Drowsy driving also continued to be a priority in FFY 2011. The New York Partnership Against Drowsy Driving members once again planned and conducted drowsy driving awareness campaigns to educate motorists on the dangers of fatigued and drowsy driving. Since the focus of this year's awareness campaigns was young adults, the major press event was held at the Sage Colleges Albany Campus and was organized in conjunction with National Drowsy Driving Prevention Week.

TRAFFIC RECORDS

New York's commitment to improving its 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 2011, 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. The number of enforcement agencies collecting and transmitting crash and/or ticket data to DMV electronically continued to increase in FFY 2011 (from 389 in October 2010 to 410 in October 2011). Over this same time period, the number of courts submitting their disposition data electronically to the DMV increased from 1,000 to 1,250. In addition, a project is underway that will enable the New York City Police Department (NYPD) to electronically transfer tickets 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 many initiatives conducted in FFY 2011 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).

Status of Traffic Records Goals

The goals established for the Traffic Records program area included the continuing efforts to provide for the more timely and accurate capture of crash and ticket data through electronic means; continuing to assist with the coordination and direction of efforts to upgrade and link the state's various traffic safety-related data systems; and updating the 2006-2009 NYS Traffic Safety Information Systems Strategic Plan.

Under the guidance of the Traffic Records Coordinating Council (TRCC), New York was successful in attaining each of the three goals established for FFY 2011. The TRCC continued to provide assistance with the coordination and direction of efforts to upgrade the state's various 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.

Reflecting the continuing importance placed on improving the state's traffic records systems, New York began an initiative in January 2011 to develop a new multi-year traffic records strategic plan, replacing rather than updating the 2006-2009 plan. Developed by the GTSC with the assistance of ITSMR and the TRCC, the new 2012-2015 plan provides an opportunity for New York to continue to make further improvements in its traffic records systems. The new strategic plan became an integral part of New York's FFY 2012 application for traffic records funding under Section 408 of SAFETEA-LU. Submitted in June 2011, the grant application was approved in August and New York was awarded approximately \$1.3 million.

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, as well as incentive grants awarded under SAFETEA-LU. 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. In FFY 2011, a total of 851 grant applications for FFY 2012 funding were received and reviewed.

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 including "Drinking and Driving Shatters Lives" and "Stuck with a Ticket."



The GTSC in cooperation with the DMV Division of Field Investigation also held a series of STOP-DWI Awareness Nights at sporting events around the state. Messages



were delivered through public service announcements, signage, educational materials, giveaways, programs, posters, and PA announcements during the games. The STOP-DWI Awareness Nights took place at a professional hockey game in cooperation with the National Hockey League (NHL), at college basketball games in cooperation with the Metro Atlantic Athletic Conference, at a minor league baseball game, and at a stock car racing event.

In FFY 2011, 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 training and educational programs including the DRE, SFST, ARIDE and DITEP training programs held throughout the state; training for prosecutors, judges, law enforcement and other groups related to Leandra's Law; and motorcycle enforcement training.



The GTSC also supported the participation of staff and its highway safety partners in New York's annual Highway Safety Symposium; the Regional Child Passenger Safety Training and Technical Conference; the annual Traffic Records Forum sponsored by the Association of Transportation Safety Information Professionals (ATSIP) and other events.

Status of Program Management Goals

The GTSC was successful in meeting the goals related to the management of the state's 402 and incentive grant programs presented in the FFY 2011 Highway Safety Strategic Plan (HSSP) 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.

The goal of expanding the use of technology as a means of communication was met primarily through the GTSC's use of the electronic grants management system, eGrants, and its website. In FFY 2011, eGrants was used exclusively for all aspects of the grants management process. The GTSC website www.safeny.ny.gov was also used more extensively to disseminate information on traffic safety topics and programs, statistical reports, upcoming events and training programs, grant application materials, and instructions for using eGrants.

The GTSC also met its goal to expand training opportunities for traffic safety professionals in New York State by supporting the expansion of various training programs to cover new topics and address the needs of new audiences. New training initiatives in 2011 included Leandra's Law training sessions for several different audiences. The GTSC staff also continued to partner with local and State Police to deliver the Practical Guidelines for Motorcycle Enforcement Training.

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.

FFY 2011 NEW YORK STATE HIGHWAY SAFETY PROGRAM

This Annual Report describes the accomplishments of New York State's highway safety program in FFY 2011 (October 1, 2010-September 30, 2011) and the progress made toward the goals and objectives established in the FFY 2011 Highway Safety Strategic Plan (HSSP). The Governor's Traffic Safety Committee (GTSC) provides support for the attainment of the state's highway safety goals through its administration of the federal 402 program and the coordination of state and local initiatives directed toward the state's highway safety priorities. The GTSC has also been successful in securing incentive grant funds under the federal SAFETEA-LU legislation.

Key Accomplishments in FFY 2011

- ❖ Seat belt use reached 91%, the highest level in New York State's history.
- ❖ The award-winning "Drinking and Driving Shatters Lives" public awareness campaign was re-aired and publicized statewide to educate the motoring public about the dangers of impaired driving.
- ❖ New York completed its two-year national distracted driving enforcement demonstration project in the City of Syracuse.
- ❖ STOP-DWI Awareness events were conducted at numerous sporting events and venues.
- ❖ New York hosted the 9th Regional Child Passenger Safety Training and Technical Conference in Lake Placid which drew a record attendance of more than 600.
- ❖ The multi-agency Driver Education Workgroup continued to meet and explore possible improvement opportunities to New York's driver education guidelines, standards and curriculum.
- ❖ Partnerships were strengthened with organizations such as the Metropolitan Planning Organizations, the New York State Motor Truck Association and the New York Association for Pupil Transportation to work cooperatively on persistent and emerging traffic safety problems such as pedestrian safety in metropolitan areas.
- ❖ The Impaired Driving Advisory Council established a work group to assist with the implementation of Leandra's Law which requires ignition interlocks for all drivers convicted of DWI.
- ❖ GTSC joined forces with the National Safety Council and the Allstate Foundation to create 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.
- ❖ The NYS Department of Motor Vehicles unveiled a series of web-based educational teen driver videos entitled "iDrive Smart" that can be viewed on the DMV website or on YouTube.

- ❖ The NYS Department of Motor Vehicles' Division of Field Investigations implemented facial recognition technology and began merging the license records of those individuals holding multiple identities.
- ❖ New research on the rate of impaired driving recidivism, Leandra's Law and impaired driving among motorcyclists involved in crashes in New York State was completed by the Institute for Traffic Safety Management and Research.
- ❖ A full cycle of grants was administered through the new electronic grants management system.

Goals, Performance Measures and Data Sources

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. New York's FFY 2011 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 in reaching these goals. 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 and all other crash measures used in the HSSP and this Annual Report is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles (DMV).

The ticket data that are used to track enforcement activities in the various highway safety areas are from the Traffic Safety Law Enforcement and Disposition (TSLED) and Administrative Adjudication systems which are also maintained by the DMV. The most recent complete year of data available for all of the outcome and activity performance measures is 2010.

The source for the one behavioral measure, observed seat belt use, is the state's annual seat belt observation survey. This annual statewide survey of seat belt use is based on a NHTSA-approved design and is conducted each year in June following the May seat belt mobilization.

Core Performance Measures

The core outcome and behavioral measures established for New York's Highway Safety program in FFY 2011 are presented in the table below. In addition to the historical data for the five-year period, 2006-2009, which were used to project the FFY 2011 goals, the fatality measures have been updated with 2010 FARS data, where available. In addition, the serious injury measure has been updated with 2010 data from New York's AIS and the observed seat belt use rate from New York's 2011 survey is included in the table. These data make it possible to identify the status of each performance measure and determine whether progress has been made in meeting or exceeding the goals that were set.

**NEW YORK STATE
FFY 2011 HIGHWAY SAFETY STRATEGIC PLAN
CORE OUTCOME AND BEHAVIORAL MEASURES**

| | | 2006 | 2007 | 2008 | 2009 | 2010 | Goal 2011 |
|-----|---|------------------------------|---------------|---------------|---------------|---------------|--------------|
| C1 | Number of Fatalities | 1,454 | 1,332 | 1,238 | 1,158 | 1,200 | 1,121 |
| | <i>3-Year Moving Average</i> | <i>1,461</i> | <i>1,407</i> | <i>1,341</i> | <i>1,243</i> | <i>1,199</i> | |
| C2 | Number of Serious Injuries | 13,174 | 13,280 | 12,900 | 12,988 | 12,802 | 12,327 |
| | <i>3-Year Moving Average</i> | <i>13,604</i> | <i>13,367</i> | <i>13,118</i> | <i>13,056</i> | <i>12,897</i> | |
| C3 | Fatalities per 100 Million VMT | 1.03 | 0.97 | 0.92 | 0.87 | NA* | 0.89 |
| | <i>3-Year Moving Average</i> | <i>1.05</i> | <i>1.01</i> | <i>0.97</i> | <i>0.92</i> | | |
| | Rural Fatalities per 100 Million VMT | 1.80 | 1.99 | 1.88 | 1.77 | NA* | 1.83 |
| | <i>3-Year Moving Average</i> | <i>1.64</i> | <i>1.82</i> | <i>1.89</i> | <i>1.88</i> | | |
| C3 | Urban Fatalities per 100 Million VMT | 0.79 | 0.64 | 0.61 | 0.57 | NA* | 0.58 |
| | <i>3-Year Moving Average</i> | <i>0.85</i> | <i>0.75</i> | <i>0.68</i> | <i>0.61</i> | | |
| C4 | Number of Unrestrained Passenger Vehicle Occupant Fatalities | 369 | 280 | 234 | 209 | 192 | 213 |
| | <i>3-Year Moving Average</i> | <i>348</i> | <i>326</i> | <i>294</i> | <i>241</i> | <i>212</i> | |
| C5 | Number of Alcohol-Impaired Driving Fatalities | 433 | 377 | 346 | 318 | 364 | 324 |
| | <i>3-Year Moving Average</i> | <i>428</i> | <i>409</i> | <i>384</i> | <i>347</i> | <i>343</i> | |
| C6 | Number of Speeding-Related Fatalities | 449 | 417 | 410 | 371 | 335 | 385 |
| | <i>3-Year Moving Average</i> | <i>457</i> | <i>441</i> | <i>425</i> | <i>399</i> | <i>372</i> | |
| C7 | Number of Motorcyclist Fatalities | 194 | 168 | 184 | 155 | 184 | 167 |
| | <i>3-Year Moving Average</i> | <i>169</i> | <i>175</i> | <i>182</i> | <i>169</i> | <i>174</i> | |
| C8 | Number of Unhelmeted Motorcyclist Fatalities | 26 | 24 | 36 | 21 | 16 | 26 |
| | <i>3-Year Moving Average</i> | <i>24</i> | <i>26</i> | <i>29</i> | <i>27</i> | <i>24</i> | |
| C9 | Number of Drivers Age 20 or Younger Involved in Fatal Crashes | 226 | 218 | 182 | 178 | 145 | 164 |
| | <i>3-Year Moving Average</i> | <i>231</i> | <i>218</i> | <i>209</i> | <i>193</i> | <i>168</i> | |
| C10 | Number of Pedestrian Fatalities | 312 | 276 | 297 | 308 | 303 | 282 |
| | <i>3-Year Moving Average</i> | <i>317</i> | <i>303</i> | <i>295</i> | <i>294</i> | <i>303</i> | |
| B1 | Observed Seat Belt Use | 2007 | 2008 | 2009 | 2010 | 2011 | 91% |
| | | 83% | 89% | 88% | 90% | 91% | |
| | | <i>3-Year Moving Average</i> | <i>84%</i> | <i>85%</i> | <i>87%</i> | <i>89%</i> | |

*2010 FARS data are not available to update measure

Sources: FARS is the source for all of the Core Outcome Measures with the exception of Serious Injuries (C2). The source for this measure is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles. New York's annual observational surveys of front seat outboard occupants in passenger vehicles are the source for the Core Behavioral Measure (B1).

New York State Driver Survey

States are also required to conduct annual surveys of drivers to track reported behaviors, perceptions and awareness related to major traffic safety issues. New York's 2011 survey was conducted in June and replicated the baseline survey conducted in June/July 2010. Drivers were interviewed 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 was in New York City (Brooklyn) and one was on Long Island (Medford, Suffolk County).

The survey instrument included a total of 10 questions: three on seat belt use, three on speeding and four on impaired driving. Information was also collected on the age, gender and county of residence of the survey participants. A total of 1,562 drivers participated in the 2011 survey; a minimum of 300 surveys were completed at each of the five DMV offices. Selected results are reported under the relevant program areas: Occupant Protection, Police Traffic Services and Impaired Driving. Results from the 2010 baseline survey are included to identify any changes that have occurred in the reported behaviors, perceptions and awareness of traffic safety issues among the New York State drivers.

STATEWIDE HIGHWAY SAFETY PROGRAM GOALS

The following statewide goals were established for New York's Highway Safety Program in FFY 2011:

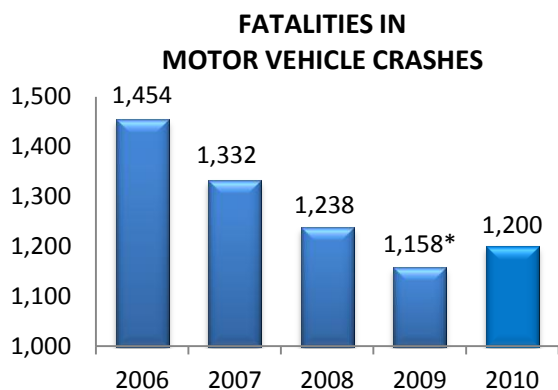
- ❖ Decrease traffic fatalities 3 percent from 1,156 (preliminary number) in 2009 to 1,121 by December 31, 2011
- ❖ Decrease serious traffic injuries 3 percent from 12,708 in 2009 to 12,327 by December 31, 2011
- ❖ Decrease fatalities/100M VMT 3 percent from 0.92 in 2008 to 0.89 by December 31, 2011
- ❖ Decrease urban fatalities/100M VMT 3 percent from 0.60 (preliminary rate) in 2008 to 0.58 by December 31, 2011
- ❖ Decrease rural fatalities/100M VMT 3 percent from the 2006-2008 calendar base year average of 1.89 to 1.83 by December 31, 2011
- ❖ Decrease drivers age 20 or younger involved in fatal crashes 10 percent from 182 in 2008 to 164 by December 31, 2011

Status of Goals

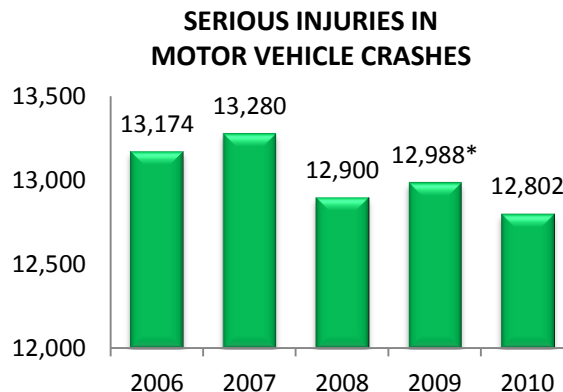
Based on the newly released 2010 FARS data, the number of motor vehicle fatalities in New York increased to 1,200 after being on a consistent downward trend between 2006 and 2009. The interruption of the downward trend in fatalities will make it difficult to reach the goal of reducing fatalities to 1,121 by December 31, 2011.

Unlike fatalities which rose by 4% between 2009 and 2010, there was a small decrease (less than 2%) in serious injuries from 12,988 in 2009 to 12,802 in 2010. It should be noted that the goal of reducing serious injuries by 3% was based on preliminary data from New York's AIS available at the time the FFY

2011 HSSP was prepared. The final 2009 AIS data indicate that there were 12,988 serious injuries; based on this revised number, a 3% decrease would translate into a new target of 12,598. While progress was made in 2010, it appears that a revised goal of 12,598 will still be difficult to meet by the end of the 2011 calendar year.

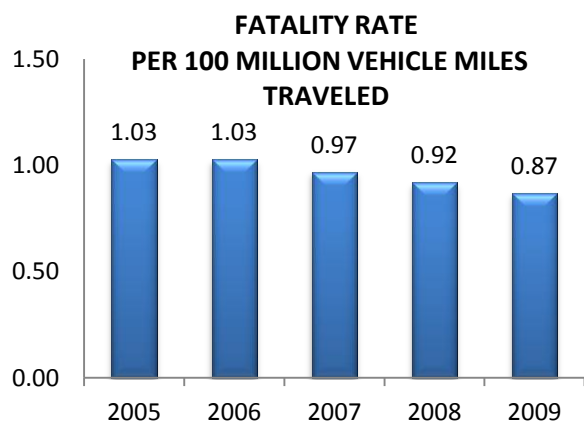


*Revised based on final 2009 FARS data
Source: FARS

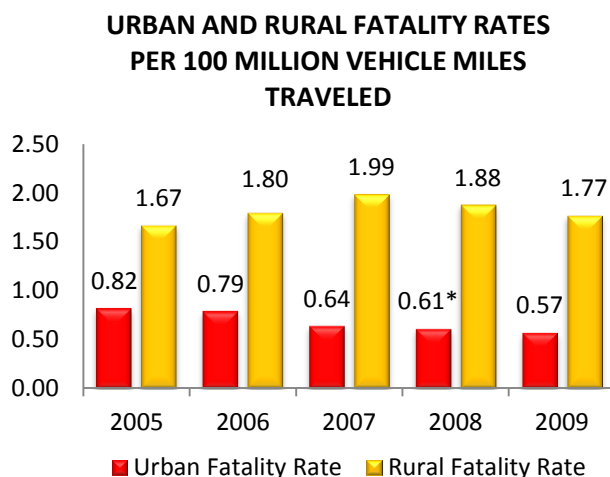


* Revised based on final 2009 AIS data
Source: NYS AIS

For three of the outcome measures for the statewide program, the total, urban and rural fatality rates per 100 million vehicle miles traveled (VMT), the 2010 FARS data are not yet available. Based on 2008 data, the goals set for these three measures have been achieved and exceeded. The overall fatality rate decreased from 0.92 per 100 million vehicle miles in 2008 to 0.87 in 2009, two years ahead of the target date for reaching 0.89. Declines in both the urban and the rural fatality rates contributed to reaching this goal; the rural fatality rate dropped to 1.77 and the urban fatality rate dropped to 0.57 in 2009, both below the goals set for the end of calendar year 2011.

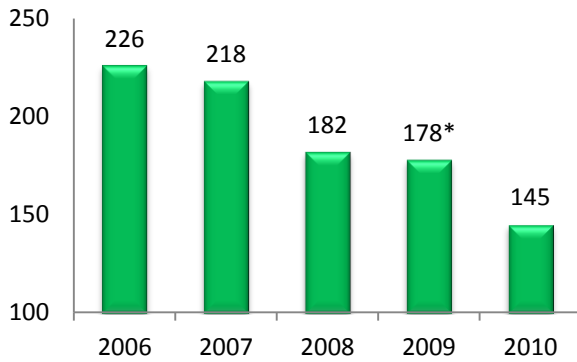


Source: FARS



*Revised based on final 2008 FARS data
Source: FARS

**DRIVERS UNDER AGE 21
INVOLVED IN FATAL CRASHES**



*Revised based on final 2009 FARS data
Source: FARS

The final core outcome measure in this section relates to the involvement of young drivers in fatal crashes. Since 2006, the number of drivers under age 21 involved in fatal crashes has been on a downward trend.

Between 2009 and 2010, the number of young drivers involved in fatal crashes decreased from 178 to 145, far exceeding the goal of 164 set for December 31, 2011.

IMPAIRED DRIVING PROGRAM

In FFY 2011, New York State continued its aggressive approach to combating impaired driving. At the core of the state's impaired driving program is the STOP-DWI program through which fines collected for



impaired driving convictions are returned to the counties where the offenses occurred to support enforcement and other impaired driving programs at the local level.

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 during holiday periods.

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.

In FFY 2011, the GTSC continued to raise public awareness of the dangers of drinking and driving through statewide media campaigns and at sporting events. Television spots from the "Drinking and Driving Shatters Lives" media campaign were aired during the holiday season.



The "Drinking and Driving Shatters Lives" campaign was also incorporated into this year's series of STOP-DWI nights held at sporting events around the state. The first of the events was held at a New York Islanders hockey game, followed by events at college basketball games, minor league baseball games and stock car races.



In FFY 2011, the GTSC assisted with the effective implementation of Leandra's Law through its support for public awareness campaigns, training programs, interagency cooperative efforts and research studies. Leandra's law was named for a young girl killed in a crash while riding in the car driven by a friend's mother who was intoxicated. Effective December 18, 2009, the law imposes stricter penalties for driving while intoxicated or under the influence of drugs with a child younger than age 16 in the vehicle.

The second major component of Leandra's Law requires all drivers convicted of a misdemeanor or felony DWI to install and maintain an ignition interlock device for at least six months on any vehicle owned or operated by the driver. The ignition interlock provisions of Leandra's Law took effect on August 15, 2010.

The GTSC provided support for a comprehensive public awareness campaign, "Don't Blow It," to educate New York State motorists on the new law. In addition, major training efforts were conducted across the state for law enforcement, prosecutors, courts, probation and other components of the impaired driving system responsible for the implementation of the law. Several members of the Impaired Driving Advisory Council coordinated by the GTSC were involved in the training efforts related to the new law.



The GTSC also provided funding to the NYS Division of Criminal Justice Office of Probation and Correctional Alternatives (OPCA), the agency responsible for promulgating the regulations and implementing the expanded ignition interlock sanction program required under Leandra's Law. The funds are being used to support the establishment and maintenance of a monitoring mechanism within each county in the state. Based on reports submitted to the OPCA, between August 15, 2010 and June 30, 2011, the county probation offices and other monitoring agencies received 13,842 court orders for the installation of ignition interlocks by convicted DWI offenders; however, approximately one-third (4,471) were actually installed. Strategies for increasing compliance are being tested. In summer 2011, the Nassau County District Attorney's Office, in conjunction with the county Probation Office, conducted a two-week sweep targeting convicted drunk drivers who attempted to bypass the ignition interlock requirement by claiming they no longer had a car. A total of 22 arrests were made, with the majority of offenders arrested after driving illegally to meet with their probation officers. Based on the results in Nassau County, it is anticipated that this strategy will be used in other areas of the state in the coming year.



Impaired driving also continued to be addressed through a number of training initiatives. The two-day Advanced Roadside Impaired Driving Enforcement (ARIDE) training and the more extensive Drug Recognition Expert (DRE) training are among the most active programs. In FFY 2011, efforts to expand the Drug Impairment Training for Education Professionals (DITEP) also continued. A new video promoting the program was made available to school districts, on request, and distributed to other states with DITEP programs. The video can also be viewed on the GTSC website www.safeny.ny.gov and on YouTube. In addition, roll call videos on Leandra's Law and the DRE and SFST programs are continuing to be developed for use by the state's law enforcement agencies.

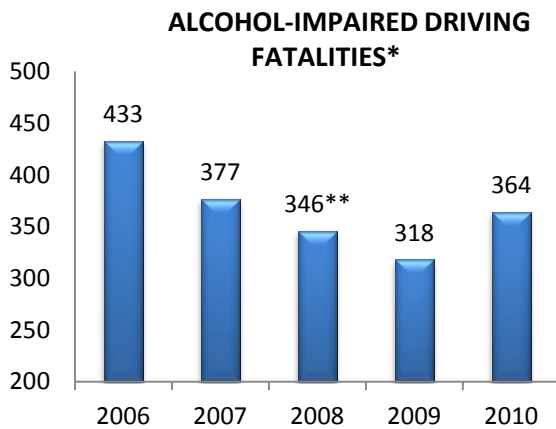
The GTSC also continued to support research studies that support the state's impaired driving program. In FFY 2011, the Institute for Traffic Safety Management and Research (ITSMR) began a study to assess the implementation and effectiveness of Leandra's Law. Two components were completed this year: a telephone survey of the persons hired by each county to monitor DWI offenders ordered to install an ignition interlock and a study of the implementation of the new DWI with Child in Vehicle law. A longer

term study of the effectiveness of the law is planned. ITSMR also completed a study of the involvement of impaired motorcyclists in crashes on the state’s roadways.

FFY 2011 IMPAIRED DRIVING GOALS

- ❖ Decrease alcohol-impaired driving fatalities 5 percent from 341 (preliminary FARS number) in 2008 to 324 by December 31, 2011
- ❖ Reduce the number of persons injured in alcohol-related crashes 5 percent from 6,558 (preliminary AIS number) in 2009 to 6,230 by December 31, 2011

Status of Goals

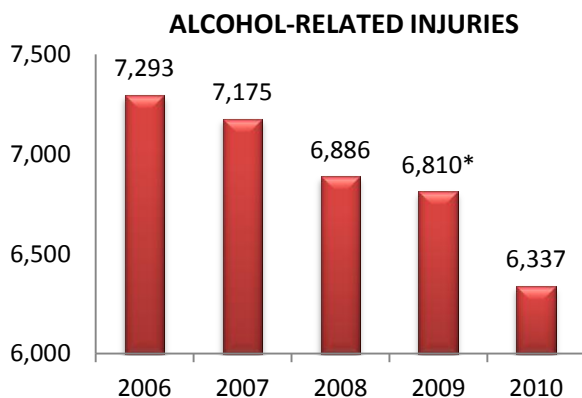


*Based on BAC (.08+) of all involved drivers and motorcycle operators

**Revised based on final 2008 FARS data

Source: FARS

While alcohol-impaired driving fatalities were on a steady downward trend between 2006 and 2009 (dropping 27% from 433 to 318), based on the newly released FARS data, the progress in reducing impaired driving did not continue in 2010. There were 364 alcohol-impaired driving fatalities in 2010, an increase of 14% over 2009. While the goal of 324 was met and exceeded in 2009, the increase in fatalities in 2010 may make it difficult to reach this target again by December 31, 2011.



