Office of Criminal Justice Services

Highway Safety Plan

Federal Fiscal Year

2012

Ohio Department of Public Safety
EDUCATION • SERVICE • PROTECTION

State of Ohio
FFY 2012 Highway Safety Plan
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Executive Summary

402 Program

The Federal Highway Safety Act of 1966 directed the U.S. Department of Transportation to administer various highway safety programs. This grant program provides federal funds administered through the Ohio Department of Public Safety / Office of Criminal Justice Services – Traffic Safety (OCJS – TS) to eligible entities to be used for such projects as traffic safety education, enforcement and engineering projects. Funds are to be used for highway safety support based on problem identification, with the intent of reducing overall fatal and injury crashes. This program operates on a reimbursement basis.

Highway Safety Office Program

Housed under the Ohio Department of Public Safety (ODPS) within the Office of Criminal Justice Services, the Traffic Safety Section administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities, as well as the state funded Third Grade Seat Belt Education Program. The staff consists of the Federal Programs Manager, Business Manager/GRANTS System Administrator, Regional Programs Manager/LEL Coordinator, Social Researcher, Traffic Safety Resource Prosecutor (TSRP), Special Projects Coordinator, Administrative Assistant, three Planners, Grants Coordinator and a Fiscal Specialist. The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into three regions and a Planner is assigned to manage the grants within each region. Each Planner is responsible for overseeing and monitoring programmatic activity on each grant. The Regional Programs Manager/LEL Coordinator oversees the planners and coordinates the four regional law enforcement liaisons. The Grants Coordinator and Fiscal Specialist are responsible for the fiscal activity on each grant. The Business Manager/GRANTS System Administrator oversees the Grants Coordinator and Fiscal Specialist, manages the web-based grants management system, coordinates the HSP and AER. The Administrative Assistant and Special Projects Coordinator assist with the national campaigns, planning assessments, and other projects as needed throughout the year. The Federal Programs Manager oversees all staff mentioned above and is responsible for all activities of the office. The TSRP increases the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving and reports to OCJS' Executive Director. The Executive Director and Chief Policy Advisor for OCJS oversee the Traffic Safety Section.

Competitive grant proposals are accepted and reviewed annually by the OCJS, with funds awarded to traffic safety projects that will have the greatest impact on reducing fatal crashes or that significantly improve traffic safety systems. Since partnerships are critical to the long-term success of a project effort, applicants are encouraged to develop broad-based support and commitment by officials and constituent groups toward addressing traffic safety concerns.

Each grant proposal must focus on one or more of these priority program areas – restraint use, impaired driving, speed management, motorcycle safety, youthful driver, distracted driving, traffic records and / or engineering. In addition, competitive grant proposals must include an evaluation strategy designed to assess the impact of proposed project activities on the selected priority area(s). Based on the proposed strategies, each grant proposal must show how the effectiveness of the proposed activities will be measured.

The FFY 2012 competitive grant process solicited grant proposals for highway safety activities from state agencies, non-profit organizations, colleges, universities, hospitals, political subdivisions and other interested groups within Ohio counties and jurisdictions (based upon the number of fatal crashes). OCJS uses a targeted approach to ensure a statewide effort that will satisfy state highway safety goals and that a minimum of 40 percent of federal funds are allocated to local jurisdictions. One hundred and seventy-four grant proposals have been received for FFY 2012. Federal funds have been tentatively allocated to 63 of Ohio's 88 counties representing 91.1 percent of Ohio's population (not counting the Ohio State Highway Patrol, whose grants operate on a statewide basis).

Many components of the FFY 2012 Highway Safety Plan are reflected in Ohio's Strategic Highway Safety Plan (SHSP). The SHSP strategically addresses Ohio's most problematic traffic safety issues and relies on a collaborative approach by the State's many safety partners to implement effective programs that impact motor vehicle crashes on Ohio's roadways.

Fatalities and Injuries

In 2010, there were 1,080 fatalities and 10,175 serious injuries in traffic crashes. The number of fatalities in Ohio has decreased 9.32 percent since 2008 and the number of injuries has increased .61 percent in the same timeframe.

Top Priorities

Ohio has prioritized its problem areas as follows: Impaired Driving, Restraint Usage, Motorcycles, Speed, Youth, Traffic Records, Multicultural, Pedestrian and Roadway Safety. This selection was determined based upon problem identification as it relates to the core measures.

Major Strategies

Research

After many years of relying solely on Miami University of Ohio for research projects, Ohio's Traffic Safety section will now have a social researcher in-house. The Office of Criminal Justice Services has a Policy and Research Section. This section has hired a social researcher for the Traffic Safety Section. Miami University of Ohio will still be used for conducting the statewide observational seat belt survey and the four telephone surveys. The social researcher will be conducting problem identification, program evaluation and coordinating all data related grants.

Overall, fatalities have trended down in the last five years from 1,238 to 1,080. With the help of the new in-house social researcher, Ohio will use the data included in this Highway

Safety Plan and current crash data to narrow down the who, what, where, when and why of the fatal crashes to determine the target audiences for its programming.

Impaired Driving

In an added effort to reduce the impaired driving problem in Ohio, grants are being awarded to the Ohio State Highway Patrol (OSHP) to conduct additional checkpoints and saturation patrols across the state. With all the additional checkpoints and saturation patrols (OSHP, OVI Task Forces, High Visibility Enforcement Overtime grants), funds are being allocated for additional personnel at the OSHP laboratory to process OVI samples from these cases. Ohio is also entering the second full year of its Drug Recognition Expert Program (DRE). By the end of FFY 2011, Ohio expects to have up to 34 certified DREs. The added number of DREs will mean additional samples being sent to the OSHP laboratory for processing, therefore, funds are also being provided for more lab personnel.

Restraint Usage

Miami University will redesign the statewide observational seat belt survey to comply with NHTSA's new methodology and oversee the surveys again this year. Ohio will utilize the new social researcher to determine where seat belt programming can be most effectively used to increase Ohio's seat belt usage rate.

Motorcycles

While motorcycle fatalities have decreased over the last three years, the 2010 number is still higher than it was five years ago. Alcohol related fatal crashes are decreasing; however alcohol still plays a role in over 28 percent of motorcycle fatal crashes. A trend that appears to be on the rise is speed related motorcycle fatal crashes. Ohio will continue to use the Ride SMART (Sober, Motorcycle endorsed, Alert, Right Gear and Trained) campaign to address these issues. The sober, alert and right gear components have already been implemented and will continue to be used. In FFY 2012, the trained component will be developed and implemented.

Speed

Ohio's speed related fatality number has fluctuated; however the number is about the same as it was five years ago. The area that appears to be on the rise is speed related fatal crashes among motorcycles. Speed related fatal crashes among youthful drivers have remained fairly constant. Ohio will analyze the speed related fatal crashes to determine what additional programming efforts may be more effective for these target audiences.

Youth

Ohio's youthful drivers (age 20 and under) are dying unbelted, in speed related crashes and in alcohol related crashes. Ohio will focus youth programming on a variety of topics: impaired driving, seat belt usage, distracted driving, safe driving (includes speed).

Traffic Records

Through the Traffic Records Coordinating Committee, three new projects have been submitted and approved by NHTSA for funding for FFY 2012. These projects include updating EMS databases, re-writing the OH-1 crash report file to accommodate the changes in the new report and training for officers on completing the new OH-1. New fields on this

report include: vehicle identification number (VIN), driver distractions (both electronic devices and external distractions), the way location data is captured and more accurate unit types. Existing projects such as Location Based Response System (LBRS) will continue until all of Ohio's roadways have been mapped to improve traffic crash location information in order to improve highway safety analysis, as well as enable quick response of emergency responders.

Multicultural

Multicultural grants will continue in Ohio to address community needs. Programming for these communities will be based mainly on population and national problem identification. Programming will focus on getting traffic safety messaging delivered to the target audience in the appropriate method. This could mean translating materials or presenting the message in a culturally meaningful way. Ohio will fund grants to address African American, Hispanic and Asian communities.

Pedestrian

Pedestrian fatalities are a small portion of the total fatalities in the state. Ohio will continue to fund local programs to address pedestrian fatalities based on local problem identification. In FFY 2012, the Franklin County Safe Communities program will continue its efforts to reduce pedestrian fatalities in Franklin County.

Roadway Safety

Ohio continues to fund small roadway safety studies to determine short term and long term recommendations to reduce crashes at intersections or along corridors. Intersections must be among the jurisdictions top ten crash intersections. Additional funding is provided to the Ohio Department of Transportation for Engineering Training.

This Highway Safety Plan (HSP) is submitted using preliminary 2010 data. Once this data has been finalized, the data will be re-analyzed. Ohio will continue to analyze current 2011 data as it becomes available. If new trends emerge or are discovered by the social researcher through additional problem identification, Ohio will submit a revised HSP.

Mission Statement

The Office of Criminal Justice Services – Traffic Safety mission statement is: Save lives and reduce injuries on Ohio's roads through leadership and partnering efforts with others interested in traffic safety, utilizing the most innovative and efficient methods possible of managing state and federal resources.

Key Partners

Ohio works closely with many partners throughout the year to assist in identifying problems and infrastructure needs. These partners include but are not limited to: NHTSA, Federal Highway Administration (FHWA), Governor's Highway Safety Association (GHSA), Ohio Department of Transportation (ODOT), Public Utilities Commission (PUCO), Buckeye State Sheriff's Association (BSSA), Ohio Association of Chiefs of Police (OACP), Mid-Ohio Regional Planning Committee (MORPC), Crash Outcome Data Evaluation System (CODES), Ohio State Highway Patrol, (OSHP), Motorcycle Ohio, American Motorcycle

Association (AMA), Emergency Medical Services (EMS), University of Akron, Miami University of Ohio, Countywide OVI Task Forces, Safe Communities Advisory Committee and sub-grantees.

Legislation

OCJS – TS will continue to have the ODPS Legislative Liaison track transportation related legislation and provide the NHTSA Regional Office with a monthly tracking sheet.

Problem Identification

Problem Identification Process/Project Selection Process

A variety of resources are used to determine and prioritize the State's traffic safety problems and traffic safety-related infrastructure needs. Federal priorities and the National Highway Traffic Safety Administration (NHTSA) Region 5 regional action plan are reviewed. Past evaluations and recommendations are reviewed from resources such as the most recent NHTSA assessments (motorcycle, impaired driving, occupant protection for children, traffic records and EMS), *Countermeasures That Work*, results from University of Akron's data analysis on motorcycle crashes and results from annual observational seat belt surveys and telephone surveys to identify program direction.

Meetings with federal, state and local partners throughout the year also assist in identifying problems and infrastructure needs. Examples of these meetings include but are not limited to the following partners: Ohio's Strategic Highway Safety Plan (SHSP) planning committee and subcommittees, Traffic Records Coordinating Committee (TRCC), ODOT's Office of Systems Planning and Program Management Section, Ohio's multicultural populations, OVI Task Forces, Safe Communities Advisory Committee, motorcycle safety strategic planning committee, Crash Outcome Data Evaluation System (CODES) Board of Directors, Commercial Vehicle Strategic Plan planning committee, national and regional NHTSA meetings, the Governor's Highway Safety Association annual meeting and the national LifeSavers conference. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state's identified problems and countermeasures that will be considered for funding.

In addition to the document review and participation in meetings, Office of Criminal Justice Services – Traffic Safety (OCJS – TS) analyzes Ohio's demographic, registration, driver license and crash data. For FFY 2012, an in-depth analysis of traffic crash data was conducted to not only identify and prioritize the states traffic safety problems, but to target fatal crash locations for traffic safety programming. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2006, 2007, 2008, 2009 and 2010 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2006, 2007, 2008, 2009 and 2010. Ohio's demographic, registration, driver license and crash data can be found on pages eight through twenty-eight.

Once the state's problems have been identified, the grant solicitation package is developed. The grant solicitation package identifies the types of grants that will be considered for review (e.g., high visibility enforcement overtime, OVI Task Force, Safe Communities, traffic engineering and general). Each year, the solicitation package is available online at http://ghsogrants.dps.state.oh.us/Portal.asp on April 15th. Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process.

A pre-proposal meeting is held for potential grantees in May to discuss the statewide goal, OCJS's expectations and answer questions. A review team consisting of OCJS – TS grant management staff (Executive Director, Chief Policy Advisor, Federal Programs Manager, Regional Programs Manager and Business Manager), Grant Coordinator, the assigned regional Planner and regional Law Enforcement Liaison assist in reviewing the grant proposals. Ohio Department of Transportation (ODOT) district and headquarter staffs assist in reviewing traffic engineering proposals to ensure they align with ODOT planned projects. The review team determines if each proposal: meets the submission requirements; addresses an identified problem; is likely to have an impact; clearly states proposal activities; contains and adequate evaluation plan; and contains a cost effective budget. During the review, the review team also looks at mapped locations of fatalities to verify that they match the areas proposed for activities. County Fact Sheets that provide detailed problem identification information for the county are reviewed to ensure activities proposed are aligned with local problem identification. These fact sheets are developed by ODOT and are provided to the sub-grantee during the proposal process.

The grant management staff compiles a list of all proposals received. The list is submitted to the OCJS Executive Director with funding recommendations. The OCJS Executive Director and ODPS Director/GR make the final decision on which proposals will be funded.

Ohio focuses the majority of its grant funding toward counties and jurisdictions with the highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year, grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.

Ohio has prioritized its problem areas as follows: Impaired Driving, Restraint Usage, Motorcycles, Speed, Youth, Traffic Records, Multicultural, Pedestrian and Roadway Safety. This selection was determined based upon problem identification as it relates to the core measures.

Ohio Demographics

The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2007 – 2009 3 – Year Estimates Survey.*

Population	
Total	11,530,508
Male	5,624,327
Female	5,906,181

Race	
White	84.0 Percent
Black/African American	11.7 Percent
Hispanic or Latino	2.7 Percent
Asian	1.5 Percent

School Enrollment	
Total	3,004,041
Nursery/Kindergarten	336,497
Elementary	1,205,803
High School	658,731
College/Graduate	803,010

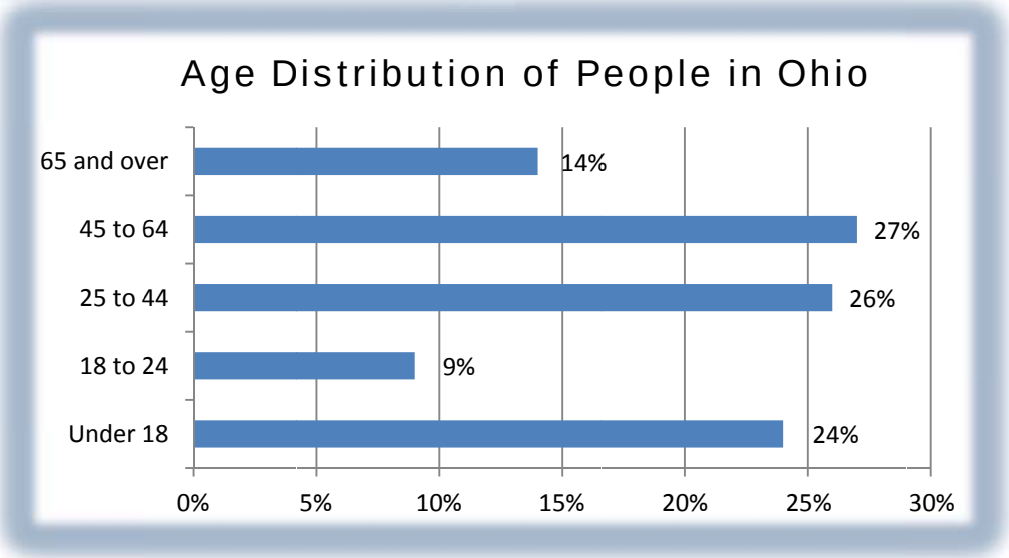
Nativity	
Native Born	96.3 Percent
Foreign Born	3.7 Percent

Education	
At Least High School	87.3 Percent
Bachelor's or higher	24.0 Percent

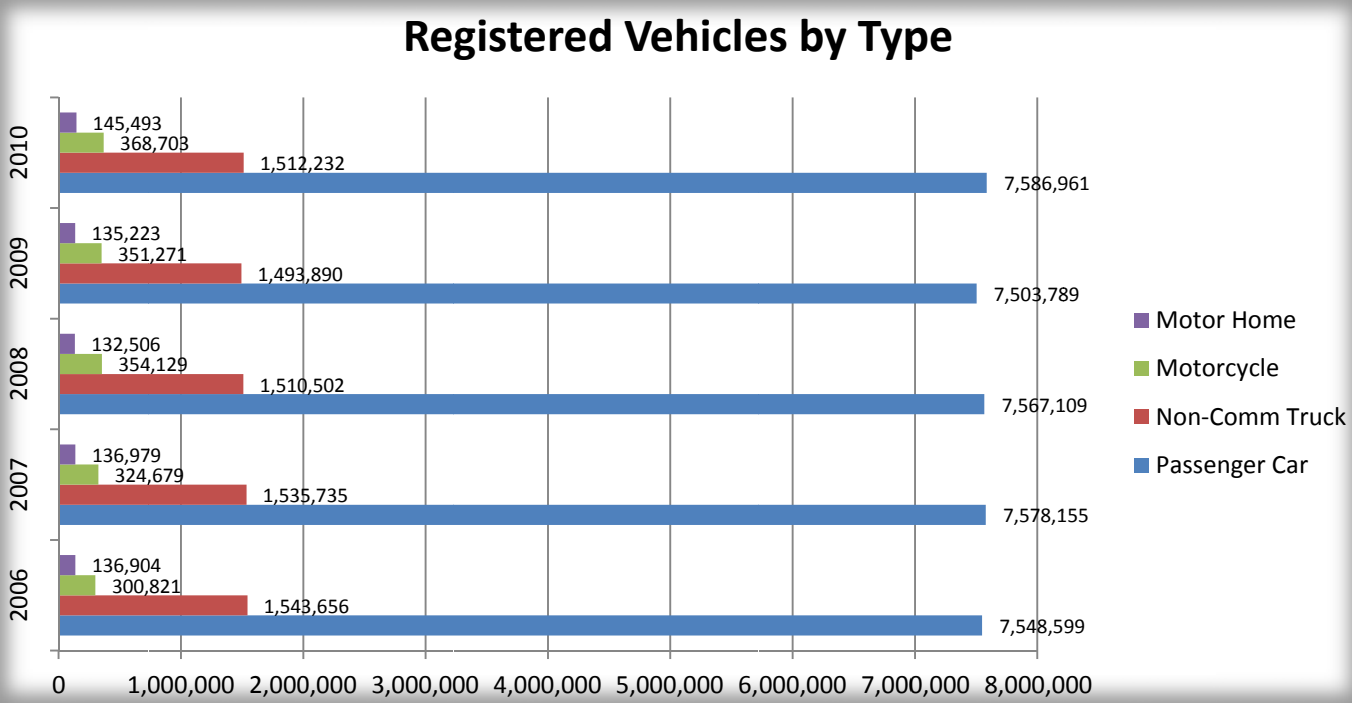
Language Spoken at Home	
English	93.9 Percent
Other Language	6.1 Percent

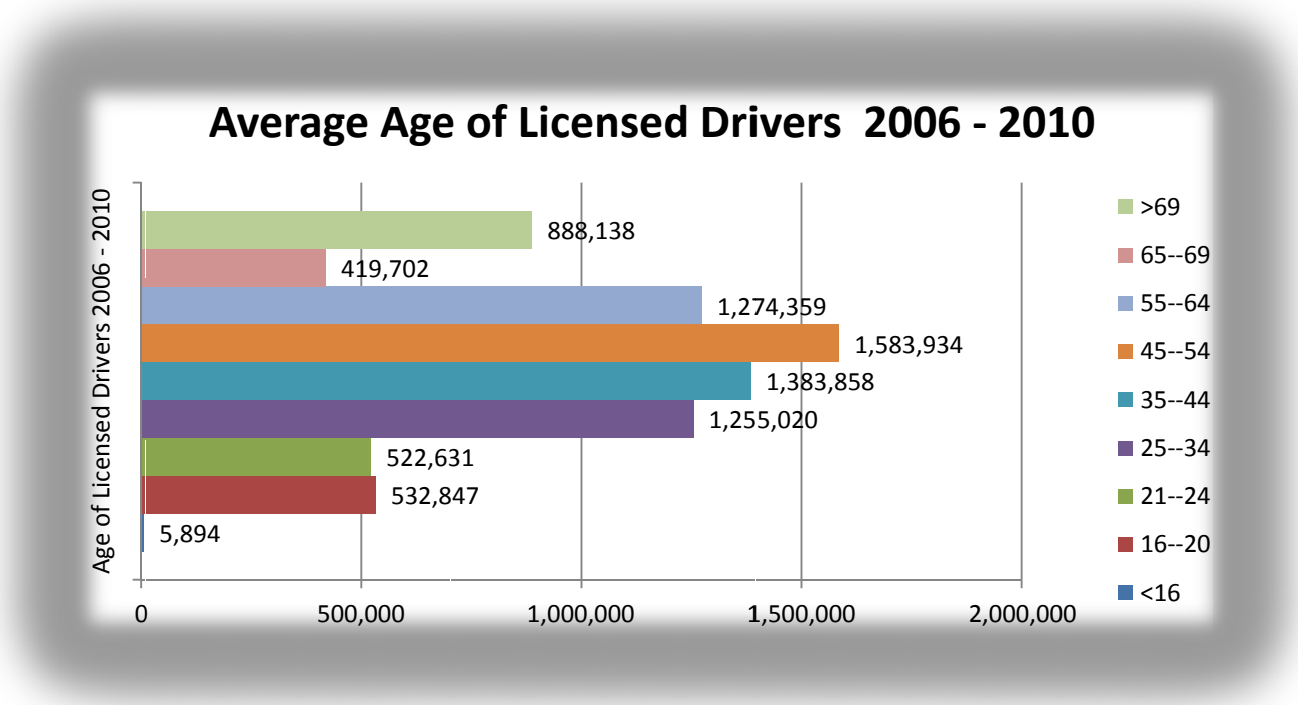
Work Commute	
Drove Alone	82.8 Percent
Carpooled	8.5 Percent
Walked	2.3 Percent
Public Transportation	1.9 Percent
Other	1.1 Percent
Average Commute	22.8 Minutes

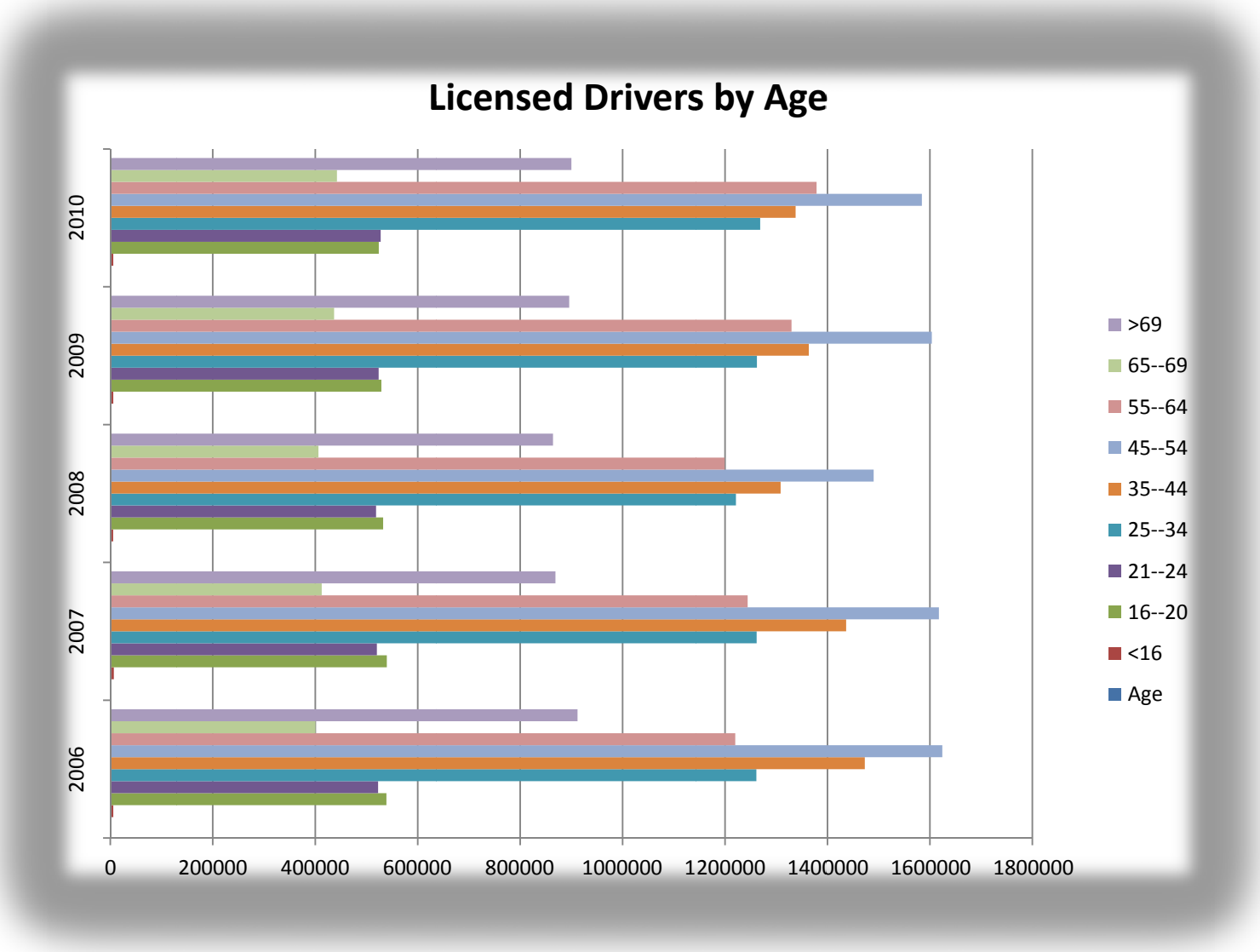
Other Language	
Spanish	33.9 Percent
Asian/Pacific Islander	15.6 Percent
Other Language	50.4 Percent
Speak English Less than "Very Well"	36.2 Percent

