

New York State

2010

HIGHWAY SAFETY

ANNUAL REPORT

New York State
Governor's Traffic Safety Committee

David A. Paterson, Governor
David J. Swarts, Chair

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NEW YORK STATE FFY 2010 ANNUAL REPORT

EXECUTIVE SUMMARY

This Annual Report describes the accomplishments of New York State's Highway Safety Program in FFY 2010 (October 1, 2009-September 30, 2010) and the progress made toward the goals established in the FFY 2010 Highway Safety Strategic Plan (HSSP). New York's FFY 2010 HSSP incorporated the 10 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) to assess performance and measure the progress of the highway safety program.

Nine of the ten recommended outcome measures relate to fatalities; the source for these measures is the federal Fatality Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for this measure and all other crash measures used in the HSSP and this Annual Report is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles (DMV). Since 2009 is the most recent year for which a complete year of crash data is available from either FARS or AIS, progress toward the program's goals is assessed based on data for calendar year 2009.

The source for the one behavioral measure, observed seat belt use, is the state's annual seat belt observation survey. The most recent results are from the survey conducted in June 2010, immediately following the May seat belt mobilization.

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

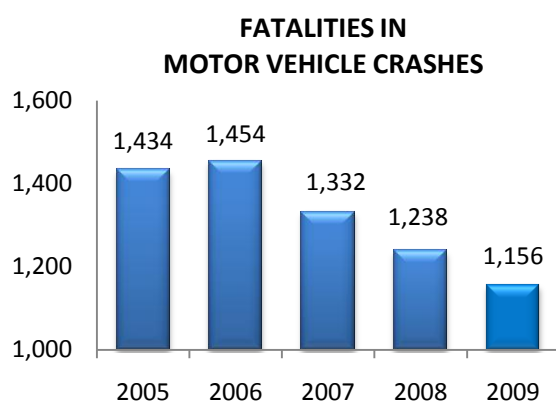
STATEWIDE HIGHWAY SAFETY PROGRAM

The goals of New York's statewide highway safety program are to prevent motor vehicle crashes, save lives and reduce the severity of injuries suffered in crashes occurring on the state's roadways. The statewide goals set targets for reductions in fatalities and serious injuries in traffic crashes; the overall, urban and rural fatality rates per 100 million vehicle miles traveled; and the number of drivers under age 21 involved in fatal crashes.

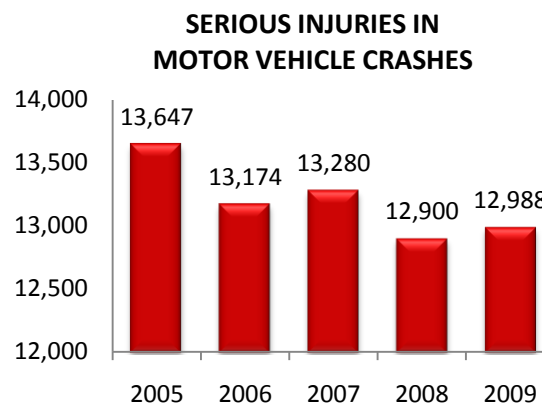
Status of Statewide Goals

Fatalities in motor vehicle crashes continued on a downward trend in 2009, declining by nearly 300 since 2006. Between 2008 and 2009, fatalities dropped by 7 percent, exceeding the goal of a reduction of 5 percent set for December 31, 2010. The number of serious injuries in motor vehicle crashes dropped to

12,900 in 2008 exceeding the goal that was set for 2010; in 2009, however, the number of serious injuries increased to 12,988 continuing the up and down pattern that occurred over the previous four years.

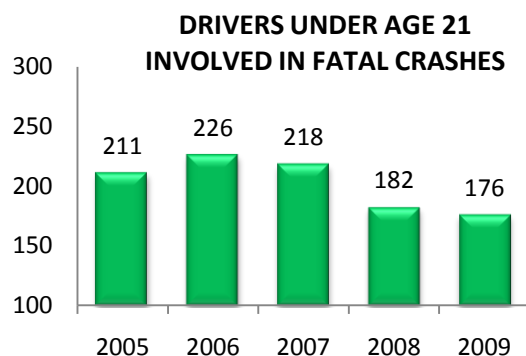


Source: FARS



Source: NYS AIS

For three of the outcome measures the total, urban and rural fatality rates per 100 million vehicle miles traveled (VMT), 2009 FARS data were not yet available. Based on 2008 data, the goals set for these three measures have also been achieved. The overall fatality rate decreased from 0.97 in 2007 to 0.92 in 2008, two years ahead of the target date of December 31, 2010. Declines in both the urban and the rural fatality rates contributed to reaching this goal; the rural fatality rate dropped to 1.88 in 2008 and the urban fatality rate dropped to 0.61, both below the goals set for the end of calendar year 2010.



Source: FARS

The final core outcome measure in this section relates to the involvement of young drivers in fatal crashes. While the number of drivers under age 21 involved in fatal crashes decreased from 182 to 176 (3%) between 2008 and 2009, the goal of an 8 percent reduction by December 31, 2010 has not yet been met.

IMPAIRED DRIVING PROGRAM

In FFY 2010, New York State continued its aggressive approach to combating impaired driving through a number of important initiatives. One of the major actions was the passage of “Leandra’s Law” named for a young girl killed in a crash while riding in a car driven by a friend’s mother who was intoxicated and speeding. Effective December 18, 2009, persons driving while intoxicated or under the influence of drugs with a child younger than age 16 in their vehicle can be charged with a Class E felony punishable by up to four years in prison; the punishment is more severe if the impaired driver causes serious injury or the death of a child.

The second major component of Leandra's Law requires all drivers convicted of a misdemeanor or felony DWI to install and maintain an ignition interlock device for at least six months on any vehicle they own or operate. The ignition interlock provisions of Leandra's Law took effect on August 15, 2010. Major training efforts were conducted across the state for law enforcement, prosecutors, courts, probation and other components of the impaired driving system responsible for the implementation of the law. The GTSC also provided support for a comprehensive public awareness campaign, "Don't Blow It," to educate New York State motorists on the new law.



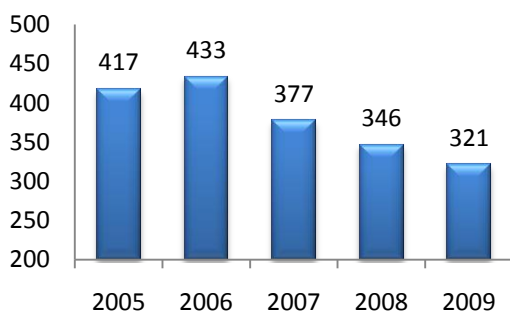
Impaired driving also continued to be addressed through other training initiatives. Among the most active programs are the two-day Advanced Roadside Impaired Driving Enforcement (ARIDE) training and the more extensive Drug Recognition Expert (DRE) training. In FFY 2010, efforts to expand the Drug Impairment Training for Education Professionals (DITEP) also continued. With the assistance of the DMV Communications Office, a new DVD promoting the program was produced for distribution to all high schools in New York State.

In FFY 2010, two major research studies on impaired driving were conducted by the Institute for Traffic Safety Management and Research (ITSMR). The first study investigated the implementation of the Aggravated DWI law which took effect November 2006 and the second explored trends in recidivist drunk driving and the characteristics of repeat offenders. ITSMR also conducted regional workshops to disseminate and discuss the results of its recently completed study on the extent to which motorists in New York State drink and drive.

Status of Impaired Driving Goals

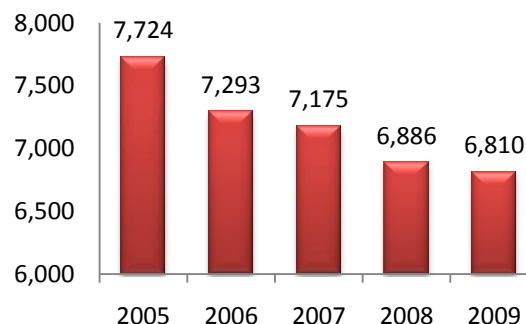
The goals in this program area are to decrease the number of alcohol-impaired driving fatalities and the number of alcohol-related injuries. After increasing to 433 in 2006, alcohol-impaired driving fatalities have been on a steady downward trend dropping to 321 in 2009, exceeding the goal of 331 set for December 31, 2010. The number of persons injured in alcohol-related crashes has also been on a consistent downward trend, decreasing from 7,724 in 2005 to 6,810 in 2009. The goal set for the reduction in alcohol-related injuries by December 31, 2010 has also been met; between 2007 and 2009, alcohol-related injuries declined by 5 percent to 6,810, 15 fewer than the targeted reduction.

ALCOHOL-IMPAIRED DRIVING FATALITIES



Source: FARS

ALCOHOL-RELATED INJURIES



Source: NYS AIS

POLICE TRAFFIC SERVICES

The emphasis in the Police Traffic Services program area is on the implementation of effective strategies to enforce the state's laws related to driver behaviors that contribute to motor vehicle crashes. In addition to routine enforcement of these laws on a day-to-day basis, data-driven efforts that focus on the enforcement of specific violations, in particular speeding and aggressive driving, are supported by the GTSC through its Selective Traffic Enforcement Program (STEP). In FFY 2010, the GTSC awarded 236 STEP grants to local law enforcement agencies to target violations in identified problem locations. An additional 14 grants were awarded to the State Police and local police agencies for other types of enforcement projects.

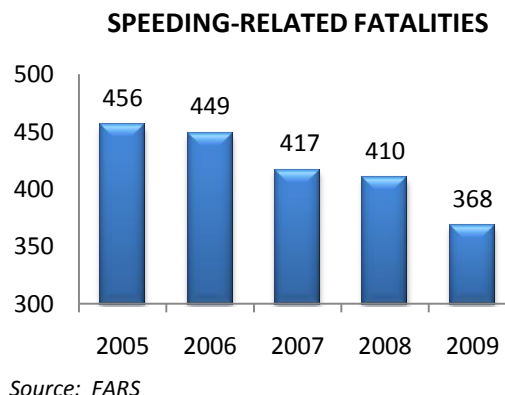
Providing law enforcement with the training and tools, including new technology, needed to conduct effective enforcement efforts is an important priority. Some of the new technologies used to address the problem of speeding include dual antenna radar devices which make it possible to monitor traffic from two directions simultaneously; new generation RADAR (Radio Detection and Ranging) which can be used when the officer is either stationary or mobile; and LIDAR (Light Detection and Ranging) which uses light emitting diodes to measure speed with pinpoint accuracy and cannot be detected by motorists.



In addition to speeding and other aggressive driving behaviors, Police Traffic Services also covers enforcement efforts directed toward a number of other unsafe driving behaviors including distracted driving. In 2001, New York was the first state to ban the use of hand-held cell phones while driving and a new law banning texting while driving went into effect on November 1, 2009. The use of these devices, as well as other behaviors that take attention away from the driving task, contribute to approximately one out of five crashes each year. New York is currently participating in a two-year National Highway Traffic Safety Administration (NHTSA) distracted driving enforcement demonstration project which is testing the effectiveness of the highly successful "Click It or Ticket" enforcement model in dealing with distracted driving.

Status of Police Traffic Services Goal

The goal in this program area to decrease speeding-related fatalities has been met and exceeded. Since 2005, speeding-related fatalities have been on a downward trend from 456 to 368 in 2009, with the largest annual reduction occurring between 2008 and 2009. The 10 percent decrease in fatalities in 2009 was double the reduction targeted for December 31, 2010.



MOTORCYCLE SAFETY

The need for an effective Motorcycle Safety Program (MSP) has become more critical in recent years as the number of motorcyclists on New York's roadways has increased. Between 2005 and 2009, there was a 23% increase in registered motorcycles in New York State and a 10% increase in motorcycle license endorsements.

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

	2005	2006	2007	2008	2009	2005-2009 % Change
Registered Motorcycles	272,779	289,096	306,629	328,800	336,359	23.3%
Motorcycle Endorsements	593,268	597,782	618,261	636,517	653,544	10.2%



For more than a decade, the Department of Motor Vehicles (DMV) has been responsible for administering and promoting a program of approved motorcycle rider training courses, motorcycle course instructor training and public awareness.

In FFY 2009, the Motorcycle Safety Foundation (MSF) was awarded a contract to deliver the state's motorcycle rider education program and has been working on expanding the availability and access to rider training courses throughout the state. In the first year of its contract, MSF expanded its network of training sites from 23 to 44 and rider education is

now available at more locations than ever before. The number of students trained has also increased from 13,500 in 2009 to 14,500 by August 2010, and is on track to exceed 16,500 by the end of calendar year 2010.

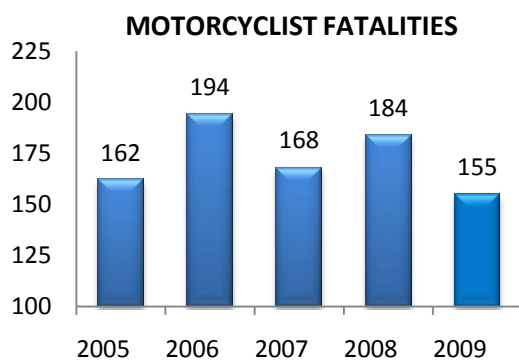
Virtually all of the administrative recommendations from the assessment of New York's motorcycle safety programs conducted in 2008 have been implemented. In FFY 2010, a team comprised of several agencies was formed to review the remaining recommendations and commit to undertaking initiatives to address them.

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

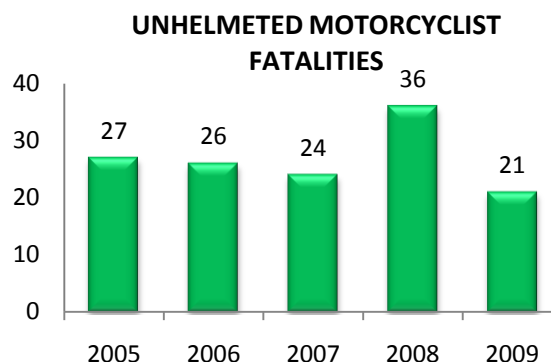


Status of Motorcycle Safety Goals

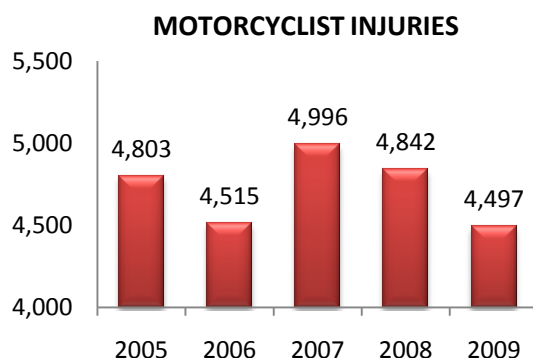
The goals of the Motorcycle Safety program area are to reduce the fatalities and injuries suffered by motorcyclists in crashes and to reduce the number of motorcyclists killed in crashes who were not wearing a helmet. Motorcyclist fatalities continued to fluctuate up and down from 2005 through 2009. With fatalities declining to 155 in 2009, the goal to reduce fatalities to 173 by December 31, 2010 was met and exceeded. The same success was achieved in reaching the goal set for reducing the number of unhelmeted motorcyclist fatalities; in 2009, 21 of the motorcyclists who died in crashes were not wearing a helmet compared to 36 in 2008 and the previous three-year (2006-2008) average of 29.



Source: FARS



Source: FARS



Source: NYS AIS

As was the case with the other performance measures in this program area, the target set for reducing motorcyclist injuries by December 31, 2010 was reached and exceeded.

In 2009, the number of motorcyclist injuries continued on a downward trend decreasing to below 4,500, the lowest level of the five-year period, 2005-2009.

PEDESTRIAN, BICYCLE, AND WHEEL-SPORT SAFETY

The safety of pedestrians, bicyclists and other wheel-sport participants continues to be a priority of New York's highway safety program. Of foremost concern is the increasing proportion of pedestrians among the state's highway fatalities since 2007. As total motor vehicle fatalities have been on a downward trend, pedestrian fatalities have been on the rise accounting for 26% of the fatalities on New York's roadways in 2009.

Over the past year, the GTSC and its partners continued to encourage local communities to participate in educational programs such as Walk Our Children to School (WOCS) Day which has become an international event



every October. The GTSC also provided support for a number of pedestrian and bicycle safety projects implemented at the local level.



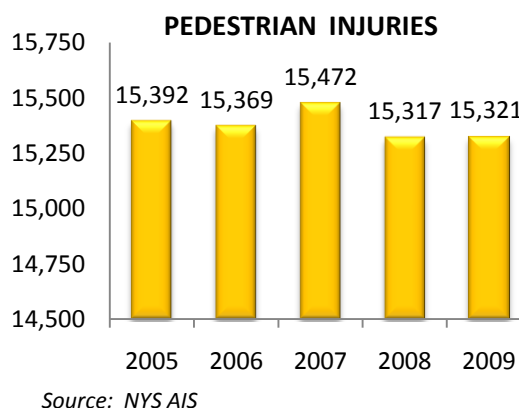
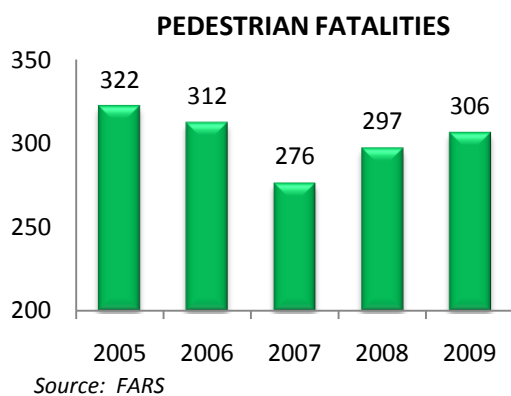
Workshops and symposia also continued to be popular venues for promoting pedestrian and bicycle safety. The one-day Walk-Bike New York 2010 symposium sponsored by the GTSC, the NYS Department of Health and the Institute for Traffic Safety Management and Research was held June 7, 2010 on Long Island. Other efforts to address pedestrian and bicycle safety on the statewide level included the first annual New York State Bike Summit held in Albany in April 2010 and the establishment of a new Pedestrian and Bicycle Advisory Council by the NYS Department of Transportation.

New York City continues to be the most dangerous region in the state for both pedestrians and bicyclists with more than half of the state's pedestrian fatalities and four out of ten of the bicyclist fatalities occurring within the city's five counties in 2009. In FFY 2010, several new initiatives were undertaken in New York City to improve pedestrian and bicycle safety, many of which were supported by the Federal Highway Administration (FHWA), the GTSC and its member agencies, and the New York Metropolitan Transportation Council (NYMTC). In summer 2010, the New York City Department of Transportation released two documents: a study of pedestrian fatalities and injuries and a five-year Pedestrian Action Plan which outlines specific engineering, enforcement and educational countermeasures to reduce pedestrian fatalities and injuries.

In addition to ongoing programmatic efforts, a new legislative measure to improve bicycle safety was enacted in FFY 2010. Effective November 1, 2010, the new "Safe Passing Law" specifically requires the operators of vehicles that are overtaking a bicycle from behind to pass to the left at a safe distance until safely clear of the bicycle.

Status of Pedestrian Safety Goals

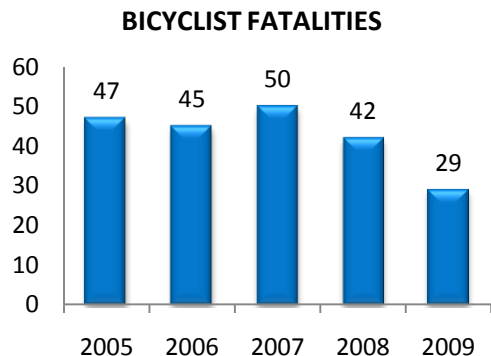
The goals in this program area were to reduce pedestrian fatalities and injuries resulting from motor vehicle crashes. Pedestrian fatalities continued on an upward trend in 2009 reaching 306 compared to 276 in 2007 and 297 in 2008. Because of this negative trend, the goal of reducing pedestrian fatalities 7 percent to 273 is unlikely to be met by December 31, 2010.



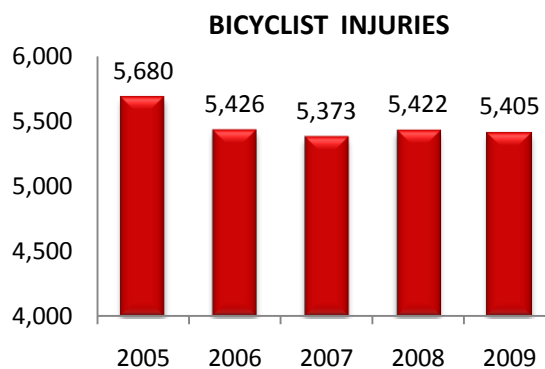
Pedestrian injuries have followed a different pattern; after decreasing from 15,472 in 2007 to 15,317 in 2008, the number of pedestrians injured in crashes remained relatively unchanged in 2009 increasing less than 1% to 15,321. Based on the lack of progress in 2009, it is unlikely that New York will reach the goal of a 5 percent reduction to 14,600 by December 31, 2010.

Status of Bicycle Safety Goals

In contrast to the upward trend in pedestrian fatalities, New York has been successful in achieving reductions in bicyclist fatalities in both 2008 and 2009. Consequently, the goal to reduce the number of bicyclists killed in crashes with motor vehicles to 41 was met and exceeded in 2009 when fatalities dropped to 29. After an increase in the number of bicyclists injured in crashes from 5,373 in 2007 to 5,422 in 2008, bicyclist injuries decreased slightly to 5,405 in 2009. Based on the number of bicyclists injured in 2008 and 2009, it will be very difficult to reach the goal of reducing injuries to 5,100 by December 31, 2010.



Source: NYS AIS



Source: NYS AIS

OCCUPANT PROTECTION

Since New York's passage of the nation's first seat belt law in 1984, the state's usage rate has consistently been above the national average and in 2010, hit an all-time high of 90%.



Much of New York's success in maintaining a high rate of compliance can be attributed to the continued implementation of high visibility enforcement efforts through the state's Buckle Up New York/Click It or Ticket (BUNY/CIOT) program.

The participation by the majority of the state's enforcement agencies and accompanying publicity campaigns and other public awareness activities have been the key components responsible for the success of the BUNY/CIOT program.





LOOKING Forward to A Safe Ride

In addition to increasing adult seat belt use, the other major focus of New York's occupant protection efforts is child passenger safety (CPS). In FFY 2010, GTSC continued to use the "New York's 4 Steps 4 Kids" message in its efforts to educate parents and other caregivers on the

importance of using the type of child safety seat that is most appropriate for the child. Step 2 was the focus of this year's campaign for Child Passenger Safety Week, September 19-25, educating parents on when it is safe to have children ride in the forward facing position.

The CPS grants awarded by the GTSC support technician training classes and cover recertification fees for local child passenger safety technicians. In 2010, 20 Standardized Child Passenger Safety Technician training classes were conducted, resulting in 253 new certified technicians. Four new instructors were also added to the program in the past year. As a result, New York's CPS technician program has now grown to 1,406 technicians and 73 instructors.

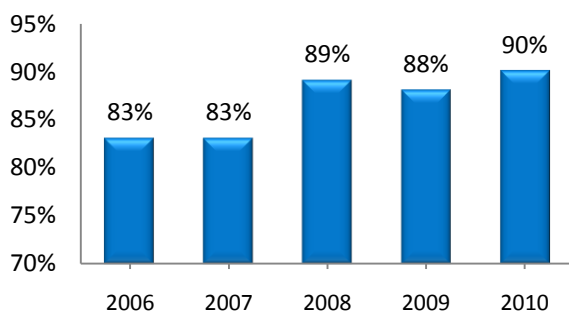
In FFY 2010, the GTSC also awarded grants to support the operation of 152 permanent child safety seat fitting stations in New York State. In addition to the programs run by local agencies, the New York State Police operated 21 fitting stations statewide. In FFY 2010, 18,564 child safety seats were inspected at the permanent fitting stations around the state and 9,457 car seats were given away.



Status of Occupant Protection Goals

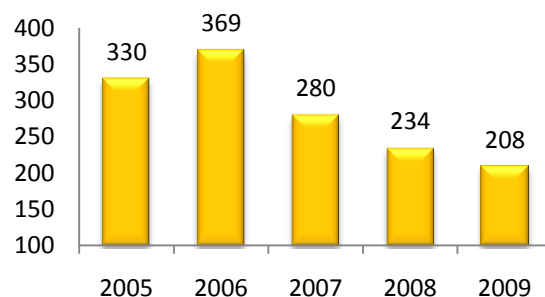
Performance in the Occupant Protection program area is measured by the observed seat belt use rate and reported restraint use in crashes. The goal to increase the statewide seat belt use rate to 90% was met in 2010, representing the highest compliance level measured to date in New York's annual statewide observation surveys. The goal set for reducing the number of unrestrained motor vehicle occupants killed in crashes has also been met and exceeded. Between 2008 and 2009, unbelted occupant fatalities decreased 11% (from 234 to 208), continuing a downward trend that started in 2006.

SEAT BELT USE RATES



Source: NYS Annual Seat Belt Observation Surveys

**UNRESTRAINED PASSENGER VEHICLE
OCCUPANT FATALITIES**



Source: FARS

COMMUNITY TRAFFIC SAFETY PROGRAMS

Community Traffic Safety Programs include projects undertaken by local jurisdictions to address their traffic safety problems and statewide initiatives to enhance local programs. The programs funded under this area encompass strategies from several traffic safety program areas and contribute to the achievement of New York's overall statewide goals and objectives.

Some of the strategies and outreach efforts that counties are encouraged to integrate into their local programs stem from state level initiatives focusing on specific issues such as drowsy driving, or special groups such as diverse populations, younger drivers, older drivers, children and veterans.



A number of projects focused on teen drivers and passengers. For example, the purpose of the Driving in the Safe Lane project in Nassau County is to educate parents and their teen drivers about safe driving behaviors, New York State driving laws, parent liabilities, and developing responsible driving attitudes. The 35 programs presented at high schools in Nassau County featured speakers from law enforcement and the medical community, as well as parents of crash victims and teens performing community service as a result of traffic-related offenses. The safe driving message was reinforced through a variety of other activities including the use of fatal vision goggles

while driving a non-motorized pedal kart to simulate impaired driving.

At the state level, the DMV Office for the Younger Driver continued to be a valuable source for information on teen driving issues. Over the past year, five traffic safety videos were developed and posted on the Resources for the Younger Driver website. Four of the videos feature teens talking to teens on the topics of speed, distracted driving, impaired driving and seat belt use. The fifth video is a testimonial from a parent who lost his daughter in a crash. Another important accomplishment was the enhancement of the Teen Electronic Event Notification Services (TEENS), a free service provided by the DMV that is designed to promote parental involvement in the development of responsible teen drivers.



The Office for the Younger Driver also partnered with the GTSC on the development of a traffic safety tool kit for law enforcement officers and educators to assist them with promoting traffic safety awareness in schools.

A key component of New York's Community Traffic Safety Programs continues to be outreach efforts with the state's diverse ethnic and cultural communities. Through the NYS Association of Traffic Safety Boards' Multicultural Committee, traffic safety symposia entitled "Building Bridges for Traffic Safety" were held in Buffalo, Newburgh and Syracuse. During the past year, the Multicultural Committee also

continued to work with the Mohawk Valley Refugee Resource Center in Utica in developing a comprehensive traffic safety education program for drivers, vehicle occupants and pedestrians for inclusion in the orientation program for incoming refugees.

During FFY 2010, the New York Partnership Against Drowsy Driving members once again planned and conducted drowsy driving awareness campaigns to educate motorists on the dangers of fatigued and drowsy driving. Since the focus of this year's awareness campaigns was young adults, the major press event organized in conjunction with National Drowsy Driving Prevention Week (November 9-14, 2009) was held at Hudson Valley Community College in Troy.



