NEW HAMPSHIRE OFFICE OF HIGHWAY SAFETY

HIGHWAY SAFETY PLAN

FFY 2023

New Hampshire Office of Highway Safety

Department of Safety

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Submission: This is the proposed FFY 2023 Highway Safety Plan for New Hampshire.

This document was initially submitted by the NH Office of Highway Safety Program Manager John Clegg, on June 30, 2022 via email, including a read receipt, to NHTSAStategrantapplications@dot.gov, cc'd Charlene.Oakley@dot.gov, as requested by Charlene Oakley, Region 1 Program Manager.

Table of Contents

HSP Planning Process 7
Highway Safety Plan - Processes and Data 7
Highway Safety Planning Process 7
Data Sources 8
Participants 11
Problem Identification Process 14
Fatal Crash Data 15
Non-Fatal Crash Data 21
Problems Identified on NH Roadways 23
Highway Safety Problem: Speeding Related Fatalities 23
Core Performance Measures 25
2022 Performance Report 25
Performance Measure: **C-1) Number of Traffic Fatalities (FARS)** 26
Performance Measure: **C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)** 28
Performance Measure: **C-3) Fatalities/VMT (FARS, FHWA)** 29
Performance Measure: **C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)** 30
Performance Measure: **C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)** 31
Performance Measure: **C-6) Number of Speeding-Related Fatalities (FARS)** 33
Performance Measure: C-7) **Number of Motorcyclist Fatalities (FARS)** 35
Performance Measure: **C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)** 36
Performance Measure: **C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)** 38
Performance Measure: **C-10) Number of Pedestrian Fatalities (FARS)** 40
Performance Measure: **C-11) Number of Bicyclists Fatalities (FARS)** 41
Performance Measure: **B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)** 43
Grant Program Activity Measure Reporting 46
Activity Measure: **Number of seat belt citations issued during grant-funded enforcement activities** 46
Activity Measure: **Number of impaired driving arrests made during grant-funded enforcement activities** 46
Activity Measure: **Number of speeding citations issued during grant-funded enforcement activities** 46

NH Established Performance Measures 46
Performance Measure: **A- 4) Number of Distraction/Inattention Fatal Crashes** 46
Performance Measure: **A-5) TR E-Ticket Advancement** 47
2023 Performance Plan 48
Performance Target: **C-1) Number of Traffic Fatalities (FARS)** 49
Performance Target: **C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)** 51
Performance Target: **C-3) Fatalities/VMT (FARS, FHWA)** 55
Performance Target: **C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)** 57
Performance Target: **C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)** 59
Performance Target: **C-6) Number of Speeding-Related Fatalities (FARS)** 61
Performance Target: **C-7) Number of Motorcyclist Fatalities (FARS)** 63
Performance Target: **C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)** 65
Performance Target: **C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)** 67
..... 69
Performance Target: **C-10) Number of Pedestrian Fatalities (FARS)** 69
Performance Target: **C-11) Number of bicyclists fatalities (FARS)** 71
Performance Target: **C-12) Non-motorized Fatalities & Serious Injuries** 73
Behavior Measure: **B-1 / C-13) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)** 75
Performance Target: **C-14) Serious Injury Rate** 77
NH Established Performance Measures 79
Performance Measure: **A-4) Number of Distraction/Inattention Fatal Crashes** 79
Performance Measure: **A-5) TR E-Ticket Advancement** 80
Description of Outcomes Regarding SHSP and HSIP 81
Strategic Highway Safety Plan & Highway Safety Improvement Plan 81
Highway Safety Strategies, Planned Activities, and Projects 82
Section 402 Grants (23 CFR 1300) 85
Program Area: Distracted Driving (DD) 85
Traffic Safety Problem Identification 85
Countermeasure Strategies & Planned Activities 87
Distracted Driving (DD) - 405 E Grant Application Information 95
Program Area: Impaired Driving - Drug & Alcohol (ID) 95

Traffic Safety Problem Identification 100
Countermeasure Strategies & Planned Activities 102
Program Area: Motorcycle Safety (MC) 123
Traffic Safety Problem Identification 123
Countermeasure Strategies & Planned Activities 127
Program Area: Non-Motorized – Pedestrian & Bicyclist (PB) 133
Traffic Safety Problem Identification 133
Countermeasure Strategies & Planned Activities 141
Program Area: Occupant Protection – Adult & Passenger Safety (OP) 148
Traffic Safety Problem Identification 148
Countermeasure Strategies & Planned Activities 152
Program Area: Police Traffic Services (PTS) 162
Traffic Safety Problem Identification 162
Countermeasure Strategies & Planned Activities 165
Program Area: Teen Traffic Safety Program (TD) 173
Traffic Safety Problem Identification 173
Countermeasure Strategies & Planned Activities 174
Program Area: Community Traffic Safety Program 182
Traffic Safety Problem Identification 182
Countermeasure Strategies & Planned Activities 183
Program Area: Traffic Records (TR) 188
Traffic Safety Problem Identification 188
Countermeasure Strategies & Planned Activities 189
Evidence-Based Traffic Safety Enforcement Program (TSEP) 202
Crash Analysis 203
Deployment of Resources 208
Effectiveness Monitoring 209
High Visibility Enforcement (HVE) Strategies 210
Targets and Goals: 211
Acknowledgments & Resources Consulted 211
Agencies Participating in the FFY2023 CIOT Mobilization 213
CPS Program Child Seat Check Stations: *60 locations broken down by Weekly, Bi-Weekly or by appointment.* 214

HSP Planning Process

Highway Safety Plan - Processes and Data

Highway Safety Planning Process

New Hampshire's Office of Highway Safety (NH OHS) implements a comprehensive highway safety planning process. In addition to statewide crash analysis, the NH OHS also utilizes self-reported local crash and population data from local and county law enforcement agencies that apply for funding to support overtime enforcement. NH OHS conducts problem identification and analysis that establishes data driven performance measures and targets used to develop and implement the most effective and efficient highway safety plan. These measures are then used to develop countermeasure strategies and planned activities for the distribution of federal funds. In 2023, the NH OHS will adopt the Safe System and National Roadway Safety Strategy approach to utilize all FHWA performance measures.

As part of improving our process to include more innovative highway safety partners more in FFY 2023, the NH OHS is very excited to present in this 2023 HSP, the newly developed Community Outreach and Betterment (COB) program. This program will provide important highway safety presentations to marginalized communities as part of our educational outreach efforts. With the implementation of this program, the NH OHS is proud to partner with the Federal Government's Executive Order that states: *"The Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government (EO 13985) pursues a comprehensive approach to advancing equity for all, including people of color and others who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality."*

The NH OHS will continue to conduct a preliminary review and analysis of crash data and select agencies to participate in traffic enforcement initiatives as well as all national campaigns. The NH OHS then reviews each grant application to document each grantee's merit in terms of current activities and past performance, the potential grantee's ability to perform the activities as well as stops per hour, DUI or other traffic arrests, traffic counts, and location of high priority corridors. Other relevant highway safety information is gathered and analyzed to identify behavioral trends.

As NH OHS has moved towards a more data driven approach to funding, each applicant was asked to describe their community's traffic safety problems along with when the problem is taking place (month, day of week, time of day), where (specific streets, neighborhoods, etc.), who (demographics), what (impaired driving, speeding, distraction, red light violations, etc.) and any other relevant information to their city or town (officer shortages, vacation destination, colleges, traffic safety challenges, etc.). In addition, the NH OHS worked with NH DOT to provide and identify traffic counts, fatal crash mapping, and tier corridors (roadways with highest traffic crashes and traffic activity). Once all that information was reviewed, NH OHS staff held meetings to develop a methodology that would

provide consistency to funding communities of similar size and crash numbers, and to review each grant application to determine the appropriate amount of funding allocated to each community.

There are many data elements that the New Hampshire Office of Highway Safety analyzes to identify highway safety problems. This analysis assists NH OHS in determining what evidence-based countermeasure strategies shall be used to address these issues. The following data; included but not limited to, is analyzed as part of the planning process to determine highway safety challenges/problems:

1. Fatalities
2. Crashes
3. Serious injury
4. Population
5. Gender
6. Age
7. Demographics
8. Roadway traffic counts
9. Seat belt usage rate
10. High traffic corridors
11. Attitude surveys
12. Causation
13. Roadway design
14. Time
15. Location

Once grant agreements, are in place, there will be continual monitoring of all projects via the required quarterly reimbursements which include the Patrol Activity Reports for all patrols conducted in that quarter. There will also be on-site visits to grantees, in order to monitor compliance with the requirements of the grant agreement or examine NH OHS funded equipment as well as provide NH OHS guidance, or obtain feedback from grantees.

Departments are encouraged to conduct a minimum of three (3) documented stops/contacts per hour unless otherwise occupied with an arrest. In order to track this, stops per hour were added to the Patrol Activity Report. Officers conducting NH OHS funded patrols must calculate their stops per hour for their shift which will allow NH OHS to track the number of stops per hour for NH OHS funded patrols. This will allow NH OHS staff to provide feedback to grantees to assist law enforcement partners' on their strategic allocation of manpower.

Data Sources

Data Sources for Analyzing Highway Safety Problems

The State of New Hampshire has various data sources that contribute to forming problem identification and project and/or program evaluation. The majority of the data originates from New Hampshire DMV's VISION Crash Records Management System (CRMS), which includes law enforcement (State and Local) agency individual crash reports (Form DSMV-400 for noncommercial vehicles and DSMV- 161 for commercial vehicles). The New Hampshire Department of Safety Office of Highway Safety initiated the planning process for developing the 2023 Highway Safety Plan by

gathering data from various sources to determine what highway safety issues are trending (within one-year and five year periods) within areas of the state (Towns, Cities, Municipalities, Counties, etc.).

List/Table of Information and Data Sources

The following data sources are used to gather important data to analyze as part of the 2023 planning process:

- NHTSA and New Hampshire Department of Safety, Division of Motor Vehicles Fatality Analysis Reporting Systems (FARS) - fatalities and fatal crashes.
- New Hampshire Department of Safety, Division of Motor Vehicles (DMV) Crash Data System (Vision) - crash data/serious injury.
- New Hampshire Department of Safety Office of Highway Safety GIS database - motor vehicle/enforcement data (arrest, citation, warning, stops, etc.)
- New Hampshire Department of Safety Data Analyst - crash data/serious injury.
- New Hampshire Department of Safety Emergency Medical Services/Fire Standards - ems related data.
- New Hampshire Department of Transportation - traffic counts of New Hampshire roads.
- New Hampshire Police Departments - fatality, serious injury, population, crash, etc.
- New Hampshire Crash Data
- FHWA Highway Statistics - Vehicle miles traveled (VMT), licensed drivers, and road miles.
- University of New Hampshire - seat belt use and attitude survey data.
- Injury Prevention Center at Dartmouth - seat belt, teen driver, child passenger safety data

Analyzed Data

To help determine where additional funding could be most effective, the New Hampshire Office of Highway Safety works collaboratively with our partners (State, County, and Local) during the planning process to develop appropriate counter measures and planned activities. This partnership assists NH OHS in determining what evidence-based countermeasure strategies shall be used to address these issues. The following data is analyzed as part of the planning process to determine highway safety challenges/problems:

16. Fatalities
17. Crashes
18. Serious injury
19. Population
20. Gender
21. Age
22. Demographics
23. Roadway traffic counts
24. Seat belt usage rate
25. High traffic corridors
26. Attitude surveys
27. Causation
28. Roadway design
29. Time
30. Location

The New Hampshire Department of Safety, Office of Highway Safety, the Division of Motor Vehicles, and the New Hampshire Department of Transportation have worked collaboratively to ensure performance targets are identical for fatalities, serious injury, and fatalities per 100 million VMT within New Hampshire's Highway Safety Plan (HSP), the Highway Safety Improvement Plan (HSIP), and the Strategic Highway Safety Plan (SHSP). The Department of Safety Office of Highway Safety has also been working with the Department of Safety Division of Motor Vehicles, State Police, and Local Police Departments to increase the number of local police departments that are submitting crash data electronically to the Division of Motor Vehicle Vision crash records management system. This will ensure more timely, accurate, and complete crash data in the future to better identify highway safety problems that will provide evidence based data to support countermeasure strategies. Once all law enforcement agencies are submitting data electronically and in a timely manner, it is a goal of the Office of Highway Safety to have "real time" mapping developed to be able to see where highway safety problem areas are occurring within the state to deploy resources to address these issues. Important serious injury and fatality data from 2017 through 2021 was analyzed to identify highway safety problem areas in the development of the 2023 Highway Safety Plan.

DATA TYPE	DATA SET	SOURCE/OWNER	YEARS EXAMINED
Fatality & Injury	- FARS - NH Crash Data System - NH Trauma & EMS Information System (NH TEMSIS)	- NHTSA - NH Department of Safety Crash Data Unit - NH Emergency Medical System (EMS)	2017 to 2021
Violations	- NH Citation Data	- NH Division of Motor Vehicles - NH Department of Safety - NH Office of Highway Safety	2017 to 2021
Seat Belt Use	- UNH Seat Belt Survey	- University of New Hampshire	2017 to 2021
Licensed Drivers, Registrations & Vehicle Miles Traveled (VMT)	- Highway Statistics	- NH Division of Motor Vehicles - NH Department of Transportation - US Census Bureau	2017 to 2021

Operating Under the Influence	- Crime Statistics	- NH Department of Motor Vehicles	2017 to 2021

Participants

It is essential that New Hampshire Office of Highway Safety and NH Department of Transportation (NH DOT) continue to collaborate with traffic safety stakeholders to remain current on emerging traffic safety issues. This allows for appropriate action to be taken to address any identified problems.

The NH OHS staff regularly participates in Traffic Safety Commission meetings with NH DOT counterparts, community coalitions, highway safety advocacy groups, State and local law enforcement and others. The NH OHS utilizes the various Strategic Highway Safety Plan (SHSP) meetings to obtain partner input and feedback. Additional data analysis, stakeholder meetings, and opportunities for partner feedback occur throughout the year to reassess areas of need and identify potential solutions. The NH OHS considers the results of "rate-the-State" reviews by national organizations such as the Centers for Disease Control (CDC), National Highway Traffic Safety Administration (NHTSA) research and analysis, and others as appropriate. Additionally, the NH OHS has face to face meetings to coordinate the data to be included in both the HSP and SHSP. These meetings facilitate a review of the last five years of data and we work collaboratively to develop our projections and subsequent goals for both agencies. Once the teams agree on projections and subsequent goals, the information is provided to the Commissioners of the Departments of Safety and Transportation for their approval.

The New Hampshire Office of Highway Safety partnerships include:

- The National Highway Traffic Safety Administration (NHTSA)
- NH Department of Transportation
- NH Department of Safety (State Police, Division of Motor Vehicles, Division of Fire Safety, Homeland Security and Emergency Management)
- NH Department of Justice
- Administrative Office of the Courts
- NH Liquor Commission
- NH Traffic Safety Commission
- NH Police Standards & Training Council
- NH Traffic Records Coordinating Committee
- NH Department of Health and Human Services
- NH Department of Education
- NH Insurance Department
- NH Association of Chiefs of Police
- NH Sheriffs' Association
- NH Police Officers' Association
- NH Association of Counties
- NH Municipal Association
- NH Driver Education Teachers Association

- Granite State Wheelman
- Associated General Contractors of NH Inc.
- Federal Highway Administration
- New Hampshire's U.S. Congressional Representatives and Senators
- Governors' Highway Safety Association
- National Safety Council of Northern New England
- The University of New Hampshire
- Community Alliance for Teen Safety (CATS)
- NH Mothers Against Drunk Driving
- The Injury Prevention Center at Children's Hospital at Dartmouth
- AAA Northern New England
- Local Police & Sheriff Departments
- Brain Injury Association of New Hampshire
- NH Auto Dealers Association
- Dartmouth College
- Plymouth State College
- Keene State College
- SNHU
- Victim's Inc.
- AT&T
- New Hampshire Fisher Cats Baseball
- iHeartMedia
- Destination Media DBA Gas Station Television (GSTV)
- WMUR TV
- Bike Walk Alliance of NH
- Federal Motor Carrier Safety Administration
- Ross Express
- NH School Transportation Association
- NH Motorcyclist Rights Organization
- AARP
- Exeter Hospital Driver Ability program/www.exeterhospital.com/Driver-Rehab-and –Education
- NH WIC Centers
- Granite YMCA
- Boys & Girls Club of NH
- NH Head Start
- NH Youth Council
- Business Alliance for People of Color (Dwight Davis/Former NBA Player)
- Senior Helpers (Dwight & Gale Davis)
- Big Brothers Big Sisters of New Hampshire
- Legacy Recovery Retreat
- Black Heritage Trail (Dwight Davis/ Former NBA Player)
- The Way Home
- Volunteer NH

- New Generations
- NH Humanities
- The Junior/Senior Friends Program
- NH PS&T Police Cadet Training Academy (for ages 14 to 20 years old)
- New Heights (Dwight Davis/program helping teens transition to adulthood)

Important fatality data from 2021 was analyzed to identify highway safety problem areas in the development of the 2023 Highway Safety Plan.

New Hampshire saw traffic fatalities increase slightly from 104 fatalities in 2020 to 118 fatalities in 2021. However, even though there was an increase in 2021, New Hampshire was still able to meet the 2021 target of 120 fatalities (2017-2021average). Looking at fatalities within a 20-year timeline, 2017, 2019 and 2020 were among the years that had the lowest number of recorded fatalities since 2000 – almost twenty years. Since 2009, fatalities are also trending lower (if the higher number of fatalities that occurred in 2010, 2013, 2016, and 2018 were removed from the average) averaging 103 fatalities. In 2021, there were several contributing factors involved in the increase of fatalities. One of these was speed related crashes that resulted in an increase in speed related fatalities from 43 in 2020 to 51 in 2021 (an increase of 18.6%). New Hampshire's unrestrained fatalities also increased from 40 in 2020 to 51 in 2021 (an increase of 27.5%). Although, impairment and distracted/inattention crashes are likely to be contributing factors in the fatality increase in 2021, this data is still unavailable at this time for 2021. In 2020, alcohol/drug impaired crashes resulted in fatalities increasing from 45 in 2019 to 52 in 2020 (increase of 15.6%) and distracted driving and inattention fatal crashes increased from 5 in 2019 to 7 of these fatal crashes occurring in 2020. The NH OHS understands that these fatality numbers can quickly increase. Education, enforcement, and media efforts must continue to address these issues. The NH OHS is committed to reducing fatalities on New Hampshire roads and will continue in FFY 2023 to provide funding to support statewide enforcement efforts and educate the public on important highway safety issues through messaging and outreach.

The data driven approach to funding projects provides the necessary information to identify highway safety issues/concerns and provides important information to assist in determining the who, what, when, where and why a highway safety problem exists as well as aides in determining the countermeasures best able to address these highway safety problems. For FFY 2023, the NH OHS conducted a preliminary review and analysis of statewide Serious Bodily Injury (SBI) crash data for the period of January 1, 2017 - December 31, 2021 to incorporate into our funding methodology to provide a five year evidence based data approach to more accurately determine funding for our highway safety partners.

The OHS continues to evaluate past performance measures and reported activity of projects conducted to evaluate measured results or progress. This information is utilized to predict and ensure that future projects will also demonstrate measured results. Evaluation of past performance measures of a grantees project(s) helps NH OHS staff determine if that grantee has the ability to achieve identified performance measures outlined in their application. Examples of specific goal related or performance measured activities include but are not limited to: number of stops per hour, number of traffic violations

and arrests, number of CPS Technicians certified, number of CPS fitting stations, number of seat belt and/or distracted driving presentations conducted at schools, number of interlock devices that have been installed in vehicles throughout the state, the percentage of seat belt use in the state, the number of DRE certifications in NH, the number of last drink surveys conducted, etc. Additionally, an analysis of the responsible and effective past use of federal funds is conducted to ensure the applicant will maximize available federal funds to accomplish their goals in the future. Most importantly, consideration to obligate funding to projects will depend not only on the grantees identification of a problem, but empirical data to support selection and subsequent effectiveness of the countermeasures chosen.

Problem Identification Process

How were NH's traffic safety problems identified?

Problem identification takes place on multiple levels. The first and earliest form of problem identification begins with reviewing projects from the previous fiscal year and requesting project level input from highway safety partners as well as an ongoing review of the fatality and crash data as it becomes available.

In addition, the NH OHS reviews traffic fatality and crash data provided to us by the NH State Police and the Fatality Analysis Reporting System (FARS) housed within the Division of Motor Vehicles (DMV). Additional data provided by the DMV, NH Department of Transportation (DOT), Fire Standards and Training/Emergency Medical Services, the Office of State Planning, NHTSA, the Federal Highway Administration (FHWA), traffic summons/warnings, annual seatbelt survey, behavioral attitude survey, as well as Vehicle Miles Traveled (VMT), allow for a detailed analysis. Included in this analysis are other data sets such as the number of licensed drivers by category, number of motor vehicles and motorcycles registered in the state, population, miles driven, and injury data; all of which have the potential to affect highway safety in the state.

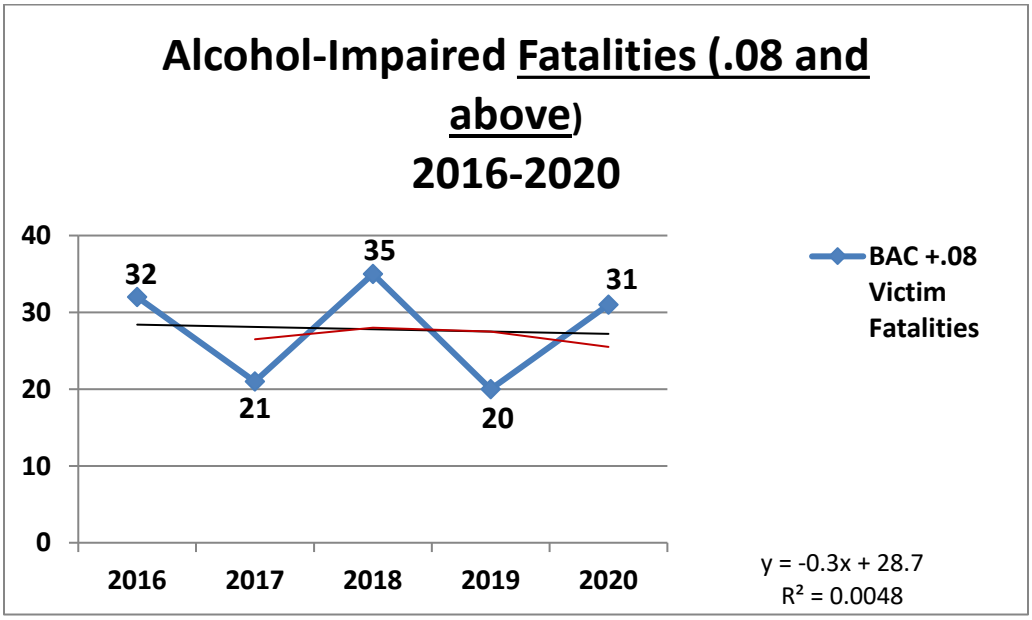
The State of New Hampshire, a small state in the Northeast Contiguous United States (New England), is bordered by Canada (N), Maine (E), the Atlantic Ocean (SE), Massachusetts (S) and Vermont (W). From North to South, New Hampshire stretches 159 miles; from East to West, 69 miles. In 2020, the U.S. Census Bureau announced New Hampshire's population was 1,377,529 on April 1, 2020 compared to 1,316,470 in the 2010 Census, an increase of 61,059 people or 4.6%. NH has a landmass of 9,304 square miles which results in a population density of 141.82 people per square mile. The State is composed of ten (10) counties that encompass 13 cities, 221 towns, and 22 unincorporated places. Approximately Sixty-four (64) percent of the population (874,418) resides in the three counties of Hillsborough, Merrimack, and Rockingham, all of which are located in the southern half of the State. These three counties cover 2,574 square miles resulting in a population density of 327 people per square mile- more than double the state average. The Cities of Manchester and Nashua, both located in Hillsborough County, are the State's two most heavily populated, with approximately 115,664 and 91,322 residents, respectively. Approximately 93.7 percent of the population is White/Caucasian, while the remaining 6.3 percent represents all other populations (i.e. Black/African American, Indian, Asian, Hispanic, and all others).

According to the NH Department of Transportation, the New Hampshire public road system consists of 16,622 miles, classified under RSA 229:5. The State Highway System has 4,603 miles. City and town maintained roads total 12,019 miles (includes compact roads) and Class IV Compact roads total 303 miles. This system includes Interstates, Turnpikes, numbered highways, non-numbered highways, traffic circles, ramps, and recreational roads.

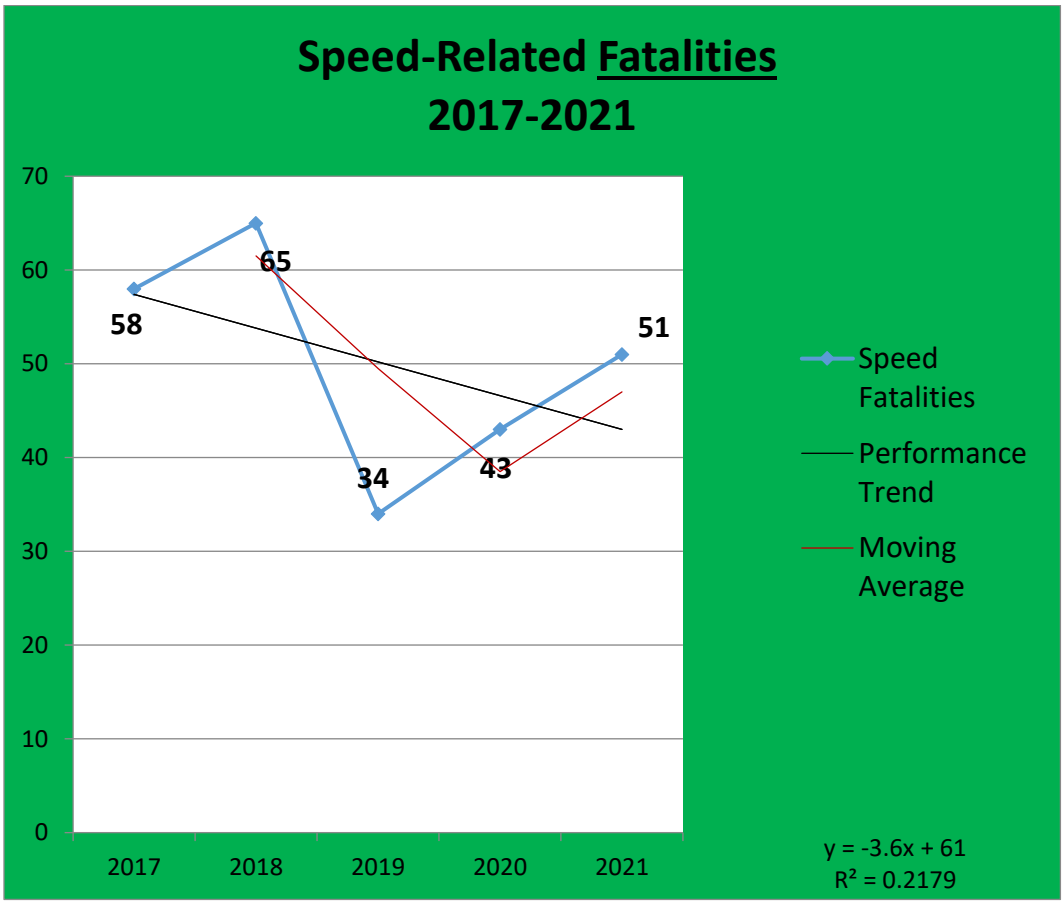
In 2022, there are approximately 1,621,379 NH registered vehicles (including 210,697 trailers) and 78,947 NH registered motorcycles and 1,175,277 NH licensed drivers.

In 2021, there were 40,945 Speeding Citations and 247 Seat Belt Citations issued and 3,975 Impaired Driving Arrests made (grant and non-grant related activity) statewide. New Hampshire had 28,092 total crashes reported, of that 106 were fatal crashes with 118 persons killed. 51 of these fatalities were speed related. 2021, alcohol/drug and distracted/inattention victim data is currently unavailable at this time but more than likely a contributing factor of these overall fatalities. Also, 51 of the 2021 fatalities were unrestrained. The non-use of restraints has historically been a challenge in reducing fatalities in NH (NH is the only state in the country that does not have an adult seat belt law). That struggle continues to date. In 2021, there was an increase in the seat belt usage rate from 72.4% in 2020 to 75.5% which is in line with the five year trend. As noted in the chart provided below, the primary seatbelt law for occupants under age 18 seems to be working as unrestrained fatalities decreased in the 16-20 age group (2017-2021). However, in the 35-54 age group, in 2021, unrestrained fatalities increased substantially supporting evidence that there continues to be a need to educate, message, and develop a seatbelt law for all occupants. In 2021, fatalities occurred in Hillsborough (29), Rockingham (21), Strafford (14), Merrimack (10), Grafton (10), Carroll (9), Cheshire (6), Coos (3), Belknap (2), and Sullivan (2). Additionally, it is noted that historically, the majority of crashes occur in the three most populated counties (Hillsborough, Merrimack, and Rockingham) located in the southern tier of the State. The following fatality charts, graphs, and data are provided below.

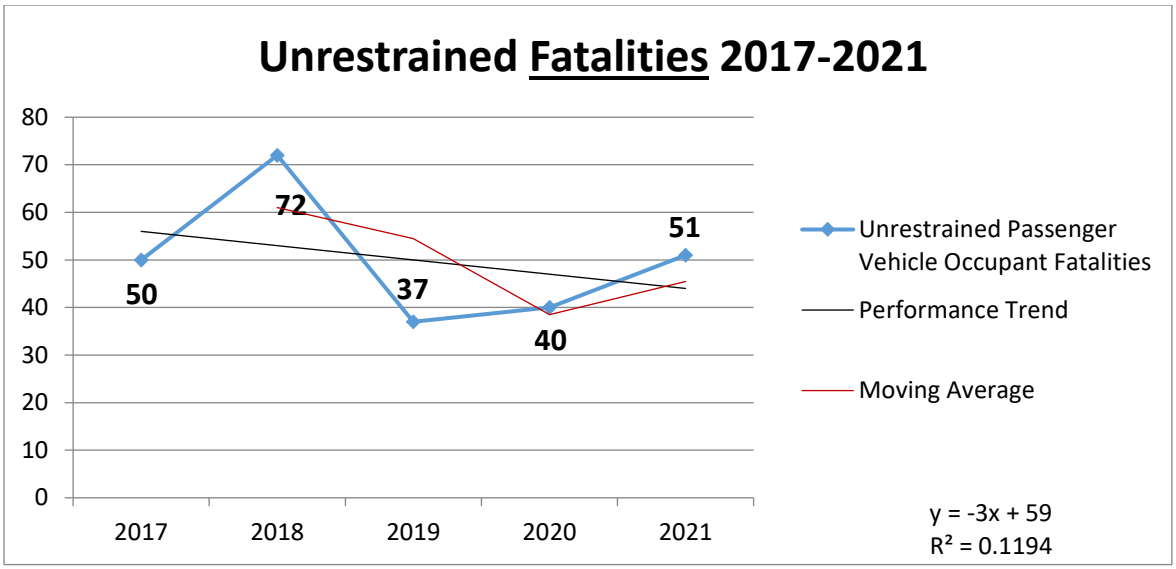
Fatal Crash Data



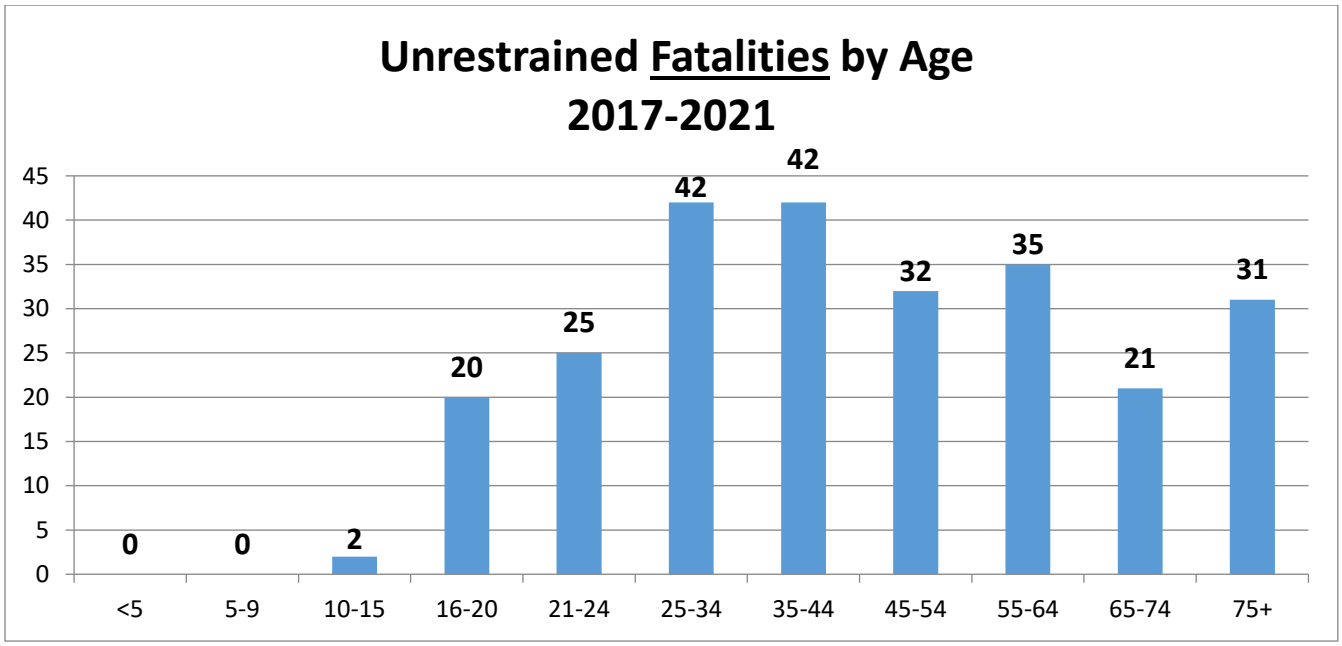
This chart demonstrates how many alcohol-impaired fatalities have occurred (.08 and above) from 2016 thru 2020. 2021 data is still pending causation.



This chart demonstrates the number of speed-related fatalities that have occurred from 2017 thru 2021.



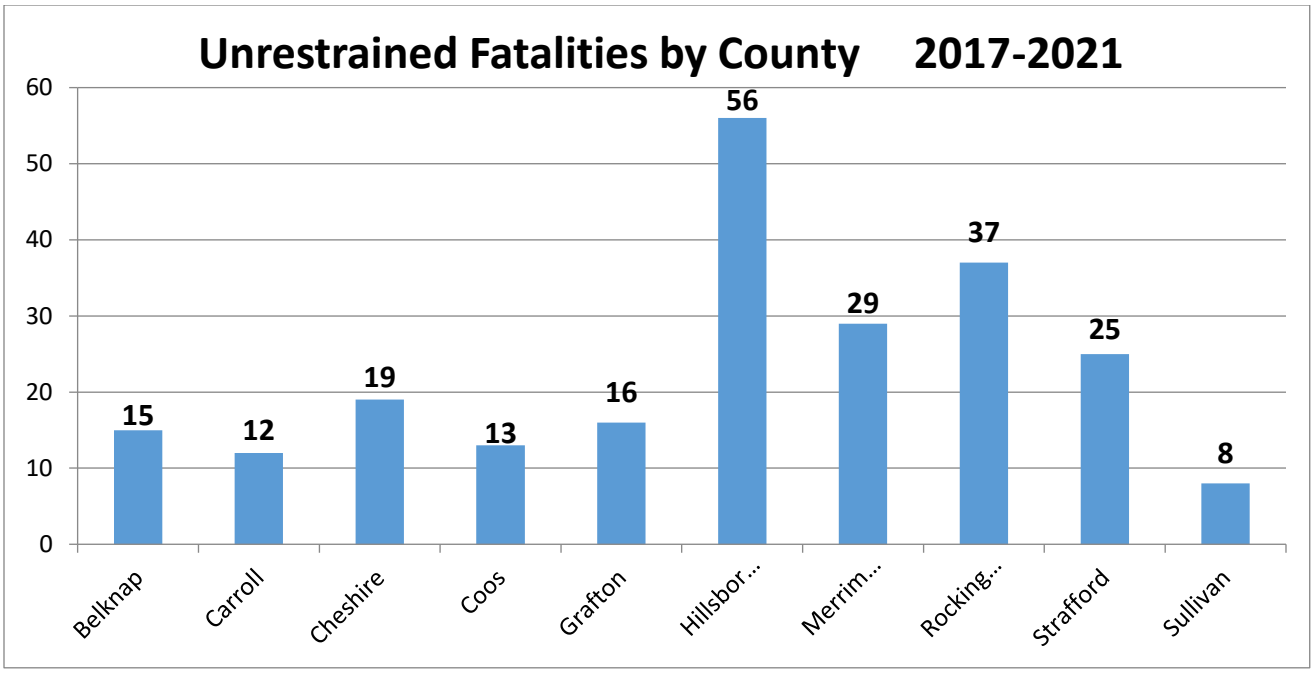
This chart demonstrates how many unrestrained fatalities have occurred from 2017 thru 2021.



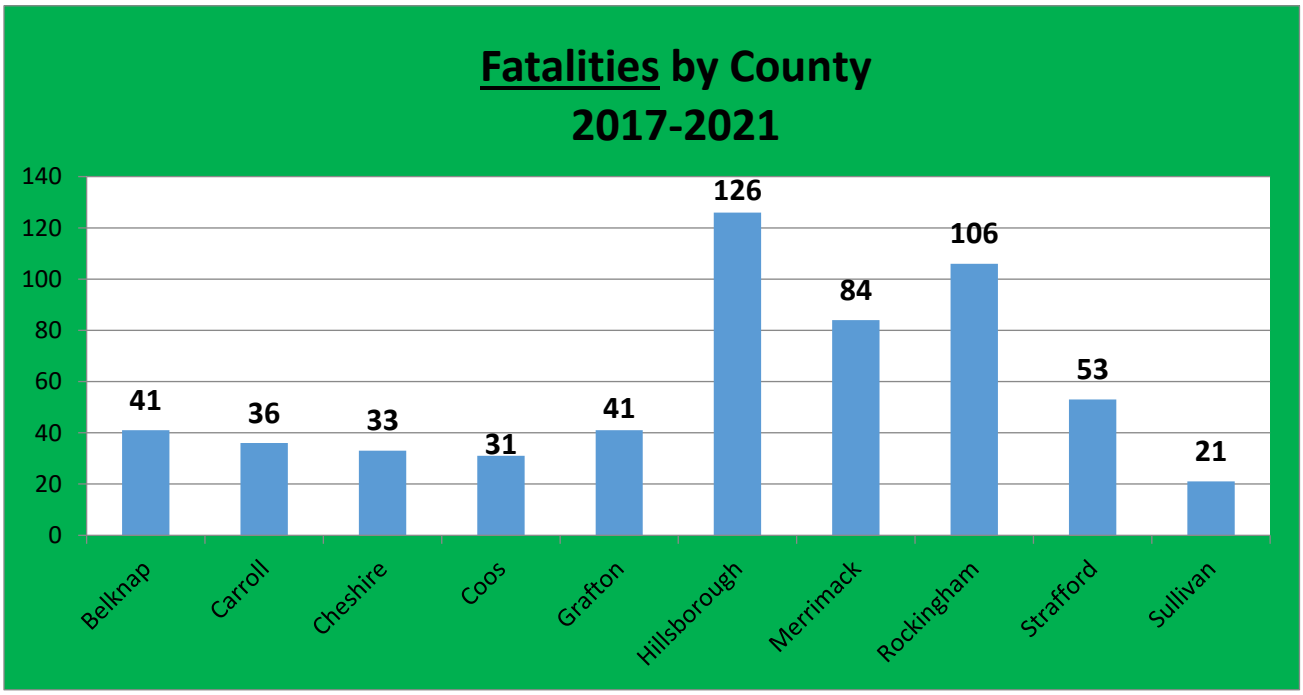
This chart demonstrates that unrestrained fatalities continue to be of concern within all age groups but more so within the 25-44 age group, the 45-64 age group, and 75+ age group.

State of New Hampshire

Age	2017	2018	2019	2020	2021	Total	Percent of Total
<5	0	0	0	0	0	**0**	**0.00**
5-9	0	0	0	0	0	**0**	**0.00**
10-15	0	1	1	0	0	**2**	**0.80**
16-20	6	9	0	3	2	**20**	**8.00**
21-24	8	6	7	2	2	**25**	**10.00**
25-34	6	12	3	11	10	**42**	**16.80**
35-44	8	11	8	2	13	**42**	**16.80**
45-54	5	8	5	4	10	**32**	**12.80**
55-64	5	12	5	8	5	**35**	**14.00**
65-74	7	4	2	3	5	**21**	**8.40**
75+	5	9	6	7	4	**31**	**12.40**
Total	**50**	**72**	**37**	**40**	**51**	**250**	



This chart represents the unrestrained fatalities that continue to be occurring within the highest populated counties of the state (Hillsborough, Rockingham, Merrimack and Strafford)



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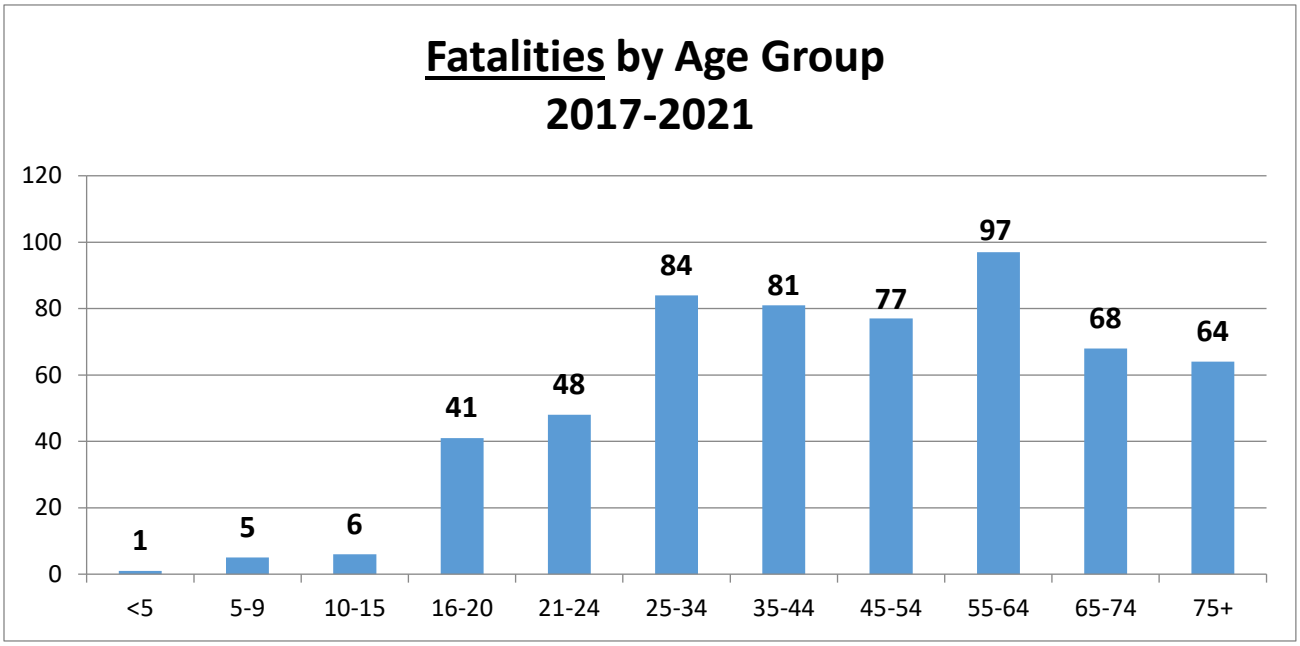


This chart demonstrates that fatalities continue to be of concern within all age groups but more so within the 16-24 age group, the 25-54 age group, the 55-64 age group, and the 65-75+ age group.

Non-Fatal Crash Data

By NHTSA Definition:

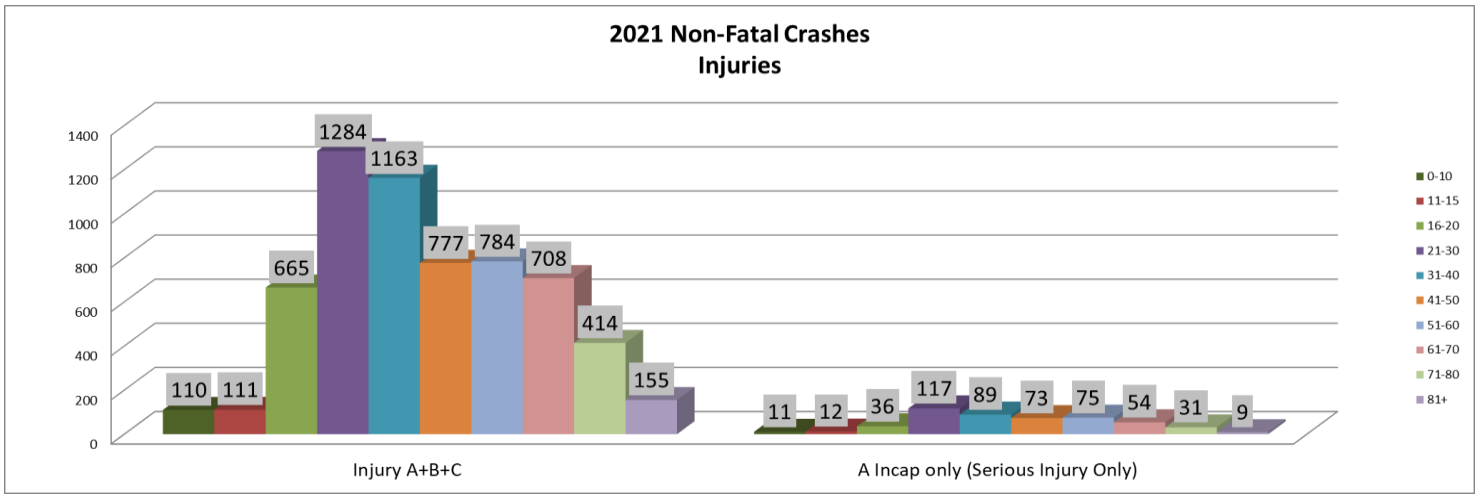
A = SBI (incapacitated/Serious Injury) ***B= SBI (non-incap/unknown)*** ***C= Possible Injury (not specific in crash report)***

There were 6,180 injuries (A-C), with 507 being serious injury crashes (A).

2021 Non-Fatal Crashes

Age and Sex

Age	Male	Male	Male	Female	Female	Female	Unk	Unk	Unk	TTL All Inj (A-C)	Male	Female	Unk	TTl Serious Inj Only (A)
	Injury (A+B+C)	No Injury	Unk Inj	Injury (A+B+C)	No Injury	Unk Inj	Injury (A+B+C)	No Injury	Unk Inj/Blank	Injury (A+B+C)	A Incap Only	A Incap Only	A Incap Only	Total A only
0 - 10	54	1007	25	53	1001	22	3	55	1	110	3	5	3	11
11 - 15	48	540	17	63	567	12	0	26	0	111	5	7	0	12
16 - 20	303	3157	67	353	2897	50	9	76	5	665	16	18	2	36
21 -30	719	5336	91	532	3978	68	33	224	4	1284	78	38	1	117
31 - 40	539	4178	74	599	3044	64	25	134	12	1163	48	38	3	89
41 - 50	390	3024	51	372	2288	42	15	115	5	777	52	20	1	73
51 - 60	405	3386	83	369	2555	48	10	106	4	784	43	32	0	75
61 - 70	366	2781	50	332	2114	41	10	83	3	708	35	17	2	54
71 - 80	182	1429	35	220	1312	23	12	22	5	414	9	19	3	31
81+	71	531	10	82	488	14	2	4	0	155	4	4	1	9
Unk Age	5	93	2	4	33	0	0	62	1900	9	0	0	0	0
TOTALS	**3082**	**25462**	**505**	**2979**	**20277**	**384**	**119**	**907**	**1939**	**6180**	**293**	**198**	**16**	**507**



2021 Non-Fatal Crashes

**** Killed not reported - see fatal book*** ***** Non-Fatal Crashes = 28,092; all persons=59,084***

Crash Type	Crashes	(A) Incap Injuries	(B) Non-Incap Injuries	(C) Possible Injury	(N) No Injury	Unk
Other Motor Vehicle	8706	78	1273	507	18190	2455
Fixed Object	2724	62	446	87	2504	343
Animal	831	1	35	7	1006	37
Overturn/Rollover	146	4	58	9	116	14
Other Object	147	1	15	4	164	19
Pedestrian	164	25	76	13	203	30
Bicyclist/Pedal Cycle/Moped	108	5	51	9	132	27
Thrown or Falling Object	68	0	3	0	95	15
Spill (2 Wheel Veh)	64	9	34	9	24	5
Snowmobile/OHRV	3	0	0	1	0	2
MV Crossing Median	15	0	2	1	18	9
Submersion/Immersion	11	0	0	0	9	3
Jackknife	5	0	0	0	9	2
Fire	4	0	0	0	3	3
Explosion	4	0	0	0	4	0
Parked MV	562	1	15	1	31	5
Railroad Train	2	0	1	0	4	0
Other/Unk/Null	14528	321	1866	1147	24244	3182
Total	28092	507	3875	1795	46756	6151

The recent initiative to have all local and county law enforcement agencies report enforcement actions and crash data electronically has strengthened our ability to both gather and analyze crash and enforcement data further enabling our ability to accurately predict where appropriate countermeasures will be most effective. As each agency begins to report statistics and data electronically, the NH OHS will be better prepared to evaluate and refocus the countermeasures on the problem areas in real time versus an annual analysis. The continued improvement and effectiveness of electronically reported data and statistics coupled with effective enforcement and prosecution of motor vehicle violations is a key component of effective countermeasures and will continue to be a primary focus of the NH OHS in FFY 2023.

Currently only 114 of the 247 local and county law enforcement agencies report crashes and citation data electronically. Those who are not currently capable of reporting electronically are also not reporting MMUCC IV compatible data which seriously restricts New Hampshire's ability to utilize predictive enforcement in combating and reducing fatalities and serious bodily injury throughout the state. Analysis of the data that is reported electronically indicates a serious problem related to distracted driving. Of the 28,092 crashes reported, over 15% (4,106 crashes) have been found to have "distraction" as one of the contributing factors to the crash. Considering that New Hampshire State Police was responsible for the reporting of at least 19% of these crashes electronically (Currently MMUCC V compliant), it can be assumed that the number of distraction related crashes are under reported.

New Hampshire's HSP is predicated on the available data and is focused primarily on countermeasures and planned activities to not only effectively receive, analyze, and distribute data, but also to provide robust, data driven and measurable goals and objectives to meet our targets.

Problems Identified on NH Roadways

Evidence based countermeasures that are used to address highway safety problems play a very important role in New Hampshire meeting its performance targets. The following countermeasure and target example will be used to address highway safety problems in 2023:

Highway Safety Problem: Speeding Related Fatalities

Countermeasure:

- Enforcement conducted by local and state police
- Media projects conducted by the Office of Highway Safety and grantees to message the public
- Speed related equipment projects used in support of enforcement efforts to reduce speed related fatalities

Target: Maintain Speed related fatalities by December 31, 2023 at **54.00**

*Description of **Problem A***

Currently, New Hampshire continues to struggle with the reduction of crashes related to speed that occur on our roadways. As road surfaces and vehicle safety systems have improved drivers have become more confident to increase the speeds that they are travelling at. The NH OHS and our partners recognize this as behavioral in nature and continue to work collaboratively to educate, mentor the motoring public on the danger of speed as it relates to our fatalities.

*Proposed Method/ Project for Solution – **Problem A***

Provide additional resources to State, County and Local municipalities to enforce posted speed limits.

*Description of **Problem B***

Our partners are currently challenged daily in our district courts with the successful prosecution of speed related violations due to outdated speed enforcement equipment.

*Proposed Method/ Project for Solution – **Problem B***

Implement a program designed to assist our partners with updating needed equipment and subsequent training for the primary effort of speed enforcement.

Core Performance Measures

2022 Performance Report

Progress towards meeting State performance targets from the previous fiscal year's HSP:

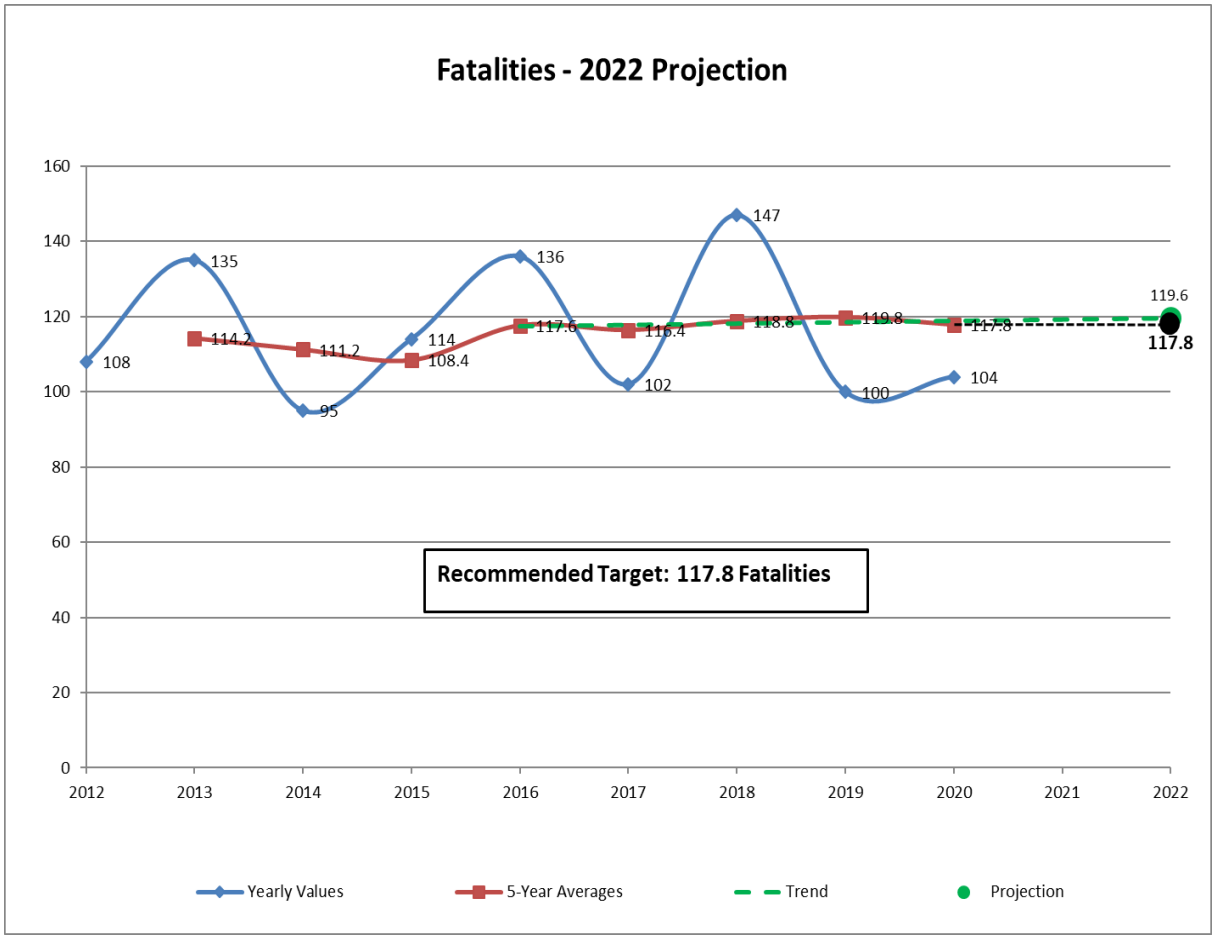
Sort Order	Target Identifier	Performance measure name	Update
1	C-1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above (FARS)	In Progress
6	C-6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1/C-12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress
13	A-4	Number of Distraction/Inattention Fatal Crashes	In Progress
14	A-5	TR E-Ticket Advancement	Met

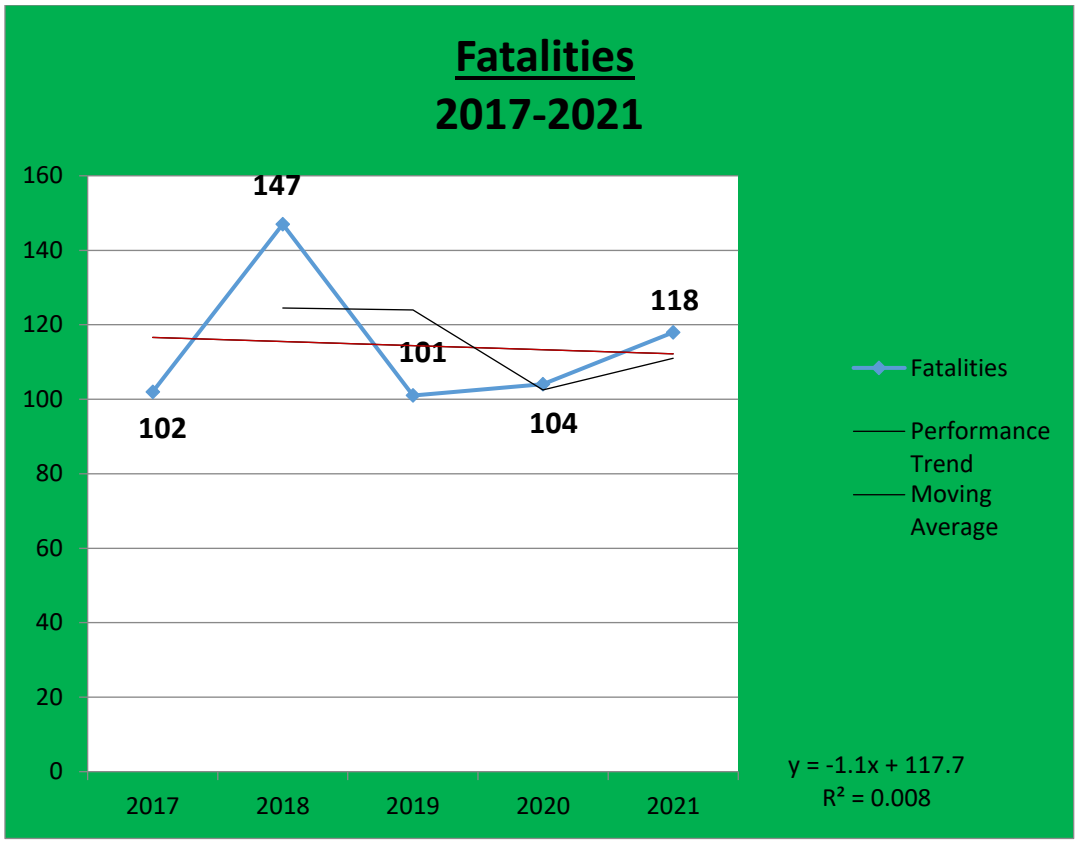
Performance Measure: **C-1) Number of Traffic Fatalities (FARS)**

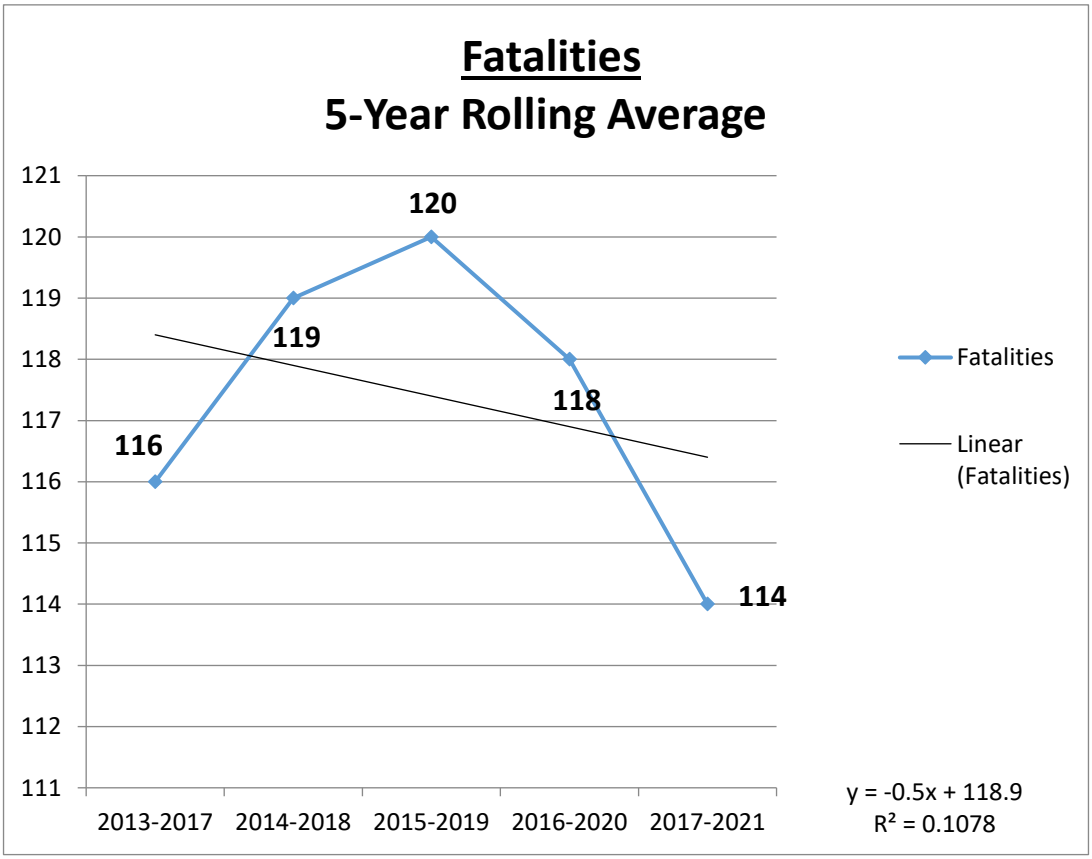
Program-Area-Level Report

Update: In Progress

The five-year average (2018-2022) fatality target for FY 2022 is 117.8. If New Hampshire is successful in reducing fatalities to 118 or under in FY 2022, we would meet our five year (2018-2022 average) FY 2022 target. The fatalities in 2018 (147) has the biggest impact on the five-year average and could be a factor in achieving our target for FY 2022. Currently, as of June 13, 2022, half way through the calendar year, NH is not on track to meet our 2022 target as there has been (50) fatalities compared to the same period last year (44) a 13.64% increase.