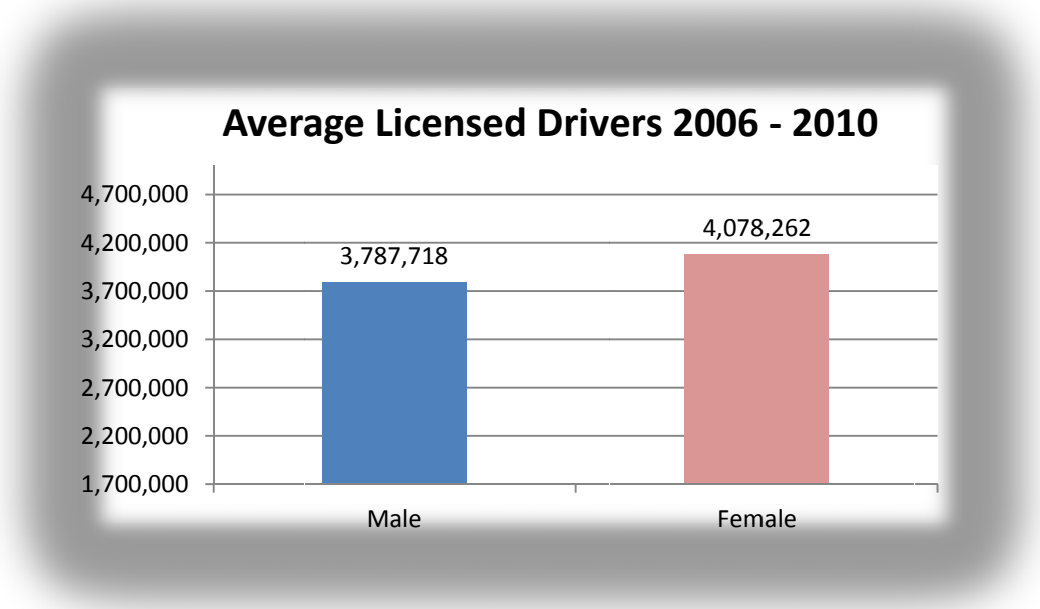


Vehicle Registration/Driver License Data





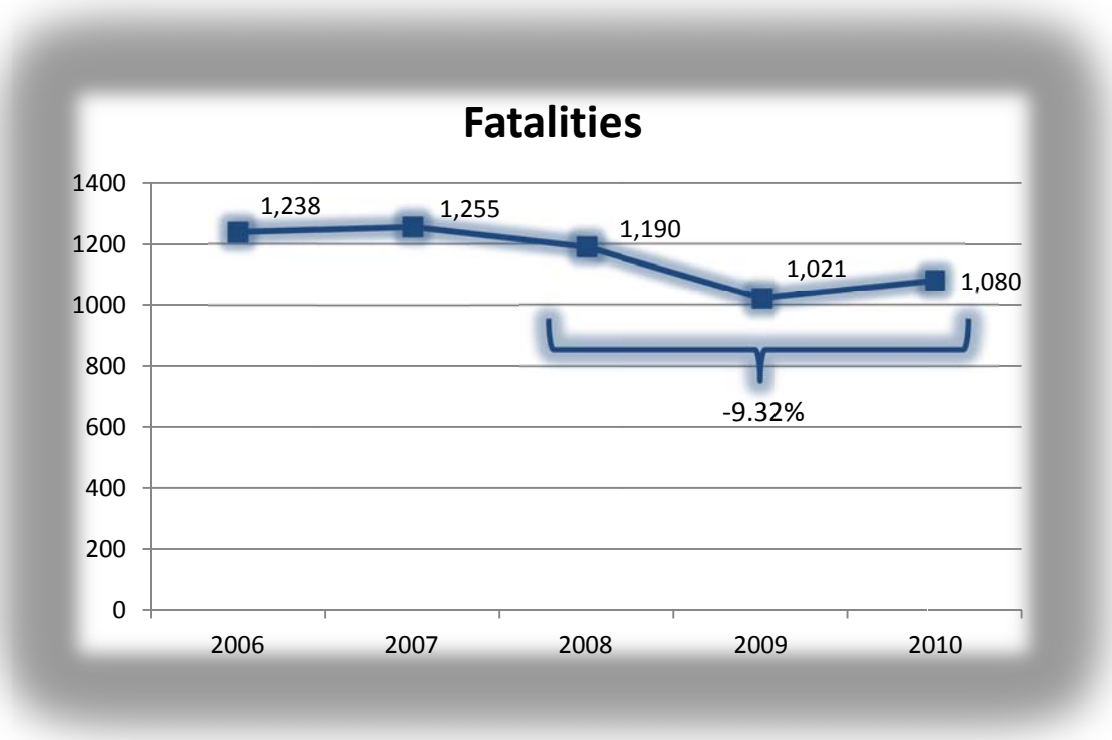

Licensed Drivers by Age
2010
2009
2008
2007
2006
0
200000
400000
600000
800000
1000000
1200000
1400000
1600000
1800000
>69
65--69
55--64
45--54
35--44
25--34
21--24
16--20
<16
Age


Average Licensed Drivers 2006 - 2010
4,700,000
4,200,000
3,700,000
3,200,000
2,700,000
2,200,000
1,700,000
3,787,718
4,078,262
Male
Female

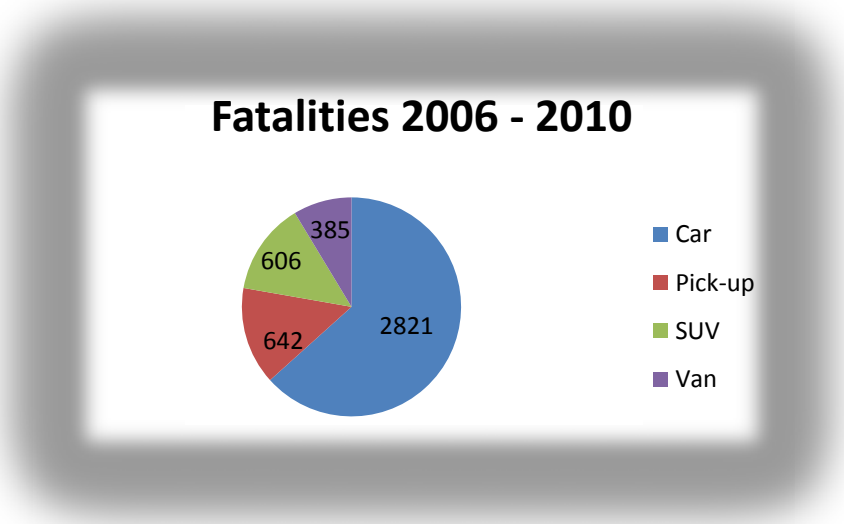
Ohio Data Analysis and Identified Problem Areas

Fatality/Serious Injury

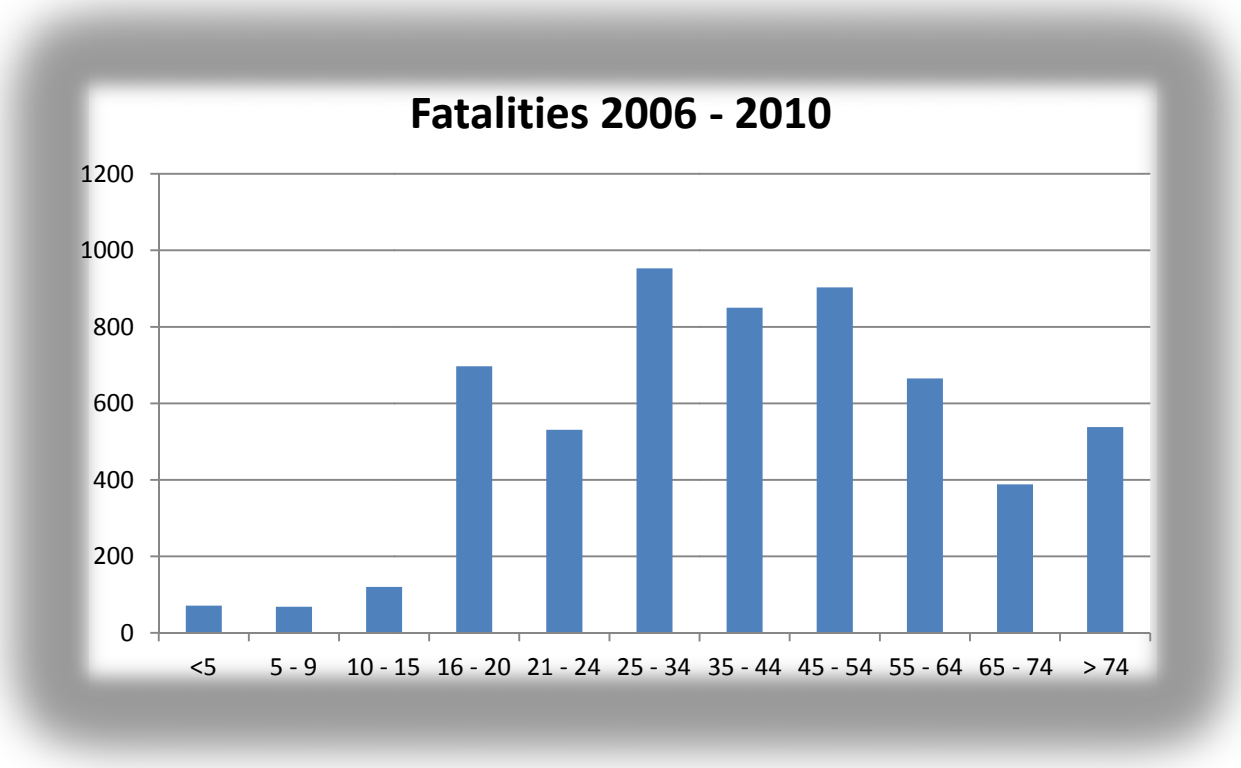
In 2010, there were 1,080 traffic fatalities. The number of traffic fatalities has decreased 9.32 percent over the three-year period (2008 – 2010).



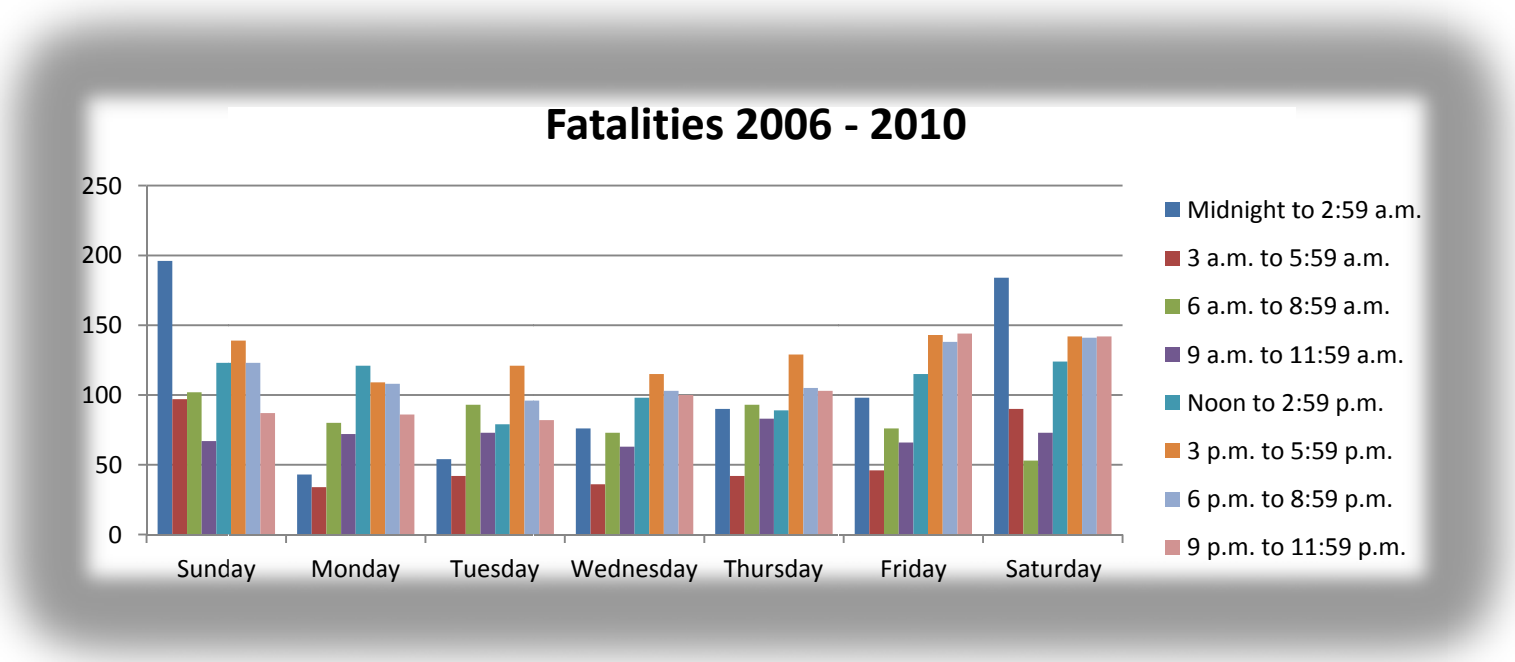
Between 2006 and 2010, 63.34 percent of all fatalities occurred in cars and 14.41 percent occurred in pick-up trucks.



Fatalities occurred most often in the 25 – 34 age group, then the 45 - 54 age group and the 35 - 44 age group.



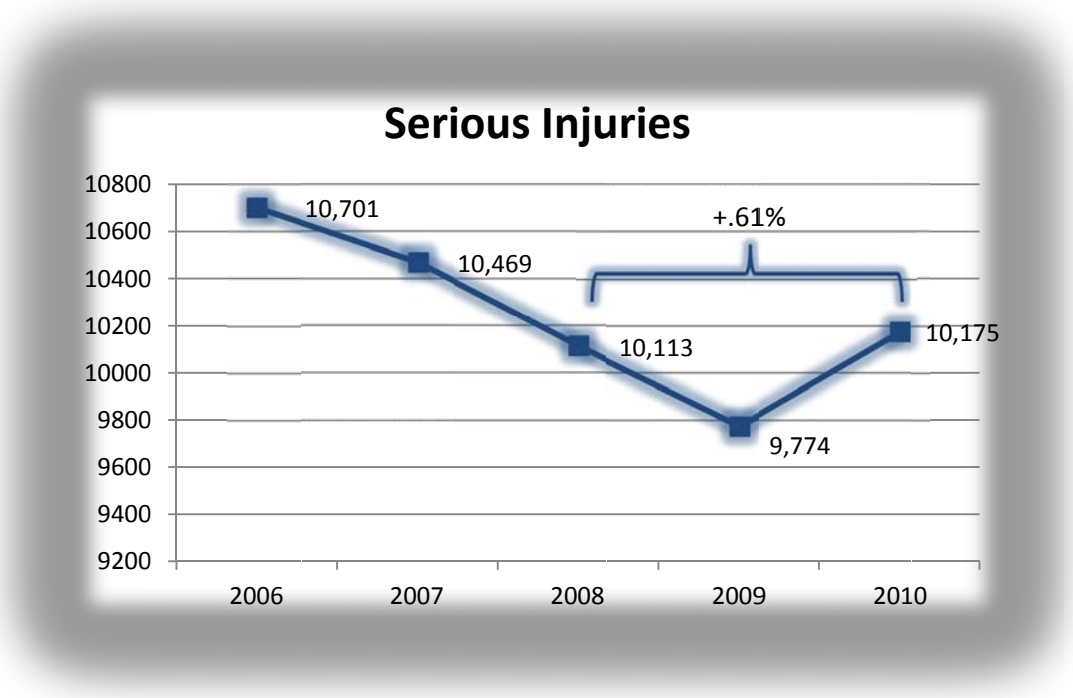
Between 2006 and 2010, 7.04 percent of fatal crashes occurred between midnight and 3:00 am on Saturday and Sunday mornings. These times are much higher than any other day of week/time frame.



Between 2006 and 2010, 64.90 percent of all fatal crashes occurred on rural roadways.

In 2010, the fatality rate or death rate (fatalities/vehicle miles traveled) was 0.95. The fatality rate has decreased 13.64 percent over the three-year period (2008 – 2010). The urban fatality rate was 0.49 and has decreased 16.95 percent and the rural fatality rate was 1.87 and has decreased 13.02 percent during the same time period.

In 2010, there were 10,175 serious injuries in traffic crashes. This number has increased 0.61 percent over the three-year period (2008 – 2010).



Analysis

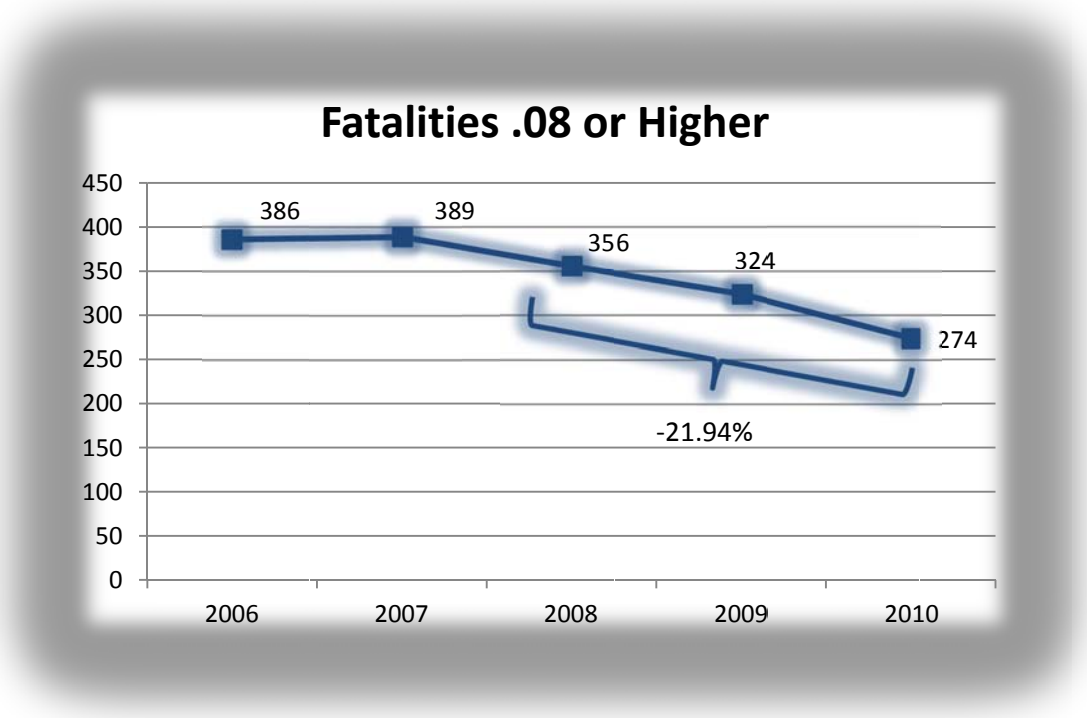
Fatalities increased slightly in 2010 (up 5.78 percent); however overall fatalities are still trending down over the last three years (9.32 percent) and the last five years (12.76 percent). To date in 2011, Ohio is showing a decrease in fatalities compared to the same time in 2010. Ohio must allocate resources based on problem identification in order to continue this positive trend.

Only 33.65 percent of Ohio's Vehicle Miles Traveled (VMTs) are rural, however 64.90 percent of all fatal crashes occur on rural roadways. Ohio will use the model (earned media (education/outreach), paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Even though Ohio is showing a slight increase in serious injuries over the last three years (.61 percent), the number has still decreased 4.92 percent over the last five years. Ohio will collect data on serious injuries to see if the slight increase is a trend or if problem identification warrants attention in this area.

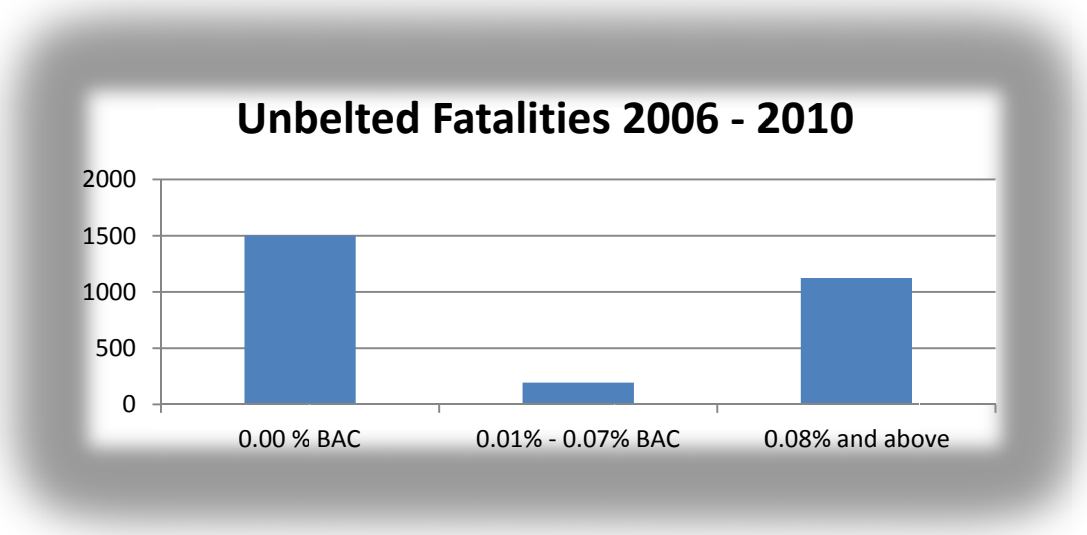
Impaired Driving

In 2010, there were 274 fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 21.94 percent over the three-year period (2008 – 2010). This represents 25.37 percent of all fatalities in Ohio.



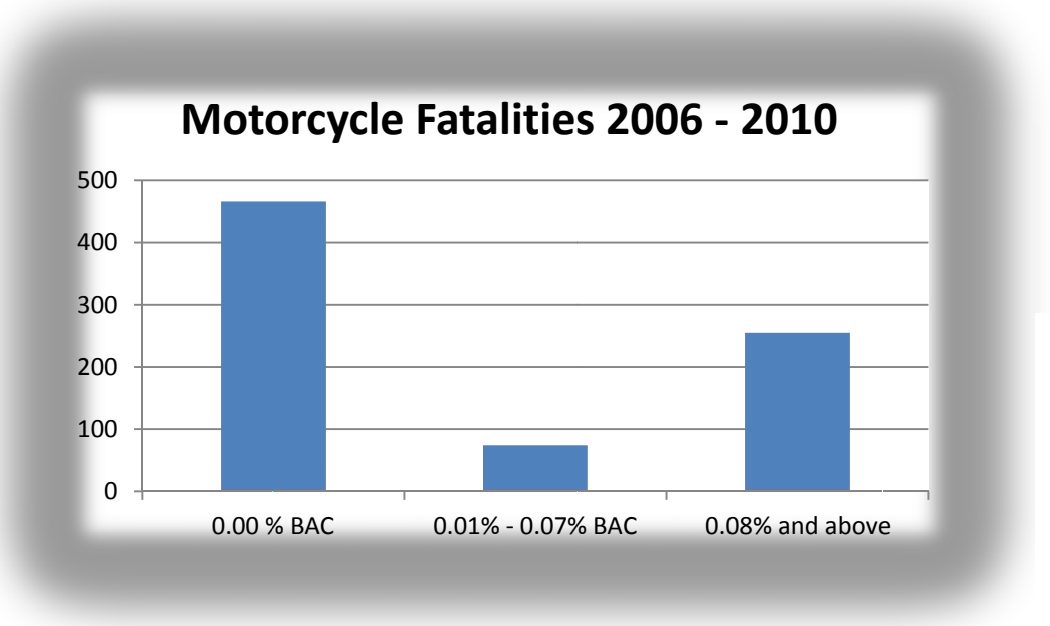
In 2010, there were 385 alcohol-related fatal crashes (Ohio Traffic Crash Facts) in Ohio. This number has decreased 6.55 percent over the three-year period (2008 – 2010).

Unbelted fatalities that tested between .01 and .07 BAC accounted for 6.88 percent of all unbelted fatalities between 2006 and 2010. Test results showing 0.00 BAC accounted for 53.25 percent and .08 percent and above accounted for 39.87 percent.

