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TENNESSEE HIGHWAY SAFETY OFFICE



ANNUAL REPORT

FFY 2020

Bill Lee, State of Tennessee Governor

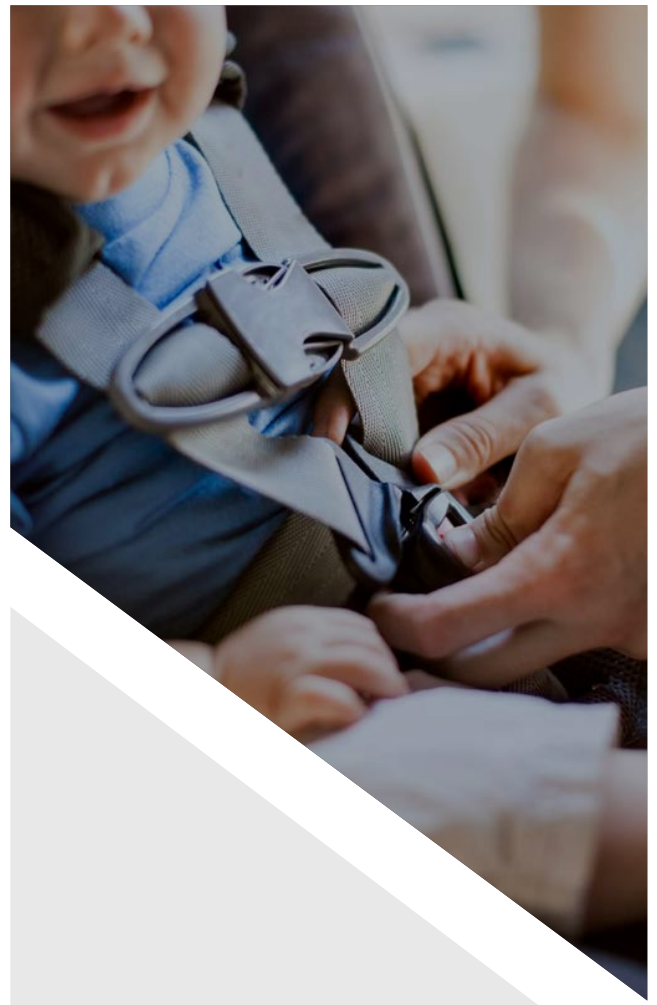
Jeff Long, Tennessee Department of Safety & Homeland Security Commissioner

Buddy Lewis, Tennessee Highway Safety Office Director



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ABBREVIATIONS

ABR.	DESCRIPTION		
ARIDE	Advanced Roadside Impaired Driving Education	LIDAR	Light Imaging Detection and Ranging
ATV	All Terrain Vehicle	MADD	Mothers Against Drunk Driving
CDC	Centers for Disease Control	MREP	Motorcycle Rider Education Program
CEU	Continuing Education Unit	NHTSA	National Highway Traffic Safety Administration
CIOT	Click It or Ticket	POST	Police Officer Standards and Training
CLIF	Collegiate Life Investment Foundation	PT	Police Traffic Services
CPS	Child Passenger Safety	RADAR	Radio Detection and Ranging
CPST	Child Passenger Safety Technician	SADD	Students Against Destructive Decisions
CRASH	Crash Reduction Analyzing Statistical History	SAFE	Seat belts Are For Everyone
CTR	University of Tennessee Center for Transportation Research	SFST	Standardized Field Sobriety Testing
DMV	Department of Motor Vehicles	STOPS	Strategies and Tactics of Patrol Stops
DVMT	Daily Vehicle Miles Traveled	TCPSC	Tennessee Child Passenger Safety Center
DRE	Drug Recognition Expert	TDOH	Tennessee Department of Health
DUI	Driving Under the Influence	TDOSHS	Tennessee Department of Safety and Homeland Security
EMS	Emergency Medical Services	TDOT	Tennessee Department of Transportation
EVOC	Emergency Vehicle Operator Course	THP	Tennessee Highway Patrol
FAST	Fixing America's Surface Transportation Act	THSO	Tennessee Highway Safety Office
FARS	Fatality Analysis Reporting System	TIM	Traffic Incident Management
FFY	Federal Fiscal Year	TITAN	Tennessee Integrated Traffic Analysis Network
GDL	Graduated Driver's License	TRCC	Traffic Records Coordinating Committee
HVE	High Visibility Enforcement	TRIMS	Tennessee Roadway Information Management System
IACP	International Association of Chiefs of Police	TSRP	Traffic Safety Resource Prosecutor
IDAC	Impaired Driving Advisory Council	VMT	Vehicle Miles Traveled
LEL	Law Enforcement Liaison	YTD	Year to Date

DIRECTOR'S MESSAGE

I am delighted to present the FFY 2020 Annual Report of the Tennessee Highway Safety Office (THSO). This report provides an overview of the previous year's activity and updates regarding the state's performance targets; it also highlights several of the THSO's most significant accomplishments. During FFY 2020, there have been significant challenges due to COVID-19. However, there have been many notable accomplishments, and our safety partners' commitment has remained high. We have continued to focus on our mission throughout the year: preventing crashes and saving lives, supporting the national Drive to Zero campaign.

During the federal fiscal year, the THSO continued to examine long-time highway safety issues in addition to newly emerging threats (such as pedestrian fatalities, distracted driving, and drowsy driving) to develop innovative ways to address these safety concerns. Tennessee continues to see an increase in the number of pedestrian fatalities. As a part of a National Highway Traffic Safety Administration (NHTSA) demonstration grant, a grant was awarded to Building Memphis to complement the grant awarded to Walk Bike Nashville. Data shows that Memphis has a high number of pedestrian fatalities. Through education via Building Memphis, the THSO hopes to start seeing a decrease in the number of pedestrian fatalities.

The increased number of traffic fatalities in Tennessee remains a concern, despite our efforts to create safer highways, raise public awareness, and support high-visibility enforcement of the state's driving laws. Every traffic fatality is a tragedy. Too many Tennessee families have experienced untold suffering because of crashes that could have been prevented. This knowledge underscores the importance of our continued commitment to enhancing traffic safety every day.

Partnerships continue to play a crucial role in our mission to reduce motor vehicle-related deaths and injuries on our roads successfully. Our valued partners have become critical to the task of providing technical leadership, innovation, and support to the safety programs we fund. We are grateful for the opportunity to work closely with such distinguished traffic safety advocates and organizations, as well as the general motoring public.

Some critical initiatives in FFY 2020 included the THSO transitioning to an entirely virtual process of conducting federally required on-site monitoring of projects due to the pandemic. This process has received recognition and deemed a best practice by NHTSA and the Governor's Highway Safety Association (GHSA). Ollie Otter reached a milestone of "giving a high-five" to 1,000,000 children across Tennessee. The Ollie Otter program focuses on educating kindergarten-4th grade students on traffic safety and booster seat usage through an interactive school program. In conjunction with AAA, the THSO offered and awarded their first Reduce TN Crashes Teen Driver Scholarship. Lastly, in January 2020, NHTSA certified Tennessee as a Low Range State due to the lowering of its impaired driving fatality rate. This is a massive milestone for the State of Tennessee.

In FFY 2020, 341 grants were awarded to 302 different agencies and our law enforcement partners to implement safety programs that targeted crashes on our roadways. Further, our participation in federally sponsored enforcement campaigns continues to be 100 percent in our grant reporting.

The THSO continues to promote traffic safety measures through paid media. Eleven data-driven media campaigns garnered over 83,000,000 impressions, 15,626 radio spots, 2,627 television spots to encourage seatbelt use, prevent impaired driving, promote pedestrian safety, promote safety around motorcycle riders, and prevent distracted driving.

While we have made improvements in all traffic safety areas, we still have much to accomplish in FFY 2021. I eagerly look forward to participating in continued collaborative efforts to meet the many dynamic and changing challenges of making Tennessee highways safer this coming year.



Buddy Lewis, Director
Tennessee Highway Safety Office



BUDDY LEWIS

Tennessee Highway Safety Office Director

FISCAL YEAR 2020 HIGHLIGHTS



Several initiatives by the THSO and their traffic safety partners experienced success in FFY 2020.

- ▶ The THSO awarded 341 federal grants in FFY 2020, representing 302 different partners.
- ▶ The seatbelt usage rate remains at 91.75 percent due to NHTSA allowing states to utilize a federal waiver and keep their prior-year survey results, rather than obtaining results that are possibly impacted due to COVID-19. The University of Tennessee Center for Transportation Research (CTR) conducts this annual survey through a grant agreement.
- ▶ Tennessee certified 63 Child Passenger Safety Technicians (CPST) and had a recertification rate of 52.3 percent.
- ▶ The THSO Training program trained and certified over 380 in Standardized Field Sobriety Testing (SFST), over 285 in Advanced Roadside Impairment Driving Enforcement (ARIDE), and 30 officers were trained as Drug Recognition Experts (DRE).
- ▶ The THSO offered and completed 52 training courses in FFY 2020. While a decrease from 99 the year prior, this was still an average of 1 course per week. A total of 1,102 students participated, with 1,099 passing. Of the students attending, there were 104 Tennessee Highway Patrol personnel, 294 sheriff departments' personnel, 520 city police officers, and 184 other persons. The average attendance was 21.19 students for each course. The average attendance for the year was 92.68 percent, which is up from the previous year of 90.69 percent.
- ▶ In conjunction with AAA, the THSO offered and awarded their first Reduce TN Crashes Teen Driver Scholarship, which was awarded to Dana White, a David Crocket High School student. An award of \$3,000 was presented.

FISCAL YEAR 2020 HIGHLIGHTS

- ▶ Ollie Otter reached a milestone of “giving a high-five” to 1,000,000 children across Tennessee.
- ▶ Although the 16th Annual Law Enforcement Challenge scheduled for August 28, 2020, was canceled due to COVID-19, there were still 52 law enforcement Challenge applications submitted for the event, which equaled the submissions for FFY 2019. Forty-three of these agencies will receive recognition in traffic safety efforts regional events for law enforcement.
- ▶ Law Enforcement Aging Driver Specialist (LEADS), a statewide training initiative for law enforcement that encourages collaborative partnerships and recommends programs that can be used at the local community level to maximize safety and reduce fatalities and serious crashes involving older drivers, trained 67 law enforcement officers. This was a 34 percent increase from the original goal of 50.
- ▶ In FFY 2020, the THSO increased outreach to Hispanic communities in Nashville through new partnerships with the Hispanic Family Foundation, the Nashville Hispanic Chamber of Commerce, El Jefe 96.7 FM, Stereo Nashville, Nashville Noticias, and TBLC Media.
- ▶ For the 2020 school year, the THSO continued the Reduce TN Crashes program for teens, engaging 45 schools across 28 counties through 156 traffic-safety related activities such as informational speakers, hosting safety events, handing out Graduated Driver License (GDL) material, etc.
- ▶ In September 2020, the THSO created a new Facebook Live chat series called “Talking Traffic Safety” to discuss traffic safety issues with subject matter experts and answer questions from the public.
- ▶ Due to COVID-19, the THSO began virtually filming PSAs with program managers via Zoom to increase social media engagement.
- ▶ The THSO transitioned to an entirely virtual process of conducting federally required on-site monitoring of projects.

CORE PERFORMANCE TARGETS/RESULTS



The following core outcome measures were established in the FFY 2020 Tennessee Highway Safety Office Highway Safety Plan.



TRAFFIC FATALITIES

TARGET: The THSO, and its partnering agencies, will increase traffic fatalities by 4.52 percent, from a 2013-2017 calendar year baseline average to 996.2 to 1043.4 (2016-2020).

RESULT: According to state data, as of October, Tennessee has had 1,015 fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 1,202 fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



SERIOUS TRAFFIC INJURIES

TARGET: The THSO, and its partnering agencies, will decrease serious injuries by 12.10 percent from a 2013-2017 calendar baseline average of 7227.0 to 6352.4 (2014-2020).

RESULT: According to state data, as of October, Tennessee has had 4,649 serious injury crashes on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 5,553 serious injury crashes for the year.

PROGRESS: Met



OVERALL FATALITIES/VMT

TARGET: The THSO and its partnering agencies will decrease fatalities per vehicle miles traveled (VMT) by 4.78 percent from a 2013-2017 calendar baseline average of 1.319 to 1.256 by December 31, 2020.

RESULT: According to state data for 2019, Tennessee has had 1.368 fatalities per 100 million vehicle miles traveled (VMT). The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: In Progress



UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

TARGET: The THSO will decrease unrestrained fatalities by 7.6 percent, from a 2017 baseline of 302 to 279 by December 31, 2020 (five-year linear trend).

RESULT: According to state data, as of October, Tennessee has had 330 unrestrained fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 400 unrestrained fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

CORE PERFORMANCE TARGETS/RESULTS



ALCOHOL-IMPAIRED DRIVING FATALITIES

TARGET: The THSO will decrease alcohol-related fatalities by 13.9 percent, from a 2013-2017 average baseline of 258 to 222 by December 31, 2020 (five-year alternate baseline analysis).

RESULT: According to state data, as of October, Tennessee has had 193 alcohol-related fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 233 alcohol-related fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



SPEEDING RELATED FATALITIES

TARGET: The THSO will decrease speeding-related fatalities by 18.2 percent, from a 2013-2017 baseline average of 199 to 163 by December 31, 2020 (five-year alternate baseline analysis)

RESULT: According to state data, as of October, Tennessee has had 170 speeding-related fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 170 speeding-related fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



MOTORCYCLIST FATALITIES

TARGET: The THSO will maintain motorcycle fatalities from the 2017 calendar base year of 134 through December 31, 2020.

RESULT: According to state data, as of October, Tennessee has had 135 motorcycle fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 162 motorcycle fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



UNHELMETED MOTORCYCLIST FATALITIES

TARGET: The THSO will decrease unhelmeted motorcycle fatalities by 9.3 percent, from a 2015-2017 baseline average of 11 to 10 by December 31, 2020 (three-year alternate baseline analysis).

RESULT: According to state data, as of October, Tennessee has had 16 unhelmeted motorcycle fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 24 unhelmeted motorcycle fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

CORE PERFORMANCE TARGETS/RESULTS



DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES

TARGET: The THSO will decrease traffic fatalities in individuals age 20 and under by 14.4 percent, from a 2015-2017 calendar year baseline average of 115 to 98 by December 31, 2020 (three-year alternate baseline analysis).

RESULT: According to state data, as of October, Tennessee has had 130 fatalities in individuals age 20 and under on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 146 fatalities in individuals age 20 and under for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



PEDESTRIAN FATALITIES

TARGET: The THSO will increase pedestrian fatalities by 16.2 percent, from a 2017 calendar base year of 124 to 148 by December 31, 2020 (five-year linear regression). It is always the intent of the THSO to reduce fatalities on our roadways. This target is a performance projection based on historical data and influencing factors.

RESULT: According to state data, as of October, Tennessee has had 130 pedestrian fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 156 pedestrian fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



BICYCLE FATALITIES

TARGET: The THSO will maintain bicycle fatalities from a 2017 baseline of 8 through December 31, 2020. While the THSO acknowledges that all the trend analyses show an increase, since 2015, the state has seen a decrease in bicycle fatalities.

RESULT: According to state data, as of October, Tennessee has had 11 bicycle fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 12 bicycle fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



OBSERVED SEATBELT

TARGET: The THSO will increase the observed seat belt usage by 0.75 percent from 90.90 percent in 2018 to 91.65 percent by December 31, 2020.

RESULT: The seatbelt usage rate remains at 91.75 percent due to NHTSA allowing states to utilize a federal waiver and keep their prior-year survey results, rather than obtaining results that are possibly impacted due to COVID-19.

PROGRESS: Met

OTHER BEHAVIOR PERFORMANCE MEASURES

Source: TNTrafficSafety



4,699

SEAT BELT CITATIONS



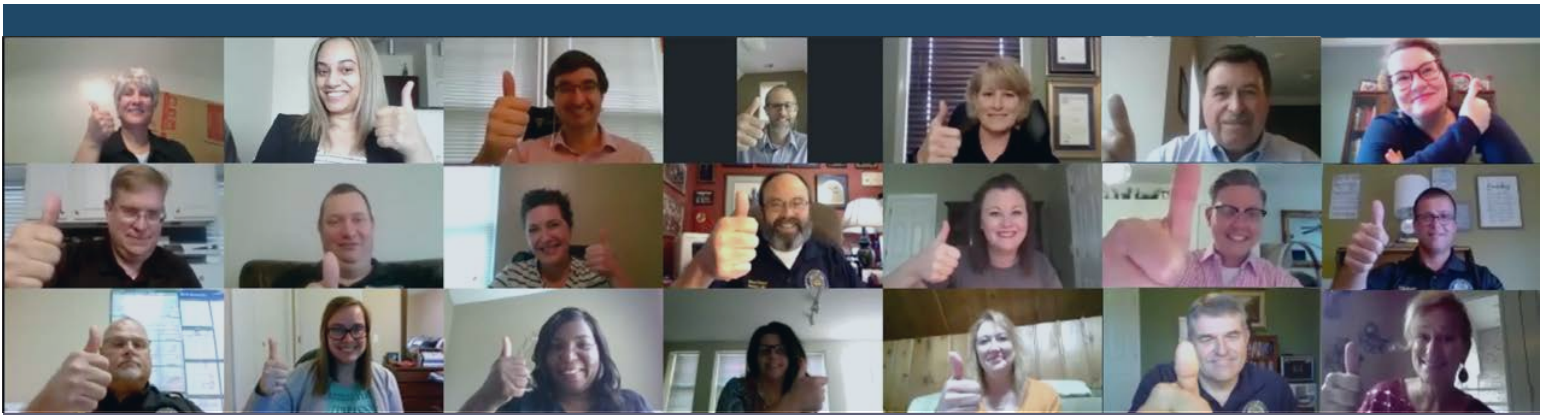
1,929

IMPAIRED DRIVING ARRESTS

32,738

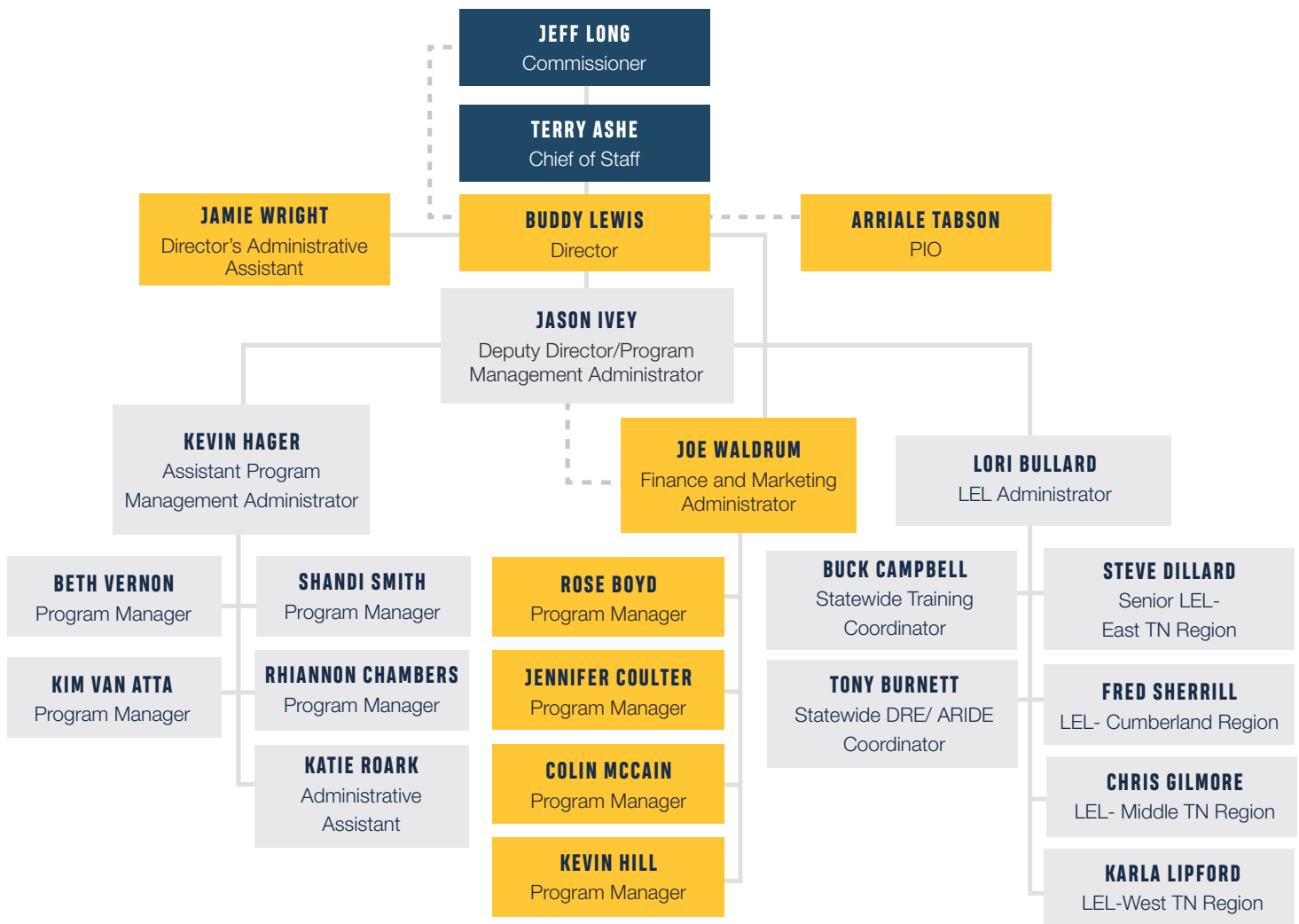
SPEEDING VIOLATIONS





TENNESSEE HIGHWAY SAFETY OFFICE

The Commissioner of the Department of Safety and Homeland Security, Commissioner Jeff Long, serves as the designated Governor's Highway Safety Representative. The Director of the THSO, Director Buddy Lewis, fulfills the role of the state's coordinator of activity. The THSO employs a planning and administration staff of eight full-time state funded employees and 14 full-time University of Tennessee funded positions.