*Revised based on final 2009 AIS data

Source: NYS AIS

Based on data from New York’s AIS, the downward trend in the number of persons injured in alcohol-related crashes continued in 2010, decreasing from 7,293 in 2006 to 6,337 in 2010. The goal to reduce alcohol-related injuries by 5 percent was set based on preliminary 2009 data; when the 2009 AIS data file was finalized, the number of alcohol-related injuries increased from 6,558 to 6,810.

As a result, the target of reducing injuries to 6,230 by December 31, 2011 has not yet been reached; however, based on the final AIS data, there was a 7 percent decrease in the number of injuries between 2009 and 2010, exceeding the original goal of a 5 percent reduction.

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 2010 and repeated in 2011. The table below provides the results to the questions related to behaviors, awareness and perceptions provided by the participants in the two surveys.

| <i>In the past 30 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?</i> | | |
|---|-------------|-------------|
| | 2010 | 2011 |
| 0 times | 85.3% | 86.1% |
| 1 time | 7.1% | 7.1% |
| 2 times | 3.9% | 3.2% |
| 3 times | 1.6% | 1.4% |
| 4 times | 0.5% | 0.5% |
| 5 or more times | 1.6% | 1.8% |
| <i>In the past 60 days, have you read, seen or heard anything about drunk driving enforcement?</i> | | |
| | 2010 | 2011 |
| Yes | 73.0% | 71.5% |
| No | 19.3% | 20.4% |
| Don't remember | 7.7% | 8.1% |
| <i>What do you think the chances are of someone getting arrested if they drive after drinking?</i> | | |
| | 2010 | 2011 |
| Always | 33.8% | 33.4% |
| Most of the time | 29.6% | 29.2% |
| Sometimes | 29.2% | 30.9% |
| Rarely | 4.7% | 4.6% |
| Never | 2.7% | 1.8% |

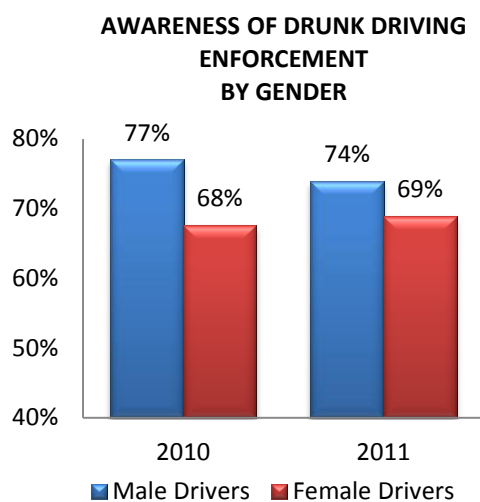
Source: 2010 and 2011 NYS Driver Surveys

- In 2011, 86% of all survey respondents said they had not driven within two hours after consuming alcohol in the past 30 days while 14% reported that they had at least once. These results regarding drinking and driving behavior were very similar to those from the 2010 survey.
- The level of awareness of drunk driving enforcement was also very similar in the two surveys; 72% of the drivers surveyed in 2011 and 73% surveyed in 2010 said they had read, seen or heard something about drunk driving enforcement in the past 60 days.
- The perception of the risk of being arrested for drinking and driving also remained virtually unchanged; in both surveys, 63% of the drivers thought that they would be arrested “always” or “most of the time” if they drive after drinking. Only 7% in 2010 and 6% in 2011 thought they would “rarely” or “never” be arrested.

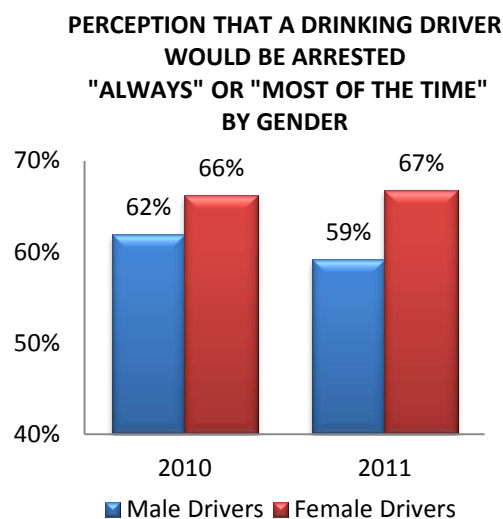
Differences by Gender

| <i>In the past 30 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?</i> | | | | |
|---|-------|--------|-------|--------|
| | 2010 | | 2011 | |
| | Male | Female | Male | Female |
| 0 times | 81.7% | 90.8% | 81.8% | 91.9% |
| 1 time | 8.1% | 5.6% | 8.9% | 4.9% |
| 2 times | 5.0% | 2.3% | 4.0% | 1.9% |
| 3 times | 2.4% | 0.6% | 1.8% | 0.9% |
| 4 times | 0.5% | 0.4% | 0.6% | 0.0% |
| 5 or more times | 2.3% | 0.3% | 2.9% | 0.4% |

- In 2011, the large majority of both male (82%) and female drivers (92%) said they had not driven within two hours after drinking within the past 30 days.
- Men were more likely to report that they drink and drive than women. In both 2010 and 2011, 18% of male drivers reported drinking and driving at least once, compared to 9% of women in 2010 and 8% in 2011.
- The responses regarding the number of times male drivers reported that they drove after drinking in the 2011 survey were very similar to those in the 2010 survey; female drivers also gave similar responses in both surveys.



Source: 2010 and 2011 NYS Driver Surveys

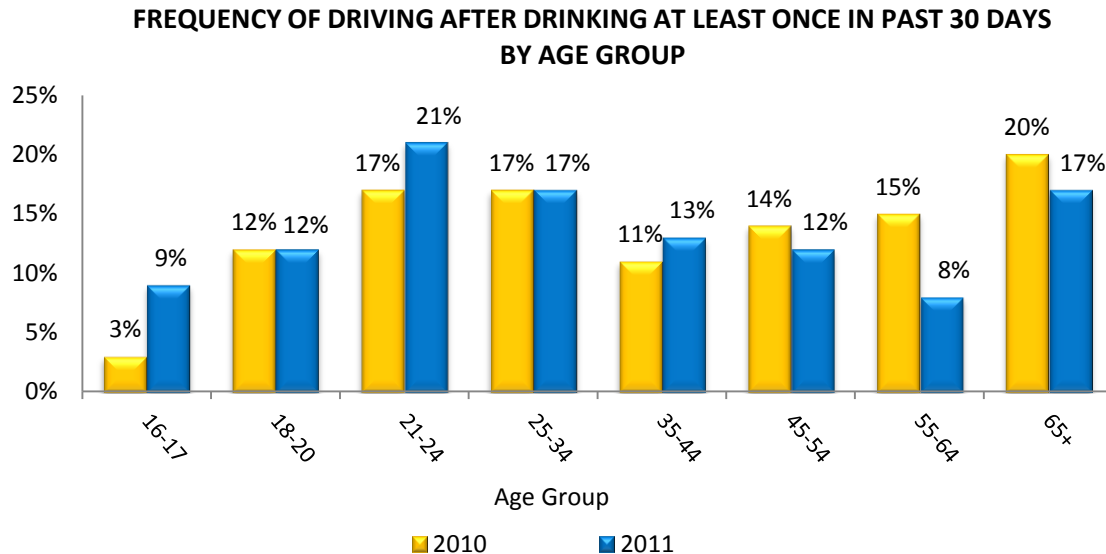


Source: 2010 and 2011 NYS Driver Surveys

- In both surveys, male drivers were more likely than female drivers to have read, seen or heard something about drunk driving enforcement in the past 60 days (74% of men versus 69% of women in 2011).

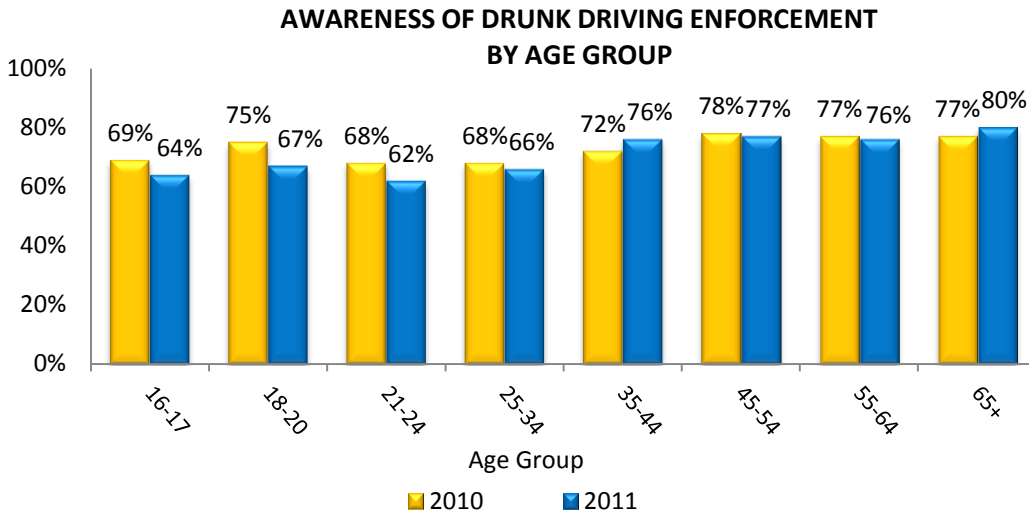
- Compared to the 2010 survey, only small changes occurred in awareness among both male drivers and female drivers in 2011; between 2010 and 2011, awareness among men declined by three percentage points and among women, awareness increased by one percentage point.
- While exposure to information about drunk driving enforcement was higher among male drivers, the perception of the risk of enforcement was higher among female drivers; in 2011, two-thirds of the women thought someone who was driving after drinking would be arrested “always” or “most of the time” compared to 59% of the men.
- The perception of the risk of arrest among male drivers declined from 62% in 2010 to 59% in 2011 while the perception among women was similar in both surveys.

Differences by Age



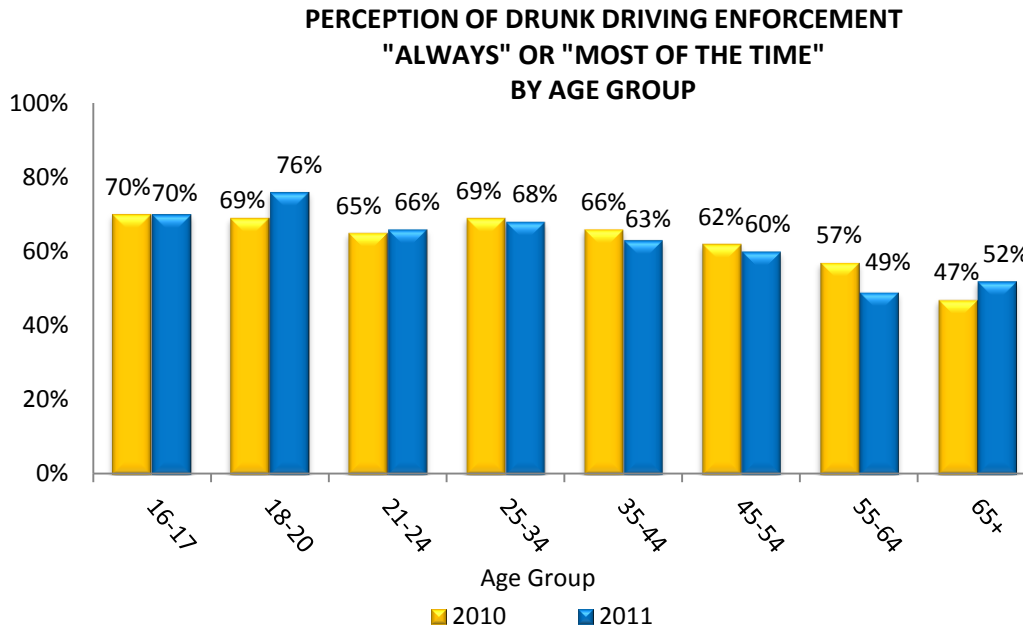
Source: 2010 and 2011 NYS Driver Surveys

- The drivers who reported driving within two hours after drinking at least once in the last 30 days included drivers in the two age groups below the legal drinking age. In 2011, 9% of the drivers in the 16-17 year old age group and 12% of the drivers 18-20 years of age reported driving after drinking.
- In 2011, drivers 21-24 years of age were most likely to report driving within two hours after consuming at least one drink (21%), followed by drivers 25-34 years of age (17%) and 65 years of age and older (17%).
- Among drivers under the age of 45, the proportion of drivers who drove after drinking at least once stayed the same or increased between 2010 and 2011; in comparison, the proportion of drivers 45 years of age and older who reported they drank and drove decreased in 2011.



Source: 2010 and 2011 NYS Driver Surveys

- In general, the proportion of drivers who had read, seen or heard something about drunk driving enforcement increased with age; in 2011, 62%-67% of the drivers under 35 reported being exposed to information about drunk driving enforcement compared to 76%-80% of the drivers 65 and older.
- Between 2010 and 2011, awareness dropped for the age groups under age 35 and increased or remained consistent among the older age groups.



Source: 2010 and 2011 NYS Driver Surveys

- In general, the perception of the risk of getting a ticket decreased with age; in 2011, 66%-76% 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 49%-63% of drivers age 35 and older.
- In the majority of the age groups, the perception of the risk of enforcement decreased between 2010 and 2011; the most striking exception was in the 18-20 age group where 76% in 2011 thought someone would be arrested “always” or “most of the time” compared to 69% in 2010.

FFY 2011 PROGRAM HIGHLIGHTS

Advisory Council on Impaired Driving

The Advisory Council on Impaired Driving established by the GTSC is comprised of nine teams that represent the key components of the impaired driving system: General Deterrence; Legislation and Sanctions; Enforcement; Prosecution; Courts; Probation; Assessment, Evaluation and Treatment; Licensing/ Relicensing; and Research. Since the passage of Leandra’s Law, the majority of the Advisory Council members have been involved in assisting the Governor’s Office and the Office of Probation and Correctional Alternatives with the development of regulations governing the new ignition interlock requirements, the delivery of training for law enforcement, prosecutors and courts, and other efforts related to the implementation of the law.

In FFY 2011, several of the teams reconvened to work on issues that had been identified. Some examples include an initiative undertaken by the enforcement team to develop a uniform arrest package that law enforcement can use for impaired driving arrests and the development of strategies by the court team to increase the collection of fines from impaired driving offenders. These fines are returned to the counties to support the STOP DWI program.

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

Following the completion of the new regulations related to Leandra’s Law (Part 59 of the NYS Department of Health and 9 NYCRR Part 358 of the Division of Criminal Justice Services), the Office of Probation and Correctional Alternatives (OPCA) has focused on training, monitoring, quality assurance and providing technical support for the implementation of the ignition interlock component of the law.

In FFY 2011, county plans and vendor services continued to be monitored for adherence to the regulations and contracts. To ensure an acceptable level of customer service, OPCA is vigilant in monitoring the requirement that an installation center/service provider be within 50 miles of the operator’s residence or location where the vehicle is parked or garaged and that a replacement device be made available within the same 50 mile radius. This is primarily accomplished through the use of GPS mapping and ongoing dialogue. Over the past year, the availability of service installation centers increased to a total of 337 locations. In addition, OPCA contracted with another vendor bringing the number of companies qualified to provide ignition interlock devices (IIDs) in New York to seven. Conference calls with the qualified manufacturers are held on a regular basis and technical assistance is given when and where needed in the ongoing effort to provide a high standard of quality assurance.

OPCA also continued to accept and approve additional devices from the qualified manufacturers to create a competitive environment. Two new devices were added during FFY 2011 bringing the total to 11 devices that are available to New York's operators. In FFY 2011, OPCA also participated in the development of the 911 Ignition Interlock protocol designed to enhance the law enforcement response for a variety of infractions by interlock operators. OPCA staff also participated in a number of Leandra's Law training and information sessions for law enforcement, probation officers, judges and court personnel and has assisted the county monitors with the development of and access to monitoring tools.

During FFY 2011, OPCA also continued to promote the use of DMV's License Event Notification Service (LENS) by county probation departments as a tool to better monitor the driving behavior of their probationers. OPCA staff continued to track the progress of the three-year License Plate Reader (LPR) Project underway in five counties (Dutchess, Monroe, Orange, Schenectady and Westchester). At present, only Monroe County is continuing to use the LPRs on a regular basis. According to the latest progress report, the LPR has been used on 23 initiatives and has aided in the recovery of one stolen vehicle. Another ongoing activity is OPCA's participation in the Advisory Council on Impaired Driving which includes providing leadership for the Advisory Council's Probation Team. A new pilot program using driver license scanners in alcoholic beverage retail outlets to reduce underage drinking and DWI has also been developed.

Education and Training Programs

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 ensuring that all DREs maintain their certification by providing the necessary training as required by the New York standards. In 2011, the GTSC formed a Technical Advisory Panel (TAP) to oversee the quality of the training and to review all training curriculum and set standards for instructors.

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 conducted once during the year, in March 2011. In 2011, all of the DRE Instructors attended a two-day conference that included mandatory recertification training and information on the latest drug use trends. In addition, ten recertification trainings were held during the year.



DCJS Impaired Driver Training and Technology Program

With funding provided by a GTSC grant, the NYS Division of Criminal Justice Services (DCJS) distributed 505 Alco-Sensor FST alcohol screening devices and 105 DataMaster DMT evidential breath testing devices to New York State law enforcement, probation and parole agencies in FFY 2011. This equipment provides these agencies with state-of-the-art tools to aid in their impaired driving programs. In addition, approximately 990 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 eJusticeNY.

In FFY 2011, the Office of Public Safety staff administered, facilitated, documented and/or oversaw the training of 4,630 municipal law enforcement officers on the use of the DataMaster DMT. The total represents officers attending the Breath Analysis Operators Course, Breath Analysis Operator Instructor Course and Breath Analysis Recertification Courses.

In addition to the DataMaster DMT training, a total of 657 police officers attended Standardized Field Sobriety Testing courses: Standardized Field Sobriety Instructor Course and Standardized Field Sobriety Testing Student Course; another 176 students enrolled in academy pre-employment programs attended the SFST student course. The Crash Management Series: Basic through Technical was attended by 289 police officers. In total, the Office of Public Safety provided quality training to 5,576 municipal law enforcement officers across the state.

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 must complete 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 2011, ten training programs were conducted in various parts of the state; 210 police officers completed the ARIDE training this year, compared to 188 in the previous year.



Toxicologist Training

The New York State Police Forensic Laboratory System provides blood alcohol 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 Borkenstein School on the Effects of Drugs on Human Performance, 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 online training.

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 Committee on Alcohol & Other Drugs. 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.

In addition to blood alcohol testing services, the NYSP Lab also certifies the breath testing reference materials used by all law enforcement agencies in the state. In FFY 2011, GTSC grant funds were used by the NYSP Lab to replace outdated equipment critical to the testing and certification of these materials.

STOP-DWI Association Training Programs



In 2011, the GTSC continued to provide funding for a series of training programs sponsored by the STOP-DWI Association. The training program, Treatment and Supervision of the Chronic Drunk Driver, which deals with DWI recidivists, was presented in three locations across the state; treatment providers, probation officers and other professionals attended these training sessions. Impaired driving law enforcement training programs, including SFST refresher courses and DRE recertification courses, were also conducted throughout the state. As a result of these training programs, 120 DREs were able to receive recertification in FFY 2011.

Drug Impairment Training for Education Professionals (DITEP)



DITEP continues to be an integral part of New York's efforts to combat the problem of drug and alcohol abuse in the school environment. The goal of the DITEP program is to train school administrators, school nurses and other education professionals to provide early intervention within their schools that will lead to reductions in motor vehicle fatalities and injuries. The DITEP training module uses a systematic approach for recognizing and evaluating those who are abusing drugs or alcohol. Over the past year, 11 two-day DITEP training courses were conducted for education professionals in New York State. The GTSC also produced a video on the DITEP program that was made available to school districts throughout New York and distributed to the DRE Coordinators in 48 other states. The video can also be viewed on the GTSC website and on YouTube.



Prosecutor Training

In FFY 2011, training sessions for prosecutors on impaired driving issues continued to be conducted around the state by the New York Prosecutors Training Institute (NYPTI). These training sessions provide prosecutors with information on how to prosecute a DRE arrest, how to present breath test results as evidence in the courtroom, and how to combat the latest defense challenges. Updates on DWI laws are also presented at the training sessions. In addition, the updated manuals used in the training are made available to all county prosecutors and STOP-DWI coordinators. 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. The availability of two TSRPs made it possible to provide training to 298 District Attorneys, 96 police officers, 87 Probation Officers, 68 treatment professionals and 67 other professionals in FFY 2011.

Drive Sober or Get Pulled Over, New York's STOP-DWI Crackdown

In FFY 2011, New York's crackdown on impaired driving adopted the national slogan, "Drive Sober or Get Pulled Over." This annual enforcement event is a cooperative effort involving the State Police, county Sheriffs and local police agencies.

This year's impaired driving enforcement mobilization was announced through press events in several parts of the state; members of the law enforcement community and STOP-DWI program coordinators joined with GTSC in publicizing the crackdown. Due to the cooperation of the STOP-DWI program coordinators statewide, there was widespread participation by the state's police agencies.



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

In FFY 2011, the New York State Police continued to conduct its comprehensive impaired driving program which includes the following components: deterrence, detection, testing, analysis, prosecution of impaired drivers and underage enforcement. Following guidelines established by Division Headquarters, each State Police Troop develops its own Traffic Safety Plan which provides for a more efficient approach to local problems, including impaired driving and underage drinking. Highlights of the State Police program in FFY 2011 include the following:

- **Underage Drinking Identification Details:** The State Police conducted 135 Underage Drinking Identification (UDI) details using sting operations and other enforcement strategies. Of the 1,156 retail stores and 367 bars that were investigated, 89% of the retail stores (1,032) and 83% of the bars (304) were found to be in compliance. The UDI details resulted in 233 arrests for violations of the state's ABC law and 296 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, 200 fixed sobriety checkpoints were conducted, resulting in 425 DWI arrests.
- **Roving Saturation Details:** Each Troop conducted, at a minimum, one saturation detail each month. Overall, a total of 225 roving saturation patrols were conducted, resulting in 235 DWI arrests.
- **SFST Training:** In FFY 2011, the New York State Police completed a program to provide Standardized Field Sobriety Testing (SFST) refresher training for all members from the rank of Non-commissioned Officer to Trooper. This eight-hour program includes a review of the phases of detection, test administration and scoring, and proficiency testing. The training also includes a review of DWI paperwork, updates to the DWI laws and enforcement of the new ignition interlock standards. In FFY 2011, approximately 2,600 Troopers and 5,300 sergeants were trained. This program has been well received not only by the members of the State Police, but also by prosecutors across the state. Many ADAs have asked to attend the training to gain a

better understanding of what the Troopers are trained to do and how to best use this information at trial. Plans are underway to provide an eight-hour overview of the drugs that impair driving starting in FFY 2012.

- ***Drug Awareness Training:*** State Police Drug Recognition Expert (DRE) instructors assisted with a DRE school conducted in Albany and with the field certification training. As requested by the GTSC, these State Police DRE instructors also assisted with both DITEP and ARIDE training events.
- ***Prosecutor Outreach Program:*** In cooperation with the New York Prosecutors Training Institute, the State Police provided SFST and DRE training to prosecutors from across the state. As mentioned above, many counties also elected to send ADAs to the SFST refresher training held at each Troop Headquarters.
- ***National Holiday Crackdown:*** The State Police participated in this nationwide enforcement effort conducted annually between Thanksgiving and Christmas by conducting high-visibility sobriety checkpoints and roving saturation patrols in each Troop. More than 50 impaired driving arrests were made during the national Lifesavers Weekend.
- ***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 federally-funded 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 2011, DFI Investigators visited more than 579 establishments that serve alcohol, made 1,414 arrests and seized 1,408 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.

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 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.

ACTION TO RIDE Program

In FFY 2011, the GTSC provided funding to the NYS Office of Alcohol and Substance Abuse Services (OASAS) to conduct an initiative known as ACTION TO RIDE - Addictions Collaborative to Improve Outcomes in New York to Reduce Impaired Driving Effectively. The overall goal is to reduce impaired driving with improved services, strengthened partnerships and advanced technology. The first of two components is the implementation of a new evidence-based curriculum by every Drinking Driver Program (DDP) in the state. OASAS also implemented clinical guidelines and statewide mandatory training for all clinicians who are approved to provide screening and assessment services to impaired drivers. The second component involves the continued maintenance and updating for two online, integrated reporting systems to support linkages between impaired driving service professionals and program enrollments. The Impaired Driver System (IDS) is being piloted with full rollout scheduled for early 2012. The Impaired Driver Classroom (IDC) is in late development and is expected to be rolled out with the IDS in 2012.