The DMV Communications Office issued a press release to publicize National Sleep Awareness Week, March 7-14, 2010. The press

release alerted motorists to the dangers of driving while drowsy and the effect changing the clocks on March 14 for daylight savings time could have on staying awake while driving.



TRAFFIC RECORDS

New York continues to make significant progress in improving its various traffic records systems. The projects funded in FFY 2010 focused on improving the timeliness, accuracy and availability of traffic safety-related data with regard to the state's crash, citation/adjudication, driver, injury surveillance and roadway records systems. The data captured by these systems are critical to New York's performance-based program planning processes used by the state's traffic safety agencies and organizations to develop and implement traffic safety initiatives. Initiatives were also undertaken during the past year to improve the data linkages among agencies that use traffic records systems for the purposes of problem identification, and the management and evaluation of safety programs. The many initiatives conducted in FFY 2010 were undertaken by agencies at the state and local levels, including the GTSC, the NYS Department of Motor Vehicles, the NYS Department of Transportation, the NYS Department of Health, the State Police, and the Metropolitan Planning Organizations.

Status of Traffic Records Goals

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

Under the guidance of the Traffic Records Coordinating Council (TRCC), New York was successful in attaining each of the three goals established for FFY 2010. The TRCC continued to provide assistance with the coordination and direction of efforts to upgrade the state's various traffic safety-related data systems. The Institute for Traffic Safety Management and Research (ITSMR) also continued to play a prominent role in coordinating various activities related to improving the state's traffic records systems.

As designated by the GTSC, an ITSMR staff member serves as the state's Traffic Safety Information Systems (TSIS) Coordinator. The TSIS Coordinator is responsible for coordinating and assisting with the work of the GTSC and the TRCC in carrying out their respective responsibilities in regard to the planning process and development of the state's traffic records strategic plan.

During FFY 2010, with assistance from the TRCC membership, ITSMR and the GTSC updated the 2009 Inventory of Traffic Safety Information Systems and the 2006-2009 NYS Traffic Safety Information Systems Strategic Plan. The findings from the inventory update were used in updating the strategic plan. The revised inventory and strategic plan became integral parts of New York's fifth-year application for traffic records funding under Section 408 of SAFETEA-LU. Submitted in June 2010, the grant application was approved in September and New York was awarded approximately \$1.3 million.

PROGRAM MANAGEMENT

The Governor's Traffic Safety Committee (GTSC) is responsible for the coordination and implementation of New York State's comprehensive highway safety program, including the administration of the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) 402 program, as well as incentive grants awarded under SAFETEA-LU. Within this framework, the GTSC works with its partners and networks to identify highway safety problems in New York State and collectively develop strategies and programs to address these areas of concern. In FFY 2010, a total of 839 grant applications for FFY 2011 funding were received and reviewed.

Through the GTSC's ongoing partnership with the New York State Broadcasters' Association (NYSBA), non-commercial sustaining announcements (NCSAs) continued to be used to disseminate key traffic safety messages. "Drinking and Driving Shatters Lives" was one of the major public awareness campaigns implemented this year. In addition to television and radio spots that were produced with the help of the Flynn family who lost their daughter in a tragic crash caused by an impaired driver, a statewide billboard campaign was conducted throughout the year.



Another important campaign highlighted motorcycle safety during the height of the riding season. Radio and television spots were produced to raise awareness of the need to "Share the Road. Watch for Motorcycles".

The GTSC in cooperation with the DMV Division of Field Investigation also held a series of STOP-DWI Awareness Nights at sporting events around the state. The goal was to deliver traffic safety messages to thousands of drivers and passengers alike, to heighten awareness and to educate the public on the risks and consequences associated with impaired driving. Messages were delivered through public service announcements, signage, educational materials, giveaways, programs, posters, and PA announcements during the games. The STOP-DWI Awareness Nights took place at a professional hockey game in cooperation with the National Hockey League (NHL), at college basketball games in cooperation with the Metro Atlantic Athletic Conference, at a minor league baseball game, and at a stock car racing event.



The GTSC recognizes the value of professional development and supports participation by its staff and highway safety partners in relevant training and educational opportunities to increase their knowledge and awareness of traffic safety issues and to acquire new or enhanced skills. In FFY 2010, the GTSC played an important role in the coordination and delivery of several workshops, symposia, and training events including the Walk-Bike New York symposium; the annual NYS Highway Safety Symposium; the BRIDGE II conference; child passenger safety technician training and DRE, SFST, ARIDE and DITEP training programs held throughout the state.

Status of Program Management Goals

The GTSC was successful in meeting the goals related to the management of the state's 402 and incentive grant programs presented in the FFY 2010 Highway Safety Strategic Plan (HSSP). The first group of goals related to identifying traffic safety problems and setting goals and priorities, providing guidance in improving traffic safety, and developing and maintaining policies regarding the operation of the highway safety program were met through the GTSC's continued implementation of a performance-based planning approach for the statewide traffic safety program.

The goal of expanding the use of technology as a means of communication was met primarily through the GTSC's use of its electronic grants management system, eGrants, and the SafeNY website. During FFY 2010, grantees were required for the first time to use eGrants to submit progress reports and payment requests online, and to request project modifications. The GTSC staff also used the system to prepare monitoring reports for on-site monitoring visits. The GTSC's website, www.safenyny.com was also used more extensively to disseminate information on traffic safety topics and programs, statistical reports, upcoming events and training programs, grant application materials, and instructions for using eGrants.

The GTSC also met its goal to expand training opportunities for traffic safety professionals in New York State by supporting the expansion of various training programs to cover new topics and address the needs of new audiences. New training initiatives in 2010 included Leandra's Law training sessions on how the law would impact localities. This training was sponsored by the GTSC in partnership with the NYS Division of Criminal Justice Services.

The integration of evaluation into the statewide highway safety program has been an ongoing process. The GTSC's partnership with ITSMR ensures rigorous evaluations of major programs, thus providing for

the effective and economical operation of the program. The GTSC continues to include performance measures in the Highway Safety Strategic Plan for use in assessing progress toward the goals and objectives established for the statewide program. There has also been steady improvement in the incorporation of performance measures and evaluation components into the applications submitted by local grantees. The use of performance measures by local grantees has been further encouraged by the GTSC's reliance on quantifiable criteria in awarding BUNY grants.

The incorporation of additional data driven grant approval criteria, combined with the first-year implementation of the eGrants system and continued staffing shortages, resulted in the GTSC not meeting its goal to improve the timeliness of grant approvals and the allocation and liquidation of funding.

STATEWIDE HIGHWAY SAFETY PROGRAM

This Annual Report describes the accomplishments of New York State's highway safety program in FFY 2010 (October 1, 2009-September 30, 2010) and the progress made toward the goals and objectives established in the FFY 2010 Highway Safety Strategic Plan (HSSP). The Governor's Traffic Safety Committee (GTSC) provides support for the attainment of the state's highway safety goals through its administration of the federal 402 program and the coordination of state and local initiatives directed toward the state's highway safety priorities. The GTSC has also been successful in securing incentive grant funds under the federal SAFETEA-LU legislation.

Goals, Performance Measures and Data Sources

The goals of New York's statewide highway safety program are to prevent motor vehicle crashes, save lives and reduce the severity of injuries suffered in crashes occurring on the state's roadways. New York's FFY 2010 HSSP incorporated the 10 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) to assess performance and measure the progress of the highway safety program in reaching these goals. Nine of the ten recommended outcome measures relate to fatalities; the source for these measures is the Fatality Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for this measure and all other crash measures used in the HSSP and this Annual Report is New York's Accident Information System (AIS) maintained by the NYS Department of Motor Vehicles (DMV).

The ticket data that are used to track enforcement activities in the various highway safety areas are from the Traffic Safety Law Enforcement and Disposition (TSLED) and Administrative Adjudication systems which are also maintained by the DMV. The most recent complete year of data available for all of the outcome and activity performance measures is 2009.

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

New York State Driver Survey

In addition to the outcome, behavioral and activity measures discussed above, NHTSA also requires states to conduct annual surveys to track driver reported behaviors, perceptions and awareness related to major traffic safety issues. A baseline driver survey was conducted at five NYS Department of Motor Vehicles offices between June 24 and July 16, 2010. The offices were selected to provide representation from the three main areas of the state. Three of the DMV offices are in the Upstate region: Albany (Albany County), Syracuse (Onondaga County), and Yonkers (Westchester County); one was in New York City (Brooklyn) and one was on Long Island (Medford, Suffolk County).

The survey instrument included a total of 10 questions: three on seat belt use, three on speeding and four on impaired driving. Information was also collected on the age, gender and county of residence of the survey participants. A total of 1,590 drivers participated in the survey; a minimum of 300 surveys were completed at each of the five DMV offices. The survey instrument and a complete report on the

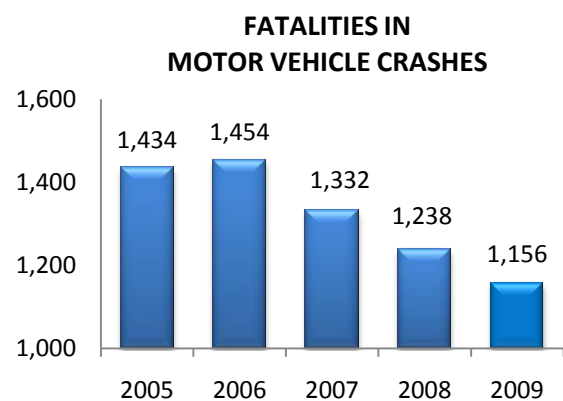
results are included as an appendix to this report. In addition, selected results are reported under the relevant program areas: Occupant Protection, Police Traffic Services and Impaired Driving.

FFY 2010 STATEWIDE GOALS

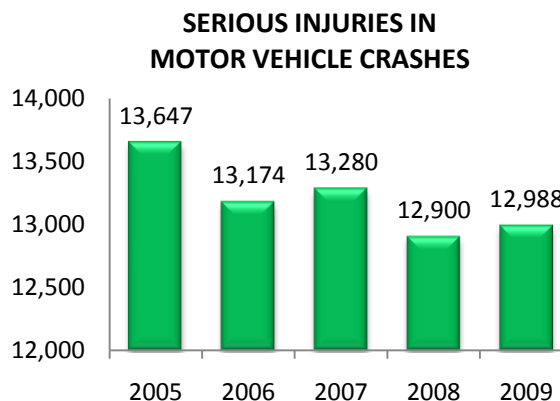
- ❖ Decrease traffic fatalities 5 percent from 1,238 in 2008 to 1,169 by December 31, 2010
- ❖ Decrease serious traffic injuries 3 percent from the 2005-2007 calendar base year average of 13,367 to 12,966 by December 31, 2010
- ❖ Decrease fatalities/VMT from 0.97 in 2007 to 0.92 by December 31, 2010
- ❖ Decrease rural fatalities/VMT from 1.99 in 2007 to 1.89 by December 31, 2010
- ❖ Decrease urban fatalities/VMT from 0.64 in 2007 to 0.61 by December 31, 2010
- ❖ Decrease drivers age 20 or younger involved in fatal crashes 8 percent from 182 in 2008 to 167 by December 31, 2010

Status of Goals

Fatalities in motor vehicle crashes continued on a downward trend in 2009, declining by nearly 300 since 2006. Between 2008 and 2009, fatalities dropped by 7 percent, exceeding the goal of a reduction of 5 percent set for December 31, 2010. The number of serious injuries in motor vehicle crashes dropped to 12,900 in 2008 exceeding the goal that was set for 2010; in 2009, however, the number of serious injuries increased to 12,988 continuing the up and down pattern that occurred over the previous four years.



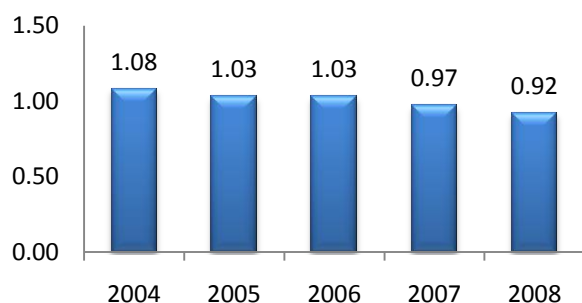
Source: FARS



Source: NYS AIS

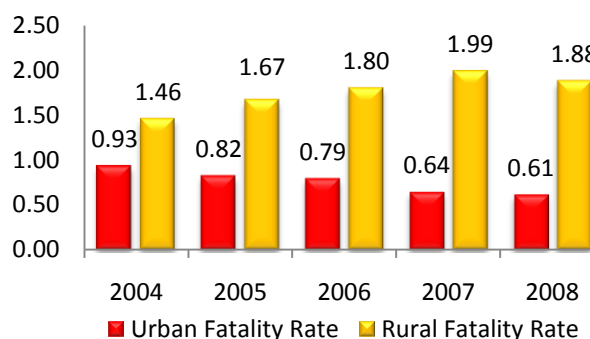
For three of the outcome measures for the statewide program, the total, urban and rural fatality rates per 100 million vehicle miles traveled (VMT), 2009 FARS data were not yet available. Based on 2008 data, the goals set for these three measures were also achieved by December 31, 2010. The overall fatality rate decreased from 0.97 in 2007 to 0.92 in 2008, two years ahead of the target date. Declines in both the urban and the rural fatality rates contributed to reaching this goal; the rural fatality rate dropped to 1.88 and the urban fatality rate dropped to 0.61 in 2008, both below the goals set for the end of calendar year 2010.

**FATALITY RATE
PER 100 MILLION VEHICLE MILES
TRAVELED**



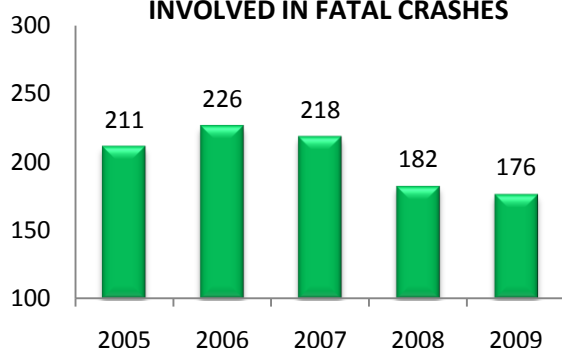
Source: FARS

**URBAN AND RURAL FATALITY RATES
PER 100 MILLION VEHICLE MILES
TRAVELED**



Source: FARS

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



Source: FARS

The final core outcome measure in this section relates to the involvement of young drivers in fatal crashes. While the number of drivers under age 21 involved in fatal crashes decreased from 182 to 176 (3%) between 2008 and 2009, the goal of an 8 percent reduction by December 31, 2010 has not yet been met.

FFY 2010 HIGHWAY SAFETY PROGRAM PRIORITIES

The success of the comprehensive statewide program is the cumulative result of progress in many individual areas of traffic safety. Each year, priorities that encompass activities in these various program areas are identified. This Annual Report provides summaries of each of the program areas which include the status of the goals and performance objectives established in the 2010 Highway Safety Strategic Plan. In addition, significant programs and accomplishments in each program area that address the state's highway safety priorities are highlighted.

The following priorities were identified for the statewide highway safety program in the 2010 Highway Safety Strategic Plan:

- ❖ Expand recently established programs to educate younger drivers and their parents on New York's graduated driver's license system, avoidance of high risk driving behavior and general safe driving practices
- ❖ Continue recent initiatives undertaken to educate older drivers on the effects of aging on driving abilities and increase awareness of alternatives to driving

- ❖ Continue to implement the Task Force on Impaired Driving to conduct a comprehensive examination of the scope and causes of the impaired driving problem and develop recommendations to reduce crashes resulting from impaired driving
- ❖ Continue to improve working relationships with the 58 local STOP-DWI programs as a means to enhance program administration and more effectively allocate resources
- ❖ Increase enforcement of the laws relating to impaired driving using new approaches and technologies to prevent alcohol and drug impaired driving
- ❖ Continue programs to curb underage drinking and enforce the law prohibiting the use of fraudulent identification to purchase alcohol
- ❖ Continue active enforcement and related public information and education activities to increase seat belt use in New York State; incorporate expanded enforcement in the Buckle Up New York program and work with partners to determine if public education techniques can improve the use rate in New York
- ❖ Expand efforts that address specific high risk groups, such as younger drivers and drivers from rural areas, through special enforcement and education programs
- ❖ Increase education and outreach on the proper use and correct installation of child safety seats by strengthening the network of child passenger safety programs, particularly in areas that serve high risk populations, and increasing training opportunities for technicians
- ❖ Continue to support vigorous enforcement of the Vehicle and Traffic Laws through Selective Traffic Enforcement Programs (STEP), especially those pertaining to speeding, running red lights, aggressive driving and distracted driving
- ❖ Expand existing STEP efforts to include a focus on commercial motor vehicles and motorcycle operators
- ❖ Continue participation in the New York State Partnership Against Drowsy Driving committee
- ❖ Increase the availability of education for motorcycle operators and awareness of safe motorcycling through the adoption of recommendations from the Motorcycle Safety Assessment
- ❖ Expand training opportunities for police officers, prosecutors and the judiciary
- ❖ Support law enforcement agencies seeking to conduct motorcycle enforcement
- ❖ Support efforts to improve pedestrian and bicycle safety, particularly in New York City
- ❖ Continue to disseminate highway safety programs to diverse populations in New York State
- ❖ Encourage police agencies to conduct routine Vehicle and Traffic Law enforcement, with a particular focus on violations committed by drivers of passenger vehicles operating in close proximity to commercial vehicles and motorcycles
- ❖ Seek new working relationships and opportunities to partner with federal, state and local agencies to improve commercial vehicle safety
- ❖ Encourage police agencies to consider police traffic services as an everyday priority using the “traffic enforcement is law enforcement” approach

IMPAIRED DRIVING PROGRAM

In FFY 2010, New York State continued its aggressive approach to combating impaired driving through a number of important initiatives. One of the major actions was the passage of “Leandra’s Law” named for a young girl killed in a crash while riding in the car driven by a friend’s mother who was intoxicated and speeding. Under this new law, persons driving while intoxicated or under the influence of drugs with a child younger than age 16 in their vehicle can be charged with a Class E felony which is punishable by up to four years in jail. Impaired drivers who cause serious injury or the death of a child under age 16 riding in their vehicle can be charged with a Class C or Class B felony which is punishable by up to 15 or 25 years in prison, respectively. These provisions took effect December 18, 2009.

The second major component of Leandra’s Law requires all drivers convicted of a misdemeanor or felony DWI to install and maintain an ignition interlock device on any vehicle owned or operated by the driver for at least six months. Before a vehicle’s motor can be started, the driver must blow into the device. If the driver’s blood alcohol concentration (BAC) is .025 percent or higher, the engine will not start. The ignition interlock provisions of Leandra’s Law took effect on August 15, 2010. Major training efforts were conducted across the state for law enforcement, prosecutors, courts, probation and other components of the impaired driving system responsible for the implementation of the law. GTSC also provided support for a comprehensive public awareness campaign, “Don’t Blow It,” to educate New York State motorists on the new law.



In 2010, GTSC and the New York Broadcasters Association also launched a powerful new media campaign, “Drinking and Driving Shatters Lives”, depicting the devastation suffered by the families of drunk driving victims. The video spot produced for the campaign tells the true story of the tragic death of seven-year-old Katie Flynn who was killed when the limo she was riding in with her family was hit head-on by a drunk driver. The driver of the limo was also killed in this violent crash. The message of how drinking and driving shatters lives is relayed through the words of Katie’s parents, dash cam footage of the actual crash and a video of Katie as a flower girl at a wedding earlier in the day. The “Drinking and Driving Shatters Lives” campaign was incorporated into this year’s series of STOP-DWI nights held at sporting events around the state. The first of the events was held at a New York Islanders hockey game, followed by events at college basketball games, minor league baseball games and stock car races.



In FFY 2010, two major research studies on impaired driving were conducted by the Institute for Traffic Safety Management and Research (ITSMR). The first study investigated the implementation of the Aggravated DWI law which took effect November 2006 and the second explored trends in recidivist drunk driving and the characteristics of repeat offenders. In addition, several efforts were undertaken to disseminate the results of ITSMR’s recently completed study on the extent to which motorists in New York State drink and drive. The results of the study were discussed with traffic safety professionals at a series of workshops held around New York State and were presented at state and national conferences.

The Advisory Council on Impaired Driving continued to meet throughout the year and was instrumental in providing guidance and support for the implementation of Leandra's Law. The council consists of nine teams that are focusing on identifying issues as well as solutions in the areas of general deterrence; legislation and sanctions; enforcement; prosecution; courts; probation; assessment, evaluation and treatment; licensing/relicensing; and research.

Impaired driving also continued to be addressed through training initiatives. Among the most active programs are the two-day Advanced Roadside Impaired Driving Enforcement (ARIDE) training and the more extensive Drug Recognition Expert (DRE) training. In FFY 2010, efforts to expand the Drug Impairment Training for Education Professionals (DITEP) also continued. With the assistance of the DMV Communications Office, a new DVD promoting the program was produced for distribution to all high schools in New York State.



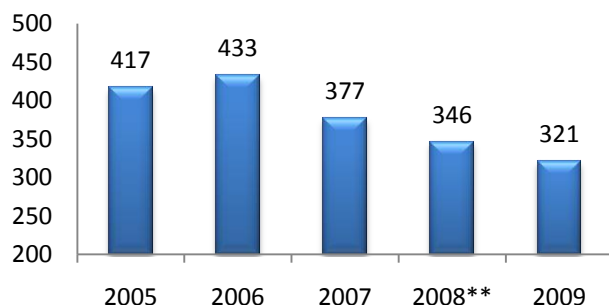
FFY 2010 IMPAIRED DRIVING GOALS

- ❖ Decrease alcohol-impaired driving fatalities 3 percent from 341 (preliminary FARS number) in 2008 to 331 by December 31, 2010
- ❖ Reduce the number of alcohol-related injuries 5 percent from 7,175 in 2007 to 6,825 by December 31, 2010

Status of Goals

After increasing to 433 in 2006, alcohol-impaired driving fatalities have been on a steady downward trend dropping to 321 in 2009, exceeding the goal set for December 31, 2010. The number of persons injured in alcohol-related crashes has also been on a consistent downward trend, decreasing from 7,724 in 2005 to 6,810 in 2009. The goal set for the reduction in alcohol-related injuries by December 31, 2010 has been met; between 2007 and 2009, alcohol-related injuries declined by 5% to 6,810, 15 fewer than the targeted reduction.

ALCOHOL-IMPAIRED DRIVING FATALITIES*

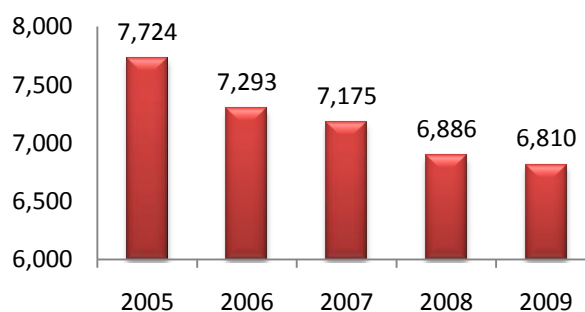


*Based on BAC (.08+) of all involved drivers and motorcycle operators

**Final 2008 FARS number

Source: FARS

ALCOHOL-RELATED INJURIES



Source: NYS AIS

Survey of New York State Drivers: Results Related to Drinking and Driving

Drinking and driving was one of the traffic safety issues included in the survey of 1,590 drivers conducted at selected DMV offices in summer 2010. The table below provides key results from the survey for the total population and for the subpopulations of male and female drivers.

In the past 30 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?

	Male	Female	Total
0 times	81.7%	90.8%	85.3%
1 time	8.1%	5.6%	7.1%
2 times	5.0%	2.3%	3.9%
3 times	2.4%	0.6%	1.6%
4 times	0.5%	0.4%	0.5%
5 or more times	2.3%	0.3%	1.6%

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

	Male	Female	Total
Yes	77.0%	67.6%	73.0%
No	17.5%	22.0%	19.3%
Don't remember	5.5%	10.4%	7.7%

What do you think the chances are of someone getting arrested if they drive after drinking?

	Male	Female	Total
Always	30.8%	38.4%	33.8%
Most of the time	31.1%	27.8%	29.6%
Sometimes	29.6%	28.4%	29.2%
Rarely	5.5%	3.7%	4.7%
Never	3.0%	1.7%	2.7%

Source: 2010 NYS Driver Survey

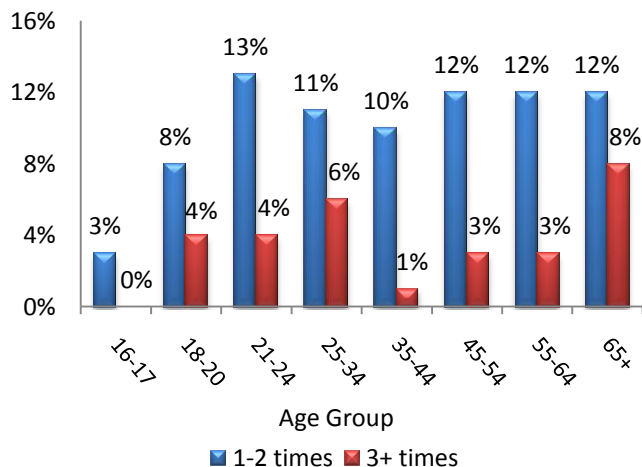
- 85% of all survey respondents said they had not driven within two hours after consuming alcohol in the past 30 days while 15% reported that they had. Men were twice as likely as women to have driven after drinking within the past 30 days (18% compared to 9%).
- 11% of the total drivers said they had driven after drinking one or two times; 4% had done this three or more times in the past 30 days. 5% of the male drivers compared to 1% of the female drivers had driven after drinking 3 or more times in the last 30 days.
- Nearly three-quarters (73%) had read, seen or heard something about drunk driving enforcement in the past 60 days. Male drivers were more likely than female drivers to have been exposed to information about drunk driving enforcement (77% of men compared to 68% of women).

- Over one-third (34%) thought that a driver who had been drinking would “always” be arrested and another 30% thought they would be arrested “most of the time”. Women were more likely than men to think a driver who had been drinking would “always” be arrested (38% vs. 31%).

Behaviors, awareness and perceptions related to drinking and driving also differed by age group.

- The drivers who reported driving within two hours after drinking in the last 30 days included drivers in the two age groups below the legal drinking age. Within the 16-17 year old age group, 3% reported driving once or twice after drinking. Among drivers 18-20 years of age, 8% reported driving after drinking once or twice and 4% reported drinking and drinking three or more times within the past 30 days.
- Drivers 65 years of age and older were most likely to report driving within two hours after consuming three or more alcoholic drinks (8%), followed by drivers 25-34 years of age (6%).