- State Funded, TDOSHS Senior Management
- State Funded, THSO Staff
- Grant Funded, THSO Staff

PLANNING & ADMINISTRATION

Behavioral highway safety programs require statewide coordination of many programs, employing funds from several sources, and overlapping regulations, objectives, and responsibilities. Planning and Administration assists in developing, executing, implementing, and evaluating highway safety programs statewide.

MISSION

The Tennessee Highway Safety Office's (THSO) mission is to reduce Tennessee traffic fatalities as part of the nation's vision Toward Zero Deaths. The THSO works to achieve this goal by changing driver behavior through increased education, enforcement, and community partnerships.

THSO OVERVIEW

The THSO, a division of the Tennessee Department of Safety and Homeland Security (TDOSHS), is responsible for developing and implementing effective strategies to reduce the state's traffic injuries and fatalities. The THSO continues to administer the state and community Highway Safety Grant Program along with other state and federal-funded highway safety programs. By utilizing statewide high visibility enforcement campaigns, media campaigns, and education, the THSO continues to strive to achieve the vision of Toward Zero Deaths.

The THSO is staffed by eight full-time state employees and 14 University of Tennessee contract employees. During FFY 2020, the THSO gained a new director, Buddy Lewis. An organizational chart of the office can be seen on the previous page.



PLANNING & ADMINISTRATION



Providing training for our grantees is an important responsibility. At the beginning of the grant year, multiple team members traveled across the state to lead grant orientation workshops. These were very successful and had numerous grantees in attendance. Multiple members of the staff also traveled across the state to attend the Holiday meetings in December 2019. At these special network meetings, individuals were recognized for their outstanding efforts in helping to keep Tennessee roadways safer. Finally, multiple staff members helped to facilitate the first ever Impaired Driving Advisory Council (IDAC) retreat. This retreat started the process in designing a brand-new, action oriented, strategic plan. This was a massive accomplishment.

As of the middle of March, the THSO staff switched to a fully virtual environment as members started working from their homes due to the current pandemic. Staff members embraced the change by learning new techniques including launching virtual on-site monitoring visits which was stated to be a "best practice" from multiple sources.

Professional development and training of the THSO staff encourages employee engagement and creates greater synergy across traffic safety programs. During FFY 2020, the THSO staff members continued their professional development through active participation in highway safety courses, participation in relevant training events, and virtually attending highway safety meetings and conferences. A few of these trainings included: Generations in the Workplace, Managing Diversity, Introduction to Pedestrian and Bicycle Safety Program Management Virtual Live, Introduction to Speed Program Management, and many more.



In an era of diminishing federal resources and an increasing need for data-driven initiatives, governmental and non-governmental organizations need to address their traffic injury problems locally to an ever greater extent. Community-level planning and activities permit a higher level of coordination and earned media than the traditional single-strategy approaches once favored in highway safety. When community leaders begin to consider who needs to be involved in their highway safety activities, they are often surprised by the interest and skills non-traditional partners bring to the table.

TARGETS AND RESULTS

TARGET: The THSO will increase public awareness among Tennessee constituents, program providers, educators, law enforcement, and other safety advocates through the www.TNTrafficSafety.org website by having more than 102,500 unique visitors by the end of FFY 2020.

RESULT: The [TNTrafficSafety.org](http://www.TNTrafficSafety.org) website had 132,233 unique users that visited the site. There were 309,000+ pageviews during FFY 2020.

PROGRESS: Met

AGENCY FUNDED

The following agency received funding to help facilitate community based traffic safety.

AGENCY FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Tennessee Tech University	402	Putnam	\$ 996,931.35



COMMUNITY TRAFFIC SAFETY PROGRAM



PROGRAM HIGHLIGHTS

This year's community outreach has been a challenge with the pandemic. Most of the public events scheduled through THSO has been canceled this year due to COVID-19.

THSO attends multiple community events throughout the year. There would be a booth/table with a wide array of educational materials (CPS, teen, seat belt, impaired driving, etc.) to be handed out at each of the events. The only event attended this year was the annual Tennessee Sheriffs' Association meeting in February. Most events take place in the summer months and were canceled this year due to COVID-19. TTSRS continues to attend every press event and award meetings being held by THSO and the LELs. The events are filmed and photographed and then distributed among the social media channels to reach a broader audience, including all the LEL Holiday Meetings, MADD Press Event, and Super Bowl Press Event. TTSRS offered the first Reduce TN Crashes Scholarship, which was available to any student/school that participates in the program.

Each LEL region has a seat belt convincer that can be checked out to take to community outreach events in the individual community. The convincer helps educate the public on the physics behind wearing your seat belt and the dangers associated with a 5-mph crash. The seat belt convincers were requested 17 times during FFY 2020. New this year, TTSRS provided the sign-up list for Radar/Messaging Trailers; there is one for each region. These trailers were

loaned out seven times during FFY 2020.

The TNTrafficSafety website is going strong and still being used as a public information hub, along with hosting and managing training courses across the state. This was the second full year of collaboration with the THSO media contract. Web traffic has remained high. Microsites were used for each specific campaign to reach the audience being targeted for each campaign. Total, there were over 309,000 page views across all websites and microsites for THSO during FFY 2020. With COVID-19, we have been trying out new ways of reaching the public, specifically through social media. TTSRS has started using a new program called Streamyard to host virtual press events and information sessions called "Talking Traffic Safety."

The Ollie Otter program, discussed in more detail in the occupant protection section, conducts approximately 350 in-school presentations a year. This year, the program pivoted and started offering virtual presentations through Streamyard, which has been extremely successful.

Finally, to help facilitate Grant Orientation Workshops for FFY 2021, the TTSRS utilized Articulate, a distance learning program, to create modules for grantees to understand the processes of claims, financials, status reports, communication, and training that they will encounter in the upcoming fiscal year.

OCCUPANT PROTECTION ADULT AND CHILD PASSENGER SAFETY

Increasing seat belt and child restraint use is the simplest and most effective way to reduce serious injuries and death in the event of a motor vehicle crash.

TARGET AND RESULTS

CORE PERFORMANCE MEASURE: The THSO will decrease unrestrained fatalities by 7.6 percent, from a 2017 baseline of 302 to 279 by December 31, 2020 (five-year linear trend).

RESULT: According to state data, as of October, Tennessee has had 330 unrestrained fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 400 unrestrained fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

CORE PERFORMANCE MEASURE: The THSO will increase the observed seat belt usage by 0.75 percent from 90.90 percent in 2018 to 91.65 percent by December 31, 2020.

RESULT: The seatbelt usage rate remains at 91.75 percent due to NHTSA allowing states to utilize a federal waiver and keep their prior-year survey results, rather than obtaining results that are possibly impacted due to COVID-19.

PROGRESS: Met

AGENCIES FUNDED

The following agencies received funding to increase seat belt usage as well as the proper usage of child restraint devices.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Hamilton County Sheriff's Office	405b	Hamilton	\$126,000.00
Mountain States Health Alliance (Ballad Health)	405b	Washington	\$14,460.00
Signal Centers Baby University	405b	Hamilton	\$13,030.00
Tennessee Department of Safety & Homeland Security	405b	Statewide	\$80,000.00
The University of Tennessee	405b	Statewide	\$88,900.00

OCCUPANT PROTECTION ADULT AND CHILD PASSENGER SAFETY

Tennessee's Occupant Protection program's primary goal is to promote and increase the use of safety belts and the proper usage of child safety systems by vehicle occupants. The THSO LEL program supported this goal as they and their partners plan and implement statewide programs to train, certify, and re-certify Child Passenger Safety Technicians (CPST). The LEL program also assists technicians in carrying out child safety seat checkpoints throughout the state, and they interpret collected data to help develop improved educational materials and strategies. The ultimate goal is to promote the proper use of child restraint systems in all vehicles.

The Tennessee Occupant Protection Center was established in October of 2019 to provide educational resources to child passenger safety advocates throughout Tennessee. Also, community members may request information via telephone or electronically. Educational materials are provided at no cost to the community. The rationale for this is apparent; availability of up-to-date and relevant information is a critical factor in solving the problem of unrestrained children.

CHILD PASSENGER SAFETY OBJECTIVES

OBJECTIVE: Increase the use of child restraints in Tennessee.

RESULT: For FFY 2020, the overall misuse rate of child passenger safety seats is 85.2 percent, as reported by the TN Occupant Protection Center and data collected through tntrafficsafety.org. Although the misuse rate is above the national average, this year's misuse rate is below the previous year's average of 86.1 percent.

OBJECTIVE: Collect safety data on child safety seat usage on 100 percent of participants.

RESULT: This past year, fitting station activity was limited due to the pandemic. Very little face to face interaction occurred from March through August. However, as reported on TNTrafficSafety.org, a total of 1,160 child safety seats were checked at offices and checkup events. A total of 359 car seats were given out to caregivers in need through the fitting station network.

OBJECTIVE: Certify 100 technicians and maintain/recertify currently certified technicians.

RESULT: The pandemic resulted in all certification course cancellations after March 2020. TN Highway Safety Office and partner agencies were able to implement courses before March and closed courses offered for agency affiliates only after March and were able to certify 162 child passenger safety technicians, exceeding the training goal. THSO LEL Program and partners conducted five trainings as indicated by SafeKids state export. The trainings were held in Jackson, Sevierville, Johnson City, Hendersonville, and Cleveland. Due to the inability to host the annual TN Child Passenger Safety Pre Conference, five smaller CEU workshops were held in Jackson, Murfreesboro, and Cleveland to support CEU completion; 48 CPS technicians were able to complete the required 6 CEU's and seat sign-offs to help their bi-annual recertification.

OBJECTIVE: Maintain a coalition of 137 fitting stations throughout the state.

RESULT: Tennessee has 172 active fitting stations. The Occupant Protection Center maintained an in-house fitting station and supported agencies as CPS fitting stations across the state by providing digital CEU opportunities, print materials, networking CPST resources for seat check events, and connecting [TNTrafficSafety](http://TNTrafficSafety.org) telephone and email inquiries for resources to local fitting stations. The OP Center has developed reporting systems and forms for the collection of fitting station data and information. A CPS Fitting Station Welcome Packet was developed to provide information and resources to agencies considering becoming a community fitting station and also for existing fitting stations and the newly developed resources provided through TNTrafficSafety.org.

OCCUPANT PROTECTION ADULT AND CHILD PASSENGER SAFETY.

JOIN US as we reach
1,000,000
CHILDREN

The Ollie Otter Program teaches seat belt and booster seat education in elementary schools. The program provides classroom materials statewide.

HIGHLIGHTS OF OUR CPS PARTNERS

Ollie Otter, Tennessee Technological University The primary goal of the Ollie Otter program is to increase awareness and education of the importance of booster seat and seat belt use for elementary-age children to directly impact child safety seat and seat belt usage rates through a statewide saturation of educational presentations that mobilizes local community volunteers. Working towards this goal, we met the following objectives: We implemented 333 Ollie Otter Seat Belt and Booster Seat Safety live presentations via in person or digital conferencing presentations at schools and community locations statewide. With the added innovation of pre-recorded video presentations, we facilitated an additional 200 interactive presentations in a COVID-19 safe environment and facilitated learning experiences for over 60,000 children and families.

The program marketing materials include bookmarks, measuring posters, classroom curriculum sheets, www.OllieOtter.org – program website, metal driveway signs, vinyl banner signs, and more were distributed to elementary schools and community venues before each activity. The TN Road Builders Association provided funding for the Ollie Otter School kit marketing materials for all schools receiving a presentation.

The program looks to incorporate volunteers, law enforcement agency representatives, CPS technicians, and others into the newly developed online delivery method. It looks forward to increased

visibility and reach across for the Ollie Otter program and CPS awareness.

March of 2020 was set to be a significant achievement for the Ollie Otter program. The Million Milestone event, recognizing the program's reach of over 1,000,000 children since inception, was set to take place March 3 in Nashville. Both Putnam County, Ollie's home county, and Davidson County experienced catastrophic tornadoes that led to the cancellation of the event. The event was set to be attended by over 150 state leaders, legislators, program partners, and volunteers, as well as 40 representatives from a Metro Nashville Elementary school. The TN Road Builders immediately responded with financial support for the Ollie program to assist all families affected by the tornados with replacement car seats. They provided over ten thousand dollars for the purchase of car seats to support families in the Upper-Cumberland area. Ollie program coordinators and TN CPS Fitting Stations in the region collectively provided the installation education and distribution of more than 80 car seats.

The Ollie Otter program was represented in the first Facebook live event, "Talking Traffic Safety, CPS Edition," hosted during National Child Passenger Safety Awareness Week, on the Ollie Otter Tennessee Facebook page. The hour-long live show has garnered a reach of over 9,200.

OCCUPANT PROTECTION ADULT AND CHILD PASSENGER SAFETY

STATEWIDE CHECKPOINT STATISTICS

Number of seats checked	1,160
Number of seats misused and/or installed incorrectly	988
Overall misuse rate	85.2%
Number of seats with no misuse	136
Number of new installs	380
Number of recalled or unsafe seats	107
Number of children who arrived unrestrained	124
Total Seats given out	359
Total seats shipped	567

Source: TNTrafficSafety

2019 SEAT BELT SURVEY RESULTS

Since 1986, The University of Tennessee Center for Transportation Research (CTR) has conducted a statewide observational survey of seat belt use at least once each year. These survey efforts have documented Tennesseans' seat belt use behavior throughout this period, beginning with an initial usage rate of only 26 percent in 1986 and peaking at a preliminary 91.75 percent in 2019. These survey results document the effectiveness of Tennessee's highway

safety education, enforcement, and outreach efforts and provide decision-makers with an accurate snapshot of the state's adult occupant protection needs and successes.

The observational survey sample design, data collection techniques, and estimation procedures summarized in this report have been developed in accordance with the NHTSA "Uniform Criteria for State



OCCUPANT PROTECTION ADULT AND CHILD PASSENGER SAFETY.

Observational Survey of Seat Belt Use,” published on April 1, 2011, Federal Register (23 CRF Part 1340, pp. 18056-18059).

Tennessee’s current statewide observational survey design was approved by NHTSA in 2012. Under this design, the survey returns to the same observation sites in the same counties in five consecutive years. A scheduled five-year update of the survey

sample was conducted before the 2017 survey.

Due to the health pandemic, Tennessee elected to accept a waiver from NHTSA. This waiver meant that Tennessee did not perform a seat belt survey for the year but elected to keep the previous year’s results.

SURVEY YEAR	PASSENGER CARS	PICKUP TRUCKS	VANS	SPORT UTILITY VEHICLES	ALL VEHICLES
2000	64.21%	39.27%	68.51%	72.99%	58.98%
2001	73.47%	53.94%	70.45%	75.90%	68.31%
2002	70.97%	53.00%	71.78%	73.60%	66.71%
2003	72.48%	54.99%	71.30%	75.37%	68.45%
2004	76.14%	57.48%	75.75%	77.35%	72.04%
2005	78.18%	62.60%	77.34%	79.49%	74.42%
2006	82.09%	69.37%	80.00%	81.97%	78.57%
2007	83.33%	72.27%	80.76%	82.72%	80.20%
2008	84.48%	75.15%	83.87%	78.31%	81.49%
2009	81.77%	73.47%	82.76%	84.66%	80.64%
2010	88.97%	81.83%	82.76%	88.60%	87.14%
2011	90.13%	77.88%	88.86%	88.37%	87.40%
2012	85.13%	75.48%	87.14%	88.80%	83.65%
2013	86.78%	75.90%	89.49%	88.17%	84.82%
2014	90.29%	79.06%	91.19%	90.35%	87.71%
2015	87.81%	78.29%	86.42%	90.55%	86.23%
2016	91.36%	81.80%	90.35%	92.53%	88.95%
2017	91.19%	81.25%	89.44%	90.96%	88.51%
2018	93.46%	84.24%	93.47%	93.43%	90.90%
2019	94.71%	84.90%	89.34%	95.50%	91.75%

Source: FFY 2019 Statewide Survey of Safety Belt Usage in Tennessee * Preliminary Number

OCCUPANT PROTECTION ADULT AND CHILD PASSENGER SAFETY



ENFORCEMENT

Tennessee continues to support the enforcement of safety belt and child passenger safety laws. Highly publicized and visible waves of enforcement of belt laws are necessary for the public perception of risk of citation, which is a critical component toward increased safety belt compliance by those risk-takers who are least likely to buckle up. Due to COVID-19, Tennessee elected to accept the waiver of moving the Click It or Ticket campaign to November 2020.

TRAFFIC RECORDS

A statewide traffic records system is necessary for planning (problem identification), management of operations, data quality, and evaluation of the state's highway safety activities. The Tennessee Department of Safety and Homeland Security (TDOSHS) has made tremendous strides toward improving the data it receives since the Tennessee Integrated Traffic Analysis Network (TITAN) system began in April 2008.

The TITAN program seeks to achieve the goals outlined in the 2004, 2009, 2014, and 2019 NHTSA state traffic records assessment. Tennessee has implemented all-electronic reporting of crash records and continues to deploy electronic reporting for a number of other traffic records. It also seeks to improve the timeliness, accuracy, reliability, and availability of traffic records data collected throughout the state and create a statewide traffic records management system utilized by multiple state, local,

and federal agencies. In FFY 2019, Tennessee continued to use the process developed in FFY 2017 to update the Traffic Records Strategic Plan. The state also compiled a statewide traffic records inventory in FFY 2018, which it uses to identify potential areas for traffic records data integration between systems. In FFY 2021, the state intends to use the same process to conduct and compile responses to its 2019 Traffic Records Assessment.

TARGETS AND RESULTS

TARGET: Increase the use of electronic traffic citation collection through a coordinated multi-agency program and promote data-driven highway safety decision-making in Tennessee state, local organizations, and other data users during FFY 2019.

PERFORMANCE MEASURE: Percentage of counties in Tennessee where citations are issued electronically by 1.06 percent to 98.95 percent by March 31, 2020.

RESULT: The THP continues to transition troopers to electronic citation reporting. In June 2014, troopers in three counties began issuing eCitations. The transition to eCitation requires the cooperation of the courts in each county to facilitate acceptance of electronic citations in the local jurisdiction. The courts must transition to accepting citations electronically into their local records management system and transmit court dispositions electronically back to the TDOSHS for posting to a driver's record. During FFY 2020, state troopers in 93 counties were using TITAN eCitation, comprising 97.9 percent of all Tennessee counties.

PROGRESS: Not Met

TARGET: Maintain and sustain the TITAN eCrash reporting system and promote the use of accurate and reliable mapping tools for eCrash reporting and increase the percentage of records capturing latitude and longitude location coordinates for traffic crash reports submitted to TITAN, the statewide repository for crash records during FFY 2020.

PERFORMANCE MEASURE: Percentage of eCrash reports submitted to TITAN by investigating officer with latitude and longitude coordinates captured (TITAN software users). Percentage of eCrash reports submitted to TITAN by investigating officer with latitude and longitude coordinates captured (3rd party vendor software users). Number of months where updated shapefiles are made available to TITAN users.

RESULT: As of January 1, 2015, paper crash reports were no longer accepted by the TN Dept. of Safety and Homeland Security, per Tennessee state law. All eCrash reports are submitted using TITAN software or 3rd party vendor software. While latitude and longitude coordinate data are not required for all crash reports, heavy emphasis is placed on the collection of this data with a focus on accuracy and reliability. With mandatory eCrash reporting statewide, the collection of real-time location data is now a reality and allows both law enforcement and transportation/engineering officials to focus their resources on areas with the highest crash risk currently.

TRAFFIC RECORDS

- During FFY 2020, 99.99 percent of crash reports submitted by TITAN users included latitude and longitude coordinates. This represents an increase from 89.1 percent in FFY 2014.
- During FFY 2020, 99.3 percent of crash reports submitted by users of 3rd party vendor software included latitude and longitude coordinates. This represents an increase from 39.1 percent during FFY 2014. The state has worked closely with its 3rd party vendors to emphasize the importance of collecting reliable coordinates during the initial phases of the crash investigation. Significant progress has been made on this front.
- TITAN users were able to access updated shapefiles in FFY 2020. An update was made available to all TITAN users for download in 2020.

PROGRESS: Met

AGENCIES FUNDED

The following agencies received funding to facilitate and improve a statewide traffic records system.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Tennessee Department of Health	405c	Statewide	\$73,000.00
Tennessee Department of Health	405c	Statewide	\$104,165.74
Tennessee Department of Safety & Homeland Security	405c	Statewide	\$850,000.00

PROGRAM AREA HIGHLIGHTS

A few highlights of the Traffic Records program include the following:

- Increased the number of counties where THP issues eCitations to 93.
- Deployed new predictive models to assist with the development of shared target performance measures.
- Instituted a new Business Intelligence and Analytics program using Tableau software to deploy web-facing and internal dashboards analyzing various kinds of transportation safety data.
- Successfully integrated crash and death certificate data in joint work with the TN Dept. of Health.
- Members from TITAN represented the department on a variety of committees, including the THSO (Tennessee Highway Safety Office) Impaired Driving Advisory Council, Traffic Records Coordinating Committee, the Strategic Highway Safety Planning Committee and the Shared Safety Performance Measures Working Group.
- Members from the TITAN team have given numerous presentations throughout the year, including at the Association of Transportation Safety Information Professionals Traffic Records Forum, Tennessee Lifesavers Conference, Tennessee Chiefs Association, Tennessee Sheriff's Association, Tennessee Law Enforcement Training Academy, and THSO Regional Network Coordinators Meeting, and many others.

ALCOHOL & OTHER DRUGS COUNTERMEASURES

The Alcohol and Other Drugs Countermeasures program serves to increase participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication, and rehabilitation to reduce crashes and fatalities.

