

NEW YORK STATE

HIGHWAY SAFETY STRATEGIC PLAN

FFY 2012

New York State
Governor's Traffic Safety Committee

Andrew M. Cuomo, Governor
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NEW YORK STATE HIGHWAY SAFETY STRATEGIC PLAN FFY 2012

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EXECUTIVE SUMMARY

INTRODUCTION

In preparing its FFY 2012 Highway Safety Strategic Plan (HSSP), the Governor's Traffic Safety Committee (GTSC) continued to use a data-driven approach in identifying problems and setting priorities for the state's highway safety program. New York's performance-based planning process is inclusive and takes into account issues and strategies identified by the GTSC member agencies, other state and local agencies, enforcement agencies and not-for-profit organizations that have submitted applications for funding.

The 10 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA), were incorporated into the FFY 2012 HSSP. Because 2009 data are the most recent available from FARS, separate analyses of preliminary 2010 data from New York's Accident Information System (AIS) were conducted for key outcome fatality measures and incorporated into the appropriate sections of the HSSP. FARS and AIS data are not strictly comparable due to definitional differences. Since the number of serious injuries and the state's seat belt use rate are provided from state data sources, these measures were able to be updated. A goal was set for each of the measures with a target date of December 31, 2012.

STATEWIDE HIGHWAY SAFETY PROGRAM

The GTSC provides leadership and support for New York State's Highway Safety Program through its administration of the federal 402 program and various incentive grants awarded to New York under the SAFETEA-LU legislation. The top priorities of the FFY 2012 Highway Safety Program are to address trends of increasing numbers of crashes involving specific highway users and to halt the development of unfavorable trends in certain types of crashes.

STATUS OF CORE PERFORMANCE MEASURES

Based on the available FARS data, fatalities were on a consistent downward trend between 2006 and 2009. However, preliminary 2010 data from New York's AIS indicate that the downward trend in fatalities did not continue; compared to 2009, fatalities increased by 4% in 2010. Serious injuries did not follow the same pattern; between 2009 and 2010, serious injuries declined by 5%.

All of the statewide core fatality measures included in the table below will be updated once the FARS data become available.

FATALITY AND SERIOUS INJURY MEASURES							
	2005	2006	2007	2008	2009	2010	2012 Goal
Fatalities	1,434	1,454	1,332	1,238	1,156	N/A	1,121
Serious Injuries	13,647	13,174	13,280	12,900	12,988	12,375*	12,244
Fatality Rate/100 million VMT	1.03	1.03	0.97	0.92	N/A	N/A	0.88
Urban Fatality Rate	0.82	0.79	0.64	0.61	N/A	N/A	0.58
Rural Fatality Rate	1.67	1.80	1.99	1.88	N/A	N/A	1.81
Drivers Under 21 Involved in Fatal Crashes	211	226	218	182	176	N/A	164

*NYS AIS data for 2010 are preliminary
Sources: The source for all fatality measures is FARS; the source for injury data is the NYS AIS

FFY 2012 GOALS AND STRATEGIES

The overall goals of New York's highway safety program are to prevent motor vehicle crashes, save lives and reduce the severity of the injuries suffered. In FFY 2012, a comprehensive approach will continue to be taken with strategies implemented in all of the major highway safety program areas. The effectiveness of the collective efforts will be assessed through changes in fatality and injury measures.

IMPAIRED DRIVING

The GTSC plays the central role in the promotion and coordination of the multiple components of New York's impaired driving program. A major focus of the impaired driving program over the past year was the implementation of the Child Passenger Protection Act, known as "Leandra's

.08 Don't blow it.

Law". Effective August 15, 2010, one component of the law requires drivers convicted of DWI to install ignition interlock devices in their vehicles for a minimum of six



months. The GTSC funded a comprehensive public awareness campaign, "Don't Blow It," to educate the state's motorists on the new law and training programs for law enforcement, prosecutors, court personnel and other groups. Funding is also being provided for the ignition interlock monitoring programs established in each county and for an evaluation of the effectiveness of the law.

The GTSC is also supporting the implementation of another important new law passed by the State Legislature in 2010. Jack Shea's Law, named for the former Olympian from Lake Placid who was killed by a drunk driver in 2002, removed restrictions that prohibited trained medical personnel from drawing blood to determine alcohol or drug content without a physician present. Trained medical personnel are now authorized to draw evidentiary blood samples solely at the request of a police officer.

In addition to training associated with new laws, other training programs will continue to be a major component of New York's comprehensive impaired driving program. These programs include Standardized Field Sobriety Testing/Drug Recognition Expert (SFST/DRE) training, Advanced Roadside

Impaired Driving Enforcement (ARIDE) training and Drug Impairment Training for Education Professionals (DITEP). In addition, new dissemination strategies, such as podcasts, will be used to provide greater access to training.

STATUS OF CORE PERFORMANCE MEASURES

New York experienced a consistent decline in alcohol-impaired driving fatalities between 2006 and 2009. Based on FARS data, the number of driver/motorcycle operator fatalities with a BAC of .08% or higher decreased from 433 in 2006 to 321 in 2009, a 26% reduction. FARS data for 2010 are not yet available to update this measure.

ALCOHOL-IMPAIRED DRIVING FATALITIES							
	2005	2006	2007	2008	2009	2010	2012 Goal
Alcohol-Impaired Driving Fatalities	417	433	377	346	321	N/A	305
Note: Alcohol-Impaired Driving Fatalities are defined as drivers and motorcycle operators with a BAC of .08% or above who are killed in crashes. Source: FARS							

Based on New York's preliminary 2010 AIS data, alcohol-related fatalities continued on a downward trend in 2010, declining by 4% between 2009 and 2010. FARS and AIS data are not strictly comparable due to differences in the methodology used to define alcohol-related crashes, fatalities and injuries.

FFY 2012 GOALS AND STRATEGIES

Reducing the numbers of alcohol-impaired driving fatalities and injuries on the state's roadways are the primary goals of New York's impaired driving program. A variety of activities and initiatives will be undertaken to accomplish these goals. Enforcement of the impaired driving laws will be increased, training for law enforcement, prosecutors and other groups will be expanded and efforts to increase public awareness of the dangers of drinking and driving will be emphasized. It is anticipated that the Impaired Driving Advisory Council established by the GTSC will continue to combat alcohol and drug impaired driving on the state's roadways by identifying improvements to the impaired driving system and implementing new initiatives to reduce impaired driving.

POLICE TRAFFIC SERVICES

Public Information and education (PI&E) and aggressive enforcement of the New York State Vehicle & Traffic Laws are the cornerstone of Police Traffic Services and have proven to be effective in confronting dangerous driving behaviors.

A primary focus of the Police Traffic Services program area is strategies to reduce speeding and aggressive driving among New York State motorists in general, as well as enforcing violations involving specific types of vehicles such as commercial vehicles and school buses. Distracted driving is also a major area of concern. Over the past two years, New York has participated in a national enforcement demonstration project to determine the



effectiveness of high visibility enforcement waves in reducing distracted driving and, in particular, talking and texting on cell phones and other electronic devices. As one of the two states in the nation selected by NHTSA to participate in the project, New York is pleased with the success of the four enforcement waves implemented in Syracuse, the demonstration site.

STATUS OF CORE PERFORMANCE MEASURES

The primary goal of the Police Traffic Services program is to decrease speeding-related fatalities. Based on FARS data available through 2009, speeding-related fatalities were on a steady downward trend between 2005 and 2009 decreasing from 456 to 368. FARS data for 2010 are not yet available to update this measure.

SPEEDING-RELATED FATALITIES							
	2005	2006	2007	2008	2009	2010	2012 Goal
Speeding-Related Fatalities	456	449	417	410	368	N/A	350
Source: FARS							

Preliminary 2010 data from New York's AIS indicate that fatalities in speed-related crashes continued on a downward trend; in 2010, there was an 11% decrease in fatalities compared to the previous year. FARS and AIS data are not strictly comparable due to definitional differences.

FFY 2012 GOALS AND STRATEGIES

The goal of the Police Traffic Services program is to decrease crashes, fatalities and injuries resulting from unsafe driving behaviors including speeding and other aggressive driving behaviors, distracted driving and passing stopped school buses. Traffic violations involving commercial vehicles are also included under this program area. In addition to routine and selective enforcement approaches, training programs will be conducted for police officers, probation officers, judges and prosecutors. Enforcement issues related to impaired driving, occupant protection, motorcycle safety and pedestrian safety are addressed under the individual sections of the HSSP devoted to those topics.

MOTORCYCLE SAFETY



The popularity of motorcycles continues to grow as evidenced by the consistent upward trend in both motorcycle licenses and registrations over the past decade. In 2010, the number of drivers with motorcycle licenses increased to over 665,500 and the number of registered motorcycles increased to over 340,000.

A major component of New York's comprehensive approach to address and improve motorcycle safety is the Motorcycle Safety Program (MSP) administered by the NYS Department of Motor Vehicles (DMV). In 2010 16,000 students enrolled in the training programs offered at 44 sites statewide.

The GTSC will continue to coordinate and administer enforcement and education programs that address motorcycle safety. With assistance from DMV's MSP, the New York State Police and GTSC's Law Enforcement Liaisons presented regional motorcycle safety training programs for law enforcement officers over the past year. The MSP and GTSC will also continue to encourage seasoned motorcyclists to pursue periodic refresher training. The "Learning is for Life" campaign focuses on experienced riders who represent a significant proportion of the licensed motorcyclists in New York State.

In the coming year, the GTSC will continue to coordinate, support and administer enforcement initiatives and education and awareness programs that are key components of New York's comprehensive motorcycle safety program. These initiatives augment the MSP and enhance New York's efforts to reduce motorcycle crashes, fatalities and injuries.

STATUS OF CORE PERFORMANCE MEASURES

Based on the FARS data available through 2009, the number of motorcyclists killed in crashes fluctuated up and down over the five-year period 2005-2009; compared to 2008, fatalities decreased by 16% in 2009 (from 184 to 155). FARS 2010 data are not yet available to update this measure.

Analyses of New York's preliminary 2010 AIS data indicate that motorcyclist fatalities continued the up and down pattern increasing in 2010 to a level comparable to the number in 2008.

Based on the available FARS data, the number of unhelmeted motorcyclists killed in crashes dropped to 21 in 2009 after spiking to 36 in 2008.

MOTORCYCLIST FATALITIES AND UNHELMETED MOTORCYCLIST FATALITIES							
	2005	2006	2007	2008	2009	2010	2012 Goal
Motorcyclist Fatalities	162	194	168	184	155	N/A	152
Unhelmeted Motorcyclist Fatalities	27	26	24	36	21	N/A	19
Source: FARS							

FFY 2012 GOALS AND STRATEGIES

The primary goals in the area of motorcycle safety are to decrease motorcyclist fatalities, unhelmeted motorcyclist fatalities and motorcyclists injured. These goals will be accomplished by the continued expansion of motorcycle rider education opportunities and increased number of training delivery sites, increased motorcyclist enforcement initiatives and greater motorist awareness of motorcyclists on the roadways. An evaluation of the effectiveness of the motorcycle rider education program is a key research initiative planned for the coming year.

PEDESTRIAN, BICYCLE, IN-LINE SKATING, NON-MOTORIZED SCOOTER AND SKATEBOARDING SAFETY

Because of the vulnerability of pedestrians, bicyclists, in-line skaters, non-motorized scooter operators and skateboarders when they share the road with motor vehicles, programs that address the safety of these groups continue to be priorities for the GTSC.



Over the past year, partner agencies and organizations continued to collaborate on the presentation of symposia, workshops and training programs specific to the safety of pedestrians, bicyclists and participants in other wheel sports who use the state's roadways. The most recent event was the Walk Bike 2010 Symposium held June 7, 2010, in Hauppauge on Long Island. The GTSC will also continue to work closely with partner agencies and organizations to provide training opportunities at both the state and local levels. Examples of these course offerings include How to Develop a Pedestrian Action Plan, Road Safety Audits, Speed Management, Designing Pedestrian Streets and Developing a Template for Pedestrian Safety. New York also has many new educational efforts in this program area such as the BRAIN² project which focuses on children's helmet use and riding skills and the New York Bicycling Coalition's "Traffic Skills 101", which provides on-the-road training for adults.

In the area of wheel-sport safety, many programs promote the use of helmets and other safety equipment. The use of appropriate safety equipment, whether to increase visibility or to provide protection, is particularly critical for bicyclists and participants in other wheeled sports who share the road with motor vehicles.

STATUS OF CORE PERFORMANCE MEASURES

Pedestrian Safety

The core outcome measure for pedestrian safety is pedestrian fatalities. Based on FARS data through 2009, the number of pedestrian fatalities in New York State increased to 297 in 2008 and 306 in 2009. FARS data for 2010 are not yet available to update this measure.



PEDESTRIAN FATALITIES						
	2006	2007	2008	2009	2010	2012 Goal
Pedestrian Fatalities	312	276	297	306	N/A	291
<i>Source: FARS</i>						

Separate analyses of New York's preliminary 2010 AIS data indicate that the number of pedestrians killed increased by two between 2009 and 2010.

A particular concern of New York's pedestrian safety program is the number of pedestrian crashes and fatalities that occur in New York City. Based on the preliminary 2010 AIS data, 69% of the pedestrian crashes and 48% of the pedestrian fatalities occurred in New York City, 22% of the crashes and 31% of the fatalities occurred in the Upstate region and 9% of the crashes and 21% of the fatalities occurred on Long Island.

Bicycle Safety

The state's preliminary 2010 AIS data show that the 2007-2009 downward trend in the number of bicyclists killed in crashes with motor vehicles did not continue in 2010. In 2010, bicyclist fatalities increased by seven (from 29 in 2009 to 36). Similar to previous years, bicyclist fatalities continued to account for 3%-4% of all fatalities.



BICYCLIST FATALITIES						
	2006	2007	2008	2009	2010*	2012 Goal
Bicyclist Fatalities	45	50	42	29	36	32
*Data for 2010 are preliminary Source: NYS AIS						

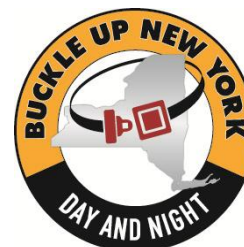
New York City is also a particular area of concern for bicycle crashes. In 2010, nearly six out of ten of all crashes involving bicycles and half of the bicyclist fatalities occurred in New York City.

FFY 2012 GOALS AND STRATEGIES

The primary goals of the pedestrian, bicycle, in-line skating, non-motorized scooter and skateboarding safety programs are to reduce the number of pedestrians, bicyclists and participants in other wheel sports killed and injured in crashes. These goals will be accomplished through education and public awareness efforts promoting a "Share the Road" message; providing safety education to youth and other groups, including education efforts to encourage the use of appropriate safety equipment; and expanding helmet distribution programs. Community-based programs will play a major role in these efforts. Research and evaluation activities will be undertaken to assess program effectiveness, identify trends and potential new problem areas and assist in defining future program direction and potential countermeasures.

OCCUPANT PROTECTION

In 2011, New York's statewide seat belt use rate was measured at 91%, the highest level reached to date. This success is largely due to New York's Buckle Up New York (BUNY) program which promotes sustained enforcement efforts, as well as continued participation in the national Click It or Ticket mobilizations.



The safe transportation of children continues to be one of New York's top priorities. In November 2009, New York strengthened the state's child restraint laws by requiring children to remain in an appropriate child restraint system until they reach the age of eight.

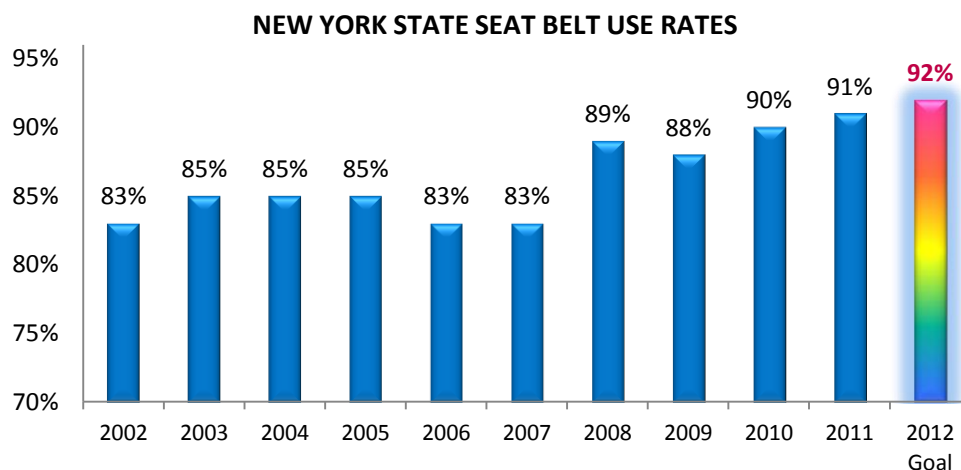


New York's public awareness campaign conducted in conjunction with National Child Passenger Safety Week in September highlights the importance of using a child restraint that is appropriate for the child's age and size. In 2011, New York's "4 Steps 4 Kids" campaign is focusing on Step 3 which educates parents on when it is safe to move a child from a forward-facing child safety seat into a belt-positioning booster seat. In 2012, the campaign will promote keeping children in booster seats for as long as possible and educating parents on when it is safe to allow a child to begin using an adult seat belt, Step 4 of the campaign.

Each year, the GTSC supports approximately 180 local programs that offer child safety seat education including permanent fitting stations, car seat check events and awareness training classes, as well as car seat distribution programs for low-income families. The NYS Child Passenger Safety Advisory Board is an integral part of the state's CPS program and guides the activities of the community child passenger safety (CPS) programs across the state.

STATUS OF CORE PERFORMANCE MEASURES

The core behavioral measure in the Occupant Protection program area is the observed seat belt use rate. Over the past ten years, New York's statewide seat belt use rate has increased from 83% in 2002 to 91% in the statewide survey completed in June 2011.



Source: NYS annual seat belt observation surveys

Based on FARS data available through 2009, the number of unrestrained passenger vehicle occupant fatalities increased to 369 in 2006 before beginning a downward trend to 280 in 2007, 234 in 2008 and 208 in 2009, a total decline of 44%. FARS data for 2010 are not yet available to update this measure.

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES							
	2005	2006	2007	2008	2009	2010	2012 Goal
Unrestrained Occupant Fatalities	330	369	280	234	208	N/A	198
Source: FARS							

FFY 2012 GOALS AND STRATEGIES

The primary goals of the occupant protection program are to increase the observed statewide seat belt use rate and to decrease unrestrained occupant fatalities in passenger vehicles. The strategies identified for achieving these goals include high visibility enforcement, including nighttime checkpoints and public information and education, especially in the area of child passenger safety.

TRAFFIC RECORDS

The extensive use of performance-based program planning by agencies and organizations involved in traffic safety at all jurisdictional levels requires access to a variety of accurate and timely traffic records data. Identifying the nature and location of traffic safety problems presents a significant challenge to the traffic safety agencies and organizations responsible for developing traffic safety initiatives.



In developing appropriate countermeasures to meet these challenges, the traffic safety community needs data on crashes and injuries, arrests and convictions for traffic violations, drivers and vehicles involved in crashes and roadway attributes. New York strives to meet the needs for data and data analysis support through major improvements in the way it maintains and uses its traffic records systems.

New York has made significant strides in improving its various traffic records systems over the past few years, due in large part to the implementation of its *2006-2009 Traffic Safety Information Systems Strategic Plan*. The plan addressed the major deficiencies identified in the state's crash, citation/adjudication, driver, injury surveillance, vehicle and roadway data systems. In 2011, a new strategic plan designed to cover the four-year period, 2012-2015, was completed. The new multi-year strategic plan was developed by the GTSC with the assistance of the Institute for Traffic Safety Management and Research (ITSMR) and the state's Traffic Records Coordinating Council (TRCC). The *2012-2015 NYS Traffic Safety Information Systems Strategic Plan* provides an opportunity for New York to make further improvements in its traffic records systems, informing the decision making process for highway safety managers in New York State.

STATUS OF CORE PERFORMANCE MEASURES

During the past year, substantial progress has been made in improving the state's traffic records systems, especially the crash and citation/adjudication systems maintained by the Department of Motor Vehicles. These achievements are due in large part to the continuing roll out of TraCS (Traffic and Criminal Software), New York's electronic crash and ticketing system. There have also been significant improvements in the traffic safety-related data systems maintained by the Department of Health and by the Department of Transportation.

FFY 2012 GOALS AND STRATEGIES

The primary goals of the efforts undertaken in the area of traffic records are to continue to coordinate efforts by various agencies to expand or enhance their capabilities to collect, retrieve and disseminate traffic safety data electronically on both the local and statewide levels. In addition, efforts for continued improvements in data linkage capabilities among traffic safety-related data systems at both the state and local levels will be supported. Funding will also be available for the installation of new technologies by enforcement agencies and the courts and for the training necessary for the operation of these technologies.

COMMUNITY TRAFFIC SAFETY PROGRAMS

Community Traffic Safety Programs combine strategies from several traffic safety program areas to address local highway safety problems. Some of the highway safety issues that counties are encouraged to integrate into their local programs stem from state level initiatives including outreach programs for diverse populations, younger drivers, older drivers and returning veterans.

Statewide and local efforts to improve the safety of young drivers continued to be a priority the past year. During October's Teen Driver Safety Week the NYS DMV unveiled a series of web-based educational teen driver videos entitled "iDriveSmart" which can be viewed on the DMV website or on YouTube. In addition, the DMV also expanded its Teen Electronic Notification Service (TEENS) so parents can be notified in the event their teen driver receives a traffic ticket. The GTSC has also received a grant through Ford Driving Skills For Life to fund a traffic safety event in October 2011 for teens in Nassau and Suffolk counties where there have been a significant number of tragic teen driving deaths.



Another important area that requires ongoing attention at the state and community level is drowsy driving. On November 10, 2010, the GTSC and other members of the New York's Partnership Against Drowsy Driving (NYPDD) held a press event at The Sage Colleges Albany Campus in conjunction with National Drowsy Driving Prevention Week to alert motorists to the dangers of drowsy driving and highlight its impact, especially on young drivers who are one of the highest at-risk groups.

FFY 2012 GOALS AND STRATEGIES

The strategies implemented under the individual community traffic safety programs will contribute to the attainment of the goals established for the statewide highway safety program. In addition to funding local programs, the strategies in this area include efforts to promote the development of broad-

based coalitions that include organizations with differing perspectives on traffic safety issues, such as private sector organizations, state and local government, the media, the business community and industry associations. Educational efforts to improve traffic safety among high risk groups are a priority for these community programs.

PROGRAM MANAGEMENT

The GTSC is responsible for coordinating and managing New York State's comprehensive highway safety program. The GTSC takes a leadership role in identifying the state's overall traffic safety priorities; provides assistance to its partners in problem identification at the local level; and works with its partners to develop programs, public information campaigns and other activities to address the problems identified. In addition to the 402 highway safety grant program, the GTSC administers various incentive grant programs awarded to the state under SAFETEA-LU. In administering the state's highway safety program, the GTSC takes a comprehensive approach, providing funding for a wide variety of programs to reduce crashes, fatalities and injuries through education, enforcement, engineering, community involvement and greater access to safety-related data.

The Governor's Traffic Safety Committee annually processes over 750 grant applications, representing approximately \$32 million in funding to state, local and not-for-profit agencies. The electronic grants management system, eGrants, will continue to improve efficiency, reduce staff resource time and improve management of New York's Highway Safety Program.

FFY 2012 GOALS AND STRATEGIES

The GTSC is committed to continuing and strengthening planning at the state and local levels and to promoting the use of the Highway Safety Strategic Plan (HSSP) as the principal document for setting priorities, directing program efforts and assigning resources. The GTSC's role will include efforts to identify new and expand existing technology as a means of disseminating traffic safety information and improving communication with its customers and to provide direction, guidance and assistance to support the traffic safety efforts of public and private partners. The GTSC will also continue to coordinate and provide training opportunities for the state's traffic safety professionals and to support the use of evaluation as a tool in the state's highway safety program.

FFY 2012 HIGHWAY SAFETY PROGRAM PLANNING PROCESS

INTRODUCTION

In preparing its FFY 2012 Highway Safety Strategic Plan (HSSP), the Governor's Traffic Safety Committee (GTSC) continued to use a data-driven approach in identifying problems and setting priorities for the state's highway safety program. New York's performance-based planning process is inclusive and takes into account issues and strategies identified by the GTSC member agencies, other state and local agencies, enforcement agencies and not-for-profit organizations that have submitted applications for funding.

Overview of the Planning Process

The GTSC conducts outreach at meetings, conferences and workshops throughout the year to gain input from the traffic safety community on emerging issues and new countermeasures that should be included in the HSSP. The annual GTSC meeting, convened by the GTSC Chair, is also used as an opportunity to review priorities and the status of initiatives undertaken by the member agencies of the GTSC. At the annual meeting, representatives from each agency report on the ongoing as well as the new programs being implemented by their agencies and through partnerships with other departments. Where appropriate, the information provided by the member agencies on current and proposed efforts to improve highway safety in the state is incorporated into the HSSP.

The planning process also provides for several opportunities to discuss highway safety priorities with traffic safety partners at the local level. Local grantees have the opportunity to provide input for the planning process through monitoring visits and other forms of contact with their designated GTSC representatives. In addition, the GTSC's program representatives frequently take part in local traffic safety board meetings to discuss local issues and assist with grant planning and management. The GTSC's management, fiscal and program staffs also solicit ideas for the HSSP from several organizations representing local programs that work closely with the GTSC. These organizations include the NYS Association of Traffic Safety Boards, NYS STOP-DWI Association, NYS Association of Chiefs of Police, NYS Sheriffs' Association and the Association of NYS Metropolitan Planning Organizations.

Local Agencies Program Planning Coordination and Assistance

The GTSC also provides guidance and various resources to assist local agencies in the preparation of grant applications. Program representatives are available during site visits or by telephone to work with local grantees. A number of resources are also provided through the GTSC website www.SafeNY.ny.gov including extensive county-specific traffic safety data for use in problem identification and assessing the performance of local programs.

The GTSC provides crash and ticket data reports for each county and a statewide report for local agencies to use for problem identification, program planning and evaluation. The state and individual county data reports are prepared by the Institute for Traffic Safety Management and Research (ITSMR) and are posted on the website in February for use in the preparation of grant applications for submission to the GTSC in May. The reports include the most recent three years of accident and ticket data; in addition to county-wide data on all crashes and tickets, the reports include additional tables on alcohol-related crashes, speeding-related crashes and crashes involving motorcycles. Archives of the reports going back to 2001 are maintained online, for reference. The GTSC and ITSMR staffs annually review the content of the reports to assess the usefulness of the information based on feedback from local agencies. Local grant applicants are encouraged to supplement the information contained in the County Data Reports with their own crash and ticket data.

