

2013 ANNUAL REPORT

Mississippi Office of Highway Safety



“FORWARD PROGRESS”

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Our Mission

The mission of the **Mississippi Office of Highway Safety (MOHS)** is to encourage and assist state and local agencies, institutions and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems.

The overall goal is to reduce crashes which result in death, injury and economic loss in the State, In order to accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures, police traffic services, including speed, occupant protection, traffic records, driver education, funded through the National Highway Traffic Administration (NHTSA).



MISSISSIPPI
Office of Highway Safety

FORWARD PROGRESS

Visit our website at www.dps.state.ms.us to view appendix. The Mississippi Office of Highway Safety provides equal employment opportunity and services to all individuals regardless of disability, race, age, religion, color, gender, creed, national origin or political affiliation.

2013 Forward Progress

At the Mississippi Office of Highway Safety, we take our responsibilities seriously: saving lives. We administer federally-funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state. We receive funding through federal grants, primarily from the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA). Each year projects are developed and implemented in the following areas of traffic safety:



- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Traffic Record
- Police Traffic Services, including Speed

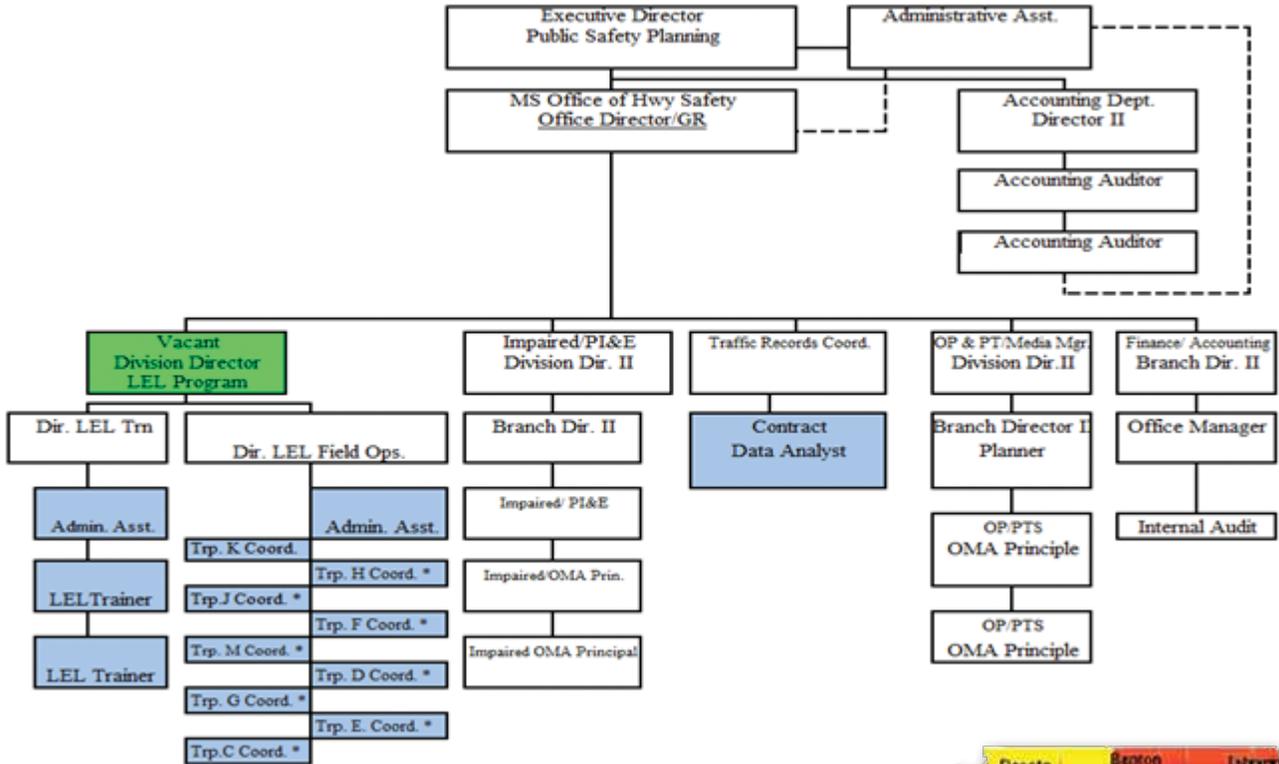
Mississippi has a proven and successful track record of increasing the public's knowledge, perception and understanding of traffic safety issues. We are proud of the state's efforts to minimize the state's fatality rate and increase seat belt usage. Overall traffic fatalities decreased from 630 in 2011 to 582 in 2012, which is the lowest in Mississippi history. The fatality rate has declined from a high of 4.39 VMT in 1981, to 1.51 in 2012, representing the lowest VMT fatality rate ever recorded in Mississippi. Our efforts helped increase the state's overall seat belt usage to 81.88% in 2011 to 83.2% in 2012, which also is the state highest rate ever recorded.

In FY13 Mississippi continued to stay out of the top 10 of alcohol-related traffic crashes. Alcohol fatalities continue to plague Mississippi, accounting for 31% of the total number of fatalities in year 2012, making impaired driving the department's top priority for 2013. Special attention was also given to teen drivers (ages 16 to 20). Although, teens represent merely 6.2% of all licensed drivers, they accounted for 10.3% of occupant deaths. Regrettably, more than 80% of teen fatalities drivers and passengers, unbelted.

I want to thank our Commissioner, Albert Santa Cruz, staff, state leaders, partners and sub-grantees for helping us achieve our goal of reducing injuries and fatalities on Mississippi roadways. Please contact our office at any time for assistance on roadway safety issues. We welcome your suggestions on how we may better serve our citizens and keep Mississippi moving forward.

A handwritten signature in cursive script that reads "Shirley Thomas".

Shirley Thomas
Office Director/Governor's Representative
Mississippi Office of Highway Safety



MOHS Mission

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems. The overall goal is to reduce traffic crashes which result in death, injury and economic loss in the state. In order to accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).



NHTSA/GHSA Core Outcome & Behavior Measures

The MOHS did not meet as many goals, core outcomes or behavior measures as anticipated in the planning and submission of the Highway Safety Plan for the FY13 grant year. The MOHS feels that the goals were not met due to the reduction of law enforcement within the Mississippi Highway Patrol and the changes to local enforcement administration's due to FY13 being an election year. The MOHS is working with all agencies and creating strategic plans to reach core outcome and behavior measures for FY14.

>>FY 2013 GOAL: To reduce traffic fatalities to 545 and serious injuries to 6,028 or below by 2013.

> C-1 Core Outcome Measure - Fatality Rate

To decrease traffic fatalities by 15% from the 2010 calendar year of 641 to 545 by end of FY13.

Fatalities decreased from 641 in 2010 calendar year to 630 in 2011, 582 in 2012 and FARS data indicates 560 during the FY13 grant year. MOHS did not meet the goal by the end of FY13.

> C-2 Core Outcome Measure - Injury Rate

To decrease serious traffic injuries by 15% from the calendar year 2010 of 7,092 to 6,028 by the end of FY13.

Serious traffic injuries decreased from 7,063 in 2010 to 6,584 in 2011 and DPS Crash database indicates 6,247 in 2012. MOHS did not meet the goal by the end of FY13.

> C-3 Core Outcome Measure - Fatality Rate

To decrease fatalities by vehicle miles traveled (VMT) 15% from the 2010 base calendar year of 1.61 to 1.36 by the end of FY13.

The fatality rate increased from 1.61 in 2010 to 1.62 in 2011 MOHS did not meet the goal by the end of FY13.

To decrease rural fatalities by VMT 15% from the 2010 base calendar year of 2.16 to 1.82 by the end of FY13.

Rural fatalities by VMT increased from 2.16 in 2010 to 2.20 in 2011. MOHS did meet the goal by the end of FY13.

To decrease urban fatalities by VMT 15% from the 2010 base calendar year of .82 to .70 by the end of FY13.

Urban fatalities by VMT decreased from .82 to .70 in 2011. MOHS did not meet the goal by the end of FY13.

> C-4 Core Outcome Measure -Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% in the 2010 base calendar year of 340 to 288 by the end of FY13.

Unrestrained passenger vehicle occupants in all seating positions decreased from 340 in 2010 to 309 in 2011 and State FARS data indicates 293 by 2012. MOHS did not meet the goal by the end of FY13.

> C-5 Core Outcome Measure-Alcohol/Drugs

To decrease alcohol-impaired driving fatalities by 40%, from the 2010 calendar year of 233 to 140 by the end of FY13.

Alcohol-impaired driving fatalities decreased from 259 in 2010 to 163 in 2011 and State FARS data indicates 179 by 2012. DUI arrests decreased from 33,153 in 2010 to 29,552 in 2011 and State data indicates 30,577 by 2012. MOHS did reach the goal by the end of FY13. State inadvertently used the 2009 data for the performance measure in the HSP.



Speed-related fatalities decreased from 104 in 2011 to 95 in 2012.

NHTSA/GHSA Core Outcome & Behavior Measures

To decrease alcohol related motorcyclist fatalities from 10 in 2010 calendar year to 7 by the end of FY13.

Alcohol related motorcyclist fatalities from 10 in 2010 to 11 and State FARS data indicates 8 in 2012. MOHS did not reach the goal of 7 by the end of FY13.

Alcohol-impaired driving fatalities decreased from 259 in 2010 to 179 in 2012.



To decrease impaired fatal related crashes involving drivers under the age of 21 from 8 in 2010 to 6 by the end of FY13.

Impaired related crashes involving drivers under the age of 21, 8 from in 2010 to State FARS data indicate 5 in 2012. MOHS did reach the goal by end of FY13.

To increase the percentage of DUI convictions by 10% from 83.3% in 2011 to 92% by the end of FY13. The percentage of DUI convictions 83.3% in 2011 to 85.8% in 2012. MOHS did not reach the goal by the end of FY13.

> C-6 Core Outcome Measure - Speed

To decrease speed-related fatalities by 25% from the 2010 calendar year of 129 to 97 by the end of FY13.

Speed-related fatalities decreased 129 in 2010 to 104 in 2011 and State FARS data indicates 95 in 2012. MOHS did meet the goal by the end of FY13.

> C-7 Core Outcome Measure - Motorcycles

To decrease motorcycle fatalities by 15% from the 2010 calendar year of 42 to 36 by the end of FY13.

Motorcycle fatalities increased from 42 in 2010 to 58 in 2011 and State FARS data indicated 39 in 2012. MOHS did not meet the goal of 36 by the end of FY13.

> C-8 Core Outcome Measure-Unhelmeted Motorcyclists

To decrease un-helmeted motorcyclist fatalities from the 2010 calendar year of 16 to 5 by the end of FY13.

Un-helmeted motorcyclist fatalities from 16 in 2010 to 6 in 2011 and State FARS data indicate 4 in 2012. MOHS did meet the goal by the end of FY13.

> C-9 Core Outcome Measure/Under 20

To decrease drivers age 20 or younger involved in fatal crashes by 25% from the 2010 calendar year of 86 to 73 by the end of FY13.

Drivers age 20 or younger involved in fatal crashes decreased from 86 in 2010 to 86 in 2011 and State FARS data indicate 64 in 2012. MOHS met the goal of 73 by the end of FY13.

> C-10 Core Outcome Measures/Pedestrians

To decrease pedestrian fatalities by 15% from the 2010 base calendar year baseline of 50 to 43 by the end of FY13.

Pedestrian fatalities decreased from 50 in 2010 to 47 in 2011 and State FARS data indicates 48 in 2012. MOHS did not meet the goal by the end of FY13.

> B-1 Core Behavior Measure/OP

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2010 calendar year usage rate of 81% to 84% by the end of FY13.

Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 81.8% in 2011 to 83.2% in 2012. MOHS did not meet the goal of 84% by the end of FY13.

> Outcome Measure/Traffic Records

To decrease the number of day's crash data is available electronically from the crash event by 45% from 4.1 days in 2010 to 2.3 days by the end of FY13.

The number of days before crash data is available electronically from the crash event decreased

NHTSA/GHSA Core Outcome & Behavior Measures

from 4.1 days in 2010 to 2.7 days in 2011 and State data indicates 2.96 in 2012. MOHS did not meet the goal of 2.3 days by the end of FY13.

To decrease the number of day's electronic citation data is available electronically from the citation date by 15% from 10.5 days to 8.9 days by the end of FY13.

The number of days citation data is available electronically has decreased from 10.5 days in 2010 to 9.5 days in 2011 and State data indicates 8.5 in 2012. MOHS did meet the goal by the end of FY13.

To increase the percentage of agencies entering crash and citation data electronically by .1% from 99.9% in 2010 to 100% by end of FY13.

The percentage of agencies entering data electronically has decreased from 99.9% in 2010 to 97% in 2011. MOHS did not meet the goal 100% by the end of FY13. *New agencies were developed in 2012.

> Achievement Measures*

*Citations represent citations that have been turned in to DPS from the courts as of 12/5/2013.

These citations represent those that were written from 10/01/12-09/30/13 MHP citations are full count and represent both Mississippi and out of state Drivers. The city, county and miscellaneous agency citation numbers are only those that have appeared in court or paid and represent the disposition from the courts. These citation counts represent only Mississippi Licensed Drivers.