TARGETS AND RESULTS

CORE PERFORMANCE MEASURE: The THSO will decrease alcohol-related fatalities by 13.9 percent, from a 2013-2017 average baseline of 258 to 222 by December 31, 2020 (five-year alternate baseline analysis).

RESULT: According to state data, as of October, Tennessee has had 193 alcohol-related fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 233 alcohol-related fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

AGENCIES FUNDED

The following agencies were provided funding to combat alcohol impaired drivers as well as other drug impairment on the roadways.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Adamsville Police Department	154AL	McNairy	\$15,000.00
Athens Police Department	154AL	McMinn	\$20,000.00
Bedford County Sheriff's Department	154AL	Bedford	\$15,000.00
Benton Police Department	154AL	Polk	\$19,000.00
Blount County Sheriff's Department	154AL	Blount	\$46,000.00
Bolivar Police Department	154AL	Hardeman	\$15,600.00
Bristol Police Department	154AL	Sullivan	\$30,000.00
Brownsville Police Department	154AL	Haywood	\$32,000.00
Campbell County Sheriff's Department	154AL	Campbell	\$27,120.00
Cannon County Sheriff's Department	154AL	Cannon	\$10,000.00
Chattanooga Police Department	154AL	Hamilton	\$100,000.00
Clarksville Police Department	154AL	Montgomery	\$100,000.00
Cocke County Sheriff's Department	154AL	Cocke	\$35,000.00
Collegiate Life Investment Foundation	405d	Shelby	\$19,700.00
Cookeville Police Department	154AL	Putnam	\$25,000.00
Crossville Police Department	154AL	Cumberland	\$25,000.00
Cumberland County Sheriff's Department	154AL	Cumberland	\$35,000.00

ALCOHOL & OTHER DRUGS COUNTERMEASURES

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Dandridge Police Department	154AL	Jefferson	\$15,000.00
Dayton Police Department	154AL	Rhea	\$10,000.00
Decatur County Sheriff's Office	154AL	Decatur	\$10,300.00
Dickson County Sheriff's Office	154AL	Dickson	\$31,300.00
Dover Police Department	154AL	Stewart	\$10,000.00
Dunlap Police Department	154AL	Sequatchie	\$10,000.00
Fairview Police Department	154AL	Williamson	\$15,000.00
Fayette County Sheriff's Office	154AL	Fayette	\$22,000.00
Fentress County Sheriff's Department	154AL	Fentress	\$14,900.00
Franklin County Sheriff's Office	154AL	Franklin	\$9,999.63
Giles County Sheriff's Department	154AL	Giles	\$15,000.00
Grainger County Sheriff's Department	154AL	Grainger	\$9,914.00
Grundy County Sheriff's Department	154AL	Grundy	\$16,500.00
Hamilton County Sheriff's Office	154AL	Hamilton	\$91,800.00
Hancock County Sheriff's Department	154AL	Hancock	\$10,000.00
Hardin County Sheriff's Department	154AL	Hardin	\$20,000.00
Hawkins County Sheriff's Department	154AL	Hawkins	\$39,998.25
Humphreys County Sheriff's Office	154AL	Humphreys	\$15,998.25
Jefferson County Sheriff's Department	154AL	Jefferson	\$15,000.00
Johnson City Police Department	154AL	Washington	\$20,005.55
Knoxville Police Department	154AL	Knox	\$50,000.00
Lafayette Police Department	154AL	Macon	\$15,000.00
Lauderdale County Sheriff's Department	154AL	Lauderdale	\$15,000.00
Lexington Police Department	154AL	Henderson	\$31,000.00
Lincoln County Sheriff's Department	154AL	Lincoln	\$30,600.00
Madison County Sheriff's Department	154AL	Madison	\$36,329.92
Manchester Police Department	154AL	Coffee	\$23,000.00
Marion County Sheriff's Department	154AL	Marion	\$20,000.00
Martin Police Department	154AL	Weakley	\$15,000.00
Maryville Police Department	154AL	Blount	\$33,000.00

ALCOHOL & OTHER DRUGS COUNTERMEASURES

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Maury County Sheriff's Department	154AL	Maury	\$25,000.00
McMinn County Sheriff's Department	154AL	McMinn	\$20,000.00
Meigs County Sheriff's Department	154AL	Meigs	\$17,000.00
Memphis Police Department	154AL	Shelby	\$100,000.00
Metro Moore County Sheriffs Department	154AL	Moore	\$10,000.00
Millington Police Department	154AL	Shelby	\$20,000.00
Morristown Police Department	154AL	Hamblen	\$15,600.00
Mothers Against Drunk Driving	154AL	Davidson	\$154,700.00
Mothers Against Drunk Driving	405d	Davidson	\$123,365.00
Overton County Sheriff's Department	154AL	Overton	\$15,000.00
Rhea County Sheriff's Department	154AL	Rhea	\$15,056.00
Rutherford County Sheriff's Office	154AL	Rutherford	\$60,000.00
Savannah Police Department	154AL	Hardin	\$20,000.00
Sequatchie County Sheriff's Department	154AL	Sequatchie	\$10,000.00
Sevierville Police Department	154AL	Sevier	\$27,900.00
Shelby County Sheriff's Office	154AL	Shelby	\$200,000.00
Stewart County Sheriff's Office	154AL	Stewart	\$20,000.00
Sullivan County Sheriff's Department	154AL	Sullivan	\$55,000.00
Sumner County Sheriff's Department	154AL	Sumner	\$25,000.00
Tennessee Alcoholic Beverage Commission	154AL	Statewide	\$100,000.00
Tennessee Bureau of Investigation	405d	Statewide	\$484,304.00
Tennessee Department of Mental Health and Substance Abuse Services	405d	Statewide	\$300,000.00
Tennessee Department of Safety & Homeland Security	405d	Statewide	\$550,000.00
Tennessee District Attorney General, 01st Judicial District	154AL	Washington	\$167,800.00
Tennessee District Attorney General, 02nd Judicial District	154AL	Sullivan	\$148,900.00
Tennessee District Attorney General, 04th Judicial District	154AL	Sevier	\$182,660.00
Tennessee District Attorney General, 05th Judicial District	154AL	Blount	\$180,000.00
Tennessee District Attorney General, 06th Judicial District	154AL	Knox	\$306,200.00
Tennessee District Attorney General, 07th Judicial District	154AL	Anderson	\$240,500.00
Tennessee District Attorney General, 08th Judicial District	154AL	Scott	\$183,900.00

ALCOHOL & OTHER DRUGS COUNTERMEASURES

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Tennessee District Attorney General, 09th Judicial District	154AL	Loudon	\$198,300.00
Tennessee District Attorney General, 10th Judicial District	154AL	Bradley	\$152,000.00
Tennessee District Attorney General, 11th Judicial District	154AL	Hamilton	\$299,600.00
Tennessee District Attorney General, 13th Judicial District	154AL	Putnam	\$200,900.00
Tennessee District Attorney General, 14th Judicial District	154AL	Coffee	\$185,700.00
Tennessee District Attorney General, 15th Judicial District	154AL	Trousdale	\$152,100.00
Tennessee District Attorney General, 16th Judicial District	154AL	Rutherford	\$202,750.00
Tennessee District Attorney General, 17th Judicial District	154AL	Lincoln	\$216,800.00
Tennessee District Attorney General, 19th Judicial District	154AL	Montgomery	\$250,500.00
Tennessee District Attorney General, 20th Judicial District	154AL	Davidson	\$389,600.00
Tennessee District Attorney General, 21st Judicial District	154AL	Williamson	\$210,700.00
Tennessee District Attorney General, 22nd Judicial District	154AL	Lawrence	\$201,800.00
Tennessee District Attorney General, 23rd Judicial District	154AL	Dickson	\$193,400.00
Tennessee District Attorney General, 24th Judicial District	154AL	Carroll	\$234,300.00
Tennessee District Attorney General, 25th Judicial District	154AL	Lauderdale	\$241,500.00
Tennessee District Attorney General, 26th Judicial District	154AL	Madison	\$205,600.00
Tennessee District Attorney General, 30th Judicial District	154AL	Shelby	\$311,100.00
Tennessee District Attorney General, 31st Judicial District	154AL	Warren	\$261,300.00
Tennessee District Attorneys General Conference	405d	Statewide	\$635,046.10
Tennessee Independent Colleges and Universities Association	405d	Statewide	\$20,102.00
The University of Tennessee	405d	Knox	\$96,552.59
Union County Sheriff's Department	154AL	Union	\$15,000.00
Vonore Police Department	154AL	Monroe	\$20,000.00
Washington County Sheriff's Department	154AL	Washington	\$40,000.00
Weakley County Sheriff's Department	154AL	Weakley	\$10,000.00
White County Sheriff's Department	154AL	White	\$28,000.00
White House Police Department	154AL	Sumner	\$14,400.00
Williamson County Sheriff's Department	154AL	Williamson	\$40,000.00
Wilson County Sheriff's Department	154AL	Wilson	\$22,000.00
Woodbury Police Department	154AL	Cannon	\$10,150.00

ALCOHOL & OTHER DRUGS COUNTERMEASURES

PROGRAM AREA HIGHLIGHTS

During FFY 2020, many different efforts were made to create a well-rounded approach to impaired driving prevention. As with all areas, the impact of the COVID-19 pandemic has been felt severely, whether for active enforcement or educational activities. However, with the aid of excellent virtual meeting platforms, a committed host of highway safety partners, and a diligent highway safety office staff, there were many areas of excellence. Below is some of those exemplary work:

- Increased participation and coordination by all components of the DUI system: enforcement, prosecution, adjudication, and rehabilitation.
- Attempted to execute year-round impaired driving enforcement, which was inclusive of special enforcement emphasis during national enforcement campaign periods. This enforcement was halted for several months in the spring and summer due to the pandemic.
- Continued training of law enforcement on DUI laws.
 - ▶ The Traffic Safety Resource Prosecutors (TSRP) have navigated the pandemic restrictions by utilizing online platforms to continue to produce dynamic learning opportunities for Law Enforcement.
- The Tennessee Judicial Outreach Liaison (JOL) collaborated with NHTSA to increase the number of State Judicial Outreach Liaisons (SJOL) and presented on a webinar to states that currently do not have one.
- Continued funding for DUI prosecution.
 - ▶ The Tennessee District Attorneys General Conference awarded Assistant District Attorney Joseph Caldwell from the 9th Judicial District DUI Prosecutor of the Year. This is in recognition of exceptional service in the prosecution of vehicular crimes to the criminal justice system of Tennessee, the Tennessee District Attorneys General Conference, and all who travel on our roadways.
 - ▶ For the past seven years, the 2nd Judicial District has taken preventative steps towards DUI by implementing the Community Awareness program in Sullivan County High Schools, informing students in the Driver's Education classes of the dangers of DUI.
 - ▶ The 22nd Judicial District has successfully obtained enhanced punishment in cases with blood alcohol levels over .20, with prior DUIs. The statute only provides for enhanced punishment on a DUI 1st.
 - ▶ Funded roadside safety checkpoints;
- Continued funding the state's DUI data tracking system called Tracker;
 - ▶ One of many components is that of tracking and identifying high repeat offender locations. The Tracker database, created in 2012, continues to be upgraded as needed and provides real-time data.
- Continued funding of two Traffic Safety Resource Prosecutors (TSRP) to assist in the training of the prosecutorial and law enforcement communities regarding impaired driving laws in which they experienced significant success in achieving their goals and objectives this year:
 - ▶ The TSRPs have expanded their DRE presentation to include curriculum vitae training.
 - ▶ All scheduled classes and seminars were provided and well attended, albeit some were delayed and/ or provided virtually.
 - ▶ TSRPs provided training and instruction to 160 prosecutors and 2,000 law enforcement officers.
 - ▶ Four 12-page DUI Newsletters were published and distributed to over 500 prosecutors, over 1,200 law enforcement officers, over 300 judges, and to an additional 2,000 individuals.

ALCOHOL & OTHER DRUGS COUNTERMEASURES



- ▶ The newly created DUI manual, which consists of 20 chapters and three appendixes, covering all aspects of the jury and/or court trials of all vehicular crimes, was reviewed and augmented to ensure it remains a new resource.
- In accordance with the FAST Act requirements, continued utilizing an Impaired Driving Advisory Council, which meets quarterly.
 - ▶ A full-day retreat was held in the fall of 2019 (FFY 2020) to establish new benchmarks and the creation of a new 3-year plan. The original projected completion date for the FFY 2021 - FFY 2023 plan was the spring of 2020. However, due to COVID and some unforeseen delays, the IDAC anticipates adopting the new plan in early December 2020.
 - ▶ The IDAC had to quickly adapt to the pandemic by transitioning to a virtual environment. Its members remained committed and provided quorums for all virtual meetings.
- Funded numerous law enforcement agencies statewide to reduce the number of alcohol-related fatalities and serious injuries on Tennessee roadways.
 - ▶ Cocke County Sheriff's Office reported a 35.9% reduction in alcohol-related crashes for FFY 2020.
 - ▶ Dunlap Police Department's officer's conviction rate on DUI went from 90 percent to 95 percent.
 - ▶ Lincoln County Sheriff's Office saw a 41 percent decrease in alcohol-related fatalities.
 - ▶ Sumner Co Sheriff's Office arrested 278 persons for DUIs in their jurisdiction in FFY 2020. This was an increase of nine percent from the previous federal fiscal year. The agency also reduced the number of alcohol-related, fatalities from five (2019) to one (2020) which is a reduction of 80 percent.

MOTORCYCLE SAFETY

The THSO Motorcycle Safety program includes education and training for motorcycle riders, awareness campaigns for motorists, and enforcement of traffic laws for all road users.

TARGETS AND RESULTS

The goal of the Motorcycle Safety program is to reduce the human and economic toll of motorcycle-related crashes, injuries, and deaths on Tennessee's highways.

CORE PERFORMANCE MEASURE: The THSO will maintain motorcycle fatalities from the 2017 calendar base year of 134 through December 31, 2020.

RESULT: According to state data, as of October, Tennessee has had 135 motorcycle fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 162 motorcycle fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

CORE PERFORMANCE MEASURE: The THSO will decrease unhelmeted motorcycle fatalities by 9.3 percent, from a 2015-2017 baseline average of 11 to 10 by December 31, 2020 (three-year alternate baseline analysis).

RESULT: According to state data, as of October, Tennessee has had 16 unhelmeted motorcycle fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 24 unhelmeted motorcycle fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met



MOTORCYCLE SAFETY



PROGRAM AREA HIGHLIGHTS

An effective countermeasure to keep motorcyclists safer is to require that a helmet be utilized by not only underage individuals but all ages of motorcycle operators and passengers. This has proven to be effective in Tennessee.

Another effective countermeasure is to train riders in the operation of the motorcycle properly. This program is not overseen by the THSO but by the TDOSHS Motorcycle Rider Education Program, a close partner to the THSO. This fiscal year, over 4,500 individuals successfully completed the basic rider education course, with almost 5,800 individuals taking the course. This course, which is specifically designed for new riders, incorporates classroom discussion and hands-on practice. It is essential for safe riding. Over 4,000 of the individuals who took the course were male. FFY 2020 had more than 5,500 persons successfully completing a MREP training course.

The THSO utilized the communication countermeasure strategy for FFY 2020. This communication plan was to bring awareness to the general motoring public of the vulnerability of motorcycle

operators. The THSO utilized the “Look Twice” message during the month of May. This motorcycle safety campaign had 17,547,859 impressions. May is incorporated as motorcycle safety month in the NHTSA Communications Calendar. Tennessee works in tandem with the NHTSA Communications Calendar. More about this can be seen in the integrated communications section.

In FFY 2019, Tennessee implemented a new set of motorcycle safety mini-grants that targeted areas with a high number of motorcycle crashes and fatalities across the state. These mini-grants were looked at to be implemented again in FFY 2020; however, due to the pandemic, agencies could not guarantee to staff the times given for enforcement.



POLICE TRAFFIC SERVICES

Police Traffic Services (PT) program grants are highly effective in reducing traffic-related injuries and fatalities through prevention efforts, public information and education, selective enforcement countermeasures, and the use of the community's public or private resources to identify and attack all of its significant traffic safety problems. These comprehensive programs achieve a significant and long-lasting impact in reducing fatal, and injury crashes.

To maximize program effectiveness, law enforcement agencies must organize an effective community-based program by involving public agencies, private sector organizations, and private citizens.

TARGETS AND RESULT

TARGET: The THSO, and its partnering agencies, will increase traffic fatalities by 4.52 percent, from a 2013-2017 calendar year baseline average to 996.2 to 1043.4 (2016-2020).

RESULT: According to state data, as of October, Tennessee has had 1,015 fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 1,202 fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

TARGET: The THSO, and its partnering agencies, to decrease serious injuries by 12.10 percent from a 2013-2017 calendar baseline average of 7227.0 to 6352.4 (2014-2020).

RESULT: According to state data, as of October, Tennessee has had 4,649 serious injury crashes on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 5,553 serious injury crashes for the year.

PROGRESS: Met

TARGET: The THSO and its partnering agencies will decrease fatalities per vehicle miles traveled (VMT) by 4.78 percent from a 2013-2017 calendar baseline average of 1.319 to 1.256 by December 31, 2020.

RESULT: According to state data for 2019, Tennessee has had 1.368 fatalities per 100 million vehicle miles traveled (VMT). The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: In Progress

TARGET: The THSO will decrease unrestrained fatalities by 7.6 percent, from a 2017 baseline of 302 to 279 by December 31, 2020 (five-year linear trend).

RESULT: According to state data, as of October, Tennessee has had 330 unrestrained fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 400 unrestrained fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education.

PROGRESS: Not Met

AGENCIES FUNDED

The following agencies received police traffic safety funding to help decrease the number of fatalities and serious injury crashes on Tennessee roadways.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Alcoa Police Department	402	Blount	\$20,000.00
Anderson County Sheriff's Department	402	Anderson	\$22,000.00
Bartlett Police Department	402	Shelby	\$20,000.00
Belle Meade Police Department	402	Davidson	\$20,000.00

POLICE TRAFFIC SERVICES

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Bradley County Sheriff's Department	402	Bradley	\$45,000.00
Cheatham County Sheriff's Office	402	Cheatham	\$30,000.00
Cleveland Police Department	402	Bradley	\$18,000.00
Clinton Police Department	402	Anderson	\$10,000.00
Coffee County Sheriff's Department	402	Coffee	\$24,924.30
Collegedale Police Department	402	Hamilton	\$22,000.00
Dickson Police Department	402	Dickson	\$51,397.00
East Ridge Police Department	402	Hamilton	\$27,000.00
Franklin Police Department	402	Williamson	\$20,000.00
Gallatin Police Department	402	Sumner	\$19,998.00
Gatlinburg Police Department	402	Sevier	\$21,600.00
Greene County Sheriff's Department	402	Greene	\$26,600.00
Hendersonville Police Department	402	Sumner	\$20,500.00
Jackson Police Department	402	Madison	\$50,000.00
Jefferson City Police Department	402	Jefferson	\$15,000.00
Kingsport Police Department	402	Sullivan	\$30,000.00
Knox County Sheriff's Office	402	Knox	\$73,780.00



POLICE TRAFFIC SERVICES

LAW ENFORCEMENT LIAISON (LEL) PROGRAM



The Law Enforcement Liaison (LEL) program provides coordination of traffic law enforcement activities throughout the state. It also provides coordination with traffic law enforcement activities funded from other federal, state, and local resources. Tennessee has:

- Four regional LELs who encourage law enforcement to support the enforcement of traffic safety laws and collaborate with other highway safety partners and stakeholders;
- Two statewide training coordinators – one as the statewide drug recognition expert (DRE) and advanced roadside impaired driving enforcement coordinator (ARIDE) and the other as a coordinator over all other training in Tennessee;
- One law enforcement liaison administrator to administer the entire LEL program in Tennessee.
- Additionally, one of the regional LELs also serves as the Senior LEL.

The activities for the LEL program include, but are not limited to:

- Develop networks in four regions of state. Networks are the foundation of the LEL program to garner participation in national and state campaigns;

- Coordinate law enforcement agencies to participate in various Tennessee Highway Safety Office (THSO) sponsored programs such as education at high schools, local fairs, and community activities as well as the Seatbelts Are For Everyone (SAFE) campaign and the state Law Enforcement Challenge;
- Coordinate the district law enforcement agencies and communicate the Strategic Highway Safety Plan;
- Submit monthly and quarterly reports to the THSO, National Highway Traffic Safety Administration (NHTSA), and International Association of Chiefs of Police (IACP) regarding activity from program areas;
- Develop and implement the Tennessee Law Enforcement Challenge;
- Schedule and arrange for instructors and materials to implement training for traffic officers in Standard Field Sobriety Testing (SFST) and mobile camera use;
- Coordinate the law enforcement training program;
- Manage and administer alcohol and other drug safety program activities including analysis, grant applications, contract management, and fiscal management of federal and state funded programs and projects;
- Serve as a liaison to other state agencies, associations, and organizations on alcohol-related highway safety issues; and
- Coordinate the state's Drug Recognition Expert (DRE) program.

AGENCY FUNDED

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
The University of Tennessee	402	Statewide	\$1,700,000.00

POLICE TRAFFIC SERVICES

NETWORK COORDINATOR GRANTS

To strengthen state safety initiatives on the local level and achieve community support, the Law Enforcement Liaisons (LELs) in Tennessee established 18 law enforcement networks across the state. These networks are made up of 22 law enforcement officers from agencies in groups of adjacent counties who hold regular meetings to discuss safety initiatives in their areas.

For this effort to be successful, the network coordinators are called upon to make a significant investment of time and effort. Contacting and following up with network members, recruiting support and new members in the communities, planning meetings, recruiting speakers for pertinent programs, and coordinating THSO initiatives involves spending a great deal of time on the network.

