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16. Abstract <i>A Community Traffic Safety Program (CTSP) is an established unit in the community, sustained over time, that has public and private input and participation to an action plan to solve one or more of the community's traffic safety problems. Currently, there are at least 334 such programs in the contiguous U.S. serving approximately 100,000,000 people. Data, collected from NHTSA Headquarters specialists, NHTSA Regions, State Offices of Highway Safety, and 251 of the identified CTSP programs, indicated that CTSPs can be effective organizations for bringing together federal, State, and local resources for the implementation of safety initiatives. The best CTSPs are locally owned and managed extensions of the State Office of Highway Safety, serving populations of fifty to five hundred thousand, with a task force that represents many segments of the community and an experienced coordinator who can both manage and sell the program. CTSPs require extensive long-term State involvement and may not be appropriate for all communities. When successfully implemented, they can generate local countermeasure activity that far exceeds what would be expected from federal and State resources alone.</i>			
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Mobile County Highway Safety Program¹

The Mobile County Highway Safety Program began nearly ten years ago. Initially, the major emphasis was on alcohol countermeasures. Today, it is a mature comprehensive highway safety countermeasure program which has become an integral part of the Sheriff's Office within the overall county government. The staff of three, augmented by community and Task Force volunteers plus private donations, receives 47% of their base funding from the State's Section 402 program. The county funds the remaining 53%. The major focus of the program is to develop, integrate, and coordinate local and county highway safety efforts with particular emphasis on education. Current education and public information programs cover pre-school to university, workplace, and the general public.

Description of Area

Mobile County is located in the southwest corner of Alabama. It has a population recently estimated at 381,300. The county seat is located in the City of Mobile (population 195,900), a major gulf coast port city. The City provides a relatively isolated and full service media environment serving, primarily, Mobile and Baldwin Counties. The remainder of Mobile County is primarily suburban and rural in character. The road network includes I-10 and I-65.

Major Traffic Safety Problems

Alabama is one of the more recent States to pass mandatory belt use legislation. The law, passed in 1991, became effective on July 19, 1992. Belt use in Alabama, as well as in most other States without belt use laws, had been well below the national average. Much of the Safety Program's effort during 1992 was devoted to promoting belt and child restraint use and preparing Mobile for the mandatory safety belt use law.

The original focus of the Safety Program had been drinking and driving. Countermeasures in this area continue to represent a major portion of the Program's effort. Additional interest is in the areas of bicycles, pedestrians, school bus, and excessive speed.

Origin of the Program

The Mobile County Highway Safety Program has been in operation for nearly ten years. It has had the same Director for the entire period. The Program originated from a State desire to implement CTSPs in high crash areas. Mobile, Huntsville, Birmingham, and Montgomery were the first four areas in the State in which CTSPs were implemented.

¹ This report is based on a review of program materials and documents and a site visit on November 19 and 20, 1992. We greatly appreciate the hospitality and cooperation we received from Tom Barclay, Program Coordinator; Fran Bound, Assistant Coordinator; John Perkins, from the Alabama Traffic Safety Division; and the people who work for and with the Mobile County program that we were able to interview.

The Mobile County Highway Safety Program began as a fairly general approach to traffic safety, with an emphasis on alcohol countermeasures. Approximately one and one half years after the program had been initiated, there was an emphasis put on community service as an alternative to jail for DUI offenders. Mobile County was concerned that DUI offenders were crowding the jails. Judges wanted to impose alternative sanctions but did not have a mechanism for placing defendants with community service organizations or monitoring compliance with the terms of the sanction. The Safety Program developed contacts with service organizations that could use "volunteer" help. It also developed a mechanism for screening defendants to determine appropriate placement and procedures for monitoring compliance with the hours-of-service sanction imposed by the judge. Special placement opportunities were developed for convicted offenders living in rural areas where loss of the driver's license made it difficult for offenders to participate in the alternative sanctioning option.

Community service expanded as judges increased the number of offenders assigned to this alternative sanctioning option. Eventually, community service grew to the point where the majority of its operation and administration was transferred to the Court system. At its peak, the Mobile County Highway Safety Program was dealing with up to 400 offenders per year. Currently, the Safety Program provides a liaison role to community service and handles a few "special" placements.

During the early years, community service consumed as much as 35% of the energy and resources of the Safety Program. Much of the remaining resources were devoted to public education concerning drinking and driving. Also during the early years, considerable time was spent developing contacts in the community, both for placement of DUI offenders in community service and the expansion of other DUI countermeasure approaches. Eventually, as many as 150 different service organizations were involved in these endeavors.

The transfer of community service allowed more time for DUI education and related DUI countermeasures. It also allowed for the development of occupant protection programs which, currently, are at least equal to DUI in terms of size and scope of activity.

Administration and Organization

The Mobile County Highway Safety Program operates within the County Sheriff's Office. The Program Director's immediate supervisor is the Sheriff. People connected with the Program believe that being part of the Sheriff's Office has contributed to "instant credibility" for their highway safety efforts. Such instant acceptance and credibility within the community would not necessarily be available should they be independent or part of some other county agency. The County Administrator and County Commissioners have also taken a direct interest in the Program in terms of long-term management and planning.

A substantial portion of the Program's funding is obtained from the State through a grant to the County Commission. As such, the State is, in effect, part of the Program's Administration and Organization. The Program files an annual grant request with the State and quarterly progress reports. The State also provides substantial assistance in terms of countermeasure materials, countermeasure ideas and coordination with NHTSA Region. Regional meetings, workshops, and other activities have played an important role in the Program's development.

Currently, the Program has a Director, an Assistant Director and one staff person. Program offices are located at the Sheriff's Office headquarters adjacent to the main county administration building.

The Program does not have one overall Task Force coordinating all Program activities. Rather, specific Task Forces or working committees are formed surrounding each major countermeasure initiative. The Safety Program may be the "chair" or focal point of any given Task Force or may serve as a Task Force member.

Some years ago, when the Safety Program was just beginning, the one-overall-Task-Force approach was tried and found not to be effective. Several elements of the community were brought together under the auspices of the Chamber of Commerce. The single Task Force approach did not prove workable for their needs and circumstances.

Nonetheless, there is a core of individuals who routinely participate in each of the Task Forces or working groups. This core group is augmented with specific individuals for the needs of each specific working committee. Core members, in addition to the Sheriff's Office, include the Mobile City Police, Alabama Department of Public Safety (State Police), and key members of the local media. Working committees are formed by augmenting this core group with representation from: other county law enforcement agencies, tow company operators (see "40 Proof" below), drug and alcohol rehabilitation, outdoor advertising, Chamber of Commerce, the medical community, citizen action groups, private employers, and others with an interest in specific countermeasure programs. While somewhat less formal than a traditional CTSP, this Task Force structure seems to be quite effective for Mobile.

In practice, the Safety Program provides a linkage between State, county, and local highway safety interests. The Program receives State funding, responds to State priorities, and provides local implementation of State-provided countermeasure initiatives. It can and does serve functions that might be expected from a community extension of the State office of highway safety. However, it is fundamentally a local organization. It receives the majority of its support from the county agencies in specific program areas. It develops local initiatives, tailors State and national initiatives for local implementation, and assists other local and county agencies in specific program areas. Occasionally, this assistance includes identifying funding mechanisms. For example, it assisted the City of Mobile in their efforts to obtain "loaner" child car seats which are now carried by patrol vehicles.

The Safety Program has substantial autonomy and freedom of action. This may be partly due to the organizational structure described above including joint State and county funding. However, it is also at least partly due to confidence in the Program which has been built over the last ten years.

Impact of the Traffic Safety Program

The Mobile County Highway Safety Program has been in operation for nearly ten years. During this period, it has been involved in a variety of countermeasure activities. Components summarized below represent only summaries for some of the primary efforts during 1992.

- **Operation 40 Proof:** Coordinated effort to reduce drinking and driving during the holiday period from Thanksgiving to New Year's. PSAs have been produced by local television, additional funds were donated for paid commercial TV time, billboards installed, print media utilized, and incentives including T-shirts and designated driver buttons distributed. Focus of the program is: Don't drink and drive ... appoint a designated driver. If you have been drinking, tow operators will take you and your car home, free. Displays of wrecked cars are placed at key intersections. The program also included a coordinated increase in DUI enforcement from several police agencies.

There were five alcohol related fatalities during this period in 1989 (prior to program); one in 1990; and zero in 1991.

- **Summertime Blues (Occupant Protection):** News conference, billboards installed, materials distributed, and print coverage.
- **Day Care:** Dozens of presentations at area day care centers concerning seat belt usage; additional information provided on pedestrian, bicycle, and school bus safety.
- **Belt Enforcement:** Worked with all area law enforcement agencies on the implementation of the new Alabama mandatory seat belt use law; all law enforcement agencies participated in one combined press conference to announce the law to the public. Conducted extensive belt surveys during 1992 coupled with belt enforcement efforts and coordinated extensive print and electronic media endeavors. Belt use increased from 34% to 62% in 1992.
- **70% by '92 (70% Plus Safety Belt Use Awards Program):** Worked with dozens of area organizations to help qualify them for 70% Plus awards.
- **Dream Date:** Worked with a local TV station and several area merchants to set up program; high school seniors who pledge not to do drugs or alcohol during their senior prom can win prom dress, dinner for two, tuxedo rental, limousine service, and flowers; school with the highest percent per capita of pledge cards wins a computer.

Coordination with Other Agencies and Groups

Major efforts of the Program all involve coordination with other groups and organizations. Often, these other groups are the "lead" agency. Every effort is made to ensure that those organizations that do participate in a countermeasure effort are fully acknowledged. The Program does not generally seek "Program Identity" for itself. Specifically, when dealing with the public, the Program is more likely to carry the "Sheriff's Office" identity, but in some instances it utilizes the title of "Mobile County Sheriff's Office Highway Safety Program."

Funding

The Mobile County Highway Safety Program is a separate line item in the Sheriff's Office budget submitted each year to the County Commissioners for approval. State 402 funds are paid to the County Commission to help with the costs of the Program. State support is currently at 47% of the Program base costs. These base costs do not include substantial private contributions to the Program for such things as printing, production of media materials, purchase of paid commercial air-time, and other countermeasure-related items.

Future Plans

The county has expressed an interest in pursuing countermeasures related to pedestrians and bicyclists. The Program would also like to develop a more comprehensive and systematic approach, kindergarten through retirement, for public information and education. The Program also has an interest in becoming more active in special enforcement types of countermeasures.

Of more immediate concern is the development of objective criteria for problem identification. The City of Mobile is currently implementing procedures for direct, at the scene, digital input of crash reports. The resulting data base, as well as other data sources, will be used to more effectively target enforcement and other countermeasure activities to high risk times, places, and situations.

Drive Smart Colorado Springs Program²

In early 1989, a young child was struck and killed on his way to school. In response, a volunteer committee representing a coalition of city, county, business, and traffic safety groups formed to develop a traffic safety program. With major participation by city government, the committee began with insurance companies, hospitals, the fire department, the police department, and city school districts. With the increasing involvement of USAA Insurance, the program began using the logo and materials of USAA's national Drive Smart program and became Drive Smart Colorado Springs (DSCS). The program's main issues were (child) pedestrian safety, adult and child occupant restraint, and impaired drivers. Initial summer and fall 1989 activities concentrated on back-to-school issues like school zone enforcement and pavement markings. As another group, formed after the same crash, concentrated on school crossing guards and other child pedestrian activities, Drive Smart Colorado Springs directed its primary energies back to occupant restraints and impaired driving.

From the start, the program emphasized private initiative in partnership with municipal government. For the last two years, the State of Colorado has been supporting DSCS through a grant (Section 402 funds) to the police department for its Stop Traffic Accidents and Complaints (STAC) program. The grant funds overtime enforcement and education activities of the police department. Drive Smart Colorado Springs and the State-funded STAC program in fact operate much like a single coordinated program. The steering committee for Drive Smart includes police representation, and the coordinator of the Drive Smart program and the head of the STAC grant operate almost as co-coordinators of one program. One clear example: Mall and fair presentations are completely merged, with police cars, radar equipment, and a full police presence (as well as Drive Smart people) and virtually all the materials and signs identifying the display as "Drive Smart Colorado Springs."

The current program is an alliance between city government, public schools, colleges, media, the military, local corporations, police, and insurance companies. Activities include the Drive Smart High School Seat Belt Challenge, safety rallies, a holiday drinking and driving campaign built around education on enforcement ("If you ... we're gonna getcha!"), Grim Reaper and wheel chair programs in high schools (consequences of drinking and driving), poster contests, corporate safety belt challenges, PSA contests, and high school creative writing contests. Statistics suggest the program is having positive safety impacts. Of all traffic fatalities in 1992, only 29% were alcohol related in the county as opposed to 43% statewide. Also, DUI arrests are down even though enforcement has not slacked off, suggesting that fewer people are drinking before driving.

With a private nucleus and supplemental State (Section 402) funding and broad support in the community, the program is well positioned for long and successful operation. As one sign of the

² This report is based on a review of program materials and documents and a site visit on March 22 and 23, 1993. We greatly appreciate the hospitality and cooperation we received from Larry Borland, Lt. Steve Liebowitz, and Becky Medved of the Colorado Springs STAC and Drive Smart programs, Stephanie Olson and Mark Stenson of the Colorado Office of Transportation Safety, Judy Hammond and Phil Weiser of NHTSA Region VIII, and John Henry of Drive Smart Colorado, all of whom provided excellent information and assistance.

program's success, it received a recognition award from the U.S. Department of Health and Human Services in April, 1993.

Description of Area

Colorado Springs, although a city of 281,000, is best described as a broad suburban network. Its downtown area is relatively small, and much of its shopping and residential activity is found along Academy Boulevard which stretches about 15 miles from the north end of town to the south end. El Paso County, which surrounds the city, is also part of the Drive Smart area; it is rural with small towns and cities and brings the total covered population to about 397,000.

The area includes a large population of young adults, with the University of Colorado, Colorado College, Pikes Peak Community College, the U.S. Air Force Academy, Peterson Air Force Base, and Fort Carson. The city enjoys a high level of tourist activity.

Much of the area is relatively flat "high plains" land, but the western half of the county rises sharply into Rocky Mountains including Pikes Peak. The main roads are Interstate 25 and U.S. 24, with State Road 115 a major connector to the southwest.

Major Traffic Safety Problems

In 1988 and 1989 there were a number of teen alcohol-related fatalities which spurred a general increase of awareness and traffic safety activity. With a number of colleges including the Air Force Academy as well as nearby military installations, Colorado Springs is particularly concerned with traffic safety problems emphasizing young drivers--primarily alcohol and occupant restraints.

Origin of the Program

The current program in Colorado Springs is a combination of the private Drive Smart Colorado Springs program and the police-based STAC program.

In 1989, after a crash which killed a child on his way to school, a group, which included private citizens, the city police department, the city fire department, insurance companies, hospitals, and school districts, got together to find a way to do something to improve traffic safety. This Colorado Springs Traffic Safety Committee began by emphasizing child pedestrian safety through mechanisms like enforcement of school zone laws, painting crossings, etc. From the beginning, financial support came from private sources, with large proportions of funding coming from insurance companies (primarily Farmers, USAA, and State Farm).

USAA, one of the insurance companies in the group, already had a national "Drive Smart" program. Starting in 1990, this was adopted as the main mechanism for the Colorado Springs effort. The initial focus of Drive Smart Colorado Springs, or DSCS, included safety restraints, drinking and driving, and child pedestrian safety.

DSCS officially began in April, 1990. Early activities included a corporate seat belt challenge and, soon after, a high school seat belt challenge. Support for the first year, all from private sources,

was more than \$30,000 including in-kind contributions. Of that, more than half was spent on paid promotions, mostly media time for television announcements.

By 1991, the Colorado Springs Police Department, always part of the program, had made participation a matter of department policy. Its STAC grant from the State of Colorado has enabled it to contribute significant resources to traffic safety, and the police department has become a full partner in DSCS with project management and activity staffing.

Administration and Organization

Drive Smart Colorado Springs and the police STAC program have, in essence, two co-coordinators. The Drive Smart coordinator works approximately half time on the program, while the STAC coordinator works at least one quarter of his time for the program.

There is a Drive Smart steering committee of approximately 15 people. They represent businesses, the Colorado Springs Police (STAC), the county health department, hospitals and paramedics, a local shopping mall, and private citizens.

Staffing for activities comes from volunteers, especially USAA employees, the county health department, and hospitals. The police department, through STAC and volunteers, contributes at least one third of total project hours. The entire program represents an alliance of the city government, public schools, colleges, the media, local military bases, corporations, police, and insurance companies.

Funding comes from the private sector, although STAC resources, provided by Section 402 funding through the State, support significant components of the whole DSCS-STAC combination. (The current STAC grant provides for about 500 hours of overtime enforcement, about 500 hours of educational activity, and part-time data entry/clerical resources.)

Impact of Drive Smart Colorado Springs

DSCS emphasizes a full range of traffic safety issues. Primary emphasis is in four areas: Occupant protection, child restraints, impaired drivers, and youth issues. Other issues specifically mentioned include pedestrians, bicyclists, motorcycle safety, EMS, and older citizens.

Drive Smart activities include:

- Drive Smart High School Seat Belt Challenge; in two years, it has involved about 22,000 people and resulted in an increase of 22 percentage points in safety belt usage. Components include safety belt surveys, student and parent safety-belt use pledges, posters, rap songs, and television announcements.
- Corporate Seat Belt Challenge; in its third year, it was expected to reach about 30,000 people in 1993.
- Drive Smart Safety Rallies, with help from the media and auto dealers, will reach about 6,000 people in 1993.

- Holiday Drinking and Driving Campaign, a PI&E (and enforcement) campaign focussing on the police message, "If you drink and drive this holiday season ... we're gonna getcha!"
- The police department emphasizes saturation patrols and public education as well as regular enforcement against drinking and driving.
- High school programs and assemblies; examples include Grim Reaper and wheelchair programs.
- "Convincer" demonstrations.
- Saved by the Belt Award ceremonies, conducted periodically.
- Using its private funding, DSCS has purchased media time to air television announcements. Most of the television announcements have been locally produced, although many come from USAA's media center in San Antonio.
- For two years now, health centers have raised money to buy and distribute child car seats.
- DSCS is one supporter of an area Designated Driver Task Force.
- DSCS distributes materials such as pencils, book covers, stickers, etc. Many of the materials are USAA national Drive Smart materials; others are developed locally.
- "Static Displays"; 19 in the preceding year, these are large exhibits at malls, fairs, etc. with crashed cars, police cruisers and motorcycles, DSCS materials and banners, and police and civilian staffing. "Vince and Larrysm" usually appear.

Currently, El Paso County has about 29% of its fatal crashes involving alcohol, compared with 43% statewide.

Coordination with Other Agencies and Groups

DSCS includes in its Steering Committee and volunteer corps representatives of city and county government and agencies, the health community, public schools, colleges, a local mall, and insurance companies and other businesses.

DSCS, directly or with STAC, also works with a wide variety of other organizations. One specific example is the Midas Auto Repair program which will sell car safety seats at cost; DSCS is providing support including money and publicity. Joint police activities are conducted with the Sheriff's Office and the Colorado State Patrol. Other groups include MADD, the Master Drive company, the STAND student peer-to-peer group, etc.

DSCS works with the Colorado Office of Transportation Safety, primarily receiving materials, information, and technical support. DSCS also receives materials and technical assistance from NHTSA Region VIII.

In general, Colorado Springs and El Paso County have an active approach to traffic safety. There are other groups beside DSCS that are operational, such as the Designated Driver Task Force, a school crossing guard program, MADD, and a media-sponsored high school-based peer-to-peer youth organization. The police department has other community and traffic safety initiatives besides its STAC grant and its work with DSCS. DSCS works with each of these programs where mutually agreeable and chooses its own objectives and activities to complement other efforts and avoid inefficient overlap.

Funding

Drive Smart Colorado Springs is nearly unique among CTSPs in that almost all its support comes from private sources. About \$35,000 per year comes from the corporate sponsors mentioned above; this figure includes in-kind resources such as copying, printing, and materials. Many of the program materials are provided directly by USAA from its national Drive Smart materials.

Many, but far from all, of the efforts of the Colorado Springs Police Department in support of DSCS are funded through the STAC grant the department receives from Section 402 funding. The department will continue to support DSCS when the STAC grant ends, although specific activities (such as the joint Static Display) may be supported at reduced levels.

Future Plans

Drive Smart Colorado Springs has established itself firmly within the community. It is known and recognized, and it has a broad base of financial and volunteer support. A key component to the program is the involvement of the Colorado Springs Police Department. Its involvement is currently supported in large part by the Section 402 STAC grant. The city and police will continue to support DSCS after the grant ends, with city resources and with the intent of pursuing other State project funding.

Program emphases and activities will continue along current lines, with efforts on continuing and expanding existing activities and adding new ones to support existing goals. For safety restraints, for example, the Corporate and High School Seat Belt Challenges will be emphasized and expanded. To combat drinking and driving, the Colorado Springs Police Department intends to maintain high levels of DWI enforcement activity; it will look for reduced DWI citations as evidence of program effectiveness.

Drive Smart has been viewed as a solid model by the Colorado Office of Transportation Safety, and in a unique partnership the program is being "spun off" into the new Drive Smart Colorado program. A separate organization, Drive Smart Colorado will be funded by the State OTS to begin Drive Smart programs in other communities throughout Colorado.

Plymouth (Massachusetts) Saving Lives Program³

The Plymouth Saving Lives Program is one of six Saving Lives programs started in Massachusetts to address traffic safety issues of impaired motorists, occupant restraints, and speeding. PSLP also addresses bicycle safety and illegal driving at intersections. It is a small department within the Town of Plymouth and works closely with the police, schools, alcohol servers, and business community in a range of awareness, education, and enforcement activities. PSLP is overseen by the Massachusetts Governor's Highway Safety Bureau.

In its fifth year of existence, PSLP is a dynamic and well organized program. Two years ago, PSLP hired the current coordinator who is respected and well liked and has brought the program to its current level of success.

PSLP's public (Section 402) and private funding is ending by the middle of 1993. The program is setting up a non-profit, tax-exempt entity to allow it to seek funds through public and private grants, memberships, donations, and fee-for-service activities. PSLP is also seeking limited direct support from the Town of Plymouth and State sources. Although its future has significant uncertainties, PSLP has developed a reasonable plan to move forward and is implementing the plan; it seems likely to succeed.

Description of Area

Plymouth town is on the Atlantic coast near Cape Cod. It has a permanent population of about 45,000 people and about 850,000 annual visitors in an area of just over 100 square miles. The Town of Plymouth has a central business district with small shops, museums, and national landmarks. The rest of the town combines suburban and rural areas with small villages. Most roads are small. Two main north-south roads are Route 3, a divided limited-access connection between Boston and Cape Cod, and Route 3A, a (usually) two-lane, heavily travelled road linking Plymouth Center and shore points north and south.

Major Traffic Safety Problems

The traffic safety problems first targeted by the Plymouth Saving Lives Program (PSLP) included occupant protection usage (including child restraints), impaired drivers, and excessive speed.

In 1989 (shortly after PSLP began), adult seat belt usage was only 22%. By 1991, usage had risen to about 30%. (After passing then recalling a seat belt law in the 1980s, Massachusetts currently has a mandatory restraint law for children 12 and younger but no regulation for adults.)

³ This report is based on a review of program materials and documents and a site visit on August 17-19, 1992. We greatly appreciate the hospitality and cooperation we received from the PSLP coordinator, Teresa Boyea, the assistant coordinator, Sharon Connolly, the GHSB program manager for CTSPs, Maria Farrah, and members of the PSLP Task Force and community.

Speeding (10+ mph over limit) has declined during the program years to about 22%. In 1991, 8% of teens reported consuming 5 or more drinks and then driving.

By 1992, data showed significant increases in unsafe behaviors at signalized intersections (i.e., running red lights (13%), accelerating at yellow lights (32%), and turning right on red without stopping (61%)). Based on these data, signalized intersection behaviors were added to the PSLP list of targeted safety issues for 1992.

Based on local interest, bicycle safety (especially helmet use) has been addressed by PSLP.

Origin of PSLP

In 1987, in response to an unusually high number of traffic fatalities and injuries the preceding year (and a total of 29 fatalities in 1984-1987), Plymouth submitted a successful grant proposal to the Massachusetts Governor's Highway Safety Bureau (GHSB). The grant (\$14,000 in 402 funds) supported a part-time coordinator for traffic safety activities and specific additional police enforcement details. This program included a task force of about 30 local leaders.

At that time, safety programs already underway in Plymouth included an Infant Car Seat Loan Program (Jordan Hospital), a school Safety Officer from the Police Department, bus safety instruction in the schools, and SADD chapters in two of the three high schools.

A year later, the Massachusetts GHSB began the Saving Lives programs in conjunction with the New York-based Commonwealth Fund. Plymouth submitted a proposal and was one of six sites funded. Initial funding for the Plymouth Saving Lives Program (PSLP) was \$266,000 over three years. (Subsequently two additional years were funded for the transition to self-sufficiency and for community organizing activities.) The part-time coordinator became full-time and a new Task Force was created along the Saving Lives model of five separate **components**, or segments of the community. The segments were Education, Law Enforcement, Business for Safety, Alcohol Servers, and Community Awareness. The Task Force, chaired by the coordinator, also included members of town government. The grants are managed and administered by the GHSB in conjunction with NHTSA.

Initial safety issues were based on the requirements of the Statewide Saving Lives project; they were impaired drivers, occupant protection and child restraints, and excess speed.

Administration and Organization

PSLP is a (small) department in the Town of Plymouth government. The coordinator reports to the Board of Selectmen and has many of the same responsibilities and privileges as other department heads. Primary support has come from the PSLP grants, so the financial contribution of the town has been limited to providing office space and support and paying for the coordinator's and assistant's medical benefits. The coordinator and assistant are paid according to the town pay scale, but their salaries come from grant monies. Because of the outside funding, the town has looked upon PSLP as a net financial benefit to the town rather than an expense.

PSLP has a full-time coordinator and a nearly full-time assistant who administer the program, organize and run many of the activities, and recruit and coordinate activities of more than 150 volunteers.

PSLP retains its Task Force, which continues its original tasks of providing guidance and decisions about PSLP's activities and objectives. It also provides workers and connections to carry out the activities. The Task Force is now made up of the chairpersons of each component, the Town Manager, a member of the Board of Selectmen, the police Safety Officer, student representatives of the Peer Leader programs in each high school, and a Peer Leader student from the town's intermediate school.

The program continues to be structured around the five community-defined components, which really are the "action arms" of PSLP. Each component has a head, or chairperson, and a working committee. In large part, they (through the Task Force) determine which safety issues are actively addressed and how. Brief summaries of their activities follow.

Business for Safety: Efforts began with three workshops for small business owners to encourage them to emphasize traffic safety for their employees. The workshops reached about 120 business owners. Little follow-up occurred; while the owners became aware of the problem and benefits to solving the problem (e.g., fewer accidents, fewer disruptions to their businesses and their employees lives, lower costs of doing business and possibly of insurance), there were limited materials available for them to "plug in" to implement a safety program where there had been none. The outgoing business component chairman believed that more support and involvement from the Chamber of Commerce could have helped. For large companies which already had safety programs, the traffic safety message could be successfully integrated into the existing programs and positive results could be seen.

More than other areas, business owners seem to need specific programs to implement, ones with guidelines, materials, specific targets, and clear ways of measuring program success.

Education: The education system is constructed to take messages and communicate them to the young people in the town. PSLP has been able to use that mechanism, which includes the Safety Officer, existing safety curricula, and school assemblies, to regularly get occupant restraint and other traffic safety messages to students in all grades. PSLP has taken a major role in the Peer Leader Program, supporting it and using the Peer Leaders to extend the safety message through high schools, the intermediate school, and elementary schools. Anecdotes cite instances of children taking safety messages home and getting behavior changes in their parents.

Many connected with PSLP view traffic safety as a long-term effort to create a belief system in young people which supports safety consciousness and behaviors when those people enter the traffic system, possibly years later, as drivers; the school arm of PSLP is crucial in implementing this approach.

Law Enforcement (Police Department): Officers in the department regularly receive about one week of in-service training each year; this includes OUI, radar, and other training. PSLP has worked

through this channel by funding participation in specific traffic-safety training, in coordination with major contributions from the State Police and the Massachusetts Criminal Justice Training System.

Police activities have included special details for speed, OUI, and underage liquor buy enforcement; some of these activities have been funded through PSLP. From occasionally poor effort and results in the first PSLP years, these special enforcement details have become more focussed and effective during the current PSLP coordinator's tenure.

The Safety Officer regularly presents traffic safety information in the schools. In addition, he participates in other PSLP activities and has been made a member of the Task Force.

Alcohol Servers: This component directly addresses owners and staff in establishments that sell alcoholic beverages. Its primary activity is the H.E.A.R.T. training program for alcohol servers. The program was developed in Plymouth and emphasizes responsiveness to local concerns and issues. The program, which lasts four hours and costs \$15 to attend, has reached most alcohol servers and establishment owners. Efforts are underway to extend the program to a nearby town, to more actively publicize the program to existing establishments, to explore linking it to liquor licensing (the town Board of Selectmen is also the town Liquor Control Board), and to offer it to private citizens (who may host parties in their homes). Another area being considered is modifying the course to serve as a follow-up course (to provide refresher training after three years or so) or to specifically address the business concerns for establishment owners and managers.

Community Awareness: This area has defined its role largely in terms of publicizing the works of the other components, through a newsletter, articles for local papers, etc. Particularly since traffic safety in Plymouth is viewed as based on continuing education, this component might define a more active role for itself.

A sixth "component" is being developed to address the need for self-sufficiency (i.e., the need to do without NHTSA or Commonwealth Fund funding beyond 4/93); it is discussed below.

At a formal level, PSLP does not have much representation from Plymouth neighborhoods, villages, churches, or community organizations.

Special Features

PSLP programs and activities which are particularly innovative or take up a significant level of time or dollar resources are highlighted here. The next section of the report, which summarizes activities and results by traffic safety issue, includes reference to these features and more. Major activities include:

- Participate in national theme activities such as Buckle Up, America! Week, National Child Passenger Safety Week, Operation Buckle Down/Summertime Blues, 3-D Month, and Red Ribbon Week.