STOP-DWI Foundation and MADD Safe and Sober Award Recognition Luncheon

With funding from the Governor's Traffic Safety Committee, STOP-DWI New York, MADD New York, and the Division of Criminal Justice Services continue to recognize police departments and officers and other individuals for their outstanding commitment to the deterrence of impaired driving. In 2011, 24 awards were given to individuals across the state.

Institute for Traffic Safety Management and Research Impaired Driving Research Projects

In FFY 2011, the Institute for Traffic Safety Management and Research (ITSMR) conducted studies related to Leandra's Law and the involvement of impaired driving in motorcycle crashes.

Evaluation of Leandra's Law: DWI with Child Under Age 16 in the Vehicle

The Child Passenger Protection Act (Chapter 496 of the Laws of 2009), commonly known as Leandra's Law, was named for an 11-year-old girl who was killed while riding in a vehicle driven by the intoxicated mother of one of her friends. The law created a new crime of Aggravated Driving While Intoxicated (ADWI) with a Child under Age 16 in the Vehicle and imposed stricter penalties for driving impaired with young passengers. Effective December 18, 2009, drivers who violate the ADWI/Child in Vehicle law are charged with a Class E felony and face up to four years in prison and/or a fine of \$1,000-\$5,000.

ITSMR's study focused on the implementation of the new violation of ADWI/Child in Vehicle (VTL 1192.2ab). The study was designed to identify the number and characteristics of drivers who had been arrested for violating VTL 1192.2ab between December 18, 2009 and June 30, 2011 and determine whether they were adjudicated and sanctioned in accordance with Leandra's Law. Data from the TSLED ticket file and the Driver License file were used in conducting the study.

Key results from the analyses of TSLED data:

- 929 drivers were ticketed for ADWI/Child in Vehicle during the first 18 months the law was in effect.
- Six out of ten drivers ticketed were between the ages of 30 and 50 and 63% were men.

- More than half (54%) were ticketed between 6pm and midnight and nearly half were ticketed on the weekend.
- 69% were convicted and 79% of those were convicted on the original charge of ADWI/Child in Vehicle.

Key results from the analyses of Drivers License data:

- 8 out of 10 drivers convicted on ADWI/Child in Vehicle violations were convicted in the Upstate Region.
- 30% of the drivers convicted were repeat offenders (one or more prior VTL 1192 convictions in the previous ten years).
- 17% were involved in a crash in conjunction with their ADWI/Child in Vehicle violation.
- The majority of drivers received the appropriate penalties; all received a license revocation of at least one year and where the data were available, 96% received a fine of at least \$1,000.
- 92% of the drivers convicted had an INTERLOCK DEVICE restriction recorded on their driver's license.

Evaluation of Leandra's Law: Telephone Survey of County Monitors

Leandra's Law also provides for an expansion of the ignition interlock sanction for impaired driving offenders. Effective August 15, 2010, any person who is convicted of a misdemeanor or felony DWI is required to have an ignition interlock installed on their vehicle for a minimum period of six months. The state's Office of Probation and Correctional Alternatives (OCPA) is responsible for establishing the appropriate regulations and overseeing the implementation. Each of the state's 62 counties were required to submit a plan to the OCPA that describes how it will implement and monitor the use of the ignition interlocks that are imposed on convicted impaired drivers in their county.

To assess whether the ignition interlock provision of Leandra's Law is being implemented and monitored as intended, the goal of this study was to examine the entire monitoring process, as prescribed by regulations promulgated by the NYS Office of Probation and Correctional Alternatives (OPCA), from the point at which the monitor is notified of a driver being sanctioned to an interlock, to the installation of the ignition interlock device (IID) and finally to the de-installation of the device.

The primary source of information on the implementation of monitoring process was a telephone survey of the conditional discharge (CD) monitors for the state's counties. The survey gathered general information about the monitoring position; specific information on the drivers being monitored; and the tasks associated with the monitoring process itself, including the monitor's interaction with the drivers, courts, and interlock vendors. A total of 59 CD monitors, representing the state's 62 counties, participated in the survey.

Some of the results from the telephone survey are presented below:

- The majority of the monitors are part-time (64%) and the majority (53%) did not receive any training for their position.
- 84% reported that they are notified by the courts "always" or "most of the time" of drivers sentenced to interlock as required.
- 90% indicated that the interlock installers "always" or "most of the time" provide documentation of installations.
- 58% said the majority of the drivers they monitor have the interlock installed within 10 days of sentencing as required.

- 85% said the vendors routinely notify them of a lockout; 90% said they are notified of failed or missed start-up tests; 76% are routinely notified of missed service visits.
- 27% recommend that the interlock period be extended for some drivers.
- 17% have referred drivers to alcohol and substance abuse treatment when warranted.

Impaired Driving Among Motorcyclists Involved in Crashes in New York State

The primary objectives of the study were to determine the extent to which crashes on New York's roadways involve impaired motorcycle operators and identify the key characteristics of these impaired operators. The study also sought to identify changes over time and examine differences between impaired motorcycle operators and non-impaired motorcycle operators. Analyses of police-reported fatal and personal injury (F&PI) motorcycle crashes that occurred during the five years, 2006-2010, were conducted.

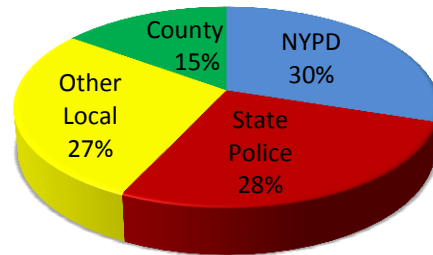
Key results of the study include:

- The role of alcohol in fatal motorcycle crashes is increasing on New York's roadways; 32% of the fatal motorcycle crashes in 2010 were alcohol-related, up from 23% in 2006.
- The role of alcohol in personal injury motorcycle crashes has remained consistent at 3% for several years.
- Alcohol-related F&PI crashes are much more likely to occur in the Upstate region (81% of alcohol-related crashes vs. 59% of all fatal and personal injury motorcycle crashes in 2010).
- Nearly half (48%) of the alcohol-related motorcycle crashes occur between 9pm and 3am compared to 14% of the non-alcohol related crashes.
- Impaired motorcycle operators in F&PI crashes are most likely to be in the 40-49 (32%) or the 30-39 (27%) age groups; unimpaired motorcyclists are most likely to be in the 21-29 age group (28%).
- 98% of the impaired operators in F&PI crashes are men.
- In addition to alcohol, 44% of the impaired operators had unsafe speed reported as a contributing factor in their crash, compared to 15% of the unimpaired operators; unsafe speed was reported even more frequently for both impaired and unimpaired operators in fatal crashes (51% and 37%, respectively).

POLICE TRAFFIC SERVICES

The Police Traffic Services program focuses on reducing crashes on New York’s roadways through the enforcement of New York’s Vehicle and Traffic laws. The New York State Police, county sheriffs’ offices and other county-wide police agencies, and local police departments all contribute to the state’s traffic enforcement efforts. The proportion of tickets issued by the enforcement agencies at the various jurisdictional levels is shown in the chart to the right. Of the approximately 4,027,000 traffic tickets issued in New York State in 2010, 30% were written by the state’s largest local agency, the New York City Police Department (NYPD), the State Police wrote 28%, 27% were written by other local police agencies and county police departments issued 15%. This was very similar to the distribution of tickets by enforcement agency type in 2009.

Proportion of Tickets Issued by Type of Police Agency, 2010



Sources: NYS TSLED and Administrative Adjudication Systems

An important example of collaboration and sharing of expertise to improve roadway safety is the Road Safety Assessment process. In FFY 2011, GTSC’s Law Enforcement Liaisons participated with representatives from several federal, state and local agencies in conducting a Road Safety Assessment (RSA) on a dangerous segment of the Long Island Expressway where several fatal and serious injury crashes have occurred, including 25 incidents involving law enforcement personnel. The intent of the RSA was to examine the overall safety of the LIE study corridor with a particular focus on crashes involving police, fire, emergency medical services, and tow truck/roadside assistance personnel and to identify corrective actions to enhance safety and emergency response within the corridor.

The emphasis in the Police Traffic Services program area is on the implementation of effective enforcement strategies that will lead to reductions in motor vehicle crashes. In addition to routine enforcement on a day-to-day basis, data-driven efforts that focus on the enforcement of specific violations are supported by the GTSC through its Selective Traffic Enforcement Program (STEP). In FFY 2011, the GTSC awarded 229 STEP grants to local law enforcement agencies to target violations in identified problem locations. An additional 11 grants were awarded to the State Police, County Sheriff Departments and local police agencies for other types of enforcement projects.

Because unsafe speed continues to be one of the top three highway safety priority areas, speeding and other aggressive behaviors are the focus of many of the activities conducted under Police Traffic Services. The other two priority areas, impaired driving and non-compliance with the state’s seat belt law, are addressed in other sections of this Annual Report.

New technologies continued to be used to address the problem of speeding. These include dual antenna radar devices which make it possible to monitor traffic from two directions simultaneously; new generation RADAR (Radio Detection and Ranging) which can be used when the officer is either stationary or mobile; and LIDAR (Light Detection and Ranging) which uses light emitting diodes to measure speed with pinpoint accuracy and cannot be detected by motorists.



In addition to speeding and other aggressive driving behaviors, Police Traffic Services also covers enforcement efforts directed toward a number of other unsafe driving behaviors including distracted driving, particularly the use of cell phones. The use of these devices, as well as other behaviors that take attention away from the driving task, contribute to approximately one out of five crashes each year. In 2001, New York was the first state to ban the use of hand-held cell phones while driving. In 2009, texting while driving was prohibited; this law was further enhanced in 2011 by making texting while driving a primary offense law, thus allowing police to stop and ticket motorists solely based on an officer observing the texting while driving violation. In recognition of the state's leadership in this area, the National Highway Traffic Safety Administration (NHTSA) selected New York as one of two sites for a two-year distracted driving enforcement demonstration project beginning in FFY 2010 and concluding in spring 2011. The purpose of the project was to determine the effectiveness of the highly successful "Click It or Ticket" enforcement model in dealing with distracted driving.



The ultimate goal of New York's traffic safety enforcement community is to save lives and reduce injuries by decreasing the number of crashes that result from unsafe driving actions, especially speeding and other behaviors related to aggressive driving. The goal established for the Police Traffic Services program area in the FFY 2011 HSSP and the progress made toward achieving the goal are discussed below.

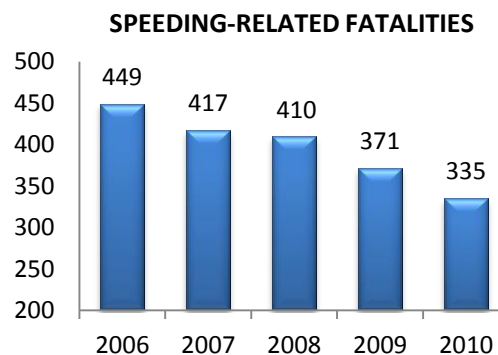
FFY 2011 POLICE TRAFFIC SERVICES GOAL

- ❖ Decrease speeding-related fatalities 6 percent from 410 in 2008 to 385 by December 31, 2011

Status of Goal

As the result of a consistent downward trend, the goal set for decreasing speeding-related motor vehicle fatalities in the FFY 2011 Highway Safety Plan has been met and surpassed.

Between 2008 and 2009, there was a decrease of 10% (from 410 to 371), exceeding the target set for the end of calendar year 2011. Based on the recently released 2010 FARS data, speeding-related fatalities declined another 10% between 2009 and 2010.



Source: FARS

New York State 2011 Driver Survey: Results Related to Speeding

Unsafe speed was one of the three major traffic safety topics included in the survey of drivers conducted at five Department of Motor Vehicles offices in 2010 and 2011. The drivers were asked how frequently they exceed the speed limit by more than five miles an hour when driving on 30 mph and 65 mph roadways. The drivers were also asked questions regarding their exposure to information about speed enforcement in the past 60 days and their perception of the risk of being ticketed for speeding.

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

| | 2010 | 2011 |
|------------------|-------------|-------------|
| Always | 5.7% | 6.4% |
| Most of the time | 16.1% | 15.0% |
| Sometimes | 36.6% | 36.7% |
| Rarely | 26.3% | 27.3% |
| Never | 15.3% | 14.6% |

On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

| | 2010 | 2011 |
|------------------|-------------|-------------|
| Always | 5.8% | 7.2% |
| Most of the time | 17.5% | 17.0% |
| Sometimes | 31.9% | 32.6% |
| Rarely | 24.2% | 23.7% |
| Never | 20.6% | 19.5% |

Source: 2010 and 2011 NYS Driver Surveys

- 21% of the drivers surveyed in 2011 said that they either “always” (6%) or “most of the time” (15%) exceed a 30 mph speed limit by more than 5 mph; 37% said “sometimes” and 42% said “rarely” (27%) or “never” (15%). These responses were very consistent with those given in the 2010 baseline survey.
- On a 65 mph roadway, 24% “always” (7%) or “most of the time” (17%) drive more than 70 mph compared to 44% who “rarely” (24%) or “never” (20%) drive that fast. The 2011 responses to this question were also similar to those in 2010.

In the past 60 days, have you read, seen or heard anything about speed enforcement?

| | 2010 | 2011 |
|----------------|-------------|-------------|
| Yes | 52.1% | 52.3% |
| No | 34.3% | 34.4% |
| Don’t remember | 13.6% | 13.3% |

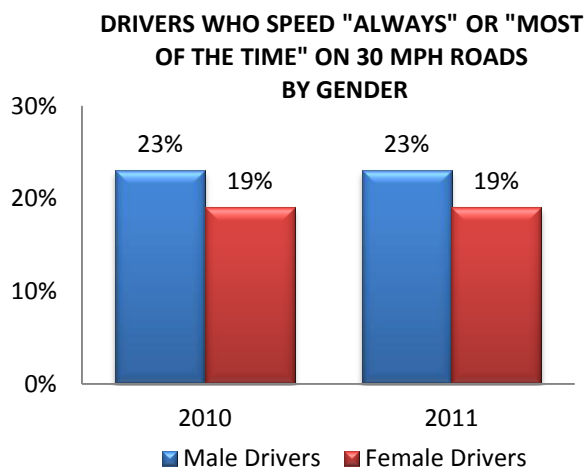
What do you think the chances are of getting a ticket if you drive more than 5 mph over the speed limit?

| | 2010 | 2011 |
|------------------|-------------|-------------|
| Always | 8.7% | 8.6% |
| Most of the time | 14.4% | 13.0% |
| Sometimes | 35.1% | 32.4% |
| Rarely | 31.8% | 35.4% |
| Never | 10.0% | 10.7% |

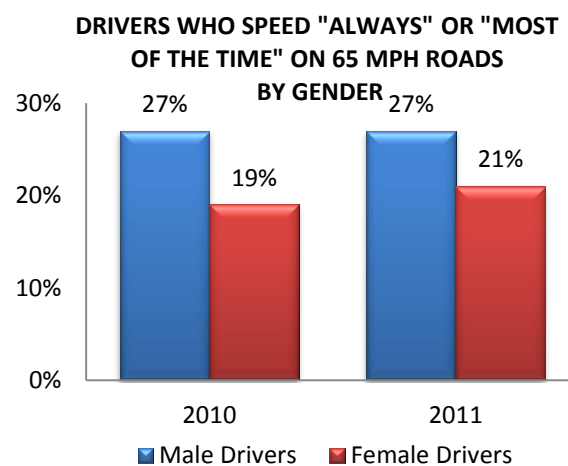
Source: 2010 and 2011 NYS Driver Surveys

- The level of awareness of speed enforcement efforts was unchanged in 2011. In both 2010 and 2011, over half (52%) of the drivers surveyed said they had read, seen or heard something about speed enforcement in the past 60 days.
- In 2011, the perception of the risk of getting a ticket for speeding was somewhat lower than the previous year. Compared to the baseline survey in 2010, a larger proportion of the drivers surveyed in 2011 thought they would “rarely” or “never” receive a ticket if they were driving more than 5 mph over the speed limit (46% versus 42%).

Differences by Gender

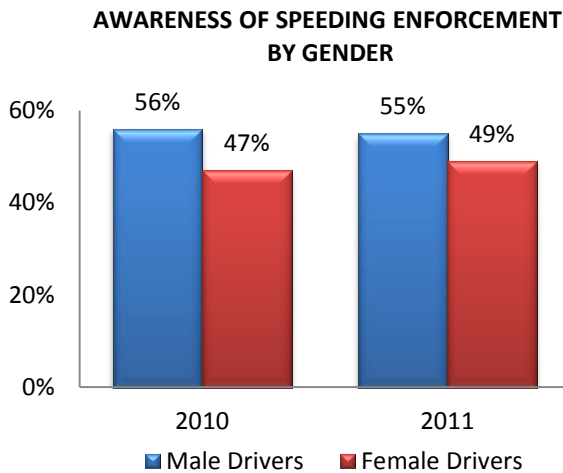


Source: 2010 and 2011 NYS Driver Surveys

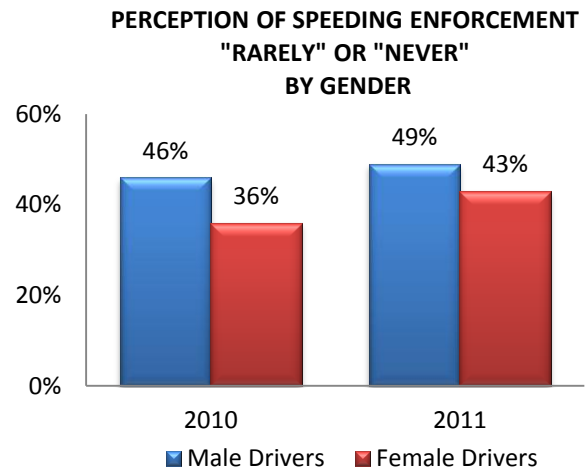


Source: 2010 and 2011 NYS Driver Surveys

- Men were more likely than women to say that they drive more than 5 mph over the speed limit on both local roads and highways.
- Compared to 2010, there was no change in the extent to which male drivers reported that they speed on local roads or roads with 65 mph speed limits; in 2010 and again in 2011, 23% of male drivers reported they drive over 35 mph on local roads with 30 mph speed limits “always” or “most of the time” and 27% reported they drive over 70 mph on roads with 65 mph speed limits.
- The proportion of female drivers who reported that they speed on local roads was consistent in 2010 and 2011. In 2011, there was a small increase in the proportion of women who said they speed on 65 mph roads (21% compared to 19% in 2010)

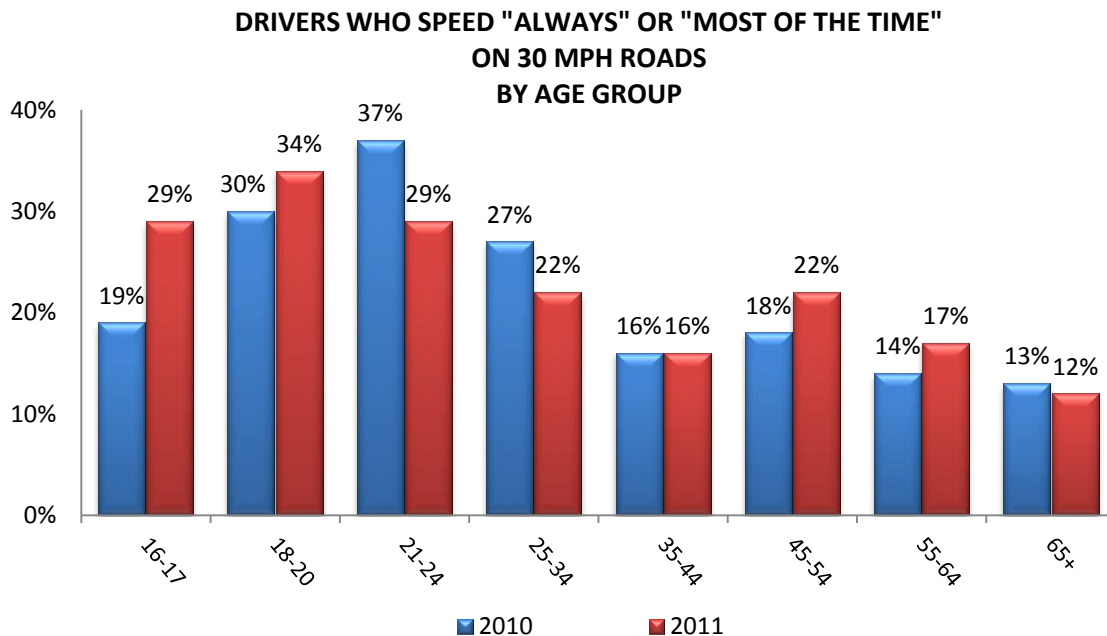


Source: 2010 and 2011 NYS Driver Surveys



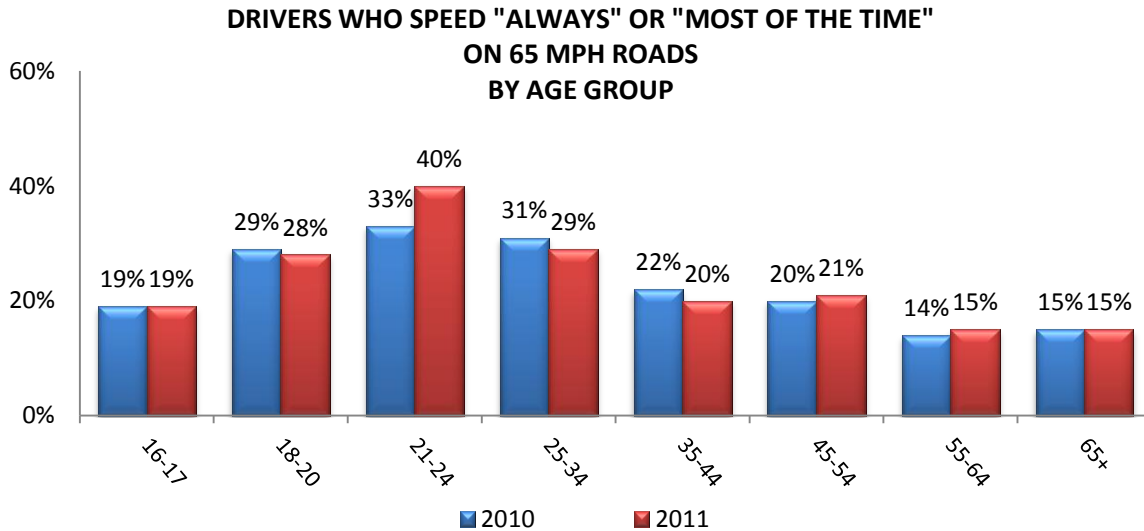
Source: 2010 and 2011 NYS Driver Surveys

- In both 2010 and 2011, male drivers were more likely than female drivers to have been exposed to information about speed enforcement. In 2011, 55% of the men compared to 49% of the women said they had seen, read or heard something about speed enforcement in the past 60 days.
- Men were more likely to think that the chances of getting a ticket for driving more than 5 mph over the speed limit were very small; in 2011, 49% of men felt they would "rarely" or "never" be ticketed, compared to 43% of women.
- Compared to 2010, the perception that the risk of getting a speeding ticket was low increased among both male and female drivers in 2011 (46% to 49% for men and 36% to 43% for women).



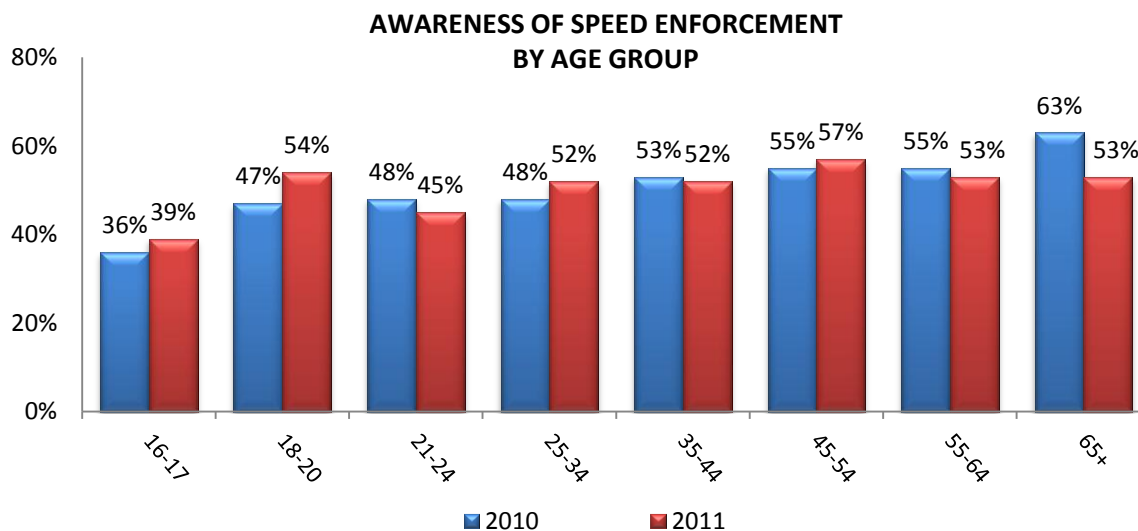
Source: 2010 and 2011 NYS Driver Surveys

- In 2011, drivers in the three youngest age groups were the most likely of any age group to say they “always” or “most of the time” exceed the speed limit by more than 5 mph on 30 mph local roads (29% for ages 16-17, 34% for ages 18-20 and 29% for ages 21-24).
- Compared to the previous year, reported speeding on local roads increased among drivers 16-17 and 18-20 years of age, as well as among drivers 45-54 and 55-64 years of age.



