

## SCOPE OF SERVICES:

- High Visibility Enforcement

The firm will summarize all waves conducted to date. For each succeeding wave, firm will tabulate the number of agencies reporting, number of tickets issued, type of enforcement, publicity, and seat belt use based on each agency's report to the HSO. The firm will provide a written report to HSO at the end of each wave summarizing all activity to date.

- Community Outreach

The firm will work with the Community Outreach Coordinator, the Law Enforcement Coordinator(s), the HSO staff, and others to identify the specific high-risk (i.e., low seat belt use) target groups that could benefit the most by seat belt use programs. This will involve analysis of State crash data; analysis of motorist survey data, and analysis of seat belt use observation data. The firm will also support the Coordinators by developing forms and procedures by which these locally generated efforts can be monitored over time. This will include, but not be limited to community based seat belt use observation by which seat belt use can be continuously monitored in the community; and surveys and related procedures by which community knowledge, attitudes, and response to the program can be monitored over time.

- Public Information/Attitudes

The firm will conduct a survey designed to monitor motorist information and attitudes with regard to occupant protection. The survey will measure statewide changes in motorist attitudes, knowledge, and behavior regarding all behavioral safety programs. The firm will prepare a report that will be supplied to HSO comparing the results from all three previous surveys. Special reports will be prepared, as appropriate, for local outreach programs covering the results from specific Department of Motor Vehicle (DMV) offices, persons residing in specific zip codes, persons of specific age/gender, or persons identifying themselves as members of specific racial or ethnic groups. This will include coordination with DMV to gain permission to conduct these surveys. Surveys and analysis may also include focus groups and telephone surveys as well as other types of surveys to determine attitudes, awareness and potential behavioral changes in response to safety campaigns

- Grants

The firm will evaluate a small, selected sample of grants that have been given to localities and agencies. Selected grants will likely include exemplary programs that should be documented so that other localities can implement similar efforts; a few programs that are generally representative of large categories of grant funding (e.g., locally generated PI & E; equipment purchase); and grants that implement a new direction or approach to increasing seat belt use or other driver behaviors. Grant recipients will be interviewed, program activities will be documented, and output measures will be tabulated as available.

- Bellwether Seat Belt use Observations (Annual)

Observations will be conducted in accordance with procedures and NHTSA guidelines:

- Trained observers in established observation procedures.
- Schedule of all project activities and notification to local agencies.

- Key enter and tabulate all collected data. Compare results with all similar Bellwethers conducted from 1988 through 2019.
  - Provide annual reports on the results to HSO annually.
  - Update survey design as required by NHTSA (2017).
- Statewide Annual Seat Belt Use Observations (Annual)
    - All observations will be in accordance with the approved Highway Safety Plan, at the same locations, using the same procedures, as used during previous years. This work will involve:
      - Notifying the police agencies in each affected community of the intention to observe vehicles in their jurisdiction at specified times and places.
      - Observe passenger vehicles using the same procedures at all 100 sites.
      - Key enter and tabulate data.
      - Analyze the results and provide report to HSO. A separate appendix to the report will compare 1998 through 2019 results. The final report will be submitted by October 1, for each year of the proposed contract.
      - Special reports will be prepared, as appropriate, for local outreach programs covering the results from specific cities, persons of specific age/gender, or persons identifying themselves as members of specific racial or ethnic groups.
      - Update survey design as required by NHTSA (2017).
- Impaired Driving Public Information and Education Campaign Evaluation
    - The overall goal of this project is to conduct both administrative and impact evaluations to determine the effectiveness of Connecticut's impaired driving initiatives and multi-media public information and education campaign.
    - To survey motorists before, during, and after the implementation of the multi-media campaign in order to determine program impacts.
    - To determine the extent to which motorists drink, drive, crash, and are arrested.
    - To measure the process by which arrested drinking drivers are deterred from becoming repeat offenders.
    - Campaign will utilize both print and electronic media and seek to impact target populations.
- Distracted Driving High Visibility Enforcement and Public Information and Education Campaign Evaluation
    - The overall goal of this project is to conduct both administrative and impact evaluations to determine the effectiveness of Connecticut's distracted driving initiatives and multi-media public information and education campaign.
    - To survey motorists before, during, and after the implementation of the high visibility enforcement campaign in order to determine program impacts.
    - To determine the extent to which motorists drive distracted and the role distraction, especially handheld electronic device use, plays in the role of causing crashes.
    - Campaign will utilize multimedia and seek to impact target populations.

- Speeding High Visibility Enforcement
  - The overall goal of this project is to conduct both administrative and impact evaluations to determine the effectiveness of Connecticut's speed enforcement initiatives and multi-media public information and education campaign.
  - To survey motorists/data before, during, and after the implementation of the high visibility enforcement campaign in order to determine program impacts.
  - To determine the extent to which speeding plays in the role of causing crashes.
  - Campaign will utilize multimedia and seek to impact target populations.

#### HSP Development and analysis/ Annual report

- Crash Data Analysis and development of the federally mandated 402 and 405 program applications and reporting requirements: Highway Safety Plan and Annual Evaluation Report
- Development of trend analysis to assist in measurement and evaluation of NHTSA mandated core performance goals
- Development of specific problem Identification across program areas (i.e. impaired driving matrix/distracted index/belt use index and program based other problem identification)

Any program related/specific data analysis as needed