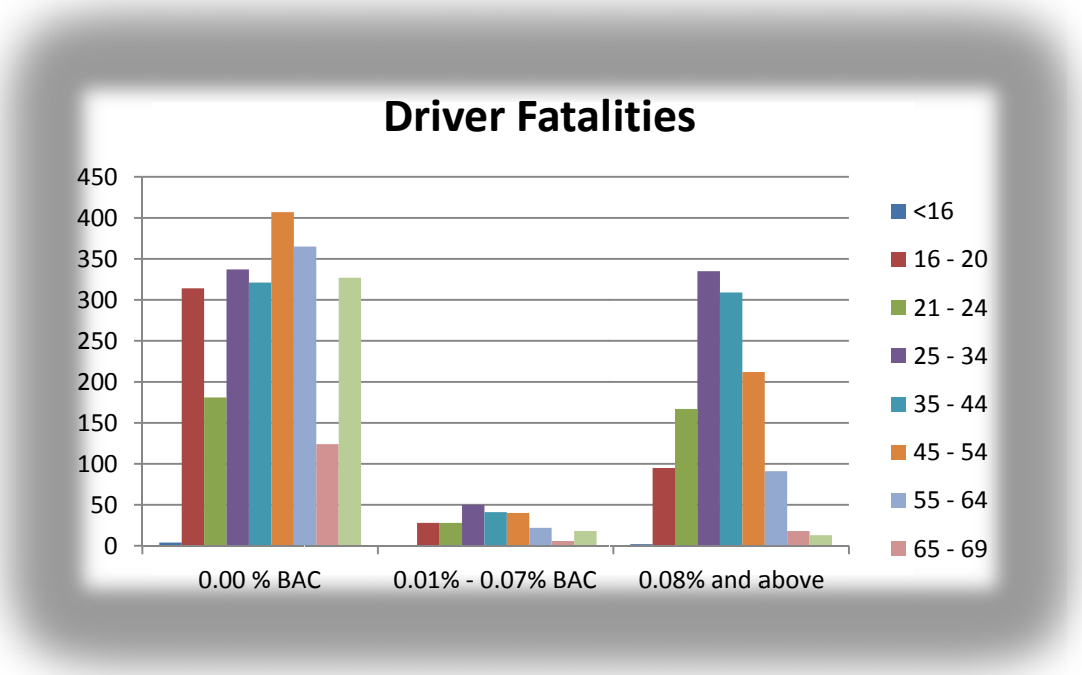


In 2010, there were 52 motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 14.75 percent over the three-year period (2008 – 2010).

Motorcycle operator fatalities that tested between .01 and .07 BAC accounted for 8.30 percent of all motorcycle fatalities between 2006 and 2010. Test results showing 0.00 BAC accounted for 52.24 percent and .08 percent and above accounted for 28.59 percent.



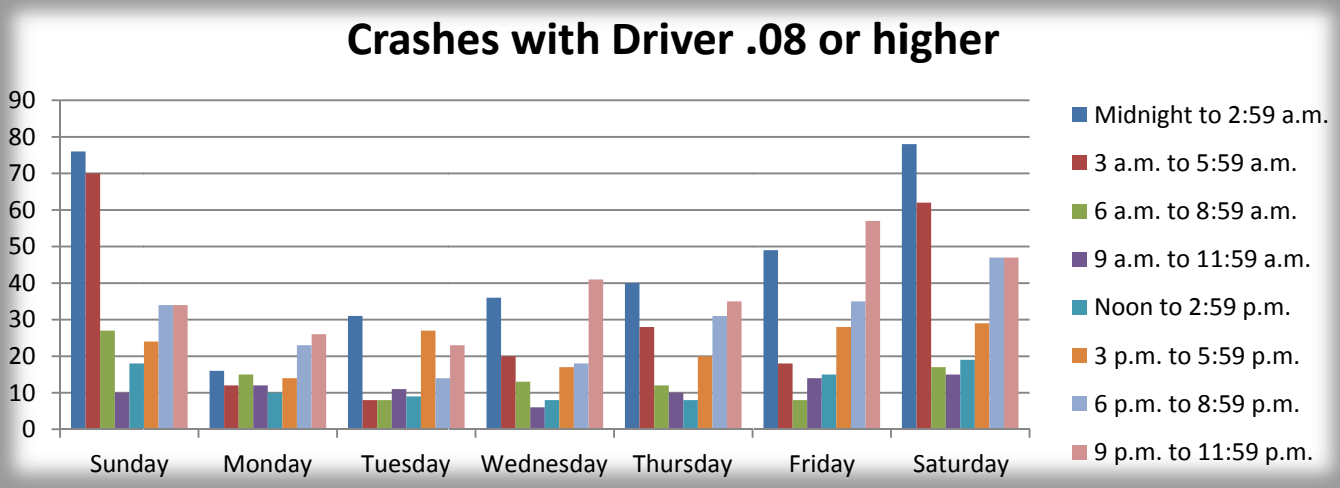
Between the years of 2006 and 2010, the age groups of 25 – 34 and 35 – 44 were nearly identical in number and were significantly higher than any other age group in driver fatalities with a BAC of .08 or higher.



Pedestrian fatalities that tested between .01 and .07 BAC accounted for 36.21 percent of all pedestrian fatalities between 2006 and 2010. Test results showing 0.00 BAC accounted for 40.95 percent and .08 percent and above accounted for 22.84 percent. See chart under Pedestrian.

Between 2006 and 2010, 85.37 percent of the crashes involving a driver with a BAC of .08 or higher were male. Over sixty-six percent of the crashes involving a driver with a BAC of .08 or higher, occurred on a rural roadway.

Between 2006 and 2010, 10.74 percent of the crashes involving a driver with a BAC of .08 or higher occurred between midnight and 3:00 am on Saturday and Sunday mornings. The next highest periods are between 3:00 am and 6:00 am on Saturday and Sunday mornings with 9.21 percent.



Analysis

Almost 40 percent of all unbelted fatalities tested .08 BAC or higher. Ohio will examine this data to determine what countermeasures will be effective on this target audience.

Even though motorcycle operator fatalities with a .08 BAC or higher have decreased 14.75 percent over the last three year period (2008 – 2010), Ohio will still continue to focus efforts toward impaired riding. Over 28 percent of motorcycle operator fatalities tested a .08 BAC or higher.

Drivers between 25 - 34 and 35 - 44 are the two highest age groups of driver fatalities that tested .08 or higher. These two groups were nearly identical in number (335 and 309 respectively) and were significantly higher than any other age group.

On 85.37 percent of fatal crashes where the driver tested a .08 BAC or higher, the driver was male. Male drivers only account for 48.15 percent of licensed drivers.

Sixty-six percent of crashes that had the driver test a .08 or higher occurred on a rural roadway. Only 33.65 percent of Ohio's VMTs are rural.

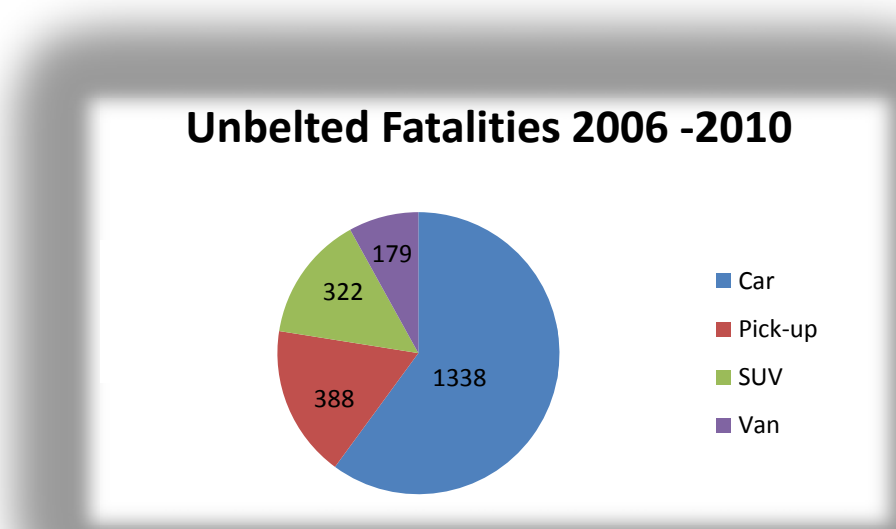
Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to reach the target audiences of: motorcyclists, males aged 25 – 44 and rural Ohio during the peak alcohol times of weekend nights.

Occupant Protection

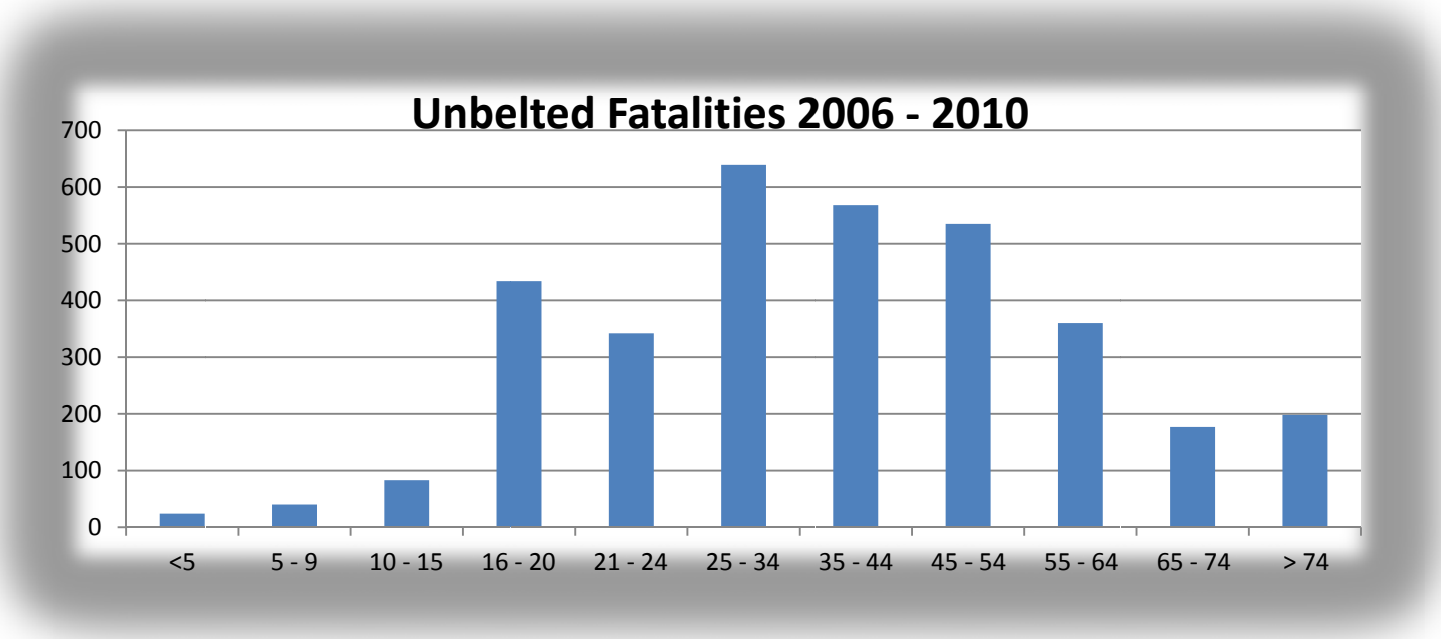
In 2011, Ohio reached a new high with an 84.1 percent observed seat belt use rate.

Even though Ohio's unrestrained passenger vehicle occupant fatalities rose slightly in 2010 to 420, Ohio still showed a 5.19 percent decrease since 2008. The number of unrestrained occupants (all seat positions) fatalities represents 38.89 percent of all fatalities in 2010.

Between 2006 and 2010, 60.08 percent of all unbelted fatalities occurred in cars and 17.42 percent occurred in pick-up trucks.

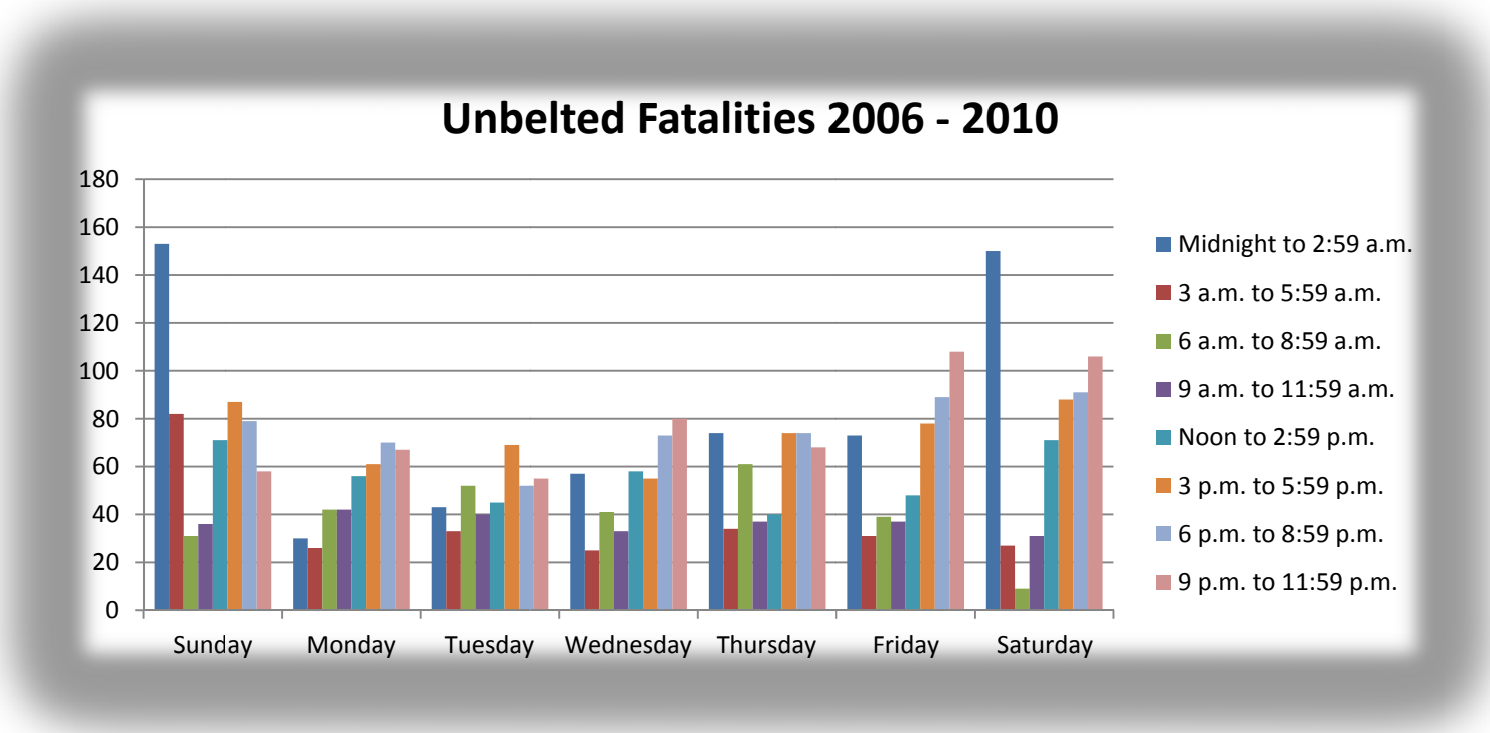


Unbelted fatalities occurred most often in the 25 – 34 age group, then the 35 – 44 age group and the 45- 54 age group.



Between 2006 and 2010, 74.35 percent of unbelted fatalities were male. Between 2006 and 2010, 64.00 percent of all unbelted fatalities occurred on a rural roadway.

Between 2006 and 2010, 9.07 percent of unbelted fatalities occurred between midnight and 3:00 am on Saturday and Sunday mornings. The next highest periods are 6.41 percent on Friday and Saturdays between 9 pm and midnight.



Unbelted fatalities that tested between .01 and .07 BAC accounted for 6.88 percent of all unbelted fatalities between 2006 and 2010. Test results showing 0.00 BAC accounted for 53.25 percent and .08 percent and above accounted for 39.87 percent. See chart under Impaired Driving.

Analysis

Even though Ohio has reached an all-time record high of 84.1 percent seat belt usage rate, we are still short of our original goal of 85 percent. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to increase observed the seat belt usage rate to 84.7 percent by the end of 2012 and to 85.9 percent by the end of 2014.

Between 2006 and 2010, 60.08 percent of all unbelted fatalities occurred in cars and 17.42 percent occurred in pick-up trucks. In comparison, 63.34 percent of all fatalities occurred in cars and 14.41 percent occurred in pick-up trucks.

Unbelted fatalities are occurring most often in the 25 – 34 age group. However, the 35 – 44, 45 – 54 and 16 - 20 age groups are not far behind.

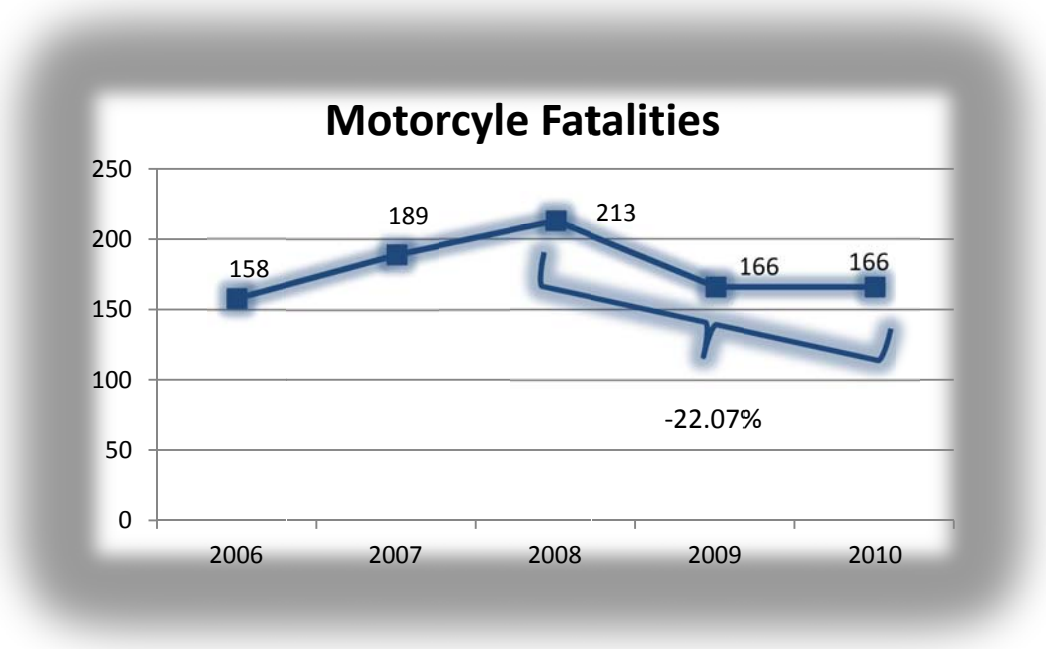
Ohio's population is 48.75 percent male; however 74.35 percent of the unbelted fatalities are male.

Only 33.65 percent of Ohio's VMTs are rural; however 63.97 percent of the unbelted fatalities occurred on rural roadways.

Between the years of 2008 and 2010, 39.59 percent of all fatalities were unbelted. Over 15 percent of all unbelted fatalities occurred on Friday and Saturday nights. Ohio will also focus efforts on the areas mentioned above (pick-up truck drivers, ages 16 – 20 and 25 – 54, males and rural roadways) to decrease the percent of unbelted fatalities.

Motorcycle Safety

In 2010, there were 166 motorcycle fatalities. The number has shown a decrease of 22.07 percent over the three-year period (2008 – 2010). Motorcycle fatalities represent 15.37 percent of all fatalities in 2010.

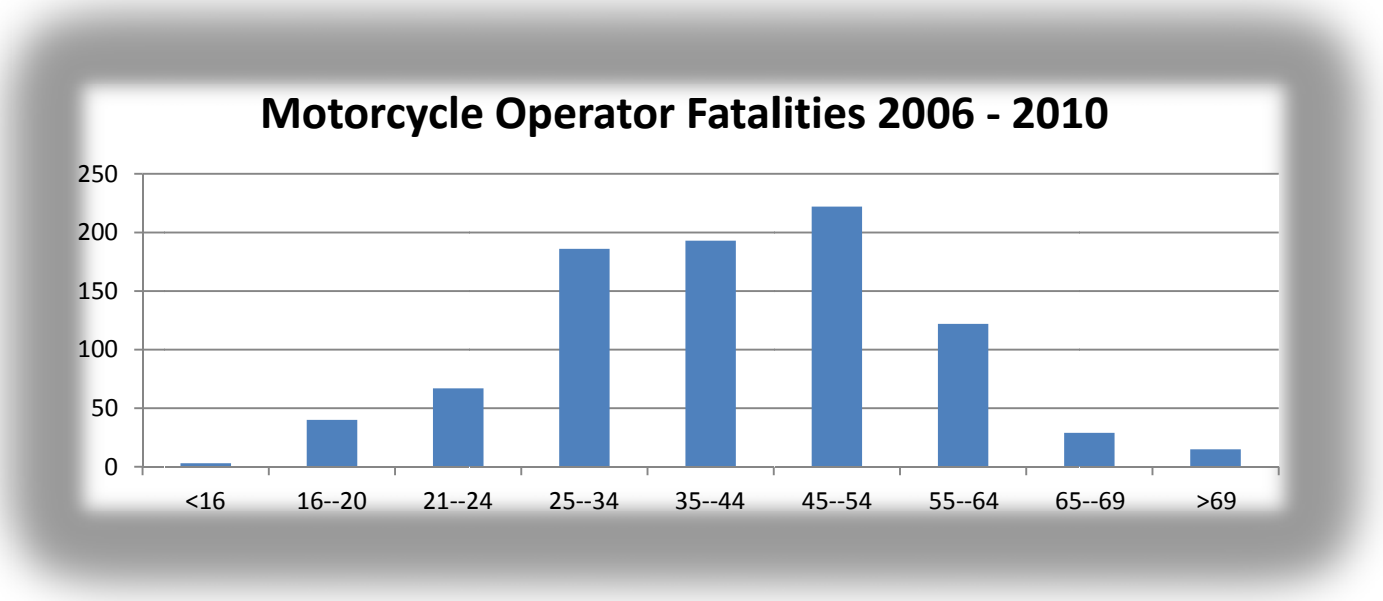


Of the 166 motorcycle fatalities in 2010, 74.10 percent, or 123 motorcyclists were un-helmeted. This number has a decrease of 15.75 percent over the three-year period (2008 – 2010).

In 2010, there were 52 motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL. This number had decreased 14.75 percent over the three-year period (2008 – 2010).

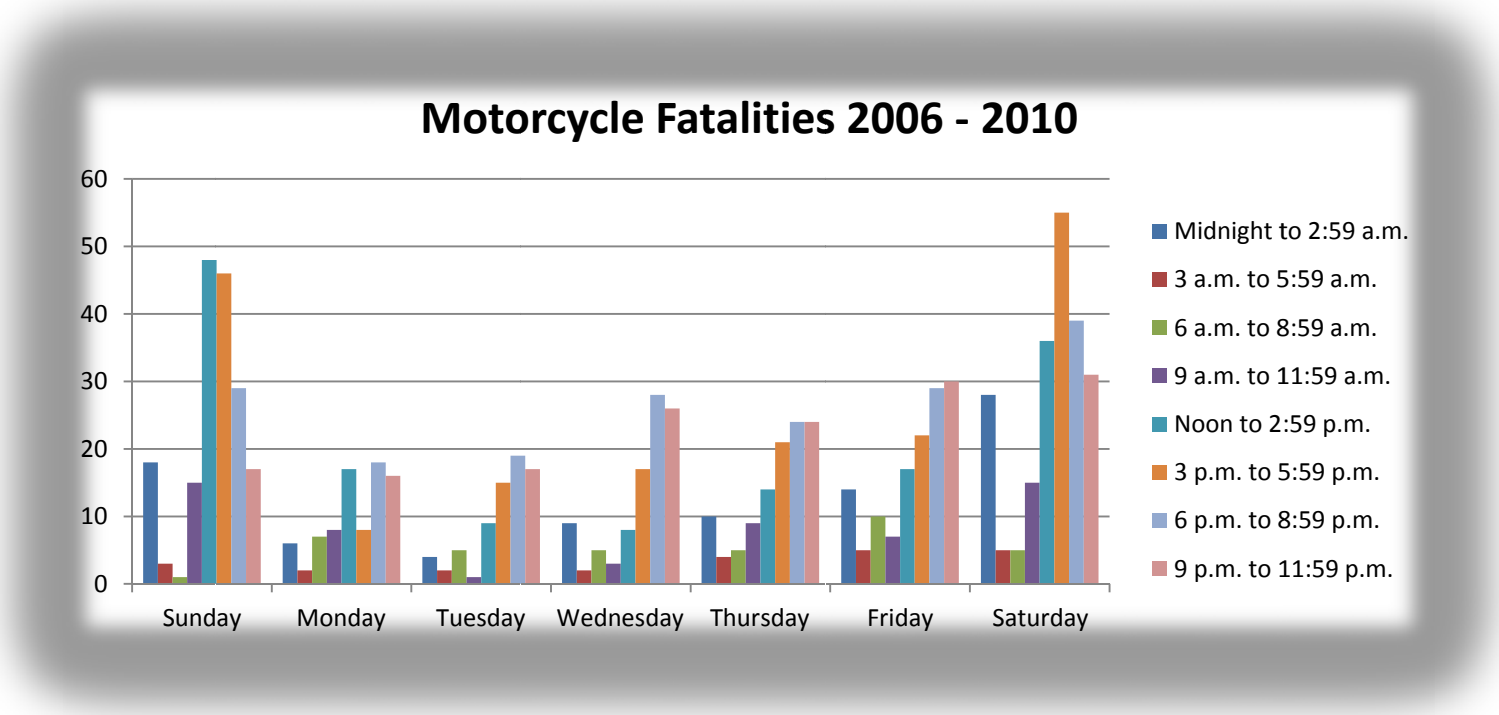
In 2010, there were 55 speed-related motorcycle fatal crashes. This number has increased 12.24 percent over the three-year period (2008 – 2010).

