STATE OF MAINE

DEPARTMENT OF PUBLIC SAFETY

BUREAU OF HIGHWAY SAFETY

SURVIVE YOUR DRIVE.

FEDERAL FISCAL YEAR 2011
ANNUAL HIGHWAY SAFETY REPORT

LAUREN V. STEWART
DIRECTOR, BUREAU OF HIGHWAY SAFETY

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A Message from the Director

The mission of the Department of Public Safety, Bureau of Highway Safety Office is to reduce fatalities, injuries, and economic losses resulting from motor vehicle crashes on Maine roadways. Our efforts are based on the concept that any death or injury is one too many and that traffic crashes are not accidents, but are preventable.

I am pleased to submit this Annual Report for Federal Fiscal Year 2011. This report fulfills the Section 402 grant requirements with the National Highway Traffic Safety Administration (NHTSA) and highlights the many achievements and accomplishments of the State Highway Safety Office.

I would like to thank the staff of the Highway Safety Office for all of their efforts to improve highway safety and for their assistance in grant application and report development. I would also like to thank all of our many partners in highway safety: those in federal and state departments as well as municipal and county law enforcement, fire and EMS departments and numerous not-for-profit agencies. We work together to represent the public in addressing our highway safety priorities.

Over the years, the Highway Safety Office has championed many positive changes in highway safety behavior. We have seen steady decreases in motor vehicle crashes and fatalities, strengthened laws and public education and awareness, and renewed our commitment of working together with our partners to achieve the goals set out in our Highway Safety Plans.

Lauren V. Stewart, Director
Maine Bureau of Highway Safety

Introduction

The Maine Bureau of Highway Safety (MeBHS), established in accordance with the Highway Safety Act of 1966, is the focal point for highway safety in Maine and is the only agency in Maine with the sole responsibility to promote safer roadways. The MeBHS is a Bureau within the Maine Department of Public Safety. MeBHS currently consists of seven full-time employees all dedicated to ensuring safe motor transportation for everyone traveling on Maine roads and highways. MeBHS provides leadership and state and federal financial resources to develop, promote and coordinate programs designed to influence public and private policy, make systemic changes and heighten public awareness of highway safety issues.

The overall goal of the MeBHS is to reduce the rate of motor vehicle crashes in Maine that result in death, injuries, and property damage. Through the administration of federal funding from the National Highway Traffic Safety Administration, the Federal Highway Administration and State Highway funds, MeBHS impacted each of the major NHTSA priority program areas in Federal Fiscal Year 2011:

- Impaired Driving
- Occupant Protection
- Child Passenger Safety
- Traffic Records
- Police Traffic Services

Through additional programs developed after extensive state data analysis, we also impacted the areas of motorcycle safety, speed, and operating after suspension.

We believe that through committed partnerships with others interested in highway safety, through a data driven approach to program planning, through public information and education, and with coordinated enforcement activities, we can achieve our goal to reduce fatalities and injuries.

This Annual Report reflects our efforts to impact traffic safety in areas including occupant protection, impaired driving, child passenger safety, motorcycles, public education and information, and traffic records for Federal Fiscal Year 2011 (October 1, 2010 – September 30, 2011).

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Report Submitted: December 15, 2011

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Executive Summary

Federal Fiscal Year 2011 Initiatives

- Maine Chiefs Challenge

  For the fifth year in a row, MeBHS sponsored the Maine Law Enforcement Challenge. Nineteen law enforcement agencies submitted applications for this year's Challenge: eleven local police departments and sheriffs' agencies, and eight Maine State Police troops. The applications were judged in categories based on a department's size. Applications were then forwarded to the International Association of Chiefs of Police National Challenge for judging. The Maine State Police scored first place in their division and the Sagadahoc County Sheriff's Office placed third in their division. This was the third time that the Sagadahoc County Sheriff's Office took third place in the national competition.

- Click It or Ticket/Buckle Up. No Excuses! Enforcement and Education

  The MeBHS offered Maine law enforcement agencies sub-grant awards to participate in this year's May and June Click It or Ticket/Buckle Up. No Excuses! Enforcement and Education Campaign. There were 75 law enforcement agencies who participated this year. Over 3,200 seatbelt tickets and warnings were issued during this two week campaign that ran in conjunction with the national crackdown period.

- Child Passenger Safety Inspection Stations and Distribution Sites

  The Maine Child Safety Seat Program is unique in that it partners with agencies throughout the state to distribute car seats to families who need them, thus providing an important service to local communities. In 2011, a total of 1,641 child safety car seats, including car bed harness and pad kits, were ordered by MeBHS and sent directly to distribution sites around the state.

- Drunk Driving. Over the Limit. Under Arrest. Enforcement and Education

  In 2011, MeBHS offered a two month High Visibility Impaired Driving Enforcement Campaign. During the campaign, which included the two week national impaired driving crackdown of August 19 to September 5, 2011, 60 law enforcement agencies participated in enforcing Maine's tough impaired driving laws. Departments conducted dedicated details that resulted in 94 operating under the influence arrests.

- Speed Enforcement

  The MeBHS conducted an analysis on statewide speed related crashes and their locations, then selected 14 law enforcement agencies from those locations to participate in this year's Speed Enforcement Campaign. There were 4 sheriffs' offices, 9 police departments and 3 Maine State Police troops who focused on speed enforcement from May 1 through September 5, 2011. Law enforcement officers wrote 2,055 speed summons during this campaign.

- Seatbelt Convincer Program

  An estimated 6,400 people of all ages were provided with safety belt information through a variety of events where the MeBHS's two Seatbelt Convincer units and one Rollover Simulator were on display.

- Maine Crash Reporting System

  A newly revised crash reporting form was launched in January 2011. The new form allows officers enhanced options for data collection and a more user friendly format. All crash reports are submitted electronically from all Maine law enforcement agencies. The new form will allow us to gather and track more detailed information regarding crash causations including distracted driving.

- Maine Driving Dynamics

  The state's defensive driving course, Maine Driving Dynamics, is a five hour defensive driving course that offers drivers the opportunity to improve their defensive driving abilities. Over 2,400 students took the class in 2011, up from 1,500 students in 2010.

- Traffic Records Coordinating Committee

  The Maine Traffic Records Coordinating Committee plays a major role in ensuring that a statewide traffic safety information system improvement program is successfully completed. As such, the Committee works together to determine deficiencies in existing traffic records systems and recommends and funds enhancement projects that will net the State the most results. These projects include measures to increase the timeliness, accuracy, completeness, uniformity, integration and accessibility of all crash records and data.

- Statewide Observational Survey

  The MeBHS contracted with the University of Maine Muskie School of Public Service for the 2011 NHTSA approved occupant protection observational seatbelt usage survey, which was conducted immediately following the two week "Click It or Ticket/Buckle Up. No Excuses!" seatbelt enforcement campaign in May and June 2011. The survey recorded observations at the 120 sites around the state that have been used in past years, plus an additional 36 sites that were primarily rural road segments. The 2011 seatbelt usage rate is 81.6%.

- Bureau of Motor Vehicles Awareness and Attitudinal Surveys

  As part of a joint effort to develop traffic safety performance measures for states and federal agencies, a GHSA and NHTSA working group identified a basic set of questions that could be used in periodic surveys that track driver attitudes and awareness concerning impaired driving, seat belt use, speeding, and distracted driving. This report was also used to determine general public awareness of the recently enacted primary belt law. The MeBHS contracted with the University of Maine Muskie School of Public Service to conduct three waves of surveys at eight Maine Bureau of Motor Vehicles (BMV) offices. Survey results reveal that the public is aware of the main feature of the primary belt law (that they can be stopped and ticketed simply for not wearing their seatbelt).

- SAFETEA-LU Administration

  The staff of the Bureau of Highway Safety administers grants of over 2 million dollars in federal highway safety funds annually from several federal funding sources. These funds are administered under an approved highway safety plan developed from detailed data analysis of the State's most imperative highway safety problems. Funds are used at the state and local community level to enhance behavioral traffic safety initiatives and results.

- November Seatbelt Enforcement Campaign

  The campaign ran from November 15-28, 2010, the same period as the national seat belt enforcement crackdown period. This year's participation rate increased from 31 agencies in the prior year to 49 agencies in 2010. The campaign resulted in 7,263 traffic stops, 2,438 seat belt summons, and 3,388 hours of dedicated overtime hours worked, averaging 1.97 traffic stops per hour.

- Holiday High Visibility Impaired Driving Enforcement

  Forty-two participating law enforcement agencies, an increase from last year's 31 participants, conducted impaired driving enforcement details during MeBHS's third year High Visibility Holiday OUI Enforcement Campaign that ran from November 22, 2010 through January 31, 2011. There were 259 operating under the influence arrests made during that time period, a 61% increase from last year's 157 arrests made during the same campaign.

- Ford Driving Skills for Life

  MeBHS worked with Ford Driving Skills for Life to bring their program to Maine. In September 2011, Ford Driving Skills for Life visited Scarborough High School and Bonny Eagle High School. Students and faculty at both sites benefited from the teen driver safety program.

- Driving Simulators

  MeBHS was awarded a $20,000 grant from Ford Motor Company for the purchase of two driving simulators. These portable simulators include the hardware and software "One Simple Decision" which is specific to theteen driving issues of impaired and distracted driving. The simulators allow students to experience multiple driving scenarios which focus on the problems of distracted and impaired driving. MeBHS has taken the simulators to five high schools. Approximately 1,000 students have been able to use the simulators.

- Teen Driver Awareness Program

  MeBHS's Law Enforcement Liaison worked closely with AAA of Northern New England to produce a 2 hour Teen Driver Awareness Program which focuses on Graduated Drivers Licenses, Impaired Driving, Distracted Driving, Seat Belts and Parental Involvement. A one day Train-the-trainer class was designed to instruct school resource officers and school liaison officers on presenting this comprehensive program to pre-permitted and newly permitted teen drivers ages 14-16 and their parents. To date, 70 School Resource Officers have been trained in the Program and use of the Simulators.

Federal Fiscal Year 2011 Challenges

- Young Drivers

  Developing methods to reach teens and their parents to reduce the over-representation of teen drivers in fatal and serious injury crashes

- Safe Communities

  Developing increased participation at the local grass roots level regarding prevention activities to reduce highway crashes

- Traffic Safety Resource Prosecutor

  Establishing a Traffic Safety Resource Prosecutor in the state

Performance Goals

In 2009, the NHTSA and the Governor's Highway Safety Association (GHSA) released a minimum set of performance measures to be used by States and Federal agencies in the development and implementation of behavioral highway safety plans and programs. The minimum set of performance goals contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. The measures cover the major areas common to State highway safety plans and use existing state data systems.
The Core Outcome Measures reported on this year's Annual Report represent the measures established for Maine for Federal Fiscal Year 2011.

Core Outcome Measures

Traffic Fatalities (FARS)
C-1) To decrease traffic fatalities by 5% from the 5 year average of 170.8 for 2005-2009 to 162.3 by December 31, 2014.

Serious Traffic Injuries (State Crash Data Files)
C-2) To decrease serious traffic injuries 5% from the 5 year average of 920 for 2005-2009 to 874 by December 31, 2014.

Mileage Death Rate (FARS)
C-3a) To decrease the mileage death rate 5% from the 5 year average of 1.14 for 2005- 2009 to 1.08 by December 31, 2014.

Rural Mileage Death Rate
C-3b) To decrease the rural mileage death rate 5% from the 5 year average of 1.38 for 2005-2009 to 1.31 by December 31, 2014.

Urban Mileage Death Rate
C-3c) To decrease the urban mileage death rate 5% from the 5 year average of .48 for 2005-2009 to .45 by December 31, 2014.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)
C-4) To decrease unrestrained passenger vehicle occupant fatalities by 5% from the 5 year average of 62.6 for 2005-2009 to 59.5 by December 31, 2014.

Alcohol Impaired Driving Fatalities (FARS)
C-5) To decrease alcohol impaired driving fatalities by 5% from the 5 year average for 2005-2009 of 48 to 45.6 by December 31, 2014.

Speeding Related Fatalities (FARS)
C-6) To decrease speeding related fatalities by 5% from the 5 year average of 69.4 for 2005-2009 to 66 by December 31, 2014.

Motorcyclist Fatalities (FARS)
C-7) To decrease motorcyclist fatalities by 5% from the 5 year average of 20.6 for 2005-2009 to 19.6 by December 31, 2014.

Unhelmeted Motorcyclist Fatalities (FARS)
C-8) To decrease unhelmeted motorcyclist fatalities by 5% from the 5 year average of 14.4 for 2005-2009 to 13.7 by December 31, 2014.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)
C-9) To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 5 year average of 20.6 for 2005-2009 to 19.6 by December 31, 2014.

Pedestrian Fatalities (FARS)
C-10) To reduce pedestrian fatalities by 10% from the 5 year average of 10.4 for 2005-2009 to 9.4 by December 31, 2014.

Behavior Measure

Seat Belt Usage Rate (Observed Seat Belt Use Survey)
B-1) To increase statewide seat belt compliance by 2% from the 2009 survey results from 82.6% to 84.3% by December 31, 2014.

Activity Measures

A-1) To monitor seat belt citations issued during grant-funded enforcement activities.
A-2) To monitor impaired driving arrests made during grant-funded enforcement activities.
A-3) To monitor speeding citations issued during grant-funded enforcement activities.

Refer to Appendix A: Motor Vehicle Crash Data, Page 53, for supporting crash data for these Performance Goals. Additional information can be found at the Maine Transportation Safety Coalition's website at www.themtsc.org .

Occupant Protection

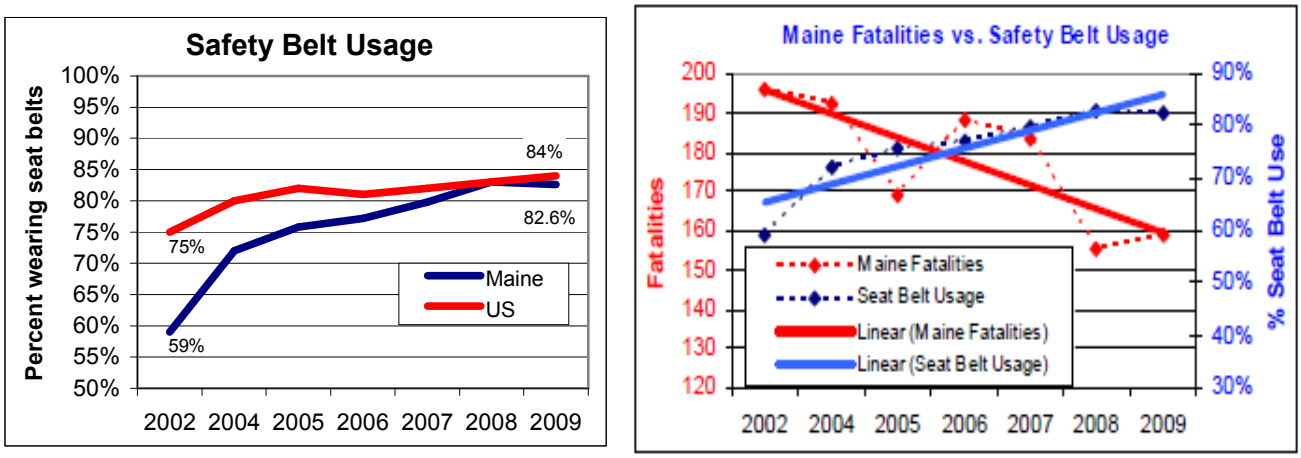
Problem

Maine's seatbelt usage rate peaked at 83% in 2008. Since then, there has been a gradual decline in the observed use of seat belts. The 2011 seatbelt usage rate stands at 81.6%.

Objective

The overall goal of Maine's Occupant Protection Program is to increase safety belt use for all occupants, thereby decreasing deaths and injuries resulting from unrestrained motor vehicle crashes. In 2010, there were 123 fatalities involving passenger vehicles. Forty-one occupants were unrestrained, representing nearly 43% of fatalities involving passenger vehicles. This is an increase of over 10% from 2008, when the number of fatalities involving passenger vehicles was 108.

Figure 1. Seatbelt Usage Data



Source: Maine Strategic Highway Safety Plan, 2011 edition

Goals

These goals were established for FFY 2010 in the FFY 2011 Highway Safety Plan:

To increase statewide seat belt compliance by 2% from the 2009 survey results from 82.6% to 84.3% by December 31, 2014.

Progress In 2011, the seatbelt usage rate was 81.6%.

To decrease unrestrained passenger vehicle occupant fatalities by 5% from the 5 year average of 62.6 for 2005-2009 to 59.5 by December 31, 2014.

Progress The five year average from 2006-2010 for unrestrained passenger vehicle occupant fatalities is 55.4%.

Strategies

November High Visibility Enforcement and Education

The third year of MeBHS's High Visibility Seatbelt Enforcement and Education Campaign saw a great law enforcement participation rate, increasing to 49 agencies from 31 agencies the prior year. The campaign ran from November 15-28, 2010, the same period as the national seat belt enforcement crackdown period. This campaign resulted in 7,263 traffic stops, 2,438 seat belt summons, and 3,388 hours of dedicated overtime hours worked, averaging 1.97 traffic stops per hour. The total seat belt enforcement federal funds expended by participating agencies totaled $135,400. This campaign was a resounding success, especially in such a short enforcement period.

Click It or Ticket/Buckle Up, No Excuses! High Visibility Seatbelt Enforcement Campaign

The annual "Buckle Up, No Excuses!" seat belt education and enforcement campaign ran in conjunction with the national enforcement period of May 23 to June 5. This year, 75 law enforcement agencies participated in this campaign: 8 county Sheriff's offices, 66 municipal police departments, and the Maine State Police. MeBHS offered an eight-pack of Power Flare PF-200 Safety Lights for use at motor vehicle crash scenes as an incentive for any law enforcement agency who participated in this year's campaign. During the seatbelt enforcement period 3,270 seat belt tickets were issued and 8,819 vehicles were stopped. The number of combined average stops for all agencies was 2.29 stops per hour. Participating agencies spent $143,446 in federal funds for this seat belt enforcement effort. A cost analysis of this enforcement reveals that the enforcement campaign cost equaled $43.87 per ticket.

Statewide Observational and Attitudinal Surveys

A NHTSA approved occupant protection observational survey was conducted in June 2011, immediately after the "Buckle Up. No Excuses!" campaign. This survey showed an overall voluntary seat belt usage rate gradual decrease to 81.6%, down from 82.0% in 2010. Survey observations were recorded at the same 120 sites as in previous years. Two new components of the observational study that were introduced in 2008 were continued in this year's survey. A selection of 36 additional sites composed of primarily rural road segments was chosen for observations. Also, motorcycle helmet use was recorded.

Based on speculation that the high visibility enforcement campaign conducted by law enforcement around the state coupled with a statewide media campaign alerting the public of the primary belt law and the enforcement campaign might temporarily lead to an increased use rate, at least during the time of the campaign and shortly

after, a full observation study was conducted again in September 2009. That study showed that use rates did drop by 2.12%. The result of this additional study led to continuing MeBHS's heightened media coverage and enforcement awareness during the 2010 Holiday Enforcement Seatbelt Campaign.

This year, to determine if the general public was aware of the enacted primary belt law, MeBHS's contracted surveyor, the University of Maine Muskie School of Public Service, conducted three waves of surveys of drivers at eight Maine Bureau of Motor Vehicles (BMV) offices. The surveys showed that the public was aware of the main feature of the primary belt law, i.e., that they can be stopped and ticketed simply for not wearing their seat belts.

Copies of both the observational survey and the BMV survey results are included with this Annual Report.

Convincer & Rollover Education Program

The MeBHS funds a highly successful seat belt education program through Atlantic Partners, EMS, formerly known as the Mid-Coast EMS Council, Inc., using the Convincer and the Rollover simulators and a highway safety display.

In 2011, this program was made available at venues including: elementary, middle and high schools, colleges, health and safety fairs, corporate and military events, community festivals and fairs, conferences, and driver education classes. An estimated 6,400 people were given safety belt information through the variety of activities.

Future Strategies

Continue to provide grant funding to Maine law enforcement agencies to participate in the May and November NHTSA Click It Or Ticket national safety belt high visibility enforcement crackdown periods. Grant funding will be provided for dedicated overtime safety belt enforcement details and public education.

In conjunction with the University of Southern Maine's Muskie School of Public Service, conduct observational and attitudinal surveys to determine safety belt use in Maine.

Funding Source

Federal Section 402 and 405 funds

Child Passenger Safety

Problem

Safe Kids Worldwide released a study observing the misuse of 3,442 child restraint systems in six states, with approximately 73 percent of restraint systems showed at least one critical misuse. 84 percent of child restraint systems showed critical misuses. Booster seat misuse was 41 percent. The most common form of misuses for all restraint systems included loose vehicle seat belt attachment to the restraint system and loose harness straps securing the child to the restraint system.

Objective

The Maine Child Passenger Safety (CPS) Program provides leadership and coordination of CPS activities throughout the State. The Program provides leadership for all aspects of the state's CPS Program and activities sufficient in number and quality to serve Maine's children and families effectively and efficiently.

Goals

Reduce the percentage of child passenger safety seat misuse

Educate the public on the importance of proper child passenger safety restraint use.

Strategies

Maine Child Passenger Safety Law

Maine's Child Passenger Safety (CPS) law is one of the strongest in the country. The law requires:

- Children who weigh less than 40 lbs. ride in a child safety seat;
- Children who weigh at least 40 lbs., but less than 80 lbs. and are less than 8 years old, ride in a federally approved child restraint system;
- Children who are more than 8 years old and less than 18 years old and more than 4 feet 9 inches in height be properly secured in a safety belt and;
- Children under 12 years old and who weigh less than 100 lbs. be properly secured in the back seat of the vehicle, if possible.

Maine Distribution Site Program

The Maine Child Safety Seat Program is unique in that it partners with agencies throughout the state to distribute car seats to families who need them, thus providing an important service to local communities. The program provides an average of 1,600 child safety seats annually.

Currently our program consists of approximately 35 distribution sites located throughout the state. Each site distributes child safety car seats to eligible families in that community or area. Distribution sites are required to employ a certified CPS Technician.

Maine Inspection Site Program

Currently there are approximately 35 inspection sites located throughout Maine. These sites provide parents with education about keeping their child safe when riding in the car by correctly using a child safety seat or safety belt. One-on-one lessons are offered by a certified CPS Technician explaining the correct use and installation of car safety seats and safety belts.

Child Safety Car Seat Purchases

This year's child safety seat grant covered costs associated with providing child safety car seats to approximately 35 distribution sites located throughout Maine. The child safety car seat orders were placed monthly by the sites.

During the time period of October 1, 2010 through September 30, 2011, a total of 1,641 child safety car seats, including car bed harness and pad kits were ordered by MeBHS and sent directly to distribution sites, with the purchasing cost totaling $137,233.38 in federal funds.

The type of child safety car seats provided consisted of: Cosco Scenera 4 HNS POS, Graco Turbo Booster, Graco Turbo Booster Backless, Evenflo Titan Factory Elite, Evenflo Kid No Back Booster, Evenflo Generations 65, Graco SnugRide-Commercial, Graco Nautilus, On Board Infant Car Seat, Chicco Key Fit 30, Cosco Pronto, Combi Navette, Evenflo Generations,Generations 65 Palermo, GR Toddler Nautilus, Sightseer, Express Car Seat and Angel Ride pad and harness kits.

Child Passenger Safety Coordinator

The Maine Child Passenger Safety (CPS) Coordinator provided leadership and coordination of CPS activities throughout the state to better serve Maine's children and families effectively and efficiently.

Activities of the CPS Coordinator for this grant period include some, but not all, of the following:

- Conducted site visits to meet technicians/instructors, familiarize with each site and discuss any questions, needs or concerns
- Developed site agreements (i.e., distribution site and inspection station) for legal review
- Updated/changed numerous forms for release with the agreements
- Developed CPS Manual for release with the agreements
- Suspended Advisory Council and reinstituted it as a quarterly Steering Committee

- Established separate monthly working groups to continue as needed to discuss and plan for various aspects of CPS (i.e., technician mentoring, booster seat curriculum, CPS conference, and public outreach)
- Developed an agenda and held a CPS Annual Meeting for all available technicians/instructors to offer updates and CEU
- Held one CPS training
- Discontinued Instructor Agreements indefinitely, certified technicians/instructors are to follow recertification guidelines
- Revised pay structure for CPS activities
- Drafted letters to all monthly seat check site that were requesting BHS assistance that the Bureau would be discontinuing financial support
- Redirected funding of monthly Car Seat Events to better serve the State of Maine as a whole
- Developed Roving Special Community Events to provide Seat Check Events across the entire state annually (i.e., 2 events in Aroostook County, 2 in Washington County/eastern Maine, 2 in western Maine, and 2 in southern Maine)
- Developed language for mock scenario seat sign-offs with best case scenario expectations
- Developed a roving instructor option for technicians needing seat sign-offs before expiring
- Coordinated the Statewide Child Passenger Safety Program
- Researched possible areas to establish additional distribution sites
- Started analyzing distribution sites for effectiveness and need
- Attended Lifesavers Conference 2011 to obtain the necessary training and knowledge related to the CPS Coordinator position
- Manage statewide Child Passenger Safety Program resources
- Developed idea for information to be collected at Distribution Sites via an online database
- Worked with IT to design Distribution Site database concept
- Ensured new CPS information and updates were shared as appropriate
- Increased communication from both the distribution sites, inspection sites and CPS Technicians
- Revised CPS Technician contact database for accuracy via use of the data provided by Safe Kids
- Supported technicians financially to provide CPS education at the community level in local health fairs and extra events
- Attended Injury Prevention Workgroup representing child passenger safety in Maine
- Attended the Maine Transportation Safety Coalition (MTSC) representing child passenger safety in Maine

Class Instructors and the MeBHS CPS Coordinator at the Child Passenger Safety Training in September.

Child Passenger Safety Technician Certification Classes

One NHTSA National Standardized Child Passenger Safety Technician Certification Class was held during this grant period. A total of 23 students attended and passed this intense training. The class was instructed by a team of 7 rotating CPS Instructors and 1 CPS Technician Class Assistant.

The NHTSA National Standardized Child Passenger Safety Technician training course is four days long and included lectures, discussions, role playing and hands-on practice with a wide variety of child safety seats and vehicle seat belt systems. It is designed to teach through learning, practicing, and explaining the technical skills to serve as a child passenger safety resource for one's organization, community and state.

Successful completion of this training provides an individual with national certification as a Child Passenger Safety Technician for two years. Students must pass both written and open book quizzes and hands-on skills testing. An additional requirement for successful completion is active participation in a car seat check up event on the final day of training.

CPS Annual Meeting

The State Coordinator emailed an agenda to the CPS Community for an informational and technical technician meeting. The meeting included CPS technicians as guest speakers.

CPS Technical Update Class

One CPS Technical Update Class was held during the annual CPS meeting in which 31 students attended, including seven instructors.

Monthly Car Seat Fittings

Besides the inspection stations, there were 10 monthly seat check fitting locations available to the public on set schedules around the state.

Child Passenger Safety Public Awareness Outreach

CPS Exhibit Tables were on display across the state in conjunction with the health and safety fairs. Each table was staffed by a Certified CPS Technician who answered questions and provided education information to parents.

Nursing students (in yellow) with a MeBHS CPS Instructor at the Kennebec Valley Community College Health Fair

Child Passenger Safety National Conference

The Maine CPS Training Coordinator attended the Lifesaver's Conference in Phoenix, Arizona in March and Kidz in Motion (KIM) Conference in Orlando, Florida in June. Conference attendance was to focus on child passenger safety issues.

CPS Training Trailer

The MeBHS CPS training trailer has been re-inventoried.

Future Strategies

Develop comprehensive performance standards for child passenger safety instructors and technicians

Develop standard operating guidelines for child passenger safety inspection and distribution sites

Develop a car bed loaner program with State of Maine hospitals

Promote a dedicated outreach program to educate Maine minority populations regarding the benefits of using safety belts and child restraints. This project may include production of print materials and paid media.

Increase education to parents regarding child occupant protection/passenger safety for the age group of 8-12.