Fatalities
2017-2021
160
140
120
100
80
60
40
20
0
147
118
101
102
104
2017
2018
2019
2020
2021
Fatalities
Performance Trend
Moving Average
y = -1.1x + 117.7
R² = 0.008

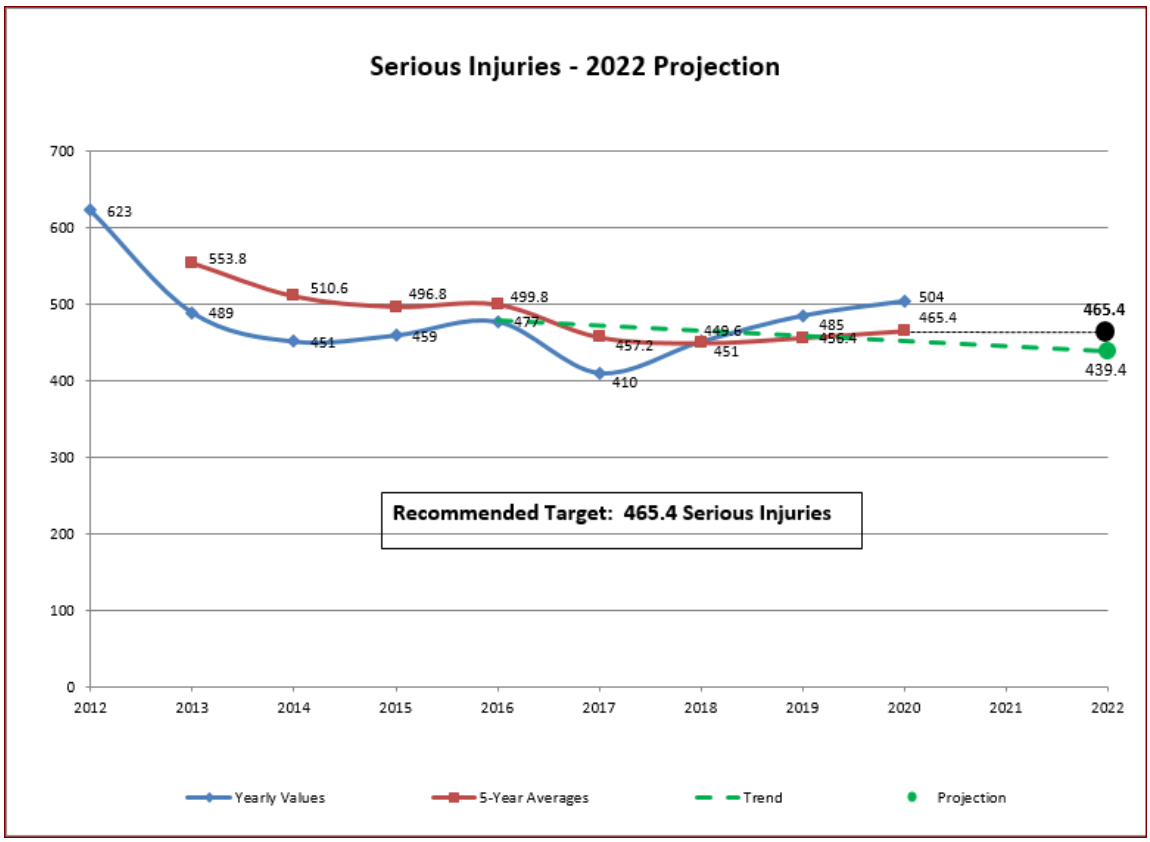

Fatalities
5-Year Rolling Average
121
120
119
118
117
116
115
114
113
112
111
120
119
118
116
114
2013-2017
2014-2018
2015-2019
2016-2020
2017-2021
Fatalities
Linear (Fatalities)
y = -0.5x + 118.9
R² = 0.1078

Performance Measure: **C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)**

Program-Area-Level Report

Update: In Progress

New Hampshire predicted that the target SBI crashes in FFY 2022 would be maintained to 465.4 for the (2018-2022) five-year average. At the completion of the 2021 calendar year, NH had 482 SBI crashes. The 2022 Serious Injuries chart below, is showing a slight increase in the five-year average serious injury trend and predicts a modest increase and projection in SBI crashes in 2022 of 465.4. It is possible that this target may not be achieved as overall crashes nationally and in New Hampshire are trending higher which may have an effect on this serious injury target. Also, if you calculate the five-year (2018-2022 average) using the same 482 serious injuries in 2022 as 2021, the average (480.52) serious injuries is more than our FY 2022 target of 465.4, demonstrating that this target may not be met. The NH OHS continues to evaluate crash data and is now focused on increased enforcement, messaging and education, and is including the Community Outreach and & Betterment program, all centered on reducing the SBI crashes throughout our state in 2023.

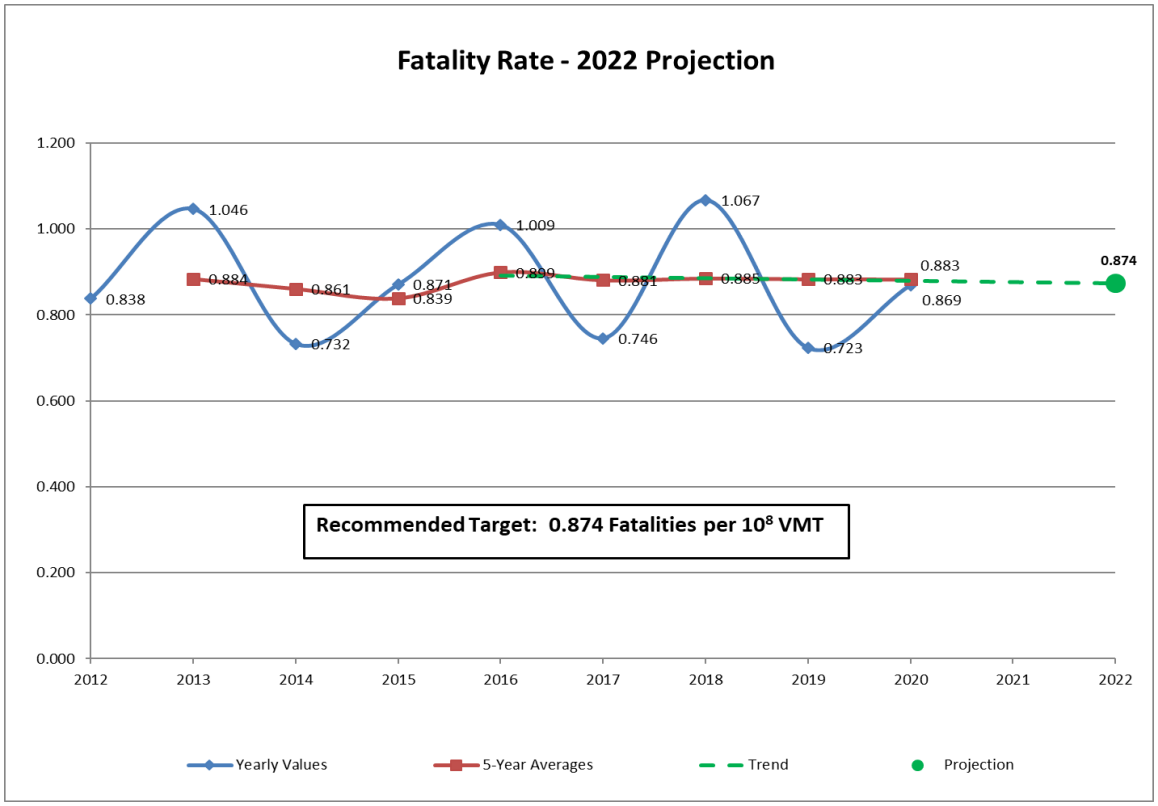


Performance Measure: **C-3) Fatalities/VMT (FARS, FHWA)**

Program-Area-Level Report

Update: In Progress

New Hampshire continues to strive to reduce fatalities in relation to VMT. In the FFY 2022 HSP, NH OHS in conjunction with NH DOT, predicted a decrease in fatalities based on VMT to 0.874. At the close of calendar year 2021, New Hampshire had a fatality rate based on a VMT of 0.898. The five-year average (2017-2021) projection calculates the fatality/VMT's to be .861. However, if you use (potentially) .898 VMT for 2022 (currently as of July 25, 2022, there is a 25% increase in fatalities from the same period last year) when calculating the five year average (2018-2022) it appears that we may exceed our target of .874 to be .891. The NH OHS has programmed additional enforcement, education and messaging, to include the Community Outreach and & Betterment program, in the FFY 2023 HSP to help address any potential increase in this area.

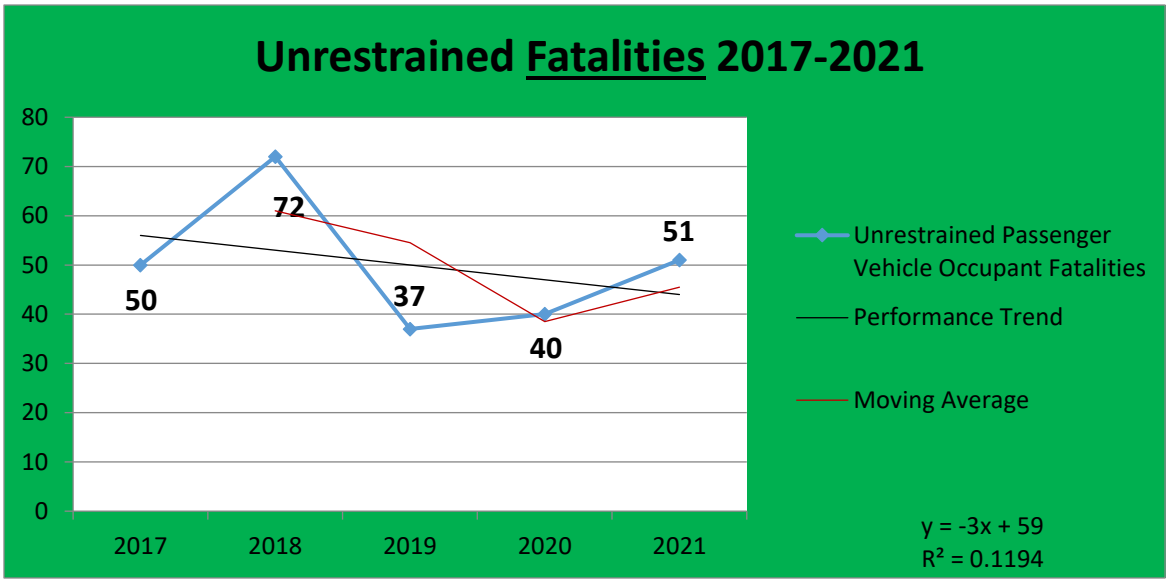


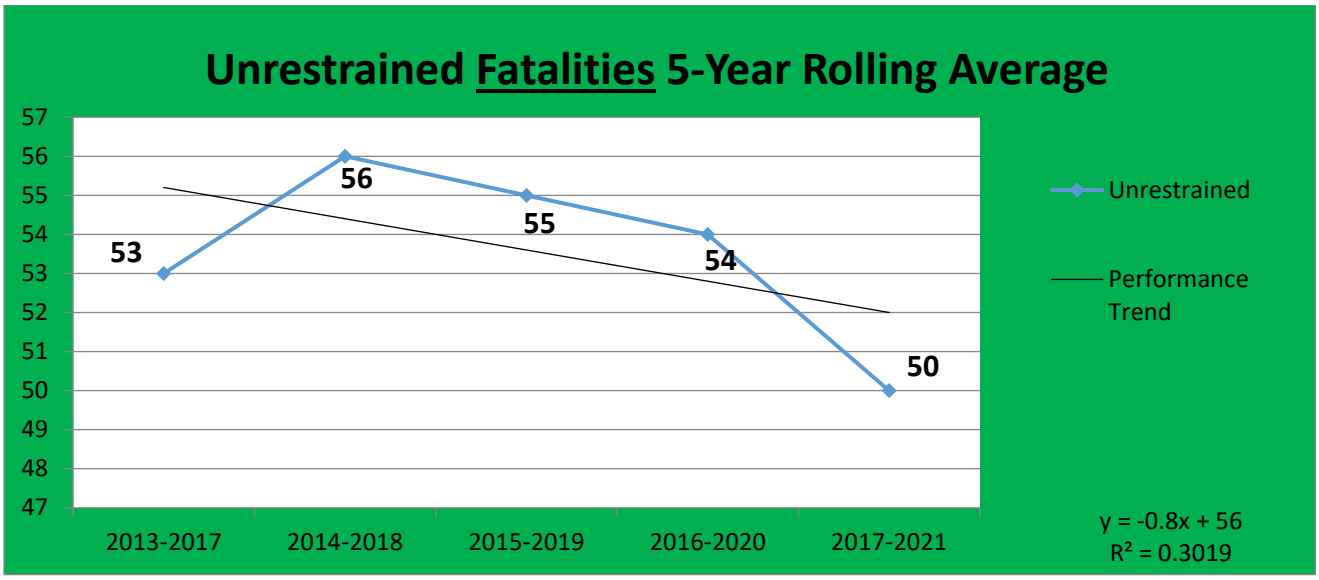
Performance Measure: **C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)**

Program-Area-Level Report

Update: In Progress

For FFY 2022, the NH OHS predicted to maintain the five-year (2018-2022 average) target of 47.70 unrestrained fatalities. Fatality data reported as of June 20, 2022 indicates that we are currently at 14 unrestrained fatalities which is 5 less unrestrained fatalities recorded during the same period in 2021 (19 unrestrained fatalities). With nearly half of 2022 complete, there is the potential that we may meet our target of 47.70 for 2022, if we maintain for 2022 total unrestrained fatalities at 38. This would bring the five-year average (2018-2022) to 47.60. New Hampshire does not currently have an adult seatbelt law but work continues with highway safety partners to pass an adult primary seat belt law to help save lives.



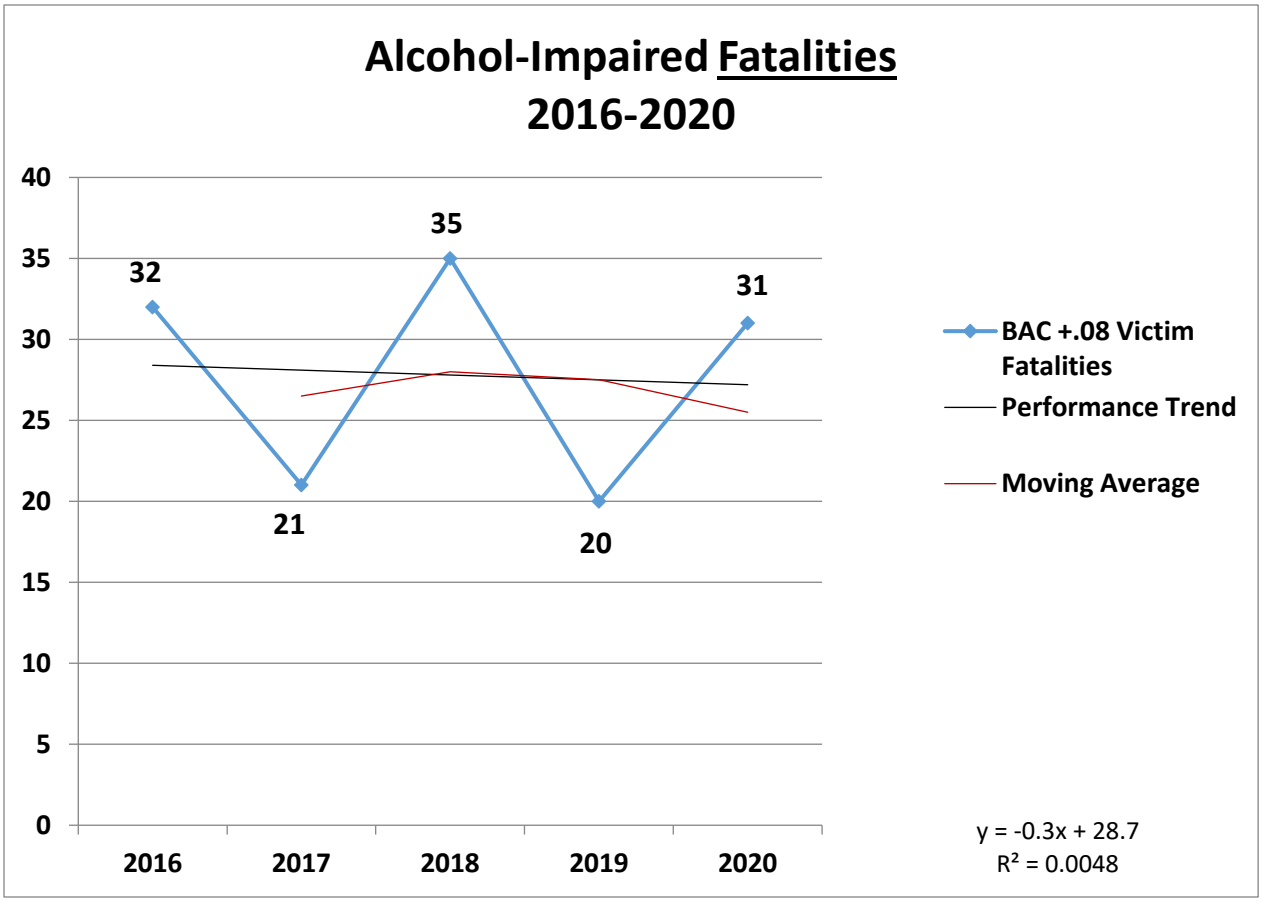


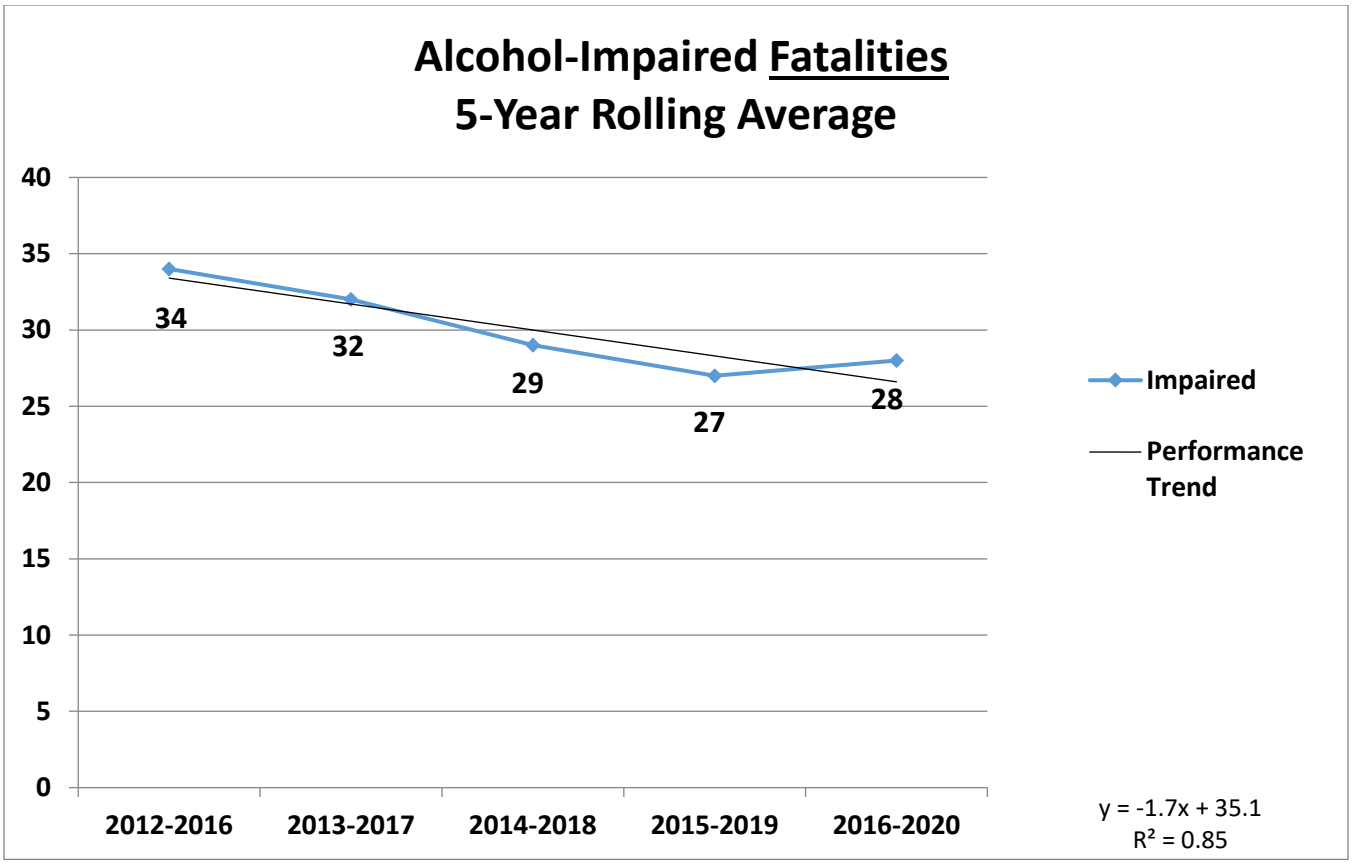
Performance Measure: **C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)**

Program-Area-Level Report

Update: In Progress

New Hampshire continues to work to achieve the target to maintain alcohol (BAC of .08 and above) impaired fatalities at 27.00 (2017-2021) to 27.00 (2018-2022). Current FARS data shows that as of June 20, 2022 there have been (2) confirmed fatal crashes involving a driver or motorcycle operator with a BAC of .08 and above. In 2021, during approximately the same period (June 20, 2021), there was (6) fatalities involving a driver or motorcycle operator.08 and above resulting in (39) total fatalities confirmed. When calculating the 2021 (39) fatalities within the five-year (2018-2022) average and using the lowest number of fatalities (20) recorded in the 2019 year of that average to calculate for 2022 as well, it appears that New Hampshire would still not achieve the target of 27.00 set in the FFY 2022 HSP. NH OHS will continue to monitor the trend line through 2023 to effectively deploy available tools and assets to continually combat this problem.


Alcohol-Impaired Fatalities
2016-2020
40
35
30
25
20
15
10
5
0
32
21
35
20
31
2016
2017
2018
2019
2020
BAC +.08 Victim Fatalities
Performance Trend
Moving Average
y = -0.3x + 28.7
R² = 0.0048

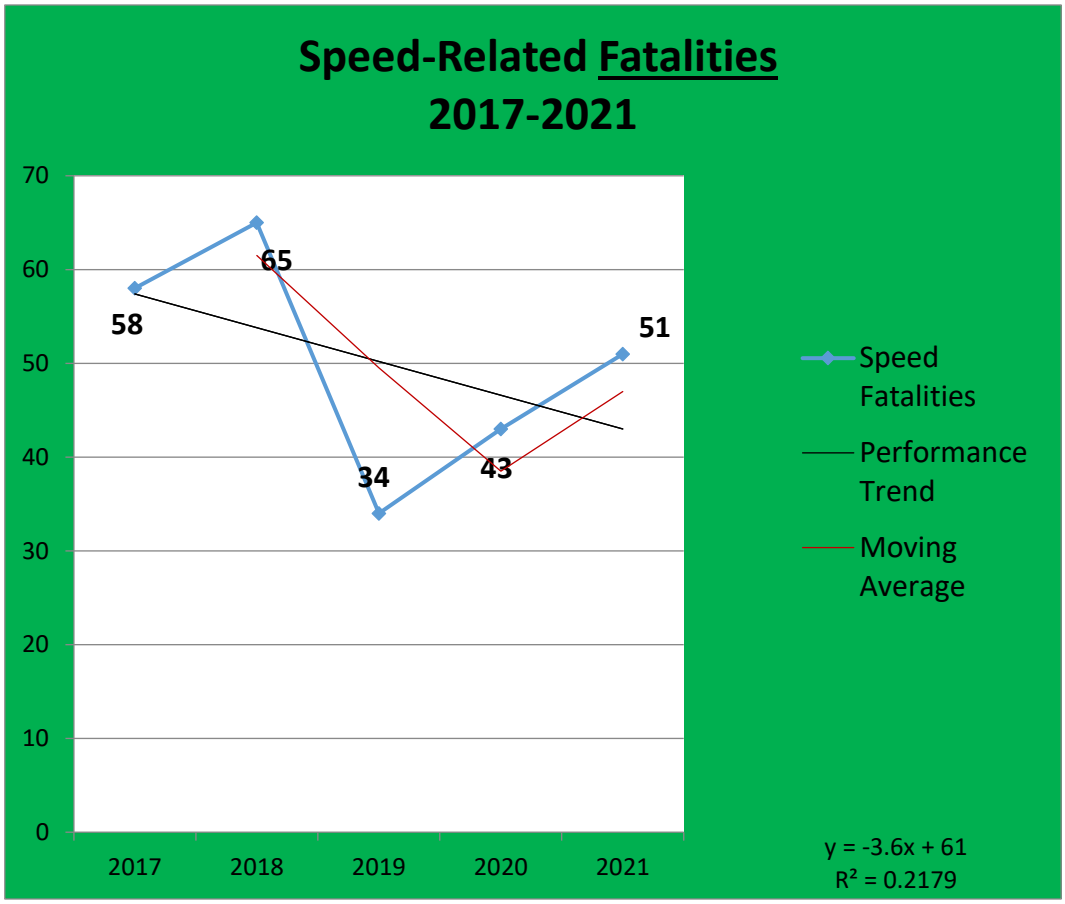


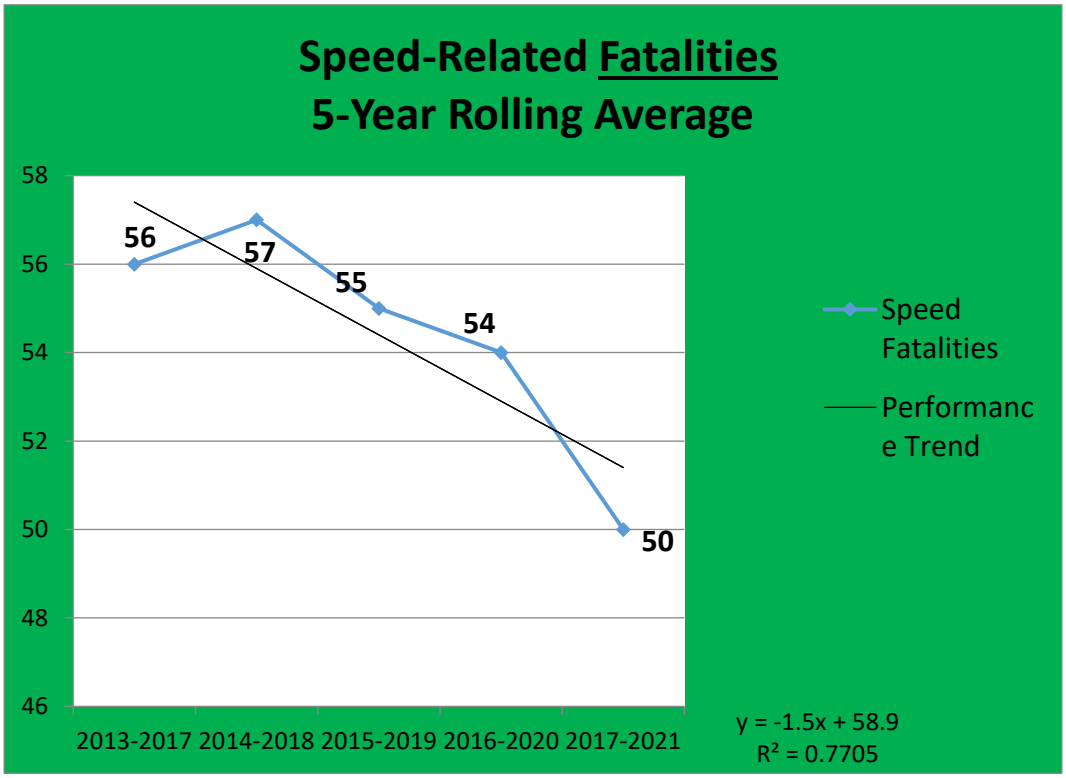
Performance Measure: **C-6) Number of Speeding-Related Fatalities (FARS)**

Program-Area-Level Report

Update: In Progress

In 2022, New Hampshire predicted to maintain the speeding-related fatality five-year (2018-2019 average) at 54.00. As of June 20, 2022 there have been 16 confirmed speed related fatalities. In 2021, during the same period, there were 27 speed related fatalities with 51 total for the year. In 2022, speed related fatalities continues to be a concern as many motorists are travelling now after not being able to during COVID-19. The NH OHS has placed special emphasis on preventing speed related fatalities in FFY 2022 and FFY 2023. The Charts below depict the known speed related fatalities. If the 2022 downward Speed Related Fatality trend line continues, New Hampshire predicts it will close 2022 with a five-year (2018-2022) average of 48.80 provided the same number of speed related fatalities occur in 2022 as 2021 (51).


Speed-Related Fatalities
2017-2021
70
60
50
40
30
20
10
0
58
65
34
43
51
2017
2018
2019
2020
2021
Speed Fatalities
Performance Trend
Moving Average
y = -3.6x + 61
R² = 0.2179

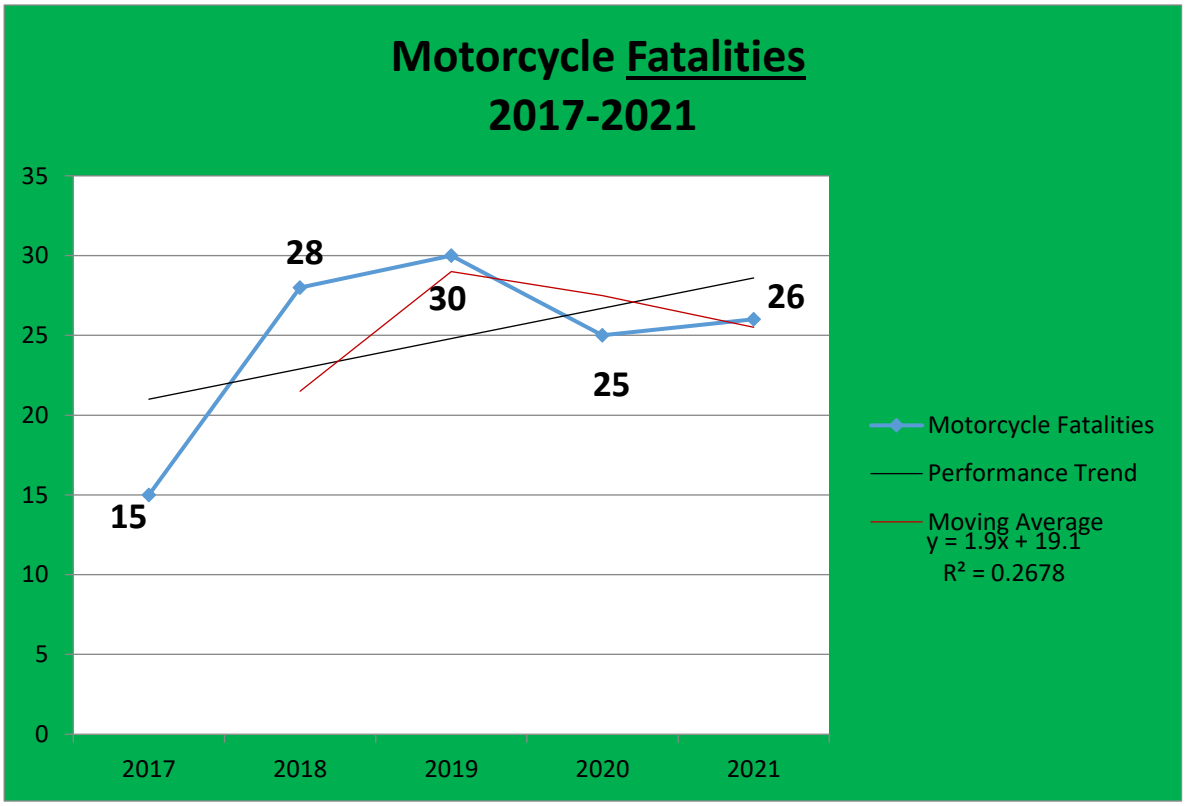

Speed-Related Fatalities
5-Year Rolling Average
58
56
54
52
50
48
46
56
57
55
54
50
2013-2017
2014-2018
2015-2019
2016-2020
2017-2021
Speed Fatalities
Performance Trend
y = -1.5x + 58.9
R² = 0.7705

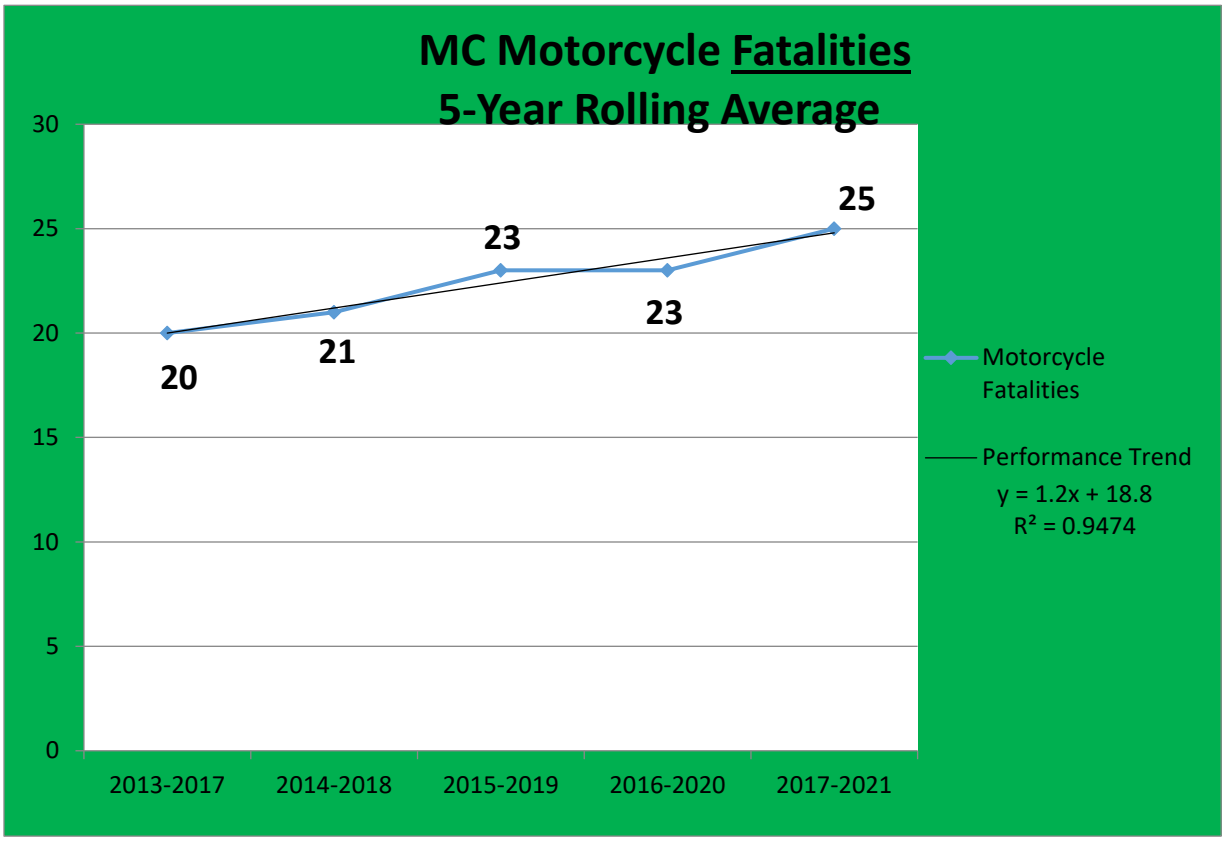
Performance Measure: C-7) **Number of Motorcyclist Fatalities (FARS)**

Program-Area-Level Report

Update: In Progress

New Hampshire in not on track to meet the 2022 five-year average (2018-2022) target of 23.00 Motorcycle fatalities. As of June 20, 2022, New Hampshire has had (12) motorcyclist fatalities. In 2021, within the same period, there were (11). With the close of the 2021 calendar year there were (26) motorcycle fatalities bringing the five-year (2017-2021 average) to 25. However, this number is somewhat skewed do to a single vehicle versus several motorcycle crash, that resulted in 7 motorcycle fatalities in 2019 that continues to affect the 2022 five-year (2018-2022) average and performance trend. It is predicted that there may be potentially 27 motorcyclist fatalities during the 2022 five-year (2018-2022) average. This is prediction is made using the chart below and calculating the five-year average (2018-2022) after removing the 2017 fatality number (15) and adding the same fatality number to 2022 that occurred in 2021 (26). Based on this 2022 five-year (2018-2022) average prediction, New Hampshire is trending towards a higher motorcycle fatality number of 27 for FY 2022 and most likely will not meet the 23.00 target.



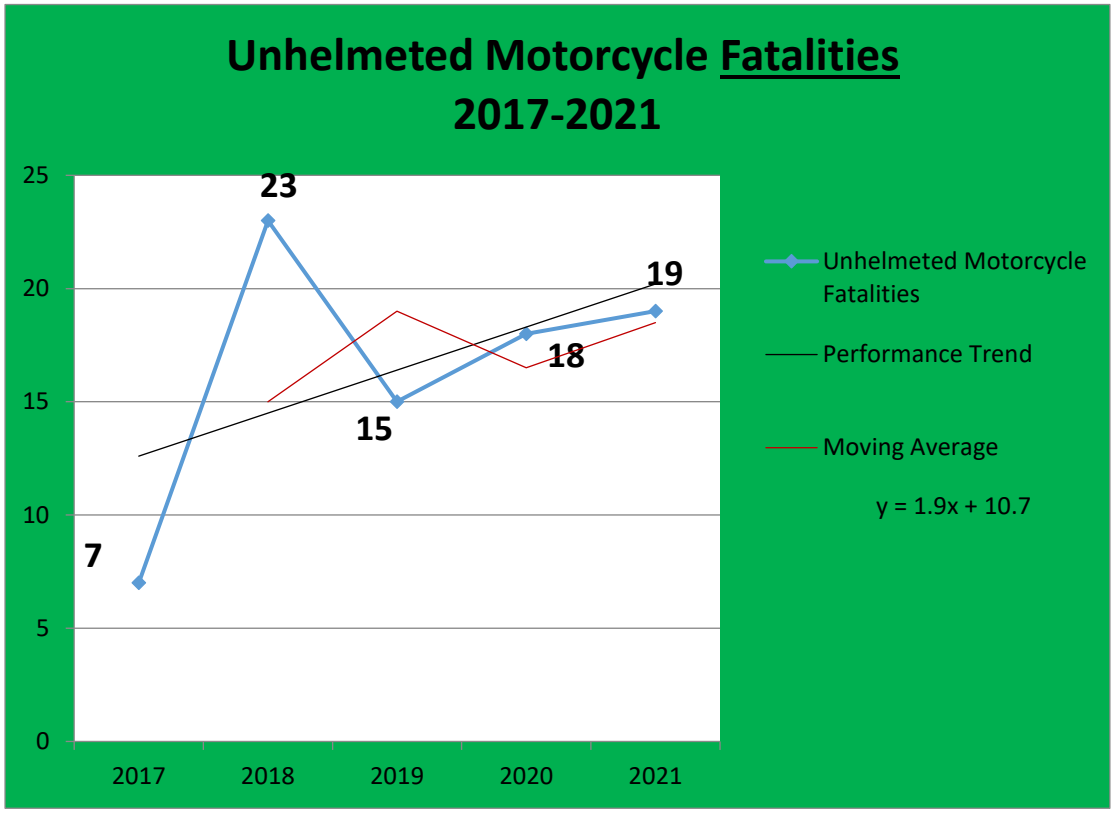


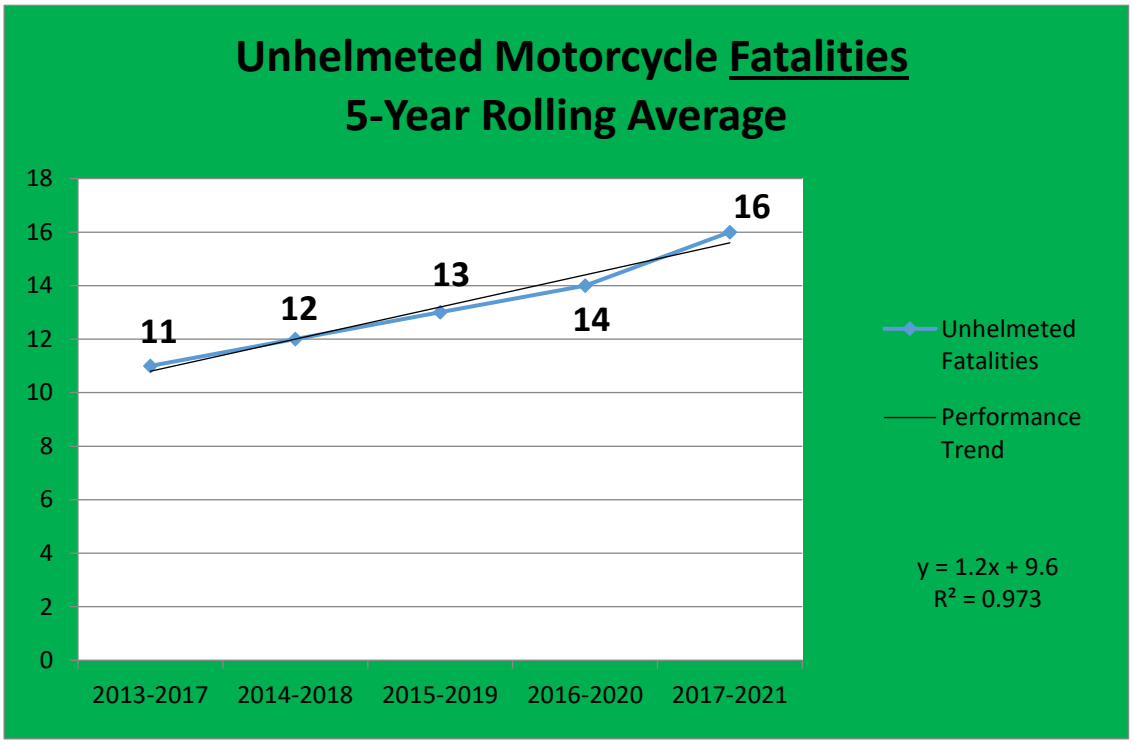
Performance Measure: **C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)**

Program-Area-Level Report

Update: In Progress

New Hampshire in not on track to maintain the 2022 five-year average (2018-2022) target of 14.00 unhelmeted motorcycle fatalities. As of May 1, 2022, there have been 3 motorcyclist fatalities confirmed in which (2) of the motorcyclist were not wearing a helmet. During the same period last year in 2021 there were 2 motorcyclist fatalities confirmed in which (2) of the motorcyclist were not wearing a helmet. At the close of calendar year 2021, 19 of the 26 motorcycle victims (over half of the victims) were not wearing a helmet. In 2022, our unhelmeted motorcycle fatality target may not be met given the prediction that there could potentially be 19 unhelmeted motorcyclist fatalities. This prediction was made using the chart below and calculating the five-year average (2018-2022) after removing the 2017 unhelmeted fatality number (7) and adding the same unhelmeted fatality number to 2022 that occurred in 2021 (19). Based on this five-year average (2018-2022) prediction, New Hampshire is trending towards a higher unhelmeted motorcycle fatality number of 19 for FY 2022 and may not meet the 14.00 target.


Unhelmeted Motorcycle Fatalities
2017-2021
25
20
15
10
5
0
23
19
18
15
7
2017
2018
2019
2020
2021
Unhelmeted Motorcycle Fatalities
Performance Trend
Moving Average
y = 1.9x + 10.7

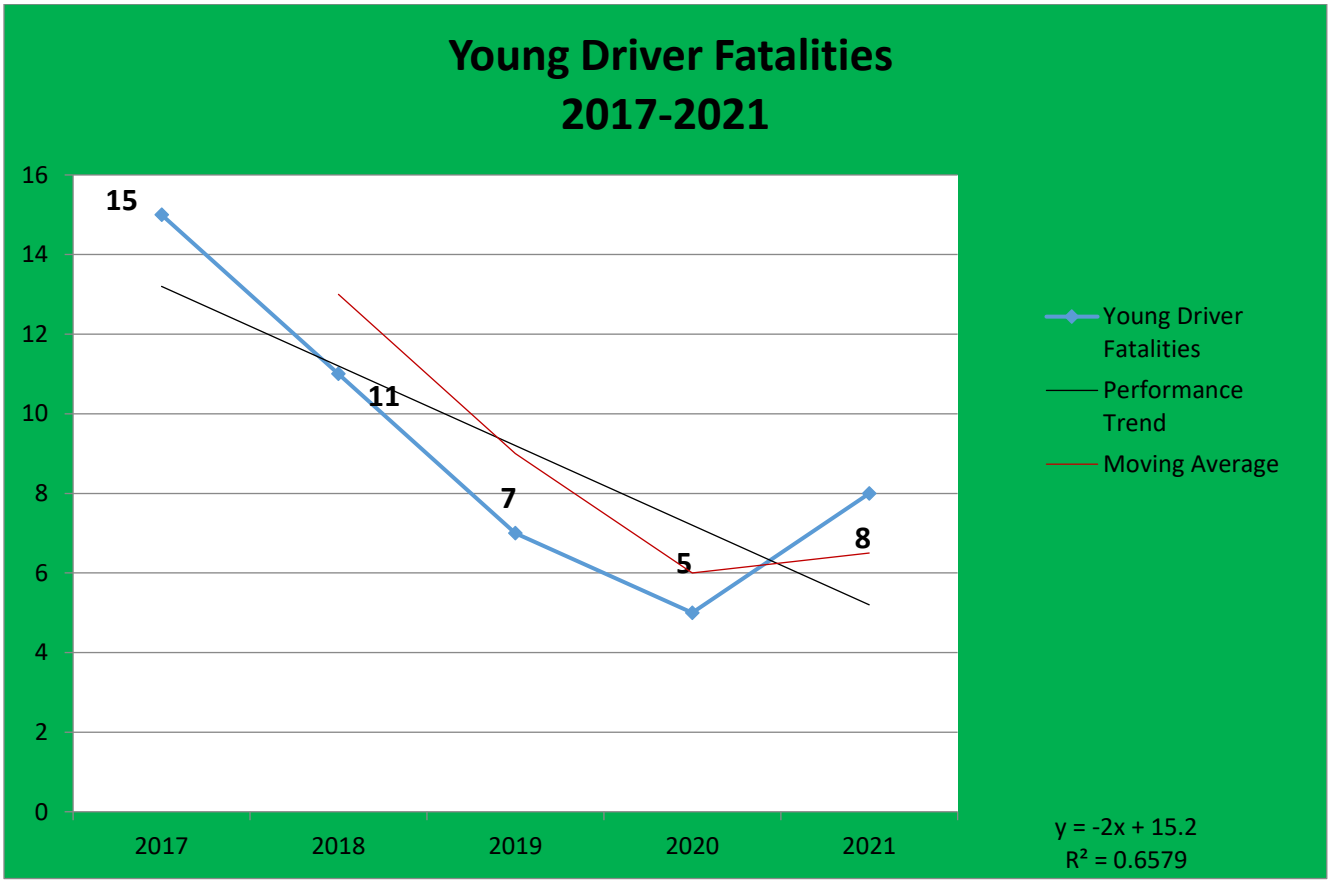

Unhelmeted Motorcycle Fatalities
5-Year Rolling Average
18
16
14
12
10
8
6
4
2
0
16
13
12
11
14
2013-2017
2014-2018
2015-2019
2016-2020
2017-2021
Unhelmeted Fatalities
Performance Trend
y = 1.2x + 9.6
R² = 0.973

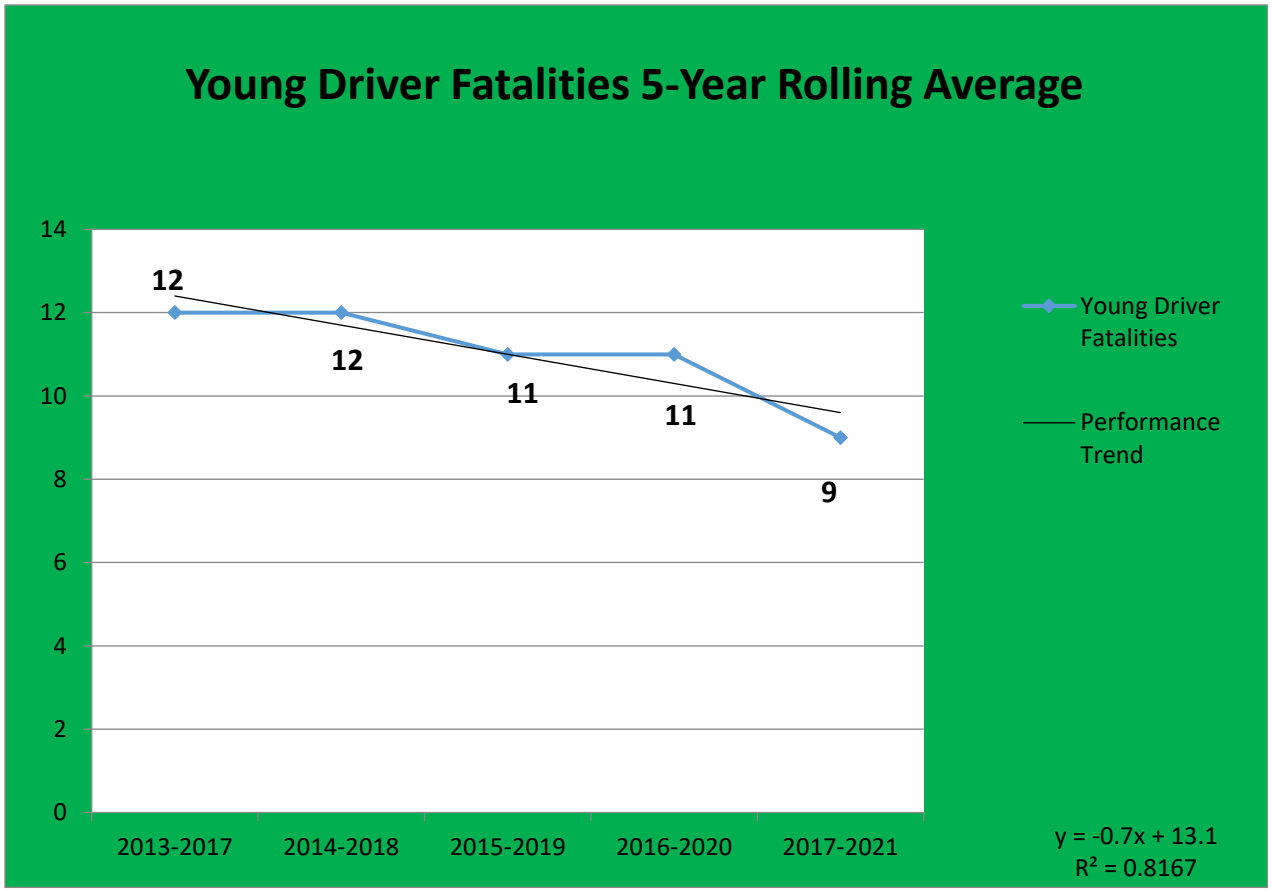
Performance Measure: **C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)**

Program-Area-Level Report

Update: In Progress

New Hampshire is on track to meet our 2022 target of reducing age 20 or younger drivers involved in fatal crashes to 8.80 (2018-2022 average). As of June 20, 2022, there have been (2) age 20 or younger driver fatalities which is almost the same number of age 20 or younger driver fatalities during the same period last year (June 21, 2021) of (3) age 20 or younger driver fatalities. In FY 2021, there were (8) age 20 or younger operator fatalities. In 2022, it is predicted that there potentially could be 7.80 young driver fatalities achieving the target of 8.80. This prediction was made using the chart below and calculating the five-year average (2018-2022) after removing the 2017 young driver fatality number (15) and adding the same young driver fatality number to 2022 that occurred in 2021 (8). Based on this five-year average (2018-2022) prediction, New Hampshire is trending towards a lower young driver fatality number of 7.80 for FY 2022 and is on track to achieve the 8.8 target.



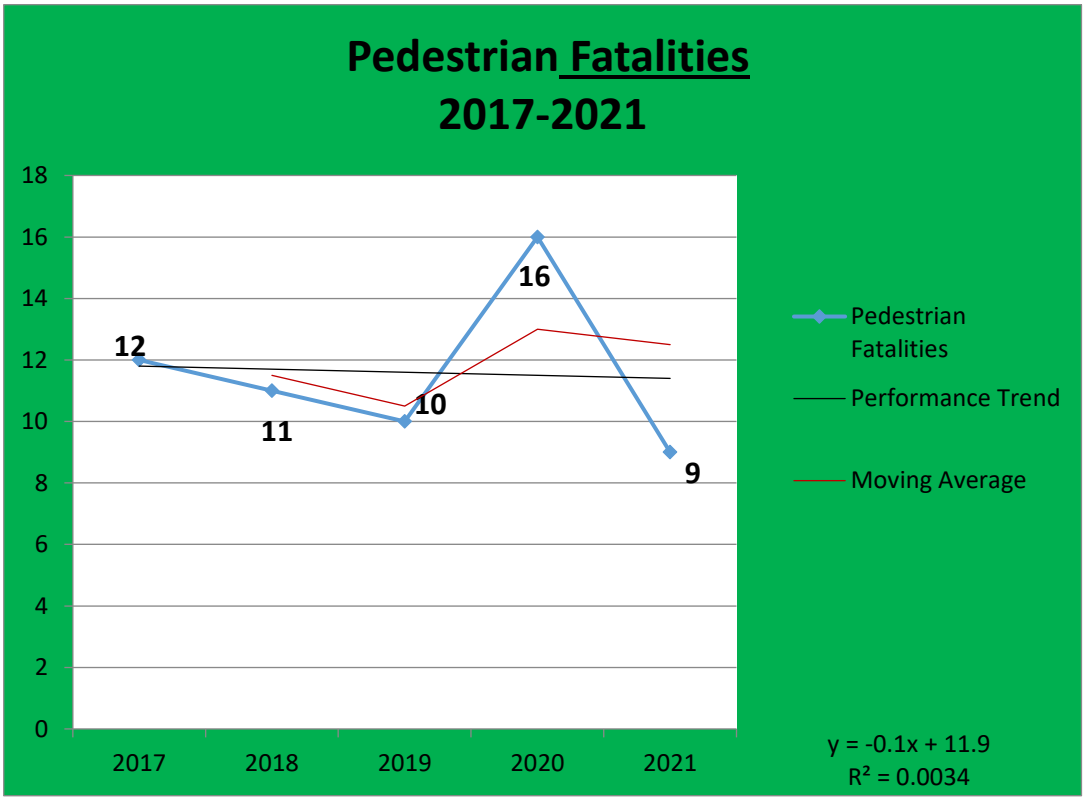

Young Driver Fatalities 5-Year Rolling Average
14
12
10
8
6
4
2
0
12
12
11
11
9
2013-2017
2014-2018
2015-2019
2016-2020
2017-2021
Young Driver Fatalities
Performance Trend
y = -0.7x + 13.1
R² = 0.8167

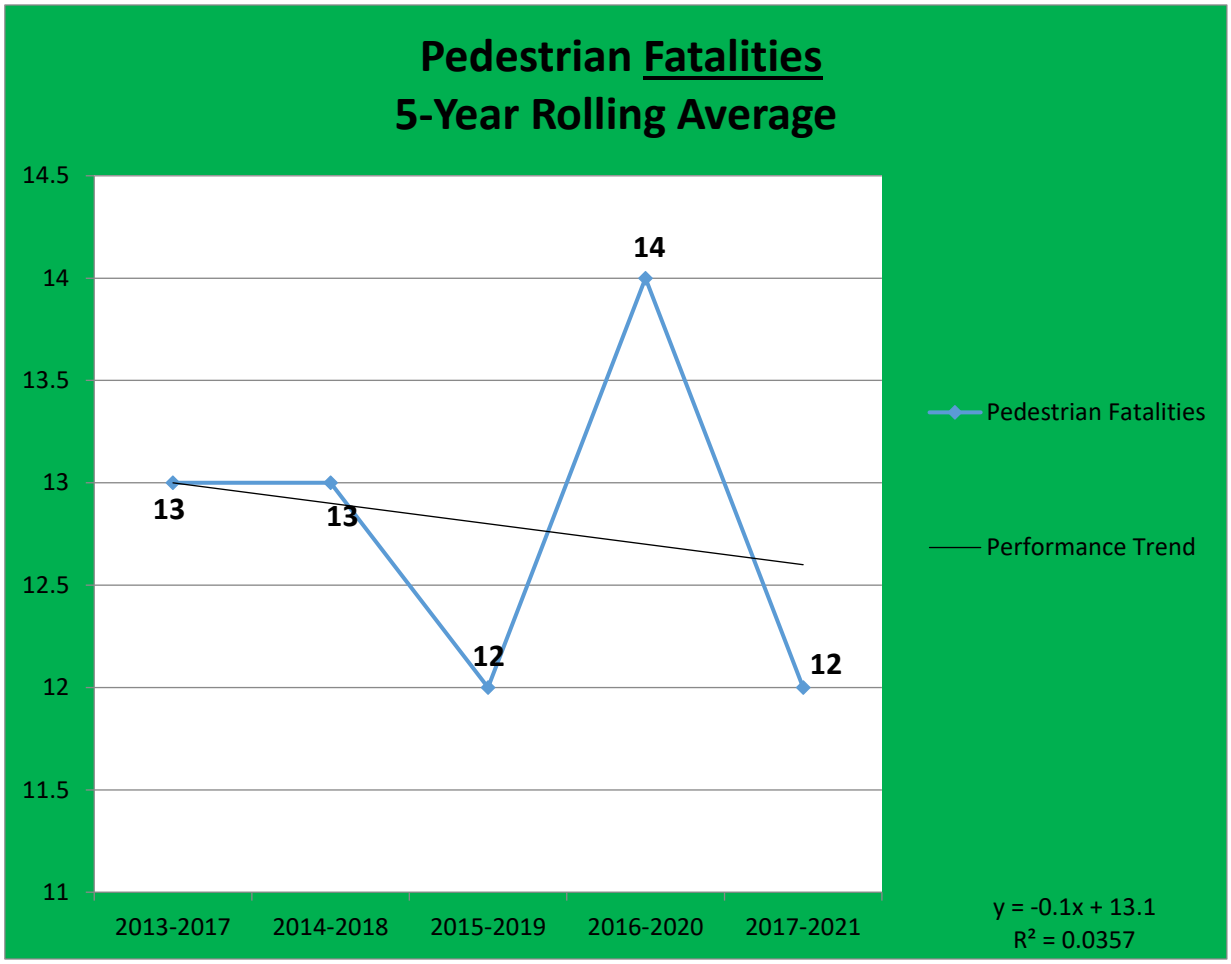
Performance Measure: **C-10) Number of Pedestrian Fatalities (FARS)**

Program-Area-Level Report

Update: In Progress

New Hampshire continues to work to achieve our target to reduce pedestrian involved fatalities by 10 percent from 14 (2017-2021) to 12.60 (2018-2022 average). As of July 25, 2022, New Hampshire may be on track to meet our 2022 target as there have been (6) pedestrian fatalities which is (3) more pedestrian fatalities than New Hampshire had during the same period last year in 2021 (3). In 2022, if we have the same number of pedestrian fatalities as 2021 (9) calculated in to the five year (2018-2022) average, we may meet our target of 12.60. The grant funded pedestrian/bicycle enforcement in 2021 resulted in 1,713 youth and adult warnings and 465 youth and adult summons and has potentially helped to keep pedestrian fatalities low. In 2022 and 2023, pedestrian/bicycle funds continue to support enforcement agencies with communities in New Hampshire where there is typically more pedestrian/bicycle activity.