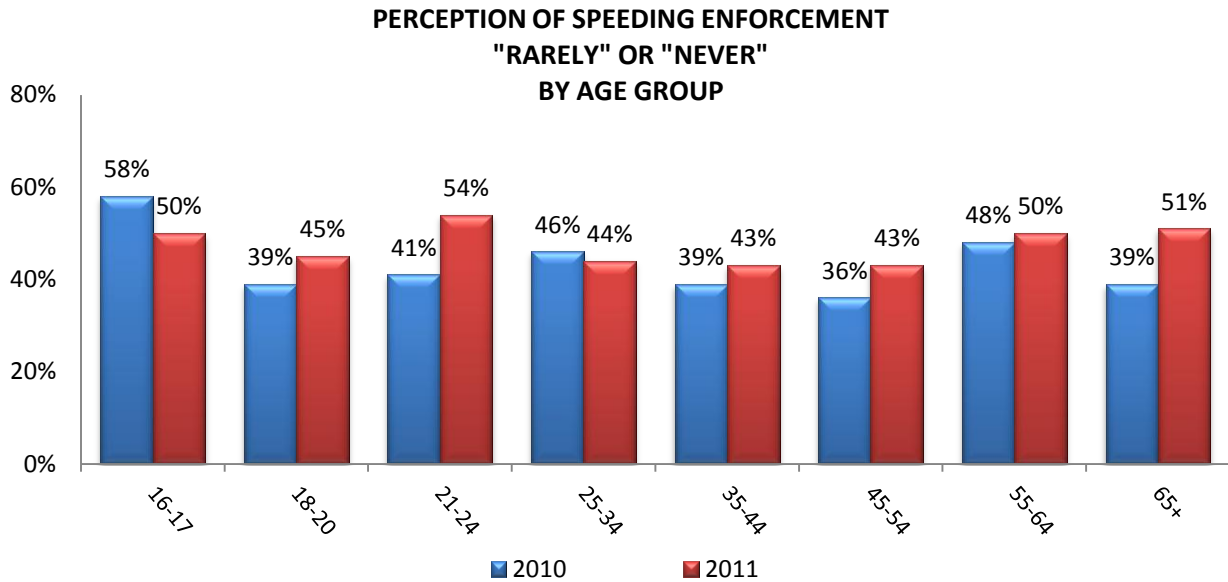
Source: 2010 and 2011 NYS Driver Surveys

- In 2011, drivers 21-24 years of age (40%) were the most likely to say they “always” or “most of the time” exceed the speed limit by more than 5 mph on 65 mph roads, followed by drivers 25-34 (29%) and drivers 18-20 (28%).
- While reported speeding remained relatively consistent between 2010 and 2011 for all other age groups, among drivers 21-24 years of age the proportion reporting that they speed on 65 mph roads increased from 33% in 2010 to 40% in 2011.



Source: 2010 and 2011 NYS Driver Surveys

- In 2011, over half of the drivers in each of the age groups, with the exception of drivers ages 16-17 and 21-24, said they had seen, read or heard something about speed enforcement in the past 60 days.
- Compared to the baseline survey in 2010, the age group where the greatest increase in exposure to messages about speed enforcement was reported in 2011 was the 18-20 age group (54% compared to 47% in 2010); the group with the greatest decrease was the 65 and over age group (53% compared to 63% in 2010).



Source: 2010 and 2011 NYS Driver Surveys

- In 2011, between 43% and 54% of the drivers in each age group thought that they would “rarely” or “never” get a ticket for going 5 mph over the speed limit.
- In the majority of the age groups, the proportions of drivers who thought the chances of getting a ticket were low increased between 2010 and 2011; the only exceptions were drivers 16-17 and 25-34 years or age.
- In 2011, drivers 21-24 years of age and 65 and over were most likely to think that the chances of getting a ticket were low (54% and 51%, respectively); these two age groups also saw the largest increase between 2010 and 2011 in the proportion of drivers with a low perception of risk.

FFY 2011 PROGRAM HIGHLIGHTS

Traffic enforcement programs play an important part in New York's efforts to reduce highway crashes, injuries and deaths. Selected examples of these programs and their accomplishments in FFY 2011 are highlighted below. Enforcement strategies and accomplishments related to impaired driving, occupant protection and motorcycle safety are addressed under their respective program areas.



Selective Traffic Enforcement Programs

In support of statewide traffic safety efforts, the Governor's Traffic Safety Committee funded a number of localized projects through its Selective Traffic Enforcement Programs (STEPS) to Reduce Unsafe Driving Behavior grants. Law enforcement agencies, ranging from the New York City Police Department with a sworn complement exceeding 30,000 to small police departments totally staffed by part-time officers, were included in this competitive program. The following is a brief overview that typifies the significant results of selected agencies involved in the STEP grant program. It is by no means a complete listing; it merely provides examples of progress made by a variety of law enforcement agencies involved in the project.

- The City of Binghamton is located in the southern tier of the state; it has a resident population of approximately 42,000 and is served by a police department with 88 patrol officers. Between 2009 and 2010, total tickets increased by 250% (3,980), speeding tickets by 116% (444) and those issued for aggressive driving by 49% (196). As a result of this monumental increase in traffic enforcement activity, total crashes fell by 12% and those involving personal injury decreased by 28%.
- The City of Amsterdam is a small municipality with a population of 17,450 and a police department with 39 patrol officers. During the three-year period, 2008-2010, total crashes decreased by 11% and injury crashes by 33%. Between 2009 and 2010, the number of total tickets issued increased by 14%, speeding tickets by 21% and aggressive driving citations by 37%.
- The Columbia County Sheriff's Office provides general police services to a primarily rural population of approximately 64,000 and is responsible for patrolling 720 miles of roadway. Between 2009 and 2010, there was a 61% increase in total tickets issued, a 64% increase in speeding tickets and an 8% increase in tickets issued for aggressive driving. As a result of these efforts, fatal and personal injury crashes have remained constant over the past three years and total reported crashes have steadily decreased over the period.
- The Village of Endicott, located in Broome County, has a population of just over 13,000 and a patrol force of 35 officers. Between 2009 and 2010, total reported crashes decreased by 9% and those involving personal injury by 27%. This significant reduction in crashes was due to an increase of 28% in total tickets, 4% in speeding tickets and 18% in those written for aggressive driving violations for the same comparison period.

- The Village of Walton, a small jurisdiction in Delaware County with a population of just over 3,000, is served by four full-time and eight part-time officers. Between 2009 and 2010, these patrol officers increased their total ticket output by 63%; this included an increase of 111% in speeding tickets and an increase of 33% in aggressive driving tickets.
- Located in the Capital District, the City of Rensselaer with a population of nearly 8,000 saw reductions in the total and personal injury crashes reported between 2009 and 2010. These reductions were due in part to an increase in speeding (39%) and aggressive driving (69%) citations issued for the same period.
- The Nassau County Department of Public Works/Traffic Safety traditionally coordinates selective traffic enforcement activities for the Nassau County Police Department and various municipal agencies in the county. In 2010, this combined effort resulted in the issuance of a total of 322,614 tickets, 38,477 of which were written for speeding and 80,301 which were written for aggressive driving violations. As a result of this coordinated enforcement, total crashes in the county fell by 3%, personal injury crashes by 2%, and most importantly those involving a fatality by 21%.
- STEP funded police agencies in Monroe County combined forces in a county-wide Distracted Driving Education and Enforcement Initiative. Local crash data revealed that a significant number of crashes were the result of distracted driving behaviors. Upcoming enforcement efforts focusing on distracted driving were planned and announced to the public through local media outlets. The police agencies concurrently engaged in zero-tolerance enforcement of the states' cell phone and texting laws. The combination of media releases and strict enforcement significantly raised awareness of the dangers and illegality of utilizing cell phones while operating a motor vehicle.
- The City of Utica is a diverse cultural and ethnic community of 62,000 residents. The city is strategically located in Oneida County (within the heart of the Mohawk Valley) minutes from the NYS Thruway at the busy north-south corridor of State Route 12. Utica is served by a law enforcement agency of 180 sworn personnel committed to fostering partnerships within the community to address quality of life issues including traffic safety. From 2009 to 2010, significant reductions were recorded in total, fatal and personal injury crashes, with decreases ranging from 10% to 38%. This success can be attributed to the zero-tolerance enforcement efforts which increased the number of tickets issued for speeding and aggressive driving violations by notable margins of 72% and 107% between 2009 and 2010.
- The 96 sworn officers of the Town of Southampton Police Department serve a year-round population of 56,800 residents in this Long Island community. Based on an analysis of crash data, the three highways where a majority of the town's 11 fatal crashes occurred in 2009 were targeted for enforcement efforts focusing on speeding and aggressive driving violations. As a result of these dedicated efforts, there was a 45% reduction in fatal crashes (from 11 to 6) in 2010; the number of personal injury crashes also decreased by 9% to 494.

State Police Speed Enforcement Programs

The New York State Police conducted the following speed enforcement initiatives during FFY 2011:

Sustained Zone Enforcement Details and Targeted Interstate Enforcement Details

There were 14,444 hours of overtime allotted for Sustained Zone Enforcement and 3,800 hours allotted for Targeted Interstate Enforcement, resulting in 19,049 speeding tickets and 17,198 other tickets.

Operation Brake

Troop T (NYS Thruway) uses a blitz enforcement model to conduct Operation Brake details in the spring and summer during the peak crash periods around the Memorial Day and Labor Day holidays. Operation Work Break also targets speed and aggressive driving in work zones on the Thruway. As a result of these enforcement efforts, citations were issued for 1,952 violations in FFY 2011.

Sheriffs' Cooperative Rural Traffic Safety Initiative

Traffic law enforcement activities in the rural counties of Cayuga, Genesee, Livingston, Ontario, Orleans, Oswego, Seneca, Steuben, Wayne, Wyoming and Yates continued to be supported by the Governor's Traffic Safety Committee through the Sheriffs' Rural Traffic Enforcement Initiative project. The project encourages the use of local data and promotes flexibility with respect to developing specific countermeasures. Although the focus is on enforcement, Sheriffs are also permitted to use a portion of the funding for other traffic safety related activities.

Listed below are examples of the productivity of selected members of this project.

- This was the second year of participation in this project by the Genesee County Sheriff's Office. During the second half of the fiscal year deputies worked 144 traffic details throughout the county resulting in over 580 hours of dedicated patrol. As a result of their efforts 332 tickets were issued for speeding, 48 for aggressive driving, including two for DWI and 340 for other violations of the Vehicle and Traffic Law. This productivity resulted in 720 total citations issued, an increase of 6% over the same period in FFY 2010 equating to 1.2 tickets issued per grant supported patrol hour.
- The Livingston County Sheriff's Office continues to be a leader in ticket productivity for this project. During the final six months of the project, the agency issued 797 traffic tickets; of this total, 365 (46%) were written for speeding violations, 12 for traffic control device violations, 38 for cell phone violations and 74 relating to seat belts. Seventeen townships in the county received a total of 345 dedicated traffic safety details as a result of this initiative with 357 assignments on selected state and local roads in the county. During the course of the project, a total of 954 traffic tickets were issued by the Sheriff's Office.
- During the second half of 2011 Ontario County Sheriff's deputies wrote a total of 608 tickets, an increase of 144% over the total issued during the comparable period last year. A total of 394 speeding tickets were issued in 2011 compared to 138 in 2010, an increase of 185%. During the same period, aggressive driving tickets increased by 294% and all other citations by 56%. These

enforcement efforts generated 1.7 tickets per funded hour of patrol. While the number of fatal crashes increased from two to four between 2010 and 2011, personal injury crashes fell from 202 to 184 and property damage crashes decreased from 197 to 187.

In addition to the usual project activities, the Ontario and Yates County Sheriffs sought assistance concerning traffic safety issues associated with the ever growing Amish/Mennonite communities in their respective jurisdictions. Both Sheriffs noted that the problem was primarily a lack of awareness or perhaps a lack of advanced warning on the part of the general motoring public. They agreed that any educational countermeasure should target the average driver and not the Amish/Mennonite population that is generally difficult to reach and very traditional in its ways. The Sheriffs suggested placing warning signs on county roads that have heavy “horse and buggy” traffic that shares the road with other vehicles and identified optimum locations for these signs in their counties. GTSC approved the use of grant funds for the manufacture and posting of the signs.

Data Driven Approaches to Crime and Traffic Safety (DDACTS)

As a segment of the New York State Sheriffs’ Association (NYSSA) Rural Traffic Enforcement Initiative, four of the participating Offices (Genesee, Livingston, Ontario and Wayne) have been introduced to the DDACTS concept. These agencies have the necessary baseline numbers to support the program but lack the required internal analysis capability to transform the raw data into usable and timely information.

An analysis of the past three years of burglaries in selected townships was completed for the Ontario County Sheriff’s Office and updated for Livingston County in support of the DDACTS effort. Burglary was selected as the targeted crime due to the number committed in the county as compared to other crimes, the Sheriffs’ commitment to complete and thorough investigations, and the fact that burglaries have a defined location. Burglaries were also selected on the assumption that most would require some type of transportation on the part of the perpetrator to get to and from the scene. The analysis included issues relating to time of the incident and the initial call, with special attention given to burglary sites on or near a major road or highway, and targeted properties where additional burglaries had been reported or in the vicinity of the address. In addition, information concerning possible suspects and their vehicles was also included as were arrests made for each individual crime. In an attempt to identify specific MOs and perhaps signatures, the type of structure burglarized, the place and method of entry and the actions of the criminal while committing the crime were also included in the analysis. Finally the types of property taken were itemized for each incident. In total 131 incidents were analyzed in Livingston County and 124 in Ontario County. A report was prepared and given to each Sheriff outlining the results of the analysis and identifying “hotspots” for additional patrol.

Preliminary data has been collected from the Genesee and Wayne County Sheriff’s Office for a similar analysis. The Governor’s Traffic Safety Committee, in concert with the National Highway Safety Administration – Region II, will hold two DDACTS Implementation Workshops during FFY 2012.

Distracted Driving Enforcement Project (DDEP)

Distracted driving is a contributing factor in approximately 20% of the crashes that occur in New York State and nationwide each year. While any action that takes a driver’s attention away from driving is unsafe, the use of hand-held cell phones to talk or text while driving is among the most risky behaviors.



Recognizing the dangers of distracted driving, the National Highway Traffic Safety Administration (NHTSA) sponsored a demonstration project to test the effectiveness of the “Click It or Ticket” high visibility enforcement model in deterring cell phone use. As one of only a small number of states that prohibits the use of hand-held cell phones while driving, New York was one of two states selected by NHTSA to participate in the project. The City of Syracuse in Onondaga County was chosen as the demonstration site based on its population size and the City of Syracuse Police Department’s proactive

approach to traffic safety and history of working cooperatively with other law enforcement agencies to increase enforcement efforts. The Onondaga County Sheriff’s Office and New York State Police Troop D agreed to join the Syracuse Police Department in conducting the project.

The Distracted Driving Enforcement Project (DDEP) consisted of four high visibility cell phone enforcement waves; the first two waves took place in FFY 2010 and the second two were conducted in FFY 2011 on October 4-17, 2010 and April 4-17, 2011. The final 14-day high visibility enforcement wave commenced with a kick-off press conference on April 4, 2011 where April was highlighted as National Distracted Driving Month. The event took place at the Public Safety Building in Syracuse and was hosted by J. David Sampson, NYS DMV Executive Deputy Commissioner with representatives of the three participating law enforcement agencies, the NYS Department of Transportation and the Thruway Authority in attendance. Jacy Good, a woman who was victimized by a distracted driver, also shared her personal story at the event. As her family was traveling home from her college graduation, a distracted driver caused a crash which killed her parents and left Jacy permanently disabled.

The press event was covered by the local media and had multiple stories written on it. The most notable media coverage of the fourth wave was on April 22, when Sgt. Joel Cordone of the Syracuse City Police Department was featured on ABC’s 20/20 during a ride-along with reporter Chris Cuomo.

During the third and fourth waves, enforcement details were scheduled 24 hours a day for 14 days. During the third wave, 2,524 tickets were issued to drivers for texting and talking on cell phones and 2,617 were issued during the final wave. The four waves combined produced 8,857 tickets for cell phone use while driving and 730 citations for texting while driving for a total of 9,587 tickets to achieve the goal of raising awareness, providing education and changing behavior.

Distracted Driving Enforcement Demonstration Project

| | Wave 1 | Wave 2 | Wave 3 | Wave 4 | 4 Wave Total |
|----------------------|---------------|---------------|---------------|---------------|---------------------|
| Cell Phone Tickets | 2,185 | 1,977 | 2,341 | 2,354 | 8,857 |
| Texting Tickets | 115 | 169 | 183 | 263 | 730 |
| Total Tickets | 2,300 | 2,146 | 2,524 | 2,617 | 9,587 |

As a result of the demonstration project, hand-held cell phone use while driving dropped from 3.7% to 2.5% and the number of drivers observed texting while driving declined from 2.8% to 1.9%.

School Bus Safety

Passing a stopped school bus is a dangerous driving behavior occurring over 50,000 times each school day in New York State. 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, has developed a program entitled Operation Safe Stop.

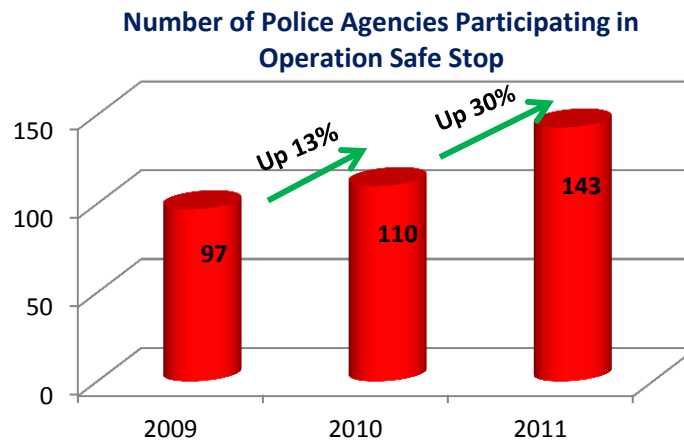


On March 30, 2011, a statewide Operation Safe Stop enforcement program was held to educate motorists on the dangers of passing stopped school buses. A comparison of the results of this one-day enforcement event with previous years indicates that the 2011 program was very successful; 143 police agencies representing 49 counties participated in the one-day event resulting in 1,603 tickets for passing a stopped school bus and 2,276 tickets for other violations.

Operation Safe Stop

| | 2007 | 2008 | 2009 | 2010 | 2011 |
|---|-------|-------|-------|-------|-------|
| Participating Counties | 38 | 41 | 37 | 45 | 49 |
| Police Agencies | 90 | 106 | 97 | 110 | 143 |
| Officers Assigned <i>(*no count provided by NYPD)</i> | 908 | 955* | 862* | 912* | 967* |
| Passing Stopped School Bus Violations <i>(VTL Section 1174A)</i> | 1,035 | 1,171 | 1,697 | 1,440 | 1,603 |
| Other Tickets Issued | 3,137 | 3,892 | 1,930 | 2,266 | 2,276 |

As the chart below shows, enforcement agency participation in Operation Safe Stop increased 13% between 2009 and 2010 and another 30% in 2011.



Statewide Law Enforcement Liaison Program

To foster traffic safety issues and to enhance cooperation and communications among the GTSC, the various partners of the traffic safety community and law enforcement, GTSC funds three Law Enforcement Liaison (LEL) positions. These individuals represent the three principal members 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 work in cooperation 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 provide information and expertise to the law enforcement community concerning traffic safety issues while representing and promoting the individual 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 sponsored by NHTSA.

Empire State Law Enforcement Traffic Safety Conference

The Empire State Law Enforcement Traffic Safety Conference is the premiere traffic safety symposium for the states' law enforcement officers. With support from the GTSC, the conference is hosted annually by the New York State Police. This year's conference was held in Syracuse in April 2011 and was attended by over 328 officers representing 137 agencies from across the state. The conference is designed "by law enforcement - for law enforcement" and provides a forum for discussion and training on timely and late breaking highway safety issues and technologies specifically relating to law enforcement. This unique conference also provides networking opportunities for officers to share ideas and experiences in highway safety. The conference planning committee is comprised of representatives from the GTSC, the New York State Police and the Law Enforcement Liaisons (LELs) assigned to the GTSC.



New York State Law Enforcement Challenge

The Law Enforcement Challenge is an innovative program that provides agencies with an opportunity to make a significant difference in the communities they serve. The Challenge is a friendly competition between law enforcement agencies of similar sizes and types that recognizes and rewards the best overall traffic safety programs in the state. The program is designed to strengthen and support traffic safety efforts to enforce the laws and educate the public in three core traffic priority areas: occupant protection, impaired driving and speeding. The winning safety programs are those that combine officer training, public information, and enforcement to reduce crashes and injuries within their jurisdictions. The State Challenge Program is coordinated and supported by the Governor's Traffic Safety Committee. Each spring a New York Law Enforcement Challenge Awards Ceremony is held in conjunction with the Empire State Law Enforcement Traffic Safety Conference. To solicit and build support statewide, and to assist departments in the comprehensive application process, a Challenge Training Workshop is held each year at the New York Highway Safety Conference. All agencies that submit applications for the state's Challenge competition are also entered into the National Law Enforcement Challenge that is

sponsored by the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration. This year, the Village of Geneseo Police Department and Cornell University Campus Police received national recognition and awards from the IACP.

CONGRATULATIONS TO NEW YORK'S WINNING AGENCIES



Village of Geneseo Police Department
City of Fulton Police Department
City of Syracuse Police Department
State University Police at Oswego

Village of Herkimer Police Department
Town of Brighton Police Department
Cornell University Police
NYS DMV Division of Field Investigation



Joining GTSC Assistant Commissioner Chuck DeWeese and Director James Allen at the Challenge Awards Ceremony are:

Captain Shannon Trice – Syracuse PD
Sergeant Anthony Tostanoski – Cornell University PD
Lieutenant Kevin Velzy – SUNY Oswego PD
Chief Orlo Green III – Fulton PD
Lieutenant Jason Delano – Fulton PD
Chief Joseph Malone – Herkimer PD
Chief Mark Henderson – Brighton PD
Chief Richard Elhinger – Division of Field Investigation
Chief Eric Osganian – Geneseo PD

MOTORCYCLE SAFETY

The upward trend in the number of registered motorcycles and motorcycle licenses continued in 2010 highlighting the need for an effective Motorcycle Safety Program (MSP) to address safety issues on the roadways. Between 2006 and 2010, there was an 18% increase in registered motorcycles in New York State and an 11% increase in motorcycle licenses. Given the high gas prices, the increased popularity of motorcycles for both transportation and recreation is expected to continue.

**New York State
Registered Motorcycles and Motorcycle Endorsements**

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2006-2010 % Change |
|------------------------|---------|---------|---------|---------|---------|-----------------------|
| Registered Motorcycles | 289,096 | 306,629 | 328,800 | 336,359 | 340,260 | 17.7% |
| Motorcycle Licenses | 597,782 | 618,261 | 636,517 | 653,544 | 665,552 | 11.3% |

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 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 2009, DMV awarded a contract to the Motorcycle Safety Foundation (MSF) to deliver the state’s motorcycle rider education program through 2014. Since taking over responsibility for the program, the MSF has expanded the network of training sites from 23 to 54, offering rider education at more locations than ever before. The number of students trained has also increased from 13,500 in 2009 to 16,000 in 2010, and is on track to exceed 17,000 by the end of 2011.

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 has been a specialized training program for law enforcement officers developed through collaboration between the GTSC and the New York State Police. The training program provides 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 strategies to avoid pursuits, how to conduct checkpoints safely and clues to detect impaired motorcyclists.