Decrease the reliance on federal funds to fully support the Maine CPS program

Funding Source

Federal Section 2011, 402, and 405 funds

Maine Inspection Station Site Directory

***sites highlighted in yellow have scheduled car seat check events free to the public**

BANGOR
EMMC
489 State Street
Bangor, ME 04402
Located in Penobscot County
(207) 973-4849
Please call to make an appointment

-OR-

Penquis
262 Harlow Street
Bangor, ME 04401
Located in Penobscot County
(207) 973-3505
Please call to make an appointment

BATH
Bath Police Department
250 Water Street
Bath, ME 04530
Located in Sagadahoc County
(207) 443-5563
Please call to make an appointment

BELFAST
WCAP/Belfast Fire Department
273 Main Street
Belfast, ME 04915
Located in Waldo County
(207) 338-6809 Ext 313
Second Thursday every month
9:00AM-1:00PM

BIDDEFORD
Biddeford Police Department
39 Alfred Street
Biddeford, ME 04005
Located in York County
207-282-5127
Please call to make an appointment

CUMBERLAND
Cumberland Fire Department
366 Tuttle Road
Cumberland, ME 04021
Located in Cumberland County
Phone: (207) 829-5421 ext 202
Please call to make an appointment

ELIOT
Eliot Police Department
27 Dixon Road
Eliot, ME 03903
Located in York County
Phone: (207) 439-1179
Please call to make an appointment

FALMOUTH
Falmouth Fire-EMS Department
8 Bucknam Road
Falmouth, ME 04105
Located in Cumberland County
(207)781-2610
1st Thursday of the month, 3:00PM-6:00PM

FARMINGTON
NorthStar EMS
111 Franklin Health Commons
Farmington, ME 04101
Located in Franklin County
(207) 779-2402
Please call to make an appointment

FREEPORT
Freeport Police Department
16 Main Street
Freeport, ME 04032
Located in Cumberland County
Phone: (207) 865-4800
Please call to make an appointment

GORHAM
Gorham Fire Department
270 Main Street
Gorham, ME 04038
Located in Cumberland County
(207) 939-8175
Third Thursday of the month 1:00PM-5:00PM

LEWISTON
CMMC
300 Main Street
Lewiston, ME 04240
Located in Androscoggin County
(207) 795-2695
Please call to make an appointment

-OR-

Sister's of Charity Health Systems
Women's Health Associates
330 Sabattus Street
Lewiston, ME 04240
(207)777-4300
Please call to make an appointment

-OR-

United Ambulance
338 East Avenue
Lewiston, ME 04240
(207)795-2695
Third Thursday of the month 2:00PM-6:00PM

MACHIAS
Down East Community Hospital
Family First: PATT
RR1 Box 11
Machias, ME 04654
Located in Washington County
(207) 255-0438
Please call to make an appointment

MILBRIDGE
Washington Hancock Community Agency
2 Maple Street
Milbridge, ME 04658
Located in Washington County
(207) 546-2698 Ext 3371
Please call to make an appointment

NORWAY
Norway Fire Department
19 Danforth Street
Norway, ME 04268
10:00AM-2:00PM
May 7, August 20, November 12
(207) 743-1562 Ext 6951

-OR-

Stephens Memorial Hospital
181 Main Street
Norway, ME
Located in Oxford County
(207) 743-1562 Ext 138
Please call to make an appointment

PRESQUE ISLE
Presque Isle Fire Department
43 North State Street, Suite A
Presque Isle, ME 04769
Located in Aroostook County
(207) 769-0881
Please call to make an appointment

ROCKLAND
Fuller Auto Mall
179 Camden Street
Rockland, ME 04841
Third Saturday of every month
9:00AM-1:00PM

ROCKPORT
Penobscot Bay Medical Center
6 Glen Cove Drive
Rockport, ME 04856
Located in Knox County
(207) 596-8343 or 596-8711
Please call to make an appointment

SCARBOROUGH
Scarborough Police Department
246 US Route 1
Scarborough, ME 04074
Located in Cumberland County
(207) 883-7760 Ext 115
Please call to make an appointment

SOUTH BERWICK
South Berwick Police Department
180 Main Street
South Berwick, Maine 03908
Located in York County
(207) 384-2254
Please call to make an appointment

SOUTH PORTLAND
South Portland Police Department
30 Anthoine Street
South Portland, Me 04106
Please call to make an appointment

-OR-

South Portland Fire Department
34 James Baka Dr, South Portland, Me 04106
Second Wednesday of every month
10:00 AM – 2:00 PM
Phone: 207-799-5511

WATERVILLE
Central Maine Chrysler
300 Kennedy Memorial Drive
Waterville, ME 04901
Located in Kennebec County
(207) 622-4378
1st Wednesday of the month
10:00AM - 1:00PM

WELLS
Wells Police Department
1563 Post Road
Wells, ME 04090
Located in York County
(207) 646-9354
Please call to make an appointment

WESTBROOK
Westbrook PD
570 Main Street
Westbrook, ME 04092
Located in Cumberland County
(207) 854-0644 Ext 523
Please call to make an appointment

WINDHAM
Windham Fire/Rescue Department
718 Roosevelt Trail
Windham, ME 04062
Located in Cumberland County
(207) 892-1911
3rd Saturday of the month, 10:00 AM–2:00 PM

YORK
York Beach Fire Station
18 Railroad Avenue
York, ME 03910
Located in York County
(207) 363-1014 (Fire Department)
(207) 363-4444 (Police Department)
Please call to make an appointment

Maine Child Passenger Safety Distribution Site List

All Sites are by Appointment only

Site with BHS program LATCH manual

AUGUSTA
HealthReach Network-WIC
Leslie Keith
263 Water Street, Suite 400
Augusta, ME 04330
(207) 621-6202

BANGOR
EMMC
Jason Horr
489 State Street
Bangor, ME 04402
(207) 973-4849

BELFAST
WCAP
Dawn Bryant/Lucy Salisbury
PO Box 130
9 Field Street, Suite 309
Belfast, ME 04915
(207)338-3827 Ext 211/ 338-4769 Ext 313

BIDDEFORD
The Birthing Suite at Southern Maine Medical Center
Rebecca Sevigny/Alicia Bradbury
One Medical Center Drive
Biddeford, ME 04005
(207) 283-7350

BUCKSPORT
Bucksport Regional Health Center
Lesa Gross
110 Broadway
Bucksport, ME 04416
(207) 469-7371

CARIBOU
Cary Medical Center
Gayle Dayringer Maternal/Child Department 163 Van Buren Road
Caribou, ME 04736
(207) 498-1166

ELIOT
Eliot Police Department
Candice Noble
27 Dixon Road
Eliot, ME 03903
(207) 439-1179

FARMINGTON
Franklin Memorial Hospital.
Peter Wade
111 Franklin Health Commons
Farmington, ME 04938
(207) 779-2402
(207) 778-4868 / 491-1122

HOULTON
Houlton Band of Maliseet Indians Health Department
Valerie Polchies
88 Bell Road, Suite 2
RR #3, Box 460
Houlton, ME 04730
(207) 532-2240

Stepping Stones
Kim McLaughlin
2 High Street
Houlton, ME 04730
(207) 532-1092

LEWISTON
CMMC (**LATCH to be shared with St. Mary's**)
June Turcotte
300 Main Street
Lewiston, ME 04240
(207) 795-2695

St. Mary's Sisters of Charity Health System
Ashley Harps/Terri Whalen
Women's Health Associates
330 Sabattus Street
Lewiston, ME 04240
(207) 777-4300

LUBEC
Regional Medical Center at Lubec
Patricia Fallon
43 South Lubec Road
Lubec, ME 04652
(207) 733-1090 Ext 3118

MACHIAS
Down East Community Hospital Family First: PATT
Jane Brissette
11 Hospital Drive
Machias, ME 04654
(207) 255-0348

MILBRIDGE
Washington Hancock Community Agency
Nancy Burgess
2 Maple Street
Milbridge, ME 04658
(207) 546-2698 Ext 3371

NORWAY
Norway Fire Department
Carol Welsh
19 Danforth Street
Norway, ME 04268
OR
Stephens Memorial Hospital
181 Main Street
Norway, ME 04268
(207) 743-1562 Ext 6951

OLD TOWN
Penobscot Indian Nation Health Center
Patrick Amenas
23 Wabanaki Way
Old Town, ME 04468
(207) 817-7416

PORTLAND
MMC-Division of Trauma
Bonnie Butt
887 Congress Street, Suite 210
Portland, ME 04102
(207) 661-7076

PRESQUE ISLE
The Aroostook Medical Center
Sarah Beaulieu
140 Academy Street
Presque Isle, ME 04769
(207) 768-4160

Micmac Health Department
Georgie Smart
8 Northern Road
Presque Isle, ME 04769
(207) 764-7219

ROCKPORT
Penobscot Bay Medical Center
Nola Metcalf
OB/GYN Unit
7 Glen Cove Drive Rockport,
ME 04856
(207) 596-8343

SKOWHEGAN
Redington-Fairview General Hospital
Sherri Bedard
46 Fairview Avenue
Skowhegan, ME 04976
(207) 474-5121 Ext 427

WATERVILLE
HealthReach Network-WIC
Leslie Keith
63 Eustis Parkway
Waterville, ME 04901
(207) 872-1593

WESTBROOK
Woodford's Family Service
Wendy Enright
15 Saunders Way
Suite 9000
Westbrook, ME 04062
(207) 878-9663

Teen Drivers

Problems

Teenagers contribute to and suffer from the consequences of motor vehicle crashes at a disproportionate rate. Drivers between the ages of 15-20 are 6.3 percent of all licensed drivers in the United States, but are involved in 12.9 percent of all fatal crashes. Studies have concluded that crash rates are highest during a teen's first few hundred miles on the road.

Thirty-two percent of total Maine traffic deaths involve younger drivers. Eleven percent of Maine's crash fatalities involve drivers aged 16 to 18. Teen drivers are involved in an annual average of 16 fatal crashes that result in 19 deaths. More than 90 alcohol or drug-related crashes occur annually (5.5% of all alcohol/drug related crashes).

In 2011, 22 young drivers have died in crashes on Maine roads. This past year, MeBHS continued working with several agencies to identify new strategies to combat this growing problem.

Objectives

Develop a statewide teen driver safety strategic plan.
Promote safe teen driving in Maine.
Implement community based programs.

Goal

To decrease drivers age 20 or younger involved in fatal crashes by 5% from the 5 year average of 20.6 for 2005-2009 to 19.6 by December 31, 2014.

Progress The five year average from 2006-2010 for drivers age 20 or younger involved in fatal crashes is 22.2.

Figure 2. Maine 16-20 Year Old Driver Fatal Crash Data

	2003	2004	2005	2006	2007	2008	2009	2010
Total Number of Fatalities - All Ages	207	194	169	188	183	155	159	161
Total Number of Crashes - All Ages	186	178	151	168	170	144	153	144
Total Number of 16-20 Year Old Drivers	33	39	34	37	26	18	20	24
Total Number of Deceased 16-20 Year Olds	21	36	27	32	28	15	17	22
Total Number of Deceased 16-20 Year Old Drivers	13	21	16	23	13	12	11	16
Number of Fatal Crashes involving 16-20 YO Drivers	33	39	34	37	26	17	15	24
Number of Deaths caused by 16-20 YO Drivers	39	50	41	47	28	18	16	27
Number of Deceased Drivers (16-20) with a Positive BAC	3	7	5	8	5	4	3	4
Number of Deceased Drivers (16-20) Using a Seat Belt	3	5	6	4	4	8	5	6

Contributing causation factors with teen drivers are as follows:

- Unsafe speed or going too fast for road conditions
- Crossing center line or run off road
- Driver Inexperience
- Driver Inattention

Source: FARS

Strategies

Teen Driver Safety Committee

In Maine, about 17,000 16-18 year olds have a driver's license. One in five of those teens will be involved in a crash this year. The Teen Driver Safety Committee was created to develop goals, strategies and activities to combat teen crashes and fatalities.

The Maine Teen Driver Safety Committee (TDSC), convened in late 2008, is comprised of individuals representing the following departments: Bureau of Highway Safety, Maine State Police, Office of Substance Abuse, Bureau of Motor Vehicles, AAA Northern New England, Maine Injury Prevention Program, Health Council of Northern New England and the Maine Department of Transportation.

A major component of the TDSC'S work was the development of a statewide teen driver safety strategic plan. The plan and the objectives and activities it contains are intended to be used as a resource in a larger comprehensive community based effort to effectively address teen driver safety issues.

A strong partnership of community leaders and stakeholders is critical in order to be successful. The TDSC is available to provide support and technical assistance as requested.

2010 Teen Driving Goal, Objectives and Strategies

The Maine Teen Driver Safety Committee has developed a teen driver safety work plan to be integrated and utilized by agencies at the local, county, or state level interested in addressing teen driver issues.

This Committee developed a sample of activities for the strategies provided below. These activities, although they can be implemented at the local, county or state level, are intended to be a guide in the development of a community based effort.

In order to encourage and enhance the opportunity for success, the Committee feels strongly that this works needs to be implemented by community partners and stakeholders, with technical assistance provided by the Committee as requested.

Goal: Promote safe teen driving in Maine

Target Audience: 16-18 year old drivers

Objective 1: Integrate a variety of partners and stakeholders to participate in the Teen Driver Safety Committee (TDSC) activities:

Strategy 1.1: Recruit partners and stakeholders to implement the TDSC work plan

Activity: Create fact sheet describing the work of the TDSC
Activity: Create and maintain a partner and stakeholder distribution list

Strategy 1.2: Provide partners and stakeholders the most current research and evidence based teen driver safety focused programs

Activity: Develop a directory of the most current research and evidence based teen driver safety information and programs
Activity: Collect and distribute related crash data involving teens

Strategy 1.3: Create a Maine focused teen driving safety awareness toolkit for use and distribution at the local and state levels
Activity: Research other states for already developed toolkits

Strategy 1.4: Create an evaluation plan for the use of the TDS Awareness toolkit

Objective 2: Increase parental involvement in developing a safe teen driver:

Strategy 2.1: Provide parent focused education regarding teen driver issues
Topics:
Current Graduated Driver License (GDL) and state laws
Modeling good driving habits
Setting rules and consequences for actions
Monitoring teen driver behaviors

Activities: Brainstorm various venues to promote parental education
Create parent-based website to include information listed above
Create fact sheets on the issues identified above

Objective 3: Decrease teen driving related crashes, injuries and fatalities due to alcohol and other drugs:

Strategy 3.1: Develop outreach and education for current and future drivers on the laws and risk pertaining to driving while under the influence of alcohol and drugs

Strategy 3.2: Develop outreach and education venues for family members and other influencers on the laws pertaining to driving while under the influence of alcohol and drugs

Strategy 3.3: Support an increase in law enforcement efforts

Strategy 3.4: Collaborate with court systems working with DUI and juveniles

Objective 4: Decrease teen driving related crashes, injuries and fatalities due to unsafe speed:

Strategy 4.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to speeding

Strategy 4.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to speeding

Strategy 4.3: Support an increase in law enforcement efforts

Objective 5: Decrease teen driving related crashes, injuries and fatalities due to lack of seatbelt use:

Strategy 5.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to driving unbelted

Strategy 5.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to driving unbelted

Strategy 5.3: Support an increase in law enforcement efforts

Objective 6: Decrease teen driving related crashes, injuries and fatalities due distractions:

Strategy 6.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to distracted driving

Strategy 6.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to distracted driving

Strategy 6.3: Support an increase in law enforcement efforts

Objective 7: Decrease teen driving related crashes, injuries and fatalities due to late night driving:

Strategy 7.1: Develop outreach and education for current and future drivers on the laws and risks pertaining to late night driving

Strategy 7.2: Develop outreach and education venues for family members and other influencers on the laws and risk pertaining to late night driving
Strategy 7.3: Support an increase in law enforcement efforts

Teen Driver Awareness Program

MeBHS's Law Enforcement Liaison (LEL) worked closely with AAA of Northern New England to produce a 2- hour Teen Driver Awareness Program which focused on Graduated Drivers Licenses, Impaired Driving, Distracted Driving, Seat Belts and Parental Involvement. The Program targets teens, ages 14-16, and their parents to address these issues and heighten awareness of the causes of teen driving fatalities and crashes. In conjunction with the Program, the LEL authored a grant to Ford and the GHSA which gave the MeBHS $20,000 to purchase two driving simulators which are used to augment the lessons being taught in the classroom. The simulators contain software, "One Simple Decision", which is specific to the teen driving issues of impaired and distracted driving. To date, MeBHS has trained 70 School Resource Officers in the Program and use of the simulators.

The Teen Driver Awareness Program has been taken to various high schools, businesses and trainings around the state to demonstrate the simulators and train law enforcement on the simulators' use. The MeBHS has demonstrated the simulators at five different high schools, including Scarborough High School and Bonny Eagle High School, both of which were selected to participate in the Ford Driving Skills for Life event. Approximately 900-1,000 students were able to view and experience the driving simulators to date. The simulators have also been used by various businesses including Central Maine Power, Maine Department of Transportation and other organizations at safety day events.

Ford Driving Skills for Life

In September the MeBHS attended two successful Ford Driving Skills for Life teen driving skills programs. Ford brought their program to the Scarborough and Bonny Eagle High Schools, where more than 150 students participated in hands-on skills lessons with experienced race car drivers. During the two events, MeBHS interacted with more than 500 students as they used the new driving simulators.

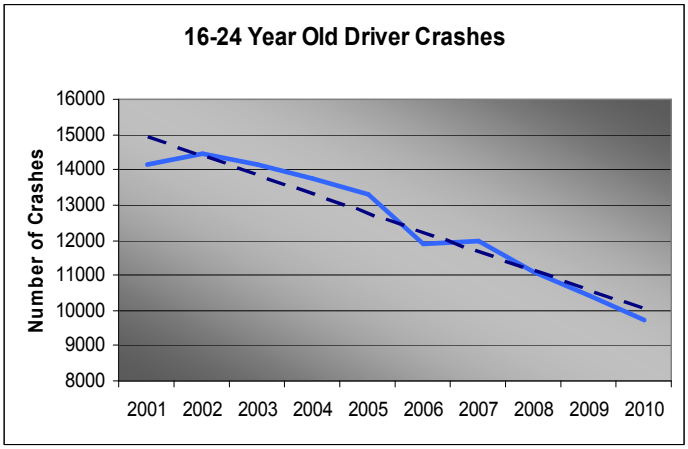
Future Strategies

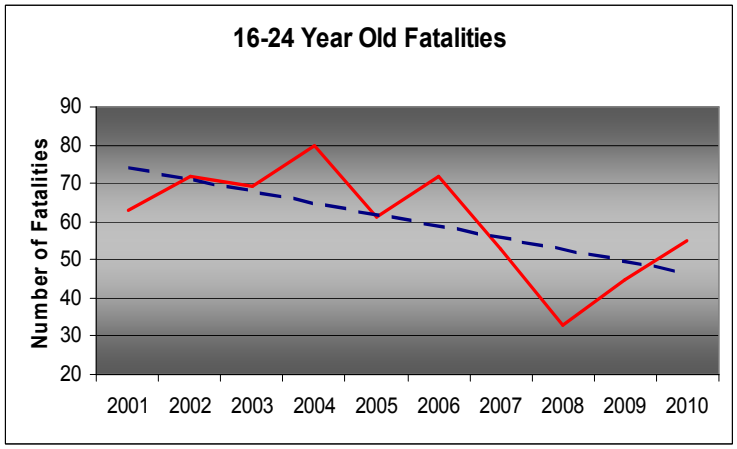
Provide funding for select Maine law enforcement agencies to participate in a first year Teen Driver Seat Belt Enforcement Campaign that runs for two weeks before the national Click It or Ticket campaign period in May.

Funding Source

Federal Section 402 and 405 funds

Figure 3. Teen Driver Crash Data





Source: Maine Transportation Safety Coalition

Impaired Driving Program

Problem

Maine's alcohol-related fatalities were 60% of all fatalities during the mid-1970's to 1980, but improved to a level of around 20% in 2002-2003. Since then, the percent of alcohol-related fatalities has risen to about 30%. The recent fatality trend reflects an overall increase.

In 2010, Maine had 38 alcohol-related fatal crashes and 30 of these fatal crashes had drivers with a Blood Alcohol Content (BAC) of .08 or higher. Maine is slightly below the FARS (Fatality Analysis Reporting System) national rate of 32% (2008). Attention also needs to be focused on drug-impaired drivers.

Objective

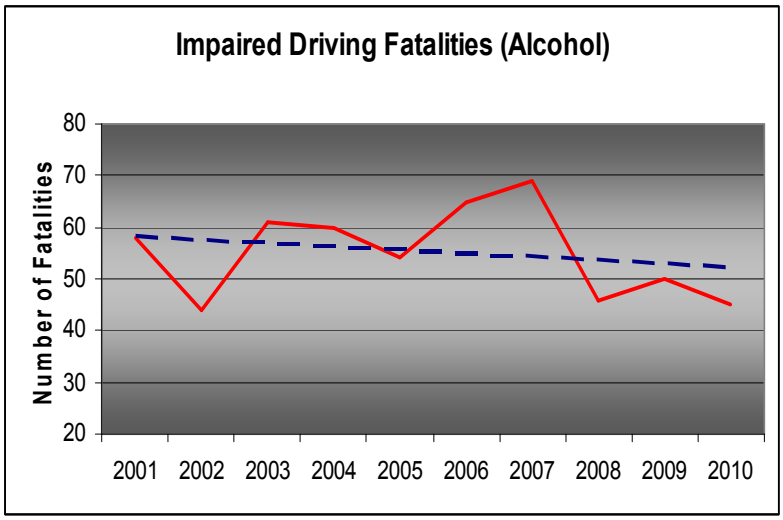
Maine's 2011 Impaired Driving Program focused on reducing alcohol-related fatalities by targeting high crash locations. Using police crash data, MeBHS was able to identify these high crash locations and partner with law enforcement to increase patrols in those areas.

Goal

To decrease alcohol impaired driving fatalities by 5% from the 5 year average for 2005-2009 of 48 to 45.6 by December 31, 2014.

Progress The five year average from 2006-2010 for alcohol impaired driving fatalities is 45.6.

Figure 4. Alcohol Involved Crash Fatalities in Maine



Source: Maine Transportation Safety Coalition

Strategies

Holiday High Visibility Impaired Driving Enforcement

As part of MeBHS's third year Holiday Enforcement Campaign in 2010, 42 participating law enforcement agencies, an increase from last year's 31 participants, conducted impaired driving enforcement details from November 22, 2010 through January 31, 2011. There were 259 operating under the influence arrests made during that time period, a 61% increase from last year's 157 arrests made during the same campaign. Officers working overtime details accrued 3,858 hours of overtime, and conducted 7,716 traffic stops, equaling 2 stops per hour. This is a 37% increase from the number of stops made during last year's campaign. Thirty-one roadblocks were conducted. During this enforcement period, $166,598 in federal funds was expended. The cost per OUI arrest was $643.24.

2011 High Visibility Impaired Driving Enforcement Campaign

The use of dedicated enforcement strategies combined with public awareness and education are key components to reducing the injuries and deaths attributed to impaired driving. In addition, local community programs must continue to put forth their independent efforts to reduce impaired driving crashes. Sending the message to the public that impaired driving will not be tolerated is essential.

This year's High Visibility Impaired Driving Enforcement Campaign ran from July 1 to September 5, 2011, which included the two week national enforcement crackdown of August 19 to September 5. There were 60 law enforcement agencies who participated this year: 52 police departments, 7 Sheriffs' offices and the Maine State Police. Departments could apply for up to$5,000 in federal funds. This year, $221,233.00 was awarded (financial data from Maine State Police not included) to departments and $185,602.36 was expended. There were a total of 231 impaired driving arrests made during this campaign and 94 impaired driving arrests during the national campaign. Departments conducted 3,636 hours of overtime and made 12,774 traffic stops, or 3.51 traffic stops per hour.

Figure 5. Alcohol Related Fatalities By Year and County

Alcohol-Related Fatalities*:	
2010	45
2009	50
2008	46
2007	69
2006	65

Top 10 Counties for Alcohol-Related Fatalities (2010):	
Cumberland	6
Washington	5
York	5
Somerset	4
Franklin	3
Hancock	3
Knox	3
Penobscot	3
Androscoggin	2
Aroostook	2

Source: FARS statistics

Drug Recognition Expert Program

There are currently 84 active Drug Recognition Experts in Maine, up from 80 last year. The Maine Criminal Justice Academy (MCJA) ran another DRE school in March of 2011. Eighteen students graduated from the class although only 14 completed the certification process. Two moved to agencies in another state during the process, and two did not complete the required work to become certified. The MCJA certified 3 new instructors that attended the DRE Instructor school in 2010 and assisted with the DRE class and certification evaluations in 2011.

The Department of Human Services Health and Environmental Testing Lab (HETL) has estimated that 291 urine samples have been received from DREs for analysis in FFY2011. The MCJA started using an instant field test for certification evaluations for this class which cut down substantially the number of training samples submitted to the HETL.

Officer Robert Libby of the South Portland Police Department and Sergeant Edwin Finnegan of the Rockland Police Department attended the 17th Annual IACP Training Conference on Drugs, Alcohol and Impaired Driving in Montreal, Canada, in July 2011. Upon their return, they assisted in the development and instruction of the 2011 mandatory DRE refresher training at the MCJA. The training was held on September 8 at the Academy. The guest speaker, for the second year in a row, was Don Decker, a senior DRE instructor from Massachusetts and the Regional IACP Representative who spoke on synthetic drugs. Carl Hallman and Robert Annese from MeBHS provided an overview on MeBHS initiatives. The class was very well attended with 54 DREs and instructors participating.

Standardized Field Sobriety Testing (SFST)

The MCJA conducted or processed 11 full SFST student classes with 116 students attending. Additionally, 5 SFST 4 hour Refresher classes statewide with 13 students attending were processed.

Several small changes to the SFST field notebooks which were received from the vendor this spring were made and distributed to agencies that needed them. The current supply is anticipated to last through 2012. All new cadets get a copy during their SFST training at the MCJA.

Intoxilyzers

Over the past three years the MCJA has been transitioning into a new Intoxilyzer recertification process. Beginning January 1, 2012, about 700 certification cards, representing approximately one third of all operators, will be issued. The cards will expire December 31,2014. Operators have 6 months prior to expiration to complete the recertification process.

The MCJA worked with Acadia National Park, CMI and Bob Morgner to develop an Intoxilyzer 8000 training program that would meet the needs of Acadia's current equipment. An instructor development program was offered at MCJA for a limited group of instructors that would teach the curriculum for National Park Rangers.

Drug Impairment Training for Educational Professionals (DITEP)

This International Association of Chiefs of Police (IACP) sponsored program teaches educational professionals how to identify drug use in students. The second part of the program teaches key school staff how to conduct evaluations on students identified as being impaired. The goal of the program is to reduce drug use by students and keep drug impaired students off the roads. The MCJA had schools in Bangor and York County participate in DITEP programs this year.

Future Strategies

Increase public awareness of drug impaired driving through media campaigns, press releases and signage.

Continue law enforcement training in Advanced Roadside Impaired Driving Enforcement (ARIDE).

Continue discussions with the Attorney General regarding a Traffic Safety Resource Prosecutor (TSRP).

Increase blood/breath sample collection ability in rural areas. Can be accomplished by purchasing new breath testing instruments, training officers as phlebotomists for blood draws, contracting with local EMS personnel, or any combination thereof.

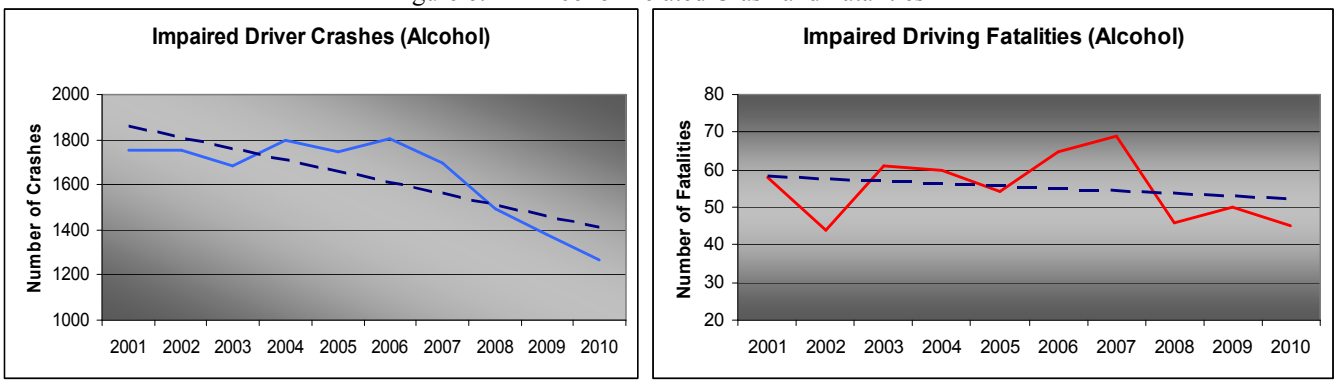
Continue to provide grant funding to Maine law enforcement agencies to participate in the August and December NHTSA Drive Sober or Get Pulled Over national impaired driving enforcement crackdown periods. Grant funding will be provided for dedicated overtime impaired driving enforcement details and public education.

Develop a Regional Impaired Driving Enforcement (RIDE) Team. This pilot program will recruit selected volunteers from state, county and municipal law enforcement agencies within Cumberland County who have demonstrated an expertise in the detection, apprehension and prosecution of impaired drivers. The RIDE Team will conduct numerous saturation patrols and sobriety checkpoints throughout the County during FY 2012.

Funding Source

Federal Section 402 and 410 funds

Figure 6. Alcohol Related Crash and Fatalities



Source: Maine Strategic Highway Safety Plan, 2011 edition

Traffic Records

Problem

A complete traffic records program is necessary for planning (problem identification), operational management or control, and evaluation of a state's highway safety activities The MeBHS and its partners collect and use traffic records data to identify highway safety problems, problem areas, to select the best possible countermeasures, and to evaluate the effectiveness of these efforts. The role of traffic records in highway safety has been substantially increasing since the creation of the Federal Section 408 grant program under SAFETEA-LU.

Objective

Traffic records and traffic safety data form the decision-making basis for the setting of policy and the selection of projects and programs to improve the safety of our state's highways. Gathering, processing and reporting all data pertaining to the traffic safety activities in an accurate and timely fashion is a primary objective of the MeBHS. To accomplish this objective, the MeBHS has established a permanent Traffic Records coordinating committee (TRCC).

Goal

The goal of Maine's Traffic Records Coordinating Committee (TRCC) is to continue to develop a comprehensive traffic records system that provides timely, complete, accurate and usable traffic records data so that we may analyze and address our highest priority traffic safety issues.

Strategies

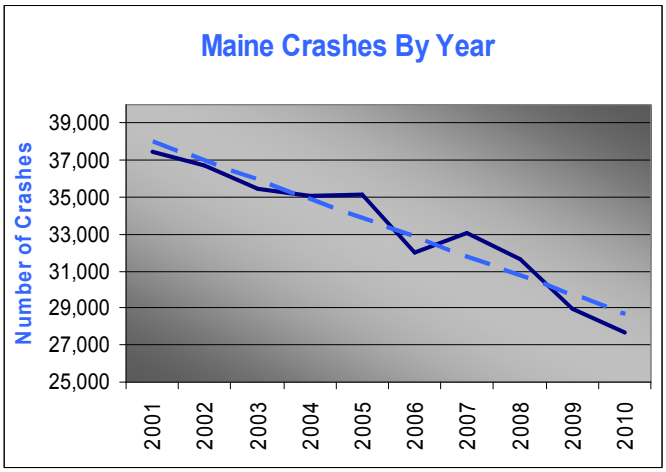
Maine's TRCC partners have made significant progress in improving Maine's traffic records systems. These successes include:

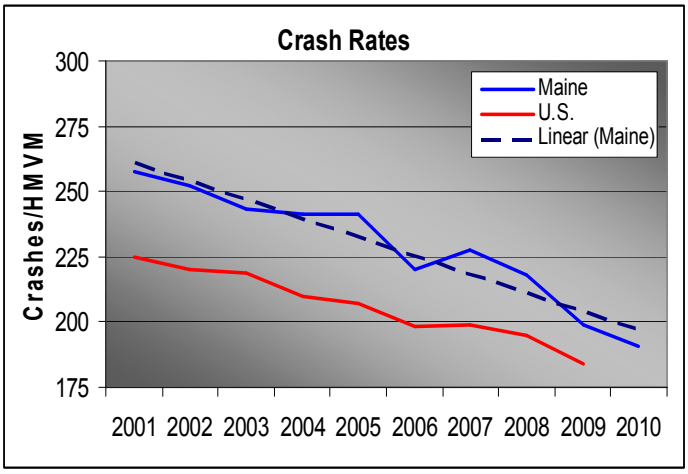
- Completed statewide deployment of Maine's Electronic EMS Run Report System (all services have been required to submit electronically as of 4/1/09). Ongoing training and data quality improvement efforts continue.
- Bureau of Motor Vehicles (BMV) continued migration of business functions to a new computer system
- BMV completed the electronic transfer of registration data from municipalities project which resulted in improved efficiencies and reduction in submission times,
- BMV's Online Rapid Renewal Registration system was upgraded to register trailer fleets and additional municipalities began using the online system,

- Maine Crash Report Form was redesigned based on MMUCC Revision 3 which will result in a significant increase in MMUCC compliance for Maine's crash data, and

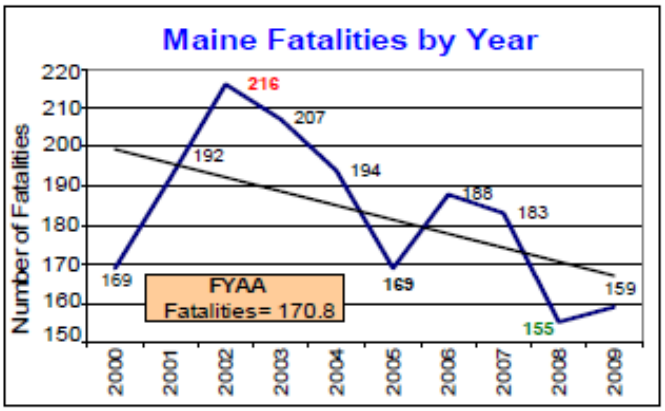
- Maine's Crash Reporting System technology upgrade has been deployed and all but one agency is using the new form.