Network coordinators are required to do the following:

- Provide assistance to the regional LEL as required;
- Participate in the national/state campaigns as directed by the THSO;
- Solicit network agencies to participate in national campaigns;
- Conduct monthly/quarterly network meetings;
- Participate in THSO-sponsored press events;
- Participate in THSO training events, to be available as an instructor if qualified;
- Personally contact each chief of police and sheriff or representative in the local area network to explain the THSO campaigns and solicit agency participation;
- Serve as data collectors for law enforcement statistics for each THSO campaign;
- Attend THSO meetings as directed;

- Attend at least one regional LEL meeting during the grant period; and
- Other duties as may be assigned by the THSO/LEL.

The main goals and objectives help to reduce injuries, fatalities, and economic losses on Tennessee roadways. The most important factors in the success of statewide highway safety programs are the involvement of law enforcement agencies on the local level and their enthusiasm and interest in the programs. The success of the program was measured by:

- The number of agencies participating in monthly network meetings,
- The number of law enforcement agencies participating in planned enforcement initiatives,
- The participation level of the agencies in the network in national campaigns,
- The number of law enforcement officers within the network receiving training, and
- The number of agencies implementing Tennessee Integrated Traffic Analysis Network (TITAN) to download crash results electronically.

Reporting was over 99 percent for the national mobilization periods. Participation results by campaign are included later in this section. Multi-jurisdictional and regional enforcement events took place in all regions of the state with participation from several agencies.

AGENCIES FUNDED

AGENCY	FUNDING SOURCE		FFY 2020 GRANT AMOUNT
Belle Meade Police Department	402	Davidson	\$19,999.89
Benton Police Department	402	Polk	\$20,000.00
Blount County Sheriff's Department	402	Blount	\$20,000.00
Brownsville Police Department	402	Haywood	\$20,000.00

POLICE TRAFFIC SERVICES

Cocke County Sheriff's Department	402	Cocke	\$20,000.00
Cookeville Police Department	402	Putnam	\$20,000.00
Greene County Sheriff's Department	402	Greene	\$20,000.00
Kimball Police Department	402	Marion	\$20,000.00
Kingsport Police Department	402	Sullivan	\$20,000.00
Lexington Police Department	402	Henderson	\$20,000.00
Madison County Sheriff's Department	402	Madison	\$19,622.74
Memphis Police Department	402	Shelby	\$20,000.00
Metro Moore County Sheriffs Department	402	Moore	\$20,000.00
Oak Ridge Police Department	402	Anderson	\$20,000.00
Rhea County Sheriff's Department	402	Rhea	\$20,340.00
Shelby County Sheriff's Office	402	Shelby	\$20,000.00
Soddy-Daisy Police Department	402	Hamilton	\$20,000.00
Union City Police Department	402	Obion	\$20,000.00
Wayne County Sheriff's Department	402	Wayne	\$19,999.76
White House Police Department	402	Sumner	\$19,872.00

PROGRAM AREA HIGHLIGHTS

THE RHEA COUNTY SHERIFF'S OFFICE'S Network Coordinator was able to increase communication and area support by communicating regularly with partner agencies in the network and also serving as an information resource to agencies in the network. Contact was made with agencies as they requested and assistance was provided. This agency also houses the seat belt convincer for the Cumberland Region. The network coordinator provided this additional educational resource to agencies within the as well as offering local level community educational opportunities at public events.

THE WAYNE COUNTY SHERIFF'S OFFICE'S Network Coordinator placed banners all across the area to help address the Hand Free TN Law as well as Booze it Or Lose It. The network coordinator regularly toured the banner locations in the area to fix those that fell due to weather. The Wayne County Sheriff's Office has school resource officers for the first time under the sheriff's office. The network coordinator had the school resource officers help him distribute the placards "leaving children" in vehicles. In addition to his local schools, he also went to each county in his region and asked them to do the same at the local schools/daycare centers.



POLICE TRAFFIC SERVICES

HIGH VISIBILITY ENFORCEMENT GRANTS

High Visibility Enforcement (HVE) combines enforcement, visibility elements, and a publicity strategy to educate the public and promote voluntary compliance with the law. Checkpoints, saturation patrols, and other HVE strategies should include increased publicity and warnings to the public. Although forewarning the public might seem counterproductive to apprehending violators, it actually increases the deterrent effect.

The HVE concept is a departure from traditional law enforcement tactics. HVE incorporates enforcement strategies, such as

enhanced patrols using visibility elements (e.g., electronic message boards, road signs, command posts, mobile sobriety checkpoint operations, etc.) designed to make enforcement efforts evident to the public. A coordinated communication strategy and publicity support it. HVE may also be enhanced through multi-jurisdictional efforts and partnerships between people and organizations dedicated to the safety of their community. This is a one-year award program of up to \$5,000. Typically, agencies that receive a programmatic grant are not eligible to receive this grant.

AGENCIES FUNDED

The following agencies received funding for high visibility enforcement efforts.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Alexandria Police Department	154AL	DeKalb	\$5,000.00
Ardmore Police Department	154AL	Giles	\$5,000.00
Austin Peay State University Police Department	402	Montgomery	\$5,000.00
Baileyton Police Department	154AL	Greene	\$5,000.00
Bell Buckle Police Department	154AL	Bedford	\$3,000.00
Benton County Sheriff's Department	154AL	Benton	\$5,000.00
Bethel Springs Police Department	154AL	McNairy	\$5,000.00
Blaine Police Department	154AL	Grainger	\$3,000.00
Carroll County Sheriff's Department	154AL	Carroll	\$5,000.00
Caryville Police Department	154AL	Campbell	\$5,000.00
Chapel Hill Police Department	154AL	Marshall	\$5,000.00
Church Hill Public Safety	154AL	Hawkins	\$5,000.00

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
City of Paris Police Department	154AL	Henry	\$5,000.00
Claiborne County Sheriff's Office	154AL	Claiborne	\$5,000.00
Clarksburg Police Department	402	Carroll	\$3,000.00
Clay County Sheriff's Department	154AL	Clay	\$5,000.00
Clifton Police Department	154AL	Wayne	\$5,000.00
Collinwood Police Department	402	Wayne	\$5,000.00
Coopertown Police Department	402	Robertson	\$5,000.00
Covington Police Department	154AL	Tipton	\$5,000.00
Cowan Police Department	154AL	Franklin	\$5,000.00
Decatur Police Department	154AL	Meigs	\$5,000.40
Decherd Police Department	154AL	Franklin	\$5,000.00
Dresden Police Department	402	Weakley	\$3,000.00

POLICE AND TRAFFIC SERVICES

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
East Tennessee State University, Department of Public Safety	154AL	Washington	\$5,000.00
Elkton Police Department	154AL	Giles	\$5,000.00
Erin Police Department	154AL	Houston	\$5,000.00
Estill Springs Police Department	154AL	Franklin	\$5,000.00
Ethridge Police Department	402	Lawrence	\$5,000.00
Etowah Police Department	154AL	McMinn	\$5,000.00
Gainesboro Police Department	154AL	Jackson	\$3,000.00
Galloway Police Department	154AL	Fayette	\$5,000.00
Germantown Police Department	154AL	Shelby	\$5,000.00
Gleason Police Department	154AL	Weakley	\$3,000.00
Grand Junction Police Department	402	Hardeman	\$5,000.00
Graysville Police Department	154AL	Rhea	\$3,000.00
Hardeman County Sheriff's Department	154AL	Hardeman	\$5,000.00
Henderson Police Department	154AL	Chester	\$5,000.00
Henry County Sheriff's Department	154AL	Henry	\$5,000.00
Hohenwald Police Department	402	Lewis	\$5,000.00
Hollow Rock Police Department	154AL	Carroll	\$3,000.00
Houston County Sheriff's Department	154AL	Houston	\$5,000.00
Jacksboro Police Department	154AL	Campbell	\$5,000.00
Jasper Police Department	402	Marion	\$5,000.00
Johnson County Sheriff's Department	154AL	Johnson	\$5,000.00
Jonesborough Police Department	154AL	Washington	\$5,000.00
Kenton Police Department	402	Obion	\$5,000.00
Kingston Springs Police Department	154AL	Cheatham	\$5,000.00

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
LaFollette Police Department	154AL	Campbell	\$5,000.00
Lincoln Memorial University	154AL	Claiborne	\$5,000.00
Livingston Police Department	154AL	Overton	\$5,000.00
Lookout Mtn. Police Department	154AL	Hamilton	\$5,000.00
Loretto Police Department	154AL	Lawrence	\$5,000.00
Loudon County Sheriff's Department	154AL	Loudon	\$5,000.00
Madisonville Police Department	154AL	Monroe	\$5,000.00
Mason Police Department	154AL	Tipton	\$5,000.00
McKenzie Police Department	154AL	Carroll	\$5,000.00
McNairy County Sheriff's Department	154AL	McNairy	\$5,000.00
Milan Police Department	154AL	Gibson	\$3,000.00
Monroe County Sheriff's Department	154AL	Monroe	\$5,000.00
Monteagle Police Department	154AL	Grundy	\$5,000.00
Morgan County Sheriff Department	154AL	Morgan	\$5,000.00
Moscow Police Department	154AL	Fayette	\$5,000.00
Mount Carmel Police Department	154AL	Hawkins	\$5,000.00
Mount Pleasant Police Department	154AL	Maury	\$5,000.00
Mt. Juliet Police Department	154AL	Wilson	\$5,000.00
Munford Police Department	154AL	Tipton	\$3,000.00
New Johnsonville Police Department	154AL	Humphreys	\$5,000.00
New Tazewell Police Department	154AL	Claiborne	\$5,000.00
Newbern Police Department	154AL	Dyer	\$5,000.00
Newport Police Department	154AL	Cocke	\$5,000.00
Niota Police Department	154AL	McMinn	\$5,000.00

POLICE AND TRAFFIC SERVICES

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Oakland Police Department	154AL	Fayette	\$5,000.00
Obion County Sheriff's Office	154AL	Obion	\$5,000.00
Parrottsville Police Department	154AL	Cocke	\$5,000.00
Parsons Police Department	154AL	Decatur	\$5,000.00
Pickett County Sheriff's Office	154AL	Pickett	\$5,000.00
Pigeon Forge Police Department	154AL	Sevier	\$5,000.00
Pikeville Police Department	154AL	Bledsoe	\$5,000.00
Plainview Police Department	154AL	Union	\$5,000.00
Pleasant View Police Department	402	Cheatham	\$5,000.00
Portland Police Department	154AL	Sumner	\$5,000.00
Red Boiling Springs Police Department	154AL	Macon	\$5,000.00
Ridgely Police Department	154AL	Lake	\$5,000.00
Ripley Police Department	154AL	Lauderdale	\$5,000.00
Rockwood Police Department	402	Roane	\$5,000.00
Rocky Top Police Department	154AL	Anderson	\$5,000.00
Rutledge Police Department	154AL	Grainger	\$5,000.00
Saint Joseph Police Department	154AL	Lawrence	\$4,784.00
Satillo Police Department	154AL	Hardin	\$3,000.00
Scotts Hill Police Department	402	Henderson	\$5,000.00
Selmer Police Department	154AL	McNairy	\$5,000.00
Smith County Sheriff's Office	154AL	Smith	\$5,000.00
Smithville Police Department	154AL	DeKalb	\$4,999.27
Spencer Police Department	154AL	Van Buren	\$5,000.00
Sweetwater Police Department	154AL	Monroe	\$5,000.00

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Tazewell Police Department	154AL	Claiborne	\$5,000.00
The University of Tennessee at Martin	154AL	Weakley	\$5,000.00
Townsend Police Department	154AL	Blount	\$5,000.00
Tracy City Police Department	154AL	Grundy	\$5,000.00
Trenton Police Department	154AL	Gibson	\$5,000.00
Trezevant Police Department	154AL	Carroll	\$3,000.00
Tusculum Police Department	154AL	Greene	\$5,000.00
University of Tennessee Health Science Center Campus Police Department	154AL	Shelby	\$5,000.00
University of Tennessee Police Department	154AL	Knox	\$5,175.00
Van Buren County Sheriff's Department	154AL	Van Buren	\$5,000.00
Walters State Campus Police	154AL	Hamblen	\$5,000.00
Wartburg Police Department	402	Morgan	\$5,000.00
Wartrace Police Department	154AL	Bedford	\$3,000.00
Watertown Police Department	154AL	Wilson	\$5,000.00
Waynesboro Police Department	154AL	Wayne	\$5,000.00
Westmoreland Police Department	154AL	Sumner	\$5,000.00
White Bluff Police Department	154AL	Dickson	\$5,000.00
White Pine Police Department	154AL	Jefferson	\$5,000.00
Whiteville Police Department	154AL	Hardeman	\$5,000.00
Winchester Police Department	154AL	Franklin	\$5,000.00

POLICE AND TRAFFIC SERVICES

ACTIVITIES

High visibility enforcement should be conducted in locations that are chosen based on data. Enforcement should be in areas that are easily visible to the motoring public and indicate a specific enforcement need due to crashes or crashes and crime. Using geo-mapping to identify “hot spots” – areas of high incidence of crimes and crashes – helps agencies target locations where enforcement can play two roles in fighting crime and reducing crashes and traffic violations.

Choosing a location that is a high-volume traffic area assists with the visibility of enforcement efforts. People see law enforcement on the roads enforcing the traffic laws, which helps create general deterrence and voluntary compliance of laws.

Enforcement activities can include, but are not limited to the following:

- Saturation patrols;
- DUI checkpoints;
- Wave enforcement; and
- Multi-Jurisdictional.

According to Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Ninth Edition, publicized saturation patrol programs and sobriety checkpoints are effective in reducing alcohol-related fatal crashes and deterring drunk driving.

PROGRAM AREA HIGHLIGHTS

Forty-six law enforcement agencies received a Police Traffic Services, Multiple Violations (PT) grant, and 116 law enforcement agencies received a High Visibility Enforcement (HVE) grant during the FFY 2020 grant year. All agencies maintained traffic enforcement and participated in the national mobilizations. DUI enforcement was a focal point during the past year. Each agency submitted its enforcement data online on the TNTrafficSafety website. In addition, several agencies that did not receive grant funding also reported their enforcement data online. As the two* campaign summary charts of local law enforcement show, thousands of drivers are exposed to sobriety checkpoints and educated about Tennessee’s commitment to safe driving.

* TN submitted a waiver request to move Click It or Ticket to the FFY 2021 grant year

HOLIDAY IMPAIRED	
Sobriety Checkpoints	59
Vehicles Detained	120
Vehicles Passing Through Check Points	522

Source: TNTrafficSafety

HOLIDAY IMPAIRED	TOTAL REPORTED RESULTS
Impaired Driving Arrests (DUI)	981
Safety Belt Citations	2,537
Child Seat Citations	310
Felony Arrests	2239
Recovered Stolen Vehicles	152
Fugitives Apprehended	1,343
Suspended	3,079
Uninsured	6,715
Speeding	19,805
Reckless	295
Drug Arrests	2,213
Weapons Seized	162
Distracted/Due Care	2,660
Other	18,107

Source: TNTrafficSafety

POLICE AND TRAFFIC SERVICES

HOLIDAY IMPAIRED	TOTAL REPORTED RESULTS
DUID (Drugs Only)	91
DWI Arrests-Alcohol Only	245
DUID (Alcohol and Drugs)	228
DRE DUI Arrests	21
DRE Drug Arrests	12

Source: TNTrafficSafety

BOOZE IT AND LOSE IT	TOTAL REPORTED RESULTS
Sobriety Checkpoints	33
Vehicles Detained	146
Vehicles Passing Through Check Points	674

Source: TNTrafficSafety

BOOZE IT AND LOSE IT	TOTAL REPORTED RESULTS
DUID (Drugs Only)	0
DWI Arrests-Alcohol Only	0
DUID (Alcohol and Drugs)	0
DRE DUI Arrests	0
DRE Drug Arrests	0

Source: TNTrafficSafety

BOOZE IT AND LOSE IT	TOTAL REPORTED RESULTS
Impaired Driving Arrests (DUI)	948
Safety Belt Citations	2,162
Child Seat Citations	151
Felony Arrests	1697
Recovered Stolen Vehicles	363
Fugitives Apprehended	1,758
Suspended	1,937
Uninsured	3,944
Speeding	12,933
Reckless	196
Drug Arrests	1,784
Weapons Seized	323
Distracted/Due Care	1,292
Other	11,133

Source: TNTrafficSafety

LAW ENFORCEMENT TRAINING

In 2019, Tennessee recorded 247,220 crashes, with 71,218 people injured and 1,175 individuals losing their lives on the highways. Many of these crashes can be attributed to driver behaviors, such as alcohol and or drug use, speeding, aggressive driving, and distractions.

To combat the problem of fatal and serious injury crashes on roadways, the THSO has historically been and continues to be, committed to providing law enforcement officers with quality training that adheres to the standards established by the Peace Officers Standards of Training (POST) Commission. The THSO is committed to providing law enforcement officials, judicial members, prosecutors, and certain community advocates with the latest information, best practices, and training to effectively enforce, uphold, and communicate traffic safety. THSO divides training into three tracks:

- ▶ **TRACK I:** Law Enforcement Only
- ▶ **TRACK II:** Law Enforcement/Non-Law Enforcement
- ▶ **TRACK III:** Judicial

Law enforcement officials seeking POST certified credits are encouraged to attend and successfully complete THSO training. Students participating in courses offered under the law enforcement track will receive POST credits. The THSO provided training at multiple locations across the state. FFY 2020 was a successful year for training, as evidenced by the table below. However, COVID-19 limited the number of classes the THSO offered due to local shutdowns and travel restrictions.

TRAINING COURSES	NUMBER OF CLASSES	STUDENTS TRAINED
Advanced Roadside Impaired Driving Enforcement and In-Service	9	228
At-Scene Traffic Crash Investigation	2	46
Advanced Crash Investigation	1	19
Basic Crash Investigation-Academy	1	26
Basic Radar Certification-Academy	1	27
24-Hour Standardized Child Passenger Safety	3	63
8-Hour Standardized Child Passenger Safety Renewal	1	8
6-Hour CEU Training for Current Techs	6	53
Child Passenger Instructor Update	1	9
Occupant Protection Track- CPS Pre-Conference	Canceled	N/A
Drug Recognition Expert	3	31

LAW ENFORCEMENT TRAINING

TRAINING COURSES	NUMBER OF CLASSES	STUDENTS TRAINED
Drug Recognition Expert In-Service	9	69
DUI Detection and Standardized Field Sobriety Testing	8	387
Law Enforcement Instructor Development	4	93
RADAR/LIDAR Instructor	1	16
STOPS (Strategies and Tactics of Patrol Stops) Instructor	1	16
Utilizing Social Media Effectively	1	17
Total	52	1,109

TARGETS AND MEASURES

TARGET: Train 300 in DUI/ Standardized Field Sobriety Testing (SFST) and SFST Instructor in FFY 2020.

RESULT: The THSO trained 387 in DUI/SFST and SFST Instructor during FFY 2020.

PROGRESS: Met

TARGET: Train 240 traffic enforcement officers in Advanced Roadside Impaired Driving Enforcement (ARIDE) in FFY 2020

RESULT: The THSO trained 228 individuals in ARIDE. THSO canceled four ARIDE classes due to the COVID-19 public health emergency. These four canceled classes had a combined 102 individuals registered, which would have placed the number trained at 330, exceeding our target.

PROGRESS: Not Met

TARGET: Train 75 Drug Recognition Experts (DRE) in FFY 2020.

RESULT: The THSO trained 31 individuals as DREs. The THSO canceled at least four DRE classes due to the COVID-19 public health emergency. These canceled classes had a combined 50 individuals, which would have placed the number trained at 81, exceeding our target.

PROGRESS: Not Met

TARGET: Maintain a classroom attendance of 83 percent participation rate or better in FFY2020.

RESULT: The THSO Training program had a 92.72 percent participation rate in FFY 2020.

PROGRESS: Met

LAW ENFORCEMENT TRAINING

IMPACT

Providing specialized traffic enforcement training to law enforcement personnel has an enormous and far-reaching impact on highway traffic safety and quality of life in Tennessee. A few examples of this specialized training that enhances highway traffic safety enforcement is the SFST, ARIDE, and DRE programs. These programs are invaluable in detecting, investigating, and securing these offenders' convictions and removing them from Tennessee's roadways.

One area of training that has an enormous impact on the quality of life and safety is Child Occupant Protection Training. The state of Tennessee certified more than 60 new child seat technicians this year and has more than 1,000 certified technicians continuing to check the proper use and installation of child seats. Those technicians performed more than 1,189 child seat inspections and gave away more than 324 child safety seats from the more than 150

fitting stations across the state. Most of these fitting stations are located at local law enforcement agencies, fire stations, and health departments.

One of the biggest challenges this year was keeping child seat technicians certified. The THSO set an internal target this year to reach the milestone of obtaining a 50 percent recertification rate. To help achieve this target, the training program continually communicated to those coming up for recertification and advised them of the means available to remain certified. The program also offered numerous in-person recertification courses across the state. At the end of September, the recertification rate was at 52.3 percent, and the calendar year 2020 recertification rate was 57.6 percent

PARTNERS IN TRAINING

The THSO Training program coordinated all training provided by our office during this grant year. Part of the Training Coordinator's responsibilities is to communicate daily with partners. A vast majority of these partnerships are at the local level with law enforcement agencies and fire departments. Most of all, the courses offered by THSO are conducted at these local agencies at no cost to THSO or at no cost to the agency or law enforcement.

All training courses are designed to equip law enforcement professionals in Tennessee with up-to-date information on best practices, new methods, emerging issues, and legislation. All THSO training aims to provide the necessary training techniques to assist state and local law enforcement with changing driver behavior to reduce the number of serious injury crashes and fatalities. Training is provided at no cost to those law enforcement professionals interested and who meet current course prerequisites.

Courses are promoted through our own LELs monthly network meetings, the THSO website, and our (PIO) social media outlet. More importantly, we also partner with the Tennessee Association of Chiefs of Police, the Tennessee Sheriff Association, and the Tennessee POST Commission.