Performance Measures

The 10 core outcome measures and the one core behavioral measure, observed seat belt use, recommended by the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA), were incorporated into the FFY 2012 HSSP. Due to the delay in the availability of 2010 FARS data, 2009 data continue to be reported for eight of the core outcome measures; 2008 data were the most recent FARS data available for the fatality rate measures (total, rural and urban). In the absence of 2010 FARS data, preliminary 2010 fatal crash and fatality data from New York State's Accident Information System (AIS) were included in the various sections of the HSSP. While the data from the AIS may not be strictly comparable to the FARS data due to definitional differences, the preliminary AIS data provide a strong indication of the changes in the core measures that occurred in 2010. Since the number of serious injuries and the state's seat belt use rate are provided from state data sources, these measures were able to be updated for the 2012 HSSP.

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 is in New York City (Brooklyn) and one is 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 results of the survey were included in the FFY 2010 Annual Report. The survey was repeated in June 2011; analyses of the results, including comparisons with the results from the baseline survey will be included in the FFY 2011 Annual Report due December 31, 2011.

Data Sources

FARS continues to be the official source of data for the core outcome fatality measures. New York's Accident Information System (AIS) is the source for all injury data in the HSSP, including the serious injuries core outcome measure. At the time the FFY 2012 HSSP was prepared, complete 2010 FARS data were not yet available. A complete set of crash data for 2010 was available from New York's AIS; these data are considered preliminary until the final determination in the fall that the file is complete. The source for the core behavioral measure, the observed seat belt use rate, is New York's annual observation survey conducted in June; the rate from the 2011 survey was available for inclusion in the HSSP.

The statewide speeding and seat belt ticket data included in the HSSP were extracted from two sources: New York's TSLED (Traffic Safety Law Enforcement and Disposition) and Administrative Adjudication (AA) systems. Although still considered preliminary, a complete year of ticket data for 2010 was available from each of these systems which together cover all of New York State. The statewide data on impaired driving arrests were compiled from data received directly from the Suffolk County STOP-DWI program and the New York City Police Department, in addition to the TSLED system. A few of the tables and graphs also include data from New York's driver's license and vehicle registration files.

Coordination with New York's Strategic Highway Safety Plan

The planning process for this year's HSSP was further enhanced through its coordination with the Strategic Highway Safety Plan (SHSP) developed by the NYS Department of Transportation (NYSDOT) in consultation with the GTSC and representatives from a wide range of other state and local organizations concerned with traffic safety. The SAFETEA-LU legislation requires NYSDOT to develop and implement a data-driven SHSP that identifies key emphasis areas to be addressed to reduce roadway fatalities and serious injuries in New York State. The results of other state and local planning processes, such as the HSSP process, are to be considered in developing the key emphasis areas for the SHSP. The most recent update to the data-driven plan was released by NYSDOT in March 2010. At the request of GTSC, the Institute for Traffic Safety Management and Research assisted the NYSDOT in preparing the 2010 SHSP.

Format of the Plan

The FFY 2012 Highway Safety Strategic Plan includes a description of the statewide program and the current status of the statewide motor vehicle crash, fatality, and injury measures. The plan also includes overviews of the individual program areas which provide general descriptions of the trends and major issues in these areas. Specific findings of the problem identification process with the pertinent documentation are presented and performance goals are established with performance and activity measures to monitor progress. Each program area description also includes strategies for achieving the goals of the individual traffic safety area which will ultimately contribute to attaining the goals of statewide highway safety program.

**NEW YORK STATE
FFY 2012 HIGHWAY SAFETY STRATEGIC PLAN
CORE OUTCOME AND BEHAVIORAL MEASURES**

		2005	2006	2007	2008	2009	2010	Goal 2012
C1	Number of Fatalities <i>3-Year Moving Average</i>	1,434 <i>1,474</i>	1,454 <i>1,461</i>	1,332 <i>1,407</i>	1,238 <i>1,341</i>	1,156 <i>1,242</i>	NA**	1,121
C2	Number of Serious Injuries <i>3-Year Moving Average</i>	13,647 <i>14,103</i>	13,174 <i>13,604</i>	13,280 <i>13,367</i>	12,900 <i>13,118</i>	12,988 <i>13,056</i>	12,375* <i>12,754</i>	12,244
C3	Fatalities per 100 Million VMT <i>3-Year Moving Average</i>	1.03 <i>1.07</i>	1.03 <i>1.05</i>	0.97 <i>1.01</i>	0.92 <i>0.97</i>	NA**	NA**	0.88
	Rural Fatalities per 100 Million VMT <i>3-Year Moving Average</i>	1.67 <i>1.54</i>	1.80 <i>1.64</i>	1.99 <i>1.82</i>	1.88 <i>1.89</i>	NA**	NA**	1.81
	Urban Fatalities per 100 Million VMT <i>3-Year Moving Average</i>	0.82 <i>0.90</i>	0.79 <i>0.85</i>	0.64 <i>0.75</i>	0.61 <i>0.68</i>	NA**	NA**	0.58
C4	Number of Unrestrained Passenger Vehicle Occupant Fatalities <i>3-Year Moving Average</i>	330 <i>346</i>	369 <i>348</i>	280 <i>326</i>	234 <i>294</i>	208 <i>241</i>	NA**	198
C5	Number of Alcohol-Impaired Driving Fatalities <i>3-Year Moving Average</i>	417 <i>416</i>	433 <i>428</i>	377 <i>409</i>	346 <i>384</i>	321 <i>348</i>	NA**	305
C6	Number of Speeding-Related Fatalities <i>3-Year Moving Average</i>	456 <i>468</i>	449 <i>457</i>	417 <i>441</i>	410 <i>425</i>	368 <i>398</i>	NA**	350
C7	Number of Motorcyclist Fatalities <i>3-Year Moving Average</i>	162 <i>155</i>	194 <i>169</i>	168 <i>175</i>	184 <i>182</i>	155 <i>169</i>	NA**	152
C8	Number of Unhelmeted Motorcyclist Fatalities <i>3-Year Moving Average</i>	27 <i>22</i>	26 <i>24</i>	24 <i>26</i>	36 <i>29</i>	21 <i>27</i>	NA**	20
C9	Number of Drivers Age 20 or Younger Involved in Fatal Crashes <i>3-Year Moving Average</i>	211 <i>236</i>	226 <i>231</i>	218 <i>218</i>	182 <i>209</i>	176 <i>182</i>	NA**	164
C10	Number of Pedestrian Fatalities <i>3-Year Moving Average</i>	322 <i>324</i>	312 <i>317</i>	276 <i>303</i>	297 <i>294</i>	306 <i>292</i>	NA**	291
B1	Observed Seat Belt Use <i>3-Year Moving Average</i>	2006 83% <i>84%</i>	2007 83% <i>84%</i>	2008 89% <i>85%</i>	2009 88% <i>87%</i>	2010 90% <i>89%</i>	2011 91% <i>90%</i>	92%

*Preliminary 2010 data from NYS AIS

**FARS data are not available to update measure

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

STATEWIDE HIGHWAY SAFETY PROGRAM

OVERVIEW

The goals of New York's comprehensive statewide highway safety program are to prevent motor vehicle crashes, save lives, and reduce the severity of injuries suffered in crashes. The Governor's Traffic Safety Committee (GTSC) provides leadership and support for the attainment of these goals through its administration of the federal highway safety grant program awarded to New York by the National Highway Traffic Safety Administration. The GTSC, supported by the Institute for Traffic Safety Management and Research (ITSMR), affirmed its leadership role in FFY 2011 through these initiatives and accomplishments:



- ❖ Seat belt use reached 91%, the highest level in New York State's history.
- ❖ The award-winning "Drinking and Driving Shatters Lives" public awareness campaign was re-aired and publicized statewide to educate the motoring public about the dangers of impaired driving.
- ❖ New York completed its two-year national distracted driving enforcement demonstration project in Syracuse, New York.
- ❖ STOP-DWI Awareness events were conducted at numerous sporting events and venues.
- ❖ A multi-agency work group began implementing improvements to the state's Motorcycle Safety Program.
- ❖ A full cycle of grants was administered through the new electronic grants management system.
- ❖ The multi-agency Driver Education Workgroup continued to meet and explore possible improvement opportunities to New York's driver education guidelines, standards and curriculum.
- ❖ Partnerships were strengthened with organizations such as the Metropolitan Planning Organizations, the New York State Motor Truck Association and the New York Association for Pupil Transportation to work cooperatively on persistent and emerging traffic safety problems such as pedestrian safety in metropolitan areas.
- ❖ The Impaired Driving Advisory Council established a work group to assist with the implementation of Leandra's Law which requires ignition interlocks for all drivers convicted of DWI. A study to assess the effectiveness of the new law is underway.

- ❖ GTSC joined forces with the National Safety Council and the Allstate Foundation to create a teen driver coalition aimed at educating teens and their parents on New York's Graduated Driver's License laws and to stress the importance of parental involvement with their teen's driving.
- ❖ The NYS Department of Motor Vehicles' Division of Field Investigations implemented facial recognition technology and began merging the license records of those individuals holding multiple identities.
- ❖ New research on the rate of impaired driving recidivism in New York State was completed by the Institute for Traffic Safety Management and Research.

HIGHWAY SAFETY PRIORITIES FOR FFY 2012

The top priorities of the 2012 highway safety program are to address trends of increasing numbers of crashes involving specific highway users and to halt the development of unfavorable trends in certain types of crashes. New York has identified nine emphasis areas including improving the safety of younger and older drivers, commercial vehicle operators, motorcyclists, pedestrians and bicyclists and improvements to New York's traffic records systems. New York will also continue to implement programs to increase seat belt and child restraint use and reduce dangerous driving behaviors, including impaired driving, distracted driving and speeding.

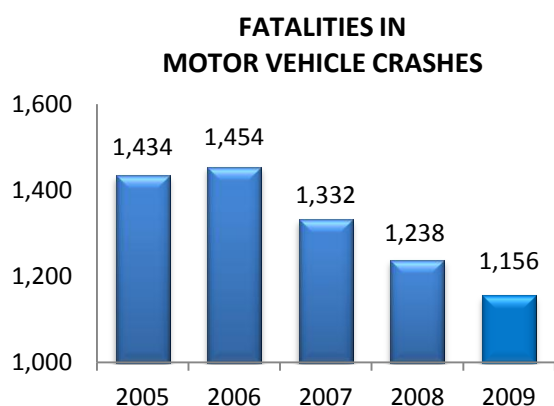
The GTSC will be responsible for the administration and oversight of state and local highway safety initiatives set forth in this Highway Safety Strategic Plan. The following priority activities have been established for New York's 2012 HSSP:

- ❖ 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
- ❖ Study the current state of Driver Education in New York and support programs that analyze the effectiveness of various other education methods
- ❖ Continue recent initiatives undertaken to educate older drivers on the effects of aging on driving abilities and increase awareness of alternatives to driving
- ❖ Through the Impaired Driving Advisory Council, continue efforts to identify and implement measures to reduce impaired driving
- ❖ Build on the efforts to enhance program administration and more effectively allocate resources with the 58 local STOP-DWI programs. 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 FFY 2012 Buckle Up New York program. The GTSC will continue to work with police agencies to have them adopt seat belt use policies, conduct local seat belt use surveys, raise public awareness and employ enforcement strategies including increased night-time and multi-agency details.

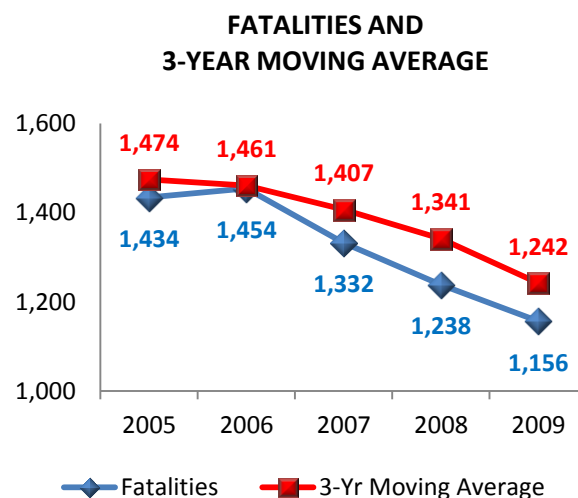
- ❖ Expand efforts that address lower seat belt use rates among specific high risk groups, such as younger drivers and drivers from rural areas, through special enforcement and education programs
- ❖ Increase education and outreach on the proper use and correct installation of child safety seats by strengthening 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) aimed at dangerous driving behaviors, especially those pertaining to speeding, distracted driving, running red lights and aggressive driving
- ❖ Expand existing STEP efforts to include a focus on commercial motor vehicles and motorcycle operators who engage in dangerous driving behaviors
- ❖ Continue to emphasize programs and efforts that address distracted driving, including enforcement of New York's cell phone and texting laws
- ❖ Continue to support state and local police agencies in adopting technology to improve in-car traffic ticket and crash report recording and transmission, focusing heavily on successful transmissions from the New York City Police Department
- ❖ Continue to employ technology to improve traffic records systems in New York to provide better access to accurate data on the state's drivers and highways to assist in problem identification, program implementation and evaluation
- ❖ Continue participation in the state's drowsy driving awareness committee
- ❖ Increase the availability of education for motorcycle operators and awareness of safe motorcycling through the adoption of recommendations from the Motorcycle Safety Assessment and encourage proper license endorsement by operators
- ❖ Expand training opportunities for police officers, prosecutors and the judiciary
- ❖ Provide additional training for law enforcement agencies seeking to conduct motorcycle enforcement and education
- ❖ Continue coalition building to improve pedestrian and bicycle safety across the state, with particular concentration in New York City
- ❖ Continue to actively bring highway safety programs to diverse populations in New York State
- ❖ Continue opportunities to partner with federal, state and local agencies to improve commercial vehicle safety efforts
- ❖ Encourage police agencies to consider police traffic services as an everyday priority using the "traffic enforcement is law enforcement" approach and further expand the DDACTS model
- ❖ Continue to support improvements to the state's traffic records systems that increase the timeliness and quality of the data
- ❖ Explore initiatives that will improve the efficiency and accuracy of the traffic records systems and increase operational efficiency by eliminating duplicative data files maintained by different agencies
- ❖ Continue to expand the use of PI&E to raise awareness of priority traffic safety issues and educate the public on new laws through partnerships with organizations such as the NYS Broadcaster's Association and the Outdoor Advertising Foundation

REVIEW OF DATA

Several core outcome measures based on FARS data are used to monitor the trends in motor vehicle fatalities in New York State. The state also relies on data from New York's crash data base, the Accident Information System (AIS), maintained by the NYS Department of Motor Vehicles to track serious injuries, another core outcome measure for the state's highway safety program. The most recent FARS data currently available indicate that the downward trend in the number of fatalities in motor vehicle crashes in New York State continued in 2009. Between 2006 and 2009, the number of fatalities decreased by 20% (from 1,454 to 1,156). FARS data for 2010 are not yet available to update these measures.



Source: FARS



Source: FARS

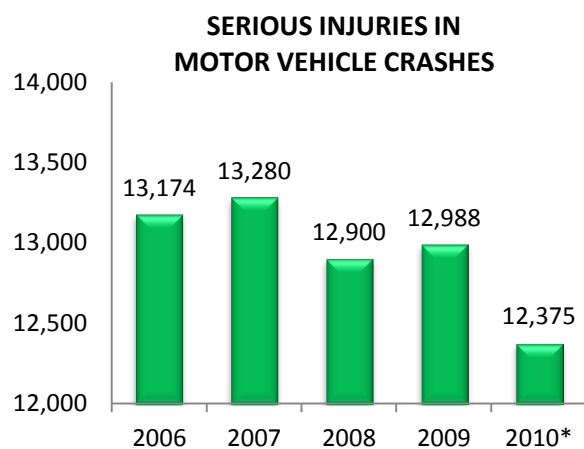
New York's Accident Information System (AIS) is the state's source for data on crashes, fatalities and injuries. Because of definitional differences between FARS and AIS, the fatal crash and fatality numbers from the two systems are not strictly comparable. As required by the National Highway Traffic Safety Administration (NHTSA), FARS data are used for the core fatality measures. Since FARS data for 2010 are not yet available, the table below provides preliminary 2010 data from the AIS on fatal crashes and fatalities.

Based on preliminary 2010 AIS data, the downward trends in fatal crashes and fatalities that occurred from 2006 to 2009 did not continue in 2010. Between 2009 and 2010, fatal crashes increased by 5% (from 1,060 to 1,115) and fatalities increased by 4% (from 1,148 to 1,188). Although increases occurred in these measures in 2010, over the five-year period from 2006 to 2010 there were substantial decreases in fatal crashes and fatalities of 16% and 17%, respectively.

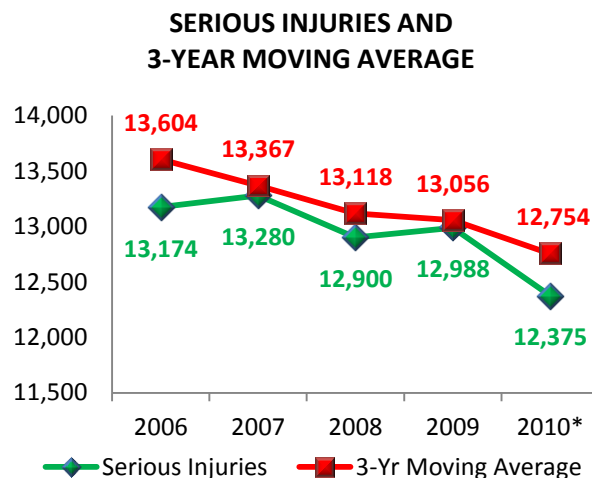
The AIS is also the only source for New York State data on personal injury crashes and injuries. As the table shows, the number of personal injury crashes and the number of persons injured in crashes continued on downward trends in 2010. Compared to 2009, there were decreases of 4% in both measures in 2010. Between 2006 and 2010, personal injury crashes decreased by 7% and the number of persons injured dropped by 9%.

NEW YORK STATE FATAL AND PERSONAL INJURY CRASHES, FATALITIES AND INJURIES							
	2006	2007	2008	2009	2010*	% Change 2006-2010*	% Change 2009-2010*
Fatal Crashes	1,330	1,220	1,160	1,060	1,115	-16.2%	5.2%
# fatalities	1,433	1,317	1,224	1,148	1,188	-17.1%	3.5%
Injury Crashes	138,311	139,117	134,894	133,888	128,850	-6.8%	-3.8%
# persons injured	195,644	194,255	187,160	186,034	178,655	-8.7%	-4.0%
*Data for 2010 are preliminary Source: NYS AIS							

Another core outcome measure identified by NHTSA is serious injuries in crashes. Based on preliminary 2010 data from New York's AIS, the number of persons who received serious or "A" injuries in motor vehicle crashes dropped to 12,375 from 12,988 in 2009, a decrease of 5%. The moving three-year average smoothes out the data and shows the downward trend in the number of serious injuries over the five-year period, 2006-2010.



*Data for 2010 are preliminary
Source: NYS AIS

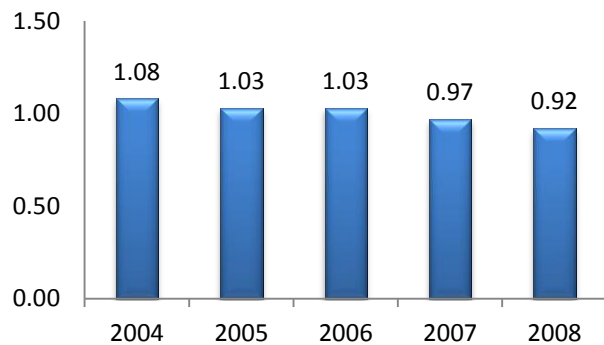


*Data for 2010 are preliminary
Source: NYS AIS

Other core measures are the statewide, urban and rural fatality rates per 100 million vehicle miles traveled (VMT). As shown in the graphs below, over the five-year period, 2004-2008, the overall fatality rate has been on a downward trend in New York from 1.08 fatalities per 100 million VMT in 2004 to 0.92 fatalities in 2008. The urban fatality rate also declined steadily over the five-year period, from 0.93 to 0.61 fatalities per 100 million VMT while the rural fatality rate was on an upward trend between 2004 and 2007 before decreasing to 1.88 fatalities per 100 million VMT in 2008. The moving three-year averages for each of these fatality rates based on VMT show the downward trends in the overall fatality and urban fatality rates and the upward trend in the rural fatality rate.

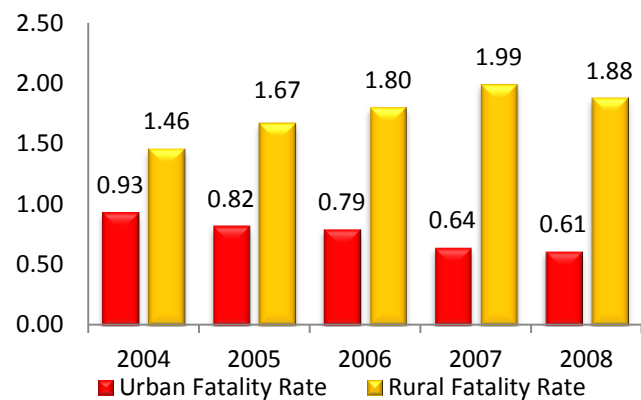
FARS data for 2009 and 2010 currently are not available to update these measures.

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



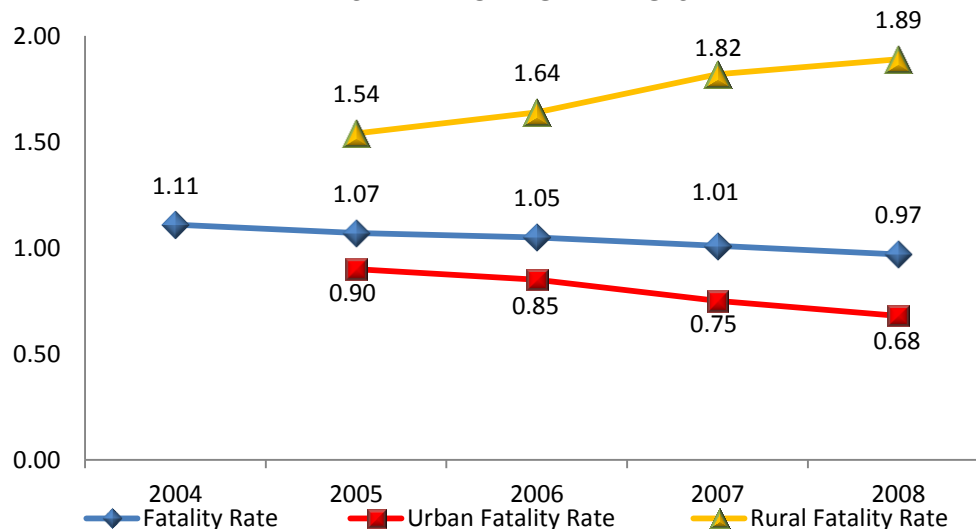
Source: FARS

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



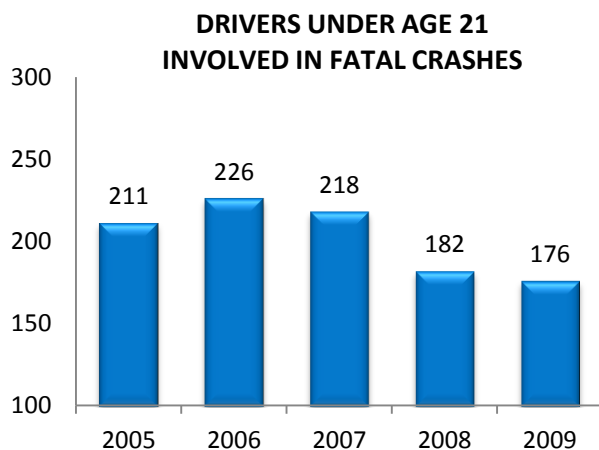
Source: FARS

**TOTAL, URBAN AND RURAL FATALITY RATES
PER 100 MILLION VEHICLE MILES TRAVELED
3-YEAR MOVING AVERAGES**

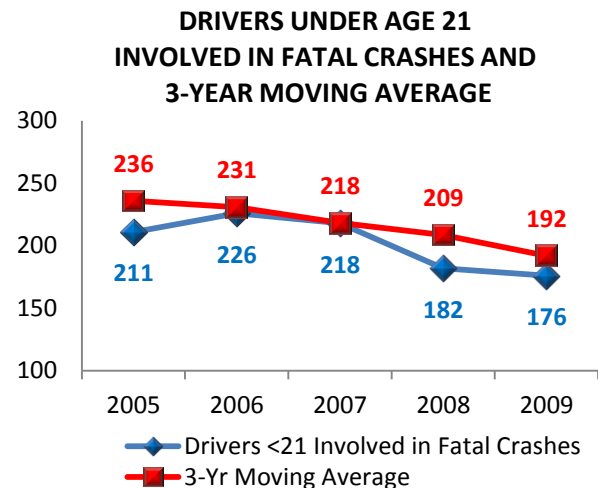


Source: FARS

The final core outcome measure associated with the overall highway safety program is drivers under age 21 involved in fatal crashes. Since 2006 when 226 drivers under 21 years of age were involved in fatal crashes the number of drivers has decreased by 50 to 176, a drop of 22%. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.