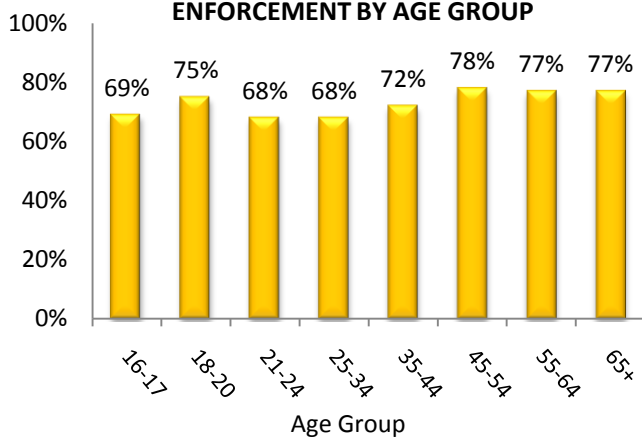
**FREQUENCY OF DRIVING AFTER DRINKING
IN PAST 30 DAYS BY AGE GROUP**



Source: 2010 NYS Driver Survey

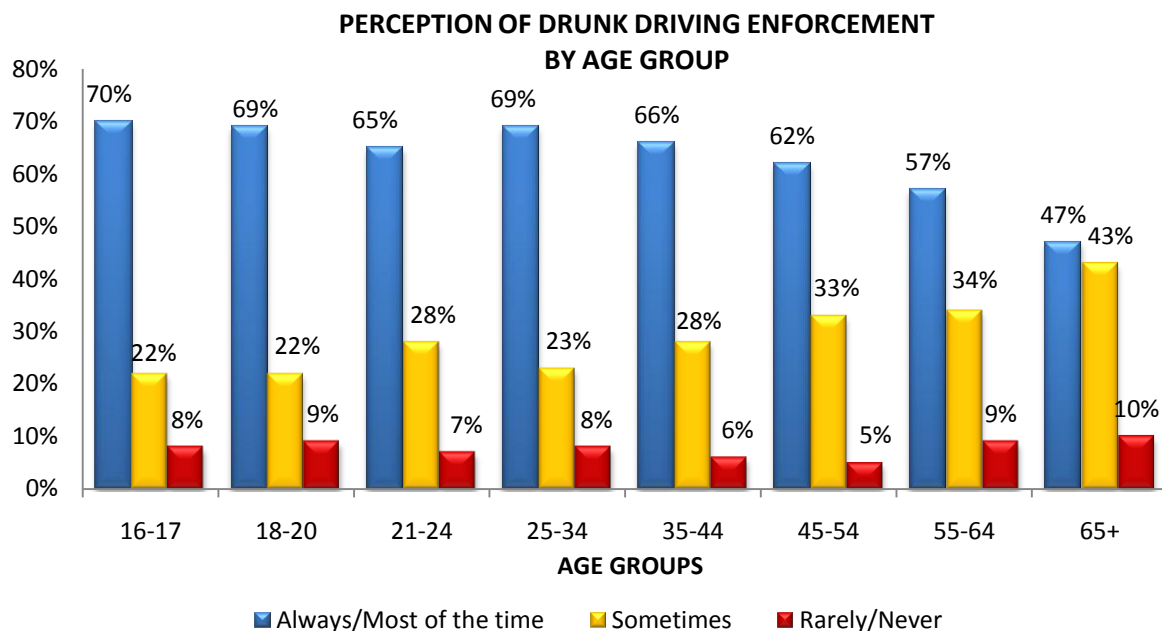
- The proportion of drivers in each age group who had read, seen or heard something about drunk driving enforcement ranged from approximately 70% to 80%.

**AWARENESS OF DRUNK DRIVING
ENFORCEMENT BY AGE GROUP**



Source: 2010 NYS Driver Survey

The drivers surveyed in DMV offices were also asked what they think the chances are of someone getting arrested if they drive after drinking.



Source: 2010 NYS Driver Survey

- In general, the perception of enforcement decreased with age; 70% of the drivers ages 16-17 thought that someone who was drinking and driving would be arrested “always” or “most of the time”, compared to 47% of drivers age 65 and older.
- The proportion of drivers who thought that drinking drivers would “rarely” or “never” be arrested ranged from 5% of the drivers ages 45-54 to 10% of the drivers 65 and older.

FFY 2010 PROGRAM HIGHLIGHTS

Advisory Council on Impaired Driving

The Advisory Council on Impaired Driving established by the GTSC is comprised of nine teams that represent the key components of the impaired driving system: General Deterrence; Legislation and Sanctions; Enforcement; Prosecution; Courts; Probation; Assessment, Evaluation and Treatment; Licensing/ Relicensing; and Research. Since the passage of Leandra’s Law, the majority of the Advisory Council members have been involved in assisting the Governor’s Office and the Office of Probation and Correctional Alternatives with the development of regulations governing the new ignition interlock requirements, the delivery of training for law enforcement, prosecutors and courts, and other efforts related to the implementation of the law. The resources required to ensure the successful implementation of Leandra’s Law made it necessary for the teams to defer the development and implementation of other impaired driving initiatives. Early in FFY 2011, the Advisory Council and the individual teams will return to their original charge to reduce impaired driving by identifying and addressing issues within the various components of the impaired driving system.

Institute for Traffic Safety Management and Research Impaired Driving Research Projects

In FFY 2010, the Institute for Traffic Safety Management and Research (ITSMR) conducted research projects on two important impaired driving topics.

Study on the Implementation and Effectiveness of the Aggravated DWI Law

Effective November 2006, Section 1192.2-a of the New York State Vehicle and Traffic (V&T) Law defines aggravated driving while intoxicated (ADWI) as operating a motor vehicle with a BAC of 0.18% or higher. The law calls for drivers convicted of ADWI to receive a fine of \$1,000-\$2,500 and have their license revoked for at least one year; a jail sentence of not more than one year may also be imposed. A primary objective of this study was to assess the extent to which the ADWI law is being implemented as intended and whether it has been effective in reducing alcohol-impaired driving on New York's roadways. The Traffic Safety Law Enforcement & Disposition (TSLED) system, the New York City Police Department (NYPD) and Suffolk County were the sources for the arrest data, TSLED was the source for the conviction data and TSLED, the NYS Division of Criminal Justice Services (DCJS) and the State Police were the sources for the BAC data used in the analyses. The key results of the analyses include:

- In 2007-2009, 19%-20% of the drivers arrested for impaired driving had a known BAC of 0.18% or higher.
- The proportion of drivers arrested with a BAC $\geq$ 0.18% who were charged with ADWI increased from 55% in 2007 to 79% in 2009.
- 94%-97% of drivers arrested for ADWI in 2007-2009 were convicted (based on adjudicated cases only); however, only 25%-26% were convicted of ADWI.
- In 2009, 86% of those drivers convicted of ADWI received a fine of at least \$1,000 (the mandatory minimum) compared to 77% in 2007.

While there has been progress in the enforcement of the ADWI law, in 2009, 21% of the drivers with a known BAC of 0.18% or higher were not charged with ADWI. Furthermore, 74% of the drivers appropriately charged with ADWI were not convicted of ADWI and among those who were convicted of ADWI, 14% were fined less than the mandatory minimum fine of \$1,000. Further research will be conducted to explore the effects of the ADWI law on recidivism.

Study of Recidivist Drinking Drivers

A second study examined the driving histories of persons convicted of impaired driving in 1999 and 2009 to determine 1) if the rate of recidivism has changed over the past ten years and 2) if there are identifiable differences between individuals who have a prior alcohol conviction and those who are convicted of drinking and driving for the first time. Data from the DMV driver's license file, TSLED, DCJS and the State Police were used for the analyses. The key findings include:

- While more drivers were convicted of a drinking driving offense in 2009 than in 1999, (50,434 compared to 47,977), a smaller proportion of those arrested in 2009 were recidivists.
- The recidivism rate dropped from 29% in 1999 to 22% in 2009.
- Recidivist drivers arrested in 2009 had fewer prior convictions than those arrested in 1999; 80% of the recidivists in 2009 had only one prior conviction compared to 74% of the recidivists in 1999.
- Between 1999 and 2009, there were decreases in recidivism among both men and women, all age groups and all regions of the state (New York City, Long Island and Upstate New York).

During FFY 2010, ITSMR also continued its role of supporting the work of the Advisory Council on Impaired Driving, the county STOP-DWI coordinators and other organizations by disseminating its research results through a number of channels. Three Research Notes were prepared on the results of ITSMR's *Study on How Frequently Motorists Drink and Drive* and posted on www.ITSMR.org. In addition, the results were presented at the annual fall NYS Highway Safety Symposium in October 2009, a poster session was presented at the national Lifesavers Conference in April 2010 and an article has been submitted for publication in a professional journal.

ITSMR project staff also developed and delivered three workshops around the state entitled: "DWI: What You Don't Know!" The primary objectives of the workshops conducted in Schenectady, Binghamton and Batavia were to share ITSMR's research and begin a dialogue on potential solutions to the persistent, complex problem of impaired driving. The input received from the participants in the three workshops will be shared with the Advisory Council.

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

Following the passage of Leandra's Law, much of the activity related to this project involved participation in rewriting Part 59 of the NYS Department of Health (NYS DOH) regulations regarding the certification of ignition interlock devices (IIDs). OPCA staff members were also responsible for creating the new regulations, 9 NYCRR Part 358, for the implementation of Leandra's Law. The OPCA staff member assigned to this project continued to work with IID manufacturers to increase the number of installation service centers and access to IIDs. As of the end of FFY 2010, there were 300 installation locations throughout the state. Six companies have qualified to provide ignition interlock devices (IIDs) in New York, and with the increasing demand that is anticipated, more are expected to apply. OPCA staff also participated in a number of Leandra's Law training and information sessions for law enforcement, probation officers and court personnel.

During FFY 2010, the OPCA also continued to promote the use of DMV's License Event Notification Service (LENS) by county probation departments as a tool to better monitor the driving behavior of their probationers. OPCA staff also continued to track the progress of the three-year License Plate Reader Project underway in five counties. Another ongoing activity is OPCA's participation in the Advisory Council on Impaired Driving which includes providing leadership for the Advisory Council's Probation Team. A new pilot program using driver license scanners in alcoholic beverage retail outlets to reduce underage drinking and DWI has also been developed. Three counties are presently participating and more are expected to become involved in the project. Further research on the involvement of DWI/DWAI probationers in fatal motor vehicle accidents to develop a profile of the high-risk "chronic traffic offender" also continued to be a priority.

Education and Training Programs

Drug Recognition Expert Statewide Coordinator

The Drug Recognition Expert (DRE) program continues to be coordinated in New York by a member of the GTSC staff. In 2009, the statewide DRE coordinator attended the International Association of Chiefs of Police (IACP) Conference on Drugs, Alcohol and Impaired Driving. In addition to professional training,

the purpose of the conference is for state coordinators to meet with their counterparts from other states to discuss mutual problems and share ideas on new initiatives. The IACP and NHTSA also presented new programs at the conference.

In addition to coordinating the DRE program, GTSC also coordinates several programs that provide training for educators, police officers and traffic safety professionals in the area of impaired driving. These programs are described below.

SFST/DRE and Toxicologist Training Programs

The GTSC staff coordinates the state's Standardized Field Sobriety Testing/Drug Recognition Expert (SFST/DRE) program through the SFST/DRE Steering Committee. The committee has been working with the state's enforcement agencies to ensure that as many officers as possible maintain certification in the SFST and DRE programs. The DRE training course was conducted once during the year, in June 2010. Two Horizontal Gaze Nystagmus (HGN) training programs were also presented during FFY 2010.



Because it is important for toxicologists in the state to receive training and information on the latest developments in alcohol and drug testing and on testifying in court, a training program for toxicologists is also being planned for 2011.

In 2010, 122 municipal police officers received DWI detection and SFST training through in-service training programs conducted by the Division of Criminal Justice Services (DCJS). In addition, the DCJS provided DWI detection and SFST training to 483 police recruits in the Municipal Police Training Council (MPTC)-approved basic course for police officers. Between these two initiatives, a total of 605 officers from municipal and county sheriffs' offices were trained; in addition, 23 officers were trained as SFST Instructors. Training in SFST was also provided to 38 NYS Department of Environmental Conservation officers.

Advanced Roadside Impaired Driving Enforcement (ARIDE)

The Advanced Roadside Impaired Driving Enforcement (ARIDE) course was a new training program implemented in New York in FFY 2008. The two-day ARIDE course is intended to bridge the gap between the Standardized Field Sobriety Testing (SFST) training all police officers in New York must complete and the Drug Recognition Expert (DRE) training courses completed by a relatively select group of officers. The objectives of the ARIDE course are to train law enforcement officers to observe, identify and articulate the signs of impairment related to drugs, alcohol or a combination of both, in order to reduce the number of impaired driving incidents and crashes which result in serious injuries and fatalities. In FFY 2010, ten training programs were conducted in various parts of the state; 188 police officers completed the ARIDE training this year.

STOP-DWI Association Training Programs

In 2010, the GTSC continued to provide funding for a series of training programs sponsored by the STOP-DWI Association. The training program Treatment and Supervision of the Chronic Drunk Driver which dealt with DWI recidivists was presented in three locations across the state; a total of 119 treatment providers, probation officers and others



attended the training sessions. The STOP-DWI Association also presented a program on women and drinking and driving at eight locations to a total audience of 363 treatment providers. Impaired driving law enforcement training programs were also conducted throughout the state. The training programs included SFST refresher courses and DRE recertification courses. As a result of these training programs, 97 DREs were able to receive recertification in 2010.

Drug Impairment Training for Education Professionals (DITEP)

DITEP continues to be an integral part of New York's efforts to combat the problem of drug and alcohol abuse in the school environment. The goal of the DITEP program is to train education professionals to provide early intervention within their schools that will lead to reductions in motor vehicle fatalities and injuries. The DITEP training module uses a systematic approach for recognizing and evaluating those who are abusing drugs or alcohol. The school administrators and school nurses who complete the DITEP training are able to competently evaluate individuals suspected of abusing drugs or alcohol. In 2010, a two-day DITEP training course was once again offered to all schools in New York State; 125 educational professionals participated in DITEP training. The GTSC also produced a DVD on the DITEP program that will be distributed to school districts throughout the state in FFY 2011 to raise awareness of the training program and its benefits for administrators and other school personnel.

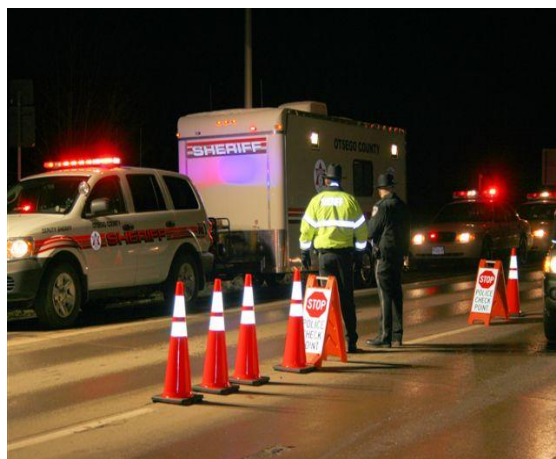
Prosecutor Training

Training sessions for prosecutors on impaired driving issues continued to be conducted around the state by the New York Prosecutors Training Institute (NYPTI). These training sessions provide prosecutors with information on how to prosecute a DRE arrest, how to present breath test results as evidence in the courtroom, and how to combat the latest defense challenges. Updates on DWI laws are also presented at the training sessions. In addition, the updated manuals used in the training are made available to all county prosecutors and STOP-DWI coordinators. Under this project, the GTSC also continued to fund a Traffic Safety Resource Prosecutor (TSRP) to assist New York State prosecutors with impaired driving prosecutions; in 2010, funding for a second part-time TSRP to provide training and assist police officers and District Attorneys throughout the state was provided. The availability of two TSRPs made it possible to provide training to 258 District Attorneys, 263 police officers, 68 judges/magistrates and 113 other professionals in FFY 2010.

Over the Limit, Under Arrest, New York's STOP-DWI Crackdown

In FFY 2010, New York's crackdown on impaired driving once again adopted the national slogan, "Over the Limit, Under Arrest." This annual enforcement event is a cooperative effort involving the State Police, county Sheriffs and local police agencies.

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



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

In FFY 2010, the New York State Police continued to conduct its comprehensive impaired driving program which includes the following components: deterrence, detection, testing, analysis, prosecution of impaired drivers, and underage enforcement. Following guidelines established by Division Headquarters, each State Police Troop develops its own Traffic Safety Plan which provides for a more efficient approach to local problems, including impaired driving and underage drinking. Highlights of the State Police program in FFY 2010 include the following:

- ***Underage Drinking Identification Details:*** The State Police conducted 120 Underage Drinking Identification (UDI) details using sting operations and other enforcement strategies. Of the 1,199 retail stores and 292 bars that were investigated, 91% of the retail stores (1,090) and 82% of the bars (239) were found to be in compliance. The UDI details resulted in 172 arrests for violations of the state's ABC law and 202 arrests for Penal Law violations.
- ***Sobriety Checkpoints:*** Each Troop conducted, at a minimum, one checkpoint each month; multi-agency checkpoints were also conducted. In total, 195 fixed sobriety checkpoints were conducted, resulting in 470 DWI arrests.
- ***Roving Saturation Details:*** Each Troop conducted, at a minimum, one saturation detail each month. Overall, a total of 206 roving saturation patrols were conducted, resulting in 308 DWI arrests.
- ***SFST Training:*** In FFY 2010, the New York State Police embarked on a program to provide Standardized Field Sobriety Testing (SFST) refresher training for all members from the rank of Non-commissioned Officer to Trooper. This eight-hour program provides a review of the SFSTs to include the phases of detection, test administration and scoring, and proficiency testing. The training also includes a review of DWI paperwork, updates to the DWI laws and enforcement of the new ignition interlock standards. In FFY 2010, approximately 2,000 Troopers and 500 sergeants were trained. This program has been well received not only by the members of the State Police, but also by prosecutors across the state; many ADAs have asked to attend the training to gain a better understanding of what the Troopers are trained to do and how to best use this information at trial. Plans are underway to provide an eight-hour overview of the drugs that impair driving starting in FFY 2011.
- ***Drug Awareness Training:*** State Police Drug Recognition Expert (DRE) instructors assisted with a DRE school conducted in Monroe County and with the field certification training. As requested by the GTSC, these State Police DRE instructors also assisted with both DITEP and ARIDE training events.
- ***Prosecutor Outreach Program:*** In cooperation with the New York Prosecutors Training Institute, the State Police provided SFST and DRE training to prosecutors from across the state. As mentioned above, many counties also elected to send ADAs to the SFST refresher training held at each Troop Headquarters.
- ***National Holiday Lifesavers Weekend:*** The State Police participated in this nationwide enforcement effort conducted annually between Thanksgiving and Christmas by conducting high-visibility sobriety checkpoints and roving saturation patrols in each Troop. More than 85 impaired driving arrests were made during the national Lifesavers Weekend.
- ***Public Information and Education:*** Various PI&E materials were developed and disseminated statewide to schools and at fairs and other events.

Operation Prevent – Stop Bad ID

Operation Prevent is conducted by the DMV Division of Field Investigation (DFI) in conjunction with local law enforcement across the state. The purpose of this federally-funded program is to prevent underage drinking and the use of fraudulent or altered documents by minors to gain access to places where alcohol is served. As part of this project, DFI targets licensed liquor establishments that have been identified as the last drink location for individuals under age 21 who have been arrested for drinking and driving. The DFI also attempts to identify the source of the illegal documents in order to shut down the operation and terminate the production of fraudulent documents. Between FFY 2007 and FFY 2010, DFI Investigators visited more than 470 establishments that serve alcohol, made 991 arrests and seized 990 illegal documents from persons under the age of 21. The investigations have led to the closure of 25 fraudulent document operations making it much more difficult for minors to obtain illegal or altered licenses.

Last Drink Location

The Division of Criminal Justice Services (DCJS) and the New York State Police are making information available on the last location where an arrested impaired driver drank, as well as the exact location of the arrest, to all STOP-DWI programs throughout the state. The data are collected through the breath test instruments used at the time of the arrest. The location data are being used by STOP-DWI and law enforcement agencies to develop programs in various counties to work with local liquor licensees to prevent intoxicated patrons from being served and from leaving the establishment in an impaired condition and then driving. This information also provides an invaluable tool to law enforcement in their targeted impaired driving enforcement efforts.

DataMaster Replacement Program



Since December 2006, the DCJS Office of Public Safety has been involved in a program to replace the approximately 500 DataMaster evidential breath testing devices used by over 400 police agencies throughout New York State with the state-of-the-art DataMaster DMT with full data management capabilities. To date, 25 DataMaster DMTs have been provided to local training academies across the state for use in their training programs and 470 have been provided for evidential use.

In addition, this grant calls for the training of all Breath Analysis Operators in the proper operation and use of these instruments. During the past calendar year, DataMaster DMT instructor training has been provided to 22 Breath Analysis Instructors statewide. DataMaster DMT update training has been provided to 122 Breath Analysis Operators, and 2,455 officers have been recertified as operators.

Education, Screening, Assessment and Treatment of Convicted DWI Offenders

In FFY 2010, the GTSC provided funding to the NYS Office of Alcohol and Substance Abuse Services (OASAS) to conduct an initiative known as “New York Reduces Impaired Driving through Effective Screening, Assessment, Treatment and Education.” This initiative includes two major components. One

component involves automating the alcohol and/or drug screening and assessment records for court-mandated participants. Under the second major component, OASAS is revising the curriculum for the state's Drinking Driver Program (DDP). In revising the curriculum, OASAS will adopt a national model that reflects current evidence-based approaches to educating convicted drivers; OASAS will also be responsible for training DDP instructors in the use of the revised curriculum. This initiative will continue in the next fiscal year.

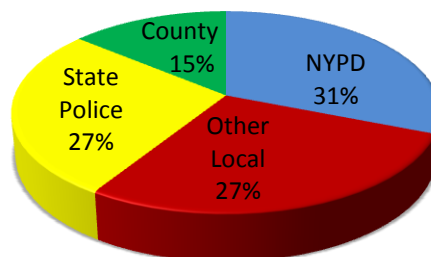
MADD Safe and Sober Award Recognition Luncheon

STOP-DWI New York, MADD, the Governor's Traffic Safety Committee and the Division of Criminal Justice Services continue to recognize police departments and officers and other individuals for their outstanding commitment to the deterrence of impaired driving.

POLICE TRAFFIC SERVICES

The Police Traffic Services program focuses on the enforcement of New York's Vehicle and Traffic laws related to unsafe driving behaviors and encompasses the collective efforts of the New York State Police, sheriffs' offices and other county-wide police agencies, and local police departments. The proportion of tickets issued by the enforcement agencies at the various jurisdictional levels is shown in the chart to the right. Of the approximately 4,080,000 traffic tickets issued in New York State in 2009, 31% were written by the state's largest local agency, the New York City Police Department (NYPD), 27% were written by other local police agencies, the New York State Police wrote 27%, and county police departments issued 15%. This was very similar to the distribution of tickets by enforcement agency type in 2008.

Proportion of Tickets Issued by Type of Police Agency, 2009



Sources: NYS TSLED and Administrative Adjudication Systems

The emphasis in the Police Traffic Services program area is on the implementation of effective enforcement strategies that will lead to reductions in motor vehicle crashes. In addition to routine enforcement on a day-to-day basis, data-driven efforts that focus on the enforcement of specific violations are supported by the GTSC through its Selective Traffic Enforcement Program (STEP). In FFY 2010, the GTSC awarded 236 STEP grants to local law enforcement agencies to target violations in identified problem locations. An additional 14 grants were awarded to the State Police and local police agencies for other types of enforcement projects.

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

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



In addition to speeding and other aggressive driving behaviors, Police Traffic Services also covers enforcement efforts directed toward a number of other unsafe driving behaviors including distracted driving. In 2001, New York was the first state to ban the use of hand-held cell phones while driving and a new law banning texting while driving went into effect on November 1, 2009. The use of these devices, as well as other behaviors that take attention away from the driving task, contribute to approximately one out of five crashes each year. In recognition of the state's leadership in this area, the National Highway Traffic Safety Administration (NHTSA) selected New York as one of two sites for a two-year distracted driving enforcement demonstration project beginning in FFY 2010. The project is testing the effectiveness of the highly successful "Click It or Ticket" enforcement model in dealing with distracted driving.

The ultimate goal of New York's traffic safety enforcement community is to save lives and reduce injuries by decreasing the number of crashes that result from unsafe driving actions, especially speeding and other behaviors related to aggressive driving. The goal established for the Police Traffic Services program area in the FFY 2010 HSSP and the progress made toward its achievement are discussed below.

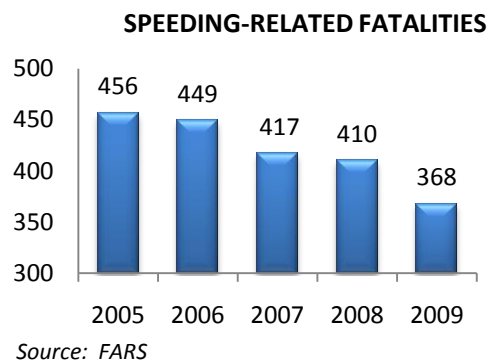
FFY 2010 POLICE TRAFFIC SERVICES GOAL

- ❖ Decrease speeding-related fatalities 5 percent from 410 in 2008 to 390 by December 31, 2010

Status of Goal

The goal set for decreasing speeding-related motor vehicle fatalities in the FFY 2010 Highway Safety Plan has been met and surpassed.

Since 2005, speeding-related fatalities have been on a downward trend from 456 to 368 in 2009, with the largest annual reduction occurring between 2008 and 2009. The 10 percent decrease in fatalities in 2009 was double the reduction targeted for December 31, 2010.



New York State 2010 Driver Survey: Results Related to Speeding

Speed was one of the three major traffic safety topics included in the survey of drivers conducted at five Department of Motor Vehicles offices in July 2010. The drivers were asked how frequently they exceed the speed limit by more than five miles an hour when driving on 30 mph and 65 mph roadways. The table below presents the responses regarding speeding behaviors for the entire population of 1,590 drivers surveyed and for the subgroups of male and female drivers.

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

	Male	Female	Total
Always	7.2%	3.1%	5.7%
Most of the time	16.0%	16.2%	16.1%
Sometimes	40.3%	32.6%	36.6%
Rarely	23.0%	31.0%	26.3%
Never	13.5%	17.1%	15.3%

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

	Male	Female	Total
Always	7.4%	3.4%	5.8%
Most of the time	19.4%	15.5%	17.5%
Sometimes	33.6%	29.3%	31.9%
Rarely	23.3%	25.5%	24.2%
Never	16.3%	26.4%	20.6%

Source: 2010 NYS Driver Survey

- 22% of the drivers said that they either “always” (6%) or “most of the time” (16%) exceed a 30 mph speed limit by more than 5 mph; 37% said “sometimes” and 41% said “rarely” (26%) or “never” (15%).
- On a 65 mph roadway, 23% “always” (6%) or “most of the time” (17%) drive more than 70 mph compared to 45% who “rarely” (24%) or “never” (21%) drive that fast.
- Men were more likely than women to say that they drive more than 5 mph over the speed limit on both local roads and highways.

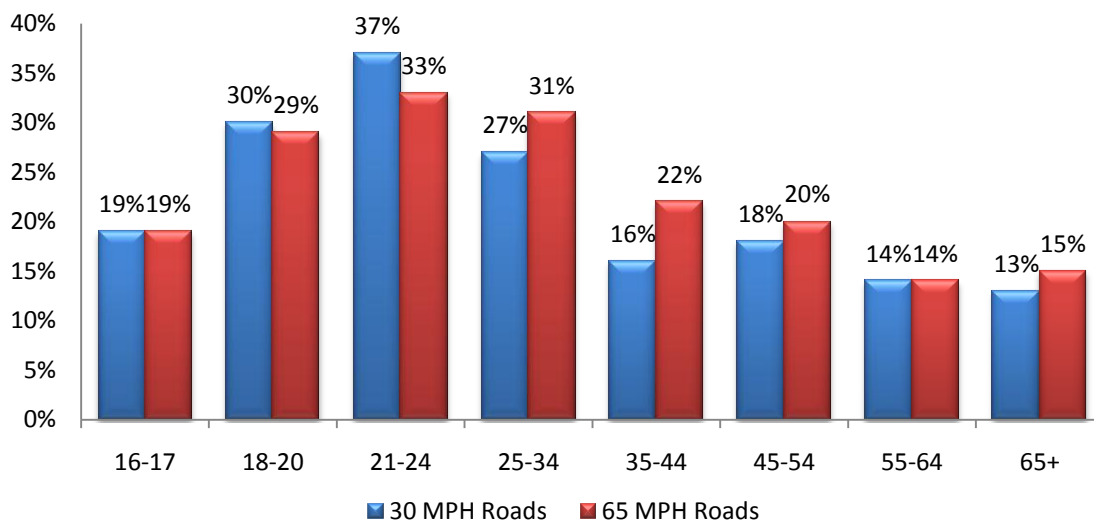
The drivers surveyed were also asked questions regarding their exposure to information about speed enforcement in the past 60 days and their perception of the risk of being stopped for speeding.