- Koala Bear Program (plus coloring books and crayons, to kids properly restrained in accidents; delivered by police and sponsored by the American Legion and Lions Club).
- Safety Belt "Helpline;" residents seeing an unrestrained child can call the special number, and the vehicle owner will receive a letter warning of the dangers of being in a crash without a belt or car safety seat.
- Peer Leader Program; part of intermediate and high school curriculum whose approximately 200 trained students serve as peer counselors and speakers for other schools; partly supported by PSLP, has grown very significantly since PSLP became involved (broad coverage targets drinking, drugs, and smoking as well as traffic safety); PSLP sponsors annual Peer Leader Program awards/recognition evening, most recently attended by over 400 students, parents, and friends.
- After-Prom Parties; previously offered, revitalized with PSLP participation; plan to institutionalize independent of PSLP.
- Help Eliminate Alcohol Related Tragedies; H.E.A.R.T. is a locally-developed curriculum for alcohol servers (developed with Pathways Prevention Center); has been offered to 263 students over three years; working to make more frequently offered (by offering in host establishments) and self-sufficient (e.g., by slightly raising participant fees); plan to expand to private citizens. Key features: low development cost, low price, local flavor, responsive to local concerns. Needs mechanism (none exists) for certification to allow benefits like insurance rate reduction.
- Safe Rides Program; co-sponsored by a local law firm; just completed second year, provides free cab rides in December to the alcohol impaired; 70 rides last December; publicized through PSAs, posters (bars, police department), notes on town paystubs, and paycheck stuffers for some of the larger local businesses.
- With police department, had special liquor details targeting purchase of liquor by/for underage drinkers.
- Helped purchase breathalyzer and radar speed guns for the police department; supported special alcohol, speed, and child restraint enforcement details.
- Holiday (Bicycle) Helmet Discount/Rebate Program; sponsored by Business Component committee member, police, and helmet manufacturer (Troxel); publicized through pediatricians and schools.
- Helmet Tickets; good for ice cream donated by local vendors, given by police department to young bicyclists wearing helmets (750 last year, 650 so far this year).
- Saving Lives has sponsored the AARP "55-Alive" Mature Driving course; so far there have been 39 attendees.

- Representation at Plymouth Community Awareness Days, with PSLP booth; reached approximately 3500 residents in years 1 and 2 alone.

Impact of PSLP

During the first three full Saving Lives years, highway crash fatalities have been down 56% from the level of the preceding five years (from an average of 6.8 to 3.0). The number of night-crash injuries is down 30%.

PSLP is also seen as having other kinds of benefits, such as a positive impact on the working of the town. Known by only 15% of the people after year one, PSLP is currently recognized by 40% of townspeople. It is viewed as having indirect benefits such as:

- Causing segments of the community to work together for a common goal, learn about each other, expand cooperation to other areas.
- Provide ways for police department to interact positively with the townspeople, improving relationships and establishing links.

By safety target area, activities and results are summarized below.

Occupant Protection: (30% seat belt usage 4/92; next target 40%.) Past activities include: information and enforcement police details, Protect A Life (PAL) recognition and award program, PSAs for local CATV and radio, child car seat usage clinic, business workshops for employers and employee safety belt policy, Safety Officer teaching seatbelt safety in schools and participating in theme weeks, programs, etc., and mandatory seat belt usage adopted for the majority of town employees.

Activities and materials for the coming year include: participation in national theme programs; pamphlets, brochures; PSAs, media releases; car seat loaner program (Jordan Hospital, Kiwanis, YMCA); Safety Officer in-school programs and public appearances; Convincer demonstrations in high schools; Koala Bear program; presentations to Teen Age Mothers program (via schools) on safety restraints for their children and themselves; asking private driving schools to emphasize occupant protection; getting posters and outside signs for businesses; promoting 70+ policies in businesses as for town employees; getting materials to places where tourists frequent; emphasizing occupant protection in H.E.A.R.T. training; involving police in informational activities; continuing Safety Belt Helpline; and using local pediatricians as distribution channel for child restraint recalls.

Speeding: (7% improvement in 4 years; present level of 22% observed 10+ mph over limit still very high (self-report data shows 46% of teens and 23% of others claiming to drive 20+ mph over limit); target 16% observed and 4-5% improvement in self-report data. Town has 55 Team regular enforcement detail. PSLP has posters, brochures, PSAs. In the next year, PSLP will: start local Speed Awareness Week with whole community; demonstrate enforcement technology to high school students; hold theme awareness campaigns in schools; urge private driving schools to emphasize speeding in their curricula; urge businesses to support better signs; emphasize speed reduction in

H.E.A.R.T. training; assist police department in acquiring laser speed guns; and implement Speedwatch Hotline.

Impaired Driving: (30% decline in night injuries from pre-program years; 15% teen and 5% adult increase in perception of drunk driving enforcement since 1989; self-reports of driving after 5+ drinks, 8% (up from 4% in '88) and of riding with someone else who had 5+ drinks (up 7% since '89); target to reduce both to the earlier levels.) For next year: participate in national theme weeks, awareness months; assist MADD and CATV in their awareness campaigns; arrange intoxalyzer demonstration at community days; support Peer Leader and SADD chapters; assist in keeping CASPAR (Cambridge and Somerville Program for Alcohol Rehabilitation) curriculum in schools; work with HALT (Helping All to Learn Together, a local CSAP-funded project) to support organizers of after-prom parties; continue Save-a-Life safe rides program in December, keeping local business sponsors; continue H.E.A.R.T. training for new and refresher applications; with Governor's Highway Safety Bureau (GHSB) do liquor liability workshop for liquor license holders; implement Keg ID program with police department and package store owners; continue Safety Officer presentations; and implement selective enforcement details.

Illegal Driving at Intersections: (Major increases seen over last four years in running red lights (now 13%; up 10%), accelerating at yellow lights (now 32%; up 28% from 1989), and RTOR without stopping (now 61%; up 31%); target reductions of 3%, 4%, and 5% respectively.) Planned activities include: PSAs; bulletin board messages (with Media Partners of Massachusetts); Peer Leader projects; urging private driving schools to emphasize; and police department information then enforcement.

Bicycle Safety: Police have distributed local-merchant coupons as "citations" to children seen wearing helmets; with Troxel (a helmet manufacturer) and local law firm have offered discount coupons for helmet purchases.

Coordination with Other Agencies and Groups

The Saving Lives grants are managed and administered by the GHSB in conjunction with the Commonwealth Fund of New York and NHTSA. GHSB and NHTSA offer technical assistance and resources to the Saving Lives sites. GHSB attends nearly all PSLP Task Force meetings (primarily as a resource) and the coordinator consults and works with GHSB frequently.

The coordinator is a member of Drug Free Schools Grant Advisory Board and the Greater Plymouth Council of Human Service Agencies.

Programs and activities have been coordinated with the schools, the police department, town administration; businesses, the HALT drug and alcohol project, the local hospital, the Lions and Kiwanis clubs, the Masonic Lodge (road signs), Rotary Club.

PSLP coordinates with Peer Leader school program (heavily involved), GAAD (Governor's Alliance Against Drugs), MADD, and SADD.

Other groups include: Massachusetts Passenger Safety Program trains new moms and nurses at Jordan Hospital; Massachusetts Head Injury Association; Pathways Prevention Center; and Child Injury Prevention at Beverly Hospital.

Funding

PSLP has a current annual budget of slightly less than \$100,000, which supports the coordinator, the assistant coordinator, and most activities. Primary support for the last four years has come from NHTSA through the Governor's Highway Safety Bureau, from the private Commonwealth Fund, and from financial and in-kind support from the town of Plymouth.

Funding from the Commonwealth Fund and the GHSB's 402 funds will stop in April, 1993. PSLP has requested and been granted a one-time amount of less than \$10,000 from the Town of Plymouth. Together with unspent grant monies, this will allow the program to continue until July, 1993, which is the start of the town's fiscal year.

How to obtain support to continue beyond July 1, 1993, is a major concern in PSLP at this time. Although the Town of Plymouth may begin providing some financial support on a regular basis, it will not underwrite the full budget. Any support the town does provide is likely to be contingent upon PSLP providing at least matching funds from other sources. To accomplish this:

- The coordinator and assistant participated in a GHSB/NHTSA workshop on Self-Sufficiency last winter.
- The Commonwealth Fund has provided consultants knowledgeable in community organizing techniques.
- The coordinator has identified and consulted people within Plymouth who have relevant experience.
- PSLP has decided to form a tax-exempt, non-profit organization to spearhead fundraising activities and to serve as a recipient for funds intended for PSLP. (Since PSLP is a department of town government, donations and fundraising proceeds might have to go into the town's general fund; also, as a tax-exempt, non-profit organization, it would be eligible for many kinds of grants that PSLP is not.)
- PSLP is in the process of developing its concept of how it will be organized, what the responsibilities of various players and groups will be, and what its business stance will be when the non-profit is operational.
- PSLP is positioning itself with the town to determine what levels of support may be provided by the town's budget and what conditions PSLP must meet in order to get town funding.
- PSLP is completing the steps to incorporate the non-profit, to staff its board of directors and officers, and to request tax-exempt status.

- PSLP is looking to expand its area of activity, for example to neighboring towns like Carver and Kingston; if successful, it will look to those towns for a portion of its support.

This is a long process and one whose steps are being discovered and created as it unfolds.

One clear implication is that demands on the coordinator are broadening and increasing. Although the non-profit will be concerned with finding and exploiting sources of funds and strategies for raising funds, the coordinator will need to be deeply involved with that aspect. The coordinator will have to take the lead in communicating between the non-profit, the town, and the Task Force and to keep everyone apprised of the daily operations of PSLP.

Overall, the transition to self-sufficiency is likely to have at least five implications for the coordinator and PSLP:

1. The coordinator will have more management responsibilities and less opportunity to directly implement PSLP programs.
2. The coordinator will need to develop and exercise fund-raising skills well beyond those needed in running a "traditional" 402-funded CTSP.
3. Additional staff or volunteer involvement within PSLP will need to occur just to maintain the current kinds and levels of program activities.
4. The coordinator and Task Force must select traffic safety activities that meet self-sufficiency criteria as well (e.g., are readily institutionalized and/or meet objectives and goals of sources of support).
5. The ability of PSLP to sustain itself and continue to positively impact the community and traffic safety will be at risk. Program levels can't be (as nearly) guaranteed and will vary based on current support levels, program emphases are likely to shift based on funding opportunities, and long-range planning will be more difficult to conduct and implement.

Future Plans

The level of effort, and to some extent the direction and emphasis, for PSLP will depend on its effectiveness in obtaining financial support. PSLP's plans are based on a somewhat reduced but probably realistic budget projection.

PSLP's primary safety emphases are seen as continuing to be occupant (and child) restraints, impaired drivers, and excessive speed; bicycle safety (helmets), pedestrian safety, and signalized intersection violations will receive significant but lesser emphasis.

Programs such as the Peer Leadership Program, H.E.A.R.T., Safe Rides, and school safety curriculum are likely to continue with or without PSLP funding.

Bergen County Office of Highway Safety⁴

The Bergen County Office of Highway Safety is a Community Traffic Safety Program serving a densely populated urban and suburban county directly across the Hudson River from New York City. The county's 2,800 miles of roadways include several major interstates and parkways as well as one of New York's major gateways, the George Washington Bridge.

The program was established in 1990 at the initiative of the New Jersey Division of Highway Safety and the CTSP's current Director and Deputy Director. At the time, the Director was a police lieutenant supervising several traffic safety grants and the Deputy Director was the program coordinator for a sobriety grant. County government is the host organization and the Director reports to the Director of Public Safety.

The program has an active task force representing county government, local law enforcement and a broad range of community organizations with an interest in traffic safety.

The favorable impact of the program can be measured in terms of reduction in crash fatalities over the years it has been in existence and in terms of a high level of activity involving volunteers from county and municipal government as well as businesses and voluntary organizations. The program is targeted to the full range of traffic safety issues (emphasis determined by statistical analysis as well as State and local input) and involves multiple countermeasures.

With a large population (825,000 people) and 70 municipalities in the county, the CTSP has adopted unusual strategies to reach the public. It uses existing associations to spread the program to the many communities in the county (for example, the county associations of police chiefs and officers). Also, every activity is designed to get news coverage.

At present, the program is in its fourth year of funding through a Section 402 grant in which the county makes a hard match which exceeds the amount of federal funds. At the time of our visit, the program's funding for the next year was being worked out. While the State's primary grant ends at the end of this fiscal year, support for the next year may include specific-project State money in addition to county funds.

Description of Area

Located at the Bergen Pines County Hospital Complex in Paramus, New Jersey, the Bergen County Office of Highway Safety serves the northeast corner of New Jersey, directly across the Hudson River from New York City. The county has a population of about 825,000 within an area of 239 square miles. There are 70 independent municipal governments in the county, consisting of

⁴ This report is based on a review of program documents and a site visit on March 23 and 24, 1993. We greatly appreciate the cooperation of John Pescatore, Director, Trudi Dial, Deputy Director, and the several task force members who were interviewed.

communities which range from highly concentrated lower income urban areas to highly affluent suburban communities with moderate to low population densities.

Bergen County is a major corridor of access to New York City from the North and West, via the George Washington Bridge. The county's 2,843 miles of roadways include sections of Interstate Highways 80 and 95, the New Jersey Turnpike, the Garden State Parkway, and the Palisades Parkway. In addition to interstates and parkways, the county's heavily traveled roads include New Jersey Routes 4 and 17.

Private automobiles are the main mode of transportation to work for Bergen County residents. Slightly over half of the residents work in the county and the remainder commute out of the county. Each day, over 300,000 people drive on the county's roadways.

Origin of the Program

Although Bergen County has a long history of promoting traffic safety through a variety of federally funded programs addressing specific highway safety issues, the current comprehensive program began in 1990, with the establishment of the Bergen County Office of Highway Safety.

With the encouragement of the New Jersey Office of Highway Safety, the CTSP was initiated by its current Director (when he was a Lieutenant at the Bergen County Police Department with responsibility for DWI and truck safety programs) and the current Deputy Director (when she was coordinator of a "Sober Grant" at the Council on Alcoholism). Shortly after the initial grant was approved, the Director retired as a police officer to devote full time to the CTSP and the Deputy Director joined the program as its Coordinator.

In its first year, the program received federal grant funds of \$65,700 and matching funds of \$104,790 from county government. The program has been staffed by three people since its origin and the annual budget has grown slightly to about \$89,000 in federal funds and \$114,000 in county funds.

Having started with a staff which was already well-connected with county government, the law enforcement community, and traffic safety-related community organizations, the program quickly established an effective task force and initiated a high level of activity addressing multiple safety issues including DWI, occupant protection, bike safety, hazardous driving conditions, and pedestrian safety.

Administration and Organization

Administratively, the program reports to County Government through the Department of Public Safety. The Director of Public Safety has responsibility for Consumer Affairs, Weights and Measures, and the Police Academy in addition to the Office of Highway Safety. The Office of Highway Safety is staffed by three people, all county employees. The Director's services are provided by the county as part of their "in-kind" and hard match to the Grant. The Deputy Director and a secretary/clerk are reimbursed by the Grant.

The program has a Highway Safety Advisory Committee, listing 40 active members. Members of the committee are appointed by the County Freeholders (the legislative body of county

government). One of the County Freeholders is Chairman of the Advisory Committee. The committee meets every second month. Every member of the Advisory Committee also serves on a subcommittee which meets on alternating months. The subcommittees also have additional members who are interested in their programs and volunteer their services. At present, there are five subcommittees:

- Administration/Engineering
- Law Enforcement
- Alcohol/Drugs
- Education/Training
- Legislation

Members of the Highway Safety Advisory committee represent a broad range of public and private sector organizations interested in highway safety. Affiliations of committee members include the Board of Freeholders, police departments, prosecutors, medical examiners, traffic engineers, hospitals, schools, colleges, drug/alcohol treatment programs, MADD, a bicycle club, the American Automobile Association (AAA), Volvo Cars of North America, the Meadowlands Chamber of Commerce, the AFL/CIO, the Bergen County Police Chiefs Association, several county-wide police officer associations, and the New Jersey Division of Highway Safety.

Impact of the Traffic Safety Program

Crash Data

The goals of the program include both reducing crashes and reducing the number of crash fatalities in the county. At the time this program started, there was no way to measure either of these variables on a timely basis, since State sources of county data lag by several years and there was no mechanism to assemble figures from the 68 different police jurisdictions involved. The Director of this program devised a method to develop reliable statistics on fatal crashes through reports provided by the County Medical Examiner's Office and assumed responsibility for keeping the statistics current and publishing them for use by organizations interested in highway safety.

In 1992, there were 45 crash fatalities in Bergen county, down from 69 the previous year and the lowest number in the past ten years. In the early 1980s annual crash fatalities were in the high sixties, growing to an all-time high of 109 in 1988. Alcohol-related crash fatalities declined dramatically from about 20 in 1991 to 9 in 1992. In 1990, 80% of crash victims were not belted. The percentage declined to about 67% in 1992. The Bergen County Highway Safety program does not claim these favorable statistics to be a direct measurement of the success of the program, but they are hopeful that their efforts to coordinate and stimulate a high level of activity among the many groups involved in traffic safety have contributed to these results.

An analysis of the 45 crash fatalities in 1992 reveals that although there has been progress, there are clearly identified needs for further improvement. Nearly 40% of the incidents were single vehicle crashes where the vehicle hit a fixed object. The second most frequent type of fatal crash involved cars hitting pedestrians (31%). About 20% of the fatalities involved more than one vehicle. Alcohol or drug use was involved in 24% of the fatal crashes and excessive speed was a factor in 21%. In 21% of the cases, unsafe pedestrian actions were involved. (Most of the pedestrian fatalities were senior citizens over the age of 70.) All other types of improper driving (mostly inattention) accounted for 26% of the fatal crashes.

Community Participation

The impact of the program can also be measured in the high level of coordinated safety activity the program has stimulated among community organizations, in both the public and private sectors.

Law enforcement agencies are the most active of the groups involved in the program. This includes the county's 68 municipal law enforcement agencies plus the Bergen County Police Force, the Palisades Interstate Parkway Police, and the New Jersey State Police. In total, there are over 2,000 law enforcement officers available to implement elements of the program. Involvement of the county's law enforcement establishment is facilitated by the fact that traffic safety is a primary part of their mission and that there are county-wide associations of police chiefs and officers which make it possible to involve all communities in coordinated activities.

The CTSP provides relevant training to police officers. For example, 75 officers participated in Horizontal Gaze Nystagmus (HGN) drunk driver identification courses last year, bringing the total of trained officers up to 130. In addition, 16 officers were certified as HGN instructors, making the county self sufficient for further HGN training. Last year, 36 officers also were trained as instructors in Occupant Protection Usage and Enforcement, and 35 participated in a course on Occupant Kinematics. Police officers also were among the 87 police and public works employees who attended a workshop on work zone safety conducted with the assistance of the New Jersey Division of Highway Safety and Rutgers University.

Police organizations also participate in many joint efforts with the Office of Highway Safety. One example is "Operation Domino," a cooperative program involving the Bergen County Police Traffic Officers Association. The Office of Highway Safety solicited public input on violations, and based on that input the officers voted for a "Violation of the Month." Identified problems became the subject of extensive media coverage and special enforcement efforts. Another example is "Operation Partnership," in which the Office of Highway Safety encouraged citizens to identify selective enforcement sites to be targeted. The CTSP worked with appropriate police departments to increase enforcement and used its portable message board and the media to notify the public of intensified enforcement. Both programs were the subject of presentations to the highway safety community at the International Conference on Highway Safety in New York and the National Lifesavers Conference in Denver.

On several occasions in 1992, all law enforcement agencies in the county worked together as a single unit in "blanket patrols" using vehicles identified as "DWI Task Force." The Bergen County

Office of Highway Safety facilitates coordination of these efforts and is responsible for publicity and reporting of results.

Local police departments also provide the manpower for many of the CTSP's efforts to contact the public. An example is "Operation Ticket or Treat" where police officers made selective stops to reward people for complying with seat belt and child restraint laws. In this case, children were given pumpkins and movie tickets for being properly restrained. Variations on this concept include a gift of teddy bears during the Thanksgiving holiday and a gift of non-alcoholic champagne around the December holidays.

Police also play a key role in the program's outreach to school children in their visits to classrooms. Last year they enlisted an army of several thousand 5 to 8 year old "Seat Belt Inspectors" and "Safety Inspectors," sworn by officers during their school visits. DARE officers also carry traffic safety messages to teenagers in their visits to middle schools and high schools. A new avenue of communication with teenagers was opened last year when three county youths were appointed to a statewide youth advisory committee and were given the opportunity to observe police pre-holiday DWI enforcement activities.

The CTSP staff also has involved county government officials in the program. As noted, the County Freeholders appoint members of the Highway Safety Advisory Committee and one of their own members is Chairman. Through his involvement on the advisory committee, the County Medical Examiner has provided access to crash fatality statistics which are essential to the planning process of the CTSP. The CTSP assisted the Bergen County Prosecutor's Office and the Bergen County Police Chiefs Association in the establishment of New Jersey's first Drug Recognition and Enforcement Program (DRE), in cooperation with New Jersey Division of Highway Traffic Safety and NHTSA. The DRE program involved setting up a facility for drug testing at the county hospital and training 40 police officers. Other county government involvement includes frequent contact with the County Engineer's Office regarding solutions to unsafe situations identified by the traffic safety program's efforts to encourage citizens to voice their concerns.

Direct contact with municipal government agencies other than the police is difficult, simply because there are so many and there are no county-wide associations. For example, the CTSP attempted to organize a meeting of municipal and county prosecutors to update them on DWI laws and enforcement techniques. However, a move to revitalize an organization of municipal prosecutors was not successful. The objective was accomplished a different way as part of special training on the DRE Program hosted by the County Prosecutor.

In cooperation with Rutgers University, the Bergen County Office of Highway Safety conducted a survey of municipalities regarding adoption of uniform traffic control guidelines. After reviewing the returns, the BCOHS promoted passage of the guidelines in towns which did not have them. At the end of 1992, 12 towns had implemented the guidelines.

The program has worked with municipal engineers to correct dangerous conditions on their roadways, has facilitated coordination of State, county, and municipal engineers, and has kept all engineering departments informed about State construction projects in their jurisdictions.

In its second year, the CTSP made a major effort to involve EMS units and firefighters in its activities. The director of the Bergen County EMS Training Center was added to the Highway Safety Advisory Committee, and a survey was conducted among all 67 ambulance and rescue corps in the county to determine the number of ambulances, the number of members, and their certifications and training. Crash avoidance driver simulator training was provided to police officers, fire fighters, and rescue unit workers. More than 800 took the course.

Area hospitals also have become important implementers of the program's activities. In a joint activity with the Trauma Unit of Hackensack Medical Center, the Southern New Jersey Trauma Center's "Buckle Up with the Traumasaurus" training was provided to 41 nurses and teachers in Bergen County in 1991. The public relations department of the Hackensack Medical Center also produced two PSAs on pedestrian safety and participated in a survey of pedestrian safety programs. Also, the Bergen Pines County Hospital (where the CTSP has its offices) established a "Child Safety Corner" in the gift shop and promoted it with posters in all hospital buildings and a ribbon-cutting ceremony featuring the County Executive.

The program staff regards the media as important partners in all its activities. Most activities and events are designed to make news. The Office of Highway Safety has an especially good relationship with the Bergen County Record which has resulted in numerous news articles and mentions in a regularly appearing column titled "The Road Warrior." A safety promotion named "101 Critical Days of Summer," in partnership with WCBS, FM 101.1 (CBS's flagship station in New York), resulted in frequent public safety announcements reaching a very large audience throughout the tri-state area surrounding New York City. PSAs promoting bus safety and bike helmets were scripted by the Office of Highway Safety and produced with the cooperation of the Department of Public Safety and the County Executive. Both PSAs have been aired on cable TV as well as the New York CBS and NBC TV stations. An additional PSA ("Baby Face") on child car seats was donated by a public relations company and aired by CBS-TV, public broadcasting, local cable, and metropolitan area radio stations. News programs on the subject of speed and other poor driving habits on Route 4 were aired by CBS-TV and ABC-TV as well as cable.

Other organizations with which the Office of Highway safety works include MADD (Poster Contest prom season activities and Red Ribbon Campaign), bike clubs (bike rodeo), AAA of North Jersey (materials), and corporations (seat belt roadway stencil program and the older adult driver improvement course).

Special Projects

The Drug Recognition and Enforcement (DRE) program, discussed briefly above, is an NHTSA pilot program. The cost of setting up the program has been absorbed by the County Prosecutor's Office. Of the 40 police officers trained for the program, 20 are from the State Police, 10 from the County Police, and 10 from municipalities in the county. The full-time coordinator of the facility is a County Police Department Sergeant. Although this technically is not a CTSP program, the CTSP staff made a major investment of time in setting up the program. Their contributions included research on the type of facility needed for the DRE center, getting quotes for and overseeing the renovation of the facility, procuring supplies, devising forms for record keeping, and setting up filing/tracking systems. The CTSP also produced a video for the DRE program,

advising suspects of their Miranda rights and the 10 step DRE procedure in multiple languages. In addition, the CTSP staff acted as liaison among the many organizations involved in setting up the program and spent many hours arranging accommodations and transportation for experts and instructors involved in the early stages of the program.

The Office of Highway Safety also is involved in a Highway Radio Advisory and Monitoring System which has been set up at one of the county's busiest intersections (Route 4 and Route 17). The concept includes fixed video cameras to monitor congestion at the intersection and a highway advisory radio system to broadcast traffic conditions and emergency instructions to drivers on AM radio. The system is funded by a grant from the Federal Highway Administration. The grant was conceived and submitted by TransCom (a consortium of New York Metropolitan Area safety agencies) and involves the New Jersey DOT, Emergency Management Division of the Bergen County PD, and the Bergen County Office of Highway Safety.

In addition to Bergen County programs, CTSP staff also host New Jersey Division of Highway Traffic Safety training sessions and special events at the Meadowlands sports complex (located in Bergen County). The '92/93 budget includes a \$7,500 line item for these purposes.

At the direction of the County Executive, the Office of Highway Safety recently hosted an awards/recognition program to honor Bergen County's outstanding men and women in public safety. Award categories included Law Enforcement, Emergency Medical Services, and Fire Services. The Director of Highway Safety was in charge of all arrangements for the program.

Materials

For a program which serves so large a population, this CTSP uses a modest quantity and variety of printed material and incentives. Whenever possible, free materials, provided by the State Division of Highway Traffic Safety or by AAA of Northern New Jersey are utilized.

Quantities of materials which the State supplies free are limited. In lieu of unlimited supplies, the State approves a line item in the CTSP budget for commodities and printing. The current budget for commodities and printing is about \$8,000 and has ranged from \$6,000 to \$9,000. This amount is spent judiciously to fill in the gaps not covered by free materials.

Responding to a community need, the program translated and printed its own seat belt brochure in Korean, Japanese, and Spanish to address substantial non-English speaking populations in the area. Other gaps which needed to be filled included a brochure on winter driving and handouts for senior citizens. While good materials are available for elementary school children, none of them are free. There is a general lack of appropriate materials oriented to adolescents.

In general, the professional staff feels that the available materials are useful and of high quality. However, the staff wishes there were a better way to keep informed about what materials are available. Characteristics of useful materials are perceived to be that they are age/target group appropriate, short/crisp, and good looking. "Good looking" is defined as being printed on quality stock and having attention-getting art work.

The quantity of materials available to the CTSP meets its basic needs, but it does not begin to cover all of the opportunities available to the program to get them into the hands of the public. For example, mall displays are limited to two or three a year because the program doesn't have a sufficient quantity of handouts to support any more. An opportunity for a display at the New York Auto Show also needed to be passed up because there was no way to provide a sufficient quantity of materials.

Coordination with Other Agencies and Groups

The CTSP grant is to Bergen County government, administered by New Jersey Division of Highway Traffic Safety. The program has many interactions with other branches of county government, especially the police department and county prosecutor, but few with municipal governments except with their police departments and departments of public works.

It is relatively easy to coordinate police departments because there are associations of police chiefs and police officers which include all municipalities in the county. This has worked well because police chiefs tend to have a lot of local political clout regardless of changes among elected officials, and there is a lot of police manpower available to implement programs in which the chiefs believe.

As reported in the section on community participation, the CTSP also has frequent contacts with other organizations in the community. These contacts involve schools, area hospitals, emergency services, alcohol/drug prevention groups, senior citizen groups, bike clubs, the automobile club (AAA), and corporations. All of these groups participate in the CTSP's activities and many are represented on the task force and committees.

The program staff is in communication with the NJ Division of Highway Traffic Safety virtually every day with requests for materials or technical advice, and the State staff is responsive and helpful. The State coordinator also calls frequently to keep up to date on progress between written reports.

The program staff has occasional contacts with the NHTSA Region Office regarding special projects in which NHTSA is involved (e.g., the DRE project), but generally there is little contact regarding the Community Traffic Safety Program.

Funding

The program entered its fourth year of 402 grant funding as a CTSP in October, 1992. Federal funds were \$65,700 in the first year, \$67,085 in the second, \$88,561 in the third, and \$89,061 in the current year.

The current grant reimburses the county for two employees, the Deputy Director (Coordinator) and a secretary. The Director's salary and fringe benefits and charges for space and equipment are absorbed in the matching funds from Bergen County government. The county's match was valued at \$114,000 in 1992/93.

The CTSP also serves as a facilitator for community donations of promotional items, coupons, free printing and so forth connected with its events and activities. However, since it is an office of county government and not a non-profit voluntary organization it does no fund raising and does not have any direct income from donations.

At the time the program was visited there was some uncertainty as to how the program will be funded when the current grant ends. County government perceives great value in the program (as evidenced by the fact that they always have contributed more than half of the cost) and might be persuaded to bear the full cost of it, although it would be difficult. At the time of our visit, it was possible but not certain that Highway Traffic Safety would continue to provide some support through specific-project funding. In that situation, the county was reluctant to make any commitment until the State clarified its position.

Both senior staff members suggest that the agreement would have made the funding picture much clearer if the original contract had been for three or four years (reviewed annually) rather than a series of annual agreements. A long-term contract (with a similar long-term agreement from the county) would have insulated the program from changes in the administration of county government. In addition, although the total scope of the State's commitment was made clear from the outset, the mechanism of successive annual contracts may have allowed the county to lose track of that schedule and thus when it needed to plan to take over all future funding.

