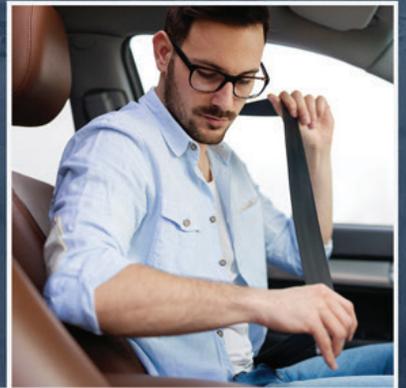


OHIO HIGHWAY SAFETY PLAN

FEDERAL FISCAL YEAR
2020



Ohio Traffic Safety Office



State of Ohio

FFY2020 Highway Safety Plan

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Mission Statement

The Ohio Traffic Safety Office (OTSO) mission is to 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.

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 (ODPS) / Ohio State Highway Patrol (OSHP) / Ohio Traffic Safety Office (OTSO) to eligible entities to be used for such projects as traffic safety education, enforcement and engineering. 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) with oversight provided by the Ohio State Highway Patrol (OSHP), the Ohio Traffic Safety Office (OTSO) administers Section 402 State and Community grants, Section 405 National Priority Safety Program grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities.

Ohio uses a regional approach. The state is divided into patrol districts and a planner is assigned to manage most agreements within each District. The regional strategy reinforces national goals by focusing programmatic staff on lowering fatal crashes within their assigned region. It also encourages staff to build relationships with a broad 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. A regional strategy reduces the number of planning staff assigned to a sub-recipient agency, which allows for consistency within regions and across the state. In addition, it broadens each staff member's knowledge of all program areas.

The staff consists of the Traffic Safety Commander, Traffic Safety Administrator, Grants Administrator, Regional Programs Manager / Law Enforcement Liaison (LEL) Coordinator, Special Projects Coordinator, Program Administrator, Administrative Professional 3, three Planners, Grants Coordinator 2 and a Fiscal Professional.

The Administrative Professional 3 and Special Projects Coordinator assist with the national campaigns, planning assessments, and other projects as needed throughout the year. The Traffic Safety Administrator oversees all staff mentioned above. The Traffic Safety Commander oversees the OTSO and is responsible for all activities of the office.

Planning and Administration Section

The Program Administrator manages the web-based grants management system, assists with the Grant Solicitation Package (GSP), Highway Safety Plan (HSP) and Annual Evaluation Report (AER). The Fiscal Professional and Grants Coordinator 2 are responsible for the financial activity on each grant. The Grants Administrator oversees the Program Administrator, Fiscal Professional and Grants Coordinator 2, oversees the web-based grants management system, and coordinates the Grant Solicitation Package, the HSP and the AER.

Program Management Section

Planners and LELs are assigned grants based on the highway patrol districts. The Planner is responsible for overseeing the programmatic activity on each grant. The Regional Programs Manager/LEL Coordinator oversees the planners and coordinates the six LELs (four regional LELs and two equipment inspection LELs).

Grant proposals are accepted and reviewed annually by OTSO, 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 to address 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, 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. Each proposal is compared to the *Countermeasures that Work* to ensure the projects selected for funding are evidence-based.

The FFY2020 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). OTSO 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. Two hundred ten grant

proposals have been received for FFY2020. Federal funds have been tentatively allocated to 65 of Ohio's 88 counties representing 92.11 percent of Ohio's population (not including the Ohio State Highway Patrol grants that operate on a statewide basis).

Many components of the FFY2020 Highway Safety Plan are reflected in Ohio's Strategic Highway Safety Plan (SHSP). The SHSP addresses Ohio's most problematic traffic safety issues and relies on a collaborative approach by the state's safety partners to implement effective programs that impact motor vehicle crashes on Ohio's roadways. The SHSP was developed in conjunction with various safety agencies and focuses on safety for all road users, including cars, trucks, trains, motorcycles, pedestrians and bikes. The SHSP committee includes representatives from various local, state and federal safety agencies. The committee meets quarterly to review crash trends and discuss key strategies being implemented across agencies to reduce crashes.

Fatalities and Injuries

In 2018, there were 1,068 fatalities and 7,627 serious injuries in traffic crashes. The number of fatalities in Ohio has increased 6.16 percent since 2014 and the number of injuries has decreased 13.18 percent in the same timeframe.

Top Priorities

Ohio has prioritized its problem areas as follows: Impaired Driving, Occupant Protection, Speed, Motorcycles, Youth, Pedestrian, Distracted Driving, Traffic Records and Bicycle. This selection was determined based upon problem identification as it relates to the core measures.

Major Strategies

Impaired Driving

Reducing alcohol impaired driving fatalities to 283 and drugged driving fatal crashes to 363 is a strategy to reducing Ohio's overall death and injury rates. This will be accomplished through earned media, paid media, alcohol impaired driving enforcement, drug impaired driving enforcement, saturation patrols, and checkpoints.

Occupant Protection

Reducing unbelted fatalities to 344 is a strategy to reduce Ohio's overall death and injury rates. Increasing seat belt usage will be accomplished through earned media, paid media, high visibility enforcement, and evaluation. Ohio will also continue to fund the Ohio Department of Health (ODH) to coordinate the statewide Occupant Protection Coordinator program that addresses child passenger safety as well as older children and adults through education.

Speed

Reducing speed related fatalities to 249 is a strategy to reduce Ohio's overall death and injury rates. Selective Traffic Enforcement Program (STEP) grants and the Ohio State Highway Patrol's Speed focused High Visibility Enforcement Period grant concentrate on speed efforts using local problem identification.

Motorcycles

Reducing motorcycle fatalities to 157 and un-helmeted fatalities to 109 are strategies to reduce Ohio's overall death and injury rates. Both of these will be accomplished through earned media, paid media, high visibility enforcement, and evaluation.

Youth

Reducing the number of drivers 20 or younger that are involved in fatal crashes to 135 is a strategy to reduce Ohio's overall death and injury rates. Reducing this number will be accomplished through working with teens statewide through a peer-to-peer program. These peer-to-peer efforts are designed to: increase seat belt use; reduce speeding; reduce impaired driving; reduce distracted driving; reduce underage drinking; and reduce other risky behaviors that contribute to injuries and fatalities.

Pedestrian

Reducing the number of pedestrian fatalities to 119 is a strategy to reduce Ohio's overall death and injury rates. Since this number is a small percentage of Ohio's fatality number, this reduction will be accomplished by concentrating efforts at the local level where the highest number of pedestrian fatalities are occurring.

Distracted Driving

Maintaining the number of distracted driving fatal crashes to 40 and reducing the number of distracted driving serious injury crashes to 393 is a strategy to reduce Ohio's overall death and injury rates. Decreasing this number will be accomplished through earned media, paid media, high visibility enforcement, and evaluation.

Traffic Records

Through the Traffic Records Coordinating Committee (TRCC), several projects have been approved for funding for FFY2020. Existing projects such as Citation Tracking (accurate/timely citation reporting) will continue until the projects are complete. New projects that meet funding requirements are vetted throughout the year.

Bicycle

Reducing the number of bicycle fatalities to 18 is a strategy to reduce Ohio's overall death and injury rates. Since this number is a small percentage of Ohio's fatality number, this reduction will be accomplished by concentrating efforts at the local level where the highest number of bicycle fatalities are occurring.