Source: FARS



Source: FARS

PERFORMANCE GOALS AND MEASURES

Performance Goals

- ❖ To decrease traffic fatalities 3 percent from 1,156 in 2009 to 1,121 by December 31, 2012
- ❖ To decrease serious traffic injuries 4 percent from the 2008-2010 calendar base year average of 12,754 to 12,244 by December 31, 2012
- ❖ To decrease fatalities/100M VMT 4 percent from 0.92 in 2008 to 0.88 by December 31, 2012
- ❖ To decrease urban fatalities/100M VMT 4 percent from 0.61 in 2008 to 0.58 by December 31, 2012
- ❖ To decrease rural fatalities/100M VMT 4 percent from the 2006-2008 calendar base year average of 1.89 to 1.81 by December 31, 2012
- ❖ To decrease drivers age 20 or younger involved in fatal crashes 10 percent from 176 in 2009 to 164 by December 31, 2012

Performance Measures

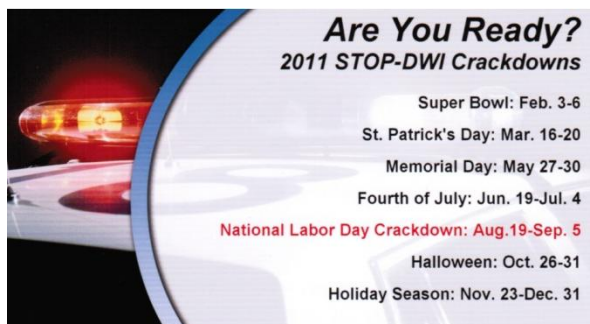
- ❖ Number of traffic fatalities
- ❖ Number of serious injuries
- ❖ Fatalities/100M VMT
- ❖ Rural fatalities/100M VMT
- ❖ Urban fatalities/100M VMT
- ❖ Number of drivers age 20 or younger involved in fatal crashes

IMPAIRED DRIVING

OVERVIEW



For more than three decades, New York has been a national leader in reducing crashes, fatalities and injuries resulting from alcohol and drug impaired driving. The Governor's Traffic Safety Committee (GTSC) plays the central role in the promotion and coordination of the multiple components of New York's impaired driving program. At the core of New York's efforts to address impaired driving is the STOP-DWI program which returns fines collected for impaired driving convictions to the counties where the violations occurred to fund enforcement and other impaired driving programs at the local level. Since the STOP-DWI program is self-sustaining, GTSC is able to use the federal funds received by New York to support a variety of state-level initiatives that complement the local efforts and strengthen the overall impaired driving program.



In addition, as the organization responsible for the oversight of the STOP-DWI program, GTSC is in a position to maximize the opportunities for cooperative efforts, such as statewide enforcement mobilizations during holiday periods, and ensure their success.

tough new laws to combat alcohol and drug impaired driving. In FFY 2011, GTSC assisted with the successful implementation of new impaired driving legislation by supporting efforts in key areas including public awareness, training and research and evaluation.

Since the passage of the state's landmark STOP-DWI legislation in 1981, New York has continued to enact

A major focus of the impaired driving program over the past year was the implementation of the Child Passenger Protection Act, known as "Leandra's Law". Effective August 15, 2010, one component of the law requires drivers convicted of DWI to install ignition interlock devices in their vehicles for a minimum of six months. Several members of the Impaired Driving Advisory Council coordinated by the GTSC were involved in major training efforts related to the new law, including training for law enforcement, court personnel and probation officers.

The GTSC also funded a comprehensive public awareness campaign, "Don't Blow It," to educate the state's motorists on the new law and is providing support for the ignition interlock monitoring function each county is required to perform. In addition, the Institute for Traffic Safety Management and Research (ITSMR) has received funding to conduct an evaluation of the implementation and effectiveness of the law.



GTSC is also supporting the implementation of another important new law passed by the State Legislature in 2010. Jack Shea's Law, named for the former Olympian from Lake Placid who was killed by a drunk driver in 2002, removed restrictions that prohibited trained medical personnel, such as advanced emergency medical technicians (AEMTs), from drawing blood to determine alcohol or drug content without a physician present. This legal loophole allowed the drunk driver who caused Jack Shea's death to escape prosecution despite having a blood alcohol level of 0.15. New York's Vehicle & Traffic Law has now been amended to authorize trained medical personnel to draw evidentiary blood samples solely at the request of a police officer. The GTSC is partnering with the NYS Department of Health's Bureau of Emergency Medical Services to train AEMTs regarding the new law.



In FFY 2012, the presentation and coordination of training programs will continue to be a major component of New York's comprehensive impaired driving program. The GTSC will continue to support training programs such as the Standardized Field Sobriety Testing/Drug Recognition Expert (SFST/DRE) and the Advanced Roadside Impaired Driving Enforcement (ARIDE) programs.

Training for prosecutors of DWI cases will also continue to be provided and the training initiatives begun in FFY 2010 to provide drug recognition training to parole officers and probation officers will also continue. Plans to produce roll call videos on Leandra's Law and the DRE and SFST programs are also underway.

In addition, efforts to expand the Drug Impairment Training for Education Professionals (DITEP) will continue. The CD produced last year to promote the DITEP program will be accessible for viewing on YouTube through the Department of Motor Vehicles' Resources for the Younger Driver website; a link will be provided on the SafeNY website's DITEP page. Copies of the CD will be sent to school districts within the state, on request, and will also be distributed to other states with DITEP programs.

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



To further highlight the dangers of impaired driving, the GTSC conducted a series of STOP-DWI Awareness Nights in cooperation with the Department of Motor Vehicles (DMV) Division of Field Investigation (DFI). These events were held at college basketball, professional hockey and minor league baseball games and provided the opportunity to heighten awareness of the risks and consequences of impaired driving among the thousands in attendance. The GTSC plans to conduct both media campaigns and public awareness nights again in FFY 2012.

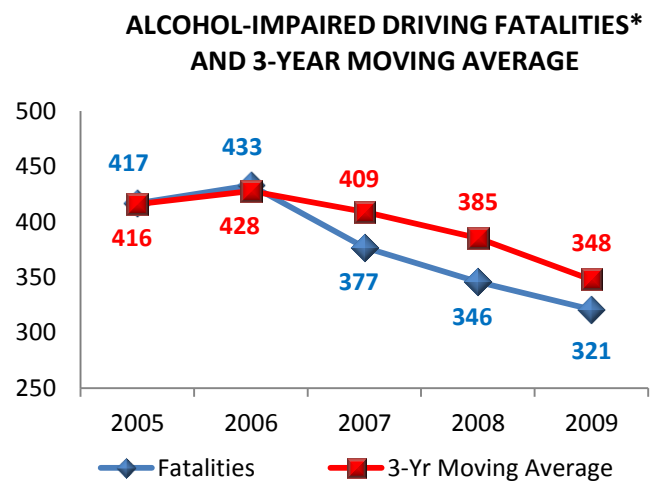
Vigorous enforcement of New York's impaired driving laws will be maintained within the state. In the coming year, law enforcement agencies will implement coordinated deterrence initiatives, sobriety checkpoints, multi-agency saturation patrols and other high visibility enforcement activities. These enforcement strategies are often combined with a public awareness component and media campaign. New York's local STOP-DWI programs, the GTSC and the law enforcement community will also continue to participate in the national impaired driving enforcement periods.

REVIEW OF DATA

The core outcome measure used to monitor progress in this area is the number of alcohol-impaired driving fatalities defined as the number of fatalities in crashes involving drivers and motorcycle operators with a BAC of .08 or above. Based on FARS data, alcohol-impaired driving fatalities have been on a downward trend, decreasing from 433 in 2006 to 321 in 2009, a 26% reduction. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.



*Fatalities in crashes involving drivers and motorcycle operators with a BAC of .08 or above.
Source: FARS



*Fatalities in crashes involving drivers and motorcycle operators with a BAC of .08 or above
Source: FARS

Additional analyses based on data from New York's AIS crash file were conducted to provide a more comprehensive picture of the trend in alcohol-related crashes in the state. It should be noted that New York's methodology to determine alcohol-related crashes, fatalities and injuries differs from the methodology used by FARS.

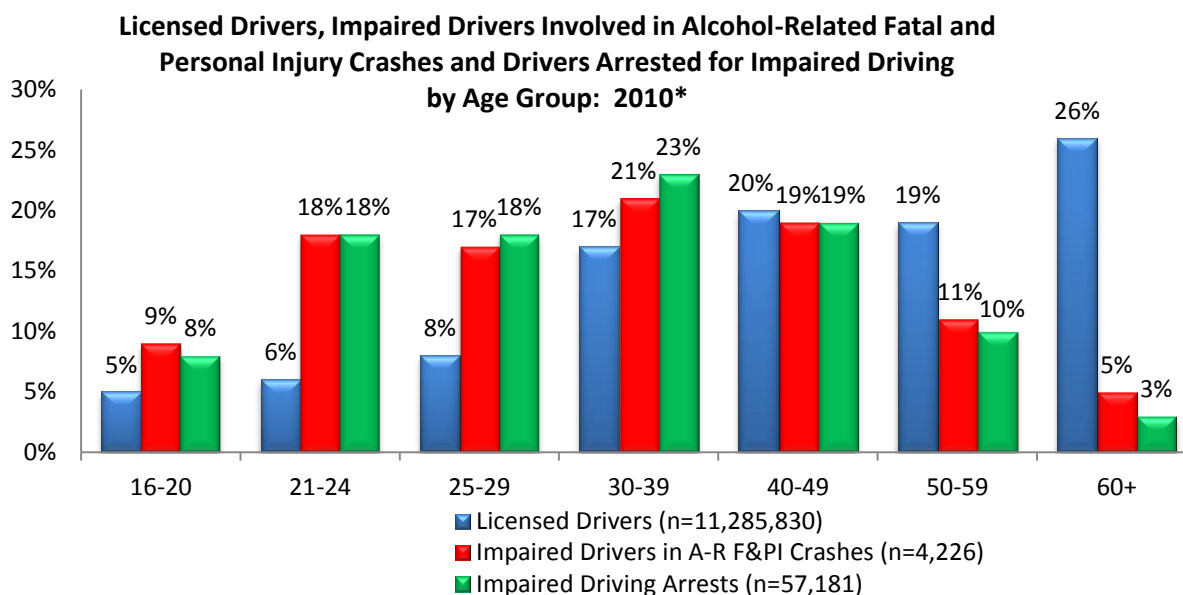
ALCOHOL-RELATED FATAL AND PERSONAL INJURY CRASHES*					
	2006	2007	2008	2009	2010**
Fatal Crashes	359	344	355	329	320
% of all fatal crashes	27.0%	28.2%	30.6%	31.0%	28.7%
# of fatalities	397	373	381	361	347
Injury Crashes	5,111	4,991	4,775	4,676	4,233
% of all injury crashes	4.2%	4.0%	3.9%	3.9%	3.7%
# of persons injured	7,293	7,175	6,886	6,810	5,972
*All data in this table are based on police-reported crashes					
**Data for 2010 are preliminary					
Source: NYS AIS					

Based on the state's preliminary 2010 data, alcohol-related fatal crashes and

fatalities continued on downward trends, declining by 3% and 4%, respectively, between 2009 and 2010. Compared to 2008 and 2009, alcohol-related fatal crashes accounted for a smaller proportion of the total crashes in 2010 (29% compared to 31% in 2008 and 2009).

There were also improvements in all the measures related to alcohol-related injury crashes and injuries. The number of alcohol-related injury crashes, the proportion of total injury crashes that were alcohol-related and the number of persons injured in these crashes have all been on a consistent downward trend since 2006.

The figure below provides information on the role of the different age groups of drivers in alcohol-related fatal and personal injury (F&PI) crashes and impaired driving arrests. Impaired drivers in the three age groups under 30 years of age, continued to be highly overrepresented in both alcohol-related fatal and personal injury crashes and arrests for impaired driving when compared with the proportion of licensed drivers in those age groups. In 2010, drivers under the legal drinking age of 21 represented 5% of the licensed drivers but accounted for 9% of the impaired drivers in alcohol-related fatal and personal injury crashes and 8% of the drivers arrested for impaired driving. Drivers ages 21-24 represented 6% of the licensed drivers but were involved in 18% of both the impaired driving fatal and personal injury crashes and arrests. Drivers ages 25-29 represented 8% of the licensed drivers but were involved in 17% of both the impaired driving fatal and personal injury crashes and arrests. Drivers ages 30-39 represented 17% of the licensed drivers but were involved in 21% of both the impaired driving fatal and personal injury crashes and arrests. Drivers ages 40-49 represented 20% of the licensed drivers but were involved in 19% of both the impaired driving fatal and personal injury crashes and arrests. Drivers ages 50-59 represented 19% of the licensed drivers but were involved in 11% of both the impaired driving fatal and personal injury crashes and arrests. Drivers ages 60+ represented 26% of the licensed drivers but were involved in 5% of both the impaired driving fatal and personal injury crashes and arrests.

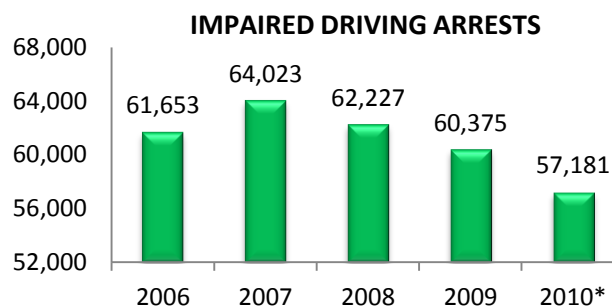


*Data for 2010 are preliminary

Sources: NYS Driver's License File, AIS and TSLED system; Suffolk County STOP-DWI; and NYPD

Impaired driving arrests have been on a downward trend in New York State. After increasing to 64,023 in 2007, the number of drivers arrested for impaired driving consistently declined over the next three years.

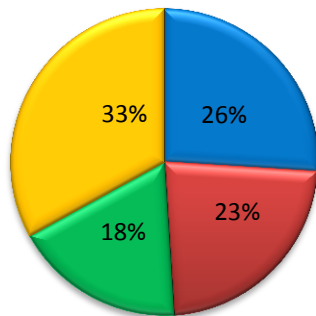
Based on preliminary data, there were 57,181 impaired driving arrests in 2010, a decrease of 11% compared to 2007.



*Data for 2010 are preliminary

Sources: NYS TSLED system, Suffolk County STOP-DWI and NYPD

**PROPORTION OF DRIVERS ARRESTED
FOR IMPAIRED DRIVING BY TYPE OF
ENFORCEMENT AGENCY, 2010***



■ State Police ■ County ■ NYPD ■ Other Local

*Data for 2010 are preliminary

Sources: NYS TSLED, Suffolk County STOP-DWI and NYPD

In 2010, the New York City Police Department (NYPD) and the other local police agencies in the state were responsible for more than 50% of the impaired driving arrests (18% and 33%, respectively).

The New York State Police made 26% of the arrests and county police agencies were responsible for the remaining 23% of the drivers arrested.

PERFORMANCE GOALS AND MEASURES

Performance Goals

- ❖ To decrease alcohol-impaired driving fatalities 5 percent from 321 in 2009 to 305 by December 31, 2012
- ❖ To reduce the number of persons injured in alcohol-related crashes 5 percent from 5,972 in 2010 to 5,673 by December 31, 2012

Performance Measures

- ❖ Number of alcohol-impaired driving fatalities
- ❖ Number of alcohol-impaired injuries

Activity Measures

- ❖ Number of impaired driving arrests
- ❖ Number of training programs provided for prosecutors, probation officers, toxicologists and judges
- ❖ Number of SFST and DRE instructors and the number of officers trained
- ❖ Number of officers trained in ARIDE
- ❖ Number of SFST refresher courses for officers
- ❖ Number of educational professionals completing DITEP training

STRATEGIES

Statewide Coordination of Activities Targeting Impaired Driving

Impaired Driving Advisory Council

In the coming year, the Impaired Driving Advisory Council established by GTSC will continue to combat alcohol and drug impaired driving on the state's roadways. Membership on the Advisory Council is broad-based and includes the GTSC's state agency and non-state agency partners. Nine teams focus on the areas of general deterrence; legislation and sanctions; enforcement; prosecution; courts; probation; assessment, evaluation and treatment; licensing/relicensing and research. The teams will continue to develop, implement and evaluate potential innovative activities, programs and countermeasures that address the problem of impaired driving. Periodically, each team will prepare a brief report on its activities, findings and recommendations for presentation at Team Leader meetings. The teams will continue to meet in the coming year to work on new issues and initiatives; it is expected that two to three meetings will be held with team leaders to discuss progress and common issues that have been identified.

Enforcement of Impaired Driving Laws

Initiatives will continue to be supported on both the state and local levels to increase enforcement of the impaired driving laws. Generally, local DWI enforcement efforts are funded through the New York State STOP-DWI program. The GTSC may use grant funds to support the development and implementation of innovative enforcement strategies by local agencies including high visibility enforcement programs, such as regional saturation patrols, sobriety checkpoints and organized statewide mobilizations, as well as participation in the national impaired driving mobilizations.



Efforts to publicize enforcement activities will be pursued. Materials supporting the national mobilization campaigns and the local STOP-DWI programs will be provided by the GTSC. Data from the mobilizations will be compiled by the GTSC and provided to the National Highway Traffic Safety Administration (NHTSA). To ensure that coordinated impaired driving messages are delivered throughout the state, the GTSC will provide funding for public information materials through the STOP-DWI Foundation.

The GTSC provides grant funds for impaired driving programs implemented statewide that have local benefits for law enforcement. The Division of Criminal Justice Services (DCJS) will continue a program started in 2010 to furnish all local police departments with the latest technology in hand-held preliminary breath testing instruments to be used at the roadside; the instruments will be supported and maintained by the DCJS. The number of instruments each department receives will be determined by the size of the agency. The DCJS will also provide SFST update training for police officers in the coming year.

The New York State Police will continue to conduct a vigorous high visibility impaired driving enforcement program that includes both road details and underage enforcement. A variety of strategies, including checkpoints, roving patrols and sting operations, will be used to detect impaired drivers. The State Police will also continue to conduct public information campaigns that address the issue of impaired driving. In addition, since toxicologists from the State Police toxicology lab provide expert testimony in DWI cases, the GTSC will provide funding to train lab personnel in the latest techniques and developments in the field.

Impaired Driving Programs for High Risk Groups

In addition to general deterrence approaches to reduce impaired driving, programs and strategies that focus on specific groups of drivers are needed. In particular, special efforts are needed to address underage drinking and driving. Strategies to limit access to alcohol by persons under the age of 21 will continue to be supported in FFY 2012.

Underage Drinking and Driving

A major component of the state's underage prevention effort involves multi-agency sting operations. The GTSC provides funding to support these enforcement operations, which include purchasing scanners to check for fraudulent and altered IDs and conducting public information and education activities.

The State Police maintain a toll-free number (1-866-UNDER 21) to enable individuals to report incidents of underage drinking and underage drinking and driving. Based on reported data, each Troop will conduct at least one detail per month to check retail establishments and taverns for underage sales during peak consumption times.

The DMV DFI will continue to combat underage sales through a program that focuses on the prevention of fraudulent identification use. Multi-agency teams will be used in the enforcement operations.

Alcohol Education for Parents

The GTSC will continue to support programs to educate parents and other adults on the risks of providing access to alcohol to those under age 21. Several municipalities and counties in New York State have enacted local "social host" laws which allow the police to charge adults who provide alcohol in their homes to underage persons without having to witness the consumption.

Interventions at Colleges to Reduce Underage Alcohol Consumption

College-based interventions are a necessary component in the fight against underage drinking and driving. There is a need for broad-based programs that include the involvement of the school administration in controlling the availability and consumption of alcohol on campus. Efforts to promote cooperation between colleges and off-campus establishments and communication with the surrounding communities will also be supported.

Local Interdiction at Point of Sale

The DCJS will continue to provide data to the county STOP-DWI programs for use in identifying the alcohol beverage establishments that have been the last drinking location for drivers subsequently arrested for DWI. The STOP-DWI programs are able to work with local agencies and with the New York State Liquor Authority (SLA) to address problem establishments using countermeasures such as server

training and monitoring license compliance. The STOP-DWI programs are also finding new ways to use these data in their programming.

Repeat DWI Offender Programs

The problem of DWI recidivism and persistent drinking drivers will continue to be addressed through the Drinking Driver Program (DDP) and its treatment referral mechanism. With the support of the GTSC, an information system is being developed to facilitate the exchange of information between the DDP providers and the Department of Motor Vehicles. The GTSC will also support the participation of repeat DWI offenders in a traffic safety program provided by the Office of Probation and Correctional Alternatives (OPCA) and other similar initiatives.

Educational Programs and Training

The GTSC will continue to support public awareness and educational programs, as well as training for police officers, court personnel, probation officers and others who are responsible for enforcing and prosecuting impaired driving offenses and sanctioning and monitoring convicted offenders.

Networks for Educational Outreach

The use of various networks to deliver educational outreach to specific groups and venues will be supported. The GTSC and the STOP-DWI Foundation will create public information materials to be used in outreach programs; these materials will feature the state message while still maintaining the local identity of the county STOP-DWI programs.

The GTSC will continue to support community outreach at venues such as race tracks, fairs and community events. Fatal vision goggles and a driver simulator have been purchased by the GTSC to use at these events. The GTSC's Law Enforcement Liaisons continue to assist in these efforts by recruiting the participation of local agencies.

Underage Drinking and Driving

There is a continued need for a public information and education campaign targeting the problem of drinking and driving by persons under the age of 21. The messages should incorporate the consequences of underage drinking and impaired driving, including the physical and psychological ramifications, the risk of crashes, the effects of binge drinking, alcohol poisoning, alcoholism and associated crime.

The GTSC will continue to promote and support initiatives calling for law enforcement to form multi-agency regional enforcement teams to gather intelligence on underage drinking activity and take coordinated enforcement actions against underage consumers and retailers who sell alcoholic beverages to minors. To deter underage alcohol purchases, local police will continue to be trained in the detection of fraudulent driver's licenses. STOP-DWI and other organizations will continue to educate alcohol beverage sellers and servers about their legal responsibilities, as well as how to recognize fraudulent IDs. Programs to educate parents about the consequences of providing alcohol to minors will also be supported.

In addition, the GTSC will develop educational materials explaining the consequences of creating, purchasing and using fraudulent documents to purchase alcoholic beverages.

Drug-Impaired Driving

The GTSC coordinates and supports the statewide program to train and deploy Drug Recognition Experts (DREs) and will continue to provide DRE certification training to police officers throughout the state. Through in-depth experiential training and a rigorous curriculum, this intensive course provides the law enforcement community with legally-recognized expert witnesses who have the tools necessary to detect and arrest those who operate a motor vehicle while impaired by drugs and provide testimony that will lead to a conviction.



While studies continue to show that impairment by drugs is a prevalent factor in motor vehicle fatalities, the number of arrests for drugged driving is relatively low, even in localities that have trained DREs. To improve drug impaired driving detection, the GTSC will continue to support the statewide implementation of Advanced Roadside Impaired Driving Enforcement (ARIDE) training for patrol officers. Although the ARIDE training is not as intense as the DRE training, it provides a solid foundation for officers to make drug-impaired driving arrests that can be adjudicated successfully.

The GTSC will also continue to train more instructors to teach the DITEP (Drug Impairment Training for Educational Professionals) course. The DITEP training was developed to help fight the growing problem of drugs in schools. School personnel are trained to recognize and evaluate students who are abusing and impaired by drugs. The requests for DITEP training have continued to increase.

Training Programs for Local Police and Court Personnel

Increased opportunities to receive training on impaired driving detection and innovative enforcement techniques will be made available to local police and prosecutors through the New York State Traffic Safety Resource Prosecutor (TSRP) and the New York Prosecutors Training Institute (NYPTI). Training to increase the courtroom skills of officers making DWI arrests and training for probation officers, prosecutors and judges on the techniques of handling impaired driving cases will also be provided.

The GTSC will also continue to support training for prosecutors and law enforcement on prosecuting traffic-related cases, especially those involving drugs and alcohol. Training topics include DWI trial advocacy, prosecuting the drug-impaired driver and ARIDE training. This training provides local District Attorneys and their staffs with the latest information on law enforcement practices and judicial decisions in impaired driving cases.

DWI and Drug Courts

Drug courts offer an alternative approach to the more traditional sanctions imposed for alcohol and drug abuse and related criminal activity, including DWI. Persons sentenced to drug court are subjected to an extensive supervision and treatment program. In exchange for successful completion of the program, the court may dismiss the original charge, reduce or set aside a sentence, offer some lesser penalty or offer a combination of these.

Implementation of Ignition Interlock Sanctions

The GTSC provides funding to the Office of Probation and Correctional Alternatives (OPCA) to assist with the coordination and implementation of the state's ignition interlock program which has been expanded to all drivers convicted of DWI under a provision of Leandra's Law. The OPCA is using the GTSC funding to carry out its oversight responsibilities for the ignition interlock program and to provide support for the monitoring function delegated to the counties.

DWI Victim Impact Panels

New York State continues to encourage the establishment of DWI Victim Impact Panels which many courts use as a sentencing option. DWI victims also speak in schools, at community events and on radio and TV and help to produce videos about the tragedies associated with impaired driving. These panels are funded at the local level, generally with user fees or county STOP-DWI funds.

Research and Evaluation

Research and evaluation studies will be conducted to identify specific issues that need to be addressed by policy or program initiatives and to support the efforts of the Impaired Driving Advisory Council. Areas for investigation may include drugged driving, young drivers and other specific demographics and the adjudication of impaired driving offenses by the courts. Research on the driving histories of persons convicted of DWI will continue and may be expanded. Evaluations of existing programs will be conducted to determine their effectiveness with regard to their stated goals and objectives. Support will also be provided for evaluation projects related to the implementation of new laws and to fulfill requirements for legislatively-mandated studies.

In FFY 2010, the Institute for Traffic Safety Management and Research (ITSMR) conducted a study of recidivism among drivers convicted of impaired driving and the enforcement and adjudication of the Aggravated DWI (ADWI) law. ITSMR has two research projects currently underway in FFY 2011. The first is an evaluation of the implementation of the two major components of Leandra's Law: 1) enforcement and adjudication of violations involving drivers arrested for impaired driving with children under age 16 in the vehicle; and 2) the extent to which the ignition interlock requirement is being implemented as intended. The second study focuses on alcohol-related crashes involving motorcycles. Special impaired driving research and evaluation studies will continue to be conducted in FFY 2012.

POLICE TRAFFIC SERVICES

OVERVIEW



Public Information and Education (PI&E) and aggressive enforcement of the New York State Vehicle & Traffic Laws are the cornerstone of Police Traffic Services. The combination of high visibility enforcement and sustained traffic safety messaging has proven to be effective in confronting dangerous driving behaviors and has become an important component of the overall traffic safety program in New York. This enforcement model has been applied to Selective Traffic Enforcement Programs (STEP) which use dedicated traffic enforcement details to address specific types of unsafe driving behaviors and to Comprehensive Traffic Enforcement Programs (CTEP) which take a more general approach. Police Traffic Services also encompass training opportunities for the state's traffic enforcement community in which skills are honed and the latest in traffic enforcement tactics are shared.