Motorcycle fatalities occurred most often in the 45 - 54 age group, then the 35 – 44 age group and the 25 - 34 age group.



Between 2006 and 2010, 96.78 percent of motorcycle operator fatalities were male. Over 62 percent of the motorcycle fatal crashes occurred on a rural roadway.

Between 2006 and 2010, 6.19 percent of motorcycle fatalities occurred between 3 pm and 6 pm on Saturday afternoons. The next highest periods are 5.41 percent between noon and 3:00 pm and 5.18 percent between 3 pm and 6 pm on Sunday.



Motorcycle operator fatalities that tested between .01 and .07 BAC accounted for 8.30 percent of all motorcycle fatalities between 2006 and 2010. Test results showing 0.00 BAC accounted for 52.24 percent and .08 percent and above accounted for 28.59 percent. See chart under Impaired Driving.

Analysis

Many of the numbers involving motorcycles are moving the right direction; however Ohio still has problems to address. The number of motorcycle fatalities has decreased over the last three years; however the number is still higher than it was five years ago. Un-helmeted fatalities are also declining; however 74.09 percent of the motorcycle fatalities are still un-helmeted. The number of motorcycle operators that were involved in a fatal crash has also decreased, however they still represent 15.37 percent of the crashes.

The one number that is on the rise is speed-related fatal motorcycle crashes. This number has increased 12.24 percent over the last three years and represents 31.33 percent of the fatal crashes.

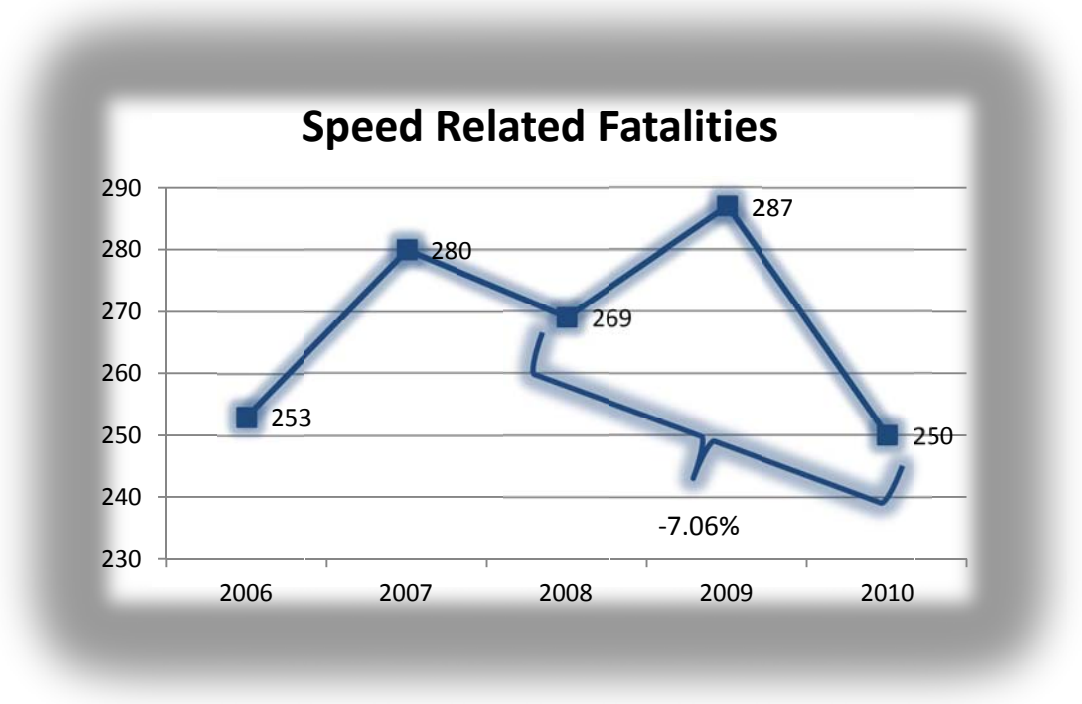
Most of the operator fatalities are occurring in the following age groups: 45 – 54, 34 – 44 and 25 – 34.

Only 37.65 percent of Ohio's VMTs are rural; however over 62 percent of the motorcycle fatal crashes are occurring on rural roadways.

Based on this data, Ohio will focus its efforts to increase helmet use, reduce impaired riding and speeding among males aged 25 – 54 riding on Ohio's rural roadways during the peak times of Saturday and Sunday afternoons.

Speed Management

In 2010, there were 250 speeding-related fatalities. This number has shown a decrease of 7.06 percent over the three-year period (2008 – 2010). Speeding represents 23.15 percent of all fatalities in 2010.



In 2010, there were 55 speed-related motorcycle fatal crashes. This number has increased 12.24 percent over the three-year period (2008 – 2010).

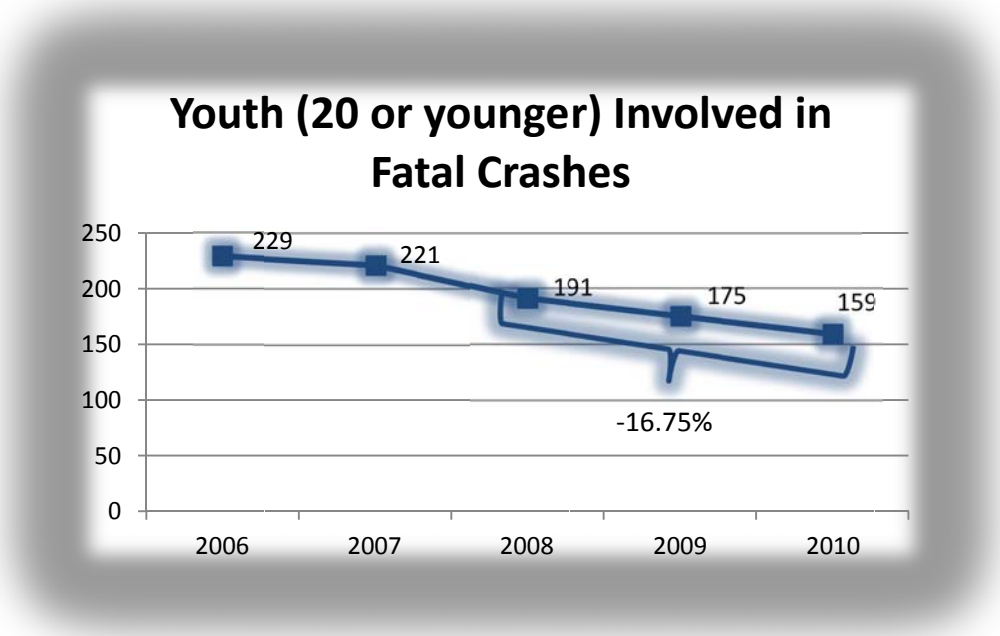
In 2010, there were 60 speed-related fatal crashes involving drivers 20 or younger. This number showed a slight decrease in 2009, but it was 60 in 2008 as well.

Analysis

Speed-related fatal crashes have fluctuated, back to almost the same number as five years ago. Speed related fatal crashes have increased in motorcycle crashes and have remained constant in drivers 20 or younger. These two groups combined make up 46 percent of all speed-related fatal crashes for 2010. Ohio will continue to analyze the speed related fatal crashes to determine what programming efforts will be more effective for these target audiences.

Youthful Driver

In 2010, there were 159 drivers 20 or younger involved in fatal crashes. This number has shown a 16.75 percent decrease over the three-year period (2008 – 2010).



In 2010, there were 23 drivers 20 or younger involved in fatal crashes with a blood alcohol concentration of .08 g/dL or higher. This number has increased 9.50 percent over the three-year period (2008 – 2010).

In 2010, there were 60 speed-related fatal crashes involving drivers 20 or younger. This number showed a slight decrease in 2009, but it was 60 in 2008 as well.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes steadily over the last five years. This number is down over 30 percent. The number of speed-related fatal crashes involving this age group has remained constant since 2008. Unfortunately, the number of drivers ages 20 or younger involved in fatal crashes with a BAC of .08 or higher has increased during the last three years.

Ohio will continue to focus efforts towards this age group with an emphasis on impaired driving.

Traffic Records

In 2009, Ohio participated in a Traffic Records Assessment. The report identified that improvements could be made in the following areas: timeliness of crash report submission and timeliness of data processing electronic citations.

Analysis

Ohio will be working on the following projects this year: LBRS, Crash Data Export, EMS Incident Reporting System, Crash Data Accessibility Rewrite, and Statewide Police Crash Report (OH1) Upgrade Training.

Multicultural

According to a Census Bureau Community 2007 – 2009 3-Year Estimate Survey, Ohio's population is 11,530,508 which is an increase of 56,525 over the last survey. The Black/African American population has remained steady at 11.7 percent; White has remained at 84.0 percent and Asian has remained at 1.5 percent. The Hispanic/Latino population has increased .2 percent to 2.7 percent. Of the people that speak a language other than English at home, the ones that responded that they speak English less than "Very Well" increased from 35.5 percent to 36.2 percent. The figures in the survey only represent those who responded to the survey. Based upon a Community Research Partners survey, it is estimated that Columbus, Ohio has the second largest Somali population in the United States. The estimated population in 2007 was 15,000. Ohio also had growing communities of Hispanic and Asian. Vital traffic safety materials need to be translated and meaningful to the Limited English Proficient population per Title VI of the Civil Rights Act of 1964; Sections 503/504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CFR Parts 21 & 27.

A report from NHTSA estimated that 4.7 percent of deaths from all causes in the Latino community are from traffic crashes, compared with 1.6 percent for the white population. The black population was 1.8 and the Asian-American population was 2.5, Native Americans were 6.8. This report did not specifically use information from Ohio, but generalized all traffic crashes and populations from data provided from other states (Ohio does not take racial information on crash reports). Source: *Governor's Highway Safety Association (GHSA) A Multicultural Primer for State Highway Safety Offices* – presented at the 2009 GHSA Conference.

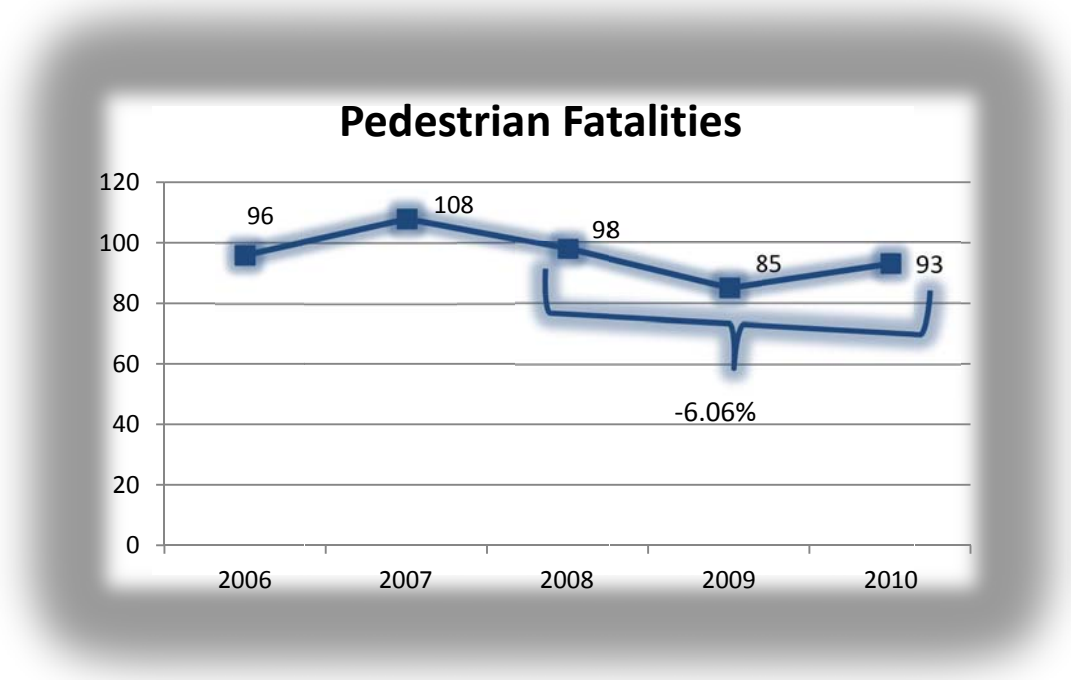
The census Department projects the U.S. will be more racially and ethnically diverse in 2050. Multicultural groups that now represent about one-third of the population are expected to become the majority in 2042 and grow to 56 percent of the population in 2050. Source: U.S. Census Bureau Press Release, August 14, 2008; *An Older and More Diverse Nation by Mid-Century.*

Analysis

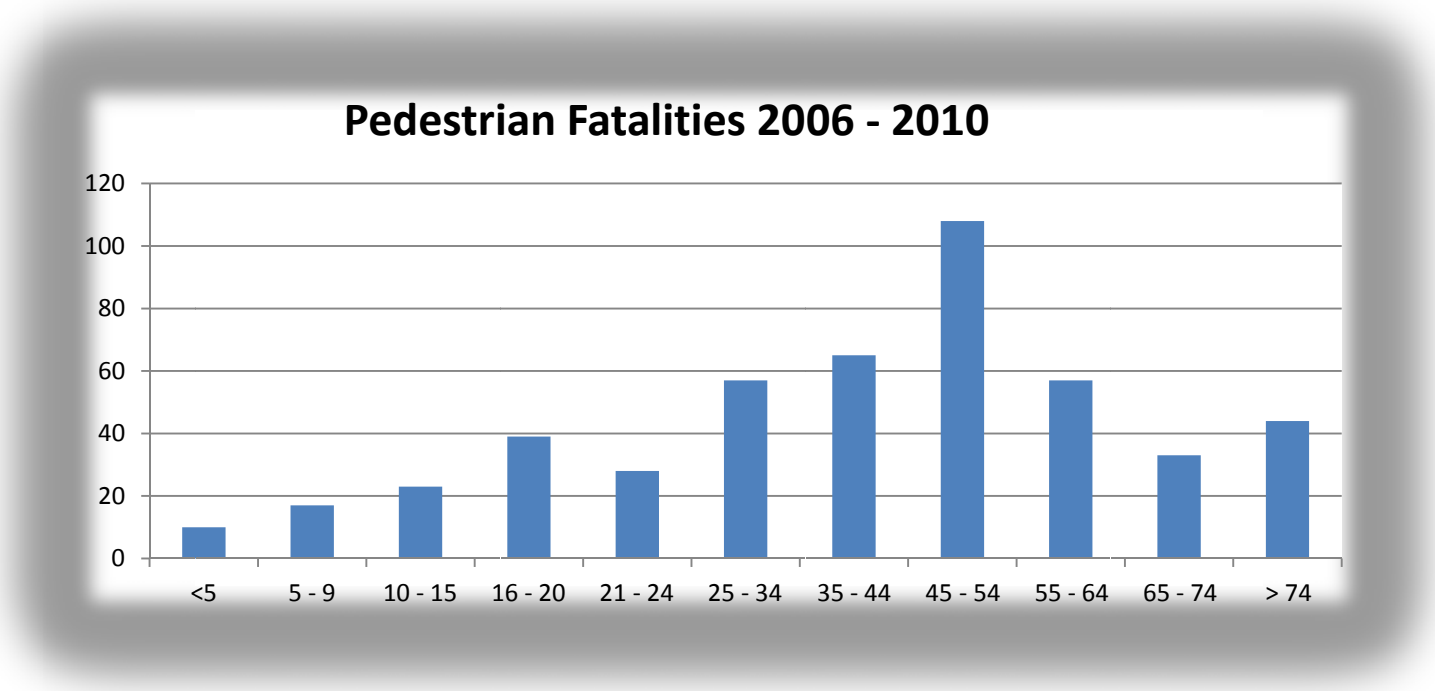
Ohio will continue to translate/produce traffic safety related materials in languages as needed. The need will be determined by state and local population estimates. Programming for these communities will be based mainly on population and national problem identification. Programming will focus on getting traffic safety messaging delivered to the target audience in the best available method. This could mean translating materials or presenting the message in a culturally meaningful way. Funding for these programs will be proportionate to the population.

Pedestrian Safety

In 2010, there were 93 pedestrian fatalities. This number reflects a 6.06 percent decrease over the three-year period (2008 – 2010). Pedestrian fatalities represent 8.61 percent of all fatalities in 2010.

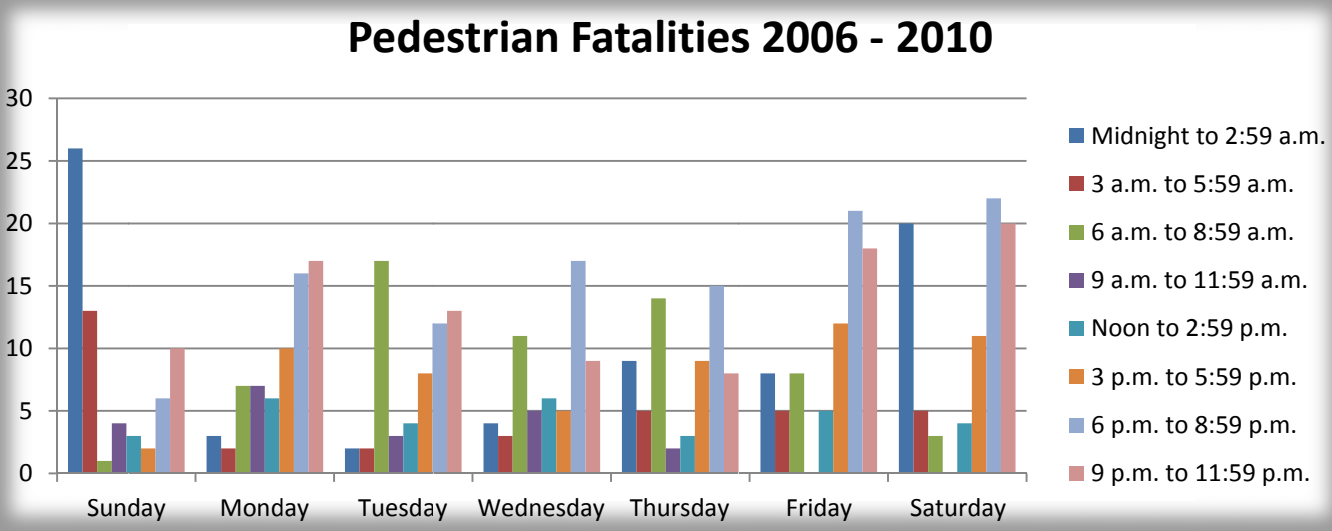


Pedestrian fatalities occurred most often in the 45 – 54 age group, then the 35 – 44 age group and the 25 – 34 and 55 - 64 age groups.

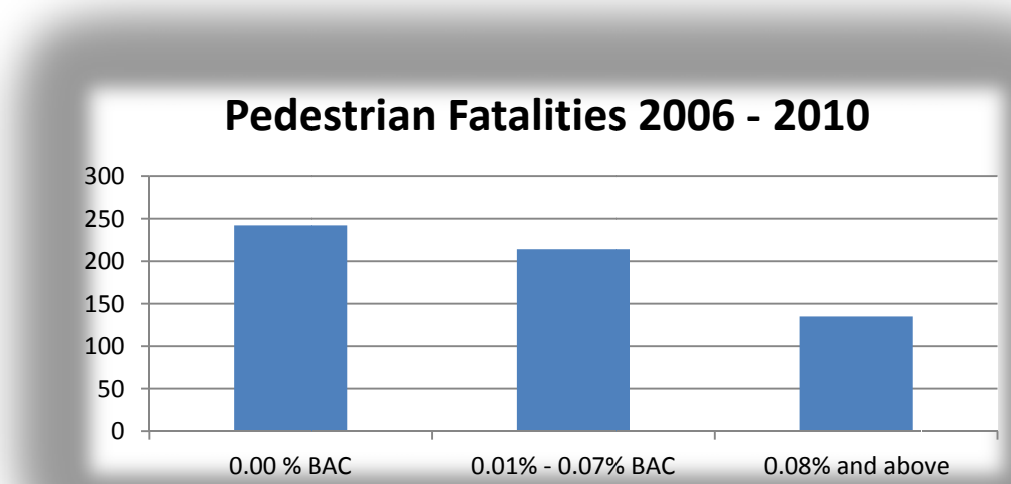


Between 2006 and 2010, 67.15 percent of pedestrian fatalities were male. Over 60 percent of the pedestrian fatalities occurred on an urban roadway.

Between 2006 and 2010, 5.41 percent of pedestrian fatalities occurred between Midnight and 3 am Sunday morning. The next highest periods are 4.57 percent between 6 pm and 9 pm Saturday evening and 4.37 percent between 6 pm and 9 pm Friday evening.



Pedestrian fatalities that tested between .01 and .07 BAC accounted for 36.21 percent of all pedestrian fatalities between 2006 and 2010. Test results showing 0.00 BAC accounted for 40.95 percent and .08 percent and above accounted for 22.84 percent.



Analysis

Ohio has made some progress in this fatality area, pedestrian fatalities are down slightly over the last three years. Pedestrian fatalities are occurring most often in the 45 – 54 age group. Fatalities in the next three age groups (35 – 44, 25 – 34 and 55 – 64) are significantly lower than those in the 45 – 54 age group.

Ohio's population is 48.75 percent male; however 67.15 percent of pedestrian fatalities are male.

Sixty percent of pedestrian fatalities occur on urban roadways.

Fifty-nine percent of all pedestrian fatalities tested some level of alcohol: 36.21 percent .01 - .07 BAC and 22.84 percent .08 BAC or higher.

Pedestrian fatalities occur most often on Sundays between Midnight and 3:00 am. The next closest day/time frames are Friday and Saturday evenings between 6 pm and 9 pm.

Looking at the statistics statewide, the pedestrian problem appears to be among adults, in urban areas, that have some level of alcohol involvement on the weekends. However, since pedestrian fatalities are only 8.61 percent of all fatalities, Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. In FFY 2012, Columbus Health Department requested funding for pedestrian activities in their Safe Communities proposal. Franklin County had 13 fatalities in 2010, 12 in 2009 and 19 in 2008. These fatalities are 15.94 percent of the statewide fatalities in those years.

Roadway Safety

Roadway safety studies are needed to identify potential safety-related countermeasures and develop cost estimates for improvements. Each jurisdiction requesting funding must show that the location that will be studied is in their top ten intersections for fatal and/or serious injury crashes. These locations are forwarded to ODOT for review to ensure that locations are in need of the study, are a problem, and have not been studied recently.

Analysis

The locations proposed in FFY 2012 have a total of 114 injury crashes. While it may be several years later, these studies will be tracked to see if the recommendations that were made have been followed and to see if the crash numbers at these locations have improved.

Note:

All 2010 data is preliminary data. All figures and percentages in this section are subject to changes once the 2010 FARS data has been finalized.