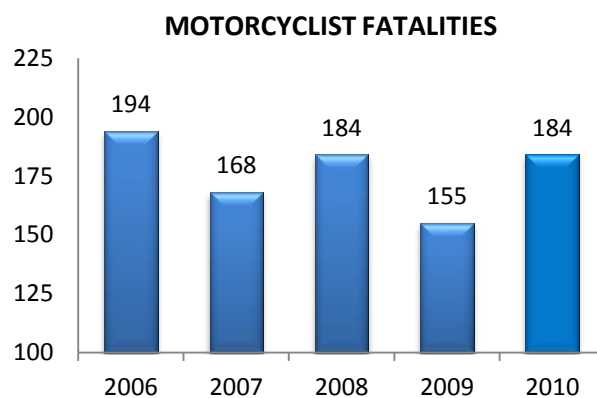


FFY 2011 MOTORCYCLE SAFETY GOALS

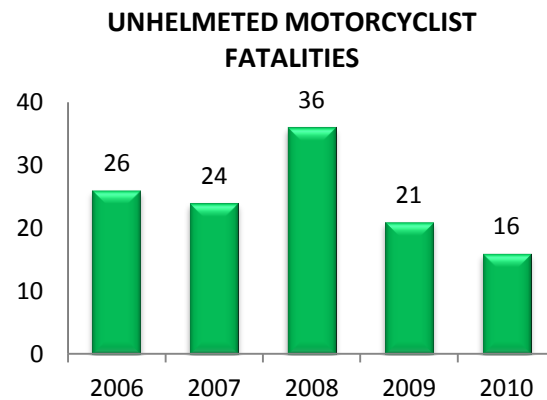
- ❖ Decrease motorcyclist fatalities 8 percent from the 2006-2008 calendar base year average of 182 to 167 by December 31, 2011
- ❖ Decrease unhelmeted motorcyclist fatalities 10 percent from the 2006-2008 calendar base year average of 29 to 26 by December 31, 2011
- ❖ Decrease the number of injured motorcyclists 5 percent from 4,497 in 2009 to 4,272 by December 31, 2011

Status of Goals

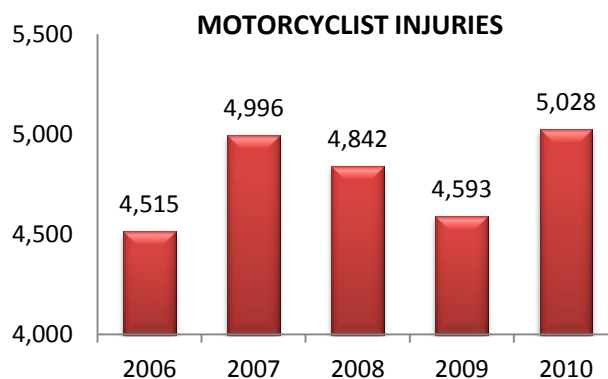
Motorcyclist fatalities continued to fluctuate up and down through 2010. After declining to 155 in 2009, fatalities rose again in 2010 to 184 matching the number that occurred in 2008 and showing no progress toward the goal of 167. While motorcyclist fatalities increased in 2010, the number of unhelmeted motorcyclist fatalities decreased from 21 to 16 between 2009 and 2010 far exceeding the target of 26 set for the end of the 2011 calendar year.



Source: FARS



Source: FARS



Source: NYS AIS

The number of motorcyclists injured in crashes also increased in 2010. Based on data from New York's AIS, motorcyclist injuries rose from 4,593 in 2009 to 5,028 in 2010, the highest level reached during the five-year time period, 2006-2010.

As was the case with motorcyclist fatalities, progress was not made toward the goal to reduce motorcyclist injuries to 4,272 by December 31, 2011.

FFY 2011 PROGRAM HIGHLIGHTS

Rider Education and Training

New York's Motorcycle Safety Program (MSP) continues to focus its efforts on making rider education more accessible and affordable across the state through a contract with the Motorcycle Safety Foundation. The MSP continues oversight measures that ensure that the program's quality and safety standards are uniformly maintained.

The rider education program has been in existence since 1996. The MSF-sponsored training sites offer the 15-hour Basic Rider Course® (BRC). Most training sites also offer the Basic Rider Course 2® (BRC2). The BRC2 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 motorcycle skills. The number of BRC training sites has more than doubled (from 23 to 54) since MSF entered the program with key sites being added in previously underserved areas. This has led to a decrease in the wait time for course availability. In addition, the program has been expanded to include scooters and three-wheeled motorcycles.



Unlike the national trend of declining enrollment in many state-sponsored rider training programs, the number of students trained in New York during 2010 increased by 19% over the previous year. Approximately 140,000 motorcyclists have completed the New York's motorcycle rider program since its inception in 1996.

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 workshops developed and delivered by the NYS Association of Chiefs of Police.

Public Information and Education

For the 2011 observation of National Motorcycle Safety Month and throughout the rest of the year, motorist awareness of motorcycles was a primary focus of the GTSC's public information campaign, as well as the focus of the DMV's motorcycle safety efforts.

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 DMV Motorcycle Safety Program (MSP) promoted the "Learning for Life" campaign encouraging lifelong rider education for seasoned motorcyclists and re-entry riders. Videos were provided to rider groups and safety organizations throughout the state. The video is also available publicly on YouTube and on Time Warner Cable as an On-Demand feature statewide.
- 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."
- NYSDOT promoted the "Watch for Motorcycles" slogan on their variable message signs on high crash corridors and during large motorcycle events.
- 4,000 magnetic signs with the "Watch for Motorcycles" message were produced for posting on the back of trucks. An additional 4,000 signs were disseminated to motorcyclist organizations and the general public due to the popularity and high demand for the signs.

- The MSP staffed display booths at numerous public events to disseminate public information and educational materials. A display provided at the Americade event in Lake George during the first week of June promoted motorcycle safety training and awareness to thousands of Americade attendees. During this event, thousands of "Watch for Motorcycles" and other motorcycle safety and awareness materials were distributed to the public. The MSF represented DMV's MSP at the New York State Fair in August. The MSF staffed a large display with local rider coaches throughout the weeklong event. The display served to provide the public with information 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 program was also represented at a number of county fairs throughout the summer months.
- The MSP promoted motorcycle safety, rider training and motorist awareness at the International Motorcycle Show in New York City.
- The State Police conducted 63 educational details, 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. Owners were given a promotional item after having their bike inspected. 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 include The State Fair, County Fairs, the NYC International Motorcycle Show, and presentations at local motorcycle shops. The same presentation designed for law enforcement is presented to the general motorcycling community.



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 2011, the State Police coordinated 69 enforcement details most of which were checkpoints. A total of 978 tickets were issued by State Troopers for operating with an illegal helmet and 474 were issued for illegal exhausts.

Local Motorcycle Enforcement Programs

- The Suffolk County Police Department's Motorcycle Section conducted eight targeted enforcement patrols and made an educational presentation to members of the American Bikers Aimed Toward Education (ABATE). The motorcycle enforcement details yielded 307 summonses for the following violations: 193 non-compliant helmets; 21 license; six registration; 30 inspection; 33 exhaust; 15 equipment; six moving violations; and three other violations. The results of this year's enforcement program indicated an improvement in the use of compliant helmets which can be attributed to diligent enforcement over the past several years.
- In 2011, the Herkimer Police Department conducted six motorcycle checkpoints. Signage promoting motorcycle safety and awareness was placed along roadways at the start of the motorcycling season and bumper stickers and brochures regarding motorcycle awareness were distributed during the police department's motorcycle events. The police department also partnered with a local motorcycle inspection station and conducted several motorcycle inspections during voluntary checkpoints. In 2011, over 150 motorcycle inspections were conducted.

Practical Guidelines for Motorcycle Enforcement Training

In 2011, the New York State Police and the GTSC Liaison from the NYS Association of Chiefs of Police collaborated on presentations of the regional training program entitled "Practical Guidelines for Motorcycle Enforcement." This innovative specialized training curriculum was developed and designed to take the mystery out of motorcycle enforcement through an in-depth review of motorcycle safety and motorcycle laws. The instruction provides officers with hands-on knowledge and skills to educate motorcyclists and the public on motorcycle safety, and enhances enforcement efforts to reduce the number of deaths and injuries from motorcycle related traffic crashes. In addition to motorcycle safety and laws, the training program also covers motorcycle crash data, licensing, strategies to avoid pursuits, conducting safe checkpoints and clues to detect impaired motorcyclists.



This year's regional training locations covered the Albany/Capital District and the Fulton/Montgomery County regions where officers from seventeen law enforcement agencies representing eight counties were in attendance. Staff from the Motorcycle Safety Program and Motorcycle Safety Foundation participated in the training which is supported by GTSC and DMV. In addition, the State Police program director presented these guidelines at the National Association of State Motorcycle Safety

Administrators Conference in Des Moines, Iowa, the Governors Highway Safety Association Conference in Cincinnati, Ohio, and the Motorcycle Safety Conference in Marlborough, Massachusetts.

Motorcycle Assessment Core Group

As recommended by NHTSA in the Technical Assessment conducted in 2008, the GTSC convened a working group of experts associated with motorcycle safety in New York. The purpose of the group is to provide a mechanism for ongoing evaluation of efforts undertaken in the state to prevent motorcycle crashes and to develop strategies to fulfill unmet recommendations. Twenty of the Assessment's recommendations have been addressed including recommendations related to the motorcycle rider training contract, promoting the use of protective gear and promoting motorcycle-specific safety



messages. The remaining outstanding issues require either changes in the state's Vehicle and Traffic Law or DMV procedures and regulation or further research if they are to be pursued.

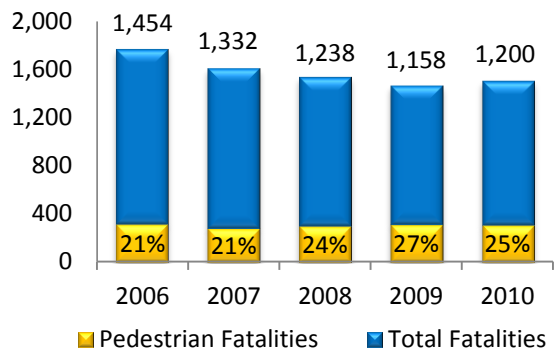
In FFY 2010, the Motorcycle Assessment Core Group met twice to review and discuss the remaining recommendations. Although no formal meetings of the core group were held in FFY 2011 due to the fiscal climate and fewer staff resources, informal communication among the partners involved in the core group has continued.

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 increasing proportion of pedestrians among the state's highway fatalities since 2006. While total motor vehicle fatalities were on a downward trend between 2006 and 2009, pedestrian fatalities were on the rise accounting for 27% of the fatalities on New York's roadways in 2009. While the number of total fatalities increased in 2010, some progress was seen in reducing pedestrian fatalities; as a proportion of the total fatalities, pedestrian fatalities declined to 25% in 2010.

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 addition to the GTSC, NYS Department of Health (NYSDOH) Bureau of Injury Prevention, the NYS Department of Transportation (NYSDOT), the New York Bicycling Coalition (NYBC), and the Brain Injury Association play key roles in developing and implementing cooperative efforts in this program area. The Federal Highway Administration (FHWA) is also an important partner in New York's efforts.

PEDESTRIAN FATALITIES AS A PROPORTION OF TOTAL FATALITIES



Source: FARS



Over the past year, the GTSC and its partners continued to encourage local communities to participate in educational programs, such as Walk to School Day, which has become an international event every October. On October 6, 2010, the Albany County DPW, with a grant from GTSC and Safe Kids World Wide, coordinated a Walk to School Day/Walk This Way program at the New Scotland Elementary School in Albany. Approximately 520 children in grades K-5 participated in the event. The program kicked off with students and parents walking to school together.

Upon arriving at school, students and parents encountered pedestrian safety displays operated by representatives from FedEx, Capital Region Safe Kids, the Albany City Police Department and the Mid-Hudson AAA Office. AAA's Otto the Auto and the Albany Police Department's mounted patrol and motorcycle patrol units were there to greet the students and talk to them about pedestrian safety. Following the outside activities the students assembled in their gymnasium for a formal program.



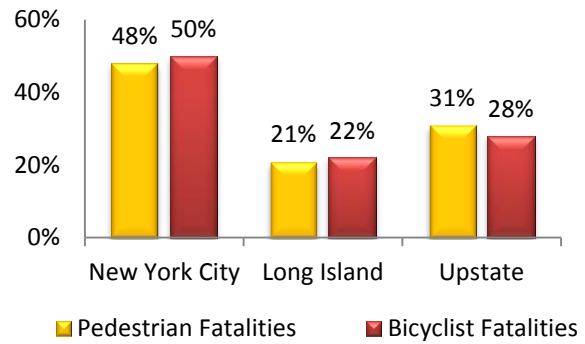
New York City continues to be the most dangerous region in the state for both pedestrians and bicyclists; in 2010, nearly half of the pedestrian fatalities (48%) and half of the bicyclist fatalities occurred within the five counties of New York City.

Several new initiatives undertaken in New York City in FFY 2010 to improve pedestrian and bicycle safety continued in FFY 2011. In fall 2010, the GTSC collaborated with the New York City Department of Transportation (NYCDOT) Marketing Director and DMV Communication's Office to assist in the planning and development for a New York City based Pedestrian Radio Campaign. The GTSC, through the NYS

Broadcaster's Association (NYSBA), partnered with NYCDOT to assist with the PSAs and to help provide air-time once the production was completed. Three PSAs (two in English and one in Spanish) were developed, reviewed and approved for distribution. On November 27, the NYSBA began airing the spots which continued to run for 12 weeks in New York City and Nassau County. The GTSC also continued to support the NYCDOT and New York Police Department (NYPD) with their education and enforcement efforts in the coming year.

In addition to ongoing programmatic efforts, new legislative measures to improve roadway users' safety were enacted in New York. The "Safe Passing" law, which went into effect on November 1, 2010, amends the Vehicle and Traffic Law regarding motor vehicles passing bicyclists on roadways. The law states that operators of vehicles that are overtaking a bicycle from behind are required to "pass to the left of such bicycle at a safe distance until safely clear of the bicycle." Another important measure was signed into law by Governor Cuomo on August 15, 2011. The "Complete Streets" law provides for safe access to public roads for all users, pedestrians, bicyclists, motorists and public transportation users of all ages through the use of "complete street" design principles. The New York State Department of Transportation would ensure that complete streets design principles are utilized where they would be most needed, most effective, and most beneficial to improve safety for all who use New York State's roadways. This law will go into effect on February 15, 2012.

PEDESTRIAN AND BICYCLIST FATALITIES BY REGION, 2010



Source: NYS AIS

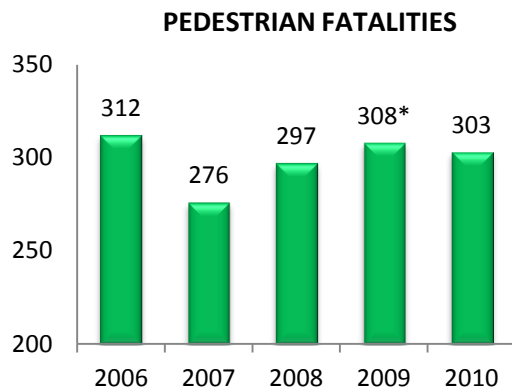
FFY 2011 PEDESTRIAN SAFETY GOALS

- ❖ Reduce pedestrian fatalities 8 percent from 306 (preliminary number) in 2009 to 282 by December 31, 2011
- ❖ Reduce the number of pedestrians injured in traffic crashes 3 percent from 15,321 in 2009 to 14,861 by December 31, 2011

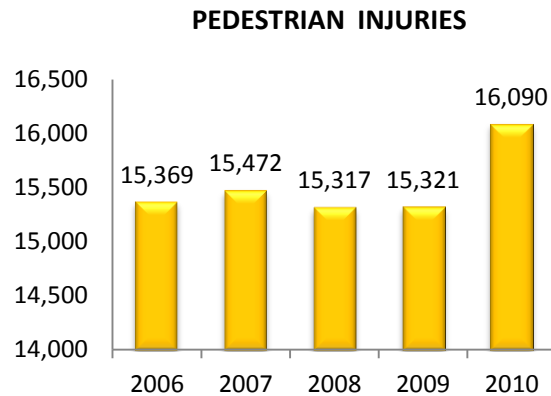
Status of Goals

Based on FARS data, the upward trend in pedestrian fatalities between 2007 and 2009 ended in 2010 when fatalities declined to 303; while progress was made toward the target of 282, it appears that it will be difficult to meet that goal by the end of calendar year 2011.

Based on the state's AIS crash data, there was a spike in pedestrian injuries in 2010. After remaining relatively unchanged between 2008 and 2009, the number of pedestrians injured in crashes increased by 5% to 16,090 in 2010 making it very unlikely that the goal of reducing pedestrian injuries to 14,861 by December 31, 2011 will be met.



*Revised based on final 2009 FARS data
Source: FARS



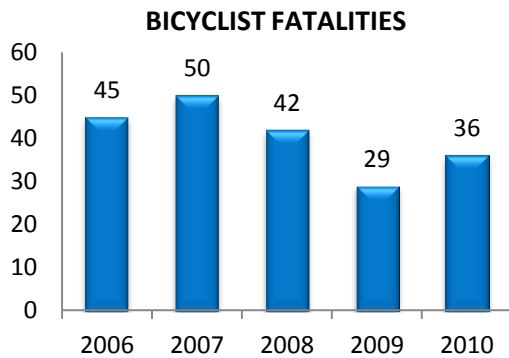
Source: NYS AIS

FFY 2011 BICYCLE SAFETY GOALS

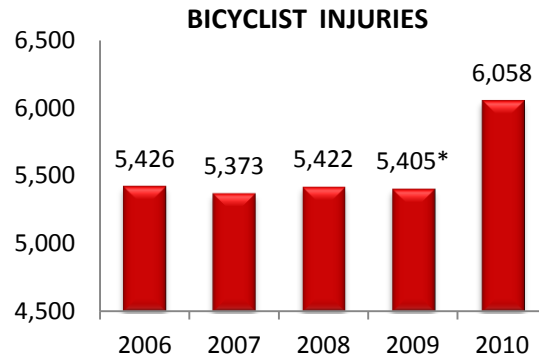
- ❖ Reduce bicyclist fatalities 10 percent from 29 in 2009 to 26 by December 31, 2011
- ❖ Reduce the number of bicyclists injured in traffic crashes 5 percent from an annual average of 5,323 in 2007-2009 to 5,057 by December 31, 2011

Status of Goals

New York has also experienced increases in both bicyclist fatalities and injuries in 2010. New York's AIS crash file indicates that 36 bicyclists were killed in crashes with motor vehicles in 2010 compared to 29 in 2009. After remaining fairly consistent from 2006 to 2009, the number of bicyclists injured in crashes rose to 6,058 in 2010, an increase of 12%. As a result, the targets set for improvements in these measures are not likely to be reached by December 31, 2011.



Source: NYS AIS



* Revised based on final 2009 AIS data

Source: NYS AIS

FFY 2011 PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY PROGRAM HIGHLIGHTS

NYS Pedestrian and Bicycle Partnership

The New York State Pedestrian and Bicycle Partnership has become a leading statewide coalition to document and establish sustainable efforts that improve the safety of pedestrians and bicyclists through the development of a statewide action plan, educational campaign, training and programs. There are many cross-sector and multi-disciplinary departments and organizations that participate in the partnership either through emails or monthly conference calls. The groups participating include the NYS State Education Department, Transportation Alternatives, the New York State Association of Traffic Safety Boards, the Cornell Local Roads Program, NYSDOT, GTSC, the New York Bicycling Coalition (NYBC), the New York State Association of Metropolitan Planning Organizations, Parks & Trails New York, NYSDOH, the New York State Healthy Eating and Physical Activity Alliance, the NYCDOT, FHWA, the New York Academy of Medicine, the American Cancer Society, as well as other local organizations, groups and individuals.

Annually, the partnership tracks the number of schools that register for the Walk to School Day. In FFY 2011, a total of 81 schools and over 34,425 students participated in Walk to School Day held on October 6, 2010. The first 40 schools that registered received 100 canvas knapsacks promoting Safe Routes to School.

A major component of the Partnership's activities has been the development of an educational campaign that focuses on improving the safety of pedestrians and bicyclists. The campaign consists of a number of components including a revamped website and web presence through a marketing campaign that delivers the Partnership's message through social networking sites such as Facebook, YouTube and others.

While not formally launched yet, Coexist New York State (www.coexistnys.org) was developed as a statewide public safety campaign that educates and encourages all roadway users, whether they are young or old, motorist or bicyclist, walker or wheelchair user, bus rider or shopkeeper to safely *coexist* while using our shared roadways. The website is intended to provide tools for use by communities within the state, including videos, brochures and posters that can be tailored for individual

neighborhoods. Best practices from around the state will be highlighted and users can learn how other communities are tailoring the tools provided to start a walking school bus program or educate the community on the yield to pedestrians in the crosswalk law. Other campaign materials are being developed for dissemination in the future.

Statewide Pedestrian Action Plan

During the year, the GTSC undertook a new initiative to develop a Pedestrian Action Plan for New York State. A working group was formed consisting of representatives from GTSC, FHWA and organizations receiving GTSC grant funds to conduct pedestrian safety projects. The group was charged with developing a framework for the plan that would incorporate a cross section of the key disciplines involved in promoting pedestrian safety: engineering, enforcement, education and evaluation. The statewide Pedestrian Action Plan is expected to be completed in FFY 2012.

New York Bicycling Coalition (NYBC)

The NYBC is very active in a number of initiatives to improve the safety of New York's roadways and streets for all users, including bicyclists and pedestrians. The NYBC participated in a broad coalition of stakeholders that promoted the statewide Complete Streets Law that was signed by Governor Cuomo in August 2011. NYBC worked with partners such as the Tri-State Transportation Campaign, NYS Transportation Equity Alliance, Transportation Alternatives and the American Association of Retired Persons to educate state legislators and public works officials that the need for safety improvements is grounded in crash and injury data which indicate that bicyclists and pedestrians are particularly vulnerable users of the roadways.

The NYBC has begun developing a Complete Streets Toolkit which will include documents and guides for use by citizens, elected officials and agency staff. These resources will facilitate productive communication among stakeholders and will disseminate best practices in design and implementation. The toolkit resources will be available in hard copy and on NYBC's website. During FFY 2012, NYBC will develop a Complete Streets curriculum and provide training to interested communities across the state.

NYBC's premier annual event is the Bicycle Summit held in Albany each spring. This year's program was held on April 28, 2011 in the Legislative Office Building (LOB). The morning's agenda included remarks from Executive Deputy Commissioner Dave Sampson, NYS Department of Motor Vehicles; State Legislators; and Executive Deputy Commissioner Stanley Gee, NYS Department of Transportation. The highlight of the Summit was the presentation of the first annual "Bicycle Champion" award to the Capital District Transportation Authority. Other participants included AARP, Tri-State Transportation Campaign, Transportation Alternatives, Empire State Future and Parks & Trails NY.

Safer Streets New York City

Bellevue Hospital, an affiliate of New York University's Langone Medical Center, is a Level 1 Trauma Center which treats hundreds of pedestrians and bicyclists injured in motor vehicle crashes each year. In FFY 2011, Bellevue Hospital continued its Safer Streets New York City pilot research study. The objective of the study is to identify the risk factors associated with the motor vehicle driver and the

pedestrian or bicyclist involved in the crash and the scene/location of the crash. The outcomes of the persons injured will also be tracked and assessed.

All non-motorists who are victims of motor vehicle trauma and are brought to Bellevue via the adult and pediatric Emergency Departments are included in the study. The research team collects data for each pedestrian and cyclist within 24 hours of their injury by communicating with the emergency medical technicians or the New York City Police Department. The collected variables include demographics, location, injury patterns and outcomes, vehicle type, driver data, and scene information including day of the week, time, and nearest cross street.

By clearly identifying risk factors, the Bellevue team hopes that prevention resources may be more efficiently and effectively applied in the future. A repository has been established for the data that are collected and the team continues to troubleshoot various issues as the pilot study moves forward. The team's ultimate goal is to conduct a city-wide, population-based study using data collected in a consistent manner at multiple trauma centers throughout the metropolitan area which will provide vital information for patient management and future prevention strategies.

Westchester County Community Awareness of Roadway Safety Program

Bicycle safety is a prominent component of Westchester County's Community Awareness of Roadway Safety (CARS) program. During spring and summer 2011, 35 bicycle safety programs were conducted in the county. One of the sites visited every May in conjunction with National Bike Month is the Early Childhood Center in Greenburgh which runs a Head Start program for a diverse population of low income children three to five years of age.

During the classroom programs that were conducted on May 25 and June 1, 2011, the children were educated about the need to wear a helmet and about the correct helmet fit. Safe bike riding practices were stressed, such as riding away from traffic when they are very young, but also learning the rules of the road for the time when they are older. The importance of staying alert and being visible was also



emphasized. It was pointed out that helmets are also needed while enjoying other wheel sports like rollerblading, roller-skating and skateboarding. The children then watched a Disney DVD "I'm No Fool on Wheels" and reviewed the main safety points afterwards with discussion and questions. When the bike safety classroom portion of the program was completed, the children were taken outdoors to put the newly learned information into practice. As can be seen in the photographs, children had their helmets fitted, checked and adjusted. Then they enjoyed a safe bike ride. Finally, they received bilingual

materials and stickers (Use Your Head. Wear a Helmet!/Usa la Cabeza.¡Ponte el Casco!). Parents were provided with brochures and bicycle safety tip sheets (Smart Steps to Bicycle Safety) in English and Spanish to further reinforce bike safety.

Sheriff's Summer Camp Bicycle Helmet Project

As it has done for the past thirty-four years, the New York State Sheriffs' Association, beginning the second week of July and running for six consecutive weeks, provided a meaningful camping experience for over 800 children of the state. These children were selected by their local Sheriffs with input from schools and social services groups for participation because of difficult or economically disadvantaged home environments and would not have had the opportunity to attend a program of this nature without the assistance of the Sheriffs' Association. On average 130 boys and girls between the ages of nine and twelve attend the camp on a weekly basis. There is no charge to the campers or sponsoring counties; all expenses are borne by the Association.

In FFY 2011, 800 bicycle helmets in assorted sizes and colors were purchased from Bell Helmets and delivered free-of-charge to the camp during the third week of June. These helmets were used in conjunction with structured bicycle rodeos that were held each week to teach the campers proper riding techniques and to reinforce basic traffic safety habits.

The primary instructor for each of these six programs was Sergeant Bill Preston from the Schuyler County Sheriff's Office. Sergeant Preston was assisted by full-time paid staff counselors and by numerous deputies from throughout the state who annually volunteer their personal time to work with the campers. During the rodeo, each camper who participated in the activity was properly fitted for and given a bicycle helmet to take home. As in other years, the rodeos and the helmet distribution were important components of the program. Due to their home and economic situations many of these children would never have the benefits of bicycle safety instruction or a properly fitted helmet. It was a very successful traffic safety endeavor that will result in better riding habits on the part of the involved campers.