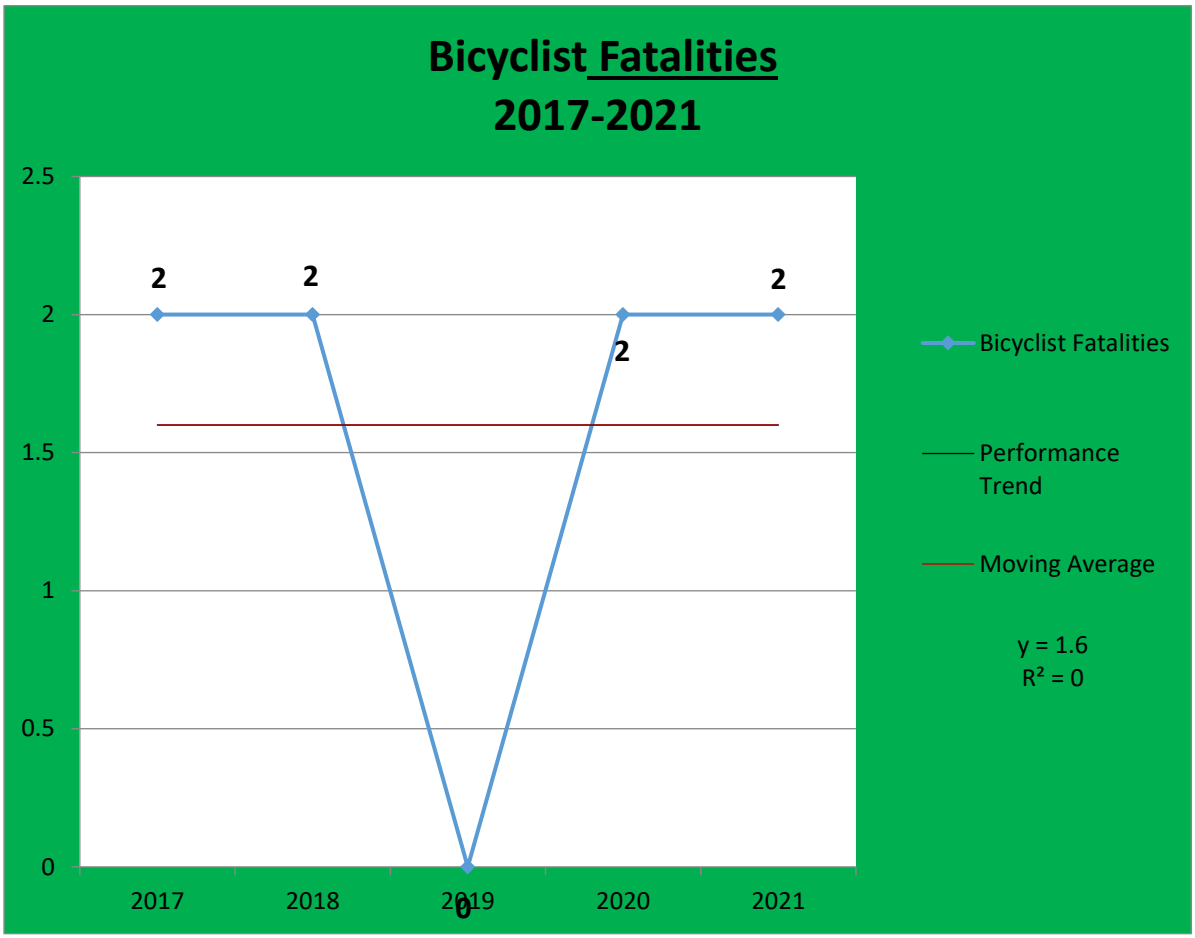
Performance Measure: **C-11) Number of Bicyclists Fatalities (FARS)**

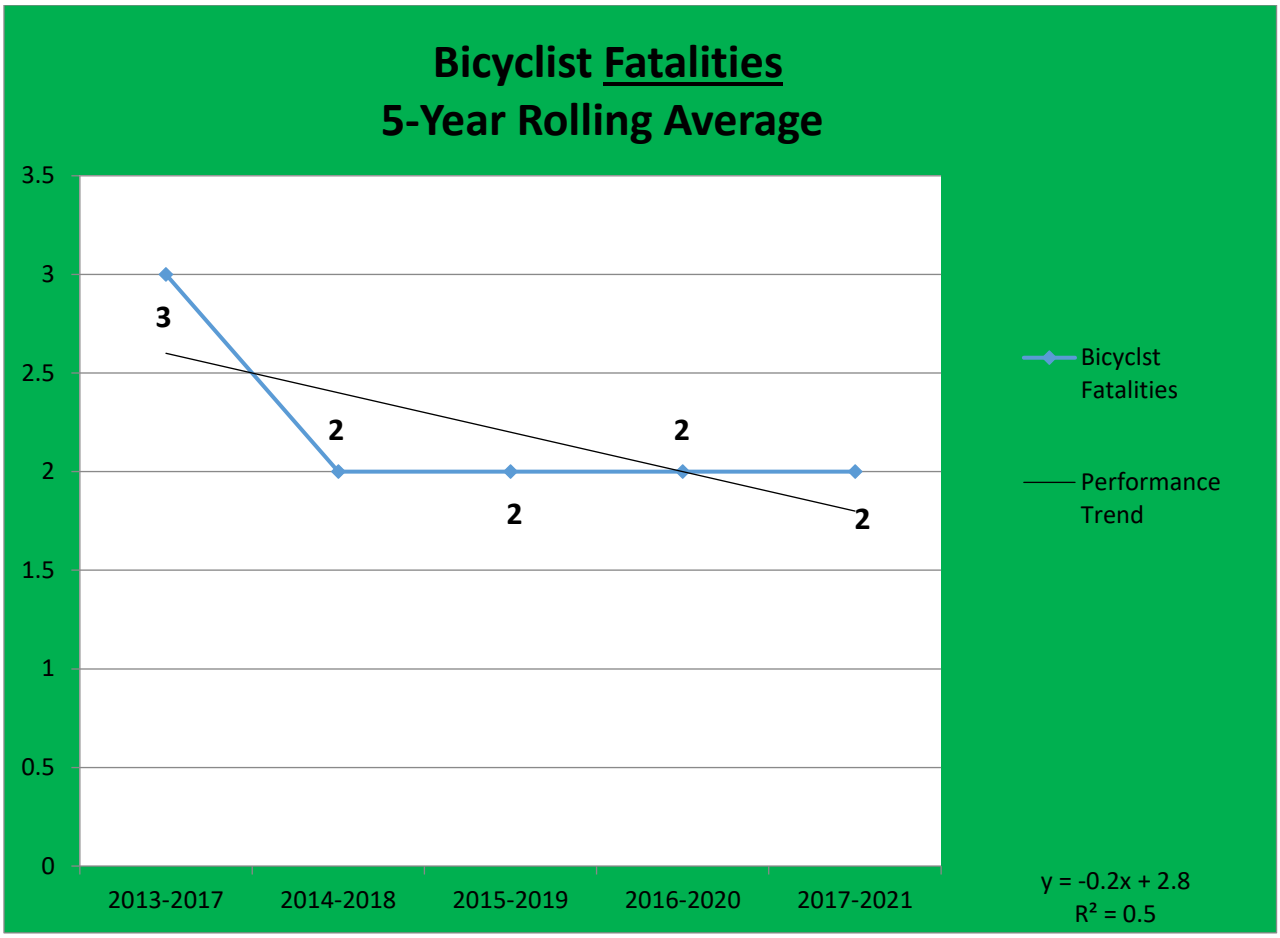
Program-Area-Level Report

Update: In Progress

New Hampshire continues to work to achieve our target to maintain bicycle fatalities in the state and is on track to meet our 2022 five-year average (2018-2022) target of 2.0 bicyclist Fatalities. We have undertaken a vigorous messaging and enforcement campaign surrounding bicyclist/pedestrians and as of June 13, 2022 there has been (1) bicyclist fatality. In 2020 and 2021, there were (2) bicycle fatalities in each year. In 2022, it is predicted that there potentially could be 1.6 bicyclist fatalities (2018-2022 average) achieving the target of 2.0. This prediction was made using the chart below and calculating the five-year average (2018-2022) after removing the 2017 bicyclist fatality number (2) and adding the same bicyclist fatality number to 2022 that occurred in 2021 (2). Based on this five-year

average (2018-2022) prediction and the graph below, New Hampshire is trending towards a lower bicyclist fatality number of 1.6 for FY 2022 and is on track to achieve the target of 2.0.





Performance Measure: **B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)**

Program-Area-Level Report

Update: The 2022 target of 73.44 percent usage rate is still pending the completion of the seat belt observational survey.

In 2021, New Hampshire met the 2021 target to increase front seat outboard passenger restraint use by 2 percent to 73.44. The 2021 seat belt use survey data obtained does reflect an increase from the In 2020 seat belt survey of 72.4% to 75.5% (an increase of 4.28%).

Table 5: NH Seat Belt Usage Rates: 2006 through 2021[1]

Seat Belt Usage

(front seat outboard pass.)	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Seat belt usage rate:	**63.5%**	**63.8%**	**69.2%**	**68.9%**	**72.2%**	**75.0%**	**68.5%**
Unweighted usage rate:	64.2%	62.9%	68.4%	68.8%	72.0%	72.5%	68.1%
Standard error: 5.3%	9.4%	3.4%	2.8%	3.0%	3.0%	3.0%	
95% conf. interval – upper:	73.9%	82.2%	75.9%	74.3%	78.0%	80.8%	74.5%
95% conf. interval – lower:	53.1%	45.4%	62.4%	63.5%	66.4%	69.2%	62.6%

Seat Belt Usage

(front seat outboard pass.)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Seat belt usage rate:	**71.5%**	**70.4%**	**69.5%**	**70.2%**	**67.6%**	**76.4%**	**70.7%**
Unweighted usage rate:	73.7%	71.8%	71.5%	70.2%	68.5%	76.6%	70.4%
Standard error: 1.11%	1.17%	1.13%	1.39%	1.23%	1.26%	1.28%	
95% conf. interval – upper:	73.6%	72.7%	72.1%	73.0%	70.0%	78.9%	71.9%
95% conf. interval – lower:	69.3%	68.0%	66.8%	67.5%	65.1%	73.9%	66.8%

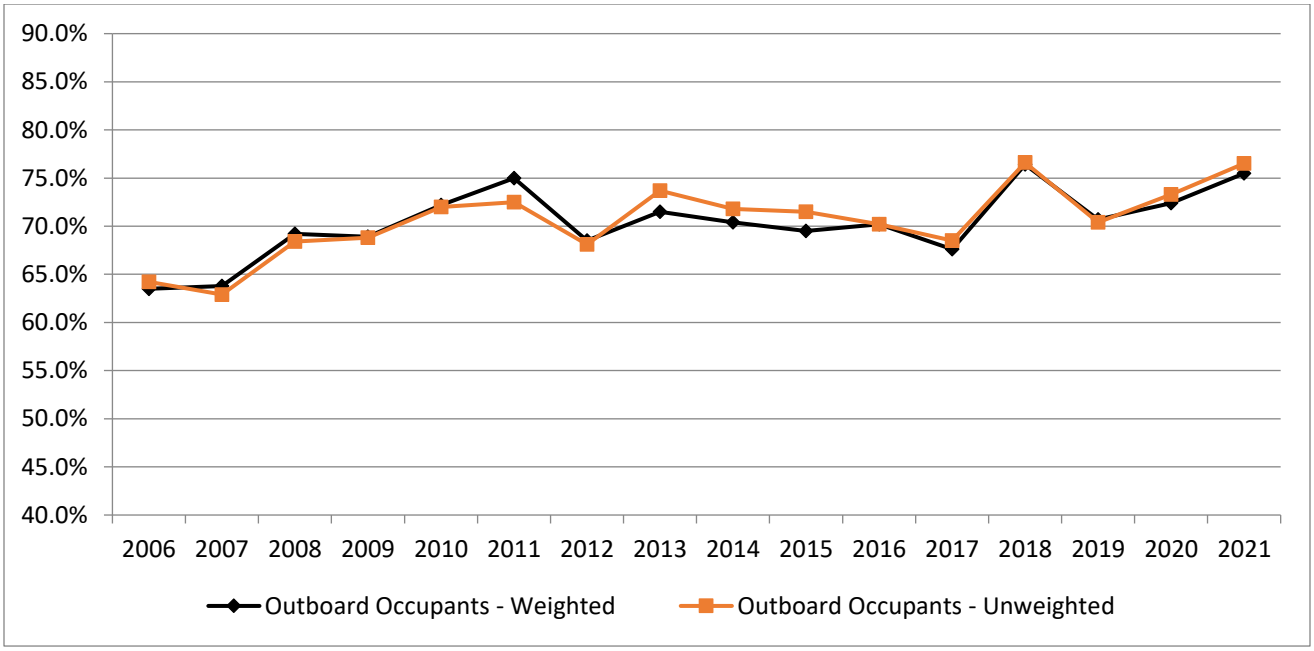
Seat Belt Usage

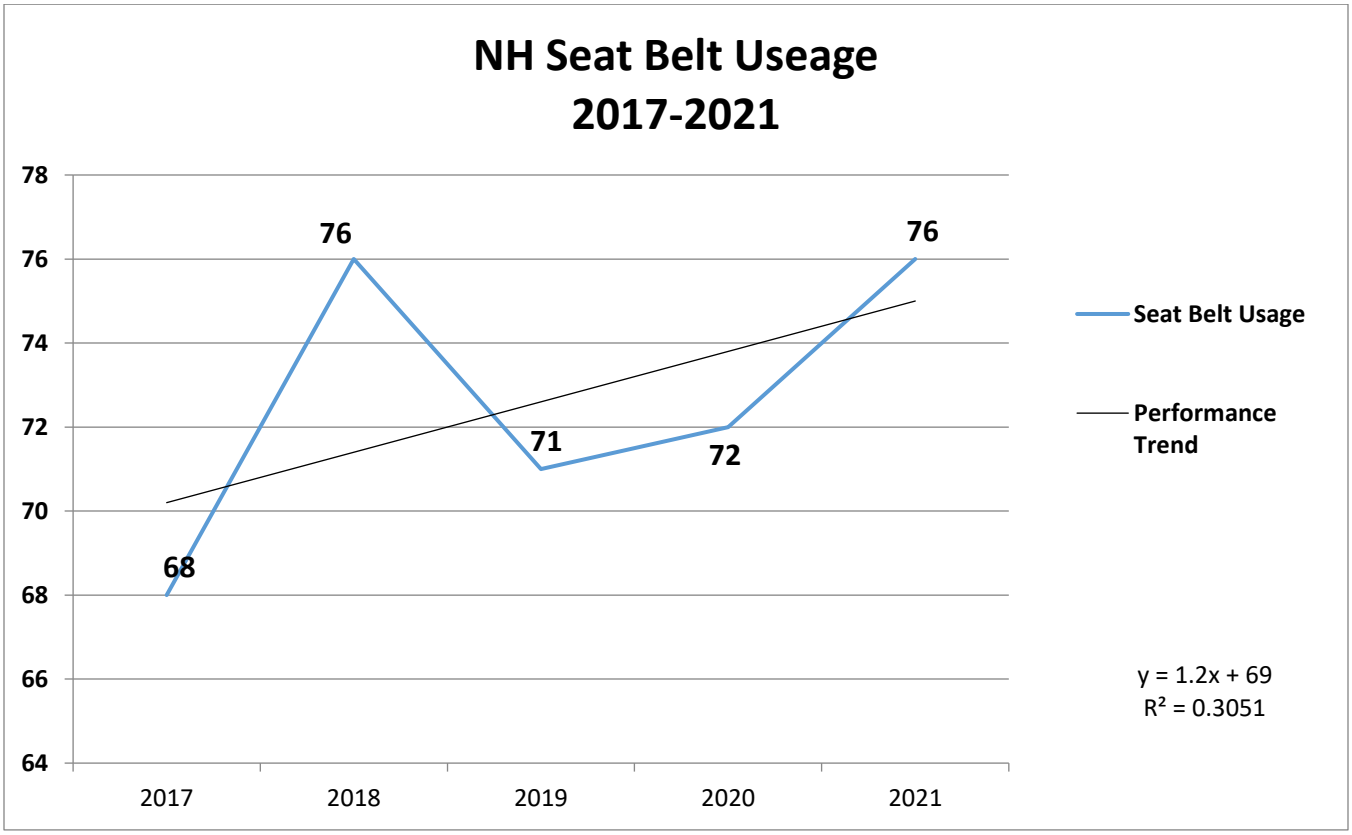
(front seat outboard pass.)	**2020**	**2021**
Seat belt usage rate:	**72.4%**	**75.5%**
Unweighted usage rate:	73.3%	76.5%
Standard error: 1.14%	1.04%	
95% conf. interval – upper:	74.6%	77.5%
95% conf. interval – lower:	70.1%	73.4%

Observations	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Observation sites:	150	120	120	120	120	120	120
Vehicles observed:	21,563	17,831	17,214	17,238	17,328	15,929	15,883
Total outboard passengers:	26,305	21,712	20,747	20,647	20,282	18,924	18,916

[1] Results from 2012-2017 cannot be directly compared with earlier studies because of methodological changes. Care must be used comparing 2018 and later rates to 2012-2017 rates as different sites were observed.

NH Weighted Seat Belt Usage Rates: 2006 - 2021





Grant Program Activity Measure Reporting

***Note: This period includes the COVID Pandemic where enforcement efforts may have been affected due to redirected duties, personnel, etc.**

Activity Measure: **Number of seat belt citations issued during grant-funded enforcement activities**

Seat belt citations: **52**
Fiscal Year A-1: 2021

Activity Measure: **Number of impaired driving arrests made during grant-funded enforcement activities**

Impaired driving arrests: **180**
Fiscal Year A-2: 2021

Activity Measure: **Number of speeding citations issued during grant-funded enforcement activities**

Speeding citations: **8,185**
Fiscal Year A-3: 2021

NH Established Performance Measures

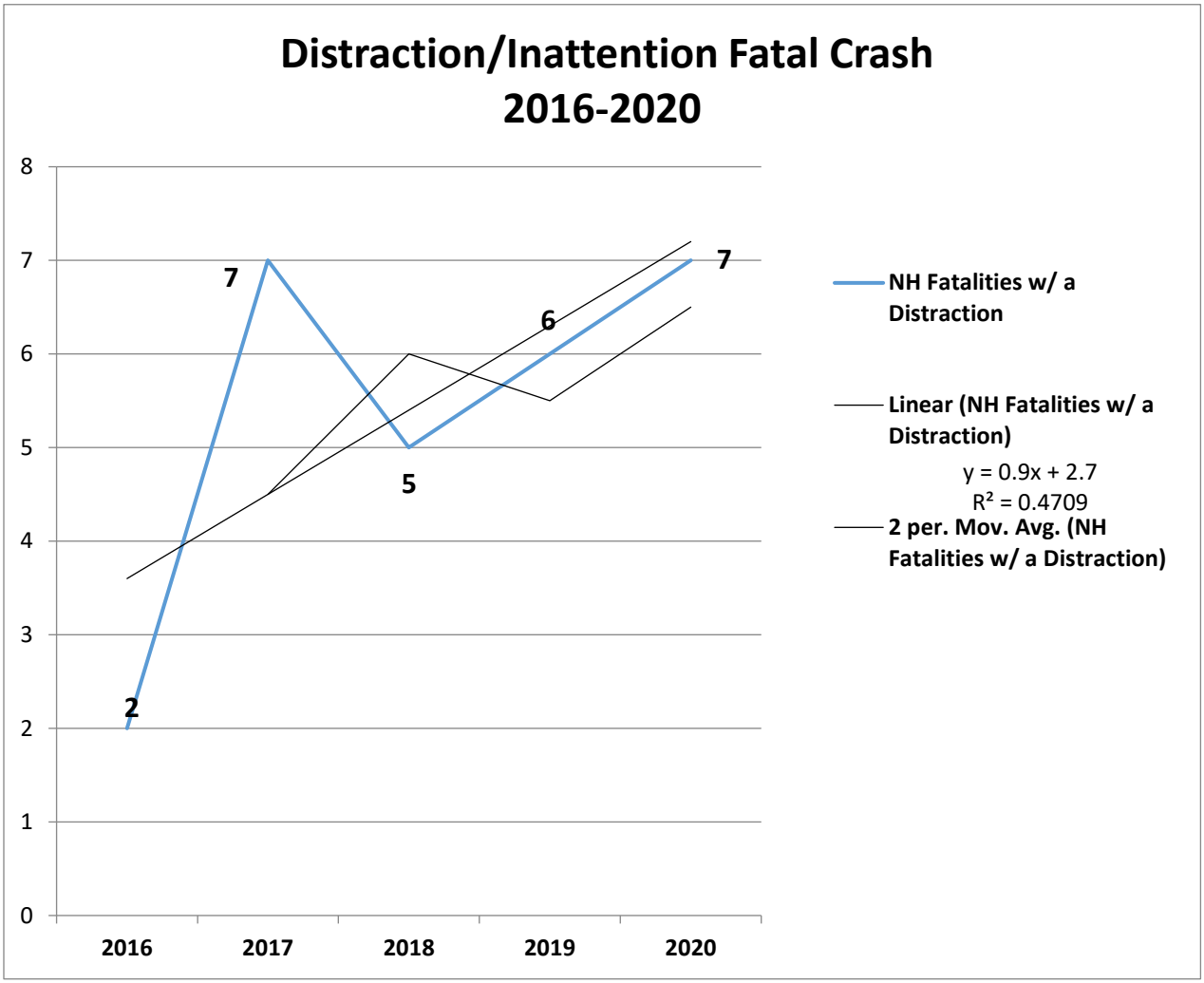
Performance Measure: **A- 4) Number of Distraction/Inattention Fatal Crashes**

Program-Area-Level Report

Update: In progress

New Hampshire is determining if it will meet the 2022 target to maintain the number of distraction related fatalities at 5.40 five-year average (2017-2021) to a five-year average (2018-2022) of 5.40. Currently in 2022, there are pending fatality cases that may be distraction/inattention related. In

2021, there are currently 4 distraction related fatalities. It is difficult to determine if this target will be met as there is still pending cases.



Performance Measure: **A-5) TR E-Ticket Advancement**

Program-Area-Level Report

Update: Met

New Hampshire exceeded its 2022 goal to have 102 local LE agencies onboard with E-Crash. To date, as of June 2022, there are 114 agencies onboard with E-Crash who are submitting electronically MMUCC IV or MMUCC V crash reports to the DMV Vision System.

2023 Performance Plan

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
1	C-1	C-1) Number of traffic fatalities (FARS)	5 Year	2019	2023	111.6
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	466.4
3	C-3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	2023	0.857
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	2023	47.70
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above (FARS)	5 Year	2019	2023	38.00
6	C-6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	2023	54.00
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	2023	27.00
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	2023	17.00
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	2023	8.8
10	C-10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	2023	11.30
11	C-11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	2023	2.0
12	C-12	C-12) Non-motorized Fatalities & Serious Injuries	5 Year	2019	2023	37.0
13	B-1/C-13	B-1/C-13) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2022	2023	75.5
14	C-14	C-14 Serious Injury Rate/VMT	5 Year	2022	2023	3.532

16	A-4	A-4) Number of Distraction/Inattention Fatal Crashes	5 Year	2019	2023	5.40
17	A-5	A-5) TR E-Ticket Advancement	Annual	2022	2023	134

Performance Target: **C-1) Number of Traffic Fatalities (FARS)**

Performance Target Details:

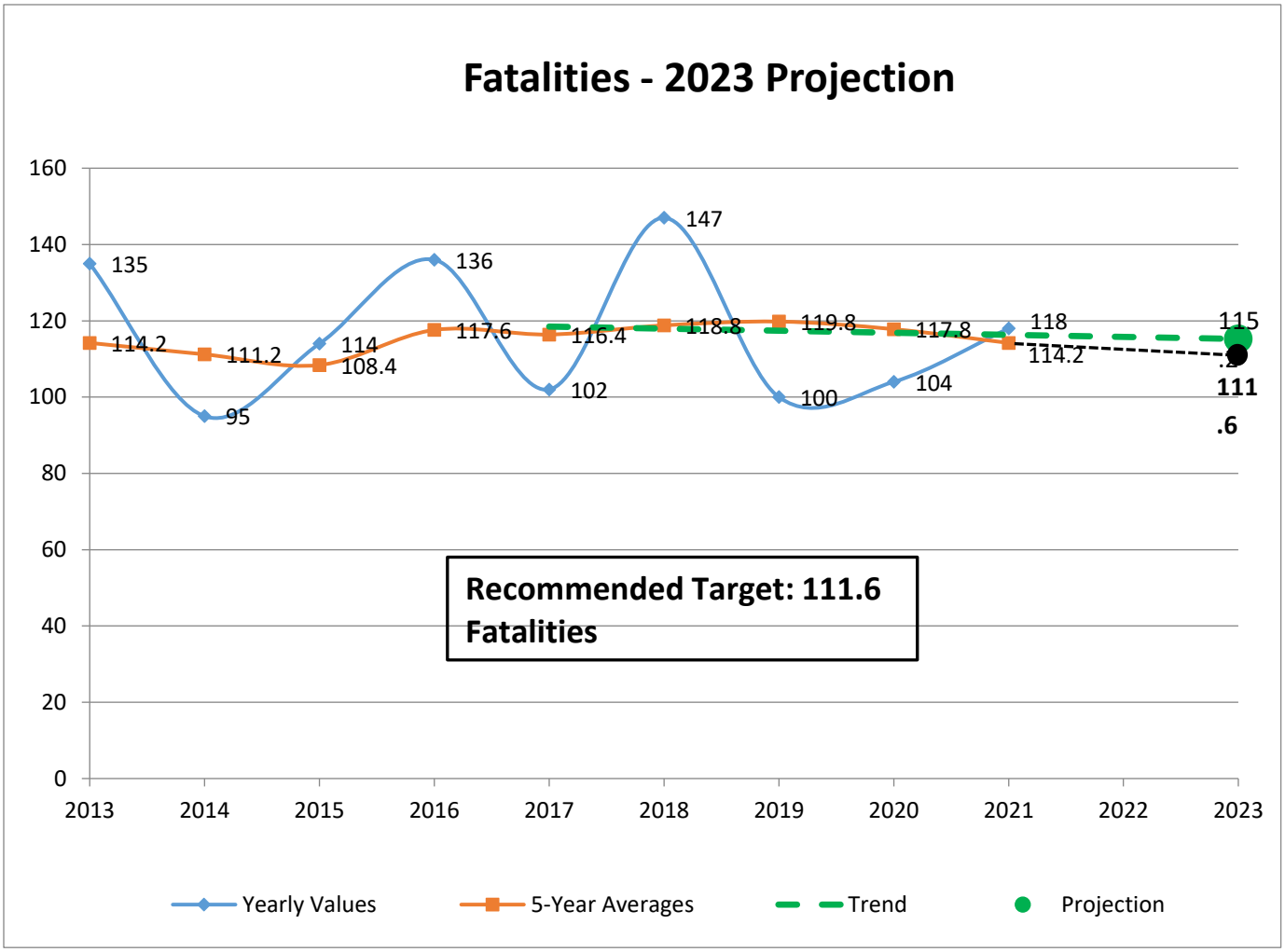
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
1	C-1	C-1) Number of traffic fatalities (FARS)	5 Year	2019	2023	111.6

Performance Target Justification

C-1 Projection - Fatalities: Decrease fatalities from 117.8 (2018-2022 average) to 111.6 for the (2019-2023 average).

The yearly fatality projection values (in the chart below) show fatalities are increasing from 2019 to 2021. Also, current 2022 fatalities are up 25% from same period last year. However, the opposite is true for the 5-year averages and the trend line (within the chart below) that show fatalities are decreasing slightly. The OHS feels reasonably confident that we can meet this (2019-2023 average) target which is not completely aspirational considering that conservative fatality numbers were calculated within the (2019-2023) five year average for the 2022 and 2023 years to achieve a target that is rational and possible to achieve (111.6). Suffice it to say, that 118 fatalities was used when calculating the average because it is the highest fatality number (2021) that we have had in 3 years. In 2023, it is anticipated that fatalities may increase because of the following factors. Since 2020 (gas was the lowest at $1.85 in NH), gas has more than doubled potentially causing more people to purchase motorcycles, scooters, electric bikes, etc. or turn to walking to save on gas, as this and inflation continues to increase. Novice motorcyclist are of particular concern in contributing to fatalities as they lack experience and may not have attended the important motorcycle training to keep them safe. Another reason fatalities may increase in 2023, is because driving may substantially increase as many people are enjoying the freedom to visit and travel that was lost during COVID in order to protect from exposure. In 2020, speeding over 100 + MPH increased 125% and reckless operation increased 133% since 2018. In 2022, these issues continue. Impaired driving is also of concern and a contributing factor averaging (2017 to 2021) approximately 25% of fatalities that occur each year. Since 2020, alcohol sales have increased by 50% in NH and the drug epidemic overdose numbers continue to not let up (417 overdoses in 2020). From 2017 to 2021 unrestrained fatalities have accounted for an average of over 40% of fatalities that occur each year with many of these occupants being ejected. We anticipate that unrestrained fatalities will occur in 2023 and possibly make up the 40% of fatalities that we have seen in past years. If an adult

seat belt law was passed, NH could see the unrestrained fatality average percentage possibly reduced to half. Although, distracted driving continues to be under reported, this is improving as more law enforcement partners are submitting MMUCC 4 or 5 crash reports to the DMV VISION system. In 2021, 15% of non-fatal crashes were caused by inattention/distraction and the leading cause for non-fatal crashes in 2021. In 2023, we anticipate distracted related fatalities to occur with the biggest concern being cell phone use among drivers which will continue to be the cause of distracted driving related crashes and resulting injuries and deaths. While traveling NH roads, it is not uncommon to notice motorists manipulating a phone while driving or at a stop light. Lastly, many of our law enforcement partners are struggling to address highway safety issues because they lack the personnel to do so. This is a concern as enforcement efforts are an important part in providing a visible presence to the motoring public sending the message that motorist will be held accountable for any unsafe driving behavior. In 2023, many law enforcement partners than in past years will be participating in major corridor enforcement efforts (i.e. a saturation of law enforcement patrolling NH roads that have been identified as having a high number of crashes reported) that will address the highway safety issues mentioned above. This collaborative effort will provide not only the visual presence to motorist to change unsafe driving behavior but also reduce crashes and the potential for injury and or death. The New Hampshire Office of Highway Safety will continue to do our part to reduce crashes, minimize fatalities and help save lives by using data sources to identify areas in the state that have dense populations, high crash numbers, high traffic counts, and major corridors, to deploy resources (i.e. enforcement efforts, highway safety messaging, education, and outreach) as a countermeasure to address the above mentioned highway safety issues.



Performance Target: **C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)**

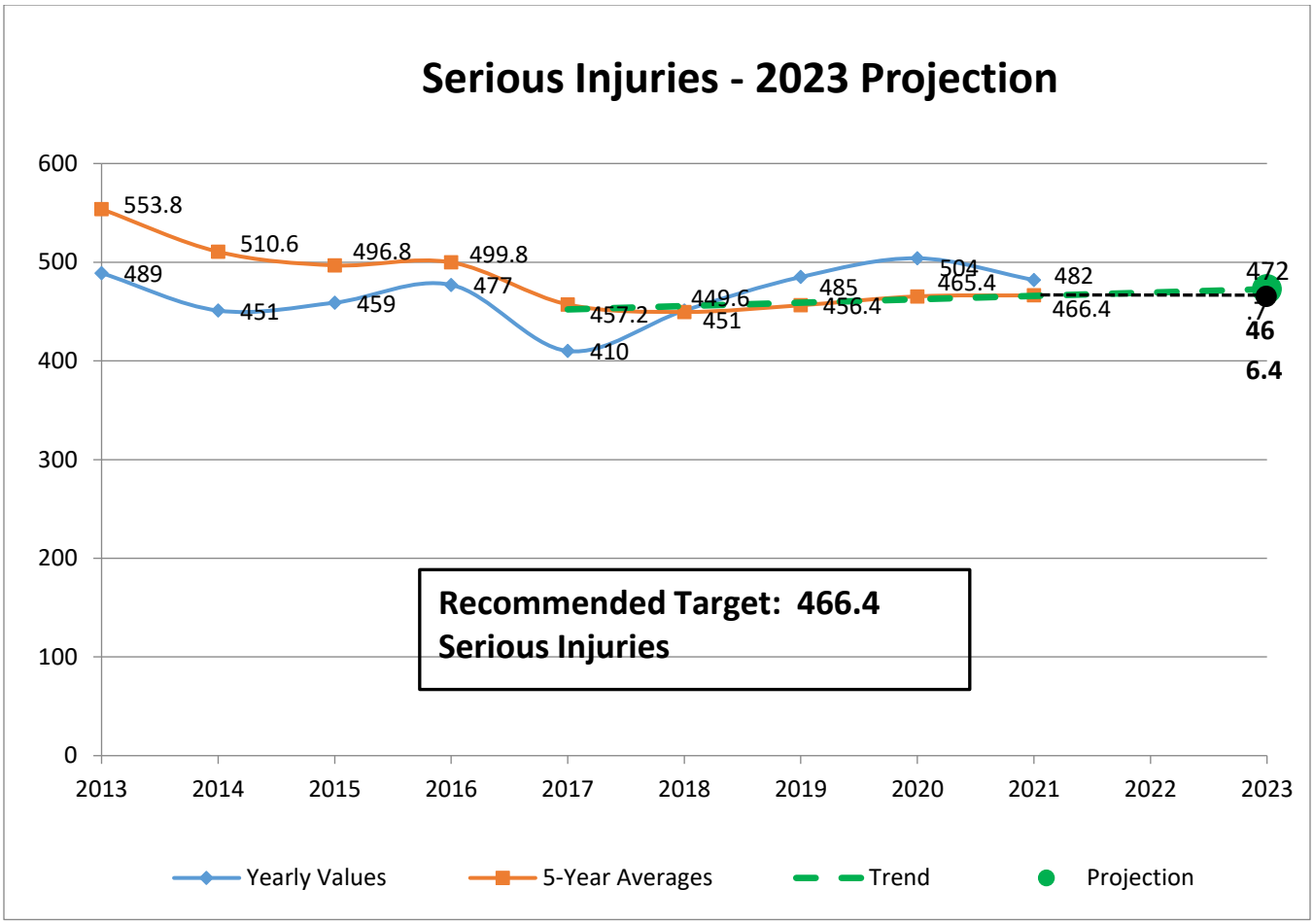
Performance Target Details:

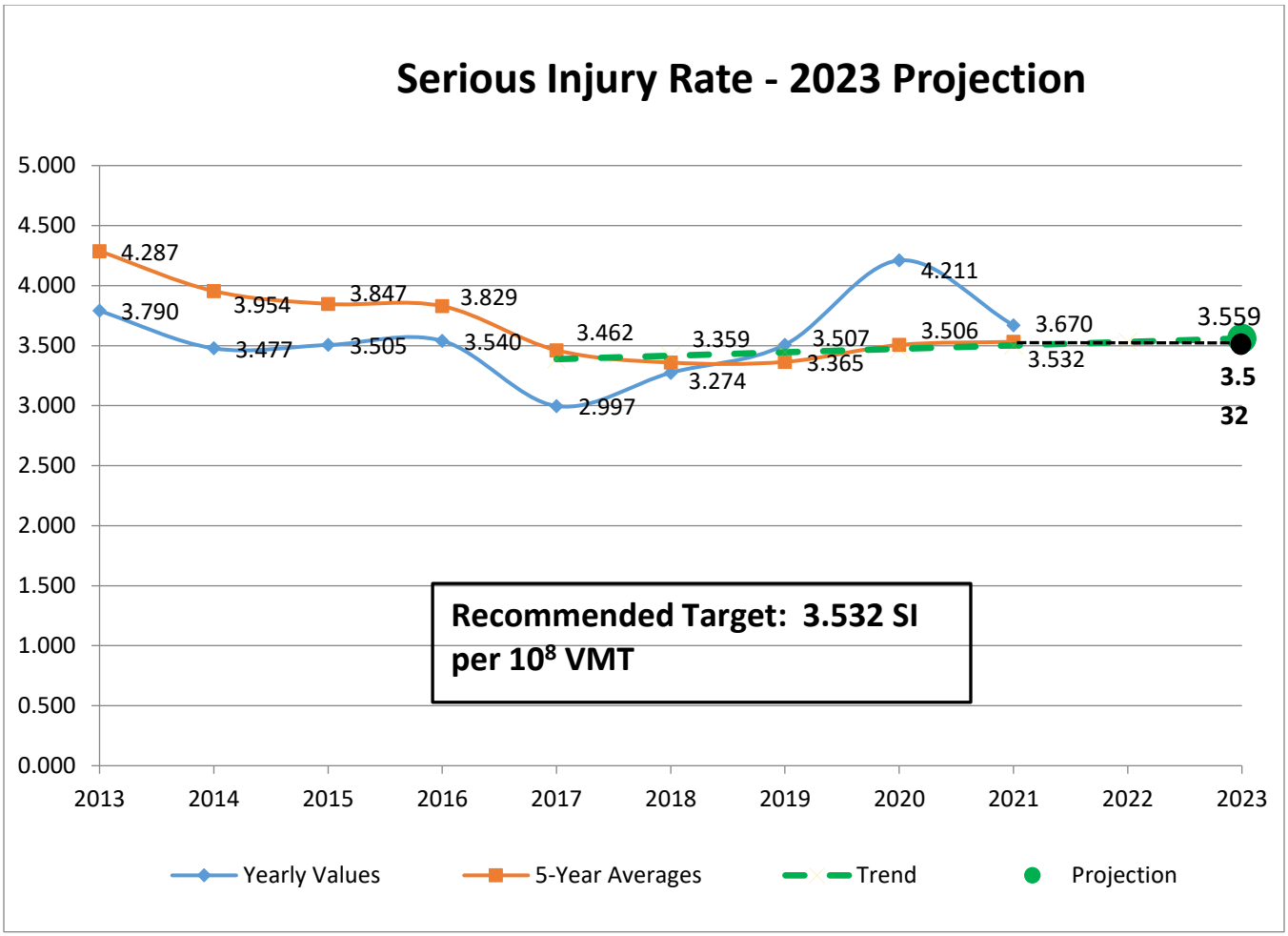
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	466.4

Performance Target Justification

C-2 Projection - Serious Injuries: Maintain serious injuries from 466.4 (2018-2022 average) to 466.4 for the (2019-2023 average).

The yearly serious injury projection values (in the chart below) show serious injuries going down slightly in 2021 from 2020. However, the opposite is true for the 5-year averages and the trend line (within the chart below) that show serious injuries slightly increasing. The OHS feels reasonably confident that we can meet this (2019-2023 average) serious injury target of 466.4. In 2021, there was 28,092 non-fatal crashes in NH an increase of 2,197 crashes from 2020 (25,895 crashes). In 2023, we anticipate the potential for more crashes to occur as more people may be traveling after not being able to travel as a result of COVID-19. With this anticipation of more crashes possibly occurring in 2023, it will be paramount that law enforcement continue to provide a visible presence on NH roads to help change unsafe driving behaviors. In 2023, many law enforcement partners than in past years will be participating in major corridor enforcement efforts (i.e. a saturation of law enforcement patrolling NH roads that have been identified as having a high number of crashes reported) that will address the highway safety issues mentioned above. This collaborative effort will provide not only the visual presence to motorist to change unsafe driving behavior but also reduce crashes and the potential for injury and or death. The New Hampshire Office of Highway Safety will continue to do our part to reduce crashes, minimize fatalities and help save lives by using data sources to identify areas in the state that have dense populations, high crash numbers, high traffic counts, and major corridors, to deploy resources (i.e. enforcement efforts, highway safety messaging, education, and outreach) as a countermeasure to address the above mentioned highway safety issues.


Serious Injuries - 2023 Projection
600
500
400
300
200
100
0
553.8
510.6
496.8
499.8
457.2
449.6
465.4
466.4
489
451
459
477
410
451
485
456.4
504
482
472
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
Recommended Target: 466.4
Serious Injuries
Yearly Values
5-Year Averages
Trend
Projection


Serious Injury Rate - 2023 Projection
5.000
4.500
4.000
3.500
3.000
2.500
2.000
1.500
1.000
0.500
0.000
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
4.287
3.954
3.847
3.829
3.462
3.359
3.507
3.506
3.670
3.559
3.790
3.477
3.505
3.540
2.997
3.274
3.365
4.211
3.532
3.5
32
Recommended Target: 3.532 SI per 10^8 VMT
Yearly Values
5-Year Averages
Trend
Projection

Performance Target: **C-3) Fatalities/VMT (FARS, FHWA)**

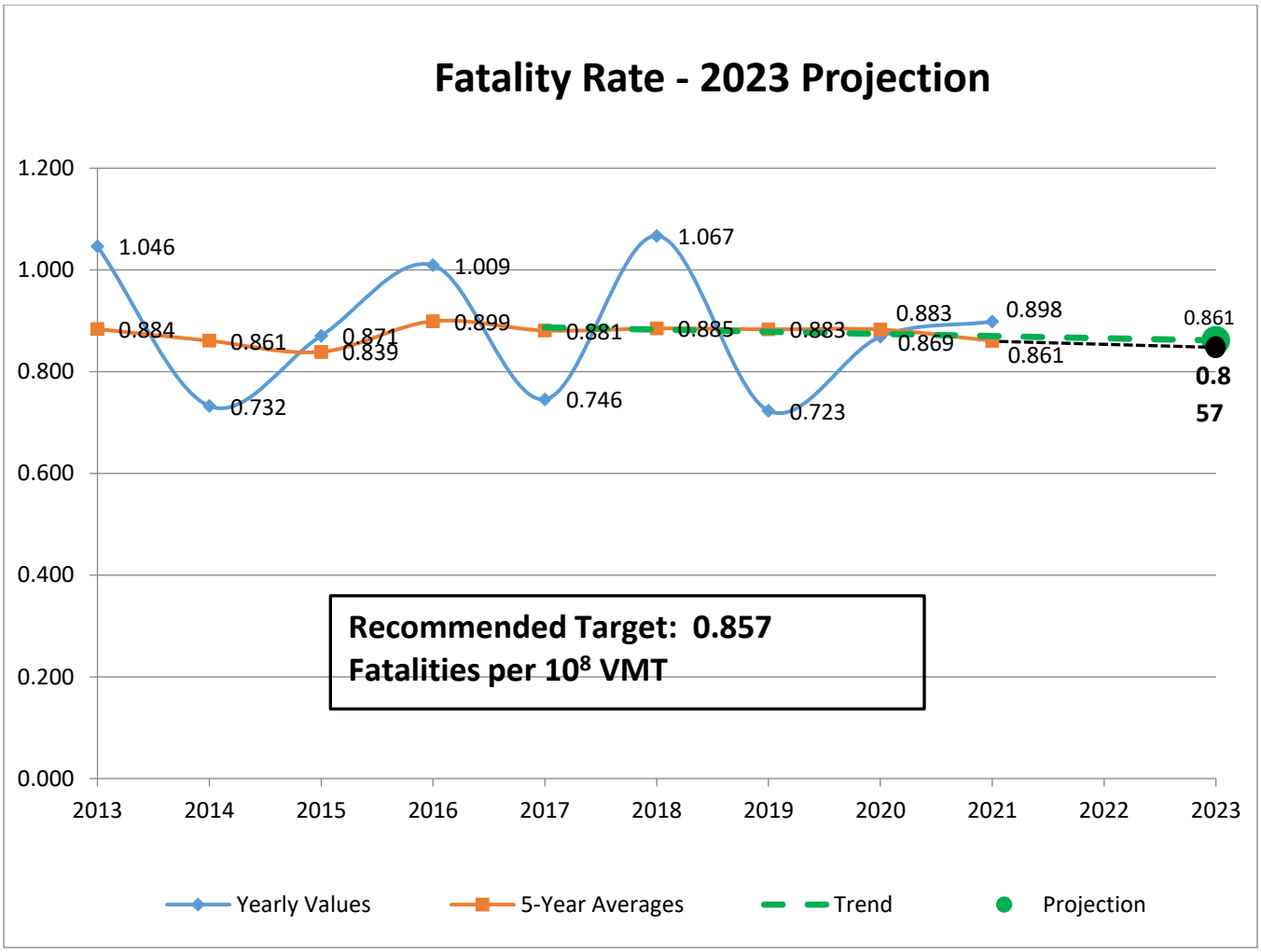
Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
3	C-3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	2023	0.857

Performance Target Justification

C-3 Projection - Fatalities/VMT: Reduce Fatalities/VMT from 0.874 for the (2018-2022 average) to 0.857 (2019-2023 average).

The yearly fatality rate projection values (in the chart below) show the fatality rate increasing from 2019 to 2021. However, the opposite is true for the 5-year averages and the trend line (within the chart below) that show fatality rates decreasing slightly. The OHS feels reasonably confident that we can meet this (2019-2023 average) fatalities/VMT target of .857 (per 10^8 vehicle miles traveled (VMT)). Fatalities in the last decade have shown wide variation over a one to two-year cycle, with the number of 2018 fatalities being the highest recorded value for the decade. In 2023, driving may also substantially increase as many people are enjoying the freedom to visit and travel that was lost during COVID in order to protect from exposure. To address the potential increase of this target in 2023, many law enforcement partners than in past years will be participating in major corridor enforcement efforts (i.e. a saturation of law enforcement patrolling NH roads that have been identified as having a high number of crashes reported) that will address highway safety issues. This collaborative effort will provide not only the visual presence to motorist to change unsafe driving behavior but also reduce crashes and the potential for injury and or death. The New Hampshire Office of Highway Safety will continue to do our part to reduce crashes, minimize fatalities and help save lives by using data sources to identify areas in the state that have dense populations, high crash numbers, high traffic counts, and major corridors, to deploy resources (i.e. enforcement efforts, highway safety messaging, education, and outreach) as a countermeasure to address highway safety issues.



* Performance measures common to FHWA and NHTSA reporting: These targets will appear in the Highway Safety Plan (HSP) published by the Office of Highway Safety (OHS) on July 1st. State DOT targets shall be identical to targets established by the OHS for common performance measures reported in the HSP (23 CFR 490.209)

Performance Target: **C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)**

Performance Target Details:

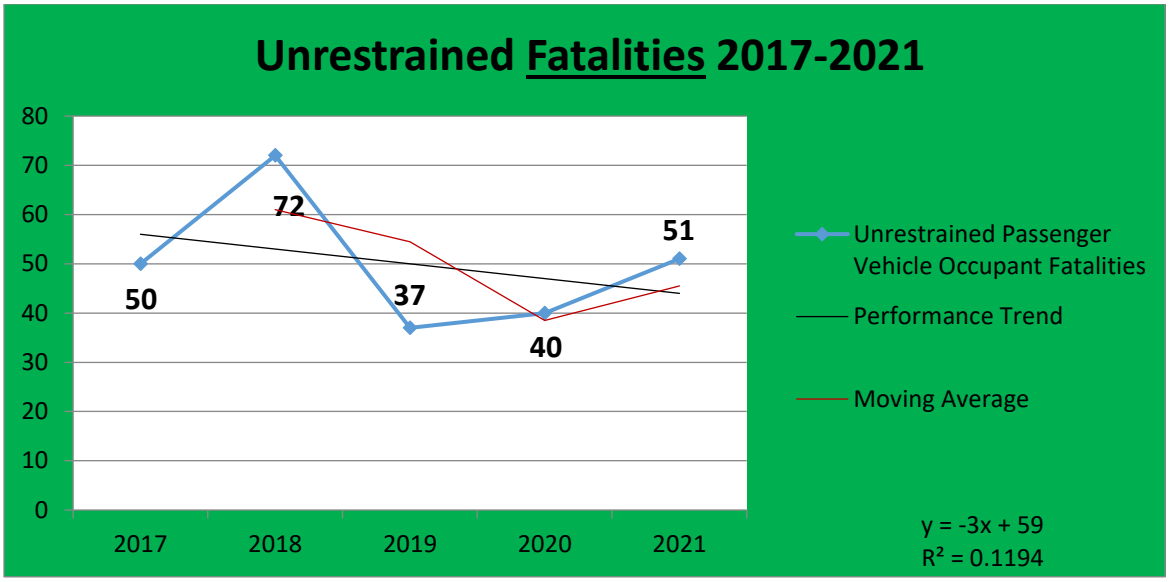
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	2023	47.7

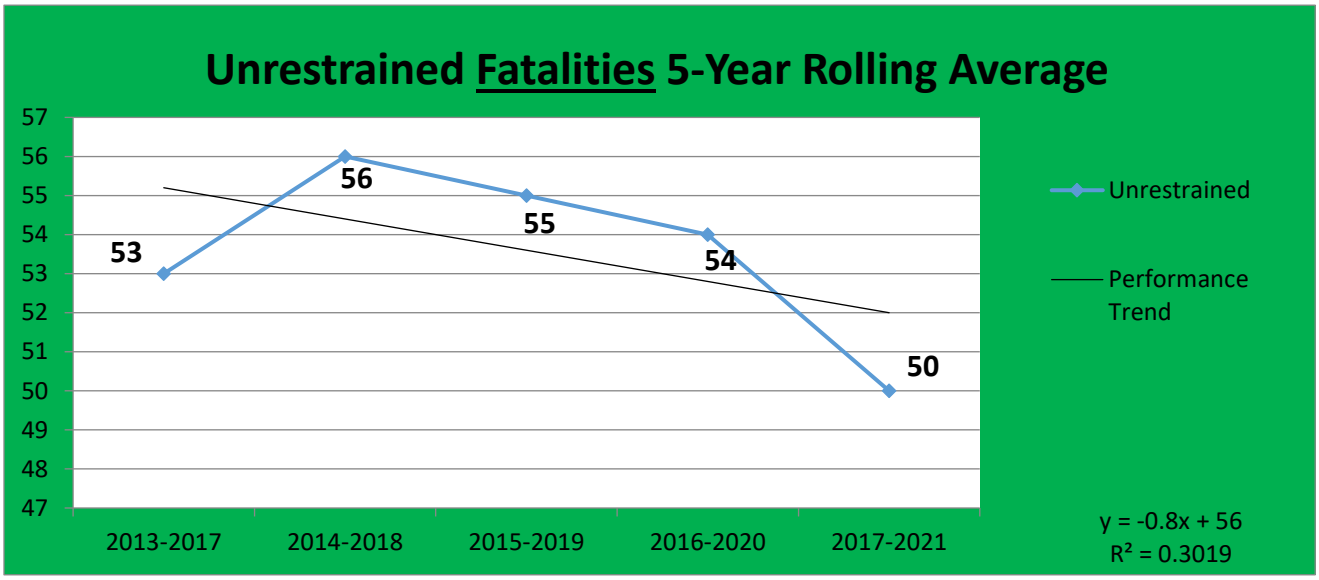
Performance Target Justification

C-4 Projection – **Unrestrained Fatalities: Maintain unrestrained fatalities of 47.7** (2018-2022 average) **to 47.7** (2019-2023 average).

Although the performance trend for unrestrained fatalities shows a decreasing trend line for the 5-year rolling average, there is an increase in unrestrained fatalities within the five-year (2017-2021) moving average (see charts below). Currently, as of June 20, 2022, there have been 14 unrestrained fatalities and a 20 percent increase in overall fatalities from the same period in 2021, showing that we are tracking to have potentially similar unrestrained fatality numbers that we had in 2021. Therefore, based on the low R-squared value (0.30) demonstrating a weak correlation between the projection and real data within the Unrestrained Fatality 5-year Rolling Average Chart (see chart below) and the weak R-squared value (0.12) correlation between the projection and real data within the Unrestrained Fatality 2017-2021 Chart (see chart below), it is prudent to maintain the target Unrestrained Fatalities in 2023 from the 2022 target of 47.7. Also, New Hampshire is currently seeing an increase in tourism and travel overall increasing motor vehicle activity to include speeding, distraction, and impairment. In 2022, COVID restrictions for travel and other activities have been lifted increasing travel and the potential for more motor vehicle crashes to occur. As of June 20, 2022, fatalities have increased 19% for the same period last year. This along with the fact that New Hampshire does not have an adult seat belt law to allow for enforcement of such law increases the potential for unrestrained fatality numbers to remain close to current and historical levels. In 2021, we identified the age group (25-54 years old) with the highest unrestrained fatalities (33) and NH OHS plans to allocate greater resources to media outreach and education to this demographic. In addition, NH OHS will continue to put out general messaging about the importance of "Buckling Up" to all age groups including enforcement for occupants up to 18 years of age. Factors influencing the performance target selection is the anticipated continued use of the NH OHS methodology put in place coupled with more robust education and media efforts that focus heavily on fatal and serious injury crashes. These efforts will focus primarily on communities with the highest crashes and will strategically focus both enforcement and educational outreach in these communities, as well as, in those marginalized communities (urban and rural) that have been under represented that could benefit from outreach and highway safety messaging, while at the same time, potentially help in our mission to decrease unrestrained fatalities for FY 2023. Awards for enforcement

efforts within the "Join the NH Clique" which coincides with the national mobilization "Click It or Ticket" will also help achieve a maximum positive impact on Occupant Protection.





Performance Target: **C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)**

Performance Target Details:

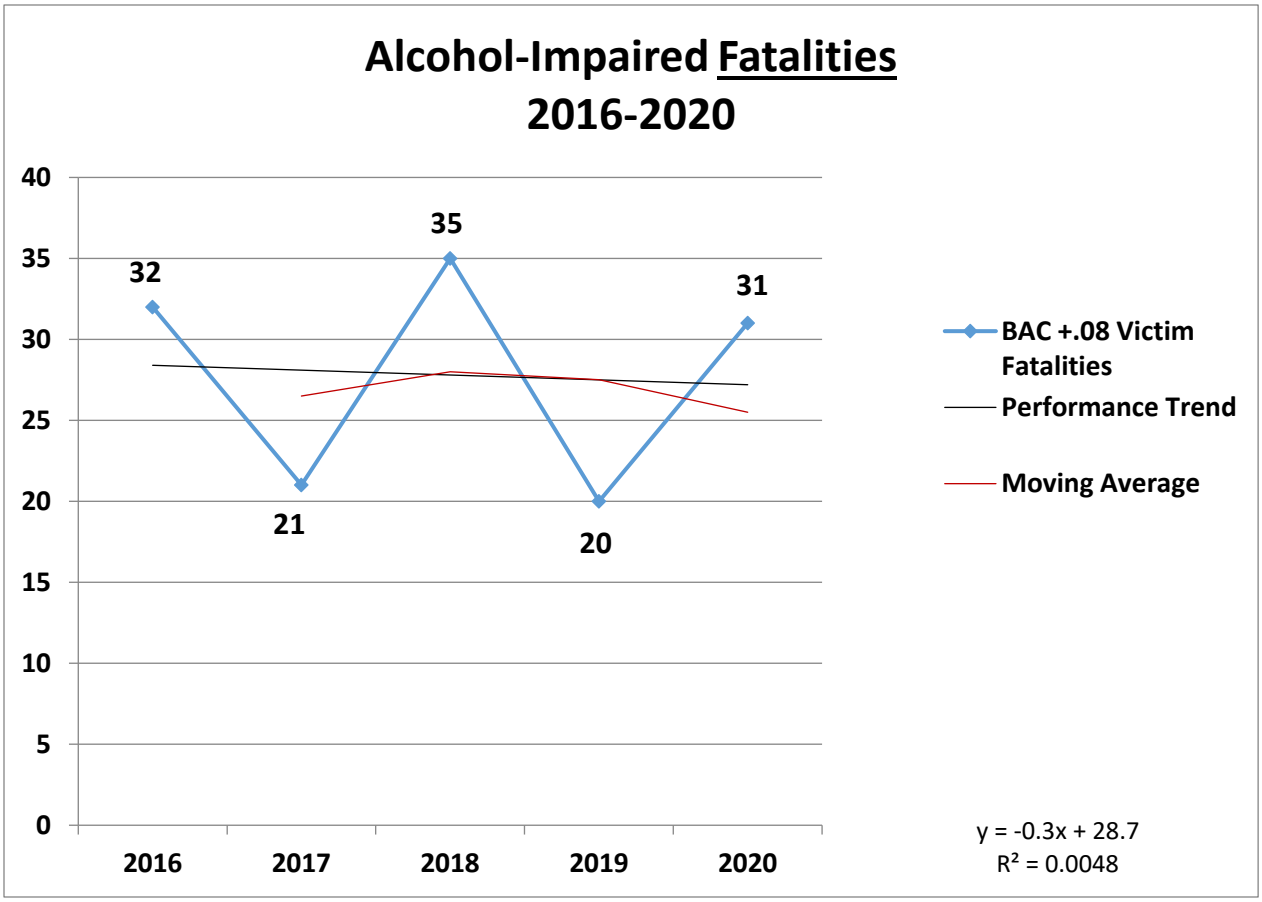
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	2023	38.00

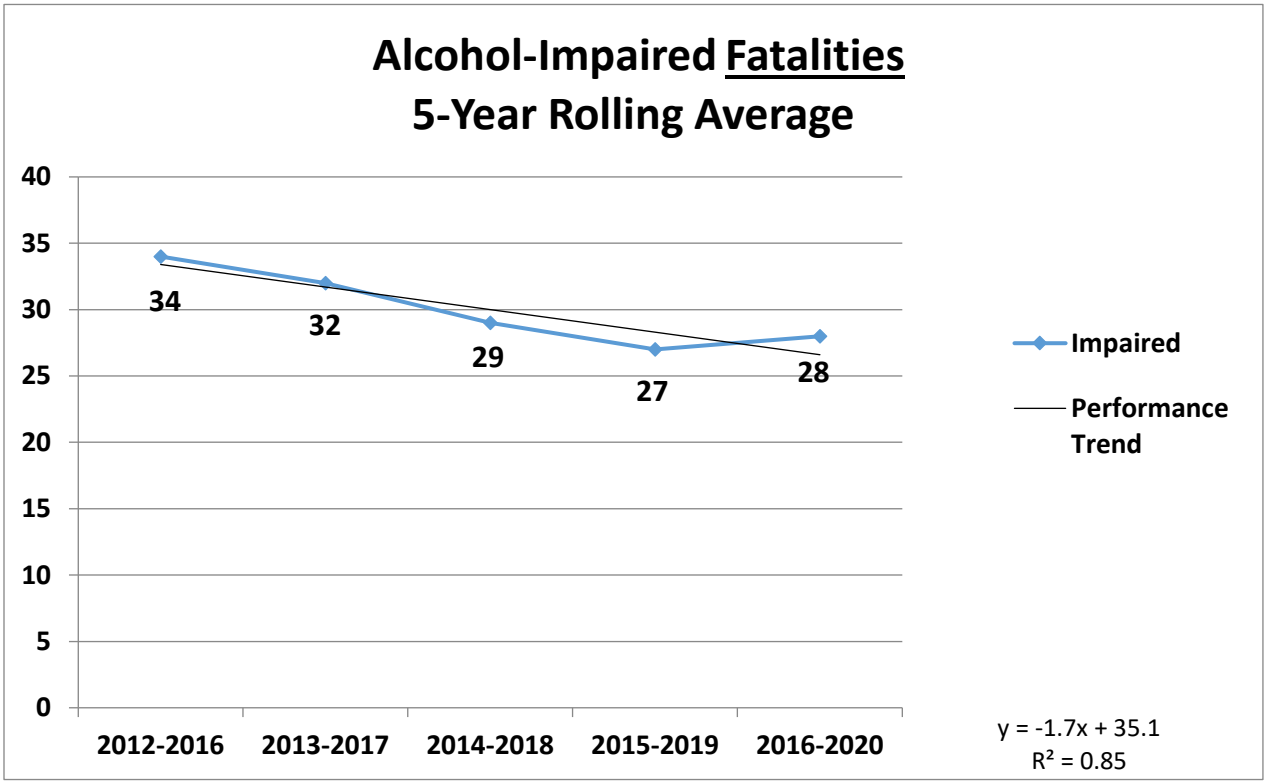
Performance Target Justification

C-5 Projection – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above: **Increase-alcohol (BAC of .08 and above) impaired fatalities from 27.00** (2018-2022 average) **to 38.00** (2019-2023 average)

The trend line in both charts below shows a modest downward trend. Because of the low R-squared value (0.0048) in the Alcohol Victim Fatality Chart (2016-2020) demonstrating a weak correlation between the projection and real data, as well as, pending 2021 causation data and the current increase in fatalities in 2022 (as of August 2022 up 25%), we are predicting to increase the target of 38.00. To help combat a potential upward trend, enforcement efforts will be focused in the three counties that represent the highest impairment fatalities. Enforcement efforts will also focus on high population areas and high priority corridors around the State. The NH OHS will also work closely with our enforcement partners to coordinate regional DWI/DUI/DRE enforcements efforts to help minimize the potential of alcohol related crashes in 2023. Media messaging in conjunction with enforcement will be an important component to our efforts to reduce impairment related fatalities. In addition, educational programs being brought to the high schools and marginalized communities (urban and rural) who may have been under represented in the past will enhance this overall effort to achieve this goal. Factors influencing the performance target selection is the NH OHS improved methodology for FFY 2023 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. These efforts will help determine award amounts and strategically target these areas for maximum positive impact on impairment related fatalities. Also, in FFY 2023, the impaired driving taskforce will begin to meet after creating a sub-committee(s) from the Traffic Safety Commission.