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 of Ohio (PUCO), Buckeye State Sheriff's Association (BSSA), Ohio Association of Chiefs of Police (OACP), Mid-Ohio Regional Planning Commission (MORPC), County Engineers Association of Ohio, Ohio Turnpike Commission, Ohio State Highway Patrol (OSHP), Motorcycle Ohio, American Motorcycle Association (AMA), Emergency Medical Services (EMS), University of Akron, Countywide OVI Task Forces, Safe Communities and sub-recipients.

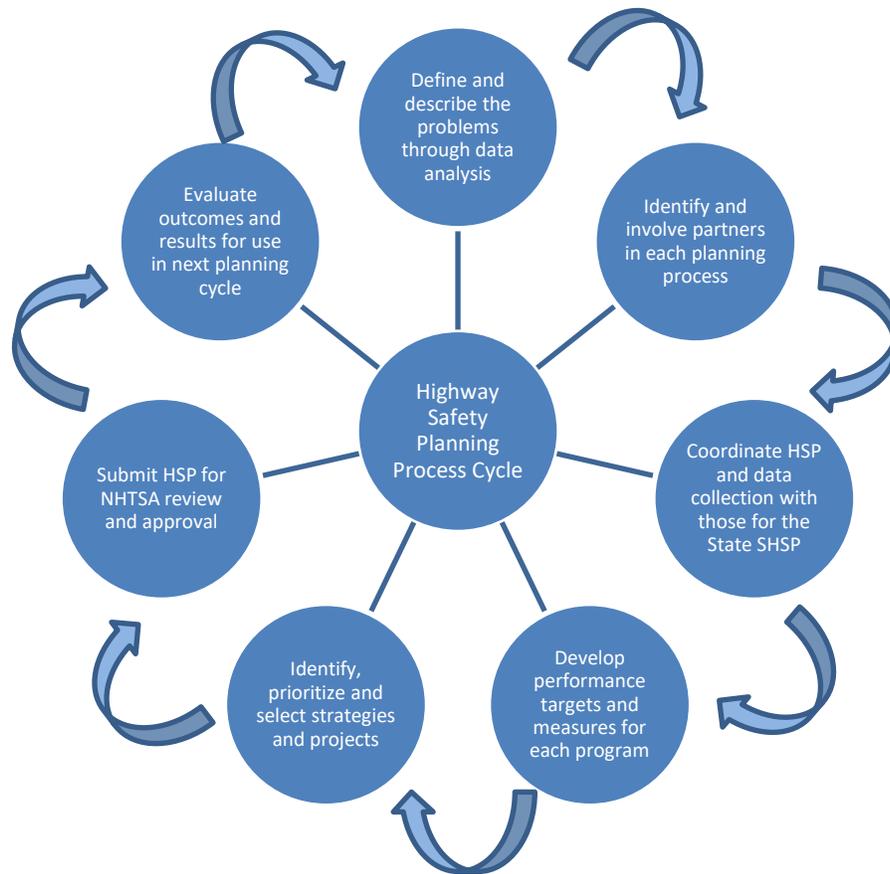
Ohio's Strategic Highway Safety Plan (SHSP) identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues. OTSO participates in the SHSP coordinating committee and chairs the High-Risk Behaviors/Drivers subcommittee. The FAST Act requires the HSP and the SHSP coordinate. Ohio has had an active role in the SHSP committee since the inception and this will continue.

Through the Strategic Highway Safety Plan (SHSP), the ODOT statewide bicycle and pedestrian sub-committee is focused on advancing bicycle and pedestrian transport throughout Ohio. The goals of the program are to ensure the safety and security of non-motorized users on the transportation system within the statewide transportation planning process and advanced bicycle and pedestrian data collection and analyses with Metropolitan Planning Organizations (MPOs) and public transportation operators to support statewide transportation planning and programming priorities and decisions. ODOT lends support to local governments, governmental and non-governmental organizations and private citizens to encourage, educate, plan, and design pedestrian and bicycle facilities. A statewide Active Transportation Committee has been formed. This committee has been reviewing crashes involving bicycles and pedestrians. The committee is finalizing an action plan that will become a part of Ohio's SHSP. ODOT also continues to fund Safe Routes to assist communities in developing and implementing projects and programs that encourage and enable children in grades K-8 to walk or bike to school safely.

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, Planning and Administration staff, Program Management staff,), LELs, District Staff, Post Commanders, Sub-Recipients, Federal Partners, State Partners, Local Partners
Evaluate Previous Programs	October - December	Management, Program Management staff, District Staff, Post Commanders
Annual Evaluation Report (AER) Submitted	December 31	Management, Planning and Administration staff, Program Management staff
Begin Problem ID	January - February	Management
Finalize Problem ID	March	Management
Notify Eligible Agencies	March - April	Program Management staff, LELs, District Staff, Post Commanders
Finalize Proposal Package	March	Management
Proposal Guideline Web Presentations	April	Management, Planning and Administration staff, Program Management staff, LELs, Potential Sub-Recipients
Highway Safety Plan (HSP) including Section 405 Development	May - June	Management, Planning and Administration staff, Program Management staff, Recommendations from "Obtain Input for Future Programming"
Proposal Deadline	Mid to late May	
Proposal Review and Risk Assessment	May - July	Management, Planning and Administration staff, Program Management staff, LELs, District Staff, Post Commanders
Proposal Recommendations	June	Management, Planning and Administration staff, Program Management staff, LELs, District Staff, Post Commanders
HSP Submission	July 1	Management, Program Administrator
Grant Executions	September	Management, Planning and Administration staff, Program Management staff
Pre-Activity Web Presentations	September	Management, Program Administrator, Planners, LELs, Sub-Recipients
HSP and Grant Implementation	October 1	Management, Planning and Administration staff, Program Management staff

Problem Identification

Problem Identification Process

A variety of resources is used to determine and prioritize the state's traffic safety problems and traffic safety-related infrastructure needs. Federal priorities, past evaluations and recommendations from resources such as the most recent National Highway Traffic Safety Administration (NHTSA) assessments (motorcycle, impaired driving, occupant protection, traffic records and EMS), *Countermeasures That Work* and results from annual observational seat belt surveys and telephone surveys are reviewed 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), Ohio Department of Transportation's (ODOT) Office of Systems Planning and Program Management Section, Ohio Department of Health's (ODH) Alcohol and Drug Testing Section, Ohio Department of Health's Injury Prevention Section, OVI Task Forces, Safe Communities, district traffic safety meetings, motorcycle safety strategic planning committee, Commercial Vehicle Strategic Plan planning committee, national and regional NHTSA meetings, the Governor's Highway Safety Association (GHSA) 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. Sub-recipients and other stakeholders provide current traffic and demographic trends at the district traffic safety meetings.

The Planning and Administration staff compiled demographic, registration, driver license and crash data. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2014, 2015, 2016, 2017 and 2018 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2014, 2015, 2016, 2017, and 2018. The Grants Administrator and management staff analyzed and discussed traffic crash data, documents and current trend data to identify and prioritize Ohio's traffic safety problems, and to target fatal crash locations for traffic safety programming. In addition to targeting locations, data is analyzed to determine the additional factors involved in targeting our resources on the problem.

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., Selective Traffic Enforcement Program, Impaired Driving Enforcement Program, Drugged Driving Enforcement Program, OSHP High Visibility Enforcement Program, OVI Task Force, Safe Communities, and General). Each year,

the solicitation package is available online at <http://otso.intelligrants.com>. Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process.