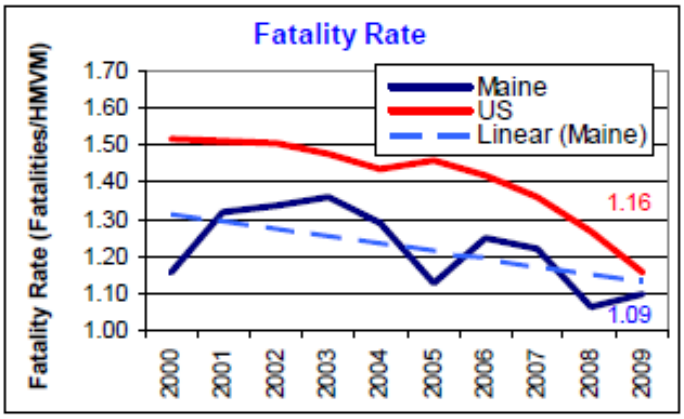
Figure 7. Crashes and Fatalities Data





Source: Maine Transportation Safety Coalition





Source: Maine Strategic Highway Safety Plan, 2011 edition

Future Strategies

Future projects have been identified in the State's approved Traffic Records Plan for 2011. In order to continue to be eligible to received Section 408 federal funds for traffic data and records purposes, the State must undergo traffic records assessments every five years. Maine's Traffic Records Assessment was conducted April 25-29, 2011. A copy of the final assessment report is available upon request.

Funding Source

Federal Section 402 and 408 funds, and Maine State Highway funds and other funds

Speed and Aggressive Driving

Problem

Speed is cited as a factor in an average of 6,100 crashes per year. Speed-related crashes account for 19% of total crashes and 42% of total fatalities. The biggest concern with excessive speed is it can lead to other driver errors and serious injuries. Adjusting speed for weather-related road conditions is a problem. Unsafe speed was noted in 3,500 crashes on snowy, slushy or icy road surfaces, and another 700 occurred on wet road surfaces.

Objective

MeBHS is working with Maine law enforcement agencies to fund dedicated overtime details to combat the increase of speeders on Maine roads. Enforcement can be one of the most effective means of improving driver behavior, especially as it relates to speeders.

Goal

Decrease speeding related fatalities by 5% from the 5 year average of 69.4 for 2005-2009 to 66 by December 31, 2014.

Progress The five year average from 2006-2010 for speeding related fatalities is 68.8.

Strategies

2011 Speed Enforcement Campaign

The MeBHS conducted an analysis on statewide speed related crashes and their locations, then selected 14 law enforcement agencies from those locations to participate in this year's Speed Enforcement Campaign. Agencies could request up to $5,000 in federal grant funds for their speed enforcement details. There were 4 sheriffs' offices, 9 police departments and 3 Maine State Police troops who focused on speed enforcement from May 1 through September 5, 2011. Departments spent a total of $57,495, which was 89% of the total funds awarded ($64,568). Officers worked 1,881 overtime hours and made 4,768 traffic stops, which equals2.53 stops an hour. Law enforcement officers wrote 2,055 speed summons. The average cost of a speed summons was $70.00.

Future Strategies

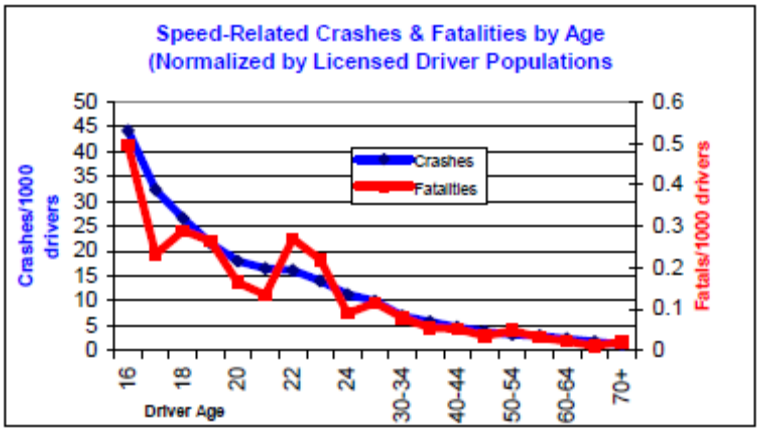
Sustain the high visibility enforcement outside of the national crackdowns

Continue to produce and/or distribute public service announcements via television, web, and radio that emphasize speed and its effect on public safety.

Funding Source

Federal Section 402 funds

Figure 8. Speeding Facts for Maine



Source: Maine Strategic Highway Safety Plan, 2011 edition

Motorcycle Safety

Problem

Motorcycle crashes resulted in 18 fatalities in 2010, which was a decrease from 23 fatalities in 2009.

In 2009, motorcycle crashes decreased and fatalities increased. Ten year crash and fatality trends are increasing. Motorcycle registrations have also steadily increased during this period. Motorcycle crash aspects include:

- Helmets were not worn by about 2/3 of the riders killed.
- Leading age group of motorcycle operator fatalities is 26-54
- Eleven of the 24 fatal motorcycle crashes were single vehicle occurrences.
- There is an increase in motorcycle ownership in the 40 and above age group and an increase in motorcycle rider fatalities in that age group during the last 10 years.

Objective

Educate the public on the importance of motorcycle safety for both motorcycle riders and the motoring public.

Goals

Decrease motorcyclist fatalities by 5% from the 5 year average of 20.6 for 2005-2009 to 19.6 by December 31, 2014.

Progress The five year average from 2006-2010 for motorcyclist fatalities is 21.

Decrease unhelmeted motorcyclist fatalities by 5% from the 5 year average of 14.4 for 2005-2009 to 13.7 by December 31, 2014.

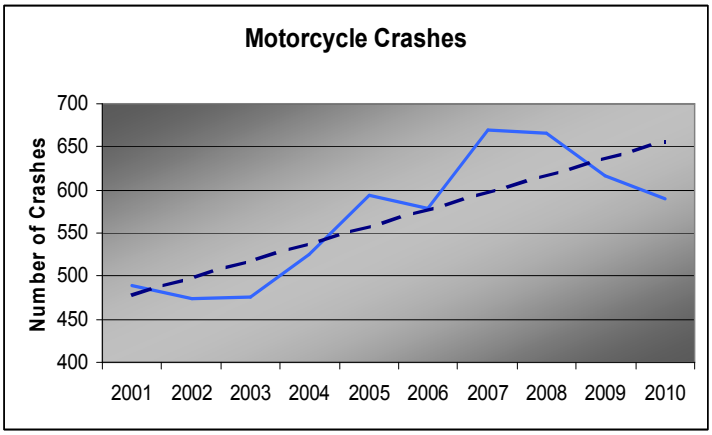
Progress The five year average from 2006-2010 for unhelmeted motorcyclist fatalities is 14.6.

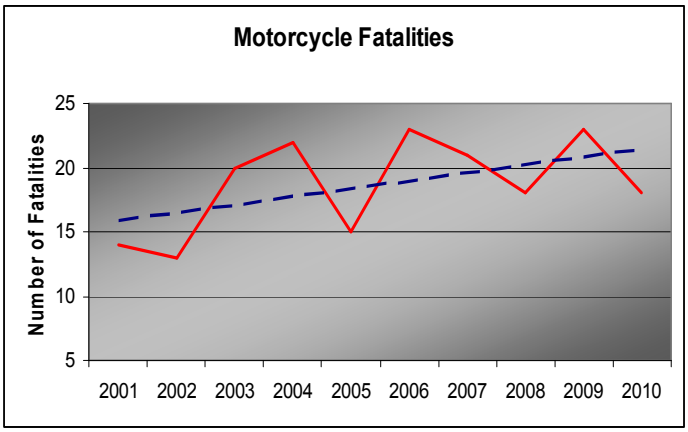
Strategies

<u>Bureau of Motor Vehicles Branch Office Media</u>

The MeBHS is pursuing partnering with the Bureau of Motor Vehicles' (BMV) branch offices to play MeBHS radio and television media spots on the branch offices' televisions. These television are located in the waiting areas of all BMV branch offices.

Figure 9: Motorcycle Crashes and Fatalities in Maine





Source: Maine Transportation Safety Coalition

Future Strategies

Continue partnership with the Bureau of Motor Vehicles' (BMV) branch offices to play MeBHS radio and television media spots on the branch offices' televisions. These television are located in the waiting areas of all BMV branch offices.

Funding Source

Federal Section 402 and 2010 funds

Paid and Earned Media

Objective/Goal

To increase seat belt use, proper use of child passenger safety restraints, reduce motorcycle fatalities, reduce impaired driving, speeding, and distracted driving through use of a statewide media campaign.

Strategies

"Survive Your Drive" Media Campaign

In 2009, the MeBHS hired a full-service media relations firm to develop a statewide highway safety media campaign. The firm, NL Partners, continued the "Survive Your Drive" campaign into FFY2011. The campaign was designed to raise driver awareness about the importance of safe driving and to help drivers avoid behaviors that lead to fatal crashes on Maine highways. The campaign covers all aspects of highway safety, including impaired driving, speed, seatbelt use, and teen drivers.

The MeBHS worked with NL Partners to retag existing spots created by other states. The MeBHS now has television spots that discuss child passenger safety, impaired driving, seatbelt usage, motorcycles, teen drivers, and speed. The MeBHS radio spots address child passenger safety, impaired driving, seatbelt use, and motorcycles.

MeBHS pursued social networking this year through ad space on Facebook. Four ads were developed that addressed teen driving, speeding, and impaired driving. Facebook users can click the ads and are taken to the MeBHS website, where further information on each topic is available.

Earned Media

Earned media played a key role to MeBHS's media campaign in 2011. Law enforcement agencies who participated in the MeBHS's enforcement campaigns were asked to make use of all types of earned media to alert each agency's community of the enforcement efforts. Agencies conducted television and radio interviews, sent out press releases, posted news releases on department websites and Facebook pages, and used roadway signage to alert motorists of enforcement periods.

Sport Marketing Campaign

MeBHS contracted with Alliance Sport Marketing for Federal Fiscal Year 2011 to develop and implement a statewide sport marketing campaign. The campaign involved multiple sport venues around the state, including Maine's seven asphalt motorsports venues, one minor league baseball team (the Portland Sea Dogs), one minor league hockey team (the Portland Pirates), and the University of Maine athletics (covering football, men's and women's basketball, baseball, and men's and women's hockey seasons). The campaign covered more than thirteen sports seasons.

Alliance Sport Marketing developed and had premium venue signage installed in each of the ten venues, ensured at least two public address announcements were made during each event in each venue, organized a highway safety night at each venue, placed the MeBHS logo on schedule posters for each race track, and played safety messages on websites for minor league baseball, minor league hockey, and University of Maine athletics' websites.

The highway safety nights featuring the "You've Been Ticketed" promotion at each venue were a big success. Each "You've Been Ticketed" promotion involved many highway safety partners working together at each venue. Local law enforcement would monitor the venue parking lot and reward drivers that were buckled up as they entered the parking lot with a "ticket". That ticket could be redeemed for a highway safety t-shirt at the MeBHS booth at the venue. MeBHS staff and law enforcement liaison manned the booth, distributing the t-shirts as well as highway safety pamphlets, car seat inspection and distribution site flyers, and other educational material. The MeBHS Seatbelt Convincer was available at many events for fans' use.

The following recap lists each venue, signage, and highway safety night that was part of this first year campaign:

Beech Ridge Motor Speedway, Scarborough: The track displayed a 4' x 22' sign on the second turn featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. Schedule posters were distributed at the track's first few events, three public address announcements were read at

each event, and the track hosted the Highway Safety Night on July 23.

Oxford Plains Speedway, Oxford: The track displayed a 12’ x 24’ sign on turn three featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. Schedule posters were distributed at the track’s first few events and at local restaurants, three public address announcements were read at each event, and the track hosted the Highway Safety Night on July 2 as well as an additional event on July 24 during the TD Bank 250 race.

Richmond Karting Speedway, Richmond: the track displayed a 7’ x 18’ sign on the back straight away featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. Schedule posters were distributed at the track’s first few events, three public address announcements were read at each event, and the track hosted the Highway Safety Night on July 30.

Speedway 95, Hermon: The track displayed two 10’ x 20’ signs on the back straight away featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. Schedule posters were distributed at the track’s first few events, three public address announcements were read at each event, and the track hosted the Highway Safety Night on July 30.

Spud Speedway, Caribou: The track displayed a 8’ x 12’ sign featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. Schedule posters were distributed at the track’s first few events and inserted in the Aroostook Republican newspaper, three public address announcements were read at each event, and the track hosted the Highway Safety Night on the July 2 Independence Day weekend race.

Unity Raceway, Unity: The track displayed an 8’ x 16’ sign on the leaderboard, a 4’ x 8’ sign on the winner’s circle, a 4’ x 8’ sign on the main entrance, and a 4’ x 8’ sign on the grandstands featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. Schedule posters were distributed at the track’s first few events, three public address announcements were read at each event, and the track hosted the Highway Safety Night on July 22.

Portland Pirates hockey team, Portland: The arena displayed two 8’ signs on the dasher boards on each side of the rink. The signs featured the Survive Your Drive. Buckle Up. No Excuses! messaging. MeBHS had a logo link featured on the Pirates’ website, three public address announcements read at each event, and the team hosted the Highway Safety Night on November 20. The Highway Safety Night was promoted in the Portland Press Herald newspaper leading up to the game.

Portland Sea Dogs baseball team, Portland: The ballpark displayed a 8’ x 16’ sign on the outfield fence featuring the Survive Your Drive. Buckle Up. No Excuses! messaging. MeBHS had a logo link featured on the Sea Dogs’ website, three public address announcements read at each event, and the team hosted the Highway Safety Night

on July 29. The Highway Safety Night featured an eight year old boy who was saved by his helmet in a bicycle accident; the boy threw out a ceremonial first pitch at that day's game.

University of Maine, Orono (UMO): The University of Maine Black Bear Athletics partnered with MeBHS to promote seat belt usage at many of their sporting events during the year. UMO football games featured exit signage over each of the Alfond Stadium exits, reminding fans to Buckle Up. No Excuses! On November 20, the football team promoted highway safety with the You've Been Ticketed promotion. UMO's Alfond Arena hosts both the UMO hockey and basketball teams. That arena featured exit signage for all events as well as a dasher board sign for the nationally ranked Black Bears hockey games. During the basketball games the Survive Your Drive. Buckle Up. No Excuses! Sign was prominently displayed courtside. The hockey program hosted the Highway Safety Night on January 28, while the basketball team hosted their night on March 8. the Black Bear baseball team displayed a 7' x 20' outfield fence sign at Mahaney Diamond that featured the Survive Your Drive. Buckle Up. No Excuses! messaging. The baseball team, which reached the NCAA tournament, hosted their Highway Safety Night on May 15. In addition to the signage and promotion nights, three highway safety messages were read at each UMO event and the Survive Your Drive. Buckle Up Black Bear Fans. No Excuses! message was displayed on the UMO athletics website.

Future Strategies

Add existing distracted driving media to the media play schedule.

Continue supporting the MeBHS and NHTSA mobilizations with paid and earned media.

Funding Source

Federal Section 402 and 406 funds

Maine Highway Safety Plan

FY 2011 Marketing Flowchart

Event		October				November					December					January					February				March				April				May				June				July				August				September			
		27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19
NHTSA Media																																																					
Click It or Ticket				Teen-Oct 17 - 24					November 15 - 29																											May 23 - June 5																	
Impaired Driving					October 25 - 31								December 16 - January 3																																			Aug 15 - Sep 5					
Maine Media	**TRPs $**			**Teen** Oct 17-31 Oct 24-31		**OUI**			**Seat Belt** Nov 15-28		**OUI** November 28 - January 3									**OUI** 1/31 - 2/6																**Seatbelt** May 23 - June 5													**OUI** August 22 - September 5			**CPS** Sept. 18-24	
TV	2,113			279					270		698									135																													439			293	
- Paid GRPs	939			8	58	58			60	60	60	60	60	60	60	10				60																													65	65	65	65	65
- PSA GRPs (FREE)	1,174			10	72.5	72.5			75	75	75	75	75	75	75	12.5				75																													81.3	81.3	81.3	81.3	81.3
Total TV GRPS (weekly)				18	131	131			135	135	135	135	135	135	135	22.5				135																													146	146	146	146	146
- Flight Costs	$88,211			$11,780					$11,400		$29,460									$6,700																													$18,625			$11,366	
Radio	1,945								260		594									100																260													439			293	
- Paid GRPs	932								65	65	65	64	53	50	50	15				50																65	65												65	65	65	65	65
- PSA GRPs (FREE)	1,013								65	65	65	64	53	50	50	15				50																65	65												81.3	81.3	81.3	81.3	81.3
Total Radio GRPS (weekly)									130	130	130	128	106	100	100	30				100																130	130												146	146	146	146	146
- Flight Costs	$74,604								$10,400		$23,760									$4,000																$10,400													$15,600			$10,444	
Online/FaceBook Ads	$8,842																																																				
Restaurant Posters	$12,513																																																				
PR - Events / Releases	$3,225																																																				
DATA/Research																																																					
Performance goal collection																																																					
Perceptual goals research	$5,000																																																				
Creative Development	$9,000																																																				
Production	$3,645																																																				
Total Marketing $	$205,140																																																				

Demos: OUI (P=M18-35/F24-35; S=M45-65); Seat Belts (P=M18-35; S=A18+); Teens (12-21)

Noteworthy Programs

2011 Maine Law Enforcement Challenge

For the fifth year in a row, the MeBHS sponsored the Maine Law Enforcement Challenge. The Law Enforcement Challenge is an opportunity for a law enforcement agency to showcase its community traffic safety programs. The challenge is conducted at a state level where similar-sized agencies compete against each other. There were 19 applicants this year: 11 police departments and sheriffs' agencies as well as 8 Maine State Police troops.
There were three scoring categories for the Challenge:

5 small police departments or Sheriffs offices
6 large police departments or Sheriffs offices
8 Maine State Police Troops

Winners and prizes for the small departments:

1st Place Lisbon Police Department
All Traffic Solutions Speed Shield 12 inch Radar Display Traffic Recorder
Applied Concepts Stalker DSR-2X Radar

2nd Place Presque Isle Police Department
All Traffic Solutions Speed Shield 12 Inch Radar Display Traffic Recorder

3rd Place Rockland Police Department
Watchguard COP VU Video Camera (3) body worn video

Winners and prizes for the large departments:

1st Place York Police Department
All Traffic Solutions Speed Shield 12 inch Radar Display Traffic Recorder
Applied Concepts Stalker DSR-2X Radar

2nd Place Wells Police Department
All Traffic Solutions Speed Shield 12 Inch Radar Display Traffic Recorder

3rd Place Augusta Police Department
(3) Three Watchguard COP VU body worn video

Maine State Police

1st Place Troop B
(3) Three Kustom Signal Pro III Lasers

2nd Place Troop D
(2) Two Kustom Signal Pro III Lasers

3rd Place Troop G
(3) Three Watchguard COP VU body worn video

All departments who did not place in their category received five 5.11 Tactical Light for Life flashlights.

An awards luncheon for this year's Challenge was held at the Hilton Garden Inn Riverwatch in Auburn on August 16, 2011. Over 50 people attended. The guest speakers were Public Safety Commissioner John Morris and the MeBHS Director Lauren Stewart.

All applications were sent to the International Chiefs of Police National Challenge and were judged on a national level. The Maine State Police scored first place in their division and the Sagadahoc County Sheriff's Office placed third in their division. The Sagadahoc County Sheriff's Office has taken third place three times in the national competition.

Lisbon PD Officer Darin Estes
receives a plaque from
DPS Commissioner John Morris for
taking first place in the small dept. division
division

York PD Chief Doug Bracy
receives a plaque from
DPS Commissioner John Morris for
taking first place in the large dept.

Partnerships and the Strategic Highway Safety Plan

MeBHS has partnered with the Maine Department of Transportation, Maine Turnpike Authority, Department of Health and Human Services, state law enforcement agencies and many others in working toward the identified initiatives within the statewide Strategic Highway Safety Plan (SHSP) to substantially reduce the number of injuries and deaths related to crashes on our highways. MeBHS will continue to explore new partnerships and continue to strengthen existing partnerships with more agencies (governmental and non-governmental, local, state, law enforcement and non-law enforcement) in our efforts to increase our chances of affecting behavioral changes and educating Maine citizens about all matters related to behavioral traffic safety. The SHSP Planning Committee is involved in updating the SHSP.

Maine Driving Dynamics

Maine Driving Dynamics (MDD) is a Maine sponsored five-hour defensive driving course that offers all drivers the opportunity to improve their defensive driving abilities. The course includes discussion of collision avoidance techniques, safety issues, driver habits and attitudes, and the basic elements that constantly challenge drivers on Maine's highways. MDD is taught by a certified Maine Driving Dynamics instructor in a format that engages students with lectures, videos, and class discussion/participation. Those completing the course will receive a three-point credit on their driving record and students 55 and older can receive an insurance discount from their insurer.

MeBHS believes students are safer drivers after completing this course. They leave the class with a new and unique way of looking at the driving experience. The course is offered to the public several times each month at various locations around the state. MDD is sponsored by MeBHS in partnership with local and regional adult education organizations. The course is also offered on site to private companies.

Law Enforcement Liaison

The MeBHS Law Enforcement Liaison Robert Annese works with Maine law enforcement agencies to increase participation in MeBHS enforcement campaigns, assists law enforcement agencies with grant paperwork requirements, conducts trainings at the Maine Criminal Justice Academy, helps the MeBHS organized media events, and represents the MeBHS on many committees and at several meetings throughout the state and country. The current LEL contract goes through 2012.

Implied Consent Program

The MeBHS is responsible for Maine’s Implied Consent program. Under Maine’s Implied Consent law, a driver shall submit to and complete a test to determine an alcohol level and drug concentration by analysis of blood, breath or urine. This test may be given at any time that authorities have probable cause to administer it. If a driver refuses to take such a test for alcohol or drugs, that individual’s driver’s license will be immediately suspended for a period of up to six years.

Maine uses the Intoxilyzer 5000 units, which are managed by the Department of Health and Human Services' Health and Environmental Testing Laboratory (HETL). HETL is responsible for calibrating all the Intoxilyzers in use in the state. The MeBHS provides funding for the salary of the HETL chemist who manages and maintains the units. The chemist is also an expert witness who is called on frequently for court cases involving use of an Intoxilyzer.

There are currently 80 Intoxilyzers in use around the state. These units are strategically located at police departments around Maine that are easily accessible by all Maine law enforcement.

Wells Police Department Cop Card Program

The Wells Police Department instituted a Cop Card program to raise public awareness and public support for the police and traffic safety programs in Wells. Federal funds were used to create and produce cards that had a picture of an officer with a traffic safety message on the back of the card. There were 28 different trading cards that were distributed at schools, the town hall, senior centers, and community events.

Legislative Summary

More information on these laws may be found at http://www.maine.gov/legis/opla/enactlawnew.htm .

Chapter 13 – LD 50
An Act to Allow Provisional Drivers to Transport Persons under Guardianship and Children of Active Military Personnel
A provisional driver may only carry passengers who are of the immediate family. "Immediate family" is expanded to include the following persons living with the immediate family: (1) a foreign exchange student, (2) a person who is under court-appointed guardianship of an immediate family member, and (3) a child whose parent is deployed for military service and is under guardianship of an immediate family member.
Amends 29-A, section 1311, sub-section 1, paragraph A

Chapter 156 – LD 1005
An Act to Clarify the Standard of Proof for Traffic Infractions
The burden of proof that a traffic infraction has occurred is on the State and must be established by a standard of a preponderance of the evidence. (This bill started out to establish the standard of proof as clear and convincing evidence, a standard higher than a preponderance but still less than proof beyond a reasonable doubt.)
Enacts 29-A section 103, sub-section 4

Chapter 159 – LD 1098
An Act to Increase Accountability for the Most Serious Offenders of Laws Prohibiting Operating under the Influence of Drugs and Alcohol
Has either a prior conviction for a Class B or Class C crime under this section or a prior criminal homicide conviction involving or resulting from the operation of a motor vehicle while OUI. For purposes of this subparagraph, the 10-year limitation specified in section 2402 and Title 17-A, subsection 9-A, subsection 3 does not apply to the prior criminal homicide conviction.
Amends 29-A section 2411, sub-section 1-A, paragraph D

Chapter 165 – LD 1454
An Act to Allow Police Officers to Operate Mobile Command Units without a Special License
A law enforcement officer who is a member of an organized municipal, state or federal law enforcement department is permitted to operate a commercial motor vehicle as a mobile command unit. "Mobile command unit" means a motor vehicle designed and used by a law enforcement agency primarily as a command and control platform for emergency response.
Amends 29-A section 1252, sub-section 1, paragraph C

Chapter 167 – LD 221
An Act to Make Changes to the Motorcycle Inspection Sticker Requirements
An official inspection sticker must be affixed to the rear of the motorcycle on the registration plate. The sticker must be located so that it is completely visible from the rear of the motorcycle. If the registration plate is reassigned to another motorcycle, the certificate of inspection and the official inspection sticker expire upon reassignment.
Amends 29-A section 1758, sub-section 3

Chapter 207 – LD 736
An Act to Prohibit Texting While Driving
This is a new statute. It prohibits a person from operating a vehicle while engaging in text messaging. It is a traffic infraction for which a fine of not less than $100 may be adjudged. "Text messaging" is defined as reading or manually composing electronic communications, including text messages, instant messages or e-mails, using a portable electronic device. "Text messaging" does not include using a global positioning or navigation system. "Portable electronic device" means any portable electronic device that is not part of the operating equipment of a vehicle, including but not limited to an electronic game, device for sending or receiving e-mail, text messaging device, cellular telephone and computer. "Cellular telephone" means a device used to access wireless telephone service.
Enacts 29-A section 2119

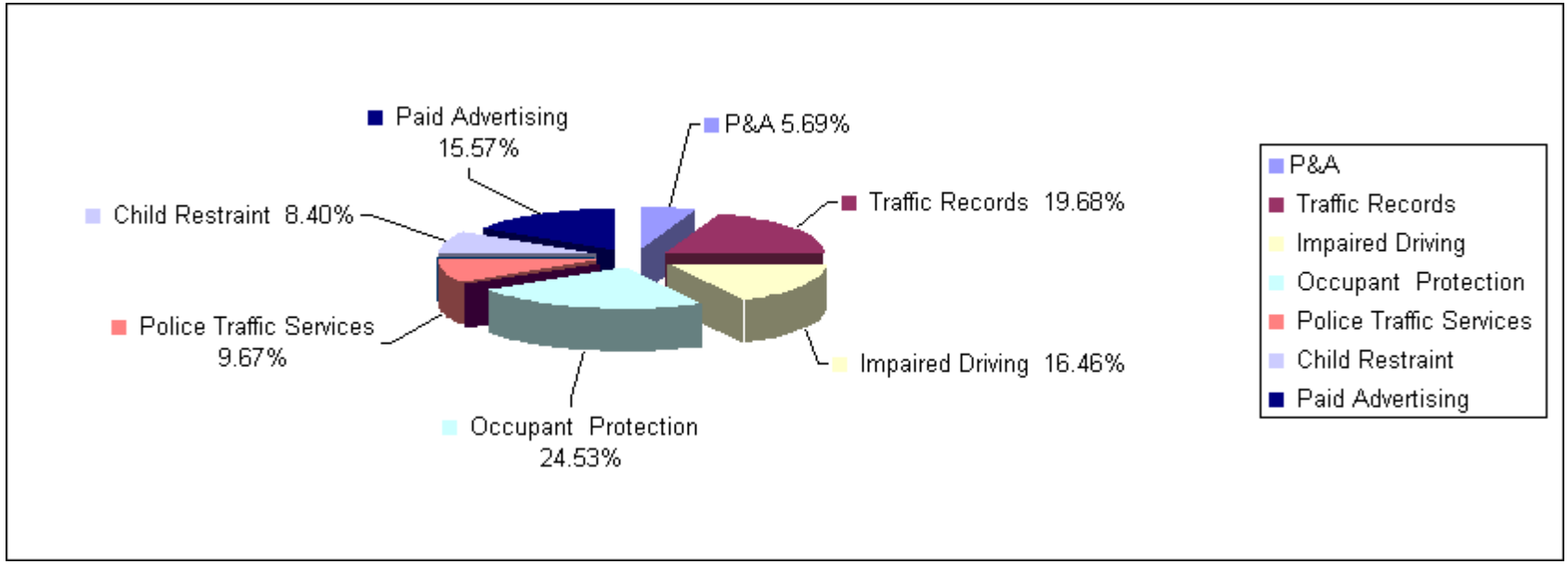
Chapter 390 – LD 1167
An Act to Protect the Privacy of Persons Involved in Reportable Motor Vehicle Accidents
Notwithstanding current law that permits the public disclosure of the date, time and location of a crash and the names and addresses of operators, owners, injured persons, witnesses and the investigating officer, crash data of a personally identifying nature contained in the database maintained by the State Police does not constitute "public records" for purposes of the Freedom of Access law. Such information may not be publicly disseminated. Data not of a personally identifying nature may be disseminated. "Personally identifying data" means an individual's name, residential and post office box mailing address, social security number, date of birth and driver's license number, vehicle registration number, insurance policy number, information contained in any free text data field of a crash report, and any other information contained in a data field of a crash report that may be used to identify a person. Any other information constitutes "nonpersonally identifying data".
Enacts 29-A section 2251, sub-section 7-A
Amends 29-A section 2251, sub-section 7

Chapter 415 – LD 1557
An Act to Raise the Speed Limit on Interstate 95 between the City of Old Town and the Town of Houlton
The title says it all- the speed limit on I-95 after September 28, 2011, will be 75 mph.
Amends 29-A section 2052, sub-section 6

Fiscal Year Summary

FFY11 Financial Summary of Expenditures as of 12/5/11

	402	405	163	406	408	410	2010	2011	Total	% of Total
P&A	$129,151			$2,045		$4,446			$135,643	5.69%
Traffic Records	$44,475				$424,818				$469,293	19.68%
Impaired Driving	$14,220					$378,382			$392,602	16.46%
Occupant Protection	$369,297	$215,679							$584,975	24.53%
Ped/Bicycle Safety	$0								$0	0.00%
Police Traffic Services	$230,600								$230,600	9.67%
EMS	$0								$0	0.00%
Child Restraint	$108,354							$92,010	$200,364	8.40%
Paid Advertising	$0			$371,355					$371,355	15.57%
Motorcycle	$0						$0		$0	0.00%
TOTAL	$896,096	$215,679	$0	$373,401	$424,818	$382,828	$0	$92,010	$2,384,832	100.00%



Appendix A

Supporting Motor Vehicle Crash Data

Maine Motor Vehicle Crash Data

U.S. Fatality Rate:

2006: 1.42 fatalities per 100 million VMT
2007: 1.36 fatalities per 100 million VMT
2008: 1.25 fatalities per 100 million VMT
2009: 1.16 fatalities per 100 million VMT
2010: 1.10 fatalities per 100 million VMT

Maine Fatality Rate:

2006: 1.25 fatalities per 100 million VMT
2007: 1.22 fatalities per 100 million VMT
2008: 1.08 fatalities per 100 million VMT
2009: 1.10 fatalities per 100 million VMT
2010: 1.11 fatalities per 100 million VMT

Fatalities by County (2010):

Cumberland	25
York	24
Hancock	14
Penobscot	13
Androscoggin	12
Aroostook	11
Waldo	10
Somerset	8
Franklin	8
Kennebec	7
Knox	7
Washington	6
Oxford	5
Lincoln	4
Sagadahoc	4
Piscataquis	3

New England Region Motor Vehicle Crash Fatalities 2010:

Connecticut	319
Massachusetts	314
Maine	161
New Hampshire	128
Vermont	71
Rhode Island	66

Source: FARS and MDOT

In 2010, 32,788 people were killed in the U.S. in motor vehicle crashes. In Maine, motor vehicle crashes killed 161 people. Maine had over 27,000 total reportable crashes in 2010, down from 33,118 reportable crashes in 2009.