AGENCIES FUNDED

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Tennessee Association of Chiefs of Police	402	Statewide	\$57,200.00
Tennessee Sheriffs' Association	402	Statewide	\$46,200.00

LAW ENFORCEMENT TRAINING

TN TRAFFIC SAFETY RESOURCE PROSECUTORS In addition to the total number of persons trained through the THSO, the Tennessee Traffic Safety Resource Prosecutors (TSRP) trained 1,568 law enforcement officers and 108 prosecutors in multiple classes related to highway safety. Consequently, the total number of people trained in FFY 2020 by the TSRP was 1,676.

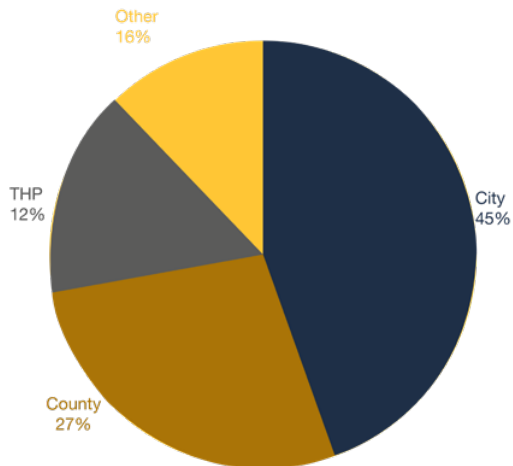
PROGRAM AREA HIGHLIGHTS

Each year training courses are evaluated as to their effectiveness, and new courses are discussed. One new course that the THSO training program offered this year was, Utilizing Social Medea Effectively. Over 96 percent of law enforcement uses social media, but are they using it effectively? This class offers those in law enforcement an effective way to use their social media platforms to reach better their community in which they serve.

Another class that we are examining to bring on board this year is a combination of crash reconstruction and drug recognition expert. This class's goal would be to provide the crash reconstructionist and the DRE with a more in-depth examination as to causations of crashes involving drug or alcohol-impaired drivers, leading to a better examination of contributing factors resulting in a better explanation of the crash based upon factual data.

One internal target that remained over the past several years was to increase the attendance of the courses offered, thus training more officers at the same cost. As evidenced below, this has been achieved. Not only has our attendance flourished, but the THSO is also encouraged to see that the vast majority of those attending our classes are local officers. This can be seen in the charts below.

FFY2020 ATTENDANCE BY PERCENTAGE



FFY	ATTENDANCE %
2013	69
2014	65
2015	70
2016	67
2017	76
2018	85.5
2019	90.63
2020	92.72

TEEN TRAFFIC SAFETY PROGRAM

According to the CDC, motor vehicle crashes are the leading cause of death for U.S. teens. Six teens aged 16 to 19 die every day from motor vehicle crash injuries. Per mile driven, teen drivers aged 16 to 19 are nearly three times more likely than drivers aged 20 and older to be in a fatal crash.

The risk of motor vehicle crashes is higher among teens aged 16–19 than any other age group. In fact, per mile driven, teen drivers in this age group are nearly three times as likely as drivers aged 20 or older to be in a fatal crash. Among teen drivers and passengers 16–19 years of age who died in car crashes in 2018, almost half were unrestrained at the time of the crash (when restraint use was known).

TARGETS AND RESULTS

TARGET: The THSO will decrease traffic fatalities in individuals age 20 and under by 14.4 percent, from a 2015-2017 calendar year baseline average of 115 to 98 by December 31, 2020 (three-year alternate baseline analysis).

RESULT: According to state data, as of October, Tennessee has had 130 fatalities in individuals age 20 and under on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 146 fatalities in individuals age 20 and under for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public's education..

PROGRESS: Not Met

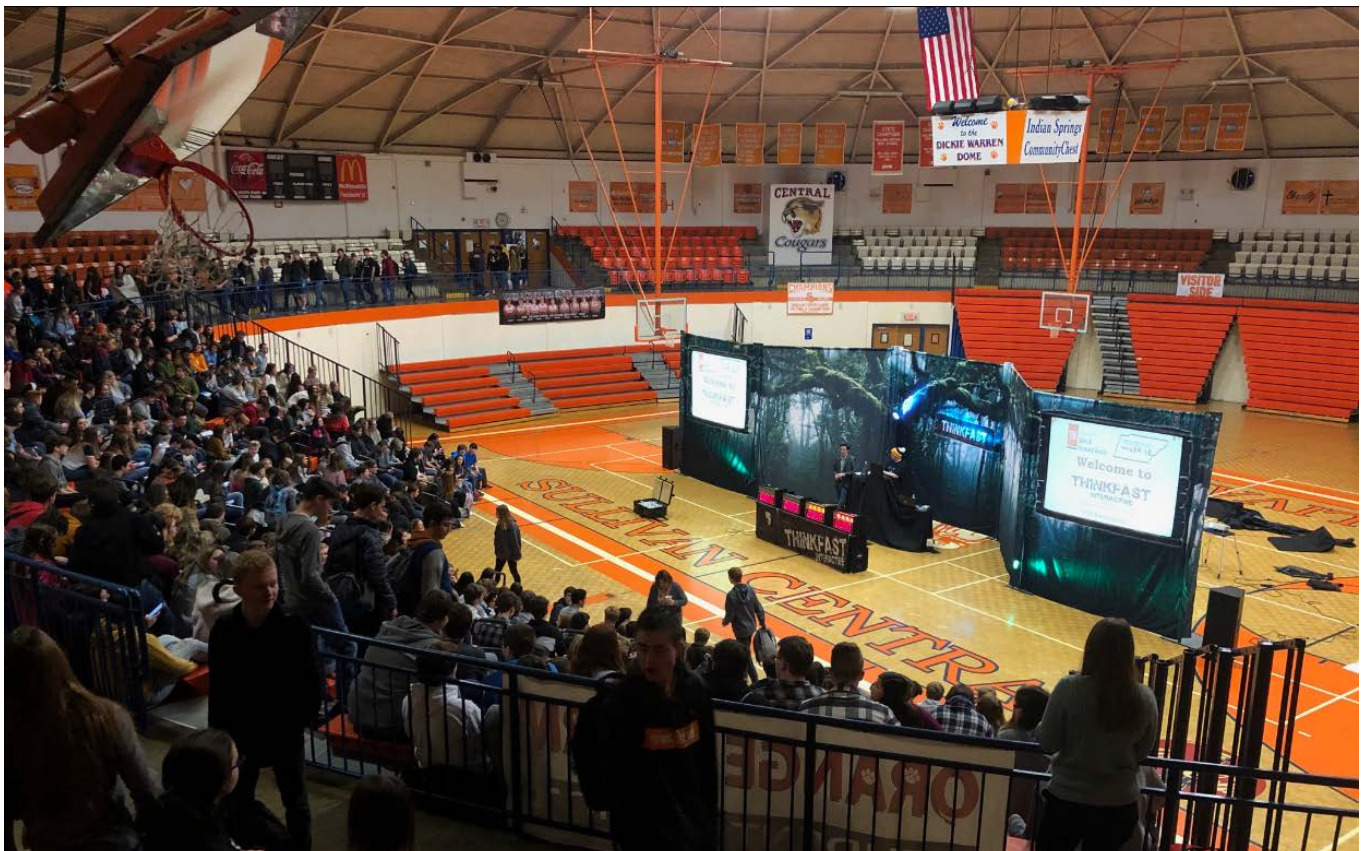
AGENCIES FUNDED

The following agencies received funding to support young driver initiatives across the State of Tennessee.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
ASAP of Anderson County	405d	Anderson	\$37,600.00
Celebrate Overcoming	402	Knox	\$18,000.00
Cheatham Sheriff's Office	402	Cheatham	\$15,200.00
Children and Parent Resource Group, INC	402	Statewide	\$100,000.00
Cookeville Police Department	402	Putnam	\$15,000.00
Jackson Area Council on Alcohol and Drug Dependency (JACOA)	402	Statewide	\$15,800.00
Kyle W Kiihnl Memorial Foundation	402	Statewide	\$25,000.00
Matrix Entertainment	402	Statewide	\$28,400.00

TEEN TRAFFIC SAFETY PROGRAM

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Prevention Coalition for Success, Inc.	405d	Rutherford	\$50,000.00
Rutherford Sheriff's Office	402	Rutherford	\$18,000.00
SADD	402	Statewide	\$150,000.00
Stewart Sheriff's Office	402	Stewart	\$15,000.00
Sumner Teen Center	402	Sumner	\$32,000.00
Tennessee Secondary School Athletic Association	405d	Statewide	\$60,000.00
Tennessee Trucking Foundation	402	Statewide	\$50,000.00
The University of Tennessee	402	Knox	\$59,399.64
TjohnE Productions, Inc.	402	Statewide	\$175,000.00
UNITE Corporation	402	Statewide	\$100,000.00



TEEN TRAFFIC SAFETY PROGRAM

PROGRAM AREA HIGHLIGHTS

TENNESSEE TRUCKING FOUNDATION The Tennessee Trucking Foundation works to educate and inform teens on safely sharing the road with large trucks and commercial vehicles, using the Teens & Trucks Share the Road program. In 2019, they created an informative PowerPoint presentation about drowsy driving. Tennessee Trucking Foundation has shown the presentation at over 52 Tennessee high schools. The presentation has become a part of the Tennessee Road Team tool kit. Further, they created a “Stay Out of the No-Zone” and “Drowsy Driving” rack card used at high school events and other public events where the Road Team Captains are scheduled to attend. Because drowsy driving affects drivers of all ages, the cards were shipped to driver service centers and welcome centers across the state.

Tennessee Trucking conducted 22 events in 2020. Tennessee Trucking was still able to educate approximately 1,830 students on the dangers of driving too close near large trucks. During just six months of 2020, the agency hosted six community events, four trainings, and three law enforcement awareness events. A first for Tennessee Trucking in 2020 was providing their No Zone and Drowsy Driving PowerPoint presentations to WorkForce Essentials to be shared as virtual training for Drivers Education students. Lastly, to work within COVID-19 boundaries and still meet the need to educate students, production began developing a No Zone film for YouTube.



CELEBRATE OVERCOMING Celebrate Overcoming is a teen grant focusing solely on the extreme dangers of texting while driving. Grantee David Francisco shares his story with high school students about how a distracted driver almost killed him as he rode his bicycle through an intersection in Nashville. David was also a finalist on American Idol and resonated with the students.

Matrix, UNITE, PEERS, and Rutherford County Sheriff's Office are teen-related grants that bring real-life driving experience to life via simulators. The simulators place young inexperienced drivers in different situations from weather changes, pedestrians crossing the road, light changes, periodic texts requesting a response, and other scenarios to demonstrate the enormity of navigating a vehicle and the attention required to do so safely.



TENNESSEE TECH UNIVERSITY: REDUCE TN CRASHES PROGRAM Reduce TN Crashes is designed to increase awareness of safe driving practices amongst teens by facilitating and rewarding activities rooted in promoting teen traffic safety. Reduce TN Crashes entered its seventh year in 2020 and continued to grow to include 234 high schools, three universities, one homeschool group, and 1,361 activities across all 95 counties within Tennessee. Total enrollment reached over 179,933 from January 2014 to - present.

TEEN TRAFFIC SAFETY PROGRAM



Reduce TN Crashes is also empowering students to be leaders in traffic safety. Unicoi County High School is a fifth-year participant who received their second Gold Award this fiscal year. They received over 3,600 points for the various activities they completed, exceeding the 3,000 points needed to earn a Gold Award. This school has gone above and beyond involving different student groups and clubs.

Three schools received the Gold Award during the 2019-2020 school year, four schools received the Silver Award, and 17 schools received the Bronze Award. Gold standard schools were Unicoi County High School, Cheatham County Central High School, and Tennessee High School. There is significant high school participation and reporting through the Reduce TN Crashes program, with the most involvement since its inception. Over 150 activities were completed throughout the 2019-2020 school year, with 45 schools

reporting. In 2019 Reduce TN Crashes started a scholarship program in partnership with AAA, The Auto Club Group, and the THSO. This scholarship offers \$3,000 toward college tuition to a high school senior in Tennessee. The student must be nominated by a principal, teacher, mentor, or school resource officer and participate in the Reduce TN Crashes program to qualify. Last year's winner was Dana White from David Crockett High School. She was involved in HOSA and completed seat belt awareness activities both within her school and community. Ms. White was involved in several school activities to teach students about traffic safety, such as the Battle of the Belt, a seat belt safety campaign. She further promoted the importance of wearing a seat belt by displaying traffic data and safety tips via posters throughout her school. For four years, Dana coordinated a seat belt safety check at the school's front entrance.





Distracted driving is any activity that could divert a person’s attention away from the primary task of driving. These distractions shift the focus on another action instead. Consequently, they endanger driver, passengers, other roadways users along with bicyclists and pedestrians. While most drivers agree that distracted driving is dangerous, many still engage in actions that take their eyes off the road in front of them.

TARGETS AND RESULTS

TARGET: The THSO will maintain the number of distracted driving fatalities from the calendar year 2017 of 48 fatalities by December 31, 2020.

RESULT: Utilizing monthly state data from January 2010 through October 2020, Tennessee is forecasted to have 68 distracted driving fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public’s education.

PROGRESS: Not Met

AGENCIES FUNDED

The following agencies received funding to support distracted driving initiatives in the state.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Blount County Sheriff’s Department	402	Blount	\$45,000.00
Red Bank Police Department	402	Hamilton	\$40,000.00
Soddy-Daisy Police Department	402	Hamilton	\$20,000.00
Tennessee Department of Safety & Homeland Security	402	Statewide	\$136,000.00

PROGRAM AREA HIGHLIGHTS

HANDS FREE TENNESSEE During FFY 2019, Tennessee implemented a new “Hands Free” law. This law made it illegal to hold a cellphone or mobile device with any part of a person’s body while driving. The THSO, along with other state departments, created a statewide education campaign, Hands Free Tennessee. The purpose of this campaign was to educate Tennesseans about the state’s Hands Free law, known as Public Chapter No. 412, which took effect on July 1, 2019. This law requires drivers to put down their phones and focus on the road. The THSO and other state departments created multiple print and digital pieces to illustrate this new law change along with a new micro-website: www.handsfreetn.com

OPERATION HANDS FREE Operation Hands Free, formerly Operation Incognito or the Distracted Driving Bus Tour began back in February 2017 as the brainchild of Public Information Officer Arriale Tabson, who requested permission to work with THP to coordinate a statewide distracted driving enforcement bus tour based on current distracted driving enforcement conducted by the THP Nashville District on the local level. Her idea was to convert the THP Nashville District’s enforcement plan into a collaborative statewide effort, allowing each THP District to work with local law enforcement agencies to share resources and increase distracted driving enforcement during a 4-day enforcement period. Unfortunately, due to the public health crisis, COVID-19, this year’s bus tour had to be canceled.

DISTRACTED DRIVING

EDUCATIONAL GRANTS The THSO funds grants to educate the public about the danger of distracted driving caused by engaging in other activities (eating, drinking, grooming, reading, using a cell phone or other electronic device) while driving.

The Red Bank Police Department's Distracted Driving Prevention/Reduction program has had a significant impact. Along with the program's educational aspect through presentations and events, officers educate motorists they encounter during traffic stops.

Officers not only explain the law but give them literature regarding the dangers of distracted driving. The community has very well received the program. Educational efforts with teens and the community have taken place this year in numerous community avenues, including but not limited to schools and festivals.

The Red Bank Police Department saw a 20 percent reduction in distraction-related traffic crashes from 24 in 2019 to 19 in 2020. Additionally, the Red Bank Police Department issued 197 citations and 184 warnings for distracted related violations in 2020.

Furthermore, the THSO has numerous teen grants focused on educating our youth of the extreme dangers of being a new unskilled driver and how to limit and prevent distractions while driving.

Celebrate Overcoming is a grantee who shares his story with teens in schools across Tennessee of nearly being killed while riding his bicycle through an intersection, then being hit by a texting driver. Rutherford County Sheriff's Office, UNITE, Matrix, and the University of Tennessee. Knoxville each spend time in Tennessee schools and communities with their simulators that mirror the actual driving experience. Through the simulated ride, one receives text messages; experiences pedestrians walking in front of the car both in and out of a crosswalk; experiences weather changes affecting the road surface; and more real-life situations. All of these grantees have the same goal - educating people on the life-threatening dangers of driving while distracted and the reduced reaction time distracted driving causes.

COMMUNICATION The THSO utilized many avenues to communicate with the general motoring public about distracted driving dangers. One of these avenues is the Hands Free Tennessee landing page. The landing page is used to educate individuals on the details of the Hands Free Tennessee law legislation. Along with this microsite, the THSO utilized social media to engage the community on distracted driving dangers. Local partners also used their social media sites to support the THSO's message further. The THSO advertised with several media partners and agencies

across five different platforms for a two-week media campaign during distracted driving awareness month. This campaign communicated to the citizens of Tennessee the extreme dangers of driving distracted. Paid media (broadcast television, cable, streaming audio, social media, and digital ads) promoted the Hands Free Law. The THSO re-tagged an existing television ad produced by California (Gang of Five) and created new materials to accompany the spot to be cost-effective. The campaign resulted in over six million impressions and 471 cable and television ads.

ENFORCEMENT The Red Bank Police Department has maintained a distracted driving enforcement and education-focused grant for over three years. During the 2020 grant year, they experienced tremendous success as a result of their enforcement efforts. The department's target was to reduce the number of distracted driving-related crashes by 5 percent from the previous grant year. The agency achieved this goal by reducing distracted driving-related crashes by 20 percent. Another target of the department was to reduce the number of personal injuries due to distracted driving-related crashes. This reduction of personal injury crashes was achieved by a 40 percent decrease from 5 personal injuries (2018-2019) to 3 personal injuries (2019-2020).

The Tennessee Highway Patrol Distracted Driving grant has worked 504 distracted driving crashes thus far in 2020. This is a 9.68 percent reduction in distracted crashes from this time last year. Additionally, the THP reports 13 fatalities due to a distracted driving crash thus far in 2020, compared to 14 fatalities this time last year. Blount County's Sheriff's Office has a distracted Driving grant which has officers focused solely on apprehending distracted drivers. Each deputy who works the grant overtime has been instructed on the law, Hands Free TN, and other distracted driving indicators. Enforcement patrols are scheduled five days a week in two, four-hour shifts. These patrols are set during peak traffic times during the day. During this grant year, from October 2019 to September 2020, the Blount County Sheriff's Office has issued a total of 604 citations and 317 warnings for Hands Free.

OLDER DRIVERS

The THSO works collaboratively with local, state, and national level partners to plan, initiate, and implement strategies to increase awareness and opportunities for education and training that target senior drivers to reduce injuries and fatalities from motor vehicle crashes. Data from NHTSA indicates that between the years 2014 and 2018, there was an increase in the number of drivers aged 65 and over in fatal crashes. This increase was 13 percent, from 212 in 2014 to 240 in 2018.

TARGETS AND RESULTS

TARGET: The THSO will train 60 individuals as Law Enforcement Aging Driver Specialists (LEADS) by the end of FFY 2020.

RESULT: The THSO has provided LEADS training to 67 officers, increasing 12 percent over the target.

PROGRESS: Met

AGENCIES FUNDED

Agencies received funding to support technicians and event coordinators' training for the Car-Fit program and expand the Yellow Dot program. One agency received funding to provide No Zone educational outreach at senior centers throughout Tennessee. Lastly, another agency received funding to support a research project with Institutional Review Board (IRB) approval to collect, report, and analyze assessment data of at-risk older drivers. These at-risk drivers were referred for additional evaluation of their driving skills to determine if their ability to drive safely was impacted by the diagnosis or degeneration of disease, illness, vision, cognition, mobility, or medications

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Fairfield Police Department	402	Cumberland	\$20,000.00
LIFT Therapy, Inc	402	Madison	\$26,150.00
Tennessee Trucking Foundation	402	Statewide	\$28,239.00

PROGRAM AREA HIGHLIGHTS

The THSO's focus in FFY 2020 has been to increase outreach, education, and training opportunities statewide for stakeholders that include older drivers, collaborative partners, and law enforcement officers.

One strategy has been to enroll seniors at local senior centers to participate in Car-Fit events to learn techniques to maximize their safety and mobility while driving in their personal vehicles. These

events include registration support for the Yellow Dot program and personal consultation on the use of simple adaptive devices to help improve the driving experience for older drivers with certain medical conditions that can impact safe driving.

CAR-FIT A recommended countermeasure to improve older driver safety is communicate Tennessee Lifesaver Conference in FY2018. During FY2019, the course was offered twice (100% increase from

OLDER DRIVERS

the previous year FY2018). A recommended countermeasure to improve older driver safety is communications and outreach. Formal courses specifically for older drivers are offered by organizations such as the American Automobile Association (AAA) and the American Association of Retired Persons (AARP). The THSO has a long-standing relationship with AAA Knoxville. Tennessee has been implementing the Car-Fit program to help mature drivers find their safest fit since 2010. The THSO currently has a Car-Fit instructor on staff.

Car-Fit events and technician/event coordinator training have occurred in three different regions of Tennessee and include La Vergne and Chapel Hill (Middle), Fairfield Glade (Cumberland), and Knoxville (East). Tennessee Trucking Foundation hosted a mock event at a meeting they held in Gatlinburg, TN (East). Several events/trainings had to be canceled in all regions of the state due to the COVID-19 pandemic requirements for social distancing. All programmatic efforts were suspended by the middle of February 2020. The training delivery methods were changed from face-to-face to virtual training to ensure social distancing. However, requests for training are minimal at this time since the target audience is one that is at the greatest risk from the SARS-CoV-2 virus.

YELLOW DOT PROGRAM The Yellow Dot program is currently being implemented throughout the state by the Tennessee Department of Transportation. Funding to support the expansion of the program is provided to THSO collaborative partners. The initiative was designed to provide first responders with an individual's pertinent medical information in an emergency on Tennessee's roadways. The data can mean the difference between life and death in the "golden hour" immediately following a severe crash. Enrollment sites for the Yellow Dot program are located throughout the state.