Proposal guideline presentations were developed and released electronically for potential sub-recipients to review statewide goals, OTSO's expectations and to serve as a guide to submit the proposal using the online GRANTS Plus System. Sub-recipients are required to review the most recent version of *Countermeasures that Work* and their county profile (provided by ODOT) prior to submitting the proposal.

Ohio has prioritized its problem areas as follows: Impaired Driving, Occupant Protection, Speed, Motorcycles, Youth, Pedestrian, Distracted Driving, Traffic Records and Bicycle. This selection was determined based upon problem identification as it relates to the core measures.

Evidence-Based Traffic Enforcement Plan

Ohio conducted an in-depth analysis of traffic crash data to identify and prioritize the state's traffic safety problems and to target fatal crash locations for programming. This analysis was used to develop Ohio's Evidence-Based Traffic Enforcement Plan. Once the problems and locations were determined, *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015* was reviewed to determine the most effective evidence-based programming to address Ohio's problems.

Analysis of crash data in areas of highest risk:

For FFY2020, an in-depth analysis of traffic crash data was conducted to not only identify and prioritize the state's 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 2014, 2015, 2016, 2017 and 2018 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2014, 2015, 2016, 2017 and 2018.

Deployment of resources based upon that analysis:

Safe Communities

- Maximum amounts for each county were set based on the average number of fatal crashes for 2016, 2017 and 2018. New programs had to have a minimum of a three-year average of 6.20 fatal crashes to be eligible for funding.
- Based on a county's three-year fatal crash average, a grant proposal must specify strategies in specific safety program areas for FFY2020.
 - Programs with a three-year fatal crash average between 0.00 and 10.35 may conduct strategies focusing on a maximum of three specific traffic safety areas.

- Programs with a three-year fatal crash average between 10.36 and 20.71 may conduct strategies focusing on a maximum of four specific traffic safety areas.
- Programs with a three-year fatal crash average of 20.72 and higher may conduct strategies focusing on a maximum of five specific traffic safety areas.
- These three specific traffic safety program areas must be addressed:
 - Impaired Driving/Drugged Driving
 - Seat Belt Usage/ “Click It or Ticket” initiatives
 - Motorcycle Awareness
 - If additional program area(s) are submitted in the proposal for consideration, the program area(s) must be justified by local fatal crash problem identification.

OVI Task Force

- To qualify for FFY2020 OVI Task Force grant funding, an OVI Task Force agency must be in the top alcohol-related fatal crash counties. The top alcohol-related fatal crash counties must have an average of at least 6.0 alcohol-related motor vehicle related fatal crashes during 2016, 2017 and 2018 (total of 18 or more alcohol-related fatal crashes during these three years).
 - When an existing OVI Task Force no longer meets the above requirements, they will be eligible for one more year at the existing funding level. The following year will be at 75 percent of that funding level and the following year at 50 percent.
- Each task force must:
 - Enlist a diverse task force membership
 - Conduct, at a minimum, 16 sobriety checkpoints in areas and time prioritized by the problem ID process - two are required during Drive Sober or Get Pulled Over (DSOGPO)
 - Ensure alcohol-related overtime enforcement activity is conducted in the areas and time periods of alcohol-related problems identified through a site selection process.
 - Hold a minimum of three press conference events (one during DSOGPO)

Impaired Driving Enforcement Program (IDEP)/Selective Traffic Enforcement Program (STEP)

- 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 2016, 2017 and 2018.
- Each agency must conduct impaired driving enforcement activity to impact their fatal crashes.

- Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.
- In addition to the required Blitzes and National Campaign, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding.

Drugged Driving Enforcement Program

- Grants are awarded to law enforcement agencies that are awarded a FFY2020 IDEP/STEP grant.
- Enforcement activities must be conducted in locations and at times that will have the greatest impact in reducing drugged driving fatal crashes.

Ohio State Highway Patrol High Visibility Enforcement Periods

- Distracted Driving Enforcement
 - Conduct high visibility distracted driving enforcement in locations and at times that will have the greatest impact in reducing distracted driving fatal crashes.
 - Enforcement must be conducted during National Distracted Driving Month and throughout the year based on local problem identification.
- Drugged Driving Enforcement
 - Conduct high visibility drugged driving enforcement in locations and at times that will have the greatest impact in reducing drugged driving fatal crashes.
 - Enforcement must be conducted throughout the year based on local problem identification.
- Impaired Driving Enforcement
 - Conduct high visibility impaired driving enforcement in locations and at times that will have the greatest impact in reducing impaired driving fatal crashes.
 - Enforcement must be conducted during the mandatory blitz periods and throughout the year based on local problem identification.
- Seat Belt Enforcement
 - Conduct high visibility seat belt enforcement in locations and at times that will have the greatest impact in reducing unbelted fatal crashes.
 - Enforcement must be conducted during November Click It or Ticket and during the spring Click It or Ticket.
- Speed Enforcement
 - Conduct high visibility speed enforcement in locations and at times that will have the greatest impact in reducing speed related fatal crashes.
 - Enforcement must be conducted throughout the year based on local problem identification.

General Grants

- General traffic safety grant proposals must demonstrate cost effectiveness, measurable results, and the potential to positively impact the traffic-related goals at both the state and local levels.

National Mobilizations

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2020. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

OTSO will work to increase the level of law enforcement participation, partner reporting levels and expand its partnership network during both the Click It or Ticket and the Drive Sober or Get Pulled Over national mobilizations.

Paid Media

Paid media is a big component of Ohio's communication and outreach strategies to:

- Inform the public of the dangers of impaired driving (drugged and alcohol impaired)
- Inform the public of the dangers of distracted driving
- Inform the public of the danger of speeding
- Encourage the public to buckle up
- Encourage motorcyclists to ride "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained)
- Encourage motorists to share the road: "Watch Out for Motorcycles"

Continuous follow-up and adjustment of the enforcement plan:

During the grant year, all sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. At each meeting, sub-recipients recap previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and current data shared at these meetings to ensure all activities are highly visible and are based on problem identification. Strategies are adjusted as needed throughout the year based on current data.

In addition to coordination within each district, activity has been coordinated between districts as well. OSHP staff has been encouraged to reach into other districts to coordinate enforcement activity on routes that cross multiple districts.

Task Force sub-recipients plan the checkpoints and saturation patrols, IDEP and STEP; sub-recipients plan their overtime enforcement for either impaired driving enforcement or speed/belts/aggressive; DDEP sub-recipients plan their drugged

driving enforcement; the OSHP plans their checkpoint, saturation, speed, seat belt, distracted, drugged overtime and Safe Communities can coordinate the educational/outreach or “softer side” approach. All of this planning is based on current trends that are happening in the district.

Ohio Demographics

The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2017 5 - Year Estimates Survey*.