> Achievement Measure/Speed

In FY2010 43,941 statewide citations were issued and in FY2011 there were 28,591 reported during national blitz campaign, which represents a 35% decrease. There were 18,057 actual grant funded citations reported by awarded projects for FY2012.

171,070 statewide speeding citations were issued in 2013. There were 21,873 grant-funded citations in 2013.

> Achievement Measure/Seat Belts

In FY2010, 21,036 statewide seatbelt citations were issued, and in FY2011 there were 21,099 seatbelt citations issued which represents a minor increase during national blitz campaigns. There were 20,570 actual grant funded seatbelt citations reported by awarded projects for FY2012.

18,702 statewide seatbelt citations and 6,708 child restraint citations issued in 2013. There were 27,236 grant-funded citations in 2013 and 4,545 child restraints funded in 2013.

> Achievement Measure/Impaired Driving

In calendar year 2010, a total of 33,153 impaired driving citations were issued during the national impaired driving campaign and in 2011 a total of 29,552. This represents a 10% decrease from previous year. There were 11,245 actual grant funded DUI citations reported by awarded projects for FY2012.

31,223 (MS Drivers and Out Of State Drivers) statewide impaired driving citations were issued in 2013. There were 11,263 grant-funded citations in 2013.

Drivers age 20 or younger involved in fatal crashes decreased from 86 in 2011 to 64 in 2012.



Mississippi Legislation

MOHS and its partners were active in helping pass important highway safety law during the 2013 Legislative Session:

House Bill 481:

House Bill 481 changes the DUI law when convicted for a first offense DUI, the person's driver's license could be suspended for 90 days, or a judge could order a 30-day license suspension and require the person to use an ignition interlock device for six months.

The device prevents a vehicle from starting if the driver has alcohol on his or her breath. The bill also creates a fourth offense DUI that would automatically be a felony, carrying two to 10 years in prison.



Mississippi Safety Partners

The Mississippi Strategic Highway Safety Plan (MSHSP) was developed through coordination with stakeholders from public and private agencies. Individuals representing the four E's (Engineering, Education, Enforcement, and Emergency Medical Services) and other modes of transportation (bicycle, pedestrian, commercial vehicles, motorcycles, etc.) are encouraged to participate. The Mississippi Association of Highway Safety Leaders (MAHSL) meets ten times a year. Listed below are the participating safety partners.

- Alcohol Service Center
- Alcorn State University
- American Academy of Pediatrics
- Office of the Attorney General
- AT&T
- C Spire
- DREAM Inc.
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Jackson State University
- K & J Foundation
- MAHSL
- Mann Agency LLC
- Metro Jackson Community Development Coalition
- Ministers Against Crime
- (MAAUD) Mississippians Advocating Against Underage Drinking
- Mississippi Association of Supervisors
- Mississippi Brain Injury Association
- Center for Technology Transfer
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Mental Health
- Mississippi Department of Public Safety (including Planning and State Patrol)
- Mississippi Department of Transportation
- Mississippi Department of Vocational Rehabilitation
- Mississippi Judicial College
- Mississippi Municipal League
- Mississippi Motosteps
- Mississippi Office of State Aid Road Construction
- Mississippi Operation Lifesaver
- Mississippi Police Chiefs' Association
- Mississippi Railroad Association
- Mississippi Safe Kids
- Mississippi Sheriffs' Association
- Mississippi State University - Center for Advanced Vehicular Systems
- Mississippi State University-Health Education
- Mississippi State University - Social Science Research Center
- Mississippi Trucking Association
- Mississippi Valley State University
- MADD
- Motorcycle Awareness Campaign
- NHTSA
- Office of Justice Programs Enforcing Underage Drinking Laws
- Nissan
- Rust College
- Safe Communities
- State Legislators
- (S.T.O.R.M) Sobriety Trained Officers Representing Mississippi
- Tougaloo College
- Trustmark Park
- University of Southern Mississippi

Impaired Driving

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol



The Mississippi Highway Patrol (MHP) worked diligently during FY 2013 to remove impaired drivers from Mississippi roads and highways. There were 457 grant funded call-back details conducted during the year, utilizing 4,437 additional troopers at approximately 9.7 troopers per detail, totaling 29,864 man hours dedicated to DUI enforcement. The Breath Alcohol Testing (BAT) vehicles, which began operating in March 2010, were utilized in 110 of these details.

In FY 2013, MHP wrote 4,490 DUIs while working grant-funded details, which included checkpoints and saturation patrols. The BAT vehicles assisted in increasing the overall grant-funded DUI total arrests by conducting 418 tests during FY13.

The impaired driver is an important factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol remains the predominant enemy of traffic safety. When DUI arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as a top priority due to the state's high number of fatalities. Extensive efforts are being made to continue to reduce this very serious offense by participating in all National Crackdowns related to impaired and drunk driving across the state. State and local law enforcement also conducted enhanced impaired driving enforcement activities throughout the grant year with emphasis on holidays and special events.



The MOHS also coordinated the 1st No Refusal Weekend with partnerships between the Mississippi Highway Patrol and the Hancock County Sheriff's Department. The two night weekend yielded 33 DUI's (11-Drug, 22-Alcohol), 10 DRE evaluations,

52 Speed Citations, 3 Seatbelt, 2 Child Restraints and 118 Other Citations.



The Mississippi Highway Patrol worked diligently during FY 2013 to remove impaired drivers from Mississippi roads and highways.

Impaired Driving

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

> Goal: Alcohol and Other drugs

> C-5 Core Outcome Measure-Alcohol/Drugs

To decrease alcohol-impaired driving fatalities by 40%, from the 2010 calendar year of 236 to 200 by the end of FY13.

Alcohol-impaired driving fatalities decreased from 259 in 2010 to 163 in 2011 and State FARS data indicates 179 by 2012. DUI arrests decreased from 33,153 in 2010 to 29,552 in 2011 and State data indicates 30,577 by 2012. MOHS did reach the goal by the end of FY13.

mation and education campaigns, coupled with strict traffic enforcement by state and local departments, document that the state has made significant progress in reducing deaths.

Although, the number of alcohol impaired driving fatalities increased from 163 in 2011 to 179 in 2012, they are still lower than the 2010 numbers.

The total number of DUI arrests increased from 29,552 in 2011 to 30,577. The average (mean) BAC for all DUI arrests during 2010 and 2011 was .138, down from .141 in 2008 and .139 in 2009. This is evidently well above the per se BAC of .08 and .02 for under age 21. The proximity of the mean for

DUI arrests to .08 is a direct measure of the potential impact of DUI that enforcement has had on raising the perception of risk for arrest among persons prone to drink and drive. The fines assessed for DUI total more than \$7 million annually.

One of the alcohol countermeasure projects proposed for 2013 included designated DUI enforcement units in targeted problem localities. During FY13, Mississippi also participated in the National Impaired Driving Crackdown, "Drive Sober or Get Pulled Over" as determined by NHTSA. In addition, Mississippi also conducted high visibility enforcement campaigns on a

quarterly basis at high-risk times throughout the year.

MOHS utilized its project selection process to help select projects that would help the State reach its goals for impaired driving. Some of the results are highlighted in the following pages.

| Mississippi Traffic Fatalities and Alcohol Involvement 2008 - 2012 | | | | |
|--|---------------|------------|----------------------------|---------------------------------|
| Year | Fatal Crashes | Fatalities | Alcohol Related Fatalities | % of Alcohol Related Fatalities |
| 2008 | 711 | 783 | 297 | 38% |
| 2009 | 631 | 700 | 264 | 38% |
| 2010 | 581 | 641 | 259 | 40% |
| 2011 | 567 | 630 | 163 | 26% |
| 2012 | 507 | 582 | 179 | 31% |

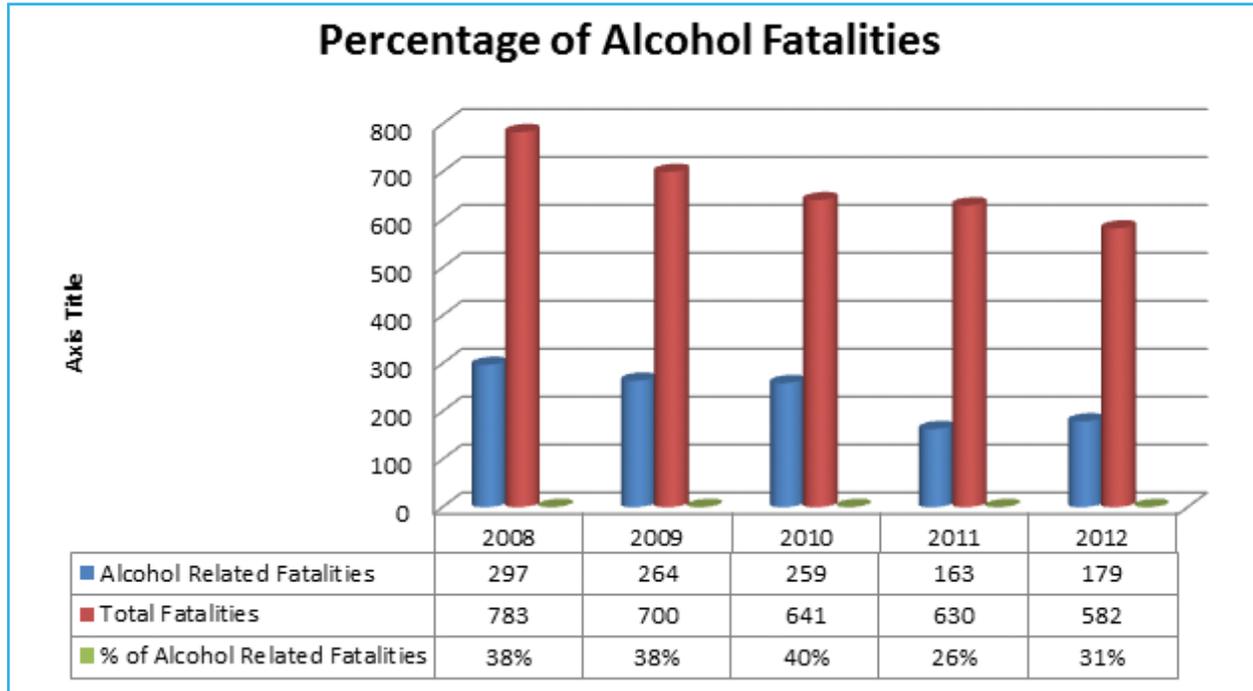
> Achievements

All traffic safety data indicate a positive change from 2007 to 2012. In 2012, there were 582 fatal traffic crashes, 48 fewer than the 630 fatal crashes in 2011.

Total fatalities went down from a total of 783 in 2009 to 582 in 2012, the fifth year in a decade that fatalities have been below 800. In 2012, the fatal crashes fell to 507, a decrease of 10% from 2011 and fatalities fell to 582, a decrease of 9.2% from 630 in 2011. The success of the public infor-

Impaired Driving

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol



A high visibility DUI enforcement initiative for the first quarter of FY 2013 was conducted during the Christmas/New Year's Eve holiday period. High visibility (HV) DUI enforcement for the second quarter was scheduled for New Year's Day and for Super Bowl Sunday. The third quarter HV initiative included the Memorial Holiday period. The fourth quarter HV initiatives concluded with the Fourth of July and Labor Day. Law enforcement agencies, including state police, conducted six high visibility enforcement blitz efforts with checkpoints, saturation patrols and other detailed activities, in a joint effort to reduce the number of alcohol/drug-related fatalities in Mississippi.

MOHS, along with all grant-awarded agencies, implemented activities in support of national highway safety goals to reduce impaired motor vehicle-related fatalities. All awarded contracts were required to complete the HVE Compliance form, which defines the mobilizations and sustained enforcement activities.

Law enforcement used the following criteria to help identify locations in each county and city for intensified enforcement, including sobriety checkpoints and saturation patrols. Selection of intensified enforcement areas were determined by:

- Unusual number of alcohol/drug-related crashes;
- Alcohol/drug-impaired driving violations;
- Unusual number of nighttime single vehicle crashes; and/or
- Any other documented alcohol/drug-related vehicular incidents.

In 2013, during the National Impaired Driving campaigns, participating law enforcement across the state engaged in four high visibility enforcement efforts. Detailed activities included checkpoints and saturation patrols. Out of the state's 261 state and local agencies, 182 participated in the blitzes (69%) and 117 reported a total of 1,086 checkpoints and saturation patrols, utilizing 13,970 hours for 2013.

The MS Highway Patrol, county and local law enforcement agencies concentrated their efforts in the top 30 counties having 65% of the total impaired driving fatalities and severe injury crashes in the state. According to recent data, the number of MHP DUI arrests decreased approximately 4.5% from 8,151 in 2010 to 7,779 in 2011. The overall decrease is attributed to the 2011 floods in Mississippi. Through MHP DUI sustained enforcement efforts, DUI arrests are anticipated to increase or remain above 7,500 annually in

Impaired Driving

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

the continued efforts to reduce fatal and serious injuries across the state.