Ohio Performance Measures

Core Outcome Measures 2006 – 2010

	Description	2006	2007	2008	2009	2010	3 Year Avg.	Percent Change 2008 - 2010
C-1	Number of traffic fatalities	1,238	1,321	1,191	1,021	1,080	1,097	-9.32
C-2	Number of serious injuries in traffic crashes	10,701	11,051	10,113	9,774	10,175	10,021	.61
C-3a	Fatalities Per 100 Million Vehicle Miles Traveled (Total)	1.11	1.20	1.10	.92	.95	.99	-13.64
C-3b	Fatalities Per 100 Million Vehicle Miles Traveled (Rural)	2.30	2.22	2.15	1.81	1.87	1.94	-13.02
C-3c	Fatalities Per 100 Million Vehicle Miles Traveled (Urban)	.53	.67	.59	.49	.49	.52	-16.95
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	503	583	443	399	420	421	-5.19
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher	386	395	351	324	274	316	-21.94
C-6	Number of speeding-related fatalities	253	276	269	287	250	269	-7.06
C-7	Number of motorcyclist fatalities	158	178	213	166	166	182	-22.07
C-8	Number of un-helmeted motorcyclist fatalities	117	132	146	130	123	133	-15.75
C-9	Number of drivers 20 or younger involved in fatal crashes	229	252	191	175	159	175	-16.75
C-10	Number of pedestrian fatalities	96	95	99	85	93	92	-6.06

Source: FARS and State Crash Data Files

Core Behavior Measure 2007 – 2011

	Description	2007	2008	2009	2010	2011	Percent Change 2009 - 2011
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	81.6	82.7	83.6	83.8	84.1	.59

Source: Ohio Statewide Observational Seat Belt Survey

Core Activity Measure 2006 – 2010

	Description	2006	2007	2008	2009	2010	Percent Change 2008 - 2010
A-1	Number of seat belt citations issued during grant-funded enforcement activities	31,177	54,114	39,393	41,890	37,163	-5.66
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	4,962	9,160	6,029	8,268	7,185	19.17
A-3	Number of speeding citations issued during grant-funded enforcement activities	75,276	116,785	68,116	123,447	126,127	85.17

Source: FFY2006 AER, FFY2007 AER, Ohio GRANTS System

Ohio Vehicle Miles of Travel

Year	Vehicle Miles of Travel
2006	112,097,916,700
2007	111,063,748,100
2008	108,333,967,350
2009	110,775,675,000
2010	113,503,615,650
Percent Change 2008 – 2010	+4.77

Source: Ohio Department of Transportation

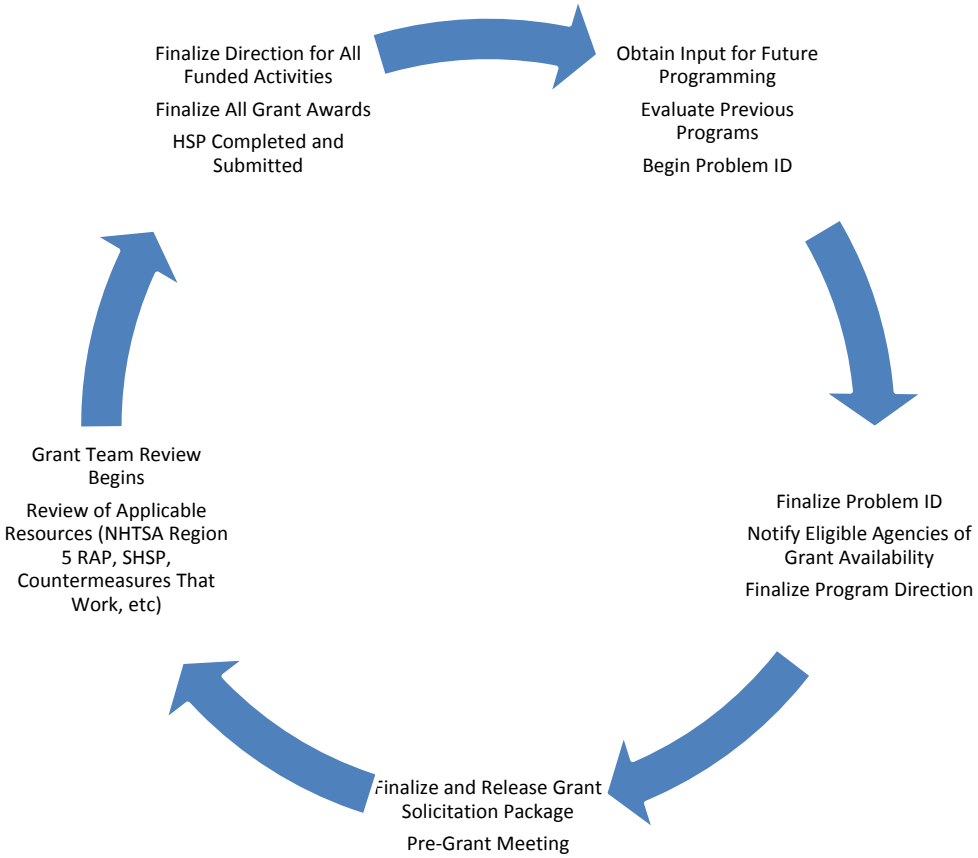
Goal Setting Process

Historically, Ohio crash data, VMT and population have been used to establish goals for priority areas including occupant protection, alcohol, speed and motorcycle. OCJS - TS analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and ODOT to set their goals for the upcoming fiscal year. These goals also take into account the national and regional goals developed by NHTSA. The amount of reduction/increase for each goal was set based on past trends. Miami University of Ohio reviewed and approved the methodology used. Preliminary 2010 FARS data was used in setting goals for FFY 2012.

Highway Safety Planning Process

At any given time during the year staff may be working on previous, current and upcoming fiscal year plans. While the planning process may be interrupted by unforeseen events and mandates, there is a general "rhythm" to putting an annual plan together.

Please note that meetings with federal, state and local partners occur continuously throughout the year; these meetings assist in identifying traffic safety problems and infrastructure needs.



Activity	Time Frame	Parties Involved
Obtain Input for Future Programming	Year – round	All Staff (Management, Social Researcher, Planners, Grant Coordinator, Special Projects Coordinator, Administrative Assistant, Law Enforcement Liaisons), Sub-grantees, Federal Partners, State Partners, Local Partners
Evaluate Previous Programs	October – December	Management, Planners, Social Researcher
Annual Evaluation Report (AER) Submitted	December 31	Management, Social Researcher, Planners
Begin Problem ID	January – February	Management, Social Researcher
Finalize Problem ID	March	Management, Social Researcher
Notify Eligible Agencies	April	Administrative Assistant, Planners, Law Enforcement Liaisons
Finalize Proposal Package	April	Management
Pre-Grant Meeting	May	Management, Planners, LELs, Potential Sub-Grantees
Highway Safety Plan (HSP) Development	May – August	Management, Social Researcher, Planners, Recommendations from "Obtain Input for Future Programming"
Proposal Deadline	July 1	
Proposal Review	July – September	Management, Planners, Grant Coordinator, Law Enforcement Liaisons
Proposal Recommendations	August	Management, Planners, Grant Coordinator, Law Enforcement Liaisons
HSP Submission	September 1	Management
Grant Executions	September	Management, Planners, Grant Coordinator
Pre-Activity Meeting	Sept 30 – Oct 3	Management, Planners, LELs, Sub-Grantees
HSP and Grant Implementation	October 1	Management, Planners, Grant Coordinator

Fatality Serious Injury Program Area

Overview

Problem Identification

- Fatalities increased slightly in 2010 (up 5.78 percent); however overall fatalities are still trending down over the last three years (9.32 percent) and the last five years (12.76 percent). To date in 2011, Ohio is showing a decrease in fatalities compared to the same time in 2010. Ohio must allocate resources based on problem identification in order to continue this positive trend.
- Only 33.65 percent of Ohio's Vehicle Miles Traveled (VMTs) are rural, however 64.90 percent of all fatal crashes occur on rural roadways. Ohio will use the model (earned media (education/outreach), paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.
- Even though Ohio is showing a slight increase in serious injuries over the last three years (.61 percent), the number has still decreased 4.92 percent over the last five years. Ohio will collect data on serious injuries to see if the slight increase is a trend or if problem identification warrants attention in this area.

Core Outcome Measures

- C-1) To decrease traffic fatalities 4.74 percent from the 2008 – 2010 calendar base year average of 1,099 to a 2009 – 2011 year average of 1,047 by December 31, 2012 and to a 2011 – 2013 year average of 950 by December 31, 2014.
- C-2) To decrease serious traffic injuries 2.35 percent from the 2008 – 2010 calendar base year average of 10,001 to a 2009 – 2011 year average of 9,766 by December 31, 2012 and to a 2011 – 2013 year average of 9,311 by December 31, 2014.
- C-3a) To decrease the mileage death rate 4.77 percent from the 2008 – 2010 calendar base year average of .99 to a 2009 – 2011 year average of .94 by December 31, 2012 and to a 2011 – 2013 year average of .86 by December 31, 2014.
- C-3b) To decrease the rural mileage death rate 4.73 percent from the 2008 – 2010 calendar base year average of 1.94 to a 2009 – 2011 year average of 1.84 by December 31, 2012 and to a 2011 – 2013 year average of 1.68 by December 31, 2014.
- C-3c) To decrease the urban mileage death rate 4.27 percent from the 2008 – 2010 calendar base year average of .52 to a 2009 – 2011 year average of .50 by December 31, 2012 and to a 2011 – 2013 year average of .46 by December 31, 2014.

Programming Efforts

All grant programs listed in the Highway Safety Plan will have the above Fatality/Serious Injury Problem Identification and Core Outcome Measures in addition to those listed specifically in the individual program areas.

Distracted Driving Earned Media Plan

The earned media plan will span the entire federal fiscal year. Messaging will be consistent with the National Communication Plan and will include the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners, and others interested in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio's Safe Communities programs and law enforcement partners.
- Weekly traffic safety e-mail broadcast.
- ODPS will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level	$0.00	Funding Source	N/C

Distracted Driving Materials

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with materials (e.g. banners, signs, posters, etc.) to promote the distracted driving message.

Funding Level	$50,000.00	Funding Source	402 DD

Sustained Distracted Driving Paid Media

The following is a projected media strategy for the paid media plan during 2012. An emphasis is being placed on working with media partners who not only reach all the driving population, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talent, on the ground events and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

Media tactics will include a combination of television, radio and print media that will be used to maximize the amount of resources for the sustained distracted driving paid media plan.

- The network and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70 – 75 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote responsible driving behaviors throughout the year.
- Bonus inventory will be negotiated with each media vehicle as available and will be a requirement to participate.

The sustained distracted driving paid media plan will complement the 2012 NHTSA National Communications Plan and the 2012 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

The sample media buy plan which is provided as an example of what will be purchased in 2012 can be found in Appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2011 telephone survey analysis.

Funding Level	**$200,000.00**	**Funding Source**	**402 PM**

High Visibility Enforcement Overtime (HVEO) Grant

See Impaired Driving Program Area for full description. Each law enforcement agency must conduct high visibility enforcement activities to impact their fatal crashes. In addition to alcohol, speed and seat belts, law enforcement will be focusing on distracted driving. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communication Calendar.

Funding Level	**See Impaired and Speed**	**Funding Source**	**402 PT/ 410**

Distracted Driving Campaign Evaluation

Similar to the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Comprehensive Strategies for evaluation description.

Funding Level	**See Comprehensive**	**Funding Source**	**402 CP**

Estimated Funding for Fatal/Serious Injury Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Distracted Driving Materials	$ 50,000	402 DD
Subtotal	**$ 50,000**	**402 DD**
Sustained Distracted Driving Paid Media	$ 200,000	402 PM
Subtotal	**$ 200,000**	**402 PM**
Earned Media	$ 0	N/C
High Visibility Enforcement Overtime	See Impaired and Speed	
Distracted Driving Campaign Evaluation	See Comprehensive	
Total Funding Fatal/Serious Injury Program Area	**$ 250,000**	

Impaired Driving Program Area

Overview

Problem Identification

- Almost 40 percent of all unbelted fatalities tested .08 BAC or higher. Ohio will examine this data to determine what countermeasures will be effective on this target audience.
- Even though motorcycle operator fatalities with a .08 BAC or higher have decreased 14.75 percent over the last three year period (2008 – 2010), Ohio will still continue to focus efforts toward impaired riding. Over 28 percent of motorcycle operator fatalities tested a .08 BAC or higher.
- Drivers between 25 - 34 and 35 - 44 are the two highest age groups of driver fatalities that tested .08 or higher. These two groups were nearly identical in number (335 and 309 respectively) and were significantly higher than any other age group.
- On 85.37 percent of fatal crashes where the driver tested a .08 BAC or higher, the driver was male. Male drivers only account for 48.15 percent of licensed drivers.
- Sixty-six percent of crashes that had the driver test a .08 or higher occurred on a rural roadway. Only 33.65 percent of Ohio's VMTs are rural.
- Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to reach the target audiences of: motorcyclists, males aged 25 – 44 and rural Ohio during the peak alcohol times of weekend nights.

Core Outcome Measures

- C-5) To decrease alcohol impaired driving fatalities (blood alcohol concentration of .08 g/dL or higher) 7.79 percent from the 2008 – 2010 calendar base year average of 305 to a 2009 – 2011 year average of 281 by December 31, 2012 and to a 2011 – 2013 year average of 239 by December 31, 2014.

- To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) 6.34 percent from the 2008 – 2010 calendar base year average of 367 to a 2009 – 2011 year average of 344 by December 31, 2012 and to a 2011 – 2013 year average of 302 by December 31, 2014.
- To decrease the number of alcohol related fatal crashes from the 2008 – 2010 calendar base year average of 36.5 percent of all fatal crashes to a 2009 – 2011 average of no more than 35.9 percent of all fatal crashes by December 31, 2012 and to a 2011 – 2013 year average of no more than 35 percent by December 31, 2014.

Programming Efforts

Drive Sober or Get Pulled Over Earned Media Plan

The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the Drive Sober or Get Pulled Over Crackdown. Messaging will be consistent with the National Communication Plan and will consist of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others interested in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio's Safe Communities programs and law enforcement partners.
- Weekly traffic safety e-mail broadcast.
- ODPS will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level	$0	Funding Source	N/C

Drive Sober or Get Pulled Over Crackdown Materials

The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day Holiday combines highly visible law enforcement with both local and national media exposure. Paid media during the crackdown will highlight that law enforcement will be strictly enforcing impaired driving laws. Law enforcement agencies across the state will be encouraged to participate in the 2012 crackdown scheduled tentatively for August 17 – September 3, 2012. This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with materials (e.g., banners, sing, etc.) to promote the message.

Funding Level	$100,000	Funding Source	410

Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be encouraged to participate in the 2012 crackdown scheduled tentatively for August 17 – September 3, 2012.

The goal of the paid media plan for the 2012 alcohol crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2012, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 – 34 year old males; however, other demographic audiences might be targeted based on Ohio's current crash data and on data from the 2011 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

The following is a projected media strategy for the paid media plan during the 2012 alcohol crackdown.

The following parameters will be adhered to:

- The total budget will not exceed $600,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2011.
- Flight weeks will be 8/16/2012 – 9/5/2012.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18 – 34 years.
- PSA units (unpaid media) will be no less than 30 – 40 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

Media tactics will include a combination of television, radio and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by employing spot radio as a part of this plan.

The sample media buy plan which is provided as an example of what will be purchased in 2012 can be found in Appendix A. The plan will be adjusted, based upon feedback from

NHTSA's media buyer, Ohio's current crash data and information received from the 2011 telephone survey analysis.

Funding Level	$600,000	Funding Source	410 PM

December/January Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

The goal of the paid media plan for the 2012 December/January crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2012, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 – 34 year old males; however, other demographic audiences might be targeted based on Ohio's current crash data and on data from the 2011 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

The following is a projected media strategy for the paid media plan during the 2012 December/January crackdown.

The following parameters will be adhered to:

- The total budget will not exceed $200,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton.
- Flight weeks are TBD.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18 – 34 years.
- PSA units (unpaid media) will be no less than 30 – 40 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

Media tactics will include a combination of television, radio and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost efficiency and greater message reach are available in many of the smaller regions by employing spot radio as part of this plan.

The sample media buy plan which is provided as an example of what will be purchases in 2012 can be found in appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2011 telephone survey analysis.

Funding Level	$200,000	Funding Source	410 PM

Sustained Impaired Driving Paid Media Plan

In FFY 2012, Ohio will continue to model the national communications media plan to bridge the media gaps around the national alcohol crackdowns with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain alcohol messaging throughout the year with the highest concentration of paid media conducted during the Drive Sober or Get Pulled Over Crackdown and the December/January crackdown. Between these times, using other recognized brands like *Fans Don't Let Fans Drive Drunk*. and *You Drink and Drive. You Lose*. provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us to look for marketing alliances with businesses and organizations already branded and important to our target audiences.

Friends Don't Let Friends Drive Drunk.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talent, on the ground events and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

Media tactics will include a combination of television, radio and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan.

- The networks and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70 – 75 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote responsible drinking throughout the season.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained alcohol paid media plan will complement the 2012 NHTSA National Communications Plan and the 2012 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

Funding Level	$350,000	Funding Source	410 PM

Alcohol Enforcement and Education

The purpose of the Ohio Investigative Unit (OIU) project is to reduce the sale of alcoholic beverages to intoxicated persons and reduce underage consumptions. In 2012, OIU will work with the Countywide OVI Taskforces during checkpoints to investigate the source of alcohol for underage or intoxicated persons. Compliance checks will occur in areas surrounding OVI Checkpoints. Activities will be concentrated in the counties that have been identified as having the highest number of alcohol-related fatal crashes. Having checkpoints, saturations patrols and compliance checks concentrated in areas that high numbers of OVI related traffic crashes, will create awareness among the public, bars, stores, servers, etc. about heightened enforcement being conducted. In turn, people will find alternate rides home, be more aware of checking identifications and more aware of over-serving.

Funding Level	$150,000	Funding Source	410

Countywide OVI Task Force Program

This program is a countywide initiative to conduct high visibility enforcement, public awareness and education focusing on impaired driving. In order to reach our goal of involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher, Ohio is concentrating its Countywide OVI Task Force program in the counties that experience the highest number of alcohol-related crashes. The counties that have a yearly average of at least six alcohol related fatal crashes were eligible to apply. Forty-nine percent of all the alcohol related fatal crashes in 2008, 2009 and 2010 (568 of 1,159) occurred in these counties. Ten counties applied for funding.

Butler County	Lucas County
Clark County	Mahoning County
Cuyahoga County	Montgomery County
Franklin County	Summit County
Hamilton County	Trumbull County

These ten counties represent 39.4 percent of the alcohol related fatal crashes and 51.3 percent of Ohio's population. Each Countywide OVI Task Force is required to conduct a minimum of 12 checkpoints (2 during the Drive Sober or Get Pulled Over Crackdown), 3 press events (1 during Drive Sober or Get Pulled Over). Saturation patrols are conducted in conjunction with the checkpoints.

Funding Level	$2,000,000	Funding Source	410

Metro Checkpoint Grant

There were 94 alcohol related fatal crashes and 1,493 alcohol related injury crashes in Franklin County between 2008 and 2010. Of these, 65 fatal and 1,005 injury crashes occurred inside Columbus city limits. Until late FFY 2010, checkpoints were not conducted inside the city limits. In FFY 2011, Columbus Police Department conducted six checkpoints, for FFY 2012, eight checkpoints are planned with coordinating saturation patrols. The police department has equipped a BAC Truck with city funds to have out during peak OVI times. The BAC truck will have one of the new I-8000s and will be used to reduce processing/transportation time for the arresting officer. This will allow the road officers to spend more time on the road stopping OVI offenders.

Funding Level	$115,000	Funding Source	410

Statewide OVI Checkpoints

There were 1,160 alcohol related fatal crashes and 17,081 alcohol related injury crashes in Ohio between 2008 and 2010. In FFY 2011, the Ohio State Highway Patrol (OSHP)

requested additional funding to conduct checkpoints. They are going to continue this program in FFY 2012. There are nine OSHP districts in the state. Each district will conduct seven low man-power checkpoints with coordinating saturation patrols. These checkpoints are above and beyond the three per district conducted with the Statewide High Visibility Enforcement Overtime grant and the checkpoints conducted with dedicated state funds.

Funding Level	$450,000	Funding Source	410

High Visibility Enforcement (HVEO) Grants

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2008, 2009 and 2010. Each agency must conduct occupant restraint and alcohol-related enforcement activity to impact their fatal crashes. Agencies may conduct other high risk traffic safety enforcement (e.g., motorcycle crash reduction, speed-related crash reduction, etc.) based on fatal/serious injury problem identification. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.

Ashtabula County	**Mahoning County**
Ashtabula County Sheriff's Office	Mahoning County Sheriff's Office
Butler County	Youngstown Police Department
Butler County Sheriff's Office	**Marion County**
Middletown Police Department	Marion County Sheriff's Office
Clark County	**Medina County**
Clark County Sheriff's Office	Medina County Sheriff's Office
Springfield Police Department	**Meigs County**
Clermont County	Meigs County Sheriff's Office
Clermont County Sheriff's Office	**Miami County**
Union Township Police Department	Miami County Sheriff's Office
Crawford County	**Montgomery County**
Crawford County Sheriff's Office	Dayton Police Department
Cuyahoga County	Montgomery County Sheriff's Office
Cleveland Police Department	**Morrow County**
Cuyahoga County Sheriff's Office	Morrow County Sheriff's Office
Euclid Police Department	**Muskingum County**
Parma Police Department	Muskingum County Sheriff's Office
Westlake Police Department	**Ottawa County**
Defiance County	Ottawa County Sheriff's Office
Defiance County Sheriff's Office	**Pickaway County**
Delaware County	Pickaway County Sheriff's Office
Delaware County Sheriff's Office	**Pike County**
Erie County	Pike County Sheriff's Office
Erie County Sheriff's Office	**Portage County**
Fayette County	Portage County Sheriff's Office
Fayette County Sheriff's Office	**Putnam County**
Franklin County	Putnam County Sheriff's Office
Columbus Police Department	**Richland County**
Gallia County	Mansfield Police Department

Gallia County Sheriff's Office	Richland County Sheriff's Office
Geauga County	**Sandusky County**
Geauga County Sheriff's Office	Sandusky County Sheriff's Office
Hamilton County	**Scioto County**
Cincinnati Police Department	Scioto County Sheriff's Office
Colerain Township Police Department	**Seneca County**
Hancock County	Seneca County Sheriff's Office
Hancock County Sheriff's Office	**Shelby County**
Hardin County	Shelby County Sheriff's Office
Hardin County Sheriff's Office	**Stark County**
Harrison County	Canton Police Department
Harrison County Sheriff's Office	Perry Township Police Department
Henry County	Stark County Sheriff's Office
Henry County Sheriff's Office	**Summit County**
Highland County	Akron Police Department
Highland County Sheriff's Office	Summit County Sheriff's Office
Hocking County	**Trumbull County**
Hocking County Sheriff's Office	Howland Township Police Department
Huron County	Trumbull County Sheriff's Office
Huron County Sheriff's Office	Warren Police Department
Norwalk Police Department	Warren Township Police Department
Jefferson County	**Tuscarawas County**
Jefferson County Sheriff's Office	Tuscarawas County Sheriff's Office
Lake County	**Warren County**
Lake County Sheriff's Office	Warren County Sheriff's Office
Licking County	**Washington County**
Licking County Sheriff's Office	Washington County Sheriff's Office
Newark Police Department	**Wayne County**
Logan County	Wayne County Sheriff's Office
Logan County Sheriff's Office	**Wood County**
Lorain County	Perrysburg Township Police Department
Elyria Police Department	Wood County Sheriff's Office
Lorain County Sheriff's Office	**Wyandot County**
Lorain Police Department	Wyandot County Sheriff's Office
Lucas County	**Statewide**
Lucas County Sheriff's Office	Ohio State Highway Patrol
Toledo Police Department	

These 54 counties represent 77.8 percent of the fatal crashes in 2008, 2009 and 2010 (2,357 of 3,031) and 85.2 percent of Ohio's population.

Funding Level	$1,700,000	Funding Source	410

Statewide HVEO and Training

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes. A minimum of 27 checkpoints will be conducted throughout the year. Nine of these checkpoints are scheduled during the Driver Sober or Get Pulled Over Crackdown. The OSHP conducts additional checkpoints using designated state alcohol funds. Highly visible enforcement activities are conducted at strategic times consistent with the NHTSA Communications calendar. OSHP will conduct Basic, Regional, Refresher and Judicial Standardized Field Sobriety Testing; to train law enforcement officers throughout the state on issues relating to impaired driving.

Total Alcohol Funding Level	$625,000	Funding Source	410
Enforcement	$578,000		
Training	$ 22,000		
Education	$ 25,000		

Statewide Alcohol Lab

This grant will provide the OSHP lab with personnel required to meet the demands of the increased alcohol enforcement in the OSHP checkpoint grant, the statewide HVEO enforcement grant.

Funding Level	$130,000	Funding Source	410

Corridor Enforcement

All HVEO sub-grantees are encouraged to promote (through the use of earned media) and conduct high visibility enforcement efforts along corridors that have been identified as high crash locations. Additionally, Ohio will seek to partner with one of its contiguous states during either the Click It or Ticket or the Drive Sober or Get Pulled Over campaign to identify a corridor across state lines to conduct a multi-state high visibility enforcement effort. A strong earned media outreach component will be developed to highlight this activity. Trumbull County OVI Task Force (Warren Police Department) has 4 corridor projects planned during FFY 2012.

Funding Level	See HVEO or OVI Task Force Funding	Funding Source	410

Data Driven Approaches to Crime and Traffic Safety (DDACTS)

Ohio will continue to promote the concept of DDACTS through the Law Enforcement Liaisons (LELs). The goal will be to work with law enforcement agencies and encourage the development of strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime

and the opportunity to address both issues through common interventions. In Ohio, several law enforcement agencies have adopted the philosophy and continue to implement the DDACTS model. If requested, a funding proposal would be considered for software and programming related expenses to implement DDACTS.

Funding Level	See HVEO or OVI Task Force Funding	Funding Source	410

DUI Courts

The DUI Court Program provides effective supervision and enhanced treatment services to DUI offenders in an effort to change their drinking and driving behaviors and to reduce the risk they pose to the safety of the community and themselves.

The program requires all courts to develop a sustainability plan so that the special docket can continue once federal funding is discontinued. The DUI Court State Policy Group, consisting of OCJS – Traffic Safety, the Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addiction Services assists with program development and oversight.

In FFY 2012, three programs will be funded: Fairfield Municipal Court, Licking County Municipal Court and Marion County Common Pleas court. The Clermont County Municipal DUI Court, Athens County Municipal Court and Akron Municipal Court are now self-sustaining and will no longer require federal funding to continue the program. Ohio will continue to seek additional DUI Courts in counties that experience the highest number of alcohol-related crashes.