Future Plans

In the current year, the CTSP plans to continue a high level of activity, addressing a broad range of safety issues using multiple countermeasures targeted against multiple population groups. The '92/93 plan lists countermeasures by safety issue (some of these activities already have been implemented and were discussed in the section on "Program Impact"):

Occupant Protection

- Advocate passage of a primary seat belt law. (Obtain a proclamation by Board of Freeholders and conduct a phone and letter-writing campaign to influence assemblymen and senators.)
- Train at least one seat belt instructor in each police department for the purpose of making the departments self sufficient in training of new officers.
- Enroll police departments in 70% by '92 (70% Plus Safety Belt Use Awards Program) club.
- Pilot elementary school highway safety project (including belts). (Adopt a road, signboard, press conferences.)
- Introduce to all school districts the new K-3 school bus curriculum (including belts) as developed by Bureau of Pupil Transportation. (During School Bus Safety Week.)

- Implement "Battle of the Belts" in high schools. (Use surveys.)
- Implement "Operation Thanksgiving" (rewarding motorists for obeying seat belt/restraint laws) in five or more police departments.
- Assist NJ Division of Highway Traffic Safety with "101 Days of Summer" campaign and other initiatives in Bergen County.

Alcohol and Other Drugs

- Coordinate targeted enforcement campaigns in cooperation with State, county, and municipal enforcement officials. (Drunken and Drugged Driving Month, Memorial Day, July 4th and Labor Day.)
- Assist DRE program administration.
- Sponsor drug interdiction course for at least 30 officers.
- Plan and implement "Enforcement and Beyond" conference.
- Develop regional conference on "Project Prom/Graduation" for implementation in '94.
- Hold press conference for high school newspaper editors regarding new .01 law.

Roadway Safety

- Train traffic officers and DPW/Engineering personnel in University of North Carolina safety work zone model.
- Train DPW workers in ice removal/control techniques.

Older Adult Traffic Safety

- Develop and implement a prevention program tailored to needs of older adults. (Utilize County PD, Department of Health, and Red Star Express trucking company personnel. Issues to include night driving, sharing the road with trucks, superhighway driving, and impact of prescription drugs and alcohol.)

Police Traffic Services

- Host meeting of police chiefs and commissioners to develop guidelines for municipal traffic safety officers.

Emergency Medical Services

- Host meeting of police dispatchers to train them in procedures for handling calls requiring emergency medical care. (As taught to ambulance corps personnel by EMS training center.)
- Sponsor training of EMS personnel in preservation of evidence for accident reconstruction.

Albuquerque Metro DWI Action Team⁵

In December 1991, the New Mexico Highway and Transportation Department adopted rules to create a Community DWI Prevention Fund to be used to support DWI programs in communities throughout the State. In Albuquerque, the existing Criminal Justice Coordinating Council formed a subcommittee to develop a proposal to the State Traffic Safety Bureau (TSB) to use the funds for the Albuquerque/Bernalillo County area.

When the proposal was successful, funding was provided through the City/County Inter Government Conference for the subcommittee, renamed the Metro DWI Action Team, to administer. Funding for the first year was just over \$186,000.

The Metro DWI Action Team is a volunteer organization whose role is to solicit proposals for projects, select and fund "winners," and administer the funds and oversee the projects. By New Mexico requirements, the Action Team must be a broadly representative group. Conditions of the funding require that it all be spent directly on projects; in particular, none of the Action Team members can receive compensation from the grant.

The Metro DWI Action Team is made up of about 20 individuals. The Volunteer Project Director is a career traffic safety activist. Others on the Team represent a wide cross-section of the community including law enforcement, all aspects of the judicial system, public health, the State legislature, teen organizations, business, and traffic safety consultants. The goals of the Action Team are to address impaired driving problems through a multi-faceted approach continuing over time. Cornerstones are prevention, public education, enforcement, and offender programs.

In order to develop its proposal to the State, the Action Team performed problem identification analyses and then met with city and county officials and private citizens to explain the program and solicit proposals from them for projects. These proposals were evaluated, negotiated, and incorporated into the Action Team's proposal. The program began in July 1992 with the approval of the proposal; funds are administered by the Inter Government Conference which represents the City of Albuquerque and Bernalillo County.

First-year projects included training in DWI prosecution for Metro Court Assistant District Attorneys, a warrants-serving program, support to existing designated driver and safe rides programs, boys and girls club-centered training, coordinated media coverage for increased citizen awareness, victim impact panels, and an offender rehabilitation program in the jails (the last primarily funded with a direct State grant). Unusually, too, the Action Team is preparing a five-year plan so that the

⁵ This report is based on a review of program materials and documents and a site visit on December 17 and 18, 1992. We greatly appreciate the hospitality and cooperation we received from the Metro DWI Action Team Volunteer Coordinator, Linda Atkinson, and the members of her Action Team and others who participated in this visit. We also appreciate the opportunity to observe a planning meeting of the Coalition for Safe Driving provided by co-chairs Donna Dossey of the State Department of Health and Steven Flint of the Traffic Safety Bureau.

approach really does have long-term objectives. The Action Team intends to address other traffic safety issues in that plan.

At the time of our visit, the program was several months old and was going through significant activities associated with project start-up. The Action Team was in the process of formalizing its structure, meeting and decision rules, and general operation procedures through a set of governing bylaws. Membership on the Action Team, which had originally been weighted heavily with people to recruit key community leaders and to prepare for and write the proposal, was shifting to members who would maintain and work on Action Team objectives in the coming years. Projects were starting. Members of the committee were preparing publicity and lobbying efforts for the upcoming State legislature session (as a State-funded organization, the Action Team was not restricted from direct attempts to obtain new traffic-safety legislation). Work had begun to develop the consolidated proposal for work and funding during the 1993-94 fiscal year.

Description of Area

The Metro DWI Action Team covers the City of Albuquerque and surrounding Bernalillo County. Located in the center of the State, the county is by far the largest metropolitan area in New Mexico. The total county population is 480,000, including 385,000 in Albuquerque. The county includes urban, suburban, and some rural sections. Kirtland Air Force Base is on the southeastern edge of Albuquerque, with Sandia Military Reservation and the major research facilities of Sandia National Laboratories; the University of New Mexico is near downtown Albuquerque. The city is located on the Rio Grande River. The terrain is mostly flat and rolling but rises quickly to the Sandia Mountains to the east. Major highways are I-25 and I-40, which intersect in the middle of the city.

Major Traffic Safety Problems

In the five years from 1986 through 1990, there were 443 traffic fatalities in Bernalillo County; 59%, or 261, were alcohol related. Of the alcohol-related deaths, 87% were not wearing safety belts. There were 9,329 DWI arrests in the county in 1990. DWI arrests had been generally rising from year to year, but dropped off sharply in 1992 due to major personnel changes in the Albuquerque Police Department (APD) DWI squad.

As part of the grant request process, the DWI Action Team compiled extensive statistics on alcohol-related crashes, DWI arrests and convictions, DWI penalties, treatment alternatives and their use, and youth alcohol and driving.

Origin of the Program

In December, 1991, the Community DWI Prevention Fund was created by the State to receive fees of \$75 from each DWI conviction and to return the money to the communities generating the funds. To receive the funds, the communities had to form a task force representative of their communities which evaluated their DWI problems, proposed projects to address the problems, and would provide local continuing oversight. Programs needed to address four areas: prevention, enforcement, public information and education (PI&E), and offender programs. First year funds earmarked for Bernalillo County were just over \$186,000.

At the urging of the New Mexico Traffic Safety Bureau⁶ (TSB), which administers the fund, the Criminal Justice Coordinating Council in Bernalillo County formed a subcommittee to develop a proposal to TSB. The subcommittee developed the necessary statistics from State and local data sources, then worked with local agencies to devise projects to address the DWI problems within the four areas of countermeasures. These components were merged into a proposal which was endorsed by Albuquerque and by Bernalillo County and submitted to and approved by TSB.

Funding began in July 1992. The funds were provided to the city/county Inter Government Conference, and through them to the subcommittee, renamed the Metro DWI Action Team, to administer.

Administration and Organization

The Metro DWI Action Team is headed by a Volunteer Project Director. She works about 20 hours per week on the program, organizing activities, conducting meetings, reporting to the IGC and the TSB, representing the program to the media, recruiting and managing volunteers, etc. There is also a part-time paid Program Coordinator who functions much as an "executive assistant" in keeping vital Action Team efforts moving forward.

The Action Team itself has about 20 members, all volunteers. They represent the judicial system (courts, district attorney, public defender, jails, alcohol and drug rehabilitation, and probation), law enforcement agencies, public health, the State legislature, the boys and girls club, a teen DWI task force, local corporations, and private citizens. The composition of the team has changed somewhat from its origins. First emphasizing people who were important in bringing local agencies together to develop the proposal, the makeup of the Action Team is shifting to people who are knowledgeable and experienced in traffic safety and in the community and who will manage the responsibilities and operations of the committee in the future.

With responsibility to the IGC and the TSB for administering nearly \$200,000 each year, the Action Team requires more formal organization and procedures than most community traffic safety organizations. The Metro DWI Action Team is currently developing its operating rules, regulations, and style. A subcommittee is developing formal bylaws to describe the structure and operation of the Action Team, with particular emphasis on its procedures for selecting projects to fund and for overseeing those projects.

In operation, the Metro DWI Action Team has at least two emphases. First is working within the community directly for traffic safety. This includes press releases, interviews, media appearances, and working with other organizations to further and coordinate traffic safety efforts. This falls largely on the Project Director and a few other members of the Action Team.

⁶ The TSB has worked closely with communities to make sure that they qualify for Community DWI Grant funds. One excellent product that TSB developed to aid this process is the New Mexico Community DWI Program Guide, a resource guide and handbook to lead any community through committee formation, problem identification and analysis, and proposal development. This guide might serve as a useful model for other States or programs.

The second emphasis is working with organizations whose projects are funded by the Action Team. Using members of the Team who belong to other organizations, informal contacts, and open solicitation, the Action Team encourages groups to come forward with proposals for projects to attack DWI. The Action Team is developing procedures by which proposal ideas will be screened and refined by subcommittees and passed to the full Action Team. Proposals which are judged viable and which together provide the desired countermeasure mix will be merged into a single proposal to the TSB. During the year of the grant, the Action Team will work with agencies on the projects they are funding, providing oversight and technical assistance to ensure the projects are completed successfully.

The Action Team is also working to develop a five-year plan. In that plan, it seeks to expand to other traffic safety issues and to obtain funding from additional sources to help support those activities.

Impact of the Metro DWI Action Team

Although the Metro DWI Action Team has spent almost a year organizing and planning, it has just begun operation. So far, its efforts focus on DWI through the four countermeasure areas stressed in the grant. Its first-year projects are described below under those areas.

Prevention: The Albuquerque Boys and Girls Club is beginning the Smart Moves program. It emphasizes self-growth, letting teens know they have choices, and providing a support network for them. Specific goals are skills and attitudes for resistance to drugs and alcohol. Programs with similar emphasis are intended for the school system, although those plans are just in the formative stage.

Local teen organizations, such as the Teen Action Committee and TASA, Teen Action for Student Assistance, target drinking (or drugs) and driving as part of their overall programs.

The Health Department sponsors a Designated Driver program which currently has about 20 Albuquerque-area establishments participating. The University Hospital sponsors a Safe Ride Home program. Both are ongoing efforts; the Metro DWI Action Team is providing supplemental funding with emphasis on publicizing the programs to increase awareness and participation. Independently, MADD offers to sell Designated Driver promotional materials to local establishments.

Three liquor server training programs--two versions of TIPS and, through the New Mexico Restaurant Association, an Alcohol Awareness Certification Seminars--offer one- or three-year State certification for modest fees. They are independent operations, identified to establishments by the Health Department, and informally supported by the Action Team.

Public Information and Education: Most programs include public information and education components. The Metro DWI Action Team also directly provides press releases, interviews for written and air media, personal appearances on interview shows, PSAs, billboards, posters, and brochures. Sample target channels include schools, community centers, fairs, and the Motor Vehicle Division.

In October 1992, the Metro DWI Action Team combined with the TSB and State Farm Insurance to sponsor a two-day Albuquerque DWI Conference. With nationally-recognized speakers, the program had overflow attendance. It will be repeated in the future. The DWI Action Team plans to start a newsletter for attendees and others.

Holiday awareness flyers and brochures, emphasizing alcohol awareness and party alternatives and including occupant restraint messages, are sponsored by the Department of Health.

Enforcement: A number of enforcement-related projects were included in the approved Action Team proposal and plan. They included purchase of video equipment for APD Drug Recognition Expert (DRE) suspect evaluations, training for the Metro District Attorney's Office assistants in prosecuting DRE cases, and equipment, supplies, and overtime for APD to develop a youth drinking and driving video and present it in area schools. All these projects have been cancelled for the first year because APD has not been able to agree on control and oversight procedures for their projects and because APD's separate DRE project has been placed on hold. (APD is responsible for about 93% of all DWI arrests in Bernalillo County.)

Enforcement efforts are expected to benefit from recent changes to New Mexico statutes on drunk driving.⁷

Offender Programs: A major component of the Action Team emphasis is in supporting a Jail DWI rehabilitation program intended to assist the recovery of alcohol-dependent DWI offenders and reduce recidivism. New this year, the intensive program includes testing and evaluation, DWI education with individual and family counseling, and education in literacy, HIGH SCHOOL GENERAL EQUIVALENCY DEGREE preparation, and life skills. The program will also work with the community to set up after-care options for offenders after their release. Nearly half the Action Team's budget is devoted to this program, which receives additional funding directly from TSB. The offenders will be paying to participate in the program, and it plans to be self-sufficient within three years.

The Metro DWI Action Team is funding an overtime effort for two Bernalillo County Sheriff's Department deputies to spend half time serving DWI warrants; previously they were served only when contact was initiated for other purposes. This will provide follow-up for convicted DWI offenders who have failed to complete court-required activities.

Primary criteria for the success of these programs will be their activity levels--when they started, what activities were conducted, how many people were directly impacted, etc. For judicial system programs, each has specific objectives (such as numbers of warrants served and percentage of attempts that are successful) that will be measured. In addition, the Metro DWI Action Team tracks State and local data on alcohol- and occupant restraint-related crashes, injuries, and fatalities, DWI arrest and adjudication data, performance of judges who hear DWI cases, recidivism, etc. With

⁷ In its 1993 session, the State legislature passed into law a statewide .08 per se law, .02 limit for drivers under 21, and "Aggravated DWI" offense for DWI with a BAC of .16 or more, causing an injury in-conjunction with DWI, or refusing a breath or blood test.

assistance and expectations from the TSB, the Action Team is expected to carefully track its program activities and their relationship to traffic safety improvements.

Coordination with Other Agencies and Groups

The Albuquerque-Bernalillo County-New Mexico environment includes a number of organizations concerned with traffic safety. The Metro DWI Action Team works closely with as many of them as possible to take advantage of activities and relationships already in place, avoid duplication or interference, and coordinate activities to multiply impact. The Metro DWI Action Team is well positioned to do this. The senior members of the Team are experienced and well-integrated into the traffic safety network, including holding positions of importance in other organizations. For example:

- The Project Director is the Public Policy Chairman of the Alcohol Issues Consortium, a lobbying and PI&E organization whose goals are to change the "environmental climate" so that alcohol, and drinking and driving, are not acceptable. Targeting everyone, the Consortium places special emphasis on youth and the large Hispanic community. A founder and one co-chair of the Consortium are also Action Team members.
- Where their goals and procedures overlap, the Action Team works with the local MADD chapter. The Project Director was previously in a key position in that chapter.
- Assets and objectives of a local Center for Substance Abuse Prevention (CSAP) program on underage drinking, now expiring, may be incorporated into the Action Team.
- The Volunteer Project Director's official job is with the Teen Action Committee, one component of the youth and alcohol emphasis of the Action Team. One student member of the Action Team is a member of the Teen Action Committee as well as the Underage Driving Prevention Task Force and the Teen Action for Student Assistance program.
- One concern and activity of the Action Team is monitoring court DWI performance; the Project Director sits on the Judicial Assessment Commission.

At the State level, the Committee works closely with the Traffic Safety Bureau, the Coalition for Safe Driving, and the Department of Health. The Project Director often participates in Coalition for Safe Driving meetings and has conducted police traffic services (PTS) program reviews in projects done under the Coalition's coordination. One member of the Action Team is a retired TSB analyst and continues to work for TSB on individual projects.

Two areas are not well represented in the Metro DWI Action Team. The Action Team wants more involvement with and from the schools; efforts are underway to increase direct teen involvement with the program, but this has been difficult to implement. Also, although Albuquerque Police Department is the primary law enforcement agency in the area, it is only peripherally involved in the

Action Team. APD projects that were included in the Action Team proposal and plans have been cancelled or postponed. There are two APD members on the Action Team, a Traffic lieutenant and a DWI unit sergeant, but the overall commitment of the APD to DWI enforcement seems uneven and inconsistent over the past year. With TSB and NHTSA assistance, APD will be doubling the size of its DWI squad in 1993, and the Action Team will be working to capitalize on that activity to improve their working relationship.

Funding

As described above, the Metro DWI Action Team receives funding for its activities from the Community DWI Prevention Fund, in turn funded by \$75 fees from DWI convictions. This amount will vary from year to year, but it is essentially a continuing source of revenue which will allow long-term planning and commitments. On a day-to-day basis, the Action Team is primarily supported by the time and effort of its members, starting with the Project Director.

The Action Team also has a part-time, paid Coordinator who provides necessary continuity, logistics, and "reachability." At the time of the data collection, the Action Team was trying to confirm its ability to continue funding that position within the guidelines of the grant.

Future Plans

As described above, the Metro DWI Action Team is midway through its first full year of operation. Of immediate concern is getting all its operational questions resolved and fully establishing how it functions and the individual roles contributing to that.

When this is resolved, and as it is being resolved, the Action Team is developing plans for the future. This will be provided in the form of a five-year plan and the specific proposal for the next fiscal year. The nucleus, of course, is to build on the first year's successful activities. selected. Other kinds of plans are:

- Fund a specific community DWI problem evaluation study, leading to recommendations for prevention, intervention, and enforcement activities with specific emphasis on youth and the whole community.
- Develop a newsletter to follow up and reinforce the 1992 Albuquerque DWI Conference and lay the groundwork for future conferences.
- Link DWI prevention to domestic violence concerns within the court system.
- Target children and parents from middle school on up.
- Develop more prevention activities aimed at heading off the conditions which foster and the problems that trigger DWI.
- Expand Action Team efforts to a full range of traffic safety problems. Three possible avenues present themselves. First, add other traffic safety issues, such as occupant

restraint, general pedestrian safety, and other PTS efforts to existing DWI countermeasure activities. Second, find additional funding to support new issues. Third, develop a broader interpretation of the rationale underlying the Community DWI Prevention Fund to use the primary funding to support non-DWI issues and activities. (The third option depends, in part, on a literal interpretation of the enabling Motor Vehicle Law 31-12-7, which says in part "... a fee of \$75 to fund comprehensive community programs for the prevention of driving while under the influence of intoxicating liquor or drugs and for other traffic safety purposes." (emphasis added).)

As its first year unfolds, the Metro DWI Action Team seems well positioned to continue and expand its efforts for traffic safety in Bernalillo County. It has solid leadership, an active nucleus, involvement in numerous areas of the community, and active support from the State TSB.

Clovis (New Mexico) Safety Committee⁸

The Clovis Safety Committee was formed in April, 1986, as a safety belt program. The initial Committee included people from health care, emergency medical services (EMS), law enforcement, media, and public schools. The Committee has expanded to include representatives of Mothers Against Drunk Driving (MADD), area fire departments, Cannon Air Force Base (AFB), local businesses, service and safety organizations, city and county law enforcement agencies, the State Police, the State Department of Health, and the State Traffic Safety Bureau. It now includes about 50 members of the extended community, of whom perhaps a dozen regularly attend monthly meetings. Safety Committee co-chairs are the head of the Clovis Police Department traffic unit and a member of the Clovis Fire Department.

The Safety Committee now addresses all community safety issues. Traffic safety is the major focus; the most important issues are occupant restraint and impaired driving, followed by excess speed. Issue selection is based on local perceptions and State/federal emphasis. The Safety Committee also addresses youth and child safety, pedestrian safety, bicycle safety, and other issues such as drowning, trauma, choking and poisoning, falls, scald burns, and fire safety.

The Safety Committee covers the City of Clovis, surrounding Curry County, Cannon AFB, and a number of other nearby communities; the total covered population is about 42,000 people.

The Safety Committee's safety philosophy emphasizes awareness through education, public information, and combining enforcement with public information and education (PI&E). Traffic safety programs and activities include weekly radio public service announcements (PSAs) written and read by fifth and sixth graders, citizen-operated radar speed monitoring, presentations at local fairs (e.g., the annual EMS Expo, in a joint presentation with EMS), crash simulations, National Highway Traffic Safety Administration (NHTSA) occupant restraint campaigns (adults and children), Safe Kids Coalition activities, police traffic services (PTS) activities emphasizing public education and awareness more than enforcement, and Driving While Intoxicated (DWI) programs such as Dial a Ride, Designated Driver, keychains for ninth graders, Cops in Shops, prom/graduation activities, December holiday programs, and others.⁹

The Safety Committee is a recognized and successful organization. It has never received funds for staff salaries, nor does it need them; it has no paid staff and virtually no overhead expenses beyond the contributions of, most significantly, the police and fire departments. Local contributions of materials, promotions, and volunteer time provide a basis for the Safety Committee operation. The program is able to win grants from a variety of sources, such as safety belt enforcement grants

⁸ This report is based on a review of program materials and documents and a site visit on December 21 and 22, 1992. We greatly appreciate the hospitality and cooperation we received from the Safety Committee coordinators, Lt. Kevin Clements and Karen Burns, and members of the committee and of the community who participated in this visit.

⁹ These programs are described in later sections.

from Safer New Mexico Now, which provide a relatively stable supplement. In short, the Safety Committee can be expected to continue to thrive.

Description of Area

The Safety Committee covers the City of Clovis, surrounding Curry County, Cannon AFB, and a number of other nearby communities; the total covered population is about 42,000 people. Some activities of the Committee also include Portales to the south and towns on the western edge of Texas. Hispanics make up more than 20% of the population. Clovis has a community college, one high school, three junior high schools, several elementary schools, and one hospital. The area's main businesses are farming, ranching, and food processing. The nearest cities, Amarillo and Lubbock, Texas, are more than 50 miles away. The major highways are U.S. 60 and U.S. 70, and there is a main Santa Fe Railroad line running through Clovis.

Major Traffic Safety Problems

When the Safety Committee began, safety belt usage rates were only 34%. The Safety Committee has worked hard to bring the rate up and has included child restraints in those efforts. The State as a whole has very high alcohol-related crash and fatality rates, and the Clovis community considers it a key problem in their area (with emphasis on teenagers and personnel from the Air Force Base). Speed is also a high local concern. The Safety Committee has emphasized EMS safety efforts as well, along with bicycle safety.

Origin of the Program

The Clovis Safety Committee was formed in April, 1986, in response to a challenge to promote safety belts that was issued to all New Mexico mayors at the United States Conference of Mayors. The initial committee included people from medical, EMS, law enforcement, media, and public schools.

In 1989, the State Department of Health determined that traffic crashes, injuries, and deaths were in fact public health issues, and it assigned its people for 10% of their time to traffic safety. At the State level, this led to the formation of the Coalition for Safe Driving, a coordinating committee led by the Department of Health and the Traffic Safety Bureau and including other traffic safety advocates in the State. In Clovis, local and regional Department of Health people became more actively involved in the Safety Committee, and the scope of Committee concerns broadened.

The program began with only local funding. It has worked with the New Mexico Traffic Safety Bureau (TSB) since the beginning, receiving materials and technical assistance. "Related" grants from the State, such as ones for enforcement programs and for police department video cameras, support and broaden the Committee's scope. The Safety Committee also works with the State Department of Health and the Coalition for Safe Driving. With the initiative of the Clovis community and assistance and guidance from the State organizations, the Safety Committee has become essentially a permanent organization in the community with permanent leadership.

Administration and Organization

Co-chairs of the Safety Committee are the head of the Clovis Police Department (CPD) traffic unit and a member of the Clovis Fire Department. They each put in about 30 hours/week on the program, half included in their normal work hours and half on their own time. They perform much of the Committee work themselves, but their primary roles are to organize and coordinate the efforts of Committee members and other volunteers, work with the State and other organizations, and represent the Committee inside the community and beyond.

The Safety Committee represents public and private groups in the city, in Curry County, from Cannon AFB, and from the State (e.g., the State Police, the Department of Health, and the TSB). The current Safety Committee lists over 50 members in all. They fall into two general categories, with some members combining attributes of both groups. About 10-20 members participate in each monthly meeting and represent the core from which volunteer work is provided. Other members represent key elements of the community; they are kept generally informed and are brought into active involvement on issues directly relevant to them and their organizations.

The Committee makes final decisions on what issues to pursue and what activities to perform. Decision processes are based on consensus. Many of the ideas are initiated and pushed by the co-chairs, who are true leaders of the program.

The Safety Committee's mode of planning seems somewhat informal, with general safety issue and activity targets and as-needed organizing of specific activities. Crash and arrest/adjudication data are used to support setting annual priorities and activity targets (such as insurance companies and Driver Education classes). Without outside funding to drive the activity, 1993 will be the first year in which a formal annual report is written. Nevertheless, the program includes a high level of activity which is consistent over time and which address the Safety Committee's important issues.

The Safety Committee is broadly known and has an excellent image in the community.

Impact of the Safety Committee

The Safety Committee evaluates all its activities on immediate measures such as how smooth they were to implement, how many people were reached, and how those reached felt about the activity and the message. As part of planning and general input, the Safety Committee also collects and/or evaluates a wide range of impact statistics. The Committee (and the TSB representative who works closely with them) perform regular safety belt usage surveys. It also looks at crash statistics--total statistics and percent alcohol-involved crashes, injuries, and fatalities--and DWI arrests (as a function of enforcement emphasis) and proportion convicted.

Some specific programs of interest:

PSAs. As an ongoing program, fifth and sixth graders write short public service announcements on any safety topic. Each week, a PSA is selected and its author reads it over a local radio station.

Citizen radar speed monitoring. Citizens in Clovis, after training, can borrow hand-held radar units to use at sensitive locations. They turn in time and day, speed, location, and license numbers of speeding cars and the Clovis PD sends an informational letter to the vehicle owners.

The Curry County EMS Expo, held each September, promotes EMS Week and includes traffic safety issues such as safety belt and child auto restraint demonstrations; the Safety Committee and the fire department's emergency medical service prepare an exhibit together. The Safety Committee also makes presentations in other fairs, exhibits, etc.

Crash simulations have been done by Students Against Driving Drunk (SADD) (with a State Police officer as "victim") and by the local hospital and EMS unit (working with high school students made up as victims).

By safety issue, program activities and impacts are summarized below:

Occupant Restraint: Safety Belt usage was 34% in 1986 just before New Mexico's primary safety belt law was passed. Current measurements show usage as high as 81% for drivers in the community at large. The Safety Committee conducts regular usage observation surveys at city intersections.

The police department, in part supported by State grants solicited and managed by the Safety Committee, has emphasized adult and child restraint use through combined PI&E and enforcement (through the main part of the campaign, citations were written for child restraint violations but adult violations were only given warnings). Other Safety Committee activities have included: Be My Valentine--Buckle Up; Seatbelt Challenge (reached the 70% by '92 criterion); "Vince and Larry"¹⁰ attend local basketball games; with school nurses, put on assembly for K-6 on buckling their seatbelts; with Safer New Mexico Now, sponsor banquet and give out Buckle Up awards; the Safe Kids Coalition, set up under the Safety Committee, includes safety belt and other issues; "Just Click It" campaign sponsored by McDonald's; and, for small children, Breakfast with Buckle Bear.

Impaired Driving: With strong efforts from the Safety Committee, Clovis recently passed a local .08% per se law¹⁰. The Safety Committee monitors court proceedings with the goals of helping police officers improve the way they provide testimony and educating judges as to the seriousness of DWI. The Safety Committee and police department, concluding that local drivers knew the facts about DWI, developed a PI&E campaign based around locally-designed and produced materials and the theme, "If you are thinking of one for the road, think about the chasers ... *We're gonna getcha.*"

Other kinds of impaired driving countermeasures include: Dial-a-Ride programs during holiday periods; the Clovis Designated Driver program; drinking/driving keychains provided to ninth graders in Curry County each fall; monthly Victim Impact Panel (VIP) sessions for DWI offenders; the Cops-in-Shops program features officers serving as bartenders to monitor, among other things,

¹⁰ In its 1993 session, the State legislature passed into law a statewide .08 per se law, .02 limit for drivers under 21, and "Aggravated DWI" offense for DWI with a BAC of .16 or more, causing an injury in conjunction with DWI, or refusing a breath or blood test.

underage drinking; prom/graduation activities including "pocket stuffers"; in 1991 the Party Animal Tour which visited schools and fairs to publicize drunk driving countermeasures; Holiday Survival activities and materials such as alcohol-free parties, T-shirts, aprons, stickers, and recipe booklets were developed and publicized; and, starting soon, weekly sobriety checkpoints funded by a TSB grant to the police department.

Also, in response to funds made available to communities through New Mexico's \$75 fee on DWI convictions (beginning in 1992), the Safety Committee organized a Task Force for DWI Enforcement which successfully applied to the TSB. The Task Force has since moved from the Safety Committee to the local War on Drugs program, but its activities will be closely coordinated with the Safety Committee's.

Speed: Avoiding excess speed is one third of the Holiday Survival program. The city police department regularly conducts radar speed enforcement activities; it combines them with prior "radar alerts" to the media, with the goal of influencing many more drivers than just those who personally experience the enforcement. The citizen speed monitoring program, described above, targets locations of particular concern.

Police Traffic Services: The main law enforcement agency in the program area is the Clovis Police Department. CPD has contributed one of the Safety Committee's co-chairs, the traffic unit is very active in traffic safety activities, and traffic safety is a high concern and priority for the entire department. Other agencies, such as the Curry County Sheriff's Department and the State Police, are active with traffic safety matters and in the Safety Committee; cooperative activities between them and CPD are common.

The CPD goal in traffic safety is for drivers to drive safely--voluntarily. All its enforcement campaigns begin with careful planning that includes community input and public education through the media. The chief views the Safety Committee as a valuable communication channel, for getting the message to the community and for hearing and feeding back any complaints or problems. A number of CPD traffic safety activities have been described above. Others include: The CPD has just begun a School Resource Officer who works full time with K-3 children, with emphasis on traffic safety, occupant protection, school crossings, and crosswalks. The CPD includes the DARE program. All officers have attended a VIP meeting. By mid-1993, all officers will receive Standardized Field Sobriety Testing (SFST) training. To implement the sobriety checkpoints described above, CPD will be adding a full-time coordinator supported by the TSB grant. Funded by another TSB grant, CPD has held Holiday Coffee Breaks along the major roads.