The 154 Alcohol grant funds allowed for the continuation of the Traffic Safety Resource Prosecutor (TSRP) position, whose primary goal is to improve the state's DUI laws and conviction rate. The TSRP provides knowledge and training to state prosecutors, judges and law enforcement officers across the state. During the past five years, the TSRP has trained and provided technical assistance to over 2,400 officers, averaging 400 per year.

The TSRP coordinated the training of all state prosecutors on impaired driving issues, specifically DUI prosecution. The TSRP presented DUI: The Visual Trial at the Spring Prosecutors Conference held in April in Biloxi, MS.

The TSRP also collaborated with the Mississippi Law Enforcement Liaison Office (LEL) to teach Cops in Court testimony training at all of the SFST classes. She conducted training for all the state's municipal and justice court judges at their Fall, Spring and Summer conferences on DUI issues relating to updates and review of the state's DUI laws; taught the Basic Recruit Class each quarter at the MS Law Enforcement Training Academy; created three newsletters on "hot topics" DUI issues; collaborated with the MS Judicial College in updating and finalizing the DUI Manual; and conducted the presentation at the S.T.O.R.M. Conference. Throughout the year, the TSRP collaborated and sought assistance from the national TSRP network and the traffic law center on blood draw issues dealing with training, hospitals, no refusal laws, ignition interlock, and other topics.

Section 154 funds were utilized to fund 45 DUI related projects. These projects consist of funding for approximately 33 full-time DUI officers along with overtime to conduct high visibility enforcement, public information and education.

DUI activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events. Under section 154, Mississippi funded one LEL Troop Network Coordinator to conduct the activities associated with the statewide LEL Network program. One Assistant District Attorney is funded 70% to assist in conviction process for DUI alcohol related cases in Forrest County.

Section 410 Alcohol/Drug funds were utilized to fund 39 projects which included 29 full-time officers and overtime to conduct impaired driving high visibility enforcement, public information and education throughout the grant period. Under section 410, Mississippi funded eight LEL Troop Network Coordinators to conduct activities associated with the statewide LEL Network program. These projects also participated in the national and holiday impaired campaigns as well.



> Strategies

- The MOHS participated in the National Drunk Driving Crackdowns set forth in section 410 guidelines by way of funded state and local agencies, as well as media campaigns.
- The agency funded a statewide comprehensive coordination project to oversee alcohol/drug countermeasures, including DUI enforcement.
- The agency provided logistics for the statewide Standardized Field Sobriety Training, Advanced Roadside Impaired Driving Expert, Drug Recognition Expert, and Complete Traffic Stops.
- The agency funded DUI projects which utilized high visibility enforcement activities such as checkpoints, roadblocks or saturation patrols.
- All local MOHS DUI project agencies within a high risk location conducted at least one impaired driving enforcement operation per month.

Impaired Driving

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

| Funding Source | Number of Projects | Obligated Funds |
|----------------|--------------------|-----------------|
| Alcohol - 154 | 45 | \$4,178,412.97 |

- During the FY 2013 contract period, the MHP in conjunction with local jurisdictions conducted at least two safety checkpoints per month within each of the top 30 counties ranked highest for alcohol-related fatalities in the state.
- Each local MOHS DUI project agency continued to conduct monthly multi-jurisdictional sobriety checkpoints, giving priority to high-risk locations by county.
- Each local project generated and utilized earned media before, during and after planned high visibility enforcement efforts conducted during the National Impaired Driving Blitz campaigns and state holiday campaigns.
- At the end of the grant year for FY 2013, MOHS conducted attitudinal surveys based on the NHTSA/GHSA agreed-upon questions in order to track driver attitudes and awareness related to impaired driving.



| Funding Source | Number of Projects | Obligated Funds |
|----------------|--------------------|-----------------|
| Alcohol - 410 | 37 | \$4,570,399.08 |



Occupant Protection Program

Section 402 and 405

During 2012, fatal crashes and traffic fatalities decreased by significant percentages over 2011 on Mississippi roadways. There were 60 fewer fatal traffic crashes in 2012, an 11% reduction. Moreover, there were 48 fewer traffic fatalities, an 8% reduction.

On May 27, 2006, Mississippi became the 22nd state to implement a primary safety belt law. Mississippi qualified for \$8.7 million in incentive funds for traffic safety. The MOHS commends the Mississippi legislature for enacting this bill and the governor for his support.

Goal & Behavior Measures

To increase the seat belt usage rate above the national average of 83%.

> C-4 Core Outcome Measure -Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% in the 2010 base calendar year of 339 to 288 by the end of FY13.

> C-9 Core Outcome Measure/Under 20

To decrease drivers age 20 or younger involved in fatal crashes by 25% from the 2010 calendar year baseline of 86 to 73 by the end of FY13.

> B-1 Core Behavior Measure/OP

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2010 calendar year usage rate of 81% to 84% by the end of FY13.

Achievement Measures

- **C-4 Unrestrained passenger vehicle occupants in all seating positions decreased from 340 in 2010 to 309 in 2011 and State FARS data indicates 293 by 2012. MOHS did not meet the goal by the end of FY13.**
- **C-9 Drivers age 20 or younger involved in fatal crashes decreased from 86 in 2010 to 86 in 2011 and State FARS data indicates 64 in 2012. MOHS met the goal of 73 by the end of FY13.**
- **B-1 Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 81.8% in 2011 to 83.2% in 2012. MOHS did not meet the goal of 84% by the end of FY13.**

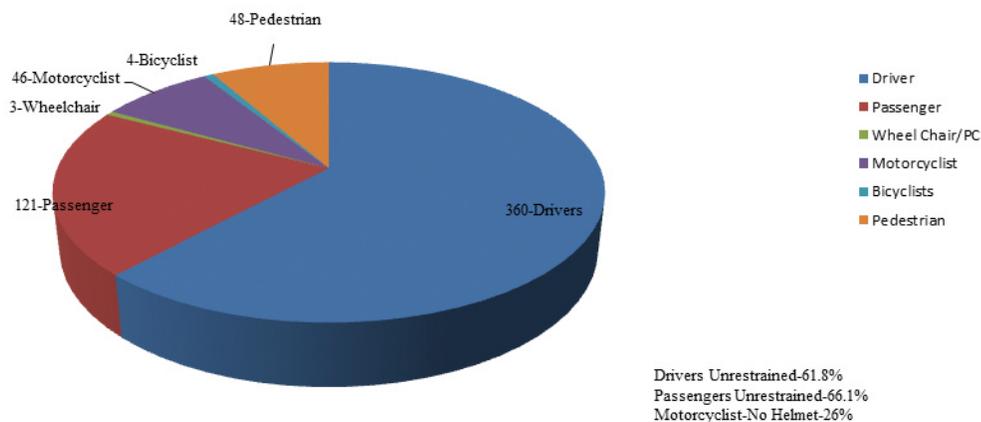
> Achievement Measure - Seat Belts

38,092 statewide seatbelt citations and 6708 child restraint citations issued in 2013. There were 27,236 grant-funded citations in 2013 and 4,545 child restraints funded in 2013.

The MOHS participated in all national mobilizations for seat belt enforcement, including the "Click It or Ticket" (CIOT) campaign during May. MOHS utilizes 402 and 405 funds for paid media campaigns and seat belt enforcement details, and reports law enforcement activities as required by NHTSA.

Recognizing the importance of Occupant Protection, MOHS has an Occupant Protection Division Director who is assigned to provide

Traffic Fatalities by Person Type and Restraint Usage-582 Fatalities



Occupant Protection Program

Section 402 and 405

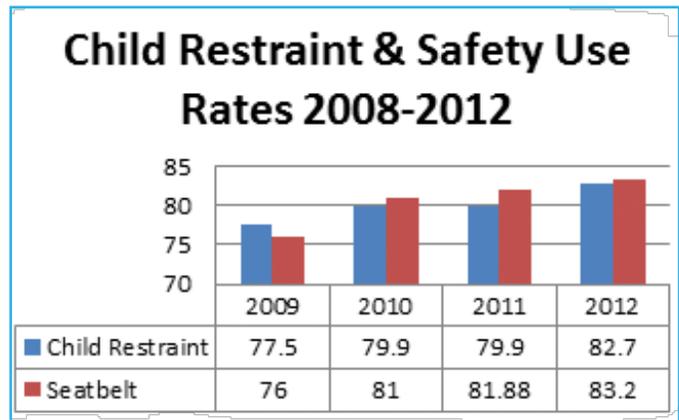
| NHTSA | Number of Projects | Obligated |
|--------|--------------------|--------------|
| 402 OP | 45 | \$884,803.08 |

information and education, Mississippi stands poised to save hundreds of lives and reduce thousands of injuries each year from increased safety belt usage by motorists.

emphasis on strengthening the program. Additionally, the LEL networks have spent an intense amount of time highlighting the importance of seat belt and child restraint enforcement along with participation in the statewide CIOT campaign by law enforcement.

Historically, most of the drivers and passengers who died in traffic crashes in the state were not belted. Although safety belts cannot save all persons, it is estimated that fatalities are in fact reduced by 50 to 65 percent for those using safety belts and becoming injured rather than killed. In 2011, there were 6,670 serious injuries and 77.6%, or three out of every four, were using safety belts. Young drivers and passengers ages 16 to 20, who were killed and were unbelted at an alarming rate of 77%. There were 442 drivers sustaining life-threatening injuries (A level) in 2011.

During 2011, there were 4,064 drivers with moderate injuries (B level) and 80.4% of those were belted. Most were transported by Emergency Medical Services (EMS) to medical centers for observation and/or emergency room care. Moreover, 13,562 drivers (94%) sustained minor injuries (C level). There is no doubt that seat belts save lives and/or reduce injury. With sustained statewide law enforcement, coupled with public

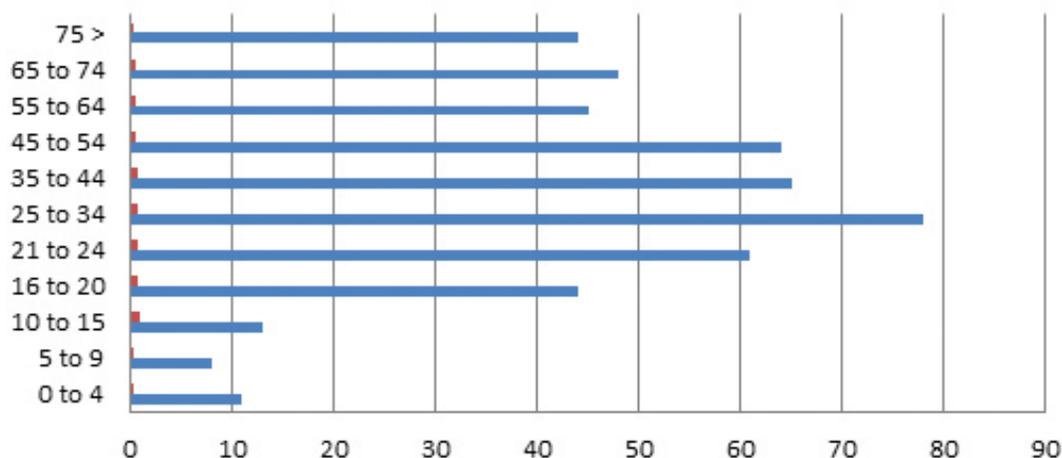


| Mississippi Occupant Protection Comparison Facts 2010-2012 | | | | | |
|--|--------|--------|--------|--------|--------|
| | 2010 | 2011 | Change | 2012 | Change |
| Fatal Crashes | 581 | 567 | -2.4% | 507 | -11% |
| Fatalities | 641 | 630 | -1.7% | 582 | -8% |
| Seat Belt Citations | 53,680 | 26,375 | -49% | 46,822 | 78% |
| Child Restraint Citations | 10,970 | 4,074 | -37% | 8,852 | 115% |
| Fatalities not Belted | 62.4% | 59.0% | -3.4% | 62.8% | 3.8% |
| Ages 16-20 Killed and Not Belted | 81.3% | 59.3% | 22% | 80% | 20.7% |

Occupant Protection Program

Section 402 and 405

Mississippi Occupant Protection by Age-2012



| | 0 to 4 | 5 to 9 | 10 to 15 | 16 to 20 | 21 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 to 74 | 75 > |
|---|--------|--------|----------|----------|----------|----------|----------|----------|----------|----------|------|
| ■ % of Unbelted Occupants | 20% | 33% | 85% | 80% | 74% | 72% | 69% | 58% | 49% | 50% | 39% |
| ■ Fatalities by Age Group | 11 | 8 | 13 | 44 | 61 | 78 | 65 | 64 | 45 | 48 | 44 |

The MOHS Occupant Protection Division has provided leadership and worked to coordinate programs with the MS Safe Kids Coalition, the MS State Department of Health (MSDH), the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. MOHS promoted the 2013 Child Passenger Safety Week and “Click It or Ticket” for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe Kids coalition provided statewide checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson. According to the 2012 Seat Belt Survey Report, Mississippi currently has an 83.2% usage rate. This rate is slightly higher than the 81.8% usage rate in 2011. Over time, the effort toward increasing and improving child restraint use has been both extensive and intensive. The child restraint rate is 82.7%. There is little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints in Mississippi. The 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase. Mississippi is moving in the right direction with re-

gard to child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level. Some of the program highlights from the 402 and 405 programs that helped the MOHS reach the goals are listing on the following page. In addition to its statewide emphasis on occupant protection, in 2013, the MOHS also focused on two high risk populations in Occupant Protection; teen population and the impoverished areas of the Delta.

Teens: Mississippi teenagers and young adults under age 35 represent significant traffic safety problems concerning seat belts. Teenagers (ages 16 to 20 actually) were 11.9% of occupant deaths while being only 6.2% of the licensed drivers. They were unbelted 59% of the time when killed. Young adults, ages 21 to 24, were 9.7% of occupant deaths with 73% unbelted. Of the occupant deaths ages 25 to 34, 98 young adults were killed and had an unbelted rate of 70%. Deaths of the ages from 35 to 44 were unbelted 65% of the time. The most senior adults killed (75 >) were belted 58% of the time, the highest belted rate of all adults.

Occupant Protection Program

Section 402 and 405

Mississippi will be focusing on the listed below counties during the FY14 year, as they represent the Top 25 counties with unbelted teen drivers. During 2010-2012, there were 142 teens killed. Out of 142 teens killed, 107 were unbelted, which represent 75% of all fatal crashes were unbelted.

Impoverished Areas: The Mississippi Delta is the distinctive northwest section of the state of Mississippi that lies between the Mississippi and Yazoo rivers. It includes all or part of the following counties: Washington, Desoto, Humphreys, Carroll, Issaquena, Panola, Quitman, Bolivar, Coahoma, Leflore, Sunflower, Sharkey, Tunica, Tallahatchie, Holmes, Yazoo, and Warren.

| Top 25 Counties for Teen Fatalities | | |
|-------------------------------------|----------|-----------|
| Hinds | Marrion | Itawamba |
| Lauderdale | Newton | Harrison |
| Jackson | Pontotoc | Rankin |
| Desoto | Greene | Tate |
| Lee | Adams | Tippah |
| Carroll | Clarke | Simpson |
| George | Hancock | Oktibbeha |
| Jones | Lincoln | Neshoba |
| Yazoo | | |

| Delta Region | | | | | |
|--------------|------------|-------------------|------------------|------------------------------|------------------------|
| County | Population | Per Capita Income | Median Household | Persons Below Property Level | Seatbelt Survey County |
| Panola | 34704 | 16,449 | \$34,594 | 28.10% | |
| Humphreys | 9375 | 13,448 | \$25,730 | 42.00% | |
| Coahoma | 26151 | 16,116 | \$26,050 | 37.20% | |
| Bolivar | 34145 | 16,114 | \$27,173 | 34.60% | |
| Washington | 51137 | 16,856 | \$28,591 | 36.00% | |
| Leflore | 32317 | 12,754 | \$22,353 | 40.40% | 76.80% |
| Sunflower | 29450 | 12,601 | \$27,042 | 31.80% | 77.70% |
| Quitman | 8223 | 13,293 | \$24,545 | 36.30% | |
| Tunica | 10778 | 14,963 | \$30,470 | 27.20% | |
| Warren | 48773 | 22,181 | \$40,469 | 22.40% | 98.50% |
| Issaquena | 1406 | 10,458 | \$22,396 | 40.00% | |
| Yazoo | 28065 | 14,730 | \$27,979 | 32.20% | |
| Tallahatchie | 15378 | 13,265 | \$27,092 | 32.80% | |
| Sharkey | 4916 | 14,750 | \$29,451 | 36.20% | |
| Carroll | 10597 | 16,412 | \$28,793 | 23.90% | |
| DeSoto* | 161252 | 25,065 | \$59,734 | 9.50% | 66.70% |

*DeSoto Median Income is higher due to the close proximity to TN (Memphis) and many of the residents drive over the state border for work.

Occupant Protection Program

Section 402 and 405

A total of 38 Occupant Protection (OP) 402 grants were funded. Paid media was also purchased with 402 funds for participation in the FY 2012 “Click It or Ticket” activities in the amount of \$230,067.00. (For more information, see the Paid Media section.)

The Mississippi Highway Patrol (MHP) was awarded \$149,722 for an Occupant Protection Project to conduct enhanced enforcement efforts for seat belt and child restraint checkpoints and saturation patrol.

| NHTSA | Number of Projects | Obligated |
|--------|--------------------|--------------|
| 405 OP | 3 | \$693,107.06 |

Section 405 funds, were utilized in 2013 to continue funding the MS State Department of Health’s Child Passenger Safety Program, MSU Seatbelt Survey and the Mississippi Highway Patrol.

MSDH is continuing a concerted effort along with the MOHS and Safe Kids MS to preserve the lives of children through the continued education of the public on child passenger safety awareness.

During this grant period, there were 2,483 car seats distributed throughout the state. Prior to 2011, there were no firefighters in the city of Jackson certified as Child Passenger Safety Technicians (CPST). There are now 50 Jackson Firemen certified in CPST and more than 250 CPSTs statewide. There were 10 CPS certification and 3 renewal training classes, which represented 90 certifications and 7 re-certifications during the grant year. This addresses retention rates as it is more cost effective to recertify than to retrain.

The MOHS is moving to recruit more law enforcement officials to become CPST’s so they will be up-to-date on the state laws as well as the proper installation of child passenger safety seats.

The occupant protection program media campaign was successful during the FY13 grant year. As part of its effort to enhance its media campaigns, the MOHS will issue a new RFP late during

the FY13 grant year to provide more coverage. The MOHS anticipates a new media contractor to take the reins in FY14 in an effort to increase public awareness across the state on seat belt issues. Educational outreach has continued for nurses and other medical staff at Blair E. Batson Children’s Hospital and the University Medical Center (UMC) maternity ward on the importance of CPS. Of course, this is a means to an end.

> Impediments to Achievements

Mississippi must continue to strive to increase seat belt usage in an effort to reach 100% statewide usage. The agency’s biggest challenge is to reach the remaining 16.80% of Mississippians who refuse to wear their seat belts. Seat belt usage increased to 83.2% in 2012, moving Mississippi much closer to the goal of exceeding the national average.



Traffic Records Program

The Mississippi Highway Safety Information System (MHSIS) is a complex, volume-intensive data collection, storage, and retrieval system that support national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics and travel density.



The State Traffic Records Coordinating Committee (STRCC) meets on a regularly scheduled basis to review all major traffic records projects at its member agencies. The strategic plan for data system improvements is developed annually to apply for 408 traffic records funds.

> FY 2013 Accomplishments

During FY 2013, preparation and dissemination of statistical reports were major traffic records activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public.

Traffic records users include police and sheriffs to deploy enforcement units, engineers to identify roadway hazards, judges to determine sentencing and prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs; and motor carrier officials to identify problem commercial drivers and carriers.

Blood alcohol concentration (BAC) testing for impaired drivers in fatal traffic continues to show

improvement, due in part to the partnership between MOHS, State Crime Lab and each other county coroners.

According to MS FARS, for 2011, we tested 39.7% of all 807 drivers in fatal crashes, proving to be our best testing rate to date. 41.3 % of those tested were positive for alcohol, which equates to 260 alcohol related fatalities out of the total 630 fatalities for 2011.

Some of the highlights from the 408 programs that helped the MOHS reach the goals are as follows:

> Public Safety Data Laboratory

The Mississippi Public Safety Data Laboratory (PSDL) was established in 2007 at the Social Science Research Center at Mississippi State University utilizing Section 408 funds. The lab was specifically designed to employ COMPSTAT methodology to assist with the Mississippi Office of Highway Safety in meeting its Highway Safety Performance Plan by identifying and examining traffic safety data. As such, the objectives of the lab are threefold: to provide enhanced 1) developmental, 2) technical, and 3) analytical support for the collection, utilization, and dissemination of traffic safety data in an effort to more effectively manage resources, evaluate results, prioritize countermeasures, and update planning.

During FY 2013, the PSDL released its new public viewer website displaying publications on and visualizing data from traffic safety records. The

Traffic Records Program

website can be accessed at <http://psdl.ssrc.ms-state.edu>. The lab also substantially enhanced its personnel and performance management capabilities with the Daily Activity Reporting (DAR) system, to up-to-date layout and an easy-to-use interface.

As part of this continual upgrade, the DAR system will be integrated within the MOVE software platform, which houses Report Beam crash and eCITE citation statistics, so that, altogether, these datasets permit OHS the ability to cross-populate data fields in its Dashboard towards enhancing the functionality of data-driven law enforcement strategies in an effort to:

- Investigate datasets to define problem areas;
- Conduct accurate and timely analyses;
- Share information for effective utilization resources;
- Generate visualizations from significant trends;
- Evaluate reporting mechanisms for data quality;
- Create a robust reporting framework; and
- Interface with the organizational stakeholders and the public.

During FY13, the MOHS and PSDL conducted studies categorized by several core traffic systems, including, but not limited to: (1) Crash person data, such as driver, occupants and non- occupant attributes of race, age and gender, belt usage and impairment; (2) vehicle crash data; (3) location by law enforcement jurisdiction, city, county; (4) roadway environment; EMS involvement; and (6) citation data, especially DUI, speeding, Seatbelt and child restraint violations.

> Social Science Research Center

In FY-13 the Social Science Research Center (SSRC) and Center for Advanced Public Safety (CAPS) served as the overall project manager. As project managers their function was to provide training and support functions, while CAPS continued with the technical development and support.

TRAINING & DEPLOYMENT: New users underwent a thorough training process before being able to use MOVE/eCite in the field. Currently, all nine Mississippi Highway Patrol districts have

been trained and are using MOVE/eCite.

The Ross Barnett Reservoir Patrol (RP) of the Pearl River Valley Water Supply District agreed to serve as a law enforcement pilot program. Installation and training occurred for the RP in September 2013 and they are in the infancy stage of using eCite in the field.

COURTS: Work continues with county justice courts and their technology vendors to integrate the eCite information into each court's respective case system. As of 2013, all Mississippi county justice courts are downloading citations.

CITSEARCH: CitSearch is a ticket management tool that allows users to search and print. CitSearch can be queried in numerous ways: date range, ticket number, officer, defendant, etc. Currently, CitSearch is available to all law enforcement officers using eCite. Viewers can also access PDF's of all citations issued on the eCite system through CitSearch. CitSearch is now being deployed to Justice Court Clerks, who have access to all eligible citations within their jurisdiction. Additionally, features have been built in for administrators to control courthouse, citation, and user information for the overall MOVE/eCite program, giving that control and access to specified users.

DASHBOARD: A prototype of an "eCite Dashboard" has been developed and shown to DPS and MHP Supervisors for suggestions and comments, which will then be incorporated into the next version of the web-based data analysis tool. Dashboard allows large scale, real-time analysis of citation data, by trooper, violation, location, defendant, time of day, etc. Additionally, Dashboard can map citation information if GPS data is available. The Dashboard has been demonstrated to many types of potential users and developers are currently taking that feedback and making modifications.

The eCite project also developed an electronic DUI citation that went into pilot phase in December 2012 and rolled out statewide July 1st 2013. Electronic citations recorded from MHP from October 1, 2012 September 30, 2013 include the following:

Traffic Records Program

ELECTRONIC CITATIONS: 290,746
ELECTRONIC DUI CITATIONS: 2,461

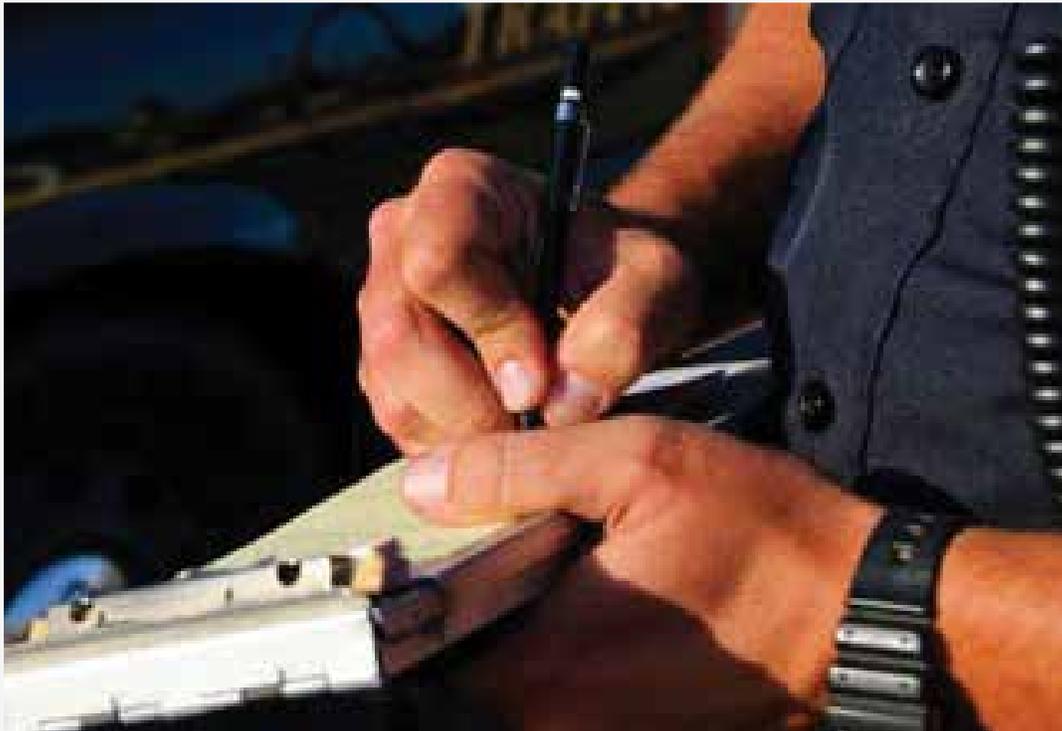
With the use of the electronic citations, MOVE and Citsearch, the citation become available for view in the record database within minutes of issuance (once electronic transfer is complete) rather than 30-45 day wait time, that tickets were once entered into the system. The citations can then be tracked from point of issuance to download from the court.

> Traffic Records Assessment

The State of Mississippi underwent the NHTSA Traffic Records Assessment during the summer of 2013. Mississippi was the 2nd state to undergo this new assessment model and the 1st state to complete the entire assessment. The NHTSA Traffic Records Program Assessment Advisory

was the tool used to measure Mississippi Traffic Records program with the “Ideal Traffic Records System” as identified by NHTSA. The assessment contained 391 questions with proof of compliance evidence for each which was answered by 30 Subject Matter Experts from the state based on the systems that Mississippi has in place. The assessment was completed and the final report was given August 27, 2013. The State will take the recommendations from the assessment report to use as a planning tool to improve the State Traffic Records Program and State Traffic Records Coordinating Committee.

| Funding Source | Number of Projects | Total Obligated |
|----------------|--------------------|-----------------|
| 408 TR | 4 | \$894,549.93 |



Police Traffic **Services Program**

Goal & Behavior Measures

> **C-4 Core Outcome Measure - Unrestrained Passengers**

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% in the 2010 base calendar year of 339 to 288 by the end of FY13.

Unrestrained passenger vehicle occupants in all seating positions decreased from 340 in 2010 to 309 in 2011 and State FARS data indicates 302 by 2012. MOHS did not meet the goal by the end of FY13.

> **C-5 Core Outcome Measure-Alcohol/Drugs**

To decrease alcohol-impaired driving fatalities by 40%, from the 2010 calendar year of 236 to 200 by the end of FY13.

Alcohol-impaired driving fatalities decreased from 259 in 2010 to 163 in 2011 and State FARS data indicates 179 by 2012. DUI arrests decreased from 33,153 in 2010 to 29,552 in 2011 and State data indicates 30,577 by 2012. MOHS did reach the goal by the end of FY13.

To decrease alcohol related motorcyclist fatalities from 10 in 2010 calendar year to 7 by the end of FY13.

Alcohol related motorcyclist fatalities from 10 in 2010 to 11 and State FARS data indicates 8 in 2012. MOHS did not reach the goal of 7 by the end of FY13.

To decrease impaired fatal related crashes involving drivers under the age of 21 from 8 in 2010 to 6 by the end of FY13.

Impaired related crashes involving drivers under the age of 21, 8 from in 2010 to State FARS data indicate 5 in 2012. MOHS did reach the goal by end of FY13.

To increase the percentage of DUI convictions by 10% from 83.3% in 2011 to 92% by the end of FY13.

The percentage of DUI convictions 83.3% in 2011 to 85.8 in 2012. MOHS did not reach the goal by the end of FY13.

> **C-6 Core Outcome Measure - Speed**

To decrease speed-related fatalities by 25% from

the 2010 calendar year of 129 to 97 by the end of FY13.

• Speed-related fatalities decreased 129 in 2010 to 104 in 2011 and State FARS data indicates 95 in 2012. MOHS did meet the goal by the end of FY13.

Achievement Measures*

*Citations represent citations that have been turned in to DPS from the courts as of 12/5/2013. These citations represent those that were written from 10/01/12-09/30/13 MHP citations are full count and represent both Mississippi and out of state Drivers. The city, county and miscellaneous agency citation numbers are only those that have appeared in court or paid and represent the disposition from the courts. These citation counts represent only Mississippi Licensed Drivers.

> **Achievement Measure/Speed**

171,070 statewide speeding citations were issued in 2013. There were 21,873 grant-funded citations in 2013.

> **Achievement Measure/Seat Belts**

18,702 statewide seatbelt citations and 6,708 child restraint citations issued in 2013. There were 27,236 grant-funded citations in 2013 and 4,545 child restraints funded in 2013.

> **Achievement Measure/Impaired Driving**

31,223 (MS Drivers and Out Of State Drivers) statewide impaired driving citations were issued in 2013. There were 11,263 grant-funded citations in 2013.

Section 402

The Law Enforcement Liaison - Traffic Enforcement Network (T.E.N.) Program, was coordinated under the Police Traffic Services Program area. The network includes 82 counties with 257 local municipalities that fall within the nine districts of the Mississippi Highway Patrol. There are regional LELs assigned to each of the nine Mississippi Highway Patrol (MHP) districts.

During FY 2013, the Law Enforcement Liaison (LEL) Project, in conjunction with the University of Southern Mississippi, continued conducting

Police Traffic Services Program

Standardized Field Sobriety Training (SFST), Traffic Occupant Protection Strategies (TOPS), Complete Traffic Stops (CTS), and a Drug Recognition Expert Advanced Roadside Impaired Driving Enforcement (DRE-ARIDE) training. The LEL staff attended and/or conducted 43 training schools, in addition to numerous meetings and conferences. The staff produced two newsletters and maintained contact with more than 250 agencies throughout the year. During FY 2013, the LEL program completed the following:

- 15 SFST training class for 297 officers;
- 1 SFST Instructor School for 22 officers;
- 3 CTS training classes for 66 officers;
- 15 SFST refresher courses for 124 officers;
- 7 ARIDE training classes for 77 officers;
- 1 DRE training class certifying 18 officers; and
- 1 DRE Instructor School for 4 officers.

| Speed-Related Crashes 2008-2011 | | | | |
|---------------------------------|------------------|---------------|--------------------|----------------------|
| Crash Year | Total Fatalities | VMT (Million) | Speed - Fatalities | Fatality Rate by VMT |
| 2008 | 783 | 43,561 | 327 | .75 |
| 2009 | 700 | 40,341 | 106 | .26 |
| 2010 | 641 | 39,842 | 129 | .32 |
| 2011 | 630 | 39,309 | 99 | .25 |
| 2012 | 582 | 38,561.48 | 95 | .246 |

In conjunction with the DPS, the Mississippi Highway Patrol (MHP) Uniformed Division of Public Affairs continued the MHP Highway Safety Public Education campaign. The Public Affairs Officer (PAO) assigned within each of the nine highway patrol districts supported and promoted “Click it or Ticket” and “Drive Sober or Get Pulled Over” state/national campaigns. In addition the PAO’s also conducted educational programs in the areas of impaired driving and OP.

The MHP’s Collision Reconstruction Analysis on State Highways (C.R.A.S.H.) project expanded MHP’s collision investigation and reconstruction techniques. Police Traffic Services Projects, implemented in Jones County and the cities of Pearl

and Hernando, focused on speed enforcement and other traffic related issues, including seat belt and DUI.

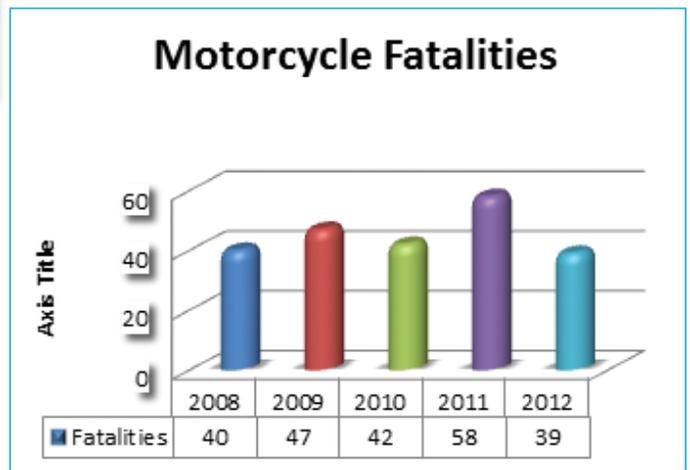
Mississippi did not qualify for 405(f) funding in FY13; however, the MS Office of Highway Safety (MOHS) has used Section 402 funds to continue working on motorcycle awareness campaigns and public information and education.

Motorcycle Awareness Program

The MOHS implemented (2) motorcycle awareness campaigns in 2013 with the help of the Public Information and Education grants, Motosteps and Motorcycle Awareness Campaign, provided the public information on impaired riders and being responsible riders.

Section 163 Funds

At the end of FY10, MOHS did not expend as much of the Section 163 funds as expected, which left a balance of \$129,370.00. During FY11, MOHS expended \$122,671.37 of these funds, leaving \$6,698.63 as carry forward funds to be used during the next year. During FY13, these funds have been expended with the use of funds for the 2013 Mississippi Safety Training and Recognition Symposium.



Mississippi Youth Programs

Section 402 - Occupant Protection

> MS SAB (Mississippi Student Advisory Board)

The Student Advisory Board (SAB) is chosen by the Mississippi Youth Highway Safety Programs staff through an application and interview process which includes essays, teacher recommendations, and an example of fresh ideas they can bring to the table. A diverse, creative, and committed group of approximately 30 teens is chosen to serve on the board for one year. Their main goals and objectives are to develop leadership skills, plan two major conferences centered on highway safety, and learn different ways to cultivate highway safety strategies among their peers and within their schools and communities. They meet one weekend a month to brainstorm ideas for keeping their peers safe on the road, plan Teens on the Move and Club Officer Training, and keep the MYHSP staff aware of the trending dangers to youth, all while cultivating supportive friendships with each other and having fun. Some of their activities include evaluation of a mock car crash trauma for a local hospital, prevention training, leadership training, media training, team building, event planning, implementation of statewide conferences, Rock the Belt, and Walk the Line in Mississippi communities.



The SAB's year is structured around their school year, August through May, while the Mississippi Youth Highway Safety Program's grant year is from October through September. Therefore, during a grant year the Mississippi Youth Highway Safety Programs staff works with two different SAB groups of youth.



Mississippi Youth Programs

Section 402 - Occupant Protection



> Club Officer Training

The Mississippi Youth Highway Safety Programs (MYHSP) Student Advisory Board (SAB) put their boots on the ground to end youth highway crashes as the number one killer of American teens. On September 18, 2013, the MYHSP hosted the annual, one-day Club Officer Training conference at the Hinds Community College Clyde Muse Center for 580 school club or community group officers and

their sponsors. The conference provided the motivation and resources to kick start what the SAB considers not just a moment in Mississippi highway safety history, but a movement. This movement to end highway crashes emphasized the importance of peer-to-peer support to increase seat belt usage and decrease impaired driving.

Keynote speaker, Rashad Jones, presented his powerful leadership message in the morning and breakout sessions followed. The workshops included the following topics and activities: Rock the Belt, Walk the Line, State Farm's Celebrate My Drive, Drive Now Text Later, youth highway safety activities, and Professional and Social Media. There was a special training for sponsors while the youth were attended workshops. The training was a personality assessment to help sponsors build up leaders. The day included education, fun, entertainment, and invaluable toolkits and resources that were taken back to schools all over the state by youth club officers who were ready to rise up, restart, and revolutionize youth highway safety in Mississippi.

> Teens on the Move

Teens on the Move is an annual statewide youth conference planned, implemented, and hosted by the Mississippi Youth Highway Safety Programs staff and its Student Advisory Board. While it is designed as a highway safety centered one day rally, Teens on the Move provides youth with the motivation and fresh, trendy ideas to utilize year round in their schools and communities. Two nationally known speakers are brought in to drive the message home that highway safety is of life and death importance. Student Advisory Board members become the stars of the show by performing songs, dances, and skits centered on seat belt safety and impaired driving that get the audience ready to save the world one car ride at a time.

Teens on the Move had its 24th anniversary on April 11, 2013. The conference was free to all registered participants who received lunch, a t-shirt, and important messages from our two national speakers, Cara Filler and Shaun Derik, chosen by the Student Advisory Board. The speakers fulfilled this year's theme of "Super Saver: Be an Everyday Hero" by sharing personal stories of loved ones who made fatal decisions on the road. Fox 40 morning news reporter, Minnie Larry, along with other media outlets came out to highlight the importance of youth highway safety awareness to the public. The Student Advisory Board provided education and entertainment by changing current and trendy song lyrics to be centered on seat belts, driving sober, and putting the phone down while driving. Despite inclement weather, approximately 1900 students and school sponsors were able to attend and participate in songs, dances, and more serious, reflective moments,



Mississippi Youth Programs

Section 402 - Occupant Protection

such as the lighted memorial, a silent point in the conference where time was given to reflect on the 67 Mississippi youth we lost in 2012 to fatal car crashes. Awards were given to those who creatively documented their efforts to include highway safety centered activities in their schools and communities.



> Sizzlin' Summer Seat Belt Safety Camps

Memorial Day weekend through Labor Day weekend is the deadliest time for teen drivers. In an effort to capture youths' attention during this time the Youth Highway Safety Programs Specialist and Director hit the road and coordinated five seat belt safety camps for Mississippi youth in Gulfport, Jackson, Tupelo, Hattiesburg, and Kosciusko.

Each event provided education on the proper way to wear a seat belt, seat belt safety education, peer-to-peer scenario discussion, Rock the Belt activities, lunch, a mock crash (where possible) and an evaluation component to measure attitude change toward wearing the seat belt every time. If a mock crash was coordinated it involved several key community partners: a towing company for

the vehicle, local police, fire departments, ambulance, and media. Mock crashes were coordinated in: Gulfport, Jackson and Tupelo. MDOT brought the seat belt convincer and rollover car to Jackson, Tupelo and Hattiesburg. Media participated in Gulfport and Tupelo.

> Youth Line

YOUTHLINE is a youth-focused quarterly newsletter devoted to youth highway safety in Mississippi. There were two issues designed in FY13 for January-April and May - August 2013. The newsletters were emailed across Mississippi and printed to promote the youth highway safety programs.

YOUTHLINE

> Youth Presentations - 2013

Aside from conferences, the Mississippi Youth Highway Safety Programs staff also facilitated youth school and community trainings for youth impaired driving and seat belt usage. In fiscal year 13 program staff reached over 5,705 youth and adults. Mississippi Teens on the Move had 1,900 participants and Mississippi Club Officer Training had 580 participants in addition to the community presentations for a grand total of 8,185 Mississippi youth and adults reached.

Public Information & Education Program

The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving, occupant protection distracted driving and teen safety has been in effect for the past five grant years.

The MOHS Public Information and Education Program has a collection of sub-grantees that focus on public information and education, which includes presentations at churches, schools, conferences, meetings, health fairs and many other events to increase awareness. Booths or table setups are displayed with relevant educational materials and promotional items bearing 'no drinking and driving', 'buckle up', distracted driving and motorcycle safety messages.

Mississippi Highway Safety Resource Center

The Mississippi Highway Safety Resource Center (MHSRC) open in July 2013 and provides grant awarded Mississippi Office of Highway Safety sub-grantees with education materials awareness. Education is a key component that supports the MOHS mission of saving lives, reducing crashes and fatalities. Materials and promotional items are distributed event specific and at no cost to the sub-grantees.



Materials in the MHSRC cover a wide variety of highway safety topics such as impaired driving, pedestrian safety, motorcycle safety, occupant protection, child restraints and more. The MHSRC filled 81 orders in the short time that the MHSRC was opened during FY13.

> Drive to Stay Alive - November 2012

The MOHS directed its 3rd annual "Drive To Stay Alive" campaign initiative in November 2012. The campaign is an on-going collaborative effort be-

tween Jackson State and Alcorn State Universities to raise awareness among campuses and communities regarding the dangers of drinking and driving, texting and other driving distractions.

The initiative began in 2009 when President Barack Obama made a request to the U.S. Department of Transportation to assist historically black colleges and universities (HBCUS) across the country in reducing the disproportionate number of African Americans being killed in car crashes. NHTSA regional administrative offices were directed to assist state highway safety offices in coordinating and implementing public awareness campaign activities among their colleges and universities.

The annual Capitol City Classic football game between Jackson State University and Alcorn State University was chosen as the venue to reach thousands of students and fans about the devastation of car crashes, particularly among this target population.

Of the 582 people killed in car crashes on Mississippi roadways in 2012, 211 were African Americans and more than 64% were unrestrained.

Activities began with a press event the day preceding the football game. University leaders, faculty and students supported the cause by encouraging safe driving and riding practices. Joining the campaign were speakers from law enforcement, including the Public Safety Commissioner, MHP Colonel, heads of local law enforcement agencies, and campus police.

On kick-off day, the MOHS and its partners converged at the football stadium to distribute promotional items bearing highway safety messages and to encourage football fans to be mindful of various driving distractions and safe driving/riding measures.

> Impaired Driving Summer

Alcohol Services Center's Impaired Driving Program collaborated with Sykes Gym and the Salvation Army's Summer Enrichment Programs

Public Information & Education Program

Of the 582 people killed in car crashes on Mississippi roadways in 2012, 211 were African Americans and more than 64% were unrestrained.



This was a joint effort with Gulfport Police Department, Mothers Against Drunk Driver (MADD), DREAM, Inc., and MS Department of Transportation (MDOT). MDOT had the convincer in action, demonstrating the benefits of seatbelts even when involved in a low impact collision.

Highlighting the event was a local rapper “Young JoJo.” JoJo also wrote a special rap to reinforce the message of always buckling up, something that would attract the youth.

MADD: Mothers Against Drunk Driving Impaired and Distracted Driving Prevention Town Hall Meetings

Mothers Against Drunk Driving (MADD) launched several Impaired and Distracted Driving Prevention Town Hall Meetings across the state. These meetings allowed MADD the opportunity to collaborate with faith-based organizations, city officials, law enforcement agencies, judges and other prevention agencies to raise awareness on the serious consequences associated with impaired and distracted driving. Strategic plans were created by community leaders and citizens in efforts to prevent traffic crashes and fatalities. By hosting these sessions, citizens were empowered, motivated and committed to be proactive in their neighboring areas. The Guest Speakers were individuals whose lives were affected by an impaired driver, directly or indirectly. Safe Driving pledges were signed by 90% of all participants while vowing to be drug and alcohol free and refrain from operating a vehicle after consuming alcohol or drugs.



to implement a summer Impaired Driving program. Each week's session focused on the risks associated with alcohol use as it relates to impaired driving. The program allowed the youth to participate in various activities involving safety protocol and effective decision making. Youth enjoyed activities that included power point slides, peer to peer education, and highway safety relative practices. Youth became comfortable with engaging in discussions, asking questions, and relating to their own personal early driving experiences. The youth expressed their perceptions both verbally and written during the enrichment. This summer program afforded the impaired driving program the opportunities to not only educate but also connect with the youth and community on the importance of impaired driving.

Cup Coaster Initiative/Press Conference

This was a collaborative event, between JSU/Metro Jackson Community Prevention Coalition and Garfield's Restaurant, Greenville, MS on an awareness campaign on the dangers of impaired driving by utilizing “Drive Sober or Get Pulled Over” cup coasters in their restaurant over the Super Bowl weekend. A press conference was held to emphasize the importance of this crucial issue. Following the press conference 8 individuals signed pledges to be a “designated driver.”

Save a Life Awareness Day

K & J Foundation hosted its first annual Safety Day at Edge Water Mall in Biloxi, MS. K&J conducted surveys testing the general knowledge of the current Mississippi States' seatbelt law and allowed for a great opportunity to educate the community.

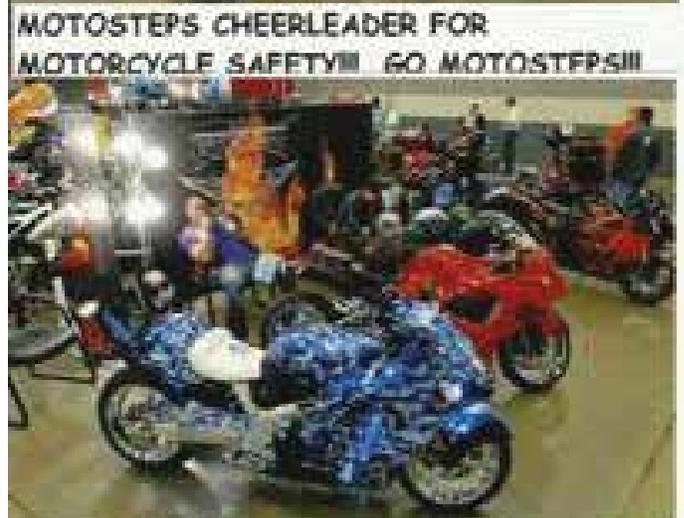
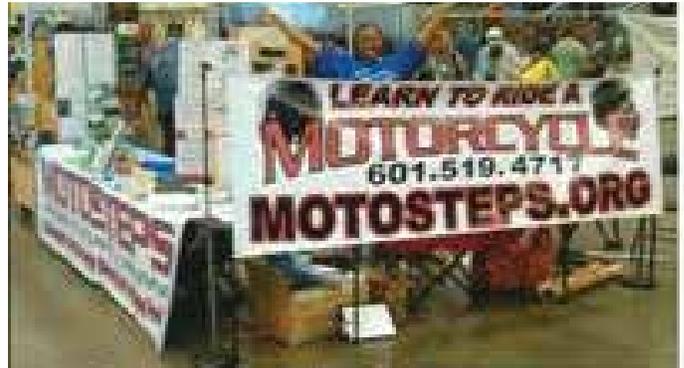
Public Information & Education Program

Motosteps

4 YEARS AND COUNTING AT THE GREAT SOUTHERN MOTORCYCLE EXPO!

Every year in March for the past 4 years Mississippi MoToSteps has been invited to set up a booth. Each year is more rewarding and fun than the year before. They meet a lot of people and reach a few as well. The atmosphere is one where motorcycle enthusiasts from across the state and even surrounding states come together to learn about new motorcycles, see new technology regarding motorcycles, and just have fun. This atmosphere also allows people to visit their booth and tell stories about things that may have happened to them or loved ones while riding a motorcycle.

However, the thing they find most rewarding is people are more receptive to hearing about the statistics, various awareness efforts such as Distracted Driving, Share the Road, Motorcycle Safety, and Impaired Motorists! In the four years, they have attended this event they have made many friends and connections. They have also helped people rethink their driving/riding behavior. In 2013 alone more than 1,500 people visited their booth to talk, to try the walk the line exercise, and to just see what they are about.



Mississippi STARS Conference

The Mississippi Office of Highway Safety held the 1st Mississippi Safety Training and Recognition Symposium on September 24-26, 2013 at the Whispering Woods Hotel and Convention Center in Olive Branch, MS.

The conference was established to provide information to law enforcement, community partners, universities and others interested in highway safety issues in Mississippi. There were 320 registered for the conference, from attendees all over the State. The conference focused on impaired driving, occupant protection, youth/community partners, legal and general traffic and offered 45 separate workshops featuring State and nationally recognized speakers.

Mississippi STARS



MOHS ★ MDPS ★ NHTSA

Special guests to the MS Stars Conference were NHTSA Regional Administrator Georgia Chakiris, NHTSA Regional Program Manager Pat Tucker, Oklahoma Office of Highway Safety Director, Garry Thomas, Texas Judicial Outreach Liaison Judge Laura Weiser, Karmel Ibrahim and Michel Moutran Bierut Law Enforcement Officers.



Mississippi STARS Conference

Buckle for Life Recognition Luncheon

The Buckle for Life Luncheon was held during the MS Stars Conference to honor law enforcement and community partners across the State for their seatbelt and child restraint safety achievements.

More than 170 officers from 39 agencies, plus 9 Troop Districts were honored. Officers recognized issued more than 8,648 Child Restraint Citations and more than 46,386 Seat Belt Citations in 2012.

Top Child Restraint Citations in 2012

1st Corporal Herman Tarrío
Jackson Police Department
494

Top Seatbelt Citations in 2012

Patrolman Marty Wagner
Mississippi Highway Patrol
3,003

Top Agency for Seatbelt Citations in 2012

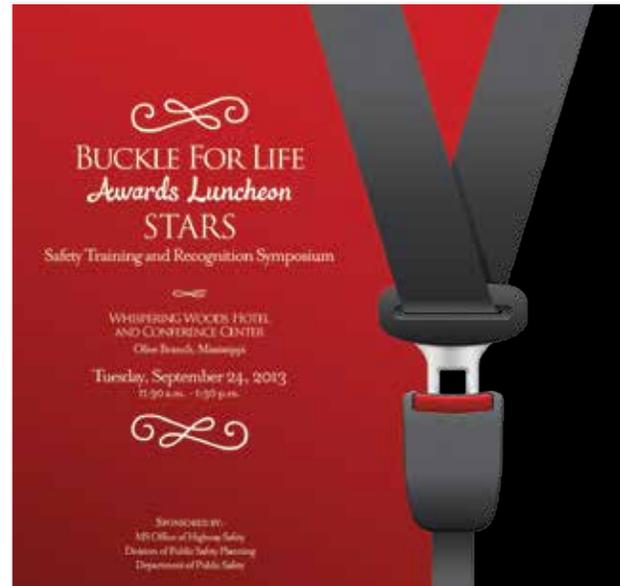
Gulfport Police Department
4,829

Top Agency for Child Restraint Citations in 2012

Mississippi Highway Patrol - Troop K
1,090

Judge Laura Weiser, Texas Judicial Outreach Liaison gave the luncheon speech that encouraged all attendees to continue their efforts in seatbelt and child restraint safety and to continue to keep the citizens of Mississippi safe.

During the Buckle for Life Luncheon, the MOHS presented the 1st Highway Safety Partnership Award to the Mississippi Association of Highway Safety Leaders for their continued service and efforts to traffic safety.



**More than 46,300
Seatbelt Citations
were issued
in 2012.**

Mississippi STARS Conference

DUI 100-300 Club

The DUI 100 Club was established in 1983 to recognize those law enforcement officers across the State, who each writes a minimum of 100 DUI citations within a calendar year. This year's recognition luncheon celebrated the 30th year of the DUI 100 Club.

DUI Club Inductions:

50 Officers - 100 DUI Club

9 Officers - 200 DUI Club

1 Officer - 300 DUI Club

38 Honorable Mentions (50-99 arrests)

Law enforcement officers from 31 agencies, including 19 police departments, 11 sheriff offices and six of the nine MHP districts, were recognized for making more than 11,500 DUI arrests collectively.



Oklahoma Highway Safety Office Director, Garry Thomas delivered a very powerful talk on the successes of the State's Impaired Driving program and to continue enforcing the State's laws to reduce fatalities and decrease injuries and crashes.

During the DUI 100 Club Luncheon, the MOHS presented the 1st Community Service Awards



to Ms. Gail Watts with the Hancock County Sheriff's Department and Reserve Deputy Mr. Joel White with the Desoto County Sheriff's Department for their continued service and efforts to traffic safety.

Top DUI Awards

Trooper First Class Charles White
315 DUI Arrests
Mississippi Highway Patrol

Officer Blake Tucker
242 DUI Arrests
Gulfport Police Department



Top Agency for DUI Arrests

Troop F/New Albany - 1,600+

Top DUI During Blitz Period

Trooper Justin Elkins

Mississippi STARS Conference

General Session

During the MS Stars Conference a special general session was presented to the attendees of the conference that highlighted two panels of experts in the field of highway safety. The session was moderated by Mississippi NHTSA Program Manager, Pat Tucker from the NHTSA Region VI office.

The 1st panel of experts consisted of Mr. Sterlin Williams-Federal Motor Carrier Safety Administration, Ms. Terri Bridges-Federal Highway Administration; Ms. Georgia Chakiris-National Highway Traffic Safety Administration, all experts in the field of highway Safety.

Each presenter gave information on how the federal agencies are involved in traffic safety and work with different state agencies to help bring down the number of fatalities and injuries that are attributed to motor vehicle crashes in Mississippi.

The session also provided information to the conference participants on how these agencies complement each other to achieve the U.S Department of Transportation's mission of safe transportation for all within the State of Mississippi.



The 2nd panel of experts examined the similarities and the difference between traffic safety initiatives and programs in the United States and those in Beirut, Lebanon. The panel consisted of Karna Ibrahim and Michel Moutran,-Beirut Law Enforcement Officers and state law enforcement representatives Mr. Rob Banks-Carroll County Constable, Mr. Walter Armstrong-Vicksburg Police Chief, Executive Director of Public Safety Planning Don McCain, all experts in the field of highway safety within the State of Mississippi.

The session examined technological advances that both countries are using and the effectiveness of the programs in their areas of specialty to reduce the number of fatalities and injuries as a result of motor vehicle crashes.



Paid Media Report

With markets becoming more segmented daily, media mixes must be diverse in order to maximize audience exposure. The MOHS planning process places major emphasis upon finding unique opportunities and negotiating rates to provide cost-effective media solutions. The goal is to effect behavioral change by generating the message as frequently as possible with an emphasis on the target audiences.

> Broadcast Placement Strategy

Network television is used as the primary medium in most MOHS campaigns to increase audience reach, and cable television is used for audience frequency. Network and cable TV programs are selected based upon current Nielson ratings. The highest-rated programs at the lowest cost per point are targeted to maximize the message's reach and frequency and to increase its exposure to the greatest number of targeted viewers. The media buy concentrates on evening prime-time shows and places special emphasis on sports, news and crime-stopper shows. Not less than one bonus spot per paid spot is requested, and most stations comply with a strong PSA schedule.

When advertising to the entire state, cable is particularly helpful in reaching the northern counties bordering Memphis, Tennessee, which cannot be reached through Mississippi network TV. Broadcast ads are also placed in movie theaters throughout the state for selected campaigns during high theater traffic count periods to reach youth and young adults.

Mississippi's total population is diverse, and the African-American population makes up more than 75 percent in some areas. To ensure that this and all demographics are reached, the media buy pays close attention to the various demographics and target audience groups.

Post-buy analyses of gross rating points are conducted on each broadcast television buy. All paid media is monitored to confirm that ads run when and where specified and that ads are invoiced as negotiated.

Radio is often chosen to increase frequency and

to extend the reach of the base created by television. It serves as a reminder for listeners to drive safely, particularly during peak driving times in the morning, late afternoon, in the early or late evening and other potentially dangerous driving times. Radio can also target more specific audience groups: young white males with country, rock and heavy metal music, and African-American males with hip-hop and urban music.

> Online and Digital Strategy

During national campaigns MOHS takes full advantage of digital outdoor boards to quickly remind all viewers to use seat belts and to never operate a vehicle while impaired. Online ads are also placed on popular websites and Facebook to reach targeted audiences at both work and home.

Rotating digital outdoor boards warned all drivers about the consequences of drinking and driving

> Christmas/New Year's 2012/2013

The 2012/2013 Christmas /New Year's campaign presented a strong enforcement message with the "Drive Sober or Get Pulled Over" tagline. New creative portrayed an attractive couple at a bar. The girl realized that her date had been drinking too much, but she got in the car with him anyway. When he was arrested, she was left regretting not preventing him from getting behind the wheel. Media was placed on network and cable stations and emphasized major holiday sporting events.

> Memorial Day 2013

The MOHS Click It or Ticket Campaign for Memorial Day, 2013 included the enforcement period of May 20-June 2, 2013, as well as a paid and earned media campaign period from May 15-28, 2013.

The targeted markets included statewide coverage with additional targeting of 24 counties focusing on teen seat belt use (DeSoto, Tate, Tippah, Lee, Itawamba, Pontotoc, Carroll, Oktibbeha, Yazoo, Neshoba, Newton, Lauderdale, Clarke, Hinds, Rankin, Simpson, Jones, Lincoln, Marion, Greene, George, Jackson, Harrison and Hancock), and 16 survey counties (Hancock, Harrison, Jackson, Perry, Pike, Hinds, Rankin, Madison, Leflore, Holmes, Panola, DeSoto, Pontotoc, Chickasaw, Lee and Prentiss).

Paid Media Report

The primary target audience was males age 18-34, and the secondary target audience was youths age 16-20.

The Click It or Ticket Campaign for Memorial Day, 2013, included television (network and cable), radio and online media. Utilizing Arbitron and Neilen resources, goals for each medium selected were based on achieving 70% reach of the state. Working with MOHS in conjunction with feedback from the National Highway Transportation Safety Administration (NHTSA), a media plan was developed for approval and placement. Additionally, a significant number of bonus spots were included on television and radio.

These online media strategies targeted 18-34 year-old males in the 16 targeted counties as well as targeting 16-20 year-old males and females in the 24 targeted counties. Results of the online campaign included the following details:



Overall the click through rate was .08% for the Click It or Ticket campaign, which performed very well considering national averages for other Click It or Ticket campaigns were .03%. All online ads shown to

the target audiences were placed above the fold (no scrolling to see ad) with the campaign receiving 3.8 million impressions and close to 2,500 total visits.

> Labor Day 2013

The MOHS Drive Sober or Get Pulled Over Campaign, Labor Day, 2013, included an enforcement period from August 16 - September 2, 2013, and a paid and earned media campaign period from August 19 - September 2, 2013.

All Mississippi markets, statewide, were targeted, and the primary target audience was males age 18-34 in Mississippi utilizing Arbitron and Neilsen resources.

The Drive Sober or Get Pulled Over Campaign for Labor Day, 2013, included television (network and cable), radio, print, outdoor/bill-

board and online media. Working with MOHS in conjunction with feedback from the National Highway Transportation Safety Administration (NHTSA), a media plan was developed for approval and placement. Additionally, a high number of bonus spots were successfully negotiated for network television, cable television and radio.

> Christmas 2013

The MOHS Drive Sober or Get Pulled Over Campaign for Christmas/New Year's 2013/2014 included an enforcement and advertising period from December 13, 2013—January 1, 2014.

All Mississippi markets, statewide, were targeted, and the primary target audience was males age 18-34 in Mississippi utilizing Arbitron and Nielsen resources.

Components of advertising included network television, cable television, movie theater ads, radio ads, outdoor/billboard, newspaper ads and online digital ads. The media plan also included college bowl game cable television ads to capitalize on the high viewership/target audience programs during this time of the year.

The media plan included a newspaper ad placement schedule including a one-time insertion in 90 newspapers across the state including the Mississippi Display Advertising Network (MDAN) with 2 column x 6 inch print ads. The newspaper ads all echoed the television and radio message of making the right choice to not drive impaired.

The media plan also included outdoor/billboards in 32 locations across the state with the Drive Sober or Get Pulled Over message.



Earned Media Report

From quick turn-around press conferences to media happenings, the MOHS staff specializes in creating news-worthy events and securing the attendance of key media representatives at these publicity vehicles. Communications events help build awareness about statewide enforcement initiatives. Press conferences were held for the Memorial Day, Labor Day and Christmas/New Year's campaigns taking a unique approach and using credible spokespersons for each event. In an effort to achieve maximum coverage, MOHS leverages media events to attract in-depth features and profiles. Earned media also generates a significant amount of dollar equivalent value to help the overall effort of delivering the key messages to the public.

> Christmas/New Year's 2012/2013

Central to every campaign is an approach that produces maximum exposure of the audience to the message. Because of an extensive media outreach in late November 2013 for the Capitol City Classic Drive to Stay Alive campaign, the department sent out a holiday release to the media reminding all drivers to be alert at all times and never drink and drive. During this period, the MOHS received media attention from nearly every broadcast TV outlet in the state. Using the Neilson Media Research tool, the MOHS submitted a detailed report of the earned media, providing an accurate, up-to-date account of the number of viewers and listeners. Over the Christmas holidays MOHS received \$246,428.00 in earned press, and more than \$50,200 in value added broadcast stories and mentions.

> Memorial Day 2013

As part of the overall Click It or Ticket campaign, there were several press conferences held and other outreach that generated earned media and news coverage to raise awareness of the need for seat belt use in Mississippi. A press conference was held in Jackson at the Mississippi Agricultural & Forestry Museum on May 17, and in Indianola at the B.B. King Museum and Delta Interpretive Center on May 21. The event included a truck rollover demonstration of how a passenger would be injured in the event of a rollover accident.

Earned Media Value

Christmas/New Year 11/12 - \$150,511.93

Memorial Day 2012 - \$268,885.00

Labor Day 2012 - \$109,338.83

TOTAL: \$528,735.76

> Labor Day 2013

As part of the overall Drive Sober or Get Pulled Over Campaign, a press conference was held on August 16, 2013 that generated earned media and news coverage

to raise awareness of the need to stop impaired driving in MS, and to alert the public about the increased level of law enforcement presence during the Labor Day blitz period. The press conference was held at the MOHS office in Ridgeland, Mississippi. Speakers included MS Department of Public Safety (DPS) Commissioner Albert Santa Cruz; MOHS Office Director Shirley Thomas and Mrs. Etoile Frazier Patrick, a victim impact speaker with Mothers Against Drunk Driving (M.A.D.D.). She is the mother of John Michael Patrick, Jr., who was killed at the age of 19 in an alcohol-related motor vehicle crash. Mississippi Highway Patrol and local law enforcement officers were also on hand as part of the event.

> Social Media

Research shows that social media, particularly Facebook, is one of the most favored media to reach teens and young adults. For the campaign to be successful, it needed to appeal to the target audience with memorable, realistic interactive messages through the new media. MOHS continued to use the new Facebook CIOT logo and Welcome page with Flash photos, a brief write-up about the campaign, a short online opinion survey, and a section to post spots and interviews. The MOHS Facebook fans grew from 2980 to 3260.

> Monitoring

Monitoring ensures that coverage in print, broadcast and electronic media conveys appropriate messages and strategic objectives. This year all "Drive Sober or Get Pulled Over" and "Click It or Ticket" campaigns received media attention from nearly every broadcast television and radio news outlet in the state. Using the Neilson Media Research tool, the MOHS submitted a detailed earned media report, providing an accurate, up-to-date measure of the number of viewers and listeners. Live radio media interviews increased from one statewide interview in 2010 to more than 17 live local radio interviews in 2011.

Satisfaction Survey

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) have agreed on a set of performance measures to be used by the State and Federal agencies in the development and implementation of behavioral highway safety plans and programs.

The results which follow represent the State of Mississippi's 2013 survey under Federal Regulation 23 CFR 1200.10(a) (1). The survey provides program managers data that are used to determine trends in awareness of traffic safety messages, sources of information, self-reported behaviors and perceived risk of an enforcement consequence for not complying with laws. Topical areas covered in the survey included seat belt use, drinking and driving, and speeding.

> Slogan Recognition

Mississippian's recognition of the "Click it or Ticket" slogan is very high. The 2013 survey results indicate that 92.0% of the respondents recognized the slogan. It was by far the most recognized slogan included in the survey. "Drive Sober or Get Pulled Over" was the next most recognized slogan in the survey with 50.6% recognition.

Familiarity with this slogan increased nearly +10 percentage points compared to the previous year (40.8% in 2012). These two widely known slogans are key-components for Mississippi's high visibility enforcement efforts.