To supplement the more traditional training programs offered in the state, the NYS Association of Chiefs of Police has developed a series of audio podcasts for law enforcement on a number of topics including speeding, distracted driving, impaired driving and nighttime seat belt enforcement. The podcasts are portable files, easily transmitted through email attachments and as links in electronic newsletters. They can also be downloaded from the Association's website and can be transferred to CD or uploaded to in-car computers and MP3 players for police officers to listen to while on patrol.

A primary focus of the Police Traffic Services program area is strategies to reduce speeding and aggressive driving among New York State motorists. These objectives are realized through the implementation of Selective Traffic Enforcement Programs (STEP) where dedicated traffic enforcement details are deployed to address specific unsafe driver behaviors. STEPS are custom designed by enforcement agencies to address unique traffic safety problems in their particular locality.



New York also continues to bring attention to the epidemic of distracted driving behavior and its role as a major contributing factor in crashes. In 2001, New York became the first state in the nation to ban the use of handheld cell phones while driving, and in 2009, the state enacted new legislation prohibiting the use of any portable electronic device to send text messages or e-mails while driving.

Over the past two years, New York has participated in a national distracted driving enforcement demonstration project based on the high visibility enforcement model. As one of the two states in the nation selected by NHTSA to participate in the project, New York is pleased with the success of the four enforcement

waves that were implemented in Syracuse, the demonstration site. The Syracuse City Police Department, Onondaga County Sheriff's Office and the New York State Police Troop D worked together during the four high visibility cell phone enforcement waves and issued more than 9,500 tickets for texting and talking on cell phones while driving.

Enforcement strategies related to impaired driving, occupant protection, motorcycle safety and pedestrians, bicycles and other wheel-sports are included under their respective sections in the Highway Safety Strategic Plan.

Speed

Because of its role as a contributing factor in crashes, speeding continues to be a major traffic safety issue in New York State. Excessive speed increases both the frequency of crash events and the severity of the crashes that occur. Vehicles being operated at excessive speeds pose a serious risk to all users of the public highways and the crashes that result are often very costly in terms of human tragedy and economic costs. The GTSC and its partners are working together to develop strategies that will enhance the comprehensive approach to this serious problem.

In addition to traditional radar technology, innovative strategies and new technologies are being used by law enforcement to address the problem of speeding. One example is the use of LIDAR, speed measuring equipment that uses light emitting diodes to measure speed and cannot be detected by motorists.



Proven to be a highly effective strategy in apprehending speeders and other aggressive drivers, the use of "low profile" patrol cars continues to be expanded among the traffic enforcement motor patrol fleets of the State Police and New York's county and local police departments. In another initiative, the Traffic Incident Management Teams (TIMS) established by the State Police continue to take a zero-tolerance approach to speeding in designated work zones. When the road construction season ends, the TIMS enforcement units, equipped with laser speed measuring devices, are deployed to other high crash areas where speeding and aggressive driving offenses are prevalent.

Aggressive Driving

Aggressive driving is a broad term used to describe a variety of unsafe and illegal driving behaviors, including speeding, following too closely, failure to yield the right-of-way and failure to stop at red lights and stop signs. These violations contribute to many crashes that result in injuries and fatalities. Despite media coverage that has focused extensive attention on the phenomenon of aggressive driving, these unsafe behaviors continue to be a serious issue, especially with the increasing traffic volume and congestion on many of the state's highways. Enforcement strategies and new initiatives to address these dangerous driving behaviors will continue to be supported.

Distracted Driving

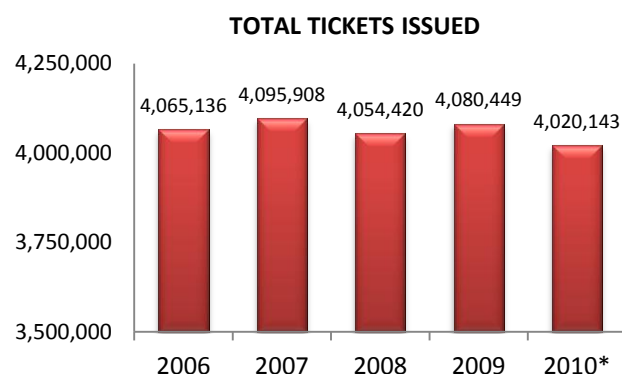
Distracted driving is generally associated with the behavior of talking on a hand-held phone while driving. However, distracted driving encompasses much more than the use of a cell phone. The New York State Vehicle & Traffic Law also forbids drivers from texting while driving using a cell phone or any other type of portable electronic device such as PDAs, laptop computers and portable computing devices.

Other types of distracted driving behavior that by themselves are not illegal can also lead to a traffic crash; adjusting the radio, talking with passengers, reading a map or anything else that takes the driver's attention away from the task of driving are also dangerous. Because all of the various forms of distracted driving can and do contribute to crashes, these types of unsafe driver behaviors must be addressed through a variety of enforcement and educational strategies.



In FFY 2012, New York will maintain its commitment to the reduction of cell phone use and texting while driving a motor vehicle through the Selective Traffic Enforcement Program (STEP) grant program. In addition, New York will continue to pursue funding opportunities to promote the reduction of distracted driving statewide.

REVIEW OF DATA



*Data for 2010 are preliminary
Sources: NYS TSLED and AA systems

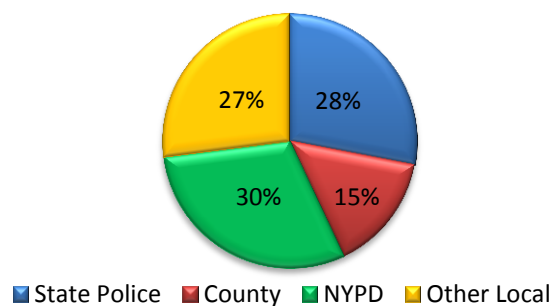
the number of total tickets since 2006. The largest change in the numbers occurred between 2009 and 2010 when the number of tickets issued decreased by approximately 60,000 (less than 2%).

The proportions of tickets issued by the State Police, county agencies and local police agencies have remained fairly constant over time. In 2010, the State Police issued 28% of all traffic tickets; county agencies issued 15%; the New York City Police Department (NYPD) issued 30% and all other local agencies issued 27%.

New York maintains two traffic ticket systems: the Traffic Safety Law Enforcement and Disposition (TSLED) system which covers most of the state and the Administrative Adjudication (AA) system which covers the large metropolitan areas (New York City, Buffalo and Rochester) and the five western towns in Suffolk County.

Analyses of the combined ticket data for 2006-2010 show relatively small changes in

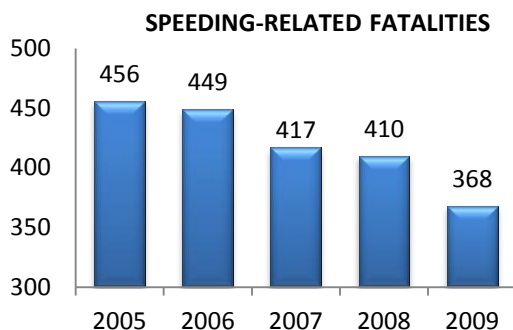
**PROPORTION OF TICKETS ISSUED
BY TYPE OF POLICE AGENCY, 2010***



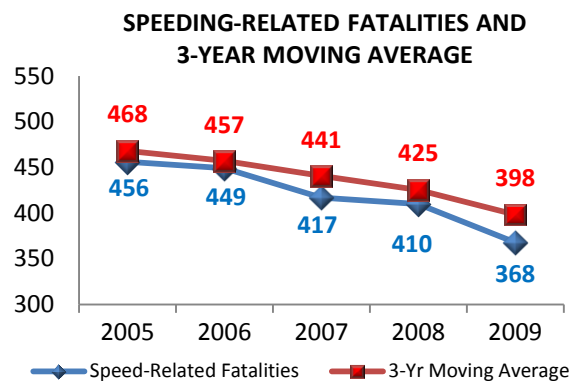
*Data for 2010 are preliminary
Sources: NYS TSLED and AA systems

Speed

The core outcome measure for this program area is speeding-related fatalities. Based on FARS data, speeding-related fatalities were on a steady downward trend over the five-year period, 2005-2009, decreasing from 456 to 368. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.



Source: FARS



Source: FARS

Additional analyses were conducted using data from New York's AIS; FARS and AIS data may not be strictly comparable due to definitional differences between the two systems. In the AIS, speed-related crashes are defined as those crashes with a contributing factor of unsafe speed and/or a crash where a driver has been ticketed for speeding.

As the table shows, speed-related fatal crashes were on a general downward trend between 2006 and 2010. Based on the preliminary data for 2010, speed-related fatal crashes declined 8% from the previous year (289 versus 314 in 2009).

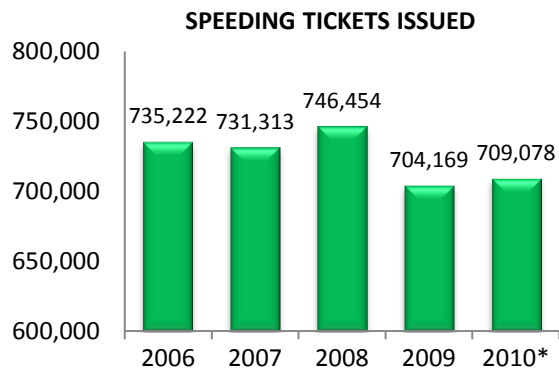
Speed-related fatal crashes also accounted for a smaller proportion of the total fatal crashes.

In 2010, 26% of the fatal crashes were speed-related compared to 30% in 2009.

Fatalities in speed-related crashes also continued on a downward trend; in 2010, there were 319 fatalities compared to 357 in 2009, an 11% decrease.

The number of injury crashes involving speed and the number of persons injured in speeding-related crashes also declined in 2010. Between 2009 and 2010, speed-related injury crashes declined by 6% and the number of persons injured decreased by 6%.

SPEED-RELATED FATAL AND PERSONAL INJURY CRASHES*					
	2006	2007	2008	2009	2010**
Fatal Crashes	391	369	379	314	289
% of all fatal crashes	30.9%	31.3%	32.7%	29.6%	25.9%
# of fatalities	439	406	412	357	319
Injury Crashes	13,048	14,405	14,207	13,202	12,410
% of all injury crashes	10.6%	11.5%	11.7%	11.0%	10.8%
# of persons injured	19,474	21,137	20,595	19,326	18,105
*All data in this table are based on police-reported crashes					
**Data for 2010 are preliminary					
Source: NYS AIS					



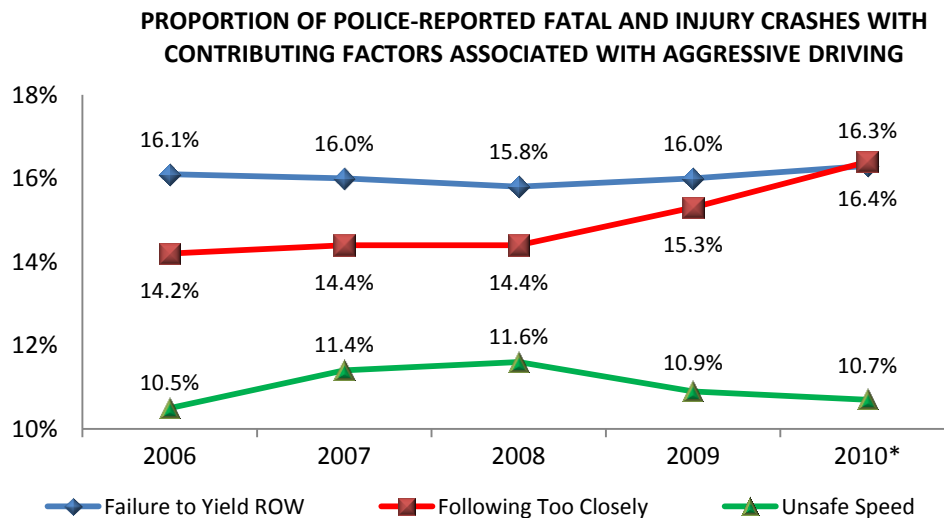
*Data for 2010 are preliminary
Sources: NYS TSLED & AA systems

Statewide, law enforcement officers issued more than 709,000 speeding tickets in 2010. Over the five-year period, 2006-2010, speeding tickets accounted for 18%-19% of the approximately four million tickets issued annually.

Aggressive Driving

Analyses of the contributing factors in police-reported fatal and personal injury crashes indicate that unsafe driving behaviors associated with aggressive driving are persistent factors in crashes.

In 2010, “failure to yield the right-of-way” continued to be a factor in 16% of the crashes, “following too closely” was also a factor in 16% of the crashes, and “unsafe speed” was a factor in 11% of the fatal and injury crashes.



*Data for 2010 are preliminary
Note: Many crashes have multiple factors reported
Source: NYS AIS

Distracted Driving

The table below provides information on the extent to which driver inattention/distraction is reported as a contributing factor on police reports of fatal and personal injury crashes, as well as the role the particular distracted driving behavior of cell phone use plays.

"DRIVER INATTENTION/DISTRACTION" FATAL AND PERSONAL INJURY CRASHES*					
	2006	2007	2008	2009	2010**
Fatal Crashes Involving Distracted Driving	143	132	118	119	140
% of all fatal crashes	10.8%	10.8%	10.2%	11.2%	12.6%
Fatal Crashes Involving Cell Phone Use	3	5	2	6	8
% of all fatal crashes	0.2%	0.4%	0.2%	0.6%	0.7%
Injury Crashes Involving Distracted Driving	22,729	23,244	22,985	23,631	23,426
% of all injury crashes	18.5%	18.6%	18.9%	19.6%	20.5%
Injury Crashes Involving Cell Phone Use	252	252	257	296	299
% of all injury crashes	0.2%	0.2%	0.2%	0.2%	0.2%
*All data in this table are based on police-reported crashes **Data for 2010 are preliminary Source: NYS AIS					

After being on a downward trend between 2006 and 2009, the number of fatal crashes where distracted driving was reported as a contributing factor increased to 140 in 2010. In addition, the proportion of fatal crashes that involved distracted driving in 2010 increased to 13% compared to 10%-11% in the four previous years. Compared to 2009, distracted driving was reported as a contributing factor in a slightly smaller number of personal injury crashes in 2010 (23,426 versus 23,631 in 2009); however, as a proportion of all injury crashes, 21% involved distracted driving compared to 19%-20% in 2006-2009.

Cell phone use, one of the unsafe driving behaviors frequently associated with driver inattention and distraction continues to be reported as a contributing factor in less than 1% of fatal and injury crashes. In 2010, eight fatal crashes were reported to involve cell phone use, two more than in 2009; the number of injury crashes involving cell phone use also increased slightly from 296 to 299.

PERFORMANCE GOALS AND MEASURES

Performance Goal

- ❖ To decrease speeding-related fatalities 5 percent from 368 in 2009 to 350 by December 31, 2012

Performance Measure

- ❖ Number of speeding-related fatalities

Activity Measures

- ❖ Total number of tickets issued
- ❖ Number of tickets issued for speeding violations

STRATEGIES

Selective Traffic Enforcement Programs (STEP)

Through the Selective Traffic Enforcement Programs (STEP), the GTSC provides funding for law enforcement agencies to target local traffic safety issues. These issues are identified through the analysis of crash data that identify commonalities such as crash locations, contributing factors and day and time. Based on the results, agencies then design and implement traffic safety education and enforcement programs within their communities with the goal of reducing the frequency of crashes in the targeted areas.



In FFY 2012, the primary emphasis in Police Traffic Services will continue to be STEP projects which focus on unsafe speed and aggressive driving behaviors. STEP projects use a variety of enforcement techniques such as stationary or moving patrols, low visibility (low profile) patrol cars for better detection and apprehension, high visibility patrol cars for prevention and deterrence and safety checkpoints. Over 300 local police agencies are expected to participate in the STEP program in FFY 2012.

Speed Enforcement Programs

The GTSC will continue to support enforcement projects designed to increase compliance with speed limits on all types of roadways. Various speed enforcement strategies will be used, including dedicated roving patrols and saturation enforcement details within designated areas. While enforcement in high



crash areas is encouraged, routine day-to-day enforcement is also needed to increase the public's perception of the risk of apprehension. Safety education and informational materials may also be provided in conjunction with enforcement. In addition, the coordination of high-visibility statewide enforcement initiatives will be supported.

The State Police speed enforcement program focuses on conducting enforcement details at high crash areas on non-interstate highways. The State Police will continue to use ticket, crash and other data to ensure that patrols are deployed to the areas that have the most significant traffic safety problems.

Speed enforcement activities will continue to make greater use of newer technologies such as dual antenna radar devices, which provide the ability to monitor traffic from two directions simultaneously, and new generation RADAR (Radio Detection and Ranging) which registers the speeds of target vehicles whether the traffic officer is stationary or mobile. The use of LIDAR (Light Detection and Ranging) speed detection units will also be expanded; these units have pinpoint accuracy and are well-suited for enforcement on congested roadways. The State Police, as well as many local police agencies, will also continue to deploy low profile patrol cars which are very effective at apprehending speeders.

Enforcement of the Cell Phone Law



Enforcement of the state's cell phone law is addressed largely through the STEP program. The GTSC will also include enforcement information about cell phones in its statewide program. The New York State Police will continue to conduct the successful "Operation Hang-Up" program targeting drivers using cell phones on the five hundred mile New York State Thruway.

Commercial Vehicle Enforcement

An effective commercial vehicle enforcement program must include enforcement of hazardous materials and equipment violations, weights and measures, hours-of-service, seat belt usage and other regulations. While it is recognized that special training is required for even cursory checks of commercial vehicle weight, equipment, load securement and logbooks, the GTSC will encourage police agencies receiving grant funding to include routine traffic enforcement of commercial vehicle operators in their enforcement programs. Police agencies will also be encouraged to enforce unsafe driving and traffic violations committed by drivers of other vehicles in the vicinity of commercial vehicles. The GTSC will continue to work with the NYS Department of Transportation, the New York State Police, the Federal Motor Carrier Safety Administration and the trucking industry to ensure that commercial vehicle traffic safety is maintained.

Operation Safe Stop

Operation Safe Stop is an education and enforcement program designed to protect school children when boarding and exiting school buses. To encourage greater law enforcement participation, the Operation Safe Stop one-day enforcement event is now held annually in the spring. The GTSC, in cooperation with the New York Association for Pupil Transportation and law enforcement, will select one day during FFY 2012 to conduct this important statewide education through enforcement event. The GTSC also continues to recognize passing a stopped school bus as a dangerous driving behavior and provides support for enforcement of these violations through the STEP grant program.



Rural Traffic Law Enforcement

It is projected that the Sheriff's Rural Traffic Enforcement Initiative, a GTSC funded project with the New York State Sheriffs' Association serving as the primary grantee, will support the traffic law enforcement and related community traffic safety efforts of 12 Sheriff's Offices in New York State in FFY 2012. In addition to the previous participants who are primarily located in the Finger Lakes and western portion of the state, Schenectady County will also become a full partner in this endeavor. This ongoing project funds overtime for selective traffic enforcement efforts, equipment and project-related travel and

training. This project is designed to engage rural counties with respect to the coordination and integration of not only traffic law enforcement activities but also those relating to educational and engineering issues that impact crash frequency and severity.

At the request of the Sheriffs of Ontario and Yates counties, a multi-faceted program will be developed to address traffic safety issues specific to the Amish and Mennonite communities in that region. Many of these concerns relate to non-compliance with laws and ordinances that conflict with cultural and religious beliefs, such as the requirements for reflectors/lights on slow moving vehicles (horse and buggies) and bicycle helmets and reflectors. Rather than enforcement, an educational approach and the building of trust and understanding with the Amish and Mennonite communities will be the basis of the program. It is anticipated that the work completed under this effort will serve as a model for others to use to address similar problems.

The Sheriffs' Crime and Crash Integrated Patrol Strategy, a Data Driven Approaches to Crime and Traffic Safety (DDACTS) process, will continue to be implemented within selected rural counties. Burglary remains the targeted crime due to the number investigated by the Sheriffs in the participating counties and because the vast majority of burglaries occurring in rural settings require a vehicle for transportation to and from the scene. An analysis of 124 burglary incidents from four selected townships in Ontario County demonstrated a definite geographical clustering of incidents in high traffic areas with a very notable number located in a "geographic corridor" that runs south of the New York State Thruway (I-90) and to the north of New York State Route 96 throughout the jurisdiction. This analysis, coupled with a similar one completed for Livingston County, demonstrates the viability of this concept in rural New York. An analysis is currently underway for Genesee County with preliminary mapping depicting a series of defined geographic locations in the four selected townships. Burglary incident analysis in support of this project will continue to be offered by the Sheriffs' Association for the remaining counties in this project and, time permitting, for other counties, on request.

Statewide Law Enforcement Liaison Program

The continued partnership and engagement of the law enforcement community in the overall traffic safety program is a key component to the success of the GTSC's highway safety program. The Statewide Law Enforcement Liaison (LEL) Program is comprised of representatives of the New York State Police, NYS Sheriffs' Association, and NYS Association of Chiefs of Police who are uniquely integrated and work in cooperation with GTSC and DMV staff on a daily basis. The LELs provide additional resources, communication networks, and other opportunities that are available through their organizations to further engage and promote a statewide coordinated response to traffic safety issues. Throughout the year, the LELs solicit and support law enforcement participation in the Click It or Ticket/Buckle Up New York mobilization, impaired driving crackdowns, training programs and other traffic safety initiatives. The expanded roles of the LELs have led to their involvement in a variety of statewide programs and assignment to numerous committees associated with the GTSC, DMV, NYSDOT, NHTSA and other traffic safety partners. In addition, the LELs are responsible for coordinating programs with the NHTSA Law Enforcement Liaison for Region II.

Statewide Traffic Law Enforcement Recognition Program



The New York Law Enforcement Challenge is a friendly competition between law enforcement agencies of similar sizes and types that set and achieve ambitious goals for traffic safety enforcement and education. Supported and coordinated by the GTSC, the purpose of the Challenge is to recognize the best and most innovative traffic safety programs in New York. This competition also offers a unique opportunity for a department to establish itself as a leader in this field.

The areas of concentration for the Law Enforcement Challenge include efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding. The most effective and noteworthy programs combine officer training, public information and education, and enforcement to reduce crashes and injuries within jurisdictions. New York's program is one of fifteen state Challenge Programs in the country that mirror and support the International Association of Chiefs of Police (IACP) National Law Enforcement Challenge. The national Challenge Program is sponsored by NHTSA, the IACP and the National Sheriff's Association.

A Challenge Awards Recognition Ceremony is held each year in conjunction with the Empire State Law Enforcement Traffic Safety (ESLETS) Training Symposium. All winning agencies are also entered to represent New York State in the national competition.

Training Programs

To increase knowledge and awareness of traffic safety issues and provide instruction in enforcement techniques and strategies, the GTSC will continue to support various training programs in FFY 2012. Focusing on the area of law enforcement, the adjudication of traffic violations, and the supervision of convicted violators, training will be conducted for enforcement personnel, judges and prosecutors, and probation officers. Examples of programs supported under this strategy include the following:

Empire State Law Enforcement Traffic Safety (ESLETS) Training Symposium

The Empire State Law Enforcement Traffic Safety (ESLETS) Training Symposium is a highly regarded event held annually for law enforcement officers in New York State. The symposium is coordinated by the New York State Police with support from the GTSC. Representatives from the GTSC and the Law Enforcement Liaisons from the NYS Association of Chiefs of Police and the NYS Sheriffs' Association provide assistance and participate on the planning committee.



Since 2000, the ESLETS symposium has provided thousands of law enforcement officers with training, skills and knowledge to address current highway safety issues and the challenges affecting law enforcement. Designed "by law enforcement for law enforcement", the symposium is also a networking opportunity for police officers to share ideas and experiences as well as an opportunity for the GTSC Chair, NHTSA and other leaders in highway safety to address a large group of dedicated traffic enforcement officers who are the cornerstone of the state's successful initiatives and programs. A scholarship program was introduced in 2011 to enable more officers to benefit from the training; 340 attended the most recent ESLETS symposium in April 2011.

Awareness Training: The Scope of Traffic Enforcement

Each traffic stop not only provides an opportunity to correct driver behavior, but also results in a short encounter where the trained officer may begin to establish reasonable suspicion with respect to criminal activity. An alert and “critically thinking” officer can identify a number of important factors through a careful review of the violator’s documentation, verbal responses to questions and non-verbal mannerisms. To assist in this regard, the NYS Sheriffs’ Association will continue to offer its BRADS (Behaviors, Responses, Attitudes, Documentation and Situation) course. This program features a number of highway interdiction techniques blended with traditional interview and interrogation techniques. The course also provides information on federal and state case law as it pertains to traffic stops and racial profiling and ways to ensure that stops are made as a result of probable cause without regard to the race, gender or ethnic background of the driver or occupants.

Older Driver Awareness Training – Confronting Issues & Solutions for Law Enforcement

The Older Driver Awareness Training—Confronting Issues and Solutions for Law Enforcement was developed by the GTSC’s LELs. The program identifies the primary concerns for law enforcement as they relate to an aging population and provides specific responses to those concerns. The course provides information on identifying at-risk driving behaviors, the physical conditions that affect driving, appropriate enforcement actions and the DMV referral process. The training also includes information on resources and networks for the law enforcement community to use when addressing older driver issues. The LELs from the NYS Sheriffs' Association and the NYS Association of Chiefs of Police instruct the course which is now available statewide.

Traffic Management Training

The current fiscal environment on the federal, state and local governmental levels is forcing a system-wide rethinking of traditional managerial practices. To assist local law enforcement in developing and maintaining viable traffic safety programs and to insure that supplemental funding is used in the most effective and efficient manner, the GTSC, in cooperation with the New York State Sheriffs’ Association, will continue to develop and present training programs specifically designed for police traffic managers and supervisors. Courses in Managing Retrenchment by Increasing Patrol Productivity, Implementing Crime and Crash Integrated Patrol Strategies (based on the DDACTS model), Supervising Selective Traffic Law Enforcement Operations, Contemporary Traffic Law Enforcement, Managing the Police Traffic Function and Traffic/Terrorism Enforcement Issues will be available. These programs stress the importance of developing a traffic enforcement philosophy within the overall scheme of contemporary policing and serve to integrate managerial and operational techniques with contemporary traffic safety issues.

School Resource Officer Tool Kit

One of the key elements of any traffic safety program is education. Law enforcement officers assigned as School Resource Officers (SROs) are in a unique position to both educate the general public and deliver traffic safety programs to the at-risk population of teen drivers. In 2010, the School Resource Officer Tool Kit was launched on the www.SafeNY.ny.gov website to provide resources for SROs, police officers and traffic safety educators. To date, the tool kit has received over 9,000 hits and provided materials for many traffic safety presentations.