MAINE MOTOR VEHICLE CRASH DATA FROM 1980-2010

YEAR	TOTAL CRASHES	FATAL CRASHES	ALCOHOL INVOLVEMENT	SPEED INVOLVEMENT	NUMBER OF PEOPLE KILLED
1980	27,910	234	157 (60.2%)		261
1981	26,698	186	127 (60.2%)		211
1982	30,522	151	84 (50.6%)		166
1983	31,375	198	127 (56.7%)		224
1984	34,544	211	125 (53.9%)		232
1985	36,799	189	110 (53.4%)		206
1986	40,378	190	108 (50.5%)		214
1987	43,201	212	114 (49.1%)		232
1988	40,764	231	89 (34.8%)		256
1989	43,498	175	61 (32.1%)		190
1990	37,468	196	81 (38%)		213
1991	35,046	181	73 (35.6%)		205
1992	35,548	189	85 (39.7%)		214
1993	37,819	168	74 (40%)		185
1994	37,561	167	65 (34.4%)	74 (39%)	189
1995	38,512	171	51 (27.1%)	71 (37%)	188
1996	39,760	156	55 (32.5%)	76 (45%)	169
1997	42,510	172	63 (32.8%)	71 (37%)	192
1998	40,877	176	50 (26%)	79 (41%)	192
1999	39,024	168	51 (28.2%)	79 (43%)	181
2000	37,251	159	46 (27.2%)	74 (43%)	169
2001	37,580	170	49 (25.5%)	73 (38%)	192
2002	36,979	186	42 (19.4%)	83 (38.42%)	216
2003	35,652	186	57 (27.53%)	79 (38.16%)	207
2004	35,226	178	60 (30.92%)	90 (46%)	194
2005	34,196	151	55 (32.5%)	86 (50%)	169
2006	36,403	168	64 (34.0%)	61 (32%)	188
2007	33,077	170	71 (38.7%)	85 (46%)	183
2008	31,330	144	39 (27%)	49 (34%)	155
2009	33,118	153	50 (32%)	59 (38%)	159
2010	27,884	144	38 (26%)	70 (48%)	161

Source: FARS Data and MDOT

Crash Data / Trends

	5 Year Averages					Progress Report Data 2006-2010				
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
C-1: Fatalities (Actual)	192	216	207	194	169	188	183	155	159	161
C-2: # of Serious Injuries	1,222	1,237	1,091	1,119	1,030	996	978	862	732	775
C-3a: Fatality Rate /100 million VMT	1.3	1.5	1.4	1.3	1.1	1.2	1.22	1.08	1.10	1.11
C-3b: Rural Mileage Death Rate				1.56	1.50	1.49	1.51	1.08	1.32	1.23
C-3c: Urban Mileage Death Rate				0.53	0.19	0.59	0.45	0.64	0.51	0.79
C-4: # of Unrestrained Passenger Vehicle Occupant Fatalities	78	72	87	75	64	65	76	45	50	41
C-5: # of Fatalities Involving Driver or Motorcycle Operator w/ ≥ .08 BAC	54	40	56	50	47	46	61	42	44	35
C-6: # of Speeding-Related Fatalities	73	83	79	90	86	61	86	53	61	83
C-7: # of Motorcyclist Fatalities	14	13	20	22	15	23	23	18	23	18
C-8: # of Unhelmeted Motorcyclist Fatalities	5	8	12	11	9	17	15	14	17	10
C-9: # of Drivers Age 20 or Younger Involved in Fatal Crashes	17	21	13	21	16	23	25	19	20	24
C-10: # of Pedestrian Fatalities	12	14	13	10	9	10	10	12	11	12
B-1: % Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	59.0%	59.2%	59.2%	72.3%	75.8%	77.2%	79.8%	83.0%	82.6%	82%
A-1: # of Seat Belt Citations Issued During Grant-Funded Enforcement Activities	0	245	0	2166	2568	1725	1566	5997	6,650	9856
A-2: # of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	269	272	321	275	330	301	359	506	545	456
A-3: # of Speeding Citations Issued During Grant-Funded Enforcement Activities	0	0	0	0	0	3312	2947	3963	4887	11,732

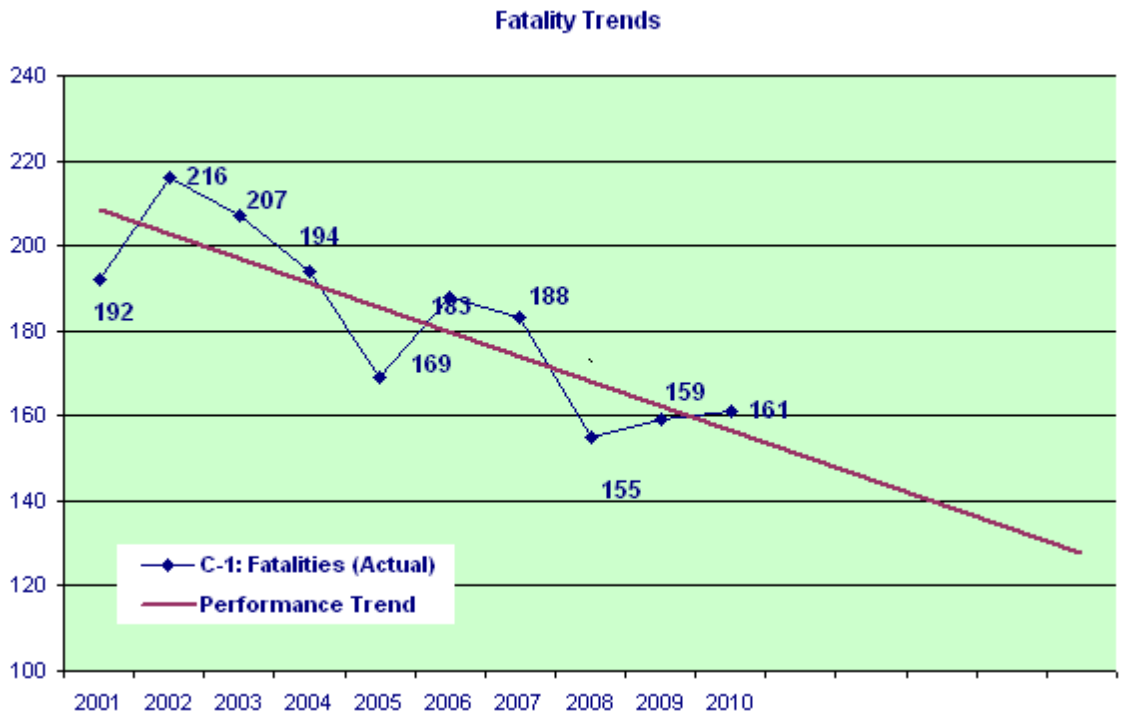
Source: FARS, MDOT, MeBHS campaign statistics

Goal: C-1: Fatalities (Actual)

Reduce 5 year average by 5% by December 2015

Baseline

5 year average of 169.2 to 160.74

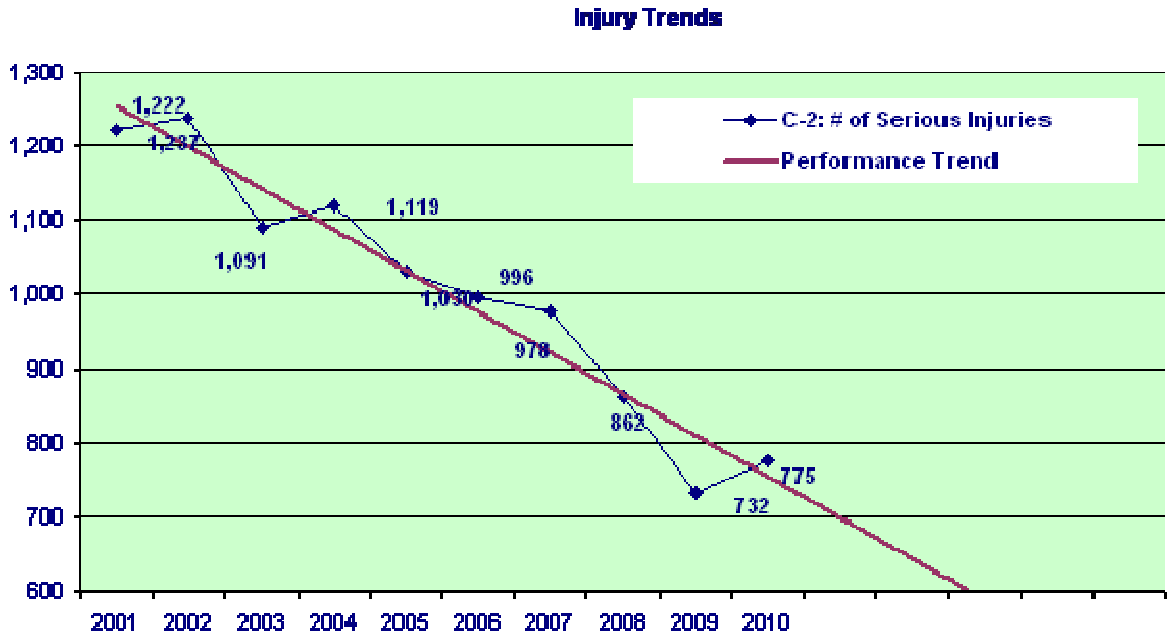


Goal: C-2: # Serious Injuries

Reduce 5 year average by 5% by December 2015

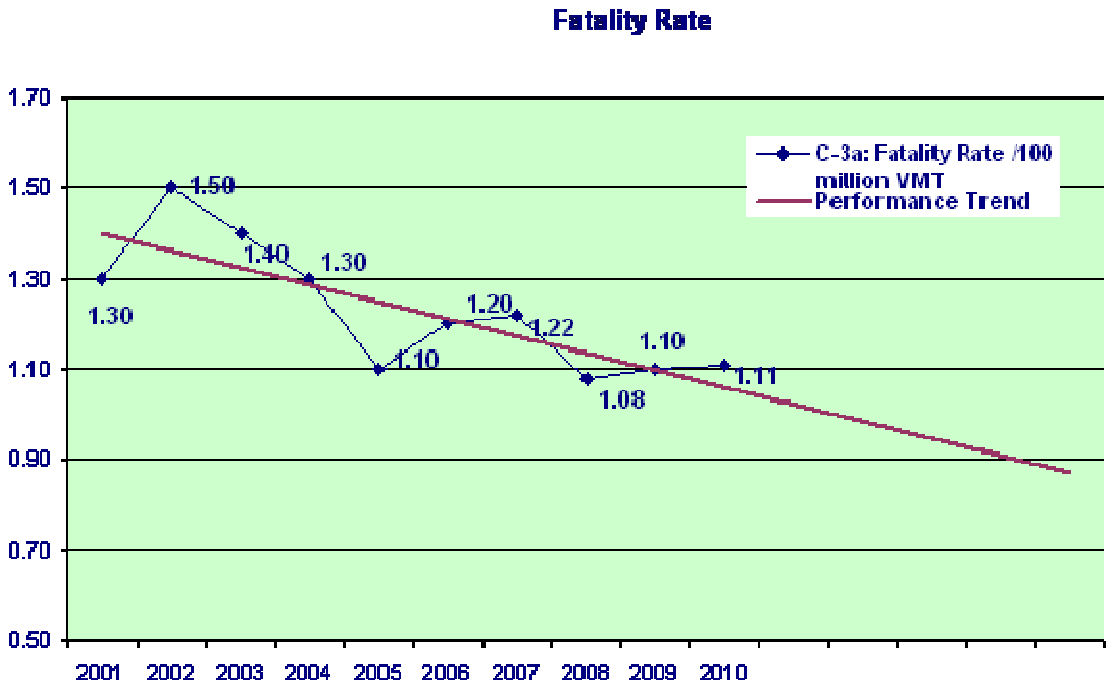
Baseline

5 year average of 920 to 874



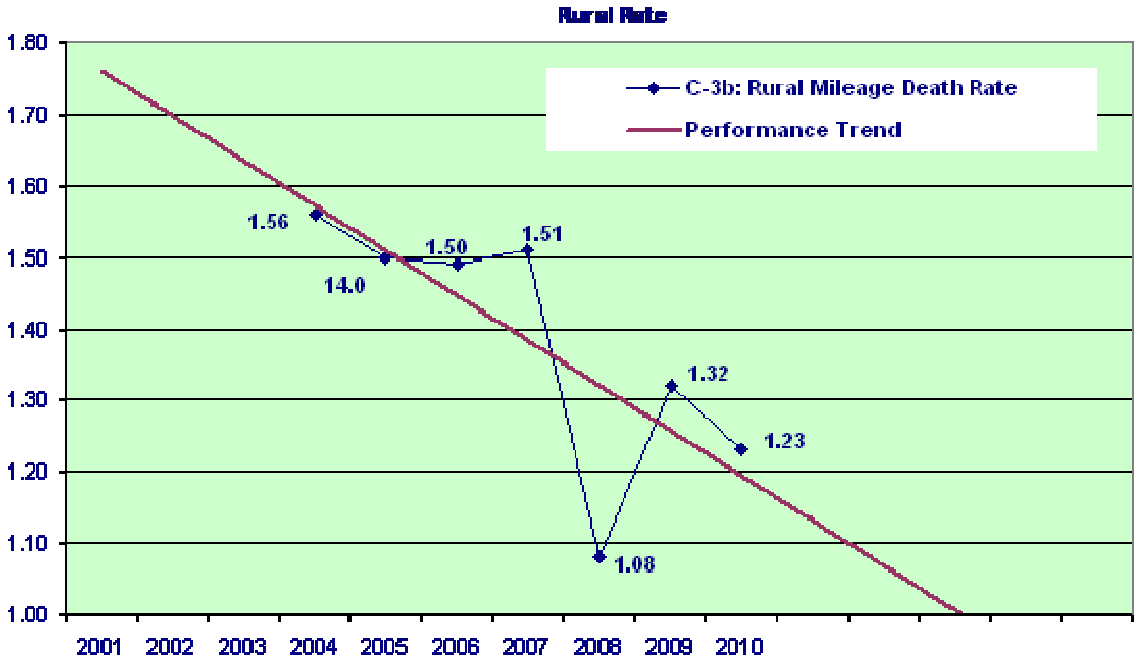
Goal: C-3a: Fatality Rate | **Reduce 5 year average by 5% by December 2015**

Baseline | **5 year average of 1.14 to 1.18**



Goal: C-3b Rural Mileage Death Rate | **Reduce 5 year average by 5% by December 2015**

Baseline | **5 year average of 1.33 to 1.26**

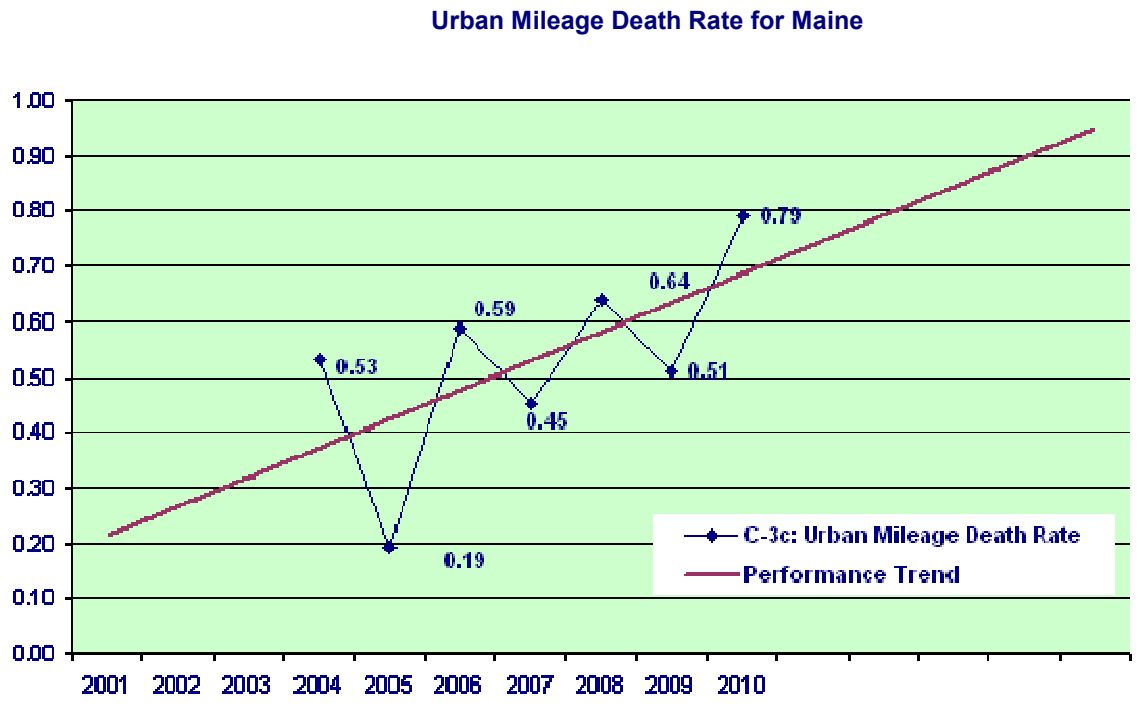


Goal: C-3c Urban Mileage Death Rate

Reduce 5 year average by 5% by December 2015

Baseline

5 year average of .60 to .57

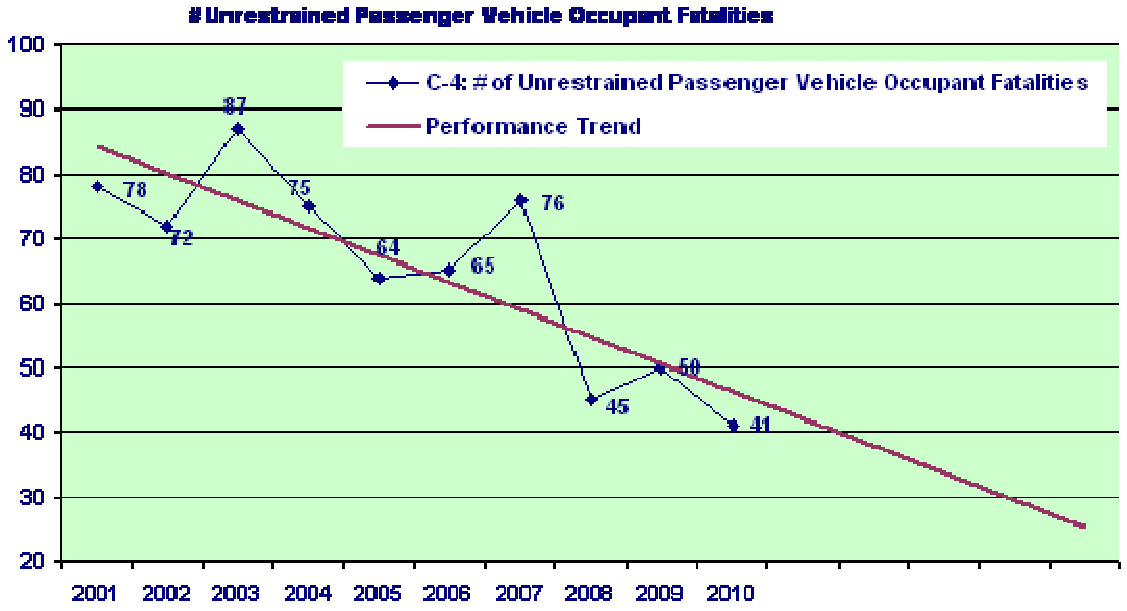


Goal: C-4 Unrestrained Fatalities

Reduce 5 year average by 5% by December 2015

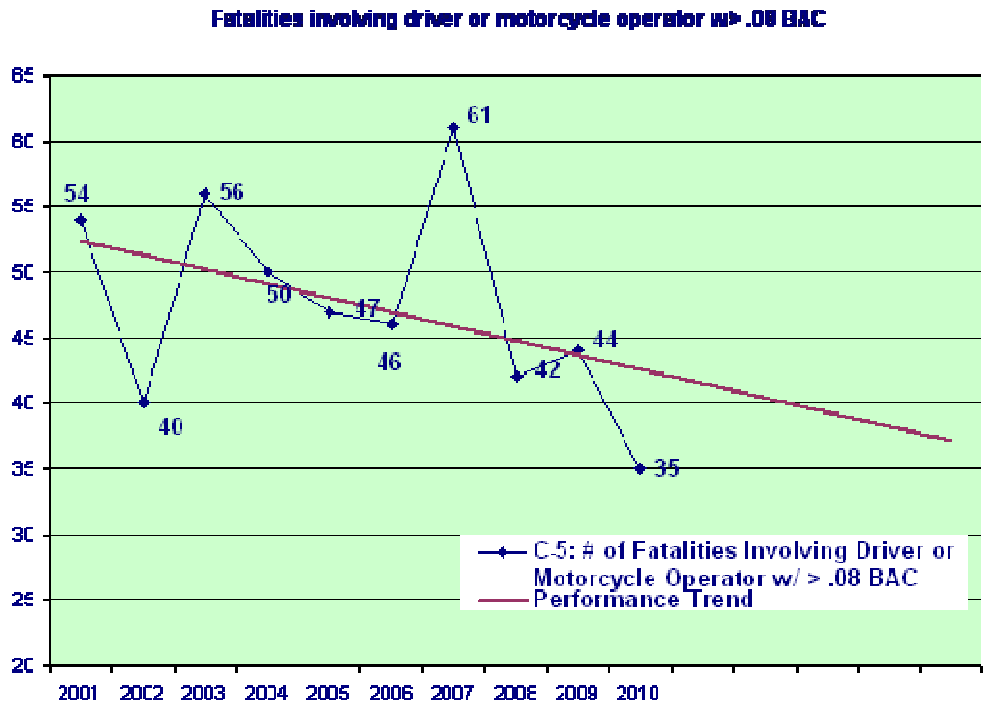
Baseline

5 year average of 55.4 to 52.6



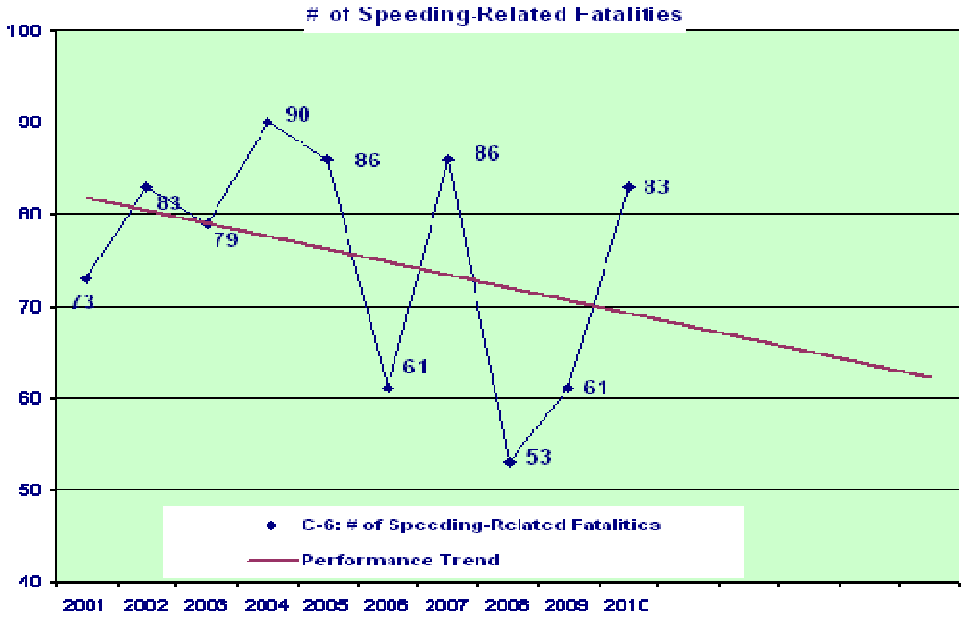
Goal: C-5 Fatalities at .08 or Above | **Reduce 5 year average by 5% by December 2015**

Baseline | **5 year average of 45.6 to 43.3**



Goal: C-6 Speeding Related Fatalities | **Reduce 5 year average by 5% by December 2015**