<i>In the past 60 days, have you read, seen or heard anything about speed enforcement?</i>			
	Male	Female	Total
Yes	55.6%	46.9%	52.1%
No	32.1%	37.6%	34.3%
Don't remember	12.3%	15.4%	13.6%
<i>What do you think the chances are of getting a ticket if you drive more than 5 mph over the speed limit?</i>			
	Male	Female	Total
Always	7.4%	9.6%	8.7%
Most of the time	14.1%	15.1%	14.4%
Sometimes	31.9%	39.0%	35.1%
Rarely	34.7%	29.1%	31.8%
Never	11.9%	7.2%	10.0%
<i>Source: 2010 NYS Driver Survey</i>			

- A little over half (52%) of the drivers had read, seen or heard something about speed enforcement in the past 60 days.
- Male drivers were more likely than female drivers to have been exposed to information about speed enforcement (56% of men compared to 47% of women).
- The majority of drivers indicated that they did not think that the chances of being ticketed for exceeding the speed limit by more than 5 mph were very great; 35% thought they would “sometimes” get a ticket and 42% thought that it would happen “rarely” (32%) or “never” (10%).
- Men were more likely to think that the chances of getting a ticket for driving more than 5 mph over the speed limit were very small; 47% felt they would “rarely” (35%) or “never” (12%) be ticketed, compared to 36% of women.

Driver responses to questions regarding their speeding behavior and awareness and perceptions of speed enforcement also differed by age group.

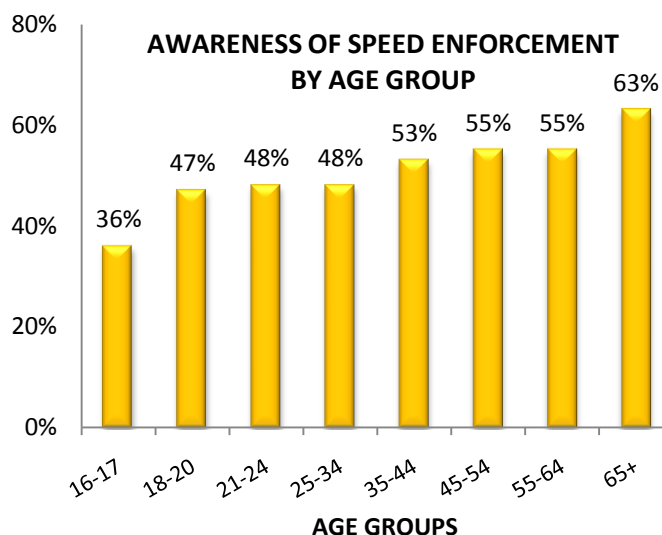
DRIVERS WHO REPORT THEY "ALWAYS" OR "MOST OF THE TIME" SPEED ON 30 MPH AND 65 MPH ROADS: BY AGE GROUP



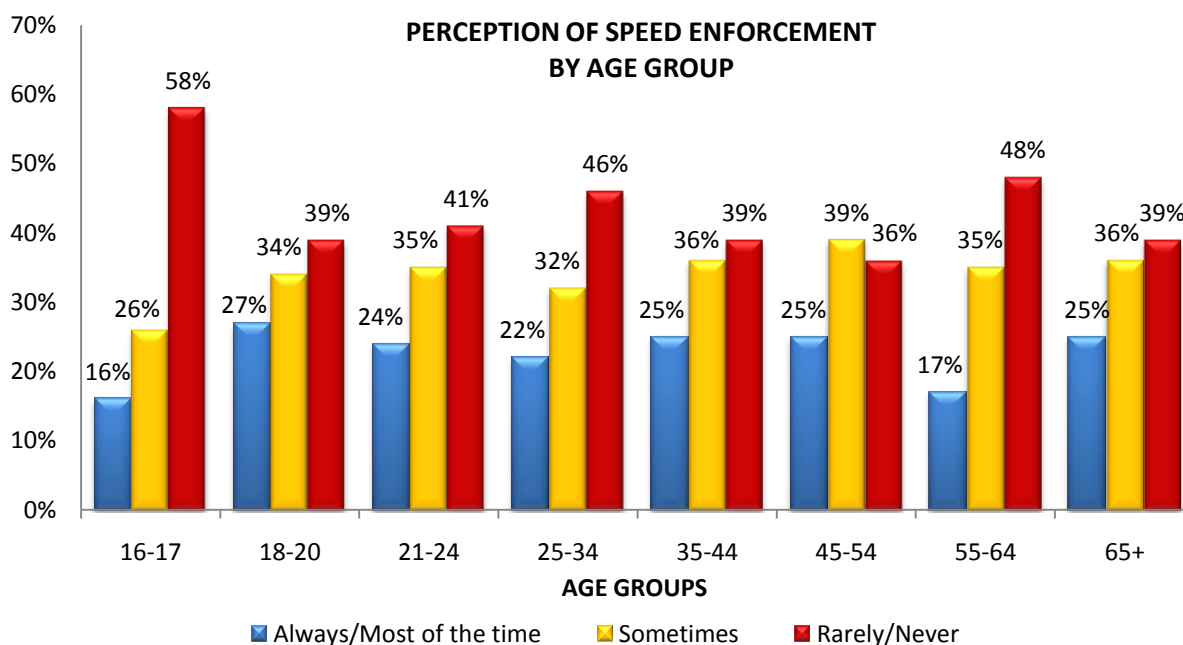
Source: 2010 NYS Driver Survey

- Drivers 21-24 years of age were the most likely of any age group to say they “always/most of the time” exceed the speed limit by more than 5 mph on both 30 mph local roads (37%) and 65 mph highways (33%).
- Drivers 18-34 years of age are more likely to say they speed on both local roads and highways than any other age groups.

- Exposure to information about speed enforcement increased with driver age.
- 36% of the drivers 16-17 years of age said they had read, seen or heard something about speed enforcement in the past 60 days, compared to 63% of the drivers 65 years of age and older.



Source: 2010 NYS Driver Survey



Source: 2010 NYS Driver Survey

- Drivers 16-17 years of age were most likely to think that the chances of getting a ticket for speeding were low; 58% thought they would “rarely” or “never” get a ticket for driving more than 5 mph over the speed limit, compared to 48% or less in every other age group.

FFY 2010 PROGRAM HIGHLIGHTS

Traffic enforcement programs play an important part in New York’s efforts to reduce highway crashes, injuries and deaths. Selected examples of these programs and their accomplishments in FFY 2010 are highlighted below. Enforcement strategies and accomplishments related to impaired driving, occupant protection and motorcycle safety are addressed under their respective program areas.



Selective Traffic Enforcement Programs

The following examples typify the Selective Traffic Enforcement Programs (STEPs) to Reduce Unsafe Driving Behavior projects funded by the GTSC and implemented by local enforcement agencies across the state.

- The Cornell University Campus Police is a nationally-recognized leader among colleges and universities in integrating highway safety programming into the overall campus safety program. During FFY 2010, the University Police emphasized pedestrian safety through an educational and enforcement initiative for both motorists and the large pedestrian population on campus. During the educational phase, flyers containing information on New York State Vehicle and Traffic Laws (VTL) related to pedestrians and safe road crossing tips were distributed to 570

pedestrians on the Cornell campus. Prior to the deployment of active enforcement the University issued press releases to the media. During the enforcement phase, 524 warnings were issued to pedestrians for various VTL violations. In one enforcement detail, 36 individuals were cited for crosswalk signal violations and two bicyclists were cited for improper lane usage. The combination of education outreach and active enforcement by the Cornell University Police continues to enhance traffic safety among the 30,000 students, faculty, staff and visitors that make up the Cornell community.

- The City of Batavia is located in Genesee County approximately mid-distance between the cities of Rochester and Buffalo. The Batavia Police Department is staffed by 23 full-time patrol officers who provide services to a resident population of 16,000. This police department has measurably increased speeding and aggressive driving enforcement resulting in reductions in personal injury crashes. This jurisdiction has not reported a motor vehicle fatality in the past three years. This program is based on sound problem identification that includes high crash locations, times of occurrences and specific violations.
- The Broome County Sheriff's Office is located in the southern tier of New York State; the county consists of 1,978 road miles and has a population in excess of 200,000. Total crashes reported by this agency have declined over the past three years with 1,971 reported in 2009 compared to 2,050 the previous year and 2,133 in 2007. Personal injury crashes followed the same pattern with 196 investigated in 2009 compared to 231 in 2008 and 292 in 2007, a 33% decrease over the 2007-2009 three-year period. Total tickets issued in 2009, as well as tickets for speeding and aggressive driving violations, all exceeded the previous year's totals and their respective three-year averages. This is a classic example of a successful STEP project; targeted enforcement has increased and crashes have subsequently decreased.
- The City of Troy is located in New York's Capital Region and has a resident population of 47,763 served by 70 patrol officers. The primary identified locations for the project were the streets and roadways in and around the jurisdiction's colleges and school zones. Crashes have steadily fallen over the past three years; in 2009, a total of 771 crashes were reported compared to 1,798 in 2007, a 57% reduction. Personal injury crashes followed the same positive trend with 104 investigated in 2009, a decrease of 22 from the previous year and 42 from the three-year average. Total tickets as well as those specifically written for speeding and other aggressive driving violations have all significantly increased over the past three-year period. This is a well-designed project that increased traffic enforcement activity and reduced the number of total and personal injury crashes in the city.
- No overview of traffic activity in the state would be complete without reference to New York City. With its diverse resident population of over eight million joined by countless commuters, tourists and visitors, New York City faces a number of unique traffic safety concerns on a daily basis. Personal injury crashes have steadily decreased over the past three years with 39,720 reported in 2009, compared to 40,090 in 2008 and 40,727 in 2007. Fatal crashes also showed reductions with 257 reported in 2009, compared with 290 in 2008 and 283 in 2007. Total tickets issued by the New York Police Department (NYPD) Highway District have steadily increased over the past three years with 155,359 written in 2009 compared to 154,129 in 2008 and 150,275 in 2007. Speeding tickets have followed the same upward trend with 62,023 issued in 2009 which was an increase of 547 over 2008.
- In contrast to New York City, the Village of Chatham is an example of a successful STEP program on a much smaller scale. Located in rural "upstate" Columbia County, the village consists of fewer than 2,000 residents who are served by a department consisting of four full-time and 13

part-time officers. This project is based on the local needs of the community and takes into account the capabilities of the department. In 2009, a total of 67 crashes were reported, a reduction of six from the previous year and of eight fewer than the three-year average. Personal injury crashes have steadily decreased over the past three years; only one occurred in 2009 compared to five in 2008 and 12 in 2007. Total tickets and tickets issued for aggressive driving have increased over the past three years with aggressive driving citations increasing by 55% between 2008 and 2009.

- In addition to county, city, town and village police departments, the GTSC also supports the efforts of other “specialized” police agencies. The State University of New York at Oswego Police Department patrols eight miles of campus roadways and serves a student and staff population of approximately 10,000. In 2009, the total number of tickets issued, as well as those for speeding and aggressive driving violations, all exceeded the previous year’s totals and their respective three-year averages; between 2008 and 2009, total tickets increased by 223, speeding citations by 29 and aggressive driving citations by 36. This significant increase in tickets has resulted in an overall decrease in the number of crashes reported on the campus.
- The GTSC funds the Dutchess County Traffic Safety Board to coordinate and financially support a countywide multi-agency STEP project. Dutchess County is a mixture of urban, suburban and rural jurisdictions, has a population of over 295,000 and is traversed by 2,419 road miles. The project supports special traffic law enforcement details for the Dutchess County Sheriff’s Office, the police departments of the cities of Beacon and Poughkeepsie, the police departments of the towns of Poughkeepsie, Fishkill, East Fishkill and Hyde Park and the police departments of the villages of Fishkill, Millbrook, Millerton, Red Hook, Rhinebeck and Wappingers Falls. In total, 13 law enforcement agencies servicing 15 municipalities participated in the STEP. As a result of their collective and coordinated activity, between 2008 and 2009, total tickets increased by 1,375, speeding by 225 and those issued for aggressive driving by 746. Total crashes countywide increased over the reporting period; however, fatal crashes decreased by one and personal injury crashes fell by 171.

State Police Speed Enforcement Programs

The New York State Police conducted the following speed enforcement initiatives during FFY 2010:

Sustained Zone Enforcement Details

More than 11,000 hours of enforcement were conducted resulting in 19,538 speeding tickets.

Traffic Safety Corridor Details

Troopers conducted over 400 details that focused on high crash areas throughout the state and emphasized enforcement of aggressive driving behaviors. More than 2,600 aggressive driving summonses were issued; 842 occupant restraint violations were also cited.



Troop T (NYS Thruway)

Operation Brake provides for enhanced enforcement on the New York State Thruway. During the three Operation Brake enforcement details conducted in FFY 2010, speed and aggressive driving violations in work zones were targeted. As a result of these enforcement efforts, citations were issued for 2,348 violations in FFY 2010.

Traffic Incident Management Detail

The New York State Police Traffic Incident Management (TIM) Detail is tasked with managing major traffic incidents and conducting traffic enforcement in targeted areas, including major active work zones. To reduce congestion and the risk of secondary collisions, the members of the detail also are responsible for helping to manage and clear major traffic incidents. Statewide, 100 Troopers have been assigned to nine Troop areas. The activity of the Traffic Incident Management Detail during FFY 2010 is summarized in the table below.

Number of Work Zones	Speeding Tickets	Total V&T Tickets	Total Crashes Investigated
917	27,601	50,367	409

Sheriffs' Cooperative Rural Traffic Safety Initiative

During FFY 2010, 11 rural county Sheriff Offices (Cayuga, Genesee, Livingston, Ontario, Orleans, Oswego, Seneca, Steuben, Wayne, Wyoming and Yates) participated in this initiative which incorporates the STEP approach of using high crash/violation locations and times as the basis for targeting enforcement activity. The Sheriffs' Offices were directed to use local statistics and were given the latitude to identify and attack traffic problems of particular relevance to their countywide jurisdictions. Since these agencies all patrol large geographic areas with limited staff resources, the use of directed patrols is the key to success.

In its first year of participation in the project, the Genesee County Sheriff's Office produced successful results. Compared to the same time period in the previous year, fatal crashes declined from four in 2009 to three in 2010, personal injury crashes decreased from 149 in 2009 to 117 in 2010 (a reduction of 21%) and total crashes fell from 601 in 2009 to 501 in 2010 (a reduction of 17%). During grant-supported activities deputies wrote a total of 654 tickets, an increase of 40 over the 2009 total. Of these tickets, 374 were issued for speeding and 48 were issued for aggressive driving violations.

Data Driven Approaches to Crime and Traffic Safety (DDACTS)

In addition to participating in the Sheriffs' Cooperative Rural Traffic Safety Initiative, the Sheriffs in Livingston, Ontario, Wayne and Genesee counties agreed to take part in a Data Driven Approaches to Crime and Traffic Safety pilot project. During preliminary meetings, traffic and crime data from each of the counties were collected and analyzed. It was decided that all four counties would use their project resources to reduce traffic crashes and target criminal burglary offenses.

Maps were used to identify "hot spots" in the county for both traffic and crime problems to target with additional directed patrols. During the year, updated data for the four counties were obtained from the NYS Department of Motor Vehicles and the NYS Division of Criminal Justice Services to monitor activities in the targeted areas.

School Bus Safety

Passing a stopped school bus is a dangerous driving behavior that occurs thousands of times each school day in New York State. To reduce the frequency of this behavior and better protect children boarding and exiting school buses, the GTSC, in conjunction with a number of other concerned agencies and organizations, has developed a program entitled Operation Safe Stop. On April 15, 2010 a statewide Operation Safe Stop enforcement program was held



to educate motorists on the dangers of passing stopped school buses. A comparison of the results of this one-day enforcement event with previous years indicates that the 2010 program was very successful; 110 police agencies representing 45 counties participated in the one-day event resulting in 1,440 tickets for passing a stopped school bus and 2,266 tickets for other violations.

Operation Safe Stop

	2006	2007	2008	2009	2010
Participating Counties	41	38	41	37	45
Police Agencies	120	90	106	97	110
Officers Assigned	818	908	955*	862*	912*
(*no count provided by NYPD)					
Passing Stopped School Bus Violations (VTL Section 1174A)	1,053	1,035	1,171	1,697	1,440
Other Tickets Issued	2,027	3,137	3,892	1,930	2,266

Distracted Driving

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

Recognizing the dangers of distracted driving, the National Highway Traffic Safety Administration (NHTSA) is sponsoring a demonstration project to test the effectiveness of the "Click It or Ticket" enforcement model in deterring cell phone use. As one of only a small number of states that prohibits the use of hand-held cell phones while driving, New York was one of two states selected by NHTSA to participate in the project. The City of Syracuse in Onondaga County was chosen as the demonstration site based on its population size and the City of Syracuse Police Department's proactive approach to traffic safety enforcement and history of partnering with other law enforcement agencies to maximize enforcement efforts. The Onondaga County Sheriff's Office and New York State Police Troop D agreed to join the Syracuse Police Department in conducting the project.

The Distracted Driving Enforcement Project consists of a total of four high visibility cell phone enforcement waves; the first two waves took place in FFY 2010 and the second two will be conducted in FFY 2011. Surveys of drivers at DMV offices and observational surveys of cell phone use are conducted

prior to and after each wave to determine if high visibility enforcement waves are effective in reducing distracted driving. The City of Albany is serving as a comparison site.

The project began on April 8, 2010 with a press event at Syracuse University. Governor David Paterson and DMV Commissioner David Swarts and law enforcement from the Syracuse area welcomed Department of Transportation Secretary Ray LaHood to kick off the nation's first high visibility distracted driving enforcement wave.

The first wave was conducted April 8-17, 2010 and the second ran from July 22-31, 2010. During each wave, enforcement details were scheduled from 7 am to 7 pm for a 10-day period. During the first wave, 2,300 tickets were issued for texting and talking on cell phones while driving. The second wave produced 2,146 tickets.

DISTRACTED DRIVING ENFORCEMENT DEMONSTRATION PROJECT

	Wave 1	Wave 2
Cell Phone	2,185	1,977
Texting	115	169
TOTAL	2,300	2,146

New York State Law Enforcement Challenge

The 2009 New York Law Enforcement Challenge Award winning agencies were recognized on May 4, 2010 at the annual Empire State Law Enforcement Traffic Safety Conference in Syracuse. The Law Enforcement Challenge is an innovative award program that provides agencies an opportunity to showcase their traffic law enforcement efforts and programs. Supported by the GTSC, the Challenge recognizes and rewards some of the best overall traffic safety initiatives in the state. Police agencies compete in the areas of efforts to enforce the laws and educate the public in occupant protection, impaired driving and speeding. The winning safety programs are those that combine officer training, public information and enforcement to reduce crashes and injuries within their jurisdictions.



A training workshop is held each year at the New York Highway Safety Symposium in October to assist departments with the comprehensive application process and encourage participation in the Challenge by police agencies statewide. Agencies that submit applications for the state's Challenge competition are also entered into the National Law Enforcement Challenge that is sponsored by the National Highway Traffic Safety Administration and the International Association of Chiefs of Police. The 2009 winners of the New York State Law Enforcement Challenge appear below. The GTSC is proud to give special recognition to the Village of Geneseo Police Department which received both state and national awards in their category at this year's Annual IACP Conference in Orlando, Florida.



Village of Geneseo Police Department – First Place (11-25 Officers)
 Village of Herkimer Police Department – Second Place (11-25 Officers)
 Town of Camillus Police Department – First Place (26-45 Officers)
 City of Fulton Police Department – Second Place (26-45 Officers)
 Town of Irondequoit Police Department – First Place (46-75 Officers)
 State University Police at Oswego – First Place (University/College)
 NYS DMV Division of Field Investigation – First Place (Special Enforcement)
 New York City Police Department (34th Precinct) – Challenge Recognition Award

Empire State Law Enforcement Traffic Safety Conference



The Empire State Law Enforcement Traffic Safety Conference is a very successful and popular traffic safety enforcement training program. With support from the GTSC, the conference is hosted annually by the New York State Police. This year's conference was held in Syracuse in May 2010 and was attended by over 240 officers representing 103 agencies from across the state. The conference is designed "by law enforcement - for law enforcement" and is intended to provide a forum for discussion and training on highway safety issues specifically relating to law enforcement. This unique conference also provides information to police officers on the latest technologies and is a networking opportunity for officers to share ideas and experiences in highway safety. The Law Enforcement Liaisons (LELs) from the NYS Association of Chiefs of Police and the NYS Sheriffs' Association and other GTSC staff participate each year on the conference planning committee.

Statewide Law Enforcement Liaison Program

The GTSC provides support for the services of three Law Enforcement Liaisons (LELs) representing the New York State Police, the New York State Sheriffs' Association and the New York State Association of Chiefs of Police. The LELs work in cooperation with GTSC staff and the state's law enforcement community in the research, development, implementation and evaluation of various traffic safety projects and initiatives. The liaisons provide information and expertise to the law enforcement community and assist in developing applications for GTSC funding. In addition, they work in cooperation with the NHTSA Regional Liaison on matters of mutual concern.

The Statewide Police Traffic Services Coordinator acts as the New York State Police Liaison at GTSC and also serves as the Buckle Up New York (BUNY) Program Coordinator. In FFY 2010, over 200 law enforcement agencies, including the New York City Police Department (NYPD) and the State Police, participated in the BUNY program. The State Police LEL also worked collaboratively with the NYS Sheriffs' Association and NYS Chiefs of Police LELs and the DMV Office for the Younger Driver to develop a School Resource Officer (SRO) Traffic Safety Tool Kit. The State Police Liaison also participated in the "100 Deadly Days" traffic safety awareness programs targeting teen drivers as well as other traffic safety outreach programs in school districts across the state.

The New York Sheriffs' Association Liaison to the GTSC is a former police officer, college faculty member and Director of Police Training and Administrative Services for the New York State Division of Criminal Justice Services. He continues to research, write and manage the Association's three traffic safety contracts currently funded by the GTSC and coordinates related projects among the Sheriffs of New York. He is involved in the STEP To Reduce Unsafe Driving Behaviors program reviewing related proposals and making program and funding recommendations. This year he was involved in the Distracted Driving Demonstration Project in Onondaga County working in cooperation with the Sheriff's Office, the Syracuse Police Department and the State Police. He also continues to assist the state's Sheriffs with project development and design and related grant writing. As part of the Sheriff's Rural Traffic Enforcement Initiative, he analyzed data on burglaries for the offices involved in the DDACTS component of the project. In addition he researched and wrote a basic DDACTS training manual to be used to instruct deputies involved in the project.

The Law Enforcement Liaison (LEL) for the NYS Association of Chiefs of Police, a retired Deputy Chief of Police, assists GTSC Program Representatives and other staff in soliciting cooperation and coordinating municipal police agency support of GTSC and NHTSA sponsored programs, initiatives and activities, including statewide enforcement mobilizations. The LEL provides technical assistance to municipal police departments in the state concerning the development, implementation, evaluation and delivery of traffic safety projects. The LEL also works throughout the year in cooperation with the Liaisons from the NYS Sheriffs' Association and the State Police assigned to the GTSC in promoting and enhancing a statewide coordinated police response to traffic issues. The LEL is the State Coordinator for the New York Law Enforcement Challenge Awards Program, serves on numerous statewide committees, and also works on special traffic safety projects as assigned. In FFY 2010, the LEL, along with the Sheriffs' Association Liaison, completed the initial reviews of the more than 300 STEP funding proposals received by the GTSC. In addition, the State Chiefs' Liaison coordinated and provided training workshops and presentations on a number of traffic safety topics at the Fall Highway Safety Symposium, the State Chiefs' Training Conference, Law Enforcement Expositions, county traffic safety board meetings, and most notably this year, partnered with the New York State Police and DMV Motorcycle Safety Program in the statewide regional training workshops entitled "Practical Guidelines for Motorcycle Enforcement".

MOTORCYCLE SAFETY

The need for an effective Motorcycle Safety Program (MSP) has become more critical in recent years as the number of motorcyclists on New York's roadways has increased. Between 2005 and 2009, there was a 23% increase in registered motorcycles in New York State and a 10% increase in motorcycle license endorsements. With the significant increases in the price of gas and steady motorcycle sales, this growth trend in registered motorcycles and licensed operators is expected to continue.

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

	2005	2006	2007	2008	2009	2005-2009 % Change
Registered Motorcycles	272,779	289,096	306,629	328,800	336,359	23.3%
Motorcycle Endorsements	593,268	597,782	618,261	636,517	653,544	10.2%

For more than a decade, the Department of Motor Vehicles (DMV) has been responsible for administering and promoting a program of approved motorcycle rider training courses, motorcycle course instructor training and public awareness. The legislatively-mandated motorcycle rider education program is supported through user fees and surcharges on motorcycle registrations and licenses and provides for the motorcycle road test to be waived for drivers who successfully complete an approved course. In FFY 2009, DMV awarded a contract to the Motorcycle Safety Foundation (MSF) to deliver the state's motorcycle rider education program through 2014. The MSF is working on expanding the availability and access to rider training courses throughout the state. In the first year of its contract, MSF expanded its network of training sites from 23 to 44 and rider education is now available at more locations than ever before. The number of students trained has also increased from 13,500 in 2009 to 14,500 by August 2010, and is on track to exceed 16,500 by the end of 2010.

In January 2008, at the GTSC's request, NHTSA provided a team of experts to conduct an assessment of New York's motorcycle safety programs and make recommendations for improvements in a number of areas. A team comprised of several agencies including the New York State Department of Transportation (NYSDOT), Department of Health (DOH), New York State Police, DMV, NHTSA and GTSC met to review the content of the assessment and commit to undertaking initiatives pertaining to their field of expertise. The DMV Safety Programs group which is responsible for the rider education program has implemented virtually all of the administrative recommendations made by the assessment team.