An inquiry submitted through the tool kit led to a collaborative traffic safety event involving the GTSC, the National Safety Council, the DMV Office for the Younger Driver, the City of Cortland Police Department and Cortland Central School District. Over 150 parents and teens attended this event which included a presentation by a victim of a distracted driving crash, a driving simulator and a parent/teen traffic safety knowledge contest.

The SRO tool kit will continue to be updated with new presentations, brochures and PI&E materials as they become available.



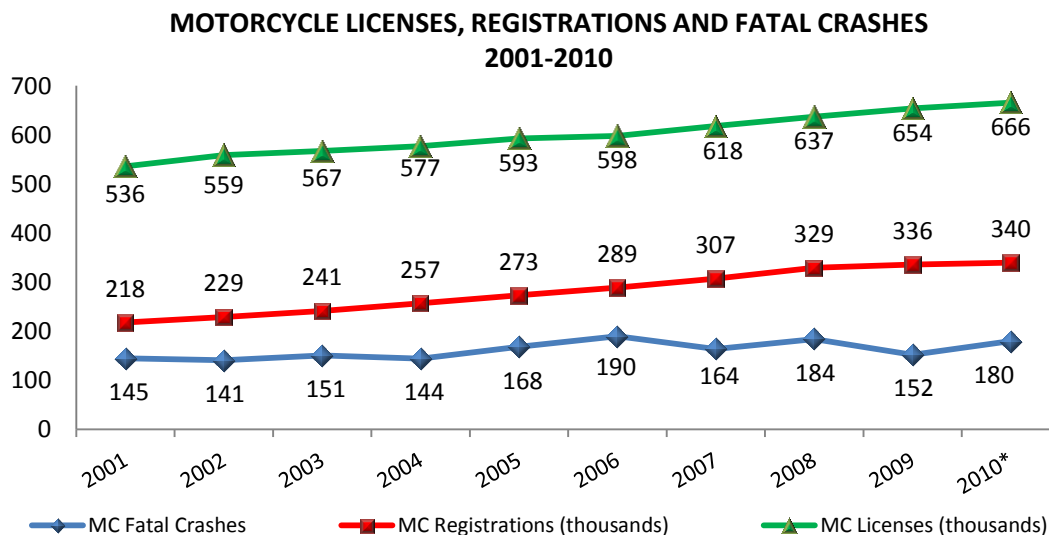
MOTORCYCLE SAFETY

OVERVIEW



The popularity of motorcycles continues to grow as evidenced by the consistent upward trend in both motorcycle licenses and registrations over the past decade. Since 2001, the number of drivers with motorcycle licenses has increased by 24%, reaching over 665,500 in 2010. During this same time period, the number of registered motorcycles has also been on a consistent upward trend with the number increasing 56% to over 340,000.

Unlike motorcycle licenses and registrations, motorcycle fatal crashes have not followed a consistent pattern over the past ten years. Between 2009 and 2010, fatal crashes rose from 152 to 180. The increase that occurred in 2010 was comparable to the decrease in fatal crashes between 2008 and 2009.



*Fatal crash data for 2010 are preliminary

Sources: NYS AIS, NYS Vehicle Registration and Driver's License Files

Because of the concern over the vulnerability of motorcyclists who are sharing the road with much larger vehicles, New York State has developed and implemented a program that takes a comprehensive approach to encouraging and promoting motorcycle safety. One of the key components of the program is public awareness efforts that address both motorcyclists and other motorists.

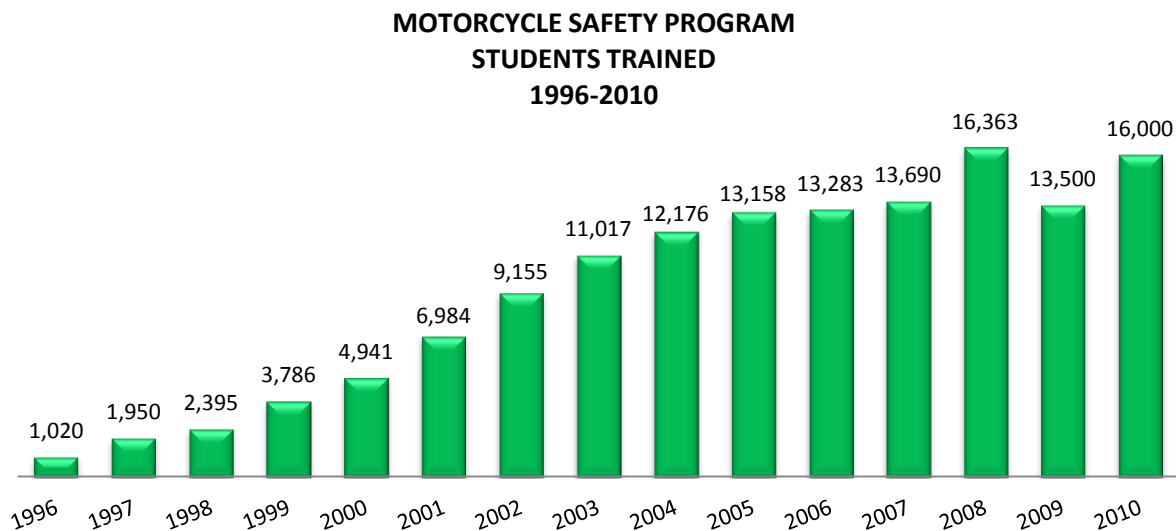




In FFY 2011, motorcycle safety awareness was promoted through a number of channels and at a number of events. The NYSDOT agreed to increase the use of the “Watch for Motorcycles” slogan on the agency’s variable message signs (VMS) and to station the signs on high crash corridors. In addition, magnetic signs with the “Watch for Motorcycles” message continued to be distributed for posting on the back of large trucks. Bumper stickers, kickstand pads and key chains with motorcycle safety messages continue to be very popular with the public and more will be distributed at outreach events later in the year.

A major component of New York’s comprehensive approach to address and improve motorcycle safety in the state is the Motorcycle Safety Program (MSP) administered by the NYS Department of Motor Vehicles (DMV). In existence since 1996, the MSP provides instruction and field training to improve the riding skills of motorcyclists.

In June 2009, the Motorcycle Safety Foundation (MSF) was awarded a contract to deliver the MSP. While the number of course enrollments did not grow in 2009 due to the transition to a new contractor, the MSF program is fully operational as of 2010; the MSP is now being delivered at a total of 44 sites statewide, compared to 23 sites in 2009. A total of 16,000 students were enrolled in the training program in 2010, approaching the level reached in 2008.



Source: NYS DMV Motorcycle Safety Program

The Motorcycle Safety Program Technical Assessment Advisory Group continues to respond to the New York State motorcycle safety program technical assessment performed by the National Highway Traffic Safety Administration (NHTSA) in 2008. The technical assessment included a comprehensive overview of the Motorcycle Safety Program as it existed in 2008. It provided recommendations to strengthen areas relating to program management, personal protective gear, operator licensing, rider education and training, operating under the influence of alcohol and drugs, legislation and regulations, law enforcement, highway engineering and rider conspicuity and motorist awareness programs.

While many of the recommendations have already been addressed, there is a need to monitor progress, evaluate efforts and address remaining issues. The Advisory Group's agenda is to review the recent changes in the MSP, prioritize the remaining technical assessment recommendations and discuss any additional motorcycle safety issues. The Advisory Group will continue to meet periodically during FFY 2012.

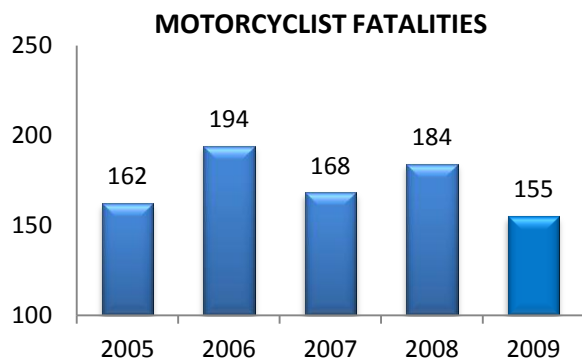
The law enforcement training initiative undertaken in 2009 continued in FFY 2011. The New York State Police and the Law Enforcement Liaisons from the NYS Association of Chiefs of Police and the NYS Sheriffs' Association with assistance from GTSC and DMV's MSP presented regional motorcycle safety training programs for law enforcement officers. The hands-on instruction provided officers, especially those assigned to patrol duties, with the knowledge and skills to educate motorcyclists and the public on motorcycle safety and to enhance enforcement efforts in New York State.

The MSP and GTSC will continue to encourage seasoned motorcyclists to pursue periodic refresher training. The "Learning is for Life" campaign focuses on experienced riders whose skills need sharpening, experienced riders who are transitioning to a larger motorcycle and riders who are returning to motorcycling after a period of time. Experienced riders represent a significant proportion of the licensed motorcyclists in New York State.

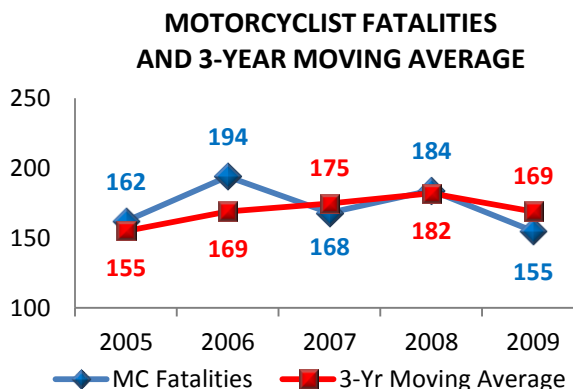
In the coming year, the GTSC will continue to coordinate, support and administer enforcement initiatives and education and awareness programs that are key components of New York's comprehensive motorcycle safety program. These initiatives augment the MSP and enhance New York's efforts to reduce motorcycle crashes, fatalities and injuries.

REVIEW OF DATA

One of the core outcome measures for tracking the performance of New York's motorcycle safety program is motorcyclist fatalities. Based on FARS data, the number of motorcyclists killed in crashes has fluctuated up and down over the five-year period 2005-2009. Between 2008 and 2009, there was a 16% decrease from 184 to 155. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.



Source: FARS



Source: FARS

MOTORCYCLE FATAL AND PERSONAL INJURY CRASHES

	2006	2007	2008	2009	2010*
Fatal Crashes	190	164	184	152	180
% of all fatal crashes	14.3%	13.4%	15.9%	14.3%	16.1%
# of motorcyclists killed	192	171	182	151	183
Injury Crashes	4,272	4,727	4,593	4,347	4,580
% of all injury crashes	3.1%	3.4%	3.4%	3.2%	3.6%
# of motorcyclists injured	4,515	4,996	4,842	4,497	4,836

*Data for 2010 are preliminary
Source: NYS AIS

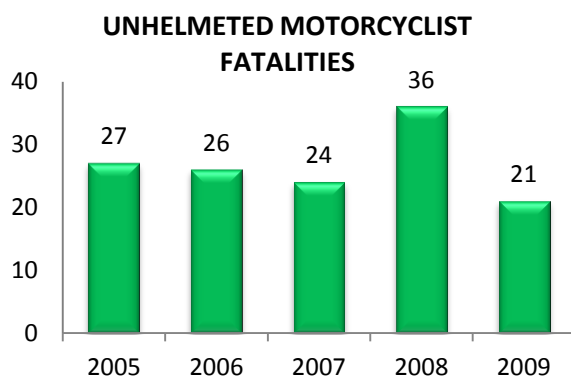
Analyses of data from New York's AIS were also conducted. Based on the 2010 preliminary data, the number of fatal crashes involving motorcycles continued to fluctuate. In 2010, the number of fatal crashes increased to 180 after decreasing from 184 in 2008 to 152 in 2009.

Motorcycle fatal crashes accounted for 16% of all fatal crashes in 2010, up from 14% in

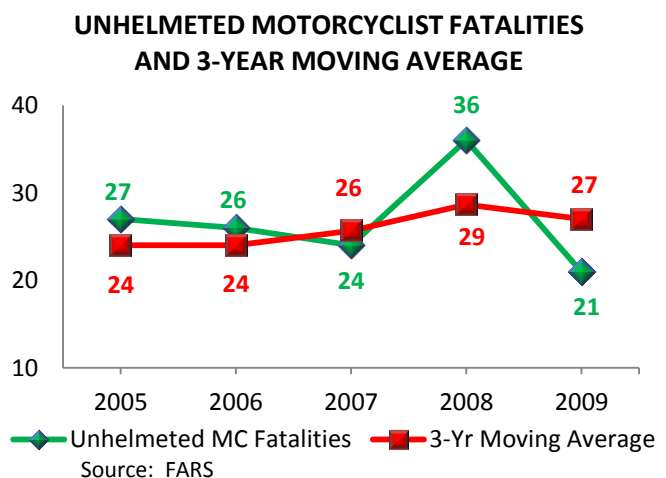
2009 and comparable to the proportion in 2008. Motorcyclist fatalities (operators and passengers) followed a similar pattern increasing from 151 in 2009 to 183 in 2010, a level comparable to 2008.

Both the number of motorcycle crashes involving personal injuries and the number of motorcyclists injured followed patterns similar to that of fatal crashes. As a result of the increase in injury crashes and injuries between 2009 and 2010, both measures returned to levels comparable to those in 2008. Over the five-year period, 2006-2010, motorcycle injury crashes consistently accounted for 3%-4% of all injury crashes.

The second core outcome measure used in monitoring motorcycle safety is the number of motorcyclists who died and were not wearing a helmet. Based on FARS data, the number of unhelmeted motorcyclist fatalities dropped to 21 in 2009 after spiking to 36 in 2008. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.



Source: FARS



PERFORMANCE GOALS AND MEASURES

Performance Goals

- ❖ To decrease motorcyclist fatalities 10 percent from the 2007-2009 calendar year average of 169 to 152 by December 31, 2012
- ❖ To decrease unhelmeted motorcyclist fatalities 10 percent from 21 in 2009 to 19 by December 31, 2012
- ❖ To decrease the number of injured motorcyclists 8 percent from the 2008-2010 calendar base year average of 4,725 to 4,347 by December 31, 2012

Performance Measures

- ❖ Number of motorcyclist fatalities
- ❖ Number of unhelmeted motorcyclist fatalities
- ❖ Number of injured motorcyclists

Activity Measures

- ❖ Number of MSP course enrollments
- ❖ Number of new training sites
- ❖ Number of motorcycle enforcement initiatives implemented
- ❖ Number of motorcycle safety educational and public awareness efforts conducted

STRATEGIES

Educational Programs and Public Awareness

Motorcycle Rider Training Program

New motorcyclists will continue to be encouraged to complete a motorcycle safety education course and to become licensed operators. The Department of Motor Vehicles MSP will continue to foster the statewide availability of rider education programs and to increase the number of sites providing training based on criteria established by the MSF. A portion of the motorcycle license and registration fees is set aside to fund this initiative. The public will be informed of the benefits, availability and location of motorcycle rider education courses throughout the state.

Experienced Rider Course (ERC) programs will continue to be offered under the name Basic Rider Course-Level 2 (BRC2). Since nearly 25% of motorcyclists killed in crashes are improperly licensed, the MSP is pursuing the road test waiver benefit for completion of the BRC2 as an incentive for experienced unlicensed riders to become trained and licensed. The Three-Wheeled Motorcycle BRC (3W-BRC) will continue to be offered to address the growing popularity of three-wheeled motorcycles.

Motorcyclist Intervention and Education

The nature and operation of motorcycles make them more susceptible to crashes than other types of vehicles when the operator uses alcohol. Motorcycle operators and passengers are also more likely to suffer serious injury or death in a crash than occupants of other types of vehicles. Educational materials that bring this increased risk to the attention of motorcyclists are needed and new channels for their distribution will continue to be developed.

Public Awareness of Motorcycle Safety

Public information and education (PI&E) activities that stress the proper use of approved safety equipment, especially helmets, are important for improving motorcycle safety. Efforts to increase awareness and educate the general driving population about motorcycle safety issues will continue. These efforts include New York's participation in the national initiative recognizing May as Motorcycle Safety Awareness month; the use of variable message signs promoting motorcycle safety; and public awareness campaigns and PI&E materials designed to heighten the awareness of the motoring public regarding the need to share the road safely with motorcycles.



Partners

The GTSC will work with its partners, including the NYS Department of Motor Vehicles, the NYS Association of Traffic Safety Boards, the New York State Police and the NYS Association of Chiefs of Police, to promote local rider safety education opportunities within their respective communities.

Program Quality

Maintaining the quality of the instructor cadre in terms of skills, knowledge and motivation is a challenge in every program. To maintain a high quality program, New York will use a variety of outreach modes to improve the availability of training for providers and instructors and aid in the retention of qualified instructors. A MSF-qualified team makes visits to each of the public training sites every year to ensure the program continues to maintain high standards for course delivery.

Enforcement

Motorcycle Enforcement Checkpoints

Motorcycle safety checkpoints will continue in strategic locations to check for license and registration violations, non-compliant helmets, faulty or illegal equipment and other violations. Variable message signs and other methods may be used to ensure mandatory compliance with the checkpoint. The checkpoints may also be used in conjunction with PI&E and research initiatives.



Officer Training and Local Enforcement

Police officer training on motorcycle enforcement issues and techniques will again be conducted. The training will focus on safety violations such as unapproved helmets, equipment violations such as tires and lighting, and altered motorcycles, especially those with loud exhaust systems. Trained officers will be deployed to enforce these laws and issue tickets to violators.

Motorcycle Enforcement Training

The New York State Police and the Law Enforcement Liaison from the NYS Association of Chiefs of Police will again partner in presenting the Practical Guidelines for Motorcycle Enforcement training program. This innovative and specialized training curriculum was designed to present practical and comprehensive information on motorcycle safety and motorcycle laws. The hands-on instruction provides officers, especially those assigned to patrol duties, with the knowledge and skills to educate motorcyclists and the public on motorcycle safety and to also enhance the enforcement of motorcycle laws in New York State. In addition to law enforcement, instructors from the MSF and other traffic safety partners will benefit from this training. The training program is supported by the GTSC and the MSP.

Research and Evaluation

Research studies and data analyses that focus on identifying issues that contribute to crashes involving motorcycles and motorcyclist injuries and fatalities will continue to be supported. Evaluations and assessments to determine the effectiveness of various strategies and programs will also be encouraged. One example of an important study in this area is an evaluation of New York's Motorcycle Safety Program to determine the effectiveness of the rider education program in reducing the crash involvement of motorcycle operators who participated in the training program.

PEDESTRIAN, BICYCLE AND WHEEL-SPORT* SAFETY

***IN-LINE SKATING, NON-MOTORIZED SCOOTER AND SKATEBOARDING**



OVERVIEW

Improving the safety of pedestrians, bicyclists and other wheel-sport enthusiasts who are New York's most vulnerable roadway users continues to be a priority for the state's highway safety program. Responsibility for pedestrian, bicycle and wheel-sport safety is shared among several agencies in New York that frequently participate in collaborative efforts, including symposia, workshops and training programs. The purpose of these programs is to promote the safe and healthy use of the state's transportation system by pedestrians and bicyclists. The most recent statewide Walk-Bike New York symposium was held June 7, 2010, in Hauppauge on Long Island. The GTSC also continues to promote the "Be Smart. Share the Road." message to raise awareness among motorists of the need to share the road safely with all roadway users.



One of the challenges in this program area is that persons of all ages, from young children to older adults, are part of the at-risk group. Effective public information and education (PI&E) programs and other strategies to reduce deaths and injuries among pedestrians, bicyclists and participants in other wheel-sports must be designed to address both children and adults.

In FFY 2012, the GTSC will continue to support bicycle safety programs that focus on improving the riding skills of children and expanding their use of bicycle helmets. One of the new initiatives in 2011 is the BRAIN² (SQUARED) project (Bike Riders Avoiding Injuries to Noggins) launched by the New York State Association of Traffic Safety Boards. In June, volunteer bicyclists rode a 62 mile course that included stops at four Capital District elementary schools to educate children about the importance of wearing a bicycle helmet. Each second grade student at the participating schools received a free helmet custom fitted for them. The New York Bicycling Coalition will also continue to offer "Traffic Skills 101" classes across the state for adult riders; these courses provide on-the-road training with an emphasis on safe riding skills in all road and traffic conditions. The New York Coalition for Transportation Safety, which conducts bicycle safety programs in Nassau County, will undertake a special program to improve bicycle safety among both adults and children in the county's Latino communities.

New bicycle safety legislation was also enacted during the past year. Effective November 1, 2010, the NYS Vehicle & Traffic Law was amended to require drivers overtaking a bicycle traveling on the same side of the roadway to pass to the left "at a safe distance" until they are safely clear of the bicycle. Improving the safety of pedestrians of all ages is also a priority in New York State. "Safe Routes to School" and other programs that focus on young children and programs for older adults, such as the

“Safe Streets for Seniors” in New York City, will continue in FFY 2012. Since nearly half of all pedestrian fatalities in the state occur in New York City and another 21% occur on Long Island, comprehensive approaches to improving pedestrian safety continue to be concentrated in downstate region of the state in order to have the greatest impact. Over the past year, the GTSC partnered with the New York City Department of Transportation (NYCDOT) to develop PI&E campaigns related to pedestrian safety and provided funding to the New York City Police Department (NYPD) to increase traffic enforcement in high pedestrian crash corridors. In addition, the Federal Highway Administration (FHWA) authorized the NYCDOT to use federal funding to reconstruct and improve high pedestrian crash locations.

The GTSC will also continue to work closely with the FHWA, the New York State Department of Transportation (NYSDOT) and Metropolitan Planning Organizations (MPOs) to provide training opportunities at both the state and local levels. Examples of these course offerings include How to Develop a Pedestrian Action Plan, Road Safety Audits, Speed Management, Designing Pedestrian Streets and Developing a Template for Pedestrian Safety.

REVIEW OF DATA

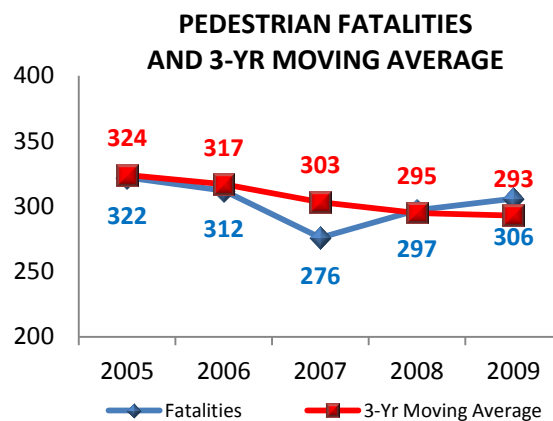
Pedestrian Safety



The core outcome measure for pedestrian safety is pedestrian fatalities. Based on FARS data, the number of pedestrian fatalities in New York State declined between 2005 and 2007 and then started on an upward trend. In 2008, 297 pedestrians were killed by motor vehicles, an increase of 8% over the number of fatalities in 2007. FARS data for 2009 indicate that the upward trend in pedestrian fatalities has continued; in 2009, 306 pedestrians were killed in crashes. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.



Source: FARS



Source: FARS

Additional analyses were conducted based on data from New York's Accident Information System (AIS). Preliminary data for 2010 indicate that the number of fatal crashes involving pedestrians increased to 307, five more than the number in 2008 and 2009. Although the number increased, pedestrian fatal crashes accounted for the same proportion of the total fatal crashes as the previous year (28%). The number of pedestrians killed increased by two in 2010 (from 307 to 309); FARS and AIS data may not be strictly comparable due to definitional differences between the two systems.

PEDESTRIAN FATAL AND PERSONAL INJURY CRASHES					
	2006	2007	2008	2009	2010*
Fatal Crashes	312	277	302	302	307
% of all fatal crashes	23.5%	22.7%	26.0%	28.4%	27.5%
# of pedestrians killed	315	272	302	307	309
Injury Crashes	15,355	15,402	15,291	15,352	15,115
% of all injury crashes	11.1%	11.1%	11.3%	11.5%	11.7%
# of pedestrians injured	15,369	15,472	15,317	15,321	15,128
*Data for 2010 are preliminary Source: NYS AIS					

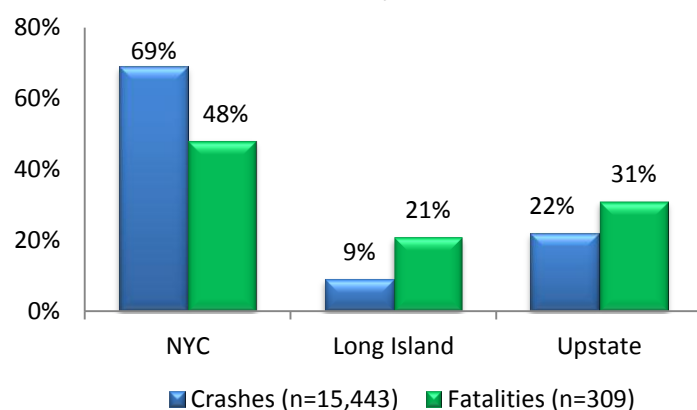
The number of injury crashes involving pedestrians and the number of pedestrians injured in crashes have varied only slightly over the five-year period, 2006-2010. Based on the preliminary 2010 data, there were slight decreases of less than 2% in both measures.

Each year, injury crashes involving pedestrians accounted for 11%-12% of all personal injury crashes.

A particular concern of New York's pedestrian safety program is the number of pedestrian crashes and fatalities that occur in New York City.

In 2010, 69% of the pedestrian crashes and 48% of the pedestrian fatalities occurred in New York City, 22% of the crashes and 31% of the fatalities occurred in the Upstate region and 9% of the crashes and 21% of the fatalities occurred on Long Island.