Population	
Male	5,686,081
Female	5,923,675
Total	11,609,756

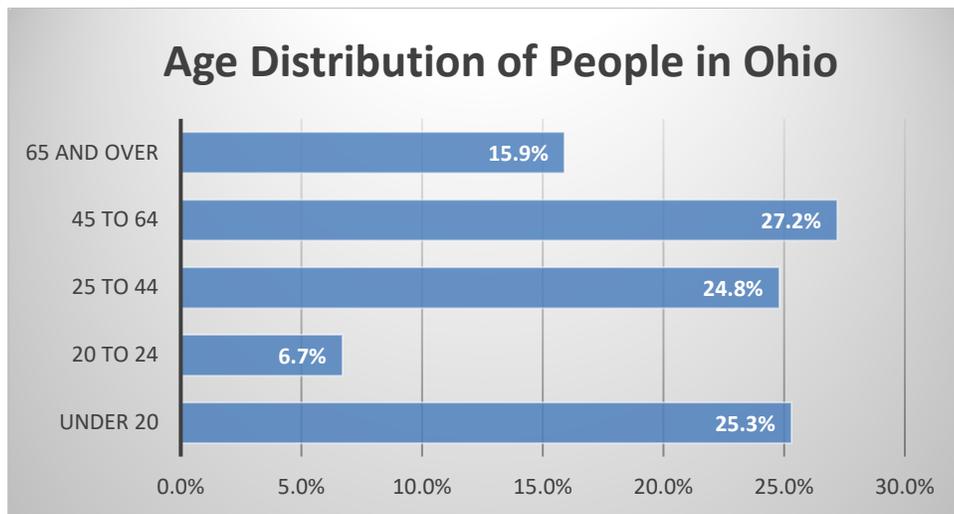
Work Commute	
Drove Alone	83.4%
Walked	2.2%
Public Transportation (excluding Taxi)	1.6%
Other Means	1.1%
Work at home	3.9%
Average Commute	23.4 minutes

Race	
White	84.3%
Black/African American	14.0%
Hispanic or Latino	3.6%
Asian	2.5%
American Indian and Alaska Native	0.1%
Some other race alone	0.1%

Language Spoken at Home	
English Only	93.1%
Other Language	6.9%
Speak English less than "very well"	2.4%

Other Language Spoken at Home	
Spanish	2.2%
Other Indo-European Language	2.5%
Asian/Pacific Islander Languages	1.2%
Other Language	0.9%
Speak English less than "very well"*	35.3%

*Of population that speaks a language other than English.



In the U.S. Census Bureau's *American Community Survey, 2017 5 - Year Estimates Survey*, Ohio has a population of 11,609,756. Ohio has 88 counties, 247 cities, 686 villages and 1,308 townships. There are 121,696 miles of public roads in Ohio. About 14.0 percent, or 17,242, miles are state maintained (IR, US and SR) and 85.0 percent,

or 104,003 miles, are local maintained. The remaining 451 miles are turnpike, state park roads, etc.

Climate

While Ohio's winters range from cool to cold with moderate year-round precipitation, severe lake effect snowstorms are not uncommon in the area southeast of Lake Erie. Snow is not uncommon throughout the state between November and March (5 out of 12 months - 41.67 percent of the year). However, only 36.03 percent of fatalities and 36.12 percent of serious injuries (2014 - 2018) occurred November - March.

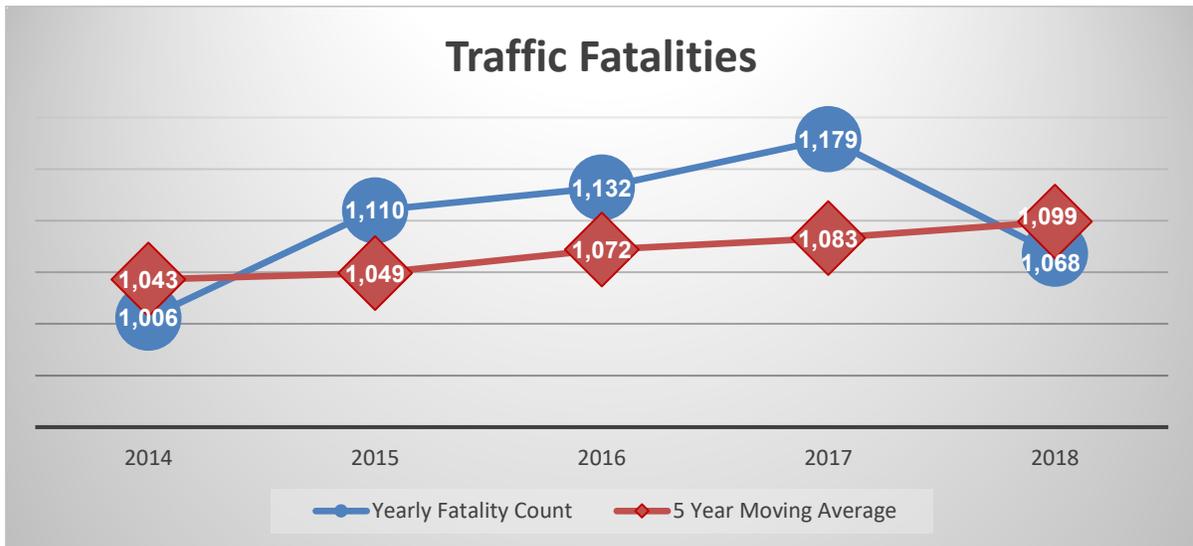
Media

Ohio has 42 commercial TV stations, 290 commercial radio stations, 77 daily newspapers, 150 weekly newspapers and over 14,000 outdoor billboards. There are nine markets in Ohio and five of these markets cover areas in five (Indiana, Kentucky, Michigan, Pennsylvania, West Virginia) neighboring states.

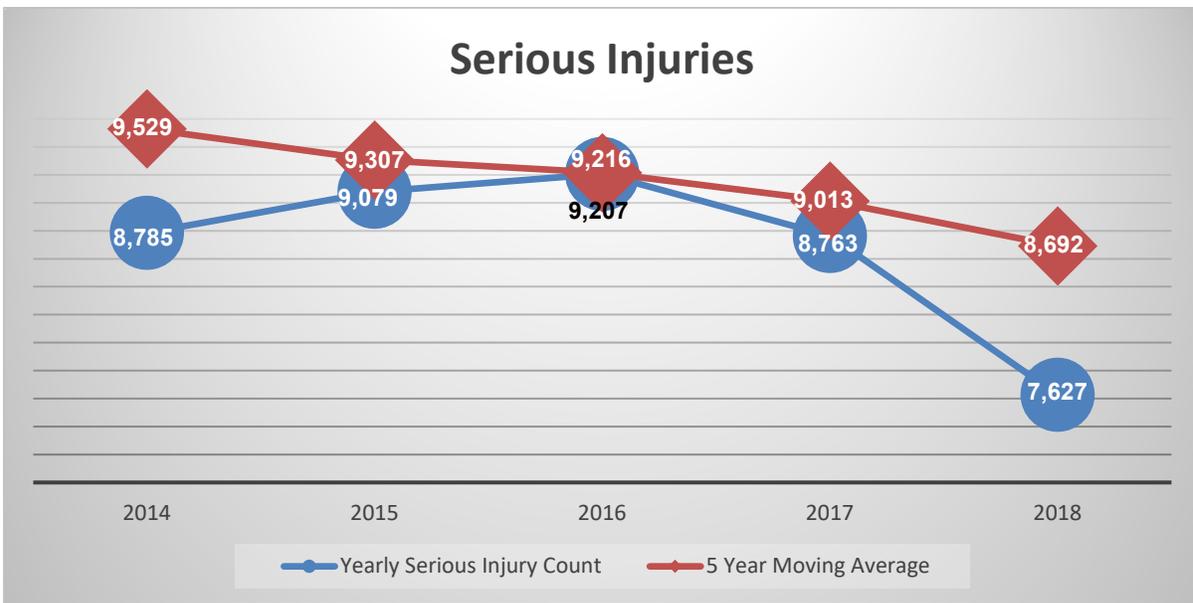
Ohio Data Analysis and Identified Problem Areas

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.