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

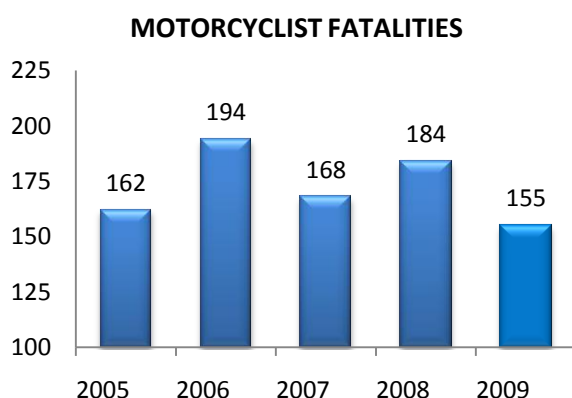


FFY 2010 MOTORCYCLE SAFETY GOALS

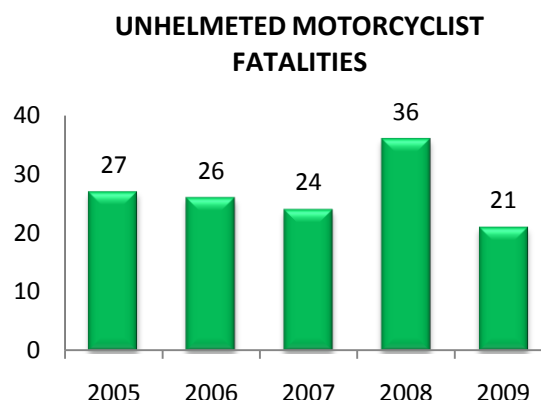
- ❖ Decrease motorcyclist fatalities 5 percent from the 2006-2008 calendar base year average of 182 to 173 by December 31, 2010
- ❖ Decrease unhelmeted motorcyclist fatalities 10 percent from the 2006-2008 calendar base year average of 29 to 26 by December 31, 2010
- ❖ Decrease the number of injured motorcyclists 5 percent for the 2005-2007 calendar base year average of 4,771 to 4,530 by December 31, 2010

Status of Goals

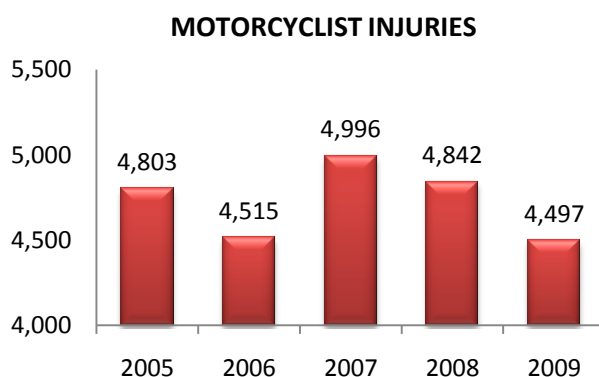
Motorcyclist fatalities continued to fluctuate up and down through 2009. With fatalities declining to 155 in 2009, the goal to reduce fatalities to 173 by December 31, 2010 was met and exceeded. The same success was achieved in reaching the goal set for reducing the number of unhelmeted motorcyclist fatalities; in 2009, 21 of the motorcyclists who died in crashes were not wearing a helmet compared to 36 in 2008 and the previous three-year (2006-2008) annual average of 29.



Source: FARS



Source: FARS



Source: NYS AIS

As was the case with the other performance measures in this program area, the target set for reducing motorcyclist injuries by December 31, 2010 was reached and exceeded.

In 2009, the number of motorcyclist injuries continued on a downward trend decreasing to below 4,500, the lowest level of the five-year period, 2005-2009.

FFY 2010 PROGRAM HIGHLIGHTS

Rider Education and Training

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

The rider education program has been in existence since 1996. The MSF-sponsored training sites offer the 15-hour Basic Rider Course® (BRC). Most training sites also offer the Experienced Rider Course® (ERC). The ERC is a seven-hour core curriculum designed for experienced riders to refresh and improve their riding skills. In the ERC, the students use their own motorcycles to gain practical experience and training in advanced motorcycle skills. The number of BRC training sites has increased 87% since MSF entered the program with key sites in previously underserved areas. This has led to a decrease in the wait time for course availability. In addition, the program has been expanded to include scooters and three-wheeled motorcycles.



The number of students trained during 2009 showed a decrease from the previous year due in part to the fiscal climate; however, this number was eclipsed in the first eight months of 2010 and enrollment is expected to reach 16,500 for the year. This will represent a 22% increase over the 2009 enrollment number of 13,500. New York State is bucking the national trend that has seen declining enrollment in many state-sponsored rider training programs. In total, approximately 137,000 motorcyclists have completed the motorcycle rider program since 1996.

Personal Protective Equipment

The implementation of strategies to increase the use of USDOT-compliant helmets and other protective equipment is also a priority in New York. In both the rider education courses and in the DMV Motorcycle Manual, motorcyclists are encouraged to wear appropriate gear, including an approved helmet, face or eye protection and protective clothing. Law enforcement partners have been educating themselves to recognize illegal helmets and have taken a much more aggressive stance in enforcing the use of compliant helmets through workshops developed and delivered by the NYS Association of Chiefs of Police.

Public Information and Education

For the 2010 observation of National Motorcycle Safety Month and throughout the rest of the year, motorist awareness of motorcycles was a primary focus of the GTSC's public information campaign as well as the focus of the DMV's motorcycle safety efforts.

During the year, several public information and education projects and activities promoting motorcycle safety were conducted. Some of these programs are highlighted below:

- The DMV Motorcycle Safety Program released the "Learning for Life" video encouraging lifelong rider education for seasoned motorcyclists and re-entry riders. Videos were provided to rider groups and safety organizations throughout the state. The video is also available publicly on YouTube and on Time Warner Cable as an On-Demand feature statewide.
- Through a collaborative effort involving DMV, GTSC and the New York State Broadcasters' Association, 30-second radio and TV non-commercial sustaining announcements (NCSAs) were developed and aired promoting the message "Share the Road With Motorcycles."
- NYSDOT agreed to increase the use of the "Watch for Motorcycles" slogan on their variable message signs (VMS) and to station the signs on high crash corridors.
- 4,000 magnetic signs with the "Watch for Motorcycles" message were produced for posting on the back of trucks. The NYS Motor Truck Association assisted with the distribution of the signs.
- Through the State Police, "Be Smart. Share the Road" information kits were distributed to 92 school resource officers.
- The MSP staffed booths at numerous public events to disseminate public information and educational materials. MSP staff also attended several events catered exclusively to "bikers" in order to understand the culture and to build relationships with the biker community.
- A MSP display was staffed at the Americade event in Lake George during the first week of June. The display promoted motorcycle safety training and awareness to thousands of Americade attendees. During this event, thousands of "Watch for Motorcycles" and "Look Twice, Save a Life" bumper stickers were distributed to the public in addition to other motorcycle safety materials provided by DMV and the MSF.
- The MSF represented DMV's MSP at the New York State Fair in August. The MSF staffed a large display with local rider coaches throughout the weeklong event. The display served to provide the public with information on the availability and importance of rider training courses, the importance of wearing personal protective gear and riding responsibly, and the importance of other motorists being aware of the vulnerabilities of motorcyclists and sharing the road safely with them.
- The MSP promoted motorcycle safety, rider training and motorist awareness at the International Motorcycle Show in New York City.

Enforcement

New York State Police Motorcycle Program

The State Police continued to conduct its motorcycle enforcement and education initiative, often at events that generate a large volume of motorcycle traffic. In FFY 2010, the State Police coordinated 44

enforcement details most of which were checkpoints. A total of 1,017 tickets were issued for operating with an illegal helmet compared to 841 the previous year, an increase of 21%.

The Troops also conducted 45 educational details, the largest being at the Americade event in Lake George where the motorcycle unit demonstrated safe riding to participants. Officers performed tight maneuvers on a closed course and then asked for volunteers to attempt the course on their own motorcycles. The motorcyclists observed how proper training can dramatically increase proficiency. The officers also conducted courtesy motorcycle inspections where they pointed out deficiencies without issuing tickets.

The State Police participated in the Practical Guidelines for Motorcycle Enforcement Training held across the state. In addition, the program director attended the National Association of State Motorcycle Safety Administrators Conference in Columbus, Ohio and presented at the Delaware Traffic Safety Conference in Rehoboth Beach.

Local Motorcycle Enforcement Programs

- On July 30, 2010 the Glens Falls Police Department, the Warren County Sheriff's Office and the State Police participated in a joint safety display in Aviation Mall in the Town of Queensbury.
- The Suffolk County Police Department's Motorcycle Section conducted 10 targeted enforcement patrols and made an educational presentation to members of the American Bikers Aimed Toward Education (ABATE). The motorcycle enforcement details yielded 209 summonses for the following violations: 130 non-compliant helmets; 21 license; four registration; 15 inspection; 17 exhaust; 11 equipment; 10 moving violations; and one DWI arrest. The results of this year's enforcement program indicated an improvement in the use of compliant helmets that can be attributed to diligent enforcement over the past several years.
- In May 2010, the Camillus Police Department participated in a three-day motorcycle enforcement campaign focusing on sport bikes that were being operated recklessly. A total of 20 tickets were issued in May by patrols. The Camillus Police will continue with their unique traffic safety program OPERATION Eagle Eyes that addresses the reckless operation of motorcycles.

Practical Guidelines for Motorcycle Enforcement Training

In FFY 2010, the New York State Police and the NYS Association of Chiefs of Police joined together to present the "Practical Guidelines for Motorcycle Enforcement" regional training program. This innovative specialized training curriculum was developed and designed to take the mystery out of motorcycle enforcement through an in-depth review of motorcycle safety and motorcycle laws. The hands-on instruction provides officers, especially those assigned to patrol duties, with knowledge and skills to educate motorcyclists and the public on



motorcycle safety and to also enhance enforcement efforts. The training took place at eight locations across the state that included Albany, Erie, Onondaga, Ontario, Steuben, Warren and Westchester

counties. More than 285 law enforcement officers from all jurisdictional levels, MSF Instructors and members of the advocacy group ABATE attended and benefitted from this certification program. The training program was supported by the GTSC and the DMV MSP.

Motorcycle Assessment Core Group

As recommended by NHTSA in the Technical Assessment conducted in 2008, the GTSC convened a working group of experts associated with motorcycle safety in New York to establish a mechanism for ongoing evaluation of efforts undertaken in the state to prevent motorcycle crashes and to develop strategies to fulfill unmet recommendations. Twenty of the Assessment's recommendations have been addressed including recommendations related to the motorcycle rider training contract, promoting the use of protective gear, and promoting motorcycle specific safety messages. The remaining outstanding issues may be addressed through changes in the state's Vehicle and Traffic Law or DMV procedures and regulations; others will require further evaluation or research.

In FFY 2010, the Motorcycle Assessment Core Group met twice to review and discuss the remaining recommendations. With the completion of an inventory of the activities proposed in the Assessment, the core group will next focus on the implementation of the recommendations associated with each agency, fostering collaborative efforts if needed. A progress report will be prepared in FFY 2011.

PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY

The safety of pedestrians, bicyclists and other wheel-sport participants continues to be a priority of New York's highway safety program. Of foremost concern is the increasing proportion of pedestrians among the state's highway fatalities since 2007. As total motor vehicle fatalities have been on a downward trend, pedestrian fatalities have been on the rise accounting for 26% of the fatalities on New York's roadways in 2009.

Several state agencies and organizations share responsibility for effectively addressing the behavioral and safety equipment issues related to pedestrian, bicycle and wheel-sport safety. In addition to the GTSC, the NYS Department of Health (NYSDOH) Bureau of Injury Prevention, the NYS Department of Transportation (NYSDOT), the New York Bicycling Coalition (NYBC), and the Brain Injury Association play key roles in developing and implementing cooperative efforts in this program area.



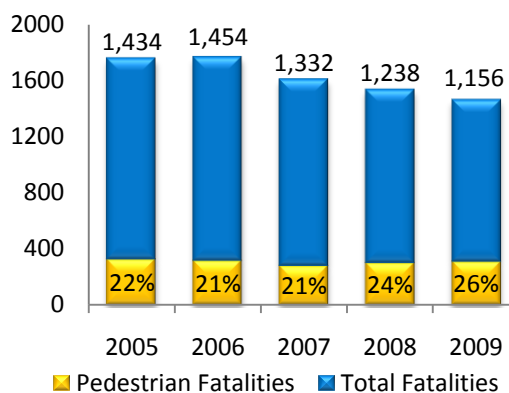
Over the past year, the GTSC and its partners continued to encourage local communities to participate in educational programs, such as Walk Our Children to School (WOCS) Day, which has become an international event every October. On October 9 and 16, 2009, the GTSC joined with public and private sector partners to present special programs at elementary schools in Albany and Watervliet.

New York City continues to be the most dangerous region in the state for both pedestrians and bicyclists; in 2009, over half of the pedestrian fatalities and 41% of the bicyclist fatalities occurred within the five counties of New York City.

In FFY 2010, several new initiatives were undertaken in New York City to improve pedestrian and bicycle safety, many of which were supported by the Federal Highway Administration (FHWA), the GTSC and its member agencies and the New York Metropolitan Transportation Council (NYMTC). In summer 2010, the New York City

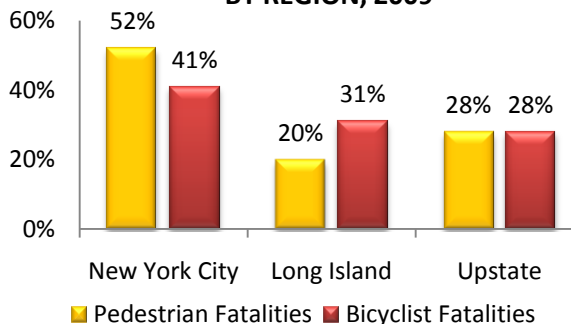
Department of Transportation released two documents: a study of pedestrian fatalities and injuries and a five-year Pedestrian Action Plan. Based on analyses of the pedestrian/motor vehicle crash problem, the plan outlines specific engineering, enforcement and educational countermeasures to reduce pedestrian fatalities and injuries. One of the key recommendations was to conduct a large-scale media campaign to raise motorist awareness of reckless driving behaviors that endanger pedestrians. The GTSC will assist the NYCDOT with their public awareness efforts in the coming year.

PEDESTRIAN FATALITIES AS A PROPORTION OF TOTAL FATALITIES



Source: FARS

PEDESTRIAN AND BICYCLIST FATALITIES BY REGION, 2009



Source: NYS AIS

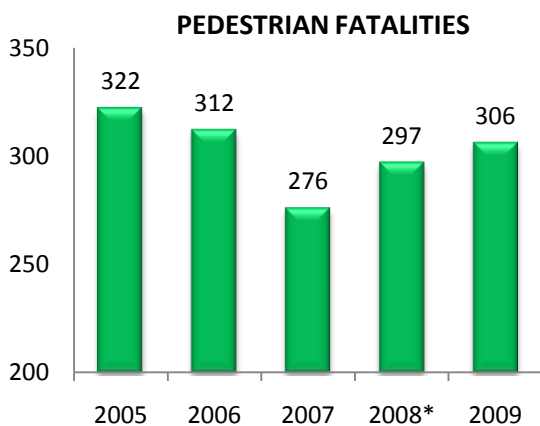
In addition to ongoing programmatic efforts, a new legislative measure to improve bicycle safety was enacted in FFY 2010. On August 13, 2010, Governor Patterson signed the “Safe Passing Law” which amends the Vehicle and Traffic Law regarding motor vehicles passing bicyclists on roadways. Effective November 1, 2010, operators of vehicles that are overtaking a bicycle from behind are specifically required to “pass to the left of such bicycle at a safe distance until safely clear of the bicycle”.

Workshops and symposia continue to be popular venues for promoting pedestrian and bicycle safety. The one-day Walk-Bike New York 2010 symposium was held June 7, 2010 on Long Island. Several partners participated in the planning of this workshop which was co-sponsored by the GTSC, the Institute for Traffic Safety Management and Research, and the NYSDOH Bureau of Injury Prevention. During the year, FHWA, NYSDOT, NYSDOH and GTSC also coordinated a series of regional training programs where FHWA’s courses on “How to Develop a Pedestrian Action Plan” and “Designing for Pedestrian Streets” were presented. The international Walk 21 Conference hosted by the NYCDOT and New York University in October 2009 was also an important event drawing representatives from around the world to promote the development of walkable communities.

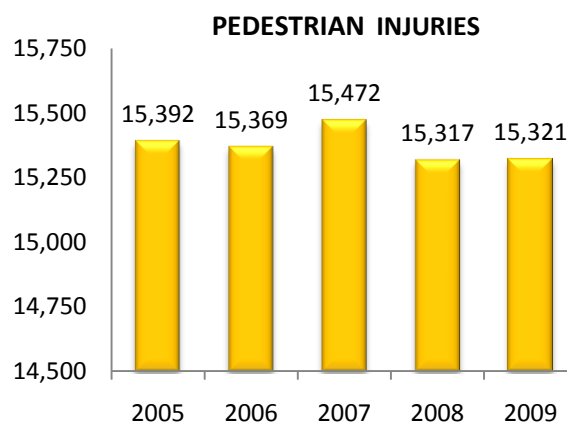
Other efforts to address pedestrian and bicycle safety on the statewide level included the first annual New York State Bike Summit held in Albany in April and the establishment of a new Pedestrian and Bicycle Advisory Council by NYSDOT.

FFY 2010 PEDESTRIAN SAFETY GOALS

- ❖ Reduce pedestrian fatalities 7 percent from the 2006-2008 calendar base year average of 295 to 273 by December 31, 2010
- ❖ Reduce the number of pedestrians injured in traffic crashes 5 percent from an annual average of 15,411 in 2005-2007 to 14,600 by December 31, 2010



*Final 2008 FARS number
Source: FARS



Source: NYS AIS

Status of Goals

Pedestrian fatalities continued on an upward trend in 2009 reaching 306 compared to 276 in 2007 and 297 in 2008. Because of this negative trend, the goal of reducing pedestrian fatalities 7% to 273 is unlikely to be met by December 31, 2010.

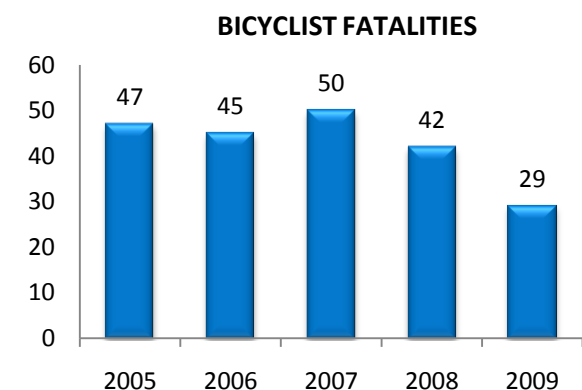
Pedestrian injuries have followed a different pattern; after decreasing from 15,472 in 2007 to 15,317 in 2008, the number of pedestrians injured in crashes remained relatively unchanged in 2009 increasing less than 1% to 15,321. Based on the lack of progress in 2009, it is unlikely that New York will reach the goal of a 5% reduction to 14,600 by December 31, 2010.

FFY 2010 BICYCLE SAFETY GOALS

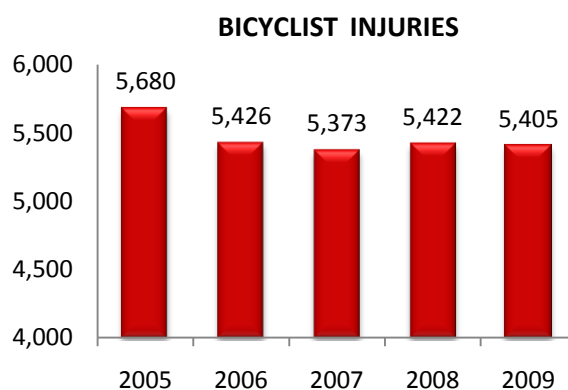
- ❖ Reduce bicyclist fatalities 10 percent from the 2006-2008 calendar base year average of 46 to 41 by December 31, 2010
- ❖ Reduce the number of bicyclists injured in traffic crashes 5 percent from 5,373 in 2007 to 5,100 by December 31, 2010

Status of Goals

In contrast to the upward trend in pedestrian fatalities, New York has been successful in achieving reductions in bicyclist fatalities in both 2008 and 2009. Consequently, the goal to reduce the number of bicyclists killed in crashes with motor vehicles to 41 was met and exceeded in 2009. After an increase in the number of bicyclists injured in crashes from 5,373 in 2007 to 5,422 in 2008, bicyclist injuries decreased slightly to 5,405 in 2009. Based on the number of bicyclists injured in 2008 and 2009, it will be very difficult to reach the goal of reducing injuries to 5,100 by December 31, 2010.



Source: NYS AIS



Source: NYS AIS

FFY 2010 PEDESTRIAN, BICYCLE AND WHEEL-SPORT SAFETY PROGRAM HIGHLIGHTS

Walk- Bike New York



On June 7, 2010, the GTSC, NYSDOH and Institute for Traffic Safety Management and Research (ITSMR) co-sponsored a one-day pedestrian and bicycle symposium in Hauppauge on Long Island.

The event drew more than 150 engineers, planners, law enforcement, community activists, and health professionals from around the state. The keynote address was given by Dr. Arthur Wendel from the Centers for Disease Control and Prevention and the symposium topics included the Complete Streets and Safe Routes to School programs, educational outreach and the role of enforcement in improving pedestrian and bicyclist safety. Several local programs were also highlighted.

New York State Partnership for Walk Our Children to School

The national Walk Our Children to School (WOCS) model was established to increase public awareness of safety, health and walkability issues related to children walking or biking to school. New York's program is coordinated by the New York State Partnership for WOCS which includes the NYSDOT, the NYSDOH, the NYSDOS, Be Active New York State, the Schenectady County Traffic Safety Board, the NYS Association of Traffic Safety Boards, the Capital District Transportation Committee and the GTSC. Local government agencies, community groups, private sponsors and not-for-profit organizations provide support and assist in conducting events.

A total of 87 schools and approximately 37,000 students participated in the Walk to School Day event held on October 7, 2009. The poster and writing contests were held once again this year and more than 6,000 brochures were mailed to New York State schools to encourage participation. A total of 22 schools and 123 students participated in the contests and nine winning entries were selected. Each participant received a certificate and each winner received t-shirts and pedometers for their entire class. Preparations for the October 2010 event were also completed.

Four webinars were conducted in September 2010 to provide information on specific programs to the local level. Each webinar attracted more than 30 participants. The titles of the webinars were:

- *Complete Streets: Planning Safer Communities for Pedestrians and Bicyclists*
- *Teaching Cycling Skills to Young Cyclists in New York State*
- *The Walking School Bus: Lessons in New York State*
- *Safe Walking and Bicycling to School in Today's Climate of Liability*

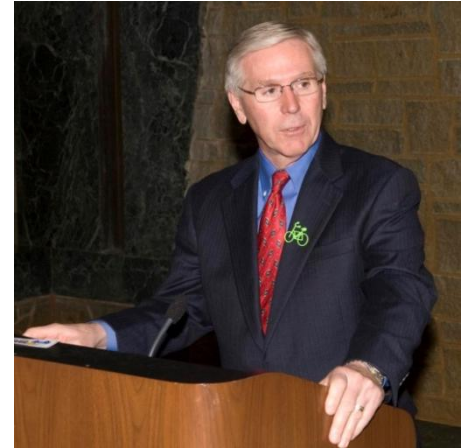
Statewide Pedestrian Action Plan

In March 2010, the GTSC began a new initiative to develop a Pedestrian Action Plan for New York State. A working group was formed consisting of representatives from GTSC, FHWA and organizations receiving GTSC grant funds to conduct pedestrian safety projects. The working group was charged with developing a framework for the plan that would incorporate a cross section of the key disciplines

involved in promoting pedestrian safety: engineering, enforcement, education, and evaluation. The working group plans to complete this document in FFY 2011.

Bike-Walk New York: A Statewide Safety Campaign

As part of its Bike-Walk New York: A Statewide Safety Campaign, the New York Bicycling Coalition (NYBC) undertook several important initiatives during FFY 2010. On April 21, 2010, the NYBC held the first annual New York State Bike Summit in the Legislative Office Building in Albany. The program included opening remarks from GTSC Chairman David Swarts and presentations by the Director of the NYS Canal Corporation, the Director of the NYS DOT Policy and Planning Division, and representatives from the League of American Bicyclists and Alta Planning and Design. Several state legislators were recognized for their support of the Complete Streets program.



Commissioner Swarts



Following the Bike Summit, many of the participants gathered on the grounds of the Capitol for the NYBC's annual ride to advocate for a more bicycle-friendly state.

Throughout the summer, the NYBC offered several *Traffic Skills 101* classes across the state as part of its ongoing effort to improve bicyclist safety. The League of American Bicyclists' education program is the only nationally-recognized bicycling education program with certified instructors. Its hallmark is on-the-road

training with an emphasis on learning to ride safely in all road and traffic conditions. The course covers bicycle safety checks, fixing a flat, on-bike skills and crash avoidance techniques. Two sections consisting of three classes each were conducted in Albany and three sections were presented in Cooperstown.

Transportation Alternatives

With FFY 2010 funding from the GTSC, Transportation Alternatives (T.A.) engaged 600 community stakeholders in an effort to make Manhattan's East Side streets safer for pedestrians and bicyclists. T.A. solicited feedback about safety concerns and possible solutions through an online survey and at six community workshops attended by more than 225 participants. This information guided the development of the East Side Action Plan, scheduled to be published early in FFY 2011.



Elected officials and 35 organizations indicated their commitment to carry forward the Action Plan and more support is expected once the final plan is released. Twelve City Council members and State Assembly and Senate representatives participated in workshops generating additional media attention for the initiative. T.A. continues to meet with the NYCDOT to ensure that its campaign complements NYCDOT's plans for Manhattan's East Side.

New York Coalition for Transportation Safety

The New York Coalition for Transportation Safety coordinates two grants on behalf of the Queens County Traffic Safety Board and the Nassau County Traffic Safety Board. The key activities and accomplishments under these two projects are highlighted below.

Bicycle rodeos were held at two locations in Queens County. The children who participated were fitted for helmets, given reflective vests and bicycle reflectors. After their bicycles were checked to be sure that the brakes and tires were in good condition, the children were directed through a series of drills to test their bicycle skills. Instruction was provided on using correct hand signals, proper braking and other safe riding actions.



The NY Coalition for Transportation Safety also conducted a bicycle safety program in conjunction with a local legislator at the town center in Long Beach, Nassau County. Many Long Beach residents ride bicycles to the LIRR Station and on the boardwalk. Helmet fittings were provided for all ages and 200 bike helmets were distributed to local residents. Bicycle safety information and coloring books for children were also made available. This bicycle safety program has encouraged the legislator to explore the development of bicycle lanes and the installation of bicycle lockers in Long Beach. The New York Coalition will assist with the development of this project.



In an after-school enrichment program offered in Far Rockaway Beach, Queens, students learned how to assess their environment for safe walking conditions. Over the course of three weeks, students were introduced to street signage, traffic regulations, speed limits, traffic calming measures and roadway markings. The students then applied what they learned to identify and photograph areas in their neighborhoods needing improvement. A representative from the Queens Department of Transportation attended a meeting with the students to review the photographs and discuss their findings.

Another activity involved conducting an assessment of the pedestrian hazards near a senior center located in one of the most serious crash areas in Queens County. A tool developed by AARP was used to survey members of the senior center; the surveys identified problem areas and the results were provided to the Department of Transportation in Queens.

NYS Sheriffs' Association Summer Camp

The Sheriffs' Association of New York State annually provides six one-week summer camping experiences for over 800 children from every region of the state. Most of the children who attend are selected because they come from difficult or economically-disadvantaged home environments and would not have the opportunity to attend this type of summer program without the assistance of the Sheriffs' Association. On average, 130 boys and girls between the ages of nine and thirteen attend the camp on a weekly basis at no charge to their families or sponsoring counties.

As in previous years, the campers participated in bicycle rodeos where they received instruction in proper riding techniques and basic traffic safety habits. In conjunction with the rodeos, each camper received a properly-fitted bicycle helmet to take home with them. The primary instructor for each of the one-week programs was Sergeant Bill Preston from the Schuyler County Sheriff's Office. Sergeant Preston was assisted by staff counselors and by numerous deputies who annually volunteer their personal time to work with the campers.