Bicycle Safety: Emphasis is on helmets, obeying traffic laws, and using lights and other conspicuity enhancements. Activities include in-school education, rodeos at all elementary schools, and a Safe Kids Coalition-funded bike light giveaway program.

Coordination with Other Agencies and Groups

The Safety Committee works closely with a number of local and State organizations, and its members view that collaboration as a highly rewarding personal aspect of the way the Safety Committee functions.

At the State level, the Committee works most closely with the Traffic Safety Bureau, the Coalition for Safe Driving, and the Department of Health. It also works with the New Mexico Traffic Safety Now private organization. As befits the area of the State thought of as an extension of West Texas, the Committee also stays in contact with and receives information and some program materials from the Texas Department of Transportation.

In one activity not previously mentioned, the State, as part of an ongoing program of evaluating safety committees around the State, conducted a three-day evaluation of the Clovis program; the resulting report has been useful for the Safety Committee in reviewing its work and planning for the future.

The Safety Committee has the Clovis Safe Kids Coalition formed under it, works with MADD and SADD, formed and works with the new DWI Task Force, works with the local hospital and the EMS, etc. Finally, the Committee solicits materials, contributions, and volunteer workers from many businesses in the area. One close association is with the city shopping mall, whose business director has participated on the Committee for years and, through her previous position with a local radio station, led efforts that developed PSAs, posters, etc. The Committee works closely with media, including interviews, news releases, and PSAs.

Funding

As a volunteer organization the Clovis Safety Committee is basically and essentially supported by the effort and materials contributed from within the community. As it operates, the Committee requires part-time salaries and office space and support for the co-chairs. This is provided by the police department and the fire department, which view the Safety Committee as performing functions consistent with the missions of their departments and the Safety Committee activities of the co-chairs as reasonable extensions of their job descriptions.

From time to time, the police department and others have received federal-fund grants from the State to implement programs that are part of the Safety Committee-integrated community program of traffic safety. These are important supplements.

Future Plans

Each January, the Safety Committee reports on the previous year's activities and accomplishments and develops plans for the coming year. As with any ongoing, successful program, the basis of the plan is what was done the preceding year. Planning is done with attention to crash, injury, and safety-belt survey data. Plans are developed with priorities. Specific targets (e.g., insurance companies in 1992, Driver Education classes in 1993) are selected. Particularly for police department activities, specific performance objectives are defined.

In general, the Safety Committee intends to continue and expand upon the kinds of activities it has done in the past. Local concerns and State and federal initiatives will be sought out and will be used to adjust plans and priorities.

The DWI Task Force, which is funded by the \$75/DWI State-imposed fee, at about \$36,000 for the first year, can reasonably be expected to conduct DWI-related countermeasure programs that have in the past been the responsibility of the Safety Committee.

Citizens Concerned About Safety, Traffic, Objectivity, and Planning in the Bismarck-Mandan Community ("S.T.O.P.")¹¹

The Bismarck-Mandan Traffic Safety Program, S.T.O.P. (Citizens Concerned About Safety, Traffic, Objectivity, and Planning in the Bismarck-Mandan Community), began in October, 1989, as one of eight community traffic safety programs (CTSPs) in North Dakota. Its original focus was impaired driving; this quickly shifted to a dual focus on occupant restraints (adult and child) and impaired drivers. S.T.O.P. also addresses other traffic safety issues including bicycles, pedestrians, child safety, teenage driving, and traffic engineering.

S.T.O.P. works to achieve three general goals: First, to educate and increase public awareness about comprehensive traffic safety; second, to provide a community resource center with information about and materials on traffic safety; and third, to act as local representative and liaison between local, county, State, and federal agencies in support of communication, information transfer, education, and traffic safety advocacy.

Although administered through a contract with the City of Mandan, the program operates as an independent agency. It began with office space in the North Dakota Safety Council offices. Within the last year and a half, when the space was no longer available, S.T.O.P. moved to an office within the Bismarck Police Department headquarters. This led to increased visibility of the program to the community, more frequent and productive interaction with the police department, and more contacts with and inquiries from the general public. The full-time Program Coordinator, who has led the program since 1989, is responsible for day-to-day program direction, and she conducts or leads most of the activities herself. There is a volunteer Traffic Safety Council with about 30 members who represent city and county law enforcement agencies, the civilian Police Youth Bureau, the UPBEAT youth organization, the Chemical Health Foundation, a local hospital and EMS services, the health department, electronic and print media, and interested citizens. The TSC meets monthly (except during the summer) to provide problem identification and evaluation, guide program planning, and arrange staffing for scheduled activities.

Activities of the S.T.O.P. program have centered on community education and awareness campaigns and youth activities. S.T.O.P. also works closely with law enforcement agencies (LEAs), although any federal funds to support LEA activities are provided through independent direct grants from the State to the agencies.

Starting in 1992, the S.T.O.P. efforts have been coordinated and mingled with the statewide Safe Life Choice (SLC, pronounced "slick") program. SLC was conceived, developed, and initially run by the S.T.O.P. Coordinator and the Dickinson CTSP Coordinator. In its first full year, SLC

¹¹ This report is based on a review of program materials and documents and a site visit on November 19 and 20, 1992. We greatly appreciate the hospitality and cooperation we received from Melanie Bean, Program Coordinator, and the people who work for and with the S.T.O.P. program that we were able to interview.

included statewide PI&E events and reminder ("incentives"). Statewide, more than 100,000 incentives were distributed for safety restraints, and more than 15,000 each for road construction and for DUI. Pedestrian school packets were also developed and distributed.

Each CTSP community in North Dakota also had its own SLC activities. In Bismarck-Mandan they included incentives for law enforcement activities, prom hangers for local motels, soda can lids, and presentations at schools, fairs, etc.

The S.T.O.P. program has been supported with Section 402 funding for four years with local match support from the City of Mandan, the Bismarck Police Department, and local sponsors. Although local match is formally required to be 50% of the annual budget, informal valuation of all kinds of local contributions show they tally to as much as three times the requirement. State-administered 402 funding will continue for a fifth year, after which the program will need be self-sufficient with other sources of support (e.g., State and local funding).

This review's primary focus is on the Bismarck-Mandan S.T.O.P. program, although the Safe Life Choice program will also be discussed as it affects the S.T.O.P. Coordinator and traffic safety in Bismarck-Mandan.

Description of Area

The S.T.O.P. program primarily covers the State capital of Bismarck and its companion city of Mandan on the west side of the Missouri River; S.T.O.P. also conducts some activities in the outlying cities and towns in the surrounding counties of Burleigh and Morton. Bismarck-Mandan have a combined population of 65,000 people; Burleigh and Morton Counties bring the total population under the program to about 84,000 people. The cities form the major metropolitan area in south-central North Dakota. They are urban/suburban, and the nearby areas are rural with small towns, farms, and ranches. Bismarck is the seat of State government. Bismarck and Mandan have three public high schools and two colleges. The cities have 300 miles of roads. I-94 is a major east-west highway that carries through interstate traffic, and U.S. 83 is the main highway leading north to the center of North Dakota.

Major Traffic Safety Problems

In 1988, the number of alcohol-related fatalities in North Dakota was 47; this dropped sharply to 28 in 1989.

When the Bismarck-Mandan S.T.O.P. program began, North Dakota safety belt use was extremely low. According to the initial grant application, in 1988, 79% of individuals involved in crashes were not wearing safety belts (74% of individuals in injury crashes). Safety belt use was 28% statewide in 1989.

North Dakota has no adult safety belt law. One had been passed in 1989, but was rejected in a public referendum in December of the same year. (A secondary law has been passed in the 1993 legislature; it was immediately referred to public referendum, which won't occur until June 1994; if it is accepted then, it will take effect immediately.) Recent surveys in Bismarck show safety belt use

at about 28%. North Dakota's child restraint law affects children up through the age of 10 (safety seats required up to age 3), but the fine is only \$20.

Origin of the Program

In the early 1980s, community anti-DUI programs were started in three North Dakota communities (with federal 408 funds). By 1988, the State Department of Transportation (NDDOT) Office of Driver Licensing and Traffic Safety sought to expand the program to cover as much of the State as possible. A contractor was hired to start DUI programs, and by 1989 there were eight such community programs that covered about 70% of North Dakota citizens.

Each program had a Traffic Safety Committee (TSC) made up of local police, health officials, other community leaders, and others particularly interested in traffic safety. The committees had elected officers and met monthly to evaluate their community's problems and develop plans of action to address them. Each CTSP had a program Coordinator who worked with and for the TSC. In Bismarck, the original Coordinator was a safety activist. She was replaced after about a year by the current Coordinator.

The program was originally funded by a grant from the State and administered locally by the non-profit Metropolitan Corporation. After the first two years, Metro wanted to withdraw from the project. The Coordinator was able to arrange for the City of Mandan to take over project administration, and since then Mandan has continued to serve in that capacity.

As noted above, the Coordinator's office began in space within the local office of the North Dakota Safety Council. More than a year ago, when that space was needed for other activities, the S.T.O.P. office moved to space within the Bismarck PD building, where it remains today.

Although the program began with a DUI focus, with State guidance it broadened its objectives after about a year to provide nearly equal emphasis on occupant restraint (adult and child). S.T.O.P. also works closely with local youth programs, and the work with youth could be considered a third major objective. Other targets of the program that receive less emphasis include pedestrian, bike, and traffic engineering. Motorcycle safety is the focus of a State education program and is not addressed by S.T.O.P.

Administration and Organization

The S.T.O.P. program is an independent agency funded and administered through the City of Mandan. As required by the contract, the Coordinator regularly provides reports to the State Office of Drivers License and Traffic Safety (in NDDOT), from whom the supporting 402 funds are received. She is the only employee of the program.

S.T.O.P. has a Traffic Safety Committee made up of representatives of local law enforcement agencies, a local hospital, EMS, media, and the State health department, plus a local artist and other concerned citizens. Originally the TSC included fixed subcommittees, but they have been disbanded in favor of ad hoc committees or project teams created for limited times to deal with specific problems, programs, or issues. The TSC participates in problem identification and makes decisions

on program direction and specific activities, discussing or working until consensus is achieved. It meets monthly. Originally created with "prominent citizens" as its members, the TSC membership has shifted to emphasize people who participate in and lead S.T.O.P. activities.

Work is conducted by the Coordinator plus volunteers from the Bismarck PD, others associated with the TSC, and others in the community. Much of the support comes from a few key individuals and from members of the teen "UPBEAT" organization.

Impact of the Traffic Safety Program

In its annual proposals and reports to the State, S.T.O.P. has cited activity levels as the primary measures of effectiveness. The Coordinator also collects data such as opinion or awareness surveys and safety restraint observations. She recognizes that actual program impact is in its effect on the people in the community and tries to measure that wherever possible.

Problem identification is done locally, by the Coordinator and the TSC. They consider statistics provided by NDDOT, locally-obtained crash statistics, surveys, and informal observations. They also respond to State and federal priorities. As a result, S.T.O.P. has occupant restraint (including child restraints) and impaired driving as its two main targets. Programs aimed at youth, emphasizing traffic safety as a key part of broader youth development objectives, are another main effort from S.T.O.P. Other programs have addressed issues such as pedestrian safety, bike helmets and riding safety, elementary school and preschool children, and mopeds.

There are several major activities undertaken by S.T.O.P. or done in coordination with S.T.O.P. Those activities include:

- **Safe Life Choice (SLC, pronounced "slick").** This is a statewide PI&E program conceived by the S.T.O.P. Coordinator (and developed by her and by the Coordinator of the Dickinson, ND, CTSP and run by them during 1992, SLC's first full year). SLC was funded through NDDOT 402 funds and through private contributions from companies like Coca-Cola, numerous grocery and convenience stores, and more than 30 other media, medical, service, insurance, transportation, and other business sponsors. Its main safety issues were occupant protection, impaired driving, and construction zone safety. (Beginning in 1993, SLC is being run by the State; the S.T.O.P. and Dickinson coordinators have been retained for creative input.)

SLC developed its theme and materials in conjunction with a local advertising agency (whose services were supported by SLC and which was chosen in competition with other ad agencies); the materials are of notable high quality and have won awards in statewide competitions. Materials include: Soft drink cups for State basketball tournaments; grocery bags; milk cartons; truck bumper stickers; billboards; register tapes; theater slides; media articles and PSAs; an elementary ped safety school packet; and "gadgets" such as coffee mugs, magnets, frisbees, antenna wind socks, child passenger safety hospital cards, puzzles, brochures, posters, placemats, stickers, window decals, litterbags, and restaurant "table tents."

Evaluations of the effectiveness of SLC focused on the numbers and kinds of materials distributed, activities conducted under the program, and reviews of the use of materials in other ND CTSP communities. Although SLC was proposed to include before and after surveys of awareness and self-reported behaviors, funding for those measures could not be obtained and alternate arrangements for the State to collect the measures were not implemented.

The SLC annual report included evaluations of the logistics and successes of specific activities and provided good guidance for adjusting SLC's approaches for the coming year.

- **Sobriety Checkpoints and DUI Enforcement.** In an effort to bring sobriety checkpoints to the Bismarck area, the S.T.O.P. Coordinator put together a citizens' committee and researched and developed a policy/procedures manual for conducting sobriety checkpoints. The committee also developed an informational brochure and a survey of attitudes toward impaired driving, chances of being apprehended, and sobriety checkpoints. A pre survey of 250 adults and additional high school students was conducted, seven sobriety checkpoints were held during summer months (each driver was given the brochure and a separate post-card survey to mail back), and a post survey was conducted. Results showed about 50% of adults admit to driving while impaired, about 2/3 of the people support sobriety checkpoints, and their perceived likelihood of arrest went up after the sobriety checkpoints. The checkpoints themselves, conducted by the Bismarck PD, intercepted about 900 drivers; about 1% were arrested for DUI and about 2% were arrested for other charges (e.g., suspended/revoked licenses and Minor in Possession). The checkpoints were combined with public information messages to maximize their impact for all drivers.

The checkpoints also inspired a referendum measure to prohibit such checkpoints. Although the referendum was soundly defeated, it caused the sobriety checkpoints to be suspended for the last month of scheduled operation. The checkpoints, and in particular the referendum, generated a number of newspaper articles, editorials, columns, and letters to the editor.

- **UPBEAT.** This organization for teens was cofounded by the Coordinator, and she is still active in its management and operation. UPBEAT sponsors frequent dances and other activities, emphasizes positive self-image for teens through involvement in managing and running the organization and through community service and volunteerism, and includes traffic safety (occupant restraints and impaired driving) within its key issues. Many of the club members are volunteers working on S.T.O.P. projects such as Red Ribbon Week and mall displays. The club is unusual in that 20% of all its profits are donated by the club to other community causes and charities.
- **Mall Displays.** S.T.O.P. has worked closely with both of the major Bismarck area malls, frequently using them for posters and activities such as UPBEAT booths and

raffles, live radio broadcasts, and a display of a locally famous car, crushed by a truck on the nearby interstate, whose belted occupant survived intact.

- **MADD/Dodge Drunk Driving Simulator.** At the end of August, 1992, the simulator was employed for several days at a local mall in Bismarck and at the high school in Mandan. About 450 high school students had the opportunity to drive the car (which is computer-controlled to simulate the slowed reaction time and imprecise motor control of impaired drivers) and nearly 400 others rode as passengers. Safety restraints were also emphasized in this program.

By safety target area, activities and results are summarized below.

Impaired Driving: Impaired driving is a very high priority for S.T.O.P., as evidenced by the large number of activities addressing it. Most of the activities focus on alcohol but address drug involvement as well. In addition to all activities listed above, there are:

- **3-D Month.** Supporting the national campaign, S.T.O.P. mounted displays on State capitol grounds and participated in an on-air drinking demonstration by a local radio personality.
- **Police Youth Bureau.** A civilian division in the Bismarck PD, it runs programs for problem youth in junior and senior high schools; alcohol and drugs are key targets. State (402) funds for the Police Youth Bureau are passed through the S.T.O.P. grant, but the Police Youth Bureau conducts its activities independently.
- **Prom/Graduation program.** This includes media ads, billboards, cards distributed to local establishments. The program emphasizes not drinking.
- **Holiday Red Ribbon Anti-Drinking and Driving Campaign.**
- **The Coordinator was active on the Mayor's Committee on Youth and Substance Abuse and stayed with the program when it merged with the local Chemical Health Foundation chapter.**
- **She is a board member of the statewide Chemical Health Foundation.**

Occupant Protection: Occupant protection is one of S.T.O.P.'s key issues. It is one that North Dakotans are reluctant to embrace, however. The Coordinator conducts regular belt usage surveys. The results from the last summer show a usage rate of only about 28%, a figure which has remained fairly constant over recent years. Some activities:

- **S.T.O.P. has encouraged the local police departments to issue citations for child restraint violations;** over the 1991-1992 time frame, Bismarck PD has maintained or increased its citation rate (from 172 in 1991 to about 195 in 1992) and the Mandan PD has gone up from only 14 in 1991 to 84 in 1992. Child restraints have been

stressed at a local health fair and in conjunction with Child Passenger Safety Awareness Week activities.

- The City of Mandan has adopted a safety belt policy for its employees. A local utility company and the Bismarck PD qualified for 70% by '92 (70% Plus Safety Belt Use Awards Program) awards.
- With the public works department, S.T.O.P. has arranged for "Buckle Up" stencils to be painted on the pavement in key locations.
- Information packages for child and infant restraints have been distributed through dental offices and (for newborns) through a local hospital.
- Occupant protection is a prominent theme in SLC and was emphasized with the MADD/Dodge Drunk Driving Simulator. It has been stressed at fairs (which may include "Vince and Larry[™]"), youth tours of the Bismarck PD which pass through the Coordinator's office, regular school presentations, and a mall display with the truck-crushed car for Buckle Up, America! Week. S.T.O.P. uses themes and symbols such as 70% Plus awards, Saved by the Belt awards, "Vince and Larry[™]" figures, and Buckle Bear.

Youth Programs: The Coordinator participates in programs in all levels of schools. Special programs have included "ghost-outs," mock crash and rescue demonstrations with police and EMS.

Police Traffic Services: The Coordinator works with the law enforcement agencies to support their programs, often providing the educational component to complement police enforcement campaigns. The police departments participated in one safety belt use survey. They have conducted sobriety checkpoints and special enforcement details. They participate in 70% Plus challenges, place Buckle Up decals in their vehicle windows for other drivers to see, and have conducted a Fourth of July safety belt promotion campaign.

Pedestrian Safety: This is a main theme in all safety programs aimed at children. The Coordinator has presented SLC pedestrian packets to all principals in the Bismarck-Mandan area schools.

Bicycle Safety: Activities have included bike helmet campaigns, an in-school bicycle safety check with the Mandan PD, Safety Town materials, etc.

Coordination with Other Agencies and Groups

The Coordinator is a member of the Safe Kids Coalition, UPBEAT, the Mayor's Committee on Youth and Substance Abuse, the Salvation Army, the Chemical Health Foundation, and other local groups and organizations.

With her office in the Bismarck PD building, she can interact easily with PD personnel from the chief on down, and she works with them informally on a number of mutually beneficial activities. She also works with the Mandan PD and the two county sheriff's departments.

She has worked with Safety Town, by providing program materials and by appearing to support safety belt use.

As Coordinator for S.T.O.P. and as one of the directors of SLC, she interacts with other CTSPs in the State, with the State Drivers License and Traffic Safety office, and with the Region.

Funding

S.T.O.P. is currently in the fourth year of a five-year commitment for federal 402 funding through the State of North Dakota. Amounts began at approximately \$30,000 per year and have increased by about 5% each year (current 402 funding is \$33,200). This is intended to cover the Coordinator's salary, travel, phone and office supplies, and the cost of many project activities and materials.

The program requires at least equal matching support from local sources. Like other North Dakota CTSPs, this is usually soft match support; part is in the form of office space provided by the Bismarck PD. In Bismarck-Mandan, the total value of local contributions has been much more than just a 1:1 match. For 1992, for example, just the in-kind contributions were valued at over \$110,000.

In addition, there are State funds provided directly to other agencies (such as the Bismarck PD) for programs carried out in collaboration with S.T.O.P. (such as sobriety checkpoints).

North Dakota CTSPs are all aware that 402 funding will continue for only five years, and each has been looking toward transition to other funding. At the State level, there was an initiative to provide a permanent source of funding for CTSPs through increasing the existing license reinstatement fees. This failed to pass in the 1993 legislative session.

The S.T.O.P. program has had extensive local contributions of materials, coupons, services, and volunteer hours, and it is reasonable to expect this to continue. Traffic safety materials and, to some extent, technical assistance from NDDOT and NHTSA would also continue to be provided. As with many programs, the main concern is for Coordinator support--salary and expenses--after 402 funding stops. The most likely mechanism for S.T.O.P.'s continuation with a salaried Coordinator is for it to be absorbed into the Bismarck PD.

Future Plans

The S.T.O.P. program is successful within the community at this time. As much as possible, the program would like to continue its present approach, continuing and building on its current range of activities and issues. To the extent that the Coordinator remains involved with SLC, the two efforts will complement each other in the Bismarck-Mandan area community. Support for the program will be sought through channels such as the ones described above.

SLC was funded during its first full year in part with 408 monies which are not available for coming years. The State plans to keep SLC going at a lower level of activity reflecting reduced funding. It has added a person to its staff to conduct the program.

Lucas County (Ohio) Traffic Safety Program/ Northwest Ohio Traffic Safety Consortium¹²

The Lucas County Traffic Safety Program began in September, 1988, as one of about 40 CTSPs that covered Ohio. It began with a focus on occupant restraints. A year later, it added emphasis on impaired drivers and excessive speed.

The program has always been a part of the Lucas County Office of Education. The Director of Driver and Safety Education serves part time as the Project Director; the full-time Program Coordinator, who has day to day responsibility for the program, reports to him. There is a volunteer Task Force with about 20 members who represent school systems, law enforcement agencies, the judicial system, local business and industry, insurance companies, liquor servers, MADD, and other safety organizations.

Activities of the Traffic Safety Program have centered on community education and awareness campaigns, youth activities, and law enforcement. In schools, programs have included a second-grade safety belt program, high school safety poster contests, mock crashes at local high schools, and pre-prom publicity and activities. The Traffic Safety Program has encouraged/advocated advanced alcohol detection training for police, implemented a Victim Impact Panel for first-time DUI offenders, and cosponsored (with MADD) several Red Ribbon campaigns. Other activities have included brochures and child restraint presentations for infants and toddlers, a railroad grade crossing safety program, twice-yearly outstanding law enforcement officer awards, and annual awards and recognition banquets.

The Traffic Safety Program was supported with Section 402 funding for four years with local match support from the Office of Education and local businesses and government agencies. By Year 4, with 402 funding nearly at an end, the Traffic Safety Programs in 10 counties including Lucas County began to develop the Northwest Ohio Traffic Safety Consortium with the Lucas County Coordinator as its coordinator. The purpose of the Consortium is to perpetuate the individual programs and their safety efforts and to encourage and develop cooperative efforts involving two or more counties. In addition to continuing existing programs, the Traffic Safety Program has received grants for a Youth Satellite Board of safety meetings with student representatives of about 14 high schools and for a juvenile education program for juvenile traffic offenders and their parents. The Consortium has received State funds for an Operation Prom program of publicity and police overtime enforcement.

This review's primary focus is on the Lucas County Traffic Safety Program and on the activities of the Consortium that directly impact the Lucas County efforts.

¹² This report is based on a review of program materials and documents and a site visit on January 20 and 22, 1993. We greatly appreciate the hospitality and cooperation we received from Gwen Neundorfer, Program Coordinator for both programs, Charles Burns, Project Director, and the members of the Task Force we were able to interview.

Description of Area

The City of Toledo (population about 340,000) is the main population center of Lucas County (total population about 462,000 and an area of about 400 square miles); it is the center of a metropolitan area covering 16 counties in Ohio and Michigan and containing about 1.2 million people. Lucas County is primarily urban and suburban with significant rural sections. Its economy is largely manufacturing, with much employment in automobile manufacturing and related businesses. The county includes 23 high schools split between Toledo public schools, parochial schools, and suburban schools. The latter, in cities like Sylvania and Maumee and in surrounding towns, have their own school boards and superintendents but receive services from the Lucas County Office of Education. Toledo has its entirely separate Office of Education. Major road systems which bring outside travelers through Lucas County include I-80/I-90 (the Ohio Turnpike) and I-75 (the main road providing access from the south and east to Detroit and southeastern Michigan). Many railroads run through the county with a very large number of busy, poorly marked grade crossings.

The other nine counties making up the Consortium are largely rural, with towns and small cities, and a total population of about 555,000 people. They comprise most of the rest of the Toledo metropolitan area.

Major Traffic Safety Problems

When the Lucas County Traffic Safety Program (TSP) began, Ohio safety belt use was low. According to the initial grant application, in 1988, 79% of individuals involved in crashes were not wearing safety belts (74% of individuals in injury crashes).

Ohio has had a secondary safety belt law for front seat occupants since 1986; as of 12/92, fines were increased and the option of viewing an educational movie was dropped. Ohio also has had a primary law for infant and child restraints (for children through age 4 or 40 pounds) since 1987. The State allows vehicles of drivers with multiple DUI convictions to be immobilized for up to 90 days. Beginning July 1993, and preceded by an extensive public information and education (PI&E) effort, the State will have an Administrative License Revocation law.

Overall, crash rates in Lucas County ranked first (worst) among Ohio counties. In the last year's data before project Year 2, when speed and impaired motorists were added as project issues, Lucas County ranked sixth in speed-related crashes and eighth in alcohol-related crashes.

Origin of the Program

In response to a request from the Ohio Department of Highway Safety (ODHS), the Lucas County Office of Education submitted a proposal to create a county-wide program to address safety restraint issues. The resulting grant, split half for staff support and half for program supplies, supported the Project Director, who was the Office of Education Supervisor of Driver and Safety Education, and two project assistants for about one quarter time each. The program began in September, 1988.

From the beginning the program was guided by a volunteer Task Force selected to combine elements of business, industry, law enforcement, health components including hospitals, government, and education. The Task Force met about six times yearly to discuss program management, safety issue targets, activities, planning, and funding. An active core from the Task Force also provided much of the volunteer effort needed to run the activities.

In the second year of the project, staffing evolved to its current configuration: the Project Director, quarter time or less, in charge of overall management and program liaison and the full time Program Coordinator with responsibility for day to day decisions and operations.

At the urging of the State, the program safety issues broadened after Year 1 to include speeding and impaired motorists.

State funding for the program, first scheduled for three years, was extended for a fourth year to allow the program to transition into self-sufficiency. As part of this transition, the Lucas County program went together with nine other area counties to form a Northwest Ohio Traffic Safety Consortium. (Programs in the other nine counties, which are also going off of 402 funding, will be supported by funding from within their counties.) The Consortium, made up of the coordinators of the county TSPs and the Director and Coordinator for Lucas County, is currently providing the salary of the Lucas County TSP Coordinator, who splits her time between the two positions while also serving as Satellite Youth Board Advisor and Operation Prom Program Coordinator. The Consortium sponsors and conducts some activities across two or more counties and provides a platform from which the Lucas County TSP can continue its staff and activities.

Administration and Organization

The Lucas County TSP is an activity within the Office of Education. Its Director is the Supervisor of Driver and Safety Education; he reports to the Superintendent. About 10% of his time is spent on the project. Additional staffing has varied over the course of the project; for the last few years, the Program Coordinator, working full time on the project and responsible for day to day direction and accomplishments, has been the only other paid staff person.

The Lucas County TSP has a Task Force made up of about 20 people. The Task Force includes the three individuals mentioned above, State, county, and Toledo law enforcement officers, the Lucas County Prosecutor, a Family Court judge, local schools, alcohol servers, businesses, MADD, the National Safety Council local chapter, the National Child Safety Council, and the Ohio Department of Highway Safety.

The Task Force meets up to six times per year. Its members propose courses of action (as opportunities come up and through an annual questionnaire), recommend and decide, and form the nucleus of the workers who carry out activities.

Much of the actual work is accomplished through subcommittees created to address specific issues.

Overlapping and complementing the Lucas County TSP is a new institution, the Northwest Ohio Traffic Safety Consortium. Covering ten counties including Lucas County, it has a Regional Task Force headed by the Lucas County TSP Director and Program Coordinator and including representatives (usually the program coordinators) of the TSPs in each of those other nine counties.

Because the Consortium operates by devising and selecting activities to be conducted by the individual TSPs, it supports the TSPs without adding significant additional or conflicting duties to the members of the Consortium's Regional Task Force. In particular, the Lucas County TSP Coordinator devotes most of her time to direct TSP work, although the activities may have been selected within the Consortium and may address Consortium goals. Similarly, Consortium meetings in fact help the coordinators plan and organize subsequent activities for their TSPs.

Impact of the Traffic Safety Program

In its annual proposals and reports to the State, the Lucas County TSP has cited activity levels as the primary measures of effectiveness. Many of the activities of the Lucas County TSP address more than one traffic safety issue. Those activities include:

- **Mock crashes.** These are done at two Lucas County high schools each year (repeating every four years). They were begun in Year 2 with the State Highway Patrol. Taken over by the Toledo Police Department (PD), they also involve other police departments, fire departments, EMS departments, and the Life Flight Helicopter Service.
- **Operation Livesaver** (railroad grade crossing program). The Lucas County TSP has provided support and traffic safety materials as part of an annual program at the Toledo Zoo. The program is run by local law enforcement agencies, with support and cooperation from area railroads; it reaches about 500-800 children each summer. A related program, run by Conrail using a semi-trailer exhibit, has reached about 1600 high school students.
- **Public service announcements.** Within the first Lucas County TSP years, PSAs were created locally and distributed to radio stations for play.
- **Young Traffic Offender program.** The Consortium is currently developing a curriculum which, with cooperation of local judges, will be run by the local TSPs. About half the counties are likely to participate from the start. Attendance at the program, which is being patterned after VIP programs, will be assigned to (a target of) 600-750 first-time offenders per year. Offenders and their parents will pay \$20 to attend the evening session; half will go to the Consortium and half to the local program. Details of the curriculum content, speakers, and which offenders are assigned are still being resolved.
- **Safety Cities.** They are conducted by several local police departments; the Coordinator nominated this year's Toledo Safety City, which emphasized the handicapped, for a State award.