The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.



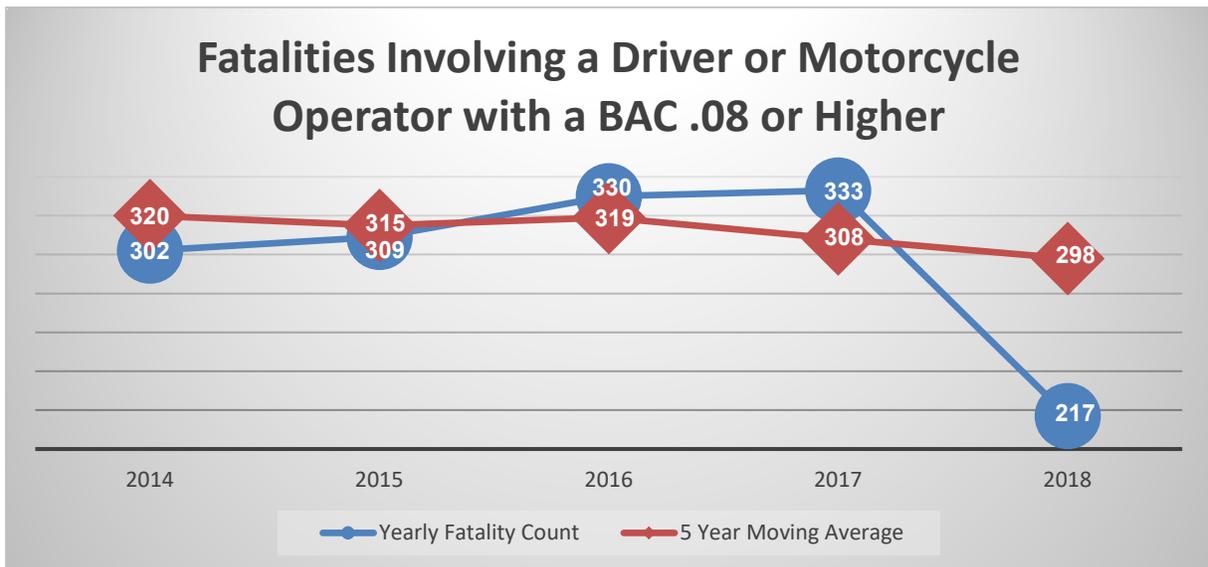
Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.



Analysis

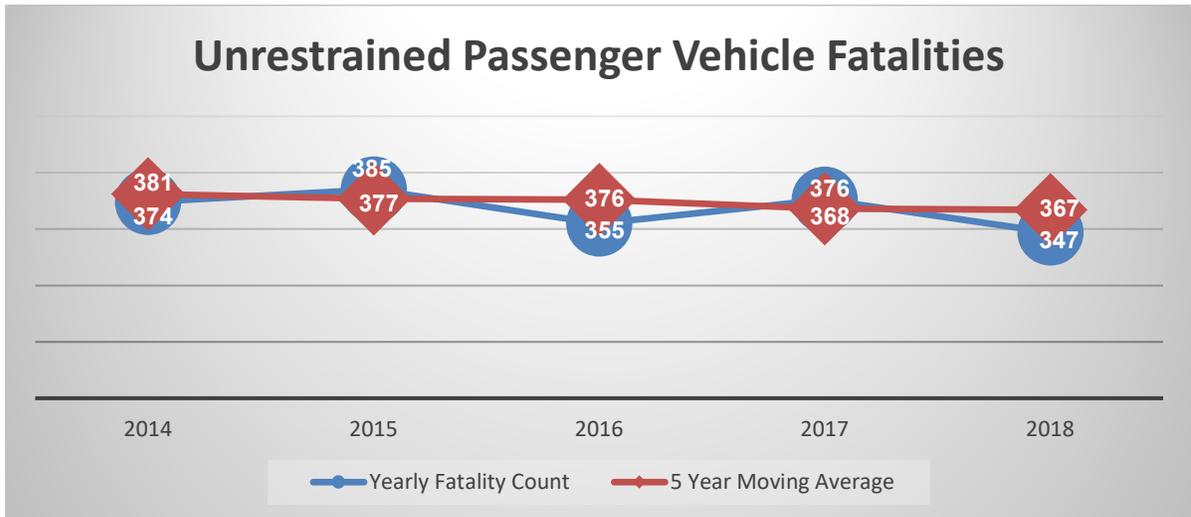
Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