Safer Streets New York City

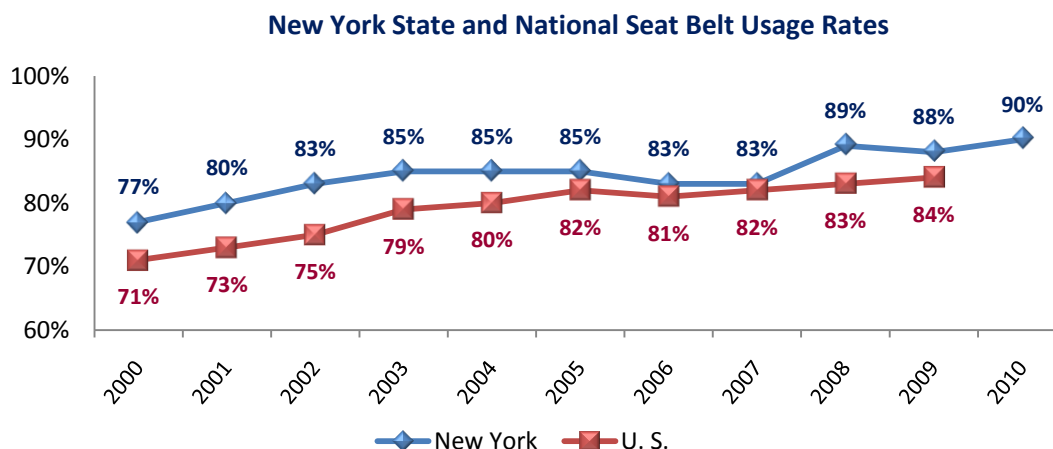
Bellevue Hospital, an affiliate of New York University's Langone Medical Center, is a Level 1 Trauma Center which treats hundreds of pedestrians and bicyclists injured in motor vehicle crashes each year. In FFY 2010, Bellevue Hospital continued its Safer Streets New York City pilot research study. The objective of the study is to identify the risk factors associated with the driver and the pedestrian or bicyclist involved in the crash and the scene/location of the crash. The outcomes of the persons injured will also be tracked and assessed.

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

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

OCCUPANT PROTECTION

Since passage of the nation's first seat belt law in 1984, New York's usage rate has consistently been above the national average and in 2010, hit an all-time high of 90%.



Much of New York's success in maintaining a high rate of compliance can be attributed to the continued implementation of high visibility enforcement efforts through the state's Buckle Up New York /Click It or Ticket (BUNY/CIOT) program. The participation by the majority of the state's law enforcement agencies and accompanying publicity campaigns and other public awareness activities have been the key components responsible for the success of the BUNY program.

In addition to increasing adult seat belt usage, the other major focus of New York's occupant protection efforts is child passenger safety. In FFY 2010, GTSC continued to use the "New York's 4 Steps 4 Kids" message in its efforts to educate parents and other caregivers on the importance of using the type of child safety seat that is



**LOOKING Forward to
A Safe Ride**



most appropriate for the child. Step 2 was the focus of this year's campaign for Child Passenger Safety Week, September 19-25, educating parents on when it is safe to have children ride in the forward facing position.

New York has also kept pace legislatively with the need to protect young passengers; effective November 24, 2009, coverage under New York's booster seat law was extended to children until they reach their eighth birthday. All children up to age eight must be restrained in an appropriate child restraint system.

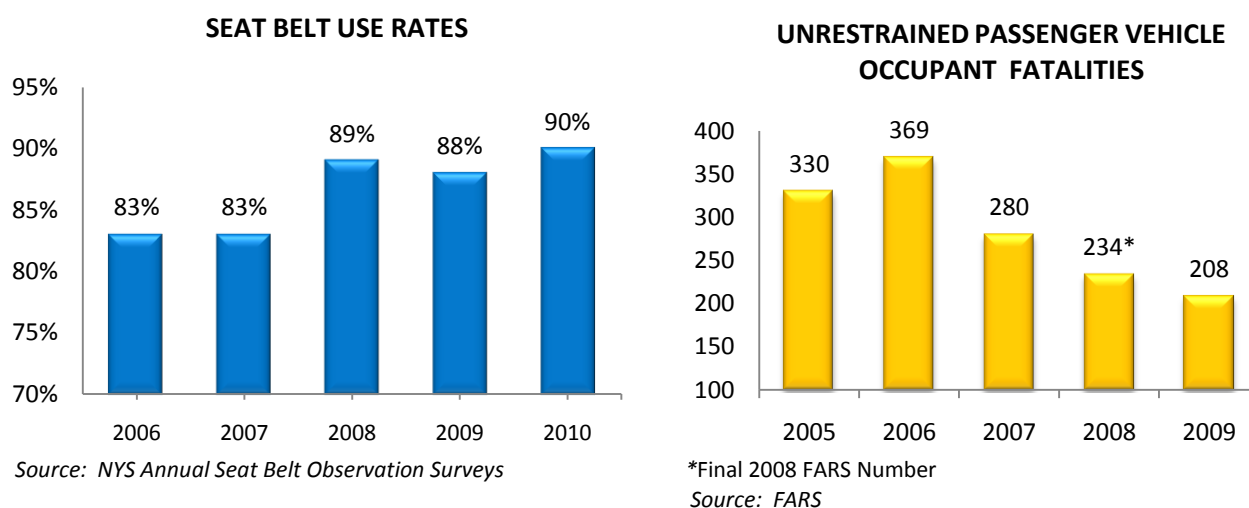
The state's Occupant Protection Program is supported by a variety of funding sources, including traditional Section 402 funds and incentive funds available under the federal SAFETEA-LU legislation.

FFY 2010 OCCUPANT PROTECTION GOALS

- ❖ Increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage points from 88% in 2009 to 90% by December 31, 2010
- ❖ Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from 232 in 2008 to 220 by December 31, 2010

Status of Goals

The goal to increase the statewide seat belt rate to 90% was met in 2010, representing the highest compliance level measured to date in New York's annual statewide observation surveys. New York has also met and exceeded the goal set for reducing the number of unrestrained motor vehicle occupants killed in crashes. Between 2008 and 2009, unbelted occupant fatalities decreased 11% from 234 to 208, continuing a downward trend that started in 2006. (Note: the final FARS number for 2008 was 234; 232 was the preliminary number available from FARS at the time the goal was set.)



Survey of New York State Drivers: Results Related to Seat Belt Use

Seat belt use was one of the traffic safety topics included in New York's 2010 survey of drivers conducted at five Department of Motor Vehicles offices. The table below provides the responses to questions regarding the frequency of seat belt use, awareness of messages regarding seat belt enforcement and the perception of the risk of enforcement for the total population of drivers and for the subpopulations of male and female drivers.

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

	Male	Female	Total
Always	81.0%	91.8%	85.6%
Most of the time	12.7%	6.0%	9.6%
Sometimes	3.8%	1.6%	3.0%
Rarely	1.2%	0.3%	0.9%
Never	1.3%	0.3%	0.8%

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

	Male	Female	Total
Yes	63.6%	54.3%	59.7%
No	27.4%	34.6%	30.4%
Don't remember	9.0%	11.1%	9.9%

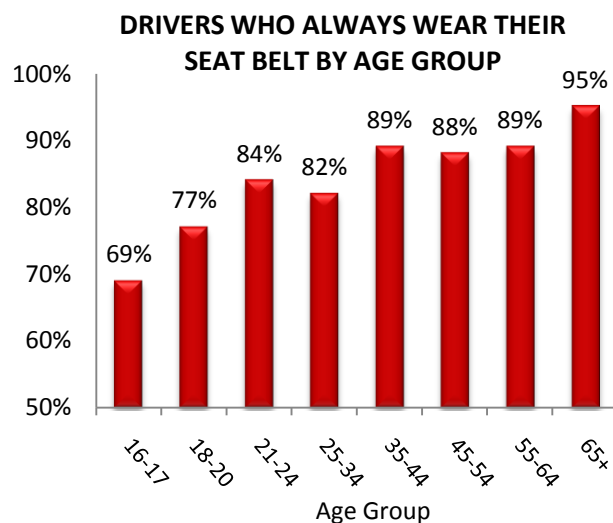
What do you think the chances are of getting a ticket if you don't wear a seat belt?

	Male	Female	Total
Always	25.6%	31.6%	28.5%
Most of the time	25.9%	26.8%	26.1%
Sometimes	33.5%	28.0%	30.9%
Rarely	11.2%	10.7%	10.9%
Never	3.8%	2.9%	3.6%

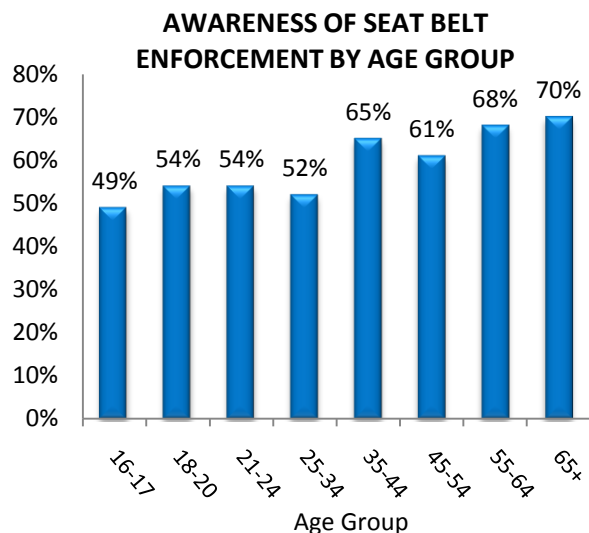
Source: 2010 NYS Driver Survey

- 86% of the drivers said they “always” wear a seat belt and another 10% buckle up “most of the time”.
- Female drivers are more likely to report that they “always” wear their seat belt (92% compared to 81% of male drivers).
- 60% of the drivers had read, seen or heard something about safety belt enforcement in the past 60 days.
- Men were more likely to have been exposed to information about seat belt enforcement (64% compared to 54% of women).
- Over half of the drivers thought they would get a ticket “always” (29%) or “most of the time” (26%) if they did not wear a seat belt; 14% thought they would “rarely” or “never” be ticketed if they were not in compliance.
- 15% of the male drivers and 14% of the female drivers thought that the chances of getting a ticket for not wearing a seat belt were very small; 11% of both men and women thought they would “rarely” get a ticket and 4% of men and 3% of women thought they would “never” be ticketed.

Reported seat belt use and awareness and perceptions of seat belt enforcement also varied by driver age group.

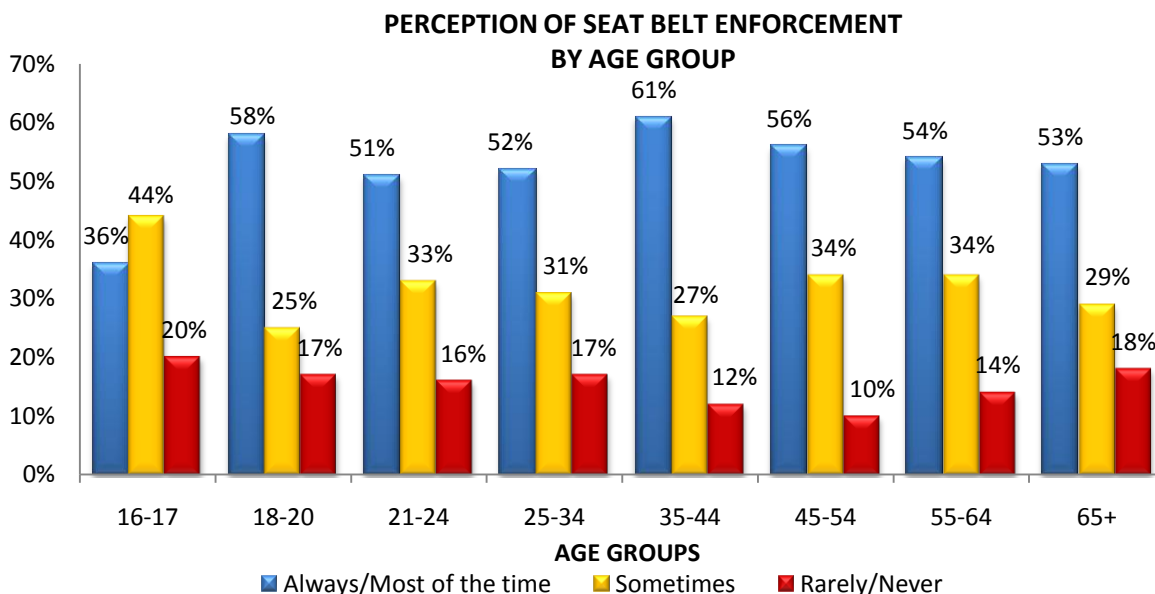


Source: 2010 NYS Driver Survey



Source: 2010 NYS Driver Survey

- In general, reported seat belt use increased with age from 69% for ages 16-17 to 95% for drivers age 65 and older.
- Drivers under age 35 were less likely than drivers 35 years of age and older to say they had read, seen or heard something about seat belt enforcement in the past 60 days.



Source: 2010 NYS Driver Survey

- Young drivers 16-17 years of age were least likely to think that they would “always” or “most of the time” receive a ticket if they did not wear their seat belt (36% compared to 51%-61% of the drivers in every other age group).

2010 PROGRAM HIGHLIGHTS

The primary strategies used during the past year to increase seat belt compliance were enforcement accompanied by public information and education (PI&E), the two major components of the Buckle Up New York/Click It or Ticket campaign. Enhancements to the Occupant Protection Program included a greater emphasis on directing enforcement efforts to low-use areas of the state, as well as times of the day when compliance rates are lower, while targeting high-risk groups. Other strategies focused on: improving child passenger safety and included public awareness, education and instruction for parents and other caregivers on the proper installation and use of child safety seats; training for technicians and instructors to provide these services to the public; child safety seat distribution programs; and child seat check events.

Buckle Up New York/Click It or Ticket

The high-visibility enforcement and PI&E campaign, BUNY/CIOT, consists of a number of proven components:

- **High visibility enforcement checkpoints:** Seat belt enforcement efforts are made highly visible to the public in a number of ways, including the use of checkpoints and extensive outreach to the media. Surveys show that police checkpoints are extremely effective at raising the awareness of the motoring public, as well as detecting violators of the law.

- **Zero-tolerance enforcement:** Police officers continue to maintain a zero-tolerance policy when enforcing occupant restraint violations; no warnings are issued. As a result, the perceived risk of receiving a ticket for non-compliance is high.

- **Seat belt mobilizations:** Seat belt mobilizations or waves are conducted during specific time periods; a 14-day wave is conducted in conjunction with the national enforcement campaign in May and another 14-day wave is conducted in November. These mobilizations consist of high visibility enforcement and intensive media campaigns and PI&E activities.

- **Nighttime enforcement:** Police agencies have begun to conduct enforcement efforts during nighttime hours to reach low-use populations of motorists. The most obvious difficulty in implementing this strategy is being able to see into the vehicles to detect noncompliance. Methods to illuminate the interior of the target vehicles include conducting the checkpoints in well-lit areas that provide a sufficient degree of ambient light and using special devices that enhance the capability of nighttime surveillance. During the May 2010 BUNY enforcement wave, law enforcement agencies reported conducting 446 nighttime checkpoints.



- **Police officer motivation:** To participate in the BUNY grant program, police agencies must adopt a mandatory seat belt use policy for its officers and require officers to participate in roll call video training. The GTSC and the State Police have produced a roll call DVD for police agencies that stresses the importance of seat belt use by all law enforcement personnel. The DVD is available to any police agency upon request. This year, 38 additional copies of the roll call videos were sent to police agencies.

- **Dedicated roving patrols:** Staffing levels, training requirements and other constraints



occasionally limit a law enforcement agency's ability to conduct fixed seat belt checkpoints. The "expanded enforcement" strategy allows police agencies to use dedicated roving patrols throughout the year and to supplement fixed checkpoints during the enforcement mobilizations.

- **Statewide, multi-agency effort:** Throughout the state, police agencies participate in multi-agency checkpoints and other collective enforcement activities. The multi-agency approach has had significant positive results, including an increased public perception that all police agencies, regardless of uniform or region of the state, are serious about the use of seat belts. Furthermore, these details foster a better working relationship among the different agencies and bolster other enforcement and traffic safety initiatives.

- **PI&E and media outreach:** Public awareness efforts focus on publicizing the BUNY/CIOT message through the airing of PSAs, the issuance of press releases and other media efforts. Since the beginning of the BUNY program in 1999, statewide PI&E and media efforts have grown and have been very successful. As the program has evolved, local agencies have become increasingly more adept at promoting their efforts through different media venues.



- **Reporting and evaluation:** Law enforcement agencies that receive grant funding are required to report their seat belt enforcement activities. The success of the enforcement and educational efforts are evaluated through pre and post observational surveys of seat belt use and reported restraint use in crashes. Enforcement efforts reported by the individual grantees during the mobilizations and throughout the year are closely reviewed in conjunction with other weighted factors to ensure that future funding is awarded to those agencies that are the most aggressive in their efforts.

Over the past year, the BUNY/CIOT program continued to incorporate these fundamental components. In FFY 2010, the GTSC provided 225 BUNY grants to local agencies and additional police agencies participated in the program through block grants awarded to their counties. A number of other agencies chose to participate in the BUNY enforcement waves with no grant funding. All police agencies receiving BUNY grants are required to participate in the May mobilization while participation in the November wave is optional. The total number of occupant restraint tickets issued in the May 2010 mobilization was slightly below the number issued in the previous year (55,865 in 2010 compared to 56,146 in May 2009).

Tickets Issued by During FFY 2009 and 2010 BUNY/CIOT May Mobilizations

	May 18-31, 2009	May 24-June 6, 2010
Tickets for Seat Belt Violations	53,891	51,259
Tickets for Child Restraint Violations	2,255	4,606
Total Safety Restraint Tickets Issued	56,146	55,865

State Police Buckle Up New York Program

During the enforcement wave conducted November 16-29, 2009, State Police Troopers conducted 120 occupant restraint checkpoints and issued 18,954 safety restraint citations, 805 of which were for child restraint violations. During the 2010 May mobilization conducted May 24-June 6, 2010, Troopers issued 21,819 safety restraint citations. This represented 39% of the total law enforcement activity for the wave.



Day-to-day enforcement is the foundation of the State Police occupant restraint enforcement efforts and this "around-the-clock" activity has been substantial. From October 1, 2009 to September 30, 2010, State Troopers issued 121,350 safety restraint tickets statewide, including 10,851 for child restraint violations; during this time period, 665 fixed or roving seat belt details were conducted.

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

Throughout the year, the State Police also continued its extensive occupant protection public information and education activities. The Traffic Services Section updated and distributed a variety of informational and promotional materials at numerous venues, including the New York State Fair. Radio public service announcements were disseminated statewide and media outlets were encouraged to broadcast these messages, particularly during the weeks preceding each Buckle Up New York enforcement wave. Demonstrations of the Convincer and the Rollover simulator were conducted at several sites, including schools and at local press events.

The State Police also implemented a Teen Seat Belt initiative intended to improve safety belt use by this high risk population. Awareness activities were conducted in 29 school districts across the state and promotional items with buckle up messages were distributed to emphasize the importance of seat belt use. Pre and post seat belt checkpoints were conducted to measure the effectiveness of the program. Between the two surveys, the average usage rate for the schools increased from 93% to 96%.

Statewide Observational Survey of Seat Belt Use

At GTSC's request and to meet federal requirements, the Institute for Traffic Safety Management and Research (ITSMR) conducts an annual observational survey of seat belt use in New York State. The survey is conducted in accordance with a NHTSA-approved survey design and methodology at a

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

The 2010 New York State Seat Belt Observational Survey was conducted in June over the two-week period immediately after the May seat belt enforcement mobilization. New York State's usage rate in 2010 was measured at 90%, the highest compliance rate since the inception of the Buckle Up Campaign in 1999 and up two percentage points from the 2009 level. ITSMR prepared a report on the results for submission to the GTSC and NHTSA.

CHILD PASSENGER SAFETY

New York's occupant restraint law covers all front seat occupants and children up to age 16 riding in the rear seat of vehicles; children under the age of four must be in federally-approved child safety seats. On November 24, 2009, the child passenger restraint law was amended to require children to be restrained in an appropriate child restraint system up until their eighth birthday. The determination of an appropriate restraint is based on the child's age, height and weight and on the vehicle equipment. The exemptions for vehicles with lap belts only and children taller than 4'9" or weighing over 100 pounds remain the same. The penalty for violations of the laws related to children continues to be a fine of no less than \$25 and no more than \$100. The driver is also assessed three license penalty points if a passenger under the age of 16 is not properly restrained in accordance with the law.

New York's Child Passenger Safety Program includes several educational components designed to improve the safety of children transported in vehicles on the state's roadways. Another important component is the child safety seat distribution program which is designed to replace unsafe seats or to support programs for low income families.

4 Steps 4 Kids Campaign

In FFY 2010, New York continued to promote the theme of the national child passenger safety campaign, "4 Steps 4 Kids". Last year's statewide public awareness campaign focused on Step 1, keeping children in a rear-facing infant seat for as long as possible based on the child's weight and height rather than age.



The focus shifted to Step 2 in this year's campaign which emphasized educating parents and caregivers on when it is safe for toddlers to ride in a forward-facing seat; this decision is also based on the weight and height of the child rather than age.

Public Information and Education



Through its Child Passenger Safety (CPS) grant program, the Governor's Traffic Safety Committee continued to provide support and coordination for statewide public information and education to encourage seat belt and proper child restraint use.

In FFY 2010, GTSC awarded 172 CPS grants to local agencies. Of those grants, 144 supported permanent fitting stations, 45 were awarded to agencies that hold multiple awareness classes, 120 grants went to agencies that host car seat check events, and 65 grants were awarded to programs focusing on educating and providing seats to low income families. Grants funds were also awarded for the purchase of 11 storage trailers to be used as mobile fitting stations, storage facilities and/or educational training trailers.

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

2010 Education Campaign

The GTSC provided educational materials and other support to state and local agencies, child passenger safety technicians and the general public on child passenger safety issues. The GTSC CPS program serves as the state's clearinghouse for information regarding child passenger safety training classes, child safety seat check events and other child passenger safety activities. The GTSC oversees the information on permanent fitting stations, seat check events, training classes, technician and instructors updates and public information materials both on the www.SafeNY.com website and on the "Frequently Asked Questions" page of the DMV website.

In FFY 2010, there were approximately 160,000 hits on the CPS web pages, compared to over 166,000 in FFY 2009. The change in the CPS law in 2009 was most likely responsible for the higher number of hits last year.

The New York State Department of Health (DOH) Bureau of Injury Prevention, the GTSC and the CPS Advisory Board collaborated on a tool kit for the "Step 2" message. These tool kits are developed to assist grantees, technicians and instructors who are responsible for seat check events, distribution centers, public awareness classes and permanent fitting stations. The tool kits for Step 1 and Step 2 will remain on the website for future use. The CPS tip cards were translated into Spanish and posted on www.SafeNY.com. The English version of both the Step 1 and Step 2 tip cards were printed for use during CPS Week. The Step 2 tool kit includes the following information and materials:

- Campaign Talking Points - Step 2
- 4 Steps Flyer
- Child Passenger Safety Resource Listing

- Child Passenger Safety PSAs
- Common Errors Using Forward Facing Child Safety Seats
- Step 2 Fact Sheet
- Looking Forward to a Safe Ride — Step 2
- Looking Forward to a Safe Ride — Step 2 (in Spanish)
- Suggested outreach activities
- Higher weight car safety seats
- A cover letter intended for a mayor, governor or other official soliciting support of the proclamation (in MS Word)
- A proclamation of support for state and/or local participation in CPS Week
- An op-ed piece discussing the intent behind and the benefits of CPS Week
- Tool kit evaluation form

“National Seat Check Week and Seat Check Saturday”

Every September, New York joins in the national celebration of Child Passenger Safety (CPS) Week. The goal of CPS week is to remind parents and other caregivers of the need to keep children of all ages properly restrained in the child safety seat that meets their weight and height requirements. During the September 19-25, 2010 CPS Week observation, 54 events were held by CPS grantees. During these events a total of 1,110 seats were checked; 460 new seats were provided either for children who were not in an appropriate seat for their size or to replace seats that were outdated or on the recall list. The New York State Police Child Passenger Safety Program also held events during CPS Week where a total of 353 seats were inspected and 111 seats were distributed.



The “Step 2” campaign was promoted during CPS Week and particularly on National Seat Check Saturday on September 25, 2010. In recognition of Seat Check Saturday, GTSC staff participated in an event at Crossgates Mall; this event was held in conjunction with the Albany County Traffic Safety Awareness Weekend and was the largest in the state. Fourteen technicians were on hand to assist at the event where 94 seats were checked and 21 seats were given out.

CPS Regional Technical and Training Conference

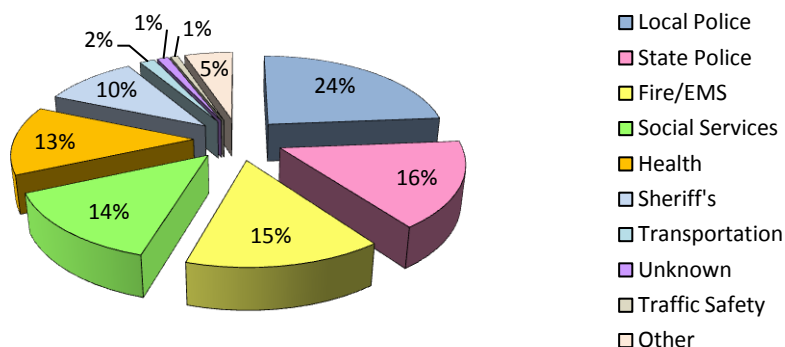
Monthly planning meetings are underway for 9th Regional Child Passenger Safety Technical and Training Conference which will be hosted by New York in Lake Placid on May 11-13, 2011. The GTSC will provide funding to help support the participation of the state’s active child passenger safety technicians and instructors in the conference. The technicians who attend will be able to receive continuing education credit which is necessary to reduce technician liability and maintain quality child passenger safety programs in New York State.

Certified Technician Training Program

In 1999, New York's CPS technician program began with 98 certified technicians and nine instructors. Today, the program has grown to 1,406 technicians and 73 instructors. In 2010, four new instructors were added. As other states have lost technicians, New York has been able to maintain a large roster of certified technicians. The CPS grants awarded by the GTSC support technician training classes and cover recertification fees for local child passenger safety technicians. In 2010, 20 Standardized Child Passenger Safety Technician Training classes were conducted, resulting in 253 new certified technicians, 12 more than in FFY 2009.

In FFY 2010, as in previous years, local police officers (24%) continued to comprise the largest proportion of technicians attending training classes followed by the State Police (16%), firefighters/EMS (15%), social services professionals (14%), and health professionals (13%).

FFY 2010 CPS Technicians by Agency



Child Passenger Safety Technical Update Training Classes

CPS technical update classes provide the opportunity for technicians and instructors who received their original training several years ago to update their skills and stay current with the latest information, procedures and guidelines. Continuing Education Units (CEU) are available for the technicians who attend these classes. According to Safe Kids Worldwide, 58% of New York's technicians were recertified between January and October 2010, a slight decrease from last year. However, New York exceeded the national recertification rate of 50% and had a higher recertification rate than 41 of the 50 states.

The New York State Police also provided in-service training to its members who are CPS technicians and instructors to promote the growth of technical skill and knowledge within its Child Passenger Safety program.

Through its grant from the GTSC, the NYS Traffic Safety Board Association supplied three new sets of training seats for grantees to use statewide when teaching classes and for demonstrations at traffic safety events.

Specialized Child Passenger Safety Training Classes

A two-day class providing training on the safe transportation of children and young adults with special needs was held in Guilderland in June. A total of 21 students and four instructors participated in the class. Participants were introduced to medical conditions that can impact restraint selection and had the opportunity to investigate and install specialized restraint systems in vehicles. The GTSC website was updated to include a link to a listing of technicians currently certified in this special field nationwide. This information is used by hospitals when discharging special needs patients. New York State currently has 34 technicians and two instructors who have completed the special needs training.