Note: Alcohol preliminary numbers are not available and will be added when this data is finalized.


Alcohol-Impaired Fatalities
2016-2020
40
35
30
25
20
15
10
5
0
32
21
35
20
31
2016
2017
2018
2019
2020
BAC +.08 Victim Fatalities
Performance Trend
Moving Average
y = -0.3x + 28.7
R² = 0.0048


Alcohol-Impaired Fatalities
5-Year Rolling Average
40
35
30
25
20
15
10
5
0
34
32
29
27
28
2012-2016
2013-2017
2014-2018
2015-2019
2016-2020
Impaired
Performance Trend
y = -1.7x + 35.1
R² = 0.85

Performance Target: **C-6) Number of Speeding-Related Fatalities (FARS)**

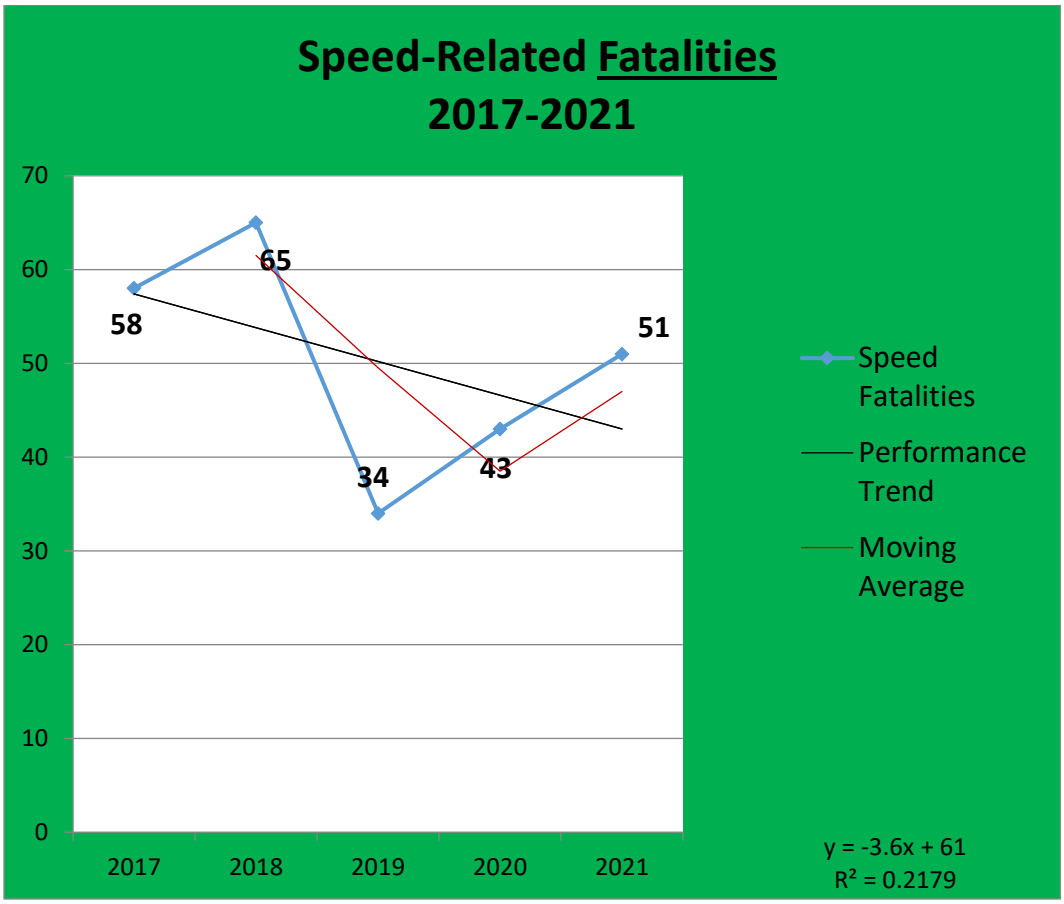
Performance Target Details:

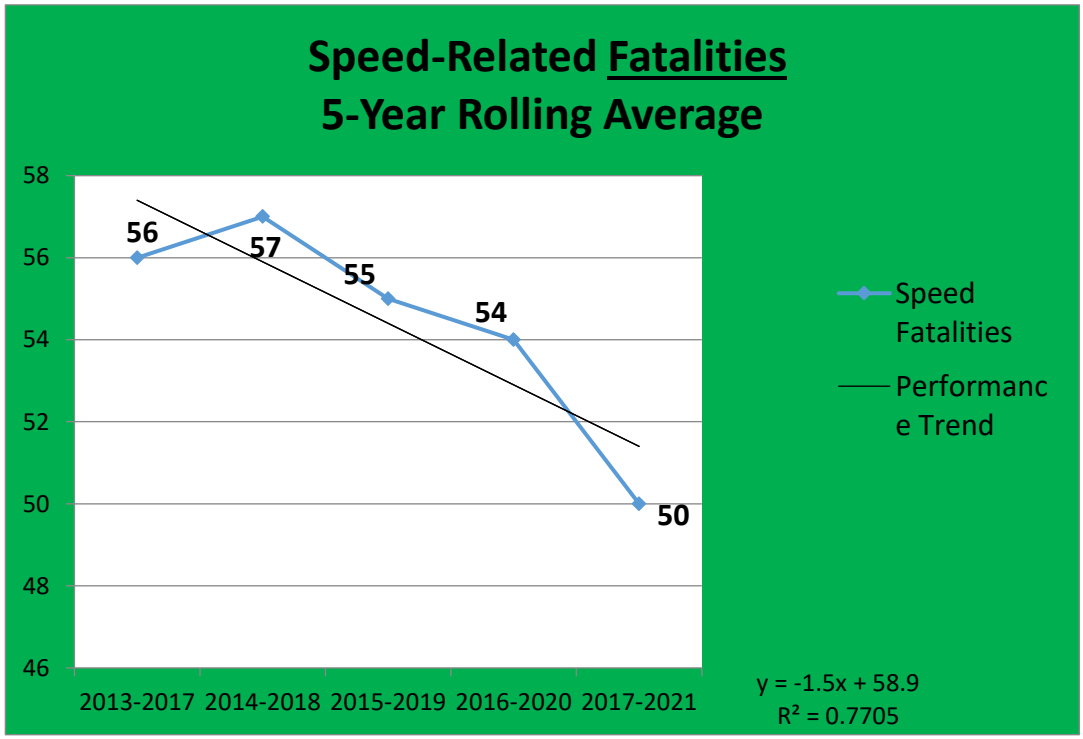
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
6	C-6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	2023	54.00

Performance Target Justification

C-6 Projection – Speeding Fatalities: Maintain speed related fatalities at 54.00 (2018-2022 average) **to 54.00** (2019-2023 average)

Although the performance trend in the speed related fatalities chart below shows a downward performance trend for the speed related fatalities recorded five-year (2017-2021) average, the moving average shows just the opposite, a sharp increase. However, the five-year rolling average chart shows a decrease in the performance trend line potentially predicting a lower number of speed related fatalities in 2022 than in 2021. Because of the high R-squared value (0.7705) demonstrating a stronger correlation between the projection and real data, we are predicting to maintain our target of 54.00 for 2023. Also, it is prudent to maintain speed related fatalities because, as of June 27, 2022, there has been a 24% increase in overall fatalities from the same period last year. To help combat the potential upward trend, enforcement efforts will be focused on the counties that represent the highest speed-related fatalities. Enforcement efforts will also focus on high population areas and high priority corridors around the State. Media messaging in conjunction with enforcement will be an important component to our efforts to reduce speed-related fatalities. In addition, educational programs being brought to high schools and marginalized communities (urban and rural) who may have been under represented in the past but will help enhance this overall effort to achieve this goal. Factors influencing the performance target selection is the NH OHS improved methodology for FFY 2023 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on speed related fatalities.


Speed-Related Fatalities
2017-2021
70
60
50
40
30
20
10
0
58
65
34
43
51
2017
2018
2019
2020
2021
Speed Fatalities
Performance Trend
Moving Average
y = -3.6x + 61
R² = 0.2179


Speed-Related Fatalities
5-Year Rolling Average
58
56
54
52
50
48
46
56
57
55
54
50
2013-2017
2014-2018
2015-2019
2016-2020
2017-2021
Speed Fatalities
Performance Trend
y = -1.5x + 58.9
R² = 0.7705

Performance Target: **C-7) Number of Motorcyclist Fatalities (FARS)**

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	2023	27.00

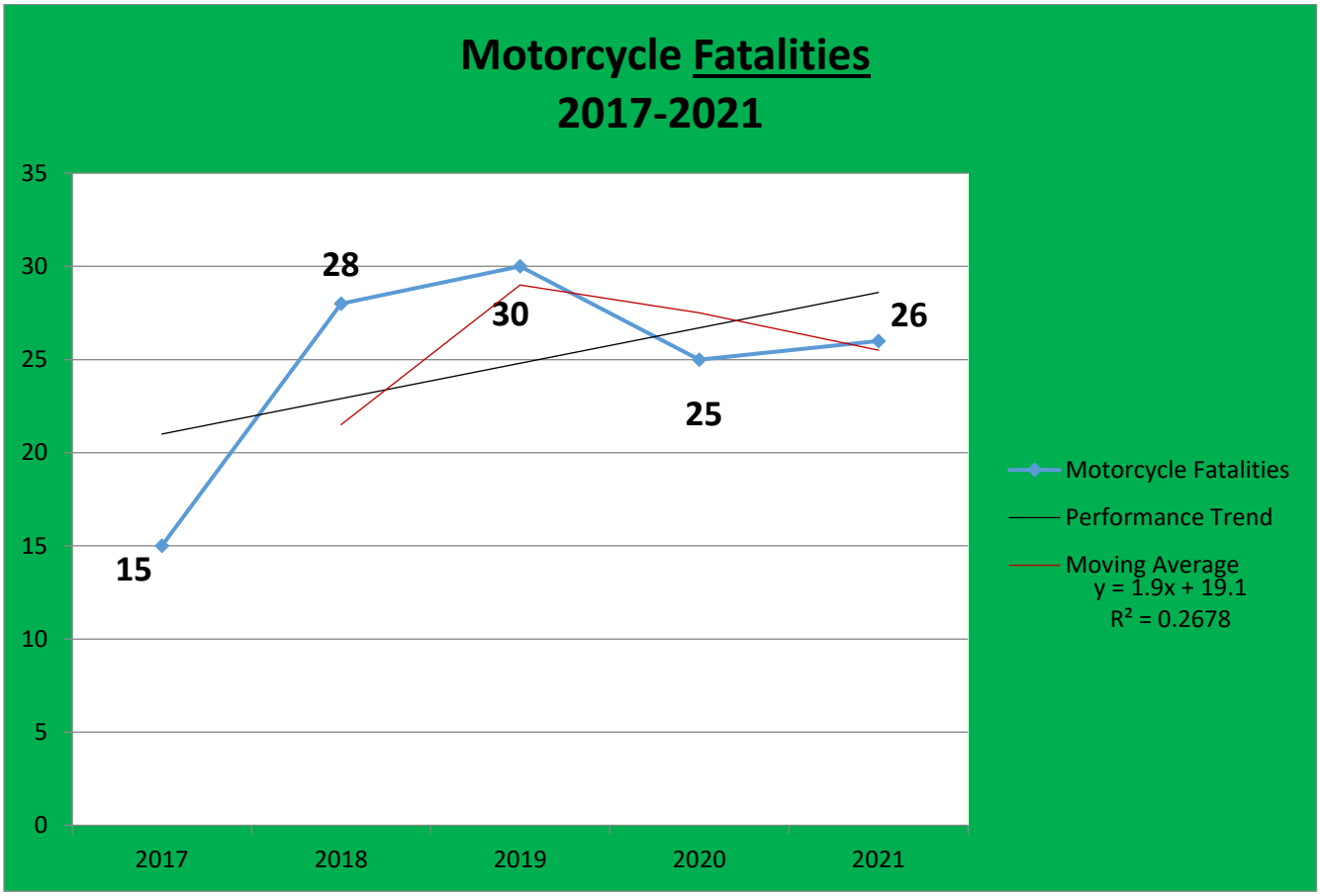
Performance Target Justification

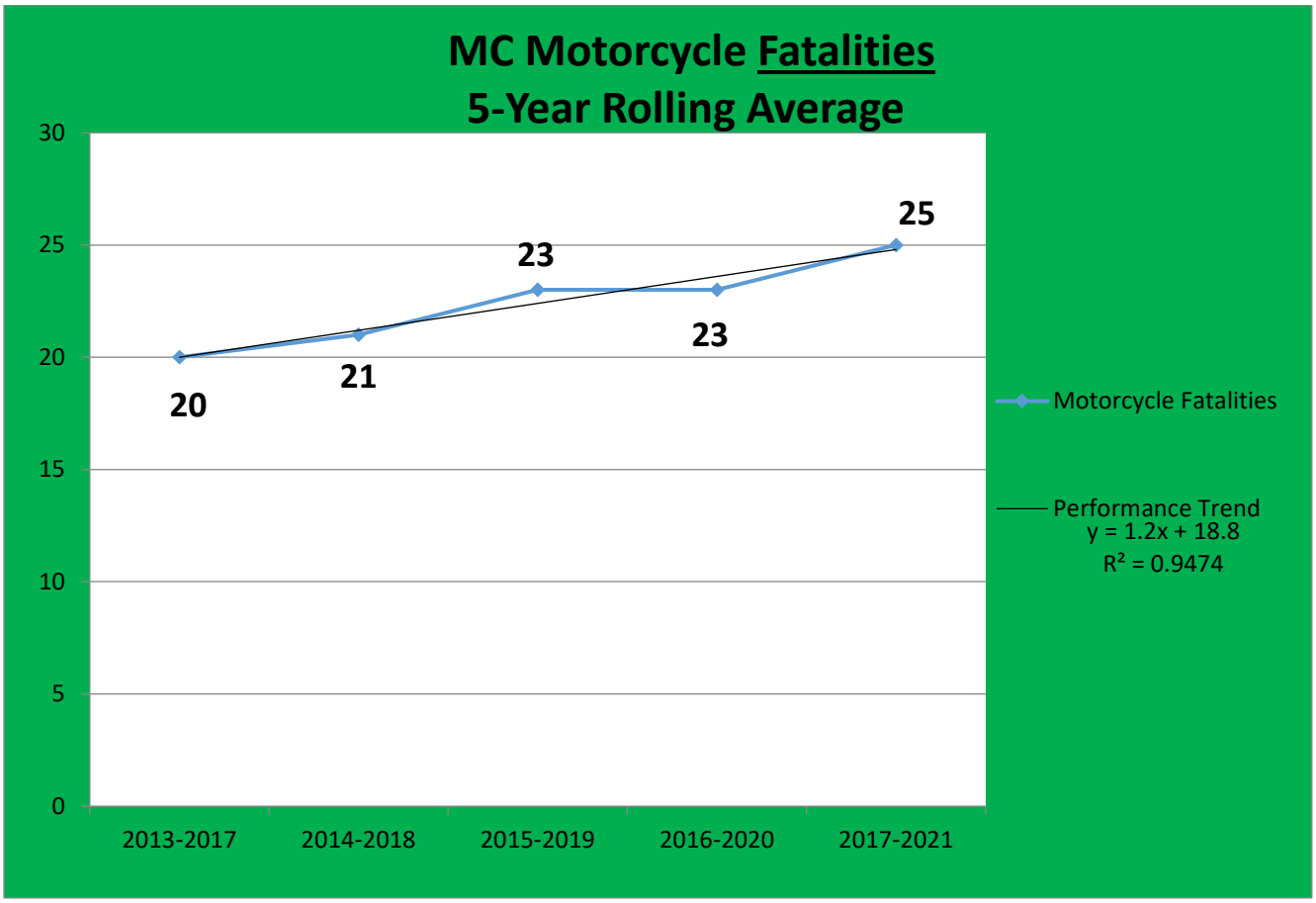
C-7 Projection – Motorcycle Fatalities: Increase motorcycle fatalities from 23.00 (2018-2022 average) **to 27.00** (2019-2023 average)

The trend line shows an upward trend in both the motorcycle fatality chart and the motorcycle five-year rolling average charts below. Current motorcycle fatalities recorded to date in 2022 is currently at 15 compared to 12 for the same period in 2021. Therefore, using the five-year rolling average chart below and the high R-squared value (0.9474) demonstrating a stronger correlation between the projection and real data, we are predicting an increase in motorcycle fatalities for 2023 and will therefore increase our target to 27.00 for a number of potential factors. New Hampshire does not have a motorcycle helmet law. In 2021, 19 of the 26 motorcycle fatalities did not wear a helmet. Also, the Division of Motor Vehicles motorcycle rider-training program is currently experiencing a shortage of instructors (a decrease of 50%) to teach the motorcycle rider training courses and there is not as many locations that offer motorcycle training than in past years. The price of gas has skyrocketed making it more appealing to purchase a motorcycle leading to a potential increase of overall motorcycle registrations and the number of novice motorcycle riders who may not be able to take the motorcycle training course increasing the risk of a crash. Lastly, New Hampshire is one of the few states in the country that has an annual motorcycle week (the second Friday in June through Father's Day), which is one of the largest in the country boasting an attendance of upwards of 375,000 people. In 2023, Laconia motorcycle week will hold the 100 year anniversary of this event, increasing overall attendance in celebration of this event adding to the potential of more crashes. Since 2001, there have been approximately 51 deaths during this event. In 2022, during this motorcycle week there were 5 motorcycle fatalities. The NH OHS will continue to provide comprehensive media campaigns to the public to include important messaging around motorcycle safety during the spring, summer and early fall months when motorcycles are prevalent on our roadways. Factors influencing the performance target selection is the anticipated use of the NH OHS new methodology for FFY 2023 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on all programs and help reduce motorcyclist fatalities as well. In addition, educational programs being brought to marginalized communities (urban and rural) who may have been under represented in the past will help enhance this overall effort to achieve this goal.

New Hampshire is currently not on track to meet the 2022 five-year average (2018-2022) target of 23.00 Motorcycle fatalities. However, this number is somewhat skewed due to a single vehicle versus several motorcycle crash, that resulted in 7 motorcycle fatalities in 2019. New Hampshire predicts to trend towards a higher five-year average (2018-2022) to potentially (27) motorcyclist fatalities. This, in part, because the 2017 year had a lower number of motorcycle fatalities (15) has been removed from the five-year average and replaced with the 2021 year that had a higher number of motorcycle fatalities (26). This number (26) will also be used for 2022 when predicting the five-year average (2018-2022) outcome (27) as approximately the same number of motorcycle fatalities occurred as of June, 20, 2022 (12) that had occurred June 20, 2021 (11).

The calculation used in setting the five-year (2019-2023 average) motorcycle fatality target (27) removed 2018 (28) and added 2021 (26) and 2022 (26) as fatalities are similar as of June 20, 2022 (12) that occurred during this time in June 20, 2021 (11), then added in for 2023 (25) motorcycle fatalities that was used based on the lowest motorcycle fatalities that occurred in 2020 and within the years being averaged.





Performance Target: **C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)**

Performance Target Details:

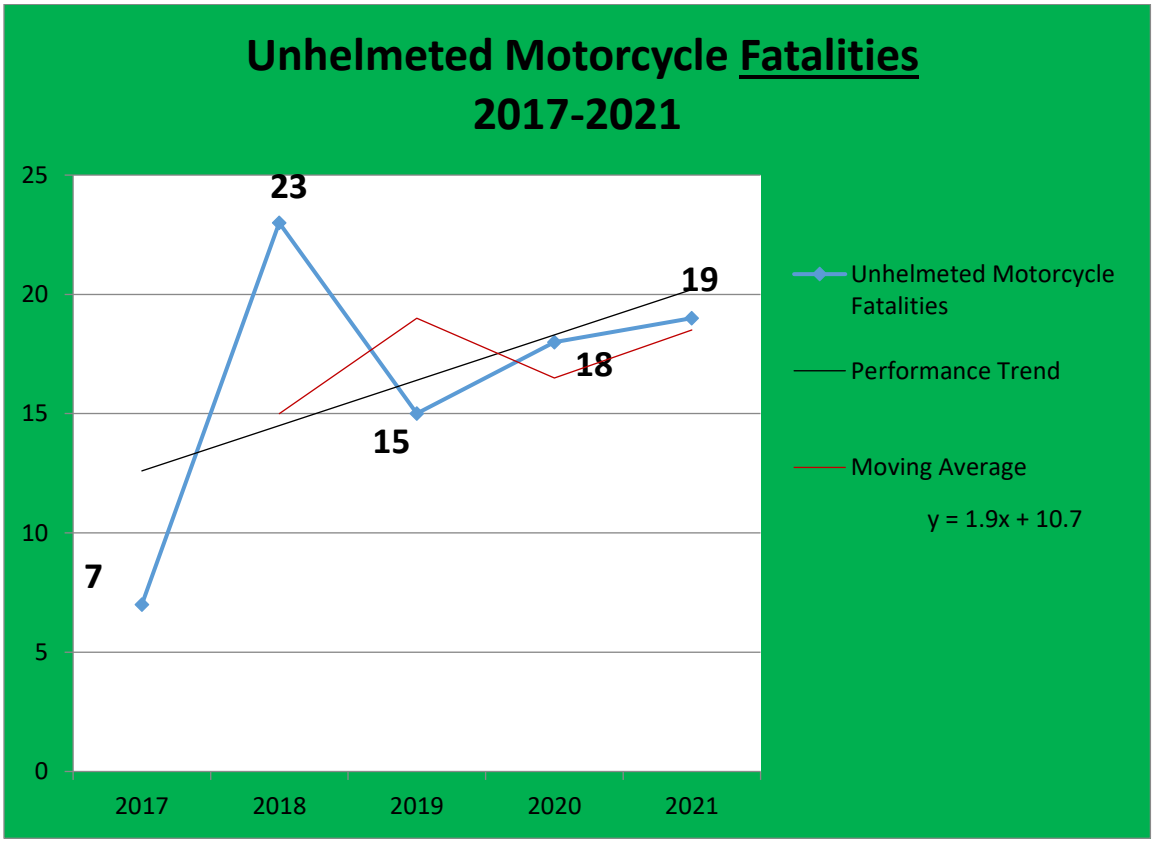
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	2023	17.00

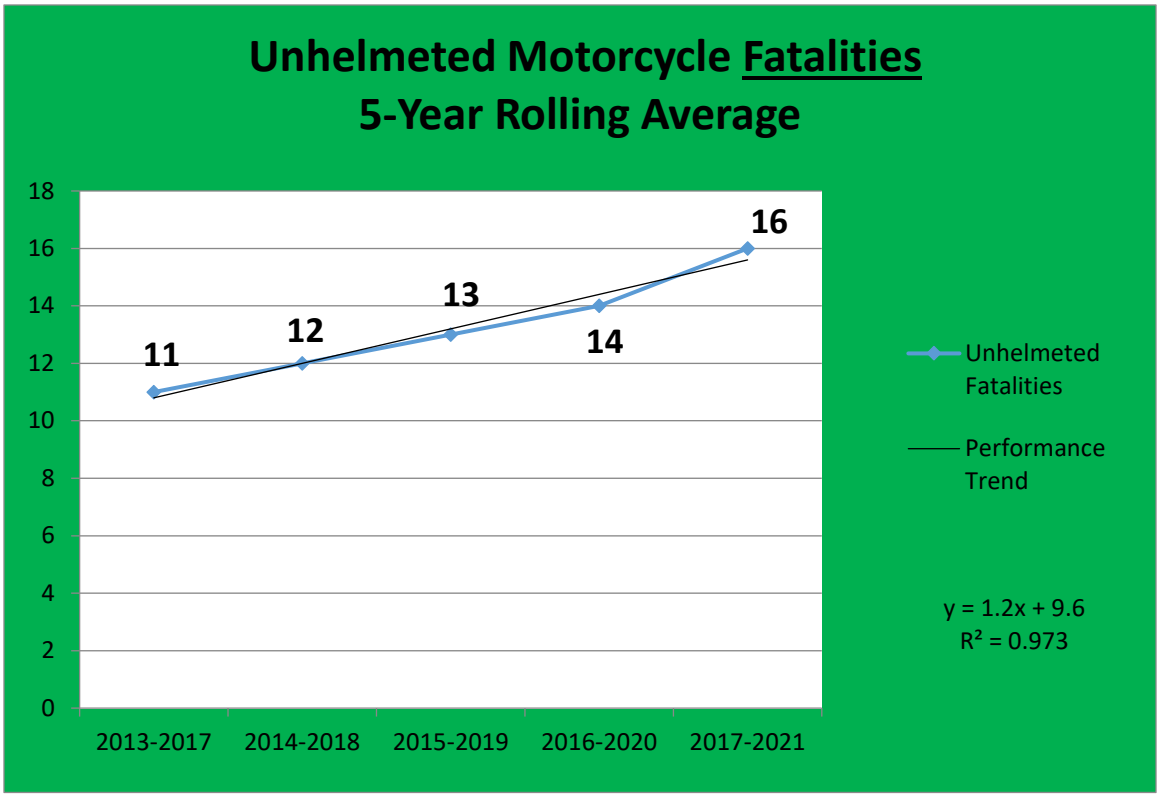
Performance Target Justification

C-8 Projection – Unhelmeted Motorcycle Fatalities: Increase unhelmeted motorcycle fatalities from 14.00 (2018-2022 average) **to 17.00** (2019-2023 average)

The trend line shows an upward trend in both charts below. Current motorcycle fatalities recorded to date in 2022 (15), suggest that we may see similar unhelmeted motorcycle fatalities that

occurred in 2021(19). Not having a motorcycle helmet law in New Hampshire increases the chances of unhelmeted fatalities as riders from other states (that have helmet laws) remove there helmet because there is no law. The NH OHS will work diligently to educate the motorcycling public on the importance of wearing a helmet while operating a motorcycle. In 2023, the NH OHS will increase the unhelmeted motorcycle fatality target to a five-year (2019-2023) average of 17.00 from 14.00 (2018-2022) as motorcycle crashes and fatalities continue to increase. The Division of Motor Vehicles Motorcycle Training Program is currently experiencing a shortage of instructors and will be working to increase staff to be able to conduct motorcycle training courses, as well as, inform the public through media outreach about the availability of these courses in 2022-2023. Our comprehensive media campaign will include important messaging for motorist to be aware and safely share the road while driving in and around motorcyclist, as well as, including increased messaging before the beginning of the motorcycle season and prior to motorcycle week. Factors that will address the increased performance target selection will be the NH OHS new methodology for FFY 2023 that will focus heavily on providing funds to those communities with high fatal and serious injury crash corridors and locations. This strategy will target these areas for maximum positive impact on all programs, and therefore help reduce unhelmeted motorcyclist fatalities as well.





Performance Target: **C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)**

Performance Target Details:

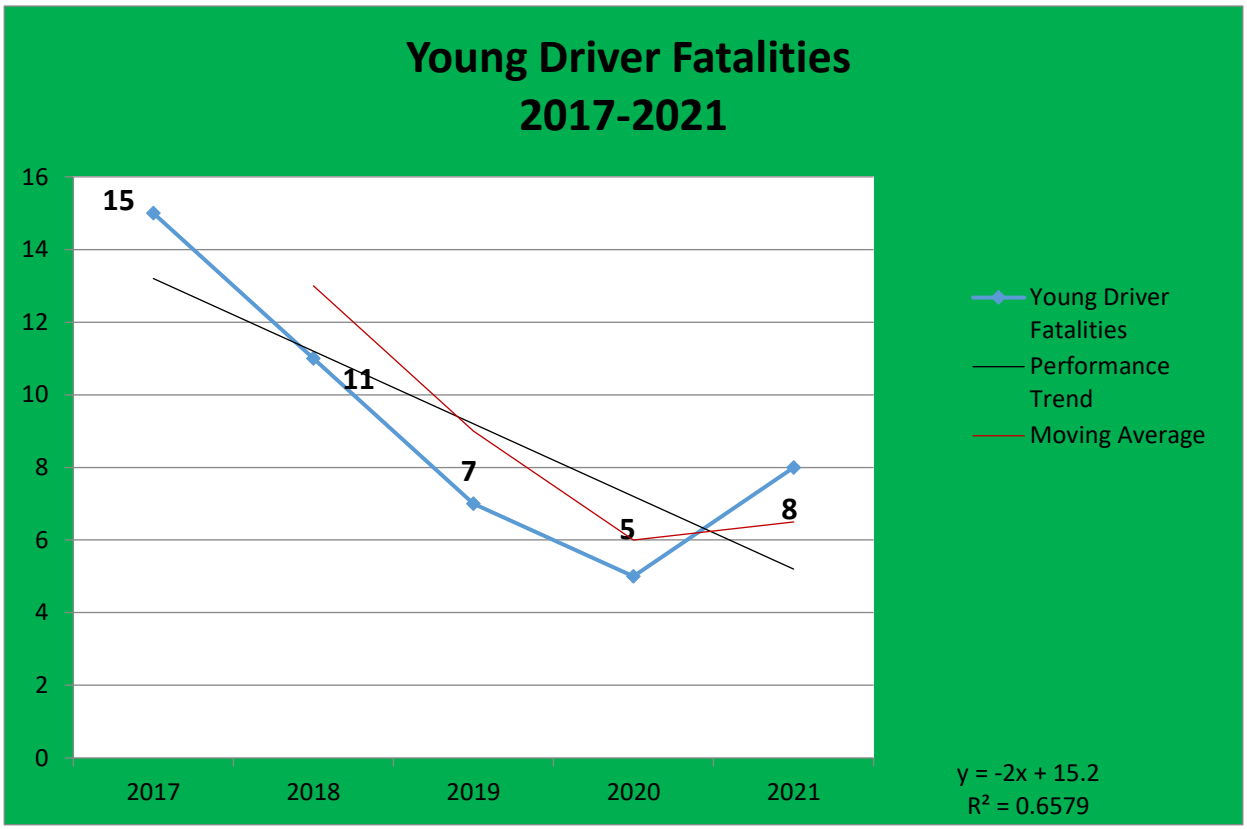
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	2023	8.80

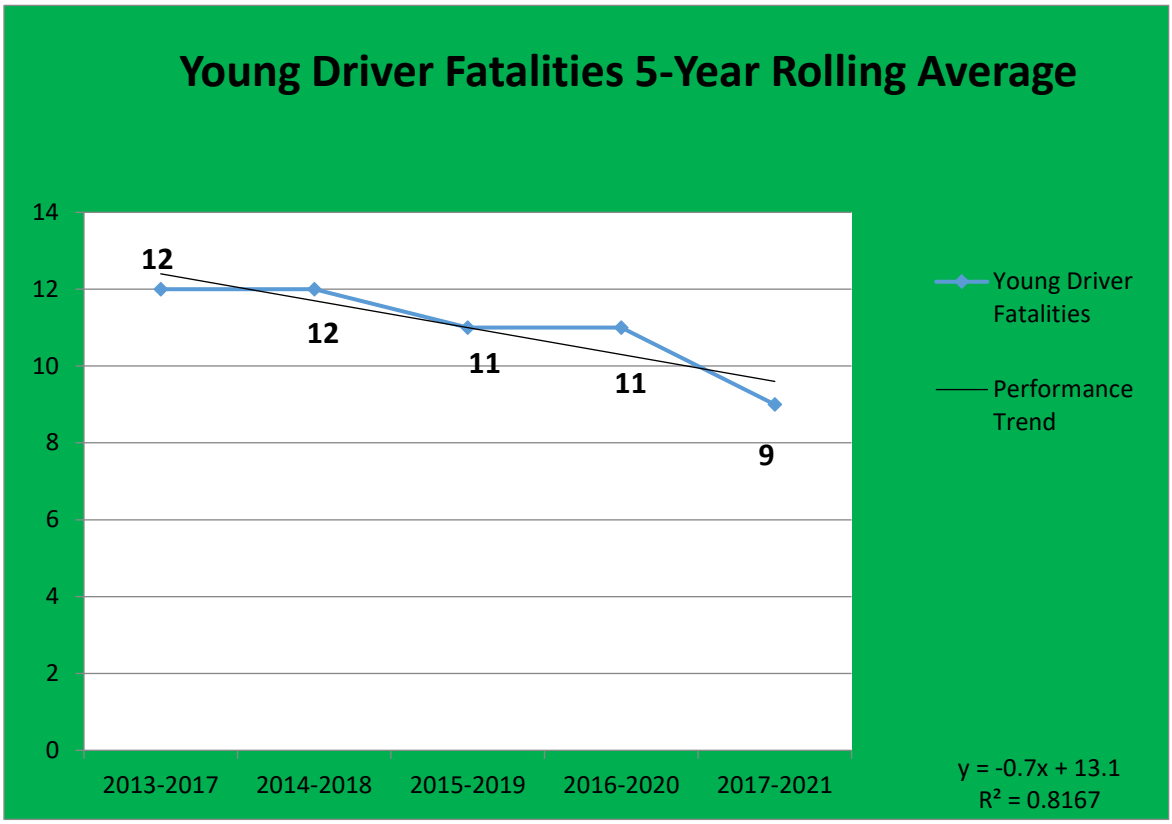
Performance Target Justification

C-9 Projection – Young Driver Fatalities: Maintain young driver involved fatalities at 8.80 (2018-2022 average) **to 8.80** (2019-2023)

The trend line continues to show a downward trend in both the charts below for younger driver involved fatalities. Current fatalities recorded to date in 2022 reflect 2 fatalities involving operators 20 years or under. In 2021, during the same period last year there were 3 fatalities. This along with the high

R-squared value (0.8167) for the five-year (2017-2021) rolling average, we are predicting a maintenance target. NH OHS has a number of teen programs geared to addressing highway safety issues for 2023. These important educational programs continue to teach young drivers to make good choices in relation to distracted driving, impaired driving, seat belt use, and speeding. The NH OHS will also include those individuals who have lost a young driver on NH roads to inform the public of the importance of driving safely (during press conferences, highway safety conferences, etc.). In addition, PSA's through New Hampshire State Police and NH OHS will message teens and the public on highway safety issues enhancing this overall outreach to teens to reduce these unnecessary deaths. Factors influencing the performance target selection is the anticipated use of the NH OHS new methodology for FFY 2023 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority. This will help determine award amounts and strategically target these areas for maximum positive impact on all programs, and therefore help reduce the number of young driver involved fatalities as well.





Performance Target: **C-10) Number of Pedestrian Fatalities (FARS)**

Performance Target Details:

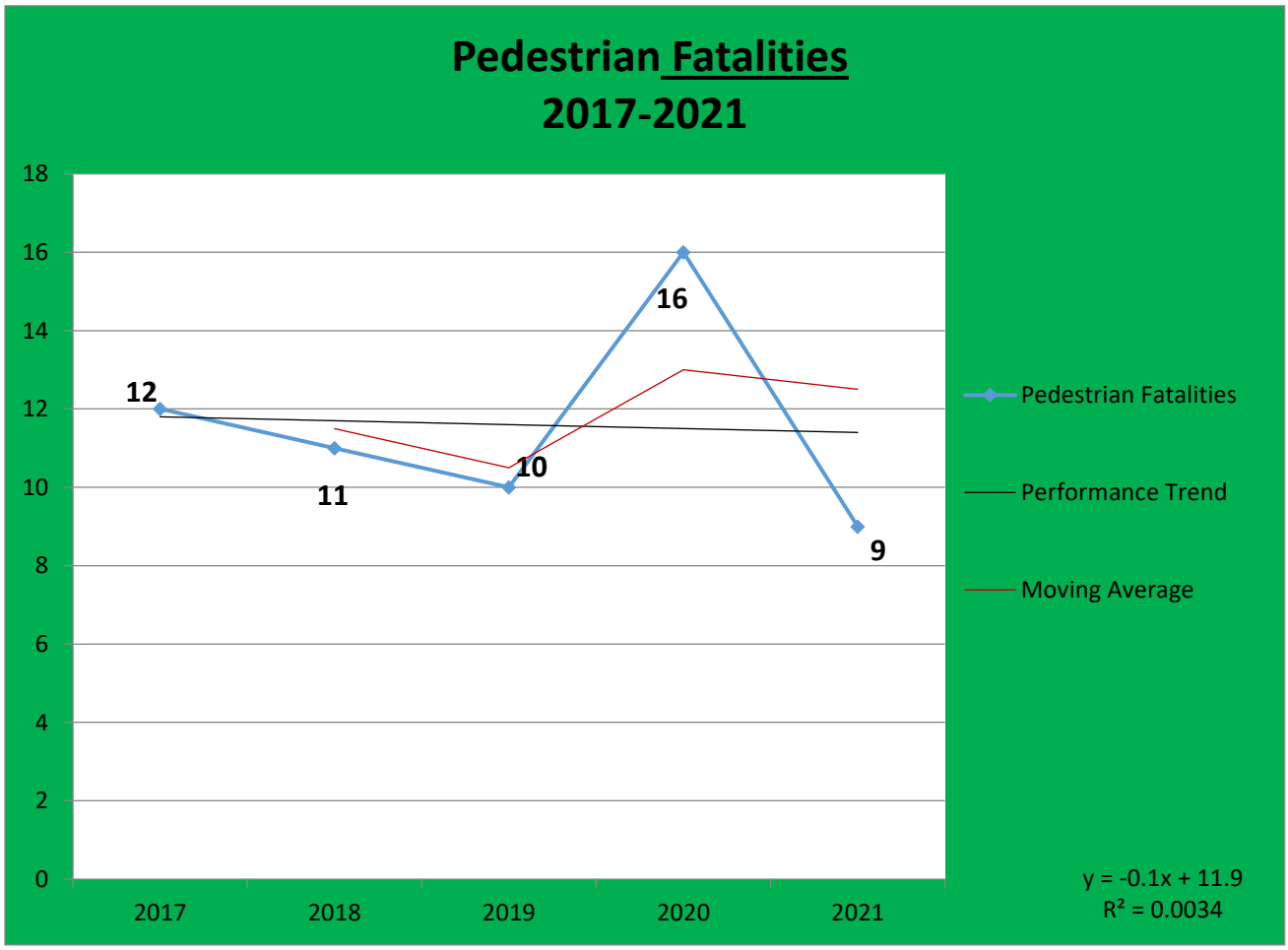
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
10	C-10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	2023	11.30

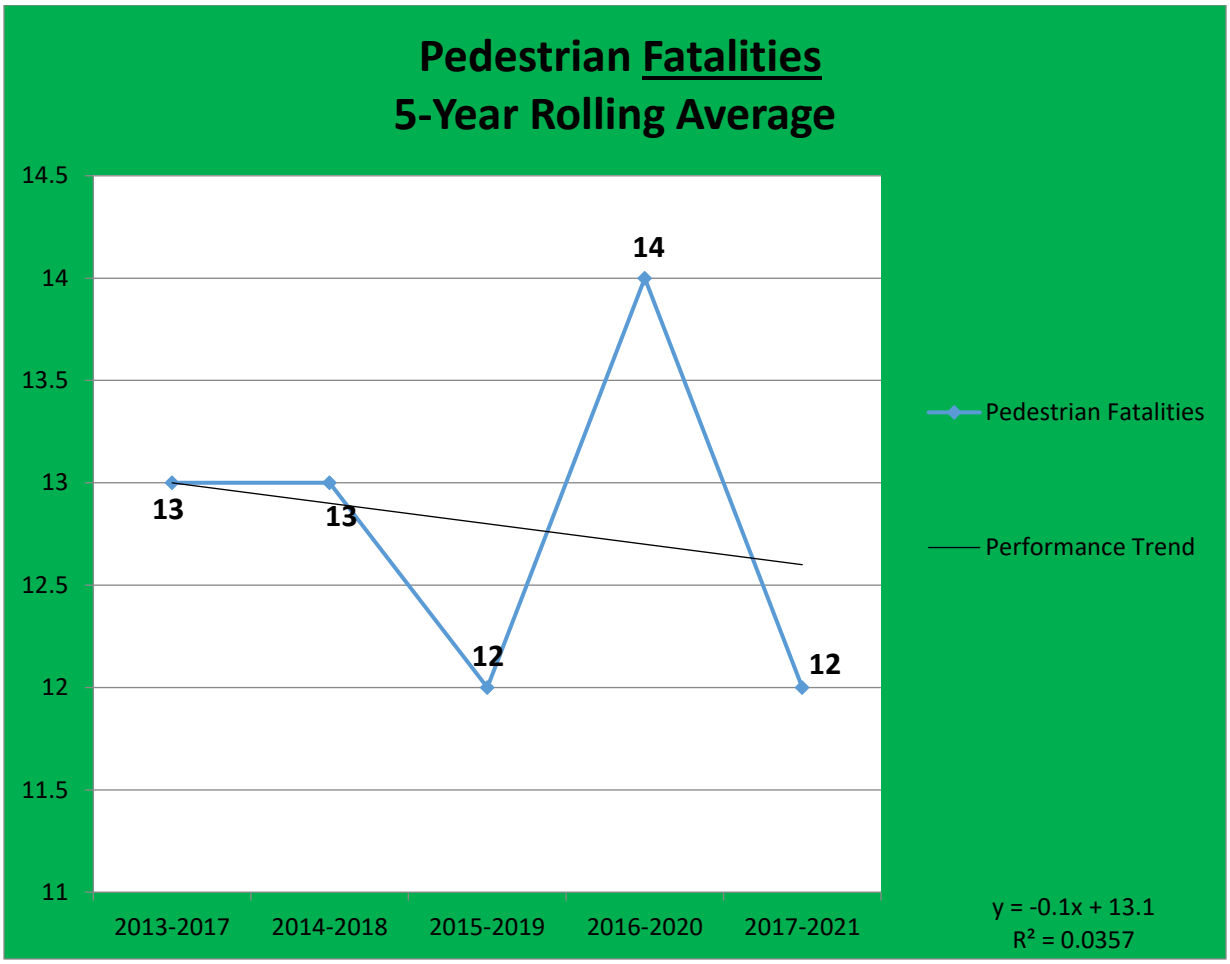
Performance Target Justification

C-10 Projection – Pedestrian Fatalities: Reduce pedestrian involved fatalities by 10 percent from 12.60 (2018-2022 average) to 11.30 (2019-2023 average)

The trend lines in both charts below show a modest downward trend for pedestrian fatalities. Current pedestrian fatalities recorded as of August 2022 are at (6). During the same period last year in 2021 there were (3). The low R-squared value (0.0034) also demonstrates low confidence and does not take into consideration the current 6 pedestrian fatalities as of August 2022. This being said, the NH OHS remains reasonably confident that we will reach our 2023 target prediction of reducing the number of pedestrian fatalities by 10 percent from the five-year average (2018-2022) of 12.60 to 11.30 (2019-2023) five-year average. This predicted modest decrease in the 2023 target from 2022 target

demonstrates our commitment to continue to reduce pedestrian fatalities each year even though there may be a potential for pedestrian fatalities to increase because people are feeling safer to venture out after being safe in their home during the pandemic. The NH OHS will continue to provide funding for pedestrian enforcement throughout the state with primary focus on those communities with the highest pedestrian fatalities. In addition, we will coordinate media messaging to support these enforcement efforts with the overall goal to reduce pedestrian fatalities. Factors influencing the performance target selection is the continued commitment to reduce pedestrian fatalities through enforcement, education and messaging. Also, it will continue to be important that our LE partners take the PS&T course on pedestrian laws and rules. Additionally, by increasing the amount of enforcement, media and messaging specifically and strategically in those communities with the highest priority (evidence based data), NH OHS is confident that our target will be met for 2023. Current data in 2022 (June 22) shows that we have 5 pedestrian fatalities.





Performance Target: **C-11) Number of bicyclists fatalities (FARS)**

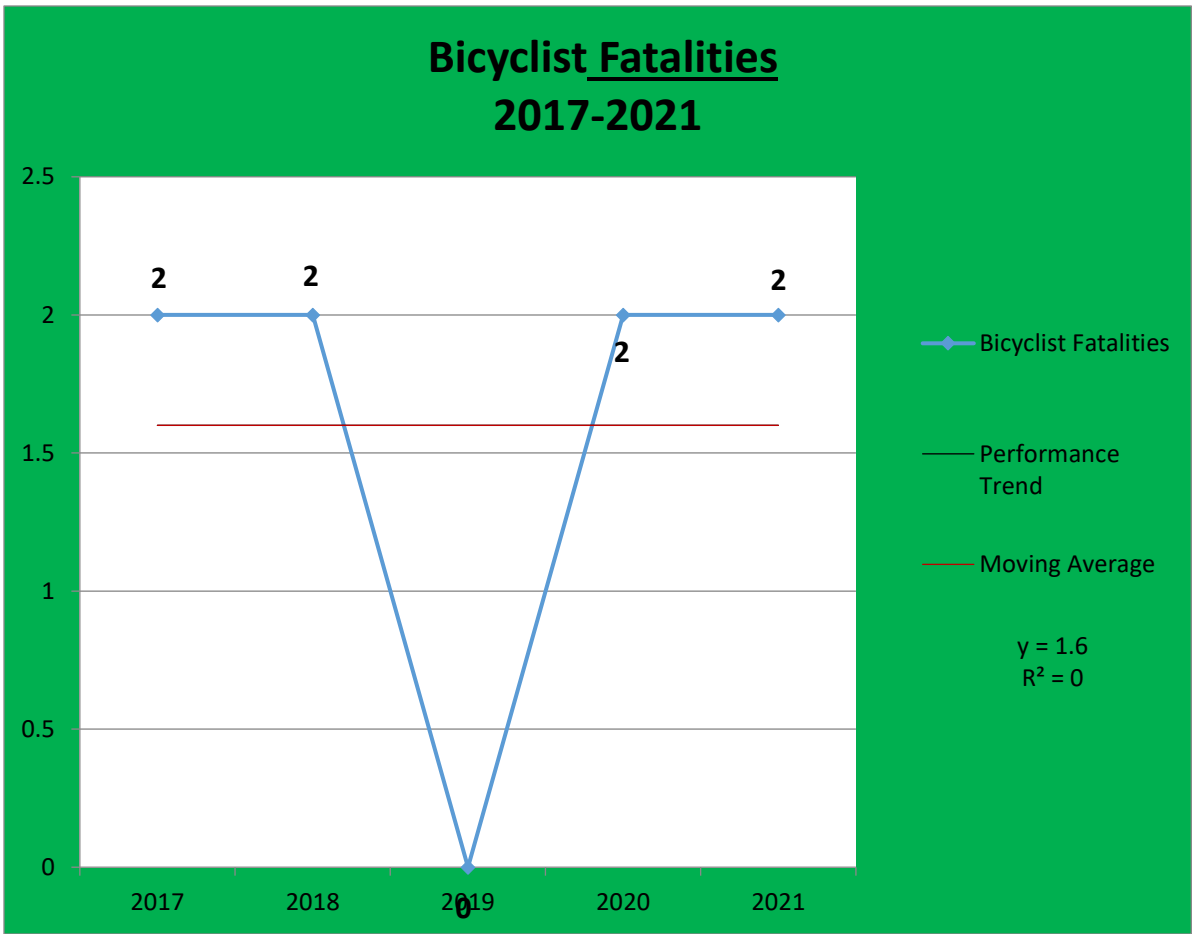
Performance Target Details:

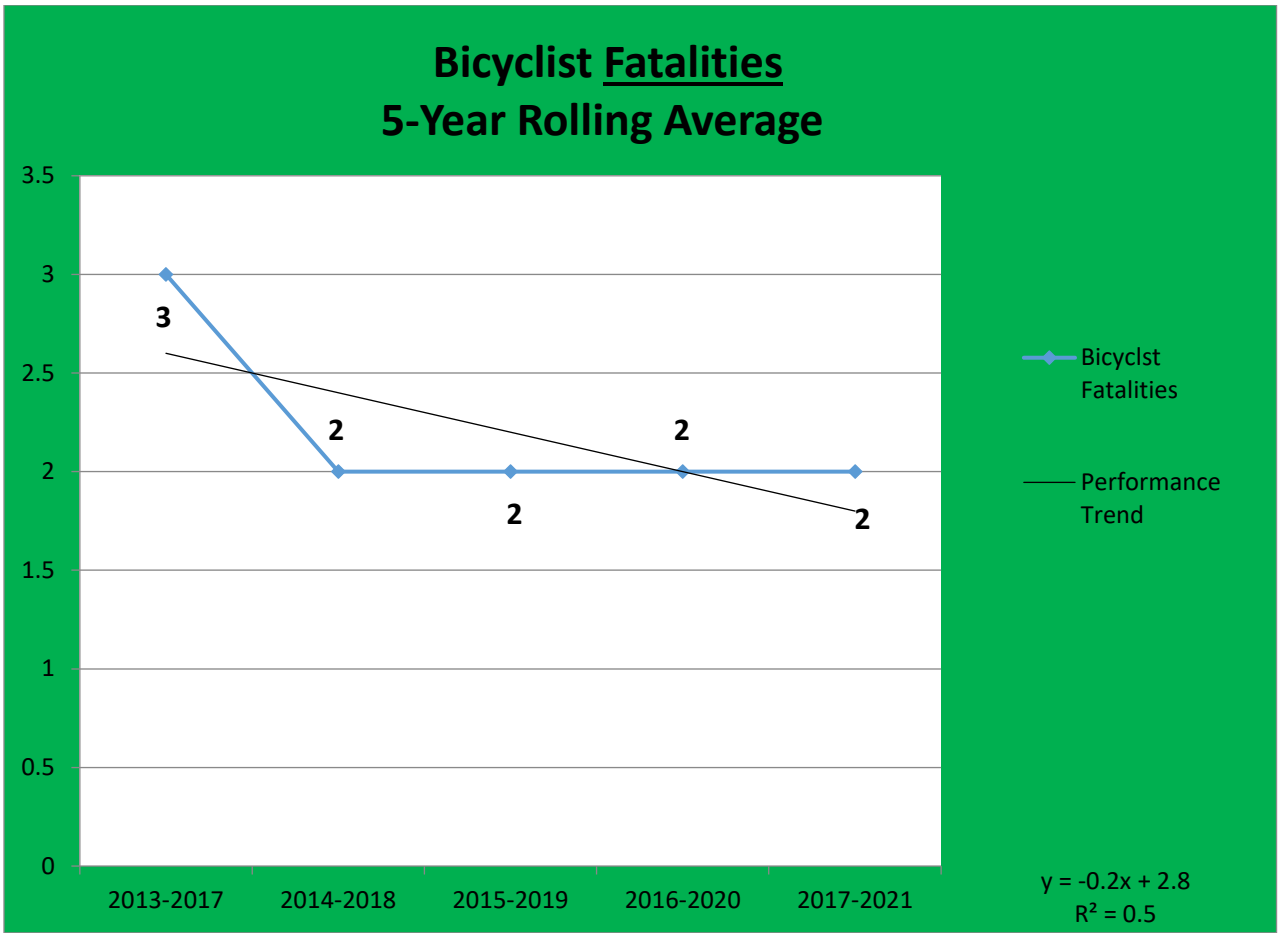
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
11	C-11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	2023	2.0

Performance Target Justification

C-11 Projection – Bicyclist Fatalities: Maintain bicyclist fatalities from 2.0 (2018-2022 average) **to 2.0** (2019-2023 average).

New Hampshire is currently on track to maintain the five-year average for bicycle fatalities for the five-year rolling average (2018-2022) at 2. As of June 20, 2022, there has been 1 bicycle fatality. Based on the five-year averages it is reasonable to maintain a 2023 target of 2.0 for the five-year (2019-2023 average) period. A maintained 2023 target from the 2022 target demonstrates our commitment to continue to strive to keep bicycle fatalities low each year even though there may be a potential for bicycle fatalities to increase because people are feeling safer to venture out after being safe in their homes during the pandemic. NH OHS has recently partnered with NH Police Standards & Training to produce an online Bicycle/Pedestrian course centered on the enforcement of NH laws and regulations surrounding bicyclists and pedestrians operating on our roadways. Every LE officer who is selected to work an enforcement detail for this project has to complete the course and receive a passing grade before the agency will be reimbursed for the detail. This is an effort to increase awareness of the importance of enforcing the laws pertaining to bicyclists and pedestrians as they operate on our roadways. In 2023, pedestrain and bicycle enforcement efforts will continue in those communites at greater risk of those fatalities occuring.





Performance Target: **C-12) Non-motorized Fatalities & Serious Injuries**

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
12	C-12	C-12) Non-motorized Fatalities & Serious Injuries	5 Year	2019	2023	37.0

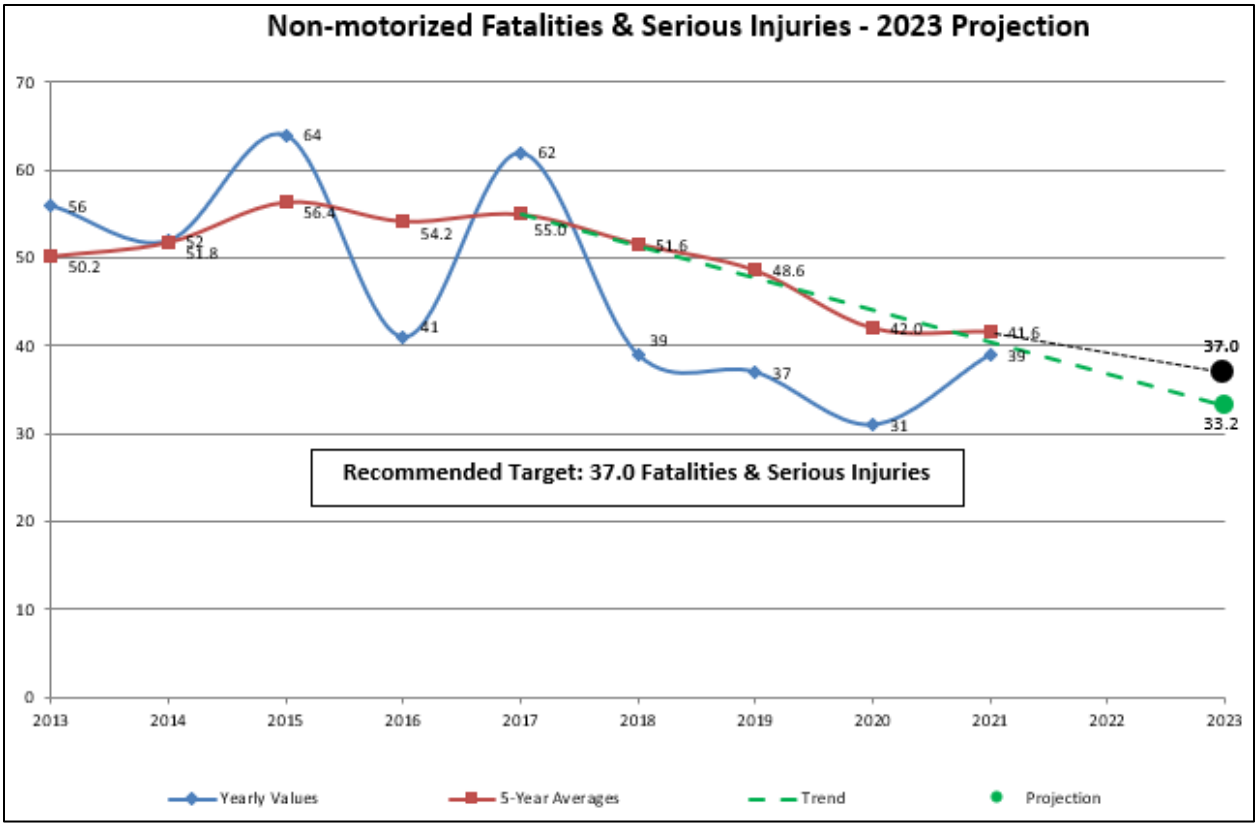
Performance Target Justification

C-12 Projection – Non-motorized fatalities and serious injuries: Moderate the computed trend projection for an estimated five-year (2019-2023 average) of 37.0 non-motorized fatalities and serious injuries

Non-motorized fatalities and serious injury trend analysis indicates a declining trend and a 2023 target value of 33.2 non-motorized fatalities and serious injuries. Because achieving this target would require safety performance significantly better than all prior years, a more modest target of 37.0 is recommended (see chart below). This has been computed by assuming the current annual performance of 39 fatalities and serious injuries would be maintained.

In 2023, we will continue to predict reducing the number of pedestrian fatalities by 10 percent from the five-year average (2018-2022) of 12.60 to 11.30 (2019-2023) five-year average. A predicted modest decrease in the 2023 target from 2022 target demonstrates our commitment to continue to reduce pedestrian fatalities each year even though there may be a potential for pedestrian fatalities to increase because people are feeling safer to venture out after being safe in their home during the pandemic. The NH OHS will continue to provide funding for pedestrian enforcement throughout the state with primary focus on those communities with the highest pedestrian fatalities. In addition, we will coordinate media messaging to support these enforcement efforts with the overall goal to reduce pedestrian fatalities. Factors influencing the performance target selection is the continued commitment to reduce pedestrian fatalities through enforcement, education and messaging. Also, it will continue to be important that our LE partners take the PS&T course on pedestrian laws and rules. Additionally, by increasing the amount of enforcement, media and messaging specifically and strategically in those communities with the highest priority (evidence based data), NH OHS is confident that our target will be met for 2023.

New Hampshire is currently on track to maintain the five-year average for bicycle fatalities for the five-year rolling average (2018-2022) at 2. As of June 20, 2022, there has been 1 bicycle fatality. Based on the five-year averages it is reasonable to maintain a 2023 target of 2.0 for the five-year (2019-2023 average) period. A maintained 2023 target from the 2022 target demonstrates our commitment to continue to strive to keep bicycle fatalities low each year even though there may be a potential for bicycle fatalities to increase because people are feeling safer to venture out after being safe in their homes during the pandemic. NH OHS has recently partnered with NH Police Standards & Training to produce an online Bicycle/Pedestrian course centered on the enforcement of NH laws and regulations surrounding bicyclists and pedestrians operating on our roadways. Every LE officer who is selected to work an enforcement detail for this project has to complete the course and receive a passing grade before the agency will be reimbursed for the detail. This is an effort to increase awareness of the importance of enforcing the laws pertaining to bicyclists and pedestrians as they operate on our roadways. In 2023, pedestrain and bicycle enforcement efforts will continue in those communites at greater risk of those fatalities occuring.