- **Outstanding Law Enforcement Officer Awards.** They are given by the TSP to two officers in the county each year; nominations are solicited from schools, police chiefs, and other organizations.
- **Highway Safety Youth Board.** Funded by a separate ODHS grant, the program has monthly meetings for three students from each of 14 participating Lucas County high schools. The meetings have a variety of traffic safety and related speakers; the students are expected to give traffic safety presentations to their PTAs, within their own schools, and perhaps in assemblies in nearby elementary and intermediate schools. The program is similar to ones elsewhere in Ohio including Stark and Hancock Counties.
- **Lucas County Fair Booth.** Done only in the first two years of the program, the booth distributed materials and had people (about 150 in one year) sign Safety Belt Pledges.
- **Lucas County Traffic Safety Day and Mall Show.** At a local mall, the TSP combined a traffic safety booth with a "live remote" broadcast for a local radio station.
- **Toledo area map.** The pocket-size map is enclosed in a protective cover with seatbelt messages and explanations of drunk or drugged driving laws targeted at teenagers. Five hundred were printed, half with the name of a supporting insurance company; they have been distributed through the Task Force, the Office of Education, and through the Teen Satellite Board.
- **Driver Education to Originate Understanding and Responsibility (DETOUR).** In an evening program for new drivers and their parents, the graduates are given talks by a judge in the Family Courts, a victim of a drunk driving crash, and other speakers. The program was supported in its first year (1991) by a grant from the Lucas County Prosecutor's Office and last year by a local insurance agency. It reached about 500 students and parents each year.
- **Driver Education Certificate Presentation Ceremony.** One evening each month, in a ceremony at the Municipal Court for Driver Ed graduates and their parents, the graduates are given their certificates and talks emphasizing that driving is a privilege which should be monitored by the parents. The ceremony was a required part of high school Driver Ed. It will no longer be held, since Ohio no longer requires Driver Ed in high schools and many are dropping the program to save costs.
- **Annual Awards Banquet.** This has included Saved by the Belt, 70% by '92 (70% Plus Safety Belt Use Awards Program), Outstanding Law Enforcement Officer, and other recognition awards. Previously part of the Lucas County TSP, the banquet will be held this year as part of the NWO Consortium. This year's banquet had more than 75 attendees.

By safety target area, activities and results are summarized below.

Occupant Protection: When the secondary safety belt law was enacted, belt use in the Toledo metropolitan area was 10-15%. According to 1992 surveys, the rate had risen to 50-60%, similar to other rates in Ohio. In 1991, of 182 traffic fatalities in which "safety belts were factors" (out of 232 total area fatalities), only 17 victims were wearing safety belts.

Occupant protection is a common theme in many TSP activities. Specifically targeted activities include:

- Second grade safety belt program. Done in the first three years of the TSP, it included original material based on "Vince and Larry" and Molly and Elliot (monkey and owl hand puppets). It included a buckle-up commitment pledge for kids to have signed by their parents. The program reached about 1,200 children. Teacher feedback was positive, but the program was discontinued because Ohio began supporting a police-delivered third-grade program which was felt to overlap in audience and message. The Safety Belt Activity Guide developed in the TSP program was provided for use in every Lucas County second grade (about 80 schools).
- The Lucas County TSP acquired "Vince and Larry" costumes in 1991 and has made them available within the county.
- Participates in Child Passenger Safety Awareness Week in February each year.
- High school safety poster contest. Done beginning in Year 1 and Year 2 (about 75 entrants each year); winning posters were displayed at the government center as part of the Buckle Up, America!/Buckle Up, Lucas County campaign.
- Summer-long "Save Your Pretty Face--Buckle Up" Lucas County (with Buckle Up, America! Week); with Burger King restaurants as the main sponsor, it included tray liners, stickers, and a media campaign. It also included ice cream coupons (from another local merchant), which were given to kids 12 or younger who were properly restrained when going through the Burger King drive-up window.
- At the Friday afternoon "Rally by the River" summer parties, the TSP Task Force staffed a Safety Council/Pepsi booth soliciting Designated Driver pledges (about 100 in one year).
- As one Buckle Up, America! Week incentive, police departments distributed "Thank You for Wearing Your Safety Belt" envelopes with their department logo and containing restaurant food coupons.
- Operation Buckle-Down/Summertime Blues. Done last summer; included meetings with Toledo PD, the Lucas County Sheriff, and the State Highway Patrol; press releases were distributed for Memorial Day, Fourth of July, and Labor Day.

- **70% Plus Safety Belt Use Awards Program.** The Coordinator has worked with local companies to develop campaigns; two of the companies have achieved awards this year.
- **Brochure for infant restraint in cars.** Beginning in Year 2, these were handed out at car dealers (only to qualifying customers!), at KISS program sites, and at area hospitals in maternity departments.
- **Safety belt presentations to groups of kids at the Health Department's Safety Day Program.**
- **Child passenger restraints.** The Toledo PD, with the sheriff's department, a local hospital, and the March of Dimes, has provided six infant seats for law enforcement personnel to use to transport children when necessary.

Impaired Driving: Impaired driving is very high priority within the Lucas County TSP, as evidenced by the large number of activities addressing it. Most of the activities focus on alcohol but address drug involvement as well.

- **Victim Impact Panels (VIPs).** Started by the Lucas County program, with the cooperation of most local judges the VIPs reach between 400 and 500 DWI first offenders each year in monthly sessions. The VIPs are administered by the Lucas County TSP and conducted by the local MADD chapter. Attendees are charged \$15, which pays for a sheriff's deputy who always attends, expenses for the volunteers, and a small stipend to support program administration.
- **The Holiday Red Ribbon campaign,** done in December 1991 by three counties, was done in 1992 by all 10 Consortium counties; it included 100 large bows hung on highway overpasses and 100 posters for Turnpike toll booth windows.
- **Tavern owners workshop.** Held in Year 2 for about twelve tavern owners, the workshop stressed the legal and practical side of server responsibility. Programs not connected to the TSP provide alcohol server training in the Toledo metro area.
- **Immobilization program.** Judges can, for certain DWI-related subsequent offences, order the convicted driver's car immobilized for 30 to 90 days. It's being done with "The Club" steering wheel locks. The TSP donated 10 Clubs to Lucas County Municipal Courts for this program.

Speeding: This is being addressed now through the Toledo police special patrols and enforcement activities. Speed is also addressed in many TSP activities.

Police Traffic Services: The Toledo Police Department (PD), in particular, conducts a range of programs. Although PD activities, they are coordinated with the TSP by virtue of police members of the Task Force and close cooperation between the Coordinator and the PD. One major activity is speed enforcement patrols on in-town interstates. State 402 grants pay for overtime and allow the

PD to use a State Highway Patrol (SHP) airplane for aerial speed measurement. The PD would like to make their efforts self-sufficient, probably through a surcharge on speeding convictions. They have acquired video cameras for training purposes, have worked on Summertime Blues and other TSP programs, conduct sobriety checkpoints, organize the mock crashes, are starting a mock trial (with attorneys, judges, and the local bar association) as follow-up to the mock crash, perform safety belt and child restraint surveys, have worked with local hospitals and the March of Dimes to provide infant seats, etc. The police efforts include involvement from the Traffic Division and from the Public Affairs Division, usually in a coordinated way. The Public Affairs Division has safety officers, uses remote-control cars with loudspeakers, and holds third-grade traffic safety courses in the schools (for direct fees of \$3/student from the State).

Safety Cities are sponsored by many of the police departments within the county.

Pedestrian Safety: This is a main theme in all safety programs aimed at children.

Emergency Medical Services: EMS contributions to traffic safety are highlighted in the mock crash exercises, which involve local EMS groups and the Life Flight service of St. Vincent's Hospital. Also, a nurse from this program, who is also a Task Force member, speaks at VIP meetings.

Coordination with Other Agencies and Groups

The Coordinator is the operations head of both the Lucas County TSP and the Northwest Ohio Traffic Safety Consortium; both groups cooperate extremely well.

By virtue of membership on the TSP Task Force, a number of other Lucas County entities work closely together on traffic safety matters. The list includes local school districts, the county sheriff, the Toledo Police Department, the local National Safety Council chapter, the National Child Safety Council, MADD, and local businesses. The ways they work together have been described above.

The Coordinator works closely with the Ohio Department of Highway Safety. ODHS is the source of most of the program's funding, of course. Beyond that, the ODHS CTSP representative in Columbus calls regularly, helps plan budgets and funding solutions, suggests and consults on safety issues and programs, and answers questions initiated in the TSP.

Funding

The bulk of the money for the Lucas County TSP and, subsequently, the Northwest Ohio Traffic Safety Consortium has come from Section 402 funds. The TSP was funded for its first four years through 402 money. Funding levels were about \$30,000 each of the first two years and more than \$25,000 in the third year. Funding for the fourth year was \$22,000 for the Lucas County program to support its transition plus \$8,000 to plan the start of the Consortium. Funds in the current year, the TSP's fifth year and the Consortium's second, are entirely to the Consortium. The total of \$30,000 is made up of the Consortium 402-fund grant of \$24,000 and a required 20% local hard match: \$6,000 given by an insurance company and its local agency.

There are also 402 funds for the Lucas County Satellite Youth Board program, \$2,000 in Year 4 for planning and \$15,000 in the current year for implementation. Finally, to implement the county-wide Operation Prom/Arrive Alive program, a special one-time-only State grant of \$16,000.

The Lucas County Office of Education provides office space and support for the Director and Coordinator. The value of contributions from local businesses and individuals varies from year to year; it was well over \$6,000 in 1991, well over \$3,000 in 1992. Donations whose cash value was not calculated include marketing rep time to develop PSAs and ads, food and merchandise coupons, film processing, meeting rooms, and many volunteer hours.

The Traffic Safety Program/Consortium will emphasize, if they can, 402 funding of the Consortium for the next two years or so. Consortium grants require increasing amounts of local hard match: 20% in 1993, 40% in 1994, etc. This will encourage and require increasing dependence on local funding. The source or sources of such funding are not yet apparent. The county Office of Education will continue to provide office space and supplies, but it is unlikely to support the program through its county budget. The program will need to seek support from other municipalities within the county, particularly Toledo which has about 3/4 of the total population, from other counties in the Consortium, and possibly corporate sponsors. In addition, it is likely to continue to seek funding for specific programs and activities from the ODHS.

From some sources, there was the feeling that NHTSA funding should continue on a longer, more permanent basis. One quote: "If it's working, keep funding it." In any case, three years is not seen as long enough to establish a program and find local sponsorship.

There were minor complaints and suggestions about grant details. For example, the Coordinator finds it necessary to apportion her time across grants in very fine detail. Others suggest the grants should sponsor travel to meetings and conferences (often they do).

Future Plans

As much as possible, the program would like to continue offering the current range of activities at their current levels--and expand other activities as well. The TSP will also seek to institutionalize activities through incorporating them into other agencies and departments. (In addition to saving money and providing more TSP/Consortium resources for other activities, this positions the activities to be continued even if the TSP/Consortium ceases to exist.)

Although the Consortium is a good mechanism for continuing the Lucas County effort and for strengthening the TSPs in the other counties, it will have problems to overcome because its components--the separate county programs--may have different approaches to traffic safety, in part because they are housed in a variety of agencies, different opportunities, and different priorities.

Stark County (Ohio) Traffic Safety Program¹³

The Stark County Traffic Safety Program (TSP) began in 1985 as a seat belt (occupant protection) project. After two years, the Stark County TSP expanded to address traffic safety overall when Ohio began promoting comprehensive programs. Five years later, the program continues under its original Coordinator. Over its tenure, safety restraint use has gone from about 14% to over 60%, and Stark County's rankings among Ohio's counties for crash, fatality, and alcohol-involved crashes have been steadily improving.

The program has always been administered through departments of education--for the first year, Massillon; since then, the Alliance City Schools. The school system serves primarily as the program's financial agent, receiving and disbursing program funds. The Program Coordinator provides management and day to day operations (and provides monthly reports to the School Superintendent) and coordinates Task Force activities. The Task Force, with over 30 volunteer members, provides input toward and decisions about TSP issues and activities and contributes large portions of the volunteer time needed to implement projects. The Task Force includes representatives of school systems, law enforcement agencies, the judicial system, traffic engineers, local business and industry, insurance companies, health care providers, liquor servers, MADD, and other safety organizations.

Activities of the Traffic Safety Program have centered on community education and awareness campaigns, youth activities, and encouraging (not sponsoring) law enforcement efforts. A cornerstone of the youth effort is the Youth Board (formally, S.T.A.N.D.--Students Taking a New Direction). With representatives from all high schools, the Youth Board designs, develops, and delivers traffic safety messages in their schools. The Traffic Safety Program has developed a 4-hour Defensive Driving program given to youthful traffic offenders, a similar program just starting up for adult offenders, and a 2 1/2 hour senior citizen program. With local law enforcement agencies, the TSP sponsors "Saved by the Belt" awards. The TSP is developing a Head Start traffic safety curriculum. It has placed "Buckle Up" pavement signs at about 150 locations and develops and distributes an unusually creative assortment of gadgets and incentives.

The Traffic Safety Program has received its primary support from Section 402 funding, first as a safety belt program, then as a comprehensive traffic safety program, and most recently for specific programs and activities. With this source of revenue nearly at an end, the TSP's Defensive Driver courses for youth and adult traffic offenders are intended to generate well over 50% of the annual budget. Other sources of support include contributions of money, goods, and services by local businesses and about 1,500 hours of volunteer time each year. The TSP has reorganized as a non-profit, tax-exempt corporation to increase its attractiveness as a donation beneficiary and to broaden the sources of support it can tap. Its prospects for future viability and effectiveness look very good.

¹³

This report is based on a review of program materials and documents and a site visit on January 18 and 19, 1993. We greatly appreciate the hospitality and cooperation we received from Barbara Bailey, Program Coordinator, Don Bailey, Program Secretary, and the members of the Task Force we were able to interview.

Description of Area

Stark County lies in northeast Ohio about 20 miles south of Akron. It covers about 567 square miles and has a total population of nearly 370,000 people. Major cities are Canton (pop. 84,000), Massillon (pop. 31,000), Alliance (23,000), and North Canton (13,500). The county combines urban, suburban, and large rural areas. The economy includes manufacturing (e.g., Timken, Hoover, Diebold), farming, and service industries. Major road systems include I-77, U.S. 30, and U.S. 62 (the latter two are sometimes divided highways and sometimes two-lane and four-lane roadways). It includes about 250 miles of State roads, 440 miles of county roads, and 1190 miles of township roads.

The county includes six colleges; 22 parochial, city, and suburban/rural high schools; and numerous middle and elementary schools. There are nearly 19,000 high school students.

Major Traffic Safety Problems

When the Stark County Traffic Safety Program (TSP) began, Ohio safety belt use was low. According to surveys conducted by the Coordinator, in 1985 only 14% of drivers wore safety belts. The county ranked well into the top (dangerous) half of counties in rates for all crashes and for speed-related and alcohol-related crashes.

Ohio has had a secondary safety belt law for front seat occupants since 1986; as of 12/92, fines were increased and the option of viewing an educational movie was dropped. Ohio also has had a primary law for infant and child restraints (for children less than age 4 or 40 pounds) since 1983. The State allows vehicles of drivers with multiple DUI convictions to be immobilized for up to 90 days. Beginning July 1993, and preceded by an extensive PI&E effort, the State will have an Administrative License Revocation law.

Origin of the Program

In response to an opportunity from the Ohio Department of Highway Safety (ODHS), the current Program Coordinator (then a Driver Ed teacher) developed a proposal for a grant to create a county-wide program to address safety restraint issues. The proposal, submitted through the Massillon City Schools, led to funding the project with the Coordinator funded through the school system and reporting to the Superintendent. The program began in late 1985.

At this same time, ODHS funded a separate program in Stark County addressing impaired driving. This program was not renewed for a second year. By the third year, ODHS wanted to fund a single comprehensive program to address all traffic safety problems within Stark County. ODHS chose the belt program to expand its focus to meet the new objectives.

The Stark County TSP has been guided by a volunteer Task Force selected to combine elements of business, industry, law enforcement, health components including hospitals, government, other traffic safety groups, and education. The Task Force met monthly to discuss program management, safety issue targets, activities, planning, and funding. An active core from the Task Force also provided much of the volunteer effort needed to run the activities. This basic arrangement continues to this day.

Administration and Organization

The Stark County TSP is an activity administered through the Alliance City Schools. The program operates under the direction of the Program Coordinator. She provides monthly progress reports to the Superintendent, who is also a member of the TSP Task Force. Currently, the Coordinator receives half-time salary and puts in significantly more time than that. The other TSP staff person is her husband, who serves as Program Secretary. This year only, through a special State grant from ODHS to support full transition to self-sufficiency, the Secretary and a health educator are also paid part time (the grant covers program activities and support materials as well).

The Stark County TSP has a Task Force made up of about 30 people. The Task Force is made up of an Executive Committee and the Board of Directors. The Executive Committee includes, Chairman, the manager of a country club; Vice Chairman, the past Lieutenant Governor of the Ohio Kiwanis; a law enforcement equipment supplier; and the Coordinator and Secretary. The Board of Directors includes representatives of county, Alliance City, and one township school districts; members of State, county, and several smaller law enforcement agencies; a minister; the Stark County Prosecutor; an insurance company official; a Common Pleas Court judge; traffic engineers; and representatives of alcohol servers, businesses, MADD, WCTU, a local hospital, the Stark County Safety Council, the American Red Cross, the AFL/CIO, and the Ohio Department of Highway Safety.

The Task Force meets monthly. Its members propose courses of action, recommend and decide, and form the nucleus of the workers who carry out activities. Issues that can't be resolved easily by the full board are referred to subcommittees created to address the issue. Other responsibilities include short term and long range planning and identifying leads or opportunities for fund-raising (and making introductions for the Coordinator).

ODHS (either the headquarters or the regional representative) attends many Task Force meetings, consults with the Coordinator on a frequent basis, interacts closely on the development of any grant applications, and provides materials as received from sources such as NHTSA or as requested.

Impact of the Traffic Safety Program

The Stark County TSP is a vigorous program with frequent traffic safety programs and activities. The TSP has a well-defined, widely presented image built around the program name, logo (a belted apple on wheels), and slogan ("Buckle up for the health of it"). This visibility, plus the levels of education and awareness activities, are the program's primary measures of its success.

To make sure individual programs and activities are well received and address the proper issues, written evaluations of the programs are obtained from participants and the evaluations are provided back to those responsible for directing and conducting the programs.

Direct safety statistics are also reviewed within the TSP. They conduct periodic safety belt usage surveys (showing increases in usage from 14% in 1985 to about 56% in 1991). The State Highway Patrol post provides data on the numbers of fatalities outside the cities and have the capability to break those statistics down further. The TSP considers State-provided data on fatality

and crash rates for Stark County, overall and for categories like alcohol- or speed-related components. The State provides annual updates and generates special reports on request. In addition, individual police departments analyze their own crash and violations data and are able to provide information to the TSP.

The Stark County TSP conducts a large number of safety awareness and education activities. All include a strong local flavor. In the last full year of project activity (1991-1992), for example, those activities include:

- Conducted 28 Defensive Driving classes (4 hours, \$20 fee to the TSP) to reach about 800 youth traffic offenders; worked with Canton Municipal Court (about 100 attendees) and Alliance Municipal Court to establish a similar program for adult traffic offenders.
- Directed the traffic safety Youth Board (S.T.A.N.D., Students Take a New Direction). Funded by a separate ODHS grant, the program has monthly meetings for three students from each of the Stark County high schools. The meetings have a variety of traffic safety and related speakers; the students are expected to give traffic safety presentations to their PTAs, within their own schools, and in assemblies in nearby elementary and intermediate schools. The program has served as a model for other programs in Ohio.
- With ideas and production from the Youth Board, created and taped Public Service Announcements; they were played in the spring, including about 140 plays on the local MTV channel.
- With the Youth Board, had display at the county fair (over 20,000 attendees). One feature was a mannequin dressed as a police officer; safety messages which had been recorded by officers from county law enforcement agencies were played through speakers concealed on the mannequin.
- The Youth Board developed a 7' by 12' traffic safety mural that has been shown at Ohio Lifesavers, the awards luncheon, and several high schools; it is on display at the public library.
- Held county-wide Youth Workshop, with 360 teens and advisors.
- Imprinted more than 125 "BUCKLE UP" stencils on school and business exit driveways.
- Conducted traffic safety programs for 3 senior citizens groups and for a handicapped/special needs school workshop.
- Brought "Commitment to Character" program, on drinking/driving and peer pressure, to 650 area school children (with MADD, Quest, Kid's Summit, Alliance Schools, ODHS, the Canton Urban League, and the City of Canton).

- Conducted, or helped conduct, bicycle programs and rodeos reaching at least 135 children.
- Put Buckle Up/Don't Drink and Drive messages on over 100,000 grocery bags; repeated the program (again, 100,000+ bags) with a design that could be cut out to form a school book cover.
- Sponsored (annual) Highway Safety Day at a game of the local minor league baseball team; with "Vince and LarrySM", handed out Saved by the Belt awards (2500 attendees). A picture of the awardees was turned into a poster; more than 1500 have been distributed.
- Held kickoff press conferences for Stay Safe Summer/Summertime Blues occupant protection programs in Canton and a neighboring city; included more Saved by the Belt awards; the entire campaign lasted from May 1 through Labor Day.
- Conducted bike safety display at the Safe Kids "Kidstuff" two-day mall program.
- Used "Vince and LarrySM" at numerous events; developed a 15-minute skit for them which was used at Kidstuff and at various school visits (some in conjunction with pre-Prom efforts). "Vince and LarrySM" also appeared at several local parades and festivals.
- Took four high school students on Operation Lifesaver train ride (grade crossing safety); the students wrote newspaper articles which appeared in school and local papers and the State Youth Newsletter.
- Held annual awards luncheon (65 attendees), with awards and more Saved by the Belt certificates.
- The Coordinator also makes frequent speeches at civic groups and other Stark County organizations, Ohio Lifesavers, etc.

Many of these activities are annual efforts. Programs beginning more recently include:

- The TSP has also developed a 2 1/2 hour senior citizen safe driving seminar which is delivered by five members of the Task Force, each speaking on his/her own area of expertise. Presented once in Alliance, it is intended to be provided free and to reach seniors who don't feel they can afford the AARP Arrive Alive course.
- Also for seniors, the Coordinator is working with local hospitals to develop a one-hour senior citizen program to be given by the hospitals.
- For Child Passenger Safety Awareness Week, the TSP has donated safety seats and worked with a local hospital on a prize drawing and lobby display.

- Immobilization program. Ohio judges can, for certain DWI-related subsequent offenses, order the convicted driver's car immobilized for 30 to 90 days. It has been started in Stark County, using "The Club" steering wheel locks--some donated initially by MADD, more being donated now by the TSP. With more locks available, the program is being expanded and pursued more aggressively by the courts.

The Stark County TSP depends heavily on items and incentives to frequently, unobtrusively, and in every context provide a traffic safety reminder to people. Materials are locally designed, usually with school contest inputs, and locally produced. Other materials are borrowed liberally. For all locally developed materials, the program logo and slogan, also determined through school contests, are displayed prominently. The kinds of items and incentives used are particularly varied and creative. For example:

- Grocery bags to be cut into school book covers.
- Plastic litter bags; more than 50,000 were handed out at the county fair; the bags are relatively large, and some elementary school children have used them as book bags.
- School subject folders (handed out to all high school freshmen); with the TSP logo on the back, they are attractive and likely to be used frequently throughout the day.
- "Snap bracelet" from State Farm Insurance (criticized as having an inappropriate message; the bracelet is very popular with young teens but puts forth a designated driver message; a better message for them is Don't drink and drive).
- Assorted stickers, buttons, pens and pencils, keychains, nail files, and bumper stickers.
- Posters (and book covers and other items) based on winning art from school contests; all include the name of the artist.
- Travel sewing kit.
- "Post-It" notes.
- Compact mirror for purses, in the form of a pin-on button with a mirror instead of the pin.
- Wrist-strap (bracelet) keychain (from State Farm).
- Magnetic, accordion-like pocket address book.
- "10 Little Pedestrians" small folding booklet from Outdoor Empire Publishing.
- "Are you buckled up" stickers for police car windows (to remind both the officers and passing motorists; ordered and received but not yet implemented).

- One planned project is a calendar with contest-winning artwork for each month.

Coordination with Other Agencies and Groups

The Coordinator is a member of the Safe Kids board in Stark County, facilitating the coordination of activities. By virtue of membership on the TSP Task Force, a number of other Stark County entities work closely together on traffic safety matters. The list includes local school districts, the county sheriff, police departments, the Stark County Safety Council, MADD, and local businesses.

For child passenger safety and for senior citizens, the Coordinator has worked in programs with local hospitals.

The Coordinator works closely with the Ohio Department of Highway Safety. ODHS has been the source of most of the program's funding, of course. Beyond that, the ODHS CTSP representative in Columbus calls regularly, helps plan budgets and funding solutions, suggests and consults on safety issues and programs, and answers questions initiated in the TSP. ODHS also sponsors meetings among the Ohio CTSP Coordinators.

Funding

The bulk of the money for the Stark County TSP has come from Section 402 funds. For its first two years, the program was funded as a safety belt program, at about \$35,000 in Year 1 and \$21,500 in Year 2. The next three years saw the program as a full community traffic safety program (CTSP). Total funds were approximately \$40,000 each year (mostly CTSP funding, plus a part-time consulting contract for the Coordinator to assist other CTSPs in their start-up efforts). Year 6¹⁴ was not funded; the Coordinator continued working on the TSP, however, with a primary focus of making the TSP a non-profit and tax-exempt (501-C(3)) entity. Year 7 was funded with \$15,000 in 402 funds for the Youth Board (S.T.A.N.D.) and a grant of \$5,000 from a private foundation. Year 8 (the current year) has renewed grants for the Youth Board and from the foundation. It also has a one-time-only State grant of \$24,500 for program support and Secretary and health educator salary; the purpose of this grant is to allow the TSP to position itself for complete self-sufficiency while carrying on its full load of program activities.

The program also receives donations of coupons, printing, meeting facilities, meals, and volunteer hours. In Year 5, 1989-90, for example, these contributions had a value of nearly \$19,000.

Beginning in 1991-92, the TSP received its first income from the Defensive Driving course (which was developed in part under 402 funding). This is expected to fund the Coordinator's (half time) salary in coming years as well as provide some direct program support.

The Coordinator works out of her house. Until this year, all computer work was done on her personal computer and printer. The foundation's grant has allowed the purchase of a TSP computer and printer.

¹⁴ Counting from the origin of the safety belt program.

The Coordinator and others felt that three-year funding from NHTSA is not long enough, particularly since the grants had activity plans which did not allow time to develop independent sources of funding (i.e., self-sufficiency). The Coordinator suggested a two-stage approach, with the current three-year funding to establish the effectiveness of the program and two additional years to continue the program and to develop alternative funding.

Future Plans

As much as possible, the program would like to continue offering the current range of activities at their current levels--and expand other activities as well. The TSP is well integrated into its community. It has relatively modest expenses, has established connections to companies who provide services, facilities, and funds for specific activities, and has the Defensive Driving course which will supply the other funding needs (i.e., other program expenses and salary).

With these conditions, it is likely that the TSP can continue for as long as the current Coordinator remains active.

North Central (Pennsylvania) Highway Safety Network¹⁵

The North Central Highway Safety Network, which currently serves eight primarily rural counties, was started in 1987 at the initiative of PennDOT Bureau of Highway Safety and Traffic Engineering. The present Coordinator, who had previous experience as a coordinator of a nearby program, has been with the NCHSN since it started. Over the years, the size of the program has increased to the point that it is now staffed by three full-time coordinators and two support people.

Originally an occupant protection program, NCHSN expanded the scope of its activities to the full range of traffic safety issues and multiple countermeasures about a year and a half after it started. Without diminishing its activity on other safety issues, the organization stepped up its DUI efforts in 1991 with the addition of an alcohol highway safety program grant to coordinate enforcement, public information, and education through police departments in Schuylkill County.

The host organization for the CTSP is Schuylkill County government, which has been very supportive even though the program's activities cover an eight county area. The program has two task forces, one representing the host county and the other representing volunteers in all eight counties. The role of the task forces is primarily as a vehicle for training and motivating key people in community groups which provide the volunteers who deliver the program activities.

Community groups involved in activities coordinated by the CTSP include schools, community organizations, local businesses, news media, health care and emergency service institutions, and local law enforcement officials. The level of activity is high. In a typical year, the program makes more than 1,500 contacts with volunteers, who in turn make over 400,000 contacts among the approximately 750,000 residents of this primarily rural region.

The main thrust of the program has always been public information and education through a wide range of activities in each community throughout the year. The comprehensive program Coordinator spends about four days a week on the road, making presentations to school children and community groups, as well as supporting and training people in volunteer groups in their activities. The CTSP promotes itself as a community resource, supervising mini grants to cooperating community groups and providing free program materials to support their efforts. During the first few years of the program, most of the staff's efforts were focused on building the network of volunteers. Now, most of their effort is directed toward keeping up with requests and enhancing the effectiveness of volunteers' efforts toward achieving the traffic safety goals of the program.

The alcohol grant has greatly enhanced the CTSP's activities in the law enforcement area. The full-time DUI Coordinator directs approximately two sobriety checkpoints per month involving

¹⁵ This report is based on a review of program materials and documents and a site visit on March 3 and March 4, 1993. We greatly appreciate the hospitality and cooperation we received from Mark Alonge, (Regional Coordinator), Theresa Lacionca (Comprehensive Program Coordinator) and Thomas Ryan, (DUI Program Coordinator). We also appreciate the cooperation of Diane Shank of the Schuylkill County Task Force and Karen Tobak of the Eight County Task Force who were interviewed during our visit.

multiple law enforcement agencies in Schuylkill county and coordinates two additional checkpoints per month in outlying counties. He also directs special patrols conducted by officers working overtime paid by grant funds. These frequent contacts with police departments are in addition to a continuing mutually beneficial relationship where police have implemented CTSP activities and the CTSP has helped police departments through their speed board loaner program, mini grants for activities, promotional materials, and help in grant writing.

Since its beginning, the North Central Highway Safety Network has been funded by Section 402 funds through PennDOT's Bureau of Highway Safety and Engineering. Although the program is primarily implemented by highly motivated community volunteers, the effort would be much less effective without the planning and coordination of the professional staff and the support the CTSP gives the volunteers through training, materials, and mini-grants. While PennDOT doesn't require its CTSPs to become self sustaining, this one is evaluating the feasibility of future self funding through fees generated by providing a central processing facility for traffic offenders.