Baseline | **5 year average of 69.8 to 65.4**

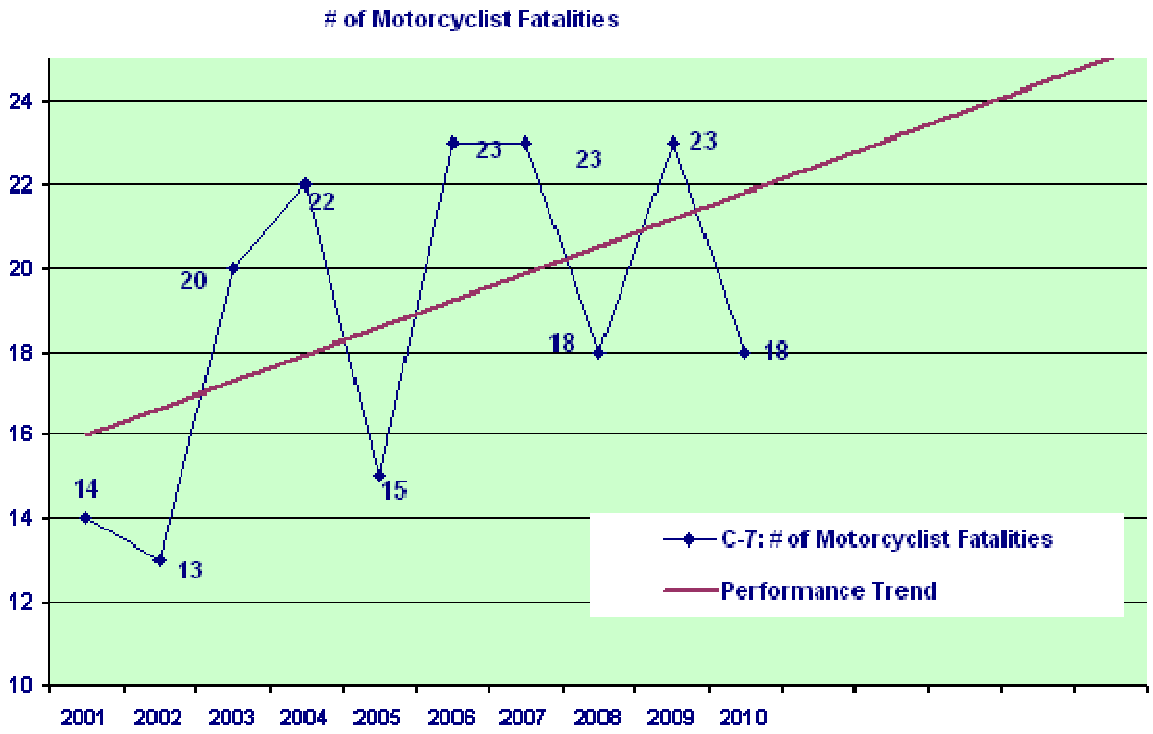


Goal: C-7 Motorcycle Fatalities

Reduce 5 year average by 5% by December 2015

Baseline

5 year average of 21 to 20

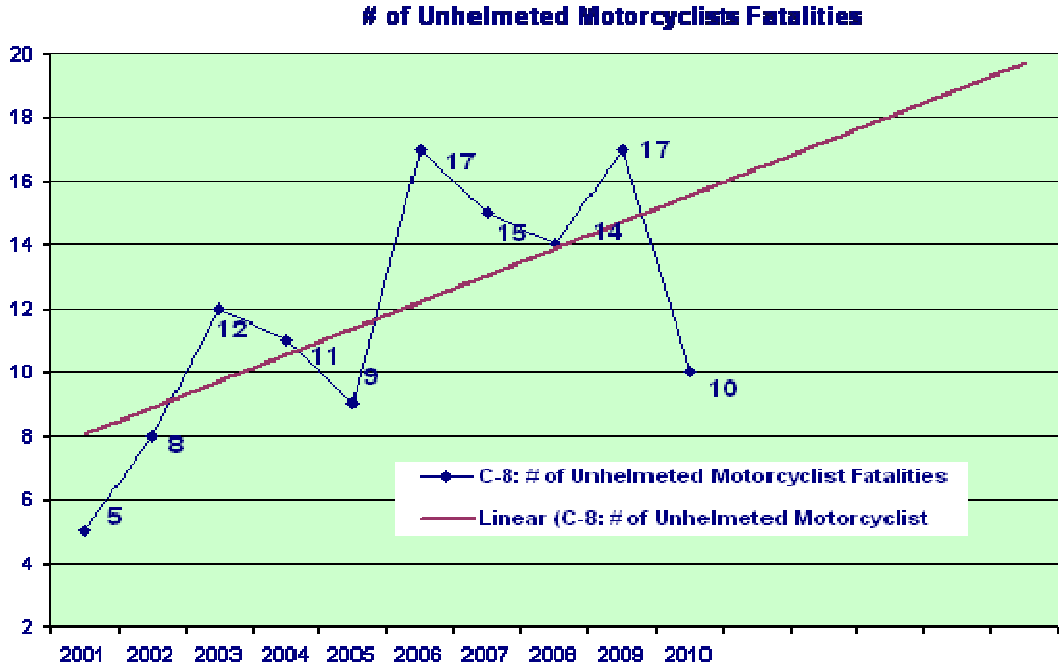


Goal: C-8 Unhelmeted Motorcyclists

Reduce 5 year average by 5% by December 2015

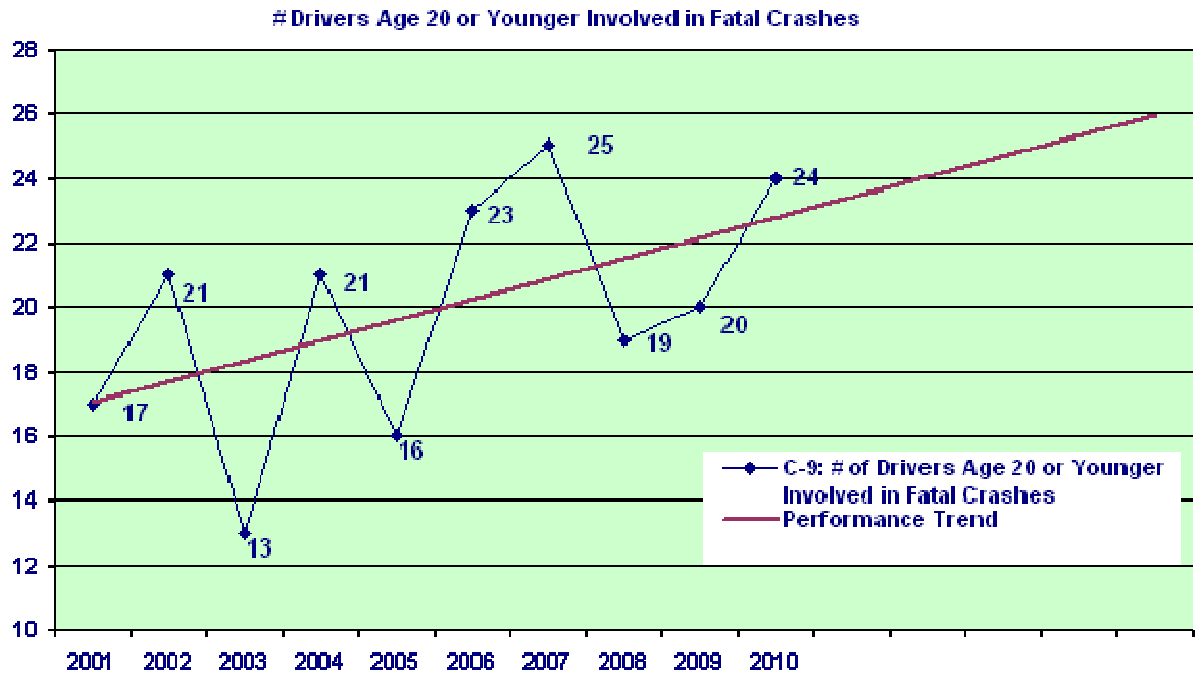
Baseline

5 year average of 14.6 to 13.9



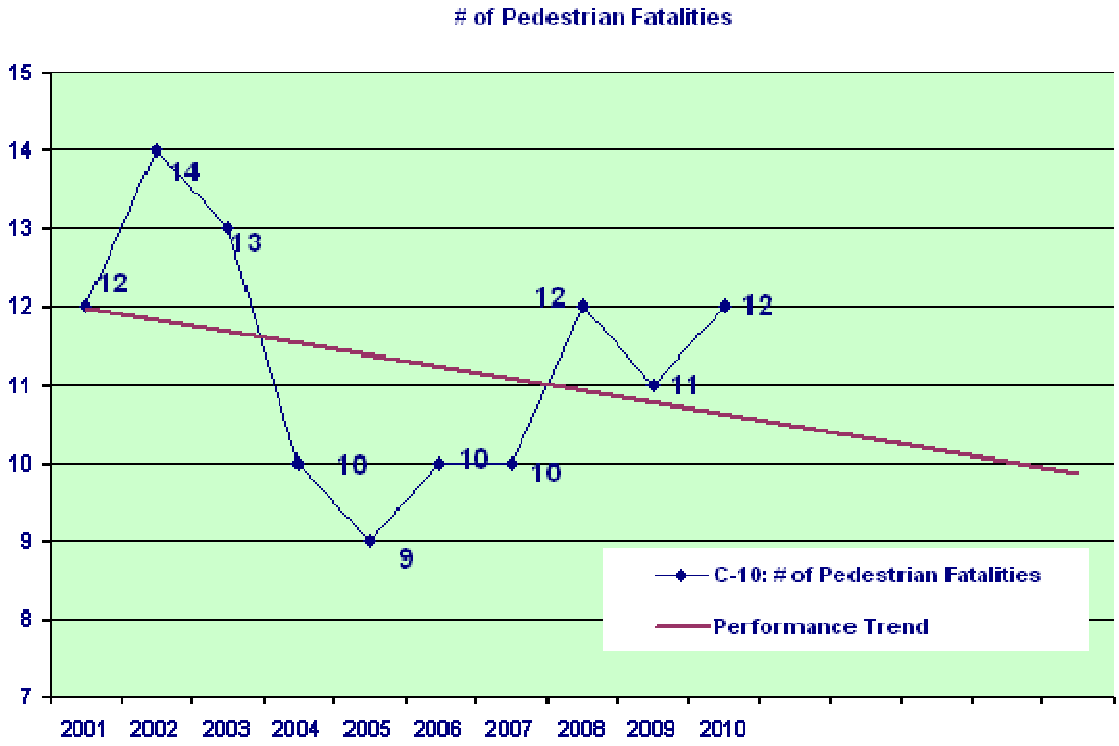
Goal: C-9 Drivers 20 & Under — **Reduce 5 year average by 5% by December 2015**

Baseline — **5 year average of 22.2 to 21.1**



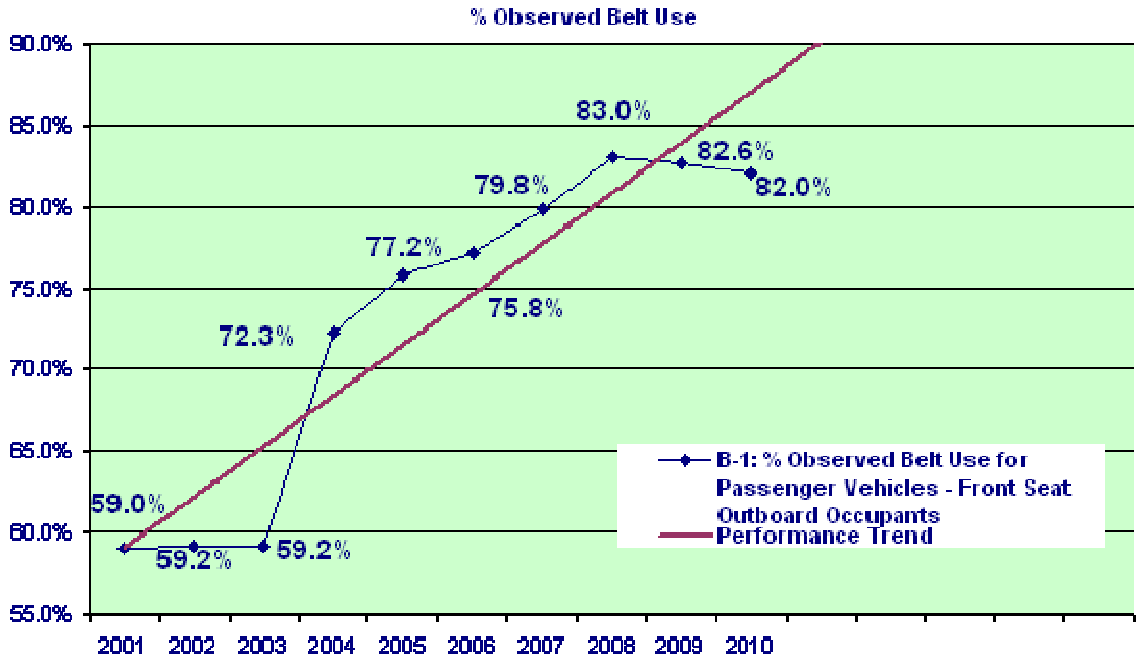
Goal: C-10: Pedestrian Fatalities — **Reduce 5 year average by 10% by December 2015**

Baseline — **5 year average of 11 to 10.5**



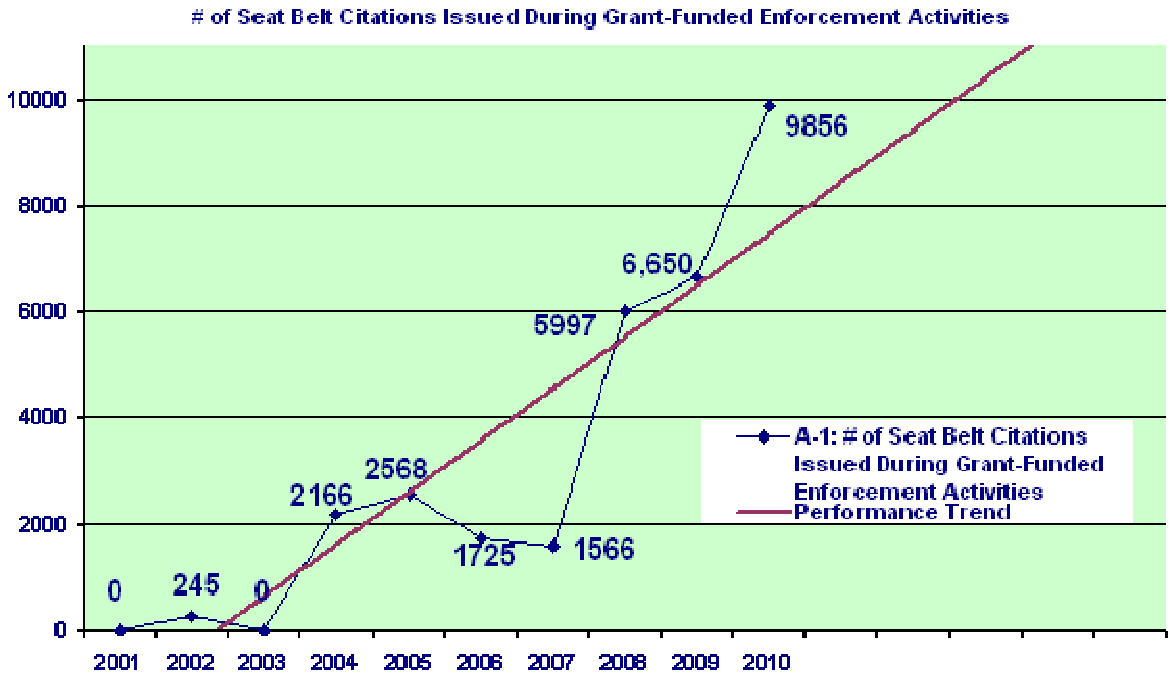
Goal: B-1: Observed Belt Use | **Increase Seat Belt Useage by 2% to 83.6% by December 2015**

Baseline | **Based on 2010 survey data**



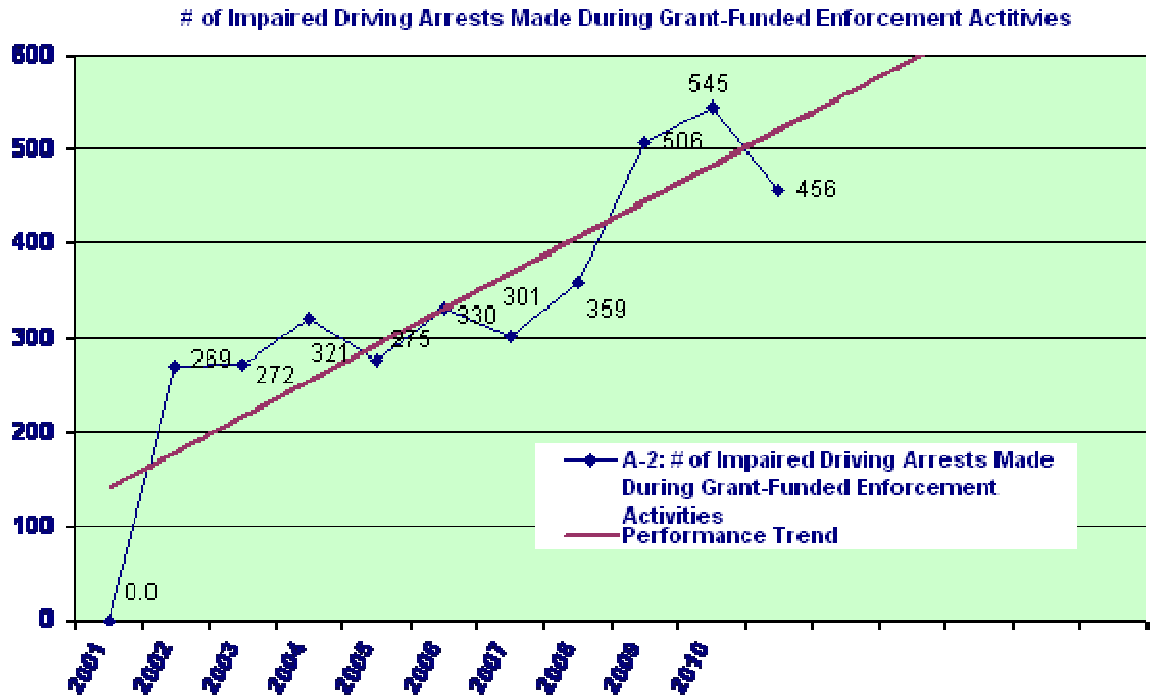
Goal: A-1: # Seat Belt Citation | **Monitor**

Baseline | **5 year average of 5159**



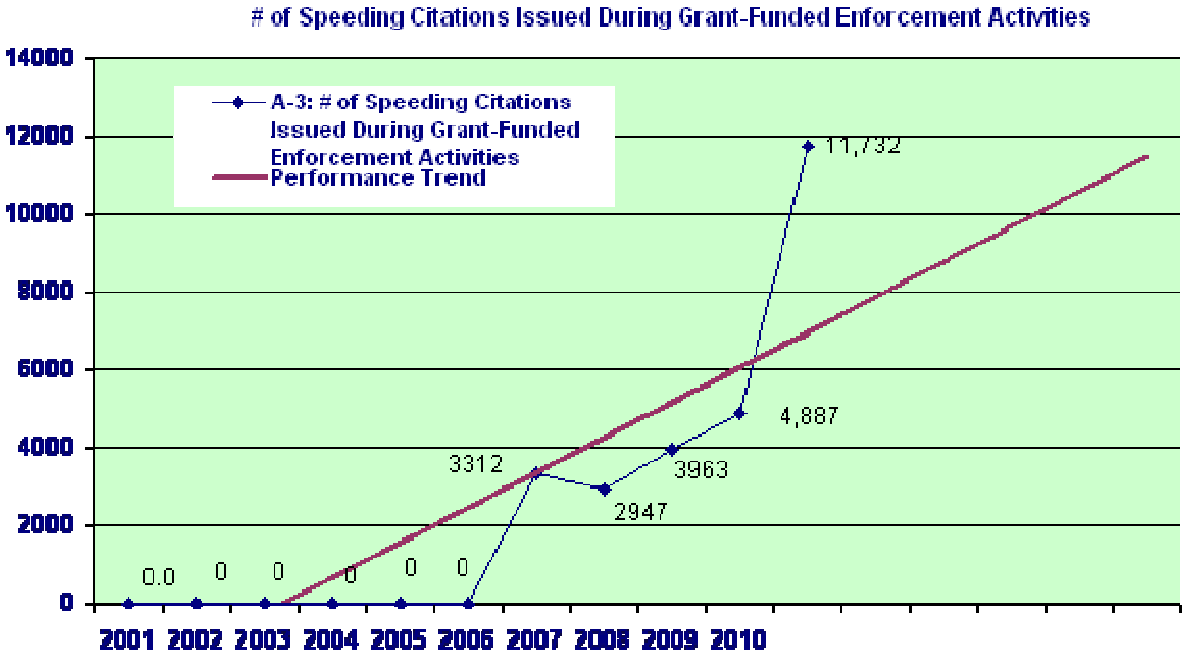
Goal: A-2: Impaired Driving Arrests | **Monitor**

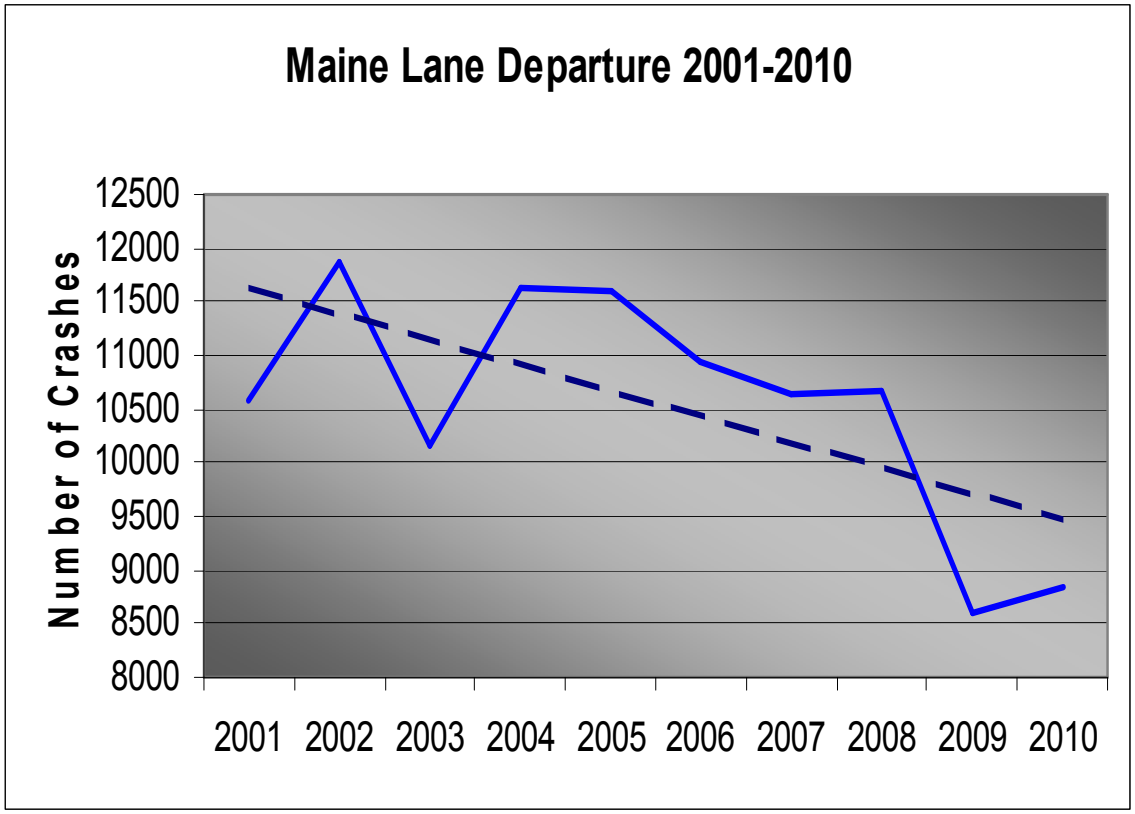
Baseline | **5 year average of 433**

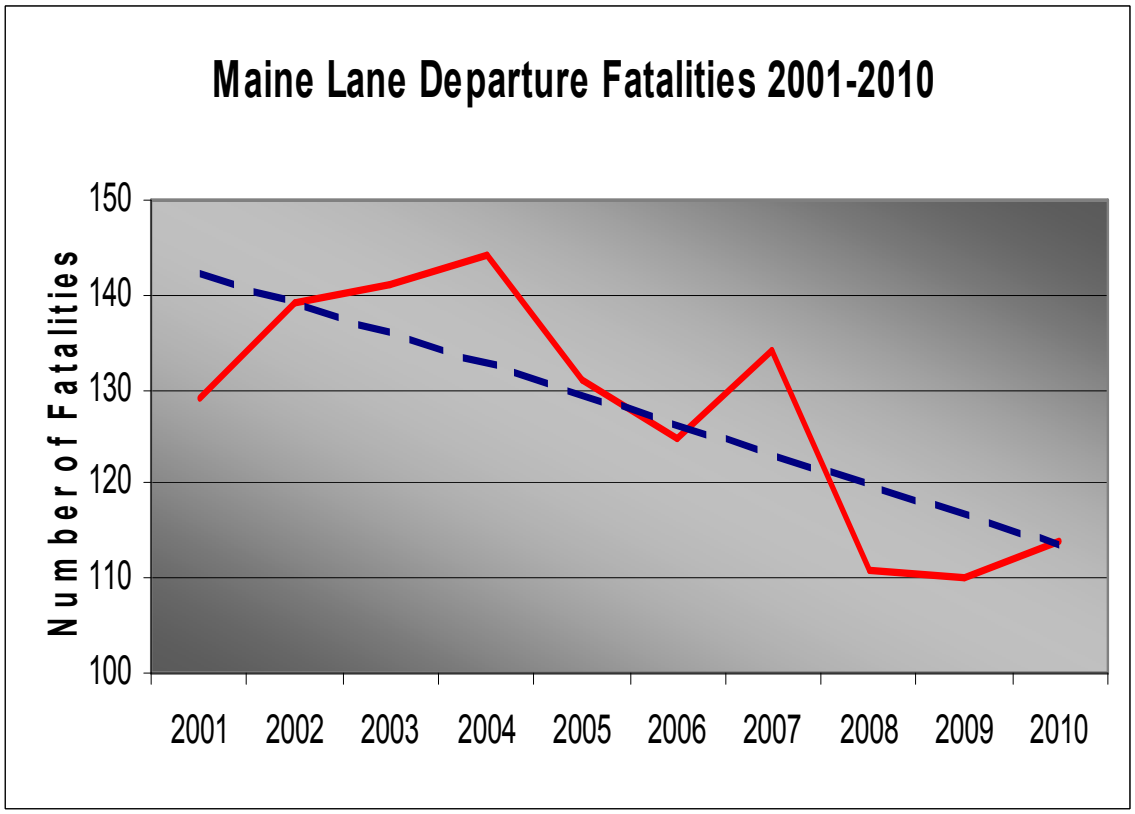


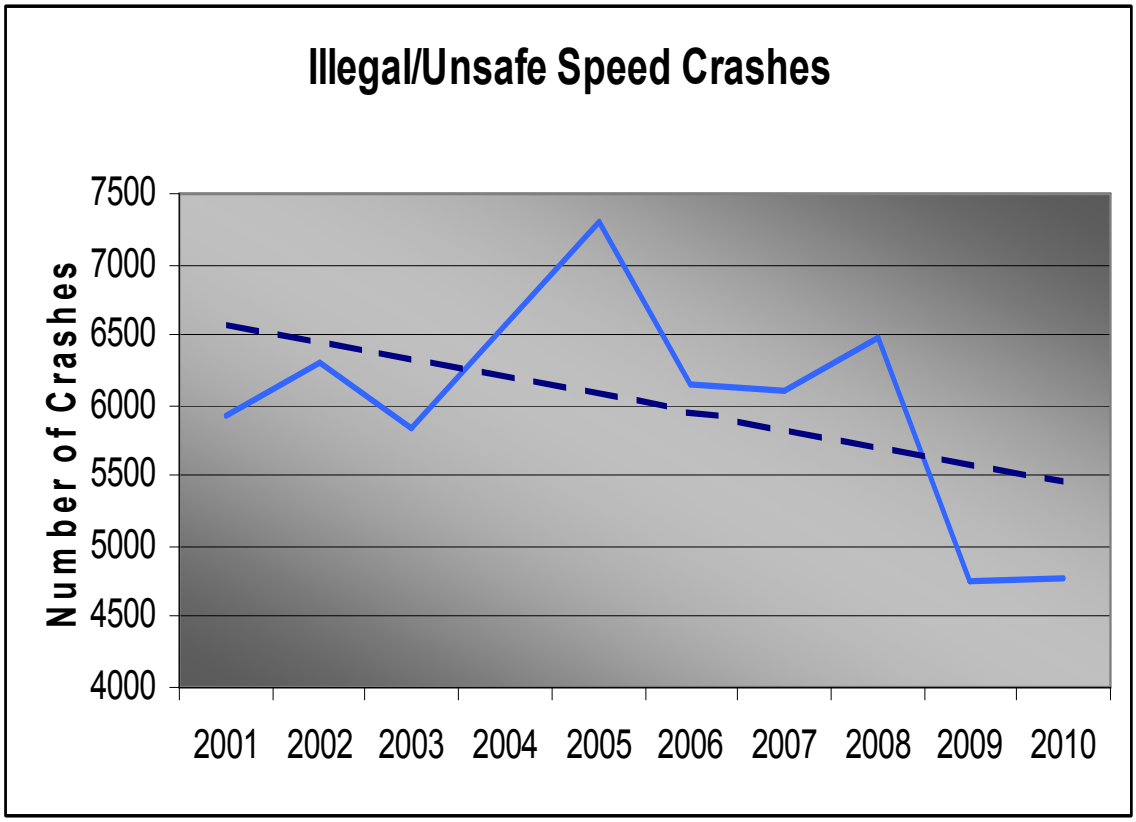
Goal: A-3: Speeding Citations | **Monitor**

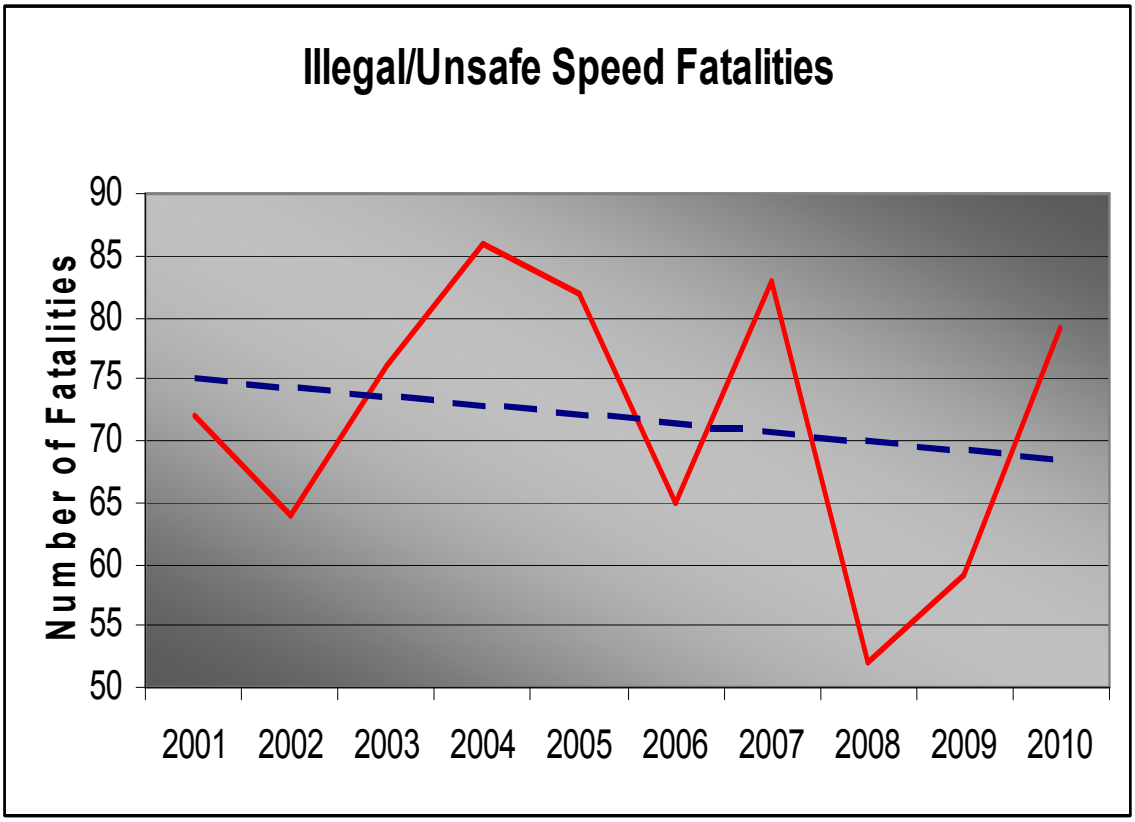
Baseline | **5 year average of 5367**

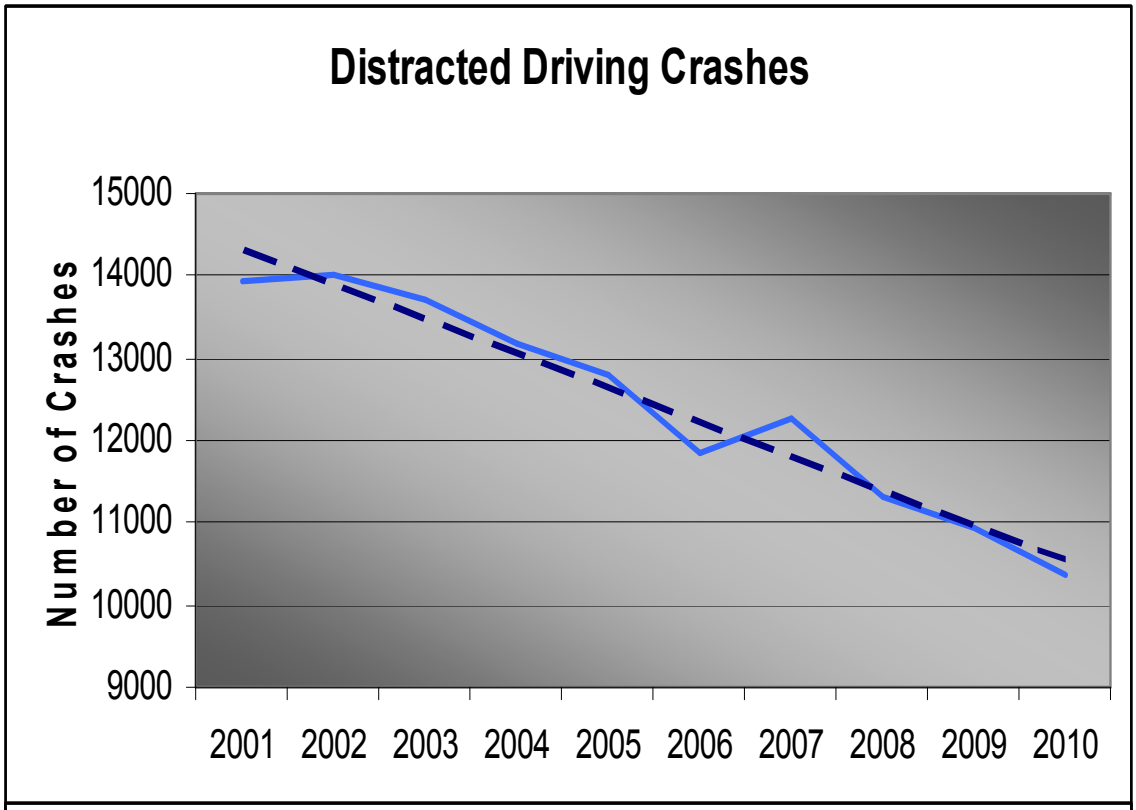


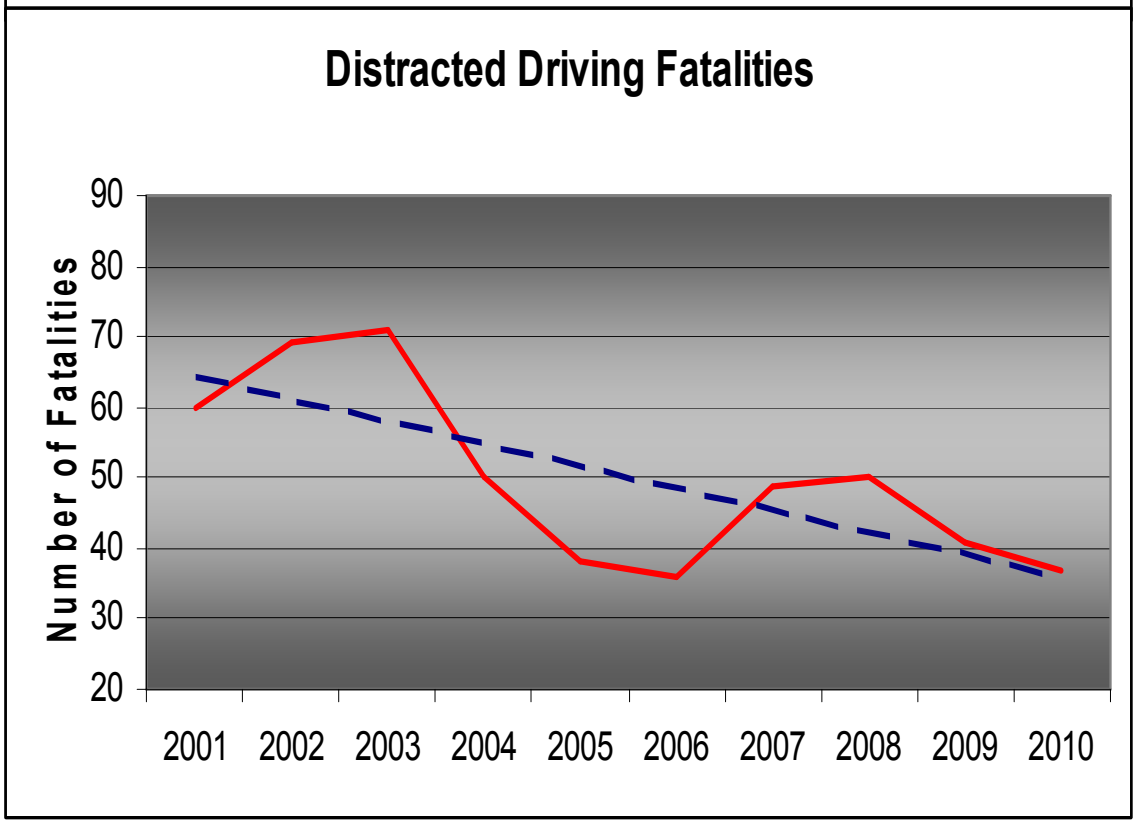

Maine Lane Departure 2001-2010
Number of Crashes
12500
12000
11500
11000
10500
10000
9500
9000
8500
8000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010