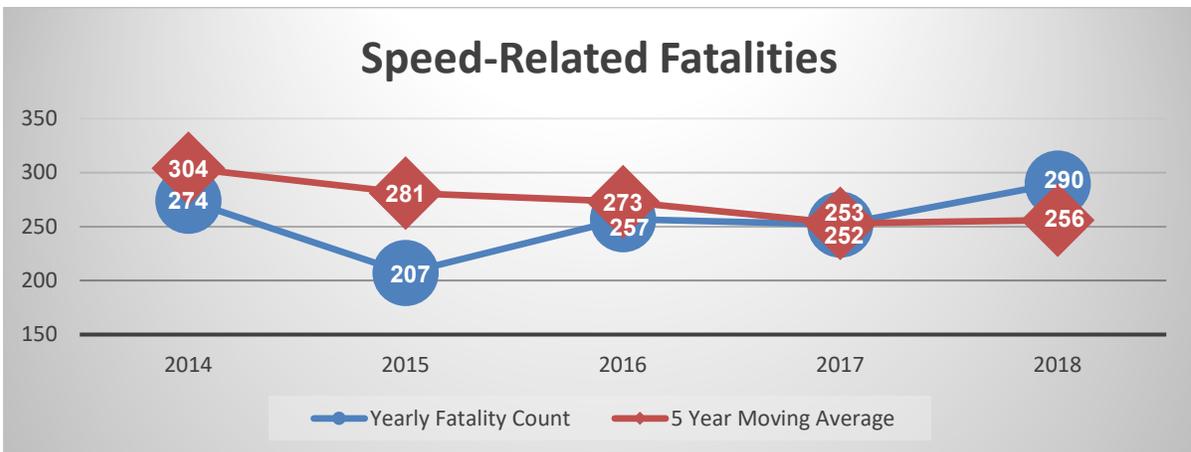


Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

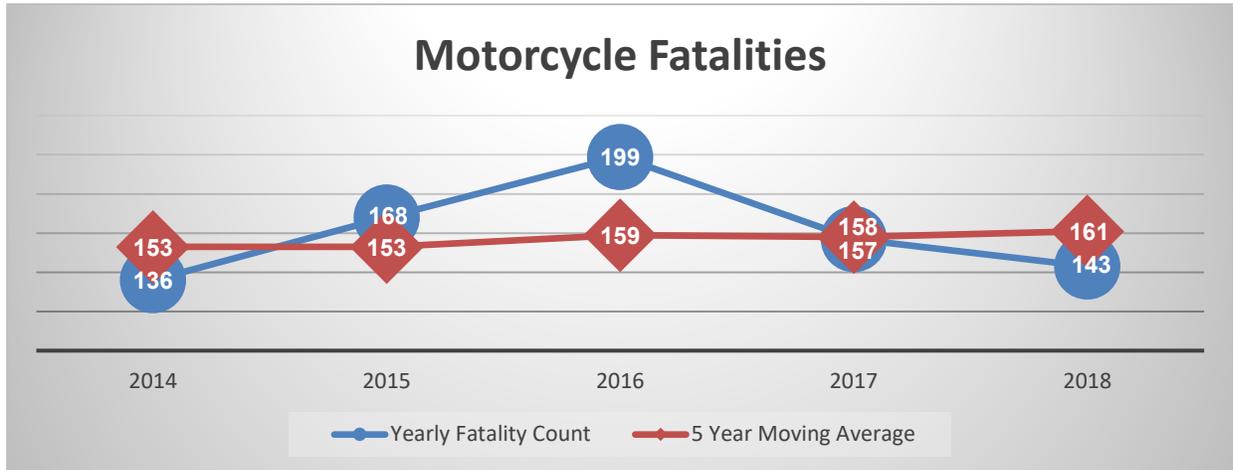


Analysis

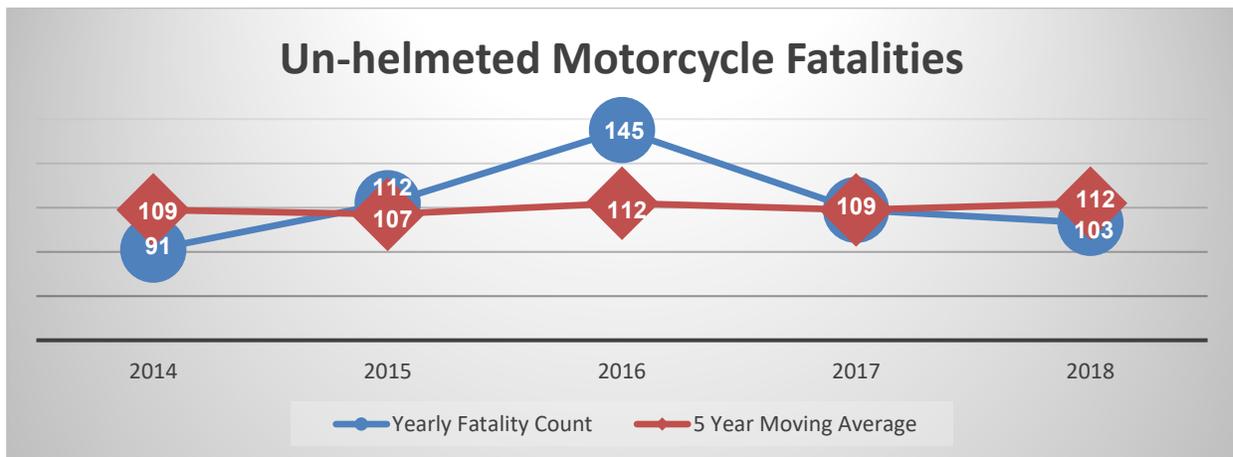
Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.



The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 - 2014 average.



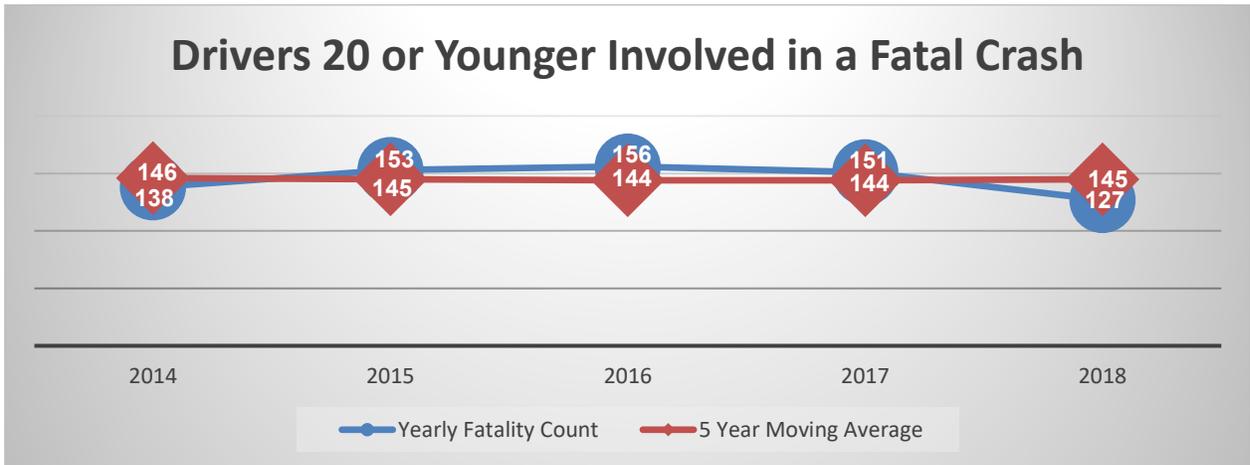
Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.



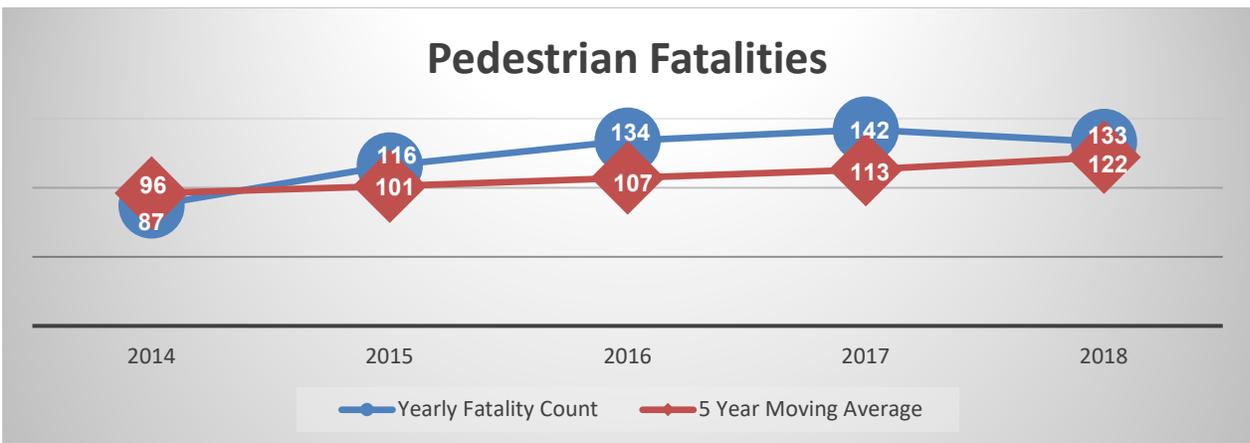
Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 - 2014 average.



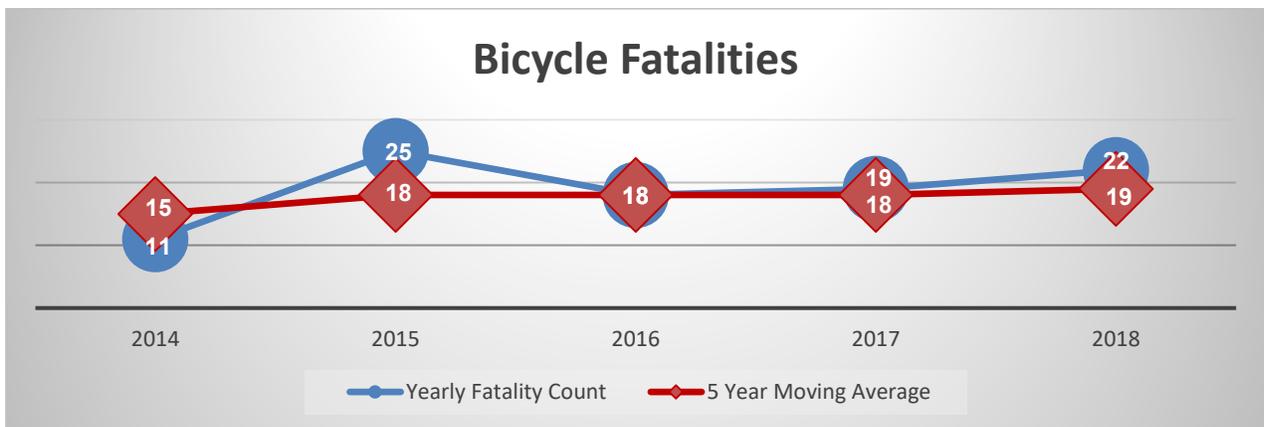
Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2014 - 2018). The five-year average has fluctuated between 15 and 19 since the 2010 - 2014 average.