Description of Area

The North Central Highway Safety Network is located in Pottsville (Schuylkill County), PA, with responsibility for highway safety programs in an eight-county area which includes Schuylkill, Columbia, Northumberland, Snyder, Union, Sullivan, Montour, and Berks Counties. With a total population of about 745,000, the service area is mostly rural. Nearly half of the area's population is concentrated in Berks County (337,000), which contains the city of Reading (78,000). Pottsville (population 16,600) is the county seat of Schuylkill County. With a population of 153,000 it is the second most populated county in the served territory.

Sections of Interstate highways I-80, I-180, I-81, I-78, and I-176 run through the area, which also contains a very short section (several miles) of the Pennsylvania Turnpike. Pottsville is located on PA 61, a major north/south State highway, and U.S. 209, one of the major east/west highways through the area.

The topography of the area is hilly to mountainous, with most roadways winding through valleys between the mountains. Although small, most of the towns in the area are very densely settled, characterized by row houses built into hillsides very close to the roadways and having no side yards.

Although the area is rural, relatively few of the residents are farmers. Primary employment is mostly in manufacturing, mining, and service businesses. Most residents are blue collar workers who drive fairly long distances to reach their places of employment. One of every four adults in the area is illiterate.

Origin of the Program

The North Central Highway Safety Network has been in existence since 1987. It was the first multi-county traffic safety program in the State and was started at the initiative of Lorraine Novak (NHTSA Region III) when she was manager of comprehensive programs at the PennDOT Bureau of Traffic Safety and Traffic Engineering. Pottsville was selected as the location for the program

based on Schuylkill County government's willingness to administer a program which included funds to be expended for the benefit of other counties. Mark Alonge, who lived in the area and had previous experience as a program coordinator in nearby Allentown, became the first Coordinator.

The initial grant was for a seat belt and child passenger safety public information and education program in six counties. After 18 months, the unit was expanded to become a comprehensive program covering all 12 counties included in PennDOT's Engineering Districts 3 and 5. Subsequently, four counties were reassigned to another program.

Administration and Organization

Fiscal responsibility for the program resides in Schuylkill County government, through authority of the chairman of the Board of Commissioners. The District Attorney is the director of the program, representing the county's interests, but he is not actively involved in planning and operations. Originally housed in county offices, the program currently occupies space leased by the county in a downtown office building.

The program has five full time employees including the Regional Coordinator, a Comprehensive Program Coordinator, a DUI/Traffic Safety Coordinator, and two secretarial/clerical employees. None of the program's employees is on the county's payroll, all being treated as outside contractors. According to the Regional Coordinator, the flexibility of this employment arrangement has been a major factor in the success of the program.

The Regional Coordinator estimates that he spends about 80% of his time as overall administrator of the organization and 20% as the coordinator of comprehensive grant programs in three of the eight counties. The Comprehensive Grant Coordinator implements programs in the other five counties. The DUI/Traffic Safety Coordinator organizes alcohol enforcement and associated public information and educational efforts across all eight counties.

The North Central Highway Safety Network has two "Task Forces." The older of the two groups is the Schuylkill County Task Force, with about twenty members representing county government and a cross section of community organizations in the host county. The core of this group was active even before 1987 and the group still has meetings three times a year. The second group is the "Eight County Task Force," consisting of three to five representatives from each county. This group meets twice a year.

In general, members of both groups are active volunteers who represent police departments, hospitals, EMS, PTAs, clubs, and other organizations and who implement activities on a continuing basis. Many of the members have mini grants from the Network which require their attendance at Task Force meetings. The Regional Coordinator stresses that the Task Forces are not "leadership task forces" in the sense that members take an active role in goal setting and planning. Rather, they are "networking task forces," serving the purpose of providing contacts, training, and motivation.

Impact of the Traffic Safety Program

The overall goal of the program is to decrease the number of crashes and injuries in the area served. The number of crashes in the Network's coverage area has declined about six percentage points annually since the program started, but the rate of improvement is slightly less than the rate for the total State. The traffic engineering region in which the program is located had a traffic fatality and injury rate of 121.69 per 10,000 population in 1990, the same rate as the total State. Significant progress has been made in rates of seat belt usage. For example, the program's observational surveys show that seat belt use in Schuylkill County increased steadily from 28% when the program started in 1987 to 65% in January of 1993. PennDOT statistics also indicate that the region has maintained usage rates which are significantly higher than the total State since the program's inception.

The program has resulted in a very high level of community activity on traffic safety related issues. For example, in a nine-month period of 1991, a total of 1,615 different activities were carried out in the eight-county area which involved 439,000 contacts or pieces of material distributed.

The CTSP reports its activities classified by groups involved in their delivery. The following is an indication of the nature and general level of activities carried out in each classification:

Enforcement

In addition to its Comprehensive Highway Safety Program grant, the North Central Highway Safety Network also has an Alcohol Highway Safety Program grant, covering Schuylkill County. The grants are managed by (two different program managers in) the Program Services Division at PennDOT Bureau of Highway Safety and Traffic Engineering. North Central Highway Safety Network's DUI Coordinator directly manages all sobriety checkpoints and safety blitzes conducted by police from all jurisdictions in the county under the grant and provides services to sobriety checkpoints in four other counties on a consulting basis. To date, the DUI Coordinator has completed 26 sobriety checkpoint activities in Schuylkill County and assisted in 22 checkpoints in the other four counties. On average there are two checkpoints a month in Schuylkill County and somewhat fewer than two a month in the other four counties.

The functions of the DUI Coordinator include selecting the sites (based on DUI involved crash statistics and availability of safe locations), recruiting qualified police officers, making sure that court requirements are fulfilled, providing equipment (such as lights, barricades, and testing equipment), developing detailed procedures, briefing officers, and providing on-site supervision.

Also as part of the Alcohol Grant, the DUI Coordinator supervises DUI and Speed Enforcement Patrols in Schuylkill County during the weeks between sobriety checkpoints. While these efforts may not get as much public visibility as the checkpoints, they are highly productive in terms of arrests and are many times more cost effective than the checkpoints.

The CTSP also helps to organize cooperative police "Safety Blitzes" under corridor grants in which PennDOT directly funds police departments. Other police-related efforts include providing materials and technical assistance for such police activities as promotion of Child Passenger Safety

Awareness Week, "Avoid the Summertime Blues," "Operation Buckle Down," the Child Passenger Safety Bear Campaign, etc. The program also assists police in staging bike rodeos, training crossing guards, and writing grant applications. Relationships with police departments have been greatly enhanced as the result of the CTSP's ownership of three speed display boards which are continually rotated among the area police departments. Several departments also have been the recipients of mini grants from the CTSP for specific community programs.

In nine months of 1991, North Central Highway Safety Network had 297 direct contacts with enforcement agencies, resulting in more than 84,000 contacts in the community.

Schools

School contacts comprise a major portion of the four days a week that the Comprehensive Program Coordinator is on the road. In the first nine months of 1991, there were 299 contacts with pre-schools, public schools (K-12), Intermediate Units (IUs) for special needs students, colleges, and summer programs. Every school district was directly contacted. Contacts include seminars to "train the trainers," specifically high school students as peer educators, police as educators, pre-school teachers, bus drivers, and crossing guards. About 63,000 pieces of materials promoting highway safety are distributed through schools each year. Safety issues addressed include occupant protection, bike safety, school bus safety, pedestrian safety, and DUI.

Community

In 1991, a total of 165 community programs were developed or assisted by CTSP staff. Programs included "Mayors Challenge," "Buckle Up Religiously," and child passenger safety seat loaner programs. "Vince and Larry" costumes were used 22 times. Over 67,000 individual contacts were made through these programs.

Business and Industry

A total of 593 direct contacts were made with businesses in 1991. Activities focused on NETS (Network of Employers for Traffic Safety) and development and distribution of a Corporate Resource Guide. One business which receives special attention is the liquor serving business. CTSP staff promotes designated driver programs in which establishments provide freebies to designated drivers and staff members provide free TIPS training to servers (a \$45 value) upon request. Nearly 77,000 pieces of information were distributed through business contacts in 1991.

Health Care/EMS

Some of the CTSP's most active presenters are health care professionals, including doctors, nurses, and emergency medical technicians. For example, a husband-and-wife team on the Schuylkill County Task Force owns an ambulance service which employs 15 people including 8 EMTs. In addition to directly contacting crash victims (many of whom they refer to the "Saved by the Belt" Club), they and their EMTs are in constant demand for school and community presentations and teach Red Cross first aid and CPR courses to Boy Scout Troops and businesses. They never miss an opportunity to present the CTSP's safety messages and pass on materials. They also are corporate

sponsors for incentives distributed by the CTSP in return for having their logo and emergency phone number printed on the materials.

Emergency services in the North Central Highway Safety Network offer a defensive driving course, "Coaching the Emergency Vehicle Operator," published by a company named FLI. The CTSP purchased the 6-hour course and course materials for emergency personnel.

Five of the 15 mini-grants given by the Safety Network in 1991 were to hospitals and emergency medical services. Mini-grant titles include "School Bus Safety and Emergency Management Workshop," "Crash Course for Teenage Drivers," "Child Passenger Safety and Occupant Protection," "Bicycle Safety Project," and "Child Safety Seat Awareness Project."

EMS and health care groups also sponsor many community events such as health fairs which provide opportunities to contact the general public. It is estimated that nearly 150,000 contacts were made in 1991 through EMS/health care channels.

Media

In the 1991 grant period, 48 different press releases and PSAs were submitted to local print and broadcast media, for a total of 504 media contacts. Local print media use almost everything submitted. The DUI Coordinator makes many appearances on local radio shows throughout the area. He is in demand partly because he is a local celebrity; he is known throughout the area as a radio sports announcer, and before joining the program he was also a successful coach. The CTSP also has the cooperation of outdoor advertising companies who donate billboard space to such activities as "Summertime Blues." The CTSP also cooperates with Corridor Coordinators on press releases related to checkpoints and safety blitzes. In 1991, there were 13 such releases involving 102 media contacts.

Materials

The Network is amply supplied with printed materials by PennDOT directly or through the Traffic Injury Prevention Project (TIPP) program office. (TIPP is a 402-funded program of the American Academy of Pediatrics, Pennsylvania Chapter, which develops and produces a variety of education and youth-oriented traffic safety materials both for its own use and for distribution by comprehensive programs throughout the State. TIPP's grant is managed through the same PennDOT office as the CTSP grants.) Other suppliers include the Pennsylvania DUI Association, Keystone Safety Belt Network, the State Liquor Control Board, insurance companies, NHTSA, MADD, and SADD. Almost all of the printed materials utilized by the CTSP are provided to them free. The quantities of materials distributed is prodigious. As noted previously, the program makes close to half a million contacts annually, and nearly every one of them involves giving out one or more pieces of material.

The CTSP also has a comprehensive library of over 200 films and videos which are utilized by staff members for their own presentations and are loaned to volunteer groups delivering programs. The CTSP is also the custodian of "Vince and Larry" costumes, which are loaned more than 20 times a year.

North Central Highway Safety Network promotes itself as the regional resource center for highway safety materials, fulfilling all reasonable requests for materials. They keep a large supply in their offices and also in public libraries and driver testing centers throughout the served counties to make the materials more immediately accessible.

The program also uses a great variety of advertising specialties, including key chains, bike flags, litter bags, book bags, caps, clip boards, rulers, pencils, badges, bike reflectors, arm bands, stickers, book marks, and so forth, imprinted with safety messages and the Safety Network's logo. All of these materials are either purchased with CTSP funds or are donated by business sponsors. All purchases must be conducted according to Schuylkill County purchasing procedures; they must be budgeted, require price quotations from several suppliers, and must be acquired through the Schuylkill County purchasing office.

Coordination with Other Agencies and Groups

The PennDOT Bureau of Highway Safety and Traffic Engineering funds the North Central Highway Safety Network both as a comprehensive community traffic safety program and as an alcohol highway safety program. Accordingly, the local program works closely with two different program managers at PennDOT. Also, NCHSN works with the regional TIPP office in Bryn Mawr, which is within the responsibility of the same PennDOT program manager as the comprehensive programs. PennDOT also has corridor coordinators in their district offices who supervising FHWA corridor grants to law enforcement agencies. The CTSP works with the corridor coordinator in Engineering Districts 3 and 5. CTSP personnel are very pleased with the support they get from all quarters at PennDOT and are enthusiastic about the professionalism of the PennDOT people with whom they deal.

The Traffic Safety Network has many interactions with Schuylkill County Government, which has fiscal responsibility for administration of the program. Governmental contact in other served counties is minimal as a matter of strategy to avoid political interference. Program staff feels that Schuylkill County officials are very flexible and supportive and make a major contribution to the success of the program.

As noted above, the program is delivered by volunteers from a very broad spectrum of community institutions and organizations. During the first year or two of operation, most of the Coordinator's time was spent cultivating these community relationships. Now, the CTSP can barely keep up with program initiatives which come from these groups. Program staff perceives that its role is to plan and coordinate the activities of all of these groups to achieve the safety goals which are communicated from program managers at PennDOT.

Funding

In 1992, the North Central Highway Safety Network received \$251,000 in 402 funds to operate the comprehensive community traffic safety program. This amount includes about \$35,000 for the full-time DUI Coordinator. The Schuylkill County DUI/Speed Enforcement Program Grant provided about \$98,000 in additional funds, including \$37,000 for capital equipment to implement the sobriety check points, for a total budget of about \$349,000.

The CTSP grant started at \$162,000 for 1987/1988. The amount has varied through the years, the lowest being \$159,000 in 1989 and the highest (prior to 1993) being \$223,000 in 1991.

Although Schuylkill County manages and administers the contracts, it provides no direct matching funds. Businesses, agencies, and individuals throughout the eight counties do contribute to the support of the program through time, material, service, and occasional financial contributions. A dollar value has never been calculated for this local participation.

Although the program is not required to become self supporting, PennDOT, Schuylkill County, and the Network are exploring the feasibility of establishing a central DUI processing facility for the region. The theory is that it may generate sufficient revenue from surcharges on fines to support the highway safety program.

Future Plans

The operational plan for the current grant year (10/92 through 9/93) calls for a continuation of the present organization and level of staffing. Safety issues to be addressed include occupant protection, safe driving characteristics, underage drinking, DUI, pedestrian, bicycle, motorcycle, vehicle safety, and sobriety checkpoints/safety blitzes. Target groups for intervention strategies will continue to include schools, community/media, health care providers, law enforcement, and corporations.

High emphasis will continue on occupant protection, with special focus on belt use in pickup trucks (which have no passive restraints and make up 30% of registered vehicles) and proper use of child restraints (extensive loaner programs are already in place). The CTSP lists plans for 19 specific activities supporting these efforts.

The plan also calls for increased effort on pedestrian safety, already a strong component of the CTSP's contacts through schools.

Motorcycles have been identified as a problem requiring increased attention. Although recent statistics are not available, 1989 statistics reveal that, while motorcycles represent only about 4% of the vehicles in the area, they are disproportionately represented in the fatal crash statistics, and the problem appears to be worse in the program's counties than in the State as a whole. Planned motorcycle safety activities include continuation of the "Sharing the Road" publicity effort, contacting all motorcycle clubs in the area, using direct mailings to riders to inform them of rider safety course schedules, setting up displays at motorcycle dealerships, and contacting driver education instructors to make them aware of rider safety course schedules. In communications directed at riders, special emphasis will be given to drinking and riding since the motorcyclist has been drinking in 46% of fatal motorcycle crashes.

Bicycle safety always has been a strong component of the CTSP's activities. The issue will continue to receive heavy emphasis in school presentations and mini grants will continue to be given to any group which wishes to do a bike safety activity. Increased emphasis will be placed on helmet use in all programs.

Safe driving will also continue to be a major emphasis of all activities. Based on their disproportionate involvement in crashes, main target groups will be new drivers and senior citizens. In keeping with the character of roadways in the area, special emphasis will be placed on driving in adverse weather, observance of warning signs, and sharing the road. Messages on impaired driving and observing speed limits also are an important part of this effort. The safe driving messages will be delivered through the full range of publicity and activities planned by the CTSP.

Additional funding from the DUI grant has dramatically increased the activity level on this issue. The 92/93 plan calls for the program to assume the manpower cost of the DUI Coordinator in its Comprehensive Program grant and to extend the period of time in which the organization will coordinate sobriety checkpoints and safety blitz enforcement. A long list of planned activities includes working with courts, treatment programs, and prevention programs. Strong school programs will continue, including events for high schools and colleges such as "ghost outs," "mocktail" contests, and non-alcoholic parties. Beverage servers also will be a major target, with continued promotion of designated driver projects, "Alert Cab" projects, and TIPS training for employees. The CTSP also will continue its support for MADD, SAAD, and Baccus groups to encourage activities and provide materials, films, and speakers.

Vehicle Safety will receive increased promotional emphasis. In particular, proper car care will be promoted, including prevention of faulty brakes, tires, lights, signals, and emission controls. Since the area has high usage of trucks and four wheel drive vehicles which are frequently maintained and modified by their owners, information on proper maintenance and safe modifications will be included. Promotion of vehicle safety will be approached through driver's ed and vo-tech instructors, car dealers and repairers, and news releases to the media. A variety of brochures and videos will be used in the effort.

Eastside DWI Task Force¹⁶

The Eastside DWI Task Force was set up in late 1984 as one of nearly 20 CTSPs in Washington State with Section 402 funding and local match support. Although continuing to focus primarily on alcohol-driving problems, within that orientation it also addresses occupant restraints and other areas including youth and senior drivers. The program began as the Bellevue DWI Task Force; after about three years it expanded to include five nearby towns. The Director of the Task Force has always been the Traffic Lieutenant in the Bellevue Police Department. In the first two years, the Coordinator was the police Safety Officer; since then, the position has been held by a civilian police department employee.

The current Coordinator is the program's fourth; with a strong background in community project management, she has been with the Task Force for about two years. Under her guidance, the Task Force has reinforced its position as an active and respected member of its community. Most activities are conducted in cooperation with one or more other community support or traffic safety organizations. Major activities include Victim Impact Panels, alcohol server training, a senior driver refresher course, prom/graduation and other school programs, a regional youth conference, regional alcohol enforcement teams, frequent public appearances, State and national safety campaigns, and media releases. The Coordinator's approach emphasizes active cooperation with other agencies, with the Task Force leading or participating in programs which bring its traffic safety message to the public in the context of other law enforcement, safety, and health themes.

The Task Force received 402 funding for about five years. When that funding ceased, the State of Washington directly supported CTSPs. These funds are now in a six-year schedule of dropping away. The Task Force has opted to continue its prior full level of activity, even though the primary State funding has run out mid-year in each of the last two years. In each year, last-minute appropriations have been found to continue its work through the end of the fiscal year.

Description of Area

The Eastside DWI Task Force covers communities across Lake Washington from Seattle. Bellevue, with a population of about 87,000 people, is the first and largest city in the Task Force. The cities of Redmond and Kirkland and smaller communities of Clyde Hill, Medina, and Issaquah bring the total affected population to about 210,000 people. Mercer Island has sometimes been part of the Task Force area, and programs are bound to have some impact on people living in other East King County communities. The area is primarily urban and suburban with some rural territory. The population is largely professional; there is an increasing immigrant segment in Bellevue. As with most of the Seattle area, the economy is slow now. Major roadways include I-405, State 520, and--at the southern edge--I-90.

¹⁶

This report is based on a review of program materials and documents and a site visit on November 17 and 18, 1992. We greatly appreciate the hospitality and cooperation we received from the Eastside DWI Task Force Coordinator, Sherry Byers, and the dozen people close to the program that we were able to interview.

Major Traffic Safety Problems

The traffic safety problem targeted for the Bellevue program, in late 1984 when it started, was impaired driving. Impaired driving remains the main and official focus; within the context of impaired driving activities, though, the Task Force also addresses occupant restraints and other traffic safety issues.

Origin of the Task Force

In 1984, the Bellevue DWI Task Force was created with 402 funds along with 15 other Washington State CTSPs. Funds were provided through the Washington Traffic Safety Commission (WTSC). The Bellevue PD Safety Officer attended a Region meeting in Portland which described the kind of community programs for which support was available. From that he developed a proposal which was funded for an initial two years. In those two years, he served as volunteer Coordinator; all grant monies were applied to programs and materials. Beginning with the third year, larger grants were acquired. With them, a full time Coordinator and a part time assistant were hired. At that same time, the Task Force became the Eastside DWI Task Force with participation of several nearby cities and towns.

The Task Force began with a Steering Committee of about six members, including representatives from the Bellevue Police Department, the Bellevue School District, and private citizens. When the Task Force territory expanded, each new community was represented on the Steering Committee by a member of its police department.

The initial focus was the DWI problem, public awareness, and school students. In the first few years, the program added efforts for corporate employees, public employees, and older drivers. The DWI Task Force has been viewed by the Washington Traffic Safety Commission (WTSC) as its primary local entity; special programs from the State are usually implemented through the Task Force.

The Task Force came into being, and exists today, in a community having many other established organizations and activities which address aspects of traffic safety. First among these was the Bellevue Police Department, which has had a Safety Officer, in-school programs, enforcement programs, and public information campaigns all coexisting with the DWI Task Force. From the beginning, the Task Force has sought to establish itself, not as the dominant traffic safety entity, but as a full member of a traffic safety community with other significant components. It works to conduct programs of its own and, as much as possible, work with others to present a coordinated, effective, and efficient attack on traffic safety problems.

Administration and Organization

The Eastside DWI Task Force is an element housed within the Bellevue Police Department. The Coordinator is a full-time civilian employee of the department. She is the only paid employee of the program. She reports to the Traffic Lieutenant; he provides oversight and support but is not deeply involved in the day-to-day decisions and activities.

The DWI Task Force is guided by a Steering Committee. Members of the Steering Committee include representatives of: each municipal police department, the King County Sheriff, and the Washington State Patrol; the Bellevue Probation Department; three drug and alcohol treatment centers; Bellevue and Lake Washington School Districts; PTSA's; Victim Impact Panels; insurance companies; alcoholic beverage distributors; the lead organizer of the senior driver course; and the WTSC. The Steering Committee meets quarterly and provides overall direction for the Task Force.

Under the Project Director and Coordinator are a public relations chairman and subcommittees for the legal process, for education (school and adult), and for the business community. These subcommittees may meet monthly.

In addition to the Coordinator and the Steering Committee, volunteers are key to the program's vigor and effectiveness. Volunteers run the Senior Driver Program, support Task Force appearances at fairs and other public events, and participate in running the other program activities. Volunteers come from all areas (including Task Force members). They contribute more than 1,000 hours each year.

Impact of the Task Force

In its annual proposals to the State, the Task Force has cited activity levels as the primary measures of effectiveness. Current measures, for example, cite 200,000 to 400,000 individual citizen contacts and distribution of more than 150,000 educational and motivational materials (per year).

In a State-sponsored evaluation project, over the time period 1985-1989, all Task Force sites in the State were credited with saving 69 deaths, nearly 1,600 injuries, and about \$31 million in costs to society--about \$10 for each \$1 spent on the programs. In the East King County area, alcohol-related crashes in 1992 were 13% lower than the preceding year.

Other benefits from the Task Force include integration of the efforts of the various law enforcement agencies, general public information and awareness, support for traffic safety legislation, and integration of traffic safety efforts across government and private initiatives.

The Task Force participates in national campaigns such as Summertime Blues, 3-D Month, and Red Ribbon Campaigns. Beyond that, the Task Force conducts and participates in a wide range of activities. By target audience, some significant activities and impacts are listed below.

Alcohol Servers: With the Washington State Liquor Control Board, the Task Force conducts alcohol server training, for servers and managers. The course (1 1/2 hours long until this year, when it has been expanded to 3 hours) emphasizes proper identification and dealing with overservice situations. The LCB actually conducts the courses; the Task Force handles all logistics including publicity, scheduling, site arrangements, and registration. The course, which has been held in the offices of a local alcoholic beverage distributor, is held monthly and reaches about 300 people each year.

Youth: Victim Impact Panels have been held as school assemblies through the efforts of the Task Force (see below). With five co-sponsors, the Task Force has conducted a drug/alcohol prevention

conference for junior high students from five area school districts. The Task Force has "Sober and Safe" poster contests (K-12) and sponsors sober prom/graduation programs. Some efforts are coordinated with the local Safe Kids Coalition.

Senior Drivers: The Senior "Getting There Safely" Course was developed by the volunteer currently running the program. It has been substantially adopted by the State of Washington and is used, in that form, across the State. It covers nine hours over three days and includes videos and volunteer presenters who address driving hazards, pedestrian safety, alcohol, prescription drugs, aging and driving, visual acuity and night vision, safety restraints, licensing, and insurance. The program is free and reaches about 350 people each year.

DWI Offenders: Victim Impact Panels are now held throughout King County and reach about 2500 first-time offenders each year. The VIP program is independent of the Task Force (and is supported by the \$10 fee it charges attendees), but the head of the program is on the Task Force and the panels are integrated into the overall East King County effort.

General Public: The Task Force is represented, often in booths, in more than 15 fairs and other public events each year.

Other: The Task Force works closely with rehabilitation and substance abuse agencies.

The Task Force addresses other traffic safety issues as part of its alcohol/drugged driving emphasis. It tries to work in occupant restraint--adult and child--and ped and bike safety as well. (Much of the occupant protection effort in the area is spearheaded by the statewide Safety Restraint Coalition, whose co-chairs are on the Task Force and work closely with the Coordinator.)

The Bellevue PD as a whole has a number of traffic safety activities which are coordinated closely with the Task Force. The PD has small grants for occupant protection education. The PD is also taking over from the DPW the Eastside Pedestrian Safety Coalition program and activities; the Task Force Coordinator is part of that board. With other area PDs, the Bellevue PD has institutionalized Emphasis Patrols; they are run several times each year and include overnight media updates. The police Safety Officer has primary responsibility for school appearances and presentations, including Safety City; he works closely with the Task Force Coordinator on those activities and on Task Force-initiated public appearances. The PD also began and conducts regular Safety Restraint classes, taken by safety belt law violators in lieu of fines.

Coordination with Other Agencies and Groups

The Coordinator works very closely with the many other established organizations in East King County that work with traffic safety issues. As noted, she is a member of the Eastside Pedestrian Safety Coalition. She works closely with the police Safety Officer and with others in the Bellevue PD who work on traffic safety programs. She works with, and/or has their representatives on her Task Force, groups such as: the Victim Impact Panels, the hospital Community Education Program, the Safe Kids Coalition, the Safety Restraint Coalition, Bellevue and other school districts, and rehabilitation/substance abuse agencies.

The Coordinator works with other CTSPs in Washington and participates in the State and Region conferences. She and the State Liquor Control Board work together to conduct the regular alcohol server training classes. She also receives information and technical assistance from the WTSC.

Funding

The DWI Task Force was funded for its first two years through federal 402 money through the State, at about \$16,000 per year. The Coordinator began as an unpaid position. In subsequent year, funding levels reached about \$34,000 per year and paid the new civilian Coordinator's salary and paid for materials, activities, and local travel.

The State of Washington picked up the support when federal funds stopped, through a fund created with traffic (DWI) fines. Through 1989, funding remained at about the earlier level. Beginning in 1990, the State cut funds by 25% for the next two years; the total amount available for CTSPs will drop the same amount every two years until it is gone.

In general, the WTSC has cut the funds equally across the CTSPs. At this time, funding in Eastside is adequate to support the Coordinator and the activities for about half time the year. (In the Eastside program, the Task Force is funding its activities at the fully-funded rate; its initial allocation of funds was expected to run out in January 1993. In some other places, Task Forces have allocated their funds across the entire year and been able to maintain a reduced effort and presence for the full year.)

Support from local businesses and organizations, in dollars, materials, or assistance, is usually tied to specific activities. It is expected to continue at existing levels.

The Task Force has looked to local municipalities for replacement funding. Although the Task Force and its Coordinator are viewed very positively in the community, the program is not "critical" either as one mandated from the State or as one deemed essential at the local level. In the current poor economic climate, local support can not be increased from its present level.

Within the Police Department, the DWI Task Force is viewed as a program to be maintained as long as it is funded from outside. The department is very concerned about traffic safety, as evidenced by its support of the Safety Officer and his programs, Emphasis Patrols, etc. The DWI Task Force, although it has received department space and support for most of a decade, is viewed as just one traffic safety effort. With department budgets limited, and with the Coordinator's position a civilian one, if State support is cut off the position and program can not be retained.

Task Force and Coordinator efforts to obtain continuing funding have focused on the State level. In particular, all of the State's Task Forces have been lobbying the legislature to restore full funding to the Task Forces (it can't be done through the WTSC). In addition, there is an effort underway to place a small tax (e.g., \$.05) on individual drinks and to earmark those funds to support the Task Forces.

Future Plans

The program activities and community relationships are stable and effective. If funding can be found to maintain the costs of the program, it is likely to continue along the current course. Many of the people working closely on specific activities have made tentative contingency plans in case the Task Force is discontinued.

With the current climate of continuing cost crises, it is unrealistic to look for the Coordinator and the Task Force to have more elaborate plans in place.

Lewis County (Washington) DWI/Traffic Safety Task Force¹⁷

The Lewis County DWI/Traffic Safety Task Force was set up in late 1984 as one of nearly 20 community traffic safety programs (CTSPs) in Washington State with Section 402 funding and local match support. Begun with a focus on the single issue of alcohol-driving problems, it has expanded to emphasize occupant restraints and other areas such as speeding and pedestrian and bicycle safety. (This is reflected by its name, which began as the DWI Task Force, has become the DWI/Traffic Safety Task Force, and is looking to become simply the Traffic Safety Task Force.) The Task Force is within the Public Service section of county government.

With the same coordinator since its inception, the Task Force is a well known, respected member of its community. Major activities include youth (with SAFTYE (Stop Auto Fatalities Through Youth Efforts) Clubs in every high school, with the Teens Need Teens organizations, and with Safety City for grades K-3), law enforcement (steadily increasing DWI emphasis and arrests), and restraints (an active Convincer program). The Task Force is active in community events, in schools, through personal appearances, and in the media.

When the Task Force's 402 funding ceased, the State of Washington took up the slack. These funds are now in a six-year schedule of dropping to zero. The Task Force is reducing its efforts and focussing them on maintaining service and activities by institutionalizing them and by increasing volunteer participation (including from the now part-time coordinator).