Behavior Measure: **B-1 / C-13) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)**

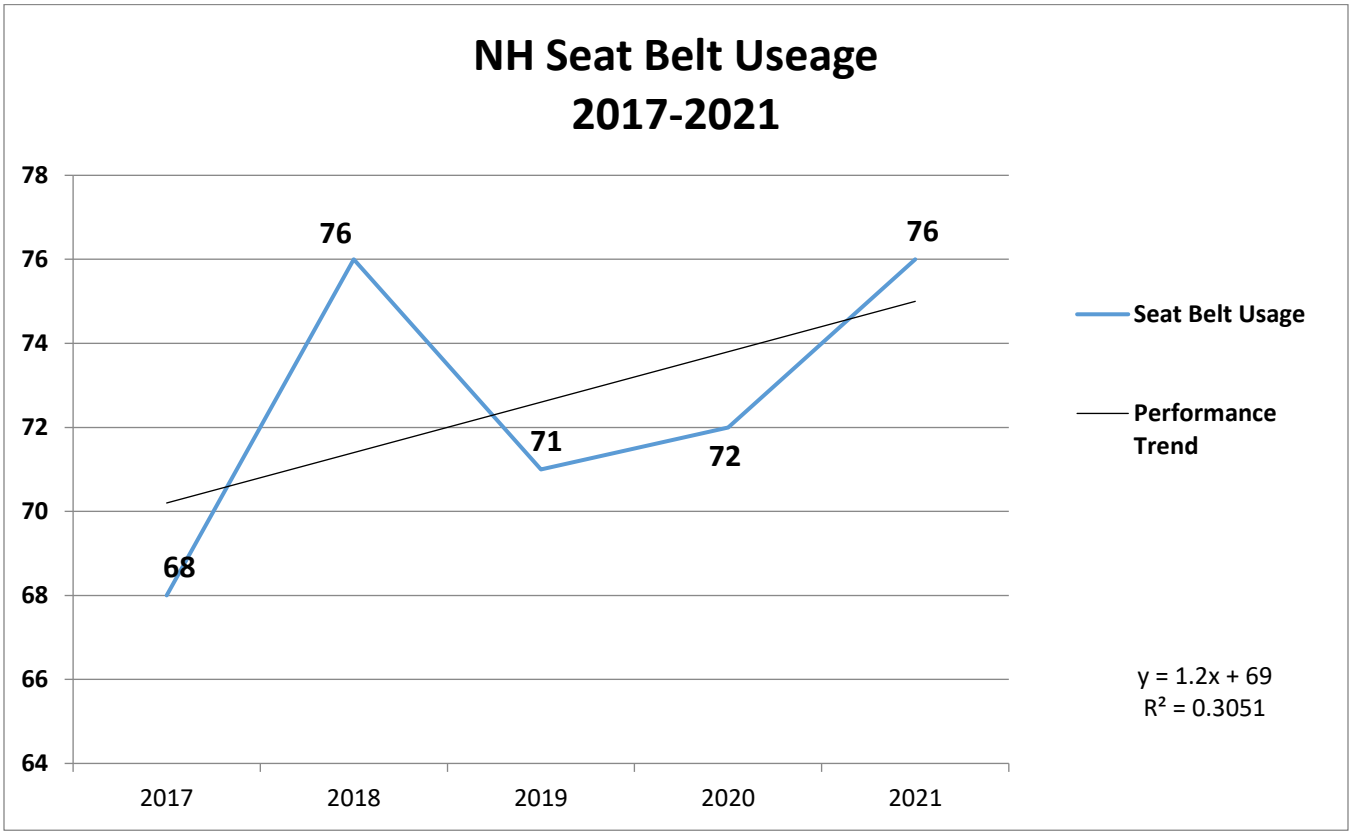
Performance Target Details:

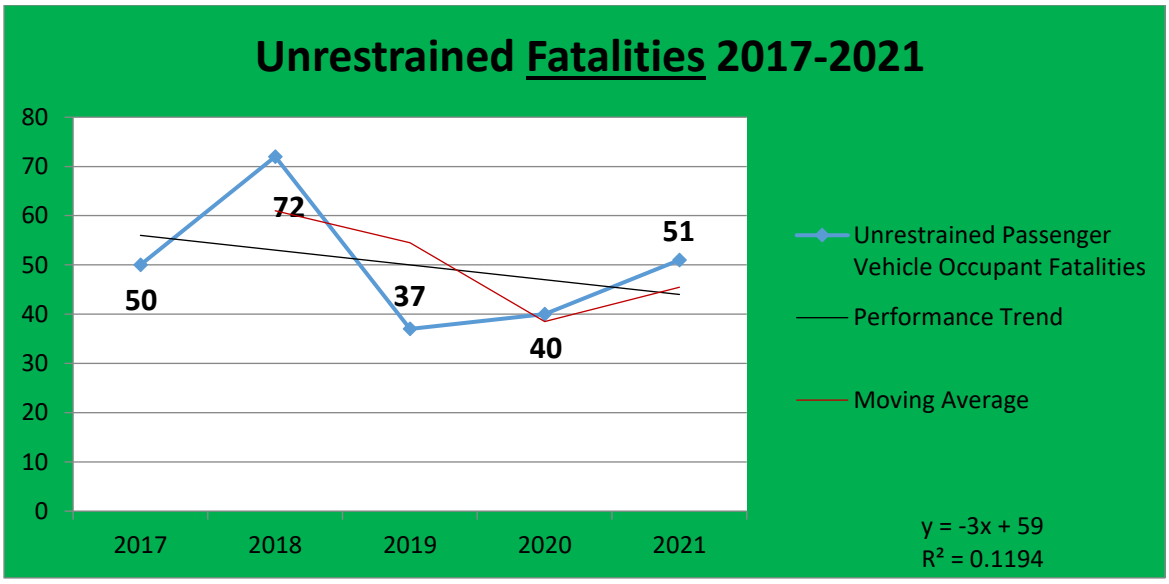
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
13	B-1 / C-13	B-1/C-13) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2022	2023	75.5

Performance Target Justification

B-1/C-13 Projection – Seat Belt Use: To maintain (annually) the seat belt usage rate from 75.5% (2021 usage rate) to **75.5% (2023)**.

In 2020, the University of New Hampshire Survey Center confirmed the seat belt usage rate was 72.4%. For 2021, the seat belt usage rate was confirmed by the survey center at 75.5%, an increase of 4% from the 2020 seat belt usage rate. Although, seat belt use has increased slightly, the importance of obtaining an adult seat belt law in New Hampshire will continue to be emphasized. An adult seatbelt law would not only increase seat belt usage rates, but also save lives. Ongoing enforcement efforts, education, and media messaging addressing the importance of seat belt use will continue in 2023 to help stabilize or increase this number. There has been discussion among our partners about working to introduce legislation in 2023 for a seat belt law. Throughout the years the NH OHS has been part of the discussion and aided efforts surrounding seat belt legislation proposals which have been sent through to the legislature - both primary and secondary law options are have been considered but have not become law. New Hampshire is the only state in the country without an adult primary seat belt law and has the lowest seat belt usage rate nationally. The current seat belt law in New Hampshire is for occupants under the age of 18. NH OHS recognizes the difficulty in increasing seat belt usage rates without a law; however, we will continue to inform the public of the importance of "buckling up" through educational programs and media outreach. One of the factors used to consider a modest target increase of 2% in seat belt use for 2023 is the fact that NH has seen an increase in the number of unrestrained fatalities. In 2020 there were 40 unrestrained fatalities and in 2021 there were 51.





Performance Target: **C-14) Serious Injury Rate**

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
14	C-14	C-2) Serious Injury Rate/VMT	5 Year	2019	2023	3.532

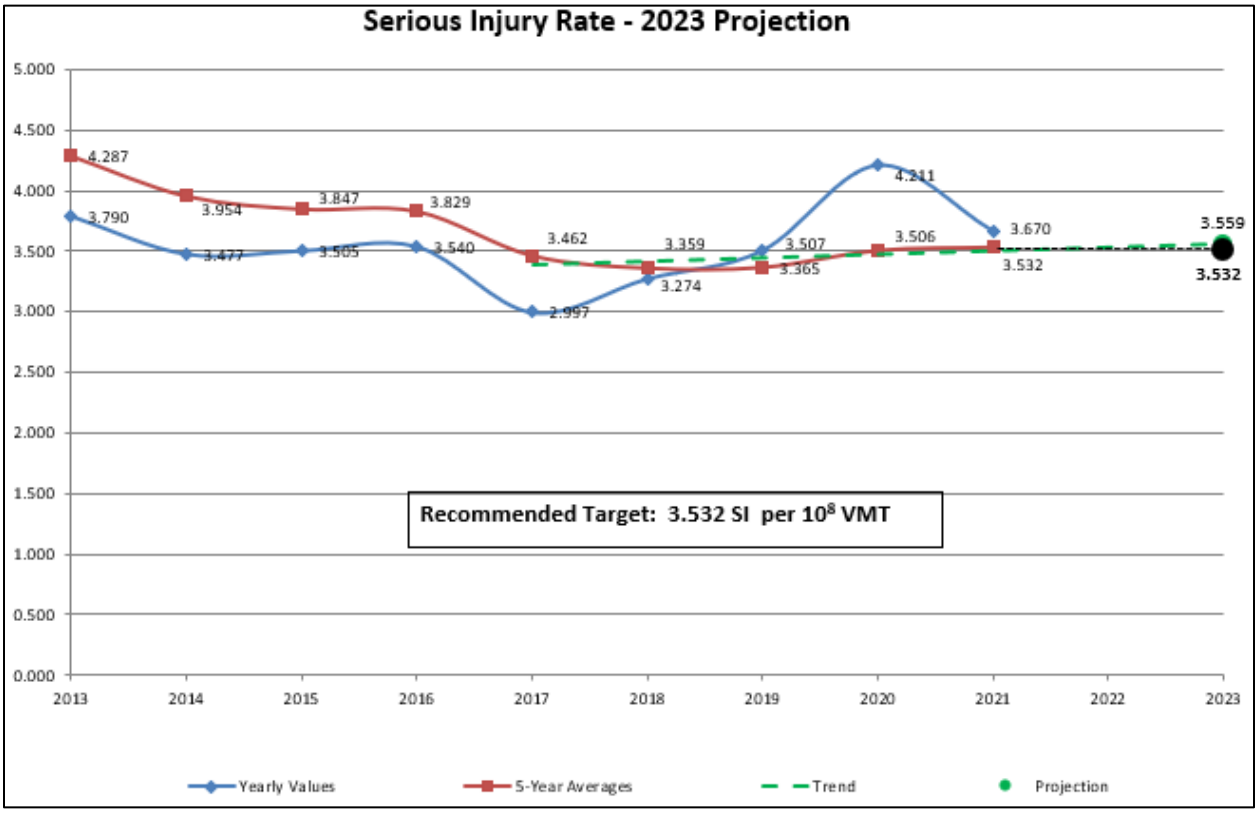
Performance Target Justification

C-14 Projection - Serious Injury Rate/VMT: Maintain existing performance of 3.532 (2018-2022 average) to 3.532 for the (2019-2023 average).

Trend analysis produces intuitive results, as the number and rate of serious injuries had been increasing since 2017 but declined in 2021. Also worth noting is that despite the substantial reduction in vehicle miles traveled in 2020 during the COVID-19 pandemic, the number of serious injuries was the highest since 2012, resulting in a spike in the serious injury rate. However, the rising trends computed by the data are not acceptable as targets as they would be contrary to the core objective of the state's Driving Toward Zero initiative. Therefore, it is prudent to maintain a **2023 target (five-year average) serious injury rate of 3.532 fatalities per 10^8 VMT** as recommended to present a more achievable goal while still representing better performance than has been observed in the decade with the exception of 2018 which will not be included in this data point. Factors influencing the performance target selection

is the anticipated increase in messaging and education coupled with proactive enforcement in communities with the highest priority.

Proposed targets: Maintain **2023 target (five-year average) of 466.4 serious injuries** is recommended as it would be a more achievable goal, consistent with the observed safety performance in recent years, improving upon the recent annual performance in each year but 2018.



NH Established Performance Measures

Performance Measure: **A-4) Number of Distraction/Inattention Fatal Crashes**

Performance Target Details:

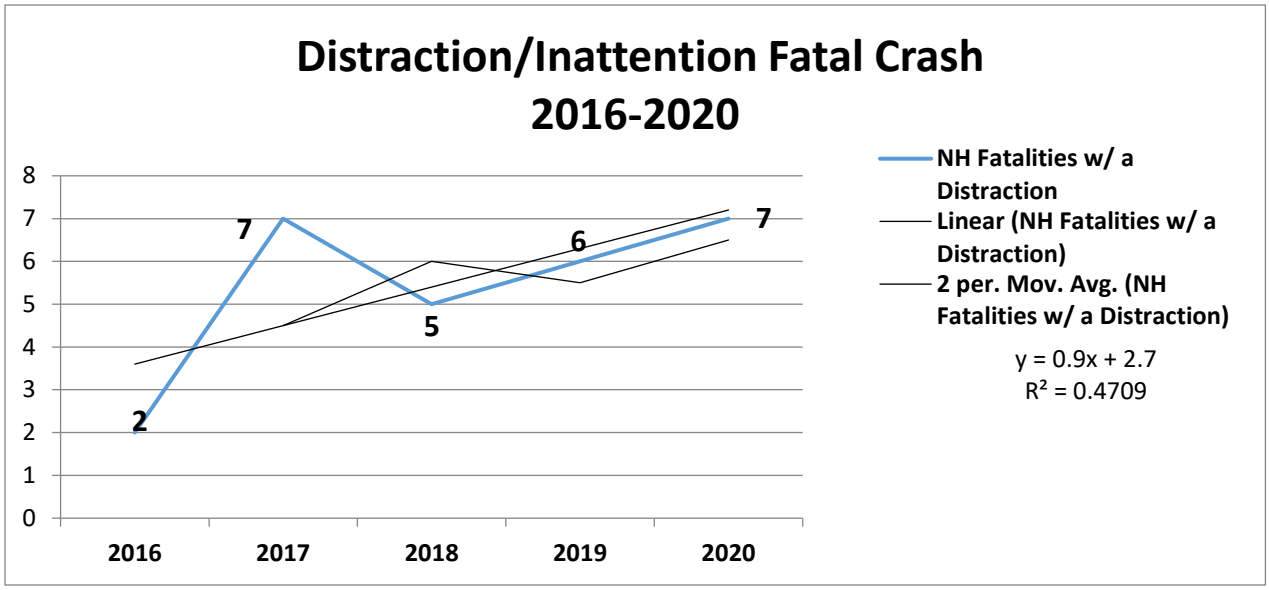
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
16	A-4	Number of Distraction/Inattention Fatal Crashes	5 Year	2019	2023	5.40

Performance Target Justification

A-4 Projection – Distracted Fatalities: To maintain distracted driving fatalities at **5.40** (2018-2022 average) to **5.40** (2019-2023 average).

Distracted driving fatalities at year end in 2020 totaled 7. Looking at the five-year trend from 2016-2020, NH OHS has determined that maintaining the target goal of 5.40 for the five-year (2019-2023) average would be prudent. Current 2021 and 2022 distraction/inattention fatality data is unavailable because of cases still pending causation. The State of New Hampshire does not qualify for a Distracted Driving Grant due to the language currently in state law. As a result, money to support distracted driving enforcement has to be supported from 402 funding. This severely limits our ability to combat a known, severely under reported factor of fatalities in New Hampshire. As a result of these funding limitations and other factors, such as the need to improve crash record timeliness and accuracy through the integration of local law enforcement agencies, data shows that maintaining this target is optimistic at this time. It is suspected that as we bring other law enforcement agencies online with the E-Ticket/E-Crash systems that the reporting of MMUCC compliant crash and enforcement data will reflect a much larger problem.

Note: Distracted driving preliminary numbers are not available and will be added when data is finalized.



Performance Measure: **A-5) TR E-Ticket Advancement**

Performance Target Details:

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
17	A-5	TR E-Ticket Advancement	Annual	2022	2023	134

Performance Target Justification

A-5 Projection: NH OHS projects an **increase in local LE agencies reporting crash and enforcement data** from **102** (2018-2022) to **134** (2019-2023)

Primary performance attribute: **Integration**

Core traffic records data system to be impacted: **Crash**

Currently, the State of New Hampshire State Police utilizes an E-Ticket/E-Crash electronic reporting system. This system is MMUCC V compliant and captures all of the needed crash related fields to assist in countermeasure development. Currently in 2022, many local law enforcement agencies are now submitting electronically (114), however, there are still a number local law enforcement agencies (133) who continue to submit manual crash reports to the NH Division of Motor Vehicles. These manual crash reports are not MMUCC compliant and therefore skew available crash and enforcement data being reported to the VISION database at the NH DMV. From April 1, 2019 to March

31, 2020, the Department of Safety working with Department of Information Technology was able to establish VPN connectivity and collaborate with third party vendors to have (82) local law enforcement agencies begin to report MMUCC IV or V compliant crash data to the DMV; From April 1, 2020 to March 31, 2021 (110) local law enforcement agencies were reporting. As of June 27, 2022, the NH OHS has surpassed our 2022 target of (102) with (114) agencies submitting electronic crash reports to VISION with almost have the year left. Now that other third party vendors are supporting local law enforcement agencies to report electronically to the NH DMV VISION database, we project that 134 local law enforcement agencies (54% of law enforcement) will begin reporting crash and enforcement data electronically to the VISION system in FFY 2023.

Description of Outcomes Regarding SHSP and HSIP

Strategic Highway Safety Plan & Highway Safety Improvement Plan

The New Hampshire Department of Safety (NH DOS), Office of Highway Safety (NH OHS), the Division of Motor Vehicles (NH DMV), and the New Hampshire Department of Transportation (NH DOT) have worked collaboratively to ensure performance targets are identical for fatalities, serious injury, and fatalities per 100 million VMT within New Hampshire's Highway Safety Plan (HSP), the Highway Safety Improvement Plan (HSIP), and the Strategic Highway Safety Plan (SHSP).

The NH OHS works closely with the NH Department of Transportation (NH DOT) to insure that data systems funded through Traffic Records Coordinating Committee (TRCC) are coordinated with the Highway Safety Improvement Plan (HSIP) and the Highway Safety Plan (HSP). Data is collected from the National Highway Traffic Safety Administration (NHTSA), the Highway Performance Monitoring System (HPMS), and the New Hampshire Department of Safety (NH DOS). Trend analysis was used to analyze the data. Trend analysis uses past data and patterns to project future outputs and functions correctly when no significant change has occurred in the underlying processes that affect the overall metric. Safety gains are driven by policy and budget; because there has been no recent significant change to policy or budget, trend analysis is appropriate. Yearly values are collected from each source and when enough data is available, five-year rolling averages are created. Five-year rolling averages are valuable for safety analysis because the five-year period generally reduces variability that significantly affects values from year to year and because regulators will use five-year, rolling averages to determine significant progress. In past years, the New Hampshire Office of Highway Safety has been using data sources to identify areas in the state that have dense populations, high crash numbers, high traffic counts, and major corridors, to deploy resources (i.e. enforcement efforts, highway safety messaging, and education) as a countermeasure to minimize crashes and the resulting injuries and/or fatalities. Additionally, a series of meetings occurred between NH DOT and the NH OHS leadership to discuss and develop the core measures to be utilized for both the SHSP and the HSIP. These meetings provided recommendations to the executive leadership of both agencies and were adopted by both agency commissioners.

Highway Safety Strategies, Planned Activities, and Projects

State of New Hampshire

2020 Fatal Crash Statistics

- 104 Victims resulted from the 98 Fatal Crashes occurring in 2020.
- There were 66 alcohol and/or drug-related crashes (64.4% of the 90 crashes) in 2020 which claimed 75 victims. (72.1% of the 104 fatalities) *The term Related does not imply causation. (*Data based upon BAC of 0.040% & greater and Drug Toxicology of Trace amounts & greater.)
- Of the 104 victims, 37.5% or 39 victims died as the result of an alcohol related crash.
- Drug tests came back positive for 45 operators involved in fatal motor vehicle crashes. This does not imply causation or fault in the fatal crash. (Based upon trace amounts and greater)
- September was the deadliest month during 2020 with 14 fatalities.
- 40 operators or 27% of all operators in fatal crashes were between the ages of 26 and 40.
- 25 operators or 16.9% of the operators in fatal crashes were over the age of 71.
- Thursday had the most fatal crashes with 21 or 21.4% of total.
- 25 Motorcycle fatalities were recorded in 2020, down from 30 fatalities in 2019.
- Of the 25 motorcycle fatal crash victims 18, or 72% were not wearing helmets.
- 7 fatal crashes occurred on interstate highways in 2020, down from 11 crashes in 2019.
- 69 of the 104 victims were operators or 66.3%.
- 17 of the 104 victims were passengers or 16.3%.
- 16 of the 104 victims were pedestrians or 15.4%
- 2 of the 104 victims were bicyclists or 1.9%
- None of the victims were snowmobile / OHRV operators.
- Of the 98 fatal crashes, 30 or 30.6% were the result of hitting fixed objects.
- There were 48 crashes resulting in 49 fatalities occurring on roadways that were straight and level in the area of the crash.
- 41 vehicle occupants that were victims of the fatal crash were not wearing seatbelts or 24.8% of all 165 involved vehicle occupants.
- 41 victims were not wearing seatbelts or 67.2% of a total 61 victims that were motor vehicle occupants. (data compares victims of motor vehicles only)

2020 Fatal Crash Primary Causations

Causes	Category Total	Specific Cause
Alcohol	3	Alcohol
	5	Alcohol & Drugs
	1	Alcohol & Operator Error
	1	Alcohol & Pedestrian Error
	9	Alcohol & Speed
	3	Alcohol, Drugs, & Pedestrian Error
	1	Alcohol & Operator Error
	10	Alcohol, Drugs, & Speed
Totals	**33**	
Drugs	6	Drugs
	2	Drugs & Distraction/Inattention
	3	Drugs & Operator Error
	1	Drugs & Pedestrian Error
	6	Drugs & Speed
	1	Drugs, Speed, & Distraction/Inattention
Totals	**19**	
Human Error	2	Distraction/Inattention
	1	Distraction/Inattention & Equip. Failure
	3	Pedestrian Error
	1	Pedestrian Error & Vision Obscurement
Totals	**7**	
Operator Error	3	Center Line Encroachment
	7	Failure to Yield
	1	Improper Passing
	1	Driving on Shoulder
	1	Unsafe Backing
	13	

Totals	1	Operator Fatigue
Medical / Physical	8	Medical Event
	9	
Totals	5	Speed (Exceeded speed limit)
	1	Speed (too fast for conditions)
	1	Speed (Racing)
Speed	1	Speed & Distraction/Inattention
	1	Speed & Improper Passing
	9	
Totals	3	Vision Obscurement
	2	Animal in Road
	1	Traffic Signal Failure
Other Causes	2	Undetermined per Investigative Agency
	8	
		** Determined by the Investigative Agency as the*
		Primary cause of the Fatal Crash.
Grand Total	**98**	

Section 402 Grants (23 CFR 1300)

Program Area: Distracted Driving (DD)

Traffic Safety Problem Identification

Associated Performance Measures

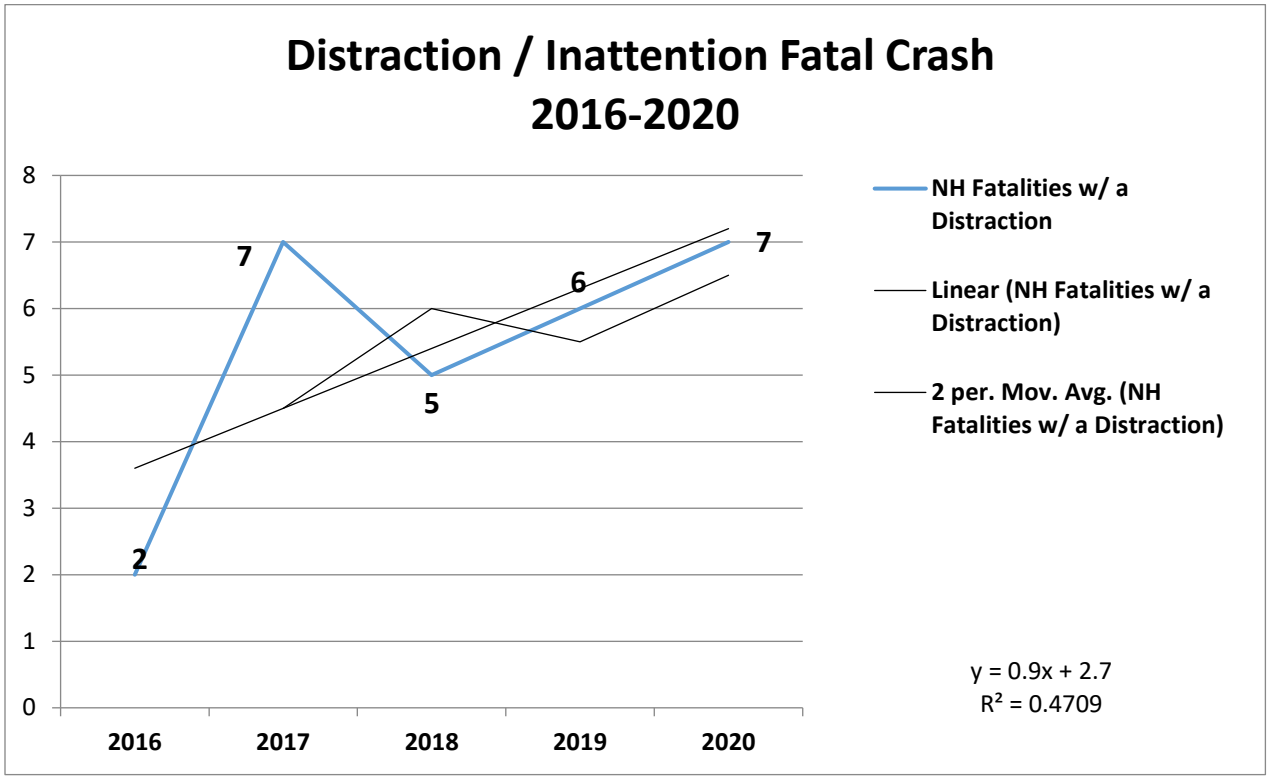
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
17	A-4	Number of Distraction/Inattention Fatal Crashes	5 Year	2019	2023	5.40

Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions. A primary causation shows the primary factor in causing the crash such as speed, distraction, impairment, etc. The methods utilized to gather information pointing to distraction include self-reporting, witness testimony, and any other evidence indicating distraction, which unfortunately has limitations. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue, particularly among younger drivers. NH OHS will make every effort to curb the distracted driving problem, focusing on all age groups, addressing this through the use of effective countermeasures.

The distracted driving problem has proven difficult to track as a contributing factor in collisions. While every day we see drivers using cell phones or driving distracted in other ways, identifying distracted driving as the reason for a collision is not so easily detected and/or documented. By the time investigators arrive at the scene, indicators that distraction may have been the cause of the crash sometimes no longer exist. Surviving drivers or their occupants rarely freely identify a distraction as the reason for the crash. This can be somewhat compounded as New Hampshire requires a search warrant with adequate probable cause to seize an electronic device for specific evidence.

The following data includes those collisions which we *know* involved a distracted driver. As before stated however, we believe distracted driving is a much more significant cause of fatal and serious injury collisions than these numbers indicate. In an analysis of 2021 crash data, it is noted that out of an excess of 28,092 crashes reported, more than 15% (4,106 crashes) of those crashes had “Inattention/Distraction” listed as a contributing factor. For this reason, distracted driving continues to be a priority that NH OHS will focus enforcement, education, and media campaign efforts on.

The table below shows that from 2016 to 2020 there were 27 fatal crashes related to distraction/inattention. As stated above, we expect that this number is severely under reported.



In 2021, state enforcement data shows that 3,584 distracted driving citations were issued for violations of NH's Hands Free Electronic Device Law (616 distracted driving citations were issued during the NH OHS grant funded distracted driving/mobilization enforcement patrols). There is no data for other violations enforced related to distraction that occur relative to other types of activities such as eating, talking to other passengers, or adjusting the radio or climate control, etc. All of these are forms of distraction and NH will focus enforcement efforts on reducing *all forms* of distraction while operating a motor vehicle.

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
A-4) Number of Distraction/Inattention Fatal Crashes	• DD Media Campaign • DD Program Management • DD Overtime Enforcement Patrols	5 Year	2019	2023	5.40

Countermeasure Strategy: DD Media Campaign

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Media Campaign**

Project Safety Impacts

The NH OHS Media Campaign provides funding to conduct public information and educational campaigns, electronic media campaigns, or in-house PSA's to promote the importance of not driving while distracted. Funds shall be used to contract with a public relations firm, organization, or association (such as AAA, iHeartMedia, Destination Media DBA, GSTV, NHIAA, etc.) to conduct traffic safety public information and educational campaigns. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage highway safety media efforts. NH OHS will leverage 15, 30, and 60 second PSA's developed under the Teen Driving Program and modify and/or adjust the message to meet various other age demographics, in an effort to educate the motoring public and potentially reduce the number of distraction related crashes on our roadways. By reducing the total number of distraction related crashes and leveraging these collaborative efforts within the Planned Activity Paid Media, it is projected that we will be able to reduce distracted driving crash-related deaths and injuries across the state.

Linkage between Program Area

The data analysis identifies the State's need to address distracted driving which has claimed lives and caused many injuries. Through a robust Media Campaign within the Planned Activity "Paid Media", coupled with enforcement, the distracted driving fatality five-year average of 5.40 (2018-2022) at 5.40 in (2019-2023) will be maintained.

Rationale

The media and educational countermeasure strategy was chosen as enforcement alone will not reduce distraction related fatalities. It is imperative for the state to have a robust education and media campaign centered on all distractions that are commonly inhibiting a motor vehicle operator from operating a motor vehicle safely. This countermeasure, coupled with the requisite amount of enforcement of the State's hands free law, will complement each other.

Planned Activity: Paid Media

Planned Activity Description:

New Hampshire's hands free law, RSA 265:79-c, currently prohibits the use of a handheld device while operating a motor vehicle. This law has been extremely effective in reducing fatal crashes and SBI. We will continue to proactively message the public on the dangers of utilizing a hand held device while operating a motor vehicle. The use of effective messaging surrounding hand held devices will assist in reducing the number of fatalities that occur each year. This project will provide funding for a contract with a public relations firm, organization, or association (such as AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center at CHaD, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, Alliance Sports Marketing, NHIAA, etc.) to conduct public information and education campaigns to encourage operating a motor vehicle distraction free. Funds shall also be used to support an electronic media campaign, or an in-house program to promote and encourage operators not to operate while distracted by conversation, consumption of food and beverages, and grooming, while operating a motor vehicle. Funds shall support a contract to coordinate print and audio activities that will include airings surrounding the Thanksgiving/Christmas/New Year's holidays, Super Bowl, the NHTSA mobilization (currently *U Drive, U Text, U Pay*), July Fourth, and the NHTSA Labor Day mobilization. Funds shall support contracts with media venues, universities, sports teams (i.e. such as AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center at CHaD, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, NHIAA etc.) to provide public information and education campaigns focusing the dangers of operating a motor vehicle while distracted. NH OHS shall coordinate all local messages to coincide with National mobilizations. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from distracted driving.

Intended Sub Recipients:

- iHeartMedia
- Digital Signs
- Educational Media Assets
- WMUR TV
- Comcast
- Destination Media dba GSTV

- Southern NH University
- Keene State College
- Plymouth State College
- Dartmouth College
- UNH Wildcats
- NH Fisher Cats
- Injury Prevention Center at CHaD
- AAA
- Ross Express
- Derry CATS
- Alliance Sports Marketing
- NHIAA

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-04-03	Paid Media	BIL/SUP NHTSA 402	Distracted Driving	2022	$100,000	$25,000	

Countermeasure Strategy: DD Program Management

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service/monitor distracted driving related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help reduce distracted driving fatalities and serious injury.

Linkage between Program Area

In 2021, there were a total of 4,106 non-fatal crashes related to inattention/ distraction. As stated in the previous section, we expect that this number is and the number of fatalities is under reported. However, with the increased number of law enforcement (currently 114) submitting MMUCC compliant

crash reports electronically to the DMV VISION system, we should start to see more accurate distracted driving crash and fatality numbers (more than likely a significant increase in these numbers).

Funding the Program Management countermeasure strategy to support the planned activities of NH OHS Staff and Planning & Administration will greatly enhance the capabilities of the NH OHS. It is anticipated that the implementation and servicing of the distracted driving projects will contribute significantly to our ability to meet the performance target of maintaining the distracted driving related fatalities from 5.40 (2018-2022 average) at 5.40 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it directly correlates with the other countermeasures in the HSP and assists with achieving the stated performance goal within the distracted driving program area.

Planned Activity: Planning & Administration (P&A)

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Program Specialist, and Program Assistant that are involved in the NH Office of Highway Safety Planning &Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space, and other overhead costs such as supplies, equipment, materials, and indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning and Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of other State traffic safety programs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-04-01	Planning & Administration	BIL/SUP NHTSA 402	Planning & Administration	2022	$23,750	$23,750	

Planned Activity: NH OHS Staff

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Program Management**

Planned Activity Description:

This Planned Activity will support NH OHS staff positions (excluding Captain, Program Manager, Program Specialist and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, light refreshments for press events, indirect costs, and office operations, proportional to the program area.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-04-02	NH OHS Staff	BIL/SUP NHTSA 402	Distracted Driving	2022	$153,250	$38,313	

Countermeasure Strategy: DD Overtime Enforcement Patrols

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Overtime Enforcement Patrols**

Project Safety Impacts

Funds will be provided to support the New Hampshire State Police (NHSP) and local law enforcement agencies to conduct year round overtime distracted driving enforcement patrols aimed at enforcing the state's distracted driving laws. Specific times and locations will be based on local data. In addition, the NHSP and local law enforcement agencies will participate in the annual NHTSA mobilization, '*U Drive. U Text. U Pay.*' high visibility enforcement campaign. This countermeasure will lead to an increased number of summons and warnings sending a message to the motoring public that distracted driving is dangerous and will be enforced across the State.

Linkage between Program Area

Distracted driving fatalities continue to be underreported as anecdotally we know and see driving while distracted on a regular basis and believe the impacts of distracted driving are much greater than the current data shows. In this focused approach through the countermeasure strategy Overtime Enforcement Patrols and the Planned Activity Enforcement Patrols/Equipment, we hope to maintain the five-year average of (5.40) from the 2018 to 2022 period, into the 2019 to 2023 period. This target was chosen as it is consistent with what we are currently observing on our roadways. We understand that any changes in behavior will be driven by proactive messaging, education, and enforcement as well as aggressive efforts to change acceptable norms. In FFY 2020, distracted driving signage was funded and deployed on NH roads to inform operators from other jurisdictions of our hand free law and subsequently aide in reducing distraction related fatalities. In 2023, there has been nearly 50 percent more law enforcement partners invited by the NH OHS to participate in distracted driving funded enforcement patrols because of the 2023 updated methodology used that incorporated 2017-2021 serious injury and fatality data that automatically awarded amounts to more communities.

Rationale

The countermeasure was chosen for this planned activity as it was the best representative of the activity's objective. Currently, NH does not qualify for distracted driving grant funding. Distracted driving however is a key contributor to not only fatalities and serious bodily injury, but has been found to contribute to 15% of our total reported non-fatal crashes throughout the state. This particular issue merits specific funding dedicated to reducing crashes as a result of distraction. The use of overtime patrols at the state, county, and local LE level will provide the additional patrols to combat the increasing number of motor vehicle crashes resulting from all distractions. New Hampshire will utilize 2017 through 2021 crash data to assist in identifying where funds can be best allocated to reduce distraction related crashes. In FFY 2023, approximately 105 agencies were invited to participate in grant funded overtime patrols in an effort to reduce the number of distraction related fatalities.

Planned Activity: Distracted Driving Enforcement Patrols

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Overtime Enforcement Patrols**

Planned Activity Description:

Funds are requested to provide overtime funds to NHSP (funds flexed from 405d) and local law enforcement agencies (funds from 402) to enforce distracted driving laws throughout NH. Distracted driving enforcement will be conducted year round. Specific times and locations will be based on local crash and violation data. Crash data will be reviewed throughout the year to effectively allocate resources where the crashes are occurring.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (70 agencies participating)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-04-04	DD Enforcement Patrols	BIL/SUP NHTSA 402	Distracted Driving	2022	$212,650	$53,163	$212,650
23-04-04	DD Enforcement Patrols	BIL/SUP 405d Impaired Driving Low	405d Low Distracted Driving	2022	$123,000	$30,750	

Planned Activity: Distracted Driving Mobilizations

Program Area: **Distracted Driving (DD)**

Countermeasure Strategy ID: **DD Overtime Enforcement Patrols**

Planned Activity Description:

Overtime enforcement patrols conducted by State (funds flexed from 405d) & Local Police (funds from 402) will be utilized to support the media efforts during the Distracted Driving National Campaign. These overtime enforcement patrols will be conducted during the commuting hours in locations that have been identified as having a high crash risk. These patrols will be conducted in four hour increments in identified high risk crash corridors within the state and will also focus on rural roadways in addition to our highways and urban areas.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (87 agencies participating)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-04-11	DD Mobilizations	BIL/SUP NHTSA 402	Distracted Driving	2022	$145,350	$36,338	$145,350
23-04-11	DD Mobilizations	BIL/SUP 405d Impaired Driving Low	405d Low Distracted Driving	2022	$9,400	$2,350	

Distracted Driving (DD) - 405 E Grant Application Information

Distracted Driving Sample License Exam Questions

New Hampshire Distracted Driving Questions (automated)

1. What are the two leading causes of fatal crashes among young drivers?

    a. Not knowing the rules and laws
    b. Driving late at night and Driving in the rain
    c. Driving in the snow and Driving too fast
    d. **Cellular phones and Speeding**

2. Distracted Driving is which of the following?

    a. Drinking coffee
    b. Talking on the phone
    c. Talking to passengers
    d. All of the above

3. Texting while driving is safe when?

    a. At slow speeds
    b. Late at night when traffic is light
    c. On long straight sections of the road
    d. Never

4. A hand held portable device is okay to use for?

    a. Looking at text message while you drive as long as you don't answer
    b. Streaming music and changing songs while you drive
    c. Taking pictures while driving
    d. **New Hampshire Law prohibits the use of hand held portable devices while driving with the exception of making an emergency call for help**

5. When can you use your cell phone in a commercial motor vehicle?

    a. When coordinating your next stop
    b. During heavy traffic at slow speeds
    c. Never, It is against Federal Motor Carrier Regulations

Program Area: Impaired Driving - Drug & Alcohol (ID)

In 2020, 39 of the 104 fatalities that occurred on New Hampshire roads were alcohol related or 37.5%. Also, important to note in 2020, is that drug tests came back positive for the presence of drugs in 45 operators involved in fatal crashes. Historically, New Hampshire has always participated in

national impaired driving campaigns. Over the last three years, NH OHS realized that a more balanced and concerted effort towards combining education and media activities coupled with joint enforcement initiatives would better suit our goals. In FFY 2023, NH OHS will establish an impaired driving task force and begin preparing an impaired driving strategic plan to address the serious issue of impaired driving and the crashes resulting in injuries and or deaths. The charts provided below are utilized to assist in the development of our countermeasures and subsequent planned activities to address this problem.

Below is the summary by chart of New Hampshire's Impaired Driving challenges:

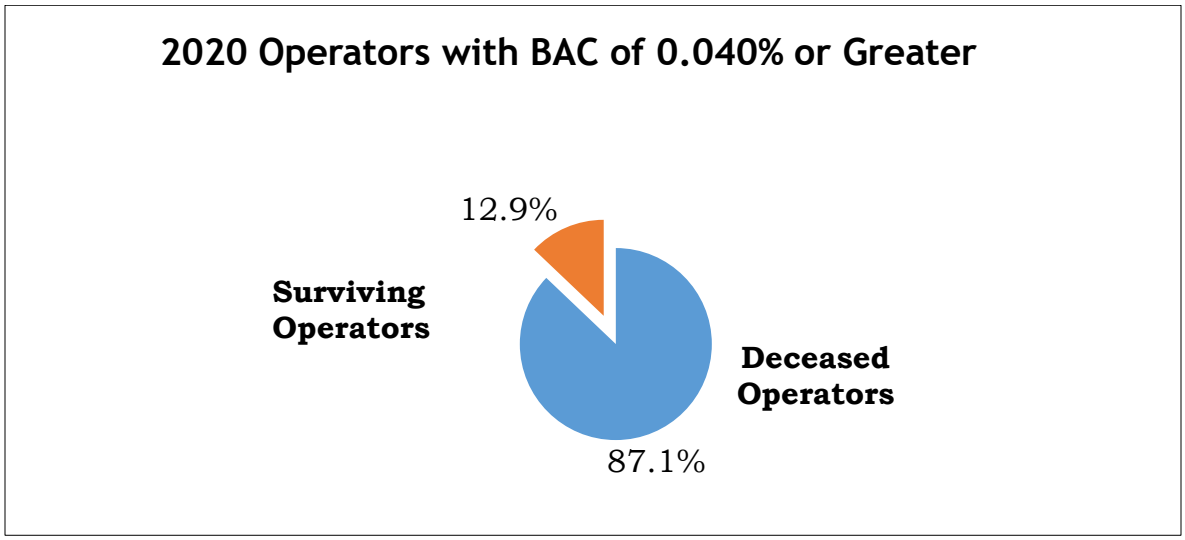
2020 Fatal Crash ~ Alcohol Related					
Alcohol Level	Operator				
	Vehicle	MC	Bicyclist	OHRV	Pedestrian
.040-.079	1	1	0	0	0
.080-.119	3	2	0	0	0
.120-.159	2	3	0	0	1
.160-.209	6	4	0	0	0
.210-.259	3	1	0	0	3
.260 - .309	2	0	0	0	0
.310+	3	0	0	0	0
Totals	**20**	**11**	**0**	**0**	**4**

* Data Represents BAC of 0.040 or Greater.

State of New Hampshire

2020 Alcohol Related Operator Death Rates

BAC Range	Deceased Operators	Surviving Operators	Death Rate
.040 - .079%	1	1	50.0%
.080 - .119%	4	1	80.0%
.120 - .159%	4	1	80.0%
.160 - .209%	10	0	100.0%
.210 - .259%	3	1	75.0%
.260 + Higher	5	0	100.0%
Totals	**27**	**4**	**87.1%**

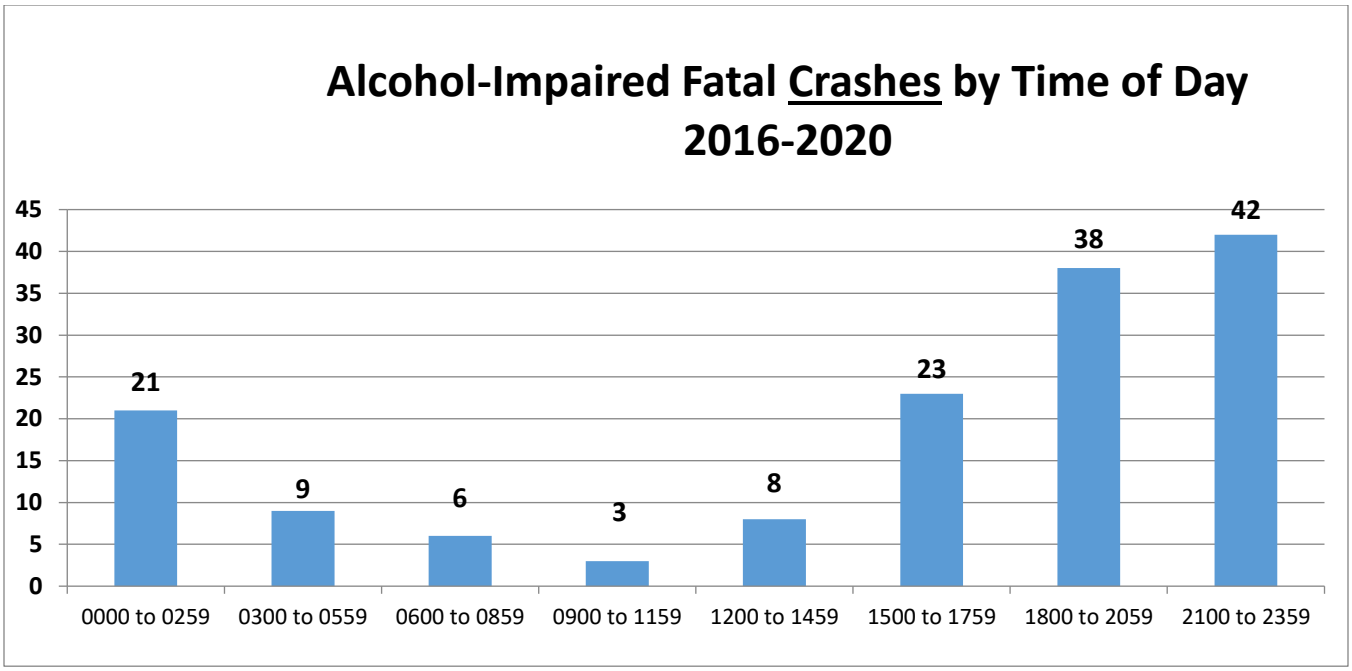


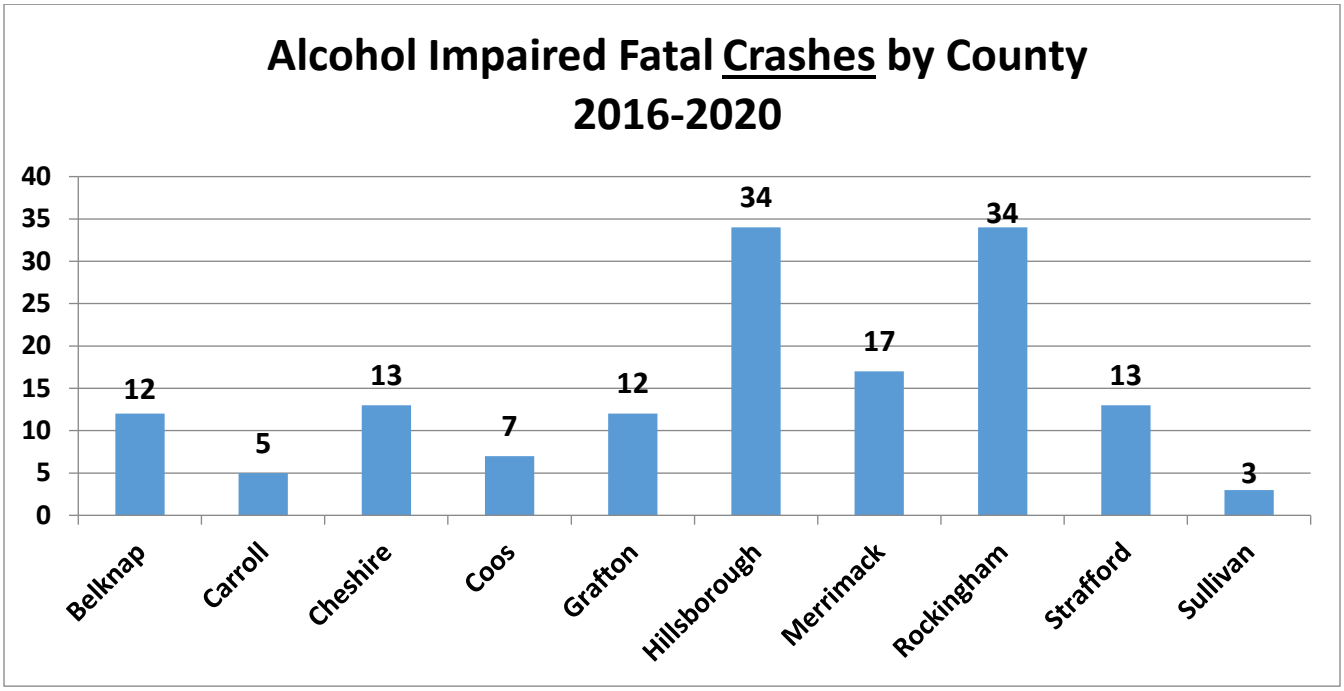
Historical Comparison of Totals			
	Deceased Operators	Surviving Operators	Death Rate
2015	28	8	77.8%
2016	26	8	76.5%
2017	17	4	81.0%
2018	33	7	82.5%
2019	24	7	77.4%

State of New Hampshire

2020 Fatal Crash ~ Alcohol Impairment Levels by Age

All Victim's							
Age	Blood Alcohol Concentration (BAC) Ranges						
	.040 - .079	.080 - .119	.120 - .159	.160 - .209	.210 - .259	.260 & Higher	Total
16 - 17	0	0	1	0	0	0	1
18 - 20	0	0	0	0	0	0	0
21 - 25	0	0	1	1	0	0	2
26 - 30	0	2	0	4	1	2	9
31 - 45	0	1	1	1	2	2	7
46 - 55	0	1	1	2	1	1	6
56 & Up	1	0	1	2	3	0	7
Total	**1**	**4**	**5**	**10**	**7**	**5**	**32**


Alcohol-Impaired Fatal Crashes by Time of Day
2016-2020
45
40
35
30
25
20
15
10
5
0
21
9
6
3
8
23
38
42
0000 to 0259
0300 to 0559
0600 to 0859
0900 to 1159
1200 to 1459
1500 to 1759
1800 to 2059
2100 to 2359


Alcohol Impaired Fatal Crashes by County
2016-2020
40
35
30
25
20
15
10
5
0
12
5
13
7
12
34
17
34
13
3
Belknap
Carroll
Cheshire
Coos
Grafton
Hillsborough
Merrimack
Rockingham
Strafford
Sullivan

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
5	C-5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	2023	38.00

The brief statistics noted below draw attention to the Alcohol/Drug Impairment issue on New Hampshire Roadways:

State of New Hampshire

2020 Fatal Crash Statistics ~ Alcohol/Drug Involvement

- 35 of the 98 fatal crashes that occurred in 2020 were alcohol-related* or 35.7%. (0.04% or greater BAC)
- 39 of the 104 fatalities recorded in 2020 were alcohol-related* or 37.5%.
- Drug tests came back positive for the presence of drugs in 45 operators involved in fatal crash during 2020. This does not imply causation or fault of the fatal crash. (based upon toxicology results trace amount and greater)
- The average BAC of an intoxicated operator with a known BAC result of 0.040% or greater is 0.187%.
- August had the highest alcohol related* fatal crashes with 6.
- The highest BAC level for an operator during 2020 was 0.402%. This is up from 0.272% recorded during 2019.
- Of the 31 operators with a BAC of 0.040% and greater, 27 are deceased as a result of the fatal crash ~ a death rate of 87.1%

➢	4 of the 16 pedestrian victims had a BAC recorded at 0.08% or higher. 6 of the 16 pedestrian victims tested positive for drugs.
➢	18 of the 25 motorcyclists killed or 72% were under the influence of alcohol and/or drugs. (BAC of 0.040% + greater/drugs trace amounts + greater).
➢	Of the 23 motorcycle fatal crashes occurring in 2020, 19 crashes determined the motorcycle operator to be "at fault" or 82.6% of all motorcycle fatal crashes.
➢	The highest BAC for a person under 21, living or deceased was 0.136% in 2020, up from 0.000% in 2019.
	** The term "related" does not imply causation.*

Using a funding methodology for FFY 2023 that will focus heavily on fatal and serious injury crashes to identify communities with the highest priority will help determine award amounts and strategically target these areas for maximum positive impact on the overall fatality and injury data. In this focused approach we hope to prevent crashes from occurring to create a downward trend in our drive toward zero.

Providing our law enforcement partners with the appropriate tools to enforce highway safety laws is essential to creating safer roadways for New Hampshire's citizens and visitors. The primary goal of NH OHS and its partners is to decrease impaired driving fatalities on New Hampshire's roadways. The strategies identified for accomplishing this goal include:

- Funding high visibility enforcement, public information, outreach and educational campaigns
- Funding prosecutorial and other relevant training
- Funding a Traffic Safety Resource Prosecutor
- Funding a Drug Recognition Expert (DRE) and ARIDE program
- Funding an alcohol interlock device program
- Establishing an impaired driving task force
- Preparing an impaired driving strategic plan

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	• ID Education / Training / Outreach • ID Media Campaign • ID Overtime Enforcement & Equipment • ID Program Management • ID Prosecution / Paralegal • ID Ignition Interlock	5 Year	2019	2023	38.00

Countermeasure Strategy: ID Education/Training/Outreach

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Project Safety Impacts

Traffic Safety Resource Prosecutor (TSRP): Funds shall be provided to support a Traffic Safety Resource Prosecutor that will provide training, resources and guidance to law enforcement agencies. Training for law enforcement officers will include the following:

- Felony blood draw training, throughout the State of New Hampshire
- Sobriety Checkpoint Training, throughout the State of New Hampshire
- Medical Records/Blood evidence for prosecution, throughout the State of New Hampshire
- Effective legal research and motion/objection writing for police prosecutors.
- DUI and Drugged Driver training for prosecutors to address how to effectively deal with these specific cases under the recently amended DUI laws.
- Serve as a resource for police officers and prosecutors on the numerous issues that DUI cases involve. This role includes assisting with trial preparation and serving as co-counsel on DUI cases in the district court level.
- Write briefs and argue issues that deal with alcohol and drug related motor vehicle and highway safety issues to the NH Supreme Court.
- Assist any prosecution by the NH Attorney General's Office involving highway safety or motor vehicle issues.
- Analyze and maintain all the DUI reduction letters submitted state-wide.

Drug Recognition Expert (DRE) Training: This DRE Administration countermeasure is an important countermeasure that helps address the impaired driving issues New Hampshire is currently experiencing due to the drug epidemic that has more drug impaired motorists driving on New Hampshire roads.

The devastating effects of the drug epidemic in New Hampshire are widespread (see www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state). New Hampshire has consistently had one of the highest rates of overdose deaths in the country. In 2020, New Hampshire ranked third for the most overdoses per 100,000 people recording 417 drug overdose deaths. For more information on this topic visit www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state

This countermeasure is an important component that links to enforcement efforts being conducted throughout New Hampshire to remove the impaired driver from roads by training law enforcement to become experts in the field of drug recognition and give other LEOs access to a trained DRE. As of 2021, New Hampshire has 60 certified DRE experts, of which, 18 are in NH State Police; this also includes 12 certified instructors, representing law enforcement agencies throughout the state.

Impaired Driving Conference: This task will provide funding for the Impaired Driver Conference conducted by the NH OHS. This conference will be scheduled at a venue that will support 300 plus attendees. This is an important conference for New Hampshire. This task is supported by CTW Chapter 1, Section 7.3.

The Impaired Driving Conference shall feature a keynote speaker who will kick off the Impaired Driver Conference in conjunction with a Drunk and Drugged Driving campaign. Attendees will include dignitaries, prosecutors, law enforcement, members of the legislature, and other highway safety partners and stakeholders. This conference allows for keynote speakers (who often travel great distances from other parts of the country to attend the conference) to educate attendees during this luncheon on important highway safety issues. **NOTE:** ***The COVID 19 Pandemic may affect the ability to conduct our traditional Impaired Driving Conference in FFY 2023.***

Linkage between Program Area

Traffic Safety Resource Prosecutor (TSRP): The TSRP's efforts will support law enforcements efforts to remove impaired drivers from New Hampshire roads by enhancing the knowledge and skills of law enforcement and prosecutors to increase the number of impaired drivers who are removed from the road through successful prosecution, thereby enhancing public safety and minimizing impairment related crashes and the resulting injuries and or deaths.
This countermeasure contributes to the overall mission statement of the NH OHS to facilitate this program to save lives and reduce injuries on New Hampshire roads.

Drug Recognition Expert (DRE) Training: This countermeasure is an important component that links to law enforcement efforts by providing law enforcement with DRE trained experts to use when conducting DWI/DUI/DRE enforcement patrols (saturation, sobriety checkpoints).

This alcohol and drug impaired data supports the necessity of this DRE Administration countermeasure and the funding to support it to help minimize the performance target that increases alcohol impaired fatalities from 27.00 (2018-2022 average) to 38.00 (2019-2023 average).

Rationale

Traffic Safety Resource Prosecutor (TSRP): The TSRP enhances the NH OHS Impaired Driving program by facilitating DUI prosecutions and is a good opportunity to help to achieve the stated performance goal within the Impaired Driving program area.

Drug Recognition Expert (DRE) Training: The DRE Training contributes to the overall mission statement of the NH OHS through the facilitation of this countermeasure to save lives and reduce injuries on New Hampshire roads.

Impaired Driving Conference: The opportunity to educate and perform outreach on the topic of Drunk and Drugged driving is enhanced by this conference which supports 300 plus attendees and is messaged out to the public in several media outlets.

Judicial Outreach Liaison: To provide outreach/education and training for trial judges on trending impairment related issues (education/training will address trial bench essentials as it pertains to DUI/Drugged Driving litigation from start to finish, including stop, arrest, search and seizure, evidence, data-based risk assessment and sentencing alternatives) to reduce recidivism and potential impairment related crashes and the resulting injuries and or deaths.

Planned Activity: Impaired Driving Traffic Safety Resource Prosecutor (TSRP)

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

This planned activity will provide funds to enable the NH Department of Justice to continue the services of a full-time Traffic Safety Resource Prosecutor (TSRP). The purpose of a TSRP is to improve the ability of the State's prosecutors to effectively prosecute traffic safety violations, provide educational opportunities for prosecutor readiness, provide guidance and training for law enforcement and prosecutors, and serve as a resource and liaison among prosecutors, law enforcement, and the traffic safety community. Funds under this planned activity will cover personnel services (to include benefits) at $142,017.00, current expenses (to include training and educational materials, printing/binding costs, telephone, cell phone, Rent and DIOT transfers, etc.) at $7,500.00, travel expenses (to include in-State/out-of-State travel, etc.) at $4,000.00 and indirect cost at $7,675.85. This planned activity will provide training and resources to support New Hampshire's State, Local, and County law enforcement agencies who will be conducting enforcement efforts in FFY 2023 to remove impaired drivers from New Hampshire roads.

Intended Sub Recipients:

- New Hampshire Department of Justice (one prosecutor)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-05	ID TSRP	BIL/SUP 405d Impaired Driving Low	405d Impaired Driving Low	2022	$161,193	$40,298	

Planned Activity: Impaired Driving DRE Training

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

Currently, New Hampshire is experiencing a drug epidemic that has one of highest overdose cases in the Country (see www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state). Law enforcement are not only seeing alcohol impairment on New Hampshire roads but also an increase in drug impairment. Both alcohol and drug impairment have a debilitating effect on a person's ability to operate a motor vehicle safely.

Statistics show that an increasing number of crashes involve impaired drivers. While all officers are trained at the recruit level in Field Sobriety Testing, the identification of alcohol impairment, and the identification of drug impairment is a more complex challenge. Since controlled and uncontrolled (illegal) drugs come in varying classifications and can have profoundly different effects, it is imperative that New Hampshire officers be trained in the detection and classification of that impairment, in order to best identify driver offenders and to obtain the appropriate evidence of their impairment for prosecution. Training and education is important for law enforcement officers to have to be able to better understand impairment issues and how to address these issues.

This planned activity will allow the Office of Highway Safety Drug Evaluation Classification Program (DECP) State Coordinator to coordinate and administer the state's DECP and provide law enforcement with Advanced Roadside Impaired Driver Enforcement (ARIDE) and Drug Recognition Expert (DRE) training. Law enforcement will also be provided training in Standard Field Sobriety Testing (SFST), SFST refresher training, and Drug Impairment Training for Educational Professionals (DITEP).

As of 2021, New Hampshire has approximately 60 certified DRE experts, of which, 18 are in NH State Police; this also includes 12 certified instructors, representing law enforcement agencies throughout the state.

This contract will support the following number of classes:

- DRE (out of state) - 1 Class of 12 Students/6 instructors per class
- DRE (In State) - 1 Class maximum 12 Students/4 instructors per class
- DRE Instructor (In State) - 1 Class maximum 12 students/ 4 instructors per class
- ARIDE - 4 Classes of approximately 40 students per class
- SFST - 4 Classes of approximately 60 Students per class
- SFST - 2 Refresher classes of approximately 30 Students per class
- DITEP - 1 Class of 50 Students (upon demand for training)

This planned activity will also allow for overtime funds to be used by DRE's called out to support local law enforcement agencies who do not have a DRE to use during an impairment related stop.

Funding for this planned activity will cover costs associated with the administration of the DECP Program now conducted by the Office of Highway Safety DECP Coordinator. Funding will be used for DRE instructors to instruct at schools and classes, current expenses (to include DRE student and instructor course manuals, DRE Kits, DRE flip charts, Posters-Reprint, ARIDE course manuals, DITEP course manuals, and educational flash drives, etc.), travel associated with in-state/out of state training for DECP, ARIDE, DITEP, DRE, SFST (to include travel to other available out of state venues used for DRE field evaluations/certification training and travel to the annual conference on drugs and impaired driving and the state DECP coordinator meeting), and indirect cost. Travel for training and conferences for top performing law enforcement officers to attend to be able to better understand impairment issues and how to address these issues through education, enforcement efforts, and highway safety program development, to help New Hampshire achieve projected performance targets relative to impairment. This task is supported by CTW Chapter 1, Section 7.3.

Intended Sub Recipients:

- NH Office of Highway Safety (DECP Coordinator and New Hampshire DRE's)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-07	ID DRE Training	BIL/SUP/405d Impaired Driving Low	405d Impaired Driving Low	2022	$154,000	$38,500	

Planned Activity: Impaired Driving Judicial Outreach

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

This judicial outreach planned activity will allow for funds to support New Hampshire trial judges to attend regional judicial education/training in FFY 2023. This judicial education/training will address trial bench essentials as it pertains to DUI/Drugged Driving litigation from start to finish, including stop, arrest, search and seizure, evidence, data-based risk assessment and sentencing alternatives. Topics will also include recidivism reduction, drug and alcohol toxicology, BAC computation, legal and evidentiary issues arising from polysubstance use and abuse, and problems and successes in judicial systems in states with legalized marijuana use. Funded shall support travel for NH judges to attend this education and training. The number of trainings and judges remains unknown, however, the OHS will continue to try to promote and market this training to New Hampshire judges and will update the Region 1 office if this training is scheduled.

Intended Sub Recipients:

- New Hampshire Department of Justice
- New Hampshire Judicial Branch

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-12	ID Judicial Outreach	BIL/SUP/Flex 405d Impaired Driving Low	405d Impaired Driving Low	2022	$15,000	$3,750	

Planned Activity: Impaired Driving Conference

Program Area: **Impaired Driving - Drugs & Alcohol (ID)**

Countermeasure Strategy ID: **ID Education/Training/Outreach**

Planned Activity Description:

This planned activity will provide funding for the Governor's Traffic Safety Conference conducted by the NH OHS. This conference will be scheduled at a venue that will support 300 plus attendees and will be held during the fall holiday season. The conference shall feature a keynote speaker who will kick off the conference in conjunction with a "Drunk and Drugged Driving" campaign. Attendees will include dignitaries, prosecutors, law enforcement, members of the legislature, and other highway safety partners and stakeholders. This conference allows for keynote speakers (who often travel great distances from other parts of the country to attend the luncheon) to educate attendees during this luncheon on important highway safety issues. It is important for law enforcement and other highway safety partners to attend this conference to know the highway safety issues that are of trending importance and how to address these concerns through education, enforcement, and highway safety program development to help NH achieve projected performance targets relative to the issues (i.e. seatbelt, impairment, speed, distracted driving, related fatalities, etc.).

Intended Sub Recipients:

- NH Office of Highway Safety
- American Automobile Association of Northern New England

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-06	ID Conference	BIL/SUP/405d Impaired Driving Low	405d Low Police Traffic Services	2022	$15,000	$3,750	

23-07-06	ID Conference	BIL/SUP/ flex 405d Impaired Driving Low	405d Impaired Driving Low	2022	$10,000	$2,500	

Countermeasure Strategy: ID Media Campaign

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Media Campaign**

Project Safety Impacts

Utilization of modern; scope specific media resources will allow the NH OHS to develop, deploy and monitor the effectiveness of media and social media on the identified impaired driving problem. By utilizing the data related to impaired driving and specifically targeting the high risk populations identified; at the appropriate times and locations; NH OHS will develop a strategic plan utilizing target based planned activities in an effort to reduce fatalities related to impaired driving.

Linkage between Program Area

The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from speeding, distracted driving, alcohol and/or drug impaired driving as reflected in C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Rationale

Internal policies dictate that all media and communications activities will support data-driven objectives and will be coordinated with other activities and enforcement efforts. Crash as well as citation data are used not only for planning enforcement activities but also to determine the target audience and the media channels directed towards them.

Planned Activity: Impaired Driving Paid Media

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Media Campaign**

Planned Activity Description:

Funds shall support a contract to coordinate print and audio activities that will include airings surrounding the Thanksgiving/Christmas/New Year's holidays, Super Bowl, the NHTSA seat belt mobilization, Cinco de Mayo, July Fourth, and the NHTSA Labor Day mobilizations. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from alcohol and/or drug impaired driving (to include motorcycle impairment). Based on available data, the appropriate type and source of media will be determined from the list of sub recipients below. Every effort will be made to be flexible throughout the year to enable the ability to move the target audience and methods of delivery as needed to counter fatal and serious bodily injury trouble areas. This task is supported by CTW Chapter 2, Section 3.1 and 3.2.

Intended Sub Recipients:

Funds shall support potential contracts with the following organizations to provide public information and education on Impaired Driving throughout the State:

- AAA
- iHeartMedia
- NH Fisher Cats
- UNH Wild Cats
- Derry Cats
- NHIAA
- Injury Prevention Center at CHaD
- Digital Signs
- Educational Media Assets
- WMUR TV, Comcast
- Ross Express
- Destination Media DBA GSTV, etc.
- Alliance Sports Marketing

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-03	ID Paid Media	BIL/SUP/ 405d Impaired Driving Low	405d Impaired Driving Low	2022	$350,000	$87,500	

Countermeasure Strategy: ID Overtime Enforcement & Equipment

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Overtime Enforcement & Equipment**

Project Safety Impacts

Funds shall be provided to support law enforcement agencies to conduct overtime impaired driving enforcement patrols (individual cruiser), saturation patrols (multiple cruisers/focused area), DUI checkpoints, as well as the purchasing of equipment. Currently, New Hampshire continues to experience a drug epidemic that has one of highest overdose rates in the Country (see www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state). Law enforcement is not only seeing alcohol impairment on New Hampshire roads, but also an increase in drug impairment. Drug impairment and especially poly drug and alcohol combined impairment has a detrimental impact on an operator's ability to operate a motor vehicle safely. New Hampshire has recently seen a rise in arrests related to poly-drug use and alcohol impairment. These DWI/DUI/DRE enforcement patrols (patrols, saturation, sobriety checkpoints) will be conducted in areas of the state where impaired driving is a problem. This countermeasure will lead to an increased number of impairment related arrest that remove the impaired driver from New Hampshire roads.

For FFY 2023, the NH OHS has planned high visibility enforcement (HVE) strategies to support national mobilizations and the national highway safety goals to reduce motor vehicle related fatalities HVE strategies along with robust media campaigns will include two mobilizations in 2023 to reduce alcohol-impaired or drug impaired operation of motor vehicles; *Drive Sober or Get Pulled Over* and *Buzzed Driving is Drunk Driving*. State police and local law enforcement departments will participate in the *Drive Sober or Get Pulled Over* and *Buzzed Driving is Drunk Driving* Mobilizations.

This alcohol and drug impaired program area supports the necessity of this impaired driving enforcement and equipment countermeasure; the funding to support it will help to continue the recent downward trend and help meet the performance target. This countermeasure contributes to the overall mission statement of NH OHS through the facilitation of enforcement and equipment to save lives and reduce injuries on New Hampshire roads. Charts below depict impairment for BAC levels of 0.04 % or greater in an effort to reflect impairment for all motorists age groups.

2020 Fatal Crash Statistics ~ Alcohol / Drug Involvement	
➢	35 of the 98 fatal crashes that occurred in 2020 were alcohol related* or 35.7%. (0.04% or greater BAC)
➢	39 of the 104 fatalities recorded in 2020 were alcohol related* or 37.5%.
➢	Drug tests came back positive for the presence of drugs in 45 operators involved in fatal crash during 2020. This does not imply causation or fault of the fatal crash. (based upon toxicology results trace amount and greater)

- The average BAC of an intoxicated operator with a known BAC result of 0.040% or greater is 0.187%.
- August had the highest alcohol related* fatal crashes with 6.
- The highest BAC level for an operator during 2020 was 0.402%. This is up from 0.272% recorded during 2019.
- Of the 31 operators with a BAC of 0.040% and greater, 27 are deceased as a result of the fatal crash ~ a death rate of 87.1%
- 4 of the 16 pedestrian victims had a BAC recorded at 0.08% or higher. 6 of the 11 pedestrian victims tested positive for drugs.
- 18 of the 25 motorcyclists killed or 72% were under the influence of alcohol and/or drugs. (BAC of 0.040% + greater/drugs trace amounts + greater).
- Of the 23 motorcycle fatal crashes occurring in 2020, 19 crashes determined the motorcycle operator to be "at fault" or 82.6% of all motorcycle fatal crashes.
- The highest BAC for a person under 21, living or deceased was 0.136% in 2020, an increase from 0.000% in 2019.

*The term "related" does not imply causation.

The data below shows that the majority of alcohol related fatal crashes on New Hampshire roadways involved a BAC between <u>0.120% and 0.209%</u>.

2020 Fatal Crashes			
Alcohol Related Operator Death Rates			
BAC Range	**Deceased Operators**	**Surviving Operators**	**Death Rate**
.040 - .079%	1	1	50.0%
.080 - .119%	4	1	80.0%
.120 - .159%	4	1	80.0%
.160 - .209%	10	0	100.0%
.210 - .259%	3	1	75.0%

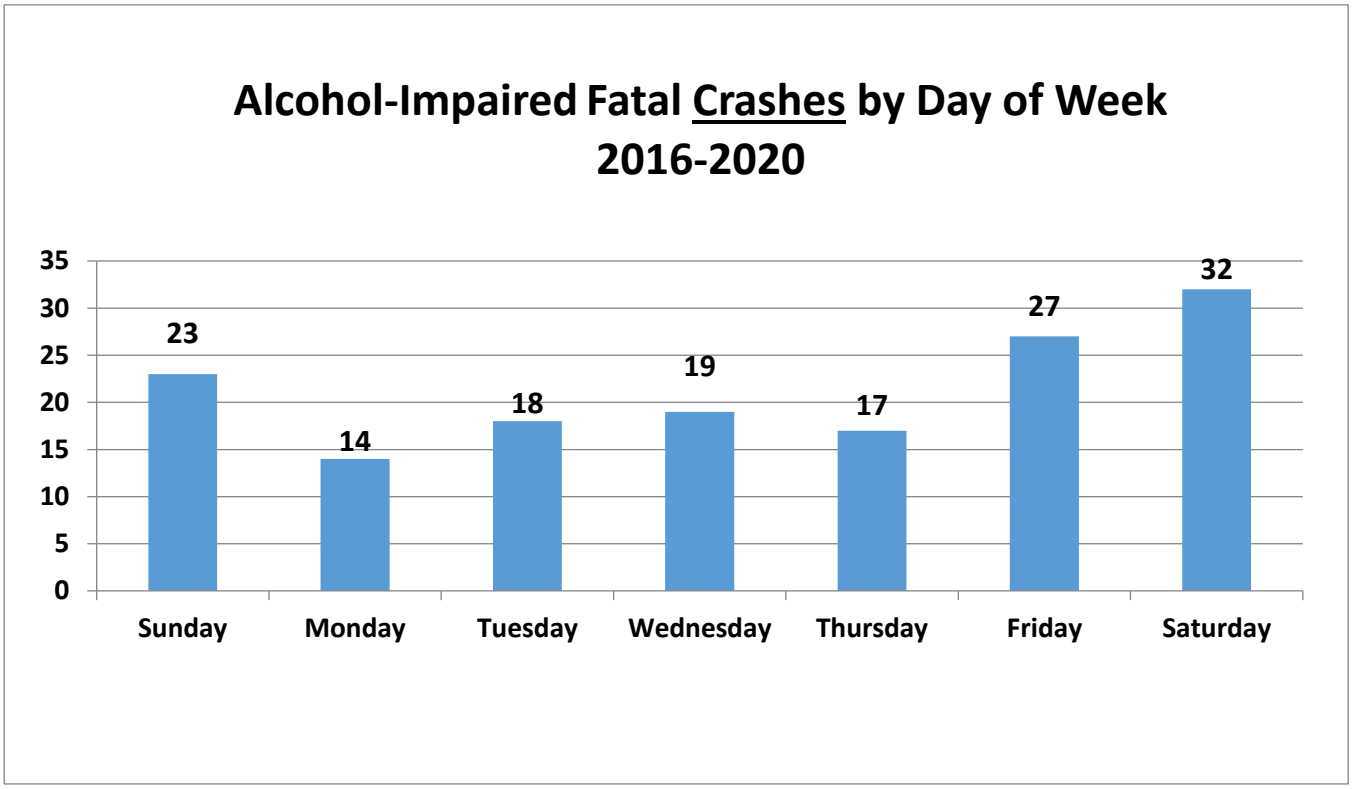
.260 + Higher	5	0	100%
Totals	**27**	**4**	**87.1%**

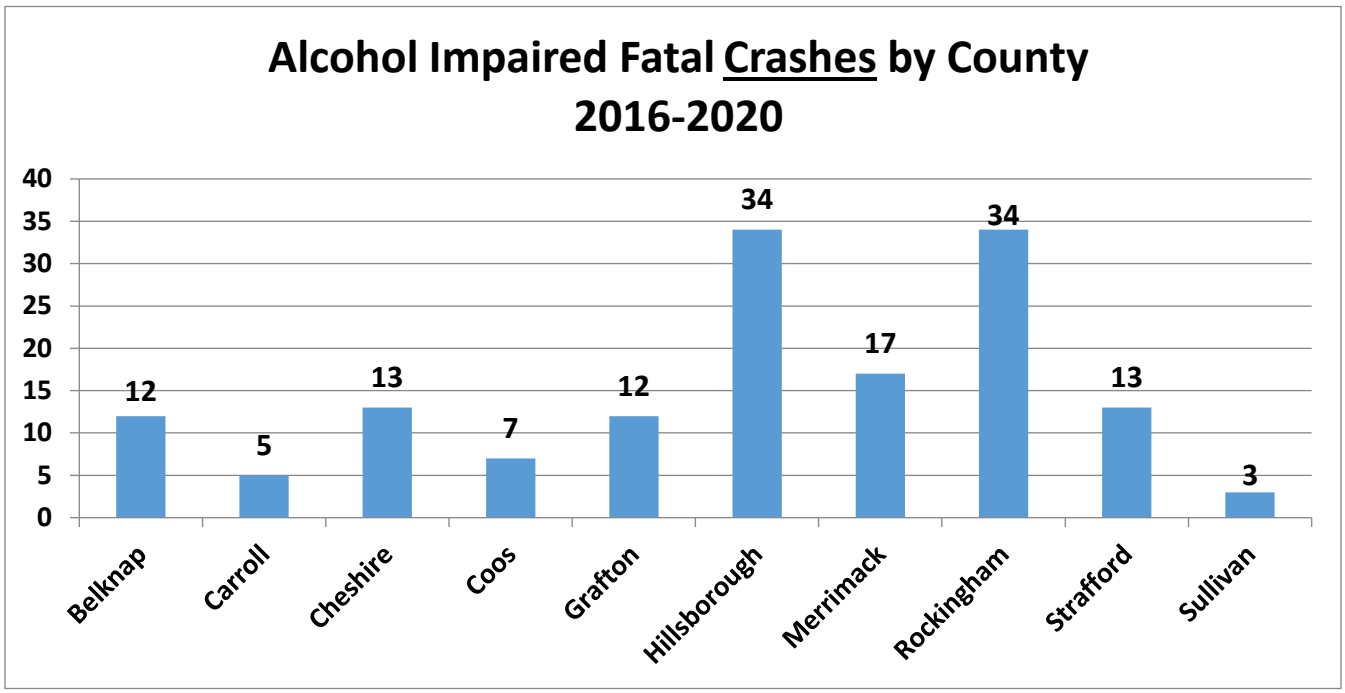
The data below indicates that the historical BAC trend of total alcohol related fatal crashes on NH roadways continues to hold steady at 80% for the past three years.

Historical Comparison of Totals			
	Deceased Operators	Surviving Operators	Death Rate
2015	28	8	77.8%
2016	26	8	76.5%
2017	17	4	81.0%
2018	33	7	82.5%
2019	24	7	77.4%

Further data indicates that a large number of the fatal crashes in 2020 involved drugs and alcohol.

2020 Fatal Crashes			
	Operators		
Reported Condition	Males	Females	Totals
Under the Influence of Alcohol (.080% BAC or above)	8	4	12
Had Been Drinking Alcohol (.079% BAC or below)	2	0	2
Under the Influence of Alcohol (.080% BAC) or above and Drugs	15	2	17
Had Been Drinking Alcohol (.079% BAC) or below and Drugs	3	0	3
Presence of Drugs Only	18	7	25
Normal (Presumed)	61	28	89
Totals	**107**	**41**	**148**


Alcohol-Impaired Fatal Crashes by Day of Week
2016-2020
35
30
25
20
15
10
5
0
23
14
18
19
17
27
32
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday


Alcohol Impaired Fatal Crashes by County
2016-2020
40
35
30
25
20
15
10
5
0
12
5
13
7
12
34
17
34
13
3
Belknap
Carroll
Cheshire
Coos
Grafton
Hillsborough
Merrimack
Rockingham
Strafford
Sullivan

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes which is a 13% increase in fatalities compared to 2020 (104 fatalities and 99 fatal crashes). In 2020, there were 62 fatal alcohol and/or drug related crashes (63.3% of the total 98 crashes) which claimed 69 victims (66.3% of the total 104 fatalities). In 2020, there were 62 fatal alcohol and/or drug related crashes (63.3% of the total 98 fatal crashes) which claimed 69 victims (66.3% of the total 104 fatalities). This is a slight increase from 2019, which had 56 fatal alcohol and/or drug related crashes (64.4% of the total 90 fatal crashes) which claimed 64 victims (65.3% of the total 101 fatalities). In 2020, Drug test came back positive for the presence of drugs in 45 operators involved in a fatal crash. A five-year average (2012-2016) of toxicology cases investigated using a chromatograph shows that 74% percent of these cases involved the use of drugs while operating a motor vehicle. Many of these cases investigated lead to an arrest. The newer chromatograph equipment purchased in 2019 will be able to expand the list of drugs that can be identified leading to possibly even more arrest.

The alcohol and drug impaired data supports the necessity of this impaired driving enforcement countermeasure and the funding to support it and will help to continue the five-year average baseline (2017-2021) performance trend and help meet the performance target. This countermeasure contributes to the overall mission statement of NH OHS, through the facilitation of enforcement and equipment to save lives and reduce injuries on New Hampshire roads.

Rationale

The impaired driving overtime enforcement countermeasure strategy creates a multi-pronged approach and will help to achieve the stated performance goal within the Impaired Driving program area. Through proactive enforcement and subsequent monitoring, the State through the use of overtime enforcement patrols and funding of other ancillary activities is expected to meet its targets for FFY 2023.

Planned Activity: Impaired Driving DWI/DUI/DRE Patrols, Checkpoints, Equipment

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Overtime Enforcement & Equipment**

Planned Activity Description:

This planned activity will support funding for New Hampshire's State Police (to be funded by 405d funds), Local, and County law enforcement agencies (to be funded by 402 funds) to conduct DWI/DUI/DRE enforcement efforts to include impaired driving enforcement patrols, saturation patrols, drug recognition expert (DRE) patrols and evaluations, and sobriety checkpoints throughout the 2023

Federal Fiscal year. Enforcement times and locations will be based on local and State data provided by the law enforcement agencies, the Division of Motor Vehicles (VISION CRMS data base) and the State's Fatality Analysis Reporting System (FARS). These impaired driving enforcement efforts will also focus on the problem of impaired driving during the vacation and holiday seasons (Thanksgiving through New Year's holiday season, and from June through Labor Day, the traditional summer vacation season in New Hampshire). In FFY 2023, the NH OHS has included equipment in this planned activity in case it may be needed (PBT's, passive alcohol-sensing technology, roadside oral fluid testing equipment, etc.). The NHOHS will ensure that all equipment requests that are over $5,000.00 will be Buy America compliant and have NHTSA approval before purchase.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (66 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-04	ID DWI/DUI/DRE Patrols, Checkpoints,	BIL/SUP/ NHTSA 402	Alcohol	2022	$236,768	$59,192	$236,768
23-07-04	ID DWI/DUI/DRE Patrols, Checkpoints, and Equipment	BIL/SUP/ 405d Impaired Driving Low	405d Impaired Driving Low	2023	$503,000	$125,750	

Planned Activity: Impaired Driving National Campaigns

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Overtime Enforcement & Equipment**

Planned Activity Description:

Overtime Enforcement funds will be used to support the two Impaired Driving National Campaigns. Partner agencies will be required to deploy assets to proactively enforce motor vehicle laws related to impaired driving. Patrols will be conducted with the primary effort to combat impaired driving on our roadways. These patrols will also be conducted simultaneously with the media outreach during the National Mobilizations identified by NHTSA.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (87 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-11	ID National Campaigns	BIL/SUP/NHTSA 402	Alcohol	2022	$290,700	$72,675	$290,700
23-07-11	ID National Campaigns	BIL/SUP/ 405d Impaired Driving Low	405d Impaired Driving Low	2023	$41,000	$10,250	

Countermeasure Strategy: ID Program Management

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, seat belt, and impairment related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in impairment related fatalities.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes which is a 13% increase in fatalities compared to 2020 (104 fatalities and 99 fatal crashes). In 2020, there were 62 fatal alcohol and/or drug related crashes (63.3% of the total 98 crashes) which claimed 69 victims (66.3% of the total 104 fatalities). Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, media messaging and other projects and will therefore help to potentially begin a downward trend and help meet the performance target of 38.00 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area.

Planned Activity: Impaired Driving Planning & Administration

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space, and other overhead costs, including supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under planning and administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-01	ID Planning & Administration	BIL/SUP/ NHTSA 402	Planning & Administration	2023	$118,750	$118,750	

Planned Activity: Impaired Driving NH OHS Staff

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, and office operation, proportional to the program area, and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit

23-07-02	ID NH OHS Staff	BIL/SUP/ NHTSA 402	Alcohol	2022	$167,500	$41,875	

Countermeasure Strategy: ID Prosecution / Paralegal

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Prosecution/Paralegal**

Project Safety Impacts

This countermeasure is to support Prosecutors (2) and a Paralegal position(s) that are not salaried positions and is in compliance with the "Paying for Law Enforcement and Prosecutor" guidance. This countermeasure will play an active role in helping to remove impaired drivers from New Hampshire roads through prosecution.

This countermeasure also supports the New Hampshire State Police by substantially eliminating trooper prosecution in DWI cases and allows State Police the ability to more efficiently and proactively enforce the impaired driving laws to remove the impaired driver from New Hampshire roads, ultimately, minimizing impairment related crashes and the resulting injuries and or deaths.

The drug crisis in New Hampshire has also resulted in a greater number of DWI Drug cases, which in turn, requires more prosecutorial resources to address the caseload effectively. This countermeasure will provide prosecution for highly technical DWI Drug trials which often involve expert witnesses and extensive pretrial preparation. This countermeasure will address the drug impaired traffic safety issue and help to remove these drivers from NH roads.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes which is a 13% increase in fatalities compared to 2020 (104 fatalities and 99 fatal crashes). In 2020, there were 62 fatal alcohol and/or drug related crashes (63.3% of the total 98 crashes) which claimed 69 victims (66.3% of the total 104 fatalities).

This alcohol and drug impaired data supports the necessity of the Prosecutors and paralegal countermeasure which will help to potentially begin a downward trend to help by reducing the performance target that increases alcohol impaired fatalities from 27.00 (2018-2022 average) to 38.00 (2019-2023 average).

Funds under this planned activity will support activities related to DUI/DWI prosecution, current expenses, and in state/out of state travel.

This countermeasure contributes to the overall mission statement of NH OHS to facilitate this program to save lives and reduce injuries on New Hampshire roads.

Rationale

The Prosecutors and Paralegal countermeasure strategy was selected as a planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Impaired Driving program area. The funding of associated activities surrounding DUI/DWI prosecution will provide the intellectual resources to effectively prosecute motorists who have operated a motor vehicle while under the influence of drugs and/or alcohol. In past years, New Hampshire had used troopers to prosecute their own DUI cases. This resulted in the dismissal of or pleas on many DUI related cases because troopers did not always have DUI related expertise to prosecute these cases. Funding this countermeasure will provide prosecutorial resources and expertise to affectively prosecute violators allowing troopers more time on the road to enforce motor vehicle laws.

Planned Activity: Impaired Driving Prosecutors & Paralegals

Program Area: **Impaired Driving - Drug & Alcohol (ID)**

Countermeasure Strategy ID: **ID Prosecution/Paralegal**

Planned Activity Description:

This planned activity will provide funds to enable the NH Department of Safety Bureau of Hearings/Prosecution to continue to provide necessary assistance to the troops, to adequately and successfully prosecute DUI/DWI offenders. The prosecutors and paralegals will provide the following support to State Police:

A) Prosecutorial Training: The additional prosecutors will enhance the unit's ability to provide additional training to State Police to include having DWI focused prosecution trainings throughout the year in all troops.
B) Technical Assistance: This will enable the unit to enhance the legal assistance it provides to State Police on DWI cases including answering legal questions by phone and email, reviewing search warrant applications on DWI cases, reviewing and providing guidance on report writing, court testimony, and other technical assistance.

In addition, prosecutors supported by this grant will be able to prosecute the highly technical DWI Drug trials which often involve expert witnesses and extensive pretrial preparation. The drug crisis in New Hampshire has resulted in a greater number of DWI Drug cases, which in turn, requires more prosecutorial resources to address the caseload effectively.

This planned activity will also allow for prosecution of all State Police DWI Alcohol and Drug cases in 17 courts in New Hampshire to be conducted by attorney prosecutors rather than troopers, enhancing public safety on NH highways. In addition, these resources will enable State Troopers to spend more time patrolling and less time on the administrative work that case prosecution requires. Also, it will allow the state to achieve a greater likelihood of successful case prosecution, and fewer drug and alcohol impaired drivers will be able to avoid consequences by exploiting legal technicalities. Finally, eliminating trooper prosecution in DWI cases will increase efficiency and provide more patrol hours for State Police, which will also enhance highway safety, because this planned activity will provide prosecution, training, and resources to support New Hampshire's State Police who will be conducting enforcement efforts in FFY 2023 to remove impaired drivers from New Hampshire roads.

Funds under this planned activity will support activities directly associated with DUI/DWI prosecution, current expenses, and in state/out of state travel. Funds will be used to support two (2) prosecutors to work 3,900 hours to prosecute and process impaired driving related cases and to provide training and technical assistance to NH State Police troopers. It is estimated that the prosecutors will be involved in the annual average of approximately 250 DUI related cases and also provide training to the 335 troopers currently responsible for the preparation and prosecution of DUI arrests. Additionally, knowledge transfer between these prosecutors and troopers will occur relating to the answering of motions to suppress and case law associated with the successful prosecution of cases. Funds shall support personnel services and benefits at $279, 207.00, Current expenses at $2,780.00 (i.e. telephone, DOIT transfers, DOS network fees), Travel at $10,000.00 and indirect costs at $51,434.33.

Funds will also be used to support a paralegal to work 1,950 hours to support the DWI prosecutors with the prosecution of DWI cases for State Troopers in courts without attorney prosecutors, if any. The paralegal will also assist with the preparation of training materials including case research, PowerPoint presentations and course handouts. Funds shall support personnel services and benefits at $82,854.50, current expenses at $1,390.00, travel at $1,500.00, and indirect costs at $15,104.14.

Intended Sub Recipients:

- New Hampshire Department of Safety, Bureau of Hearings and Prosecution

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-07-08	ID Prosecutors & Paralegal	BIL/SUP/ 405d	405d Impaired	2022	$445,000	$111,250	

		Impaired Driving Low	Driving Low				

Program Area: Motorcycle Safety (MC)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
7	C-7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	2023	27.00
8	C-8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	2023	17.00

Riding a motorcycle has remained an increasingly popular activity in New Hampshire. NH only requires riders under the age of 18 to wear helmets and as seen from the data below, 73% of the fatalities were not wearing a helmet. Of the 503 motorcycle serious injuries (A-C), 37.6% were not using a helmet.

Interest in motorcycling continues to be on the rise in 2022. Currently, in 2022, there are 174,396 MC endorsements issued compared to 174,743 in 2021. As of June 24, 2022 there are 73,138 motorcycles registered in the state. Although, demand for motorcycle training has increased, it is difficult for the DMV Motorcycle Rider Training program to provide this important training because of a shortage of instructors. The Motorcycle Rider Training Program has placed a priority on increasing the number of trained instructors to meet this demand. Please see below for a list of NH counties in which the NH Division of Motor Vehicles plans to conduct Motorcycle Rider Training (MRT) Courses throughout the remainder of 2022 and through the end of FFY 2023.

Complete List of Counties in the State	Planned Training Site Information by County		Registered Motorcycles In Each County
	Is there a Training Site Planned in County?	Number of Planned Training Sites per County	

Belknap County	No	-	5,622
Carroll County	No	-	2,459
Cheshire County	Yes	1	4,453
Coos County	Yes	1	2,118
Grafton County	Yes	1	5,012
Hillsborough County	Yes	1	16,515
Merrimack County	Yes	3	8,624
Rockingham County	Yes	1	18,711
Strafford County	No	0	6,644
Sullivan County	No	-	2,980
TOTALS	**6**	**8**	**73,138**

***NOTE:** Staffing challenges has reduced the availability of classes at all locations.

Motorcycle fatality data for 2021 is as follows:

- 26 motorcycle fatalities up .96% from 2020
- No helmet was worn in 69% of the motorcycle fatalities
- 42% of the motorcycle fatalities were considered to be alcohol impaired
- Riders in the age group 25-54 made up 69% of the motorcycle fatalities
- 50% of motorcycle fatalities occurred between the timeframe of 1500 and 2059
- 38% occurred on a Sunday
- 71% occurred in either May, June, or September
- 56.5% occurred in either Hillsborough, Rockingham or Strafford counties

Motorcycle serious injury (A-C) data for 2021 is as follows:

- 654 Motorcycle crashes in 2021, 2.3% of the total non-fatal 28,092 crashes
- 503 serious injuries (A-C)
- 752 motorcycle crash occupants
- No helmet worn in 37.6% of the 503 injured occupants
- 23.3% of the serious injuries (A-C) occur between the timeframe of 1400 and 1659
- 42.9% occur on a Saturday and Sunday
- 26.6% occur in the months of July and August
- 42.9% occur in either Hillsborough or Rockingham County

State of New Hampshire
2021 Motorcycle Statistics

- 26 Fatal Crashes in 2021 involved a motorcycle, 25% of the total 106 crashes.
- 26 Victims resulted from the motorcycle crashes, 22% of the total 118 fatalities.
- 19 of the 26 motorcycle victims in 2021 were not wearing helmets or 73%.

Historical Comparison Motorcycle Victim Classification

	2017	2018	2019	2020	2021
Operator	15	27	27	21	22
Passenger	0	1	3	4	4
Pedestrian	0	0	0	1	0
Total	**18**	**28**	**30**	**26**	**26**

Historical Comparison Motorcycle Operator Age

Age	2017	2018	2019	2020	2021
16 to 20	1	0	1	1	0
21 to 24	2	2	1	3	3
25 to 34	2	3	3	4	8
35 to 44	2	2	4	3	5
45 to 54	4	7	2	6	5
55 to 64	3	13	13	4	3
65+	3	1	6	4	2
Total	**17**	**28**	**30**	**25**	**26**

* Deceased or Living

Historical Comparison Alcohol / Drug Related Crashes

	2016	2017	2018	2019	2020
Crash	7	6	14	18	18
Fatality	7	6	14	24	20
% Total MC Crashes	**38%**	**40%**	**52%**	**75%**	**90%**

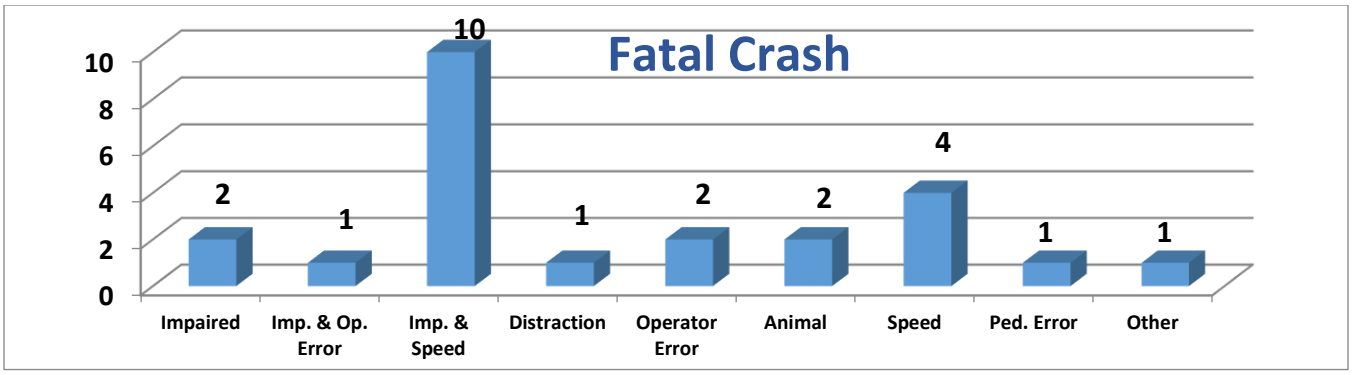
* Motorcycle Operator Only.
* BAC level of 0.040% or greater / presence of drugs.
* Term "Related" does not imply causation or fault in crash.

Historical Comparison Victim Helmet Usage				
	2017	2018	2019	2020
Helmet Used	8	7	15	18
Helmet Not Used	7	21	15	7
Total Victims	15	28	30	25

State of New Hampshire

2020 Motorcycle Fatal Crash ~ Details

Date	Crash Type	Object	Road Type	Weather	Road Conditions	Speed Limit	Causation
4/6	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Speed
4/19	Control Loss	N/A	2 Way Not Div.	Clear	Dry	30	Alcohol & Speed
5/7	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Speed
5/22	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	45	Improper Passing
6/25	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	35	Drugs & Speed
6/28	Fixed Object	Guardrail	2 Way Not Div.	Cloudy	Dry	50	Speed
7/2	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	55	Drugs & Speed
7/2	Fixed Object	Telephone Pole	2 Way Not Div.	Clear	Dry	30	Animal in Road
7/5	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Traffic Signal Failure
7/11	Fell/Jumped	N/A	2 Way Not Div.	Clear	Dry	30	Alcohol, Drugs, & Speed
7/25	Fixed Object	Guardrail	2 Way Not Div.	Clear	Dry	50	Speed
7/25	Fixed Object	Embankment	2 Way Not Div.	Cloudy	Dry	30	Alcohol & Speed
8/8	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	30	Alcohol, Drugs, & Speed
8/10	Fixed Object	Building/Wall	2 Way Not Div.	Clear	Dry	30	Alcohol, Drugs, & Speed
8/19	Fixed Object	Guardrail	2 Way Not Div.	Clear	Dry	35	Alcohol & Speed
8/28	Unknown	Unknown	2 Way Not Div.	Clear	Dry	55	Alcohol
9/3	Fixed Object	Embankment	2 Way Not Div.	Clear	Dry	25	Alcohol & Drugs
9/6	Pedestrian	N/A	2 Way Not Div.	Clear	Dry	30	Pedestrian Error
9/7	Animal	N/A	2 Way Not Div.	Clear	Dry	50	Animal in Road
9/15	Fixed Object	Tree	2 Way Not Div.	Clear	Dry	40	Alcohol, Drugs, & Speed
9/22	Fell/Jumped	N/A	2 Way Not Div.	Clear	Dry	35	Failure to Yield Right of Way
10/3	Other Vehicle	N/A	2 Way Not Div.	Clear	Dry	35	Drugs & Failure to Yield
10/4	Overturn	N/A	2 Way Not Div.	Clear	Dry	35	Alcohol, Drugs, & Speed
10/15	Fixed Object	Embankment	2 Way Not Div.	Clear	Dry	40	Distraction/Inattention



Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-7) Number of motorcyclist fatalities (FARS)	• MC Media Campaign • MC Program Management	5 Year	2019	2023	27.00
C-8) Number of unhelmeted motorcyclist fatalities (FARS)		5 Year	2019	2023	17.00

Countermeasure Strategy: MC Media Campaign

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Media Campaign**

Project Safety Impacts

A media campaign will be created to design, produce, promote, and distribute a professionally formulated series of radio announcements throughout the State. This campaign will bring motorcycle rider awareness for all drivers to include impairment awareness. In addition, the media campaign will bring awareness to the Motorcycle Rider Training (MRT) program with the intent to bring in new students and instructors as well as to promote the intermediate and experienced rider course to attract returning students. This activity will directly impact the media campaign countermeasure strategy, which will result in an increased awareness of motorcycles for the general public and motorcycle riders, thus reducing the number of fatalities and serious injury of motorcyclists.

Linkage between Program Area

In the five-year period of 2017 to 2021 there was an average of 25 motorcycle fatalities. In 2021, there were 752 motorcycle crashes (212 occurred in June) resulting in 503 injuries and 26 fatalities. The NH OHS has set a performance target that increases the number of motorcycle fatalities for the period of 2019 to 2023 to 27.00 based on current motorcycle data. The countermeasure chosen and planned activities will provide a statewide media campaign that will bring a heightened awareness to all motorists to be aware of motorcyclists on the road to include a more robust motorcycle media campaign conducted before the motorcycle season begins and prior to motorcycle week (5 motorcyclists fatalities occurred during the 2022 Bike Week). In addition, it will bring an increased awareness about the MRT program to attract and hire more instructors and train more riders. Having safer riders and drivers that are more aware of motorcycles on the road, will help to meet our five-year performance target of 27.00 for 2019-2023.

Rationale

Using all types of media to inform the motoring public about the importance of operating a vehicle in and around motorcycles will provide the messaging and education necessary to compliment the enforcement efforts by our State, County, and Local law Enforcement agencies.

Planned Activity: MC Paid Media

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Media Campaign**

Planned Activity Description:

NH OHS plans to contract for design, production, promotion, and distribution of a professionally formulated series of Non-Commercial Sustaining Announcements (NCSAs) for radio, television, and/or social media throughout the State. The contract will cover all associated production costs including, but not limited to scripting, talent, recording time, editing and post-production, and materials.

Proposed topics include: (utilizing NHTSA Share the Road messaging)

1. Why it is hard to judge a motorcycle's approaching speed
2. Give motorcycles more room than a car
3. Why motorcycles adjust lane position
4. Motorcycle brake lights and the use of engine braking
5. Motorcycles positive impact on motorist's experience

Intended Sub Recipients:

- NH Division of Motor Vehicles
- NH Office of Highway Safety
- iHeartMedia
- Digital Signs
- Destination Media DBA GSTV
- WMUR
- Other Media Venues, as needed

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-05-03	Paid Media	Fast Act 405f Motorcycle Programs	405f Paid Advertising	2020	$18,799	$4,700	
23-05-03	Paid Media	Fast Act 405f Motorcycle Programs	405f Paid Advertising	2021	$17,628	$4,407	
23-05-03	Paid Media	Fast Act 405f Motorcycle Programs	405f Paid Advertising	2021	$11,427	$2,857	
23-05-03	Paid Media	BIL 405f Motorcycle Programs	405f Paid Advertising	2022	$20,979	$5,245	
23-05-03	Paid Media	SUP 405f Motorcycle Programs	405f Paid Advertising	2022	$2,744	$686	
23-05-03	Paid Media	BIL/SUP/405f Motorcycle Programs	405f Paid Advertising	2023	$19,592	$4,898	
23-05-03	Paid Media	BIL/SUP/405f Motorcycle Programs Flexed as 402	405f Paid Advertising	2023	$15,931	$3,983.	

Countermeasure Strategy: MC Program Management

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, media, and seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission to reduce motorcycle fatalities and serious injuries.

Linkage between Program Area

In 2021, there were 752 motorcycle crashes, 26 motorcycle fatalities and 503 serious bodily injury crashes (A-C). Funding the Program Management countermeasure strategy to support the planned activities of NH OHS Staff and Planning & Administration, will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, and other projects, and will therefore help to minimize motorcycle fatalities and help improve on the 2023 target set that increases motorcycle fatalities from 23.00 (2018-2022 average) to 27.00 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Motorcycle program area.

Planned Activity: Planning & Administration

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning and Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-05-01	Planning & Administration	NHTSA BIL 402	Planning and Administration	2022	$23,750	$23,750	

Planned Activity: NH OHS Staff

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, light refreshments for press events, indirect costs, and office operations, proportional to the program area.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-05-02	NH OHS Staffing	BIL 405f Motorcycle Programs Flexed	BIL 405f Motorcycle Programs Flexed	2022	$20,979	$5,245	
23-05-02	NH OHS Staffing	BIL 405f Motorcycle Programs Flexed	BIL 405f Motorcycle Programs Flexed	2023	$4,021	$1,005	

Planned Activity: MC Assessment

Program Area: **Motorcycle Safety (MC)**

Countermeasure Strategy ID: **MC Program Management**

Planned Activity Description:

This Motorcycle Assessment is a NHTSA highly recommended planned activity that will be conducted by NHTSA consultants in March of 2023. This Assessment would allow for a review of the effectiveness of our current educational/training programs taking place throughout the state and would provide for recommendations of those strategies which could be implemented to improve motorcycle safety throughout New Hampshire to minimize the potential of injuries and or deaths associated with motorcycles. Funds for this planned activity will be used to cover personnel services, travel, facility rental, and current expenses (materials and supplies).

Intended Sub Recipients:

- Contractors, businesses, and/or other subject matter experts to be determined at a later date

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-05-07	MC Assessment	FAST Act 405f Flexed Motorcycle Programs	Motorcycle	2020	$18,799	$4,700	
23-05-07	MC Assessment	FAST Act 405f Flexed Motorcycle Programs	Motorcycle	2021	$6,201	$1,550	

Program Area: Non-Motorized – Pedestrian & Bicyclist (PB)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
10	C-10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	2023	11.30
11	C-11	C-11) Number of bicyclist fatalities (FARS)	5 Year	2019	2023	2.0

Walking and biking are critical components of our New Hampshire transportation system, therefore keeping pedestrians and bicyclists safe is a priority. Almost everyone is a pedestrian at one time or another—going to school or work, running errands, recreating, and connecting with transit or other services; there is also a large community of racing and recreational bicyclists in NH. Walking and bicycling can improve the quality of life by reducing traffic congestion, improving personal health, and reducing the release of pollutants into the environment.

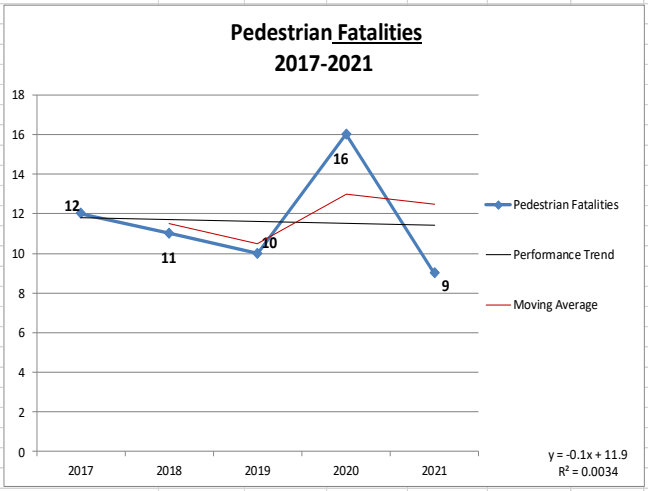
As the table below shows, the five-year average 2017-2021 of 12 pedestrian fatalities has decreased slightly from 2016-2020 five-year average of 14. Bicyclist fatalities have remained relatively

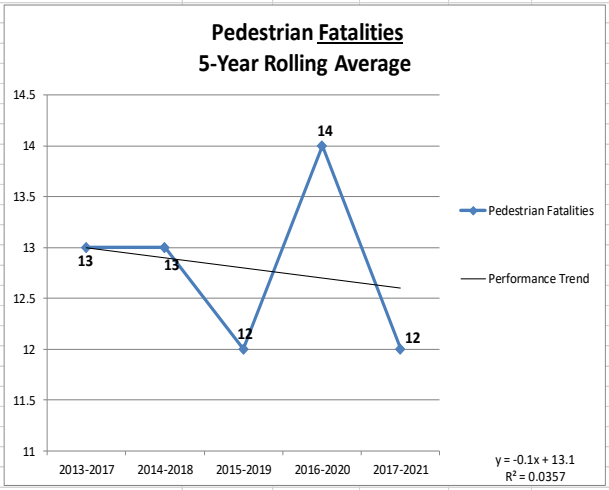
unchanged over the past 10 years, however, this number could change if not maintained through continued enforcement, education and outreach.

State of New Hampshire Fatal Crash Statistics 2021 Update

Pedestrian Fatalities	2017	2018	2019	2020	2021	Total		5-year Rolling Average	2013-2017	2014-2018	2015-2019	2016-2020	2017-2021
	12	11	10	16	9	58			13	13	12	14	12
5 year average:	11.6							2018-2022 Projection:					
3 year average:	11.7												
2022 Projection:													

2021 Update





In 2021, pedestrians were 8% of all fatalities in New Hampshire, decreasing approximately 50% from 15.4% in 2020. In 2021, bicyclists were 2% of all fatalities in New Hampshire and have remained minimal over the last several years. While pedestrian and bicyclist fatalities in New Hampshire are few compared to the national average, this continues to be an area of concern, as low Ped/Bike fatality numbers could easily change of not maintained by the NH OHS through enforcement, education, and outreach.

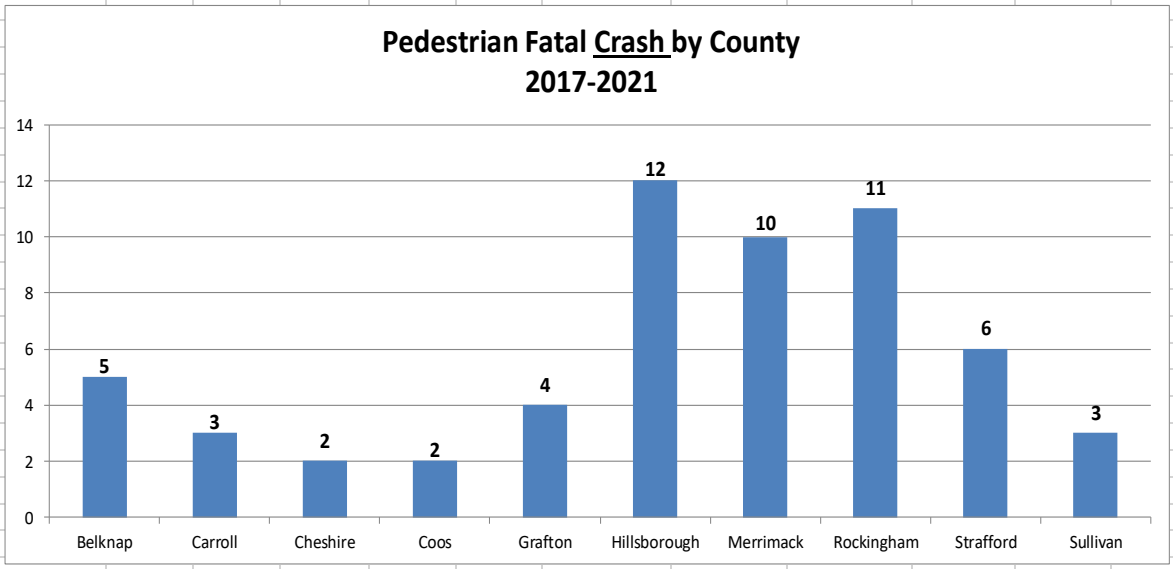
As the table below depicts, over a five-year period (2017-2021) Hillsborough County had the highest number of pedestrian fatalities (12), followed by Rockingham (11), Merrimack (10), Strafford (6), and Belknap (5). The city of Manchester, which is within Hillsborough County, has the largest population in NH and the greatest number of pedestrian fatalities.

Because the bicyclist fatality numbers are low, there is no individual community that stands out as being at most risk. When looking at the bicyclist fatalities by county over the period of 2017-2021, Hillsborough County had the highest total of bicyclist fatalities with three (3), followed by Rockingham with three (3), Merrimack (1), and Carroll (1). Because of the small data set, it is difficult to draw any statistically significant conclusions from the data. The countermeasure strategies will focus primarily on pedestrian safety while maintaining bicyclist fatalities at no more than 2.0 for 2023.

State of New Hampshire

County	Belknap	Carroll	Cheshire	Coos	Grafton	Hillsborough	Merrimack	Rockingham	Strafford	Sullivan	Total
2017	0	0	2	0	1	4	1	2	2	0	12
2018	1	0	0	1	2	0	1	5	0	1	11
2019	1	1	0	1	0	3	3	0	0	1	10
2020	3	1	0	0	0	2	3	4	2	1	16
2021	0	1	0	0	1	3	2	0	2	0	9
Total	5	3	2	2	4	12	10	11	6	3	58
Percent of Total	8.6	5.2	3.4	3.4	6.9	20.7	17.2	19.0	10.3	5.2	

2021 Update

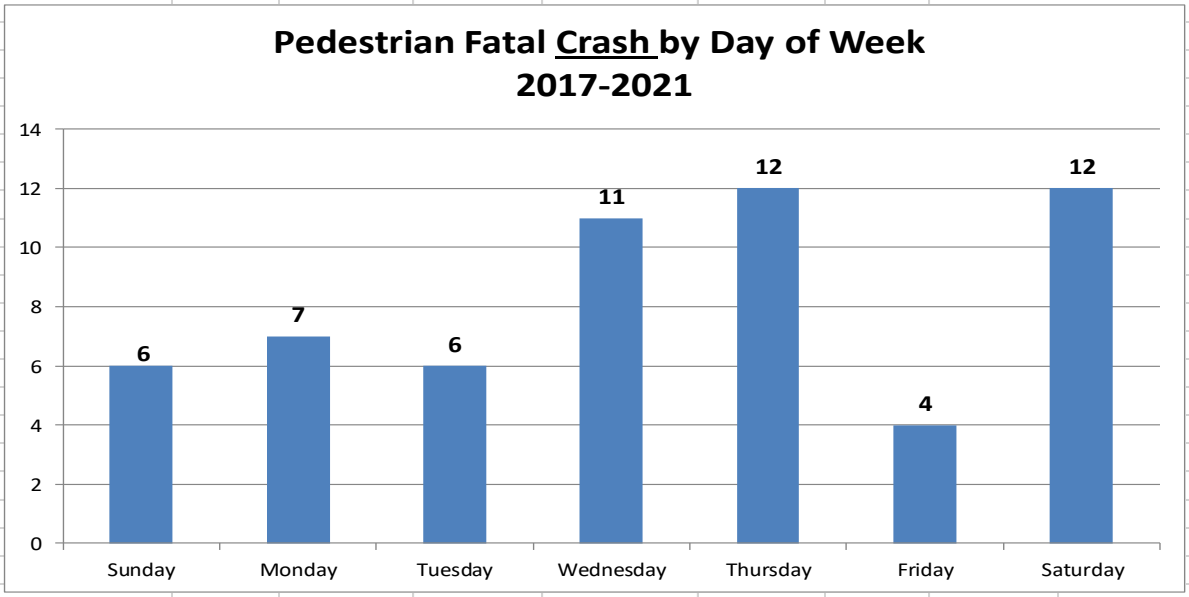


The table below shows that the days of the week with the highest percentage of fatal pedestrian crashes is Saturday (12%), followed by Thursday (12%), Wednesday (11%), and Friday (4%). This data will help to identify days of the week to focus enforcement patrols.

State of New Hampshire

Day of Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2017	2	0	0	2	1	1	6	12
2018	1	2	3	3	0	1	1	11
2019	0	1	0	3	3	1	2	10
2020	3	1	1	2	6	0	3	16
2021	0	3	2	1	2	1	0	9
Total	6	7	6	11	12	4	12	58
Percent of Total	10.3	12.1	10.3	19.0	20.7	6.9	20.7	

2021 Update



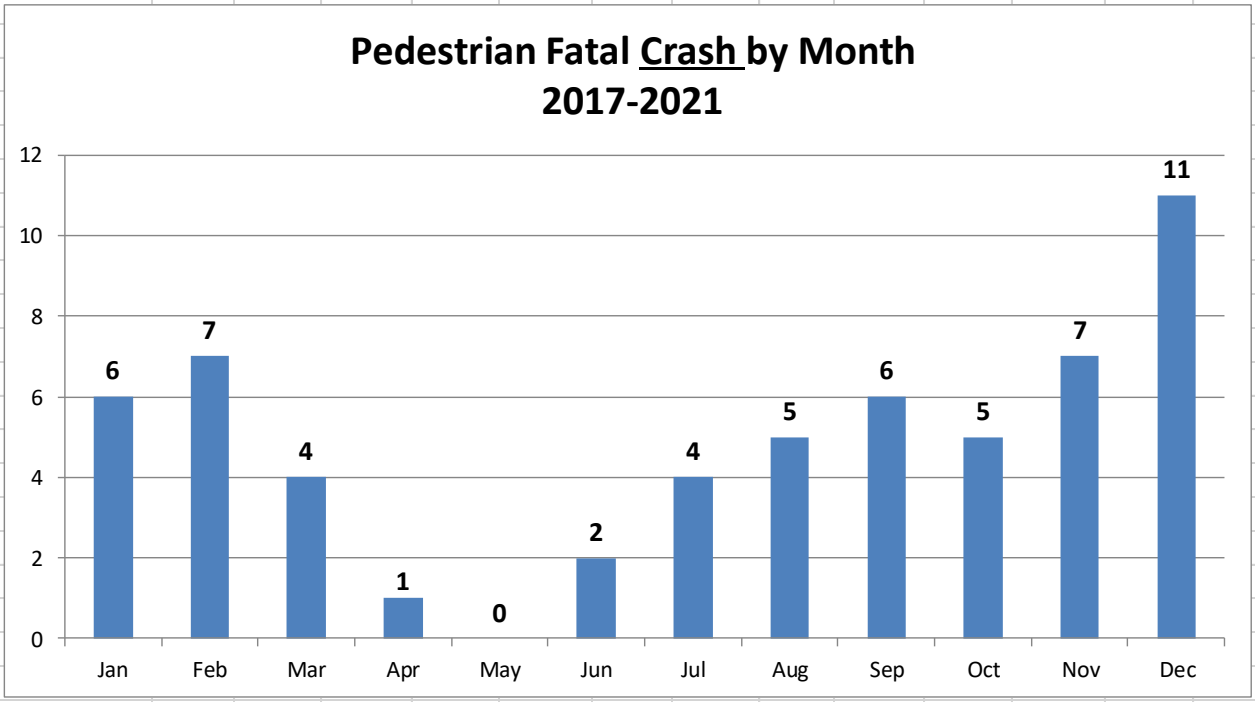
The table below shows that the month with the highest percent of fatal pedestrian crashes is December, followed by November, February, September, and January. New Hampshire is known for its mountains and lakes which provide for a year round influx of tourists throughout the state. The 2021 data below shows late summer through the late fall (September through December) and winter

(December through February) with a higher percentage of fatal pedestrian crashes possibly due to tourists taking advantage of the comfortable cool weather and New Hampshire's fall foliage and ski season. The increase in pedestrian fatalities during the winter months may be due to sidewalks not being cleared causing pedestrians to walk in the roadways in areas of high traffic. This information will allow the local police departments that conduct pedestrian patrols to focus their efforts in the months that could yield the greatest benefit to further reducing pedestrian fatalities. Additionally, having this data will help provide appropriate media messaging.

State of New Hampshire

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017	2	1	0	1	0	1	0	0	0	1	1	5	12
2018	1	0	0	0	0	0	2	2	1	1	2	2	11
2019	1	2	0	0	0	1	0	0	3	1	1	1	10
2020	2	2	4	0	0	0	1	1	1	1	2	2	16
2021	0	2	0	0	0	0	1	2	1	1	1	1	9
Total	6	7	4	1	0	2	4	5	6	5	7	11	58
Percent of Total	10.3	12.1	6.9	1.7	0.0	3.4	6.9	8.6	10.3	8.6	12.1	19.0	

2021 Update



The table below showing pedestrian fatal crashes by time of day, indicates that between 12 PM and 2359 PM the majority of the fatal pedestrian crashes occur. During the months that have the greatest percentage of pedestrian fatalities, we also have the least amount of daylight; therefore it's likely that many pedestrians are not sufficiently illuminated for the drivers on the roadway. Again, being able to

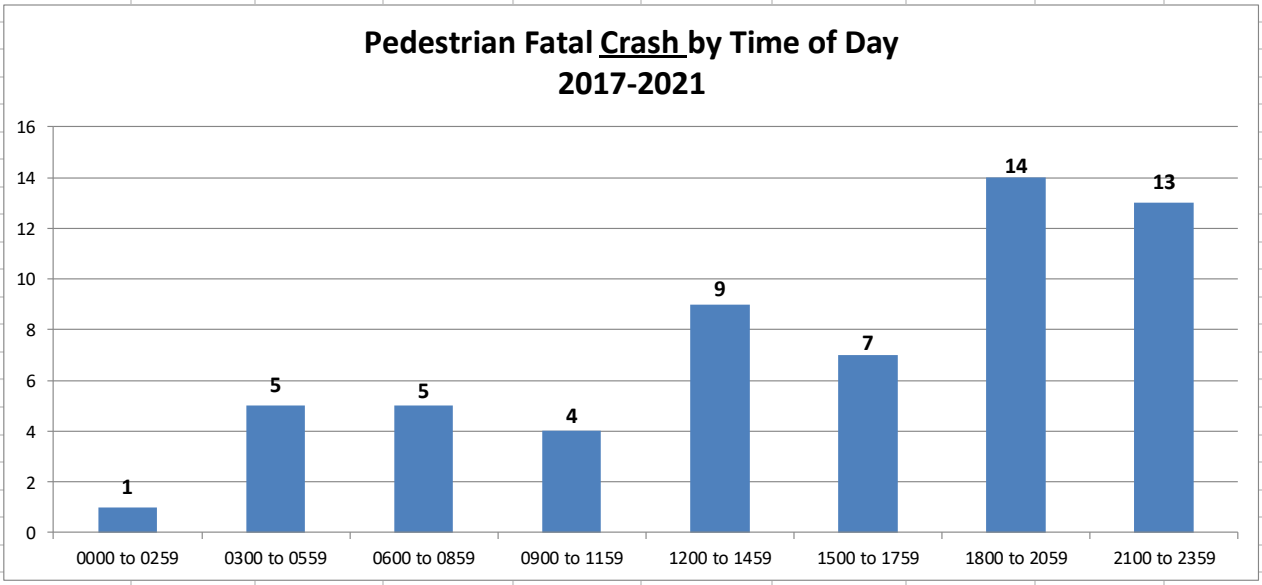
drill down to confirm this can provide information to message out on how pedestrians can be safer on the roadways during winter months when there is low visibility, as well as providing information to communities about the importance of making sure sidewalks are cleared to provide for safe passage of pedestrians.

Pedestrian serious injury data is only available for calendar year 2021 and shows there were 114 pedestrian injuries (A-C). Hillsborough and Strafford counties account for the greatest percentage of pedestrian crashes. In addition, serious injury by time of day tracks very closely with the pedestrian fatal crashes by time of day. An analysis of the data will help to determine what a reasonable performance target is as well as choosing countermeasures that will have the potential for the greatest impact. Grant funded pedestrian/bicycle enforcement in 2021 included 1,713 youth and adult warnings and 465 youth and adult summons.

State of New Hampshire

Time of Day	0000 to 0259	0300 to 0559	0600 to 0859	0900 to 1159	1200 to 1459	1500 to 1759	1800 to 2059	2100 to 2359	Total
2017	1	0	2	0	2	0	1	6	12
2018	0	2	1	0	2	1	4	1	11
2019	0	1	1	0	1	3	2	2	10
2020	0	1	1	3	4	3	1	3	16
2021	0	1	0	1	0	0	6	1	9
Total	1	5	5	4	9	7	14	13	58
Percent of Total	1.7	8.6	8.6	6.9	15.5	12.1	24.1	22.4	

2021 Update



Pedestrian Serious Injury by County 2021

County	Number of SBI	% of Pedestrian SBI
Hillsborough	57	61%
Rockingham	11	12%

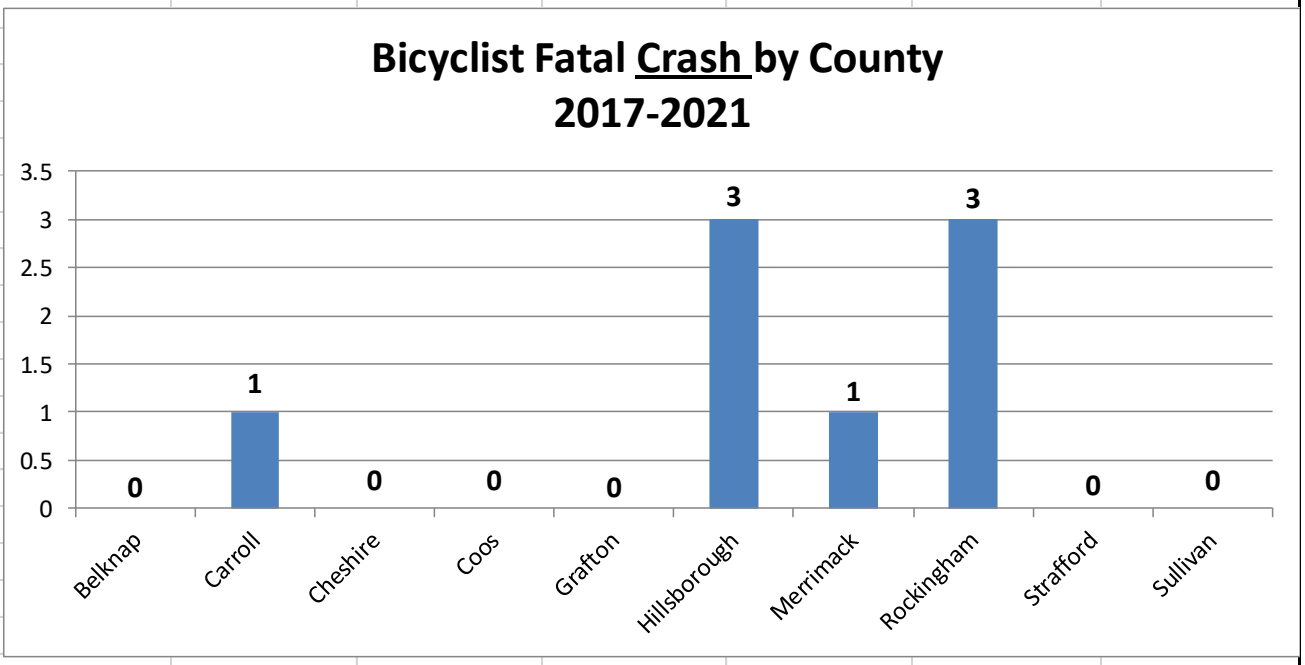
Merrimack	2	2%
Belknap	9	10%
Strafford	12	13%
Cheshire	1	1%
Coos	1	1%
Grafton	0	0%
Carrol	0	0%

Pedestrian Serious Injury by Time of Day 2020		
Time of Day	**Number of SBI**	**% of Pedestrian SBI**
Midnight – 0359	2	1.7%
0300 – 0559	0	0%
0600 – 0859	12	11%
0900 – 1159	8	7.3%
Noon – 1459	28	25.7%
1500 - 1759	35	32.1%
1800 – 2059	16	14.7%
2100 - 2359	8	7.3%

State of New Hampshire

County	2017	2018	2019	2020	2021	Total
Belknap	0	0	0	0	0	0
Carroll	0	0	0	1	0	1
Cheshire	0	0	0	0	0	0
Coos	0	0	0	0	0	0
Grafton	0	0	0	0	0	0
Hillsborough	2	0	0	1	0	3
Merrimack	0	1	0	0	0	1
Rockingham	0	1	0	0	2	3
Strafford	0	0	0	0	0	0
Sullivan	0	0	0	0	0	0
Total	2	2	0	2	2	8

2021 Update



Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-10) Number of pedestrian fatalities (FARS)	• PB Media Campaign • PB Overtime Enforcement Patrols	5 Year	2019	2023	11.30
C-11) Number of bicyclist fatalities (FARS)		5 Year	2019	2023	2.0

Countermeasure Strategy: PB Media Campaign

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Media Campaign**

Project Safety Impacts

Pedestrian and bicyclist related media efforts will focus on three areas:

1. Messaging regarding driver behaviors and sharing the road safely;
2. The importance of proper illumination when walking or biking on the roadways; and
3. Education and enforcement of laws relative to pedestrians and bicyclists.

Advertising space purchases will be evaluated based on the criteria in the 402 Advertising Space Guidance. By using this countermeasure strategy and appropriately identifying the primary and secondary audiences for the messaging identified above, as well as requiring a specific Pedestrian & Bicyclist training for local law enforcement (LE), we expect to see a significant increase in messaging recall, as well as a measurable increase in the number of adequately trained LE personnel on NH laws related to bicyclists and pedestrians.

Linkage between Program Area

The data analysis as described in the section above, identifying the state's highway safety problem around pedestrian and bicyclist fatalities, suggests that in addition to an enforcement effort, a strategy around a media/educational effort that reaches the correct demographic with the appropriate messaging would benefit New Hampshire in meeting its intended performance targets. Historically, there has been a 33% increase in pedestrian fatalities from 2008 to 2017. To affect a sustained downward trend, it is important that media, messaging, and educational efforts involve the motoring

public, the pedestrian and bicycling community, as well as state, county and local law enforcement agencies. Appropriated funding will be allocated through the planned activities within this countermeasure strategy, based on the type and distribution of the media/educational efforts employed.

Rationale

The selected countermeasure strategy was chosen for this planned activity (media/educational campaign) as it was the best representative of the activity's objective. The amount allocated will allow adequate funding for various types of media and its intended audience in order to effect a positive impact on the number of pedestrian and bicyclist fatalities in New Hampshire.

Planned Activity: PB Media Planned Activity

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Media Campaign**

Planned Activity Description:

The planned activity will include paid as well as earned media. The media messaging will be tailored to the motoring public and also include media intended for the pedestrian and bicycling communities (to include impairment related messaging, etc.). In addition, NH OHS will work with the Bike-Walk Alliance of NH to distribute an electronic web based reference guide to local law enforcement agencies about enforcing laws that impact roadway safety with respect to pedestrians, bicyclists, and motorists. The brochure will include priority violations in hopes that the local law enforcement community will consider making educational and/or enforcement stops, thereby providing the requisite level of positive reinforcement to reduce injuries throughout the State.

Intended Sub Recipients:

- Bike – Walk Alliance of NH
- NH Department Of Transportation
- Digital Signs
- Destination Media DBA GSTV
- SNHU
- WMUR TV
- iHeartMedia

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-06-03	Paid Media	BIL/SUP NHTSA 402	Pedestrian/Bicycle Fast/BIL/SUP	2022	$10,000	$2,500	

Countermeasure Strategy: PB Enforcement Patrols

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Enforcement Patrols**

Project Safety Impacts

State and Local law enforcement (LE) agencies will be provided funding to conduct pedestrian and bicycle overtime patrols aimed at enforcing the State's pedestrian/bicycle laws. Pedestrian and Bicyclist fatalities have historically been low in NH, though pedestrian fatalities did show a 33% increase over a 10-year period (2008-2017) it is important to maintain focus in this area to keep these fatalities low. Pedestrian and bicycle enforcement patrols will continue to focus on those communities that have the highest incidence of pedestrian and bicycle crashes. NH OHS will work with Local and County LE agencies to develop more innovative ways to enforce the State's bicycle and pedestrian laws. In addition, a focus on educating both Law Enforcement, pedestrians, and bicyclists will become a prerequisite for the conduct of enforcement patrols. Pedestrian and bicycle patrols will be conducted year round with a focus on summer, fall and winter months, primarily in downtown locations, during the afternoon and evening commuting hours. Additional focus during the winter months is important as sidewalks may be non-traversable due to snow and ice redirecting pedestrians to walk on the road. Specific times and locations will be based on local data. In FFY 2022, eighteen (18) local law enforcement agencies were awarded funding for Pedestrian and Bicycle Patrols to include NH State Police who will conduct patrols in the Franconia Notch, the Lakes Region, Hampton Beach, as well as other areas were pedestrian bicycle activity is most prominent. It is anticipated that approximately 19 local LE agencies, in addition to NH State Police, will participate in FFY 2023.

Linkage between Program Area

NH OHS will be using a funding allocation methodology for FFY 2023 that will focus primarily on fatal and serious injury pedestrian and bicycle crashes, to identify communities with the highest priority. By strategically targeting the communities that have the greatest need for enforcement, we expect that this will provide a positive impact on fatalities of pedestrian and bicyclists. New Hampshire

weather dictates that enforcement of our pedestrian laws occur during all months of the year. A careful analysis of the available data indicates that the best approach to meeting our targets will be with the use of overtime patrol funding in the most pedestrian trafficked areas of our State. Part of the funding will be utilized to train local and county LE agencies on the current laws related to pedestrian and bicyclists. Participating agencies will be required to document this training, coordinated through Police Standards & Training, and will ensure every officer who works in an overtime capacity under this grant has been properly trained. A particular approach for FFY 2023 will be allocating overtime patrols during the winter months in the larger cities and towns to patrol when sidewalks are not cleared and pedestrians are subsequently walking on the sides of the roadway. An additional focus for overtime patrols will be when motor vehicle operators will most likely be driving into the sun, during the morning and evening commuting hours.

Rationale

This countermeasure was chosen because it best represents the type of impact we hope to have by conducting overtime enforcement patrols that will be aimed at enforcing the State's pedestrian and bicycle laws, thereby reducing the number of pedestrian and bicyclist that are either fatally or non-fatally injured on NH roadways.

Planned Activity: Pedestrian and Bicycle Enforcement Patrols

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Enforcement Patrols**

Planned Activity Description:

State and Local law enforcement agencies will be provided funding to conduct pedestrian and bicycle overtime patrols aimed at enforcing the state's pedestrian/bicycle laws. Pedestrian and bicycle patrols will be conducted year round with a focus on highly trafficked bicycle and pedestrian areas, located primarily in downtown locations during the evening commuting hours as well as in areas of the State. State Police will be responsible for providing enforcement patrols on public roads to include Franconia Notch and Hampton Beach areas. Specific times and locations will be based on local data. Additionally, approximately 10% of the funding will be utilized to train and familiarize Law Enforcement Officers with the state laws relating to bicyclists and pedestrians. All agencies participating in the overtime enforcement effort will be required to ensure that any officer eligible for reimbursement has taken and passed the Bicycle/Pedestrian course online from Police Standards and Training Council (PSTC).

Intended Sub Recipients:

- County and Local Law Enforcement Agencies (16 participating agencies)
- New Hampshire State Police

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-06-04	Pedestrian and Bicycle Enforcement Patrols	BIL/SUP NHTSA 402	Pedestrian/Bicycle BIL/SUP	2022	$60,000	$15,000	$60,000
23-06-04	Pedestrian and Bicycle Enforcement Patrols	BIL/SUP 405d Flex	405d Flex Law Enforcement	2022	$25,500	$6,375	

Countermeasure Strategy: PB Program Management

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities of NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, and seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings under these planned activities. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in reducing pedestrian and bicyclist fatalities.

Linkage between Program Area

In 2021, pedestrians were 8% of all fatalities in New Hampshire down from 15% in 2020. In 2021 bicyclists were 2% of all fatalities in New Hampshire and have remained minimal over the last several years. Funding the Program Management countermeasure strategy to support the planned activities of NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of pedestrian & bicycle enforcement. This should help to meet the 2023 performance target of reducing pedestrian fatalities

from 12.60 (2018-2022 average) to 11.30 (2019-2023 average) and maintain bicyclist fatalities at 2.0 (2018-2022 average) and 2.0 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within this program area.

Planned Activity: PB Planning & Administration

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning & Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Advisory Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of state traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-06-01	Planning & Administration	BIL/SUP/NHTSA 402	Planning and Administration	2022	$23,750	$23,750	

Planned Activity: PB NH OHS Staff

Program Area: **Non-motorized - Pedestrian & Bicyclist (PB)**

Countermeasure Strategy ID: **PB Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be providing for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-06-02	NH OHS Staff	BIL/SUP/ NHTSA 402	Pedestrian/ Bicycle Safety	2023	$25,000	$6,250	

Program Area: Occupant Protection – Adult & Passenger Safety (OP)

Traffic Safety Problem Identification

Associated Performance Measures

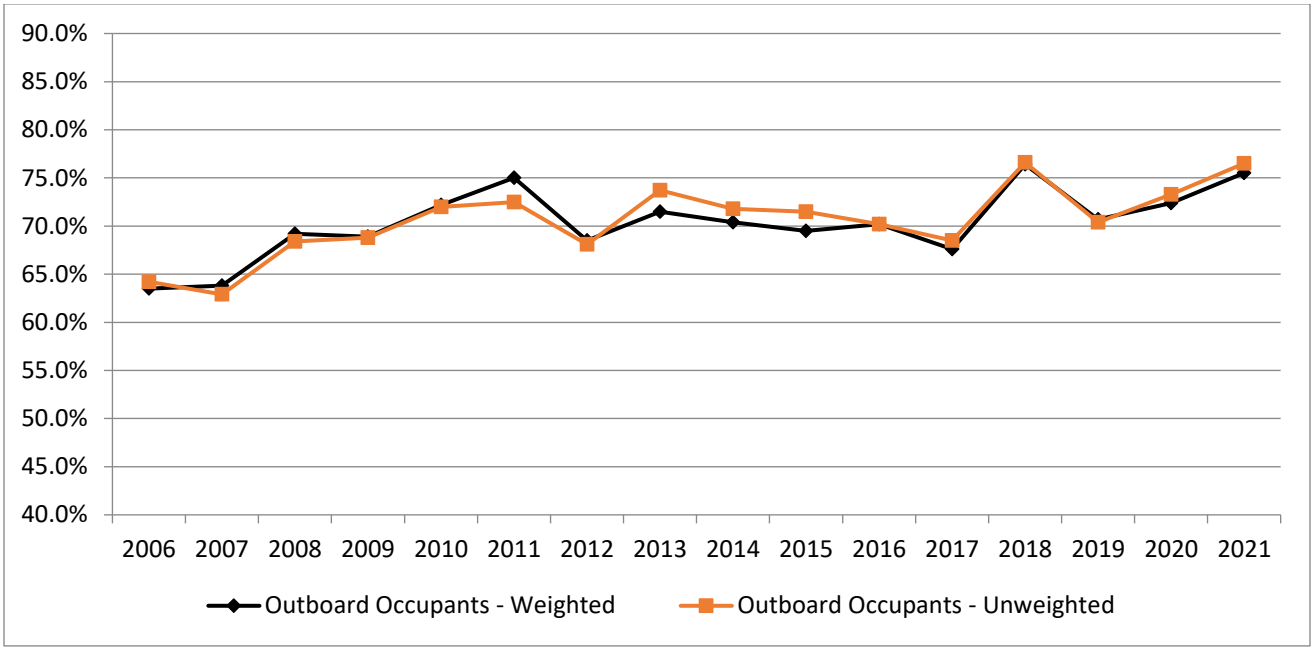
Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
4	C-4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	2023	47.70
13	B-1	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2021	2022	77.00

In New Hampshire, during the five-year period 2017-2021 the average seat belt usage rate is 72.6%. From 2016-2020, unrestrained occupant fatalities have accounted for approximately 54 percent of all vehicle occupant fatalities. The latest scientific survey of seat belt observations was conducted in June 2020. It provides the most accurate and reliable statewide estimate of seat belt use available in New Hampshire. Observed seat belt use in New Hampshire in 2015 was 69.5 percent, which increased slightly to 70.2 percent in 2016 and then dropped to 67.6% in 2017. Surveys conducted in 2018 saw an increased rate of seatbelt use of 76.4%. In 2019 the usage rate declined 7.46% from 76.4% in 2018 to 70.7% in 2019. In 2020, the seat belt usage rate increased 1.7% to 72.40%, and in 2021, increased again (4.28%) to 75.5%.

In March 2022, New Hampshire underwent an Occupant Protection Assessment. The assessment clearly highlighted the recommendation to "enact a seat belt law to cover all occupants of the vehicle, regardless of age, and for all designated seating positions." Additionally, it identified the need to expand our current Child Passenger Safety (CPS) program to more rural and urban areas of our state and to ensure that certified child passenger safety technicians are servicing the northern half of the State (Coos, Grafton and Carroll Counties), so that the citizens of New Hampshire who live in these rural areas can take advantage of car seat checks/education.

The chart below shows observed seat belt use during the 15-year period 2006 to 2021. New Hampshire continues to have one of the lowest seat belt usage rates in the U.S. (the U.S. Virgin Islands has the lowest seat belt usage rate) and does not have a mandatory adult seat belt law for those 18 years of age and above. As the data seems to suggest, it has been difficult to sustain a consistent positive trend over the years, as shown.

Table 5: NH Seat Belt Usage Rates: 2006 through 2021[3]



Data Below is reflected from surveys conducted within NHTSA standards and guidelines:

Seat Belt Usage							
(front seat outboard pass.)	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Seat belt usage rate:	**63.5%**	**63.8%**	**69.2%**	**68.9%**	**72.2%**	**75.0%**	**68.5%**
Unweighted usage rate:	64.2%	62.9%	68.4%	68.8%	72.0%	72.5%	68.1%
Standard error: 5.3%	9.4%	3.4%	2.8%	3.0%	3.0%	3.0%	
95% conf. interval – upper:	73.9%	82.2%	75.9%	74.3%	78.0%	80.8%	74.5%
95% conf. interval – lower:	53.1%	45.4%	62.4%	63.5%	66.4%	69.2%	62.6%

Seat Belt Usage							
(front seat outboard pass.)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**

Seat belt usage rate:	**71.5%**	**70.4%**	**69.5%**	**70.2%**	**67.6%**	**76.4%**	**70.7%**
Unweighted usage rate:	73.7%	71.8%	71.5%	70.2%	68.5%	76.6%	70.4%
Standard error: 1.11%	1.17%	1.13%	1.39%	1.23%	1.26%	1.28%	
95% conf. interval – upper:	73.6%	72.7%	72.1%	73.0%	70.0%	78.9%	71.9%
95% conf. interval – lower:	69.3%	68.0%	66.8%	67.5%	65.1%	73.9%	66.8%

Seat Belt Usage

(front seat outboard pass.)	**2020**	**2021**
Seat belt usage rate:	**72.4%**	**75.5%**
Unweighted usage rate:	73.3%	76.5%
Standard error: 1.14%	1.04%	
95% conf. interval – upper:	74.6%	77.5%
95% conf. interval – lower:	70.1%	73.4%

Observations	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Observation sites:	150	120	120	120	120	120	120
Vehicles observed:	21,563	17,831	17,214	17,238	17,328	15,929	15,883
Total outboard passengers:	26,305	21,712	20,747	20,647	20,282	18,924	18,916

[1] Results from 2012-2017 cannot be directly compared with earlier studies because of methodological changes. Care must be used comparing 2018 and later rates to 2012-2017 rates as different sites were observed.

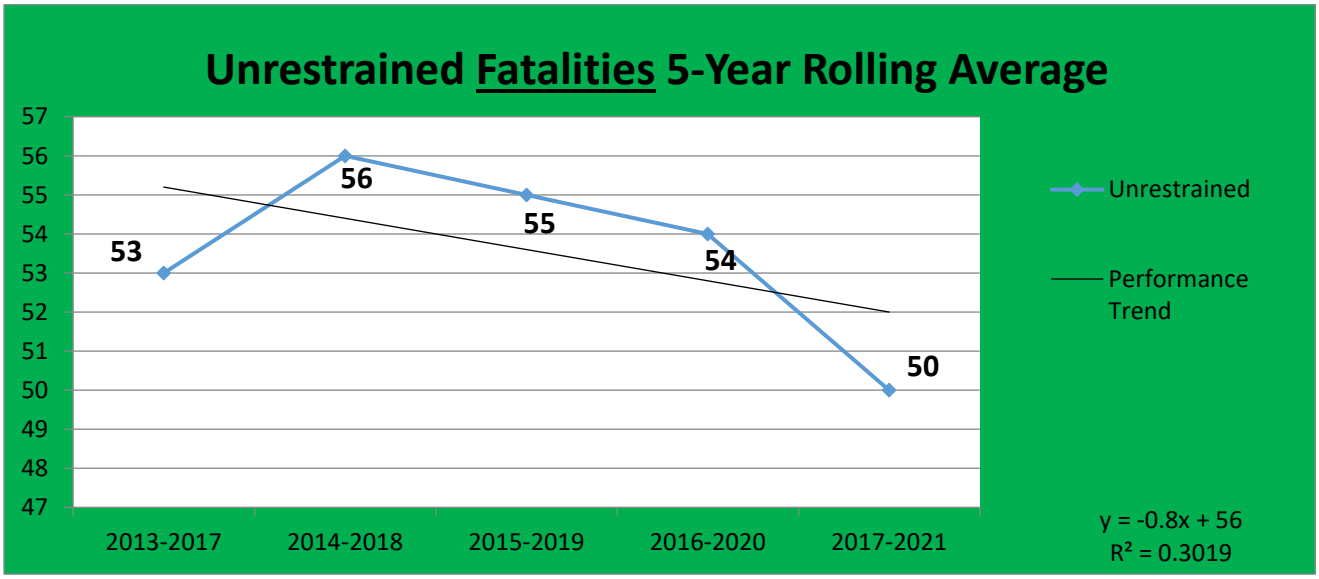
The occupant protection programs that are funded through the NH OHS are programs that can help increase seat belt use throughout the State by providing education, training, and media outreach to inform the public of the importance of wearing seat belts. These programs will need to be reviewed each year to assure that evidence-based strategies, as identified in the NHTSA publication "Countermeasures That Work", are effective and are providing measured results. Improvements to increase seat belt use in New Hampshire shall include more focus on educating young people in more schools in FFY 2023 on the importance of wearing seat belts, training and certifying more CPS personnel to help educate the public, increase CPS fitting stations to insure proper seat belt use, increase seat belt media messaging to the public through CPS programs and through the NH OHS Public Information Officer, who shall also assists the NH OHS in releasing important highway safety media messages, and continued involvement with law enforcement agencies to provide enforcement of the juvenile seat belt law.

Wearing seat belts remains the most effective means of preventing death or injury to occupants involved in a crash. Currently, New Hampshire remains the only state in the country that does not have an adult seat belt law. Considering these factors, NH OHS shall continue to make occupant protection a highway safety program area in FFY 2023.

The primary goals of the occupant protection programs are to increase the observed statewide seat belt use rate and to decrease unrestrained occupant injuries and fatalities. The strategies identified for accomplishing these goals include:

- High Visibility Enforcement of CPS and the under 18 seat belt laws
- Public information and education
- Administration of statewide CPS, Buckle-Up, and Youth Operator, as well as Simulator Programs
- Maximization of the National *Click it or Ticket* Campaign – in NH, *Join the NH Clique*
- Special emphasis on high risk populations such as Teen drivers, 25-34-year-old MV occupants, and low income/homeless populations

This chart shows the unrestrained fatalities, over a rolling average of five year periods:



Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	• OP Child Restraint System Inspection Station(s) • OP Education & Outreach • OP Media Campaign • OP Overtime Enforcement Patrols • OP Program Management	5 Year	2019	2023	47.70
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)		5 Year	2019	2023	77.00

Countermeasure Strategy: OP Child Restraint System Inspection Station(s)

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Child Restraint System Inspection Station(s)**

Project Safety Impacts

Funds will be provided to the Injury Prevention Center (IPC) at Children's Hospital at Dartmouth (CHaD) to:

- support the training of CPS technicians, EMS and CPS personnel
- inspection stations,
- special needs
- hospital emergency departments
- provide funding for NHTSA certification courses
- CPS Technician update trainings
- Provide funding for renewal fees and instructor fees

This occupant protection program is part of New Hampshire's seat belt plan to inform the public of the importance of seat belt use, as well as the proper installation and use of Child Passenger Safety (CPS) seats and devices. Through the monitoring, training, and periodic auditing of this countermeasure, it is the goal of the state to maintain the unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average). Additional emphasis will be placed on areas with high risk populations, including,

but not limited to, teen drivers, 25-35-year-old MV occupants, and marginalized populations, to ensure that the appropriate message, training, and effective enforcement is achieved in FFY 2023.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. In 2021, 51 of these fatalities were unrestrained, increasing from 40 in 2020. In 2021, in the 16-20 age group, there were 2 fatalities but no fatalities under this age group. Through the countermeasure strategy Child Restraint System Inspection Stations, and with the allocation of funds in the planned activity Statewide Child Passenger Safety, this occupant protection program is part of New Hampshire's seat belt plan to inform the public of the importance of seat belt use, especially among children required to be in approved child restraint devices. Through this type of education and outreach, along with enforcement and other projects, we hope to continue to maintain unrestrained fatalities at 47.7 (2018-2022 average) to 47.7 (2019-2023 average).

Rationale

The Child Restraint System Inspection Stations countermeasure strategy was selected with the Planned Activity Statewide Child Passenger Safety, as it represented a good opportunity to help to achieve the stated performance goal within the Occupant Protection program area. The NH OHS is not currently staffed with an occupant protection specialist nor do we have the requisite training and experience to effectively conduct a program. Funding for this countermeasure will engage a local partner, who already is actively involved in preventing injuries, to provide the level of services to meet our targets. These services will include the certification of needed CPS instructors, as well as meet all recertification requirements for instructors, EMS personnel, and inspection stations, as well as, improve "Best Practice" through media campaigns, training, and education and increase the use of the Digital Car Seat Form for better child seat data.

Planned Activity: Statewide Child Passenger Safety Program

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Child Restraint System Inspection Station(s)**

Planned Activity Description:

This Planned Activity will provide funds to the Injury Prevention Center at Children's Hospital at Dartmouth (CHaD) for continuing to coordinate and administer the Statewide Child Passenger Safety program throughout FFY 2023 to improve the use of child restraints in New Hampshire. Funding shall support personnel services at $104,394.00 (CPS Program Specialist $59,092.80, Program Assistant $9,726.08, IPC Program Manager $3,151.62, benefits $25,187.60, Current Expenses at $34,950.00

(public information & educational materials at $5,000.00, website hosting at $1,000.00, NHTSA Certification 3 Classes to include instructor expense at $22,000, latch manuals at $1,000.00, Child Passenger Safety Seats at $4,000.00, and Media Campaigns at $15,000.00), indirect costs at $16,434.39, and travel at $6,000.00. Programs will include the development and distribution of public information and educational materials, along with providing media and advertising using television, radio, and the internet to promote child passenger safety. Trainings shall be conducted for law enforcement personnel to increase understanding of the current CPS laws as it pertains to child safety seats. This task shall also support the training of and funding for:

- Full Time CPS Professional (CHaD)
- CPS technicians *3 ea. Certification Classes*
- EMS and CPS personnel *4 ea. Introduction Courses*
- Inspection stations
- Special needs
- Hospital emergency departments
- NHTSA certification courses
- CPS Technician update trainings *Programmed for 217 current technicians*
- Renewal fees and instructor fees

Funding through this Planned Activity shall also provide for in-state and out of state travel, and provide funding for instructors, proxies, and technicians to attend regional/national conference(s) with focus on occupant protection. This occupant protection program is part of New Hampshire's seat belt plan to inform the public of the importance of seat belt use and may be conducted to coincide with any National or Statewide campaign, and during Statewide efforts using Dynamic Message Boards (DMB) or PSA's such as: Live to Do Great Things/Buckle Up Every Time or Somebody Loves You/ Buckle Up Every Time, etc., and may include the purchase of paid media and the use of earned media to effectively develop and distribute locally developed PSA's to assist in educating the motoring public. FFY 2023 will see an added emphasis on addressing equity to be more inclusive with all to include high risk populations within our state to ensure that the message, training, education, and effective enforcement, is realized in these pocketed areas.

Intended Sub Recipients:

- Injury Prevention Center at CHaD

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-01-08	Statewide Child Passenger Safety Program (CPS)	BIL/SUP/ 405b Occupant Protection	Occupant Protection	2022	$180,779	$45,195	

Planned Activity: UNH Seat Belt & Attitude Surveys

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID**: OP Education & Outreach**

Planned Activity Description:

- **UNH Seat Belt Use Survey**

This Planned Activity will provide funds to cover expenses related to hiring the Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire, or a contractor, to conduct the annual Seat Belt Use Survey in accordance with NHTSA's approved methodology. This is a statewide survey and is to be conducted in June after the seat belt "Join the NH Clique" campaign that coincides with the National NHTSA Click it or Ticket (CIOT) seat belt mobilization campaign. This task is required by NHTSA.

- **Behavioral Attitude Survey**

This Planned Activity will provide funds to cover expenses related to hiring the Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire, or a contractor, to conduct the annual attitude statewide survey in accordance with NHTSA/GHSA recommendations designed to measure changes in public attitudes regarding occupant protection, impaired driving, and speeding. This survey will be conducted between the months of April to September but is typically conducted in the month of July. This program is recommended by NHTSA.

Intended Sub Recipients:

- Survey Center of the Institute for Policy and Social Science Research at the University of New Hampshire

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-01-06	Seat Belt Use Survey	BIL/SUP/ 405b Occupant Protection	Occupant Protection	2022	$60,000	$15,000	
23-01-06	Attitude Survey	BIL/SUP/ NHTSA 402	Occupant Protection	2022	$10,000	$2,500.00	

Countermeasure Strategy: OP Media Campaign

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Media Campaign**

Project Safety Impacts

The NH OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSA's to promote driving at safe speeds, to not drive while distracted, and to wear seat belts. Funds shall be used to contract with a public relations firm, organization or association (AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injuring Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, Alliance Sports Marketing, Matrix Entertainment Inc. NHIAA, etc.) to conduct public information and education campaigns to encourage the use of seatbelts. Funds shall also support contracts to provide public information and education campaigns focusing on the state's primary law requiring all persons up to age 18 to buckle up. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage the use of restraints. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce crash-related deaths and injuries across the State.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. In 2021, 51 of these fatalities were unrestrained, increasing from 40 in 2020. In 2021, in the 16-20 age group, there were 2 fatalities but no fatalities under this age group. Through a robust Media Campaign within the Planned Activity Paid Media, along with enforcement and other projects, NH OHS hopes to continue to maintain unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average). Additionally, NH OHS would like to measure how effective the messages we are sending are in reducing the number of fatalities due to unrestrained drivers. This can be done through our partners utilizing the existing Attitude Surveys being conducted annually.

Rationale

The Media Campaign countermeasure strategy was selected within the Occupant Protection program area as it represented a good opportunity to help to achieve the stated performance goal with the funding allocation in the planned activity Paid Media. By utilizing the partners of NH OHS to conduct annual surveys as well as develop local PSA's, the NH OHS can take advantage of paid and earned media to emphasize the importance of utilizing restraint systems when operating a motor vehicle. New Hampshire will take advantage of available media opportunities to message the motoring public during commuting hours as well as holidays.

Planned Activity: OP Paid Media

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Media Campaign**

Planned Activity Description

The NH OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSA's to promote driving at safe speeds, not drive while distracted, and to wear seat belts, among teen drivers ages 16-20 as well as 21-75+ drivers. Funds shall be used to contract with a public relations firm, organization or association (AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment Inc. NHIAA, etc.) to conduct traffic safety public information and education campaigns. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage highway safety media efforts. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce teen driver crash-related deaths and injuries across the state.

Intended Sub Recipients:

- AAA
- Derry Cats
- iHeartMedia
- WMUR TV
- Comcast
- Ross Express
- Destination Media DBA GSTV
- Alliance Sports Marketing
- Matrix Entertainment
- UNH Wildcats
- NH Fisher Cats
- Injury Prevention Center at CHaD
- NHIAA

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-01-03	Paid Media	BIL/SUP/ 405b Occupant Protection	Occupant Protection	2022	$100,000	$25,000	

Countermeasure Strategy: OP Overtime Enforcement Patrols

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Overtime Enforcement Patrols**

Project Safety Impacts

The NH OHS provides overtime enforcement patrol grants to the NH State Police, local, and county law enforcement agencies across the state of New Hampshire to conduct focused patrols within the Join the NH Clique Campaign, which coincides with the national HVE Click It or Ticket campaign. State Police patrols throughout the state provide statewide enforcement, primarily along Interstate 89, 93, and 95, Route 16 and Route 125. These collaborative efforts across the state will help to reduce crash-related unrestrained deaths and injuries.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. In 2021, 51 of these fatalities were unrestrained, increasing from 40 in 2020. In 2021, in the 16-20 age group, there were 2 fatalities but no fatalities under this age group. Through Overtime Enforcement Patrols with the Planned Activity Join the NH Clique, the NH OHS hopes to begin a downward trend to maintain unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average).

Rationale

The Overtime Enforcement Patrols countermeasure strategy with the Planned Activity Join the NH Clique was selected as it couples effective enforcement efforts with educational outreach efforts as well as messaging to help to achieve the stated performance goal within the Occupant Protection program area.

Planned Activity: Join the NH Clique (Click It or Ticket)

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Overtime Enforcement Patrols**

Planned Activity Description

The NH OHS provides overtime traffic safety enforcement grants to state, local, and county law enforcement agencies across the state of New Hampshire in an effort to eliminate crash-related unrestrained deaths and injuries. These patrols will occur in four hour increments and all participating agencies will be required to have their officers complete the online Occupant Protection course at PSTC to be eligible for reimbursement. A scope of work will be developed in support of this planned activity specifically outlining the methodology to have the most affect based on our current laws. Within this Planned Activity, patrols will participate in the "Join The NH Clique" mobilization, which is the New Hampshire version of “Click It or Ticket”; sub grantee participation will coincide with the "Click It or Ticket" National Mobilization.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (87 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-01-04	Join the NH Clique (Click it or Ticket It)	BIL/SUP NHTSA 402	Occupant Protection	2022	$145,350	$36,338	$145,350

23-01-04	Join the NH Clique (Click it or Ticket It)	BIL/SUP 405b Occupant Protection	Occupant Protection	2022	$16,000	$4,000	

Countermeasure Strategy: OP Program Management

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work on seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing the recent downward trend in unrestrained fatalities.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. In 2021, 51 of these fatalities were unrestrained, increasing from 40 in 2020. In 2021, in the 16-20 age group, there were 2 fatalities but no fatalities under this age group. Funding the Program Management countermeasure strategy to support the planned activities Planning & Administration and NH OHS Staff will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all Planned Activities within the Occupant Protection program Area This will therefore help to continue to meet the performance target to maintain unrestrained related fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected and the funding allocations in the planned activities Planning & Administration and NH OHS Staff, as it represented a good opportunity to help to achieve the stated performance goal within the Occupant Protection program area.

Planned Activity: OP Planning & Administration

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning &Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, such as supplies, equipment, materials, and indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Advisory Commission rests with position(s) funded under this planned activity. Also position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-01-01	Planning & Administration	BIL/SUP NHTSA 402	Planning and Administration	2022	$23,750	$23,750	

Planned Activity: NH OHS Staff

Program Area: **Occupant Protection – Adult & Passenger Safety (OP)**

Countermeasure Strategy ID: **OP Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe

for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-01-02	NH OHS Staff	BIL/SUP/ NHTSA 402	Occupant Protection	2022	$39,250	$9,813	

Program Area: Police Traffic Services (PTS)

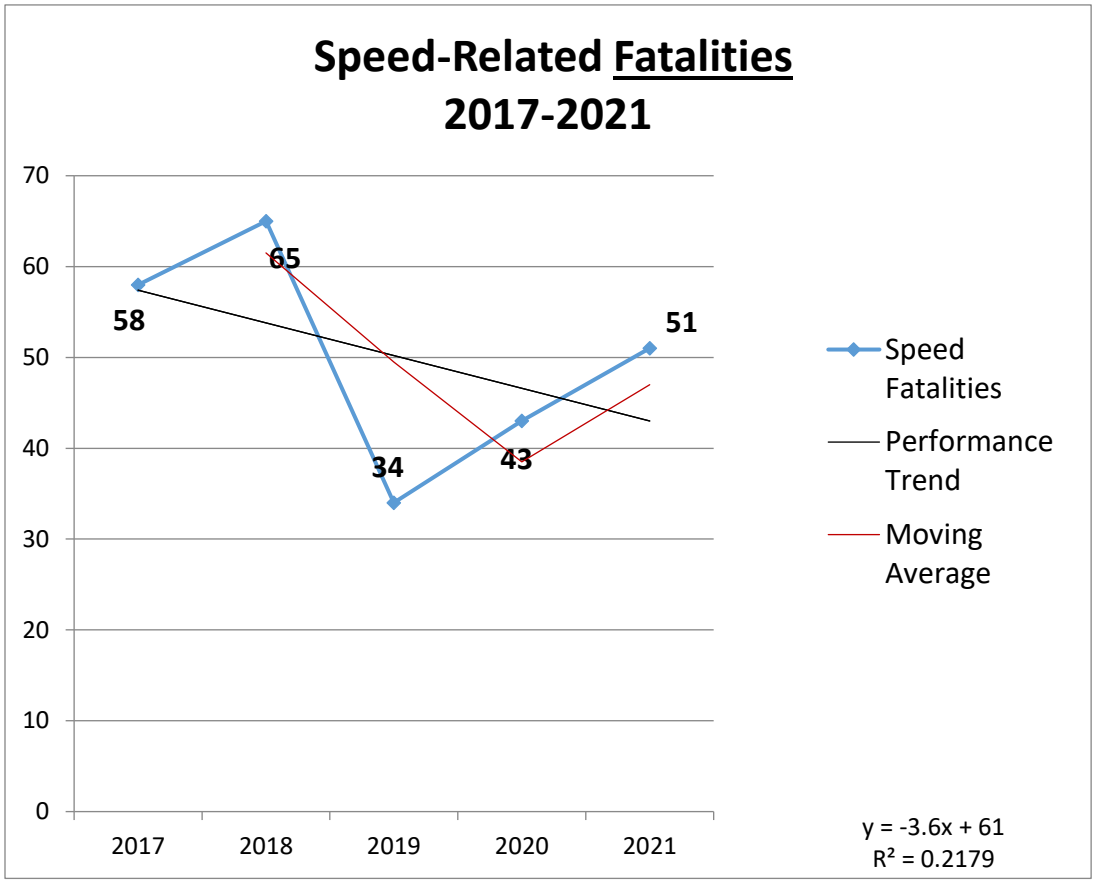
Traffic Safety Problem Identification

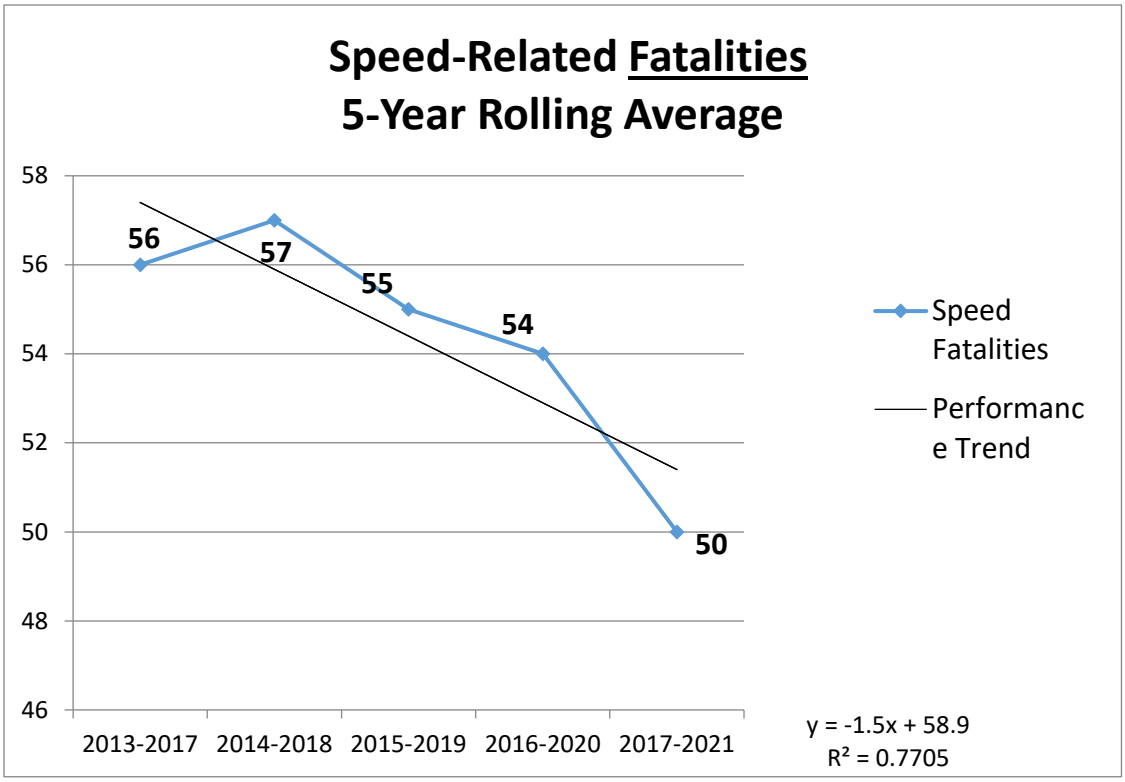
Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	466.4
6	C-6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	2023	54.00

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Speed is still a leading causation (see charts below). In 2021, there were 457 non-fatal speed related crashes. Additionally, there were of 28,092 crashes that occurred on New Hampshire road ways resulting in the 507 serious bodily injuries (A). New Hampshire believes that the number of reportable crashes as well as serious bodily injuries is significantly under reported, due to the current crash reports utilized by local and county LE agencies. However, this is

beginning to change because as of June 14, 2022 there are 114 LE agencies (an increase from 84 as of June 14, 2021) out of potentially 247 that are currently electronically reporting MMUCC IV or MMUCC V compliant crash reports to the DMV VISION system. The New Hampshire State Police is currently submitting MMUCC V compliant crash reports helping to contribute more detailed crash data to determine trending concerns. The older crash report at times utilized by local and county LE agencies does not affectively account for serious bodily injury or crashes with a contributing factor of distraction.





Using the funding methodology for FFY 2023 will allow the NH OHS to focus heavily on fatal and serious injury crashes to identify communities with the highest priority and will help determine award amounts and strategically target these areas for maximum positive impact on the overall fatality and injury data. In this focused approach, we hope to combat upward concerning trends occurring on roads in our drive toward zero. FFY 2023 crash data clearly depicted where the most fatal and serious bodily injury crashes occurred. Utilizing this data, the team at NH OHS has had discussions related to the planning and implementation of enforcement and media efforts along high crash corridors (125, 16, 101, 28, 202/9, 1, 111, 11, 3, as well as all interstates, etc.). Additionally, crash data will be obtained quarterly, as available, to monitor the effectiveness of the countermeasures in these high crash communities and will result in consultation with our partners to redirect as needed both media and enforcement efforts.

Providing our law enforcement partners with the appropriate tools and logistical support to enforce highway safety laws is essential to creating safer roadways for New Hampshire's citizens and visitors. Strategies to achieve these goals include:

- HVE (High Visibility Enforcement Patrols)
- Overtime Enforcement Patrols
- Funding equipment
- Media campaign
- Education and Awareness campaigns

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-2) Number of serious injuries in traffic crashes (State crash data files)	• PTS Media Campaign • PTS Overtime Enforcement Patrols • PTS Program Management	5 Year	2019	2023	466.4
C-6) Number of speeding-related fatalities (FARS)		5 Year	2019	2023	54.00

Countermeasure Strategy: PTS Media Campaign

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Media Campaign**

Project Safety Impacts

The OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSA's to promote driving at safe speeds, to not drive while distracted, and to wear seat belts. Funds shall be used to contract with a public relations firm, organization or association (AAA, iHeartMedia, CAPSTAR, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment Inc., NHIAA etc.) to conduct traffic safety public information and education campaigns. Funds may also be used for an electronic media campaign, or an in-house program to promote and encourage highway safety media efforts. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce crash-related deaths and serious injuries across the State.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Through a robust Media Campaign within the Planned Activity Paid Media, along with enforcement and other projects, we hope to maintain speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average) and maintain unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and project a serious injury target of 466.4 (2019-2023 average).

Rationale

The Media Campaign countermeasure strategy was selected for this planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area. New Hampshire has increased our media and messaging output using our Public Information Officer (PIO) who is working with not only New Hampshire highway safety partners but partners of surrounding states to help implement highway safety media messaging as many motorist drive from surrounding states into New Hampshire. The rationale for this planned activity is to combine the requisite level of messaging with enforcement to adequately address speed, distraction and other unsafe acts currently occurring on our roadways. The funding allocated to this planned activity is an effort to leverage a source of media that reaches all areas and all demographics of the motoring public with appropriate messaging.

Planned Activity: PTS Paid Media

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Media Campaign**

Planned Activity Description:

This planned activity will meet the requirements within the Grant Funding Policy Part II E by insuring that all television public service announcements include closed captioning. In addition, they will be evaluated based on the criteria set out in the 402 Advertising Space Guidance. NHTSA's guidelines are followed for messaging, demographics, best practices, and target groups for each media effort. This planned activity will provide funding for New Hampshire Department of Safety, NH Office of Highway Safety, AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injuring Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment Inc., NHIAA etc. or other media sources to conduct public information and education campaigns. These campaigns may consist of common media such as electronic media, public service announcements, print audio to address highway safety problems relative to impaired driving, distracted driving, speeding, seat belts, child passenger safety, pedestrian bicycle, motorcycle, etc. The NH OHS shall coordinate highway safety messaging with the NHTSA National mobilizations (i.e. Drive Sober or Get Pulled Over", "Click It or Ticket," Distracted Driving "U Drive. U Text. U Pay.", etc.). It is anticipated that a contract will be secured with vendor that will provide radio media in the form of 15, 30, and 60 second highway safety related safety messages. Additionally, the vendor will provide access to other forms of digital messaging using Geo Fencing capabilities to target problem areas throughout the state as well as leveraging other digital platforms such as Facebook and Twitter. NH OHS will work closely with its media partners to produce topic specific PSA's and various other types of media to complement the current NHTSA provided media resources. The outcome of these comprehensive paid

media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from speed, distracted driving, unrestrained occupants, and alcohol and/or drug impaired driving.

Intended Sub Recipients:

- NH Department of Safety
- Derry Cats
- Injury Prevention Center at CHaD
- Digital Signs
- AAA
- New Hampshire Auto Dealers Association
- UNH Wildcats
- Fisher Cats
- Keene State College
- Plymouth State College
- Dartmouth College
- Educational Media Assets
- Comcast
- Destination Media DBA GSTV
- Alliance Sports Marketing
- Matrix Entertainment
- WMUR
- iHeartMedia
- CAPSTAR
- NHIAA

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-02-03	Paid Media	BIL/SUP NHTSA 402	Police Traffic Services	2022	$100,000	$25,000	

Countermeasure Strategy: PTS Overtime Enforcement Patrols/Equipment

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Overtime Enforcement Patrols**

Project Safety Impacts

The NH OHS will provide overtime traffic enforcement and equipment grants through the Planned Activity Enforcement Patrols/Equipment to the NH State Police, County and local law enforcement agencies across the state of New Hampshire, to conduct focused patrols and provide the traffic safety equipment necessary to effectively enforce traffic laws. These collaborative efforts across the state will help to reduce crash-related deaths and serious injuries.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. In 2021, there were 457 non-fatal speed related crashes. Additionally, there were of 28,092 crashes that occurred on New Hampshire road ways resulting in 507 serious bodily injuries (A), a 1% decrease from 512 in 2020. Using the funding methodology for FFY 2023 will help to focus efforts primarily on fatal and serious injury crashes to identify communities with the highest priority, will help determine award amounts and strategically target these areas for maximum positive impact of the overall fatality and injury data. In this focused approach through the countermeasure strategy, Overtime Enforcement Patrols and the Planned Activity Enforcement Patrols/Equipment, we hope to continue this recent downward trend and meet our target by maintaining speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average) and maintain unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and project a serious injury target of 466.4 (2019-2023 average).

Rationale

The Overtime Enforcement Patrols countermeasure strategy was selected for this planned activity as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area. Utilizing overtime enforcement patrols will enable state, county, and local LE agencies to establish a presence on our roadways and continue to modify the bad behaviors of motorists in areas such as speed and distraction which are two of the three major causes for fatalities and serious bodily injuries in our state. Funding for the planned activities within this countermeasure will be allocated based on crash and fatality data derived from the past five years 2017-2021.

Planned Activity: Enforcement Patrols/Speed Patrols/Equipment

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Overtime Enforcement Patrols**

Planned Activity Description:

This planned activity will provide funds to support New Hampshire's State, County, and Local law enforcement agencies efforts to conduct statewide enforcement patrols, as well as, offer funding to State police to purchase speed related equipment and to provide Lidar certification training to troops as well as local and county law enforcement who will also be provided funds to purchase speed related equipment. Funding for speed equipment will be determined during the grant year based on need, priority, and patrols conducted. Any equipment requests that is over $5,000.00 will be sent to NHTSA for approval and will be Buy America compliant. Enforcement patrols will be scheduled in 4 hour blocks and will be centered on reducing speeds, countering distracted driving, and providing high visibility enforcement during commuting hours in problem areas throughout our state. Patrols (Speed, Distracted Driving, and Operation Safe Commute) will be conducted primarily around commuting hours and will also be targeted towards high crash corridors (125, 16, 101, 28, 202/9, 1, 111, 11, 3, and I 293,

93, 89, 95, etc.) and flexed as needed (locations and time of day) to address trending problem areas through proactive monitoring initiatives. Operation Safe Commute for State Police will be scheduled monthly and seasonal enforcement efforts will be taken into consideration when safe commute details are awarded. Local and County partners will be allocated additional enforcement hours during related national campaigns to be utilized during the scheduled timeframes.

Intended Sub Recipients:

- NH State Police
- County and Local Law Enforcement Agencies (81 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-02-04	Speed Enforcement Patrols/Equipment	BIL/SUP/NHTSA 402	Police Traffic	2022	$1,319,778	$329,945	$1,319,778
23-02-04	Speed Enforcement Patrols/Equipment	BIL/SUP 405d Impaired Driving Low Flexed	405d Low Police Traffic Services	2023	$342,000	$85,500	

Planned Activity: PTS Operation Safe Commute

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Overtime Enforcement Patrols**

Planned Activity Description:

Funding in this planned activity will be utilized to maximize high visibility motor vehicle enforcement in all regions of the state. This high visibility enforcement will not only focus on our high crash corridors but will also provide the necessary sustainment of enforcement efforts in other known crash prone areas of the state. These 4-hour enforcement details will be conducted during the highest peak traffic times of the day and centered on holidays and national safe driving campaigns.

Intended Sub Recipients:

- NH State Police

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-02-11	Operation Safe Commute	BIL/SUP 405d Impaired Driving Low	405d Low Police Traffic Services	2022	$63,000	$15,750	

Countermeasure Strategy: PTS Program Management

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities Planning & Administration. Staff members will work to service/monitor enforcement, distracted driving, and seat belt related projects. Funds will also cover travel, professional development, and other related program expenses such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing to address speed related and unrestrained fatalities and serious injuries.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. In 2021, there were 457 non-fatal speed related crashes. Additionally, there were of 28,092 crashes that occurred on New Hampshire road ways resulting in 507 serious bodily injuries (A), a 1% decrease from 512 in 2020. Funding the Program Management countermeasure strategy to support the planned activities of; Planning & Administration, NH OHS Staff and Traffic Safety Commission will greatly enhance the capabilities of the NH OHS through the implementation and servicing/monitoring of all enforcement, equipment and other projects. It is anticipated that this planned activity will help to continue to meet the performance targets by maintaining speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average), maintaining unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and projecting a serious injury target of 466.4 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected with the funding allocations in the planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Police Traffic Services program area. Utilization of all of the NH OHS staff will provide the needed continuity and monitoring of sub grantees to ensure grant funding is utilized effectively within this counter measure.

Planned Activity: Planning & Administration

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning &Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-02-01	Planning & Administration	BIL/SUP/ NHTSA 402	Planning and Administration	2023	$213,750	$213,750	

Planned Activity: NH OHS Staff

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions (excluding Captain, Program Manager, Accountant and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-02-02	NH OHS Staff	BIL/SUP/ NHTSA 402	Police Traffic	2023	$213,750	$53,438	

Planned Activity: Traffic Safety Commission

Program Area: **Police Traffic Service (PTS)**

Countermeasure Strategy ID: **PTS Program Management**

Planned Activity Description:

Funding will be provided to support the activities of the Traffic Safety Commission. In existence since 1967, the commission was repealed in 2016 and then reenacted and is mandated by statute RSA 21-P: 64, effective August 2, 2016. Currently, the Traffic Safety Commission representatives are nominated by their respective organizations and appointed by the Commissioner of the Department of Safety. Initial appointments shall be: Four members for one year, five members for two years, and five

members for three years. After the initial term, members shall each serve for terms of three years and until a successor is duly qualified and recommended by their respective organizations. Vacancies shall be filled for the unexpired terms in the same manner as the original appointment. The commission shall meet at least once per quarter and at such other times may be convened by the call of the Chairperson or the Commissioner of the Department of Safety or upon petition of five or more members. Commission meetings shall discuss potential highway safety problems and make recommendations to the Coordinator of the NH Office of Highway Safety. Funds provided will be used to cover travel (if requested), the cost of supplies, as well as awards to be presented to up to three (3) individuals who are honored for their outstanding service to New Hampshire during the Impaired Driving Conference and Governor's Traffic Safety Conference. A keynote speaker shall be presenting at this conference in order to have funds cover the luncheon, plaques, etc. There will be a minimum of three meetings scheduled within the calendar year. In 2023, an impaired driving taskforce will be established as a subcommittee of the Traffic Safety Commission. Also, for 2023, the commission will look to include other partners, stakeholders and coalitions to increase communication to improve highway safety in New Hampshire.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-02-05	Traffic Safety Commission	BIL/SUP/ NHTSA 402	Police Traffic	2022	$1,000	$250	

Program Area: Teen Traffic Safety Program (TD)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
9	C-9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	2023	8.8

Between 2017 and 2021 there were 46 crash related fatalities that claimed victims under the age of 19.5 fatalities occurred among the 16-20 age group in 2021, maintaining the same number of fatalities that occurred in 2020. Drivers younger than 20 have significantly lower crashes when compared to other age groups. Drivers in the 21-44 age group have moved to the top. Distracted driving is the most likely cause of crashes among teen drivers. With statistics such as these in mind, it is the goal of NH OHS through the countermeasure strategies Media Campaign, Education/Outreach, and Program Management, to meet the performance target of maintaining young driver involved fatalities at 8.80 (2018-2022 average) to 8.8 (2019-2023).

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	• TD Education & Outreach • TD Media Campaign • TD Program Management	5 Year	2019	2023	8.8

Countermeasure Strategy: TD Education & Outreach

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Project Safety Impacts

Funds will be provided to the Injury Prevention Center at Children's Hospital at Dartmouth (ChaD), Matrix Entertainment, and Alliance Sports Marketing to support educational programs to inform teens of the true risks associated with driving. Emphasis areas include seat belt use (educating teens that there is a 50 percent greater chance of surviving a crash if they wear a seat belt), distracted driving, impaired driving, and the risks associated with speeding. Funds will also be provided to the Community Alliance for Teen Safety (CATS) to provide information and education to youths and families related to distracted driving and safe driving habits, in an effort to save lives. The collaborative efforts of the planned activities Youth Operator and Community Alliance for Teen Safety, under the countermeasure strategy Education & Outreach, are hoped to reduce crash-related deaths and injuries among those 16-20 years of age across the State of New Hampshire.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Funding the TD Education and Outreach countermeasure strategy to support the following planned activities will greatly support the overall mission statement of the NH OHS through the implementation of robust enforcement and educational projects, and will therefore help to maintain speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average), maintaining unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and projecting a serious injury target of 466.4 (2019-2023 average).

Rationale

The Education and Outreach countermeasure strategy was selected with the funding allocations in each planned activity, Youth Operator and Community Alliance, as it represented a good opportunity to help to achieve the stated performance goal within the Teen Driving program area. Utilizing Injury Prevention Center at CHaD, MATRIX Entertainment, Alliance Sports Marketing and the Community Alliance for Teen Safety, AAA, and the NHIAA, the NH OHS will be able to reach the applicable age group of teen drivers in our state with updated and meaningful training and information, in regards to proper decision making while operating a motor vehicle. Education and outreach is a key component of the highway safety plan. Coupling effective enforcement with the requisite level of education and outreach has proven to be an effective countermeasure in many areas of the Highway Safety Plan. The funding for this planned activity is to leverage the expertise and resources of the Injury Prevention Center and the Community Alliance for Teen Drivers to effectively educate and prepare teen drivers for the responsibility of operating a motor vehicle on our roadways.

Planned Activity: TD Youth Operator Program

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Planned Activity Description:

The Injury Prevention Center at CHaD, will plan coordinate and orchestrate programs to inform teens of the true risks associated with driving. Funds shall be used to support personnel service at $96,964.60 and Benefits at $23,395.10, Current Expenses at $9,850.00, Indirect cost at $17,003.46, Contractual Services at $56,000.00 (i.e. Matrix Entertainment seat belt challenge), and travel at $7,220.00. Teens shall be made aware that their age group has a high crash rate and therefore an increased potential to be involved in a crash. Factual information shall be provided to teens to educate them of the risks while showing them how to make safe and responsible choices. Emphasis areas include seat belt use (educating teens that there is a 50 percent greater chance of surviving a crash if they wear a seat belt), distracted driving, impaired driving, and the risks associated with speeding. Approximately 15

schools shall be served through the youth operator program that shall create peer-to-peer groups in all of these schools that will ultimately establish and develop a teen highway safety program that shall continuously promote highway safety. The risks associated with driving while impaired or distracted will be enhanced through presentations conducted by the youth operator specialists and Matrix Entertainment using driving simulators. The process of identifying participating schools will involve an analysis of risk factors identified in the Youth Risk Behavior Survey (YRBS) results, Department of Safety Crash Data, and a strong commitment by school administration to support peer-to-peer highway safety related education within their schools. This project is part of New Hampshire's seat belt plan to inform the public of the importance of seat belt use and may be conducted to coincide with any National/Statewide campaign and during Statewide efforts using dynamic message boards (DMB) or PSA's such as: Live to Do Great Things/Buckle Up Every Time or Somebody Loves You/ Buckle Up Every Time, etc. There will be an evaluation component administered for this project to measure what is learned during these educational activities. This program provides a share to local component through the implementation and presentation of highway safety issues designed for communities throughout the state.

Intended Sub Recipients:

- Injury Prevention Center at Children's Hospital at Dartmouth

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-08-04	Youth Operator	BIL/SUP/ NHTSA 402	Teen Safety Program	2022	$187,039	$46,760	$74,816

Planned Activity: Parent / Teen Safe Driving Modeling and Education

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Education & Outreach**

Planned Activity Description:

Funds will be provided to the Community Alliance for Teen Safety (CATS) and Matrix Entertainment to provide information and education to youth and families related to distracted driving and safe driving habits in an effort to save lives. The project shall educate and strengthen families through encouraging more positive communication between youth and parents, and to advocate for

parent-teen driving contracts, while emphasizing the importance of a parent's role in modeling safe driving habits for their children. Funds for this project shall provide distracted driving teen driver outreach and education services using printed materials (posters, flyers, and campaign materials), media production (PSAs developed by students), distracted driving and seat belt consultants, presenters, and travel for teens to attend the Governor's Traffic Safety Conference. Funds shall be used to help develop a program that educates young drivers about the risk of distracted driving through the use of social media, radio, and educational Power Point presentations, that will be used in High schools and/or driver education classes in FFY 2023. There will be an evaluation component to measure.

Intended Sub Recipients:

- Community Alliance for Teen Safety (CATS)
- Matrix Entertainment

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-08-05	Parent/Teen Safe Driving Modeling and Education	BIL/SUP/ NHTSA 402	Teen Safety Program	2022	$20,000	$5,000	$5,000

Countermeasure Strategy: TD Media Campaign

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Media Campaign**

Project Safety Impacts

The OHS Media Campaign provides funding to conduct public information and education campaigns, electronic media campaigns, or in-house PSAs to promote driving at safe speeds, to not drive while distracted, and to wear seat belts. Funds shall be used to contract with a public relations firm, organization, or association (such as New Hampshire Departments of Safety, Office of Highway Safety, AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Southern NH University, Keene State College, Plymouth State College, Dartmouth College, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, New Hampshire Auto Dealers Association, Alliance Sports Marketing, Matrix Entertainment,

NHIAA, etc.) to conduct public information and education campaigns to encourage the use of seatbelts. Funds shall also support contracts to provide public information and education campaigns, focusing on the state's primary law requiring all persons up to age 18 to buckle up. Funds may also be used for an electronic media campaign, or an in-house program, to promote and encourage the use of restraints. These collaborative efforts within the Planned Activity Paid Media are hoped to reduce crash-related deaths and injuries across the State.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Funding the Teen Driver Safety countermeasure strategy to support the planned activity Teen Driver Media Campaign will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all youth operator education and messaging. It is anticipated that this planned activity will help to continue to maintain speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average), maintaining unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and projecting a serious injury target of 466.4 (2019-2023 average).

Rationale

The Media Campaign countermeasure strategy was selected within the Teen Driver program area as it represented a good opportunity to help to achieve the stated program area performance goal, with the funding allocation in the planned activity Paid Media. NH OHS will continue to partner with the Dartmouth Injury Prevention Center to reach out to teen drivers to emphasis the importance of utilizing restraint devices while operating a motor vehicle. The funding in this planned activity will allow the NH OHS to utilize PSA's developed by our partners and reach out to a wider audience such as the parents and guardians of teen drivers. Teen drivers continue to be involved in crashes related to distraction and have been shown to also be involved in crashes related to excessive speed. Continuing the messaging at all levels will be paramount to our goal of modifying behavior and changing the thought process with teen drivers that speeding and distraction while operating a motor vehicle are not acceptable behaviors.

Planned Activity: Paid Media

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Media Campaign**

Planned Activity Description:

This planned activity will meet the requirements within the Grant Funding Policy Part II E by insuring that all television public service announcements include closed captioning. In addition, they

will be evaluated based on the criteria set out in the 402 Advertising Space Guidance. NHTSA's guidelines are followed for messaging, demographics, best practices, and target groups for each media effort. This planned activity will provide funding for the New Hampshire Department of Safety, Office of Highway Safety, AAA, iHeartMedia, NH Fisher Cats, UNH Wild Cats, Derry Cats, Injury Prevention Center, Digital Signs, Educational Media Assets, WMUR TV, Comcast, Ross Express, Destination Media DBA GSTV, Alliance Sports Marketing, Matrix Entertainment Inc., NHIAA, etc. and/or other media sources to conduct public information and education campaigns. These campaigns may consist of electronic media, public service announcements, print audio activities etc. to address distracted driving, speed, seatbelt use, and impaired driving. The NH OHS shall coordinate highway safety messaging with the NHTSA National Mobilizations (i.e. "Drive Sober or Get Pulled Over", "Click It or Ticket," Distracted Driving "U Drive– U Text– U Pay", etc.). Funding for this planned activity will be specifically targeted towards the driving behavior of this age group and will also have limited emphasis on all age groups of drivers. The outcome of these comprehensive paid media efforts will be best measured by a reduction in motor vehicle crashes and the deaths and injuries that result from speed, distracted driving, unrestrained occupants and alcohol and/or drug impaired driving.

Intended Sub Recipients:

- NH Department of Safety
- Community Alliance for Teen Safety (CATS)
- Injury Prevention Center at CHaD
- Digital Signs
- AAA
- UNH Wildcats
- Fisher Cats
- NH OHS
- Educational Media Assets
- Comcast
- Destination Media DBA GSTV
- Alliance Sports Marketing
- Matrix Entertainment Inc.
- WMUR
- iHeartMedia
- NHIAA

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-08-03	Paid Media	BIL/SUP/ NHTSA 402	Paid Advertising	2022	$50,000	$12,500	

Countermeasure Strategy: TD Program Management

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the Planned Activities Planning & Administration and NH OHS Staff. Staff members will work to service enforcement, DUI, distracted driving, seat belt, and other supportive projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in addressing speed related and unrestrained fatalities.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, and other projects, and will therefore help to continue to meet the performance target by maintaining speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average), maintaining unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and projecting a serious injury target of 466.4 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Teen Driver program area.

Planned Activity: Planning & Administration

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and

Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning &Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of state traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-08-01	Planning & Administration	BIL/SUP NHTSA 402	Teen Safety Program	2022	$23,750	$23,750	

Planned Activity: NH OHS Staff

Program Area: **Teen Traffic Safety Program (TD)**

Countermeasure Strategy ID: **TD Program Management**

Planned Activity Description:

This Planned Activity will support NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-08-02	NH OHS Staff	BIL/SUP/ NHTSA 402	Teen Safety Program	2022	$24,660	$6,165	

Program Area: Community Traffic Safety Program

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
1	C-1	C-1) Number of traffic fatalities (FARS)	5 Year	2019	2023	111.6
2	C-2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 year	2019	2023	466.4

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Serious injury crashes decreased from 504 in 2020 to 482 in 2021. With statistics such as these, it is the goal of NH OHS through the countermeasure strategy, Community Education/Outreach, to meet the performance target of reducing fatalities from 117.8 (2018-2022 average) to 111.6 for the (2019-2023 average). Maintain existing performance for serious injuries at 465.4 (2018-2022 average) to 466.4 for the (2019-2023 average).

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of Traffic Fatalities	• COB Community Education & Outreach	5 Year	2019	2023	111.6
C-2) Number of Serious Injuries in traffic crashes	• COB Community Education & Outreach	5 year	2019	2023	466.4

Countermeasure Strategy: Community Education & Outreach

Program Area: **Community Traffic Safety Program (COB)**

Countermeasure Strategy ID: **COB Education & Outreach**

Project Safety Impacts

This strategy represents a good opportunity to help to achieve the stated performance goal by utilizing New Hampshire law enforcement agencies and non-profit organizations to conduct important highway safety messaging. Education and outreach is a key component of the highway safety plan. The funding for this planned activity is to leverage the expertise and resources of our law enforcement partners and nonprofit organizations to effectively educate drivers in marginalized communities on highway safety to help reduce crashes and save lives. Additionally, New Hampshire will reviewed the recently conducted FFY 2021 Driver Education Program assessment for any recommendations mentioned. Within this assessment under the opportunities/recommendations for Section 1: Program Administration, it is mentioned, to provide for alternate language options as an accommodation to meet cultural and diverse learning style needs of the citizens of New Hampshire. In FFY 2023, it is possible that this project may be able to assist in making this effort a reality as it is geared towards providing important highway safety messaging to marginalized communities and or drivers.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Serious injury crashes decreased from 504 in 2020 to 482 in 2021. Funding the Community Education and Outreach countermeasure strategy to support the following planned activity will greatly support the overall mission statement of the NH OHS by helping to reduce fatalities from 117.8 (2018-2022 average) to 111.6 for the (2019-2023 average) and increase

existing performance for serious injuries from 465.4 (2018-2022 average) to 466.4 for the (2019-2023 average).

Rationale

This Education and Outreach countermeasure strategy was selected to achieve providing educational highway safety messaging to traditionally marginalized communities and New Hampshire drivers. This strategy represents a good opportunity to help to achieve the stated performance goal by utilizing New Hampshire law enforcement agencies and non-profit organizations to conduct important highway safety messaging. Education and outreach is a key component of the highway safety plan. The funding for this planned activity is to leverage the expertise and resources of our law enforcement partners and non-profit organizations to effectively educate drivers in marginalized communities on highway safety to help reduce crashes and save lives.

Planned Activity: Community Outreach and Betterment (COB)

Program Area: **Community Traffic Safety Program**

Countermeasure Strategy ID: **Education & Outreach**

Planned Activity Description:

Funds will be provided to New Hampshire State Police and 10 local law enforcement agencies (in urban locations) and 5 local law enforcement agencies (in rural locations), as well as, 2 nonprofit organizations to conduct a Community Outreach & Betterment (COB) highway safety grant to communities throughout New Hampshire. Funds will also be used to support interpretation/translation services, printing expenses used to provide handouts incorporating highway safety messaging to participants, food (light refreshments), and hall or location fee (if necessary). The purpose of the COB Grant is to educate communities and traditionally marginalized New Hampshire drivers, on important highway safety messaging (i.e. Child Passenger Safety, Seat Belt Safety, Impaired Driving, Distracted Driving, Pedestrian & Bicycle Safety, Speeding, Driver Safety, Rules of The Road, etc.) while encouraging diversity and collaboration among all highway safety partners involved. The NH OHS is very excited to have developed this program to be implement in FFY 2023 under the Federal Government Executive Order that states "The Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government (EO 13985) pursues a comprehensive approach to advancing equity for all, including people of color and others who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality." Using these federal funds from the National Highway Traffic Safety Administration (NHTSA), awarded agencies and organizations will be able to conduct educational outreach programs to groups in New Hampshire identified by NHOHS that would best be served by direct and targeted highway safety messaging. Under the COB Grant, these groups are identified as:

- Refugee/New Americans
- Underserved/low income neighborhoods
- Older drivers; low vision or hearing impaired drivers
- Youth drivers
- Limited English Proficient (LEP) groups
- Elementary/High School/Drivers Educational programs
- Persons with disabilities

NHOHS believes highway safety messaging (i.e. Child Passenger Safety, Seat Belt Safety, Impaired Driving, Distracted Driving, Pedestrian & Bicycle Safety, Speeding, Driver Safety, Rules of The Road, etc.) is imperative and should be easily accessible to all persons and communities, regardless of resources or funding.

Intended Sub Recipients:

- Local Police Departments
- New Hampshire State Police
- AAA
- Derry CATS

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-09-03	Community Outreach & Betterment (COB)	BIL/SUP NHTSA 402	Community Outreach NHTSA 402	2022	$275,000	$68,750	$275,000
23-09-03	Community Outreach & Betterment	Bill/SUP 405d Impaired Driving Low	Community Outreach 405d Impaired Driving Low	2022	$20,000	$5,000	
23-09-03	Community Outreach & Betterment	BIL/SUP NHTSA 402	Community Outreach NHTSA 402	2022	$20,000	2,500	$20,000

Countermeasure Strategy: COB Program Management

Program Area: **Community Traffic Safety Program**

Countermeasure Strategy ID: **Education & Outreach**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the Planned Activities Planning & Administration and NH OHS Staff. Staff members will work to service enforcement, DUI, distracted driving, seat belt, and other supportive projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in addressing crashes and the resulting fatalities and serious injuries.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment, and other projects, and will therefore help to continue to meet the performance target by maintaining speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average), maintaining unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2022 average) and projecting a serious injury target of 466.4 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Community Outreach and Betterment (COB) program area.

Planned Activity: Planning & Administration

Program Area: **Community Traffic Safety Program**

Countermeasure Strategy ID: **Education & Outreach**
Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning and Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning &Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of state traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-09-01	Planning & Administration	BIL/SUP NHTSA 402	Community Outreach NHTSA 402	2022	$23,750	$23,750	

Planned Activity: NH OHS Staff

Program Area: **Community Traffic Safety Program**

Countermeasure Strategy ID: **Education & Outreach**

Planned Activity Description:

This Planned Activity will support NH OHS staff positions (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS Staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, office operation proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-09-02	NH OHS Staff	BIL/SUP/ NHTSA 402	Community Outreach NHTSA 402	2022	$35,000	$8,750	

Program Area: Traffic Records (TR)

Traffic Safety Problem Identification

Associated Performance Measures

Sort Order	Target Identifier	Performance Measure Title	Target Period	Target Start Year	Target End Year	Target Value
17	A-5	A-5) TR E-Crash/Ticket Advancement	Annual	2022	2023	134

The NH Office of Highway Safety has created an inter-agency, inter-governmental Traffic Records Task Force composed of agencies involved in highway safety for the purpose of providing direction on all matters related to the State of New Hampshire's Traffic Records System with the mission to reduce traffic crashes and the resulting deaths, injuries, and the severity of injury related to road trauma.

The two-tier Task Force is established with membership from the: NH Office of Highway Safety, NH Department of Safety, NH Department of Transportation, NH Department of Health & Human Services, Administrative Office of the Courts, NH Insurance Department, and the NH Association of Chiefs of Police.

The Task Force includes the Traffic Records Executive Committee (TREC) comprised of department heads who will provide policy, strategic oversight, and support of recommendations (subject to appropriations) and the Traffic Records Coordinating Committee (TRCC) comprised of professional and technical staff from the various departments including data collectors, data systems managers, and

data users with the technical expertise to look at the following data systems: Crash, Roadway, Vehicle, Driver, Enforcement, and Adjudication.

In order to make data-driven decisions, the States' traffic records systems need to provide the information necessary to the various stakeholders to implement programs and countermeasures that reduce motor vehicle crashes, injuries and fatalities.

This plan includes new projects and updates on ongoing projects that improve the various core traffic records data systems, specifically, the crash, citation, and EMS run reporting systems. It also includes projects that will assist in analyzing and reporting on traffic records data. For FFY 2023, the selected projects address the recommendations made because of the NHTSA Traffic Records Assessment that concluded in April 23, 2019.

The E-Crash/Ticket equipment project will continue for 2023. This equipment will allow New Hampshire law enforcement agencies to submit citations and crash reports to the State electronically instead of manually. Currently, there is a minimal backlog of these reports that are entered by DMV staff, resulting in untimely data for analysis. With the use of this equipment, enforcement agencies shall be able to complement the electronic applications already built by Tri Tech or another vendor and use this software and equipment on the road to not only help document motor vehicle activity efficiently, but also submit reports to the state electronically. This will enable the State to have more accurate and timely access to data as well as help reduce the backlog of unrecorded data.

The Mobile Data Terminal Project for locals will also continue for 2023 to assist law enforcement agencies in purchasing Mobile Data Terminals to facilitate the electronic submission of crash and citation data to the State.

The NH OHS is looking forward to the continuation of the E-Crash/Ticket Equipment projects (MDT's, Printers, Scanners, GPS, and Mounts, and Firewall Software, etc.). Data from this equipment funded through the NH OHS will continue to be submitted electronically to the State "Vision" system. As integration continues, the majority of law enforcement agencies in the State will be submitting data to this central repository, which will not only reduce the backlog of crash reports entered manually, but also provide the necessary data needed to identify areas where enforcement efforts need to be deployed, helping to decrease traffic crashes, save lives, and reduce the potential for injury.

Countermeasure Strategies & Planned Activities

Performance measure name	Countermeasure Strategies in this Program Area	Target Period	Target Start Year	Target End Year	Target Value
A-5) TR E-Ticket Advancement	• TR Improve Timeliness • TR Program Management • TR Improve Accessibility	5 Year	2022	2023	134

	• TR Improve Completeness • TR Improve Integration				

Countermeasure Strategy: TR Improve Timeliness

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Timeliness**

Project Safety Impacts

Currently the State of New Hampshire maintains two separate methods of obtaining crash related data submitted from State, county and local law enforcement. The use of manually completed crash reports by county and local law enforcement has caused a backlog of crash data entry at the New Hampshire Division of Motor Vehicles. This backlog has repeatedly impeded the ability of the New Hampshire Office of Highway Safety to develop a timely highway safety plan as well as impeded the New Hampshire Department of Transportation's (NHDOT) ability to collaborate with the NH OHS during their development of the State Highway Improvement Plan. NH DOS has been working diligently to automate the electronic crash record reporting system. To date, there are 114 local law enforcement agencies utilizing an electronic reporting system submitting MMUCC IV or MMUCC V compliant crash reports to the DMV VISION system. The goal of the NH OHS is to continue progress with migrating all law enforcement agencies throughout the state to the electronic MMUCC IV/V compliant crash reporting system. By continuing to support and fund E Crash/Ticket equipment, a vendor to assist in the establishment of VPN connectivity, as well as funding a crash data analyst, and crash data entry, the state of New Hampshire will see a measurable improvement in the timeliness of the submission of critical crash data.

Linkage between Program Area

The NH OHS is looking forward to the continuation of the E-Crash/Ticket equipment and VPN project. Data from this equipment funded through the NH OHS will be submitted electronically to the State VISION system which is currently the core Highway Safety data system. With this countermeasure and through the use of these planned activities, law enforcement agencies in the State will be able to submit crash report data that is MMUCC IV/V compliant, electronically, which will not only reduce the backlog of crash reports entered manually, but also assist in meeting our performance measure and more importantly provide the necessary data needed to identify areas where enforcement efforts and other countermeasures need to be deployed, helping to decrease traffic crashes, save lives, and reduce the potential for injury.

Rationale

Timeliness and accuracy of crash reporting are critical to being able to evaluate and analyze the effectiveness of the Highway Safety Plan. Through the use of the demographic data provided, a meta-analysis of the crash data can be performed and the areas in most need of funding support can be identified. Without the funding to continue these planned activities, the state, county, and local law enforcement agencies will not be able to meet the proposed performance targets related to timeliness of crash report submission.

Planned Activity: Crash Data – NH DMV

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Timeliness**

Planned Activity Description:

This planned activity will enable the NH Division of Motor Vehicles to fund the crash related activities associated with crash data input for 2-part time members for the manual data entry of crash reports (not including commercial vehicles and fatalities). Funds shall be used to support Personnel Services and the 3,744 support hours and benefits at $41,648.00 and indirect costs at $5,640.00. This will increase the timeliness of processing manually submitted crash reports to allow for accurate, updated data collection and reporting activities that play a critical role in the state being able to identify highway safety problems and causes to develop corrective countermeasures and programs. In addition, a Data Analyst will retrieve data that will then be analyzed to produce spreadsheets and graphics for management/program decision making. Specifically, data collected from crash or enforcement efforts to include speed and impairment infractions. The data entered into a database will be used for analysis to target areas for enforcement efforts and for budgetary planning. This data will also be used to provide performance indicators to support highway safety projects in order to meet highway safety goals.

Intended Sub Recipients:

- NH Division of Motor Vehicles

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-05	Crash Data – DMV	BIL/SUP 405c Data Program	405c Data Program	2022	$50,000	$12,500	

Planned Activity: E-Ticket/Crash Upgrade and J-One Installation Assistance

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Timeliness**

Planned Activity Description:

The purpose of this project is to enhance the State designed and built E-Ticket application and to enable state, county, and local law enforcement agencies to implement and deploy E-Ticketing functionality, utilizing their 3rd party vendors.

Funds shall be provided to contract with the vendor NIIT Technologies to continue to enroll local and county law enforcement agencies into a secure VPN, enabling them to effectively deploy E-Citation and E-Crash. This will increase significantly the number of agencies that will be able to participate in the E-Citation/E-Crash program, resulting in more timely submission of data, as well as reduced errors due to the fact that the applications have edit checks, to ensure that the data captured is what was intended. This, in conjunction with the parallel requests to have existing RMS vendors modify their existing software to allow for electronic submission of data, should result in upwards of 90% of the agencies in the State having the ability to transmit and utilize electronic data.

Additionally, many New Hampshire enforcement agencies submit manual citations and crash reports to the State. Currently, there is a backlog of these reports that are entered by DMV staff, resulting in untimely data for analysis. With the use of this equipment, enforcement agencies shall be able to complement the electronic applications already built by TriTech or another vendor and use this software and equipment on the road to not only help document motor vehicle activity efficiently, but also submit reports to the State electronically. This will enable the state to have more accurate and timely access to data as well as help reduce the backlog of unrecorded data. This equipment shall also help provide the necessary data needed to identify areas where enforcement efforts need to be deployed, helping to decrease traffic crashes, save lives, and reduce the potential for injury.

This project also provides grant funds to assist local law enforcement agencies in purchasing hardware (i.e. security firewall hardware, etc.), mobile data terminals, printers, scanners, and GPS devices and mounts to facilitate electronic data collection of crash and citation data, as well as support the purchase of equipment and training for the Crash Analysis Reporting (CAR) for State Police and local LE CAR teams.

Intended Sub Recipients:

- NIIT Technologies
- NH State Police CAR Team
- Local LE CAR Teams
- Local LE agencies (35 participating agencies)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-06	E-Ticket/Crash Upgrade and J-One Installation Assistance/Car Unit	BIL/SUP 402 Data Program	402 Data Program	2022	$213,718	$53,430	$213,718
23-03-06	E-Ticket/Crash Upgrade and J-One Installation Assistance/Car Unit	BIL/SUP 405c Data Program	405c Data Program	2022	$176,000	$44,000	
23-03-06	E-Ticket/Crash Upgrade and J-One Installation Assistance/Car Unit	BIL/SUP/ 405c Data Program	405c Data Program	2022	$50,000	$12,500	

Countermeasure Strategy: TR Program Management

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Project Safety Impacts

Funds shall be provided to support NH OHS staff that work within the planned activities NH OHS Staff and Planning & Administration. Staff members will work to service enforcement, distracted driving, and seat belt related projects. Funds will also cover travel, professional development expenses, and other related program expenses, such as conferences and trainings, within the planned activity Planning & Administration. Efforts made under this countermeasure and within these planned activities will contribute to the overall mission statement and help in continuing to reduce crashes and the resulting injuries and or fatalities.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Serious injury crashes decreased from 504 in 2020 to 482 in 2021. Funding the Program Management countermeasure strategy to support the planned activities NH OHS Staff and Planning & Administration will greatly support the overall mission statement of the NH OHS through the implementation and servicing of all enforcement, equipment and other projects and will therefore help to continue to meet the performance targets by maintaining speed related fatalities at 54.00 (2018-2022 average) to 54.00 (2019-2023 average), maintaining unrestrained fatalities at 47.70 (2018-2022 average) to 47.70 (2019-2023 average) and projecting a serious injury target of 466.4 (2019-2023 average).

Rationale

The Program Management countermeasure strategy was selected for these planned activities as it represented a good opportunity to help to achieve the stated performance goal within the Traffic Records program area.

Planned Activity: Planning & Administration

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Planned Activity Description:

This planned activity will support NH OHS positions of Commander, Program Manager, Accountant, and Program Assistant that are involved in the Office of Highway Safety Planning & Administration responsibilities. Funds will be provided to support salaries, travel, attending conferences and or training, operating costs, office space and other overhead costs, supplies, equipment, materials, indirect costs, proportional to this program area. In addition, responsibility for the coordination of the State Highway Safety Office (SHSO) Governor's Traffic Safety Commission rests with position(s) funded under this planned activity. Also, position(s) under Planning & Administration may provide oversight of Traffic Records Coordinating Committee, Senior Mobility, Corporate Outreach, School Bus, Special Projects, Roadway Safety programs, and the evaluation and analysis of State traffic safety programs, etc.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-01	Planning & Administration	BIL/SUP NHTSA 402	Planning and Administration	2023	$23,750	$23,750	

Planned Activity: NH OHS Staff

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Planned Activity Description:

This Planned Activity will support all NH OHS staff positions proportional to this program area (excluding Captain, Program Manager, Accountant, and Program Assistant) to coordinate the development and implementation of new and existing highway safety programs. NH OHS staff members will work in conjunction with local and state police to promote strategies and policies to strengthen our mission and make the roadways safe for all to travel. Funds will be provided for salaries, travel related expenses relative to state and national conferences and trainings, in-state travel, supplies, and office operation, proportional to the program area and indirect costs.

Intended Sub Recipients:

- NH Office of Highway Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-02	NH OHS Staff	BIL/SUP NHTSA 402	Traffic Records	2023	$48,750	$12,188	

Planned Activity: Traffic Records Consultant

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Program Management**

Planned Activity Description:

This task shall continue to allow funds to be used by the New Hampshire Office of Highway Safety to hire a consultant to provide support and assistance for the continued development of the State of New Hampshire Traffic Records program. This consultant shall be responsible for arranging and providing direction, support, and assistance for up to (3) Traffic Records Coordination Committee (TRCC) meetings for each Federal Fiscal year. This consultant shall also be responsible for preparing and distributing TRCC meetings notices, agendas, and minutes to TRCC/TREC members. Responsibilities of the consultant shall also include providing required traffic records information/data to NHTSA/NH OHS to update the Traffic Records Strategic Plan, the annual report, coordinate and conduct the traffic records assessment and assessment workshops to address recommendations, and develop performance measures. This consultant shall also provide budgets for those projects selected for consideration for 405c funding and support the administration and activities of the TRCC and its subcommittees. This involves providing expert opinion on traffic records related subjects and insuring the TRCC activities are focused on the vision and mission to develop, maintain, and track accomplishments related to the state's plan for Traffic Records Improvement.

Intended Sub Recipients:

- Traffic Records Consultant (currently Lexis Nexis)

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-03	Traffic Records Consultants	BIL/SUP 405d flex	Traffic Records	2021	$75,000	$18,750	

Countermeasure Strategy: TR Improve Accessibility

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Accessibility**

Project Safety Impacts

In order to make data-driven decisions, the State's traffic records systems need to efficiently collect and provide the information necessary to implement programs and countermeasures that reduce motor vehicle crashes, injuries, and fatalities. Within the Traffic Records program area, there are ongoing projects that improve the various core traffic records data systems, specifically, the crash, citation, and EMS run reporting systems. It also includes projects that will assist in analyzing and reporting on traffic records data. For FFY 2023, the selected projects address the recommendations made because of the NHTSA Traffic Records Assessment that concluded in April 2019. Funds will be provided to the Department of Safety to improve the accessibility of the core highway safety database through the countermeasure strategy Improve Accessibility; within the planned activity Data Analysis, data will be entered into the database for analysis. Improved accessibility to cumulative data and subsequent analysis will provide performance indicators to help determine the levels of support of highway safety projects in order to meet specific goals. This will greatly assist the New Hampshire Office of Highway Safety and its partners to better identify areas where enforcement efforts and media messaging are most needed, thus positively impacting overall traffic safety by helping to decrease traffic crashes, related fatalities, and serious injuries.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. This is a 7% increase in fatal crashes and a 14% increase in fatalities as compared to 2020. Serious injury crashes decreased from 504 in 2020 to 482 in 2021. Through initiatives, such as the countermeasure strategy Improve Accessibility, and with funds allocated within the planned activity Data Analysis, along with other projects, we hope to contribute greatly to the efficient collection, sharing, and analysis of the State's traffic records data. Efforts such as this will help meet the stated performance targets within the Traffic Records program area and the overall Highway Safety Plan and therefore help to minimize crashes and the resulting injuries and or fatalities.

Rationale

The Improve Accessibility countermeasure strategy was selected along with the funding allocation for the planned activity Data Analysis, as it represented the best opportunity to help to achieve the stated performance goals within the Traffic Records program area and ultimately the core performance measures within the Highway Safety Plan.

Planned Activity: Data Analysis

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Accessibility**

Planned Activity Description:

Funds shall be provided to the Department of Safety for a Data Analyst who will retrieve, collect, and analyze traffic records data to produce spreadsheets and graphics for management/program decision making. Specifically, data collected from crash or enforcement efforts will include speed, impairment, and other motor vehicle violations. Data will be entered into a core database for statistical analysis to determine locations in the State that may have significant highway safety related issues or concerns. These areas can then be targeted to provide enforcement or media messaging efforts to address the particular issues. This will help support the Office of Highway Safety by also providing performance indicators to better determine support of highway safety projects and to more effectively and efficiently share and disseminate this important traffic records data with other highway safety partners to help meet our shared highway safety goals. This will ultimately help to reduce traffic crashes, save lives, and reduce the potential for injury. For FFY 2023, the data analyst will continue to produce an annual report on serious bodily injury crashes/injuries similar to that which is already prepared for fatalities. This tool will become a principal tool to reduce fatalities and injuries

Intended Sub Recipients:

- NH Department of Safety

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-08	Data Analysis	NHTSA 402	Traffic Records	2022	$17,100	$4,275	

Countermeasure Strategy: TR Improve Completeness

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Completeness**

Project Safety Impacts

This countermeasure provides funding and support for the Fatality Analysis Reporting System (FARS) Analyst. The FARS Analyst is responsible for gathering, translating, and transmitting NH's State fatality data to the National Center for Statistics and Analysis (NCSA) in a standard format. The analyst enters the coded data into a local microcomputer data file, and updates are sent to NHTSA's central FARS Web-accessed database. The analyst obtains the documents needed to complete the FARS cases, which generally include some or all of the following:

- Police crash reports

- State vehicle registration files
- State driver licensing files
- State highway department data
- Vital records department data
- Death certificates
- Coroner/medical examiner reports
- Emergency medical service reports

Having complete data helps NH provide analysis of traffic safety crashes in order to identify problems, and evaluate countermeasures leading to reducing fatalities and serious injuries resulting from motor vehicle crashes. Providing complete data to NHTSA also allows a national look at highway safety issues that may be trending that states need to be aware of or on the lookout for.

Linkage between Program Area

In 2021, 118 fatalities resulted from 106 fatal crashes. Through initiatives such as the countermeasure strategy Improve Completeness and with funds allocated within the planned activity Fatal Analysis Reporting, along with other projects, we hope to contribute greatly to the efficient collection, sharing, and analysis of the State's traffic records data. Efforts such as this will help meet the stated performance targets within the Traffic Records program area, and the overall Highway Safety Plan, and therefore help to minimize crashes and the resulting injuries and or fatalities.

Rationale

The countermeasure was chosen for this planned activity, Fatal Analysis Reporting, as it was the best representative of the activity's objective. Consistent and frequent monitoring of fatalities, to include location and causation of fatalities, will allow the NH OHS to deploy the necessary countermeasures and planned activities throughout the year in an effort to not only meet our established goals for FFY 2023, but also significantly reduce fatalities and SBI statewide.

Planned Activity: Fatality Analysis Reporting

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Completeness**

Planned Activity Description:

The Fatality Analysis Reporting System (FARS) gathers data on fatal traffic crashes that occur each year. This data is essential in order to evaluate existing and proposed highway and motor vehicle safety standards, to identify traffic safety problems, and to establish better ways of dealing with these problems. This project will allow for the uniform and timely compilation of data, both statistical and

specific information to assist local, state and federal agencies to prevent further loss of life. This task will supplement other federal funds that support the data analyst position.

Intended Sub Recipients:

- NH Division of Motor Vehicles

Account Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-07	Fatality Analysis Reporting	405c Data Program	405c Data Program	2022	$78,000	$19,500	

Countermeasure Strategy: TR Improve Integration

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Integration**

Project Safety Impacts

The "Core Highway Safety Database" will integrate external and internal data flows over a virtual mediated schema, resulting in "virtual data integration" of data flows from the DMV, EMS, DOS, and DOT. The "Core Highway Safety Database" will integrate MMUCC compliant crash data, E-Crash, E-Citation Data, EMS crash response injury data, and DOT multi-source roadway & traffic flow data, into an integrated analytical format that will identify, sort, and classify highway safety vectors which will establish effective and efficient methods for deploying law enforcement and other NH OHS resources such as equipment and staffing.

The "Core Highway Safety Database" will also utilize geo-mapping to identify areas that have high incidences of crashes and traffic violations, which, by the application of NH OHS resources, will directly reduce the incidence of crashes, and traffic violations on New Hampshire roadways.

Linkage between Program Area

The "Core Highway Safety Database" will facilitate identification of areas that have high incidences of crashes and traffic violations along with detailed data points and applications of NH OHS

resources to reduce the incidence of crashes, and traffic violations on New Hampshire roadways which will indirectly impact the following Performance Targets:

C-1) Number of traffic fatalities (FARS)

C-2) Number of serious injuries in traffic crashes (State crash data files)

C-3) Fatalities/VMT (FARS, FHWA)

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

C-6) Number of speeding-related fatalities (FARS)

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

C-10) Number of pedestrian fatalities (FARS)

C-11) Number of bicyclists' fatalities (FARS)

Rationale

The "Core Highway Safety Database" will identify areas that have high incidences of crashes and traffic violations, along with detailed data points and with the application of NH OHS resources will indirectly reduce crashes and serious injuries on New Hampshire roadways.

Planned Activity: Core Highway Safety Database

Program Area: **Traffic Records (TR)**

Countermeasure Strategy ID: **TR Improve Integration**

Planned Activity Description:

The "Core Highway Safety Database" will integrate external and internal data flows over a virtual mediated schema, resulting in "virtual data integration" of data flows from the DMV, EMS, DOS, and DOT. The "Core Highway Safety Database" will integrate MMUCC compliant crash data, E-Crash, E-Citation Data, EMS crash response injury data, and DOT multi-source roadway & traffic flow data into an integrated analytical format that will identify, sort, and classify highway safety vectors which will establish effective and efficient methods for deploying law enforcement and other NH OHS resources. The "Core Highway Safety Database" will also utilize geo-mapping to identify areas that have high incidences of crashes and traffic violations, which, by the application of NH OHS resources, will directly reduce the incidence of crashes and traffic violations on New Hampshire roadways.

The "Core Highway Safety Database" will facilitate identification of areas that have high incidences of crashes and traffic violations. Along with these detailed data points, the expertise of the

NH OHS will be deployed to reduce the incidence of crashes, and traffic violations on New Hampshire roadways and will directly impact Performance Targets. The NH OHS continues to explore how this database will be implemented and if actual equipment will need to be purchased or if a module will need to be purchased to allow access to a database housed at an agency other highway safety.

Intended Sub Recipients:

- NH Office of Highway Safety is tentatively the planned sub recipient for this core highway safety database. However, it may later be determined that the core highway safety database would be better housed and maintained at a different location (the DMV, DOT, etc.). If this was to occur, the NH OHS would require access to this database by acquiring specific modules to provide the analytics needed.

Activity Funding Information:

Unique Identifier	Planned Activity	Funding Source	Eligible use of Funds	Source Year	Estimated Funding Amount	Match Amount	Local Benefit
23-03-09	Core Highway Safety Database	405c Data Program	405c Data Program	2022	$285,000	$71,250	
23-03-09	Core Highway Safety Database	405c Data Program	405c Data Program	2023	$75,112	$18,778	

Evidence-Based Traffic Safety Enforcement Program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

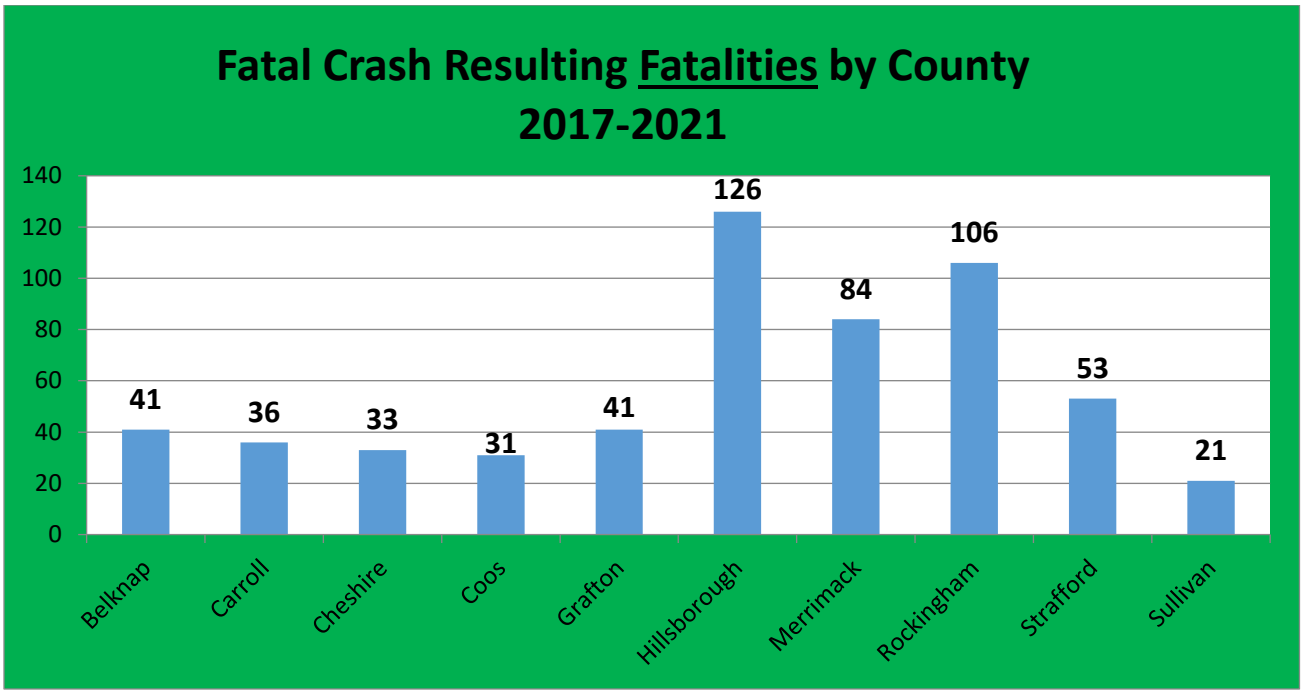
Unique Identifier	Planned Activity Name
23-04-04	Distracted Driving Enforcement Patrols
23-04-11	Distracted Driving Mobilizations
23-02-04	Enforcement Patrols/Speed Patrols/Equipment

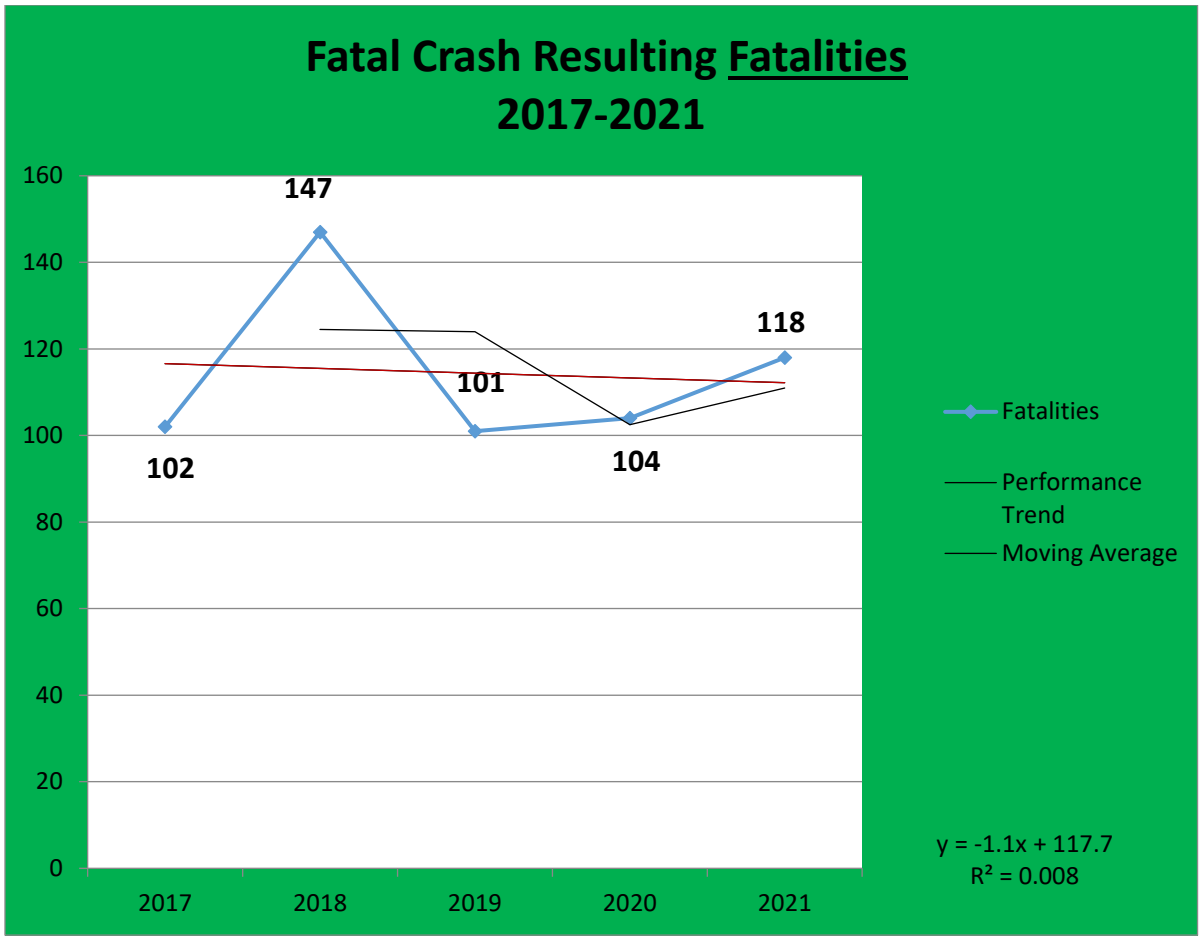
23-07-04	ID DWI/DUI/DRE Patrols, Checkpoints,
23-07-11	Impaired driving National Campaigns
23-01-04	Join The NH Clique (Click It or Ticket)
23-02-11	Operation Safe Commute
23-06-04	Pedestrian and Bicycle Enforcement Patrols

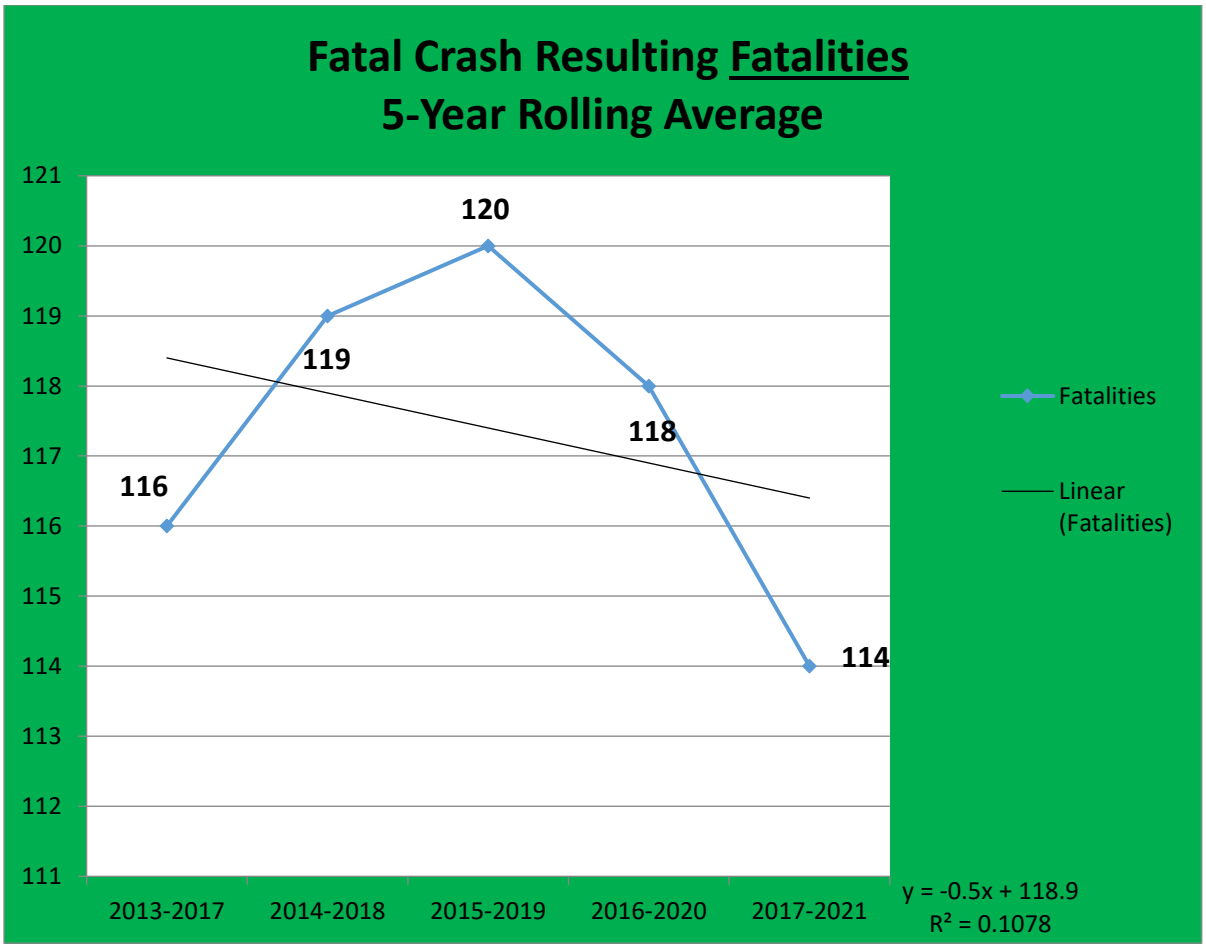
Crash Analysis

Analysis of crashes, crash fatalities, and injuries in areas of highest risk:

Hillsborough, Rockingham, and Merrimack counties represented the highest number of fatal crashes (see chart below) that occurred within New Hampshire in 2017-2021. In 2021, Hillsborough County had the most fatal crashes at 31 and the most non-fatal crashes at 7,230. Fatal crash data has also been collected from 2017-2021 which also shows Hillsborough having the most fatal crashes within these years totaling 126. Using the below data, as well as data from 2017-2021 on serious bodily injury crashes and all crashes, New Hampshire will build its Traffic Safety Enforcement Program (TSEP) through a data driven approach that includes fatalities, serious bodily injuries, EMS data, and the availability of effective resources of our local partners to reduce fatalities and SBI within our state. Reported crash data from calendar year 2021 reflected 507 serious bodily injuries (A) as a result of motor vehicle crashes. The reported crash data also reflected distracted driving as being one of the contributing factors for approximately 15% or potentially more (about 3,400 crashes were unknown in 2021) of all crashes that occurred on New Hampshire roadways. Although the three counties listed above reflect the highest risk as it relates to fatalities and SBI, the NH OHS will partner with as many willing participants who avail themselves to continue to reduce fatalities and SBI throughout our entire State.


Fatal Crash Resulting Fatalities by County
2017-2021
140
120
100
80
60
40
20
0
41
36
33
31
41
126
84
106
53
21
Belknap
Carroll
Cheshire
Coos
Grafton
Hillsborough
Merrimack
Rockingham
Strafford
Sullivan

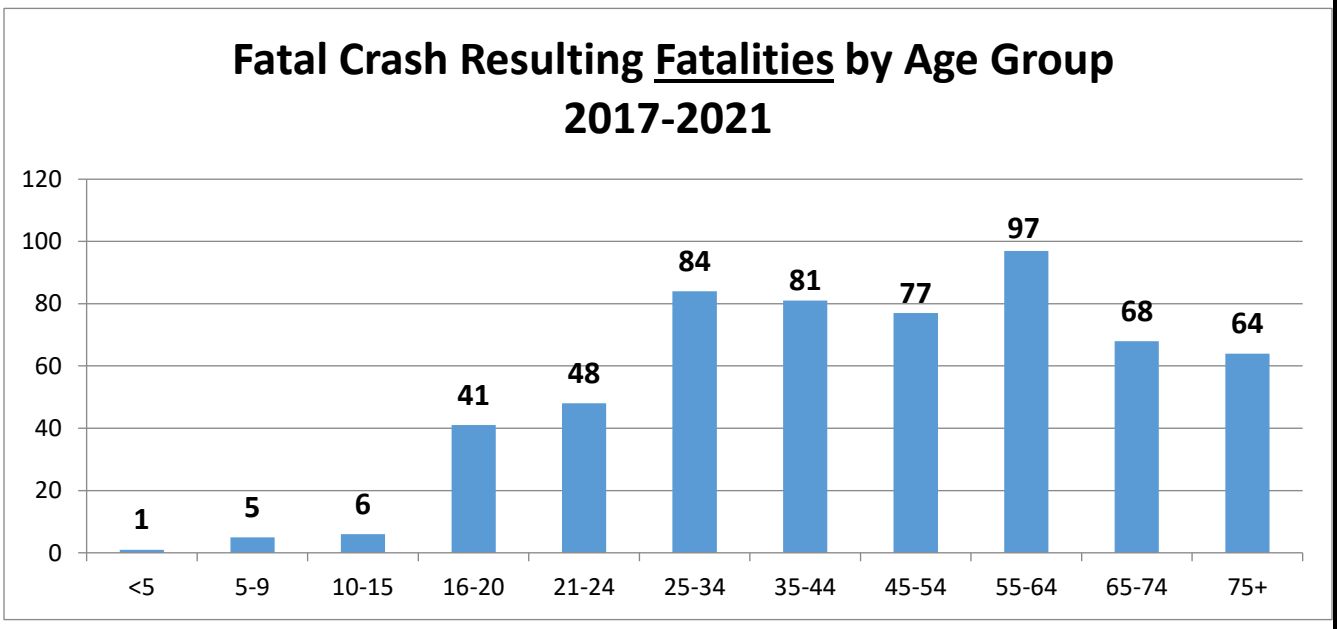

Fatal Crash Resulting Fatalities
2017-2021
160
140
120
100
80
60
40
20
0
147
118
101
102
104
2017
2018
2019
2020
2021
Fatalities
Performance Trend
Moving Average
y = -1.1x + 117.7
R² = 0.008


Fatal Crash Resulting Fatalities
5-Year Rolling Average
121
120
119
118
117
116
115
114
113
112
111
120
119
118
116
114
2013-2017
2014-2018
2015-2019
2016-2020
2017-2021
Fatalities
Linear (Fatalities)
y = -0.5x + 118.9
R² = 0.1078

State of New Hampshire

Age	2017	2018	2019	2020	2021	Total Fatalities	Percent of Total
<5	0	0	0	1	0	1	0.2
5-9	0	2	0	0	3	5	0.9
10-15	2	1	1	0	2	6	1.0
16-20	14	12	5	5	5	41	7.2
21-24	13	10	11	6	8	48	8.4
25-34	10	19	10	22	23	84	14.7
35-44	10	22	14	10	25	81	14.2
45-54	16	19	10	13	19	77	13.5
55-64	14	34	22	19	8	97	17.0
65-74	15	13	13	13	14	68	11.9
75+	8	15	15	15	11	64	11.2
Total	102	147	101	104	118	572	

2021 Update



Deployment of Resources

Highway safety program area problem identification, countermeasure strategies, planned activities:

Correctly identifying communities and their law enforcement agencies to participate in enforcement initiatives requires a data-driven process and careful resource analysis. This process begins when the local police departments electronically transmit crash data via E-Crash technology to the central crash electronic database (VISION) at the Division of Motor Vehicles (DMV) or complete a hard copy of the New Hampshire Uniform Police Crash Report (Form DSMV 159) and submit the hard copy to the NH DMV, which is then entered into the VISION database. Since July 1, 2021, the State Police have been using the Crash Records Management System (CRMS) to electronically submit MMUCC V crash reports to the DMV and the electronic crash database system (VISION). The NH OHS is continuously informing all law enforcement agencies on the importance of submitting MMUCC compliant crash reports as a way to improve the data that the state receives to identify trending highway safety issues to better deploy resources. There are currently 247 law enforcement agencies (234 police departments, 10 county sheriff departments, 2 college police departments, and state police) in total that we would like to have submitting MMUCC compliant crash reports to VISION in the near future. As of June 23, 2022, there are 114 law enforcement agencies (out of 247) that are submitting MMUCC compliant crash reports to VISION.

The central electronic crash VISION database is accessed by the Department of Safety (DOS) Data Analysts who mines and categorizes crash data accordingly by several data points, such as location, vehicle type, time of year, time of day, causative factors, fatality, serious injury, no injury, age, gender etc., which allows our office to drill down into the highway safety problems that are specific to New Hampshire, its counties, and its towns/cities.

Additionally, police departments applying for overtime enforcement patrols and equipment grants are required to submit a strategic data driven plan to address the traffic safety issues plaguing their community, and answer the following questions:

- Has the problem/need been clearly identified?
- Is the problem supported by State or local data or documentation?
- Are Goals and Objectives clearly stated?
- Are they realistic and measurable?
- Are statewide crash statistics regarding impaired driving, distracted driving, occupant protection, and speeding being utilized?
- Are MMUCC compliant crash reports being electronically submitted to the DMV VISION database?
- Is grant application and budget complete, correct, and relevant?

The following criteria are also considered in the allocation process:

1. **Overtime Enforcement Grants are activity based**, therefore the application's merit, in terms of current activities, past performance, and the potential grantee's ability to perform the activities is considered. Stops per hour are also considered along with DUI or other traffic arrests.

2. **Traffic Count**- this a count of vehicular or pedestrian traffic, which is conducted along a particular road, path, or intersection.

3. **Location of High Priority Corridors** (DOT Tiers 1 & 2), defined as a stretch of roadway with a proportionally higher rate of serious and/or fatal traffic crashes to include Interstates, Turnpikes, Routes, and Statewide Corridors, that have the highest traffic volumes and speeds in the entire State, as well as Multi-lane divided highways that convey the majority of commuter, tourist, and freight traffic throughout the State.

This data along with our DOS/NH OHS crash data, NH OHS internal traffic enforcement data and EMS data, is aggregated and then checked for alignment with federal and state objectives to identify communities that have the greatest need for overtime traffic enforcement patrols, as well as which traffic enforcement projects would be most effective in that specific community. This data profile allows our office to create an evidence based directed traffic enforcement response to specific areas of the state, utilizing the appropriate programmatic funding mechanisms. The NH OHS traffic enforcement funding allocation process utilizes a formula driven, community specific data set, consisting of both fatal and serious injury crashes to determine the level of need for the use of overtime funding to conduct SPEED, DUI, Distracted Driving and/or Bicycle/Pedestrian enforcement. Additionally, the utilized formula is useful in potentially funding equipment, such as speed radar, In-Cruiser Video, PBT's, E-Crash/Ticket printers, scanners, GPS devices, and as needed Mobile Data Terminals (MDT's), to support overtime enforcement efforts as a countermeasure and planned activity. For communities that do not qualify for sustainment funding based on the fatal and serious injury crash criteria, a base level of funding is provided which will allow for and enable participation in the mandated national and state traffic enforcement mobilizations. NH OHS funding is also directed toward driver safety education in areas such as motorcycle operation, teen driver safety, child passenger safety, and the new FFY 2023 Community Outreach and Betterment project that focuses on highway safety messaging being presented to marginalized communities in urban and rural locations throughout New Hampshire. Due to a known and documented problem with drugged and drunk driving, funding is also directed towards a Traffic Safety Resource Prosecutor (TSRP) program, as well as provides additional DUI specific prosecutorial support to enhance successful prosecution as a result of these increased law enforcement activities. Also, in support of DUI enforcement efforts, our in house DRE coordinator is working diligently to provide Drug Recognition Expert (DRE) training to law enforcement to increase the number of certified DRE's in New Hampshire.

Effectiveness Monitoring

Another data source that continues to be developed is E-Crash/E-Citation data where state and local police departments submit all crashes and traffic citations electronically into the VISION database where the data is then harvested and analyzed for location, vehicle type, time of year, time of day, violation type, causation, age, gender, etc. This crash and traffic violation and demographic data profile also allows our office to hyper-focus media campaigns thereby tailoring the media messaging to the specific audience. Specific traffic violation data provides a feedback mechanism that provides the ability to analyze the effects of directed enforcement and media efforts over time, allowing for the NH OHS to make needed and necessary resource adjustments. To further refine the allocation of resources, the collection of grant funded traffic enforcement activity form (HS-200) filled out by each individual officer conducting an enforcement effort is accrued on a quarterly basis from every law enforcement agency grantee and analyzed for performance metrics, to ensure compliance with federal and state objectives, as well as allow for adjustment or redirection of grantee funding. Additionally, total crash statistics by community are drawn on a quarterly basis and analyzed for trends to ensure grantees are on track with their crash reduction targets. Additional NH OHS resources are directed toward targeted Pedestrian and Bicycle enforcement projects, which will reduce the number of pedestrian and bicyclists crashes and serious bodily injuries.

An additional tool that assists in monitoring and analyzing progress through the use of these planned activities, enhances problem identification, and provides a feedback mechanism through the “Driver Attitude Survey” and “Seat Belt Survey” which are conducted throughout the State of New Hampshire. The context and results of these surveys provide observational data on seatbelt usage as well as measures driver attitudes on issues such as Speeding, DUI, Distracted Driving, and Seat Belt Use. When utilized correctly, these surveys provided an additional gauge on effectiveness of enforcement and media efforts. Analysis of all pertinent data enables identification of vulnerable populations such as "Teen Drivers" within the State of New Hampshire and respond with appropriate programs.

New Hampshire will continually monitor fatalities on a weekly basis and serious bodily injury crashes on a quarterly basis, as crash data is received from the DMV. NH OHS staff will take a proactive approach to monitoring our partners’ activity and will have frequent interaction with those partners who experience an increase in fatalities and serious bodily injuries throughout the year. Areas identified as having an increase in crashes will be analyzed for potential causation and the appropriate resources to mitigate the problem will be directed as needed. Additionally, current crash data will be reported at all of the Traffic Safety Commission Meetings, to leverage our partnerships with legislative representatives, local businesses and other state agencies.

High Visibility Enforcement (HVE) Strategies

Planned HVE strategies to support national mobilizations:

Unique Identifier	Countermeasure Strategy
23-04	DD-Overtime Enforcement Patrols
23-07	ID Overtime Enforcement & Equipment

23-01	OP Overtime Enforcement Patrols
23-02	PTS Overtime Enforcement Patrols

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles, distracted operation and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
23-01-04	Join The NH Clique (Click It or Ticket)
23-02-11	Operation Safe Commute
23-04-11	Distracted Driving Mobilizations
23-07-11	Impaired driving National Campaigns

Targets and Goals:

The leadership of the NH OHS has set a goal to have all of the full and part time employees certified as Highway Safety Specialist before the close of FFY 2023. Due to COVID and some personnel turnover it has been a challenge to accomplish this but one that the entire staff looks forward to achieving.

All NH OHS employees who attend the required TSI sponsored Grant Management Classes will increase the opportunity for certification. Additionally, the current Commander and Program Manager would benefit from attending an updated executive level seminar once the new authorization is in place.

Acknowledgments & Resources Consulted

As Program Manager of the NH Office of Highway Safety, I would be remiss if I did not take the time to acknowledge all of the hard work of the following members of the NH Department of Safety and Office of Highway Safety Team and those individuals who helped in the preparation of the Highway Safety Plan.

Christopher Vetter Commander

Julia Wayland Accountant (Program Specialists)

Emily McNair	Public Information Officer
James Gilbert	Field Representative
Stephen Fisher	Field Representative
Jeffrey Landi	Law Enforcement Liaison
Paul Ruggiero	Law Enforcement Liaison
Roger Beauchamp	Field Representative/LEL
Catherine Thompson	Program Assistant
Ian Marsh	Fatal Analysist Reporting System (FARS) Supervisor
Roberta Witham	Data Analyst, NHSP
Brittany Shute	Supervisor, Bureau of Financial Responsibility, NH DMV
Larry Crowe	State Coordinator, Motorcycle Rider Education Program, NH DMV
Mike Dugas	State Highway Safety Engineer, NH DOT

Without these folks working collaboratively together, this plan would not have been possible.

The team at NH OHS would also like to extend a special thank you to all of the NHTSA Region 1 Staff for all of their continued support in reducing fatalities and assisting us administratively throughout the year. The Region 1 Team is staffed by true professionals with excellent customer service and in our opinion sets the standard for all other regions to emulate.

Agencies Participating in the FFY2023 CIOT Mobilization

The following is a listing of agencies participating in the FFY 2023 CIOT mobilization:

Alstead
Alton
Auburn
Barrington
Bedford
Belmont
Berlin
Boscawen
Bow
Brentwood
Campton
Candia
Charlestown
Chester
Chichester
Concord
Danville
Deering
Derry
Dover
Dublin
Dunbarton
Epping
Epsom
Exeter
Franconia
Gilford
Gilmanton
Gorham
Greenland
Hampstead
Hampton
Hancock
Haverhill
Hillsborough
Hinsdale
Hollis
Hudson
Keene
Kensington
Kingston
Laconia
Lancaster
Lebanon
Lee
Lincoln
Lisbon
Littleton
Londonderry
Loudon
Madison
Manchester
Meredith
Merrimack
Merrimack CTY
Milford
Milton
Mont Vernon
Nashua
New Durham
Newbury
Newfields
Newmarket
Newport
North Hampton
Ossipee
Peterborough
Plymouth
Portsmouth
Raymond
Rockingham CTY
Rumney
Rye
Salem
Sandown
Somersworth
Strafford CTY
Stratham
Sullivan CTY
Thornton
Wakefield
Walpole
Weare
Webster
Wolfeboro
Woodstock

CPS Program Child Seat Check Stations: *60 locations broken down by Weekly, Bi-Weekly or by appointment.*

Weekly or Bi-Weekly

1. *Londonderry FD Twice Monthly. Urban/Suburban*
2. *Concord Hospital/Concord FD. Twice Monthly. Urban-at risk populations. Many immigrants*
3. *DHMC Women's resource Center, Lebanon, checking seats weekly. Urban/Suburban- At risk folks because of resource center's resources.*
4. *Nottingham Fire/Rescue. Weekly. Rural.*

The remaining 56 Locations are by appointment only. Contact information is available at www.beseatsmartNH.org

NH currently has 60 fitting stations and 247 certified CPS technicians. Support continues to maintain this number in 4 ways in FFY 2023:

1. *To continue conduct at least 3 certification classes during the FFY 2023 grant period to train approximately 40 new technicians. 4 classes were completed in FFY 2022 with 49 new technicians during this current grant cycle.*
2. *To provide training sessions called CEU Update classes to certified technicians to assist them with their recertification requirements. At least 5 of these trainings shall be conducted during the FFY 2023 grant period.*
3. *To provide assistance with required seat sign-offs for technicians. These will be done remotely or in person. This is a Safe Kids requirement for technicians to renew their certification.*
4. *To help technicians pay for their recertification if needed.*