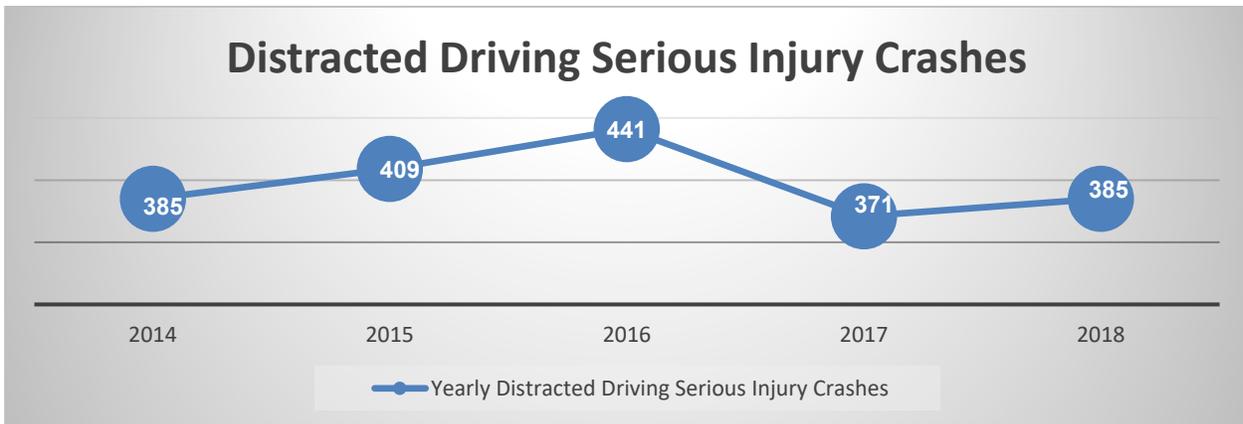
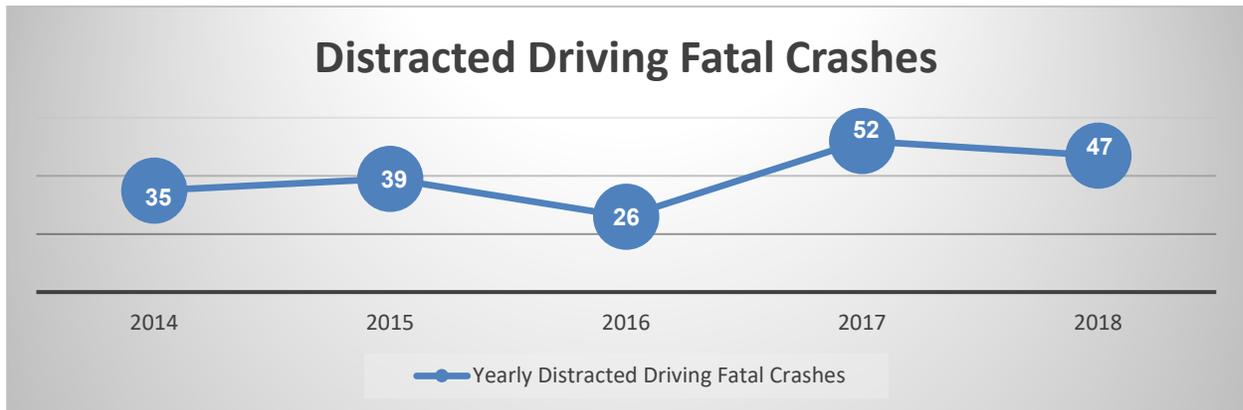
Analysis

Ohio's bicycle fatalities have fluctuated between 11 and 25 over the five-year period (2014 – 2018). Since 2014, the number of bicycle fatalities has increased 100 percent. The five-year average has increased 26.67 percent since the 2010 – 2014 average.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.



Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Traffic Records

In 2015, Ohio completed a Traffic Records Assessment. The report identified that overall improvements could be made in the following areas: Crash, Citation/Adjudication and Emergency Medical Services (EMS). Strategic Planning, Data Use and Integration, and TRCC Management were also noted as needing improvement. The TRCC meets at least once a quarter to review progress made in the areas mentioned in the assessment, update members on current projects, and

propose new projects that will address the concerns highlighted in the most recent assessment. Ohio will complete a Traffic Records Assessment in FFY2020.

Analysis

Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, OLEIS (Ohio Law Enforcement Information System) updates, EMSIRS (Emergency Medical Services Incident Reporting System) project and OLEIS training/outreach. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.

Performance Targets

- M-1) To decrease traffic fatalities by 2.00 percent to 1,077.0 for the 2015 – 2019 5-year average.*
- M-2) To decrease serious traffic injuries by 2.00 percent to 8,518.4 for the 2015 – 2019 5-year average.*
- M-3a) To decrease the fatalities/100 VMT by 2.00 percent to 0.921 for the 2015 – 2019 5-year average.*
- M-3b) To decrease the rural fatalities/100 VMT by 4.86 percent to 1.351 for the 2015 – 2019 5-year average.
- M-3c) To decrease the urban fatalities/100 VMT by 1.25 percent to 0.683 for the 2015 – 2019 5-year average.**
- M-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 1.83 percent to 360 for the 2015 – 2019 5-year average.
- M-5) To decrease alcohol impaired driving fatalities by 2.05 percent to 292 for the 2015 – 2019 5-year average.
- M-6) To decrease speeding-related fatalities by 3.71 percent to 247 for the 2015 – 2019 5-year average.
- M-7) To decrease motorcyclist fatalities by 1.89 percent to 158 for the 2015 – 2019 5-year average.
- M-8) To decrease unhelmeted motorcyclist fatalities by 3.24 percent to 108 for the 2015 – 2019 5-year average.
- M-9) To decrease drivers age 20 or younger involved in fatal crashes by 2.84 percent to 141 for the 2015 – 2019 5-year average.
- M-10) To reduce pedestrian fatalities by 1.25 percent to 120 for the 2015 – 2019 5-year average.**
- M-11) To maintain bicyclist fatalities to 19 for the 2015 – 2019 5-year average.
- To decrease distracted driving fatal crashes 1.25 percent to 40 for the 2015 – 2019 5-year average.**
- To decrease distracted driving serious injury crashes 1.25 percent to 393 for the 2015 – 2019 5-year average.**
- To decrease drugged driving fatal crashes 1.25 percent to 363 for the 2015 – 2019 5-year average. **
- To decrease drugged driving serious injury crashes 1.25 percent to 1,199 for the 2015 – 2019 5-year average.**
- B-1) To increase statewide observed seat belt use of front outboard occupants in passenger vehicles 0.2 percentage points to 85.1 percent by December 31, 2020.