Description of Area

Lewis County is a landlocked county in western Washington State. It extends from just west of the adjacent cities of Centralia and Chehalis east to include part of the Mount Ranier National Park. It covers about 6,000 square miles. Its total population is less than 60,000 of whom about one third live in Centralia and Chehalis (where the county offices and the Task Force are located). It is about half way between Seattle and Portland, Oregon. The main roads are I-5, running north-south through Chehalis and Centralia, and U.S. 12, running from the western edge of the county, through the two main cities, east toward Yakima and Minneapolis-St. Paul. The county is primarily rural. The county is divided into numerous small towns and school districts; for example, it has 11 high schools with a total senior class of about 900 students. Industry centers on logging and related activities. The area was well off when logging was a booming industry; within the last few years logging has slacked off, jobs have been lost, and the local economy has faltered.

¹⁷ This report is based on a review of program materials and documents and a site visit on November 16, 1992. We greatly appreciate the hospitality and cooperation we received from the Lewis County Traffic Safety Task Force coordinator, Don Youngmans.

Major Traffic Safety Problems

The traffic safety problem targeted for the Lewis County Program, in late 1984 when the program started, was impaired driving. Over the years, its scope has expanded to include speeding, occupant restraint, and other traffic safety issues.

Traffic fatalities in Lewis County from 1968 through 1984 averaged 18.9 per year. In 1980 through 1984, 39% of the fatalities involved alcohol. (During program years, 1985 through 1991, fatalities averaged 20.1 per year; about 35% involved alcohol.)

Origin of the Task Force

In 1984, the Lewis County DWI Task Force was created with 402 funds along with 15 other Washington State CTSPs. Funds were provided through the Washington Traffic Safety Commission (WTSC) in response to a grant request initiated by the Lewis County Traffic Safety Commission (not related to the State TSC--see below) and submitted through the county Public Works Department.

The Task Force was created with an initial roster of 30 members from all relevant police forces, county and local governments, the court system, schools, local businesses, and interested citizens. The original Task Force coordinator remains in that position to this day; more than half of the original Task Force members are still active.

In 1984, Lewis County already had the Lewis County Traffic Safety Commission. The Lewis County TSC, still thriving, is a volunteer organization of 20 to 30 individuals who represent much the same range of organizations as does the Task Force. It is not related to the Washington State TSC, though it was originally created at the urging of the State. Its interests include traffic engineering, mass transportation, and other topics in addition to those addressed by the Task Force. Its activities are mostly persuasive, directed mostly toward State and local agencies. The Lewis County TSC and the Task Force tend to not overlap in activities or responsibility, though both are sponsors of Safety City (described below). Coordination is achieved through several individuals who are members of both organizations. This includes the Task Force coordinator, who has just finished a two-year term as the TSC chairman.

The initial safety issue for Lewis County Task Force and for the others created at the same time was DWI--impaired motorists.

Administration and Organization

The Lewis County DWI/Traffic Safety Task Force is an element of county government; the Task Force falls into the Public Services Department (which is the largest county department; it also includes public works, environmental health, maintenance, the motor pool, and roads).

The DWI/Traffic Safety Task Force has a coordinator, who was full time until July, 1992. At that time, for personal reasons and because of decreasing State funding, he "retired" and reduced his paid time to 70 hours/month. The other paid staff person is his secretary/assistant, who worked about 20% time through June and now works about 52 hours/month.

As currently configured, the Task Force has about 25 members who represent police agencies (Washington State Patrol, Lewis County Sheriff, local police departments), teens (Teens Need Teens and SAFTYE Clubs), local businesses, the courts, social service agencies, schools, the State Department of Licensing, and private citizens. The Task Force serves to advise and direct the coordinator on program activities and as a clearinghouse and resource for traffic safety programs undertaken independent of the Task Force's activities.

In addition to the coordinator, his assistant, and the Task Force, volunteers are key to the program's vigor and effectiveness. Volunteers come from all areas (including Task Force members), with the largest numbers from high schools and the various law enforcement agencies. In 1992, all volunteers contributed an average of about 70 hours per month; the highest was 180 hours in the month which included the booth at the Southwest Washington Fair.

Special Features

Lewis County DWI/Traffic Safety Task Force programs and activities which are particularly innovative or take up a significant level of time or dollar resources are highlighted here. The next section of the report, which summarizes activities and results by traffic safety issue, includes reference to these features and more. Major activities include:

- Safety belt "Convincer" demonstrations; the Convincer is regularly displayed at high schools and fairs and had an estimated 10,000 riders just in 1991.
- SAFTYE Clubs, offered through the WTSC, have been started by the coordinator in each Lewis County high school.
- Safety City; held at a local mall; about 1,500 elementary school children participate each year. Focus includes restraints and child seats, pedestrian, bicycle, and school bus safety.
- Responsible Host Party; held for seven years so far, most recently at Centralia College, it attracts about 200 people annually.
- Senior driver "Arrive Alive/Getting There Safely" Course; a two-day course presented by the coordinator and the chairman of the Task Force, it has been presented 5-7 times each year and has reached over 1000 Lewis County citizens so far. It includes volunteer speakers--a State Police officer, a pharmacist, an EMS representative, and a licensing person. (By State law, graduates receive an auto insurance discount.)
- Designated Driver and Safe Rides Programs; implemented through about 85-90% of alcohol-serving establishments. Safe Rides have been provided by local taxis paid for by Centralia College and local EMS organizations.
- Keychains for graduating seniors; sponsored by Pepsi and other local businesses, the Task Force provides high quality brass keychains to all graduating seniors.

- Annual Task Force Awards Banquet.
- Neighborhood Speed Watch Program; recently begun program in which carefully screened civilian volunteers use an unmarked Lewis County car and radar equipment. At selected locations, the volunteers track and display on a large board the speed of motorists; they also note license numbers of high-speed vehicles whose owners later receive an informational letter from the Task Force. Working with county and city enforcement agencies, the volunteers are also called on to do general speed measurement surveys.
- Traffic statistics; the Task Force compiles data on each traffic death in Lewis County and distributes a poster-sized bulletin with the information; they also tally DWI arrests for all police jurisdictions and distribute weekly updates to local news media.
- Public Appearances (67 in 1991).

Impact of the Task Force

In its annual proposals to the State, the Task Force has cited activity levels as the primary measures of effectiveness. The kinds of measures have included:

- Number of youth traffic safety programs conducted by SAFTYE Clubs (in 1991, clubs active in all 11 high schools; program counts not provided, though chapters participate in local and Task Force activities and in area/statewide conferences). Most SAFTYE Clubs are linked with some other school club or organization. One kind of activity is the in-school "Whiteout Assembly." During the day of the assembly, individual students disappear at timed intervals from their classrooms, then reappear with white makeup on their faces. At the assembly at the end of the day, each one--representing a traffic fatality--briefly describes who he or she is and how he or she died.
- Number of community programs with Task Force involvement (in 1991, eight community events with about 11,000 attendees, and two major regional fairs with about 25,000 people).
- Number of Convincer demonstrations (multiple occasions including fairs and individual high schools; peak activity levels are about 10,000 - 12,000 riders per year).
- Involvement of law enforcement agencies in traffic safety programs (all agencies in the county involved).
- Number of DWI arrests (steadily rising, from 577 in 1987 to 1,022 in 1992).
- Number of establishments with designated driver and/or safe rides programs (85-90% of alcohol-serving establishments).
- Number of elementary school students attending Safety City (in 1992, 1600).

- Number of senior drivers taking the Getting There Safely refresher course (250-300/year).

As noted above, traffic fatalities and the percentage of fatal crashes involving alcohol have not declined in the program years. Fatalities averaged 18.9 from 1968 through 1984, 20.1 from 1985 through 1991. Percent alcohol-involved was 39% in 1980 through 1984, 35% in 1985 through 1991. The statistics have not been routinely separated into those involving local vs. non-local drivers. Of the 16 fatalities in 1992 through October, 5 occurred on I-5 (3 involving alcohol), a road very likely to have drivers from beyond the reach of Lewis County programs.

By safety target area, activities and results are summarized below.

Impaired Driving: The major focus of the Task Force, for adults and teens. Activities include collecting and disseminating fatality (and alcohol involvement) statistics and DWI counts, encouraging police to emphasize DWI patrols and arrests, high school SAFTYE programs, Responsible Host Parties, and 3-D Week (Month). The Task Force sponsors intensified impaired driving campaigns in summer (special targets: young softball-playing men, with Seattle Mariners theme) and in December. In addition, impaired driving is a constant message in all program materials and activities. The Task Force has conducted a DWI survey of all police departments operating in Lewis County (as well as a general traffic safety survey of about 300 local residents).

Occupant Protection: Specific activities include Convincer demonstrations, Safety City, fatality statistic reporting (includes instances of belt use/non-use), SAFTYE Club activities including belt use surveys, school traffic safety programs (especially elementary and middle schools), florists distributing Buckle Up hearts at Valentine's Day, and other Buckle Up, America! Week activities. Occupant protection is a common theme in other Task Force activities as well.

Speeding: This is being addressed now with the Neighborhood Speed Watch (volunteers with radar) program. Speeding is also emphasized in many other activities and materials.

Bicycle Safety: The Task Force participates in annual bicycle rodeos, and bike safety is one important theme at Safety City.

Across all safety concerns is the coordinator's philosophy that traffic safety requires safe decisions and behavior from everybody and that this, in turn, is best achieved through (constant and repetitive) education plus incentives plus enforcement. This shows itself in the emphasis on high school, middle school, and elementary school curricula and programs. It also is reflected in booths at community activities, regular information to the media (for example, the coordinator makes sure he schedules a news conference once every couple of months), frequent public speaking engagements, and multitudes of keychains, pencils, buttons, refrigerator magnets, calendars, etc. bearing the Task Force name and message.

Coordination with Other Agencies and Groups

The coordinator is a member (until recently, the chairman) of the Lewis County TSC. In addition, he is a member of the county Law Enforcement Council, the county Law and Justice Committee, the county Safety Committee, and the State Public Information and Education Committee.

The coordinator works with other CTSPs in Washington and participates in the State and Region conferences.

The coordinator also works with WTSC.

The Task Force co-sponsors events and activities with groups like local law enforcement agencies, the Lewis County TSC, Centralia College, the Chehalis-Centralia Pupil Transportation Cooperative, SAFTYE Clubs, Teens Need Teens; also, the Burlington Northern and Union Pacific Railroads, the Washington State Utilities Commission, and EMS organizations.

Funding

The DWI/Traffic Safety Task Force was funded for its first three years through federal Section 402 money through the State. Funding levels reached about \$40,000 per year plus at least as much from local (mostly soft) match. The funds paid the coordinator's salary and for materials, activities, and local travel.

The State of Washington picked up the support when federal funds stopped, through a fund created with traffic (DWI) fines. Through 1989, funding remained at about the earlier level. Beginning in 1990, the State cut funds by 25% for the next two years; the total amount available for CTSPs will drop the same amount every two years until it is gone.

In general, the WTSC has cut the funds equally across all the CTSPs. At this time, funding in Lewis County is adequate to support the coordinator and his assistant at less than half time. (In Lewis County, the Task Force is distributing its funds across the full year; in some other places, Task Forces have decided to fund their activities at the previous rate and thus run out of funds well before the year is done.)

Support from local businesses and organizations, in dollars, materials, or assistance, is usually tied to specific activities. It is expected to continue at existing levels.

Activities are being maintained at nearly the preceding level by two main compensations. First, they are being offloaded more completely to the volunteers and other supporting agencies. Second, the coordinator, officially semi-retired, contributes a significant amount of unpaid time to Task Force activities.

The Task Force has looked to local sources such as the county and the major cities of Centralia and Chehalis for replacement funding. Although the Task Force and its coordinator are viewed very positively by his department head and throughout the county, the program is not "critical"

either as one mandated from the State or as one deemed essential at the local level. Particularly in the current poor economic climate, support can not be increased from its present level.

Alternative sources of funding do not appear to have been aggressively sought. Instead, the Task Force seems to be projecting its activities and involvement on a downward level coincident with the anticipated decline in State funding. The Task Force is working in cooperation with all other Task Forces to persuade the State TSC and legislature to return funding to prior maintenance levels. Within Lewis County, the Task Force is emphasizing efforts to institutionalize its programs so that as many of them as possible will be able to continue should the Task Force disappear.

Specific benefits from the centralized Task Force are expected to be lost with it, however, such as its function as a coordinator, resource, and clearinghouse for traffic safety activities initiated by other groups and its function in facilitating communication and cooperation between agencies and segments of the community. This seems to have been accepted.

Future Plans

The coordinator intends to support existing programs, make them independent of the Task Force by institutionalizing them, and try to increase activities where indicated. His plan includes a decreased role for himself, consistent with his retirement (he wouldn't return as full-time coordinator if funds became available) and with the decline in Task Force funds.

He has encouraged the Task Force board to seek a new, full-time coordinator when funds become available. We believe activities along this line are on hold until a source of support for the position can be developed.

APPENDIX B. SELECTED CTSP MATERIALS, PROGRAMS, AND ACTIVITIES

APPENDIX B. SELECTED CTSP MATERIALS, PROGRAMS, AND ACTIVITIES

One of the benefits of talking to nearly every CTSP is the opportunity to tap into each coordinator's experience. Each coordinator has developed materials and approaches, tested them by implementing them, and developed ideas about what works, what doesn't, and why; how CTSPs should be set up and operated; how the States and NHTSA should support CTSPs; etc. Many of those ideas and lessons have been presented in other sections of the report. This Appendix attempts to bring together the rest of them in the hope that readers at every level of the CTSP program may find something of interest and use.

The examples, ideas, and opinions presented here are ones that we view as relevant, interesting, and possibly valuable or useful. We do not necessarily endorse them, however, nor can we vouch for their complete accuracy and applicability.

CTSP and Coordinator

Coordinator Support

- Establishing regional and national networks where CTSPs can exchange ideas is very important

Also, recommend issue-specific national conferences (pedestrian, motorcycle, child restraint, etc.)
- Kinds of training for coordinator: TSI, of course; NETS, OPUE, SFST
- As the primary national training option for CTSP coordinators, the TSI course in Oklahoma City came in for a number of comments, e.g.:
 - Offer TSI training more frequently
 - It is frequently suggested that TSI training be "suitcased" to remote sites. This has benefits and drawbacks. Benefits include: Bringing together homogeneous group and all players in one State (or other area), building their shared knowledge and experience, targeting training to their specific needs and situations, reducing (some) costs. Drawbacks include: Making it harder to get regular instructors to the site and probably reducing total instructor expertise, lack of some TSI facilities, harder to isolate students from their offices, loss of "networking" the Oklahoma City course provides through the national mix of students, increasing (some) costs
 - Make TSI course more practical, with more details, forms, practice cases, and guidelines ("job aids") on operations, volunteers, task forces, planning, problem ID, working with government and private agencies, reporting, grant procurement, other funding and support; provide lists of material sources, technical assistance, kinds of local organizations, funding sources, resources for non-profit or private agencies

- TSI course needs more on: Task force selection, setup, management; team dynamics; leadership requirements and skills; dealing with multiple jurisdictions; self-sufficiency strategies, specific targets, and approaches
 - Offer two TSI courses, one for green enthusiasts who need to know how to work within governments and bureaucracies and one for experienced bureaucrats who need to learn how to recruit and manage volunteers and to do all the little things associated with countermeasure implementation
 - TSI course might be segmented so that pieces of it can be presented as how-to workshops with guidebooks
 - TSI course should result in students with new skills they can use back on the job
- Many calls for a good primer or handbook on how to set up, run, and support a CTSP; many different views on what the book should look like and contain. Consider a modular approach, e.g., an overview/cryptic document (guidelines and forms and other job aids) plus separate expanded documents for each major topic; should be concrete and focus on tasks and accomplishments; should address different conditions, types of CTSPs, and communities

Another view: Need good coordinator manual with everything practical: guidelines, samples, forms, references; should be part of TSI course

- CTSPs are hungry for information about other programs and what works in them; they like/want more newsletters, articles on other programs (e.g., Clearinghouse products)

Newsletters with ideas from CTSPs for other CTSPs; include details, case studies, names and phone contacts; not duplicating NAGHSR newsletter, perhaps done for State or Region, forwarded to NAGHSR

- In addition to the coordinator and leadership sections in the main body of the report, these comments were recorded:
 - Coordinators need to know about everything (not necessarily have skills to do everything) so can plan and manage and have credibility: what to ask, who to ask, how to plan, how to manage, etc.
 - Coordinators need fundraising skills (or access to them; depending on targets, excellent resource is a task force of successful, connected fundraisers)
 - Consider a coordinator "lend/lease" program, whereby the coordinator from one CTSP spends time working in another CTSP with the other coordinator, for the purpose of broadening perspective and skills of each and building working relationships
 - Coordinators need good research sense, skills to know what data are important, how to collect, analyze, and report; since this is not usually part of

coordinator's job selection criteria, State and NHTSA should have good guidebooks, training, and ongoing technical assistance to support this; need to be analytical, logical

Problem Identification, Evaluation; Planning

- Every State should have a statewide integrated and up-to-date database system integrating police, court, jail, and DMV records
- NHTSA should provide better needs analysis support (existing "Community Assessment Model" materials viewed as too generic and broad); good model is U.S. Department of Health's "Prevention Plus Three" which is 3-hole looseleaf with worksheets and examples

Also, State training and guidelines for CTSP to collect/organize/analyze crash or observation (safety belt, child restraint) data

- CTSPs need good "yardstick" against which they can evaluate the safety/danger of their communities. Recommended is a NHTSA product of "readily available and usable norms" which would provide statistics--comprehensive, broken down by community type, and with community factors clearly spelled out so CTSPs can figure out quickly, easily, and unambiguously what the "national norms" are for communities like theirs

NHTSA or State provide data (e.g., FARS) with local data and State, national, or "comparable area" comparisons or norms

Grant may pay for independent project, results evaluation

- *Problem ID, publicity, etc.:* Need local crash data; CTSP should collect its own, use police (or coroner, in one case) data records, get State to generate specific analyses
- Specific approaches:
 - Dangerous intersection review; can involve police, engineering, and CTSP
 - Crash reconstruction analysis can be useful
- Problem ID which looks at driver home is correct way to decide where many problems lie and solutions should be implemented (and support provided)

Media

- Allow NHTSA (402) funding to be used to buy media time (perhaps with discount or local match percentage); depending on PSA slots rarely effective
- Media coverage is of prime importance, especially in communities with too large a population for the CTSP to reach most of them personally or through events. In such cases, design every activity to be newsworthy

- CTSPs need a media kit--how to prepare press releases, what the media want and respond to, what channels are available, etc.

Also: NHTSA should provide specific training and aids for CTSPs to integrate the use of media into their plans and programs; reference made to excellent FEMA (Federal Emergency Management Agency) media use training

- Media respond to things perceived as new and innovative, things with good "photo ops" like the mock crashes and Red Ribbon (especially for TV); radio interviews can work well
- Press releases should be hand-delivered to media (where practical). By extension, the Coordinator should know personally the key media people and should have effective working relationships with each
- Make use of local CATV access channels

Program Support

- A slick "sales brochure" describing State-wide efforts can be useful for SHSOs going to communities and for CTSPs going to corporations and foundations for financial support
- Self sufficiency would be easier to achieve if the local community and others had a clearer message that funding from the State would cease at a specific point in time. One recommendation: a three- (or whatever) year contract with annual review signed at the outset, to dispel uncertainty on the part of potential supporters about the need and its time frame

Related: when funding is not very predictable in amounts or time limits or in what it will support, it makes it very difficult to plan anything, and nearly impossible to solicit resources based on need

- There were many variations on the theme that three years (or any fixed period, really) isn't long enough to establish the CTSP to go forward without State-provided funding; common comments were that initial planning, start-up, consolidating programs and community support, and obtaining alternative funding couldn't all be done successfully in such a short time

One recommendation: funding should allow three years to fully establish the program and another two years to continue the program and to make the transition to self-sufficiency; it must explicitly authorize and fund those transition activities

- A how-to guide for setting up a program as non-profit and then 501-(c)3 tax exempt would be very valuable
- For programs with very limited budgets, a home office may be good strategy; it cuts expenses and helps present an image of efficient fund use (no wasted overhead)

- The key for self-sufficiency is to find a "small, honest way" of funding the Coordinator's and other staff's salaries. Donations to support specific activities are easy to ask for, pretty easy to get
- Do not use professional fundraising companies: They are often quite expensive, their approach may be inconsistent with the program's intended tone and image, and the content of their messages may be misleading or untruthful

Other Comments

- Successful, long-lasting CTSPs emphasize *positive* feedback, rewards, incentives; negative works only if very carefully publicized and positioned and only if just a component of a larger, "net-positive" campaign
- An important element in the success of the program is that the Director reports at a fairly high level of county government
- In choosing task force members, it is important to recruit the right balance of people who have political clout and those who have the motivation and ability to carry out activities. In general, representatives of advocacy groups are not the best task force members because they tend to have narrowly focused objectives
- Coordinator and task force member turnover can be good, an opportunity, a necessity: CTSPs need to stay fresh, and changes in staff can bring in new ideas and enthusiasm, find new ways to reach segments of community not effectively reached in the past
- Always credit sources (e.g., poster creators' names always shown on the posters) and backers/contributors
- Follow up after help, with thank-you notes, other appropriate acknowledgements; it reinforces that the help was important and noticed, closes the loop, and sets the stage for future requests
- Make sure the program has a short, easy, well-publicized name, logo, slogan; use them frequently, in all contexts, consistently
- It is important to shield programs from political interference
- Management style: For employees or volunteers; train, empower
- Reference to group dynamics stages of "Forming, Storming, Norming, and Performing"
- Leader/coordinator: Should (must) match well with boss, have confidence and ear
Also, should have ability to work with kids and experience with them

Other Organizations

- Sources of materials have included the National Child Safety Council, the National Rifle Association, and General Motors
- Sources of free materials include the State DOT, the State LCB, Pennsylvania DUI Association, Safety Belt Programs, NHTSA, MADD, and SADD
- Possible collaborating agencies: Safe Kids Coalition; EMS; hospitals; 4-H; health care outreach programs, associations of chiefs of police or similar
- One mechanism toward collaboration: Coordinator write or help write grant proposals for other agencies

Materials, Other Countermeasure-Related

Target Populations

- Some target groups (various issues and countermeasures):
 - Youth (often integrated youth activity/development/service program; prom-graduation parties, pledges, campaigns)
 - Kids (preschool, K-3, 4-6 or -8; including bus safety; Head Start program, daycare centers)
 - Elderly (e.g., with AARP's 55-Alive program)
 - Liquor servers, establishment owners/managers
 - City agencies, departments
 - Police
 - Judicial system (courts (judges, prosecutors, defense attorneys), jails, probation system, rehabilitation programs)
 - EMS workers
 - Industries, corporations
 - Small businesses
 - Universities (e.g., mocktail parties)
 - Disabled people
 - Immigrants

- Ethnic, linguistic minorities
- Driver Ed instructors (e.g., information to annual Driver Ed Instructors workshop)
- Low income groups (adjust programs for ...)
- New drivers
- DWI offenders (e.g., VIP programs)
- Other traffic offenders (e.g., court-ordered classes for youth offenders or for first-time violators of child restraint laws or of adult safety belt laws)
- Multi-lingual: Spanish (perhaps tailored to dialect or national origin of primary group); Cambodian; Vietnamese; Portuguese; tailor same message as in primary English theme to be culturally appropriate
- Special audiences for countermeasures: Non-readers (illiterate adults), older drivers who need large-type materials for easy reading
- Rural/"frontier" areas and small communities need materials specific to their unique culture, environment, safety issues, and opportunities; these may require an approach like that needed for the general category of minority or ethnic groups
- Materials should allow targeting of special groups, e.g., tourists, regions of the country, ethnic groups, foreign groups (e.g., Cambodian, Cape Verdean), languages other than English.

NHTSA Materials and Comments

- NHTSA should develop CTSP primer and workshop for SHSOs--what is CTSP, what does it do for SHSO and for community, how to select site and people, how to start, grow, and support the CTSP
- NHTSA materials for SHSOs should include materials and ideas for SHSOs to use in selling and training local communities (e.g., videos/visuals, slick handouts)
- NHTSA Idea Samplers, including camera-ready art, are highly valued
- A slightly different view: NHTSA Idea Samplers--many people don't read them; layout, format, contents should be reexamined for specific areas of improvement
- Materials from major campaigns, such as Buckle Up America Week and National Child Passenger Safety Week, can be very useful. Their availability should be announced in advance, and they should allow tailoring to local conditions and needs.
 - Material masters or negatives often hard to acquire; may need to improve access and information about their availability

- Booklets on running national programs and preparing press releases (e.g., Child Passenger Safety Awareness Week and Project Graduation) are valuable
- Please get materials out in time; allow lead time for locals to plan for the program, modify or supplement the materials to fit local conditions; publicize and announce materials well in advance so the locals can "prepare to prepare" and lay the groundwork in their communities
- Materials should be reviewed regularly to make sure they are not outdated (e.g., some bike videos still show bicyclists without helmets; Jiminy Cricket materials also mentioned)
- NHTSA does quality materials in bulk

But, they need to pay more attention to local/regional needs and concerns

- Need more materials and programs for: Kids (K-3); teens; seniors
- Need effective way to learn about materials and availability (e.g., an index or catalog universally-distributed, frequently updated; consider electronic media like E-Mail to Regions and SHSOs)
- Complex program recommendations need more comprehensive instructions. For example, the 70% Plus Honor Roll campaign calls for surveys to document 70% compliance without provide adequate instruction on how to conduct the surveys, determine minimum sample sizes, identify test/retest needs, etc. Technical assistance, an alternative to good written instructions, often is not easy to locate
- Videos (and other teaching materials) need to have a user's (teacher's) guide for easy and correct use
- NHTSA needs to provide materials for experienced CTSP coordinators; there's enough for novices
- The "Sudden Impact Book" is great; although it is expensive, multiple copies have been provided to State CTSPs and are appreciated
- Summertime Blues materials were good, were used effectively
- Popular materials (comment directed at NHTSA materials) should not be allowed to get "out of stock"; perhaps NHTSA should have a fund set aside specifically to replenish materials that are good enough and popular enough to exhaust their original production runs
- NHTSA should prepare a video of all its PSAs; it would be incredibly useful at fairs, etc., on continuous play as an attention-getter
- "Vince and Larry™" costumes and themes have been used successfully; "Vince and Larry™" appearances at just about any event are good

"Vince and LarryTM" audio PSAs

- Buckle Up America Week materials were viewed very positively

Materials--General

Materials: Good: Colorful, easy to read, quick to read, attractive, good pictures and graphics, clear message, not wordy, humor, age/ethnic-appropriate; timely; need more materials targeted at K-3, teens, elderly, other specific groups; adaptable to local approach, can add local statistics; suitable for local reproduction, e.g., photocopying; useful things; target adults appropriately; high quality; low cost; do not require long or high-tech local effort to implement; coordinated (same theme, logo, tag across issues and campaigns); based on one-on-one messages and approaches (especially for rural)

Materials: Bad: Old, dated, wordy (many NHTSA products too wordy); NHTSA materials often late (need to provide up to 3 months before targeted use) and delivery unpredictable; events that change dates; "information overload" with too much or irrelevant information from State; materials that "talk down," use wrong "tone" to audience; materials that take too much time or require too high a reading level; expensive (e.g., Buckle Bear); not locally reproducible; take much setup or preparation to implement; materials that can't be tailored to local needs or situation; poor quality "camera-ready" masters; materials that look out of place (e.g., Suburban Virginia look in rural North Dakota or in the Southwest)

- On printed materials: it would be helpful if CTSPs received a catalog of items available from their State or a newsletter showing what is currently available from other sources
- Materials should be tailored to local area with local names, people, places, and traffic safety statistics
- Although most materials are inexpensive, specific cases justify greater investment; for example, high quality coffee mugs for the first meeting with each police chief, both to "set the right tone" initially and to provide something they might use (and display) every day that would remind them of the program
- Printed materials should stand out; use colored paper or ink, strong layout; they should also use large print, little text; say important things clearly and concisely and stop (principle applies to everything!)
- Handouts should be attractive, desirable, useful to the recipient, likely to be very frequently used or attended to. Size should be appropriate, convenient (often pocket-size)
- PSAs done with high school or college facilities can be quite inexpensive; with such activities someone must have knowledge and control to ensure acceptable quality
- (Especially for training programs) materials should address the proper audience (e.g., the skills and experience of the local coordinators or volunteers who will present a

training package). They should be designed to be directly implemented; they should minimize preparation time or any thinking or development to go from the materials to an actually presentable course. Materials should be simplified; thick books are no good; they rarely need extensive background or reference sections

- Packets of materials, with everything needed for a single campaign, are desired

For example: a packet (often materials placed in an imprinted litter bag) tailored to the activity and target population group

Distribute printed materials from other sources along with advertising incentives produced locally (to give everything a "local flavor")

Examples of incentives used are pedestrian reflectors, bike reflectors, bike flags, bike "licenses," reflecting arm bands, badges, paper clips, note pads, pencils, rulers, bookmarks, caps, clipboards, "Walk Smart" shoelaces, squeeze bottles; also local sports team sponsor (e.g., Pittsburgh Penguins) child activity books, bike "license" with rules of the road and safety tips

The CTSP can be a community resource center for traffic safety materials; in one case, with printed materials and incentives and a video library of more than 200 different titles which it makes available to community groups plus "Vince and Larry"TM costumes

- The AAA video on 55+ is judged very good
- Personalize everything, with CTSP and town logo and name, local details or focus
- Use local vendors for incentives; keeps local economy involved, may get price breaks as contributions, provides opportunity to add local tags and tailoring

On the flip side: use professional ad agencies to design campaigns, develop materials; this implies more money, either large CTSP or regional or even State program to afford

- Material sources: Channing L. Bete Co., Inc., was referenced by several CTSPs as having excellent quality materials; Insurance Institute for Highway Safety; Operation Lifesaver through railroads
- Materials distribution: The State of Pennsylvania has an 800 number so civilians can directly order small numbers of brochures or other inexpensive materials; can show videos on local CATV channels; Bicycle Federation; motorcycle clubs; NHTSA should consult States early about what they want and need, what is being developed, etc.; NHTSA needs to improve distribution chain

Materials for Specific Safety Issues

Child Passenger Safety

- Car seats in cabs
- Safety seat checkpoints
- In Pennsylvania, "de-panda-ble" program for police; to participate, police departments must have safety belt policy for officers
- Need specific training for police to enforce child restraint laws

Impaired Driving

- Recommend Passive Alcohol Sensors for police in college towns
- Government decree that city property and government are alcohol-free; use mocktails at any civic functions

Police Traffic Services

- CTSPs may own equipment, e.g., "speed sign boards" and all the equipment needed to conduct sobriety checkpoints, which can be loaned to law enforcement officials; it can be a valuable asset in obtaining cooperation of local police departments
- Police activities, even if enforcement-centered, should fit into whole program philosophy of education, attitude change, and "voluntary" behavioral improvement

However, police-based programs are the ones most likely to not have effective task forces and community decision-making; they can also emphasize enforcement rather than the broader goal of voluntary improvements in traffic safety

- Specific police activities: Saturation patrols, STEP (Selective Traffic Enforcement Programs), checkpoints, "violation of the month" campaigns (emphasize one violation each month, combine with PI&E and enforcement); hand out rewards--e.g., local vendor coupons--for safe helmet, child restraint, etc. use

Pedestrian Safety

- Range of countermeasures can include: Engineering (paint, signals), driver enforcement, signs/education for pedestrians and drivers

Bicycle Safety

- There is need for a "good bike poster"
- Bike safety month, with theme of "Tour de (local area)" following Tour de France inspiration

- Bike helmet purchase programs (manufacturer or store coupons for very low price, even get sponsor to provide some free for special cases)

Other Countermeasures

- Mini-grants (administered by the CTSP) are an important tool in getting community participation in program delivery and maintaining control of activities
- Neighborhood speed watch groups, perhaps with radar, perhaps with letters to car owners from CTSP or police

Civilian "tickets," e.g., anonymous postcards they can send to CTSP or police citing time, date, license number, location, violation (usually child restraint), leading to informational letters to car owners

- Speakers bureaus are common (train people to speak in public on CTSP themes; maintain roster of potential speakers)
- Examples: Video libraries at State or regional level, e.g., managed by CTSP covering several counties; EMS Week, health fairs (e.g., M.A.S.H. theme); youth (e.g., through SADD) peer training in high schools and using high school students to train/speak in middle and elementary schools; child restraint correct use clinics; safety belt and child restraint surveys; "Seatbelt Sam," a Scranton, PA, dragon; Dodge/MADD alcohol-impaired driving simulator car; kids (contests) make up PSAs and read them over local media; Safety Night at local baseball game (minor league); slides shown in theaters as part of pre-movie "slide show"; police patrols specifically for underage party spots; "Think First" campaign in North Carolina; Safety Cities or Safety Towns; NHTSA Six-Pack of six issues; Charlotte, NC, developed manual for EMS; Roanoke, VA, did Watchful Willie for nursery school Preschool Introduction to Traffic Safety (curriculum and video); traffic safety in children's museum; NHTSA has good new alcohol brochure for 13-30 year olds and good generic TV spots; High School Challenge (or Corporate ... or any other suitable target group)
- Use poster contest winners as posters, billboards, program logos--including integrating them as illustrations into national campaign themes; use widely
- Mailing lists: Build up your own through "Make a Pledge" drives (usually for DWI or occupant restraints)
- School programs: Should include training for teachers and administrators so they'll support program properly; important whether the teachers or the CTSPs present to kids

APPENDIX C. DATA TABULATIONS

APPENDIX C. DATA TABULATIONS

In the course of summarizing the interviews and site visits with CTSPs, numeric measures were assigned to each CTSP on approximately 12 descriptive factors. Scores were also assigned to reflect whether the CTSP addressed a specific traffic safety issue and, if so, how comprehensively and effectively. Finally, each CTSP was judged on how "Successful" it seemed to be. This Appendix presents tabulations in two sections. First, average values for each variable by NHTSA Region. The purpose of these tables is to describe the range of programs and the differences in the kinds of programs from Region to Region, to provide a more detailed understanding of variations in the ways CTSPs have taken hold around the country. Second, average Success values by CTSP descriptive characteristic. These tables relate differences in the ways CTSPs have been implemented to differences in the judged success of the programs.