New York City Police Department (NYPD)

New York City Pedestrian and Cyclist Safety Enforcement

Speeding on arterial streets and failure to yield to pedestrians in crosswalks have been identified as significant contributors to pedestrian fatalities and serious injuries in New York City. Among the major factors contributing to serious injuries and fatalities among bicyclists in New York City are inattention by drivers and bicyclists, as well as bicyclists ignoring traffic signs and signals. In FFY 2011, the NYPD conducted a pedestrian and cyclist safety enforcement program to address these issues. The enforcement program included speed enforcement on specific corridors, enforcement of motorists yielding to pedestrians in crosswalks and enforcement of bicyclists' compliance with traffic signs and signals.

The selection of the arterial corridors for enforcement of speed and failure to yield violations was based on locations with high rates of speed-related crashes and the enforcement of bicyclist compliance with the rules of the road was conducted at selected intersections along these corridors. The corridors where failure-to-yield was targeted included: 9th Avenue and W 23rd Street (10th Pct); 10th Avenue and W 57th Street (MN Pct); 9th Avenue and W 51st Street (MN Pct); 7th Avenue and W 37th Street (MS Pct) and Essex Street and Delancy Street (7th Pct). Speed enforcement was conducted in all boroughs, with the exception of Staten Island. The project yielded 815 failure-to-yield summonses, 1,910 speeding summonses and 1,082 bicycle enforcement summonses.

Queens County Traffic Safety and NY Coalition for Transportation Safety



The NY Coalition for Transportation Safety joined with the Queens County Traffic Safety program to provide pedestrian and bicycle safety education in schools and at community events. The activities included programs for children participating in the after school program at PS 181 in Queens. In a program held on May 26, the children were taught the proper fit for a bicycle helmet.

In June, children in the after school program were taken on a walk to explore their environment regarding safety on their walk to school. Reflective vests were worn to make the children more visible to motorists. The children investigated crosswalk design and maintenance, speed bumps, signage, sidewalk and roadway

conditions, and the speed of vehicles on the local streets. They photographed violations they saw and used the pictures to educate other students at a health and safety day held at the school in June.



The NY Coalition for Transportation Safety also promoted bicycle safety during community events held in Queens. As part of its ongoing community outreach, Oceanside Lutheran Church hosted a Blessing of the Wheels and Community Bike Rodeo. At the event, participants learned about bike safety and street code. Bikes were checked and adjusted for optimum performance and safety, and reflectors and helmets were provided for anyone in need.

New York City Department of Transportation (NYCDOT) “Go Safe Go Green”

Traffic Safety Theater Residency Program

NYCDOT Safety Education piloted a traffic safety theater residency program for older adults in 2011. The purpose of the program was to encourage seniors to become advocates for safety in their communities and share information with their peers about their concerns as pedestrians and strategies for staying safe while walking. The 10-session residency program was conducted at three senior centers: Florence E. Smith Sr. Center in Queens, Amico Sr. Center in Brooklyn, and Morris Sr. Center in the Bronx. Participants at each center worked with a professional Plays for Living teaching artist to create original traffic safety skits addressing specific traffic safety issues in their communities and learn how to

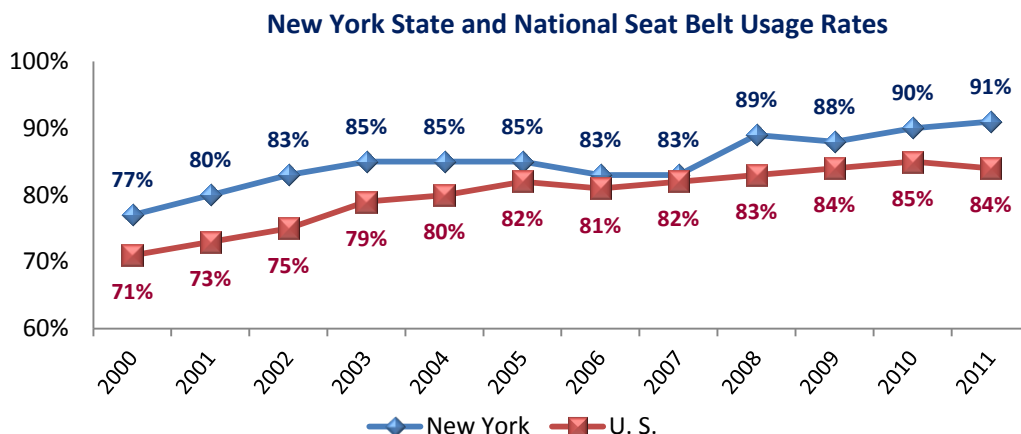
facilitate Q & A sessions with audiences about their dramas. The plays were performed at other local senior centers in their boroughs and at schools and were highlighted at the DOT SELMA Awards ceremony which honors the traffic safety contributions of older adults.

Groundswell Community Mural Project

NYCDOT Safety Education and the Groundswell Community Mural Project developed a 20-session traffic safety mural program for high school students. Teens were recruited for the Groundswell Summer Leadership Program to work on two traffic safety mural projects in Brooklyn – one on Church Avenue and the other on 7th Avenue. Both teams of teen artists participated in four workshops which included hands-on activities about crash statistics, speed studies, neighborhood behavior, safety and environmental observations and exercises in re-imaging public space. The apprentice teen artists worked with Groundswell teaching artists to plan and design the mural during the summer. Community Painting Days were held at both sites. In addition to the student artists, friends, family, guests from various community groups and neighbors were invited to contribute to the works of art. Both summer mural projects were celebrated with dedication ceremonies. Photos and commentary of the projects were publicized by a number of media outlets including New York 1, Sinovision, Sing Tao Daily NYC, The Home Reporter and several community blogs.

OCCUPANT PROTECTION

For the second year in a row, the seat belt use rate in New York reached an all-time high measuring 91% in 2011. 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. This year’s efforts to increase compliance also included a focus on nighttime

enforcement. During the 2011 May mobilization, 221 checkpoints were conducted at night by law enforcement agencies around the state.

In addition to increasing adult seat belt usage, the other major focus of New York’s occupant protection efforts is child passenger safety. In May 2011, New York hosted the 9th Regional Child Passenger Safety Training and Technical Conference in Lake Placid. Representatives from New York, New Jersey and Pennsylvania served on the planning committee for the conference which rotates among the three states. This year, child passenger safety proponents from NHTSA Region I as well as Region II were invited to participate making the 2011 conference the largest to date with over 600 in attendance.

In FFY 2011, GTSC continued to use the “New York’s 4 Steps 4 Kids” 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. “Step 3” was the focus of the 2011 campaign which emphasized the importance of using booster seats until the child is 4’9” in height and weighs 100 pounds. The campaign was highlighted during Child Passenger Safety Week, September 18-24, which culminated with National Seat Check Saturday being celebrated on September 24.



**Great View
& Safe Too!**



The state's Occupant Protection Program is supported by a variety of funding sources, including traditional Section 402 funds and incentive funds available under the federal SAFETEA-LU legislation.

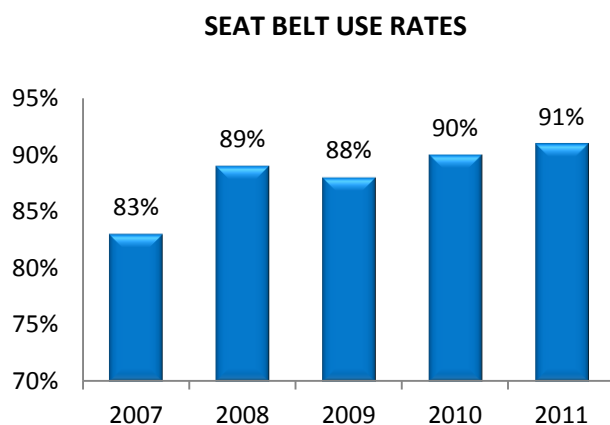
FFY 2011 OCCUPANT PROTECTION GOALS

- ❖ Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1 percentage point from 90% in 2010 to 91% by December 31, 2011
- ❖ Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 8 percent from 232 (preliminary number) in 2008 to 213 by December 31, 2011

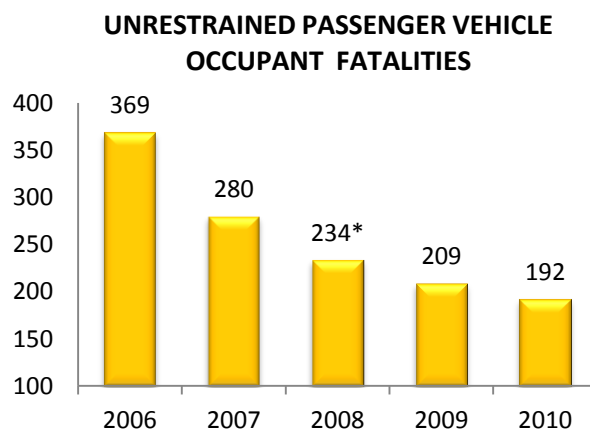
Status of Goals

The goal to increase the statewide seat belt rate to 91% was met in 2011, representing the highest compliance level measured to date in New York's annual statewide observation surveys.

New York also met and exceeded the goal set for reducing the number of unrestrained motor vehicle occupants killed in crashes. Between 2008 and 2009, the number of unrestrained occupant fatalities dropped below the target of 213 set for the end of calendar year 2011; in 2010, unrestrained occupant fatalities dropped another 8 percent (from 209 to 192). Over the five-year period, 2006-2010, unrestrained occupant fatalities were nearly cut in half, decreasing from 369 to 192 (48%).



Source: NYS Annual Seat Belt Observation Surveys



*Revised based on final 2008 FARS data

Source: FARS

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 2010 and 2011 surveys of drivers conducted at five Department of Motor Vehicles offices. In both years, the surveys were conducted within a few weeks after the May seat belt mobilization. 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 enforcement.

How often do you use a seat belt when you drive or ride in a car, van, sport utility vehicle or pickup truck?

| | 2010 | 2011 |
|------------------|-------------|-------------|
| Always | 85.6% | 85.8% |
| Most of the time | 9.6% | 9.3% |
| Sometimes | 3.0% | 3.0% |
| Rarely | 0.9% | 1.1% |
| Never | 0.8% | 0.9% |

In the past 60 days, have you read, seen or heard anything about seat belt enforcement?

| | 2010 | 2011 |
|----------------|-------------|-------------|
| Yes | 59.7% | 65.1% |
| No | 30.4% | 25.4% |
| Don't remember | 9.9% | 9.5% |

What do you think the chances are of getting a ticket if you don't wear a seat belt?

| | 2010 | 2011 |
|------------------|-------------|-------------|
| Always | 28.5% | 27.5% |
| Most of the time | 26.1% | 24.5% |
| Sometimes | 30.9% | 35.3% |
| Rarely | 10.9% | 9.2% |
| Never | 3.6% | 3.6% |

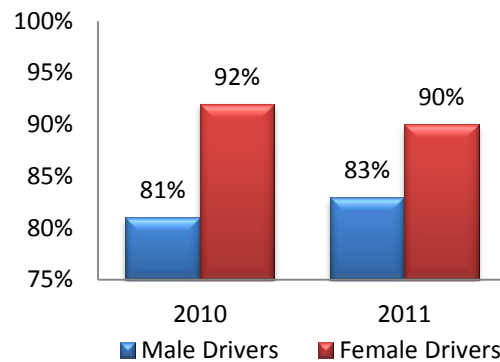
Source: 2010 and 2011 NYS Driver Surveys

- Reported restraint use in 2011 was consistent with reported use in the 2010 baseline survey; 86% of the drivers in both 2010 and 2011 said they “always” wear a seat belt and another 9%-10% buckle up “most of the time.”
- Awareness of seat belt enforcement was somewhat higher in 2011 than in 2010; 65% of the drivers surveyed in 2011 had read, seen or heard something about seat belt enforcement in the past 60 days compared to 60% in 2010.
- The perception of the risk of getting a ticket was slightly lower in 2011; 52% thought they would be ticketed “always” or “most of the time” compared to 55% in 2010.
- Only a small proportion of the drivers thought the chances of being ticketed were small; 15% of the drivers in 2010 and 13% in 2011 thought they would “rarely” or “never” get a ticket.

Differences by Gender

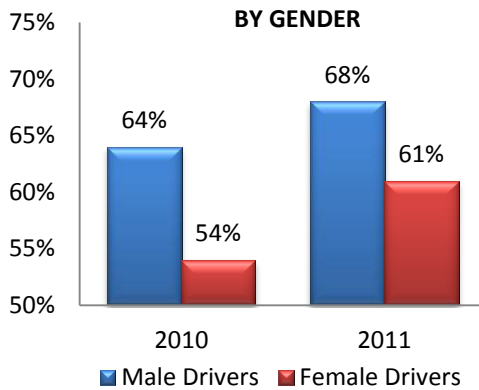
- Female drivers were more likely than male drivers to report that they always wear their seat belt (92% vs. 81% in 2010 and 90% vs. 83% in 2011).
- Between 2010 And 2011, reported use by male drivers increased slightly while decreasing slightly among female drivers.

DRIVERS WHO ALWAYS WEAR THEIR SEAT BELT BY GENDER



Source: 2010 and 2011 NYS Driver Surveys

AWARENESS OF SEAT BELT ENFORCEMENT BY GENDER

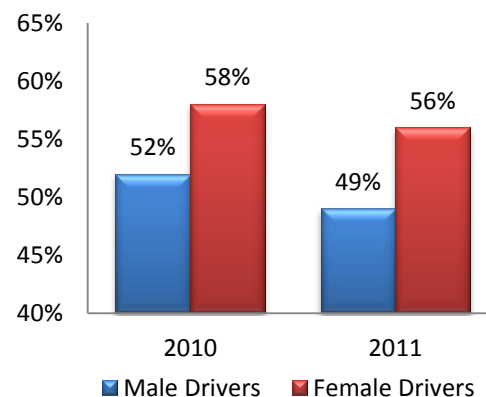


Source: 2010 and 2011 NYS Driver Surveys

- Male drivers were more likely than female drivers to have been exposed to information about seat belt enforcement (64% vs. 54% in 2010 and 68% vs. 61% in 2011).
- Awareness of seat belt enforcement was higher among both men and women in 2011.

- In both 2010 and 2011, female drivers were more likely than male drivers to think they would get a ticket “always” or “most of the time” if they were not wearing a seat belt.
- The perception of the risk of enforcement declined slightly among both men and women in 2011 (from 52% to 49% for male drivers and from 58% to 56% for female drivers).

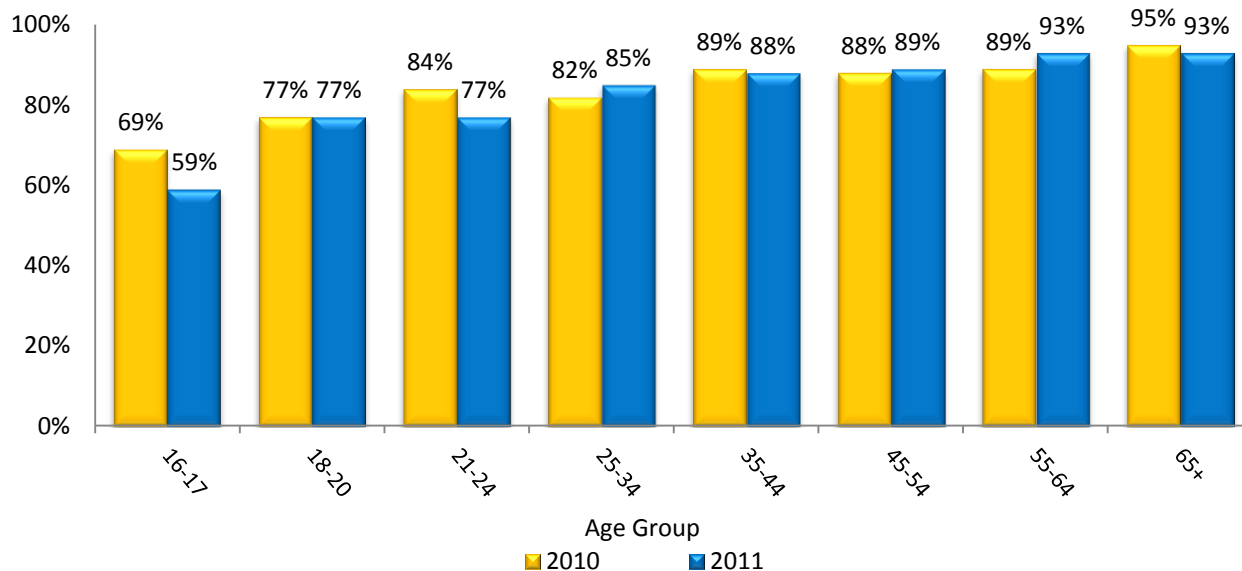
PERCEPTION OF SEAT BELT ENFORCEMENT BY GENDER



Source: 2010 and 2011 NYS Driver Surveys

Differences by Age Group

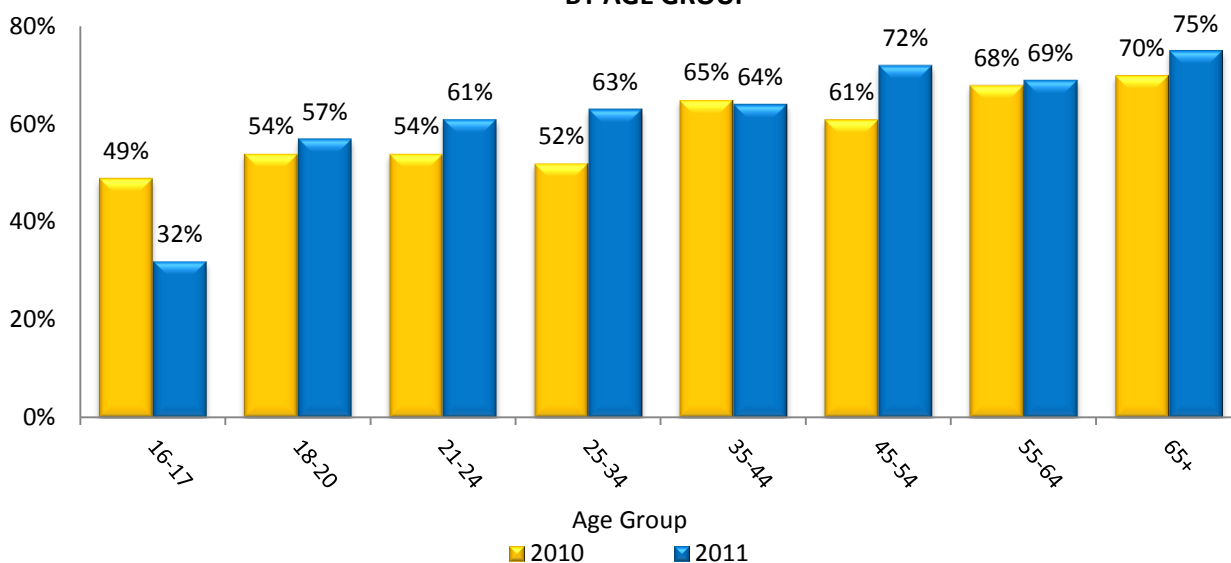
DRIVERS WHO ALWAYS WEAR THEIR SEAT BELT BY AGE GROUP



Source: 2010 and 2011 NYS Driver Surveys

- In general, reported seat belt use increased with age in both 2010 and 2011; in 2011, 59% of drivers 16-17 years of age reported they always wear their seat belt compared to 93% of drivers 65 years of age and older.
- With the exception of drivers in the 16-17 and the 21-24 age groups where reported seat belt use dropped by 10 and 7 percentage points, respectively, reported use in 2011 was very similar to 2010.

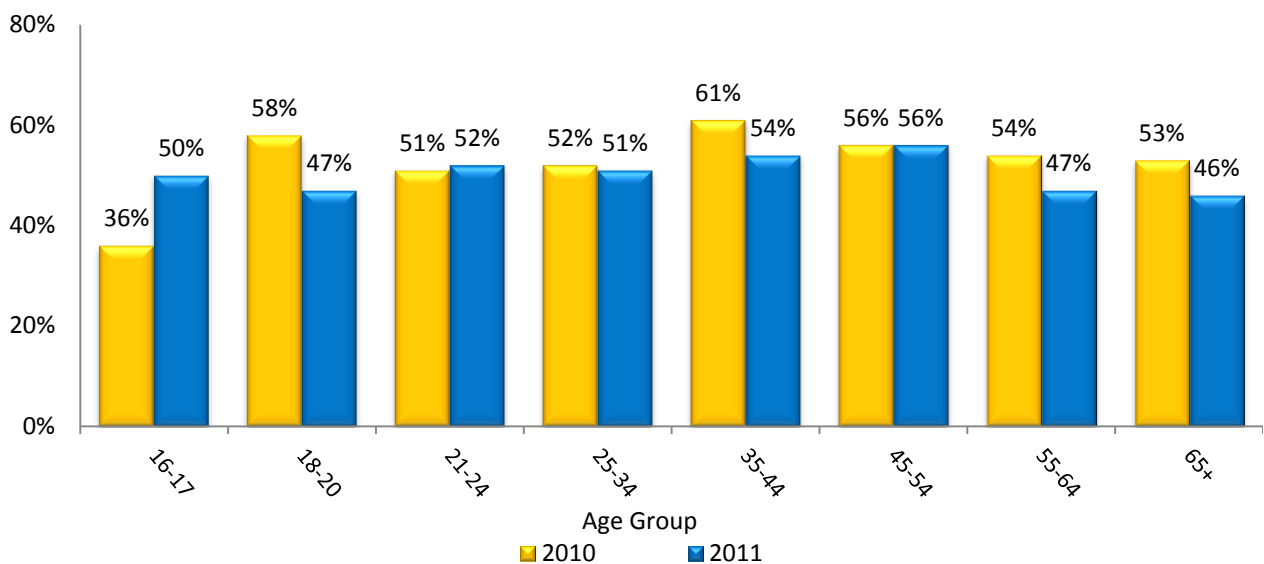
AWARENESS OF SEAT BELT ENFORCEMENT BY AGE GROUP



Source: 2010 and 2011 NYS Driver Surveys

- In 2010 and again in 2011, drivers under age 35 were less likely than drivers 35 years of age and older to say they had read, seen or heard something about seat belt enforcement in the past 60 days.
- Compared to 2010, awareness of seat belt enforcement increased or remained relatively consistent within every age group with the exception of the youngest drivers; in 2011, 32% of the drivers 16-17 years of age had read, seen or heard something about seat belt enforcement in the past 60 days compared to 49% of those surveyed in 2010.

PERCEPTION OF SEAT BELT ENFORCEMENT BY AGE GROUP



Source: 2010 and 2011 NYS Driver Surveys

- Compared to the previous year, there was less variation in 2011 in the proportions of drivers in each age group who thought they would be ticketed “always” or “most of the time” if they were not wearing a seat belt (46%-56% in 2011 compared to 36%-61% in 2010).
- Drivers in the 45-54 and 35-44 age groups were most likely to think they would receive a ticket if they failed to wear their seat belt (56% and 54%, respectively).

2011 PROGRAM HIGHLIGHTS

The primary strategies used during the past year to increase seat belt compliance were enforcement accompanied by public information and education (PI&E), the two major components of the Buckle Up New York/Click It or Ticket campaign. Enhancements to the Occupant Protection Program included a greater emphasis on directing enforcement efforts to increase nighttime enforcement and focus on low-use areas of the state, low compliance times of the day and high-risk groups. Other strategies focused on: improving child passenger safety and included 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.

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 campaign and another 14-day wave is conducted in November. The mobilizations consist of high visibility enforcement and 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. During the May 2011 BUNY enforcement wave, approximately 15% of the state's law enforcement agencies reported conducting 221 nighttime checkpoints.



- **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, 24 additional copies of the roll call videos 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. The "expanded enforcement" strategy allows police agencies 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 issuance of press releases 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.
- **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 pre and post 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 2011, the GTSC provided 216 BUNY grants to local agencies and additional police agencies participated in the program through block grants awarded to their counties. A number of other agencies chose to participate in the BUNY enforcement waves with no grant funding. All police agencies receiving BUNY grants are required to participate in the May mobilization. Nearly 49,000 occupant restraint tickets were issued in the May 2011 mobilization compared to 55,865 in 2010.

Tickets Issued During the May 2010 and 2011 BUNY/CIOT Mobilizations

| | May 24-June 6, 2010 | May 23-June 5, 2011 |
|--|---------------------|---------------------|
| Tickets for Seat Belt Violations | 51,259 | 44,585 |
| Tickets for Child Restraint Violations | 4,606 | 4,271 |
| Total Safety Restraint Tickets Issued | 55,865 | 48,856 |

State Police Buckle Up New York Program

During the enforcement wave conducted November 15-28, 2010, State Police Troopers conducted 124 occupant restraint checkpoints and issued 14,909 safety restraint citations, 742 of which were for child restraint violations. During the 2011 May mobilization conducted May 23-June 5, 2011, Troopers issued 20,435 safety restraint citations. This represented 42% of the total law enforcement activity for the wave.