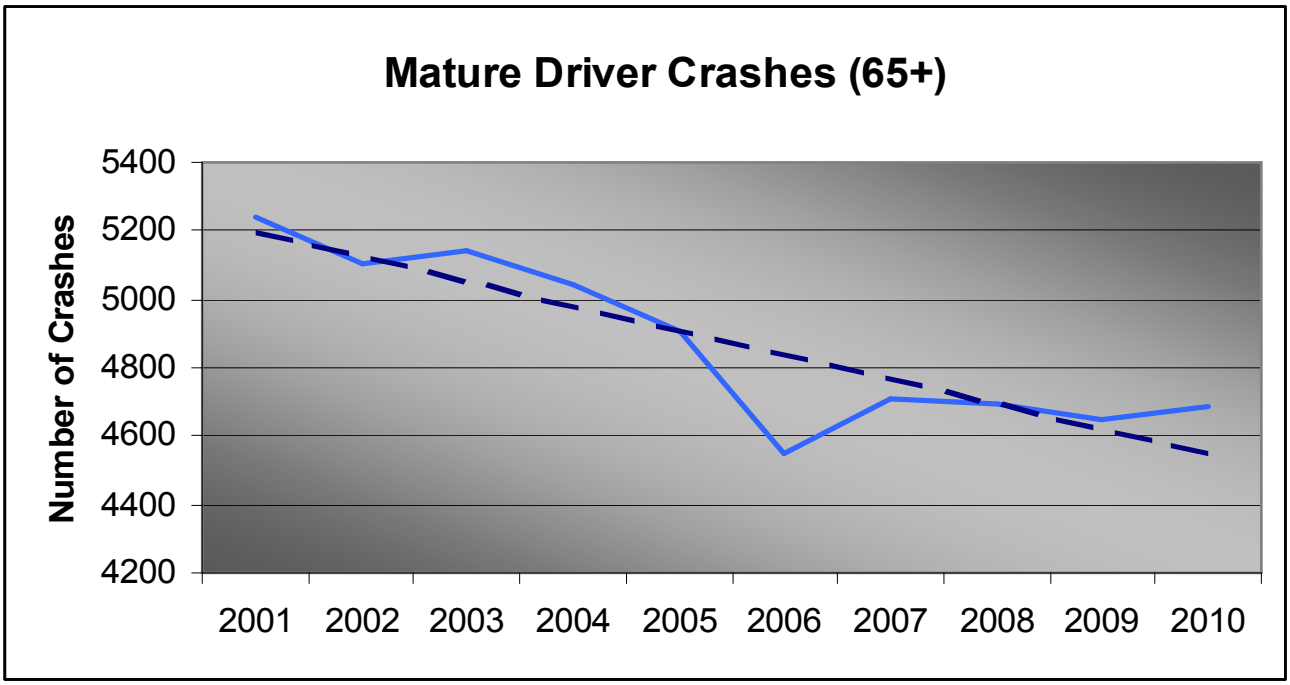

Maine Lane Departure Fatalities 2001-2010
Number of Fatalities
150
140
130
120
110
100
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010

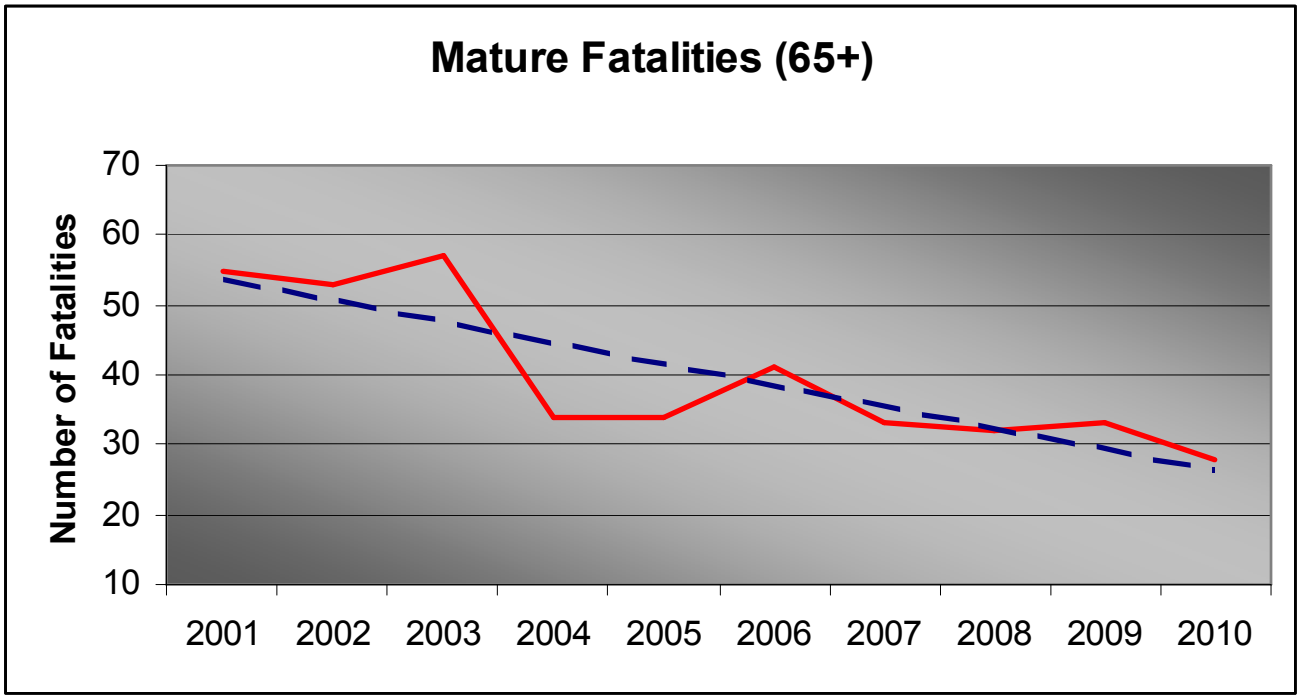

Illegal/Unsafe Speed Crashes
Number of Crashes
7500
7000
6500
6000
5500
5000
4500
4000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010


Illegal/Unsafe Speed Fatalities
Number of Fatalities
90
85
80
75
70
65
60
55
50
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010


Distracted Driving Crashes
Number of Crashes
15000
14000
13000
12000
11000
10000
9000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010


Distracted Driving Fatalities
Number of Fatalities
90
80
70
60
50
40
30
20
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010





Source: Maine Strategic Highway Safety Plan

Appendix B:

Driver Awareness Surveys in Maine, June 2011

Safety Belt Use in Maine 2011

Driver Awareness Surveys in Maine, June 2011

September 28, 2011

Prepared for:

The University of Southern Maine
Portland, Maine

Prepared by:

William A. Leaf and Neil K. Chaudhary

Preusser Research Group, Inc.
Trumbull, Connecticut

Introduction

Maine is one of 16 States to have upgraded their seat belt law to primary enforcement since 1997. As of July 2008, 26 States, the District of Columbia and Puerto Rico had primary enforcement laws. Having a primary seat belt law allows law enforcement to issue a belt citation upon observation of a seat belt violation alone. With secondary seat belt laws, police must first observe another violation (e.g. speeding) before being able to issue a seat belt citation.

The primary belt law in Maine went into effect September 20, 2007, with an educational grace period to April 1, 2008. In 2008, NHTSA conducted a three-part evaluation of the implementation and effects of the new primary belt law (Chaudhary, Tison, and Casanova, 2010). In 2009 and in 2010, an additional survey of driver knowledge was conducted (Leaf and Chaudhary, 2009; Leaf and Chaudhary, 2010). Because the driver knowledge measurement described in this report is a continuation of the work reported previously, this document quotes liberally from those reports.

Primary laws have been associated with a higher percentage of observed seat belt use (e.g. Ulmer et al., 1995). In 2008, States with primary laws had an average observed seat belt usage rate about 9 percentage points higher than those with secondary laws (based on NHTSA, 2009).

Seat belt use saves lives. It is estimated that nearly half of passenger vehicle fatalities involving unbelted occupants would be prevented if they had been properly restrained. In practice, changes from secondary to primary belt laws have led, along with greater belt use, to fewer traffic fatalities. For example, in late 1999 and early 2000, Alabama, Michigan, and New Jersey changed their laws from secondary to primary. Chaudhary (in review) reported that these laws increased seat belt use among fatally injured front seat occupants of motor vehicles and also decreased the number of fatalities.

Similar effects were seen with other States as they passed belt use laws – belt use increased but fatalities did not drop as much as expected. One explanation was that the drivers who were buckling up were drivers who were already relatively safe drivers and the risky drivers, more likely to be involved in a crash, remained unrestrained. Thus, those most in need of seat belts were least likely to buckle up. Preusser, Williams, and Lund (1986) showed support for this contention. In their study, researchers went to bars in New York State several months after the New York seat belt law went into effect. Seat belt observations occurring on roadways near taverns showed that 43 percent of drivers during the day were belted but that observed belt use dropped to 36 percent at night, at the same location. Furthermore, drivers most likely to be drinking (and therefore constituted a higher risk) had even lower belt use. Indeed, drivers arriving or leaving bar parking lots at night had a 24 percent belt use rate.

One of the key features, of course, of a primary belt law is that the general public is aware of the law and perceives a high probability of being stopped and ticketed for not being restrained. Chaudhary et al. (2010) conducted three waves of surveys of drivers at Maine Bureau of Motor Vehicles (BMV) offices. They showed that the public was aware of the main feature of the primary belt law, i.e., that they can be stopped and ticketed simply for not wearing their seat belts. Knowledge remained high in June 2009 and 2010 (Leaf and Chaudhary, 2009; Leaf and Chaudhary, 2010).

This report repeats the Chaudhary et al. methodology to examine the evolution of driver knowledge and attitudes a year after they were last assessed, 38 months after Maine's primary belt law began to be enforced. Some results from the earlier reports are included here for perspective. The survey used in this iteration, as the one in 2010, was modified to extend driver knowledge measurement to the topics of drinking and driving, speeding, and cell phone use.

Method

Surveys were conducted in eight Bureau of Motor Vehicle (BMV) offices across the state of Maine: Augusta, Bangor, Ellsworth, Kennebunk, Mexico, Portland, Rockland, and South Portland. The offices were selected to provide a representative sampling of Maine drivers. Surveys were conducted from July 8, 2011, through July 15, 2011, shortly after the Nationwide *Click It or Ticket* campaign, which was conducted around the Memorial Day holiday.

The methods were identical to those in Chaudhary et al. (2010). Each individual completing a survey was required to be a licensed driver in the state of Maine. While individuals were waiting to be called at a station, they were approached and asked if they held a valid Maine license. Once qualified, they were asked to complete the anonymous survey.

The survey consisted of 17 questions on one side of a single sheet of paper. A copy of the survey is included as Appendix A.

Surveys prior to 2010 were entirely about the primary seat belt law, new at those times. The last two surveys began with driver background questions: age, sex, home zip code, and amount of driving and primary vehicle type. In addition there were:

- 4 questions on seat belt use, enforcement, and enforcement publicity;
- 3 questions on drinking and driving and enforcement;
- 3 questions on speeding and enforcement; and
- 2 questions on cell phone use.

The scope of the current survey reflected major topics of emphasis within the Maine highway safety office.

Results

Demographics

A total of 1,661 driver surveys were completed across the eight BMV offices. Forty-six percent were male, 54 percent female. Two percent were under 18 years of age; 14 percent were 18-25; 14 percent were 26-34; 27 percent were 35-49; 19 percent were 50-59; and 24 percent were age 60 or older. Eighteen percent drove less than 5000 miles/year; 28 percent drove 5000-10,000 miles/year; 28 percent drove 10,001-15,000 miles/year; and 26 percent drove more than 15,000 miles/year. Fifty-two percent drove passenger cars; 17 percent drove pickup trucks; 19 percent drove SUVs; 4 percent drove minivans; 2 percent drove full-size vans; and 5 percent drove other or multiple kinds of vehicles.

Belt Use

Self-reported belt use has increased steadily from the three measurements in 2008 to July 2011. The distribution of July 2011 belt use reports is given in Table 1; comparative values over the six waves are shown in Figure 1. Note that the actual belt use, measured at 120 sites statewide, was nearly constant at 81 percent in June 2008 and June 2009 and 82 percent in June 2010 and June 2011.

Table 1. Driver reports: How often they use seat belts

How often wear belts?	Number	Percent
Always	1,395	84.1%
Nearly always	149	9.0%
Sometimes	72	4.3%
Seldom	26	1.6%
Never	16	1.0%
TOTAL N	1,658	

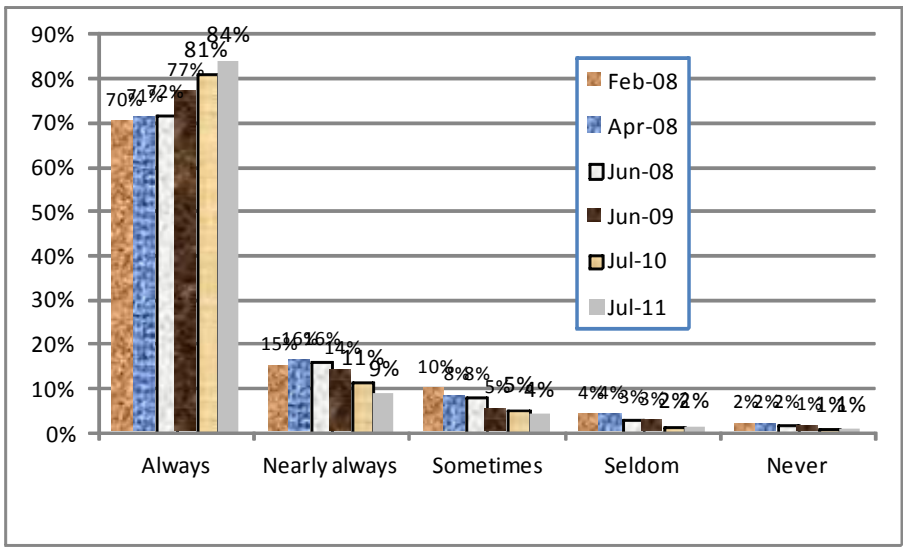


Figure 1. How often do you use seat belts?

Drivers were asked how their current seat belt use compared to their belt use in recent years. This year's results are shown in Table 2 and, along with the preceding four waves, in Figure 2. About 60 percent of drivers in the first four waves indicated that their belt use was unchanged; this increased to 64 percent in 2010 and 68 percent in 2011. These increases were nearly matched by decreases in the "more often" responses, about 17 percent in the first four waves, 14 percent in 2010, and just 11 percent in 2011. The consistency of these reports is independent of actual belt use, which rose about seven percent over the three waves in 2008 before stabilizing in June 2008 through June 2011. About one-third of drivers report increased belt use even though the overall belt use numbers are quite steady.

Table 2. Driver reports: Belt use compared to "last couple of years"

How often wear belts?	Number	Percent
Much less often	19	1.2%
Less often	6	.4%
About the same	1,109	68.3%
More often	176	10.8%
Much more often	313	19.3%
TOTAL N	1,623	

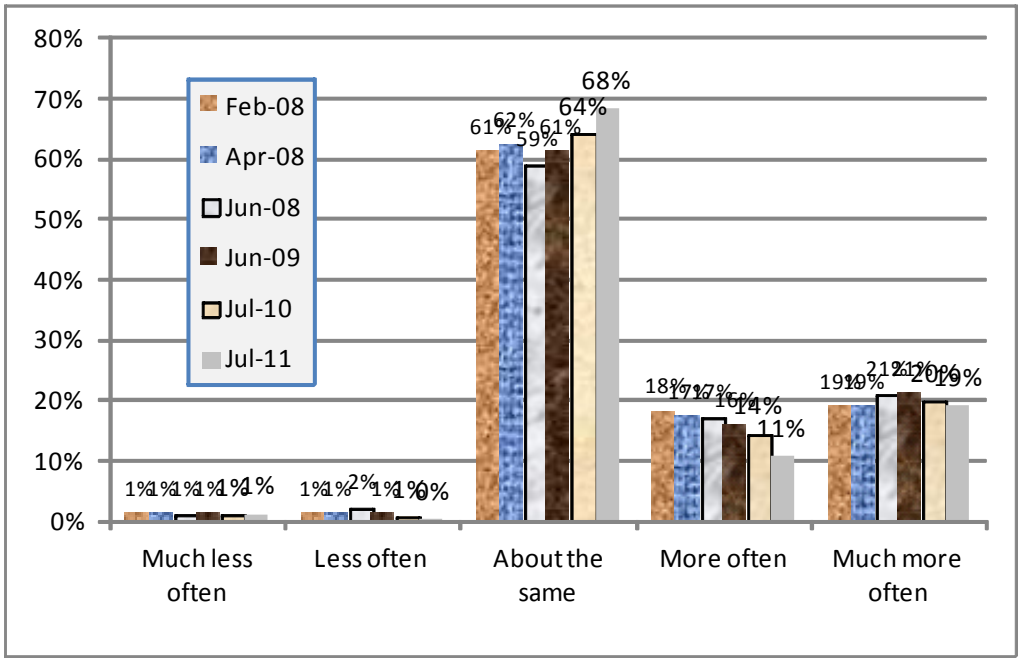


Figure 2. Compared to the last couple of years, do you now wear your seat belt …

Drivers also rated what they thought their chances were of getting a seat belt ticket if they drove without wearing their seat belt. Just one-third (34.1 percent) felt that they would be ticketed always or nearly always if they were not properly buckled up. This is nearly identical to 2010 but down significantly from June 2008 and June 2009, when 46 percent and 47 percent, respectively, of drivers thought so. Compared with June 2010, other proportions of drivers were nearly unchanged: those who thought they would be ticketed sometimes (43 percent to 44 percent), seldom (17 percent both years), or never (5 percent both years).

Table 3. Driver reports: Chances of getting a ticket if driving unbelted …

Chances of getting a ticket?	Number	Percent
Always	312	19.0%
Nearly always	248	15.1%
Sometimes	726	44.1%
Seldom	277	16.8%
Never	83	5.0%
TOTAL N	1,646	

Awareness of Enforcement and Media Seat Belt Efforts

The next survey questions asked drivers what they had seen or heard recently about using seat belts. Note that these surveys were administered about a month after the annual CIOT program,

which emphasizes media messages and highly visible enforcement. Survey timing was nearly identical in 2010, but awareness dropped in 2011.

The first question asked, “In the past 60 days, have you seen or heard about extra enforcement where police were looking at seat belt use?” Just over half (53 percent) said they had, compared with nearly 2 in 3 (65 percent) in 2010.

Those who had indicated a general awareness were asked to check where they had seen or heard something and what message theme(s) they recalled. The results are summarized in Tables 4 and 5 below. 2010 values are also presented for comparison.

Television was the most cited medium, by 26 percent of all respondents, followed by radio (18 percent), newspaper (11 percent), police checkpoints (6 percent), posters (4 percent), and a web site (1 percent). “Other” medium was selected by 8 percent of the respondents, nearly all of them explaining they heard about it from someone else (e.g., friend, people, or word of mouth).

Table 4. Where did they see or hear about extra seat belt enforcement (*check all that apply*)

	2010		2011	
Where see/hear about seat belts *	**Number**	**Percent**	**Number**	**Percent**
Newspaper	204	12.8%	182	11.0%
Radio	411	25.7%	295	17.9%
Television	579	36.2%	435	26.3%
Poster	63	3.9%	59	3.6%
Web site	20	1.3%	24	1.5%
Police checkpoint	113	7.1%	99	6.0%
Other	143	8.9%	124	7.5%
TOTAL N RESPONDENTS	1,600		1,661	

* Respondents could check more than one; percents do not need to add to 100%.

The most mentioned theme of the messages, by 39 percent of the respondents, was *Click It or Ticket*, which was the national theme. Seventeen percent identified *Buckle Up. No Excuses!* as the theme they had heard. Smaller numbers recognized *Drunk driving. Over the limit. Under arrest.* (7 percent) and *Survive your drive* (3 percent). Four percent checked *Other*, but no more than one or two respondents mentioned any specific theme.

Table 5. If yes, what did it say?

	2010		2011	
What did the messages say?	**Number**	**Percent**	**Number**	**Percent**
Click it or ticket	**836**	**52.3%**	**642**	**38.9%**
Drunk driving. Over the limit. Under arrest	116	7.3%	114	6.9%
Buckle up. No excuses!	311	19.4%	276	16.7%
Survive your drive	42	2.6%	52	3.1%
Other	53	3.3%	63	3.8%
TOTAL N RESPONDENTS	1,600		1,652	

Self-Reported Belt Use and Other Factors

The surveys provide the opportunity to examine belt use, as reported by the respondents, as related to demographic characteristics and other factors in the surveys. These are the subjects of Tables 6 and 7.

Males report lower belt use than females, consistent with belt use observations. Drivers ages 18-25 reported lowest belt use, followed by drivers ages 26-39. Drivers under 18, though infrequent in the surveys, report belt use as high as do drivers ages 40-49. Drivers ages 50 and higher report the highest belt use.

The few drivers who report using their seat belts less or much less than recently are very unlikely to report buckling up compared to others. Drivers who report “about the same” are most likely to

buckle up, followed by those who report "much more often". Drivers who report buckling up "more often" are, oddly enough, relatively unlikely to report buckling up. This pattern was also seen in 2010.

There are no significant differences in reported seat belt use between different miles driven categories or the BMV offices.

Table 6. Demographics and self-reported belt use

Factor	Total N	Self-Reported Seat Belt Use (percent)				
		Always	Nearly always	Sometimes	Seldom	Never
Sex ***						
Male	750	77.3%	12.9%	6.3%	2.0%	1.5%
Female	898	89.6%	5.8%	2.8%	1.2%	0.6%
Age ***						
Under 18	35	85.7%	8.6%	5.7%	0.0%	0.0%
18-25	238	71.0%	16.8%	7.6%	3.4%	1.3%
26-34	228	76.8%	13.2%	6.6%	2.2%	1.3%
35-49	449	84.2%	7.8%	4.2%	2.7%	1.1%
50-59	312	90.4%	6.4%	3.2%	0.0%	0.0%
60 or older	392	91.3%	5.1%	2.0%	0.3%	1.3%
Miles driven, last year						
Less than 5000	295	85.8%	7.8%	4.4%	1.0%	1.0%
5000-10,000	471	87.3%	8.1%	3.6%	0.4%	0.6%
10,001-15,000	462	83.5%	10.0%	3.7%	1.5%	1.3%
More than 15,000	424	80.0%	9.9%	5.9%	3.3%	0.9%
Vehicle driven most often ***						
Passenger car	869	87.2%	7.2%	3.9%	1.0%	0.6%
Pickup truck	288	72.6%	14.6%	8.7%	2.8%	1.4%
SUV	321	86.3%	9.3%	1.2%	2.2%	0.9%
Minivan	74	91.9%	4.1%	1.4%	1.4%	1.4%
Full-sized van	30	83.3%	3.3%	6.7%	3.3%	3.3%
Other	76	76.3%	13.2%	7.9%	0.0%	2.6%
How often use belt now vs. recent years ***						
Much less often, less often	23	39.1%	21.7%	8.7%	8.7%	21.7%
About the same	1,109	90.9%	4.0%	3.0%	1.4%	0.7%
More often	176	50.0%	26.7%	18.8%	4.5%	0.0%
Much more often	313	81.2%	16.9%	1.3%	0.0%	0.6%
BMV Office						
Augusta	225	84.9%	8.9%	4.0%	0.9%	1.3%
Bangor	273	78.0%	11.7%	5.9%	2.9%	1.5%
Ellsworth	170	81.8%	10.0%	5.3%	1.8%	1.2%
Kennebunk	199	89.4%	4.5%	2.5%	2.5%	1.0%
Mexico	126	85.7%	10.3%	2.4%	0.8%	0.8%
Portland	225	82.2%	10.2%	5.5%	1.5%	0.7%
Rockland	165	88.4%	4.4%	4.9%	1.3%	0.9%
South Portland	149	85.5%	12.1%	2.4%	0.0%	0.0%

*** $p < .001$

Drivers who think the chances of being ticketed if unbelted are “always” or “never” are more likely to report always wearing their belts, but the drivers believing there is no chance of being ticketed also are most likely to report never wearing their belts.

People aware of extra seat belt enforcement within the 60 days before the survey or who recognized “Click It or Ticket” were somewhat less likely to report always using their seat belts and somewhat more likely to report the lower levels of belt use. It may be that people less likely to wear their belts are more sensitive to noticing such campaigns, and it is not clear how these differences relate to the actual effectiveness of the campaign. These differences were of marginal statistical significance.

Table 7. Awareness of seat belt campaigns and self-reported belt use

Factor	Total N	Self-Reported Seat Belt Use (percent)				
		Always	Nearly always	Sometimes	Seldom	Never
Chances of getting ticket if unbelted ***						
Always	310	92.6%	3.2%	2.6%	0.6%	1.0%
Nearly always	248	80.2%	12.9%	5.6%	1.2%	0.0%
Sometimes	725	83.2%	9.5%	4.8%	1.7%	0.8%
Seldom	277	79.1%	12.3%	4.7%	3.2%	0.7%
Never	83	89.2%	3.6%	2.4%	0.0%	4.8%
Past 60 days, seen/heard about extra seat belt enforcement *						
Yes	876	81.8%	10.6%	4.3%	1.9%	1.3%
No	773	87.5%	7.2%	3.5%	1.2%	0.6%
Recognized Click It or Ticket						
Yes	640	81.1%	10.9%	4.8%	1.9%	1.3%
No	1,018	86.1%	7.8%	4.0%	1.4%	0.8%

* $p < .05$; *** $p < .001$

Drinking and Driving

Three questions addressed the issue of drinking and driving. The first asked how often within the last 60 days the respondent had driven within two hours after drinking alcoholic beverages. Seven out of eight (87.8 percent) report never doing so. Just 2.8 percent report doing so once and 3.1 percent twice; other responses range from 3 to 10 times with outlier responses including to 30 (n = 4), 40 (n = 1), and 60 (n = 1).

The results are summarized in Table 8 below. Females are more likely than males to never drive after drinking (91 percent vs. 85 percent). All drivers less than 18 report never driving after drinking. Drivers 18-25 and 26-34 are less likely to never drive after drinking than drivers 35 and over (80-84 percent vs. 90-92 percent). Also, drivers who report always wearing seat belts are more likely to never drive after drinking (89 percent) than drivers who report less frequent belt use (83 percent).

Drivers who report driving the least (< 5000 miles/year) more often never drove after drinking (94 percent) than drivers who drove more miles (86-88 percent). There were no differences in reported driving after drinking by type of vehicle driven (not shown).

Table 8. Self-reported driving within two hours after drinking in the last 60 days

Factor	Total N	Frequency, drive after drinking in 60 days (percent)		
		Never	1-2 times	3 or more
Total	1,621	88.4%	6.6%	5.0%
Sex ***				
Male	734	85.3%	7.1%	7.6%
Female	877	90.9%	6.3%	2.9%
Age ***				
Less than 18	34	100.0%	0.0%	0.0%
18 – 25	232	80.2%	9.5%	10.3%
26 – 34	226	84.1%	10.2%	5.8%
35 – 49	439	89.7%	5.7%	4.6%
50 – 59	308	91.6%	5.5%	2.9%
60 or older	378	90.7%	5.3%	4.0%
Miles driven, last year *				
Less than 5000	287	94.4%	3.1%	2.4%
5000-10,000	457	87.7%	6.6%	5.7%
10,001-15,000	453	87.4%	7.3%	5.3%
More than 15,000	419	86.2%	8.4%	5.5%
Self-Reported Seat Belt Use **				
Always	1,359	89.5%	6.2%	4.3%
All other	259	83.0%	8.5%	8.5%

* p < .05; ** p < .01; *** p < .001

Overall, 42 percent of respondents felt that the likelihood of being arrested if driving impaired was Always or Nearly always. Almost half felt they would be arrested Sometimes. Few thought impaired drivers had very low chances of being apprehended; just 5 percent answered Seldom, 1 percent Never. Details are given in Table 9.

Nearly three in four drivers (69 percent) report seeing or hearing about impaired driving enforcement within the last six weeks. Those drivers felt the likelihood of arrest for impaired driving was higher than did the drivers who had not seen recent enforcement messages.