In interpreting these tables, note that they are univariate tables which do not adjust for other, correlated, factors. It would not be appropriate to make cause-and-effect judgments.

NHTSA REGION BY POPULATION UNDER CTSP

Population Under CTSP (000 people)

NHTSA Region	1 -24	25-49	50-99	100-199	200-399	400-799	800-1,299	1,300 plus	Total
I	1 5.0%	5 25.0%	7 35.0%	3 15.0%	2 10.0%	2 10.0%			20 6.1%
II	1 3.7%		3 11.1%	3 11.1%	7 25.9%	7 25.9%	3 11.1%	3 11.1%	27 8.2%
III	3 5.4%	7 12.5%	8 14.3%	7 12.5%	7 12.5%	12 21.4%	3 5.4%	9 16.1%	56 17.0%
IV	4 10.8%	6 16.2%	4 10.8%	8 21.6%	10 27.0%	1 2.7%	4 10.8%		37 11.2%
V	10 13.0%	19 24.7%	17 22.1%	13 16.9%	8 10.4%	5 6.5%	4 5.2%	1 1.3%	77 23.3%
VI	4 14.3%	6 21.4%	6 21.4%	1 3.6%	3 10.7%	4 14.3%	1 3.6%	3 10.7%	28 8.5%
VII	2 18.2%		2 18.2%	4 36.4%	2 18.2%	1 9.1%			11 3.3%
VIII	8 32.0%	7 28.0%	3 12.0%	3 12.0%	2 8.0%	1 4.0%		1 4.0%	25 7.6%
IX	13 48.1%	2 7.4%	3 11.1%	2 7.4%	4 14.8%	1 3.7%	2 7.4%		27 8.2%
X	1 4.5%	5 22.7%	6 27.3%	4 18.2%	3 13.6%	3 13.6%			22 6.7%
Total	47 14.2%	57 17.3%	59 17.9%	48 14.5%	48 14.5%	37 11.2%	17 5.2%	17 5.2%	330 100.0%

NHTSA REGION BY GOVERNMENT TYPE IN CTSP AREA

Government Type in CTSP Area

NHTSA Region	City/ Town	City/ Town+ Other	County	Multi- County (1 ID)	Re- gional	Total
I	11 55.0%	3 15.0%	3 15.0%	1 5.0%	2 10.0%	20 6.1%
II	3 11.1%		22 81.5%	1 3.7%	1 3.7%	27 8.2%
III	2 3.6%	3 5.4%	31 55.4%	16 28.6%	4 7.1%	56 17.1%
IV	13 35.1%	3 8.1%	15 40.5%	6 16.2%		37 11.3%
V	10 13.0%	5 6.5%	61 79.2%		1 1.3%	77 23.5%
VI	4 13.8%		14 48.3%	8 27.6%	3 10.3%	29 8.8%
VII	2 18.2%	1 9.1%	4 36.4%	3 27.3%	1 9.1%	11 3.4%
VIII	6 26.1%	2 8.7%	10 43.5%	3 13.0%	2 8.7%	23 7.0%
IX	18 66.7%		8 29.6%	1 3.7%		27 8.2%
X	2 9.5%	2 9.5%	17 81.0%			21 6.4%
Total	71 21.6%	19 5.8%	185 56.4%	39 11.9%	14 4.3%	328 100.0%

NHTSA REGION BY CTSP AREA'S 'URBAN-NESS'

"Urban-ness" of CTSP Area

NHTSA Region	Prim. Urban	Urban/ Sub- urban	Sub- urban	SmCity/ Subrbn/ Rural	Small City/ Town	Rural	Total
I	2 9.5%	5 23.8%	2 9.5%	3 14.3%	7 33.3%	2 9.5%	21 6.4%
II	1 3.7%	12 44.4%	1 3.7%	12 44.4%		1 3.7%	27 8.2%
III	5 8.9%	6 10.7%	3 5.4%	28 50.0%	1 1.8%	13 23.2%	56 17.0%
IV	3 8.1%	11 29.7%		15 40.5%	6 16.2%	2 5.4%	37 11.2%
V	4 5.2%	16 20.8%	3 3.9%	32 41.6%		22 28.6%	77 23.4%
VI	1 3.7%	4 14.8%		12 44.4%	4 14.8%	6 22.2%	27 8.2%
VII	1 9.1%	3 27.3%		6 54.5%		1 9.1%	11 3.3%
VIII	1 4.2%	3 12.5%		5 20.8%	2 8.3%	13 54.2%	24 7.3%
IX		6 22.2%	2 7.4%	7 25.9%	3 11.1%	9 33.3%	27 8.2%
X		2 9.1%		16 72.7%	1 4.5%	3 13.6%	22 6.7%
Total	18 5.5%	68 20.7%	11 3.3%	136 41.3%	24 7.3%	72 21.9%	329 100.0%

NHTSA REGION BY CTSP HOME

CTSP's Home Agency

NHTSA Region	Police	Health	Educa-tion	Traffic Safety (govt)	Traffic Safety (prvt)	Dept. Public Works	Courts	Other Govt	Total
I	4 19.0%	6 28.6%	3 14.3%					8 38.1%	21 6.7%
II	4 16.0%	2 8.0%		9 36.0%		4 16.0%	1 4.0%	5 20.0%	25 7.9%
III	9 17.0%	19 35.8%	2 3.8%	3 5.7%		2 3.8%	4 7.5%	14 26.4%	53 16.8%
IV	21 60.0%	4 11.4%	1 2.9%	4 11.4%	2 5.7%			3 8.6%	35 11.1%
V	15 20.5%	19 26.0%	13 17.8%	2 2.7%	2 2.7%	2 2.7%		20 27.4%	73 23.2%
VI	6 23.1%	7 26.9%	2 7.7%		2 7.7%		3 11.5%	6 23.1%	26 8.3%
VII	1 9.1%	3 27.3%		2 18.2%	2 18.2%			3 27.3%	11 3.5%
VIII	6 27.3%	4 18.2%	2 9.1%	4 18.2%	4 18.2%			2 9.1%	22 7.0%
IX	20 74.1%	4 14.8%			1 3.7%	1 3.7%	1 3.7%		27 8.6%
X	5 22.7%	5 22.7%		1 4.5%		4 18.2%	2 9.1%	5 22.7%	22 7.0%
Total	91 28.9%	73 23.2%	23 7.3%	25 7.9%	13 4.1%	13 4.1%	11 3.5%	66 21.0%	315 100.0%

NHTSA REGION BY AGE OF CTSP (YEARS, AS OF 1/93)

CTSP Age (Years)

NHTSA Region	Less than 1 Yr	1 - 1.99 Years	2 - 2.99 Years	3 - 3.99 Years	4 - 5.99 Years	6 - 7.99 Years	8 or More Years	Total
I	2 10.0%	5 25.0%	4 20.0%		7 35.0%	2 10.0%		20 7.7%
II	1 4.3%	4 17.4%		5 21.7%	3 13.0%	4 17.4%	6 26.1%	23 8.8%
III		1 2.4%	5 12.2%	11 26.8%	8 19.5%	12 29.3%	4 9.8%	41 15.7%
IV	2 6.3%	4 12.5%	7 21.9%	4 12.5%	9 28.1%	1 3.1%	5 15.6%	32 12.3%
V	1 1.9%	5 9.3%	12 22.2%	7 13.0%	15 27.8%	9 16.7%	5 9.3%	54 20.7%
VI	3 11.1%	8 29.6%	4 14.8%	2 7.4%	2 7.4%	2 7.4%	6 22.2%	27 10.3%
VII		1 10.0%	1 10.0%	4 40.0%	1 10.0%	1 10.0%	2 20.0%	10 3.8%
VIII	2 9.1%	5 22.7%	1 4.5%	2 9.1%	8 36.4%	2 9.1%	2 9.1%	22 8.4%
IX	2 15.4%	4 30.8%	2 15.4%		1 7.7%	3 23.1%	1 7.7%	13 5.0%
X		3 15.8%	3 15.8%	1 5.3%	1 5.3%		11 57.9%	19 7.3%
Total	13 5.0%	40 15.3%	39 14.9%	36 13.8%	55 21.1%	36 13.8%	42 16.1%	261 100.0%

NHTSA REGION BY CURRENT LIFE CYCLE PHASE

CTSP Life Cycle Phase

NHTSA Region	Start Up	Growth	402 Fund-ing	Trans'n 402 to Indpndt	Inde-pend-ent	Decline 6	Total
I	2 9.5%	1 4.8%	16 76.2%	2 9.5%			21 8.5%
II			20 87.0%	2 8.7%	1 4.3%		23 9.3%
III			39 92.9%		3 7.1%		42 17.0%
IV	1 3.6%	1 3.6%	19 67.9%		6 21.4%	1 3.6%	28 11.3%
V			27 60.0%	2 4.4%	13 28.9%	3 6.7%	45 18.2%
VI	1 3.7%		15 55.6%		10 37.0%	1 3.7%	27 10.9%
VII			6 60.0%		4 40.0%		10 4.0%
VIII			15 78.9%	3 15.8%	1 5.3%		19 7.7%
IX	1 7.7%		8 61.5%		4 30.8%		13 5.3%
X			13 68.4%		6 31.6%		19 7.7%
Total	5 2.0%	2 .8%	178 72.1%	9 3.6%	48 19.4%	5 2.0%	247 100.0%

NHTSA REGION BY TASK FORCE

Task Force (Presence/Completeness)

NHTSA Region	None	Minimal 2	Multi-Agency	Com-plete	Total
I	1 5.3%		3 15.8%	15 78.9%	19 8.8%
II	1 5.3%	3 15.8%	4 21.1%	11 57.9%	19 8.8%
III	10 25.0%	3 7.5%	5 12.5%	22 55.0%	40 18.6%
IV	10 47.6%	2 9.5%	2 9.5%	7 33.3%	21 9.8%
V	8 18.2%	12 27.3%	7 15.9%	17 38.6%	44 20.5%
VI	3 12.5%	2 8.3%	4 16.7%	15 62.5%	24 11.2%
VII	1 10.0%	1 10.0%	2 20.0%	6 60.0%	10 4.7%
VIII			3 27.3%	8 72.7%	11 5.1%
IX	1 10.0%	3 30.0%	3 30.0%	3 30.0%	10 4.7%
X	2 11.8%		1 5.9%	14 82.4%	17 7.9%
Total	37 17.2%	26 12.1%	34 15.8%	118 54.9%	215 100.0%

NHTSA REGION BY PERCENT OF COORDINATOR'S TIME ON CTSP

Percent, Coordinator's Time Working on CTSP

NHTSA Region	25% or Less	26% to 50%	51% to 75%	76% to 100%	Total
I	4 21.1%		2 10.5%	13 68.4%	19 9.2%
II	2 9.5%	3 14.3%	1 4.8%	15 71.5%	21 10.1%
III	5 13.9%	4 11.1%	2 5.6%	25 29.5%	36 17.4%
IV	2 7.7%	5 19.2%		19 73.1%	26 12.6%
V	4 12.9%	9 29.0%	1 3.2%	17 54.8%	31 15.0%
VI	9 45.0%	3 15.0%		8 40.0%	20 9.7%
VII	3 37.5%	1 12.5%	1 12.5%	3 37.5%	8 3.9%
VIII	1 5.3%	9 47.4%	1 5.3%	8 42.1%	19 9.2%
IX	1 11.1%	3 33.3%		5 55.6%	9 4.3%
X	1 5.6%	4 22.2%	6 33.3%	7 38.9%	18 8.7%
Total	32 15.5%	41 19.8%	14 6.8%	120 57.9%	207 100.0%

NHTSA REGION BY COORDINATOR'S BACKGROUND

Coordinator's Background

NHTSA Region	Police	Nurse/Health	Education	Traffic Safety	Service/Community Activist	Career Other	Non-Career Activist	Non-Career Other	Total
I	2 10.0%	3 15.0%	6 30.0%		2 10.0%	4 20.0%	1 5.0%	2 10.0%	20 8.4%
II	5 22.7%	3 13.6%	3 13.6%	4 18.2%	2 9.1%	4 18.2%	1 4.5%		22 9.2%
III	9 23.1%	6 15.4%	7 17.9%	2 5.1%	2 5.1%	7 17.9%		6 15.4%	39 16.4%
IV	14 50.0%	4 14.3%	1 3.6%	2 7.1%	1 3.6%	5 17.9%		1 3.6%	28 11.8%
V	7 15.9%	10 22.7%	13 29.5%	2 4.5%	4 9.1%	1 2.3%	3 6.8%	4 9.1%	44 18.5%
VI	9 33.3%	5 18.5%	1 3.7%	4 14.8%		3 11.1%	2 7.4%	3 11.1%	27 11.3%
VII		3 30.0%	1 10.0%	1 10.0%		2 20.0%	2 20.0%	1 10.0%	10 4.2%
VIII	5 29.4%	2 11.8%	4 23.5%		1 5.9%	1 5.9%	2 11.8%	2 11.8%	17 7.1%
IX	6 50.0%	4 33.3%			1 8.3%	1 8.3%			12 5.0%
X	3 15.8%	3 15.8%			1 5.3%	7 36.8%	3 15.8%	2 10.5%	19 8.0%
Total	60 25.2%	43 18.1%	36 15.1%	15 6.3%	14 5.9%	35 14.7%	14 5.9%	21 8.8%	238 100.0%

NHTSA REGION BY TOTAL CTSP BUDGET, ALL SOURCES

CTSP Total Annual Budget (All Sources)

NHTSA Region	Less than \$10K	\$10.1 to \$20K	\$20.1 to \$40K	\$40.1 to \$75K	\$75.1 to \$100K	\$100.1 to \$150K	More than \$150K	Total
I	3 20.0%	2 13.3%	3 20.0%	6 40.0%	1 6.7%			15 9.9%
II	1 11.1%		1 11.1%	5 55.6%	1 11.1%		1 11.1%	9 6.0%
III	1 5.0%		3 15.0%	4 20.0%	6 30.0%	3 15.0%	3 15.0%	20 13.2%
IV			1 5.6%	5 27.8%	4 22.2%	1 5.6%	7 38.9%	18 11.9%
V	2 5.7%	16 45.7%	9 25.7%	3 8.6%	2 5.7%		3 8.6%	35 23.2%
VI	1 9.1%		2 18.2%	3 27.3%	3 27.3%		2 18.2%	11 7.3%
VII	1 20.0%	1 20.0%	1 20.0%	1 20.0%		1 20.0%		5 3.3%
VIII	1 7.7%	5 38.5%	4 30.8%		1 7.7%	2 15.4%		13 8.6%
IX			2 28.6%	3 42.9%	2 28.6%			7 4.6%
X		2 11.1%	4 22.2%	6 33.3%	1 5.6%	2 11.1%	3 16.7%	18 11.9%
Total	10 6.6%	26 17.2%	30 19.9%	36 23.8%	21 13.9%	9 6.0%	19 12.6%	151 100.0%

NHTSA REGION BY PERCENT CTSP BUDGET NOT NHTSA FUNDS

Percent of CTSP Budget from Other-than-NHTSA

NHTSA Region	10% or Less	11% to 20%	21% to 40%	41% to 60%	61% to 100%	81% to 100%	Total
I		1 25.0%	3 75.0%				4 4.1%
II			1 50.0%			1 50.0%	2 2.1%
III	1 50.0%	1 50.0%					2 2.1%
IV			3 33.3%	6 66.7%			9 9.3%
V		4 11.8%	11 32.4%	5 14.7%	3 8.8%	11 32.4%	34 35.1%
VI	1 6.3%	2 12.5%	4 25.0%	3 18.8%		6 37.5%	16 16.5%
VII			5 55.6%		1 11.1%	3 33.3%	9 9.3%
VIII		1 20.0%	1 20.0%	1 20.0%	2 40.0%		5 5.2%
IX		1 25.0%		1 25.0%		2 50.0%	4 4.1%
X			2 16.7%	5 41.7%	4 33.3%	1 8.3%	12 12.4%
Total	2 2.1%	10 10.3%	30 30.9%	21 21.6%	10 10.3%	24 24.7%	97 100.0%

NHTSA REGION BY OCCUPANT PROTECTION

Emphasis on Occupant Protection

NHTSA Region	None	Poor	Good/Adequate	Very Good	Excellent	Total
I		1 7.7%		9 69.2%	3 23.1%	13 6.0%
II			6 26.1%	15 65.2%	2 8.7%	23 10.6%
III		5 12.5%	17 42.5%	10 25.0%	8 20.0%	40 18.3%
IV	2 7.1%	1 3.6%	8 28.6%	13 46.4%	4 14.3%	28 12.8%
V	5 15.6%	2 6.3%	10 31.3%	11 34.4%	4 12.5%	32 14.7%
VI	6 25.0%	4 16.7%	7 29.2%	5 20.8%	2 8.3%	24 11.0%
VII			1 9.1%	9 81.8%	1 9.1%	11 5.0%
VIII	1 5.3%	6 31.6%	2 10.5%	8 42.1%	2 10.5%	19 8.7%
IX		3 30.0%	5 50.0%	2 20.0%		10 4.6%
X		1 5.6%	10 55.6%	5 27.8%	2 11.1%	18 8.3%
Total	14 6.4%	23 10.6%	66 30.3%	87 39.9%	28 12.8%	218 100.0%

NHTSA REGION BY CHILD PASSENGER SAFETY

Emphasis on Child Passenger Safety

NHTSA Region	None	Poor	Good/Adequate	Very Good	Excellent	Total
I	1 7.7%	1 7.7%	2 15.4%	6 46.2%	3 23.1%	13 6.0%
II	2 8.7%	6 26.1%	4 17.4%	9 39.1%	2 8.7%	23 10.6%
III	4 10.0%	9 22.5%	12 30.0%	7 17.5%	8 20.0%	40 18.5%
IV	2 7.7%	8 30.8%	4 15.4%	10 38.5%	2 7.7%	26 12.0%
V	7 21.9%	4 12.5%	11 34.4%	9 28.1%	1 3.1%	32 14.8%
VI	6 25.0%	8 33.3%	3 12.5%	6 25.0%	1 4.2%	24 11.1%
VII			3 27.3%	8 72.7%		11 5.1%
VIII	5 26.3%	5 26.3%	6 31.6%	2 10.5%	1 5.3%	19 8.8%
IX		5 50.0%	4 40.0%	1 10.0%		10 4.6%
X		2 11.1%	10 55.6%	5 27.8%	1 5.6%	18 8.3%
Total	27 12.5%	48 22.2%	59 27.3%	63 29.2%	19 8.8%	216 100.0%

NHTSA REGION BY IMPAIRED DRIVING

Emphasis on Impaired Driving (Alcohol/Drugs)

NHTSA Region	None	Poor	Good/Ade-quate	Very Good	Excel-lent	Total
I	3 23.1%		4 30.8%	4 30.8%	2 15.4%	13 5.9%
II	10 43.5%	1 4.3%	3 13.0%	7 30.4%	2 8.7%	23 10.4%
III	1 2.5%	8 20.0%	9 22.5%	14 35.0%	8 20.0%	40 18.0%
IV	3 10.7%	2 7.1%	8 28.6%	10 35.7%	5 17.9%	28 12.6%
V	4 12.1%	8 24.2%	8 24.2%	11 33.3%	2 6.1%	33 14.9%
VI	4 14.8%	3 11.1%	7 25.9%	8 29.6%	5 18.5%	27 12.2%
VII		2 18.2%		8 72.7%	1 9.1%	11 5.0%
VIII	2 10.5%	3 15.8%	2 10.5%	10 52.6%	2 10.5%	19 8.6%
IX		3 30.0%	2 20.0%	4 40.0%	1 10.0%	10 4.5%
X			2 11.1%	9 50.0%	7 38.9%	18 8.1%
Total	27 12.2%	30 13.5%	45 20.3%	85 38.3%	35 15.8%	222 100.0%

NHTSA REGION BY POLICE TRAFFIC SERVICES

Emphasis on Police Traffic Services

NHTSA Region	None	Poor	Good/Ade-quate	Very Good	Excel-lent	Total
I	6 46.2%	3 23.1%	3 23.1%		1 7.7%	13 6.0%
II	14 60.9%		5 21.7%	4 17.4%		23 10.6%
III	21 52.5%	2 5.0%	5 12.5%	10 25.0%	2 5.0%	40 18.3%
IV	12 42.9%	2 7.1%	3 10.7%	9 32.1%	2 7.1%	28 12.8%
V	26 78.8%	3 9.1%	3 9.1%	1 3.0%		33 15.1%
VI	17 70.8%		2 8.3%	5 20.8%		24 11.0%
VII	4 36.4%		1 9.1%	6 54.5%		11 5.0%
VIII	16 84.2%	1 5.3%	1 5.3%	1 5.3%		19 8.7%
IX	4 44.4%	2 22.2%	1 11.1%	2 22.2%		9 4.1%
X	6 33.3%	4 22.2%	4 22.2%	2 11.1%	2 11.1%	18 8.3%
Total	126 57.8%	17 7.8%	28 12.8%	40 18.3%	7 3.2%	218 100.0%

NHTSA REGION BY EXCESS SPEED

Emphasis on Excess Speed

NHTSA Region	None	Poor	Good/Ade-quate	Very Good	Excel-lent	Total
I	8 61.5%		4 30.8%		1 7.7%	13 6.1%
II	9 39.1%	6 26.1%	6 26.1%	2 8.7%		23 10.8%
III	19 48.7%	4 10.3%	8 20.5%	7 17.9%	1 2.6%	39 18.3%
IV	9 37.5%	3 12.5%	3 12.5%	9 37.5%		24 11.3%
V	21 63.6%	6 18.2%	6 18.2%			33 15.5%
VI	18 75.0%	2 8.3%	2 8.3%	2 8.3%		24 11.3%
VII	3 27.3%	1 9.1%	2 18.2%	5 45.5%		11 5.2%
VIII	16 84.2%	1 5.3%	2 10.5%			19 8.9%
IX	5 55.6%	1 11.1%	2 22.2%	1 11.1%		9 4.2%
X	9 50.0%	3 16.7%	2 11.1%	3 16.7%	1 5.6%	18 8.5%
Total	117 54.9%	27 12.7%	37 17.4%	29 13.6%	3 1.4%	213 100.0%

NHTSA REGION BY PEDESTRIAN SAFETY

Emphasis on Pedestrian Safety

NHTSA Region	None	Poor	Good/Ade-quate	Very Good	Excel-lent	Total
I	5 38.5%	3 23.1%	4 30.8%		1 7.7%	13 6.0%
II	3 13.6%		10 45.5%	7 31.8%	2 9.1%	22 10.2%
III	18 45.0%	4 10.0%	6 15.0%	11 27.5%	1 2.5%	40 18.5%
IV	10 37.0%	10 37.0%	3 11.1%	3 11.1%	1 3.7%	27 12.5%
V	23 69.7%	2 6.1%	7 21.2%		1 3.0%	33 15.3%
VI	15 62.5%	5 20.8%	2 8.3%	1 4.2%	1 4.2%	24 11.1%
VII	3 30.0%	2 20.0%	3 30.0%	2 20.0%		10 4.6%
VIII	8 42.1%	8 42.1%	2 10.5%		1 5.3%	19 8.8%
IX	4 40.0%	3 30.0%	1 10.0%	2 20.0%		10 4.6%
X	5 27.8%	9 50.0%	3 16.7%	1 5.6%		18 8.3%
Total	94 43.5%	46 21.3%	41 19.0%	27 12.5%	8 3.7%	216 100.0%

NHTSA REGION BY BICYCLE SAFETY

Emphasis on Bicycle Safety

NHTSA Region	None	Poor	Good/Ade-quate	Very Good	Excel-lent	Total
I	2 15.4%	6 46.2%	4 30.8%		1 7.7%	13 6.0%
II	2 8.7%	2 8.7%	7 30.4%	9 39.1%	3 13.0%	23 10.6%
III	11 26.8%	7 17.1%	8 19.5%	13 31.7%	2 4.9%	41 18.9%
IV	13 48.1%	3 11.1%	7 25.9%	3 11.1%	1 3.7%	27 12.4%
V	12 38.7%	8 25.8%	9 29.0%	1 3.2%	1 3.2%	31 14.3%
VI	11 45.8%	6 25.0%	3 12.5%	3 12.5%	1 4.2%	24 11.1%
VII	2 18.2%	1 9.1%	4 36.4%	4 36.4%		11 5.1%
VIII	13 68.4%	3 15.8%	2 10.5%	1 5.3%		19 8.8%
IX	5 50.0%	2 20.0%	2 20.0%	1 10.0%		10 4.6%
X	4 22.2%	8 44.4%	3 16.7%	3 16.7%		18 8.3%
Total	75 34.6%	46 21.2%	49 22.6%	38 17.5%	9 4.1%	217 100.0%

NHTSA REGION BY MOTORCYCLE SAFETY

Emphasis on Motorcycle Safety

NHTSA Region	None	Poor	Good/Ade-quate	Very Good	Total
I	11 84.6%	1 7.7%	1 7.7%		13 6.0%
II	14 60.9%	5 21.7%	3 13.0%	1 4.3%	23 10.7%
III	25 62.5%	6 15.0%	3 7.5%	6 15.0%	40 18.6%
IV	21 77.8%	3 11.1%	2 7.4%	1 3.7%	27 12.6%
V	30 93.8%	1 3.1%	1 3.1%		32 14.9%
VI	23 95.8%		1 4.2%		24 11.2%
VII	8 80.0%	2 20.0%			10 4.7%
VIII	18 94.7%	1 5.3%			19 8.8%
IX	8 88.9%	1 11.1%			9 4.2%
X	16 88.9%	2 11.1%			18 8.4%
Total	174 80.9%	22 10.2%	11 5.1%	8 3.7%	215 100.0%

NHTSA REGION BY EMERGENCY MEDICAL SERVICES

Emphasis on Emergency Medical Services

NHTSA Region	None	Poor	Good/ Ade- quate	Very Good	Excel- lent	Total
I	9 75.0%	2 16.7%	1 8.3%			12 5.8%
II	14 70.0%	2 10.0%	3 15.0%	1 5.0%		20 9.7%
III	28 73.7%	1 2.6%	3 7.9%	5 13.2%	1 2.6%	38 18.4%
IV	22 81.5%	3 11.1%	1 3.7%		1 3.7%	27 13.1%
V	28 90.3%	3 9.7%				31 15.0%
VI	20 83.3%	2 8.3%	1 4.2%	1 4.2%		24 11.7%
VII	8 80.0%	1 10.0%	1 10.0%			10 4.9%
VIII	16 84.2%	3 15.8%				19 9.2%
IX	8 100.0%					8 3.9%
X	12 70.6%	5 29.4%				17 8.3%
Total	165 80.1%	22 10.7%	10 4.9%	7 3.4%	2 1.0%	206 100.0%