Funding Level	$275,000	Funding Source	163

Alcohol Awareness Grant

Mothers Against Drunk Driving (MADD) plans to increase alcohol awareness in two areas this year. They will continue promoting safe and sober riding. This will be the second year that MADD has participated in local Biker Night activities using MSF's Ride Straight program, conducted a large "Poker Run for Safety" and distributed information at community safety/health fairs. Over 28 percent of motorcycle fatalities involved a rider that had a BAC of .08 or above between the years of 2008 and 2010. In FFY 2012, MADD is going to address underage drinking from both the enforcement and the education sides. Four training sessions are planned (Toledo, Cleveland, Columbus and Cincinnati) to train law enforcement on how to prevent, contain and disperse underage drinking parties. They are also going to conduct training to parents on how to communicate to youth about the dangers and consequences of underage drinking. Ten workshops are planned to train 200 parents. MADD will also conduct "Train the Trainer" workshops to others interested in becoming certified to facilitate this program. Over 14 percent of crashes involving drivers aged 20 or younger, involved alcohol.

Funding Level	$45,000	Funding Source	410

Breath-Testing Instrument Project

Streamlining the impaired driving arrest process was one of the major recommendations from the 2005 Governor's Task Force on Impaired Driving. The use of the approved standard portable breath testing instrument throughout Ohio is expected to reduce DUI arrest processing time; allow for advanced data collection; automate current manual processes, reducing the likelihood of data input errors; simplify instrument maintenance and increase officer safety. The portable breath testing instruments are currently being distributed on a county basis after each user has been trained. Currently 271 of the 700 instruments have been installed in 78 counties. In FFY 2012, the remaining officers will be trained, the remaining instruments will be installed, existing instruments will be maintained, officers will be recertified as needed and expert testimony will be provided in court cases.

Funding Level	$800,000	Funding Source	163

Traffic Safety Resource Prosecutor Program (TSRP)

Ohio has one TSRP. A TSRP's role is designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The TSRP works closely with the Law Enforcement Liaisons (LELs) and is a valuable resource to the office and to all of our partners.

Funding Level	$175,000	Funding Source	163

Drug Recognition Expert (DRE) Coordinator Program

The Ohio Drug Evaluation and Classification (DEC) program is entering the second year of programming. This year the state DEC Coordinator will begin maintaining the national DRE database and monitoring reports and stats from the DREs that were certified in FFY 2011. As of this date, Ohio has six certified DREs; an additional seven officers have been fully trained are in the process of being certified. The second round of training is currently taking place. By the end of FFY 2011, Ohio will have as many as 34 certified DREs. Four Advance Roadside Impairment Driving Enforcement (ARIDE) courses are planned to train 100 officers and two DRE classes are planned to certify and additional 48 officers to make a total of up to 82 certified DREs by the end of FFY2012. In FFY 2010, Ohio had 3,171 drug related crashes. One-hundred and twenty of these were fatal crashes with 86 fatalities. Injury crashes totaled 1,295.

Funding Level	$300,000	Funding Source	410

Statewide DRE Lab

This grant will provide the OSHP lab with personnel required to meet the demands of the increased samples from the DRE program.

Funding Level	$85,000	Funding Source	410

Estimated Funding for Impaired Driving Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Drive Sober or Get Pulled Over Materials	$ 100,000	410
Alcohol Enforcement and Education	$ 150,000	410
Countywide OVI Task Forces	$2,000,000	410
Metro Checkpoint Grant	$ 115,000	410
Statewide OVI Checkpoints	$ 450,000	410
High Visibility Enforcement Overtime (50 percent of funds)	$1,700,000	410
Statewide HVEO and Training (50 percent of funds)	$ 625,000	410
Statewide Alcohol Lab	$ 130,000	410
Corridor Enforcement (50 percent of funds)	See HVEO or OVI Funding	
DDACTS (50 percent of funds)	See HVEO or OVI Funding	
Alcohol Awareness Grant	$ 45,000	410
DRE Coordinator Program	$ 300,000	410
Statewide DRE Lab	$ 85,000	410
Subtotal	**$5,700,000**	**410**
Drive Sober or Get Pulled Over Paid Media	$ 600,000	410 PM
December/January Drive Sober Paid Media	$ 200,000	410 PM
Sustained Impaired Driving Paid Media	$ 350,000	410 PM
Subtotal	**$1,150,000**	**410 PM**
DUI Courts	$ 275,000	163
Breath-Testing Instrument Project	$ 800,000	163
Traffic Safety Resource Prosecutor Program	$ 175,000	163
Subtotal	**$1,250,000**	**163**
Earned Media	$ 0	N/C
Total Funding Impaired Driving Program Area	**$8,100,000**	

Occupant Protection Program Area

Overview

Problem Identification

- Even though Ohio has reached an all-time record high of 84.1 percent seat belt usage rate, we are still short of our original goal of 85 percent. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to increase observed the seat belt usage rate to 84.7 percent by the end of 2012 and to 85.9 percent by the end of 2014.

- Between 2006 and 2010, 60.08 percent of all unbelted fatalities occurred in cars and 17.42 percent occurred in pick-up trucks. In comparison, 63.34 percent of all fatalities occurred in cars and 14.41 percent occurred in pick-up trucks.
- Unbelted fatalities are occurring most often in the 25 – 34 age group. However, the 35 – 44, 45 – 54 and 16 - 20 age groups are not far behind.
- Ohio's population is 48.75 percent male; however 74.35 percent of the unbelted fatalities are male.
- Only 33.65 percent of Ohio's VMTs are rural; however 63.97 percent of the unbelted fatalities occurred on rural roadways.
- Between the years of 2008 and 2010, 39.59 percent of all fatalities were unbelted. Over 15 percent of all unbelted fatalities occurred on Friday and Saturday nights. Ohio will also focus efforts on the areas mentioned above (pick-up truck drivers, ages 16 – 20 and 25 – 54, males and rural roadways) to decrease the percent of unbelted fatalities.

Core Outcome Measures

- C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) 7.81 percent from the 2008 - 2010 calendar base year average of 421 to a 2009 – 2011 year average of 388 by December 31, 2012 and to a 2011 – 2013 year average of 330 by December 31, 2014.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from the 2008 – 2010 calendar base year average of 38.3 percent of all traffic fatalities to a 2009 – 2011 average of no more than 37.3 percent of all traffic fatalities by December 31, 2012 and to a 2011 – 2013 average of no more than 34.9 percent of all traffic fatalities by December 31, 2014.

Core Behavior Measure

- B-1) To increase statewide seat belt compliance .74 percent from the 2011 calendar base year usage rate of 84.1 percent to 84.7 percent by December 31, 2012 and to 85.9 percent by December 31, 2014.

Programming Efforts

Click It or Ticket (CIOT) Earned Media Plan

The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the national CIOT mobilization. Messaging will be consistent with the National Communications Plan and will consist of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others interested in traffic safety.
- The toolkit will include updated sample new releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) web site as the mini-planners are released.

- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio's Safe Communities programs.
- Weekly traffic safety e-mail broadcast.
- ODPS will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level	$0	Funding Source	N/C

Sustained Seat Belt Materials

In FFY 2012, Ohio will continue to use the CIOT and What's Holding You Back? (WHYB) for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with heightened enforcement throughout the state of Ohio during periods other than the CIOT mobilization.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with materials (e.g., banners, signs, posters, etc.) to promote seat belt use.

Funding Level	$100,000	Funding Source	402 OP

Click It or Ticket Paid Media

Ohio will continue to implement and expand the national seat belt mobilization model in FFY 2012. Campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

A higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New media partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY 2012, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. Additionally, a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the State of Ohio. According to the ODPS's 2011 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2011, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

The following is a projected media strategy for the paid media plan during the 2012 CIOT campaign.

The following parameters will be adhered to:

- The total budget will not exceed $862,500.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton.
- Flight weeks are 5/20/2012 – 6/5/2012.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18 – 34 years.
- PSA units (unpaid media) will be no less than 30 – 40 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

Media tactics will include a combination of television, radio and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by also employing a statewide radio network in part for this effort.

The sample media buy plan, which is provided as an example of what will be purchased in 2012, can be found in Appendix A. The plan will be adjusted based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2011 telephone survey analysis.

Funding Level	$862,500	Funding Source	402 PM

Click It or Ticket Mobilization

Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY 2012. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

OCJS will work to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. More than 952 agencies are expected to participate in the 2012 enforcement mobilization. Click It or Ticket – Day or Night will continue to be emphasized during the mobilization.

With approximately 1,090 law enforcement agencies in the state, OCJS is unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment rewards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization. Traffic safety related equipment will continue to be awarded to agencies who participate in the 2012 national mobilizations. Awards will be based on the level of involvements, including high

visibility enforcement, media outreach and timely reporting. The CIOT evaluation strategy is detailed under evaluation strategies. The following funding level is for CIOT materials and law enforcement incentives only; it does not include the paid media described in the previous section or the evaluation strategies.

Funding Level	$650,000	Funding Source	402 CP

Low Usage Site Mini-Grants

In FFY 2012, mini-grants are being awarded to 13 jurisdictions in Cuyahoga County to provide education and enforcement at low belt usage rates sites during CIOT. Additional low belt usage sites might be considered for funding.

Year	June	September
2007	69.45%	64.20%
2008	73.01%	71.49%
2009	78.40%	69.90%
2010	73.50%	69.60%

Funding Level	$57,000	Funding Source	402 OP

Sustained Belt Paid Media Plan

In FFY 2012, Ohio will continue to model the national communications media plan to bridge the media gaps around the national seat belt mobilization with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain the message throughout the year and to hit the highest peak during the national mobilization when we are deploying what we know works best in changing behavior. Throughout the year, using other recognized brands like What's Holding You Back? provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us to look for marketing alliances with businesses and organizations already branded and important to our target audiences. We have learned that many partners are not comfortable spending their resources to aggressively promote a strong enforcement message. A year-round mix of enforcement and social-norming messages helps to avoid these conflicts and provides us with more opportunities to keep our messages in front of the public and our target audiences.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talents, on the ground event and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other

innovative and unique options that will help reach specific segments of our targeted audience.

Media tactics will include a combination of radio, television, outdoor advertising, theater ads and print materials to maximize the amount of resources for the sustained belt paid media plan.

- The networks and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70 – 75 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote seat belt use throughout the season.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained belt paid media plan will complement the 2012 NHTSA National Communications Plan, the 2012 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive media plan will be submitted to NHTSA for review prior to implementation.

Funding Level	$287,500	Funding Source	402 PM

Occupant Protection Coordinator (OPC) Program

In FFY 2012, Ohio Department of Health (ODH) will continue to be the lead agency for the OPC program. ODH plans to contract with the remaining eight OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities include coordinating a child safety seat distribution program for low-income families, conducting car seat check-up events, coordinating the NHTSA 32-hour Standardized CPS Technician Training course and associated refresher course, disseminating occupant protection education and training for youth, and the National Campaigns for CPS and booster seats. The OPC program will be placing an emphasis on educating the public on Ohio's new booster seat law. This program has been scaled back over the last several years to keep funding in line with problem identification. Ohio has a low number of unbelted fatalities up to age nine. Ohio law requires children to be in either a car seat or booster seat until the age of eight. In addition to checking car seat and/or booster seats, technicians use the opportunity to provide seat belt education and tips to the entire family (parents, caregivers and older siblings).

Funding Level	$364,000	Funding Source	402 OP

Special Needs Program

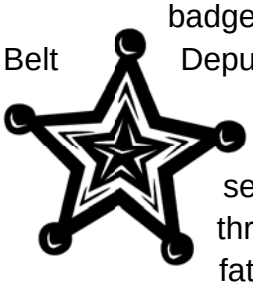
This child restraint program will provide awareness and education training on the use of child restraints for children with special needs. The program will provide specialized restraints for passengers up to age 16 that have medical conditions where traditional restraints may not be adequate. An interactive website with up to date changes on special needs technologies that can be accessed by parents, medical professionals, social service providers, certified technicians and school personnel will be maintained.

The program will train parents, physicians, members of professional groups and other school age children on special medical needs issues. The program, headquartered at Goodwill Industries in Montgomery County, will provide special needs assistance statewide. Goodwill is going to participate in a new program this year. WHALE (We Have A Little Emergency) is a program that is designed to provide relevant information about the child, including medical information for a special needs child, on a sticker that is affixed to the back of the child safety seat. First responders will be able to find this information in cases where the parent or caregiver is unable to communicate the child's medical needs. This program is expected to reach 500 families statewide.

Funding Level	$39,000	Funding Source	402 OP

Third Grade Seat Belt Program

A portion of state seat belt fines are used to fund the Third Grade Seat Belt Program. This program is offered to local law enforcement agencies statewide. The program consists of a 30-minute presentation on the importance of wearing seat belts (taught by a uniformed officer). Each student receives materials including a pledge card, bookmark and a seat belt badge. Upon completion of the class, each student is sworn in as an "Ohio Seat Belt Deputy" and pledges to remind others to always buckle up. In an effort to be more cost effective and user friendly, many of the materials are available online. Third grade is an age where children will be getting out of booster seats. Starting to educate children at this age and continuing education through driving age should have an effect on the number of unrestrained fatalities in the 16 to 20 age group.



Funding Level	$305,600	Funding Source	State

Estimated Funding for Occupant Protection Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Click It or Ticket Mobilization	$ 650,000	402 CP
Subtotal	**$ 650,000**	**402 CP**
Sustained Seat Belt Materials	$ 100,000	402 OP
Low Usage Site Mini-Grants	$ 57,000	402 OP
Occupant Protection Coordinator Program	$ 364,000	402 OP
Special Needs Program	$ 39,000	402 OP
Subtotal	**$ 560,000**	**402 OP**
Click It or Ticket Seat Belt Paid Media	$ 862,500	402 PM
Sustained Belt Paid Media	$ 287,500	402 PM
Subtotal	**$1,150,000**	**402 PM**
Third Grade Seat Belt Program	$ 305,600	State
Subtotal	**$ 305,600**	**State**
Earned Media	$ 0	N/C
Total Funding Occupant Protection Program Area	**$2,665,600**	

Speed Management Program Area

Overview

Problem Identification

- Speed-related fatal crashes have fluctuated, back to almost the same number as five years ago. Speed related fatal crashes have increased in motorcycle crashes and have remained constant in drivers 20 or younger. These two groups combined make up 46 percent of all speed-related fatal crashes for 2010. Ohio will continue to analyze the speed related fatal crashes to determine what programming efforts will be more effective for these target audiences.

Core Outcome Measures

- C-6) To decrease speeding-related fatalities 5.65 percent from the 2008 - 2010 calendar base year average of 283 to a 2009 – 2011 year average of 267 by December 31, 2012 and to a 2011 – 2013 year average of 238 by December 31, 2014.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from the 2008 – 2010 calendar base year average of 25.9 percent of all traffic fatalities to a 2009 – 2011 average of no more than 24.3 percent of all traffic fatalities by December 31, 2012

and to a 2011 – 2013 average of no more than 21.2 percent of all traffic fatalities by December 31, 2014.

Programming Efforts

High Visibility Enforcement (HVEO) Grants

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2008, 2009 and 2010.

Each agency must conduct occupant restraint and alcohol-related enforcement activity to impact their fatal crashes. Agencies may conduct other high risk traffic safety enforcement (e.g., motorcycle crash reduction, speed-related crash reduction, etc.) based on fatal/serious injury problem identification. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.

See list of funded agencies in the Impaired Driving Strategies Section.

Funding Level	$1,700,000	Funding Source	402 PT

Statewide HVEO and Training

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes. Highly visible enforcement activities are conducted at strategic times consistent with the NHTSA Communications Calendar. OSHP will conduct Electronic Speed Measuring Device (ESMD), ESMD Instructor and ESMD Judicial courses; Basic, Intermediate and Technical Crash Investigation; Traffic Crash Reconstruction and Pedestrian Collision Investigation to train law enforcement officers throughout the state on issues relating to speed.

Total Speed Funding Level	$625,000	Funding Source	402 PT
Enforcement	$578,000		
Training	$ 22,000		
Education	$ 25,000		

Corridor Enforcement

All HVEO sub-grantees are encouraged to promote (through the use of earned media) and conduct high visibility enforcement efforts along corridors that have been identified as high crash locations. Additionally, Ohio will seek to partner with one of its contiguous states during either the Click It or Ticket or the Drive Sober or Get Pulled Over campaign to identify a corridor across state lines to conduct a multi-state high visibility enforcement effort. A strong earned media outreach component will be developed to highlight this activity.

Funding Level	See HVEO Grant Funding	Funding Source	402 PT

Data Driven Approaches to Crime and Traffic Safety (DDACTS)

Ohio will continue to promote the concept of DDACTS through the Law Enforcement Liaisons (LELs). The goal will be to work with law enforcement agencies and encourage the development of strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions. In Ohio, several law enforcement agencies have adopted the philosophy and continue to implement the DDACTS model. If requested, a funding proposal would be considered for software and programming related expenses to implement DDACTS.

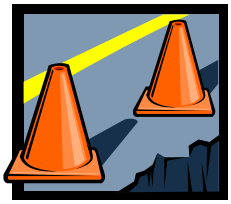
Funding Level	See HVEO Grant Funding	Funding Source	402 PT

Speed Management

The Strategic Highway Safety Plan (SHSP) planning committee approved incorporating speed management concepts into the Strategic Highway Safety Plan in FFY 2007. In FFY 2012, Ohio will work closely with the Ohio Department of Transportation (ODOT) in adding speed management strategies under the SHSP High-Risk Behaviors/Drivers subcommittee. Strategies will include initiating meetings to discuss development of a state speed management policy, identifying best practices and development of educational materials.

Funding Level	$10,000	Funding Source	402 SC
	TBD		ODOT

Construction Zone Safety Project



ODOT and ODPS have formalized a partnership to reduce crashes in Ohio's construction zones. The purpose of this program is to have an enforcement presence and education campaign in identified interstate highway construction zones. Grants are awarded to sub-grantees (local police departments, county sheriff's offices and / or the Ohio State Highway Patrol) to conduct traffic enforcement in an effort to reduce construction zone crashes. This activity will continue in FFY 2012. Between 2008 and 2010, there have been 38 fatal crashes and 3,761 injury crashes in construction zones.

Funding Level	$200,000	Funding Source	ODOT

Estimated Funding for Speed Management Strategies

Strategic Programs and Activities	Funding Level	Funding Source
High Visibility Enforcement Overtime (50 percent of funds)	$1,700,000	402 PT
State HVEO and Training (50 percent of funds)	$ 625,000	402 PT
Corridor Enforcement (50 percent of funds)	See HVEO Funding	
DDACTS (50 percent of funds)	See HVEO Funding	
Subtotal	**$2,325,000**	**402 PT**
Speed Management (Split Funded)	$ 10,000	402 SC
Subtotal	**$ 10,000**	**402 SC**
Speed Management (Split Funded)	$TBD	ODOT
Construction Zone Safety Project	$ 200,000	ODOT
Subtotal	**$ 200,000**	**ODOT**
Total Funding Speed Management Program Area	**$2,535,000**	

Motorcycle Safety Program Area

Overview

Problem Identification

- Many of the numbers involving motorcycles are moving the right direction; however Ohio still has problems to address. The number of motorcycle fatalities has decreased over the last three years; however the number is still higher than it was five years ago. Un-helmeted fatalities are also declining; however 74.09 percent of the motorcycle fatalities are still un-helmeted. The number of motorcycle operators that were involved in a fatal crash has also decreased, however they still represent 15.37 percent of the crashes.
- The one number that is on the rise is speed-related fatal motorcycle crashes. This number has increased 12.24 percent over the last three years and represents 31.33 percent of the fatal crashes.
- Most of the operator fatalities are occurring in the following age groups: 45 – 54, 34 – 44 and 25 – 34.
- Only 37.65 percent of Ohio's VMTs are rural; however over 62 percent of the motorcycle fatal crashes are occurring on rural roadways.
- Based on this data, Ohio will focus its efforts to increase helmet use, reduce impaired riding and speeding among males aged 25 – 54 riding on Ohio's rural roadways during the peak times of Saturday and Sunday afternoons.

Core Outcome Measures

- C-7) To decrease motorcyclist fatalities 4.37 percent from the 2008 - 2010 calendar base year average of 183 to a 2009 – 2011 year average of 175 by December 31, 2012 and to a 2011 – 2013 year average of 160 by December 31, 2014.
- C-8) To decrease un-helmeted motorcyclist fatalities 6.77 percent from the 2008 – 2010 calendar base year average of 133 to a 2009 – 2011 year average of 124 by December 31, 2012 and to a 2011 – 2013 year average of 108 by December 31, 2014.
- To decrease the number of motorcycle fatalities from the 2008 – 2010 calendar base year average of 16.6 percent of all traffic fatalities to a 2009 – 2011 average of no more than 15.6 percent of all traffic fatalities by December 31, 2012 and to a 2011 – 2013 average of no more than 13.8 percent of all traffic fatalities by December 31, 2014.

Programming Efforts

Motorcycle Safety Earned Media Plan

The earned media plan will span the entire motorcycle riding season**.** The earned media plan consists of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others interested in traffic safety.
- The toolkit will include updated sample new releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) web site as the mini-planners are released.
- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio's Safe Communities programs.
- Weekly traffic safety e-mail broadcast.
- ODPS will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level	$0	Funding Source	N/C

Motorcycle Safety Strategic Planning Work Group

This work group was established in 2005 to provide input on development of the motorcycle safety strategic plan. The Ohio Department of Transportation (ODOT), the Ohio State Highway Patrol (OSHP), Miami University, motorcycle dealers, the American Motorcyclist Association (AMA), motorcyclist organizations, and motorcycle-related businesses will continue to participate in the meetings and assist with implementation of the strategic plan in FFY 2012. In addition, the group will review and update the plan.

Funding Level	$0	Funding Source	N/C

Motorcycle Strategic Plan

A strategic plan was developed in FFY 2006 based upon input from key stakeholders. The plan identifies 16 strategies to address the following seven areas: impaired riding, personal protective equipment, training and education, licensing, motorist education, highway and environment and partnerships. In FFY 2012, Motorcycle Ohio will work to:

- Expand partnerships;
- Expand number of training grantees and provide with the appropriate training equipment and materials;
- Gain acceptance of the plan among motorcyclist organizations and businesses and their commitment to assist with implementation of plan components;
- Continue to implement the impaired rider, alert and right gear campaigns;
- Develop and implement the fourth module of the Ride SMART campaign;
- Provide training sponsors funding for awareness events to promote safety messaging;
- Increase law enforcement's understanding of motorcycle issues and gain their commitment to actively enforce penalties for operating a motorcycle without a proper license;
- Conduct refresher Rider Skills Test training, if needed;
- Reach out to Ohio's multicultural communities to increase awareness of the Motorcycle Ohio Program, rider awareness campaigns and driver awareness campaigns; and
- Continue to offer the Spanish Motorcycle Safety course as needed.

In FFY 2012, Motorcycle Ohio will continue to take the leadership role in implementing components of the strategic plan. All Safe Communities programs are required to conduct a summer motorcycle campaign to increase public awareness about motorcycle safety issues. Earned media tool kits and marketing materials for the summer Ride SMART (Sober, Motorcycle endorsed, Alert, Right gear, Trained) motorcycle campaign will be provided to the Safe Communities programs and other traffic safety partners. A media planner (i.e., news releases, letters to the editor, op-ed articles, and a campaign specific fact sheet) will be made available as well as banners and other materials.

Funding Level	$212,000	Funding Source	2010

Motorcycle Safety Paid Media

The motorcycle paid media plan will complement the 2012 NHTSA National Communications Plan for the motorcycle safety. Messaging will be sustained throughout the riding season. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond

the traditional media buy to provide additional bonus spots, public service announcements with high profile talent, on the ground events and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

The sample media buy plan, which is provided as an example of what will be purchased in 2012, can be found in Appendix A.

Funding Level	$500,000	Funding Source	402 PM

Safe Communities

See Comprehensive Program Area for full description of Safe communities. Each Safe Communities program must have activity in their grant for the motorcycle riding season. Each Safe Communities is required to develop partnerships and hold events at the grassroots level to reach motorcyclists in their communities. Safe Communities provides the education/earned media portion of the motorcycle campaign while our law enforcement agencies including the OSHP conduct motorcycle enforcement.

Funding Level	See Comprehensive	Funding Source	402 SA

Alcohol Awareness Grant

Mothers Against Drunk Driving (MADD) plans to increase alcohol awareness in two areas this year. They will continue promoting safe and sober riding. This will be the second year that MADD has participated in local Biker Night activities using MSF's Ride Straight program, conducted a large "Poker Run for Safety" and distributed information at community safety/health fairs. Over 28 percent of motorcycle fatalities involved a rider that had a BAC of .08 or above between the years of 2008 and 2010.

Funding Level	See Impaired Driving	Funding Source	410

Motorcycle Ohio Program

The state-mandated Motorcycle Ohio (MO) program provides motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues and works to improve the driver licensing system for motorcyclists. MO is funded from $6.00 of each motorcycle registration. Course tuition of $25.00 also helps support program costs.

A 16-hour basic riding course is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. The basic course is offered at 22 fixed and four mobile training sites across the state. Successful completion of the basic course waives the state on-cycle skill test.

Separate courses are available for experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses. The experienced rider course is offered at seven of these sites, while the instructor preparation course is offered on an as needed basis at select training sites across the state. It is anticipated that more than 14,500 Ohioans will participate in courses in 2012.