**PEDESTRIAN CRASHES AND FATALITIES
BY AREA, 2010***



*Data for 2010 are preliminary
Source: NYS AIS

Bicycle Safety

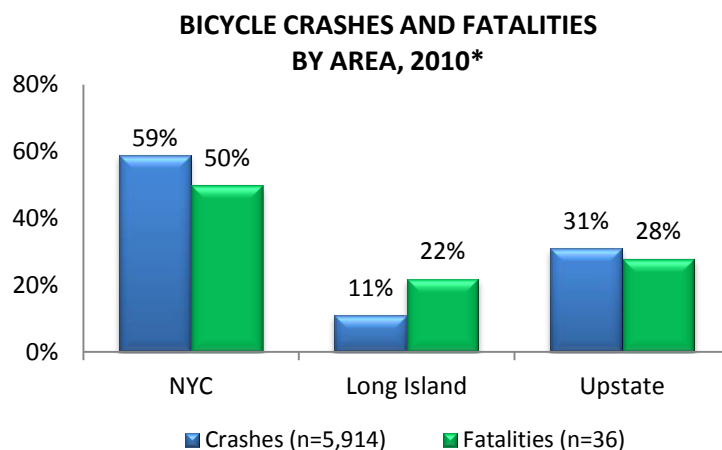
The preliminary New York State AIS data for 2010 indicate that the downward trend in the number of fatal crashes involving bicycles and the number of bicyclists killed in crashes with motor vehicles in 2008 and 2009 did not continue. In 2010, bicycle fatal crashes and bicyclist fatalities both increased by seven (from 29 to 36). Similar to previous years, bicyclist fatalities continued to account for 3%-4% of all fatalities.

BICYCLE FATAL AND PERSONAL INJURY CRASHES					
	2006	2007	2008	2009	2010*
Fatal Crashes	45	51	41	29	36
% of all fatal crashes	3.4%	4.2%	3.5%	2.7%	3.2%
# of bicyclists killed	45	50	42	29	36
Injury Crashes	5,484	5,451	5,563	5,550	5,845
% of all injury crashes	4.0%	3.9%	4.1%	4.1%	4.5%
# of bicyclists injured	5,426	5,373	5,422	5,405	5,690

*Data for 2010 are preliminary
Source: NYS AIS

The number of injury crashes involving bicyclists and the number of bicyclists injured in personal injury crashes also increased in 2010. Both measures increased by 5% compared to the previous year.

The proportion of injury crashes involving a bicyclist remained relatively consistent at 4% across the five years, 2006-2010.



*Data for 2010 are preliminary
Source: NYS AIS

New York City is also a particular area of concern for bicycle crashes. In 2010, nearly six out of ten of all crashes involving bicycles and half of the bicyclist fatalities occurred in New York City.

Nearly one-third (31%) of the bicycle crashes and 28% of the bicyclist fatalities occurred in the Upstate region. In 2010, the smallest proportion of crashes and fatalities occurred on Long Island (11% and 22%, respectively).

The seasonal nature of bicycle riding and the lack of information on annual travel by bicycle, in addition to the relatively small numbers, make it difficult to draw conclusions about the data.

In-Line Skating, Non-Motorized Scooter and Skateboarding Safety

Helmet use has been required in New York State for children under 14 using wheel-sport equipment starting in 1996 for in-line skaters, 2002 for scooter riders and 2005 for skateboarders. The GTSC supports local programs to educate the public and encourage the use of helmets and other wheel-sport safety equipment, as well as programs to distribute helmets and demonstrate their proper fit.

Motorized scooter use on public property continues to be prohibited by law in New York. These devices are not allowed on any street, highway, parking lot, sidewalk or other area that allows public motor vehicle traffic. Only DMV-approved vehicles that meet performance and safety standards are legal to be operated in New York State and these vehicles must be registered, insured and operated by a licensed operator. Violators can be ticketed for operating one of these motorized vehicles without a registration, driver license, inspection, insurance or required safety equipment.

PERFORMANCE GOALS AND MEASURES

Performance Goals

- ❖ To reduce pedestrian fatalities 5 percent from 306 in 2009 to 291 by December 31, 2012
- ❖ To reduce the number of pedestrians injured in traffic crashes 3 percent from 15,128 in 2010 to 14,674 by December 31, 2012
- ❖ To reduce the number of bicyclist fatalities 10 percent from the 2008-2010 calendar year average of 36 to 32 by December 31, 2012
- ❖ To reduce the number of bicyclists injured in traffic crashes 5 percent from the 2008-2010 calendar base year average of 5,506 to 5,230 by December 31, 2012

Performance Measures

- ❖ Number of pedestrian fatalities in traffic crashes
- ❖ Number of pedestrians injured in traffic crashes
- ❖ Number of bicyclists killed in traffic crashes
- ❖ Number of bicyclists injured in traffic crashes

Activity Measures

- ❖ Number of people educated on pedestrian safety
- ❖ Interim report on the nature and scope of the pedestrian safety problem
- ❖ Number of people educated on bicycle safety

STRATEGIES

New York State Bicycle and Pedestrian Safety Advisory Council

The New York State Bicycle and Pedestrian Safety Advisory Council has been reconvened by the NYSDOT. The Council provides a forum for open communication and information exchange between the NYSDOT and other state agencies, federal agencies and not-for-profit advocates regarding strategies to reduce bicycle and pedestrian crashes, fatalities and injuries. The Council will provide advice and ideas for consideration by NYSDOT and its partners.

Public Information and Education

Pedestrians, bicyclists and other wheel sport participants are among the most vulnerable highway users. Education for these groups to increase their awareness of safety issues and ways to avoid crash involvement and injuries will continue to be a part of the GTSC's FFY 2012 highway safety program. In addition, heightening the awareness of the motoring public to the behaviors and vulnerabilities of these other roadway users is an important tool in promoting the concept of "Share the Road". Examples of specific strategies are described below.



Share the Road Promotional Material

Education and public awareness activities that promote a "Share the Road" message among all highway users; encourage compliance with traffic laws relating to pedestrians, bicyclists, in-line skaters, scooter riders and skateboarders; and provide education on safe practices for these special groups of roadway users will continue to be supported. The Share the Road Safely booklet has been revised to include information on non-motorized scooter and motorcycle safety and on the helmet law.

Pedestrian and Bicycle Safety Action Plans

The GTSC will collaborate with the DOH Bureau of Injury Prevention, FHWA, NYSDOT, NYCDOT, NYS Office for the Aging (NYSOFA), DMV, NYS Department of State (DOS), Metropolitan Planning Organizations (MPOs), American Association of Retired Persons (AARP), New York State Association of Traffic Safety Boards (NYSATSB), Wellness Institute, New York Bicycling Coalition (NYBC), State Police, NYS Association of Chiefs of Police, NYS Sheriffs' Association and Cornell Local Programs to develop statewide pedestrian and bicycle action plans.

New York City Department of Transportation (NYCDOT) Pedestrian Safety Campaign

The NYCDOT will continue to promote a large-scale pedestrian safety campaign to raise driver awareness concerning the dangers that speeding and failure-to-yield pose to pedestrians in order to improve driver behavior and reduce pedestrian fatalities and injuries.

Safety Equipment

In addition to increasing compliance with the helmet law, the objective of these public information and education efforts will be to increase youth acceptance of wearing proper safety equipment. Such efforts will encourage the use of appropriate safety equipment including knee pads, elbow pads, wrist guards, helmets and reflective equipment, clothing or vests. Many counties in New York State have community-based bicycle safety programs which routinely include a helmet distribution component and bicycle rodeos to teach children the necessary survival skills when riding a bicycle in urban environments.

Helmet Distribution Programs

Helmet distribution and fitting programs will continue to expand in order to increase the availability and use of helmets that are properly fitted for bicyclists, in-line skaters, non-motorized scooter riders and skateboarders.

Community-Based Programs in Pedestrian, Bicycle, In-line Skating, Non-Motorized Scooter and Skateboarding Safety

Pedestrian, bicycle, in-line skating, non-motorized scooter and skateboarding safety programs developed and implemented on the local level will continue to be supported.

Community Pedestrian Safety Projects

Community pedestrian safety projects include components such as community-based education (e.g., through hospitals) and enforcement. The New York State Partnership for Walk Our Children to School (NYSWOCS) coordinates pedestrian safety projects, such as New York's Walk Our Children to School Campaign and the Walking School Bus (WSB). The goal of the WSB program is to make walking to school safe, fun and convenient. A walking school bus is a group of children walking to school with one or more adults. The program is structured with planned routes, meeting points, a timetable and a schedule of trained volunteers.

Comprehensive Local Efforts in Pedestrian, Bicycle, In-Line Skating, Non-Motorized Scooter and Skateboarding Safety

These programs will involve a grassroots approach to the identification and resolution of local pedestrian, bicycle, in-line skating, skateboarding and scooter safety problems. It is recommended that communities establish coalitions to focus on the issues that have been identified and promote the goals and objectives set by the coalition.

Networking among the various community partners will be encouraged in order to expand the resources available and the potential delivery system for these programs and other initiatives. Community-based programs will foster local support for efforts to decrease the scope of the pedestrian, bicycle, in-line skating, skateboarding and scooter safety problems that have been identified. The local networks that are established will also be encouraged to link with appropriate state and national programs.

The development and implementation of model programs which may be expanded to other areas of the state or nation will be encouraged. These would include innovative community-based programs and/or campaigns that will be carefully documented and evaluated to identify successful strategies and program components that other communities can be encouraged to adopt.

Training

Various training programs in the areas of pedestrian, bicycle, in-line skating, non-motorized scooter and skateboarding safety will be considered for implementation. The objective of the training programs will be to increase knowledge and awareness of topics related to these areas of highway safety. Training may be delivered on a local, regional or statewide basis and may utilize electronic media.

Research and Evaluation

These projects will include research and evaluation efforts undertaken to assess program effectiveness, identify trends and potential new problem areas, and assist in defining future program directions and potential countermeasures. These efforts may include the collection and analysis of bicycle, in-line skating, scooter and skateboard helmet use data to determine the effectiveness of current efforts to increase helmet usage rates. Research and evaluation activities to determine the prevalence and circumstances of crashes involving in-line skaters and scooters and the scope and characteristics of incidents involving impaired pedestrians may also be implemented.

OCCUPANT PROTECTION

OVERVIEW



In 2011, New York's statewide seat belt use rate was measured at 91%, the highest level reached to date. This success is largely due to New York's Buckle Up New York (BUNY) program which promotes sustained enforcement efforts as well as continued participation in the national Click It or Ticket mobilizations. On May 24, 2011, New York State kicked off the 29th Buckle Up New York/Click It or Ticket enforcement mobilization with a multi-agency press event held at the New York State Police Troop G Headquarters in Albany County. The launch of the 2011 May mobilization highlighted the nighttime seat belt enforcement initiatives being conducted throughout the state and educated the public about the importance of seat belt use both during the day and at night. The event also included the use of the "rollover" simulator and the "convincer" to demonstrate the importance of using occupant restraint devices.

In addition to the BUNY program and statewide seat belt enforcement mobilizations, other interagency collaborations and strategies that focus on improving occupant restraint use for high risk groups, such as teenagers, rural populations and nighttime occupants will be encouraged in FFY 2012.

Improving the safety of children riding in motor vehicles also continues to be a major objective of New York's occupant protection program. A variety of efforts are undertaken to increase awareness and educate parents and other caretakers on the best way to protect young passengers riding in motor vehicles through the GTSC's Child Passenger Safety (CPS) mini-grant program. Each year, the GTSC supports approximately 180 local programs that offer child safety seat education including permanent fitting stations, car seat check events and awareness training classes, as well as car seat distribution programs for low-income families. The NYS Child Passenger Safety Advisory Board is an integral part of the state's CPS program and guides the activities of the community CPS programs across the state.



Ensuring that the CPS technicians and instructors who conduct these programs receive the most current information and training is critical to the success of these public awareness and educational programs. One of the primary opportunities for updating CPS technicians and instructors was the 9th Regional Child Passenger Safety Training and Technical Conference hosted by New York in Lake Placid in May 2011. Representatives from New York, New Jersey and Pennsylvania served

on the planning committee for the conference which rotates among the three states. This year, participants from the states in NHTSA Region I as well as Region II were invited to attend making this the largest conference held to date with over 600 attendees.

The conference provided the opportunity for CPS technicians, many of whom are volunteers, to attend training and informational sessions on a wide range of topics and to earn credits toward recertification. Car seat manufacturers demonstrated their newest



technological advances and a seat check-off event was held for technicians to demonstrate to a CPS instructor their skills in installing the different types of seats, a requirement for recertification. Prior to the conference, more than 90 CPS instructors from New York and other states in NHTSA Regions I and II attended a seminar to share training techniques and other information.

In 2011, the American Academy of Pediatrics adopted a new policy advising parents to keep children in rear-facing child safety seats until age two or until they reach the maximum height and weight allowed for the seat because of the greater protection these seats provide in a crash. In the coming year, the CPS program at the state level, as well as CPS technicians and instructors throughout New York State, will be instrumental in educating the public on this new policy which has been endorsed by NHTSA and Safe Kids Worldwide.

To further raise public awareness, the GTSC is continuing to conduct the “New York’s 4 Steps 4 Kids” campaign in conjunction with National Child Passenger Safety Week in September. In 2011, New York’s campaign is focusing on Step 3 which educates parents on when it is safe to move a



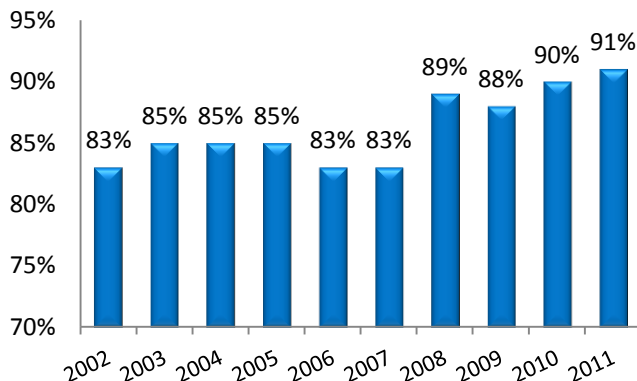
child from a forward-facing child safety seat into a belt-positioning booster seat using the slogans “Great View & Safe Too” and “Give Kids a Boost”. In 2012, the campaign will promote keeping children in booster seats for as long as possible and when it is safe to allow a child to begin using an adult seat belt.



REVIEW OF DATA

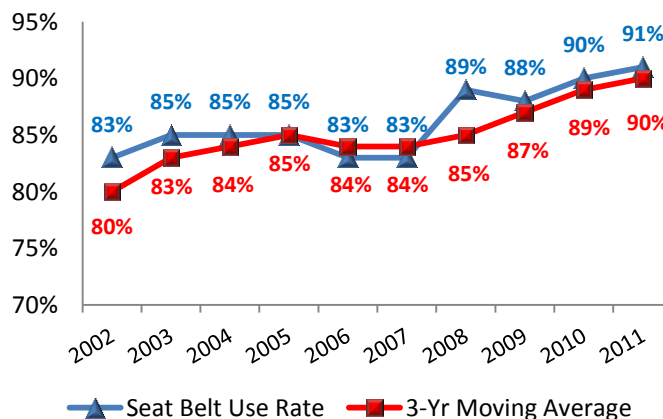
The core behavioral measure in the occupant protection program area is the observed seat belt use rate. Over the past ten years, New York’s statewide seat belt use rate has increased from 83% in 2002 to 91% in the statewide survey completed in June 2011.

**SEAT BELT USE RATES
2002-2011**



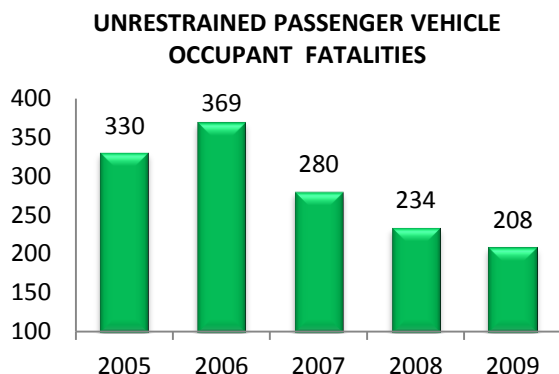
Source: NYS annual seat belt observation surveys

**SEAT BELT USE RATES AND
3-YEAR MOVING AVERAGE**

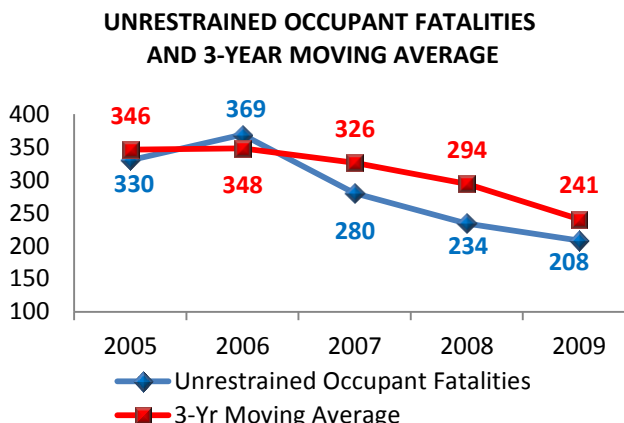


Source: NYS annual seat belt observation surveys

The core outcome measure for tracking progress in occupant protection is unrestrained passenger vehicle occupant fatalities. Based on FARS data, the number of unrestrained passenger vehicle occupant fatalities increased to 369 in 2006 before beginning a downward trend to 280 in 2007, 234 in 2008 and 208 in 2009, a total decline of 44%. This measure cannot be updated at this time due to the delay in the availability of 2010 FARS data.

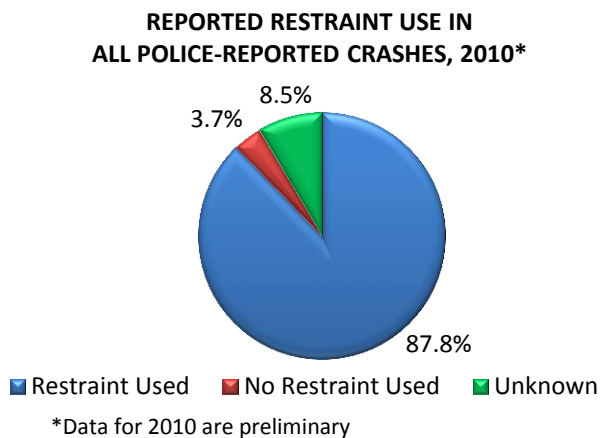


Source: FARS

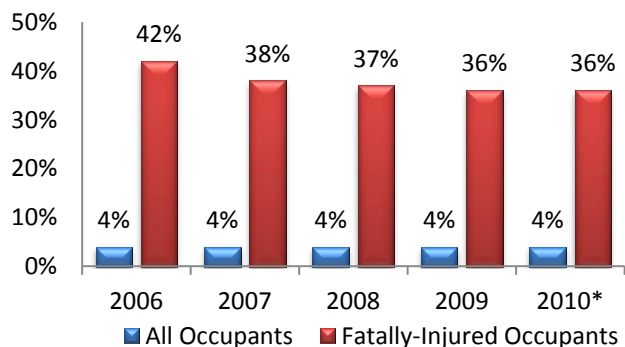


Source: FARS

Further analyses based on the state's AIS data provide additional information to consider in planning effective programs. Although reported restraint use in crashes is considered less reliable than observed use, the reported use rate in crashes is similar to the rate of use observed in traffic during New York's statewide surveys. In 2010, 88% of all occupants in police-reported crashes were restrained while 4% were not restrained.



PROPORTION OF ALL OCCUPANTS AND FATALITY-INJURED OCCUPANTS WHO WERE UNRESTRAINED IN POLICE-REPORTED CRASHES

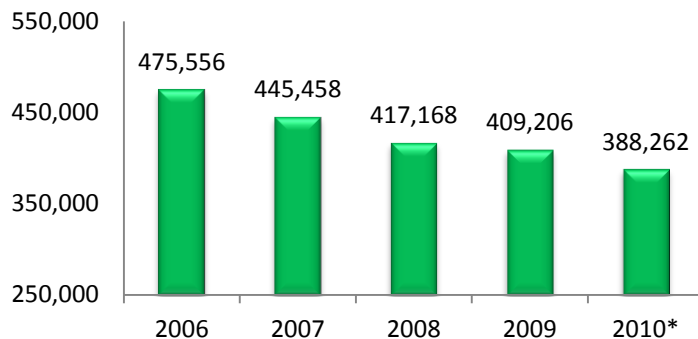


*Data for 2010 are preliminary

Source: NYS AIS

Reported restraint use among vehicle occupants who were killed in crashes is substantially lower than among all occupants in crashes. From 2006 to 2009, the proportion of occupant fatalities in crashes who were not restrained was on a downward trend from 42% to 36% in 2009; based on preliminary data, the proportion of fatality-injured occupants who were unrestrained remained unchanged in 2010. In comparison, only 4% of all occupants in police-reported crashes that occurred in all five years (2006-2010) were unrestrained.

TICKETS ISSUED FOR VIOLATIONS OF THE SEAT BELT LAW



*Data for 2010 are preliminary

Sources: NYS TSLED and AA systems

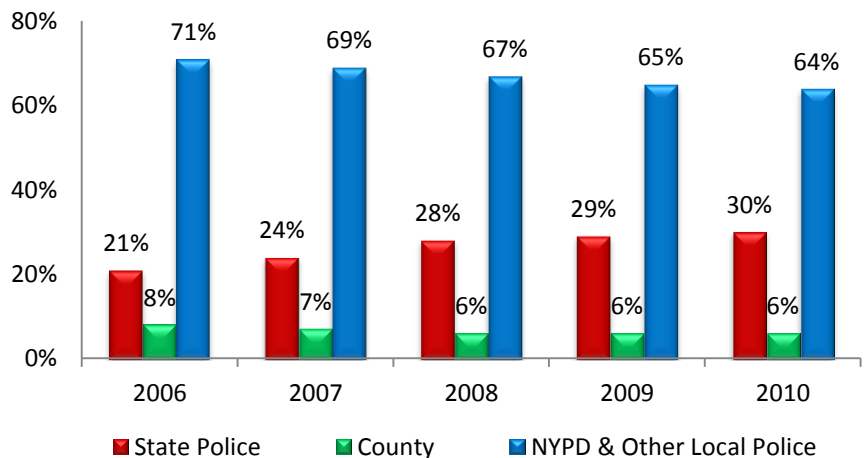
The number of seat belt tickets issued continued on a downward trend in 2010. Compared to 2006 when 475,556 tickets were issued for seat belt violations, 388,262 tickets were issued in 2010, a decrease of 18%,

Each year, the majority of seat belt tickets are issued by local police agencies, including the New York City Police Department (NYPD).

Between 2006 and 2010, the proportion of tickets issued by local agencies decreased from 71% to 64% while the proportion issued by the State Police increased from 21% to 30%.

Over the five-year period, 2006-2010, the proportion issued by county police agencies decreased from 8% to 6%.

SEAT BELT TICKETS ISSUED BY STATE POLICE, COUNTY AND LOCAL AGENCIES



*Data for 2010 are preliminary

Sources: NYS TSLED and AA systems

PERFORMANCE GOALS AND MEASURES

Performance Goals

- ❖ To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1 percentage point from 91% in 2011 to 92% by December 31, 2012
- ❖ To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from 208 in 2009 to 198 by December 31, 2012

Performance Measures

- ❖ Proportion of front seat outboard occupants observed using seat belts
- ❖ Number of unrestrained passenger vehicle occupant fatalities

Activity Measures

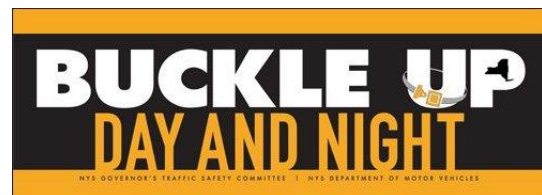
- ❖ Number of seat belt tickets issued
- ❖ Number of persons trained/educated on issues related to seat belts and child safety seats
- ❖ Number of CPS technicians and instructors trained
- ❖ Number of fitting stations
- ❖ Number of car seat checks
- ❖ Number of child safety seats distributed

STRATEGIES

Enforcement

Buckle Up New York

New York's Buckle Up New York/Click It or Ticket campaign will continue to be the state's primary enforcement strategy for occupant protection. While approximately 260 agencies currently receive funding to participate in BUNY, nearly every police agency in the state actively supports the program.



In addition to strong support from police agencies, grant funding has made it possible to mobilize substantial numbers of police officers dedicated solely to enforcement of the occupant restraint laws. This support is further promoted on a state and national level by the International Association of Chiefs of Police and the GTSC Law Enforcement Challenge award program. Law enforcement agencies will be encouraged to apply for grants in future fiscal years as funding permits.



In FFY 2012, the BUNY campaign will promote the national mobilization scheduled for May 21-June 3, 2012; all police agencies receiving BUNY grants are required to participate in the May wave. Grant funded agencies may also be allowed to use BUNY funding to conduct occupant restraint enforcement during other periods. The 2012 BUNY program requires agencies to:

- ❖ Have a mandatory seat belt use policy and perform roll-call video training
- ❖ Conduct high-visibility, zero tolerance enforcement using checkpoints, saturation patrols, and when possible include nighttime enforcement and collaborative inter-agency efforts
- ❖ Focus on low-use groups based on geography, demographics and other factors

Public Information and Education (PI&E)

Efforts to educate the public about the importance and correct use of occupant restraints, including seat belts, booster seats and child safety restraints, will promote even greater compliance. The strategies will include educational programs and public information campaigns directed toward the general public; groups identified as having low usage rates, including minority, rural, low income and special needs populations; and groups such as medical personnel who interact with the public and are in a position to assist with the educational effort. The GTSC will also continue to participate in media events to raise public awareness of this issue.

Occupant Restraint Campaign

Each year, the New York State Police provide an occupant restraint display at the New York State Fair which draws nearly one million visitors annually. In addition to the PI&E materials displayed and disseminated, the State Police provide “Rollover” and “Convincer” demonstrations. Occupant protection is also one of the programs highlighted by the State Police at the annual Empire State Law Enforcement Traffic Safety (ESLETS) conference attended by more than 200 local police agencies. The New York State Association of Chiefs of Police also promotes occupant protection at their semi-annual Vendor Expo, which draws hundreds of local police from across the state.

As part of their comprehensive occupant protection program, the State Police will continue to conduct monthly safety restraint education details. The activities conducted by each Troop will include car seat instruction and checks at child restraint clinics and permanent fitting stations, rollover simulator demonstrations and other public awareness and education activities. Press releases stressing the importance of wearing seat belts will be issued by the Superintendent of State Police during holiday periods and BUNY mobilizations.

The New York State Sheriffs’ Association will also use the three safety belt Convincer trailers it has purchased to raise awareness of the importance of safety restraints. These devices are housed in Rensselaer, Onondaga and Livingston counties and are available to sheriffs’ offices for use at county fairs, law enforcement displays and other traffic-safety related programs.