LAW ENFORCEMENT AGING DRIVER SPECIALIST (LEADS) THSO TRAIN THE TRAINER PROGRAM NHTSA's Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices emphasizes the importance of education for law enforcement on the recognition and assessment of warning signs that may necessitate driver's license re-examination. The LEADS, Train the Trainer program, was offered for the first time as in-service training for law enforcement officers this year. The THSO provided training for 67 officers, a 12 percent increase over our projected target. The planned LEADS training at the 2020 Tennessee Lifesavers Conference, and the regional

trainings were canceled due to restrictions aimed to reduce and minimize rates of infection due to COVID-19.

TENNESSEE TRUCKING FOUNDATION The Tennessee Trucking Foundation during the 2020 project year, completed nine activities that included training related to some or all of the Tennessee older driver initiatives throughout the state: 1) No Zone: Safety Around Trucks; 2) Car-Fit technician training and events; and 3) Yellow Dot. Approximately 307 older drivers participated in educational outreach activities during the first and second quarters of FFY 2020. However, during the third and fourth quarters, no educational outreach was performed due to COVID-19 restrictions, which required social distancing and the state lockdown to reduce Tennessee's infection rates. One notable accomplishment was the production of materials for virtual training for the NO Zone and Yellow Dot programs when senior centers are allowed to reconvene their everyday activities. The agency also increased its number of Road Team Captains from 24 to 30. The six new Road Team Captains participated in Car-Fit technician training during the second quarter of FFY 2020.

FAIRFIELD GLADE POLICE DEPARTMENT, The Fairfield Glade Police Department in Fairfield Glade, Tennessee, collaborated with the THSO to provide the AARP Safe Driving Course, at no cost, to 24 older adults residing in their community. While the agency typically provides three extensive Car-Fit activities annually, they were only able to provide one during the federal fiscal year due to the impact of COVID-19. The agency increased its social media presence within the community to ensure continued outreach in the community while ensuring continued safety to their older adult population. Almost 70 percent of Fairfield Glade's population is represented by senior adults, ages 65 and older.

LIFT THERAPY LIFT Therapy, which is located in Jackson, Tennessee, collaborated with the THSO to assess older drivers for the determination of their ability to execute the privilege of driving safely. Because of the COVID -19 pandemic, assessments were terminated right after the start of the second quarter. However, until the time of the assessments being terminated, the agency completed 14.

PEDESTRIAN AND BICYCLISTS

Pedestrians and bicyclists are some of Tennessee’s most vulnerable populations, and safety is an important priority. In fact, pedestrian and bicycle safety is a crucial component of the Vulnerable Road Users Emphasis Area Plan in the Tennessee 2020 Strategic Highway Safety Plan.

Across the country, there has been a rise in pedestrian and bicyclist fatalities in urban areas. According to the Traffic Safety Facts: Research Note (October 2018), pedestrian fatalities in urban areas increased by 46 percent since 2008; rural areas decreased by 6 percent. During the same period, bicyclist fatalities increased by 13 percent in urban areas; rural areas decreased by 15 percent.

Tennessee’s pedestrian fatalities increased from 136 in 2018 to 149 in 2019. Bicyclist fatalities decreased from eight in 2018 to six in 2019. The THSO recognizes that enhanced focus must be placed upon the negative increase in pedestrian fatalities, and Tennessee’s

plan includes both education and enforcement.

Tennessee was one of three states awarded a five-year demonstration grant for National Highway Traffic Safety Administration’s (NHTSA) “Statewide Pedestrian and Bicyclist Focus Education and Enforcement Effort” program. The THSO utilized data to identify those areas with the largest increases in pedestrian and cyclist crashes and developed an education and enforcement program to implement in target areas across the state, including Memphis, Nashville, and Chattanooga. Throughout the grant period, the THSO will collaborate with partners to develop a guidebook that documents the grant effort and can be shared with other agencies.

TARGETS AND RESULTS

CORE PERFORMANCE MEASURE: The THSO will increase pedestrian fatalities by 16.2 percent, from a 2017 calendar base year of 124 to 148 by December 31, 2020 (five-year linear regression). It is always the intent of the THSO to reduce fatalities on our roadways. This target is a performance projection based on historical data and influencing factors.

RESULT: According to state data, as of October, Tennessee has had 130 pedestrian fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 156 pedestrian fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public’s education.

PROGRESS: Not Met

CORE PERFORMANCE MEASURE: The THSO will maintain bicycle fatalities from a 2017 baseline of 8 through December 31, 2020. While the THSO acknowledges that all the trend analyses show an increase, since 2015, the state has seen a decrease in bicycle fatalities.

RESULT: According to state data, as of October, Tennessee has had 11 bicycle fatalities on our roadways. Utilizing monthly data from January 2010 through October 2020, Tennessee is forecasted to have 12 bicycle fatalities for the year. Due to limited enforcement because of the COVID-19 public health emergency, Tennessee has seen an increased number of fatalities. The THSO hopes to decrease the number of fatalities in 2021 through increased enforcement and furthering the public’s education.

PROGRESS: Not Met

AGENCIES FUNDED

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Building Memphis	403	Shelby	\$55,012.00
Collegedale Police Department	402	Mid-Cumberland Region	\$56,800.00
Walk Bike Nashville	403	Davidson	\$51,689.06

PEDESTRIAN AND BICYCLISTS

PROGRAM AREA HIGHLIGHTS

BUILDING MEMPHIS This was the initial year for this project and gave Tennessee a new partner in West Tennessee, which has the highest pedestrian fatalities in the state. The Transportation and Mobility workgroup is growing and is more focused on pedestrians. The THSO developed relationships with both the University of Tennessee and the Memphis Police Department to discuss pedestrian safety awareness.

COLLEGEDALE POLICE DEPARTMENT The “Safety Initiative for Bicyclists and Pedestrians” is in its fourth year. Program goals are to reduce the rate of death and reduce the rate of injury in bicycle and pedestrian crashes in Tennessee’s Mid-Cumberland region.

Successes this year consisted of continued partnerships with already established entities, including the “Bridge Program” (after school rodeos), “On My Own Two Wheels” (bike safety and maintenance), and the Chattanooga Youth and Family Development Foundation. Project director Kat Volzer continued the partnership with the Southeast Conservation Corps for their “Trips for Kids” program. This program is a unique after-school mountain biking experience for local youth that includes weekly rides and is facilitated by trained mentors who teach biking skills and include team building and group dynamics training. Due to the COVID-19 pandemic, group sizes were lowered. However, low program numbers proved to be a positive as more personalized instruction made a more significant impact on program participants. An example of this is the “Step step glide: Learn to Ride” program. Ms. Volzer was able to teach every child to ride a bike within one twenty-minute session safely.

WALK BIKE NASHVILLE This project’s goals included providing education to the public regarding safe streets for pedestrians and cyclists. Another objective was to increase officer awareness of the potential for crashes involving vehicle drivers and these vulnerable road users. Also pledged was the support of statewide initiatives to promote bicycle and pedestrian activities.

For the educational component, the agency hosted two “City Cycling” classes (one was virtual), two “Adult Learn to Ride,”

and three “Women and Wheels” events. The agency also began a “Vision Zero Speaker” series, which included three webinars centered around various pedestrian safety and infrastructure issues. Each webinar had between 150 and 200 participants, and all were recorded and placed on the agency’s social media pages for future viewing. Additionally, the agency was able to host a three-part bicycle mechanics training for 22 volunteers.

Among these events were two “Walk the Pike” events that honored pedestrian victims of motor vehicle crashes. Due to the virtual nature of many events, the adjustment was made to shift to online and video learning. This shift afforded the agency the opportunity to create professional videos, which were posted to the agency’s social media pages. These social media videos received 1,369 total views. The videos included the following topics: Bicycling Basics, Fitting your Bicycle Helmet, ABC Quick Check, Tips and Tricks for Bicycling on the Road, and How to Change a Flat. Among the agency’s most significant successes were these online webinars, classes, and the development of videos.



EMERGENCY MEDICAL SERVICES

The EMS program's goal is to improve motor vehicle crash survivability and injury outcomes by improving upon the availability, timeliness, and quality of treatment provided by first responders as well as the advancement of state and community coordination of emergency medical services, public safety, and mass casualty response.

TARGET AND RESULTS

TARGET: Provide four training grants, one to each LEL region in the state, to emergency medical professionals.

RESULT: The THSO met the goal to provide four training grants to emergency medical professionals (one to each LEL region in the state). Additionally, the THSO provided funding to support an additional four agencies (one in each LEL region) to ensure that distressed counties, identified by the Governor's Office, received much-needed funding to support the reduction of extrication times and increased training opportunities for EMS first responders.

The four agencies who applied and received regional grants were:

- ▶ Jackson Madison County EMA (West),
- ▶ Children's Emergency Care Alliance (Middle),
- ▶ Baxter Fire Department (Cumberland), and
- ▶ Campbell Co Rural Fire Services (East)

The four agencies who applied and received regional/distressed grants included the following:

- ▶ Selmer Fire Department (West)
- ▶ Van Buren County Fire Department (Middle),
- ▶ Perry County EMA (Cumberland), and
- ▶ Scott County EMA (East).



EMERGENCY MEDICAL SERVICES

AGENCIES FUNDED

The following agencies received funding during FFY 2020 for EMS initiatives.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 GRANT AMOUNT
Baxter Fire Department	402	Putnam	\$9,400.00
Campbell County Rural Fire Service	402	Campbell	\$9,900.00
Children's Emergency Care Alliance	402	Davidson	\$9,780.00
Jackson Madison County EMA	402	Madison	\$10,000.00
Perry County EMA	402	Perry	\$10,000.00
Scott County Emergency Management	402	Scott	\$10,000.00
Selmer Fire Department	402	McNairy	\$10,000.00
Van Buren County Fire Departments	402	Van Buren	\$10,000.00

PROGRAM AREA HIGHLIGHTS

Three agencies received funding to support initiatives that included training for first responders, with focused efforts to mitigate injuries and fatalities at crash scenes and support the state ambulance and trauma system. Five agencies purchased extrication equipment. While the impact of COVID-19 social distancing prevented face-to-face training and educational outreach, the agencies were able to support continued education through virtual means.

CHILDREN'S EMERGENCY CARE ALLIANCE Children's Emergency Care Alliance (CECA) in Nashville, Tennessee, during the 2020 project year, provided pediatric high-fidelity simulator training to 652 first responders and ER clinicians that included physicians and nurses. The training was provided at no cost by the four-comprehensive regional pediatric centers to support healthcare providers' annual continuous medical education opportunities, including first responders.

SELMER FIRE DEPARTMENT The Selmer Fire Department purchased extrication equipment. The agency purchased an Amkus

Mini Simo Pump to boost the operation of their extrication cutters and tools. It also enables the use of both the cutter and spreader simultaneously. The use of this Buy America compliant capital purchase has helped the agency to reduce their extrication times to an average of 10 minutes. During the second, third, and fourth quarters of the project- year, the agency reported usage of the extrication equipment in 27 of the 55 crashes that occurred in and around their community.





INTEGRATED COMMUNICATIONS PLAN

The THSO has developed an integrated communications plan that works in tandem with NHTSA National Communication's Plan and utilizes the unique opportunities available in Tennessee. The plan focuses primarily on occupant protection and impaired driving through techniques that integrate brand recognition, method of delivery, target audience selection, demographic characteristics, and law enforcement efforts to support state laws and encourage behavioral changes.

OVERVIEW

Brand recognition, in combination with the message itself, can help change behavior. The Booze It & Lose It enforcement messaging is associated with the penalties of drinking and driving while the Buzzed Driving is Drunk Driving and Fans Don't Let Fans Drive Drunk behavioral messaging is associated with social norms. Click It or Ticket is enforcement messaging concerned with the penalties of not wearing a seat belt, while the Buckle Up Tennessee behavioral messaging is concerned with the social norms. Although media is not the only factor to change behavior, it can influence individuals by providing a sustainable message that, over time, can be persuasive and effective.

Along with those mentioned above, the THSO engaged in multiple pedestrian safety campaigns featuring Be Aware, Be Alert messaging in the Memphis and Nashville city limits. During May, a motorcycle awareness campaign was performed to bring about awareness of motorcyclists on the road through Look Twice messaging. Distracted Driving Awareness Month featured Hands Free TN messaging, and the first paid media campaign was conducted during Teen Driver Safety Week targeting parents and teen drivers.

Earned media allows the THSO to reach highway safety advocates and the broader community. For instance, the interaction on social media increases engagement and drives advocacy for safety issues. Earned media is a crucial piece of the THSO's communication strategy. Earned media efforts encompass the THSO's major topics, including alcohol-impaired driving, drug-impaired driving, distracted driving, occupant protection, bicycle and pedestrian safety, senior driver safety, teen driver safety, and motorcycle safety.

TARGETS AND RESULTS

PERFORMANCE TARGET: The THSO will increase earned media engagements by 40 percent, which is over 224,000 engagements, during the calendar year 2020. Once a new baseline is set, the percentage increase will change in subsequent years.

RESULT: From January 1 to December 31, 2020, the estimated number of engagements for our earned media efforts will be 255,983.

PROGRESS: Met

PERFORMANCE TARGET: The THSO will increase paid media impressions by 65 percent with over 66 million impressions during the 2020 calendar year. Once a baseline is set, the percentage increase will change in subsequent years.

RESULT: From January 1 to December 31, 2020, the estimated number of impressions for our paid media efforts will be 103,792,878.

PROGRESS: Met

INTEGRATED COMMUNICATIONS PLAN

AGENCIES FUNDED

Behavior change requires the development of a consistent message and frequent exposure. The THSO has utilized the Booze It & Lose It, Buzzed Driving is Drunk Driving, Fans Don't Let Fans Drive Drunk, Click It or Ticket, and Buckle Up, Tennessee tags for its sponsored media campaigns to decrease the number of impaired drivers and increase seat belt use across the state. Campaigns utilize ads on television, cable, streaming audio, local radio, social media (Facebook, Instagram, Twitter, Snapchat, Reddit, Pinterest, and YouTube), OOH (billboards, transit ads, gas station/convenience stores, and in-bar ads), digital (OTT, display, native, and pre-roll), messages on electronic message boards, and signs and banners along roads and highways. The following entities were funded to help change driver behavior across the state.

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 CONTRACT AMOUNT
ACME Radio Company	154PM	Davidson	\$7,500.00
Alliance Sports Marketing	154PM	Statewide	\$125,000.00
Alliance Sports Marketing	154PM	Statewide	\$77,777.77
Alliance Sports Marketing	154PM	Statewide	\$60,000.00
Austin Peay State University	154PM	Montgomery	\$10,000.00
Charlotte Eaks DBA The Pace Group	154PM	Statewide	\$60,000.00
Cumulus Broadcasting, LLC	154PM	Statewide	\$27,450.00
Cumulus Broadcasting, LLC	154PM	Statewide	\$100,000.00
Cumulus Broadcasting, LLC	154PM	Statewide	\$15,000.00
Cumulus Radio Corporation	154PM	Statewide	\$20,000.00
Doug Mathews DBA Chat Rat Productions	154PM	Statewide	\$20,000.00
Doug Mathews DBA Chat Rat Productions	154PM	Statewide	\$20,000.00
Huddle Tickets, LLC	405b	Statewide	\$118,000.00
IMG College (OVC)	154PM	Statewide	\$20,000.00
Learfield Communications, LLC DBA Tiger Sports Properties	154PM	Shelby	\$100,000.00
Learfield Communications, Inc. (DBA Learfield IMG College)	154PM	Knoxville	\$150,000.00
Learfield Communications, Inc. (DBA Learfield IMG College)	154PM	Davidson	\$60,000.00
Learfield Communications, LLC	154PM	Hamilton	\$25,000.00
Learfield Communications, LLC	154PM	Rutherford	\$30,000.00
Liberty Bowl Festival Association	154PM	Shelby	\$70,000.00
Memphis Basketball, LLC	154PM	Shelby	\$75,000.00

INTEGRATED COMMUNICATIONS PLAN

AGENCIES FUNDED	FUNDING SOURCE	COUNTY	FFY 2020 CONTRACT AMOUNT
Murphy Fair Publications	405b	Statewide	\$16,500.00
Music City, Inc. (NYE)	154PM	Davidson	\$38,000.00
Music City, Inc. (4th of July)	154PM	Davidson	\$22,500.00
Music City Bowl, Inc.	154PM	Davidson	\$70,000.00
Nexstar Broadcasting	154PM	Davidson	\$30,000.00
RHP Creative Group, Inc.	154PM	Statewide	\$18,000.00
Tennessee Football, Inc.	154 PM	Statewide	\$110,000.00
TN Secondary School Athletics Association	154 PM	Statewide	\$95,000.00
WNSR Nashville Sports Radio	154 PM	Davidson	\$18,480.00
Van Wagner Sports & Entertainment, LLC (ETSU)	154PM	Washington	\$10,000.00



MEDIA PARTNERSHIPS

The THSO has participated in several sports-related media partnerships using the Fans Don't Let Fans Drive Drunk messaging during FFY 2020, including the following:

Professional Athletic Teams

- ▶ Tennessee Titans (football)
- ▶ Nashville Predators (hockey)
- ▶ Memphis Grizzlies (basketball)
- ▶ St. Louis Cardinals, Cincinnati Reds and Atlanta Braves (bonus)

Collegiate Athletic Teams

- ▶ The University of Tennessee (Knoxville & Chattanooga campuses)
- ▶ Vanderbilt University
- ▶ The University of Memphis
- ▶ Middle Tennessee State University
- ▶ Tennessee State University
- ▶ East Tennessee State University
- ▶ Austin Peay State University

The THSO partnered with public and private entities across the state to deliver its messages at football events such as the Southern Heritage Classic*, the Music City Bowl, and the Liberty Bowl, 12

motorsports venues*, and 11 county fairs* all in alcohol-related high crash/fatality areas; high school sports statewide; as well as various other events that attract the target demographic.

Note: * impacted by COVID-19.

INTEGRATED COMMUNICATIONS PLAN

The Fans Don't Let Fans Drive Drunk tag was utilized at high school events through the Tennessee Secondary School Athletic Association (TSSAA) and bonus seat belt messaging at TSSAA events. High schools from across the state competed for the number one top-ranking team based on school classification, including high school football, high school basketball, baseball, track, and soccer championships. These events collectively drew a large number of students, in addition to parents, grandparents, and other interested visitors throughout the state. The THSO's highway safety messages were broadcast during these events and were promoted via onsite, online, radio, and TV. Further, the THSO contracted Huddle Tickets, LLC (formerly Huddle, Inc.) for 4,900,000 high school tickets to sell during sporting and other extracurricular events. There were 7,000,000 tickets provided to 462 schools, 377 of which are high schools. These tickets

promoted the Buckle Up in Your Truck message and have continued to receive the highest praise from students, parents, and school administrators across the state of Tennessee.

Some of the events were canceled or rescheduled, at which point the THSO worked with vendors to negotiate alternative media assets to obtain impressions lost. More often than not, the THSO received several times the impressions initially purchased due to the goodwill and strong relationships across the state with media partners.



CONTRACTED MEDIA SERVICES

The THSO engaged in a contractual agreement with Tennessee Technological University (TTU) in Cookeville, Tennessee, utilizing a state interagency agreement to provide media, marketing, and advertising services. The services included design, production, purchasing, and administrative reconciliation services to assist the state in informing and educating the public on traffic safety issues. The primary services encompass the planning and purchasing of radio spots, television (network and cable) time, social media channels, OOH (billboards, transit, and gas stations), and online advertising space to dispense various THSO traffic safety-related messages.

TTU employed a data-driven approach for media buys utilizing statewide crash and fatality statistics in the campaigns as outlined below to most effectively engage the target audience, thereby reducing fatalities, injuries, and associated economic losses resulting from traffic crashes.

Outreach was planned, developed, and executed for these campaigns:

CAMPAIGN	MESSAGE
Valentine's Day	Buckle Up, Tennessee
St. Patrick's Day	Buzzed Driving is Drunk Driving
Pedestrian Safety – Spring	Be Aware, Be Alert
Distracted Driving Awareness Month	Hands Free TN
Motorcycle Safety Awareness Month	Look Twice
Memorial Day	Buckle Up, Tennessee
Independence Day	Booze It & Lose It
Labor Day	Booze It & Lose It
Pedestrian Safety – Fall	Be Aware, Be Alert
Teen Driver Safety Week	Keep Them Safe
Halloween	Booze It & Lose It
Click It or Ticket	Click It or Ticket
Holiday	Booze It & Lose It

INTEGRATED COMMUNICATIONS PLAN

PRESS EVENTS

The THSO often collaborates with traffic safety partners and community advocates to host press events during media campaigns. Press events increase community support, personalize the enforcement message, localize the issue, and spread awareness for crash victims and families of crash victims. All THSO press events are video-recorded, uploaded to YouTube, and then posted to social media.

In March 2020, Tennessee Governor Bill Lee implemented statewide public safety restrictions in response to the Covid-19 pandemic. Therefore, all THSO press events scheduled during March 16 – September 30, 2020, were canceled. To compensate for this, the THSO created a virtual chat series airing monthly via Facebook Live called “Talking Traffic Safety.” Each hour-long episode features three speakers serving as subject matter experts to discuss various traffic safety topics. The THSO also began recording public service announcements via Zoom to share safety tips on social media and increase engagement.