Funding Level	$3,185,000	Funding Source	State

Motorcycle Data Evaluation Grant

The University of Akron will collect data from the OH-1 (crash report) track tapes, operator license records and training history; create four models using the crash data looking at the behavioral issues and causative factors educate law enforcement on what behaviors to look for; and conduct workshops for Safe Communities to share data for public information and education purposes. In addition to the statistical data analysis, the University of Akron will also conduct observational surveys of motorcycle operator behaviors and the types of motorcycle gear operators and passengers are wearing.

Funding Level	$71,000	Funding Source	402 MC

High Visibility Enforcement Overtime (HVEO) Grants

See Impaired Driving Program Area for full description. In addition to occupant protection and alcohol related enforcement, jurisdictions including the OSHP whose problem identification indicates a motorcycle fatal/serious injury crash problem are encouraged to conduct motorcycle enforcement.

Funding Level	See Impaired and Speed	Funding Source	402 PT/410

Motorcycle Campaign Evaluation

Similar to the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Comprehensive Strategies for evaluation description.

Funding Level	See Comprehensive	Funding Source	402 CP

Estimated Funding for Motorcycle Safety Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Motorcycle Strategic Plan	$ 212,000	2010
Subtotal	**$ 212,000**	**2010**
Motorcycle Data Evaluation Grant	$ 71,000	402 MC
Subtotal	**$ 71,000**	**402 MC**
Motorcycle Paid Media	$ 500,000	402 PM
Subtotal	**$ 500,000**	**402 PM**
Motorcycle Ohio Program	$3,185,000	State
Subtotal	**$3,185,000**	**State**
Alcohol Awareness Grant	See Impaired Driving	
High Visibility Enforcement Overtime (HVEO)	See Impaired and Speed	
Safe Communities	See Comprehensive	
Motorcycle Campaign Evaluation	See Comprehensive	
Motorcycle Safety Strategic Planning Group	$0	N/C
Motorcycle Safety Earned Media	$0	N/C
Total Funding Motorcycle Safety Program Area	**$3,968,000**	

Youthful Driver Program Area

Overview

Problem Identification

- Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes steadily over the last five years. This number is down over 30 percent. The number of speed-related fatal crashes involving this age group has remained constant since 2008. Unfortunately, the number of drivers ages 20 or younger involved in fatal crashes with a BAC of .08 or higher has increased during the last three years.
- Ohio will continue to focus efforts towards this age group with an emphasis on impaired driving.

Core Outcome Measures

- C-9) To decrease drivers age 20 or younger involved in fatal crashes 9.4 percent from the 2008 - 2010 calendar base year average of 174 to a 2009 – 2011 year average of 158 by December 31, 2012 and to a 2011 – 2013 year average of 130 by December 31, 2014.
- To decrease the number of youth (age 20 and under) fatalities from the 2008 – 2010 calendar base year average of 16.1 percent of all traffic fatalities to a 2009 – 2011 average of no more than 15.8 percent of all traffic fatalities by December 31, 2012 and to a 2011 – 2013 average of no more than 15.1 percent of all traffic fatalities by December 31, 2014.

Programming Efforts

Peer to Peer Youth Programming

Students Against Destructive Decisions (SADD) will conduct programming statewide in FFY 2012. Three regional Prevention Conventions will be held in the spring (Columbus, Cleveland and Cincinnati). These conventions will address all aspects of youth traffic safety. SADD is pilot testing its "Mobilizing the Community – Youth Taking the Lead" program as a traffic safety program in Ohio. Traditionally, it has focused on underage drinking. A community will be chosen based on crash problem identification for this pilot. Also planned are a "PROMise a Safe Summer" campaign that targets spring and summer and focuses on belts, impaired driving and speed. A second awareness campaign will be focused on distracted driving.

Funding Level	$100,000	Funding Source	402 CP

Safe Communities

See Comprehensive Program Area for full description of Safe Communities. Each Safe communities program must have activity in their grant for Prom and Homecoming. Some examples of the activities for youth are: Grim Reaper programs, Seat Belt Challenges, Prom Promise programs, Teen Roadeos, Driving Simulator programs and Alive at 25 programs.

Funding Level	See Comprehensive	Funding Source	402 SA

Hispanic Initiatives

The Ohio Hispanic Coalition is planning a Hispanic/Latino Driver Safety Youth Summit in Franklin County. This summit will be open to all Hispanic/Latino communities statewide. It is for teenagers that are preparing to or just started to drive to educate them on how to be safe drivers. Topics will include: seat belt use, impaired driving and distracted driving. The summit will be in both English and Spanish and will be culturally sensitive.

Funding Level	See Multicultural	Funding Source	402 CP

Asian Initiatives

Asian American Community Services (AACS) will continue to work with teen drivers and adults drivers by conducting new driver workshops tailored to their needs. The teen workshops are conducted with the teen and the parent to stress the importance of the parental role in safe teen driving. AACS will begin working with college age Asians this grant year on the dangers of drinking and driving.

Funding Level	**See Multicultural**	**Funding Source**	**402 CP**

Alcohol Enforcement and Education

See Alcohol Program Area for full description of Alcohol Enforcement and Education. A component of the Ohio Investigative Unit's grant is doing compliance checks of establishments that serve/sell alcohol to ensure they are not serving/selling alcohol to anyone underage. These compliance checks will take place around checkpoints in the Countywide OVI Task force counties.

Funding Level	**See Impaired Driving**	**Funding Source**	**410**

Alcohol Awareness Grant

In FFY 2012, Mothers Against Drunk Driving (MADD) is going to address underage drinking from both the enforcement and the education sides. Four training sessions are planned (Toledo, Cleveland, Columbus and Cincinnati) to train law enforcement on how to prevent, contain and disperse underage drinking parties. They are also going to conduct training to parents on how to communicate to youth about the dangers and consequences of underage drinking. Ten workshops are planned to train 200 parents. MADD will also conduct "Train the Trainer" workshops to others interested in becoming certified to facilitate this program. Over 14 percent of crashes involving drivers aged 20 or younger, involved alcohol.

Funding Level	**See Impaired Driving**	**Funding Source**	**410**

High Visibility Enforcement Overtime (HVEO)

See Alcohol Program Area for full description of HVEO. Each HVEO grant must have overtime enforcement for Prom and Homecoming.

Funding Level	**See Impaired and Speed**	**Funding Source**	**402 PT/410**

Estimated Funding for Youthful Driver Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Peer to Peer Youth Programming	$ 100,000	402 CP
Subtotal	**$ 100,000**	**402CP**
High Visibility Enforcement Overtime (HVEO)	See Impaired and Speed	
Alcohol Enforcement and Education	See Impaired	
Alcohol Awareness Grant	See Impaired	
Safe Communities	See Comprehensive	
Hispanic Initiatives	See Multicultural	
Asian Initiatives	See Multicultural	
Total Funding for Youthful Driver Program Area	**$ 100,000**	

Multicultural Program Area

Overview

Problem Identification

- Ohio will continue to translate/produce traffic safety related materials in languages as needed. The need will be determined by state and local population estimates. Programming for these communities will be based mainly on population and national problem identification. Programming will focus on getting traffic safety messaging delivered to the target audience in the best available method. This could mean translating materials or presenting the message in a culturally meaningful way. Funding for these programs will be proportionate to the population.

Outcome Measures

- To ensure all vital traffic safety materials and messaging are available in languages that reach Ohio's populations (Spanish, Asian and Somali)
- To make traffic safety messaging culturally relevant to Ohio's populations.

Programming Efforts

Ohio's Multicultural Partners

In FFY 2012, Ohio will continue to network with and expand its network of multicultural partners to promote seat belt use, reduce the incidence of alcohol-impaired driving and address other traffic safety issues. Information will be made available through our website encouraging participation in the seat belt and alcohol campaigns. Additionally, communities will receive a weekly traffic safety e-mail broadcast in 2012. OCJS will partner with

community leaders to develop, print, and distribute new materials that promote traffic safety translated in multiple languages.

Funding Level	$0	Funding Source	N/C

Asian Initiatives

Asian American Community Services (AACS) will continue to work with teen drivers and adult drivers that are new to America by conducting new driver workshops tailored to needs of each individual group. The teen workshops are conducted with the teen and the parent to stress the importance of the parental role in safe teen driving. Car seat / booster seat checks will continue this year to help educate Asian parents about the importance of properly restraining children up to the age of eight. AACS will continue to work closely with the Franklin County Safe Communities and Franklin County OVI Task Force programs. AACS will begin working with college age Asians this grant year on the dangers of drinking and driving. Also planned for this grant year are seat belt surveys specific to the Asian population to determine observed seat belt usage rates.

Funding Level	$56,000	Funding Source	402 CP

Cleveland's Multicultural Communities

The objective of this grant is to increase the seat belt usage rate amount the multicultural communities by focusing efforts on Cleveland's Hispanic populations and African American populations. Efforts in the Hispanic populations center on using social service agencies and churches that hold and important cultural role in the community. Efforts in the African American community have a multi-tiered approach. University Hospitals will also design and implement a church-based seat belt promotion program that contains carefully targeted and culturally sensitive messages that will increase seat belt usage among African American males. A campaign that has had much success in other states is being implemented in this community as well. The campaign is promoted through barbershops and beauty shops. "Keep Your Family Tight" is a campaign that is promoted at family reunions and large church functions to reach all ages. This campaign reaches both communities. Another campaign that encompasses both communities is the use of corner stores and gas stations to promote the seat belt message to young men.

Funding Level	$100,000	Funding Source	402 CP

Hispanic Initiatives

The grant with the Ohio Hispanic Coalition reaches the Hispanic/Latino communities in the Columbus and surrounding area to provide traffic safety awareness and education. Culturally sensitive workshops are held that provide an awareness of the benefits of knowing laws that pertain to traffic safety message and how to travel safely on Ohio roads. The Ohio Hispanic Coalition is planning a Hispanic/Latino Driver Safety Youth Summit in

Franklin County. This summit will be open to all Hispanic/Latino communities statewide. It is for teenagers that are preparing to or just started to drive to educate them on how to be safe drivers. Topics will include: seat belt use, impaired driving and distracted driving. The summit will be in both English and Spanish and will be culturally sensitive.

A grant with Organizacion Civica y Cultural Hispana Americana (OCCHA) funds car seat inspections in the Hispanic/Latino communities in the Mahoning County area. OCCHA will provide car seats and/or booster seats as needed to low income families.

Funding Level	$105,000	Funding Source	402 CP

Mature Driver

Statistics show that the age of the Ohio driver is increasing and the number of mature drivers continues to grow annually. The goal is to keep the mature driver population informed and up to date with the ever changing highway environment, information on the current Ohio traffic laws, vehicle research and technology issues. Materials and related website links will be made available on the OCJS website and distributed through weekly e-mail broadcasts for traffic safety partners' use in presentations in their communities.

Funding Level	$5,000	Funding Source	402 CP

Estimated Funding for Multicultural Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Asian Initiatives	$ 56,000	402 CP
Cleveland's Multicultural Communities	$ 100,000	402 CP
Hispanic Initiatives	$ 105,000	402 CP
Mature Driver	$ 5,000	402 CP
Subtotal	**$ 266,000**	**402 CP**
Ohio's Multicultural Partners	$0	N/C
Total Funding for Multicultural Program Area	**$ 266,000**	

Comprehensive Program Area

Overview

Problem Identification

- The comprehensive program projects address multiple problem identification statements listed in the Fatal/Serious Injury, Impaired, Occupant Protection, Speed Management, Motorcycle Safety, Youthful Driver and Pedestrian Program Areas

Outcome Measures

- The comprehensive program projects address multiple core outcome measure and/or the core behavior measure.

Programming Efforts

Ohio Strategic Highway Safety Plan (SHSP) Coordinating Committee

Ohio's SHSP identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues. OCJS participates in the SHSP coordinating committee and chairs the High-Risk Behaviors/Drivers subcommittee. This committee's focus in FFY 2012 is updating the plan and encouraging more active participation in the subcommittees.

Funding Level	$0	Funding Source	N/C

Ohio Department of Public Safety (ODPS)/Ohio Department of Transportation (ODOT) Meetings

OCJS – Traffic Safety and ODOT's Systems Planning and Program Management staff will continue to meet to share information, discuss common problems and identify joint ventures to address Ohio's crash problems. Benefits of this close partnership between the two agencies include sharing of crash problem identification, assistance with grant proposal review, better coordination of local safety efforts and collaboration on joint projects such as Safety Conscious Planning workshops and Speed Management projects.

Funding Level	$0	Funding Source	N/C

Employer Safety Partners

A partnership with the business community is an important element to impact the 21 – 40 year old age group. Businesses play a key role in the overall plan to reduce fatalities

among this age group. Since October 1992, Ohio has coordinated a statewide network of employers and safety advocates entitled the Ohio Partnership for Traffic Safety (OPTS). The purpose of this network is to unite government and the private sector by combining the safety expertise and resources ODPS with the knowledge and insight of Ohio business leaders. This partnership can increase profits, reduce operating costs, and minimize the public cost to citizens by reducing vehicle-related deaths and injuries.

Funding Level	$10,000	Funding Source	402 CP

Law Enforcement Liaisons

The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of OCJS's relationship with Ohio's law enforcement agencies. The LEL Program consists of a state LEL Coordinator and four field LELs who are placed geographically throughout Ohio. The LELs primary role is to:

- Seek commitments from agencies to participate in the national mobilizations;
- Increase participation in the mobilizations to more than 952 agencies in 2012;
- Increase percentage of agencies reporting in the mobilizations in 2012. Currently approximately 62 percent of participating agencies are reporting;
- Visit law enforcement agencies to encourage the agencies to issue citations for seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;
- Educate agencies on the need for their officers to wear seat belts at all times;
- Educate law enforcement on laws and regulations pertaining to motorcycles;
- Disseminate information and materials on NHTSA programs and projects;
- Identify and reach out to multicultural populations within the region;
- Disseminate information and address any traffic safety related issues that arise around the state;
- Encourage accurate and timely submission of crash reports; and
- Assist with training for law enforcement agencies and other traffic safety funded agencies.

Funding Level	$382,000	Funding Source	402 CP

Officer Training

The Ohio Peace Officer Training Academy (OPOTA) will offer Basic Standardized Field Sobriety Testing (SFST), Advanced SFST, SFST Instructor, Advanced Roadside Impaired

Driving Enforcement (ARIDE), OVI Seminar for Judges and Prosecutors, Crash Investigation Techniques for the Patrol Officer, Traffic Collision Investigation Level I and Level II, Vehicle Dynamics, Electronic Speed Measuring Device (ESMD) and ESMD Instructor training classes. Training Ohio's officers will allow them

to remove impaired, speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

Funding Level	$100,000	Funding Source	402 PT

Safe Communities

In FFY 2012, the OCJS conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. Maximum amounts for each community were set based on the average number of fatal crashes for 2008, 2009 and 2010. New programs had to have a minimum of a 3 year average of 10 fatal crashes to be eligible for funding. For FFY 2012, Ohio will fund 32 countywide Safe Communities programs which will involve more than 889 communities.

These coordinated communities will play an active role in addressing traffic safety issues. Each program must include strategies focusing on seat belt use, impaired driving and motorcycle safety. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities provides the education/earned media portion of our enforcement campaigns while our law enforcement agencies including the Ohio State Highway Patrol conduct the enforcement portion.

To increase public awareness of traffic safety issues, each Safe Communities program must:

- Coordinate a Fatal Crash Data Review Committee to review each fatal crash occurring in their county, determine if trends or patterns can be identified and make recommendations to the coalitions on how the fatal crash might have been avoided;
- Submit a quarterly traffic fatality update to their local media;
- Actively participate in eight designated blitzes, a summer motorcycle safety campaign, the Click It or Ticket (CIOT) seat belt mobilization and the Drive Sober or Get Pulled Over Crackdown;
- Coordinate a press event to include multi-jurisdictional representation focusing on traffic safety efforts including a kickoff events for the CIOT and Drive Sober or Get Pulled Over campaign;
- Post mobilization press releases to inform the public of the results;
- Each Safe Communities is required to have active representation of ethnic/non-English speaking communities on their coalition based on the demographics of the county;
- Conduct restraint usage surveys using OCJS approved methodology;
- Participate in their county fair or another summer event to promote traffic safety.

Safe Communities programs in the targeted alcohol counties will support their respective OVI Task Forces' activities. This includes coordinating meetings, pursuing media and public awareness opportunities and coordination of training opportunities.

Since Safe Communities are multi-jurisdictional with many different agencies and organizations making up the coalitions, traffic safety will be addressed through partnerships with local businesses, schools, faith-based organizations, ethnic/non-English speaking communities, community groups and others interested in traffic safety.

Funding Level	$1,625,000	Funding Source	402 SA

Safe Communities Advisory Committee

The goal of this group is to provide a forum for better communications and to address issues as they arise. The advisory committee is made up of eight members representing the diversity of the statewide program. Meetings serve to share best practices and determine how OCJS can best support the Safe Communities organizations as they work to promote traffic safety related information.

Funding Level	$0	Funding Source	N/C

University Evaluation

Ohio's Miami University of Ohio (MU) will assist by evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, motorcycle safety initiatives and pilot projects. In FFY 2012 MU's activities will include:

- Training observers, collecting and analyzing the statewide observational seat belt survey data to determine the annual usage rate for the state using NHTSA's new established methodology;
- Conducting four statewide telephone surveys (approximate cost is $25,000 per survey) to evaluate and measure the effects of earned, paid and sustained paid media for the seat belt mobilization, impaired driving, distracted driving and motorcycle safety initiatives;
- Train grantees required to conduct surveys in FFY 2012; and
- Additional evaluation projects as identified throughout FFY 2012.

Funding Level	$450,000	Funding Source	402 CP

In House Evaluation

The social researcher will be responsible for problem identification, program evaluations and coordinating all data related grants.

Funding Level	See Grant Management	Funding Source	402 PA

Estimated Funding for Comprehensive Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Employer Safety Partners	$ 10,000	402 CP
Law Enforcement Liaisons	$ 382,000	402 CP
University Evaluation	$ 450,000	402 CP
Subtotal	**$ 842,000**	**402 CP**
Officer Training	$ 100,000	402 PT
Subtotal	**$ 100,000**	**402 PT**
Safe Communities	$1,625,000	402 SA
Subtotal	**$1,625,000**	**402 SA**
Ohio Strategic Highway Safety Plan	$0	N/C
ODPS/ODOT Meetings	$0	N/C
In House Evaluation	See Grant Management	
Total Funding for Comprehensive Program Area	**$2,567,000**	

Pedestrian Safety Program Area

Overview

Problem Identification

- Ohio has made some progress in this fatality area, pedestrian fatalities are down slightly over the last three years. Pedestrian fatalities are occurring most often in the 45 – 54 age group. Fatalities in the next three age groups (35 – 44, 25 – 34 and 55 – 64) are significantly lower than those in the 45 – 54 age group.
- Ohio's population is 48.75 percent male; however 67.15 percent of pedestrian fatalities are male.
- Sixty percent of pedestrian fatalities occur on urban roadways.
- Fifty-nine percent of all pedestrian fatalities tested some level of alcohol: 36.21 percent .01 - .07 BAC and 22.84 percent .08 BAC or higher.
- Pedestrian fatalities occur most often on Sundays between Midnight and 3:00 am. The next closest day/time frames are Friday and Saturday evenings between 6 pm and 9 pm.
- Looking at the statistics statewide, the pedestrian problem appears to be among adults, in urban areas, that have some level of alcohol involvement on the weekends. However, since pedestrian fatalities are only 8.61 percent of all fatalities, Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. In FFY 2012, Columbus Health Department requested funding for pedestrian activities in their Safe Communities proposal. Franklin County had 13 fatalities in 2010, 12 in 2009

and 19 in 2008. These fatalities are 15.94 percent of the statewide fatalities in those years.

Core Outcome Measures

- C-10) To decrease pedestrian fatalities 2.36 percent from the 2008 – 2010 calendar base year average of 93 to a 2009 – 2011 year average of 91 by December 31, 2012 and to a 2011 – 2013 year average of 87 by December 31, 2014.
- To decrease the number of pedestrian fatalities from the 2008 – 2010 calendar base year average of 8.4 percent of all fatalities to a 2009 – 2011 average of no more than 8.2 percent of all fatalities by December 31, 2012 and to a 2011 – 2013 average of no more than 7.8 percent by December 31, 2014.

Programming Efforts

Safe Routes to School (SRTS) Advisory Committee

The Ohio Department of Transportation (ODOT) houses the state's SRTS Program. The Office of Criminal Justice Services (OCJS) – Traffic Safety participates on the program's advisory committee which reviews and comments on applications for funding and provides other technical assistance as requested. OCJS also provides a communication and distribution network to the SRTS Coordinator.

Funding Level	$0	Funding Source	N/C

Safe Communities

See Comprehensive Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Franklin County has proposed pedestrian activities in their grant to address their pedestrian issues. Franklin County had 13 fatalities in 2010, 12 in 2009 and 19 in 2008. These fatalities are 15.94 percent of the statewide fatalities in those years.

Funding Level	See Comprehensive	Funding Source	402 SA

Estimated Funding for Pedestrian Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Safe Routes to School Advisory Committee	$0	N/C
Safe Communities	See Comprehensive	
Total Funding for Pedestrian Safety Program Area	**$0**	

Roadway Safety Program Area

Overview

Problem Identification

- The locations proposed in FFY 2012 have a total of 114 injury crashes. While it may be several years later, these studies will be tracked to see if the recommendations that were made have been followed and to see if the crash numbers at these locations have improved.

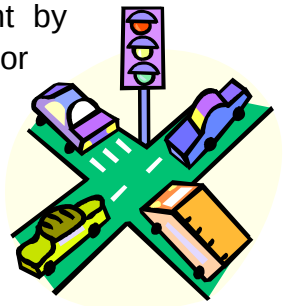
Outcome Measures

- Track locations studied to see if improvements have been completed and if improvements have reduced fatal/injury crashes.

Programming Efforts

Roadway Safety Studies

These projects focus on improvements to the roadway environment by supporting roadway analysis on big crash intersection and corridor studies. Studies associated with regional safety work plans developed through a Metropolitan Planning Organization (MPO)'s Safety Conscious Planning effort will be given first consideration for funding. Five projects were approved for funding this year. All projects are approved jointly with the Ohio Department of Transportation (ODOT).



Funding Level	$71,000	Funding Source	402 RS

Roadway Safety Training

ODOT will provide safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). Courses are approved by OCJS prior to scheduling to ensure that topics are highway safety related.

Funding Level	$154,000	Funding Source	402 RS

ODOT 164 HE Funds

ODOT/ODPS split the 164 penalty funds each year. ODOT receives 95 percent to be used for roadway safety improvement and OCJS – Traffic Safety receives five percent to be used for alcohol programming.

Funding Level	$60,000,000	Funding Source	164 HE

Estimated Funding for Roadway Safety Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Roadway Safety Studies	$ 71,000	402 RS
Roadway Safety Training	$ 154,000	402 RS
Subtotal	**$ 225,000**	**402 RS**
ODOT 164 HE Funds	$60,000,000	164 HE
Subtotal	**$60,000,000**	**164 HE**
Total Funding for Roadway Safety Program Area	**$60,225,000**	

Traffic Records Program Area

Overview

Problem Identification

- Ohio will be working on the following projects this year: LBRS, Crash Data Export, EMS Incident Reporting System, Crash Data Accessibility Rewrite, and Statewide Police Crash Report (OH1) Upgrade Training.

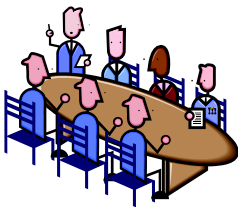
Outcome Measures

- Improvements in traffic records will provide a more accurate problem identification to help determine future funding for traffic safety projects.

Programming Efforts

Traffic Records Coordinating Committee (TRCC)

The TRCC is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementations of the Traffic Records Strategic Plan and assist in development of the 408 application. The Office of Criminal Justice Services – Traffic Safety Division participates in the TRCC working group which meets at least bi-monthly. In FFY 2012, the TRCC is focused on implementing the priority projects that were identified in the 2010 Traffic Records Assessment.



Funding Level	$0	Funding Source	N/C

Crash Outcome Data Evaluation System Project (CODES)

The CODES model uses linked electronic data to track persons involved in motor vehicle crashes from the scene, and, if injured, through the health care system to a final destination. By linking crash, vehicle and behavior characteristics to their specific medical and financial outcomes, prevention factors can be identified. The linked data can yield information to determine statistically which highway safety strategies are most effective for reducing injury and death associated with motor vehicle crashes. Ohio's CODES project started in August 2004, with the Center for Injury Research and Policy (CIRP) of the Columbus Children's Research Institute at Columbus Nationwide Children's Hospital. The CODES Data Manager is a member of the TRCC.

Funding Level	**$0**	**Funding Source**	**N/C**

Location Based Response System (LBRS)

Through a joint partnership with the Ohio Department of Transportation (ODOT), the purpose of this project is to provide a multi-jurisdictional statewide asset containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders. This project is identified as a priority in the TRCC's strategic plan. Counties that have been completed are available online at: http://gis1.oit.ohio.gov/website/lbrs/viewer.htm

Funding Level	**$1,415,000**	**Funding Source**	**408**

Crash Data Export

Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS' software. After the modifications, these agencies will be able to submit crash reports electronically which will increase the accuracy and reduce processing time.