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, 2010 to September 30, 2011, State Troopers issued 96,911 safety restraint tickets statewide, including 6,459 for child restraint violations; during this time period, 551 fixed or roving seat belt details were conducted.

Monthly enforcement details also continued to play an important role in the overall Occupant Protection Program. According to surveys conducted by State Police personnel in their patrol areas, safety restraint use in New York reached a record high of 95% following the May wave.

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 each Buckle Up New York enforcement wave. Demonstrations of the Convincer and the Rollover simulator were conducted at several sites, including schools and at local press events.

The State Police also continued its Teen Seat Belt initiative to improve safety belt use by this high risk population. Due to the reassignment of the NYSP School Resource Officers, this year's main component was enforcement. Each Troop (with the exception of Troop T) conducted occupant restraint checkpoints to reinforce the Click It or Ticket message. To impact the target population, the checkpoints were conducted at locations with high teen traffic, including schools, malls, parks, sporting events and similar venues.

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. The survey is conducted in accordance with a NHTSA-approved survey design and methodology at a

probability sample of 200 sites in 20 counties. These surveys involve the recruitment, training, and supervision of survey assistants assigned to various regions of the state; data collection and analysis; and preparation of a report on the results.

The 2011 New York State Seat Belt Observational Survey was conducted in June over the two-week period immediately after the May seat belt enforcement mobilization. New York State's usage rate in 2011 was measured at 91%, the highest compliance rate since the inception of the Buckle Up Campaign in 1999 and up one percentage point from the 2010 level. ITSMR prepared a report on the results for submission to the GTSC and NHTSA.

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 seats are supplied, free of charge, to low income qualified families.

In FFY 2011, GTSC awarded 182 CPS grants to local agencies. Many grantees provided multiple programs and services; 152 supported permanent fitting stations, 43 agencies held multiple awareness classes, 122 agencies hosted multiple car seat check events, and 66 grantees offered programs focusing on educating and providing seats to low income families. Through the CPS grant program, a total of 21,726 seats were inspected and 17,320 seats were given away in FFY 2011.

Grant funds were also awarded for the purchase of 11 storage trailers to be used as mobile fitting stations, storage facilities and/or educational training trailers. Trailers are required to display both GTSC and Child Passenger Safety logos.



The GTSC's CPS Program Coordinator assists agencies with grant development and management. Assistance is provided to applicants on applying, reporting, vouchering and project modifications when necessary.

Public Information and Education

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.

4 Steps 4 Kids Campaign

New York continues to promote the national child passenger safety campaign, "4 Steps 4 Kids." In 2009 the focus was Step 1, keeping children in rear facing seats as long as possible, and in 2010 Step 2 focused on educating parents on when it is appropriate to move children to a forward facing seat.

In 2011, the campaign highlighted Step 3, when to safely move a child from the forward facing seat and begin using a booster seat. The next campaign, Step 4, will focus on when it is safe to use the vehicle's seat belt system alone.



In 2011, the American Academy of Pediatrics (AAP) and safety experts announced that they now advise parents and caregivers to keep their child in rear-facing car seats until age two or until they reach the maximum height and weight of the rear facing seat. Prior to this, age one or 20 pounds was considered to be appropriate to safely move a child into a forward facing position.

2011 Education Campaign

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 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.safeny.ny.gov and on the "Frequently Asked Questions" page of the DMV website. In FFY 2011, there were approximately 180,000 hits on the CPS web pages, compared to 160,000 in FFY 2010. The posting of information on the CPS regional conference which was hosted by New York this year is likely to have contributed to the higher number of hits received.

The New York State Department of Health (DOH) Bureau of Injury Prevention, the GTSC and the CPS Advisory Board collaborated on a tool kit for the Step 3 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 Step 3 tool kit includes the following information:



**Great View
& Safe Tool!**

- Campaign Talking Points
- Booster Seat Fact Sheet
- Step 3 Tip Card
- Activity Sheet
- Booster Seat Songs for Elementary School Children
- Booster Seat Placemat - Black and White
- Booster Seat Placemat - Color
- Booster Seat Flyer and Bookmark
- Step Up to the Challenge
- Five Step Test for Booster Seats
- Facebook Postings
- Twitter Postings
- Websites with Videos for Parents
- Booster Seat Pledge Card
- Celebrate National Child Passenger Safety Week News Article
- Keeping Kids in Booster Seats
- Listing of Website Resources
- Toolkit Evaluation Form

The tool kits for Step 1, 2 and 3 will remain on the website for future use. The CPS tip cards were translated into Spanish and posted on www.safeny.ny.gov.

National Seat Check Week and Seat Check Saturday

As in previous years, New York joined the national celebration of Child Passenger Safety Week, September 18-24, 2011. 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 at which a total 896 seats were checked and 290 seats were provided to replace outdated, recalled or inappropriate seats. On National Seat Check Saturday observed on September 24, GTSC staff participated at the Crossgates Mall Event held in conjunction with the Albany County Traffic Safety Awareness Weekend. A total of 106 seats were inspected for proper installation at this event.



CPS Regional Technical and Training Conference

New York State was the host of the 9th CPS Training and Technical Conference for NHTSA Region II, held in Lake Placid N.Y. on May 11-13, 2011. This year's conference was the largest ever held with over 600 attendees from New York, Pennsylvania, New Jersey, the Virgin Islands and Puerto Rico, as well as representatives from NHTSA Region I. The purpose of the conference is to keep technicians and instructors updated on current information and to share new technology.

New York State Department of Motor Vehicle Commissioner Barbara Fiala and Meri-K Appy, President of Safe Kids Nationwide, were the opening speakers for the conference. Over 15 manufacturers spoke at the plenary sessions bringing information on the newest and safest seats for children of all ages, including those with disabilities and special needs. They shared ideas on safe transportation in a variety of vehicle types, including ambulances and buses. Technicians attending the 30 workshops were able to earn educational units required by Safe Kids Worldwide to maintain certification.



This year's conference also included a one-day preconference workshop for instructors and instructor candidates taught by two National Safe Kids staff members. Other members of Safe Kids on the local and state levels served on the planning committee.

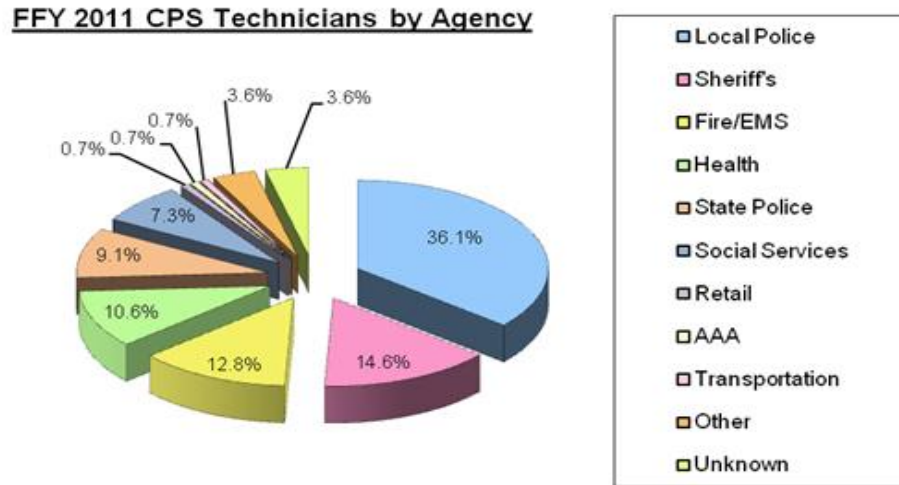
Following the conference, presentations and pictures were posted on the GTSC website for technicians and instructors to access and use for training purposes.

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 1,444 technicians and 69 instructors. As 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 covers recertification fees for technicians and instructors. In 2011, 27 Standardized Child Passenger Safety Technician Training classes were conducted, resulting in 274 new certified technicians, 21 more than in FFY 2010.



Technicians are from a variety of backgrounds, with the largest proportion representing Local Police agencies (36%), Sheriff's Offices (15%) and fire and EMS (13%).

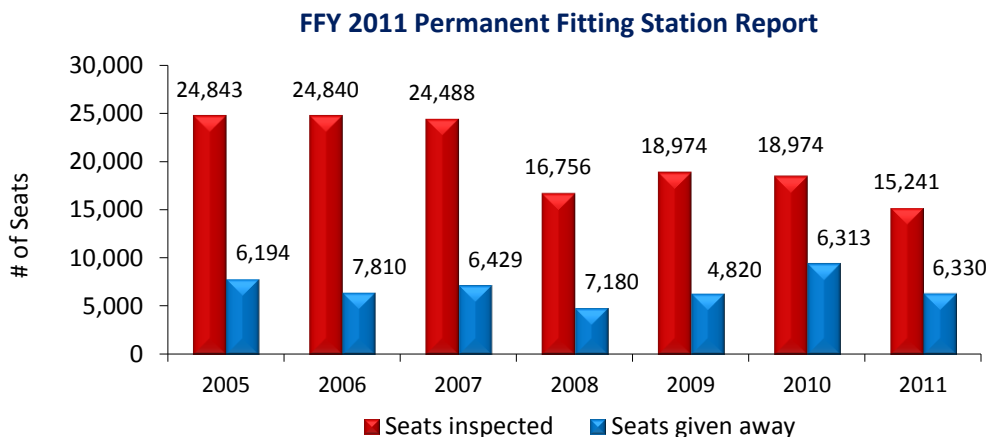


Child Passenger Safety Technical Update Training Classes

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, 62.4% of New York's technicians were recertified between January and October 2010, an increase from the last 2 years. This exceeds the national recertification rate of 55.6%, partly due to the credits earned at this year CPS conference.

Permanent Child Safety Seat Fitting Stations

In FFY 2011, the GTSC awarded grants to support the operation of 152 permanent fitting stations in New York State. In addition to the programs run by local agencies, the New York State Police operated 21 fitting stations statewide. The agencies operating fitting stations reported that 15,241 child safety seats were inspected and 6,330 car seats were given away in FFY 2011. The number of seats inspected and the number of seats given away both show decreases from last year's activity. These decreases may be the result of shortages in staff and other agency priorities that may have made it difficult for agencies to staff fitting stations during the hours that are most convenient to the public.



In FFY 2011, the GTSC again contacted all fitting stations to verify and update the information that is posted on www.safeny.ny.gov. This year, in partnership with NHTSA, a new user friendly link was created which enables the public to enter their zip code to locate fitting stations nationwide. This link has been posted on the GTSC website.

Fitting stations in New York State have consistently been 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 2011.

- Greenburgh Police Department - 1,190
- Albany County Traffic Safety Board - 1,115
- Nassau County Traffic Safety Board - 1,065
- Suffolk County Sheriff's Office - 596
- Blythedale Children's Hospital & Fairview Fire Dept – 592
- Ardsley Police - 511
- Broome County Sheriff's Office - 486

Child Passenger Safety Awareness Training

The trend for agencies to offer more CPS awareness training classes continued in FFY 2011. 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 2011, over 364 awareness classes were held throughout the state for more than 3,400 participants; over three-quarters of the participants were parents and another nine percent were expectant parents. The other participants included day care providers, law enforcement officers 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 small number of the training classes held a seat check event in conjunction with the awareness training; 112 seats were inspected and 60 seats were given away at these events this year. These numbers are consistent with previous years.

Again this year, all grantees purchased and used the newest CPS video for 2011, "Don't Risk Your Child's Life," which is updated each year. This year it includes information on the AAP recommendation to keep infants rear facing until age two or to the highest recommended weight allowed by the manufacturer.

Child Safety Seat Check Events

In 2011, 368 child safety seat check events were conducted across the state; 29 less than last year as some events were cancelled due to weather conditions. At these events, 6,373 seats were inspected, a decrease of 1,015 from 2010. This year, 5,773 (84%) of the seats were found to be installed incorrectly. A total of 1,761 seats were replaced, 571 more than last year. 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.

Misuse Problems Encountered During Inspections in 2011

| Rear-Facing Seats | Forward-Facing Seats | Booster Seats |
|-------------------------------|-------------------------------|--|
| 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 |

Child Safety Seat Distribution Programs

In 2011, the GTSC again funded 62 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, 9,196 child safety seats were distributed to low-income families across New York State, an increase of 442 from FFY 2010. Most families are referred to these programs through their Social Service and WIC Offices.

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 2011 included the following:

- All technician training courses for the year were scheduled by January 2011.
- Child passenger safety information and news for technicians and instructors continued to be provided through the GTSC website www.safeny.ny.gov.
- The curriculum for instructors to use when teaching technicians is updated as needed, and when approved by Safe Kids Worldwide, the updated curriculum is posted to the GTSC website.

- The Advisory Board worked with Safe Kids Nationwide to prepare for the pre-conference training session for instructors that was held at the regional CPS conference in Lake Placid on May 11, 2011. All members of the board as well as instructors from other states attended this training.
- The GTSC provides the regional coordinators with an updated list of all technicians and instructors on a monthly basis. A list of technicians whose certification had expired was provided for the CPS Advisory Board to use in canvassing for recertification. Members of the CPS Advisory Board also received information regarding CPS legislation and issues through the GTSC.
- 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.
- Guidelines were completed for the CPS Advisory Board members that included information on the Board's members and mission and the tasks expected of each member.



COMMUNITY TRAFFIC SAFETY PROGRAMS

The Community Traffic Safety Program area includes 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 diverse populations, younger drivers, older drivers, children and veterans.

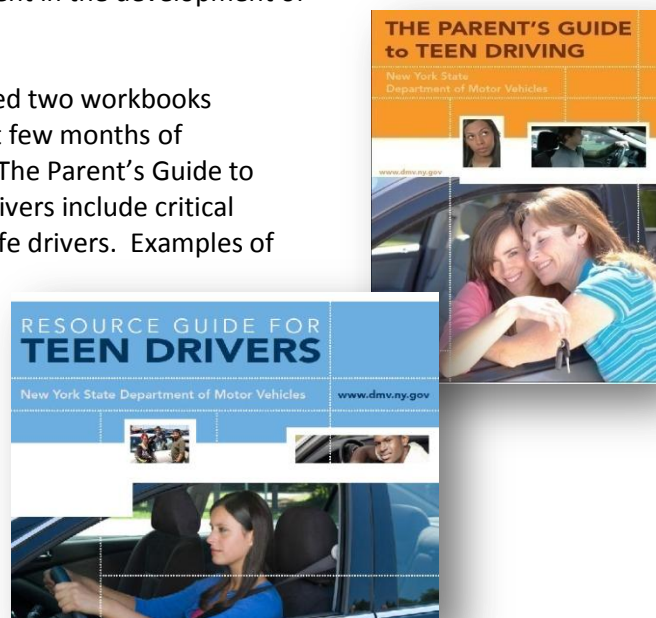
FFY 2011 PROGRAM HIGHLIGHTS

YOUNGER DRIVERS

Teen driving safety continued to be a priority in FFY 2011 and several efforts and special activities were undertaken to address this high-risk group. A number of these activities were conducted by the NYS Department of Motor Vehicles (DMV) with funding from the GTSC. During Teen Driver Safety Week in October 2010, DMV unveiled a series of web-based educational teen driver videos entitled "iDrive Smart"; the videos can be viewed on the DMV website or on YouTube. DMV also partnered with the New York State Chiefs of Police to produce a 15 minute audio podcast about the details of the Graduated Driver Licensing (GDL) law. This informational session is designed to educate law enforcement officers about the often complicated components of the GDL so that they can better enforce the law.

During the past year, DMV's Teen Electronic Event Notification Service (TEENS) was expanded; DMV is now able to notify parents electronically when their teen driver receives a traffic ticket. The purpose of this free service is to promote parental involvement in the development of responsible teen drivers.

With GTSC funds, DMV also developed and printed two workbooks designed to increase the effectiveness of the first few months of supervised and licensed driving for new drivers. The Parent's Guide to Teen Driving and the Resource Guide for Teen Drivers include critical information necessary for the development of safe drivers. Examples of the content include what to do in the event of a crash, important GDL provisions and sample lessons for parents to use when first taking their teens out on the road. The workbooks will be piloted in the next year to determine their usefulness and effectiveness.



National Safety Council Teen Safe Driving Grant

The National Safety Council (NSC) invited the GTSC to participate in a new 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 teen safe driving grant funded through the Allstate Foundation. The grant funds were used to establish a coalition to formulate a statewide plan for promoting safe driving by teens in New York State. The primary focus was on coordinating efforts to increase awareness and promote safe driving habits for teens during National Youth Traffic Safety Month in May and National Teen Driver Safety Week in October. These efforts included events held at three high schools in the state. Programs were conducted at Cortland High School and West Seneca High School, and Scotia-Glenville High School hosted a showing of the feature movie “The 5th Quarter”.

NYS Partnership for Teen Driving Safety

In FFY 2011, the NYS Department of Health Injury Prevention Program convened two meetings of stakeholders for the New York Partnership for Teen Driving Safety (NYPTDS). The NYPTDS is a multi-agency workgroup whose mission is to support initiatives and programs to reduce teen driving crashes, fatalities and injuries on the state’s roadways by promoting the implementation of effective educational, enforcement, policy and legislative strategies. The objectives of the NYPTDS are being addressed through strategic plans drafted for the following committees: Teen Education and Outreach; Parent Education and Responsibility; Law Enforcement and Judicial; and Legislative and Policy. The NYPTDS developed a guide for county agencies to develop, implement and evaluate a traffic safety information packet to distribute to parents of teen drivers. The guide includes a list of recommended traffic safety education materials and driving management tools, along with a template for a letter to the parents and brief questionnaire for agencies to obtain input from parents regarding the usefulness of the packet materials.

Education & Assistance Corporation (EAC) - Safe Start

From infants to adults, the Education & Assistance Corporation plays an important role in the community through its injury prevention programs. The EAC’s Teen Driving Equation is intended to



reduce teen crashes and fatalities in Suffolk and Nassau counties by cultivating and enforcing positive driving skills among teens through awareness and education. In FFY 2011, presentations were offered that address safety measures, recommend parental enforcement guidelines, review state driving laws and provide information about risky behaviors and adolescent development. Information packets were distributed to promote safe driving and local law enforcement representatives were invited to address the teens and their parents. In total, the Teen Driving Equation program conducted 23 presentations at local high schools and community youth groups.

The EAC also conducted workshops in both English and Spanish promoting increased seat belt use, the proper use of child restraints, bike helmet safety and pedestrian safety. In addition, five child passenger safety checks and 248 child passenger safety workshops were conducted throughout Suffolk, Nassau and Queens Counties; 571 child restraints were inspected and 353 child restraints were distributed during these events. The program also provided pedestrian and bicycle safety education, including four bicycle rodeos in Suffolk and Nassau Counties where 293 helmets were fitted and distributed.

School Resource Officer (SRO) Tool Kit

The GTSC continued to support School Resource Officers (SROs) and other educators with its recently updated Younger Driver Traffic Safety Tool-kit. Available on the SafeNY website since May 2010, the tool-kit web page has received over 10,000 hits as well as many inquiries from SROs and



educators. This one-stop traffic safety resource includes Power Point presentations, teenage and younger driver fact sheets, current traffic safety contests and other information. The Younger Driver Toolkit can be accessed at the following link www.safenyny.gov/SRO-Toolkit/default.html

Driver Education Research and Innovation Center (DERIC)

The Driver Education Research and Innovation Center (DERIC) is a public/private collaborative effort to develop, test and implement a new cutting-edge driver education curriculum that will dramatically reduce crashes involving young drivers. The initiative is being managed by Health Research, Inc. (HRI), a not-for-profit corporation. The establishment of DERIC addresses one of the key recommendations of the Temporary Special Advisory Panel for Driver Education Availability and Curriculum Enhancement submitted to the Governor and the State Legislature on December 31, 2008.

"Save Your Friend Over the Airwaves" PSA Contest

In FFY 2011, the NYS Association of Traffic Safety Boards (NYSATSB) sponsored its 6th 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. Seven PSAs were selected as winning entries with students receiving prizes as well as state and local recognition. 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, AAA Hudson Valley and AAA Northway.

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 school-community 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 2011, 35 programs were presented in Nassau County high schools reaching approximately 8,845 parents, students 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 reinforced through a variety of other activities including a "Grim Reaper Day," signing a Driving in the Safe Lane pledge and using fatal vision goggles while driving a non-motorized pedal kart to simulate impaired driving.

OLDER DRIVERS



During FFY 2011, two informational brochures were created using GTSC funds to help educate the public about issues facing aging drivers. The first brochure, "What the Savvy Older Driver Knows about Driving", offers general tips and advice about what any driver, in particular older drivers, can do to improve their driving safety as they age. The second brochure, "Showing Proof", highlights the process older drivers must follow to surrender their driving privileges and receive a Non-Driver identification card. The Non-Driver ID meets all of the same identification standards as a regular driver's license.

Department of Health Injury Prevention Symposia

The DOH Injury Prevention Program (IPP) collaborated with state and local traffic safety and injury prevention partners to develop two training programs on older driver safety and traumatic brain injury (TBI) awareness and prevention. In partnership with the GTSC, FHWA and NYS Office for the Aging, IPP staff developed a symposium agenda and presentations for the older driver module. The program is designed to raise awareness and educate participants on the diminished capabilities of older adult drivers, the innovative engineering design and treatment techniques that can increase safety for older drivers, the individual prevention strategies and vehicle adjustments that can increase personal safety, and techniques for law enforcement in dealing with older drivers. The symposium will be conducted in FFY 2012 for a target audience of local health departments, traffic safety boards, local law enforcement agencies and service providers for the aging.

The TBI training module, entitled "Connecting the Dots to Prevention," focuses on the specific etiologies of traumatic brain injury and strategies for prevention. Traffic events, including motor-vehicle crashes and bicycle and pedestrian injuries, are highlighted as common causes of TBI that result in both

monetary and societal costs. The module also includes a discussion of evidence-based injury prevention strategies to reduce the incidence of TBI resulting from traffic-related events. The TBI module will be conducted as a webinar series in FFY 2012 for an intended audience of public health and traffic safety professionals.

DOH Traffic Safety Education Publications

In FFY 2011, the Department of Health Injury Prevention Program produced new traffic safety publications on older driver safety and traumatic brain injury (TBI) prevention. The "Older Driver Safety" booklet includes information on the risk factors for older drivers and provides injury prevention strategies and safe driving tips. Resources for family members who are concerned about an older relative's ability to drive safely are also provided. The "Traumatic Brain Injury, Prevention is the Only Cure" brochure includes information about TBI including its definition, causes, and signs and symptoms; because traffic-related incidents are a leading cause of TBI, strategies for preventing traffic injuries are also included. Both publications are currently available free of charge from the DOH Distribution Center and will be available on the DOH website (www.health.ny.gov) in FFY 2012. The publications provide useful information that support state and local injury prevention efforts. In addition, all traffic safety publications available from the DOH have been updated to include the most recent data and recommended prevention strategies and can be accessed through the DOH website.

The CarFit Program

CarFit is an educational program created by the American Society on Aging and developed in collaboration with AAA (American Automobile Association), AARP and the American Occupational Therapy Association. The program is designed to help mature drivers find out how well they currently fit their personal vehicle, highlight actions they can take to improve their fit, and promote conversations about driver safety and community mobility. A proper fit in one's personal vehicle can greatly increase not only the driver's safety but also the safety of others.



Sunnyview Hospital



Sunnyview Hospital in Schenectady provided CarFit presentations, technician training classes and events during the project year. Presentations were made to 25 regional service coordinators from Albany, Saratoga, Schenectady, Fulton, and Montgomery counties. Other venues for these presentations included the Tools for Caregiver Conference and Senior Community Centers.

A CarFit technician training was held at the Beltrone Senior Center on May 3, 2011; six individuals attended the training session and five attended the CarFit event the following day to complete their certification as CarFit technicians. CarFit events were also held at the Beverwyck Retirement Community (Albany County), Avila Retirement Community (Albany County) and the Glen Eddy Retirement Community (Schenectady County). A total of 82 seniors participated in these events.

DROWSY DRIVING

New York State Partnership Against Drowsy Driving (NYPDD)

During FFY 2011, the NYPDD members once again planned and conducted drowsy driving awareness campaigns to educate motorists on the dangers of fatigued and drowsy driving. Members of the NYPDD, including GTSC and the DMV Communications Office, planned and coordinated a press event during National Drowsy Driving Prevention Week in November.



This year's event was held in the Opalka Art Gallery on November 10, 2010 at the Sage Colleges Albany Campus on New Scotland Avenue. Michael Washco (Student Wellness Coordinator Sage Colleges) and Ardelle Hirsch (Director of Media Services and Public Relations Sage Colleges) were both instrumental in assisting the partnership in planning for the event on campus. The focus of the public awareness program was young adults who are a high risk group for falling asleep at the wheel. Participants in the program included the DMV Commissioner and Chair of the Governor's Traffic Safety Committee, the Provost of The Sage Colleges, and the Medical Director for the Albany Regional Sleep Disorders Center.



The DMV Communications Office issued a press release to publicize National Sleep Awareness Week, March 7-13, 2011. The press release alerted motorists to the dangers of driving while drowsy and the effect changing the clocks on March 13 for daylight savings time could have on staying awake while driving.

MULTICULTURAL OUTREACH

A key component of New York's Community Traffic Safety Program continues to be a concerted effort to reach out to the state's diverse ethnic and cultural communities. Since this is a statewide effort, the Community Outreach Coordinator designated by the GTSC has expanded the dissemination of traffic safety information and education to an increasing number of diverse populations residing in various regions of the state as the needs have become known. By participating in numerous educational events, forums and meetings throughout the year, the Coordinator is able to channel resources more effectively to meet the needs of the various ethnic communities.