DATE	PRESS EVENT	TOPIC	CITY
11/07/2019	“Don’t Drive Drowsy” Sign Dedication	Drowsy Driving	Memphis
12/12/2019	Tennessee Highway Safety Office Joins Mothers Against Drunk Driving and Tennessee Highway Patrol to Promote Drunk-Driving Prevention Ahead of the Holidays	Drunk Driving	Nashville
01/31/2020	Titans’ Mike Keith Lends His ‘Voice’ to Advocate Against Drunk Driving Ahead of Super Bowl LIV	Drunk Driving	Nashville
CANCELLED 03/03/2020	Tennessee Highway Safety Office Joins First Lady Maria Lee for “One Million Kids Celebration”	Child Passenger Safety	Nashville
CANCELLED 04/06/2020	Tennessee Highway Safety Office Launches Operation Hands Free	Distracted Driving	Statewide
CANCELLED May 2020	Tennessee Highway Safety Office Promotes Motorcycle Safety Awareness Month	Motorcycle Safety	Nashville



INTEGRATED COMMUNICATIONS PLAN

STATEWIDE PRESS RELEASES

RELEASE DATE	HEADLINE
10/30/2019	Tennessee Highway Safety Office Joins Kyle W. Kiihnl Memorial Foundation for “Don’t Drive Drowsy” Sign Dedication during Tennessee Drowsy Driving Awareness Month
12/09/2019	Tennessee Highway Safety Office Joins Mothers Against Drunk Driving and Tennessee Highway Patrol to Promote Drunk-Driving Prevention Ahead of the Holidays
01/21/2020	Tennessee’s Seat Belt Usage Rate Reached 91.75 Percent in 2019
05/06/2020	Tennessee Highway Safety Office Joins AAA – The Auto Club Group to Grant Dana White the Reduce TN Crashes Scholarship Award
06/01/2020	Tennessee Highway Safety Office Joins Tennessee Highway Patrol to Remind Citizens to Drive Safely as State Reopens
08/25/2020	Tennessee Highway Safety Office Announces \$22.6 Million in Federal Grant Funds to Support Highway Safety Education and Enforcement Efforts across Tennessee
09/21/2020	Tennessee Highway Safety Office Promotes National Child Passenger Safety Week

REGIONAL PRESS RELEASE TEMPLATES

DATES	CAMPAIGN
December 13, 2019 – January 1, 2020	“Booze It or Lose It” Holiday Enforcement
CANCELLED April 2020	“Thumbs Down to Texting & Driving”
CANCELLED May 2020	“Look Twice” for Motorcycle Safety Month
RESCHEDULED For FFY 2020/2021	“Click It or Ticket”

THSO SOCIAL MEDIA

PLATFORM	AUDIENCE (AS OF 11/19/2020)
YouTube: www.youtube.com/TNHSO	1,998,864 Total Video Views
Facebook: www.facebook.com/TNHSO	14,667 Followers
Twitter: www.twitter.com/TNHSO	5,596 Followers
Instagram: www.instagram.com/TNHSO	1,442 Followers



CORONAVIRUS AID, RELIEF, AND ECONOMIC SECURITY (CARES) ACT WAIVERS/POSTPONEMENTS

Due to the current pandemic, COVID-19, the Office of Management and Budget provided some administrative flexibilities to help state highway safety offices administer their Highway Safety Grant Program.

The State of Tennessee opted to utilize the following waivers during the public health crisis.

1. HVE Mobilizations and Crackdowns

NHTSA waived the requirements that NHTSA must conduct, and states must participate in at least three high visibility enforcement campaigns (in the areas of occupant protection and impaired driving) and the requirement to participate in the Click It or Ticket national mobilization this fiscal year (FY 2020). Where feasible, the campaigns will be rescheduled to the next fiscal year, and states are encouraged to participate in the rescheduled campaigns to the maximum extent possible. NHTSA rescheduled the May 2020 National Click It or Ticket (CIOT) mobilization for November 9-29, 2020. By accepting the waiver, this allowed Tennessee to participate in the rescheduled mobilization more actively.

2. Annual Seat Belt Use Surveys

NHTSA waived the requirement for States to conduct an annual seat belt survey in 2020 and provides flexibility for states to decide on their own whether they want to conduct a survey this year. For applications due on July 1, 2021, if the state did not complete a survey in the calendar year 2020, NHTSA will use the results of the state's most recent survey, conducted in 2019, to determine designations of high or low seat belt use rates. This waiver allowed Tennessee to keep the 2019 seat belt survey results of being designated as a high seat belt use rate state so that the pandemic did not potentially impact the data.

3. Maintenance of Effort

NHTSA waives the maintenance of effort requirements, requiring states to maintain their aggregate expenditures at or above the baseline for occupant protection, traffic safety information system improvements, and impaired driving programs, for FFY 2020 and the effect of the associated certifications provided by States in their grant applications for FFY 2020. Due to some agencies not able to perform their grant functions because of the public health crisis, Tennessee opted to utilize this waiver.

EVIDENCE BASED ENFORCEMENT PLAN

Tennessee follows the four E's model of highway safety—enforcement, engineering, education, and emergency medical services (EMS), which aligns with the State Strategic Highway Safety Plan. Enforcement continues to be the foundation of Tennessee's FFY 2020 Highway Safety Plan, and this is demonstrated throughout the program areas. Program strategies were chosen based upon countermeasures that are known to be effective—such activities and techniques include sobriety checkpoints, saturation patrols, and participation in campaigns.

PROJECT SELECTION

Funding is based upon established processes for project selection, through the use of a ranking and allocation tool that ensures specific counties are funded due to the frequency, rate, and problem that persist in the community due to traffic-related crashes, death, and injuries. Moreover, locations are funded in a comparable basis considering the extent of weighted fatal, injury and property damage only crashes, alcohol-related crashes, 15-24 aged driver crashes, 65+ aged crashes, speeding crashes, motorcycle crashes, population, and vehicle miles of travel (VMT) in each county. In FFY 2020, highway safety advocates and enforcement agencies submitted 471 applications which were then reviewed; the highway safety office awarded 341 grants to 302 different agencies.

PROJECT MANAGEMENT

The THSO staff maintained regular contact via telephone, email/written correspondence, and on-site visits with grantees throughout the grant year to ensure compliance with applicable requirements and cost principles. This monitoring includes the review and approval of claims and status/final reports and ongoing outreach to grantees through desk monitoring and/or on-site visits. Due to COVID-19, very few actual on-site monitoring visits occurred during FFY 2020. Instead, the THSO utilized web-based meeting platforms in which specific criteria was observed to perform an on-site visit virtually. This process was fully vetted and received national recognition as a “best-practice.”



EVIDENCE BASED ENFORCEMENT PLAN

MONITORING

Due to COVID-19 and the concerns with person to person contact, the THSO converted its traditional on-site monitoring visits to virtual. A few agencies received on-site visits in advance of the start of the pandemic. All programmatic grants, regardless of the funding amount, received a monitoring during FFY 2020. These were conducted between February and September and served to provide a systematic and comprehensive programmatic and financial assessment of the project. In addition, the THSO continued utilizing a strengthened monitoring process based upon a recommendation by NHTSA in a prior year.

This recommendation requested on-site visits, converted to virtual in FFY2020, of at least 10 percent of the High Visibility Enforcement grants. These are funded at a level of \$5,000 or less and the sample includes projects in each of the four LEL regions. In total, 237 on-site monitoring visits were conducted by the THSO staff in addition to the audits completed by TDOSHS.

TENNESSEE'S PRIMARY STRATEGIC COORDINATION PROJECT

The state's primary strategic coordination project is the use of predictive analytics to positively impact traffic enforcement. A combination of state and highway safety funds were used to support the development and implementation of CRASH—Crash Reduction Analyzing Statistical History—IBM's predictive analytics model applied to traffic safety. The primary data source used to train the crash models is historical crash data. The original data set used to train the model contained crash records from 2012 through 2014. The model is periodically retrained with more current data. Historical weather data from the National Oceanic and Atmospheric Administration (NOAA) is used to train the models. During deployment, this allows NOAA forecasts to be used as a key predictive element in the Department's forecasts. Events that increase traffic or require special planning by THP command staff are included as a predictive variable in the Department's forecasts.

To date, the program has been utilized by the THP and has been a success. Using the predictive analytics tools, the THP can more efficiently allocate limited resources to maximize its troopers' impact on traffic safety by deploying troopers at the places and times where crashes and traffic violations are most likely to occur. For instance, law enforcement can utilize the tool as a quick reference at the beginning of shifts. It assists with resource allocation in unobligated

patrol time, shift assignments by field supervisors, and grant-funded targeted enforcement.

The TDOSHS currently maintains three predictive models, each of which targets a particular traffic safety issue:

- ▶ **CRASH** – Predict likelihood of serious injury and fatal crashes
- ▶ **DUI** – Predict likelihood of “Impaired Driving Events,” i.e. alcohol/drug involved crashes and DUI arrests
- ▶ **CMV** - Commercial Motor Vehicle – Predict likelihood of commercial vehicle and large truck crashes.

In the CRASH model map, color gradients are used for each district, and troopers can click on each box to see the four-hour breakdown of crash propensities during any given day. Troopers can also click on the supplemental layers to see additional information about past crashes and upcoming events.

The impaired driving model uses training data similar to those used in the crash model, with the addition of THP DUI arrests. State regulated alcohol sales establishments are provided for reference, but not used in the model. However, when this variable is included, the model outputs suggest a very high correlation between the

EVIDENCE BASED ENFORCEMENT PLAN



locations of alcohol sales establishments and impaired driving incidents.

A single-color gradient is used for statewide forecasts, which are presented for each day. Because impaired driving incidents are very low during daytime hours relatively to their nighttime occurrences, forecasts are made for the period from 4 P.M. to 4 A.M. Troopers can also click on the supplemental layers to see additional information about past impaired driving incidents and upcoming events.

In FFY 2017, the product was deployed to users in local law enforcement agencies across the state. In particular, the predictive analytics tools are appropriate for use by sheriff's departments statewide. Additionally, the predictive models have been enhanced to apply to some city police departments. The state is continuing to strive to produce new predictive models that will be available to all city police departments and will be phasing those in over time on a regional basis.

In FFY 2020, law enforcement agencies continued utilizing the Dashboards, which are interactive maps that show data from crashes that have occurred in respective areas are a useful tool for law enforcement to know what areas they need to saturate. These maps also show what contributing factors associated with the crash

had occurred. The maps are updated daily for law enforcement to have the most up-to-date information possible.

In 2020, the THSO and the LEL Team experienced new challenges due to the pandemic that affected not only Tennessee, but all states. The Distracted Driving Bus Tour, SAFE Campaign, Operation Southern Shield, Hands Across the Border and 100 Days of Summer were all placed on hold due to the CDC mandates that were put in place to keep everyone safe. The inability to practice social distancing put a damper on all enforcement activities for several months. After learning that the pandemic was not going in the near future, the focus moved more towards finding new ways to keep our law enforcement agencies and the public safe while still focusing on safe driving habits. Some of the agencies changed their DUI enforcement hours to coincide with the bars and restaurants earlier closing mandate.

After several months of limited engagement, police agencies began to slowly return to enforcement activities. Click It or Ticket was moved to November, which fit nicely with the Thanksgiving holiday enforcement campaigns. The THSO did not actively engage in enforcement campaigns, but supported law enforcement agencies who chose to do so.



In FFY 2020, a small number of projects were not implemented. The 16 agencies listed in the chart below were awarded a grant, but they did not expend any funding. Several different factors can lead an agency not to implement a project: changes in leadership, turnover in staff, a lack of understanding of grant requirements, and in particular this year, the COVID-19 public health emergency.

Agencies Funded	Funding Source	County	FFY 2020 Grant Amount
Baileyton Police Department	154AL	Greene County	\$5,000.00
Celebrate Overcoming	402	Knox County	\$18,000.00
Gainesboro Police Department	154AL	Jackson County	\$3,000.00
Gallaway Police Department	154AL	Fayette County	\$5,000.00
Germantown Police Department	154AL	Shelby County	\$5,000.00
Grand Junction Police Department	402	Hardeman County	\$5,000.00
Henderson Police Department	154AL	Chester County	\$5,000.00
Mason Police Department	154AL	Tipton County	\$5,000.00
Saint Joseph Police Department	154AL	Lawrence County	\$4,784.00
Smith County Sheriff's Office	154AL	Smith County	\$5,000.00
Spencer Police Department	154AL	Van Buren County	\$5,000.00
Sweetwater Police Department	154AL	Monroe County	\$5,000.00
The University of Tennessee at Martin	154AL	Weakley County	\$5,000.00
Trenton Police Department	154AL	Gibson County	\$5,000.00
Trezevant Police Department	154AL	Carroll County	\$3,000.00
Westmoreland Police Department	154AL	Sumner County	\$5,000.00

COMPREHENSIVE GRANT LIST

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Adamsville Police Department	154AL	McNairy	\$15,000.00	\$14,229.53
Alcoa Police Department	402	Blount	\$20,000.00	\$19,437.00
Alexandria Police Department	154AL	DeKalb	\$5,000.00	\$3,961.75
Anderson County Sheriff's Department	402	Anderson	\$22,000.00	\$19,849.81
Ardmore Police Department	154AL	Giles	\$5,000.00	\$4,449.97
ASAP of Anderson County	405d	Anderson	\$37,600.00	\$37,585.19
Athens Police Department	154AL	McMinn	\$20,000.00	\$17,205.74
Austin Peay State University Police Department	402	Montgomery	\$5,000.00	\$2,510.85
Baileyton Police Department	154AL	Greene	\$5,000.00	\$0.00
Bartlett Police Department	402	Shelby	\$20,000.00	\$18,613.44
Baxter Fire Department	402	Putnam	\$9,400.00	\$9,400.00
Bedford County Sheriff's Department	154AL	Bedford	\$15,000.00	\$14,360.75
Bell Buckle Police Department	154AL	Bedford	\$3,000.00	\$2,999.89
Belle Meade Police Department	402	Davidson	\$20,000.00	\$20,000.00
Belle Meade Police Department	402	Davidson	\$19,999.89	\$19,999.51
Benton County Sheriff's Department	154AL	Benton	\$5,000.00	\$4,316.49
Benton Police Department	154AL	Polk	\$19,000.00	\$18,849.58
Benton Police Department	402	Polk	\$20,000.00	\$19,922.35
Bethel Springs Police Department	154AL	McNairy	\$5,000.00	\$4,360.98
Blaine Police Department	154AL	Grainger	\$3,000.00	\$1,904.46
Blount County Sheriff's Department	154AL	Blount	\$46,000.00	\$34,171.65
Blount County Sheriff's Department	402	Blount	\$45,000.00	\$44,395.37
Blount County Sheriff's Department	402	Blount	\$72,000.00	\$71,977.65
Blount County Sheriff's Department	402	Blount	\$20,000.00	\$10,746.71
Bolivar Police Department	154AL	Hardeman	\$15,600.00	\$13,321.17
Bradley County Sheriff's Department	402	Bradley	\$45,000.00	\$37,088.60
Bristol Police Department	154AL	Sullivan	\$30,000.00	\$14,978.20
Brownsville Police Department	154AL	Haywood	\$32,000.00	\$22,645.47
Brownsville Police Department	402	Haywood	\$20,000.00	\$17,398.32
Building Memphis	403	Shelby	\$55,012.00	\$13,431.76
Campbell County Rural Fire Service	402	Campbell	\$9,900.00	\$9,900.00
Campbell County Sheriff's Department	154AL	Campbell	\$27,120.00	\$12,784.02
Cannon County Sheriff's Department	154AL	Cannon	\$10,000.00	\$7,345.80
Carroll County Sheriff's Department	154AL	Carroll	\$5,000.00	\$2,854.20

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Caryville Police Department	154AL	Campbell	\$5,000.00	\$2,004.95
Celebrate Overcoming	402	Knox	\$18,000.00	\$0.00
Chapel Hill Police Department	154AL	Marshall	\$5,000.00	\$3,561.89
Chattanooga Police Department	154AL	Hamilton	\$100,000.00	\$72,972.37
Cheatham County Sheriff's Office	402	Cheatham	\$15,200.00	\$14,232.40
Cheatham County Sheriff's Office	402	Cheatham	\$30,000.00	\$28,969.94
Children and Parent Resource Group, INC	402	Statewide	\$100,000.00	\$60,000.00
Children's Emergency Care Alliance	402	Davidson	\$9,780.00	\$9,775.85
Church Hill Public Safety	154AL	Hawkins	\$5,000.00	\$1,961.98
City of Paris Police Department	154AL	Henry	\$5,000.00	\$1,384.55
Claiborne County Sheriff's Office	154AL	Claiborne	\$5,000.00	\$3,721.82
Clarksburg Police Department	402	Carroll	\$3,000.00	\$2,994.00
Clarksville Police Department	154AL	Montgomery	\$100,000.00	\$91,015.17
Clay County Sheriff's Department	154AL	Clay	\$5,000.00	\$2,500.00
Cleveland Police Department	402	Bradley	\$18,000.00	\$14,298.88
Clifton Police Department	154AL	Wayne	\$5,000.00	\$3,186.64
Clinton Police Department	402	Anderson	\$10,000.00	\$7,689.25
Cocke County Sheriff's Department	154AL	Cocke	\$35,000.00	\$34,578.57
Cocke County Sheriff's Department	402	Cocke	\$20,000.00	\$18,362.16
Coffee County Sheriff's Department	402	Coffee	\$24,924.30	\$12,752.87
Collegedale Police Department	402	Hamilton	\$56,800.00	\$48,714.79
Collegedale Police Department	402	Hamilton	\$22,000.00	\$20,098.28
Collegiate Life Investment Foundation	405d	Shelby	\$19,700.00	\$19,498.91
Collinwood Police Department	402	Wayne	\$5,000.00	\$3,695.61
Cookeville Police Department	154AL	Putnam	\$25,000.00	\$20,348.09
Cookeville Police Department	402	Putnam	\$20,000.00	\$20,000.00
Cookeville Police Department	402	Putnam	\$15,000.00	\$10,765.15
Coopertown Police Department	402	Robertson	\$5,000.00	\$4,521.45
Covington Police Department	154AL	Tipton	\$5,000.00	\$4,071.61
Cowan Police Department	154AL	Franklin	\$5,000.00	\$3,546.88
Crossville Police Department	154AL	Cumberland	\$25,000.00	\$11,748.97
Cumberland County Sheriff's Department	154AL	Cumberland	\$35,000.00	\$34,992.90
Dandridge Police Department	154AL	Jefferson	\$15,000.00	\$14,210.38
Dayton Police Department	154AL	Rhea	\$10,000.00	\$9,878.08
Decatur County Sheriff's Office	154AL	Decatur	\$10,300.00	\$6,350.53
Decatur Police Department	154AL	Meigs	\$5,000.40	\$5,000.40
Dechard Police Department	154AL	Franklin	\$5,000.00	\$3,893.74
Dickson County Sheriff's Office	154AL	Dickson	\$31,300.00	\$31,299.52
Dickson Police Department	402	Dickson	\$102,794.00	\$95,546.58

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Dover Police Department	154AL	Stewart	\$10,000.00	\$9,803.27
Dresden Police Department	402	Weakley	\$3,000.00	\$2,772.11
Dunlap Police Department	154AL	Sequatchie	\$10,000.00	\$9,957.15
East Ridge Police Department	402	Hamilton	\$27,000.00	\$26,832.58
East Tennessee State University, Department of Public Safety	154AL	Washington	\$5,000.00	\$877.08
Elkton Police Department	154AL	Giles	\$15,000.00	\$2,043.95
Erin Police Department	154AL	Houston	\$5,000.00	\$3,368.62
Estill Springs Police Department	154AL	Franklin	\$5,000.00	\$4,500.00
Ethridge Police Department	402	Lawrence	\$5,000.00	\$2,500.00
Etowah Police Department	154AL	McMinn	\$5,000.00	\$4,320.60
Fairfield Glade Police Department	402	Cumberland	\$20,000.00	\$19,962.39
Fairview Police Department	154AL	Williamson	\$15,000.00	\$9,462.27
Fayette County Sheriff's Office	154AL	Fayette	\$22,000.00	\$21,940.18
Fentress County Sheriff's Department	154AL	Fentress	\$14,900.00	\$14,184.17
Franklin County Sheriff's Office	154AL	Franklin	\$9,999.63	\$6,322.40
Franklin Police Department	402	Williamson	\$20,000.00	\$7,364.34
Gainesboro Police Department	154AL	Jackson	\$3,000.00	\$0.00
Gallatin Police Department	402	Sumner	\$19,998.00	\$19,997.44
Gallaway Police Department	154AL	Fayette	\$5,000.00	\$0.00
Gatlinburg Police Department	402	Sevier	\$21,600.00	\$9,937.70
Germantown Police Department	154AL	Shelby	\$5,000.00	\$0.00
Giles County Sheriff's Department	154AL	Giles	\$15,000.00	\$14,271.42
Gleason Police Department	154AL	Weakley	\$3,000.00	\$1,947.00
Grainger County Sheriff's Department	154AL	Grainger	\$9,914.00	\$8,479.84
Grand Junction Police Department	402	Hardeman	\$5,000.00	\$0.00
Graysville Police Department	154AL	Rhea	\$3,000.00	\$3,000.00
Greene County Sheriff's Department	402	Greene	\$20,000.00	\$12,651.56
Greene County Sheriff's Department	402	Greene	\$26,600.00	\$22,281.14
Grundy County Sheriff's Department	154AL	Grundy	\$16,500.00	\$15,959.93
Hamilton County Sheriff's Office	405b	Hamilton	\$126,000.00	\$76,879.51
Hamilton County Sheriff's Office	154AL	Hamilton	\$91,800.00	\$36,493.75
Hancock County Sheriff's Department	154AL	Hancock	\$10,000.00	\$8,388.74
Hardeman County Sheriff's Department	154AL	Hardeman	\$5,000.00	\$4,753.47
Hardin County Sheriff's Department	154AL	Hardin	\$20,000.00	\$16,276.20
Hawkins County Sheriff's Department	154AL	Hawkins	\$39,998.25	\$36,151.15
Henderson Police Department	154AL	Chester	\$5,000.00	\$0.00
Hendersonville Police Department	402	Sumner	\$20,500.00	\$19,047.95
Henry County Sheriff's Department	154AL	Henry	\$5,000.00	\$4,364.41
Hohenwald Police Department	402	Lewis	\$5,000.00	\$4,910.00
Hollow Rock Police Department	154AL	Carroll	\$3,000.00	\$108.84