Funding Level	**$395,000**	**Funding Source**	**408**

Ohio Trauma Registry

The project will be based on data definitions and programming specifications provided by the National Trauma Data Standards (NTDS). The goal will be to create a system that meets the data collection needs of the state of Ohio and is capable of providing improved analysis of the state trauma systems and trauma care, as well as allowing for comparison of data with other state and national data. The Traffic Records Assessment recommended upgrading the Ohio Trauma Registry to meet the National Trauma Data Standard.

Funding Level	**$350,000**	**Funding Source**	**408**

EMS Incident Reporting System

The purpose of this project is to improve the accuracy of the data in the EMS Incident Reporting System to meet the standards set forth by National EMS Information System (NEMSIS). In order to be able to collect information that not only meets the standards but also allows for business rules and edit checks to be done automatically by the software will help to ensure the completeness and consistency of the data.

Funding Level	$200,000	Funding Source	408

Crash Data Accessibility – Rewrite

Adding statistic informational reports to the web applications previously developed provides a broader base of information and free form reports will enable information seekers to obtain their desired data in a timely manner.

The person requesting reports will have a list of developed reports. By selecting the desired report, a selection screen will appear that the person can use specified parameters to 'drill down' to select the condensed report. The reports can be time, county, or area specific along with any other appropriate parameter.

The requestor will also be able to run data specific reports. By selecting specific data fields and supplying ranges, the customer can obtain needed results. Crash, unit and people files can be downloaded for further use.

Because the Ohio Crash Report (OH1) has been revised to capture more current MMUCC required data fields, this program will need to be re-written to meet the new field structure.

Funding Level	$150,000	Funding Source	408

Statewide Police Crash Report (OH1) Upgrade Training

The purpose of this project is to provide training for local and state law enforcement agencies on how to complete the new Police Crash Report (OH1): The use of the current OH1 was instituted in 2001. Since that time, a tremendous amount of changes have occurred within the traffic crash data world. MMUCC has been updated as well as ANSI D-16. Some of the data elements pertinent to crash prevention for today's traffic do not appear on the OH1.

A few of the fields that were added to the new OH1 include the vehicle identification number (VIN), driver distractions to encompass both electronic devices and external distractions. The way location data is to be captured was revised to allow for a more precise and simpler way for the officer in the field to record it. The new form will also allow for a more accurate recording of certain unit types. Buses have been broken down into a few more categories and certain heavy truck types have also been separated.

Funding Level	$25,000	Funding Source	408

Estimated Funding for Traffic Records Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Location Based Response System (LBRS)	$1,415,000	408
Crash Data Export	$ 395,000	408
Trauma Registry	$ 350,000	408
EMS Incident Reporting System	$ 200,000	408
Crash Data Accessibility – Rewrite	$ 150,000	408
Statewide Police Crash Report (OH1) Upgrade Training	$ 25,000	408
Subtotal	**$2,535,000**	
Traffic Records Coordinating Committee (TRCC)	$0	N/C
Crash Outcome Data Evaluations System (CODES)	$0	N/C
Total Funding for Traffic Records Program Area	**$2,535,000**	

Grant Management Program Area

Overview

Outcome Measure

- To administer the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; to plan for coordinated highway safety activities; to use strategic resources most effectively; and to decrease traffic crashes, deaths and injuries.

Programming Efforts

Traffic Safety Grant Program Management

Housed under the Ohio Department of Public Safety (ODPS) within the Office of Criminal Justice Services (OCJS), the Traffic Safety Section administers the Section 402 State and Community grants, related National Highway Traffic safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities, as well as the state funded Third Grade Seat Belt Education Program. Expenses incurred include: direct office expenditures, staff salaries, benefits, staff travel, equipment, supplies and other costs necessary to carry out the functions of the Traffic Safety Section.

402 PA		402 CP	
Title	**Time Charged**	**Title**	**Time Charged**
Federal Programs Manager	100%	Regional Programs Manager	AHW*
Business Manager	100%	Planner	100%
Regional Programs Manger	AHW*	Planner	100%
Special Projects Coord.	100%	Planner	100%
Grants Coordinator	100%		
Administrative Assistant	100%		
Fiscal Specialist	AHW*		
Social Researcher	AHW*		

*AHW is actual hours worked under this funding category. Certified time and attendance records are kept to reflect actual breakdown.

Funding Level	$668,672	Funding Source	402 PA
	$300,000		402 CP
	$668,672		State Soft Match

Web-Based Grants Management System

The Web-based grants management system called GRANTS (Grant Records and Application Network for Traffic Safety) was launched in 2005 to receive grant proposals for FFY 2006. The online system makes the entire grant management process more efficient and accessible. This system eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims and grant revisions through the online system. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. In FFY 2012, the grant management system begins the seventh year of use. The funding allocated to this project is for maintenance service, training and system enhancements.

Funding Level	$109,000	Funding Source	402 PA
	$109,000		State Soft Match

Regional Strategy

The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into three regions and a planner is assigned to manage most agreements within each region. The regional approach will continue in FFY 2012.

The regional strategy:

- Reinforces the national goals by focusing planning staff on lowering the fatal crashes within their region;

- Encourages staff to build relationships with a broader array of traffic safety advocates who have interest in a geographic area of the State and allows staff to identify potential partners who are not involved in the planning and implementation of traffic safety initiatives;
- Reduces the number of planning staff assigned to a grantee agency, allowing for more consistency;
- Broadens planning staff's knowledge of other grant program areas; and
- Encourages communications among planning staff which results in more consistency in the management of grants, both within their region and across the state.

At least one regional meeting will be held in each region during this funding cycle. At these meetings, grantees and traffic safety partners are informed about current national and state traffic safety programs and initiatives, best practices are shared and participants are asked for input for planning future programs.

Estimated Funding for Grant Program Management

Strategic Programs and Activities	Funding Level	Funding Source
Grant Program Management (split funded)	$ 300,000	402 CP
Subtotal	**$ 300,000**	**402 CP**
Grant Program Management (split funded)	$ 668,672	402 PA
Web-Based Grants Management System (split funded)	$ 109,000	402 PA
Subtotal	**$ 777,672**	**402 PA**
Grant Program Management (P&A)	$ 668,672	State Soft Match
Web-Based Grants Management System(split funded)	$ 109,000	State Soft Match
Subtotal	**$ 777,672**	**State Soft Match**
Total Funding for Grant Management Program Area	**$1,855,344**	

HSP Cost Summary – HS 217

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Ohio

Highway Safety Plan Cost Summary

2012-HSP-1

For Approval

Page: 1

Report Date: 08/19/2011

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2012-00-00-00		$.00	$777,672.00	$.00	$777,672.00	$777,672.00	$.00
	Planning and Administration Total		**$.00**	**$777,672.00**	**$.00**	**$777,672.00**	**$777,672.00**	**$.00**
Motorcycle Safety								
	MC-2012-00-00-00		$.00	$3,185,000.00	$.00	$71,000.00	$71,000.00	$71,000.00
	Motorcycle Safety Total		**$.00**	**$3,185,000.00**	**$.00**	**$71,000.00**	**$71,000.00**	**$71,000.00**
Occupant Protection								
	OP-2012-00-00-00		$.00	$305,600.00	$.00	$560,000.00	$560,000.00	$431,403.00
	Occupant Protection Total		**$.00**	**$305,600.00**	**$.00**	**$560,000.00**	**$560,000.00**	**$431,403.00**
Police Traffic Services								
	PT-2012-00-00-00		$.00	$.00	$.00	$2,425,000.00	$2,425,000.00	$1,800,000.00
	Police Traffic Services Total		**$.00**	**$.00**	**$.00**	**$2,425,000.00**	**$2,425,000.00**	**$1,800,000.00**
Community Traffic Safety Project								
	CP-2012-00-00-00		$.00	$.00	$.00	$2,158,000.00	$2,158,000.00	$361,000.00
	Community Traffic Safety Project Total		**$.00**	**$.00**	**$.00**	**$2,158,000.00**	**$2,158,000.00**	**$361,000.00**
Roadway Safety								
	RS-2012-00-00-00		$.00	$.00	$.00	$225,000.00	$225,000.00	$225,000.00
	Roadway Safety Total		**$.00**	**$.00**	**$.00**	**$225,000.00**	**$225,000.00**	**$225,000.00**
Safe Communities								
	SA-2012-00-00-00		$.00	$.00	$.00	$1,625,000.00	$1,625,000.00	$1,625,000.00
	Safe Communities Total		**$.00**	**$.00**	**$.00**	**$1,625,000.00**	**$1,625,000.00**	**$1,625,000.00**
Speed Control								
	SC-2012-00-00-00		$.00	$.00	$.00	$10,000.00	$10,000.00	$.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	Speed Control Total		**$.00**	**$.00**	**$.00**	**$10,000.00**	**$10,000.00**	**$.00**
Paid Advertising								
	PM-2012-00-00-00		$.00	$.00	$.00	$1,850,000.00	$1,850,000.00	$.00
	Paid Advertising Total		**$.00**	**$.00**	**$.00**	**$1,850,000.00**	**$1,850,000.00**	**$.00**
Distracted Driving								
	DD-2012-00-00-00		$.00	$.00	$.00	$50,000.00	$50,000.00	$.00
	Distracted Driving Total		**$.00**	**$.00**	**$.00**	**$50,000.00**	**$50,000.00**	**$.00**
	NHTSA 402 Total		***$.00***	***$4,268,272.00***	***$.00***	***$9,751,672.00***	***$9,751,672.00***	***$4,513,403.00***
408 Data Program SAFETEA-LU								
	K9-2012-00-00-00		$.00	$.00	$.00	$2,535,000.00	$2,535,000.00	$1,415,000.00
	408 Data Program Incentive Total		**$.00**	**$.00**	**$.00**	**$2,535,000.00**	**$2,535,000.00**	**$1,415,000.00**
	408 Data Program SAFETEA-LU Total		***$.00***	***$.00***	***$.00***	***$2,535,000.00***	***$2,535,000.00***	***$1,415,000.00***
410 Alcohol SAFETEA-LU								
	K8-2012-00-00-00		$.00	$17,100,000.00	$.00	$5,700,000.00	$5,700,000.00	$4,160,000.00
410 Alcohol SAFETEA-LU Paid Media								
	K8PM-2012-00-00-00		$.00	$3,450,000.00	$.00	$1,150,000.00	$1,150,000.00	$.00
	410 Alcohol SAFETEA-LU Total		***$.00***	***$20,550,000.00***	***$.00***	***$5,700,000.00***	***$5,700,000.00***	***$4,160,000.00***
2010 Motorcycle Safety								
	K6-2012-00-00-00		$.00	$.00	$.00	$212,000.00	$212,000.00	$70,000.00
	2010 Motorcycle Safety Incentive Total		**$.00**	**$.00**	**$.00**	**$212,000.00**	**$212,000.00**	**$70,000.00**
	2010 Motorcycle Safety Total		***$.00***	***$.00***	***$.00***	***$212,000.00***	***$212,000.00***	***$70,000.00***
164 Hazard Elimination								
	164HE-2012-00-00-00		$.00	$.00	$.00	$60,000,000.00	$60,000,000.00	$.00

Highway Safety Plan Cost Summary

2012-HSP-1

For Approval

Report Date: 08/19/2011

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
164 Hazard Elimination Total			**$.00**	**$.00**	**$.00**	**$60,000,000.00**	**$60,000,000.00**	**$.00**
164 Transfer Funds Total			***$.00***	***$.00***	***$.00***	***$61,150,000.00***	***$61,150,000.00***	***$.00***
NHTSA Total			***$.00***	***$24,818,272.00***	***$.00***	***$79,348,672.00***	***$79,348,672.00***	***$10,072,903.00***
Total			***$.00***	***$24,818,272.00***	***$.00***	***$79,348,672.00***	***$79,348,672.00***	***$10,072,903.00***

Project	Funding	Source	Local Benefit	Percent
Countywide OVI Task Forces	$2,000,000	410	$2,000,000	
Metro Checkpoint Grant	$ 115,000	410	$ 115,000	
High Visibility Enforcement Overtime	$1,700,000	410	$1,700,000	
Alcohol Awareness Grant	$ 45,000	410	$ 45,000	
DRE Program	$ 300,000	410	$ 214,500	
		410 Total	**$4,074,500**	**59.48%**
DUI Courts	$ 275,000	163	$ 275,000	
		163 Total	**$ 275,000**	**22.00%**
Peer to Peer Youth Programming	$ 100,000	402 CP	$ 100,000	
Asian Initiatives	$ 56,000	402 CP	$ 56,000	
Cleveland's Multicultural Communities	$ 100,000	402 CP	$ 100,000	
Hispanic Initiatives	$ 105,000	402 CP	$ 105,000	
		402 CP Total	**$ 361,000**	
Motorcycle Data Evaluation Grant	$ 71,000	402 MC	$ 71,000	
		402 MC Total	**$ 71,000**	
Low Usage Site Mini-Grants	$ 57,000	402 OP	$ 57,000	
Occupant Protection Coordinator Program	$ 364,000	402 OP	$ 335,403	
Special Needs Program	$ 39,000	402 OP	$ 39.000	
		402 OP Total	**$ 431,403**	
High Visibility Enforcement Overtime	$1,700,000	402 PT	$1,700,000	
Officer Training	$ 100,000	402 PT	$ 100,000	
		402 PT Total	**$1,800,000**	
Roadway Safety Studies	$ 71,000	402 RS	$ 71,000	
Roadway Safety Training	$ 154,000	402 RS	$ 154,000	
		402 RS Total	**$ 225,000**	
Safe Communities	$1,625,000	402 SA	$1,625,000	
		402 SA Total	**$1,625,000**	
		402 Total	**$4,513,403**	**46.28%**
Motorcycle Strategic Plan	$ 212,000	2010	$ 70,000	
		2010 Total	**$ 70,000**	**33.02%**
Location Based Response System (LBRS)	$1,415,000	408	$1,415,000	
		408 Total	**$1,415,000**	**55.82%**

State Certifications and Assurances

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

Section 402 Requirements

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 percent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.
- (23 USC 402 (b)(1)(E));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(l)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) $25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.;* PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;):

The State will provide a drug-free workplace by:

a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

b. Establishing a drug-free awareness program to inform employees about:

   1. The dangers of drug abuse in the workplace.

   2. The grantee's policy of maintaining a drug-free workplace.

   3. Any available drug counseling, rehabilitation, and employee assistance programs.

   4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --

   1. Abide by the terms of the statement.

   2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.

e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -

   1. Taking appropriate personnel action against such an employee, up to and including termination.

   2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

Buy America Act

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

Political Activity (Hatch Act).

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

Certification Regarding Federal Lobbying

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

Restriction on State Lobbying

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

Certification Regarding Debarment and Suspension

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that is it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person

who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Policy to Ban Text Messaging While Driving

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

(1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

(2) Conduct workplace safety iniatives in a manner commensurate with the size of the business, such as –
a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

Environmental Impact

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

Governor's Representative for Highway Safety

Ohio

State or Commonwealth

2012

For Fiscal Year

8/31/11

Date

Ohio FFY2012 Highway Safety Plan 93

Appendix A

Ohio Public Safety
DPS01-0000017509
Fall Impaired Driving Campaign

		Dates	Net $	Total $ With Fee	Plan Budget		Paid GRPS	Matching GRPS	Total GRPS
Radio	ONN	Aug. 21-Sept 4	$ 9,775.00	$ 10,068.25	$ 10,506.00	23 Paid Spots + matching			
	Cincinnati	Aug. 21-Sept 7	$ 15,070.50	$ 15,522.62	$ 49,543.00	Exc. Reds	301.4	262.7	564.1
	Cleveland	Aug. 21-Sept 7	$ 13,680.75	$ 14,091.17	$ 36,565.00	Exc. Indians	301.0	174.8	475.8
	Columbus	Aug. 21-Sept 7	$ 14,933.65	$ 15,381.66	$ 29,870.00	Exc. Clippers	299.1	234.3	533.4
	Hispanic	Aug. 21-Sept 6	$ 4,600.06	$ 4,738.06	$ 7,461.00		n/a		
							300 Plan Goal per Market		
	TOTAL RADIO		$ 58,059.96	**$ 59,801.76**	$ 133,945.00				
Television	FSN	Aug 21-30	$ 10,200.00	$ 10,506.00	$ 20,600.00	79 Paid Spots + 79 matching			
		Aug 31-Sept 7	$ 9,350.00	$ 9,630.50					
	STO	Aug 21-30	$ 9,180.00	$ 9,455.40	$ 18,540.00	17 Paid Spots + 63 matching			
		Aug 31-Sept 7	$ 5,780.00	$ 5,953.40					
	BTN	Aug. 21-Sept 7	$ 8,500.00	$ 8,755.00	$ 10,300.00	11 Paid Spots + 40 matching			
	Browns	Aug. 15 -	$ 60,000.00	$ 61,800.00	$ 61,800.00				
	Bengals	Aug 14 -	$ 59,000.00	$ 60,770.00	$ 60,770.00				
	OSU	Sept. 1 -	$ 61,000.00	$ 62,830.00	$ 62,830.00				
	TOTAL TV		$ 223,010.00	**$ 229,700.30**	$ 234,840.00				
NonTraditional									
	Payday Perx	Aug. 1 - Sept 30	$ 20,969.00	$ 21,598.07	$ 21,598.00				
	TOTAL Non Traditional		$ 20,969.00	**$ 21,598.07**	$ 21,598.00				
Contingency									
	Traffic, etc.	Aug. 1-Sept 7	$ -	$ -	$ 9,617.00				
		TBD							
GRAND TOTAL*		*Excludes Traffic		**$ 311,100.13**	$ 400,000.00				

Summer Impaired Driving Campaign
June 21 - July 5, 2009

RADIO	PLAN GOAL	PAID GRP GOAL	Actual* Paid+PSA GRPS	Paid+PSA Spots	Net	Actual TOTAL (with fee)	
Cincinnati	$30,147.84	550	724.5	658	$21,173.50	$ 21,808.71	WCKY,WDBZ,WEBN,WKFS,WFTK,WIZF,WOFX,WUBE, WYGY
Cleveland	$24,356.41	550	713.3	643	$17,986.39	$ 18,526.50	WAKS,WDLW,WENZ,WEOL,WKNR,WKRK,WMMS,WNCX,WNZN
Columbus	$33,774.16	550	746.0	1059	$21,050.25	$ 21,681.76	WBNS,WBWR,WCKX,WCOL, WDLR,WHOK,WNKK,WNCI,WRKZ,WRXS,WTDA,WVKO
	$88,278.41					$ 62,016.96	
Misc.	*$ 3,068.08*					*$ 500.00*	
TOTAL	$91,346.49					$ 62,516.96	

*Did not air paid spots beyond 6/30/2009

CIOT 2009 Buys

	PLAN BUDGET	GRPS	Placed todate Net	Fee	Total	+/- Budget
Television						
Cincinnati	$ 56,779.00	354.7	$ 51,021.25	$ 1,530.64	$ 52,551.89	$ 4,227.11
Cleveland	$ 104,545.00	352.0	$ 76,126.00	$ 2,283.78	$ 78,409.78	$ 26,135.22
Columbus/Zanesv.	$ 79,085.00	357.1	$ 59,100.50	$ 1,773.02	$ 60,873.52	$ 18,211.49
Dayton/Lima	$ 34,135.00	351.3	$ 30,297.40	$ 908.92	$ 31,206.32	$ 2,928.68
Toledo	$ 31,634.00	351.3	$ 25,755.00	$ 772.65	$ 26,527.65	$ 5,106.35
Youngstown	$ -	349.9	$ 24,807.25	$ 744.22	$ 25,551.47	$ (25,551.47)
	$ 306,178.00		$ 267,107.40	$ 8,013.22	**$ 275,120.62**	$ 31,057.38
Hispanic TV						
Cleveland	$ 4,120.00		$ 3,978.00	$ 119.34	$ 4,097.34	$ 22.66
Columbus	$ 3,090.00		$ 2,988.60	$ 89.66	$ 3,078.26	$ 11.74
	$ 7,210.00		$ 6,966.60		$ 7,175.60	$ 34.40
Cable TV						
FSN	$ 16,480.00	94.4	$ 14,620.00	$ 438.60	$ 15,058.60	$ 1,421.40
STO	$ 16,480.00	35.7	$ 12,920.00	$ 387.60	$ 13,307.60	$ 3,172.40
	$ 32,960.00		$ 27,540.00		**$ 28,366.20**	$ 4,593.80
Television Total	**$ 346,348.00**				**$ 310,662.42**	**$ 35,685.58**
Radio						
ONN Network	$ 10,506.00	n/a	$ 10,200.00	$ 306.00	$ 10,506.00	$ -
Cincinnati	$ 27,429.00	299.9	$ 14,714.35	$ 441.43	$ 15,155.78	$ 12,273.22
Cleveland	$ 26,307.00	300.0	$ 14,968.50	$ 449.06	$ 15,417.56	$ 10,889.45
Columbus	$ 27,240.00	335.6	$ 19,682.60	$ 590.48	$ 20,273.08	$ 6,966.92
Dayton	$ 15,506.00	335.8	$ 8,704.00	$ 261.12	$ 8,965.12	$ 6,540.88
Toledo	$ 10,207.00	299.8	$ 8,287.50	$ 248.63	$ 8,536.13	$ 1,670.88
Youngstown	tbd					
	$ 117,195.00		$ 76,556.95		**$ 78,853.66**	**$ 38,341.34**
Hispanic Radio						
Cincinnati	$ 150.00		$ 119.00	$ 3.57	$ 122.57	$ 27.43
Columbus	$ 2,000.00		$ 1,710.20	$ 51.31	$ 1,761.51	$ 238.49
Cleveland	$ 1,000.00		$ 836.28	$ 25.09	$ 861.37	$ 138.63
Toledo	$ 450.00		$ 144.01	$ 4.32	$ 148.33	$ 301.67
	$ 3,600.00		$ 2,809.49	$ 84.28	$ 2,893.77	**$ 706.23**
Cleveland Cavs	**$ 25,750.00**		$ 25,000.00	$ 750.00	**$ 25,750.00**	$ -
RADIO TOTAL	**$ 146,545.00**				**$ 107,497.43**	**$ 39,047.57**
Payday Perx	**$ 24,431.00**		$ 20,969.00	$ 629.07	**$ 21,598.07**	$ 2,832.93
Traffic/Production	**$ 5,426.00**		$ 6,938.00	$ 208.14	**$ 7,146.14**	$ (1,720.14)
MISC TOTAL	**$ 29,857.00**				**$ 28,744.21**	**$ 1,112.79**
CIOT PLAN	**$ 522,750.00**				**$ 446,904.06**	**$ 33,095.94**
REVISED BUDGET	**$ 480,000.00**					

(Theatres from Linsday budget)

Motorcycle Campaign
April - June 30, 2009

Outdoor (Space & Production)	Start Date	Gross	Net	Fee	Total
Lamar - Erie, Ottawa, Toledo	6/1/2009		$ 4,565.00	$ 136.95	$ 4,701.95
Lamar - Ashtabula	6/1/2009		$ 1,000.00	$ 30.00	$ 1,030.00
Lamar - Cincinnati	6/1/2009		$ 13,210.00	$ 396.30	$ 13,606.30
Lamar - SE Ohio	6/1/2009		$ 2,100.00	$ 63.00	$ 2,163.00
OUTDOOR TOTAL			$ 20,875.00	$ 626.25	**$ 21,501.25**
Cable Television					
Fox Sports Netowrk	4/16/2009	$ 45,000.00	$ 38,250.00	$ 1,147.50	$ 39,397.50
Sportstime Ohio	4/16/2009	$ 18,000.00	$ 15,300.00	$ 459.00	$ 15,759.00
SE Ohio Cable Systems	4/16/2009	$ 19,688.00	$ 16,734.80	$ 502.04	$ 17,236.84
TW Cincinnati		*$ 4,720.00*			
Viamedia		*$ 1,624.00*			
Suddenlink Portsmouth		*$ 3,584.00*			
TW Columbus zone		*$ 5,840.00*			
Suddenlink Marietta		*$ 1,120.00*			
Steubenville		*$ 2,800.00*			
TV TOTAL			$ 70,284.80	$ 2,108.54	**$ 72,393.34**
Radio					
ONN Network	4/16/2009	$ 25,000.00	$ 21,250.00	$ 637.50	$ 21,887.50
Lima Promotion WEGE/WZOQ	5/4/2009	thru June	$ 2,660.00	$ 79.80	$ 2,739.80
Cincinnati Spot Radio Buy	4/16/2009		$ 38,984.40	$ 1,169.53	$ 40,153.93
WCKY-AM			*$ 2,826.25*		
WEBN-FM			*$ 7,537.80*		
WFTK-FM			*$ 2,741.25*		
WGRR-FM			*$ 4,590.00*		
WLW-AM			*$ 11,815.00*		
WOFX-FN			*$ 3,782.50*		
WSAI-AM			*$ 952.00*		
WUBE/WYGY			*$ 4,739.60*		
RADIO TOTAL			$ 62,894.40	$ 1,886.83	**$ 64,781.23**
PRODUCTION/TRAFFIC				**TBD**	0
TOTAL DPS01-0000011370					**$ 158,675.83**
Budget					$ 170,000.00
Under Budget					$ (11,324.17)

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