Child Restraint Programs

“New York’s 4 Steps 4 Kids” Awareness Campaign

The GTSC will continue to partner with the NYS Health Department, State Police, Safe Kids Coalitions and the New York State Child Passenger Safety (CPS) Advisory Board to plan and promote the “New York’s 4 Steps 4 Kids” public awareness campaign statewide.

Step 4 of the campaign will be conducted in 2012 and will promote when it is safest to allow a child to ride using the adult seat belt system available in the vehicle. Most children will need a booster seat until they reach a height of 4’9” and are between eight and 12 years of age to ensure that the vehicle’s lap and shoulder belt fit properly.



The importance of having children age 12 and under ride in the back seat of the vehicle will also continue to be stressed in the program’s educational efforts.

Child Passenger Protection Public Information and Education

The Child Passenger Safety Program will continue to support activities to increase awareness of child passenger safety issues and the proper use of child restraints. The initiatives that will be supported include the following:

- ❖ Public information and education that promotes keeping children in higher weight child restraint systems before moving them into a booster seat, as well as an educational campaign promoting the use of booster seats up to age eight and beyond, if height and weight restrictions have not yet been exceeded

- ❖ A new type of booster seat “give away” program designed by the CPS Advisory Board; this program differs from a typical car seat check event because the purpose is to move children who should still be in booster seats out of an adult seat belt and back into a booster seat. The events are held at elementary schools during parent orientations and open houses, and at day care centers. Parents are notified ahead of time and must be present and agree to allow the child to be weighed and measured for height. If the child meets the criteria, the parents are given a free booster seat as well as a pledge card urging them to use the booster seat until the child is 4’9” tall or weighs 100 lbs.



- ❖ A PI&E campaign that uses new and updated materials and media messages to disseminate information on the importance of child restraint and seat belt use, the types of restraint systems that are appropriate for children of different ages and weights, the importance of having children age 12 and under ride in the rear seat and instructions on the proper use of child safety seats

- ❖ A PI&E campaign for culturally-diverse populations that incorporates educational materials in different languages and media formats appropriate for the specific populations

- ❖ A statewide public information campaign to promote Child Passenger Safety Week focusing on a specific child passenger safety issue in conjunction with NHTSA's planning guide



- ❖ A public information campaign encouraging expectant parents to obtain a child safety seat and receive instruction on the proper installation and use of the seat at least three weeks prior to the delivery of the child

- ❖ Child passenger safety training for personnel representing various professions and organizations involved in promoting traffic safety, including law enforcement, the public health and medical communities, fire and other emergency response personnel, transportation services personnel, social services personnel, daycare providers, pre-school bus drivers, other school bus drivers and staff in other related community programs

- ❖ A public information program, "Spot the Tot", emphasizing the importance for drivers to walk around their vehicle before getting into their vehicles and backing up

- ❖ A public information program on hypothermia emphasizing the importance of never leaving a child alone in the vehicle. This was also a presentation at the Regional Child Passenger Safety Training and Technical conference in May 2011 and is being promoted nationwide by SafeKids USA.

- ❖ Continue with the pilot project involving the establishment of partnerships with car dealerships in eight counties to distribute CPS information to the public

- ❖ A public information campaign that focuses on "tweens", children ages 9 through 12, to promote increased seat belt use and riding in the back seat

- ❖ A statewide public information and education campaign to promote the Child Passenger Safety program among the employers of law enforcement, fire, emergency medical services, and health care professionals

- ❖ Child safety seat check events and permanent fitting stations sponsored by state or local agencies or coalitions to educate the public and provide individualized instruction on the correct installation and proper use of child safety seats and booster seats

- ❖ The State Police CPS program which includes training, fitting station activities, low-income seat distribution, PI&E and other activities

Regional Child Passenger Safety Training and Technical Conference

New York will continue to partner with New Jersey and Pennsylvania to plan and present Regional Child Passenger Safety Training and Technical Conferences. These conferences which rotate among the three states provide an opportunity for CPS technicians to be updated on new technologies and to obtain credits and training toward their recertification.



The 2011 conference was hosted by New York in Lake Placid. This year for the first time CPS technicians and other advocates from the states in Region I were invited to participate in the conference resulting in an attendance of over 600, the largest to date. The next conference will be hosted by New Jersey.

Training/Updates for Child Passenger Safety Technicians and Instructors

Child passenger safety training programs will be expanded in response to the continuing need to train additional child passenger safety technicians and instructors. CPS technicians play a crucial role in CPS outreach programs. Their technical skills, experience and knowledge on the proper installation and use of child safety seats are necessary for the conduct of child safety seat inspections at check events, permanent fitting stations, special clinics and mobile inspection stations.

NHTSA's Standardized Child Passenger Safety Technician Training Program will continue to be supported. In particular, the training of bilingual CPS technicians and instructors and technicians from the health care professions will be emphasized. The GTSC will coordinate and oversee the training classes.

Continuing education opportunities for technicians and instructors will also be supported, including attendance at the Regional Child Passenger Safety Training and Technical Conferences. Refresher classes for technicians whose certification expired and who want to recertify will also be supported.

In 2010, the CPS Advisory Board developed a new program "Best Practices and Beyond" which has been approved by Safe Kids Worldwide for use as a training program for technicians to earn the six Continuing Educational Units (CEUs) required for recertification. The program incorporates the best of today's updated technologies and the installation of the newest seats on the market. The curriculum has been reproduced by the GTSC and distributed to the Advisory Board regional representatives to share with instructors in the counties in their areas. In 2011, this new program is being used by all CPS Instructors statewide. The Advisory Board has also created a condensed version of the program which will be used to teach update classes to current technicians who will earn three CEUs. A shortened version of this program was presented at the Lake Placid conference in May and will be used in future seminars nationwide in 2012.

The Advisory Board's Education Committee also designed an Instructor Development Seminar. The goal of the seminar is to keep all New York State CPS Instructors current and to provide resources, including new LATCH manuals.

Throughout the year, training classes are presented on occupant restraints for special needs children and transporting children on school buses. A special program was held for those technicians who wanted advanced training in providing for the proper and safe transportation of children with special needs. Due to the great need for technicians trained in this special skill, two more classes will be scheduled for next year. The GTSC website has been updated with the names of the technicians who have completed the special needs training. A shortened version of this training was offered at the regional training conference to interest other technicians in attending the upcoming classes.

Child Passenger Safety Awareness Training Programs

Child passenger safety awareness training courses present general information on child passenger safety issues and/or specific technical information regarding the selection, installation and correct use of child restraints. Train-the-trainer workshops focusing on different topics are also presented.

Child passenger safety awareness training for parents, grandparents and caregivers will continue. These training programs will also be expanded to other groups such as participants in expectant parent classes at hospitals and clinics, participants in teen parent classes at schools, foster care parents, vehicle dealerships, day care providers, bus transportation workers at Head Start programs and personnel at retail stores. Efforts will also be made to reach out to culturally-diverse communities to conduct awareness classes. Sessions on teen parent, school bus, LATCH and booster seat enforcement were conducted at the regional conference as well.

The State Police will continue to incorporate awareness training for new Troopers into their 26-week basic training at the State Police Academy. In addition, in-service training will be conducted to recertify Troopers who are child safety technicians.

A new awareness program is currently being developed for Emergency Medical Technicians as well as police officers who are not certified as CPS Technicians but need to be knowledgeable in child passenger safety when faced with situations occurring at the scene of a crash. The program will emphasize the proper way to handle and transport the child as well as the importance of advising the parent or caregiver about the need to destroy any safety seat that has been involved in a crash. A special session on safety at the scene of a crash and how to handle the injured child was also presented at the Lake Placid conference.

A new train-the-trainer program developed for New Jersey has been well received by the instructors in New York who serve as regional coordinators and members of the CPS Advisory Board. Plans are underway to offer the training to interested CPS technicians throughout the state in FFY 2012. The program is intended for children ages five to seven, the age group anxious to move into an adult seat belt. Visual and hands-on activities are used to demonstrate to the children why they should remain in a child restraint as long as possible. A shortened version of the program was presented at the regional CPS conference to bring other states on board. The program has been shown to be successful and will be used in schools throughout New Jersey.

Child Safety Seat Distribution Programs

Child safety seat distribution programs will be expanded in an effort to reach low-income families in all counties in the state. Partnerships with hospitals will be considered as a way to ensure that a child safety seat is available for every newborn's trip home from the hospital. Efforts to build partnerships with health departments, social services agencies and cooperative extension agencies will also continue

to further expand this program in local communities. This year, the newly updated “Don’t Risk Your Child’s Life” video and brochures will be available for grantees to purchase for use at child safety seat distribution programs as well as awareness classes.

Permanent Fitting Stations

The GTSC will continue to support the operation of existing permanent fitting stations across the state and encourage the establishment of new fitting stations in areas of the state that have none. The establishment of permanent fitting stations staffed by bilingual certified technicians in culturally-diverse communities will continue to be emphasized. Mobile fitting stations for use in the rural areas of the state will also be supported. Efforts to work with children’s hospitals to establish additional special needs fitting stations will also be undertaken. A session entitled “How to run a successful fitting station” was offered at the Lake Placid conference to provide tips on conducting an effective program. A session on multicultural outreach was also offered at the conference to expand support for the promotion of child passenger safety in culturally-diverse communities.

Child Safety Seat Check Events

The GTSC will continue to support child safety seat check events to increase public awareness of the importance of child safety seat and booster seat use and proper installation.

This year, National Car Seat Check Week is scheduled for September 18-24, with National Seat Check Saturday scheduled for September 24. A save-the-date notice has been developed by the CPS Advisory Board and distributed statewide both at the conference and by email through the regional coordinators. All grantees with car seat check programs will be encouraged to participate in this event.

Seat Belt Use on School Buses

The development of training materials for students on the proper use of seat belts on school buses will be supported. Efforts will be made to provide child passenger safety information to those who transport pre-school age children and infants in school buses. The regional CPS conference included a session on school bus safety that will be used by technicians to bring awareness to others.

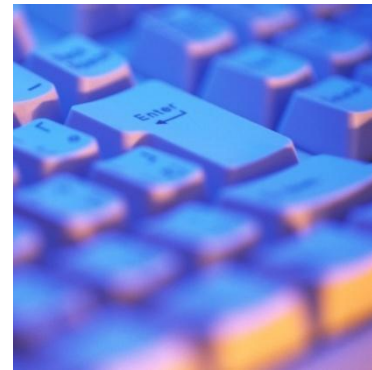
Research and Evaluation

As the result of a new mandate from NHTSA, the Institute for Traffic Safety Management and Research (ITSMR) will develop a new survey design and methodology for New York’s annual statewide seat belt observational survey. Once approved by NHTSA, the FFY 2012 seat belt observational survey will be conducted in accordance with the new design and methodology. As in previous years, it is anticipated that the 2012 survey will be conducted immediately following the May seat belt enforcement mobilization. Where appropriate, administrative or program evaluations may also be conducted to document the implementation of special projects or new legislation. Research to identify the characteristics of those motorists who do not use safety restraints and research on child restraint programs and policies will also be considered as time and priorities permit.

A new revision to New York’s MV-104 police accident report will support enhanced analyses of crashes involving young passengers. The revised form allows the capture of information on the type of child safety seat used (rear facing, forward facing or a booster seat), in addition to age and seating position in the vehicle, making it possible to determine whether children involved in crashes were restrained in seats appropriate for their age and the extent to which these seats are effective in reducing fatalities and mitigating injuries.

TRAFFIC RECORDS

OVERVIEW



The extensive use of performance-based program planning by agencies and organizations involved in traffic safety at all jurisdictional levels requires access to a variety of traffic records data. Changes in demographics, traffic patterns and conditions of the highway infrastructure at both the state and local levels present a significant challenge to the state's highway safety community in identifying the nature and location of traffic safety problems. To develop appropriate countermeasures that meet these challenges, traffic safety professionals need data on crashes and injuries, arrests and convictions for traffic violations, drivers and vehicles involved in crashes, and roadway attributes. The need for accurate and timely data, together with an ever increasing need for data analysis support, is being addressed vigorously by New York through major improvements in the way it maintains and uses its traffic records systems.

Reflecting the continuing importance placed on improving the state's traffic records systems, New York began an initiative in January 2011 to develop a new multi-year traffic records strategic plan. Designed to cover the four-year period, 2012-2015, the strategic plan was developed by the New York State Governor's Traffic Safety Committee (GTSC) with the assistance of the Institute for Traffic Safety Management and Research (ITSMR) and the state's Traffic Records Coordinating Council (TRCC). The *2012-2015 NYS Traffic Safety Information Systems Strategic Plan* provides an opportunity for New York to continue to make further improvements in its traffic records systems supporting the decision making process for highway safety managers in New York State.

During the past year, New York has continued to make significant strides in improving its various traffic records systems. Specific progress attained by the state's six core traffic records systems, covering crashes, citation/adjudication, injury surveillance, drivers, vehicles and roadways, is summarized below.

Crash Information Systems

- ❖ The mean number of days from the date a crash occurs to the date the crash report is entered into the AIS (Accident Information System) database decreased from 46 days in 2009 (July-Dec) to 40 days in 2010 (July-Dec).
- ❖ The percent of police crash reports received electronically by the DMV increased from 50% in 2009 to 65% in 2010.
- ❖ As of April 2011, 100% of the 2008 and 40% of the 2009 non-reportable crash reports have been entered into SIMS (NYSDOT's Safety Information Management System).

These key improvements are the result of a variety of initiatives undertaken in recent years. The progress is due in large part to the continuing roll out of the Traffic and Criminal Software (TraCS). Currently, more than 400 police agencies use TraCS to collect and submit crash and/or ticket data electronically, up from 360 in spring 2010. The further expansion of electronic reporting, especially by the New York City Police Department (NYPD), will continue to be supported in FFY 2012.

Citation/Adjudication Information Systems

- ❖ The mean number of days from the date a citation is issued to the date the citation is entered into the TSLED database dropped from 13 days in 2009 (July-Dec) to 12 days in 2010 (July-Dec).
- ❖ The mean number of days from the date of charge disposition to the date the charge disposition is entered into TSLED dropped from 27 days in 2009 (July-Dec) to 25 days in 2010 (July-Dec).
- ❖ The percent of citations and dispositions in TSLED processed electronically exceeded 80% in 2010.

As with the improvements in the crash information systems, improvements in the citation and adjudication information systems are due to the increased number of police agencies and courts that collect and submit data electronically through TraCS. In addition to the more than 400 enforcement agencies that have the ability to collect and transmit ticket data electronically, approximately 1,250 of the state's 1,400 courts are using the e-disposition process to submit data electronically to the DMV. During FFY 2012, efforts will continue to focus on increasing the electronic submission of arrest and citation data, especially from the NYPD.

Although New York's other ticket system, Administrative Adjudication (AA), has the capability of receiving data electronically, currently only about four percent of all tickets (approximately 55,000) issued under the AA system are received electronically. As the NYPD completes and rolls out the implementation of its system to capture and transmit data electronically to the AA system, it is expected that the percent of tickets received electronically will begin to increase dramatically in FFY 2012.

Injury Surveillance Information Systems

The NYS Department of Health Bureau of Emergency Medical Services (EMS) is continuing to work toward improving the timeliness and consistency of its pre-hospital care report data (PCR), as well as its ability to link the PCR data with other data systems. In FFY 2011, the Bureau of EMS continued its multi-year project to develop a new electronic PCR system with Section 408 funding. By December 2012, DOH expects to have 50% of the PCRs in the system within 60 days of the event, representing a significant reduction in the current time lag between a crash event and the availability of data on the PCR system.

Through its Crash Outcome Data Evaluation System (CODES) database, the DOH continues to expand its capabilities to integrate crash data with hospital discharge, emergency department and emergency medical services data. The linked data are used to conduct studies that support the development of health education safety programs and training programs for specific populations, and to respond to data requests from other governmental agencies at the local, state, and federal levels and from the traffic safety research community. The most recent year the data for these various files have been linked is 2008; linking of the 2009 data is underway. In FFY 2012, the GTSC will continue to support efforts to maintain the CODES database.

Driver Information Systems

The NYS Department of Motor Vehicles' (DMV) automated driver's license file contains approximately 29 million records, 13 million of which are active. The file provides detailed information for all drivers who are licensed in New York State and limited information for unlicensed or out-of-state drivers who have been convicted of a moving traffic violation or been involved in a motor vehicle crash in the state.

Approximately 90% of the courts have on-line access to information in the driver's license file. To eliminate duplicate license records and provide better access to the file, DMV recently completed a Section 408 project to convert address information to a relational framework.

In FFY 2012, the DMV will continue a project begun in FFY 2011 with Section 408 funding to increase the integrity and accuracy of linking records in the department's registration, VIN and insurance files to records in the driver's license file. The project, known as the *Registration/VIN/Insurance Single Client Conversion* project, will enable the DMV to implement standardized edits across these various systems, provide enhanced search capabilities, and make the data more accessible in a more timely manner.

Vehicle Information Systems

The DMV and the NYS Department of Transportation (NYSDOT) are responsible for maintaining the state's major vehicle-related information systems. Three Section 408 projects to be conducted in FFY 2012 are specifically designed to improve the vehicle information systems. One of the projects is the *Registration/VIN/Insurance Single Client Conversion* project noted above. In accomplishing its objectives, this project is expected to reduce the potential for fraudulent activities by limiting the opportunity for individuals and organizations to obtain multiple identifying records. Improving the accuracy of the vehicle registration information is important to the implementation of the section of Leandra's Law that requires the expanded use of ignition interlocks for drivers convicted of DWI after August 15, 2010. More accurate vehicle registration information enables the judicial system to better identify the vehicles owned or operated by convicted DWI offenders.

The second FFY 2012 Section 408 project related to vehicles, the *Carrier Certification (CarCert)* project, is a new project designed to address the accuracy of the data on intrastate commercial motor vehicle carriers for hire that transport property, household goods and passengers on New York's roadways. The third project to be conducted in FFY 2012 related to vehicles is a study to explore the feasibility of integrating the state's various bus-related data systems, including the DMV's Article 19A system and NYSDOT's BUSNET and CarCert data systems. Integrating the information from these three systems would allow multiple users easier access to vast amounts of important bus-related safety data.

Roadway Information Systems

NYSDOT maintains a number of roadway-related information systems, all of which are critical to the tasks of identifying and prioritizing highway improvements. In 2007, NYSDOT began developing a new Roadway Inventory System (RIS); it is expected to be completed in FFY 2012. Designed to replace NYSDOT's Highway Data Management System, the RIS consolidates multiple flat files containing data on highway features and characteristics, provides more functionality and makes data entry and data analysis easier to perform. RIS data are used for analysis purposes in support of planning and programming projects. To further improve the state's roadway information systems, a Section 408 project will be conducted in FFY 2012 to link the RIS with NYSDOT's Safety Information Management System (SIMS). This project will automate the process to load RIS data into SIMS and link crash data in ALIS to the RIS data. Linking these two systems electronically will result in more complete and accessible data on highway characteristics and traffic volume data being available on SIMS.

In addition to having good roadway data systems, it is also important to have access to advances in technology that are designed to capture roadway data more efficiently. Developing the capability to collect and analyze roadway-related data that can be used to support engineering solutions continues to be a priority of NYSDOT. This continuing effort involves the enhancement of its various roadway

databases and the use of technologies such as traffic signal timing devices, GIS (geographic information system), and digitized crash reports to capture needed data in a timely, accurate manner. Another activity involved in this effort includes the development of highway inventory systems at the state and local levels which enable traffic safety managers to identify problem locations and make recommendations for improvements.

PERFORMANCE GOALS AND MEASURES

Performance Goals

- ❖ To reduce the mean number of days from the date a crash occurs to the date the crash report is entered into the AIS (Accident Information System) database from 40 days in 2010 (July-Dec) to 37 days in 2012 (July-Dec)
- ❖ To reduce the mean number of days from the date a citation is issued to the date the citation is entered into the TSLED database from 12 days in 2010 (July-Dec) to 11 days in 2012 (July-Dec)
- ❖ To reduce the mean number of days from the date of charge disposition to the date the charge disposition is entered into TSLED from 25 days in 2010 (July-Dec) to 23 days in 2012 (July-Dec)

Performance Measures

- ❖ Mean number of days from the date a crash occurs to the date the crash report is entered into the AIS
- ❖ Mean number of days from the date a citation is issued to the date the citation is entered into the TSLED database
- ❖ Mean number of days from the date of charge disposition to the date the charge disposition is entered into the TSLED database

Activity Measures

- ❖ Number/percent of police agencies submitting crash and ticket data electronically to DMV
- ❖ Number/percent of courts submitting ticket disposition data electronically to DMV
- ❖ Update to the *2012-2015 NYS Traffic Safety Information Systems Strategic Plan*

STRATEGIES

Statewide Coordination of Traffic Records Systems Improvements

The GTSC will continue to coordinate efforts with other agencies and sources of funding to complete projects that improve traffic records systems, files and programs. Upon approval of New York's application for FFY 2012 Section 408 incentive funds, implementation of the initial year of the state's *2012-2015 Traffic Safety Information Systems Strategic Plan* will begin. The TSIS Coordinator will be responsible for monitoring the implementation of the plan and providing assistance to the Traffic Records Coordinating Council (TRCC).

Electronic Capture and Transmittal of Crash and Ticket Data

In FFY 2012, efforts to expand the number of agencies that collect and transmit crash and ticket data electronically to the DMV will continue. Currently, 402 police agencies are using TraCS (Traffic and Criminal Software), including all of the State Police Troops. With the on-going support of the GTSC, the use of TraCS will continue to expand throughout the state to county and local police agencies in the coming year. In addition, the New York City Police Department will be supported in its efforts to implement an electronic data collection and transmittal system in FFY 2012. The GTSC will also continue discussions with other police agencies, as appropriate, to support their ability to collect and transmit data electronically through other systems.

With Section 402 funding, in FFY 2012, the GTSC will continue to fund a project to provide technical support to local enforcement agencies participating in TraCS. The primary objective of the project is to ensure that the agencies that have been equipped with TraCS software and hardware are collecting and transmitting their crash and ticket data electronically.

Initiatives to Improve the Crash and Citation/Adjudication Systems

Improvements to the DMV's crash and citation/adjudication information systems in FFY 2011 resulted from a number of initiatives conducted by the DMV and other agencies at both the state and local levels. Although TraCS and the DMV's e-disposition system play a major role in those improvements, the application of other new technologies and changes in workflow processes continue to further improve the timeliness and accuracy of the data and provide better access to the data.

With Section 408 funding in FFY 2012, the DMV will continue a project to expedite the receipt of motorist crash reports. Currently, about 300,000 motorist reports are received annually by the DMV, all in paper format. Known as the *Electronic Filing and Revision of Motorist Accident Reports* project, it will 1) streamline and modify the existing motorist accident report in both paper and electronic format, 2) establish a method by which the motorist report can be submitted electronically and 3) modify the AIS to accept the new format. When fully implemented, this project will significantly improve the accuracy and completeness of the submitted motorist reports, and provide access to the data through AIS in a more timely manner.

Fully implemented in FFY 2010, the state's new accident location information system (ALIS) is instrumental in identifying the location of crashes, which is an important factor in improving enforcement, engineering and EMS efforts throughout the state. NYSDOT, DMV and a number of the MPOs are using it for location analysis purposes. Updates to the maps in FFY 2010 have further enhanced the ability to identify crash locations quickly and accurately. In addition to updating the maps, it is important to also upgrade the system's required technology. To accomplish this, NYSDOT initiated a two-year project in FFY 2011 with Section 408 funding to upgrade the hardware and software associated with ALIS. Section 408 funding will be provided in FFY 2012 to complete the upgrade.

Through the use of state-of-the-art technology, the data entry of police crash reports and traffic tickets from the field and court adjudication reports directly from the courts will continue to be supported in FFY 2012. Support will also be provided for the development or modification of software for crash reports and traffic ticket systems and the purchase of equipment, such as laptop computers, printers, and bar code and magnetic strip readers.

Over the past several years, with Section 402 and 408 funding, the GTSC has supported NYSDOT's efforts to code non-reportable property damage only crashes and enter them into SIMS. In FFY 2012, this effort will continue with NYSDOT funds; NYSDOT will continue to fund the NYS Department of Corrections to process the non-reportable crash reports. As of December 2010, all of the 2008 and 40% of the 2009 non-reportable crash reports have been processed and loaded into SIMS.

Improvement of Roadway Data Systems

Recognizing that the systematic upgrade of the state's roadway data information systems is key to initiating countermeasures which help reduce crashes and their severity, NYSDOT continues to make improvements in its various roadway data files. In providing more accurate, consistent, timely and accessible roadway-related information, NYSDOT's roadway data systems are used to assist in the identification of problem locations, the determination of the most appropriate type(s) of improvement, and the prioritization of sites for planned improvements.

Development and Use of Data Linkages

The state's traffic safety community's ability to identify problems and develop effective countermeasures is enhanced by the comprehensive information that is often only available through the linkage of data and data files. For example, to support program planning initiatives, the traffic safety community needs a variety of information on crashes which reside in different data systems, including information about the driver, vehicle, type of crash, location of crash, types of injuries, types of medical care received, and the associated costs. Continued improvements in data linkages will enhance the development of program initiatives that focus on specific population sub-groups and permit the examination of costs associated with crashes. During the coming year, the GTSC will continue to support efforts to maintain the NYS DOH's CODES database.

Use of Technology to Disseminate Information

The GTSC's Internet website continues to be a major medium for disseminating information on new developments in traffic safety, research programs and other topics. The website and other technologies, such as podcasts, are important in the communication of data, training and educational messages, and public information relating to highway safety programs that will benefit all of the GTSC's customers and partners, as well as the general public. Efforts to expand the communication capabilities and resources of the traffic safety community will continue to be supported.

Research and Evaluation

Research and evaluation are essential components of the highway safety planning process, and a variety of research and evaluation initiatives will be supported at both the state and local levels. Competing interests and finite resources make it imperative that there be a consistent, systematic process of problem identification and prioritization. Research will support the development, implementation and evaluation of new initiatives in conjunction with the state's 402 grant program. In addition, analytical support will be provided to traffic safety agencies and organizations at all jurisdictional levels, including support for the collection, analysis and reporting of data. Initiatives to provide training and technical assistance in the use of the state's traffic records systems will also be supported.

COMMUNITY TRAFFIC SAFETY PROGRAMS

OVERVIEW

Community Traffic Safety Programs are designed to be comprehensive in nature, with opportunities for outreach to a broad spectrum of groups within local areas. Some of the highway safety issues that counties are encouraged to integrate into their local programs stem from state level initiatives including outreach programs for diverse populations, younger drivers, older drivers and returning veterans.