Child Passenger Safety Awareness Training

The trend for agencies to offer more CPS awareness training classes continued in FFY 2010. While the seat check events are very successful and draw media attention, the awareness classes can reach a greater number of parents, expectant parents and caregivers. In 2010, over 364 awareness classes were held throughout the state for more than 3,400 participants; over three-quarters of the participants were parents and another nine percent were expectant parents. The other participants included day care providers, law enforcement officers and bus drivers. Most classes consisted of classroom training that included demonstrations of car seat installations, education on the provisions of the occupant protection law and information on the various resources available, such as car seat check events and permanent fitting stations. A small number of the training classes held a seat check event in conjunction with the awareness training; 200 seats were inspected and 146 seats were given away at these combined events. These numbers are consistent with previous years.

This year all grantees purchased and used the newest CPS video for 2010, “Don’t Risk Your Child’s Life,” which has been updated to include information on New York’s new booster seat law which now requires children to be properly secured until the age of eight.

Child Safety Seat Check Events

In 2010, 368 child safety seat check events were conducted across the state; this was 48 more than the number of events held in 2009. Of the 7,388 seats that were inspected during these check events, only 1,058 seats (14%) were installed correctly. A total of 1,090 child safety seats were replaced, 465 more than the number replaced last year. This is partly due to the change in the booster seat law which now requires children ages six and seven to be restrained in seats.



The most common types of car seat misuse continued to be failing to install the car seat tightly and not securing the harness straps snugly over the child. This year, more children five, six and seven years of age were found to be restrained by seat belts when they should still be using a child restraint or a booster seat. There were also many cases involving children riding in booster seats where the shoulder belt was placed incorrectly and a large number of booster seats that were not secured when not in use. These misuse problems highlight the need for continued educational efforts.

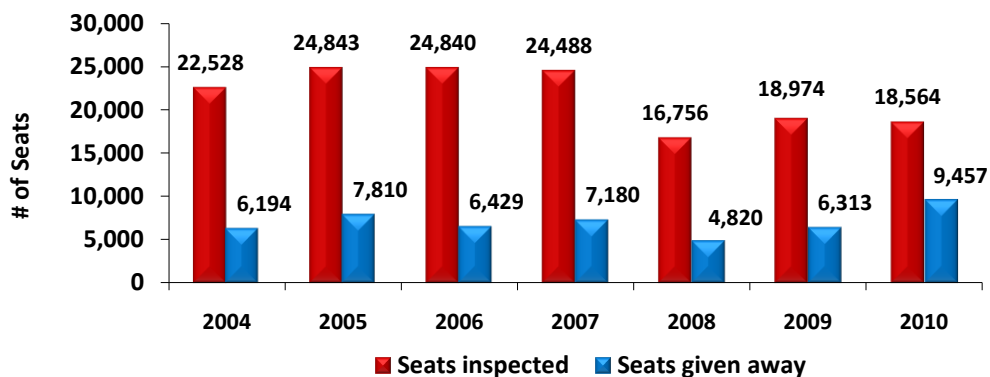
Misuse Problems Encountered During Inspections in 2010

Rear-Facing Seats	Forward-Facing Seats	Booster Seats
Seat too loose	Seat too loose	Not used at all
Harness straps not snug	Harness straps not snug	Not age/weight suitable
Not age/weight suitable	Seat too old	Lap/shoulder belt not positioned correctly
Inappropriate recline	Harness straps in wrong slots	Seat too old
Seat too old	Not age weight suitable	Not secured when not in use
Harness clip placed wrong	No history, missing labels	Not using high back when needed
No history, missing labels	LATCH used incorrectly	Harness straps not removed
LATCH used incorrectly	Harness straps twisted	Seat belts routed incorrectly
Carrying handle up	Harness clip placed wrong	Using a shield booster seat
Harness straps in wrong slots	Seat belts routed incorrectly	Used with only a lap belt

Permanent Child Safety Seat Fitting Stations

In FFY 2010, the GTSC awarded grants to support the operation of 152 permanent fitting stations in New York State. In addition to the programs run by local programs, the New York State Police operated 21 fitting stations statewide. The agencies operating fitting stations reported that 18,564 child safety seats were inspected and 9,457 car seats were given away in FFY 2010. While the number of seats inspected shows a slight decrease from the prior year, the number of seats given away exceeded last year's number. The decrease in inspections may be the result of shortages in manpower and other agency priorities which make it difficult to staff fitting stations during the hours that are most convenient to the public. The increase in the number of seats given away is due in large part to the number of six and seven-year-olds attending events with younger siblings who were not properly restrained in accordance with New York's new law.

FFY 2010 Permanent Fitting Station Report



Local Fitting Stations

In FFY 2010, the GTSC contacted all fitting stations to verify and update the information that is posted on www.SafeNY.com for use by the public in locating a local fitting station. The fitting stations in New York State have consistently been very active. In most cases, seats are inspected by appointment. Listed below are some of the most active fitting stations and the number of seat inspections conducted at the facilities in FFY 2010

- Nassau County Traffic Safety Board - 1,029
- Greenburgh Police Department - 1,007
- White Plains - 1,002
- Suffolk County Sheriff's Office - 500
- Blythedale Children's Hospital & Fairview Fire Dept - 492
- Broome County Sheriff's Office - 432
- Oswego County Traffic Safety Board - 376
- Clinton County Sheriff's Office - 318
- Dutchess County Traffic Safety Board - 307
- Ardsley Village Police Department - 282
- Gates Volunteer Ambulance Service, Inc. - 194
- Chili Volunteer Ambulance Service - 182

Child Safety Seat Distribution Programs

In 2010, the GTSC funded 62 child safety seat distribution programs for low-income families. Each program may have a different approach to child passenger safety education, but all of the programs have a certified CPS technician available to spend 20-30 minutes teaching parents how to install their car seat. Some programs also show the families an educational video and/or provide educational brochures and materials. Approximately 8,754 child safety seats were distributed to low-income families across New York State in FFY 2010. These numbers are higher than last year due to the new booster seat law. The GTSC supported these programs by providing additional booster seats when supplies were depleted due to the unexpected demand.

NYS Child Passenger Safety Advisory Board

The New York State Child Passenger Safety (CPS) Advisory Board advises the GTSC on child passenger safety issues and promotes a higher level of skill, knowledge and participation by technicians and instructors to improve child passenger safety in all regions of New York State. The accomplishments of the CPS Advisory Board in FFY 2010 included the following:

- All technician training courses for the year were scheduled by January 2010.
- Child passenger safety information and news for technicians and instructors continued to be provided through the GTSC website www.SafeNY.com.

- The curriculum for instructors to use when teaching technician classes was updated and has been approved by Safe Kids Worldwide. The updated curriculum contains standards of performance for technicians, CPS resources and contact information for all members of the advisory board, information on recertification procedures, and child car seat recall information.
- The Advisory Board is planning a pre-conference training session for instructors that will be held prior to the start of the regional CPS conference in Lake Placid in May 2011.
- Through GTSC, the regional coordinators were provided with an updated list of all technicians and instructors on a monthly basis. A list of technicians whose certification had expired was provided for the CPS Advisory Board to use in canvassing for recertification. Members of the CPS Advisory Board also received information regarding CPS legislation and issues through GTSC.
- The Advisory Board coordinated the events and the publicity campaign for “Seat Check Saturday” that kicked off Child Passenger Safety Week in New York State.
- Guidelines were completed for the CPS Advisory Board members that included information on the Board’s members and mission and the tasks expected of each member.
- The criteria for CPS technicians and instructors to receive awards were updated.
- Members of the Advisory Board participated in the early planning stages for the 9th Regional Child Passenger Safety Conference. Some members will participate in delivering CPS Continuing Education Unit (CEU) sessions and act as moderators for the conference.



2010 Regional Members of New York's CPS Advisory Board

COMMUNITY TRAFFIC SAFETY PROGRAMS

The Community Traffic Safety Program area includes projects undertaken by local jurisdictions to address their traffic safety problems and statewide initiatives to enhance local programs. The programs funded under this area encompass strategies from several traffic safety program areas and contribute to the achievement of New York's overall statewide goals and objectives.

Some of the strategies and outreach efforts that counties are encouraged to integrate into their local programs stem from state level initiatives focusing on specific issues such as drowsy driving or special groups such as diverse populations, younger drivers, older drivers, children and veterans.

FFY 2010 PROGRAM HIGHLIGHTS

YOUNGER DRIVERS

In FFY 2010, New York took a number of important steps to improve the safety of young drivers. Effective February 22, 2010, the provisions of New York's graduated driver's license (GDL) law were strengthened to ensure that young drivers are better prepared to operate a vehicle on the state's roadways. The new provisions include: 1) the elimination of the limited-use junior license that could be obtained before the six-month permit period was completed; 2) an increase in the driving practice requirement from 20 to 50 hours (15 of which must be after sunset); and 3) a restriction on the number of non-family passengers under age 21 permitted to ride in a vehicle operated by a junior operator. Additional legislation enacted this year went a step further; effective August 14, all drivers under 18 years of age who have completed an approved driver education course are also required to submit proof of having completed a minimum of 50 hours of supervised driving. The new law also extended the restriction regarding non-family passengers under age 21 to all currently-licensed drivers under age 18, not just those licensed after February 22, 2010; this provision took effect on September 1, 2010.

On May 10, 2010, New York launched another important initiative to improve younger driver safety. The newly-formed Driver Education Research and Innovation Center (DERIC) is a public/private collaborative effort to develop, test and implement a new cutting-edge driver education curriculum that will dramatically reduce crashes involving young drivers. The initiative is being managed by Health Research Inc. (HRI), a not-for-profit corporation. The establishment of DERIC addresses one of the key recommendations put forth in the final report of the Temporary Special Advisory Panel for Driver Education Availability and Curriculum Enhancement submitted to Governor Paterson and the State Legislature on December 31, 2008.

DMV Office for the Younger Driver

The Department of Motor Vehicles (DMV) Office for the Younger Driver made progress with several young driver focused traffic safety initiatives during its third year. The mission of the office is to promote and coordinate efforts to raise awareness and reduce the incidence of motor



vehicle crashes involving younger drivers; during FFY 2010 some positive steps were taken toward achieving this goal.

One important accomplishment was the enhancement of the Teen Electronic Event Notification Services (TEENS), a free service provided by the DMV that is designed to promote parental involvement in the development of responsible teen drivers. Once a parent enrolls in TEENS, they are notified of any convictions, suspensions, revocations or crashes posted to the driving record of an enrolled minor under the age of 18. The intent of the program is to provide parents with information that will enable them to identify the development of bad driving habits and directly deal with them before they become ingrained. The service, which was originally launched in October 2008, has undergone significant improvements over the last year. In May 2010, the capability was added for parents to enroll when accompanying their child to a DMV field office for their permit application. This change caused a dramatic increase in enrollments. Within the first 24 hours of this enhancement, the number of parents enrolled in the program doubled. This capability was followed in September 2010 by the addition of notice for ticketing, as well as online enrollment and notification through the MyDMV service. Currently there are about 12,500 active parent/teen relationships in TEENS. In order to increase awareness of the service, a TEENS brochure explaining the program and how to enroll was published this year.

The Resources for the Younger Driver website (www.dmv.ny.gov/youngerdriver) continues to provide access to a wide range of young driver-related information. Implemented in 2009, the website is designed to present important young driver information in a user friendly format which is appealing to the targeted age group. Content regarding the Graduated Driver Licensing law, safety tips, statistics, scheduling a road test, training and education have all been updated to reflect recent changes.

In addition to the other information that is available, five traffic safety videos addressing issues related to safe driving were produced and posted on the website. Four of the videos were developed in the format of teens talking to teens and cover the topics of speed, distracted driving, impaired driving and seat belt use. The fifth video is a testimonial from a parent who lost his daughter in a crash; in the video, the father stresses the importance of parents being involved in their teen driver's early driving experiences. In addition to the Resources for the Younger Driver website, the videos are available on [YouTube](https://www.youtube.com) and will also be distributed to local DMV offices, high schools, driver educators, pre-licensing instructors and county Traffic Safety Boards.



NYS Partnership for Teen Driving Safety

In FFY 2010, the NYS Department of Health's (DOH) Bureau of Injury Prevention convened two meetings of stakeholders for the New York Partnership for Teen Driving Safety (NYPTDS). The NYPTDS is a multi-agency workgroup whose mission is to support initiatives and programs to reduce teen driving crashes, fatalities and injuries on the state's roadways by promoting the implementation of effective educational,

enforcement, policy and legislative strategies. The objectives of the NYPTDS are being addressed through strategic plans drafted for the following committees: Teen Education and Outreach; Parent Education and Responsibility; Law Enforcement and Judicial; and Legislative and Policy.

School Resource Officer (SRO) Tool Kit

The GTSC has developed a School Resource Officer (SRO) Traffic Safety tool kit for law enforcement officers and educators to assist them with promoting traffic safety awareness in school districts.



The Law Enforcement Liaisons (LELs) assigned to GTSC partnered with the DMV Office for the Younger Driver to develop the tool kit. This traffic safety resource provides PowerPoint presentations, links to teen driver websites across the country, listings of New York State STOP-DWI County Coordinators and Traffic Safety Boards, traffic safety fact sheets, county data packets, an events calendar and much more. The tool kit was launched in May 2010 and is updated with new materials as they become available. The SRO tool kit can be accessed at the following link <http://www.safeny.com/SRO-Toolkit/default.html>

Driving in the Safe Lane Project

The Community Parent Center based in Nassau County conducted a number of activities and events to educate and raise awareness among parents, teens and the public about issues related to young drivers. The Driving in the Safe Lane program is a school-community partnership involving the Community Parent Center, schools, law enforcement, government, and the medical and business communities in Nassau County. The program focuses on educating parents and their teen drivers about safe driving behaviors, New York State driving laws, parent liabilities, and developing responsible driving attitudes.



During FFY 2010, 35 programs were presented in Nassau County high schools reaching approximately 7,200 parents, students and community members in the county's culturally-diverse areas. The programs for teens and their parents were held at the schools in the evening, often in conjunction with driver education courses; other incentives, such as parking privileges at the school, were also used to encourage attendance. Speakers included members of the law enforcement and medical communities, parents of crash victims and teens performing community service as a result of traffic-related offenses.



The safe driving message was reinforced through a variety of other activities including a "Grim Reaper Day", signing a Driving in the Safe Lane pledge and using fatal vision goggles while driving a non-motorized pedal kart to simulate impaired driving.

“Save Your Friend Over the Airwaves” PSA Contest

The NYS Association of Traffic Safety Boards (NYSATSB) sponsored its 5th annual "Save Your Friend's Life Over the Airwaves" public service announcement (PSA) contest for teens. The purpose of the contest is to raise awareness of teen driving safety issues which include speeding, safety belt use, impaired driving, drowsy driving and distracted driving. The four winners and two honorable mentions that were selected received prizes as well as state and local recognition. The GTSC provided funding for the production of a CD of the winning PSAs and local and state partners provided funds for the contest awards.

OLDER DRIVERS

DMV Office for the Older Driver

The DMV Office for the Older Driver strives to help older drivers remain safe throughout their driving career by providing resources and information to allow them to continue driving as long as they are able. The Office also addresses the possibility of retirement from driving and the importance of preparing for this potential transition. The Office is also committed to providing resources for physicians, law enforcement, caregivers and family members. In FFY 2010, the Office made progress on these initiatives in several ways.



The Office for the Older Driver maintains the Resources for the Older Driver website (www.dmv.ny.gov/olderdriver) which is a source of comprehensive information for older drivers, their families and advocates, and other interested parties. The website provides safe driving information and assessment tools, safety strategies, as well as information about DMV services of specific interest to senior drivers.

In cooperation with the DMV's Motorcycle Safety Program and the GTSC, with funding from the National Highway Traffic Safety Administration, DMV created and released a video entitled "Learning is for Life" promoting the need for current and continuing motorcycle rider education for mature riders. Many older riders have been riding for years and could benefit from a refresher course while others who rode motorcycles in their youth are going back to riding. Still others are finding the time and resources to begin riding and a formal training experience would be instrumental in helping them acquire safe riding skills. The video can be accessed through the New York State Motorcycle Safety Program's website at www.nysmsp.org/videos.aspx.

Two brochures of interest to older drivers have been published. One brochure, *Showing Proof*, highlights the benefits of a DMV Non-Driver ID card for use as a proof of identity and explains the cost and application procedure for obtaining the card. The second brochure, *What the Savvy Older Driver Knows About Driving*, provides tips for seasoned drivers regarding limiting their exposure to potentially difficult driving situations such as avoiding times of the day when traffic is heavy and driving familiar routes whenever possible. The brochure also suggests participating in a driver education course and describes the benefits of the "CarFit" program.

Another notable accomplishment of the Office for the Older Driver in FFY 2010 was the revision of the Physician's Request for Driver Review, now titled the Physician's Reporting Form. This form was amended to clarify for physicians the process of reporting and requesting retesting drivers who may be dangerous to themselves and others.

DROWSY DRIVING

New York State Partnership Against Drowsy Driving (NYPDD)

During FFY 2010, the NYPDD members once again planned and conducted drowsy driving awareness campaigns to educate motorists on the dangers of fatigued and drowsy driving. Since the focus of this year's awareness campaigns was young adults, the major press event organized in conjunction with National Drowsy Driving Prevention Week (November 9-14, 2009) was held at Hudson Valley Community College in Troy.

The purpose of the press conference which featured Ramez J. Awaad, MD from the Sleep Wake Center was to highlight the impact of drowsy driving on young drivers who are one of the highest at-risk groups for this dangerous driving behavior. A member of Project Aware, an on-campus student organization which promotes student wellness, and members of the GTSC staff also participated in the event. Capital Region television stations provided media coverage.



The DMV Communications Office issued a press release to publicize National Sleep Awareness Week, March 7-14, 2010. The press release alerted motorists to the dangers of driving while drowsy and the effect changing the clocks on March 14 for daylight savings time could have on staying awake while driving.

MULTICULTURAL OUTREACH

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

In FFY 2010, the Community Outreach Coordinator participated in or provided traffic safety resources at several ethnic and culturally-centered events including Black History Month, the annual Hispanic Legislative Conference - Somos El Futuro, African American Family Day in Albany, the Latino Fest in Kingston, the Ulster County African American Youth Summer Safety Institute and the second annual Bronx Unity Day.

NYS Association of Traffic Safety Boards Multicultural Committee

The NYSTSB's Multicultural Traffic Safety Education Committee continued to conduct programs and provide technical assistance and other resources for several outreach efforts to educate and raise awareness of traffic safety issues among the state's diverse populations. In FFY 2010, the Multicultural Committee accomplished a major goal to compile and distribute a brochure for enforcement entitled "Multicultural Traffic Safety - Focus on Education." The brochure showcased programs developed by two urban, two suburban and two rural enforcement agencies and by the New York State Police to address unique traffic safety needs in various communities.

Through its Outreach Project, the Multicultural Committee also conducted traffic safety symposiums entitled "Building Bridges for Traffic Safety" which brought together the ethnic communities centered in various regions around the state. In FFY 2010, seminars were held in Buffalo, hosted by the Native American Indian Community Services; in Newburgh, hosted by the Orange County STOP-DWI/Traffic Safety Board and the Latino community; and in Syracuse, hosted by the Onondaga County Traffic Safety Board with the participation of community leaders from the Onondaga Indian Nation.



A proposal to hold a Nations Highway Safety Summit in summer or fall 2011 was presented to various contacts and leaders within the Native American Indian Community and other regional traffic safety professionals and stakeholders. This symposium will follow the "Building Bridges for Traffic Safety" concept and will focus on the needs and concerns of the Native American Indian Nations. During the past year, the Multicultural Committee also continued to work with the Mohawk Valley Refugee Resource Center in Utica in developing a comprehensive traffic safety education program for drivers, vehicle occupants and pedestrians for inclusion in the orientation program for incoming refugees. Finally, the Multicultural Committee has networked with the Meharry-State Farm Alliance regarding resources that are being developed for outreach efforts with diverse populations and has updated its Multicultural Traffic Safety Education - Effective Traffic Safety Strategies with Diverse Communities tool kit. These resources were distributed at the annual NYS Highway Safety Symposium where the committee also sponsored an experiential workshop on "Effective Educational Approaches with Diverse Cultures" conducted by Dr. Craig Campbell of SUNY, Buffalo. Presentations on the Multicultural Committee's outreach programs were also made at the Mid-Hudson Enforcement Conference in Newburgh and the national Lifesavers Conference in Philadelphia.

OTHER PROGRAMS

Town of Brookhaven Safety Town

The Town of Brookhaven opened its new Safety Town in fall 2009. Safety Town is a miniature village with an indoor educational facility where school children learn about pedestrian and bicycle safety. Instruction is provided first in a classroom setting and then through hands-on experience using bicycles and miniature electric vehicles. In addition to its other programs, Safety Town is also used for bicycle rodeos which include helmet distributions and fittings. In FFY 2010, attendance at the rodeos at Safety Town reached well over 100.



DOH Traffic Safety Education Tool Kits

The DOH Bureau of Injury Prevention produced three new traffic safety tool kits on bicycle, motorcycle and older pedestrian safety. The bicycle safety tool kit is currently available on the DOH website. The motorcycle and older pedestrian safety tool kits will be available early in FFY 2011. The tool kits provide a variety of materials to support state and local prevention efforts including data, factsheets, sample press releases, information on evidence-based prevention strategies and other tips, publications, links to the program manuals and other resources. In addition, all non-motorized transportation publications available through the DOH have been updated to include the most recent data and recommended prevention strategies. All publications can be accessed via the DOH website www.nyhealth.gov.

“Saved By the Helmet” Club

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

DOH Traffic Injury Prevention and Surveillance Program

The DOH Bureau of Injury Prevention’s research article “Effects of Upgraded Child Restraint Law Designed to Increase Booster Seat Usage in New York” was accepted for publication in *Pediatrics*. This research examined the association between New York’s upgraded child restraint law implemented in 2005 and the traffic injury rate among 4-6 year olds in the state. The results showed that children 4-6 years of age experienced an 18% reduction in their traffic injury rate after the implementation of the law. Further analysis revealed that this significant reduction in injury rate was mainly due to a 72% increase in child restraint usage after the implementation of the law. *Pediatrics* is an official peer-reviewed journal of the American Academy of Pediatrics.

The traffic data section of the DOH external web page has been updated and redesigned to improve the accessibility of the data and accommodate the fact sheets that will be posted as part of the statewide and county-level statistical summary. The traffic data page provides information on injuries sustained by motor vehicle occupants, motorcyclists, pedestrians, bicyclists and other persons involved in crashes. The website changes have made it more user-friendly enabling consumers, including traffic safety professionals, to access data and understand the impact of traffic-related injuries in their communities.

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

Motor vehicle crashes have been identified as a leading cause of death among veterans in the early years after returning from deployment. The Veterans' Safe Driving Initiative was introduced by the U.S. Department of Veterans Affairs in early 2009 to help address this alarming problem by developing strategies to reduce motor vehicle crashes and their consequences among veterans. In FFY 2010, the GTSC continued to take steps to incorporate this program into the state highway safety community.

During the past year, the GTSC worked with the curator of the Lewis Henry Morgan (LHM) Institute of SUNYIT in Utica to develop and promote a museum quality exhibit entitled "The Second Front." The exhibit was debuted at the 2010 NYS Association of Chiefs of Police Training Conference in Fairport. The exhibit was also displayed in conjunction with a presentation by the LHM Institute and staff from the Veterans Administration Hudson Valley Health Care System at the annual NYS Highway Safety Symposium.

The GTSC plans to continue this collaboration with the LHM Institute and the Veterans Administration to further promote this initiative statewide and to explore other opportunities to increase exposure to GTSC and DMV resources among both active military personnel and veterans.

New York State Annual Highway Safety Symposium Coordination



At the request of the GTSC, the NYS STOP-DWI Association and the NYS Traffic Safety Boards Association, the Institute for Traffic Safety Management and Research (ITSMR) has been responsible for coordinating and providing administrative support for the annual New York State Highway Safety Symposium sponsored by the three organizations. The 2009 symposium was held October 18-20 in Saratoga Springs and the planning and the majority of the preparations for the 2010 symposium scheduled for October 17-20 in Grand Island were completed.

A member of the ITSMR staff serves as the Event Coordinator. With direction and oversight from the symposium planning committee, the Coordinator is responsible for the following tasks:

- Identifying facilities in different regions of the state suitable for hosting the symposium, negotiating contracts with the selected facilities and facilitating the execution of the contracts by the University at Albany's fiscal officer

- Developing a symposium budget and managing the symposium account, including the receipt of registration and vendor fees and the payment of symposium expenses
- Other responsibilities include the symposium registration process; preparing the call for papers, save the date cards, the symposium program and all other written materials; identifying vendors and organizing the exhibit areas; and developing contracts for special services and speakers

Community Highway Safety Program Support

The primary purpose of this grant awarded to the Institute for Traffic Safety Management and Research is to perform a variety of tasks and activities that support the GTSC's local traffic safety program. An ITSMR staff member is based full-time at the GTSC to assist in working with local grantees and to serve as GTSC's subject specialist in a number of traffic safety program areas. The FFY 2010 accomplishments include the following:

- Served as the liaison and provided outreach services to local programs in seven Upstate counties, the five counties comprising New York City, and Nassau and Suffolk counties on Long Island
- Assisted the GTSC with the grant process, including reviewing new grant applications and monitoring projects in the assigned geographic regions
- Served as the program area specialist for pedestrian and bicycle safety and was a key participant in the NYS Partnership for Walk Our Children to School and Safe Routes to School Network, the National "Safe Routes to School" Program, and the 2010 Walk-Bike Symposium
- Worked with the Federal Highway Administration, the New York City Department of Transportation and other partners to promote and coordinate training and other initiatives to address pedestrian safety in New York City
- As GTSC's program area specialist for drowsy driving, participated in the NYS Partnership Against Drowsy Driving helping to coordinate and implement programs and press events throughout the year
- As GTSC's subject specialist for older driver issues, worked with the Capital Region Older Driver Assistance Network and other GTSC grantees and with the DMV Office for the Older Driver on initiatives to improve traffic safety among the state's older population
- Represented the GTSC at a number of events, meetings and conferences at the local, state and national levels and served on the planning committee for the annual NYS Highway Safety Symposium

TRAFFIC RECORDS

New York continues to make significant progress in improving its various traffic records systems. The projects funded in FFY 2010 focused on improving the timeliness, accuracy and availability of traffic safety-related data with regard to the state's crash, citation/adjudication, driver, injury surveillance and roadway records systems. The data captured by these systems are critical to New York's performance-based program planning processes used by the state's traffic safety agencies and organizations to develop and implement traffic safety initiatives. Initiatives were also undertaken during the past year to improve the data linkages among agencies that use traffic records systems for the purposes of problem identification, and the management and evaluation of safety programs. The many initiatives conducted in FFY 2010 were undertaken by agencies at the state and local levels, including the GTSC, the Department of Motor Vehicles (DMV), the Department of Transportation (DOT), the Department of Health (DOH), the State Police, and the Metropolitan Planning Organizations (MPOs).

New York's continuing commitment to improving its state's traffic records systems is evidenced by the progress that has been attained over the past year. The strategies implemented in this program area and the progress made during 2010 in attaining the performance goals and objectives are summarized below.