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Houston County Sheriff's Department	154AL	Houston	\$5,000.00	\$4,867.72
Humphreys County Sheriff's Office	154AL	Humphreys	\$15,998.25	\$9,510.46
Jacksboro Police Department	154AL	Campbell	\$5,000.00	\$4,462.52
Jackson Area Council on Alcohol and Drug Dependency (JACO)	402	Statewide	\$15,800.00	\$13,159.50
Jackson Madison County EMA	402	Madison	\$10,000.00	\$7,970.46
Jackson Police Department	402	Madison	\$50,000.00	\$26,714.12
Jasper Police Department	402	Marion	\$5,000.00	\$4,119.01
Jefferson City Police Department	402	Jefferson	\$15,000.00	\$8,714.51
Jefferson County Sheriff's Department	154AL	Jefferson	\$15,000.00	\$7,472.18
Johnson City Police Department	154AL	Washington	\$20,005.55	\$13,500.16
Johnson County Sheriff's Department	154AL	Johnson	\$5,000.00	\$4,817.25
Jonesborough Police Department	154AL	Washington	\$5,000.00	\$2,355.00
Kenton Police Department	402	Obion	\$5,000.00	\$564.45
Kimball Police Department	402	Marion	\$20,000.00	\$5,571.53
Kingsport Police Department	402	Sullivan	\$30,000.00	\$29,533.03
Kingsport Police Department	402	Sullivan	\$20,000.00	\$19,429.16
Kingston Springs Police Department	154AL	Cheatham	\$5,000.00	\$2,584.15
Knox County Sheriff's Office	402	Knox	\$73,780.00	\$66,088.72
Knoxville Police Department	154AL	Knox	\$50,000.00	\$24,324.55
Kyle W Kiihnl Memorial Foundation	402	Statewide	\$25,000.00	\$24,099.26
Lafayette Police Department	154AL	Macon	\$15,000.00	\$6,243.16
LaFollette Police Department	154AL	Campbell	\$5,000.00	\$4,964.52
Lauderdale County Sheriff's Department	154AL	Lauderdale	\$15,000.00	\$9,398.51
LaVergne Police Department	402	Rutherford	\$50,000.00	\$7,598.36
Lebanon Police Department	402	Wilson	\$46,100.00	\$44,072.88
Lenoir City Police Department	402	Loudon	\$35,000.00	\$31,301.10
Lexington Police Department	154AL	Henderson	\$31,000.00	\$30,803.87
Lexington Police Department	402	Henderson	\$20,000.00	\$20,000.00
LIFT Therapy, Inc	402	Madison	\$26,150.00	\$5,545.69
Lincoln County Sheriff's Department	154AL	Lincoln	\$30,600.00	\$10,078.98
Lincoln Memorial University	154AL	Claiborne	\$5,000.00	\$3,024.71
Livingston Police Department	154AL	Overton	\$5,000.00	\$4,965.59
Lookout Mtn. Police Department	154AL	Hamilton	\$5,000.00	\$4,713.59
Loretto Police Department	154AL	Lawrence	\$5,000.00	\$5,000.00
Loudon County Sheriff's Department	154AL	Loudon	\$5,000.00	\$3,723.42
Madison County Sheriff's Department	154AL	Madison	\$36,329.92	\$33,931.71
Madison County Sheriff's Department	402	Madison	\$19,622.74	\$15,272.88
Madisonville Police Department	154AL	Monroe	\$5,000.00	\$3,356.53
Manchester Police Department	154AL	Coffee	\$23,000.00	\$21,540.37
Marion County Sheriff's Department	154AL	Marion	\$20,000.00	\$14,765.57

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Martin Police Department	154AL	Weakley	\$15,000.00	\$11,783.36
Maryville Police Department	154AL	Blount	\$33,000.00	\$31,802.39
Mason Police Department	154AL	Tipton	\$5,000.00	\$0.00
Matrix Entertainment	402	Statewide	\$28,400.00	\$24,850.00
Maury County Sheriff's Department	154AL	Maury	\$25,000.00	\$24,095.09
McKenzie Police Department	154AL	Carroll	\$5,000.00	\$4,750.42
McMinn County Sheriff's Department	154AL	McMinn	\$20,000.00	\$19,441.10
McMinnville Police Department	402	Warren	\$20,088.00	\$19,109.26
McNairy County Sheriff's Department	154AL	McNairy	\$5,000.00	\$4,928.53
Meigs County Sheriff's Department	154AL	Meigs	\$17,000.00	\$16,843.91
Memphis Police Department	154AL	Shelby	\$100,000.00	\$28,846.23
Memphis Police Department	402	Shelby	\$20,000.00	\$3,948.56
Memphis Police Department	402	Shelby	\$300,000.00	\$171,700.18
Metro Moore County Sheriffs Department	154AL	Moore	\$10,000.00	\$8,290.99
Metro Moore County Sheriffs Department	402	Moore	\$20,000.00	\$19,984.63
Metropolitan Nashville Police Department	402	Davidson	\$490,562.01	\$467,840.32
Milan Police Department	154AL	Gibson	\$3,000.00	\$1,469.88
Millersville Police Department	402	Sumner	\$10,000.00	\$1,407.51
Millington Police Department	154AL	Shelby	\$20,000.00	\$7,594.20
Monroe County Sheriff's Department	154AL	Monroe	\$5,000.00	\$772.32
Monteagle Police Department	154AL	Grundy	\$5,000.00	\$4,797.00
Montgomery County Sheriff's Department	402	Montgomery	\$50,000.00	\$30,759.58
Morgan County Sheriff Department	154AL	Morgan	\$5,000.00	\$3,590.56
Morristown Police Department	154AL	Hamblen	\$15,600.00	\$10,468.76
Moscow Police Department	154AL	Fayette	\$5,000.00	\$1,477.93
Mothers Against Drunk Driving	154AL	Davidson	\$154,700.00	\$111,188.09
Mothers Against Drunk Driving	405d	Davidson	\$123,365.00	\$73,977.05
Mount Carmel Police Department	154AL	Hawkins	\$5,000.00	\$4,393.83
Mount Pleasant Police Department	154AL	Maury	\$5,000.00	\$3,302.25
Mountain States Health Alliance (Ballad Health)	405b	Washington	\$14,460.00	\$7,743.69
Mt. Juliet Police Department	154AL	Wilson	\$5,000.00	\$2,648.60
Munford Police Department	154AL	Tipton	\$3,000.00	\$1,706.10
Murfreesboro Police Department	402	Rutherford	\$73,665.54	\$73,116.96
New Johnsonville Police Department	154AL	Humphreys	\$5,000.00	\$1,248.58
New Tazewell Police Department	154AL	Claiborne	\$5,000.00	\$4,996.55
Newbern Police Department	154AL	Dyer	\$5,000.00	\$2,500.00
Newport Police Department	154AL	Cocke	\$5,000.00	\$4,726.86
Niota Police Department	154AL	McMinn	\$5,000.00	\$2,493.50
Nolensville Police Department	402	Williamson	\$43,720.00	\$37,963.03

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Oak Ridge Police Department	402	Anderson	\$22,000.00	\$20,817.26
Oak Ridge Police Department	402	Anderson	\$20,000.00	\$10,300.98
Oakland Police Department	154AL	Fayette	\$5,000.00	\$2,500.00
Obion County Sheriff's Office	154AL	Obion	\$5,000.00	\$4,676.63
Oliver Springs Police Department	402	Roane	\$15,000.00	\$14,972.60
Overton County Sheriff's Department	154AL	Overton	\$15,000.00	\$14,387.76
Parrottsville Police Department	154AL	Cocke	\$5,000.00	\$4,973.43
Parsons Police Department	154AL	Decatur	\$5,000.00	\$4,959.71
Perry County EMA	402	Perry	\$10,000.00	\$9,774.93
Pickett County Sheriff's Office	154AL	Pickett	\$5,000.00	\$5,000.00
Pigeon Forge Police Department	154AL	Sevier	\$5,000.00	\$2,500.00
Pikeville Police Department	154AL	Bledsoe	\$5,000.00	\$2,500.00
Plainview Police Department	154AL	Union	\$5,000.00	\$3,760.35
Pleasant View Police Department	402	Cheatham	\$5,000.00	\$4,235.20
Portland Police Department	154AL	Sumner	\$5,000.00	\$1,701.00
Prevention Coalition for Success, Inc.	405d	Rutherford	\$50,000.00	\$41,368.11
Red Bank Police Department	402	Hamilton	\$40,000.00	\$31,399.54
Red Boiling Springs Police Department	154AL	Macon	\$5,000.00	\$2,419.00
Rhea County Sheriff's Department	154AL	Rhea	\$15,056.00	\$9,879.56
Rhea County Sheriff's Department	402	Rhea	\$20,340.00	\$19,404.41
Ridgely Police Department	154AL	Lake	\$5,000.00	\$2,419.93
Ripley Police Department	154AL	Lauderdale	\$5,000.00	\$1,918.84
Roane County Sheriff's Office	402	Roane	\$30,000.00	\$17,496.85
Robertson County Sheriff's Department	402	Robertson	\$25,000.01	\$24,724.62
Rockwood Police Department	402	Roane	\$5,000.00	\$4,224.15
Rocky Top Police Department	154AL	Anderson	\$5,000.00	\$2,500.00
Rutherford County Sheriff's Office	154AL	Rutherford	\$60,000.00	\$47,319.22
Rutherford County Sheriff's Office	402	Rutherford	\$20,000.01	\$9,397.75
Rutherford County Sheriff's Office	402	Rutherford	\$18,000.00	\$15,683.95
Rutledge Police Department	154AL	Grainger	\$5,000.00	\$3,152.06
SADD	402	Statewide	\$150,000.00	\$84,977.68
Saint Joseph Police Department	154AL	Lawrence	\$4,784.00	\$0.00
Saltillo Police Department	154AL	Hardin	\$3,000.00	\$3,000.00
Savannah Police Department	154AL	Hardin	\$20,000.00	\$19,681.00
Scott County Emergency Management	402	Scott	\$10,000.00	\$9,950.00
Scotts Hill Police Department	402	Henderson	\$5,000.00	\$2,306.40
Selmer Fire Department	402	McNairy	\$10,000.00	\$10,000.00
Selmer Police Department	154AL	McNairy	\$5,000.00	\$3,561.18
Sequatchie County Sheriff's Department	154AL	Sequatchie	\$10,000.00	\$4,576.94
Sevier County Sheriff's Office	402	Sevier	\$30,000.00	\$29,142.46
Sevierville Police Department	154AL	Sevier	\$27,900.00	\$23,195.94

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Shelby County Sheriff's Office	154AL	Shelby	\$200,000.00	\$199,629.72
Shelby County Sheriff's Office	402	Shelby	\$20,000.00	\$18,826.22
Shelbyville Police Department	402	Bedford	\$15,000.00	\$13,732.95
Signal Centers Baby University	405b	Hamilton	\$13,030.00	\$9,944.08
Signal Mountain Police Department	402	Hamilton	\$15,000.00	\$13,516.25
Smith County Sheriff's Office	154AL	Smith	\$5,000.00	\$0.00
Smithville Police Department	154AL	DeKalb	\$4,999.27	\$4,494.50
Smyrna Police Department	402	Rutherford	\$50,000.00	\$21,000.95
Soddy-Daisy Police Department	402	Hamilton	\$20,000.00	\$20,000.00
Soddy-Daisy Police Department	402	Hamilton	\$20,000.00	\$15,696.52
South Pittsburg Police Department	402	Marion	\$20,000.00	\$7,443.03
Spencer Police Department	154AL	Van Buren	\$5,000.00	\$0.00
Springfield Police Department	402	Robertson	\$15,500.00	\$14,430.29
Stewart County Sheriff's Office	154AL	Stewart	\$20,000.00	\$20,000.00
Stewart County Sheriff's Office	402	Stewart	\$15,000.00	\$15,000.00
Sullivan County Sheriff's Department	154AL	Sullivan	\$55,000.00	\$38,217.29
Sumner County Sheriff's Department	154AL	Sumner	\$25,000.00	\$24,084.50
Sumner Teen Center	402	Sumner	\$32,000.00	\$29,103.69
Sweetwater Police Department	154AL	Monroe	\$5,000.00	\$0.00
Tazewell Police Department	154AL	Claiborne	\$5,000.00	\$3,338.35
Tennessee Alcoholic Beverage Commission	154AL	Statewide	\$100,000.00	\$93,596.53
Tennessee Association of Chiefs of Police	402	Statewide	\$57,200.00	\$31,281.80
Tennessee Bureau of Investigation	405d	Statewide	\$484,304.00	\$431,753.29
Tennessee Department of Health	405c	Statewide	\$73,000.00	\$64,107.47
Tennessee Department of Health	405c	Statewide	\$104,165.74	\$61,090.27
Tennessee Department of Mental Health and Substance Abuse Services	405d	Statewide	\$300,000.00	\$236,003.30
Tennessee Department of Safety & Homeland Security	405d	Statewide	\$550,000.00	\$288,688.05
Tennessee Department of Safety & Homeland Security	405b	Statewide	\$80,000.00	\$67,259.39
Tennessee Department of Safety & Homeland Security	402	Statewide	\$136,000.00	\$68,904.44
Tennessee Department of Safety & Homeland Security	402	Statewide	\$20,000.00	\$15,684.65
Tennessee Department of Safety & Homeland Security	405c	Statewide	\$850,000.00	\$716,735.64
Tennessee Department of Safety District	402	Knox	\$70,000.00	\$67,728.58

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Tennessee District Attorney General, 01st Judicial District	154AL	Washington	\$167,800.00	\$145,393.66
Tennessee District Attorney General, 02nd Judicial District	154AL	Sullivan	\$148,900.00	\$141,020.76
Tennessee District Attorney General, 04th Judicial District	154AL	Sevier	\$182,660.00	\$170,027.36
Tennessee District Attorney General, 05th Judicial District	154AL	Blount	\$180,000.00	\$172,791.84
Tennessee District Attorney General, 06th Judicial District	154AL	Knox	\$306,200.00	\$282,521.10
Tennessee District Attorney General, 07th Judicial District	154AL	Anderson	\$240,500.00	\$240,024.88
Tennessee District Attorney General, 08th Judicial District	154AL	Scott	\$183,900.00	\$176,816.94
Tennessee District Attorney General, 09th Judicial District	154AL	Loudon	\$198,300.00	\$185,300.40
Tennessee District Attorney General, 10th Judicial District	154AL	Bradley	\$152,000.00	\$125,658.67
Tennessee District Attorney General, 11th Judicial District	154AL	Hamilton	\$299,600.00	\$288,637.99
Tennessee District Attorney General, 13th Judicial District	154AL	Putnam	\$200,900.00	\$168,893.00
Tennessee District Attorney General, 14th Judicial District	154AL	Coffee	\$185,700.00	\$174,165.42
Tennessee District Attorney General, 15th Judicial District	154AL	Trousdale	\$152,100.00	\$145,258.55
Tennessee District Attorney General, 16th Judicial District	154AL	Rutherford	\$202,750.00	\$138,883.63
Tennessee District Attorney General, 17th Judicial District	154AL	Lincoln	\$216,800.00	\$199,624.45
Tennessee District Attorney General, 19th Judicial District	154AL	Montgomery	\$250,500.00	\$236,321.19
Tennessee District Attorney General, 20th Judicial District	154AL	Davidson	\$389,600.00	\$288,532.19
Tennessee District Attorney General, 21st Judicial District	154AL	Williamson	\$210,700.00	\$203,613.93
Tennessee District Attorney General, 22nd Judicial District	154AL	Lawrence	\$201,800.00	\$191,158.71
Tennessee District Attorney General, 23rd Judicial District	154AL	Dickson	\$193,400.00	\$180,992.31
Tennessee District Attorney General, 24th Judicial District	154AL	Carroll	\$234,300.00	\$191,112.83

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Tennessee District Attorney General, 25th Judicial District	154AL	Lauderdale	\$241,500.00	\$222,607.12
Tennessee District Attorney General, 26th Judicial District	154AL	Madison	\$205,600.00	\$197,280.31
Tennessee District Attorney General, 30th Judicial District	154AL	Shelby	\$311,100.00	\$247,317.16
Tennessee District Attorney General, 31st Judicial District	154AL	Warren	\$261,300.00	\$246,391.62
Tennessee District Attorneys General Conference	405d	Davidson	\$635,046.10	\$552,360.75
Tennessee Independent Colleges and Universities Association	405d	Statewide	\$20,102.00	\$17,654.32
Tennessee Secondary School Athletic Association	405d	Statewide	\$60,000.00	\$50,180.02
Tennessee Sheriffs' Association	402	Statewide	\$46,200.00	\$44,099.00
Tennessee Technological University	402	Statewide	\$989,390.84	\$807,418.85
Tennessee Trucking Foundation	402	Statewide	\$28,239.00	\$26,989.26
Tennessee Trucking Foundation	402	Statewide	\$50,000.00	\$48,243.00
The University of Tennessee	405d	Knox	\$96,552.59	\$62,771.98
The University of Tennessee	405b	Knox	\$88,900.00	\$18,810.57
The University of Tennessee	402	Statewide	\$1,700,000.00	\$1,292,622.97
The University of Tennessee	402	Statewide	\$1,200,000.00	\$1,010,554.30
The University of Tennessee	402	Knox	\$59,399.64	\$46,774.57
The University of Tennessee at Martin	154AL	Weakley	\$5,000.00	\$0.00
Tipton County Sheriff's Department	402	Tipton	\$35,000.00	\$35,000.00
TjohnE Productions, Inc.	402	Statewide	\$175,000.00	\$175,000.00
Townsend Police Department	154AL	Blount	\$5,000.00	\$4,962.82
Tracy City Police Department	154AL	Grundy	\$5,000.00	\$4,979.22
Trenton Police Department	154AL	Gibson	\$5,000.00	\$0.00
Trezevant Police Department	154AL	Carroll	\$3,000.00	\$0.00
Tullahoma Police Department	402	Coffee	\$15,019.03	\$9,548.39
Tusculum Police Department	154AL	Greene	\$5,000.00	\$3,290.85
Union City Police Department	402	Obion	\$20,000.00	\$19,474.47
Union City Police Department	402	Obion	\$15,000.00	\$13,082.01
Union County Sheriff's Department	154AL	Union	\$15,000.00	\$14,626.23
UNITE Corporation	402	Statewide	\$100,000.00	\$62,500.00
University of Tennessee Health Science Center Campus Police Department	154AL	Shelby	\$5,000.00	\$3,896.95
University of Tennessee Police Department	154AL	Knox	\$5,175.00	\$4,773.20
Van Buren County Fire Departments	402	Van Buren	\$10,000.00	\$10,000.00

Agency	Funding Source	County	FFY 2020 Grant Amount	Amount Expended
Van Buren County Sheriff's Department	154AL	Van Buren	\$5,000.00	\$2,439.95
Vonore Police Department	154AL	Monroe	\$20,000.00	\$17,748.66
Walk Bike Nashville	403	Davidson	\$51,689.06	\$43,164.51
Walters State Campus Police	154AL	Hamblen	\$5,000.00	\$2,368.16
Warren County Sheriff's Department	402	Warren	\$20,000.00	\$19,997.03
Wartburg Police Department	402	Morgan	\$5,000.00	\$4,790.01
Wartrace Police Department	154AL	Bedford	\$3,000.00	\$2,826.60
Washington County Sheriff's Department	154AL	Washington	\$40,000.00	\$3,564.84
Watertown Police Department	154AL	Wilson	\$5,000.00	\$4,999.07
Wayne County Sheriff's Department	402	Wayne	\$19,999.76	\$18,408.66
Waynesboro Police Department	154AL	Wayne	\$5,000.00	\$3,387.70
Weakley County Sheriff's Department	154AL	Weakley	\$10,000.00	\$5,206.68
Westmoreland Police Department	154AL	Sumner	\$5,000.00	\$0.00
White Bluff Police Department	154AL	Dickson	\$5,000.00	\$4,831.61
White County Sheriff's Department	154AL	White	\$28,000.00	\$16,087.54
White House Police Department	154AL	Sumner	\$14,400.00	\$7,575.58
White House Police Department	402	Sumner	\$19,872.00	\$12,937.70
White Pine Police Department	154AL	Jefferson	\$5,000.00	\$2,892.04
Whiteville Police Department	154AL	Hardeman	\$5,000.00	\$3,699.00
Williamson County Sheriff's Department	154AL	Williamson	\$40,000.00	\$25,328.04
Wilson County Sheriff's Department	154AL	Wilson	\$22,000.00	\$15,406.15
Winchester Police Department	154AL	Franklin	\$5,000.00	\$4,823.61
Woodbury Police Department	154AL	Cannon	\$10,150.00	\$9,450.28

APPENDIX



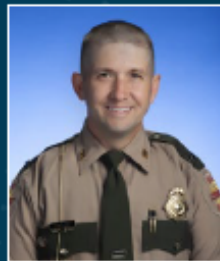
TALKING TRAFFIC SAFETY

CELEBRATES CHILD PASSENGER SAFETY WEEK

WITH SPECIAL GUESTS



JULIE BREWER
Tennessee Occupant
Protection Center



CAPT. TRAVIS PLOTZER
Tennessee Highway Patrol



PURNIMA UNNI
Monroe Carell Jr. Children's
Hospital at Vanderbilt

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WEDNESDAY, SEPTEMBER 23 @ 9:00AM CST

In celebration of Child Passenger Safety Week, the Tennessee Highway Safety Office will host "Talking Traffic Safety" via Facebook Live to share recent data, safety tips, and educational resources for parents and caregivers. Join us LIVE on Ollie Otter's Facebook page for a virtual Q&A session and panel discussion of all things child passenger safety. Send us your questions at JBrewer@tntech.edu.



TENNESSEE HIGHWAY SAFETY OFFICE
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