*Traffic fatality, serious injury and fatality rate goals are being coordinated with the SHSP.

**The trends for urban fatality rate, pedestrian, bicycle, distracted driving fatal crashes, distracted driving serious injury crashes, drugged driving fatal crashes and drugged driving serious injury crashes were increases. A standard 1.25 percent from the 2014 – 2018 average reduction was used for each of these goals to ensure the goal was a reduction.

2018 submitted data (not finalized) was used to develop the above goals and baselines. A revision will be made to correct the goal statements, if the finalized data for 2018 changes.

Ohio Minimum Outcome Measures

MINIMUM OUTCOME MEASURES					2014	2015	2016	2017	2018
M-1	Traffic Fatalities (FARS)	Annual	1,006	1,110	1,132	1,179	1,068		
	5-Year Moving Average		1,043	1,049	1,072	1,083	1,099		
	To decrease traffic fatalities by 2.00 percent to 1,077.0 for the 2015 – 2019 5-year average.								
M-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	8,785	9,079	9,207	8,763	7,627		
	5-Year Moving Average		9,529	9,307	9,216	9,013	8,692		
	To decrease serious traffic injuries by 2.00 percent to 8,518.4 for the 2015 – 2019 5-year average.								
M-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.89	0.98	0.95	0.99	0.90		
	5-Year Moving Average		0.93	0.93	0.94	0.94	0.94		
	To decrease the fatalities/100 VMT by 2.00 percent to 0.921 for the 2015 – 2019 5-year average.								
M-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.49	1.46	1.46	1.46	1.23		
	5-Year Moving Average		1.72	1.62	1.54	1.48	1.42		
	To decrease the rural fatalities/100 VMT by 4.86 percent to 1.351 for the 2015 – 2019 5-year average.								
M-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.64	0.76	0.73	0.69	0.65		
	5-Year Moving Average		0.56	0.62	0.67	0.68	0.69		
	To decrease the urban fatalities/100 VMT by 1.25 percent to 0.683 for the 2015 – 2019 5-year average.								
M-4	Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	Annual	374	385	355	376	347		
	5-Year Moving Average		381	377	376	368	367		
	To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 1.83 percent to 360 for the 2015 – 2019 5-year average.								
M-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	302	309	330	333	217		
	5-Year Moving Average		320	315	319	308	298		
	To decrease alcohol impaired driving fatalities by 2.05 percent to 292 for the 2015 – 2019 5-year average.								
M-6	Speeding-Related Fatalities (FARS)	Annual	274	207	257	252	290		
	5-Year Moving Average		304	281	273	253	256		
	To decrease speeding-related fatalities by 3.71 percent to 247 for the 2015 – 2019 5-year average.								
M-7	Motorcyclist Fatalities (FARS)	Annual	136	168	199	157	143		
	5-Year Moving Average		153	153	159	158	161		
	To decrease motorcyclist fatalities by 1.89 percent to 158 for the 2015 – 2019 5-year average.								

MINIMUM OUTCOME MEASURES			2014	2015	2016	2017	2018
M-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	91	112	145	109	103
		5-Year Moving Average	109	107	112	109	112
To decrease unhelmeted motorcyclist fatalities by 3.24 percent to 108 for the 2015 – 2019 5-year average.							
M-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	138	153	156	151	127
		5-Year Moving Average	146	145	144	144	145
To decrease drivers age 20 or younger involved in fatal crashes by 2.84 percent to 141 for the 2015 – 2019 5-year average.							
M-10	Pedestrian Fatalities (FARS)	Annual	87	116	134	142	133
		5-Year Moving Average	96	101	107	113	122
To reduce pedestrian fatalities by 1.25 percent to 120 for the 2015 – 2019 5-year average.							
M-11	Bicyclist Fatalities (FARS)	Annual	11	25	18	19	22
		5-Year Moving Average	151	18	18	18	19
To maintain bicyclist fatalities to 19 for the 2015 – 2019 5-year average.							

MINIMUM BEHAVIOR MEASURES			2014	2015	2016	2017	2018
B-1	Seat Belt Use Rate (Observed Seat Belt Use Survey)		85.0	83.9	83.8	82.8	84.9
To increase statewide observed seat belt use of front outboard occupants in passenger vehicles 0.2 percentage points to 85.1 percent by December 31, 2020.							

ACTIVITY PERFORMANCE MEASURES		2014	2015	2016	2017	2018
A-1	Number of seat belt citations (Ohio GRANTS)	37,881	43,663	54,430	56,950	53,383
A-2	Number of impaired driving arrests (Ohio GRANTS)	7,155	8,315	9,342	7,908	8,596
A-3	Number of speeding citations issued (Ohio GRANTS)	266,995	154,880	153,633	142,486	141,842

OHIO VEHICLE MILES OF TRAVEL	
2013	112,737,236,100 (Ohio Department of Transportation)
2014	112,751,463,800 (Ohio Department of Transportation)
2015	117,828,869,300 (Ohio Department of Transportation)
2016	118,505,816,550 (Ohio Department of Transportation)
2017	119,266,845,200 (Ohio Department of Transportation)

Performance Measure and Target Setting

Historically, Ohio crash data, VMT, population and national / regional National Highway Traffic Safety Administration have been used to establish goals for priority areas including occupant protection, alcohol, speed and motorcycle. OTSO analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. OTSO will work with the University of Akron in FFY2020 to review and update the methodology as needed. OTSO met with the ODOT (SHSP chair, HSIP staff and SHSP Project Manager) to review the fatal, fatality rate and serious injury goals to ensure these performance measures were identical in the HSP and HSIP and feed into the SHSP.

Project Selection Process

The assigned regional Planner performed an initial review of the proposal, including the Risk Assessment questions. The Planner answered a series of questions on each submitted proposal. A review team (Commander, Traffic Safety Administrator, Grants Administrator, Regional Programs Manager, Program Administrator, Administrative Professional, the assigned regional Planner, and regional Law Enforcement Liaison) reviewed the grant proposals.

The review team determined if each proposal: met the submission requirements, addressed an identified problem, was likely to have an impact, clearly stated proposal activities, contained an adequate evaluation plan and contained a cost effective budget. Each proposal was compared to *Countermeasures that Work* to ensure the project proposed was evidence-based. County Fact Sheets that provided detailed problem identification information for the county were reviewed to ensure activities proposed were aligned with local problem identification. These fact sheets were developed by ODOT and were provided to the sub-recipient along with the most recent *Countermeasures that Work* during the proposal process. The team reviewed the Risk Assessment questions. Management determined the proposal's Risk Level (High, Medium, Low) based on the score from the answers. This Risk Level will determine the Monitoring Level if awarded a grant. The Risk Assessment process is defined in OTSO policy.

The Planning and Administration staff compiles a list of all proposals received. The list is submitted to the Traffic Safety Commander with funding recommendations. The

Traffic Safety Commander, Traffic Safety Administrator and ODPS Director/Governor's Representative (GR) make the final decision on which proposals are 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.

Communications (Media)

Project Number: NF-2020-00-00-01

Project Title: Earned Media Plan

Description:

Ohio's earned media plan will span the entire federal fiscal year with the heaviest emphasis during national mobilizations / crackdowns. Ohio uses many different networks to ensure earned media is achieved statewide (e.g., law enforcement, Safe Communities, corporate partners, etc.). