



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Region 6
Louisiana, Mississippi, New Mexico,
Oklahoma, Texas, Indian Nations

819 Taylor Street
Room 8A38
Fort Worth, TX 76102-6177
Phone: 817-978-3653
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April 8, 2010

Ms. Kimberly Proctor
Governor's Representative for Highway Safety
Mississippi Department of Public Safety
3750 I-55 North Frontage Road
Jackson, Mississippi 39211

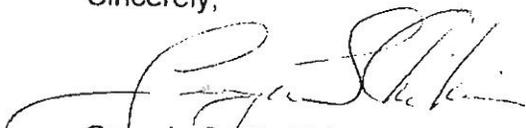
Dear Ms. Proctor:

This is to inform you that based upon an analysis of observed seat belt use rate data for the years 2006 through 2009, Mississippi meets the criteria for a Special Management Review (SMR) of the State's seat belt program.

A SMR examines management and operational practices in a specific program area to identify opportunities to improve performance. A SMR is preceded by an analysis of the most recent seat belt observational survey data reported by the State. Enclosed is a summary of Mississippi's analysis. SMR's are scheduled as a result of a State consistently over the most recent three years having a seat belt use rate below national average performance and progress that is less than half of that recorded by the Nation as a whole. NHTSA plans to conduct the Mississippi Seat Belt SMR in FY 2010.

NHTSA Region 6 staff will soon contact you to discuss scheduling the on-site portion of the SMR and preparing materials for this review. We look forward to working with you and your staff during this review. Should you have any questions, please contact me or Deputy Regional Administrator Gary Taylor at 817/978-3653.

Sincerely,



Georgia S. Chakiris
Regional Administrator

Enclosure

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**Seat Belt Special Management Review Selection Analysis
Mississippi FY 2010**

Conversion Rate: A measure of improvement in seat belt use by computing the percentage reduction in **nonuse**.

For example, if a State has a seat belt use rate of 70%, it has a nonuse rate of 30% ($100 - 70 = 30$). If the State increased the use rate from 70% to 73%, it would have a conversion rate of 10% (i.e., $73 - 70 = 3$ and $100 - 70 = 30$ and $3/30 = 10\%$). Nonuse of seat belts was reduced by 10% when the use rate increased from 70% to 73%.

Performance Measure: Seat belt use rate from observational surveys compliant with 23 U.S.C. § 402 and § 406, and 23 CFR 1340.

Improvement Measure: Conversion rate, from the year prior to the 3-year span until the end of the 3-year span.

National Average Performance: National average seat belt use based on VMT-weighted State reported seat belt use rates. Most recent years for which data are available for this analysis: 84.5% (2006), 85.5% (2007), 86.4% (2008), 87.5% (2009).

National Average Improvement: 84.5% (2006) to 87.5% (2009), a conversion rate of 19.4% (i.e., $87.5 - 84.5 = 3.0$ and $100 - 84.5 = 15.5$ and $3.0/15.5 = 19.4\%$)

Question #1: Was the State's seat belt use rate less than the national average of 85.5% in 2007 and less than 86.4% in 2008 and less than 87.5% in 2009?

Answer #1: Yes

Question #2: Was the State's conversion rate from 2006 to 2009 less than one-half of the national conversion rate of 19.4%?

Answer #2: Yes

Year	2006	2007	2008	2009	Conversion Rate
MS	73.6%	71.8%	71.3%	76.0%	9.1%
USA	84.5%	85.5%	86.4%	87.5%	19.4%

Since both questions are answered yes, Mississippi meets the criteria for selection for a Special Management Review of the seat belt program.



HALEY R. BARBOUR
GOVERNOR

STATE OF MISSISSIPPI
DEPARTMENT OF PUBLIC SAFETY
DIVISION OF PUBLIC SAFETY PLANNING

STEPHEN B. SIMPSON
COMMISSIONER

April 12, 2010

Georgia Chakiris
Regional Administrator
819 Taylor Street, Room 8A38
Fort Worth, TX 76102-6177

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NHTSA
SC Reg - Ft Worth, TX

Dear Ms. Chakiris:

We received your letter dated April 8, 2010 regarding the Occupant Protection Special Management Review. To our disappointment, we realize that Mississippi's seat belt usage rate falls below the National average. However, Mississippi has seen an increase in our seat belt usage over the last few years, and a very significant reduction in fatalities since the passage of our primary seat belt law in May, 2006. We are requesting that NHTSA reconsider conducting an occupant protection SMR in Mississippi during FY 2010, which would allow us time to conduct the 2010 CIOT campaign, the seat belt survey, and to complete the Region 6 Teen Seat Belt Demonstration Project.

The MS Office of Highway Safety began its Click It Or Ticket Campaign in FY 2001 and plans to continue the campaign during May 2010, emphasizing the combination of high visibility enforcement, diversity outreach, and paid media to increase the seat belt usage rate for our state. Mississippi became the 22nd state to adopt the primary safety belt law, effective May 27, 2006. Our observed rate during 2005 had fallen to 60.8%, the lowest in the nation. After passage of the primary law, the observational survey showed the usage rate had climbed to 73.6%. While this is a differential of 12.8 percentage points higher, it actually constitutes a 21% increase in the rate of change from 2005 to 2006. The seatbelt rates for 2007 and 2008 remained around 71% to 72%. **The 2009 rate showed an increase to 76%, over five percentage points.** Mississippi is preparing a strong 2010 Click It or Ticket Campaign, and expects to see another increase this year. Another factor that should be considered is Mississippi's tremendous reduction in traffic fatalities since the passage of our primary seat belt law. **Total traffic fatalities for 2009 were 700, a 10.6 % reduction from 783 for 2008, and a 25% reduction since 2005, the year before the primary law was passed.**

Mississippi teenagers represent a significant traffic safety problem concerning seat belts. Teenagers (ages 16 to 20) were 14.3% of occupant deaths while being only 6.4% of the licensed drivers. This group was unbelted 77.4% of the time when killed. With this in mind, Mississippi is participating in a Region 6 Teen Demonstration Project to increase seat belt usage among this population. The Mississippi Teen Seat Belt Demonstration Project combines high visibility

enforcement, paid media, and an extensive school outreach program entitled "Rock the Belt" **According to Mercer Consulting, Mississippi interim results for this project showed teen drivers in the program area increased their seat belt use by 8.0 percentage points, and passengers showed a 10.6 percentage-point increase. No significant change in seat belt usage was noted in the Control Area rate.**

Mississippi has almost doubled the amount of funding for paid media for the CIOT and the Teen demonstration project in FY 2010, which shows our commitment to increasing our usage rate to the National average. Seat Belt Enforcement is promoted through our Law Enforcement Liaison Network throughout the year at regional meetings across the state, and 402/405 funding is utilized for sustained seat belt enforcement grants in low seat belt usage areas and with the Mississippi Highway Patrol. The Office of Highway Safety conducted a Diversity Outreach conference in 2009, and, in collaboration with Region 6, promoted seat belt usage among African Americans at the Capital City Classic in November 2009. OHS plans to continue the Capital City Classic in 2010, and conduct another diversity outreach event in FY 2011.

Mississippi will continue to work very closely with Region 6 to increase our state seat belt usage rate to the national average. Again, we are currently promoting seat belt usage as top priority, and hope to see an additional increase in 2010. Please allow us time to finalize the results of the teen demonstration project to be completed this summer, and to conduct our FY 2010 CIOT campaign in May before consideration of an occupant protection special management review.

Should you have any questions regarding our response, please call me at 601-987-3775.

Sincerely,



Kim Proctor
Governor's Representative for Highway Safety



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Memorandum

Subject: Special Management Review 2010 Exemption Request
for Mississippi

Date: APR 27 2010

From: 
Marlene Markison, Associate Administrator
Regional Operations and Program Delivery

Reply to
Attn. of:

To: Georgia Chakiris
Regional Administrator, Region 6

I have reviewed your April 15, 2010 (attached) request to exempt Mississippi from a Seat Belt Special Management Review (SMR) for Fiscal Year (FY) 2010.

Primary reasons for the exemption request are based on the fact that Mississippi State Highway Safety Office has implemented the following strategies to increase seat belt use:

- An aggressive paid and earned media campaign
- Increased enforcement of the primary belt law
- A teen demonstration project covering eight counties, that include the two highest population areas for teens
- Outreach to the African American community, accounting for 37 percent of the Mississippi population.

Additionally, the Mississippi seat belt rate has increased from 71.3 percent in 2008 to 76 percent in 2009 and the interim results of the teen demo project show an increase of seat belt use in 16-20 year olds in the targeted counties from 65.8 percent to 74.5 percent.

Furthermore, the GR has committed in writing to continue implementing these strategies and working closely with the Region to increase the State's belt use rate.

Based on the above, I am approving the request to exempt Mississippi from a Seat Belt SMR for FY 2010.

Attachment



SAFETY BELTS SAVE LIVES

MISSISSIPPI SEAT BELT STATE ACTION PLAN SEAT BELTS

Action Plan	Target Date	Status
<p>Expand Teen Belt Demo (TBD) project statewide by:</p> <ul style="list-style-type: none"> • Expand Rock the Belt program • Integrate teen belt message into OP enforcement media • Expand social media viral messaging usage • Conduct LE briefings 	Ongoing	<ul style="list-style-type: none"> • FY13 – State has contracted with DREAM Inc. to manage and oversee the youth Seat Belt programs. Focus areas for FY13 will be delta area and new seat belt survey counties. • FY12 – MS continued to support the Statewide seat belt program. • Began to expand TBD Project statewide May 3, 2010 by including all counties • Developing Memo of Understanding (MOU) with MDOT to promote the ROCK the Belt program on a larger scale. • Used Teens in 2010 CIOT Enforcement message • Attached schedule of dates for events already done and events planned to do.
<p>2) Revise statewide Buckle Up in Your Truck campaign by</p> <ul style="list-style-type: none"> • utilize focused media for truck occupants • utilize speakers such as Tammy Ryden • Conduct LE briefings on OP truck issues 	Ongoing	<ul style="list-style-type: none"> • State has no plans to continue pickup truck focus in FY13 but will review data and if it is indicated, work with new media consultant (when they are on board) to develop new messaging. Currently using some PSA's that include pickups. • Used Pickup truck driver in 2010_CIoT PSA & enforcement message • Continue to utilize Tammy Ryden when possible for BUYT speaker. • The quarterly LEL meetings were used to discuss the CIOT Champaign and the

MISSISSIPPI SEAT BELT STATE ACTION PLAN SEAT BELTS

Action Plan	Target Date	Status
<p>3) Expand outreach to African-American community by:</p> <ul style="list-style-type: none"> • Conducting Diversity Forum and supporting other diversity initiatives 	<p>Ongoing</p> <p>May 2010</p> <p>Nov. 2010</p>	<p>importance of the truck issues we have.</p> <ul style="list-style-type: none"> • FY13 – State has contracted with form R6 Diversity Outreach Liaison to continue and expand its outreach efforts in the African American Community. • FY12 – State hosted a press event at the Jackson State-Alcorn event. State also hosted a Diversity Outreach forum. • 5/18 - African American Jackson Assistant Police Chief spoke at CIOT kickoff press event • Used African-American male in 2010 CIOT enforcement message • Develop outreach during Capitol City Classic Outreach in November 2010. • Working with Luther Perry, Regional LEL to create Ministers against Crime in MS. • Grant was granted to JSU for Diversity Summit. • 4/19 Diversity Summit • Meet w/ NHTSA about the 2012 Diversity Summit
<p>4) Increase enforcement of OP laws by:</p> <ul style="list-style-type: none"> • Developing incentive programs for non-funded agencies • Utilizing LEL's to promote safety belt utilization while on patrol • Utilizing LELs' to promote incentive programs 	<p>May 2011</p> <p>May 2011</p>	<ul style="list-style-type: none"> • FY13 – State is contracting with 46 local PD's and SO, the MHP and 5 HBCU PD's to conduct OP enforcement activities. State will recognize individual officers and agencies again in FY13 who show a commitment to OP enforcement based on numbers of SB and CPS citations. MS utilizes the

MISSISSIPPI SEAT BELT STATE ACTION PLAN SEAT BELTS

Action Plan	Target Date	Status
5) Expand TOPS training NHTSA – Will send latest TOPS curriculum update	Ongoing	<p>Luncheon and recognition as its incentive program throughout the State.</p> <ul style="list-style-type: none"> • 18 OP enforcement projects in FY10 will be expanded to approximately 30 in FY11 • Will review and develop incentive programs to gain support from non-funded agencies • Will evaluate production of agencies receiving OP grant funding • Promote CIOT and seat belt / child restraint seat usage at the quarterly LEL meetings
6) Conduct aggressive OP related paid & earned media	May 2011	<ul style="list-style-type: none"> • FY13 – State plans an equally aggressive earned media schedule for CIOT which will involve many local and State law enforcement agencies. • FY12 – State conducted an aggressive CIOT earned media schedule throughout the State for CIOT. State also conducted 3 large press events throughout the State

MISSISSIPPI SEAT BELT STATE ACTION PLAN SEAT BELTS

Action Plan	Target Date	Status
7) Develop a plan to increase OP enforcement in large population centers.	Oct. 2010 April 2011	<ul style="list-style-type: none"> • The State will participate with CIOT earned and paid media during Memorial Day mobilization • Conduct press conferences on the following dates: 5/19/11 10:00 a.m. – Tupelo, MS 5/23/11 10:00 a.m. – Gulfport, MS 5/24/11 10:00 a.m. – Meridian, MS 5/26/11 10:00 a.m. – Jackson, MS • FY13 - State has grants with several heavily populated counties including: Hinds and Rankin (City of Jackson is located within both), Gulfport, Vicksburg, Meridian, Greenville, Starkville and the MHP • OHS will discuss an OP grant with Jackson Police Department for FY 2011. • Did not get for FY 2011 • Will send grant application again for the upcoming FY 2012 grant year
8) Conduct CIOT planning meetings to inform, gain support and educate law enforcement, organizations and others about CIOT campaign.	April/May 2011	<ul style="list-style-type: none"> • FY13 Again this year, the State utilizes MASHL to provide information to its partners about OP activities and needs. • Planning to conduct at least two planning meetings each fiscal year with partners to plan CIOT mobilization, and other OP activities. • 4/7/11 & 4/11/11 Media Meetings • 4/18/11 & 5/20/11 MAHSL meeting with state and local law enforcement,

MISSISSIPPI SEAT BELT STATE ACTION PLAN SEAT BELTS

Action Plan	Target Date	Status
		organizations and others to discuss upcoming CIOT campaign

This Seat Belt State Action Plan (SAP) has been jointly developed by the Mississippi and NHTSA Region 6 as a result of the State requesting a delay in a Seat Belt Special Management Review from FY10 to FY11. It is agreed this SAP is a binding agreement between both parties, and the SAP is a working document, the status of which will be updated at least every three months beginning July 1, 2010 to note progress on completion of action items.

Georgia S. Chakiris Regional Administrator National Highway Traffic Safety Administration Region 06	[Date]	Kim Proctor Governor's Highway Safety Representative Mississippi Office of Highway Safety
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MISSISSIPPI SEAT BELT STATE ACTION PLAN SEAT BELTS

Action Plan	Target Date	Status
<p>Expand Teen Belt Demo (TBD) project statewide by:</p> <ul style="list-style-type: none"> • Expand Rock the Belt program • Integrate teen belt message into OP enforcement media • Expand social media viral messaging usage • Conduct LE briefings 	Ongoing	<ul style="list-style-type: none"> • Began to expand TBD Project statewide May 3, 2010 by continuing Rock the Belt Program activities in all counties. • Developing Memo of Understanding (MOU) with MDOT to promote the ROCK the Belt program on a larger scale.
<p>2) Revise statewide Buckle Up in Your Truck campaign by</p> <ul style="list-style-type: none"> • utilize focused media for truck occupants • utilize speakers such as Tammy Ryden • Conduct LE briefings on OP truck issues 	Ongoing	<ul style="list-style-type: none"> • Used Pickup truck driver in 2010 CIOT PSA • Continue to utilize Tammy Ryden when possible for BUYT speaker.
<p>3) Expand outreach to African-American community by:</p> <ul style="list-style-type: none"> • Conducting Diversity Forum and supporting other diversity initiatives 	Ongoing	<ul style="list-style-type: none"> • 5/18 - African American Jackson Assistant Police Chief spoke at CIOT kickoff press event • Develop outreach during Capitol City Classic Outreach in November 2010. • Working with Luther Perry, Regional LEL to create Ministers against Crime in MS.
<p>4) Increase enforcement of OP laws by:</p> <ul style="list-style-type: none"> • Developing incentive programs for non-funded agencies • Utilizing LEL's to promote safety belt utilization while on patrol • Utilizing LELs' to promote incentive programs 	May 2011	<ul style="list-style-type: none"> • 18 OP enforcement projects in FY10 will be expanded to 20 in FY11 • Will review and develop incentive programs to gain support from non-funded agencies • Will evaluate production of agencies receiving OP grant funding

**MISSISSIPPI SEAT BELT STATE ACTION PLAN
SEAT BELTS**

Action Plan	Target Date	Status
5) Expand TOPS training NHTSA – Will send latest TOPS curriculum update	Ongoing	<ul style="list-style-type: none"> • Offer the TOPS training at Regional LEL and other LE meetings upon request
6) Conduct aggressive OP related paid & earned media	May 2011	<ul style="list-style-type: none"> • The State will participate with CIOT earned and paid media during Memorial Day mobilization
7) Develop a plan to increase OP enforcement in large population centers.	Oct. 2010	<ul style="list-style-type: none"> • OHS will discuss an OP grant with Jackson Police Department for FY 2011.
8) Conduct CIOT planning meetings to inform, gain support and educate law enforcement, organizations and others about CIOT campaign.	May 2011	<ul style="list-style-type: none"> • Planning to conduct at least two planning meetings each fiscal year with partners to plan CIOT mobilization, and other OP activities.

This Seat Belt State Action Plan (SAP) has been jointly developed by the Mississippi and NHTSA Region 6 as a result of the State requesting a delay in a Seat Belt Special Management Review from FY10 to FY11. It is agreed this SAP is a binding agreement between both parties, and the SAP is a working document, the status of which will be updated at least every three months beginning July 1, 2010 to note progress on completion of action items.


 Georgia S. Chakiris
 Regional Administrator
 National Highway Traffic Safety Administration
 Region 06
 [Date] 8-24-10


 Kim Proctor
 Director
 Mississippi Office of Highway Safety
 [Date] 6/14/2010

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