In FFY 2011, the Community Outreach Coordinator participated in or provided traffic safety resources at several ethnic and culturally-centered events including Black History Month, the annual Hispanic Legislative Conference - Somos El Futuro, African American Family Day in Albany, the Latino Fest in Kingston, the Ulster County African American Youth Summer Safety Institute and the second annual Bronx Unity Day. The Outreach Coordinator is a member of the NYSATSB Multicultural Committee and participates in the planning and implementation of the Committee's numerous events.

NYS Association of Traffic Safety Boards (NYSTSB) Multicultural Committee

The NYSTSB's Multicultural Traffic Safety Education Committee continued to conduct programs and provide technical assistance and other resources for several outreach efforts to educate and raise awareness of traffic safety issues among the state's diverse populations. In FFY 2011, the Multicultural Committee continued to distribute a brochure for law enforcement entitled "Multicultural Traffic Safety-Focus on Education." The brochure showcases programs developed by two urban, two suburban and two rural enforcement agencies and by the New York State Police to address unique traffic safety needs in various communities.



Through its Outreach Project, the Multicultural Committee conducted "Building Bridges for Traffic Safety" symposiums which brought together

the ethnic communities centered in various regions around the state. A Capital Region "Building Bridges" event held in Albany drew over 70 participants from a four-county area, including traffic safety advocates, community leaders and concerned citizens. The half-day event was successful in connecting the Capital Region's diverse communities with traffic safety resources and programs.

Other events conducted during FFY 2011 included the first Agricultural/Slow Moving Vehicle traffic safety forum attended by law enforcement personnel, DMV representatives and farmers from four counties in the Mid-Hudson Region. The program provided an opportunity for law enforcement and local farmers to discuss their common concerns. The Multicultural Committee also played an important role in an event where representatives from seven counties in the Mid-Hudson region came together to discuss strategies for reducing motor vehicle crashes among veterans who have recently returned from deployment.

Planning continued throughout the year for the New York Native American Transportation Safety Summit scheduled for March 2012 at the Oneida Nation's Turning Stone facility. During FFY 2011, communication was established and with key partners including FHWA; NHTSA; the Seneca and Mohawk Nations; the Eastern and Southern Tribal Association; state agencies, including NYS DOT, GTSC, and the State Police; and local law enforcement. The steering committee holds bi-weekly teleconference meetings to work on the plans for the event.

OTHER PROGRAMS

Veterans' Safe Driving Initiative: "HOME SAFE – DRIVE SAFE – STAY SAFE"

In 2009, the U.S. Department of Veterans Affairs reached out to State Motor Vehicle Offices across the country to join with them in the Veterans' Safe Driving Initiative "HOME SAFE- DRIVE SAFE-STAY SAFE". The goal of this program was to develop strategies for addressing the growing concern of motor vehicle crashes and their consequences among veterans, a problem identified as a leading cause of death in the early years after returning from deployment.

During the past year, GTSC continued to support a variety of programs and events to increase awareness among law enforcement and traffic safety professionals of the traffic safety concerns regarding veterans. Some of the many events where partnerships and joint efforts promoted the veterans' safe driving initiative included presentations by the Department of Veterans Affairs; presentations by the Lewis Henry Morgan Institute- Utica-Rome SUNY IT and GTSC entitled "From Combat to Home & Veterans Safe Driving Initiative" at the Fall Highway Safety Symposium and the Empire State Law Enforcement Traffic Safety conference; the "Mid-Hudson Region-Building Bridges for Veterans Traffic Safety Workshop" with the NYS Association of Traffic Safety Boards (NYSATSB) and SUNY Ulster in Orange County; and the Lewis Henry Morgan Institute's "The Second Front" exhibit displayed at conferences, veterans' events and VA Hospitals and Centers.

Slow Moving Vehicles

In FFY 2011, the GTSC continued to support educational events to raise awareness of the laws pertaining to sharing the road farm equipment and other slow moving vehicles among operators or these vehicles and other highway users. To accomplish this objective, the Ulster County Community College hosted a successful Agricultural Traffic Safety Forum on March 23, 2011. The event was attended by 57 farmers and enforcement personnel from Ulster, Dutchess, Sullivan and Orange counties. The speakers at the event included representatives from the New York State Police, the Department of Motor Vehicles, the Department of Transportation and the New York Center for Agricultural Medicine and Health. GTSC provided attendees with Slow Moving Vehicle brochures to distribute at their farm stands and places of business.



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Commercial Motor Vehicles

GTSC was represented at the New York State Truck Safety & Education Symposium and Safety Exhibition held in Albany, New York on March 22-23, 2011. The title of the symposium was Keeping Your Street CRED: Credentialing, Regulations, Education and Drivers, four topics that are common to every company in the industry. The program also included a session on mitigating accident risk and an update on the state's cross-border initiatives. Other workshops pertaining to enforcement, roadside inspections and workplace safety were also conducted.

Town of Brookhaven Safety Town

Safety Town is a miniature village with an indoor educational facility where school children learn about pedestrian and bicycle safety. The Town of Brookhaven opened the facility in 2009. Instruction is provided first in a classroom setting and then through hands-on experience using bicycles and miniature electric vehicles. In addition to its other programs, Safety Town is also used for bicycle rodeos which include helmet distributions and fittings. In FFY 2011, hundreds of students were instructed in bicycle safety at four bicycle rodeos, held on April 30, June 18, July 17 and August 21, 2011.



“Saved By the Helmet” Club

The NYSTSB joined the Department of Health as a co-sponsor of the “Saved by the Helmet” Club. The partnership will help to further promote the Club and the use of helmets through positive reinforcement. The Club currently has over 200 members.

DOH Traffic Injury Prevention and Surveillance Program

The DOH Injury Prevention Program (IPP) traffic data are now available on the IPP “Injury Prevention in New York State” homepage (http://www.health.ny.gov/prevention/injury_prevention/). Links to the data are provided under the headings “Driving,” “Child Passenger Safety,” “Teen Driving Safety,” and “Injury Prevention Statistics for New York State.” Traffic data is available on its own page (http://www.health.ny.gov/statistics/prevention/injury_prevention/traffic/index.htm) including data on motor vehicle-related injuries to vehicle occupants, motorcyclists, pedestrians and bicyclists.

In April, the IPP added a NYS Traffic Data Report to the website. This data report has summary statistics for the medical and financial outcomes of motor vehicle crashes; local traffic safety professionals are able to use these statistics to identify traffic injury problems within their counties and make comparisons to other counties and to the state, as a whole. The statistical summary contains the number of visits, average charges and total charges for both hospitalizations and emergency department visits, and the average length of stay for hospitalized crash victims. In addition, tables detailing the medical consequences of restraint use, alcohol use and other contributing factors are included. Between April 1, 2011 and September 30, 2011, the IPP traffic data web page was viewed by 7,137 visitors to the site.

New York State Annual Highway Safety Symposium Coordination

At the request of the GTSC, the NYS STOP-DWI Association and the NYS Traffic Safety Boards Association, the Institute for Traffic Safety Management and Research (ITSMR) has been responsible for coordinating the annual New York State Highway Safety Symposium sponsored by the three organizations. During the past year, the 2010 symposium was held October 17-20 in Grand Island and the planning and the majority of the preparations for the 2011 symposium scheduled for October 16-18 in Hauppauge 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 vendor fees 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

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 2011 accomplishments include the following:

- Served as the liaison and provided outreach services to local programs in seven Upstate counties, the five counties comprising New York City, and Nassau and Suffolk counties on Long Island and assisted with the grant process, including reviewing new grant applications and monitoring projects in the assigned geographic regions
- 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, the National "Safe Routes to School" Programs.
- Worked with the Federal Highway Administration, the New York Metropolitan Committee (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 the NYS Partnership Against Drowsy Driving helping to coordinate and implement programs and press events throughout 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.

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 2011, 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 2011 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 2011 in attaining the performance goals and objectives are summarized below.

FFY 2011 TRAFFIC RECORDS GOALS

- ❖ Continue efforts to enhance DMV's AIS, TSLED, and AA records systems which will provide for the more timely and accurate capture, reporting, and access to crash and ticket data through electronic means in FFY 2011
- ❖ Continue to assist with the coordination and direction of efforts to upgrade and link, as appropriate, the state's various traffic safety-related data systems in FFY 2011
- ❖ Update the 2006-2009 NYS Traffic Safety Information Systems Strategic Plan in 2011

Status of Goals

New York was successful in attaining the three goals established for FFY 2011. To accomplish these goals, the Traffic Records Coordinating Council (TRCC) continued to assist with the coordination and direction of efforts to upgrade the state's various 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.

Reflecting the continuing importance placed on improving the state's traffic records systems, New York began an initiative in January 2011 to develop a new multi-year traffic records strategic plan, replacing

rather than updating the 2006-2009 plan. Developed by the GTSC with the assistance of ITSMR and the TRCC, the new 2012-2015 plan provides an opportunity for New York to continue to make further improvements in its traffic records systems by providing a more systematic method to identify duplicative efforts and gaps in the collection of data; reduce data collection costs; improve data accuracy, completeness and uniformity; and provide better access and linkages to facilitate decision making for highway safety managers in New York State. The new strategic plan became an integral part of New York's FFY 2012 application for traffic records funding under Section 408 of SAFETEA-LU. Submitted in June 2011, the grant application was approved in August and New York was awarded approximately \$1.3 million.

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 2011, 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 SAFETEA-LU.

During FFY 2011, 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 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 data base 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 fatal and personal injury crashes involving large trucks and buses.

Recognizing the importance of keeping up-to-date on the latest technology available and its use in developing good traffic safety data systems, members of ITSMR's technical staff participated in the 37th International Forum on Traffic Records and Highway Safety Information Systems held in Charlotte, NC, July 31-August 1. Sponsored by the Association of Transportation Safety Information Professionals, it is the largest conference of its kind and presents information on systems that provide accurate and timely traffic records data using state-of-the-art technology.

FFY 2011 PROGRAM HIGHLIGHTS

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 2011, these efforts resulted in the preparation of the state's new four-year (2012-2015) *Traffic Safety Information Systems Strategic Plan*. Similar to the impact of the previous 2006-2009 strategic plan, the implementation of the new strategic plan is expected to result in significant improvements in the state's various traffic records systems.

Key improvements in the traffic records systems that occurred in FFY 2011 are summarized below.

Crash and Citation/Adjudication Systems

During FFY 2011, SAFETEA-LU funds (Sections 408 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 1, 2011, more than 410 police agencies are collecting and submitting crash and/or ticket data electronically to the DMV. As a result, more than 80 percent of the TSLED tickets and 50 percent of the crashes reported by the police are currently being sent to the DMV electronically. In addition, more than 1,250 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 2011, a number of improvements were continued or initiated, including the 1) revision of the motorist crash report and implementation of a process to enable motorists to file the report electronically, 2) implementation and testing of new workflow routines for the AIS system, and 3) installation of the final component of a new GIS-based Accident Location Information System (ALIS), and completion of the interface between ALIS and the AIS.

NYSDOT continued an effort to process non-reportable crash reports into SIMS, NYSDOT's accident database. As of October 1, 2011, entry of the non-reportable crash reports for 2008 has been completed, as well as 60 percent of the 2009 and 25 percent of the 2010 non-reportable crash reports.

Injury Surveillance Files

The NYS Department of Health (DOH) continued its efforts to implement an electronic EMS data collection system that is compliant with the National EMS Information System (NEMSIS). Funded in large part through a multi-year Section 408 project, this effort has involved the development of an e-PCR state database and the installation of new software applications that enables the DOH to tailor its requirements to collect and transmit valid e-PCR data from a number of different data formats and vendors, bringing New York State in compliance with the NEMSIS. Accomplishments for the year include: 1) the rollout of the new system to the 19 Regional EMS Program agencies was completed, 2) the data dictionary defining the NEMSIS data elements that NYS will collect was written and third-party

vendors began transferring data via the NEMESIS schema, 3) mapping of the paper pre-hospital care report (p-PCR) was completed, and 4) the development of processes to link e-PCR data with other DOH databases was initiated.

In addition, through its CODES database, the DOH Bureau of Injury Prevention continues to expand its capabilities to integrate crash data with hospital discharge, emergency department and emergency medical services data. During FFY 2011, the data for these various files were linked for 2009.

Driver License File

The new, relational address database associated with driver license records has significantly improved 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's license file for sentencing purposes through the Judicial Online Information System (JOIN).

Vehicle Files

In FFY 2011, with funding provided under Section 408 of SAFETEA-LU, the DMV continued a project to improve the structure of its registration, insurance and vehicle files. The primary objectives of the project are to 1) standardize the names and addresses on the individual records in each file, 2) establish linkage capabilities between the files, and 3) enhance existing search capabilities to allow users to search for records using multiple identifiers, as warranted. This project will improve the accuracy of the records in these various files as the duplication of data will be reduced. During the year, a number of tasks were accomplished: 1) a major registration history purge was implemented, 2) a client ID remediation project was executed, and 3) a process to conduct a single client search for COMPASS individual records was implemented.

Roadway Systems

During FFY 2011, NYSDOT continued its efforts to expand the collection of traffic volume data on the local highway system. The additional traffic volume data will enable 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 dangerous driving behaviors, and to decrease crashes, fatalities and injuries.

Use of Technology

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 2011 (from 389 in October 2010 to 410 in October 2011). Over this same time period, the number of courts submitting their disposition data electronically to the DMV increased from 1,000 to 1,250.

The effort to upgrade the TraCS data movement process was continued in FFY 2011. This initiative will enable the data movement process to include a significantly higher volume of data, more types of data, and allow data (e.g., dispositions) to be passed back to local agencies for processing.

New York City Police Department (NYPD) Automated Forms Reporting Project (AFR)

The NYPD AFR Project, currently in the final testing phase, will enable uniform traffic tickets to be sent electronically from the NYPD to the NYS Department of Motor Vehicles. The ticketing pilot will be rolled out in the first quarter of 2012 in Staten Island, with an evaluation of the process conducted within three to four months. Once the NYPD begins transmitting ticket data electronically, the DMV will begin testing the crash reporting phase of the project. The computers, scanners and printers have been installed in the NYPD vehicles, with a full implementation of the project to occur upon user acceptance. Weekly conference calls are being held between the DMV and the NYPD to keep the project on track.

Development and Use of Data Linkages

During FFY 2011, New York continued its CODES (Crash Outcome Data Evaluation System) initiative, with ITSMR providing the 2009 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.

Research and Evaluation

Research and evaluation continue to be vital components of the highway safety planning process. In FFY 2011, 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:

- 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
- The design and conduct of research and evaluation studies for DMV and the GTSC, including studies mandated by the State Legislature
- 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, as well as incentive grants awarded under SAFETEA-LU. 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.

FFY 2011 PROGRAM MANAGEMENT GOALS

- ❖ 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
- ❖ 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
- ❖ Continue to expand technology as a means to disseminate traffic safety information, including grant applications and forms, and enhance the ability to communicate with customers
- ❖ 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 Goals

The GTSC was successful in meeting the goals related to the management of the state's 402 and incentive grant programs presented in the FFY 2011 Highway Safety Strategic Plan (HSSP). The first group of goals 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 goals 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 exploring the possibility of merging the crash systems currently housed at the NYS Department of Motor Vehicles (DMV) and the NYS Department of Transportation (DOT). This initiative would potentially improve data quality and result in a cost savings for both agencies.

The GTSC also continues to expand the use of technology to disseminate information and enhance communication with its customers. The GTSC has eliminated the printing and mailing of call letters for grant proposals, using email to send the announcement to the highway safety community. This did not reduce the response by applicants; compared to FFY 2010, 19 more applications were received for FFY 2011.

The GTSC website 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 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. Training initiatives in FFY 2011 included ongoing Leandra's Law training sessions on how the law would impact localities and specialized training for prosecutors, judges, and law enforcement officers. In addition, the GTSC continued to provide Drug Recognition (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training to law enforcement officers. GTSC staff also continued to partner with local and State Police to deliver the Practical Guidelines for Motorcycle Enforcement training in 2011.



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 2011, eGrants was used exclusively for all aspects of the grants management process. A total of 851 grant applications for FFY 2012 were received and reviewed electronically. Due to the uncertainty of federal funding levels, the GTSC was not able to meet the new federal fiscal year date of October 1 for the completion of the grant review process. Grant reviews were completed in early November and notification letters were sent by the end of November.

2011 PROGRAM HIGHLIGHTS

eGrants

In FFY 2009, the GTSC began implementation of the online grant application and management system called eGrants. In the first grant cycle that eGrants was used, grantees applied online and GTSC staff reviewed the grants online. During FFY 2010, eGrants was used to submit progress reports and payment requests online, and to request project modifications. The GTSC staff also used the system to prepare monitoring reports for on-site monitoring visits. In FFY 2011, the GTSC has fully integrated the eGrants system in grant management.

New York's Highway Safety Strategic Plan (HSSP)

The GTSC prepared and submitted New York State's Highway Safety Strategic Plan (HSSP) for FFY 2012. In conjunction with the development of the HSSP, the GTSC members met at the Empire State Plaza Concourse in Albany in August 2011. Each agency highlighted their priorities and activities related to traffic safety.

New York's Strategic Highway Safety Plan (SHSP)

The GTSC continued to support and participate with the NYS Department of Transportation and other partners in the development of a New York State Strategic Highway Safety Plan (SHSP) in accordance with the requirements of SAFETEA-LU. This comprehensive plan draws from the many planning documents prepared by the various agencies responsible for promoting highway safety, including the HSSP, and identifies key safety emphasis areas that New York needs to address if the state's goals for reducing motor vehicle crashes, fatalities and injuries are to be met. These emphasis areas are Driver Behavior, Pedestrian Safety, Large Truck Safety, Motorcycle Safety, Highways, Emergency Medical Services and Traffic Safety Information Services.

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 2011, 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. 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 held in Grand Island
- Hosted the Regional Child Passenger Safety Training and Technical Conference in Lake Placid
- 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 Enforcement training sessions
- Attended the New York Association for Pupil Transportation annual conference
- Participated in the 21th 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 efforts to provide additional training related to various impaired driving issues
- Attended the annual Lifesavers Conference and provided support for partners to attend
- 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
- Attended the GHSA's Annual Meeting "Shifting Gears - Driving Culture Change in Highway Safety"
- Participated in the New York State Association of Traffic Safety Boards and STOP-DWI Association meetings
- Conducted local outreach/trainings in several counties
- Attended the NHTSA Speed Management Workshop

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, conducted public information and education programs, and increased 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, 406, 408, 410, and 2010 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 287 grant program monitoring visits by GTSC Program Representatives were conducted in FFY 2011. The Law Enforcement Liaisons may 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 participated 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 2011 are listed below:

- A Federal Cost Summary allocating \$72,600,000 for various NHTSA highway safety programs was implemented.
- New York State applied for and received the following incentive fund awards:

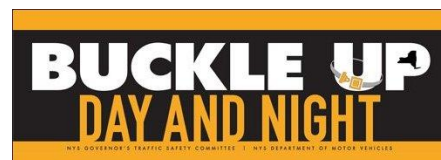
- Section 405 Child Passenger Safety Incentive Grant funds - \$1,645,731.
 - Section 408 State Traffic Safety Information System Improvements - \$1,325,911
 - Section 410 Alcohol Impaired Driving Countermeasures - \$6,298,844.
 - Section 2010 Motorcyclist Safety - \$309,061
- A total of 851 applications were reviewed; 755 grant applications for FFY 2011 were awarded.
 - New York State completed the project activities required for the NHTSA Cooperative Agreement, Distracted Driving Enforcement Project for \$200,000.
 - A total of 1,636 vouchers and 68 state claims were processed.
 - New York closed out FFY 2010 on February 11, 2011 and expended \$24,706,353.39.
 - As of November 14, 2011, the ratio of unliquidated funds was 1.54 years for all funds.
 - The GTSC submitted its fiscal year 2011 report into the Federal Funding Accountability and Transparency Act data system. The applicant information, funding level and project description was entered for 115 grant projects that received awards greater than \$25,000.

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 to raise awareness of the responsibilities of all highway users to ensure their own safety and the safety of others on the roadway. In FFY 2011, 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, 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 website. Printed materials were also prepared and distributed to support the campaigns.

Billboards

One of the goals of the 2011 Buckle Up New York mobilization was to increase nighttime enforcement. A billboard campaign with the message, “Buckle Up Day and Night” supported this effort.



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 messages used in the FFY 2011 campaigns included:

- “Pedestrian Safety” New York City and Long Island, November 2010 through February 2011 - 3,716 radio airings
- “Drinking and Driving” Upstate New York, December 2010 through March 2011 - 21,090 radio airings and 3,316 television airings

- “Drinking and Driving” New York City and Long Island, February through April 2011 - 1,323 radio airings
- “Summer Safety” New York City and Long Island, May through June 2011 - 1,516 radio airings
- “Stuck With a Ticket” May through September 2011- 7,262 television airings

The seat belt enforcement PSA “Stuck With a Ticket” can be viewed at www.safeny.ny.gov/audiovideo.htm



GTSC STOP-DWI Awareness Nights

The GTSC, in cooperation with the DMV Division of Field Investigation, held a series of STOP-DWI Awareness Nights at sporting events around the state. Local agencies also participated in the events, depending on the location. The purpose and goal of the STOP-DWI Awareness Nights was to deliver traffic safety messages to thousands of drivers and passengers alike, to heighten awareness and to educate the public on the risks and consequences associated with impaired driving.

Messages were delivered through public service announcements, signage, educational materials, giveaways, programs, posters, and PA announcements during the games. Spectators at the games were given the opportunity to test their skills on the DMV Driving Simulator and to experience first-hand the effects of alcohol impairment by wearing fatal vision goggles while being chaperoned.



The STOP-DWI Awareness Nights took place at a professional hockey game in cooperation with the National Hockey League (NHL), at college basketball games in cooperation with the Metro Atlantic Athletic Conference, at a minor league baseball game, and at a stock car racing event. The dates and locations of these events are listed below:

12/16/10 - NHL Game between the Coyotes and Islanders - Nassau Coliseum, Uniondale
1/24/11 - Siena College vs. Rider College Basketball Game - Times Union Center, Albany
1/28/11 - Niagara University vs. Canisius College Basketball Game - Canisius College, Buffalo
2/11/11 - Siena College vs. Iona College Basketball Game - Iona College, New Rochelle
2/14/11 - Syracuse University vs. West Virginia Basketball - Carrier Dome, Syracuse
6/04/11 - Riverhead Raceway stock car race - Riverhead Long Island
7/21/11 - Minor League Baseball Game - Long Island Ducks
8/11/11 - Minor League Baseball Game - Joe Bruno Stadium, Troy
8/18/11 - Minor League Baseball Game - Binghamton Mets

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.

This year's Highway Safety Symposium, "Partnering for A Safer New York," was held October 17-20, 2010 at the Holiday Inn in Grand Island.

GTSC Web Site

The GTSC continued to use its 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 new online grant application and management system eGrants. The annual call for grant proposals is distributed online, as are the annual Highway Safety Strategic Plan, the Annual Report and the GTSC "Safety Matters" Newsletter. The statistical summaries that are prepared by ITSMR and the statewide crash data summaries are also posted on the website.

In 2011, the GTSC continued to enhance the School Resource Officer (SRO) page for www.safeny.ny.gov. This page is a compilation of the traffic safety materials that are available for SROs to use to promote traffic safety in their schools. The SRO page features: an idea exchange; a directory of resources and programs in the areas of drugs, alcohol and safe driving; data; DMV forms and contact information for education professionals and law enforcement officers. The GTSC is also featuring younger driver information and linking with the Department of Motor Vehicles to highlight the resources available to younger drivers and their parents.

During FFY 2011, the GTSC website hosted 16,010,952 visitors, compared to 15,873,009 in FFY 2010.

In May, the website began to feature multiple topics in rotation on the home page. Four large images rotate through the cycle, with a tag line and link to more information. The traffic safety topics featured on the GTSC website this year included:

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| January | <i>Holiday-Drinking & Driving is Not an Option</i> |
| February | <i>Drinking & Driving Shatters Lives</i> |
| March | <i>Operation Safe-Stop CPS Technical & Training Conference</i> |
| April | <i>CPS Technical & Training Conference</i> |
| May | <i>Buckle Up New York Bicycle Safety Motorcycle Safety Child Passenger Safety Be Smart Share the Road</i> |
| June | <i>Drinking & Driving Shatters Lives Distracted Driving Watch for Motorcycles Child Passenger Safety</i> |
| July | <i>Drinking & Driving Shatters Lives Distracted Driving Watch for Motorcycles Child Passenger Safety</i> |
| August | <i>Drinking & Driving Shatters Lives Distracted Driving Watch for Motorcycles Child Passenger Safety</i> |
| September | <i>Child Passenger Safety School Bus Safety Distracted Driving Watch for Motorcycles</i> |
| October | <i>School Bus Safety Distracted Driving Drinking & Driving Shatters Lives Watch for Motorcycles</i> |
| November | <i>Buckle Up Day & Night Distracted Driving Teen Driving Tips Holiday - Impaired Driving</i> |
| December | <i>Holiday- Impaired Driving Buckle Up Day & Night Distracted Driving Teen Driving Tips</i> |