In general, females felt the odds of arrest for impaired driving were higher than did males, and young drivers felt the odds were higher than did older drivers. Drivers who drove the fewest miles tended to believe arrest for DWI is more likely. There were no differences by vehicle type most frequently driven or self-reported levels of seat belt use (all not shown).

Table 9. Awareness of impaired driving enforcement and perceived likelihood of arrest

Factor	Total N	Perceived likelihood of arrest if driving impaired (percent)				
		Always	Nearly always	Sometimes	Seldom	Never
Total	1,645	17.6%	24.9%	51.1%	5.0%	1.0%
Past 60 days, seen/heard about extra drink-driving enforcement ***						
Yes	1136	17.9%	28.3%	48.7%	4.1%	0.6%
No	509	17.1%	17.3%	56.4%	6.9%	1.8%

*** $p < .001$

Speeding

Overall, 8 in 9 drivers admitted driving more than 35 mph on roads with a 30 mph speed limit at least occasionally. Three percent said they did it Always, and 10 percent said they did it Nearly always. Most (43 percent and 33 percent) reported doing it Sometimes or Seldom. Just 12 percent said they never did so.

Though males admitted going over 35 mph slightly more than females, the difference was not significant. Drivers ages 18-35 were more likely to speed than older drivers and drivers under 18; drivers age 60 and older were least likely to speed. The more miles they drove, drivers were more likely to speed Sometimes or more. Self-reported speeding was not related to type of vehicle. Drivers who always used their seat belts were less likely to speed than other drivers. The details are shown in Table 10.

Table 10. Self-reported driving more than 5 mph over 30 mph speed limit

Factor	Total N	How often drive over 35 in 30 mph zone (percent)				
		Always	Nearly always	Sometimes	Seldom	Never
Total	1,650	2.6%	9.9%	43.0%	32.7%	11.8%
Sex						
Male	744	3.2%	10.6%	43.8%	32.4%	9.9%
Female	895	2.1%	9.4%	42.7%	33.0%	12.8%
Age ***						
Under 18	35	2.9%	8.6%	42.9%	31.4%	14.3%
18-25	239	7.9%	23.8%	41.0%	20.1%	7.1%
26-34	226	3.5%	11.9%	41.2%	31.4%	11.9%
35-49	446	1.6%	6.3%	44.2%	35.4%	12.6%
50-59	309	1.3%	7.1%	45.3%	32.7%	13.6%
60 or older	390	1.0%	6.7%	42.3%	38.2%	11.8%
Miles driven, last year **						
Less than 5000	292	3.1%	10.3%	32.2%	36.6%	17.8%
5000-10,000	469	2.6%	9.2%	44.3%	32.4%	11.5%
10,001-15,000	461	2.8%	8.2%	44.5%	33.4%	11.1%
More than 15,000	422	2.1%	11.8%	47.4%	30.1%	8.5%
Vehicle driven most often						
Passenger car	863	3.1%	10.5%	40.9%	32.4%	13.0%
Pickup truck	149	3.5%	5.9%	47.7%	32.8%	10.1%
SUV	320	1.3%	11.9%	45.0%	31.9%	10.0%
Minivan	74	1.4%	4.1%	48.6%	32.4%	13.5%
Full-sized van	30	0.0%	20.0%	30.0%	40.0%	10.0%
Other	39	0.0%	15.4%	38.5%	38.5%	7.7%
Self-Reported Seat Belt Use ***						
Always	1,385	1.5%	8.2%	43.0%	34.4%	12.8%
All other	262	8.4%	18.3%	43.1%	24.0%	6.1%

** $p < .01$; *** $p < .001$

Drivers were very ready to believe speeding results in tickets. For driving over the speed limit, 8 percent of drivers reported believing the offense would Always result in a ticket, and another 21 percent felt it would Nearly always produce a ticket. Just 1 percent felt it would never result in a ticket.

Drivers who more often drive over the speed limit were less likely to believe such behavior results in tickets.

About half of all drivers (52 percent) reported seeing or hearing about heightened police enforcement of speeding laws. They were much more likely to also report high likelihood of being ticketed for exceeding the speed limit. Details are show in Table 11.

Table 11. Awareness of speeding enforcement and perceived likelihood of arrest

Factor	Total N	Chances of getting ticket if drive over speed limit (percent)				
		Always	Nearly always	Sometimes	Seldom	Never
Total	1,650	8.5%	20.5%	61.3%	8.7%	0.9%
How often drive over 35 in 30 mph zone ***						
Always	43	7.0%	18.6%	60.5%	9.3%	4.7%
Nearly always	162	4.3%	13.0%	66.7%	16.0%	0.0%
Sometimes	708	6.2%	19.8%	65.3%	8.2%	0.6%
Seldom	537	7.6%	22.2%	61.3%	8.4%	0.6%
Never	193	23.3%	25.4%	42.5%	5.7%	3.1%
Past 60 days, seen/heard about extra speeding enforcement ***						
Yes	859	9.9%	26.0%	56.6%	6.8%	0.8%
No	779	6.9%	14.6%	66.5%	11.0%	0.9%

*** $p < .001$

Hand-held cell phone calling and texting

The use of hand-held cell phones for calling and for texting is under intense scrutiny at the present time. Cell phone use has been shown to be roughly equivalent to alcohol-impaired driving in increased crash involvement, and texting involves more extreme distraction.

Though both are demonstrably risky behaviors, they are popular activities for Maine drivers. Seventy-two percent have made hand-held cell phone calls, and 28 percent have texted while driving. These numbers are virtually unchanged from 2010. The full distributions of responses are shown in Table 12.

Table 12. Driver reports: Hand-held cell phone calling and texting while driving

	Use hand-held cell phone		Text while driving	
	2010	2011	2010	2011
Always	1.5%	1.7%	1.2%	1.3%
Nearly always	5.3%	5.3%	2.6%	1.9%
Sometimes	35.5%	33.8%	11.8%	9.1%
Seldom	29.7%	31.5%	14.7%	15.4%
Never	28.0%	27.7%	69.7%	72.4%
TOTAL N	1,592	1,652	1,592	1,652

Drivers who text while driving tend to be the same ones who make and receive hand-held cell phone calls while driving. Five-eighths (63 percent) of those who text Always or Nearly always also make hand-held cell calls Always or Nearly always; 29 percent make hand-held calls

Sometimes. Ninety-nine percent of those who Never make hand-held cell phone calls also Never text.

As shown in Table 13, there was no difference in hand-held cell phone use by sex. With the exception of under-18 drivers, hand-held cell phone use was greatest for drivers ages 18-34 and dropped off with increasing age. Under-18 drivers Always or Nearly always used hand-held cell phones as much as anyone but also had very high rates of Never using the devices. Hand-held cell phone use was least for drivers with less than 5000 miles driven last year and increased with mileage; it's important to emphasize that the measure is of the rate of phone use, not the total number of calls. Hand-held cell phone use was greatest for full-sized van and other-vehicle drivers, less for drivers of all other specific vehicle types. Drivers who always wore seat belts used hand-held cell phones much less than drivers who used their seat belts less often.

Table 13. Self-reported talking on hand-held cell phone when driving

Factor	Total N	How often talk on hand-held cell phone when driving (percent)				
		Always	Nearly always	Sometimes	Seldom	Never
Sex						
Male	745	2.1%	5.8%	36.4%	31.0%	24.7%
Female	896	1.3%	4.9%	31.8%	31.9%	30.0%
Age ***						
Under 18	35	5.7%	8.6%	8.6%	28.6%	48.6%
18-25	239	4.2%	10.5%	48.5%	25.5%	11.3%
26-34	227	3.1%	11.0%	43.2%	30.0%	12.8%
35-49	446	1.3%	4.5%	41.3%	30.9%	22.0%
50-59	308	0.3%	1.9%	34.4%	38.3%	25.0%
60 or older	392	0.5%	2.0%	12.8%	31.6%	53.1%
Miles driven, last year ***						
Less than 5000	293	0.7%	3.8%	18.1%	30.7%	46.8%
5000-10,000	469	1.3%	3.2%	29.9%	34.5%	31.1%
10,001-15,000	462	1.9%	5.0%	38.7%	32.7%	21.6%
More than 15,000	422	2.6%	9.0%	43.8%	27.3%	17.3%
Vehicle driven most often ***						
Passenger car	866	1.3%	4.4%	31.4%	34.8%	28.2%
Pickup truck	285	2.1%	5.3%	40.4%	26.0%	26.3%
SUV	321	1.9%	6.2%	35.8%	30.8%	25.2%
Minivan	74	0.0%	4.1%	36.5%	29.7%	29.7%
Full-sized van	29	3.4%	13.8%	37.9%	20.7%	24.1%
Other	39	2.6%	15.4%	23.1%	12.8%	46.2%
Self-Reported Seat Belt Use ***						
Always	1,388	0.8%	4.0%	32.2%	33.5%	29.5%
All other	261	6.5%	11.9%	42.1%	21.1%	18.4%

*** $p < .001$

Patterns were similar for texting, though at lower levels of activity than hand-held cell phone use (not shown). Texting did not vary by sex or by type of vehicle. Texting was at highest levels for drivers ages 18-25 and gradually decreased with age. Some drivers under 18 texted frequently,

but most never texted, similar to drivers in their 40s. The rate of texting became more frequent as miles driven increased. Finally, texting was less frequent for drivers who always wore seat belts.

Discussion

In eight Maine Bureau of Motor Vehicles offices in July 2011, 1,661 drivers with valid Maine driver's licenses completed one-page surveys. Drivers were surveyed about their knowledge of recent campaigns to increase awareness and compliance as well as their own attitudes and belt use. They were also surveyed about drinking and driving, speeding, and texting and calling using hand-held cell phones.

This survey is an extension of five earlier surveys. The first four looked exclusively at seat belt laws, campaigns, and use; the fifth, in 2010, had expanded scope identical to the current survey. Two surveys were conducted in 2008 just before and after April 1, 2008, which was the time that Maine's primary seat belt law first began to be enforced. The third of those surveys was done in early June 2008, after the national CIOT enforcement and media campaign, and the fourth was done in early June 2009, also just after the CIOT emphasis. The fifth survey was done in early July 2010, about 6 weeks after CIOT, exactly the same as the current survey in 2011. Overall seat belt use in passenger vehicles, as measured by Maine in Section 157-compliant observations, was nearly unchanged over the three years: 83.0 percent in 2008, 82.6 percent in 2009, 82.0 percent in 2010, and 81.6 percent in 2011.

Most drivers reported high personal use of seat belts (84 percent "always" and 9 percent "nearly always"), consistent with actual statewide use. Although actual statewide belt use was unchanged since 2008, drivers consistently reported using their seatbelts more than the year before: for the first five waves (three in 2008, one in 2009, and one in 2010), about 61 percent of drivers reported "about the same" belt use as in the preceding year, about 16 percent reported "more often", and about 20 percent reported "much more often." This year, the figures were similar, at 68 percent, 11 percent, and 19 percent, respectively. While some of this optimism corresponds to real improvement – with Maine's adoption of its primary law there was an increase of about 7 percentage points from February 2008 to June 2008 – this pattern of reported improvement was virtually identical across the six waves, suggesting more of a persistent positive outlook than a discerning view of reality.

Many drivers (39 percent) were aware of the CIOT campaign completed several weeks before the surveys were administered, down from 52 percent in 2010, suggesting the campaign may have been less visible this year. In addition, however, 17 percent recognized the "Buckle Up. No Excuses!" campaign that was used in 2007 and 2008 to publicize the new primary law but not more recently.

Differences in reported seat belt use reinforced observed belt use differences and offered interesting additional patterns. By their own reports, males buckle up less, as do drivers ages 18-39, and pickup drivers. Drivers who buckle up least are those who perceive no enforcement and no chance of being ticketed. Awareness, of seat belt enforcement efforts or campaigns such as CIOT, is not a reliable predictor of belt use.

The current survey repeated the broader focus of the 2010 survey by looking at impaired driving, speeding, and cell phone use.

Very few drivers report driving within two hours after drinking alcohol, though males and younger drivers more often did this. It should be noted that this behavior, as described, is not illegal. While driving with any alcohol in one's system increases crash risk, a single drink 1-2 hours before driving is likely to produce a BAC of .02 g/dl or less, well below the legal per se limit (.08). Questions which tap into the frequency of legally impaired driving, opinions about it, and expectations of the risk of arrest, could be a useful extension of these more general questions.

There were three questions in the survey about the perceived likelihood of arrest given particular behaviors. Answers were positively correlated, with intercorrelations between .37 and .44, suggesting a general view of the level of police enforcement of traffic laws, not unreasonable. However, taken literally, the responses to those questions could be characterized as wildly unrealistic. It is not the case that always or nearly always: 1) if one drives without a seat belt one will be issued a ticket (answered by 34 percent of drivers); 2) if one drives after having drunk an unspecified amount of alcohol one will be arrested (answered by 43 percent); or 3) if one drives at any speed over the speed limit one will be ticketed (answered by 29 percent). It would be very interesting to try to understand what people think they are responding to, and what they believe, in order to better the relationship between enforcement, perceived enforcement, and behavior.

Overall, the results of these surveys are useful measures of the effectiveness of seat belt use campaigns in reaching the public. They also provide detailed information about characteristics of people who use seat belts regularly and those who don't and may point to ways to continue to increase the public's use of seat belts. Expanding them to include other key traffic safety issues such as alcohol, speed, and distracted driving, provides information about attitudes and behaviors in these areas and allows for the unique study of common patterns within individuals.

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Appendix A

The survey is given in its entirety on the next page.

This Driver Licensing Office is assisting in a vehicle safety study. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

---

1. **Your sex:** ☐ Male ☐ Female

2. **Your age:** ☐ Under 18 ☐ 18-25 ☐ 26-34 ☐ 35-49 ☐ 50-59 ☐ 60 Plus

3. **Your Zip Code:** _____

4. **About how many miles did you drive last year?**
   ☐ Less than 5,000 ☐ 5,000 to 10,000 ☐ 10,001 to 15,000 ☐ More than 15,000

5. **What type of vehicle do you drive most often?**
   ☐ Passenger car ☐ Pickup truck ☐ Sport utility vehicle ☐ Minivan ☐ Full van ☐ Other

6. **How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?**
   ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

7. **Compared to the last couple of years, would you say you now wear your seat belt:**
   ☐ Much less often ☐ Less often ☐ About the same ☐ More often ☐ Much more often

8. **What do you think the chances are of getting a ticket if you don't wear your seat belt?**
   ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

9. **In the past 60 days, have you seen or heard about extra enforcement where police were looking at seat belt use?**
   ☐ Yes ☐ No

   If yes, where did you see or hear about it? (Check all that apply):
   ☐ Newspaper ☐ Radio ☐ TV ☐ Poster ☐ Web site ☐ Police checkpoint ☐ Other _____

   If yes, what did it say:
   ☐ Click It or Ticket ☐ Drunk Driving. Over the Limit. Under Arrest ☐ Buckle Up. No Excuses!
   ☐ Survive Your Drive ☐ Other _____

10. **In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?** _____ **(number of times)**

11. **In the past 60 days, have you read, seen or heard anything about police enforcement of alcohol impaired driving (or drunk driving) laws?** ☐ Yes ☐ No

12. **What do you think the chances are of someone getting arrested if they drive after drinking?**
    ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

13. **On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?**
    ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

14. **In the past 60 days, have you read, seen or heard anything about police enforcement of speed laws?**
    ☐ Yes ☐ No

15. **What do you think the chances are of getting a ticket if you drive over the speed limit?**
    ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

16. **How often do you talk on a hand-held cellular phone when you drive?**
    ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

17. **How often do you send text messages or emails on a hand-held cellular phone when you drive?**
    ☐ Always ☐ Nearly always ☐ Sometimes ☐ Seldom ☐ Never

Safety Belt Use in Maine 2011

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September 30, 2011

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EXECUTIVE SUMMARY

Since 1986, the Maine Bureau of Highway Safety has periodically had an observation study of safety belt use in Maine conducted to determine the level of compliance in the state. For the year 2011, the Survey Research Center (SRC) at the Muskie School of Public Service, University of Southern Maine, with assistance from the Preusser Research Group of Trumbull, Connecticut, conducted the study and produced this report of the findings. Research results from this study provide the official measure of belt use in Maine and provide valuable information regarding the success of the state's efforts to educate the public about the importance of safety belt use. Furthermore, increased seatbelt use can lead to additional funding from the National Highway Traffic Safety Administration (NHTSA).

In 2011, in order to obtain an accurate measure of change in use rates over time, observations were recorded at the same 120 sites as in previous years. In the vast majority of cases, observations were conducted on the same day of the week and at the same time of day as in recent years; frequently, the same observer went to the same site. A probability based sampling method was utilized to select the 120 segments to be observed. Among the locations chosen were sites on I-95, I-295, and the Maine Turnpike. As a result, all types of roads and traffic were observed. As in all prior studies, visual observations were made to determine the extent of use.

In addition, two new components of the observational study were introduced recently. An additional selection of 36 primarily rural road segments was chosen for observations. See "New Rural Sites" on page 17 for details of these findings. Also, motorcycle helmet use was recorded again in 2011. Results of those observations are reported in the "Motorcycle Helmet Use" section on page 20.

Beginning in April 2008, drivers of vehicles could be stopped and ticketed for not being properly belted (in previous years, the law required police to observe another infraction in order to stop a vehicle and issue a ticket for not using a seatbelt). This study is now the fourth to measure the impact of the new primary enforcement law and will provide comparisons between the baseline measures recorded three years ago and the current year.

For the past seven years and again this year, the observations were done immediately after a major campaign to raise awareness of Maine's seatbelt laws. Radio ads about seatbelt use received heavy air play in many parts of the state. In addition, many police departments conducted a coordinated and highly visible enforcement campaign. We have speculated in the past that these steps might temporarily lead to an increased use rate, at least during the time of the campaign and shortly after. Several steps have been taken to examine the extent of any possible "drop off" in use rates. In 2009 the full observation study was conducted again during the month of September. In addition, several "mini" studies of a sub-sample of

sites have been conducted each year during the month of April. In each case, the drop in use rates was found to be very modest (see "Safety Belt Use in Maine, September 2009" for more details).

In 1998 NHTSA developed new methods and standardized guidelines for measuring seat belt use. As a result, use rates can now be compared between states more accurately than was the case in the past. This study meets all of the applicable NHTSA criteria. It also follows the NHTSA guidelines regarding sample selection. Under these guidelines, sites selected must represent 85% of the state's population; in Maine, that requires sampling from the 10 counties with the highest population. See Table 11 for the list of counties studied.

Road sections selected as observation sites. Observations of seatbelt use were conducted at 120 sites from the 10 counties (see Table 11 for a full list of towns selected). Sites were selected following a probability-based sampling procedure developed by the Preusser Research Group and approved by NHTSA on July 26, 2004. Restraint use was recorded for 21,879 drivers and front seat passengers in 16,935 vehicles (in the 2010- study, 15,758 vehicles and 20,444 occupants were recorded).

Sampling and estimating protocols. In 1998, NHTSA began to institute new standardized sampling and estimating protocols for all states to follow in their safety belt use studies. These procedures were developed to ensure comparability among findings from state to state. The new estimation formulae are intended to provide each state with very precise estimates of their statewide belt use rates. These formulae provide a statistically sound method to calculate weights that will help adjust sample data to better reflect the volume and types of traffic found in all roads in a state, not just those selected for observation. Since 2004, Maine's sampling procedures have been based primarily on traffic data known as the Daily Vehicle Miles Traveled (DVMT) for each county in the State. These data provide a measure of the volume of traffic at each road segment in Maine.

One of the results of adopting new estimation methods is that the findings since 2004 are not entirely comparable to those from previous years. Different methods can produce different results, which is why NHTSA has adopted the new standardized methods. We support the use of the new estimation approach and NHTSA's efforts to bring consistency and uniformity to all of the states but remind readers that, because of these changes, results from this year's study are not quite equivalent to those conducted prior to 2004.

Subgroup analyses. This report includes findings from several subgroups, such as for different seating positions, type of vehicle, etc. We urge readers to keep in mind that some of these groups have lower numbers and, therefore, the point estimates of their use rates are less precise than those for the entire sample.

OBSERVATION STUDY FINDINGS

Overview: Compliance with the law. The overall restraint use decreased slightly in 2010, to 81.6%. We note, however, that this change is not statistically significant as the sampling methodology can be expected to produce estimates that range from a lower limit of 80.06% to 83.13%; the decrease of 0.4% is well within that range. In 2002, the statewide use rate was only 59%. By 2007, that rate had increased to 79.8%. This year, passengers have a higher use rate than drivers. Table A shows changes in the rates for drivers and passengers for the three most recent years.

Table A

Comparison of seat belt usage rates statewide:

Occupants Observed	**2011 Study**	**2010 Study**	**2009 Study**
All Vehicle Occupants	81.6%	82.0%	82.6%
All Drivers	81.2%	82.1%	82.7%
All Front Passenger Seat Occupants	83.1%	81.5%	82.4%

Gender differences. Women in particular show substantial compliance with seatbelt laws. Table B shows gender differences for 2009, 2010, and 2011.

Table B

Comparison of seat belt usage rates by gender:

Gender	2011 Study	2010 Study	2009 Study
Male Driver	78.2%	79.6%	80.3%
Female Driver	86.2%	86.2%	86.3%
Male Passenger	76.1%	72.2%	74.4%
Female Passenger	87.0%	86.4%	86.1%

Passengers' use of safety belts related to use by driver. As with prior studies, belt use of passengers is strongly correlated with the practices of the drivers. When drivers use their safety belts, other occupants of the vehicle (who are most likely friends or family of the driver) are more than two and a half times as likely to use their belts as they are when the driver is not using a belt (91.8% vs.34.9%).

Comparison with other states. While Maine's safety belt use has improved considerably since 1995, other states have increased their use as well[1]. As a result, the state remained near the bottom nationally until recent years. In 1995, Maine's rate of 50% was the fifth from the bottom of a list of all 50 states, the District of Colombia, and Puerto Rico. By 1997, Maine's use rate had risen only to number 35[2]. In 2010, only 14 states reported lower use rates than Maine. Because NHTSA has not yet released the 2011 use rates for all states, it is not possible to report where Maine now stands, but the state use rate in 2011 is more than 3 percentage points lower than the 2010 national average.

Type of vehicle. As has been the case in every study conducted in Maine, people in pickup trucks have the lowest use rates, at 71.4%. While this is a substantial increase from the 39.7% reported in 2002, it continues to be an area where considerable improvement is still possible. Cars, SUVs, and vans have use rates of 85.0%, 84.1%, and 83.5%, respectively.

SUMMARY

Safety belt use in Maine has increased markedly since 1991, when only a third of people aged 16 and over were belted. (Another change in study methods should be noted here: In all of the studies conducted during the 1990s, information for all vehicle occupants, including children, was recorded, as well as the estimated age of each individual. Since 2004, children are no longer included for observations, nor is age estimated. See SRC's report "Child Safety Seat Use in Maine 2007" for details regarding recent safety seat and seat belt use among children in Maine.) Given that this year shows a slight decline from previous years, it is clear that some groups, particularly males, still have room for a great deal of improvement.

The impact of safety belt use is significant. Research published by NHTSA in 2008 stated that, when properly used, lap/shoulder safety belts reduce the risk of fatal injury to front-seat passenger car occupants by 45%; they reduce the risk of moderate-to-critical injury by 50%. The safety effect is even greater for light truck occupants, where safety belts reduce the risk of fatal injury by 60% and moderate-to-critical injury by 65%. The same study estimates that over 15,000 lives were saved by using safety belts in the year 2006.[3] It is research findings such as these that provide much of the impetus for continuing efforts to increase seatbelt use in Maine and the nation.

This year's study was conducted immediately after a major enforcement and publicity campaign meant to inform the public of the new seatbelt law, and to increase safety belt usage. The rest of this report describes how the 2011 study was implemented and presents the key findings. It also shows comparisons between 2011 and the previous two studies. The project was conducted thanks to a contract between the Bureau of Highway Safety, Department of Public Safety, State of Maine, and the Survey Research Center at the Muskie School of Public Service, University of Southern Maine (USM), along with a subcontract between USM and the Preusser Research Group in Trumbull, Connecticut.

Portland, Maine
September 30, 2011

INTRODUCTION

The impact of seatbelt use is substantial. Research reported by NHTSA in 2008 found that lap/shoulder belts reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. Seat belts are even more effective for light-truck occupants, reducing the fatality risk by 60 percent and the moderate-to-critical injury risk by 65 percent. In 2006, seat belts saved the lives of an estimated 15,383 vehicle occupants age 5 and older.[4] Nationally, about 85% of all motorists now use their safety belts.[5]

Prior to 1996, when mandatory seatbelt laws for adults went into effect, Maine motorists used their seatbelts at a rate only about half of the national rate.[6] In November 1995, Maine voters narrowly approved a referendum establishing a secondary enforcement law requiring almost all people to wear safety belts or use child restraint devices. Since then, use rates in Maine have improved a great deal. The study here reports on results from an observation study conducted in 2011, three years after Maine's new primary enforcement law began to be implemented. (Although the new law went into effect on September 20, 2007, ticketing didn't begin until April 1, 2008, to allow time for the state to raise public awareness of the law.) The data contained in this report are used to provide the Bureau of Highway Safety and the National Highway Traffic Safety Administration the current use rates and a measure of changing use patterns over time.

The research project was conducted by the Survey Research Center of the Muskie School of Public Service at the University of Southern Maine, under a contract with the Maine Bureau of Highway Safety, Department of Public Safety, State of Maine. The study was designed to determine the rate of safety restraint use in Maine as part of the development of a statewide comprehensive highway safety plan as required by NHTSA. It incorporates the standardized design requirements developed by NHTSA in an effort to ensure reliability and comparability of findings between each of the states.

METHODOLOGY

In 2004, a number of methodological changes were introduced in the observation study. These include the selection of road segments for observation, instead of controlled intersections; observation of moving vehicles, rather than stopped vehicles; observations on the Maine Turnpike and interstates; and the end of the practice of recording use for infants, children, and young teenagers (and the related practice of estimating ages of occupants). All of these changes have continued this year. While all previous studies have met NHTSA guidelines and represent the official state use rates, the effect of these changes means that direct comparisons may not be entirely accurate between studies conducted prior to 2004 and those conducted since. The following is a description of the changes that were implemented and their potential impact.

The biggest change in protocols in 2004 was that of sampling from all road segments on all types of roads rather than only selecting controlled intersections, as had been the practice up until 2004. It is possible that only recording cars and trucks at traffic signals is not representative of all traffic in the state. For instance, it may be that people traveling on roads with enough traffic to warrant a traffic signal are more likely to buckle up than those on less busy sections of roads. Or it might be that, where there are red lights to slow traffic down, people feel less need to use their belts. In either case, the presence of a traffic signal might affect use rates at each site; recording usage only at signalized intersections could affect the statewide measure of use. Similarly, including traffic on highways affects the results. A great deal of Maine's traffic is on the turnpike and interstates. Not including any of that traffic, which may have different use patterns, potentially impacted use rates measured. With the new protocols, the presence of traffic lights and absence of highway driving is no longer a factor in the estimates reported.

The next most significant change that took effect in 2004 was the observation of moving vehicles. Here it must be stated that recording use of occupants in moving cars and trucks is more difficult than observing stopped vehicles. There are several factors that make it harder—tinted windows, glare of sunlight, dark seatbelts on dark clothing, etc., not to mention the speed of cars on some roads. Several years of field experience, in Maine and in all of the other states, along with consistent training of observers, have found that these are barriers that can be overcome.

In addition to these methodological adjustments, another important factor is the highly advertised and visible awareness and enforcement campaign that was conducted immediately before the current study was begun. While this seems to have the effect of at least temporarily boosting people's likelihood of using safety belts, the September 2009 study that was conducted by the Muskie School and Preusser Research Group shortly after the campaign ended found the impact to be only a modest one.

Road sections selected as observation sites. Observation sites must allow the opportunity for a reasonably representative flow of multi-purpose traffic, while allowing observers a safe viewing position from which to observe and record belt use of occupants in each vehicle. Observers were given descriptions of the road segment to observe (e.g., "in Auburn, on Minot Avenue, between Heath Lane and Garfield Road"). They were also told which direction of traffic to observe. They then were able to find the most advantageous spot on the road segment from which to observe. They were instructed to only include vehicles that had actually passed through the first identifier of the description (in the example above, the intersection of Minot Avenue and Heath Lane). Observations were conducted from a single point on each segment. In all, observations of 16,935 passenger vehicles and the use or nonuse by 21,879 occupants was recorded. A list of the towns and cities selected appears as Table 11.

Sampling. The sites to be observed were selected by the Preusser Research Group of Trumbull, Conn. The sampling design was developed to ensure compliance with NHTSA's standardized guidelines. The sampling process was designed to provide a confidence level of 95% with an acceptable margin of error of plus or minus 3%. This resulted in a final sample size of 120 road segments. The probability of a road segment being selected was proportional to the traffic volume measured in average daily vehicle-miles traveled (DVMT) on each road segment, according to Maine Department of Transportation data. Again in 2011, the same 120 sites were observed as in 2004 through 2010.

Weighting. Consistent with NHTSA guidelines, the data were weighted to reflect the sampling design and the average traffic volume at the selected road segments. The weighting simply adjusts the actual number of vehicles observed to reflect the expected number of vehicles, based on the traffic volume where the segment is located, and combines the site data in a way that represents statewide traffic volumes.

Observation times and days. Observations were made at 120 locations throughout the state for 45 minutes each, on a structured schedule of observation times and days that would maximize the opportunity to study variations in restraint use by time and by day of the week. Road segments were randomly assigned to a day and time for observations, although consideration had to be given for trips to locations that required lengthy travel times. Each day and time had an equal probability of selection. All observations were done during daylight hours. Approximately 85% of the 2011 observations were done on the same day and time as the 2004 through 2010 observations. Those few that were done on a different day or time (due to weather, schedules, etc), were done at comparable times. For instance, a site that was observed in 2010 on a Tuesday morning could be done this year on a Wednesday or Thursday morning, but not on a Saturday morning, because travel patterns may be different on the weekend.

Many roads have two or more lanes of traffic in each direction. In those cases, the observation period was divided by the number of lanes, and each lane was observed for the proportional length of time. For example, a road with three lanes would require that each lane be observed for 15 minutes (three lanes times 15 minutes each equals 45 minutes, the full observation period).

Observation assignments were made across a schedule of time slots that began at 7:00 a.m. and ended at 6:15 p.m. They were conducted from June 6 to June 25, 2011 (by design, the observations are scheduled to be completed before the Fourth of July holiday, as traffic patterns may be significantly different during that weekend).

Observer training. Observers were trained by Tara Casanova from the Preusser Research Group. They were trained to observe proper shoulder belt use (vs. improper or no use) of the driver and, if present, a right front seat passenger (infants were excluded). Observations were made for private passenger vehicles only. These were the same methods used in Maine in previous years and in numerous other seatbelt observation efforts. The training involved written material, oral presentation, and field practice. The field practice was conducted on Forest Avenue in Portland, near the SRC office. The practice observations were crucial. Results were reviewed and analyzed for accuracy and consistency; no observers were allowed to begin until their practice observations met training standards.

OBSERVATION STUDY FINDINGS

Overview: Compliance with the law. The latest use figures show a very slight decline in the proportion of Maine's population buckling up, at 81.6% overall. Given that the drop in use was less than one percentage point, the rate can be considered to be essentially unchanged from last year. While the use of safety belts has improved considerably from earlier years, most states still have higher use rates. In order to raise rates relative to other states, it seems likely that Maine will continue to require an on-going effort of education and enforcement.

Gender differences. The female use rate has been consistently higher than that of males; that pattern continues in 2011. While 86.5% of all female occupants were restrained; only 77.8% of males were using their seatbelts. The female use rate was essentially unchanged from 2010 but male use dropped by almost one percentage point (78.5% in 2010).

Seating position. In 2011, 81.2% of drivers were using seatbelts and 83.1% of passengers were using theirs. This reverses the pattern of the past two years in which drivers have had a higher rate of belt use than passengers.

Urban/rural differences. The belt use rate in urban counties (Androscoggin, Cumberland, Kennebec, Penobscot, and York) remains higher than in rural counties, at 84.8% and 82.7% respectively. The gap between the two areas has narrowed considerably, however, with a difference of only about 2 percentage points for the second year in a row. (Note: due to the statistical difficulties of weighting data by ten different counties, various road types, and traffic volume at all road segments, these data are not weighted). In a reflection of changing population patterns in the state, 62% of the segments selected were in the 5 urban counties. Due to the higher traffic volume in those areas, 74% of occupants observed were in urban counties, and 26% were in the rural counties.

Type of vehicle. There is one clear difference in driver safety belt use rates according to the type of vehicle the driver is operating. At 70.6%, drivers of pickup trucks have a considerably lower use rate than any of the other types of vehicles (see Table 7 for use rates of all occupants by vehicle type). It is likely that the selection of a vehicle and the decision of whether to buckle up or not are both related to gender, age, lifestyle and other factors, so this may not be a surprising finding; it certainly has been consistent over the years. With implementation of the primary enforcement law, however, drivers in pickup trucks had shown strong improvement, going from 68.6% in 2007 to the 74.5% mark in 2009 before dropping back each of the past 2 years.

Passenger use related to use by driver. As in all prior studies, buckling up is a friend and family affair. When drivers use their safety belts, other occupants of the vehicle (who are most likely friends or family of the driver) are more than two and a half times as likely to use their belts as they are when the driver is not using a belt 91.8% vs. 34.9%; see Table 8.

Comparison with other states. While Maine's use rate has improved since 2002, other states have also improved.[7] The net result is that Maine is now in the middle of the range in national standings. As of this writing, NHTSA has not released 2011 rates, so Table 10 only reports changes in use rates from 2009 to 2010. Although final comparisons between states can not yet be made, the 2010 findings in Table 10 suggest that Maine will likely be near the middle or a little above when the state by state listing for 2011 is complete.

Day of week. Observations were conducted on all days of the week, and while there are slight variations in safety belt usage across the days (Table 7), there is no readily apparent pattern to the findings. The assignment of days and times of observation to the sites was systematic and unbiased, but the number of observations obtained on each day varied considerably because the traffic volume at the selected sites varied. Use rates are highest on Saturdays (86.8 %) and lowest on Wednesdays, at 83.0% (NOTE: these are based on unweighted data).

Time of day. Safety belt use varies throughout the day (Table 7). The highest rates are at 7:45 a.m. (87.3%), followed by 5:30 p.m. (87.2%) and 10:45 a.m. (85.7%). The lowest rates occur at 10:00 a.m. (78.2%) and 12:15 p.m., at 80.5%. Time of day rates have also varied from year to year.

Weather and road conditions. Good weather conditions prevailed throughout most of the study period. As a result, more observations were conducted in sunny and clear weather this year than in most years. Overall, 67.9% of vehicles were observed in sunny and clear weather and 28.0% while it was cloudy. The rest were done during rainy weather. There was some variation in use rates; sunny weather had 83.6% use but cloudy weather saw 85.4% use, while light rain had 87.2%. (see Table 7).

Comparison of 2011 with 2010 and 2009 data. Several studies in Maine have now been conducted for the Bureau of Highway Safety of the Maine Department of Public Safety. The first was done by Northeast Research for the School of Public Health of the Boston University Medical School.[8] The next four were conducted by the Muskie School's Survey Research Center.[9] The year 2002 study was completed by CSI® Santa Rita Research Center.[1]

The 2011 study is now the twelfth conducted by the Muskie School. As described in the Methodology section, there were a number of major changes in the study design that were implemented in 2004. In addition, over the years other changes have been made, so direct comparisons between years may not be entirely appropriate.

In 2002, overall compliance stood at approximately 59%. At that time, the rate for people over 18 was also 59%. Beginning in 2004, only adults were recorded (although it is likely that some mid- to older-teens were inadvertently included). The rate for 2007 had increased to 80% and to 83% in 2008. In the three years since, Maine's use rate has dropped to the current 81.6%.

This year, passengers are again more likely to use their seatbelts than drivers, 83.1% and 81.2%, respectively. Previous trends had seen a higher use rate for passengers than drivers for several years, until 2008 when drivers surpassed passengers in use for two years.

A comparison of male drivers to female drivers over the three studies shows that the significant improvement among males has leveled off. For the year 2009, male drivers had a use rate of 79.4% and females had a rate of 86.4%. In 2010, the comparable figures were 79.6% for males and 86.2% for females. The current use rates of 78.2% for males and 86.2% for females demonstrate that the "gender gap" continues to exist.

SUMMARY

During the early to mid-nineties, seatbelt use in Maine increased substantially. By 1997, however, that trend had ended. From then through 2002, there was no overall increase and even some declines in certain areas. The years of increase correspond to a time when a number of changes were made in seatbelt laws in the state—in 1989, the law was expanded to require all occupants age 4 to 19 to use restraints. In 1993, fines for violations were increased. And most importantly, in 1995, a statewide referendum requiring all adults 19 and older to use safety belts was passed. From 1995 through 2006, there were no major revisions to Maine's belt laws. With the implementation of the new primary enforcement law, Maine's safety belt use rates showed increases in some but not all categories.

It is important to note, however, that this year's study has again found slight declines in some important areas. Both overall use and use by males have declined slightly, for instance. The 2011 study was the fourth to measure the impact of the new primary enforcement law. Future studies may help to establish whether additional steps are necessary to ensure that Maine's level of safety in passenger vehicles will be improved and maintained.

NEW RURAL SITES

For several years, NHTSA guidelines have allowed states to observe traffic in the counties that, collectively, make up 85% of the state's population. This policy is based on the understanding that the population and traffic volume of the remaining counties are so low that including them would have almost no effect on the overall rates. In the interest of efficiency, the guidelines take this fact into account.

In Maine, this has meant that Franklin, Lincoln, Piscataquis, Sagadahoc, Waldo, and Washington counties were not included for observations. In 2009, for the first time, a sample of sites was selected from these six counties for an independent examination of belt use in rural areas. That examination was continued in 2010 and 2011. We emphasize that these observations are separate from the official findings that were covered in the earlier sections of this report; those ten counties continue to make up the official belt use for the state of Maine.

PRG selected six sites in each of the six counties. The sampling process was designed to provide observation sites on each of the specified road types. All observations were conducted by the same Observers, following the same observation methods as for the full 120 sites that make up the official Maine belt use study. The following pages present key findings from the rural sites study.

Table C

Comparison of seat belt usage rates, statewide and rural

Occupants Observed	**June 2011, statewide**	**June 2011, rural**
All Vehicle Occupants	81.6%	78.5 %
All Drivers	81.2%	77.5 %
All Front Passenger Seat Occupants	83.1%	81.7 %

Table D

Comparison of seat belt usage rates by gender:

Gender	June 2011, statewide	June 2011, rural
Male Driver	78.2%	74.0%
Female Driver	86.2%	85.0%
Male Passenger	76.1%	72.6%
Female Passenger	87.0%	85.6%

RURAL OBSERVATION STUDY FINDINGS

Overview: Compliance with the law. Vehicle occupants in rural areas buckle up less frequently than the statewide average, 78.5% overall, up from 75.8% in 2010. While we present both rural and statewide figures in the following tables, we wish to point out that some of the rural subgroups (female passengers, day of the week, etc) have very low numbers of observations and are thus subject to greater ranges of potential sampling error.

Gender differences. As in the state as a whole, seatbelt use among female vehicle occupants in rural locations is higher than that of males. While 85.4% of rural female occupants used their seatbelts, only 73.8% of rural male occupants did so. This shows a substantial increase among rural women from 2010, when 79.9% were using their seatbelts. The usage rate among rural male drivers (74.0%) was nine percentage points below that of rural female drivers (85.0%). An even greater disparity in usage was observed between male passengers (72.6%) and female passengers (85.6%) in rural locations.

Seating position. Seatbelt usage of passengers in rural locations was considerably higher than that of drivers, 81.7% and 77.5%, respectively.

Type of vehicle. As in the statewide study, pickup truck drivers in rural areas have the lowest rates of seatbelt use; at 62.7% (see Table 18).

Passenger use related to use by driver. Similar to statewide trends, passengers in rural areas are more likely to buckle up if drivers do so. A majority of passengers (93.6%) were belted when the driver of their vehicle was also belted. When the driver was not belted, only 33.7% of passengers buckled up (see Table 19).

Day of week. Observations of seatbelt use in rural areas were conducted on all days of the week (see Table 18). Unlike the statewide study, usage rates varied significantly across days of the week, from an average of 86.1% on Thursdays to an average of 73.8% on Wednesdays. Again, the number of observations obtained on each day varied considerably due to traffic volume at the selected sites.

Time of day. Safety belt use varied throughout the day in the rural observations (Table 18). The highest rates were at 9:15 and 10:45 a.m. (87.2% each) and the lowest rates were at 10:00 a.m. (69.8%).

Weather and road conditions. Overall, 73.0% of vehicles in rural areas were observed in sunny and clear weather and 27.0%% while it was cloudy or raining. Rainy weather saw 81.2% use, sunny weather had 80.4% use, and cloudy weather was 77.9% use (see Table 18).

Overall, use rates in these rural counties increased nearly 3 percentage points from 2010. The current rate of 78.5% is more than 3 percentage points below the official state rate.

MOTORCYCLE HELMET USE

This year marks the third time in as many years that we included observations of motorcycle helmet use. There was no sampling protocol specific to motorcycle traffic volume; rather, we simply included observations for all motorcycles seen at the sites that had been selected for the seatbelt use sample. This resulted in recording the helmet use and non-use of 646 drivers and 113 passengers. Tables E and F present the key findings.

Table E

Comparison of motorcycle helmet usage rates statewide

Occupants Observed	**June 2011**
All Motorcycle Occupants	54.8% (N=759)
All Drivers	53.9% (N=646)
All Passengers	60.2% (N=113)

Table F

Comparison of motorcycle helmet usage rates by gender:

Gender	**June 2011**
Male Driver	52.9% (N=612)
Female Driver	69.7% (N=33)
Male Passenger	100.0% (N=3)
Female Passenger	58.7% (N=109)

ENDNOTES

[1] U.S. Department of Transportation, National Highway Traffic Safety Administration, *Traffic Safety Facts 2011, Research Note*, DOT HS 811 493.

[2] Al Leighton and Erika Ziller, *Safety Belt Use in Maine 1998*, Edmund S. Muskie Institute of Public Affairs, University of Southern Maine, prepared for the Bureau of Highway Safety, Department of Public Safety, State of Maine, April 1999.

[3] U.S. Department of Transportation, National Highway Traffic Safety Administration, *2006 Motor Vehicle Occupant Protection Facts, August 2008,* DOT HS 810 654.

[4] U.S. Department of Transportation, National Highway Traffic Safety Administration, *2006 Motor Vehicle Occupant Protection Facts, August 2008*, DOT HS 810 654.

[5] U.S. Department of Transportation, National Highway Traffic Safety Administration, *Traffic Safety Facts 2011, Research Note*, DOT HS 811 493.

[6] Al Leighton, Erika Ziller and Suzanne K. Hart, *Safety Belt Use in Maine 1995,* Edmund S. Muskie Institute of Public Affairs, University of Southern Maine, prepared for the Bureau of Highway Safety, Department of Public Safety, State of Maine, 1995; Suzanne K. Hart, *Child Restraint Device and Safety Belt Use in Maine*, 1991, Edmund S. Muskie Institute of Public Affairs, University of Southern Maine, prepared for the Bureau of Highway Safety, Department of Public Safety, State of Maine, August 1992; and Deidre Hungerford, David Kovenock, and James Sorg, *Maine Seat Belt Use Observation Study*, February, 1986: *Preliminary Summary*, Northeast Research, Orono, Maine, 1986.

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[8] U.S. Department of Transportation, National Highway Traffic Safety Administration, *Traffic Safety Facts 2011, Research Note*, DOT HS 811 493.

[9] Deidre Hungerford, David Kovenock, and James Sorg, *Maine Seat Belt Use Observation Study*, February, 1986: *Preliminary Summary*, Northeast Research, Orono, Maine, 1986.

[10] Al Leighton, Erika Ziller and Suzanne K. Hart, *Safety Belt Use in Maine 1991, 1995, 1997, 1998,* Edmund S. Muskie Institute of Public Affairs, University of Southern Maine, prepared for the Bureau of Highway Safety, Department of Public Safety, State of Maine, 1992, 1995, 1997, 1999.

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TABLE 1

Restraint Use in Passenger Vehicles

Statewide

Maine, 2011

All Persons

All Persons	
Lap/Shoulder	81.6%
No Restraint	18.4%
No. Vehicles = 16,935; No. Persons = 21,879	

TABLE 2

Restraint Use in Passenger Vehicles

Statewide

By Seating Position

Maine, 2011

All Persons

Driver		**Passenger**	
Lap/Shoulder	81.2%	Lap/Shoulder	83.1%
No Restraint	18.8%	No Restraint	16.9%
N = 16,935		N = 4,944	

TABLE 3

Restraint Use in Passenger Vehicles
Statewide

Maine, 2011

Males

All Males	
Lap/Shoulder	77.8%
No Restraint	22.2%
N = 11,755	

TABLE 4

Restraint Use in Passenger Vehicles
Statewide
By seating position

Maine, 2011

Males

Driver		Passenger	
Lap/Shoulder	78.2%	Lap/Shoulder	76.1%
No Restraint	21.8%	No Restraint	23.9%
N = 10,053		N = 1,702	

TABLE 5

Restraint Use in Passenger Vehicles
Statewide

Maine, 2011

Females

All Females	
Lap/Shoulder	86.5%
No Restraint	13.5%
N = 10,069	

TABLE 6

Restraint Use in Passenger Vehicles
Statewide
By seating position

Maine, 2011

Females

Driver		Passenger	
Lap/Shoulder	86.2%	Lap/Shoulder	87.0%
No Restraint	13.8%	No Restraint	13.0%
N = 6,853		N = 3,216	

TABLE 7

Percentage of Drivers Wearing Safety Belts
Under Selected Conditions
Statewide

Maine, 2011

Type of Vehicle

Vehicle Type		Belt Use
Car	(N =8,475)	85.0%
SUV	(N =3,996)	84.1%
Van	(N =1,327)	83.5%
Truck	(N =3,108)	71.4%

Day of the Week
(Note: data in the rest of this table are not weighted)

		Percent of Drivers Wearing Safety Belts
Monday	(N = 2,391)	84.2%
Tuesday	(N = 2,242)	83.2%
Wednesday	(N =2,896)	83.0%
Thursday	(N = 2,543)	84.2%
Friday	(N = 2,528)	84.5%
Saturday	(N =2,411)	86.8%
Sunday	**(N = 1,924)**	**83.7%**

Table 7, cont'd

Weather[10]		**Percent of Drivers Wearing Safety Belts**
Sunny/Clear	(N = 11,501)	83.6%
Raining	(N = 689)	87.2%
Cloudy	(N = 4,745)	85.4%
Fog	(N = 0)	--
Wet/Not Raining	(N = 0)	--

[1] Observations of **Sunny/Clear** and **Cloudy** imply the roads are dry. **Raining** corresponds to light rain occurring during the observations (data are not collected in heavy rain) and thus the roads are wet.

Start Time of Observation		**Percent of Drivers Wearing Safety Belts**
7:00 a.m.	(N = 906)	85.2%
7:45 a.m.	(N =1,426)	87.3%
8:30 a.m.	(N = 730)	82.1%
9:15 a.m.	(N = 787)	85.4%
10:00 a.m.	(N = 490)	78.2%
10:45 a.m.	(N = 982)	85.7%
11:30 a.m.	(N = 1,055)	83.6%
12:15 p.m.	(N = 816)	80.5%
1:00 p.m.	(N = 1,527)	85.2%
1:45 p.m.	(N = 1,470)	82.2%
2:30 p.m.	(N = 1,135)	83.1%
3:15 p.m.	(N = 1,520)	83.1%
4:00 p.m.	(N = 1,414)	83.6%
4:45 p.m.	(N = 1,092)	85.2%
5:30 p.m.	(N = 1,585)	87.2%

TABLE 8

Passenger belt use/nonuse
compared to Driver belt use/nonuse
NOTE: Data in this table are NOT weighted

Maine, 2011

When the driver IS wearing a belt

Driver	Passenger	
NOT APPLICABLE	Lap/Shoulder	91.8%
	No Restraint	8.2%
N = Not Applicable	N = 4,305	

When the driver is NOT wearing a belt

Driver	Passenger	
NOT APPLICABLE	Lap/Shoulder	34.9%
	No Restraint	65.1%
N = Not Applicable	N = 639	

TABLE 9

Restraint Use All Occupants, All Vehicles
Grouped by Observation Sites in Urban and Rural Counties
NOTE: Data in this table are NOT weighted

Maine, 2011

RESTRAINT TYPE	URBAN		RURAL		STATEWIDE	
	N	%	N	%	N	%
Lap/Shoulder Belt	13,737	84.8	4,652	82.7	18,389	84.3
No Lap/Shoulder Belt	2,463	15.2	972	17.3	3,435	15.7
Lap/Shoulder Belt TOTAL	16,200	100.0	5,624	100.0	21,824	100.0

TABLE 10

Observed Safety Belt Use Rates Reported by States to NHTSA
2009 and 2010

State	2009	2010	State	2009	2010
Alabama	**90%**	**91%**	Montana	79%	79%
Alaska	**86%**	**87%**	Nebraska	85%	84%
Arizona	81%	82%	Nevada	91%	93%
Arkansas	**74%**	**78%**	New Hampshire	69%	72%
California	**95%**	**96%**	New Jersey	**93%**	**94%**
Colorado	81%	83%	New Mexico	**90%**	**90%**
Connecticut	**86%**	**88%**	New York	**88%**	**90%**
Delaware	**88%**	**91%**	North Carolina	**90%**	**90%**
District of Columbia	**93%**	**92%**	North Dakota	82%	75%
Florida	**85%**	**87%**	Ohio	84%	84%
Georgia	**89%**	**90%**	Oklahoma	**84%**	**86%**
Hawaii	**98%**	**98%**	Oregon	**97%**	**97%**
Idaho	79%	78%	Pennsylvania	88%	86%
Illinois	**92%**	**93%**	Rhode Island	75%	78%
Indiana	**93%**	**92%**	South Carolina	**82%**	**85%**
Iowa	**93%**	**93%**	South Dakota	72%	75%
Kansas	77%	**82%**	Tennessee	**81%**	**87%**
Kentucky	**80%**	**80%**	Texas	**93%**	**94%**
Louisiana	**75%**	**76%**	Utah	86%	89%
Maine	**83%**	**82%**	Vermont	85%	85%
Maryland	**94%**	**95%**	Virginia	82%	81%
Massachusetts	74%	74%	Washington	**96%**	**98%**
Michigan	**98%**	**95%**	West Virginia	87%	82%
Minnesota	**90%**	**92%**	Wisconsin	**74%**	**79%**
Mississippi	**76%**	**81%**	Wyoming	68%	79%
Missouri	77%	76%	Puerto Rico	**92%**	**NA**

Source: U.S. Department of Transportation, National Highway Traffic Safety Administration, *Traffic Safety Facts, July 2011*, Research Note DOT HS 811 493.

1 Rates in states with primary belt enforcement laws appear in boldface.
Primary Enforcement: Allows police to stop and cite motorists simply for not wearing seat belts.
Secondary Enforcement: Motorists must be stopped for another reason in order to receive a seat belt citation.

TABLE 11

Maine 2010 Observation Sites List

1. Cumberland County (18)
1. Portland (4)
2. Freeport (3)
3. Westbrook (3)
4. South Portland (2)
5. Casco (1)
6. Cumberland (1)
7. Gray (1)
8. Raymond (1)
9. Scarborough (1)
10. Windham (1)

2. York (16)
1. Saco (3)
2. Biddeford (2)
3. Kittery (2)
4. North Berwick (2)
5. Wells (2)
6. Acton (1)
7. Eliot (1)
8. Lyman (1)
9. Sanford (1)
10. Shapleigh (1)

3. Penobscot (15)
1. Bangor (5)
2. Brewer (1)
3. Carmel (1)
4. Hermon (1)
5. Holden (1)
6. Howland (1)
7. Mattawamkeag (1)
8. Millinocket (1)
9. Old Town (1)
10. Orono (1)
11. Plymouth (1)

4. Kennebec (13)
1. Augusta (2)
2. Sidney (2)
3. Waterville (2)
4. China (1)
5. Hallowell (1)
6. Monmouth (1)
7. Oakland (1)
8. Pittston (1)
9. Readfield (1)
10. West Gardiner (1)

5. Androscoggin (12)
1. Auburn (3)
2. Lewiston (3)
3. Sabattus (3)
4. Livermore Falls (1)
5. Poland (1)
6. Turner (1)

6. Aroostook (12)
1. Caribou (3)
2. Ashland (1)
3. Fort Fairfield (1)
4. Hodgdon (1)
5. Limestone (1)
6. Masardis (1)
7. Sherman (1)
8. Van Buren (1)
9. Wade (1)
10. Woodland (1)

7. Hancock (9)
1. Bar Harbor (1)
2. Ellsworth (2)
3. Stonington (2)
4. Bucksport (1)
5. Dedham (1)
6. Deer Isle (1)
7. Township 28 (1)

8. Oxford (9)
1. Fryeburg (3)
2. Greenwood (1)
3. Hebron (1)
4. Norway (1)
5. Rumford (1)
6. Sumner (1)
7. West Paris (1)

9. Somerset (9)
1. Fairfield (2)
2. Anson (1)
3. Caratunk (1)
4. Harmony (1)
5. Madison (1)
6. Norridgewock (1)
7. Pittsfield (1)
8. Starks (1)

10.Knox (7)
1. Rockport (3)
2. Rockland (2)
3. S. Thomaston (1)
4. Thomaston (1)

TABLE 12

Restraint Use in Passenger Vehicles

Rural

Maine, June 2011

All Persons

All Persons	
Lap/Shoulder	78.5%
No Restraint	21.5%
No. Vehicles = 3,321; No. Persons = 4,292	

TABLE 13

Restraint Use in Passenger Vehicles

Rural

By Seating Position

Maine, June 2011

All Persons

Driver		Passenger	
Lap/Shoulder	77.5%	Lap/Shoulder	81.7%
No Restraint	22.5%	No Restraint	18.3%
N = 3,317		N = 975	

TABLE 14

Restraint Use in Passenger Vehicles
Rural

Maine, June 2011

Males

All Males	
Lap/Shoulder	73.8%
No Restraint	26.2%
N = 2,390	

TABLE 15

Restraint Use in Passenger Vehicles
Rural
By seating position

Maine, June 2011

Males

Driver		Passenger	
Lap/Shoulder	74.0%	Lap/Shoulder	72.6%
No Restraint	26.0%	No Restraint	27.4%
N = 2,069		N = 321	

TABLE 16

Restraint Use in Passenger Vehicles
Rural

Maine, June 2011

Females

All Females	
Lap/Shoulder	85.4%
No Restraint	14.6%
N = 1,902	

TABLE 17

Restraint Use in Passenger Vehicles
Rural
By Seating Position

Maine, June 2011

Females

Driver		Passenger	
Lap/Shoulder	85.0%	Lap/Shoulder	85.6%
No Restraint	15.0%	No Restraint	14.4%
N = 1,248		N = 654	

TABLE 18

Percentage of Drivers Wearing Safety Belts
Under Selected Conditions
Rural

Maine, June 2011

Type of Vehicle

Vehicle Type		Belt Use
Car	(N = 1,583)	80.1%
SUV	(N = 719)	82.2%
Van	(N = 265)	87.3%
Truck	(N = 750)	62.7%

Table 18, cont'd

Day of the Week (Note: data in the rest of this table are not weighted)		**Percent of Drivers Wearing Safety Belts**
Monday	(N = 137)	75.2%
Tuesday	(N = 820)	79.2%
Wednesday	(N = 252)	73.8%
Thursday	(N = 617)	86.1%
Friday	(N = 597)	82.4%
Saturday	(N = 602)	77.4%
Sunday	**(N = 292)**	**78.1%**

Weather[11]		Percent of Drivers Wearing Safety Belts
Sunny/Clear	(N =2,420)	80.4%
Raining	(N = 346)	81.2%
Cloudy	(N = 551)	77.9%
Fog	(N = 0)	-
Wet/Not Raining	(N = 0)	-

[2] Observations of **Sunny/Clear** and **Cloudy** imply the roads are dry. **Raining** corresponds to light rain occurring during the observations (data are not collected in heavy rain) and thus the roads are wet.

Table 18, cont'd

Start Time of Observation		Percent of Drivers Wearing Safety Belts
7:00 a.m.	(N = 226)	78.3%
7:45 a.m.	(N = 172	79.7%
8:30 a.m.	(N = 157)	80.9%
9:15 a.m.	(N = 242)	87.2%
10:00 a.m.	(N = 53)	69.8%
10:45 a.m.	(N = 196)	87.2%
11:30 a.m.	(N = 330)	82.7%
12:15 p.m.	(N = 88)	75.0%
1:00 p.m.	(N = 659)	83.9%
1:45 p.m.	(N = 385)	73.8%
2:30 p.m.	(N = 178)	83.7%
3:15 p.m.	(N = 168)	70.2%
4:00 p.m.	(N = 312)	75.3%
4:45 p.m.	(N = 117)	79.5%
5:30 p.m.	(N = 34)	70.6%

TABLE 19

Passenger Belt Use/Nonuse
Compared to Driver Belt Use/Nonuse
Rural
NOTE: Data in this table are NOT weighted

Maine, June 2011

When the driver IS wearing a belt

Driver	Passenger	
NOT APPLICABLE	Lap/Shoulder	93.6%
	No Restraint	6.4%
N = Not Applicable	N = 809	

When the driver is NOT wearing a belt

Driver	Passenger	
NOT APPLICABLE	Lap/Shoulder	33.7%
	No Restraint	66.3%
N = Not Applicable	N = 166	

TABLE 20

Maine 2010 Observation Sites List
Rural

1.Franklin County (6)
1. Wilton (2)
2. New Vineyard (1)
3. Jay (1)
4. Industry (1)
5. Chesterville (1)

2. Lincoln (6)
1. Wiscasset (1)
2. Boothbay Harbor (1)
3. Damariscotta (1)
4. Jefferson (1)
5. Bristol (1)
6. Waldoboro (1)

3. Piscataquis (6)
1. Milo (2)
2. Monson (1)
3. Greenville (1)
4. Parkman (1)
5. Willimantic (1)

4. Sagadahoc (6)
1. Bowdoinham (1)
2. Richmond (1)
3. Topsham (1)
4. Woolwich (1)
5. Bath (1)
6. Bowdoin (1)

5. Waldo (6)
1. Belfast (2)
2. Frankfort (1)
3. Searsport (1)
4. Liberty (1)
5. Unity (1)

6. Washington (6)
1. Jonesboro (1)
2. Calais (1)
3. East Machias (1)
4. Topsfield (1)
5. Perry (1)
6. Crawford (1)

History of Occupant Protection Laws

EFFECTIVE DATES	LAWS
09-20-07	Primary enforcement law takes effect; ticketing began on April 1, 2008.
01-01-03	The operator is responsible for ensuring that a child (from 40 pounds but less than 80 pounds and less than 8 years of age) is properly secured in a federally approved child restraint system.
09-19-97	The operator is responsible for securing persons under age 18 in a safety belt/seat. Persons 18 years and older are responsible for securing themselves.
09-19-97	A law enforcement officer may take enforcement action against an operator or passenger 18 years or age or older who fails to wear a seat belt only if the officer detains the operator for a suspected violation of another law. The requirement that the operator must receive a fine for the other violation in order to be subject to a penalty for the seat belt violation has been deleted.
01-01-95	With the implementation of Title 29A, the child safety seat law and seat belt law were combined into one law.
12-27-95	A statewide referendum requiring adults 19 and older to use safety belts passed on 11-07-95. The law could be enforced only if the police officer had detained the operator of a motor vehicle for a suspected violation of another law.
07-94	Driver made responsible for securing children under 4 years in a child safety seat.
10-13-93	Penalty changed from fine of $25 for first violation and $50 for each subsequent violation for those aged 0 to 4 to traffic infraction (up to $500 fine).
10-13-93	Penalty changed from fine of $25 for first violation and $200 for each subsequent violation for those 4 to 19 to traffic infraction (up to $500 fine).
09-29-87	Children aged 4 to 13 years must be secured in a child safety seat or safety belt.
09-30-89	Law expanded to include children 4 to 16 years.
10-09-91	Law expanded to include persons 4 to 19 years.
09-23-83	Children aged 0 to 4 years must be secured in a child safety seat.

Maine Seat Belt Observation Form

SITE NUMBER:_____ SITE:_____

NOTES:_____

DATE: _____ - _____ - _____ DAY OF WEEK: _____

WEATHER CONDITIONS
1 Clear / Sunny 4 Fog
2 Light Rain 5 Clear but Wet
3 Cloudy

DIRECTION OF TRAFFIC FLOW (Circle one): N S E W

START TIME:_____ (Observation period will last exactly 45 minutes)

		DRIVER		PASSENGER				DRIVER		PASSENGER	
Veh. #	Vehicle C = car T = truck S = suv V = van	Sex M = male F = female U = unsure	Use + = yes - = no U = unsure	Sex M = male F = female U = unsure	Use + = yes - = no U = unsure	Veh. #	Vehicle C = car T = truck S = suv V = van	Sex M = male F = female U = unsure	Use + = yes - = no U = unsure	Sex M = male F = female U = unsure	Use + = yes - = no U = unsure
1						36					
2						37					
3						38					
4						39					
5						40					
6						41					
7						42					
8						43					
9						44					
10						45					
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29						64					
30						65					
31						66					
32						67					
33						68					
34						69					
35						70					

MAINE SEAT BELT SURVEY FORM 2004 Page:_____ of_____

Prepared for the Bureau of Highway Safety, Department of Public Safety, State of Maine; by Survey Research Center, Muskie School of Public Service, University of Southern Maine, Portland, Maine September, 2011