> Seatbelt Awareness Message

More often than not (61.2%), survey respondents reported recent exposure to messages regarding seat belt enforcement. Television was the most common source for information (38.0%), followed by radio (21.3%) and then newspaper (9.3%). Most respondents (79.7%) perceived a "very/somewhat" likelihood of a ticket for not complying with the belt law. There was no appreciable gender difference regarding exposure to seat belt enforcement messages or the perceived risk of a ticket.

A larger proportion of the youngest survey respondents (ages 16-17) reported exposure to the seat belt enforcement messages, but they also perceived less likelihood of receiving a ticket for not complying with the law.

> Speed Awareness Message

Nearly half of the survey respondents (46.4%) reported recent exposure to information regarding

speed enforcement. Television was the most common source of information (27.1%), followed by radio (13.7%) and then the newspaper (7.9%). Ninety percent of the survey respondents perceived a "very/somewhat" likelihood of a ticket for not complying with speed limits.

Males and females reported the same level of exposure to speed enforcement messages and female respondents perceived a slightly higher risk of getting ticketed. Drivers < 21 years of age were more likely to report exposure to messages but there was no appreciable difference between age and the perceived risk of a speeding ticket.

> Impaired Driving Message

The survey results indicate that a substantial majority of respondents (67.7%) were recently exposed to enforcement information regarding impaired driving. Television (47.9%) was again, by far, the most common source of information, followed by radio (22.2%), and then the newspaper (13.0%). The vast majority of respondents (90.4%), regardless of age or gender, perceived a driver's chance of arrest as "very/somewhat likely" if driving drunk.

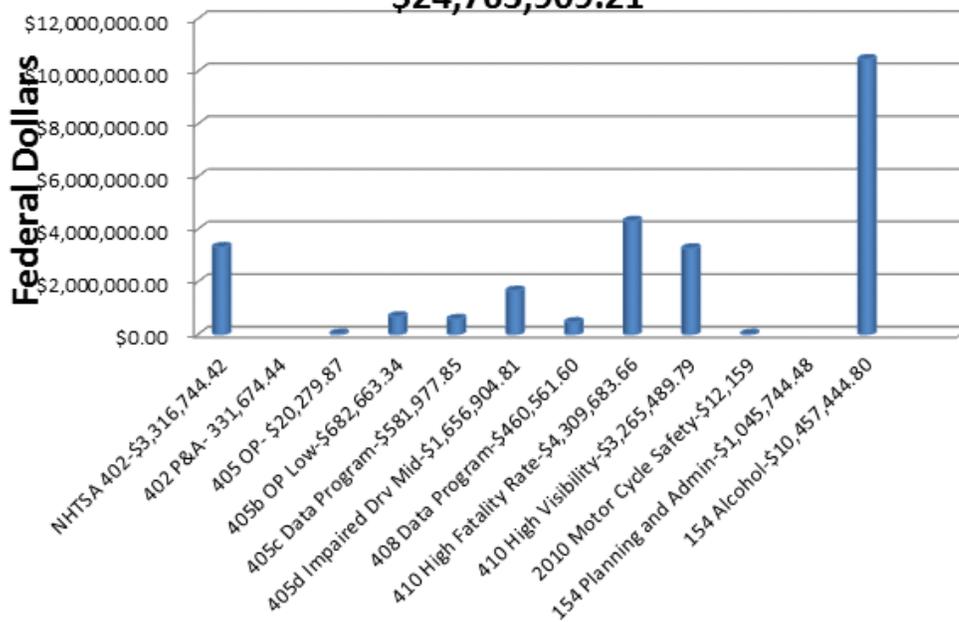
2013 Mississippi Survey Highlights

- 92% of survey respondents recognized the **Click It or Ticket** program slogan
- 51% recognized the **Drive Sober or Get Pulled Over** slogan (+10 point gain)
- A majority of respondents reported recent exposure to **seat belt** and **drunk driving** enforcement messages:
 - 61% for seat belt messages
 - 68% for drunk driving messages
 - 46% for speed messages
- A large majority of respondents perceived a "very/somewhat" likelihood of ticket/arrest if not complying with the law:
 - 80% for seat belt
 - 90% for drunk driving
 - 90% for speed

FY 2013 Financial Report

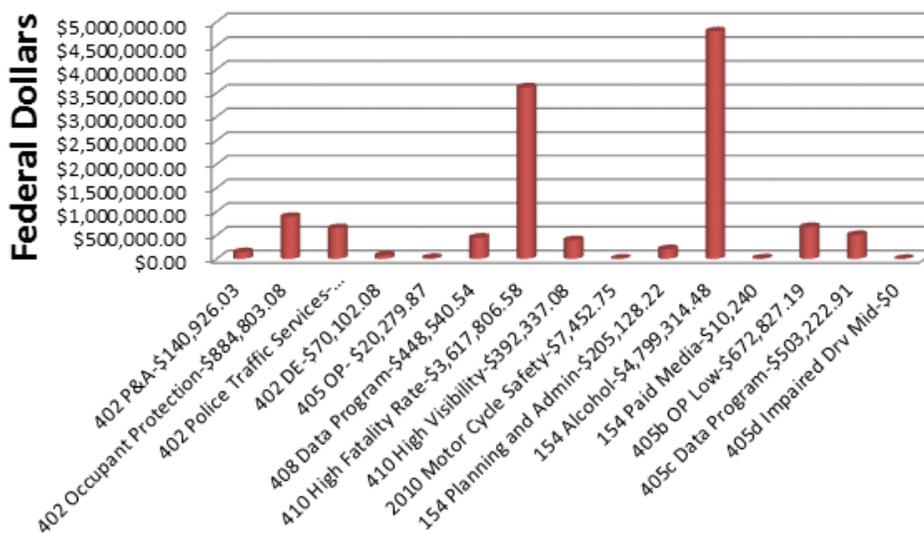
*Final Project Financial Information can be found in GTS.

FY2013 Federal Funds-Obligated Funds \$24,763,909.21



The Mississippi Office of Highway Safety funded a total of 155 highway safety grants during the FY 2013 grant year. The FY13 highway safety program included: (53) 154-Federally Funded Grants, (37) 410-Federally Funded Grant, (56) 402-Federally Funded Grants, (5) 405 Federally Funded Grants, (3) 408 Federally Funded Grants and (1) 2010-Federally Funded Grant. The FY2013 Highway Safety Plan accounted for a total of \$24,763,909.21 in highway safety related program funding.

FY2013 Federal Funds-Total Expended Funds \$12,421,046.44



During the FY2013 grant year, the Mississippi Office of Highway Safety Office had a total budget in the FY13 Highway Safety Plan of \$24,763,909.21 for highway safety projects. During the grant year, the MOHS expended a total of \$12,421,046.44 in grant funds and helped make 155 programs across Mississippi a success.

FY 2013 Federally Funded Grants

154 Federally Funded Grants

| | | | | |
|------------------------|-----------------------|------------------|-------------------|--------------------------------------|
| Alcohol Service Center | Byhalia PD | Carthage PD | Coahoma County | Covington County |
| DREAM, Inc. | D'Iberville PD | Florence PD | Forrest County DA | George County |
| Grenada PD | Hattiesburg PD | Hinds County | Indianola PD | Lamar County |
| Lauderdale County | Leland PD | Long Beach PD | Louisville PD | Lucedale PD |
| MADD | MADD-Court Monitoring | Magee PD | Marion County | Metro Jackson Community |
| MHP-DUI | MHP PAO | MHP-No Refusal | MHSRC | Ministers Against Crime |
| Monroe County | Montgomery County | Morton PD | Motosteps | MS State University Health Education |
| Neshoba County | New Albany PD | Newton County | Ocean Springs PD | Oktibbeha County |
| Pearl River County | Philadelphia PD | Plantersville PD | Poplarville PD | Ridgeland PD |
| Safe Communities | Scott County | Simpson County | Stone County | STORM |
| Tougaloo College | Wiggins PD | Winona PD | Winston County | Yazoo County |

410 Federally Funded Grants

| | | | | |
|--------------------------|----------------|-----------------|---------------------|-----------------|
| Carroll County | Columbia PD | Desoto County | Flowood PD | Greenwood PD |
| Gulfport PD | Hancock County | Horn Lake PD | Jackson County | Jackson PD |
| Jefferson Davis Cty | JOL | Leflore County | Madison County | Madison PD |
| McComb PD | Mendenhall PD | Meridian PD | MS Crime Lab | MS Atty General |
| MASEP | Moss Point PD | MS Stars | Oxford | Pascagoula PD |
| Pearl River Valley Water | Picayune PD | Pontotoc County | Puckett PD | Rankin County |
| Sherman PD | Starkville PD | Tunica County | Thompson Consulting | USM-LEL |
| Wayne County | West Point PD | | | |

402 Federally Funded Grants

| | | | | |
|--------------------|------------------|-------------------|-------------------|---------------------|
| Carroll County | Carthage PD | Columbia PD | D'Iberville PD | Desoto County |
| DREAM | Florence PD | Flowood PD | Greenwood PD | Gulfport PD |
| Hancock County | Harrison County | Hinds County | Horn Lake PD | Jackson State Univ. |
| Jackson County | Jones County | Lamar County | Lauderdale County | Leake County |
| Leflore County | Leland PD | Long Beach PD | MASEP | McComb PD |
| Meridian PD | MHSRC | MHP-OP | MHP-Crash | MHP-Speed |
| MS Hwy Patrol PAO | Montgomery Co. | MotoSteps | Morton PD | Neshoba County |
| New Albany PD | Oktibbeha County | Oxford PD | Pass Christian PD | Pearl PD |
| Pearl River County | Philadelphia PD | Pike County | Plantersville PD | Prentiss County |
| Preusser Research | Puckett PD | Rankin County | Rolling Fork PD | Safe Communities |
| Scott County | Sherman PD | Simpson County | Starkville PD | Tougaloo College |
| Verona PD | Vicksburg PD | Washington County | Waveland PD | |

FY 2013 Federally Funded Grants

405 Federally Funded Grants

| | | | | |
|------------------|-------------------------|---------------------|--------------------|-------|
| K & J Foundation | MHP Occupant Protection | MSU-Seatbelt Survey | MS Dept. of Health | MHSRC |
|------------------|-------------------------|---------------------|--------------------|-------|

408 Federally Funded Grants

| | | | | |
|--------------|------------|-------------------------------|--|--|
| MSU Data Lab | MSU E-Cite | MS Dept. of Public Safety (2) | | |
|--------------|------------|-------------------------------|--|--|

Section 2010 Federally Funded Grants

| | | | | |
|-------------------------------|--|--|--|--|
| Motorcycle Awareness Campaign | | | | |
|-------------------------------|--|--|--|--|

FY 2013 Mississippi Highway Safety Highlights

- Youth ages 15 to 20 involved in fatal crashes **decreased** by 26% from 86 in 2011 to 64 in 2012.
- Motorcycle fatalities **decreased** 33% from 58 in 2011 to **39** in 2012.
- The **no helmet usage fatality rate decreased** 33% from 6 no helmet fatalities in 2011 to 4 no helmet fatalities in 2012.
- Based on a scientific survey, the observed seat belt usage rate increased by from 81.88% in 2011 to 83.2% in 2012, the **highest usage rate ever recorded in Mississippi**.
- The blood-alcohol testing rate for drivers in fatal crashes increased from 39.3% in 2010 to 41.3% in 2011, an **astounding improvement** in the testing and documenting of impaired drivers.
- In 2012, the largest reduction of alcohol related fatalities in the United States was led by Mississippi, with **48 fewer fatalities** than the year before.
- The MOHS coordinated the 1st No Refusal Weekend with partnerships with the Mississippi Highway Patrol and the Hancock County Sheriff's Department. The two night weekend yielded **33 DUI's** (11-Drug, 22-Alcohol), 10 DRE evaluations, 52 Speed Citations, 3 Seatbelt, 2 Child Restraints and 118 Other Citations.
- Based on a scientific survey, the observed child safety restraint usage rate increased **by 79.9% in 2010 to 83% in 2012**, the highest child restraint usage rate ever recorded in Mississippi.
- During 2012, fatal crashes and traffic fatalities **decreased** by significant percentages over 2011 on Mississippi roadways. There were 60 fewer fatal traffic crashes in 2012, an 11% reduction. Moreover, there were 48 fewer traffic fatalities, an 8% reduction.



MISSISSIPPI
Office of Highway Safety

The Mississippi Office of Highway Safety goal is to ensure that all aspects of highway safety are addressed, including safety belts, driving under the influence of alcohol and/or drugs, pedestrian safety, bicycle safety, child passenger safety, speed control, motorcycle safety, traffic record keeping and traffic engineering.

Albert Santa Cruz,
Commissioner

Mississippi Department of Public Safety
1900 East Woodrow Wilson
Jackson, MS 39216
601.987.1490

Donnell Berry,
Colonel

Mississippi Highway Patrol
1900 East Woodrow Wilson
Jackson, MS 39216
601.987.1495

Donald McCain,
Executive Director

Public Safety Planning
1025 North Park Drive
Ridgeland, MS 39157
601.977.3700

Shirley Thomas,
Director

Mississippi Office of Highway Safety
1025 North Park Drive
Ridgeland, MS 39157
601.977.3700