FFY 2010 TRAFFIC RECORDS GOALS

- ❖ Continue efforts to enhance DMV's AIS, TSLED, and AA records systems which will provide for the more timely and accurate capture, reporting, and access to crash and ticket data through electronic means in 2010
- ❖ Continue to assist with the coordination and direction of efforts to upgrade and link, as appropriate, the state's various traffic safety-related data systems in 2010
- ❖ Update the 2006-2009 NYS Traffic Safety Information Systems Strategic Plan in 2010

Status of Goals

Under the guidance of the Traffic Records Coordinating Council (TRCC), New York was successful in attaining the three goals established for 2010. The TRCC continued to provide assistance with the coordination and direction of efforts to upgrade the state's various traffic safety-related data systems. The Institute for Traffic Safety Management and Research (ITSMR) also continued to play a prominent role in coordinating various activities related to improving the state's traffic records systems. As designated by the GTSC, an ITSMR staff member serves as the state's Traffic Safety Information Systems (TSIS) Coordinator. The TSIS Coordinator is responsible for coordinating and assisting with the work of the GTSC and the TRCC in carrying out their respective responsibilities in regard to the planning process and development of the state's traffic records strategic plan.

During FFY 2010, with assistance from the TRCC membership, ITSMR and the GTSC updated the 2009 Inventory of Traffic Safety Information Systems and the 2006-2009 NYS Traffic Safety Information

Systems Strategic Plan. The findings from the inventory update were used in updating the strategic plan. The updated inventory and updated strategic plan became integral parts of New York's fifth-year application for traffic records funding under Section 408 of SAFETEA-LU. Submitted in June 2010, the grant application was approved in September and New York was awarded approximately \$1.3 million.

In FFY 2010, ITSMR continued to be responsible for providing the data needed to support the development of the state's major planning documents: the Highway Safety Strategic Plan (HSSP), the Commercial Vehicle Safety Plan (CVSP) and the state's Strategic Highway Safety Plan (SHSP) required for the receipt of federal highway safety funds by the GTSC and DOT. In FFY 2010, ITSMR also provided data and assisted in the preparation of the incentive grant applications and reports that were required for the receipt of several different categories of incentive funds available under SAFETEA-LU.

ITSMR also continued to be responsible for the verification of the crash data in DMV's Accident Information System (AIS) and for querying and extracting information from the AIS. ITSMR has similar responsibilities with regard to the TSLED and Administrative Adjudication systems. ITSMR extracts and analyzes highway safety data from these systems to meet the needs of DMV and GTSC; their major state agency partners, including DOT, the State Police, and DOH; and other state and local highway safety organizations. In addition, ITSMR assists DMV in enhancing its capability to query and retrieve information from the crash (AIS), ticket (TSLED and Administrative Adjudication) and driver license files.

In addition, ITSMR continues to annotate and update the data dictionary and other data base documentation materials for the AIS, as warranted. ITSMR is responsible for generating a series of statewide statistical summary reports from AIS and making them available on DMV's website. These reports are used by police agencies and other highway safety agencies across the state. ITSMR also generates custom reports on crashes upon request. ITSMR is also responsible for responding to special requests for ticket data from the TSLED and Administrative Adjudication systems. This involves writing code to analyze the data and preparing summary tables and reports on the findings from the analyses.

ITSMR assists with the coordination and direction of efforts to upgrade and link, as appropriate, the state's various traffic safety-related data systems. This involves working with the Department of Health to facilitate its annual creation of a CODES database and with the Department of Transportation to obtain more timely information on fatal and serious injury crashes involving large trucks and buses.

Recognizing the importance of keeping up-to-date on the latest technology available and its use in developing good traffic safety data systems, members of ITSMR's technical staff participated in the 36th International Forum on Traffic Records & Highway Safety Systems held in New Orleans, LA, July 25-28. Sponsored by the Association of Transportation Safety Information Professionals, it is the largest conference of its kind and presents information on systems that provide accurate and timely traffic records data using state-of-the-art technology.

FFY 2010 PROGRAM HIGHLIGHTS

Statewide Coordination of Traffic Records Systems Improvements

The primary function of New York's Traffic Records Coordinating Council (TRCC) is to coordinate improvements in the timeliness and accuracy of the state's traffic records data systems and the availability and use of the data at all jurisdictional levels. The state's numerous traffic safety partners

make extensive use of traffic records data in the identification of traffic safety problems and potential solutions. The GTSC continues to partner with other agencies and coordinate efforts with other sources of funding to complete projects to improve traffic records systems, files and programs.

In FFY 2010, these efforts produced updated versions of the Inventory of Traffic Safety Information Systems and the NYS Traffic Safety Information Systems Strategic Plan. Implementation of the strategic plan has resulted in significant improvements in the state's various traffic records systems.

Crash and Citation/Adjudication Systems

Under New York's Traffic Records program, SAFETEA-LU funds (Sections 408 and 402) and .08 incentive funds provided continuing support to expand the electronic capture and transmission of police crash reports and traffic tickets from the field and disposition information from the courts in FFY 2010. This support includes the purchase of equipment, such as printers, bar code readers and magnetic strip readers. As of October 2010, 389 police agencies are collecting and submitting crash and/or ticket data electronically to the DMV. As a result, approximately 80 percent of the TSLED tickets and one-half of the crashes reported by the police are currently being sent to the DMV electronically. In addition, almost 1,000 of the state's 1,400 courts are using the e-disposition process to report dispositions electronically to the DMV.

In addition to increasing the proportion of crash reports and traffic tickets that are captured electronically, the DMV continues to make improvements to its crash and ticket reporting systems. In FFY 2010, a number of improvements were initiated, including 1) a redesign of the AIS, 2) revision of the motorist crash report and implementation of a process to enable motorists to file the report electronically, and 3) hardware and software upgrades to the ArcGIS server that are designed to improve the efficiency (i.e., timeliness and accuracy) of the crash location coding process.

NYS DOT continued an effort to process non-reportable crash reports into SIMS, NYSDOT's accident database. As of October 2010, entry of the non-reportable crash reports for 2006 and 2007 has been completed. Additionally, approximately 75 percent of the 2008 and 25 percent of the 2009 non-reportable crash reports have been entered.

Driver License File

The new, relational address database for the conversion of driver license records was completed in FFY 2010. This database enables the DMV to improve driver license data integrity through the use of appropriate edits, cross referencing and address validation. It supports the DMV's ability to standardize address information, reducing duplicate license records and facilitating real-time availability for relational access to client information with extended search and reporting capabilities. It also improves the notification process when licenses are suspended or revoked.

As of October 2010, almost all of the state's 1,400 courts have the capability to pull down information on drivers from the driver's license file for sentencing purposes through the Judicial Online Information System (JOIN).

Vehicle Files

With funding provided under Section 408 of SAFETEA-LU, the DMV initiated a project in FFY 2010 to improve the structure of its registration, insurance and vehicle files. The primary objectives of the project are to 1) standardize the names and addresses on the individual records in each file, 2) establish linkage capabilities between the files, and 3) enhance existing search capabilities to allow users to

search for records using multiple identifiers, as warranted. This project will improve the accuracy of the records in these various files as the duplication of data will be reduced.

Injury Surveillance Files

In FFY 2010, the NYS Department of Health (DOH) continued its efforts to develop an electronic EMS data collection system that is compliant with the National EMS Information System (NEMSIS). This effort is being funded in large part through a multi-year Section 408 project. During the year, a software vendor was selected. The software provided by the vendor will enable the DOH to tailor its requirements to collect and transmit valid e-PCR data from a number of different data formats and vendors, bringing New York State in compliance with the NEMSIS. Specific activities undertaken during FFY 2010 included: 1) collaborating with the State EMS council to revise the reporting tool to fully capture the NEMSIS data elements appropriate for New York State Assurance Programs, 2) pilot testing the receipt of e-PCR data to the state system and then to the NEMSIS and 3) working with a regional EMS system and a regional trauma system to develop the capability to share patient data electronically.

With partial funding provided under SAFETEA-LU (Section 408), the DOH Bureau of Emergency Medical Services initiated a new project in FFY 2010 to develop a web-based statewide trauma registry system (NYSTR). As the statewide repository of patient-specific traumatic injury data, NYSTR contains approximately 20,000 annual records on severely injured patients, including about 6,000 annual cases that result from motor vehicle and other highway incidents. The key component of this new project is the implementation of internet-based computer software through which all NYSTR data will be entered. An internet-based NYSTR will improve the timeliness, accuracy, uniformity and accessibility to traumatic injury data.

In addition, through its CODES database, the DOH Bureau of Injury Prevention continues to expand its capabilities to integrate crash data with hospital discharge, emergency department and emergency medical services data. During FFY 2010, the data for these various files were linked for 2008.

Roadway Systems

NYS DOT continues to develop the capability to collect and analyze roadway-related data that can be used to support engineering solutions that seek to improve traffic flow, thereby reducing dangerous driving behaviors, and to decrease crashes, fatalities and injuries. A multi-year effort is underway to significantly expand the collection of traffic volume data on the local highway system. The additional traffic volume data will enable NYS DOT to expand and refine its safety programs in a more equitable manner to all highways within the state. Efforts are also being continued to use new technology to improve and enhance querying/reporting capabilities, and developing linkage protocols for selected data systems, including the Safety Information Management System (SIMS), Roadway Inventory System (RIS), Bridge Data Management System (BDMS), and the Post-Implementation Evaluation System (PIES).

Use of Technology

During FFY 2010, the number of enforcement agencies, including the State Police, collecting and transmitting crash and/or ticket data to DMV electronically continued to increase. As of October, 2010, 389 agencies were collecting and transmitting crash and/or ticket data to the DMV, up from 347 agencies in October 2009. Currently, approximately 80 percent of the TSLED tickets and 50 percent of the police-reported crashes are being reported to the DMV electronically, greatly improving the timeliness, completeness and accuracy of the state's crash and ticket data.

As of October 2010, approximately 1,000 of the state's 1,400 courts are submitting their disposition data electronically to the DMV. In comparison, 950 courts were transmitting their disposition data in October 2009.

In FFY 2010, a new initiative designed to upgrade the TraCS data movement process was begun with Section 408 funding. This initiative will enable the data movement process to include a significantly higher volume of data, more types of data, and allow data (e.g., dispositions) to be passed back to local agencies for processing.

Development and Use of Data Linkages

In FFY 2010, New York continued its CODES (Crash Outcome Data Evaluation System) initiative, with ITSMR providing the 2008 crash data to the DOH to be linked with the DOH's injury surveillance files. This linkage effort enhances the development of program initiatives that target specific population sub-groups and permits the examination of costs associated with crashes. In addition, data from the DMV crash, ticket and driver license files were linked by ITSMR to conduct analyses that examined a variety of traffic safety-related issues. Improvements in data linkage capabilities continue to be important in collecting and analyzing various types of motor vehicle crash information related to the driver, vehicle, type of crash, location of crash, injuries, type of medical care received and the associated costs.

Research and Evaluation

Research and evaluation continue to be vital components of the highway safety planning process. During FFY 2010, research continued to support the development, implementation and evaluation of new initiatives in conjunction with the state's 402 grant program. In addition, analytical support has been provided to traffic safety agencies and organizations at all jurisdictional levels, including the collection, analysis and reporting of data. Initiatives to provide training and technical assistance in the use of the state's traffic records systems were also supported. ITSMR provides research and evaluation support to DMV and the GTSC and its partners. ITSMR's services include the following:

- Responses to all data requests in accordance with policies and procedures established by DMV and the GTSC. The data provided in response to such requests meet a myriad of needs, from supporting internal planning efforts to providing data to the media on various highway safety issues. ITSMR also responds to *ad hoc* requests for highway safety data and provides information that combines data from various records systems, including ticket, crash and driver history data
- The design and conduct of research and evaluation studies for DMV and the GTSC, including studies mandated by the State Legislature
- Provision of critical data services and analytical support that enable the GTSC to fulfill the requirements for receipt of federal highway safety funds under the 402 Highway Safety Program
- Assistance in implementing a performance-based planning process, a requirement of the 402 Highway Safety Program since the mid-1990s
- Data analyses and preparation of documentation demonstrating New York's compliance with grant award criteria

- Preparation of New York's applications for federal incentive grants in impaired driving, child passenger safety, occupant restraints and traffic records
- Documentation and evaluation of each of these programs and preparation of all mandated quarterly and annual reports in accordance with NHTSA requirements

PROGRAM MANAGEMENT

The Governor's Traffic Safety Committee (GTSC) is responsible for the coordination and implementation of New York State's comprehensive highway safety program, including the administration of the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) 402 program, as well as incentive grants awarded under SAFETEA-LU. Within this framework, the GTSC works with its partners and networks to identify highway safety problems in New York State and collectively develop strategies and programs to address these areas of concern.

FFY 2010 PROGRAM MANAGEMENT GOALS

- ❖ Strengthen the GTSC's role in setting goals and priorities for the state's highway safety program
- ❖ Identify highway safety problems and solutions to reduce fatalities and injuries on New York State's roadways
- ❖ Provide direction, guidance and assistance to support the efforts of public and private partners to improve highway safety
- ❖ Develop and maintain policies and procedures that provide for the effective, efficient and economical operation of the highway safety program
- ❖ Continue to expand technology as a means to disseminate traffic safety information, including grant applications and forms, and enhance the ability to communicate with customers
- ❖ Coordinate and provide training opportunities and programs for New York State's traffic safety professionals
- ❖ Support the use of performance measures as an evaluation tool in the state's highway safety program
- ❖ Improve the timeliness of grant approvals and the allocation and liquidation of funding

Status of Goals

The GTSC was successful in meeting the goals related to the management of the state's 402 and incentive grant programs presented in the FFY 2010 Highway Safety Strategic Plan (HSSP). The first group of goals related to identifying traffic safety problems and setting goals and priorities, providing guidance in improving traffic safety, and developing and maintaining policies regarding the operation of the highway safety program were met through the GTSC's continued implementation of a performance-based planning approach for the statewide traffic safety program.

The goal to expand the use of technology to disseminate information and enhance communication with the GTSC's customers has also been met, primarily through the implementation of the eGrants system and the expanded use of the GTSC website www.SafeNY.com.

GTSC eliminated printed mailings for the 2011 call for grant proposals, using email to send the announcement to the highway safety community. This did not reduce the response by applicants; compared to FFY 2010, 19 more applications were received for FFY 2011.

A total of 839 grant applications for FFY 2011 were received and reviewed electronically. Through a tremendous effort by GTSC staff, all grants, with the exception of two, that were submitted by the May 15th deadline were reviewed and acted upon before the beginning of the fiscal year, meeting the goal to improve the timeliness of grant approvals. Last year, only 45% of the on-time grant applications had been through the review process by the beginning of the next fiscal year.

2011 Grant Application Status as of 10/1/2010

Approved: 754

Not funded: 79

In review: 6 (2 on time, 4 submitted late)

The SafeNY website www.SafeNY.com was used to disseminate information on traffic safety topics and programs, statistical reports and grant application materials. Instructional material for using eGrants to submit progress reports, request project modifications and to submit reimbursement requests was published online. The GTSC website maintains an events calendar for the child passenger safety program, police training programs and special details, and general traffic safety activities.

The GTSC also met its goal to expand training opportunities for traffic safety professionals in New York by supporting the expansion of various training programs to cover new topics and address the needs of new audiences. New training initiatives in 2010 included Leandra's Law training sessions on how the law would impact localities. This was sponsored by the GTSC, along with the Division of Criminal Justice Services.

The integration of evaluation into the statewide highway safety program has been an ongoing process. The GTSC's partnership with the Institute for Traffic Safety Management and Research (ITSMR) ensures rigorous evaluations of major programs, thus providing for the effective and economical operation of the program. The GTSC continues to include performance measures in the HSSP for use in assessing progress toward the goals and objectives established for the statewide program. There has also been steady improvement in the incorporation of performance measures and evaluation components into the applications submitted by local grantees. The use of performance measures by local grantees has been further encouraged by the GTSC's reliance on quantifiable criteria in awarding grants.

2010 PROGRAM HIGHLIGHTS

eGrants

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

New York's Highway Safety Strategic Plan (HSSP)

The GTSC prepared and submitted New York State's Highway Safety Strategic Plan (HSSP) for FFY 2011. In conjunction with the development of the HSSP, the GTSC members met at the Empire State Plaza Concourse in Albany in May 2010. Each agency highlighted their priorities and activities related to traffic

safety. A presentation of the NYS Department of Motor Vehicles' Division of Field Investigation's Facial Recognition System was also made.

New York's Strategic Highway Safety Plan (SHSP)

In addition to preparing the FFY 2011 HSSP, the GTSC continued to support and participate with the NYS Department of Transportation and other partners in the development of a New York State Strategic Highway Safety Plan (SHSP) in accordance with the requirements of SAFETEA-LU. This comprehensive plan draws from the many planning documents prepared by the various agencies responsible for promoting highway safety, including the HSSP, and identifies key safety emphasis areas that New York needs to address if the state's goals for reducing motor vehicle crashes, fatalities and injuries are to be met. These emphasis areas are Driver Behavior, Pedestrian Safety, Large Truck Safety, Motorcycle Safety, Highways, Emergency Medical Services and Traffic Safety Information Services.

Professional Development

The GTSC recognizes the value of professional development and supports participation by its staff and highway safety partners in relevant training and educational opportunities to increase their knowledge and awareness of traffic safety issues and to acquire new or enhanced skills. In FFY 2010, the GTSC played an important role in the planning and delivery of several training and educational programs and supported the participation of staff and its highway safety partners in these and other professional development opportunities. The GTSC's training activities in the past year included the following:

- Held the annual Governor's Traffic Safety Committee agency meeting
- Supported and participated in the delivery of training programs for certified child safety seat technicians, including sponsorship of child safety seat clinics
- Participated in the national hearings on distracted driving
- Supported Leandra's Law training sessions statewide
- Participated in the Walk-Bike New York training symposium on June 7th in Hauppauge, NY
- Initiated a Motorcycle Working Group to address issues identified in the NHTSA Assessment
- Supported Motorcycle Enforcement training sessions
- Attended the New York Association for Pupil Transportation annual conference
- Participated in the 20th International Auto Show and World Traffic Safety Symposium presented by the Greater New York Automobile Dealers Association
- Hosted the BRIDGE II (Bi-Regional All Inclusive Data Group Exchange) Workshop
- Supported the New York Prosecutors Training Institute's efforts to provide additional training related to various impaired driving issues
- Attended the annual Lifesavers Conference and provided support for partners to attend
- Attended and provided support for partners to attend the annual Traffic Records Forum sponsored by the Association of Transportation Safety Information Professionals (ATSIP)
- Coordinated the DRE, SFST, ARIDE and DITEP training programs held throughout New York State
- Attended the 16th Annual IACP Training Conference on Drugs, Alcohol and Impaired Driving

- Attended and assisted at the New York State Sheriffs' Association Winter Training Conference
- Attended and supported the New York State Truck Safety and Educational Symposium and Safety Exhibition
- Participated in various Governors Highway Safety Association (GHSA) webinars relating to Program Management topics
- Attended the GHSA's Annual Meeting "Technology & Highway Safety: What's Driving Our Future?"
- Participated in the New York State Association of Traffic Safety Boards and STOP-DWI Association meetings
- Attended the Walk 21 Conference hosted by the New York City Department of Transportation and New York University
- Conducted local outreach/trainings in several counties

Planning and Administration

To meet New York State's responsibilities for coordinating and managing the 402 highway safety program, the GTSC continued to encourage and support the development of local funding proposals, conducted public information and education programs and increased access to data for problem identification and evaluation purposes. Fiscal management continued to be the focus of much of the GTSC's planning and administrative activities. The GTSC staff manages the federal letter of credit, including the accounting, vouchering, contracting, claiming, evaluating and reporting tasks required by the federal highway safety program. In addition to the 402 program, the GTSC manages and provides administrative support for 403 project activities and STOP-DWI, as well as the Section 405, 406, 408, 410, and 2010 incentive grant programs.

The GTSC has continued to use a personal approach in administering the highway safety program. The GTSC staff members are available and serve as resources in assisting local agencies in program development. Over 116 grant program monitoring visits were conducted in FFY 2010. This number is lower than the previous year's due to a reduction in staff. Program Representatives remained in contact with grantees through phone and email. In addition, the GTSC program staff participated in local traffic safety board meetings, advisory meetings, community recognition programs and safety events from bicycle rodeos to service award ceremonies.

The GTSC has continued to implement procedures to streamline the grant application, approval and monitoring processes, while accommodating all of the federal and state requirements. Continuing its efforts to increase the transparency of the grant review process, the GTSC enlisted the assistance of its member agencies to review the Buckle Up New York (BUNY) grant applications. Three review teams were formed and received training in the grant review process and criteria. The teams were then provided with electronic copies of the grant applications and related data to review and score the proposals. After the team members completed their individual reviews, the teams were reconvened in Albany to finalize their reviews and recommend funding levels.

Some of the other specific accomplishments associated with the management of the 402 program in FFY 2010 are listed below:

- A Federal Cost Summary allocating \$84,160,000 for various NHTSA and FHWA highway safety programs was implemented.
- New York State applied for and received the following incentive fund awards:
 - Section 405 Child Passenger Safety Incentive Grant funds - \$1,658,411
 - Section 408 State Traffic Safety Information System Improvements - \$1,352,911
 - Section 410 Alcohol Impaired Driving Countermeasures - \$6,749,265
 - Section 2010 Motorcyclist Safety - \$309,061
- A total of 768 grant applications for FFY 2010 were awarded.
- New York State applied for and received a NHTSA Cooperative Agreement, Distracted Driving Enforcement Project for \$200,000.
- A total of 1,623 vouchers and 64 state claims were processed.
- New York closed out FFY 2009 on December 30, 2009 and expended \$26,988,070.98.
- As of November 9, 2010, the ratio of unliquidated funds was 1.83 years for all funds.

Statewide Public Information & Education

The GTSC coordinates statewide public information and education campaigns to educate the public on new and continuing traffic safety issues and to raise awareness of the responsibilities of all highway users to ensure their own safety and the safety of others on the roadway. In FFY 2010, the Department of Motor Vehicles and the GTSC continued the implementation of successful public information and education campaigns across a variety of media platforms emphasizing messages related to impaired driving, occupant restraint, speed and the need to safely share the road with a variety of users. Several media outlets and partners were involved in the production of these messages which were made available on television, radio, billboards and the SafeNY.com website. Printed materials were also prepared and distributed to support the campaigns.

Television and Radio

Through the GTSC's ongoing partnership with the New York State Broadcasters' Association (NYSBA), non-commercial sustaining announcements (NCSAs) continued to be used to disseminate key traffic safety messages. The messages used in the FFY 2010 campaigns included:

- Drinking and Driving Not an Option (November 2009 to January 2010)
 - Television slots: 1,906
 - Radio slots: 7,402
- Drinking & Driving Shatters Lives (April 2010 to July 2010)
 - Television slots: 1,617
 - Radio slots: 14,925
- Motorcycle Safety (July 2010 to September 2010)
 - Radio slots: 1,124

To view the following PSAs, click the image or go to <http://safeny.com/audiovideo.htm>



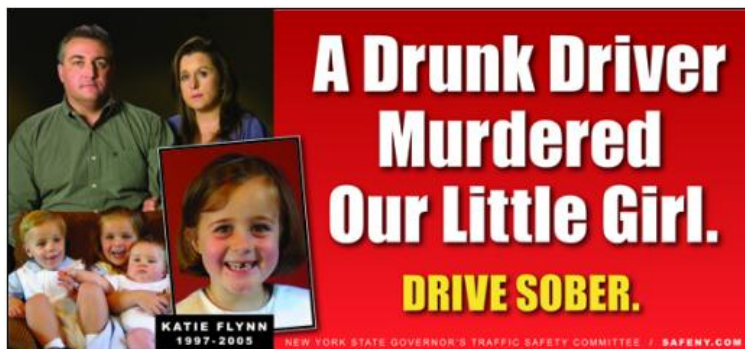
Drinking and Driving Shatters Lives PSA



Share the Road Watch for Motorcycles PSA

Billboards

The Drinking & Driving Shatters Lives - “Flynn Family” billboard program was posted statewide in 2010. Posting of all 507 units will be completed by December 31, 2010.



GTSC STOP-DWI Awareness Nights

The GTSC in cooperation with the DMV Division of Field Investigation held a series of STOP-DWI Awareness Nights at sporting events around the state. Local agencies also participated in the events, depending on the location. The purpose and goal of the STOP-DWI Awareness Nights was to deliver traffic safety messages to thousands of drivers and passengers alike, to heighten awareness and to educate the public on the risks and consequences associated with impaired driving. Messages were delivered through public service announcements, signage, educational materials, giveaways, programs, posters, and PA announcements during the games. Spectators at the games were given the opportunity to test their skills on the DMV Driving Simulator and to experience first-hand the effects of alcohol impairment by wearing fatal vision goggles while being chaperoned. Police departments that participated with the GTSC in Nassau County conducted targeted alcohol enforcement activities surrounding the event that resulted in eleven (11) arrests for driving while intoxicated.



Nassau County – NHL Rangers vs. Islanders STOP-DWI Awareness Night Message:
Drinking & Driving Shatters Lives

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

12/7/09 - NHL Game between the Rangers and Islanders - Nassau Coliseum, Uniondale
2/05/10 - Marist College vs. Manhattan College Basketball Game - Manhattan College, NYC
2/08/10 - Fairfield University vs. Siena College Basketball Game - Times Union Center, Albany
2/12/10 - Siena College vs. Niagara University Basketball Game - Niagara University, Lewiston
3/07/10 - MAAC Basketball Tournament Semi-Finals - Times Union Center, Albany
3/08/10 - MAAC Basketball Championship Game - Times Union Center, Albany
7/15/10 - Minor League Baseball Game - Joe Bruno Stadium, Troy
8/08/10 - Stock Car Racing Event - Watkins Glen Racetrack

Annual NYS Highway Safety Symposium

Each year, the GTSC joins the NYS STOP-DWI Association and the NYS Association of Traffic Safety Boards in sponsoring the NYS Highway Safety Symposium. With funding from the GTSC, ITSMR is responsible for coordinating and providing administrative support for the annual meeting. The GTSC provides support for several staff members and grantees to attend the statewide symposium which includes training and information-sharing sessions on a wide range of traffic safety topics and typically draws an audience of 300-350 attendees.

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

GTSC Web Site

The GTSC continued to use its www.SafeNY.com website to disseminate traffic safety information to the general public, provide grant-related materials and forms, and serve as a portal for its new online grant application and management system eGrants. The annual call for grant proposals is distributed online, as are the annual Highway Safety Strategic Plan, the Annual Report and the GTSC "Safety Matters" Newsletter. The statistical summaries that are prepared by ITSMR and the statewide accident data summaries are also posted on the website.

GTSC continued to use the "Be Smart. Share the Road" theme on the SafeNY.com site; this section provides information on the following topics:

- Bicycles
- Motorcycles
- Emergency Vehicles
- Older Drivers
- Pedestrians
- School Buses
- Slow Moving Vehicles
- Trucks
- Work Zones

In 2010, the GTSC completed the School Resource Officer (SRO) page for SafeNY.com. This page is a compilation of the traffic safety materials that are available for SROs to use to promote traffic safety in their schools. The SRO page features: an idea exchange; a directory of resources and programs in the areas of drugs, alcohol and safe driving; data; DMV forms and contact information for education professionals and law enforcement officers.

During FFY 2010, the SafeNY.com site hosted 15,873,009 visitors, compared to 11,785,294 in FFY 2009.

The traffic safety topics featured on the GTSC website this year included:

January	<i>Holiday-Drinking & Driving is Not an Option</i>
February	<i>Share the Road</i>
March	<i>Drowsy Driving</i>
April	<i>Share the Road</i>
May	<i>Buckle Up New York Bicycle Safety Motorcycle Safety</i>
June	<i>Drinking & Driving Shatters Lives</i>
July	<i>Drinking & Driving Shatters Lives</i>
August	<i>Drinking & Driving Shatters Lives</i>
September	<i>Child Passenger Safety</i>
October	<i>Child Passenger Safety Teen Driving</i>
November	<i>Drowsy Driving Teen Driving Holiday - Impaired Driving</i>
December	<i>Holiday- Impaired Driving</i>