Teen driving safety continued to be a priority area in 2011. The NYS Department of Motor Vehicles (DMV) unveiled a series of web-based educational teen driver videos entitled “iDrive Smart” during Teen Driver Safety Week in October 2010. The videos can be viewed on the DMV website or on YouTube. During the past year, DMV’s Teen Electronic Event Notification Service (TEENS) was expanded so that parents can now be notified electronically by DMV in the event their teen driver receives a traffic ticket.



Efforts to address this high-risk age group will be expanded in FFY 2012 through new strategies and programs. New York is one of ten states where the National Safety Council, through a grant provided by the Allstate Foundation, has formed a statewide teen driver coalition of traffic safety partners. The coalition will develop a statewide plan for encouraging parents and teens to take advantage of the many programs and resources that are available to become better educated about teen driving safety. A primary focus of the project is conducting teen safe driving public awareness and outreach events to coincide with National Youth Traffic Safety Month in May and National Teen Driver Safety Week in October. The GTSC has also received a grant through Ford Driving Skills For Life to fund a traffic safety event in October 2011. The funds will be used to conduct a hands-on driver training program for teens in Nassau and Suffolk counties where there have been a significant number of tragic teen driving deaths.



Another important area that requires ongoing attention at the state and community levels is drowsy driving. On November 10, 2010, the GTSC and other members of the New York’s Partnership Against Drowsy Driving (NYPDD) held a press event in the Opalka Gallery at The Sage Colleges Albany Campus in conjunction with National Drowsy Driving Prevention Week. The purpose of the event was to alert motorists to the dangers of drowsy driving and highlight its impact, especially on young drivers who are one of the highest at-risk groups. The agenda included remarks from Terry Weiner, Provost of The Sage Colleges and Dr. Siobhan Kuhar, Medical Director for the Albany Regional Sleep Disorders Center. Similar drowsy driving public awareness events will be planned for FFY 2012.

REVIEW OF DATA

The table below provides 2010 population and licensed driver data for New York State and each county within the state. Preliminary 2010 data are also provided on the number of fatal and personal injury crashes and the number of pedestrian, bicycle and motorcycle crashes that occurred in New York and in each individual county. The data in this table can be used to identify counties that are over-represented in specific types of crashes based on the population and number of licensed drivers in the county.

NEW YORK STATE DEMOGRAPHIC AND CRASH DATA BY COUNTY, 2010*												
	Population		Licensed Drivers		Fatal/PI Crashes		Pedestrian Crashes		Bicycle Crashes		Motorcycle Crashes	
NEW YORK STATE	19,378,102		11,285,831		129,965		15,443		5,914		5,383	
County	#	%	#	%	#	%	#	%	#	%	#	%
Albany	304,204	1.6	199,666	1.8	2,548	2.0	212	1.4	92	1.6	127	2.4
Allegany	48,946	0.3	32,640	0.3	232	0.2	8	0.1	4	0.1	23	0.4
Broome	200,600	1.0	140,736	1.2	1,262	1.0	107	0.7	54	0.9	67	1.2
Cattaraugus	80,317	0.4	56,621	0.5	447	0.3	27	0.2	15	0.3	56	1.0
Cayuga	80,026	0.4	55,026	0.5	546	0.4	27	0.2	13	0.2	42	0.8
Chautauqua	134,905	0.7	93,802	0.8	761	0.6	41	0.3	26	0.4	63	1.2
Chemung	88,830	0.5	61,357	0.5	494	0.4	30	0.2	26	0.4	30	0.6
Chenango	50,477	0.3	38,264	0.3	320	0.2	12	0.1	8	0.1	27	0.5
Clinton	82,128	0.4	56,499	0.5	432	0.3	19	0.1	18	0.3	38	0.7
Columbia	63,096	0.3	47,732	0.4	426	0.3	12	0.1	2	<0.1	34	0.6
Cortland	49,336	0.3	32,279	0.3	299	0.2	14	0.1	15	0.3	19	0.4
Delaware	47,980	0.2	36,606	0.3	316	0.2	11	0.1	2	<0.1	33	0.6
Dutchess	297,488	1.5	210,853	1.9	2,159	1.7	109	0.7	48	0.8	119	2.2
Erie	919,040	4.7	644,334	5.7	7,254	5.6	521	3.4	350	5.9	259	4.8
Essex	39,370	0.2	28,500	0.3	249	0.2	7	<0.1	6	0.1	38	0.7
Franklin	51,599	0.3	34,462	0.3	301	0.2	22	0.1	4	0.1	16	0.3
Fulton	55,531	0.3	39,945	0.4	368	0.3	13	0.1	11	0.2	30	0.6
Genesee	60,079	0.3	44,275	0.4	513	0.4	20	0.1	14	0.2	32	0.6
Greene	49,221	0.3	37,548	0.3	372	0.3	15	0.1	7	0.1	41	0.8
Hamilton	4,836	<0.1	4,738	<0.1	38	<0.1	1	<0.1	0	0.0	8	0.1
Herkimer	64,519	0.3	45,491	0.4	310	0.2	13	0.1	8	0.1	28	0.5
Jefferson	116,229	0.6	72,649	0.6	673	0.5	23	0.1	14	0.2	66	1.2
Lewis	27,087	0.1	19,966	0.2	113	0.1	2	<0.1	2	<0.1	13	0.2
Livingston	65,393	0.3	45,116	0.4	352	0.3	11	0.1	11	0.2	20	0.4
Madison	73,442	0.4	50,504	0.4	399	0.3	16	0.1	11	0.2	45	0.8
Monroe	744,344	3.8	511,419	4.5	5,225	4.0	337	2.2	243	4.1	198	3.7
Montgomery	50,219	0.3	35,589	0.3	317	0.2	7	<0.1	5	0.1	23	0.4
Nassau	1,339,532	6.9	987,950	8.8	13,133	10.1	998	6.5	411	6.9	315	5.9

NEW YORK STATE DEMOGRAPHIC AND CRASH DATA BY COUNTY, 2010*

	Population		Licensed Drivers		Fatal/PI Crashes		Pedestrian Crashes		Bicycle Crashes		Motorcycle Crashes	
County	#	%	#	%	#	%	#	%	#	%	#	%
Niagara	216,469	1.1	158,925	1.4	1,432	1.1	88	0.6	55	0.9	90	1.7
Oneida	234,878	1.2	160,769	1.4	1,422	1.1	80	0.5	42	0.7	87	1.6
Onondaga	467,026	2.4	321,060	2.8	3,314	2.5	224	1.5	131	2.2	171	3.2
Ontario	107,931	0.6	79,259	0.7	755	0.6	33	0.2	19	0.3	54	1.0
Orange	372,813	1.9	249,847	2.2	3,066	2.4	142	0.9	58	1.0	191	3.5
Orleans	42,883	0.2	29,600	0.3	238	0.2	12	0.1	10	0.2	19	0.4
Oswego	122,109	0.6	85,543	0.8	626	0.5	44	0.3	12	0.2	61	1.1
Otsego	62,259	0.3	43,750	0.4	362	0.3	8	0.1	8	0.1	34	0.6
Putnam	99,710	0.5	76,356	0.7	712	0.5	20	0.1	7	0.1	45	0.8
Rensselaer	159,429	0.8	110,532	1.0	923	0.7	65	0.4	27	0.5	73	1.4
Rockland	311,687	1.6	204,672	1.8	2,304	1.8	156	1.0	65	1.1	100	1.9
St. Lawrence	111,944	0.6	74,676	0.7	531	0.4	22	0.1	14	0.2	49	0.9
Saratoga	219,607	1.1	168,460	1.5	1,192	0.9	46	0.3	29	0.5	118	2.2
Schenectady	154,727	0.8	114,935	1.0	1,046	0.8	70	0.5	52	0.9	58	1.1
Schoharie	32,749	0.2	24,117	0.2	201	0.2	12	0.1	3	0.1	22	0.4
Schuyler	18,343	0.1	14,002	0.1	99	0.1	1	<0.1	1	<0.1	8	0.1
Seneca	35,251	0.2	24,083	0.2	242	0.2	11	0.1	5	0.1	12	0.2
Steuben	98,990	0.5	71,982	0.6	521	0.4	28	0.2	11	0.2	34	0.6
Suffolk	1,493,350	7.7	1,084,356	9.6	9,061	7.0	388	2.5	209	3.5	314	5.8
Sullivan	77,547	0.4	55,344	0.5	561	0.4	16	0.1	10	0.2	49	0.9
Tioga	51,125	0.3	38,410	0.3	246	0.2	8	0.1	4	0.1	17	0.3
Tompkins	101,564	0.5	62,351	0.6	575	0.4	33	0.2	21	0.4	44	0.8
Ulster	182,493	0.9	133,637	1.2	1,453	1.1	56	0.4	31	0.5	102	1.9
Warren	65,707	0.3	52,413	0.5	515	0.4	22	0.1	30	0.5	50	0.9
Washington	63,216	0.3	45,371	0.4	378	0.3	12	0.1	14	0.2	32	0.6
Wayne	93,772	0.5	69,534	0.6	475	0.4	14	0.1	13	0.2	24	0.4
Westchester	949,113	4.9	639,218	5.7	5,823	4.5	568	3.7	116	2.0	201	3.7
Wyoming	42,155	0.2	29,689	0.3	247	0.2	7	<0.1	1	<0.1	23	0.4
Yates	25,348	0.1	16,918	0.1	107	0.1	2	<0.1	4	0.1	6	0.1
N Y C												
Bronx	1,385,108	7.1	423,063	3.7	8,833	6.8	1,805	11.7	337	5.7	248	4.6
Kings	2,504,700	12.9	871,812	7.7	17,173	13.2	3,718	24.1	1,449	24.5	445	8.3
New York	1,585,873	8.2	715,863	6.3	8,260	6.4	2,527	16.4	1,000	16.9	352	6.5
Queens	2,230,722	11.5	1,044,265	9.3	14,883	11.5	2,348	15.2	668	11.3	378	7.0
Richmond	468,730	2.4	293,730	2.6	2,164	1.7	186	1.2	29	0.5	42	0.8

*2010 AIS data are preliminary

Sources: U.S. Census Bureau, NYS Driver's License File and NYS AIS

STRATEGIES

Community-Based Highway Safety Programs

Projects undertaken by local jurisdictions to address traffic safety problems and statewide initiatives to enhance local programs will be supported. Examples of projects include the following:

Local Highway Safety Programs

The Governor's Traffic Safety Committee (GTSC) will work with county level community-based programs which take a comprehensive approach to addressing local traffic safety problems. The GTSC will work with local partners to recognize outstanding efforts by individuals and organizations in promoting traffic safety.

Coalition Development

The GTSC will continue to promote the development of broad-based coalitions that include organizations with differing perspectives on traffic safety issues, including private sector organizations, the media and industry associations. There is also a need to establish coalitions among the organizations with common interests, including the business community, the trucking industry and local government associations. Efforts should focus on crash avoidance and prevention education for high risk groups within local communities. Examples of such partnerships are the New York State Partnership Against Drowsy Driving (NYPDD), the Capital Region Older Driver Assistance Network, the Capital District Safe Kids Coalition and the New York State Partnership for Walk Our Children to School (NYSWOCS) which recently broadened its scope to include membership and representation from New York City and Long Island in programs such as Spot the Tot and Safe Routes to School described in more detail below.

Spot the Tot

According to the Safe Kids Worldwide website, approximately 2,500 children between the ages of one and 14 are treated in emergency rooms each year for non-fatal injuries suffered when hit by a motor vehicle backing up. The Centers for Disease Control reports that an average of 230 children in this same age group are also killed each year in this type of incident. Most backovers occur either in home driveways or parking lots. To bring attention to the dangers of backovers, Safe Kids Utah created a program that provides information and safety tips for parents, caregivers and other drivers as well as for children. The NYSWOCS and Safe Kids programs have adopted this successful initiative and will identify and implement strategies to increase public awareness in New York State.

Safe Routes to School

The goals of the Safe Routes to School program are to enable and encourage school age children, including those with disabilities, to walk and bicycle to school; make walking and bicycling to school a safer and more appealing transportation alternative; and facilitate the planning, development and implementation of projects and activities that will improve safety in the vicinity of schools. Participation in the program will continue to be encouraged.

Slow-Moving Vehicles

The GTSC plans to continue to support educational efforts regarding sharing the road with slow-moving vehicles. The GTSC will continue to partner with the NYS Department of Motor Vehicles (DMV), the NYS Department of Transportation (NYSDOT), the NYS Department of Agriculture and Markets, the State Police and the New York Center for Agricultural Medicine and Health on efforts to inform the general public on the proper use of the slow-moving vehicle emblem and educate motorists on how to operate their vehicles safely when encountering agricultural equipment on roadways.

Training for Community Program Personnel

Training and other educational programs will be made available to local project personnel to increase their knowledge of traffic safety issues and help them to become more effective program managers. Specific types of training that may be offered include presentation skills, project management and performance assessment.

Motorist Education to Prevent Passing of Stopped School Buses

Motorists who pass stopped school buses continue to put children at risk when they are in the process of boarding and exiting school buses. The GTSC, with its member agencies, has been very active in addressing this issue through the Operation Safe Stop program. The goal of Operation Safe Stop is to protect school children by using enforcement to educate the motoring public of the dangers connected with vehicles passing stopped school buses. To this end, the GTSC will continue to facilitate cooperative efforts involving the New York Association for Pupil Transportation (NYAPT) and school transportation officials and the law enforcement community. In addition to Operation Safe Stop, other efforts to heighten public awareness of the law requiring motorists to stop for school buses when their red lights are flashing will continue to be supported.

Safety Programs for New York's Children

Projects aimed at reducing traffic-related injuries and fatalities among children will be encouraged. Programs that could be made available regionally addressing traffic safety topics such as pedestrian safety; bicycle safety; in-line skating, non-motorized scooter and skateboard safety; school bus and school zone safety; and railroad crossing safety will be supported.

NYSATSB's Multi-Cultural Traffic Safety Education Outreach Committee



The NYS Association of Traffic Safety Boards' Multi-Cultural Traffic Safety Education Outreach Committee will continue to conduct its statewide project in 2012. The goals of the committee have been to increase the state's effectiveness in meeting the traffic safety educational needs of New York's diverse cultural groups and promote the creation of multi-cultural traffic safety programs where needed. As in prior years, the committee is planning to hold a minimum of three Building Bridges for Traffic Safety events. These events bring together traffic safety professionals and multicultural community leaders to address the particular traffic safety needs of their region or community.

In the 2012 project year, the committee plans to partner with federal, state and local agencies to engage the Native American communities across New York State in a first-of-its-kind statewide Traffic Safety

Summit held east of the Mississippi. A core steering committee consisting of representatives from the Federal Highway Administration (FHWA) Tribal Technical Assistance Program, United South and Eastern Tribes, Inc., GTSC, NYSDOT, NHTSA, Indian Health Service, Bureau of Indian Affairs and the New York State Indian Nations will develop a list of topics and speakers for the summit.

In FFY 2012, the committee will continue to distribute educational materials, films and other relevant resources including materials developed for local police agencies to encourage their involvement in multicultural outreach. The committee will also continue to identify and distribute resources and strategies that can be used by local programs when developing traffic safety initiatives for their diverse communities.

The committee also plans to support SUNY IT and the NYS Association of Chiefs of Police in addressing the high crash and fatality risks of returning veterans by holding Building Bridges for Veteran Traffic Safety in two or more communities to explore and resolve veteran traffic safety concerns. The Veterans Safe Driving Initiative is described below.

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 U.S. Department of Veterans Affairs has asked for the assistance of the motor vehicles departments around the country in developing strategies, networks and outreach programs to reduce motor vehicle crashes and their consequences among veterans. The GTSC will continue to provide resources for this effort by integrating this initiative into its existing traffic safety messages and programs and by partnering and coordinating new initiatives and activities with the Veterans Administration Medical Centers and the traffic safety community across the state.

Commercial Vehicles

The GTSC is supportive of many educational initiatives geared to sharing the road with large vehicles such as tractor trailers, trucks and buses. The GTSC cooperates with state and federal agencies on programs to improve the safety of both commercial vehicle operators and the motorists who travel with them on the roadways. The GTSC also partners with the NYS Motor Truck Association to promote and sponsor the annual NYS Truck Safety and Education Conference and participates on the conference planning committee.

Roadway Safety

The timely and efficient management of traffic incidents is very important for both maintaining public safety and restoring traffic flow. Cooperative responses involving multiple agencies and multiple jurisdictions are frequently required to deal with the negative impacts of roadway incidents such as the removal of debris and other remnants of traffic crashes, cargo spills and other serious events. Training programs that focus on reducing incident detection, verification, response and clearance times; safe and efficient management of personnel and equipment; and timely and accurate notification of the public regarding traffic disruptions are needed.

Younger Driver Outreach

NYSATSB Youth Committee

The NYSATSB Youth Committee will hold its “Save Your Friend’s Life Over the Airwaves” radio PSA contest for high school students for the seventh year. The PSAs entered in the contest include safe driving messages for teens which address the leading causes of teen crashes and crash-related injuries; the winning PSAs will be aired on radio stations and school stations throughout the state.

New York Partnership Addressing Teen Driver Safety

The NYS Department of Health (DOH) Bureau of Injury Prevention will continue to facilitate a work group to focus on issues related to young drivers. Representatives from the GTSC, the DMV, the judiciary, parent/teacher organizations, school board associations and other partners participate on the work group which seeks to expand teen driving safety outreach and promote the implementation of proven and promising strategies to improve the safety of this high risk driving population.



One Second, Everything Changes Project

This successful project involves the creation of portable displays that include multiple panels with photos and personal items of young persons who were involved in fatal motor vehicle crashes. These displays personalize the tragedy of impaired driving for the peer group of the victims. The “One Second, Everything Changes” project continues to expand as more counties develop displays.

Driver Education Research and Innovation Center (DERIC)

The Driver Education Research and Innovation Center (DERIC) was created as the result of a key recommendation from the Temporary Special Advisory Panel on Driver Education Availability and Curriculum Enhancement. The recommendation called for the creation of a public/private partnership inclusive of all driver education and traffic safety stakeholders which would develop, implement and evaluate a state-of-the-art driver education curriculum for New York State. The partnership will convene during the upcoming year to begin working on pilot curricula and evaluation methods.

Older Driver Outreach

CarFit

This program is designed to help older drivers find out how they currently fit their personal vehicle, highlighting actions they can take to improve their fit and promoting conversations on driver safety and community mobility. A proper fit can increase the safety of the driver as well as the safety of others in the vehicle and on the roadway. Trained technicians are presently available in the Capital Region and the goal is to expand the program statewide.

Capital Region Older Driver Assistance Network

The Capital Region Older Driver Assistance Network is a working group whose members provide various levels of assistance to older drivers and to those seeking assistance to help older drivers. Members



include the GTSC, NYS Office for the Aging, DMV, DOH Bureau of Injury Prevention, Albany County Department for the Aging, Rensselaer County Department for the Aging, Schenectady County Office for the Aging, Sunnyview Rehabilitation Hospital, AAA, American Association of Retired Persons (AARP) and NYSATSB. The Capital Region Older Driver Assistance Network is committed to assisting the older driver to drive safely and remain mobile longer and to raise awareness about programs and services that are available to assist and support older individuals who are no longer able to drive.

Older Driver Workshops

Through a partnership with the FHWA, DOH and the NYS Office for the Aging, the GTSC will coordinate the delivery of an Older Driver Workshop in FFY 2012. The workshop is designed for law enforcement, local public health departments, engineers and other traffic safety professionals. The agenda will include the following topics: the FHWA Older Driver and NHTSA Older Driver Training for Law Enforcement curricula, status updates from the DMV testing unit, an overview of the CarFit program and a summary of best practices. A Drug Recognition Expert (DRE) will be invited to talk about prescriptions and their effects on driving. Other workshops by FHWA that are designed to improve the safety and mobility for older drivers may also be presented.

Drowsy Driving

New York's Partnership Against Drowsy Driving (NYPDD)

Created in 2004, the NYPDD is a multi-agency effort to educate the public and high-risk groups about the dangers of drowsy driving and promote the adoption of prevention strategies. Members of the NYPDD include representatives from the GTSC, NYS Thruway Authority, NYS DOH, New York State Police, DMV, NYS Motor Truck Association, NYSATSB, NYS Movers and Warehousemen's Association, NYS DOT and AAA.



PROGRAM MANAGEMENT

OVERVIEW

The electronic grants management system, eGrants, will continue to improve efficiency, reduce staff resource time and improve management of New York's Highway Safety Program. The Governor's Traffic Safety Committee annually processes over 750 grant applications, representing approximately \$32 million in funding to state, local and not-for-profit agencies.

The Governor's Traffic Safety Committee (GTSC) is responsible for coordinating and managing New York State's comprehensive highway safety program. The GTSC takes a leadership role in identifying the state's overall traffic safety priorities; provides assistance to its partners in problem identification at the local level; and works with its partners to develop programs, public information campaigns and other activities to address the problems identified. In addition to the 402 highway safety grant program, the GTSC administers various incentive grant programs awarded to the state under SAFETEA-LU. In administering the state's highway safety program, the GTSC takes a comprehensive approach, providing funding for a wide variety of programs to reduce crashes, fatalities and injuries through education, enforcement, engineering, community involvement and greater access to safety-related data.

As part of its program management function, the GTSC will undertake activities to address the following needs and challenges that have been identified:

- ❖ Ensure that highway safety resources are allocated in the most efficient manner to effectively address the highway safety problems that have been identified and prioritized
- ❖ Coordinate multiple programs and partners to enhance the efficient and effective use of resources
- ❖ Assess training needs to ensure the delivery of relevant and high-quality training programs
- ❖ Make appropriate, up-to-date and adequate public information and education materials available to the traffic safety community
- ❖ Monitor grant projects to assess performance and accountability
- ❖ Provide for the timely and efficient approval of county funding proposals and the allocation and liquidation of funds
- ❖ Strengthen existing public/private partnerships and build new coalitions to support highway safety efforts

PERFORMANCE 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

- ❖ Continue to expand technology as a means to disseminate traffic safety information, including online grant applications and using the internet to disseminate safety information through multi-media channels
- ❖ 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
- ❖ 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

STRATEGIES

New York's Highway Safety Strategic Plan

The GTSC is committed to continuing and strengthening planning at the state and local levels and to promoting the use of the Highway Safety Strategic Plan (HSSP) as the principal document for setting priorities, directing program efforts and assigning resources. The GTSC will also continue to support the NYS Department of Transportation (NYSDOT) and participate in the development of a NYS Strategic Highway Safety Plan (SHSP) based on the requirements of SAFETEA-LU. New York has again prepared a Traffic Records Strategic Plan to meet the application requirements for Section 408 funding under SAFETEA-LU and will use this document to guide the advancement of the state's traffic records systems.

Training Opportunities

Training has been identified as a valuable tool to meet the needs of grantees, partners and staff. The GTSC will continue to assess the training needs of its highway safety partners, coordinate these needs with the priorities outlined in the HSSP and provide appropriate training opportunities. Training will be delivered in a variety of formats as appropriate, including workshops, seminars, classroom settings and podcasts. The GTSC has responded to a survey regarding New York's interest in participating in specific sessions offered by NHTSA.

Planning and Administration

The planning and administration function is responsible for the overall coordination of Sections 154, 402, 403, 405, 406, 408, 410 and 2010 and any new highway safety programs in New York State. The staff of the GTSC, working with the state's traffic safety networks, grantees and other partners, identifies highway safety problems in New York. The staff then assists in the development of programs to address these problems and provides support services for the general administration of the highway safety program.

In overseeing the highway safety program, the GTSC planning and administrative staff is responsible for the administration of the federal letter of credit; the evaluation of local funding proposals; the evaluation of statewide funding proposals; the follow-up on administrative requirements related to funded projects; the review of progress reports; and the monitoring, auditing, accounting and vouchering functions. In addition to these administrative tasks, the GTSC serves as the focal point for the analysis and dissemination of new information and technology to the traffic safety community in New York State. The GTSC staff reviews materials from highway safety organizations; prepares position papers on highway safety problems as directed by the GTSC Chair; provides training, technical advice and expert guidance; and participates in meetings, workshops and conferences.

The member agencies of the Governor's Traffic Safety Committee will continue to meet in FFY 2012 to help set New York State's highway safety priorities and to support efforts to achieve those priorities. The member agencies also play a valuable role in reviewing statewide legislation promoting traffic safety and through participation in special work groups established to assist in the effective implementation of legislative initiatives.

The GTSC has established or participated in a number of subcommittees and advisory groups to address the increasingly complex issues of traffic safety. The groups that are currently active include the Impaired Driving Advisory Council; NYS Child Passenger Safety Advisory Board; DRE & SFST Steering Committee; Highway Safety Conference Planning Committee; NYS Partnership Against Drowsy Driving; Capital Region Older Driver Assistance Network; Traffic Records Coordinating Council; Metropolitan Planning Organizations (MPOs); the Interagency Motor Carrier Credentialing & Safety Task Force; Motor Carrier Safety Assistance Program; NYSDOT Pedestrian and Bicycle Advisory Council; Capital District Safe Kids Coalition; Operation Lifesaver; Safe Stop and the NYS Partnership for Walk Our Children to School. These committees and organizations cover a wide range of topics and have become important components of the GTSC's planning process. Most of the groups focus on the identification of long-term initiatives. The tasks that are assigned to these groups are redefined and expanded as needed.

Plan for Public Information & Education

A comprehensive and coordinated PI&E program for New York State will continue to address current traffic safety issues and support traffic safety programs at the state and local levels. Market research may be incorporated into the development of PI&E campaigns as needed. Periodic surveys may be conducted to assess public awareness of traffic safety issues and track changes in attitudes, perceptions and reported behaviors. The results of these studies will be used to modify and improve future campaigns.

Survey on Driver Attitudes

The GTSC, with the assistance of the Institute for Traffic Safety Management and Research, will continue to conduct an annual driver attitudinal survey as called for by NHTSA and GHSA. The FFY 2012 survey will replicate the surveys conducted at selected DMV offices in FFY 2010 and 2011 to allow comparisons of the results to questions on occupant protection, impaired driving and speeding.

Highway Safety Presentations and Workshops

Assistance in the form of grants, program expertise and/or human resources may be provided to our partners, such as the Institute for Traffic Safety Management and Research, the Greater New York Automobile Dealers' Association, the media and other not-for-profit groups, for the presentation of innovative highway safety topics. Topics will be presented through forums, symposia, roundtable discussions and other venues as appropriate.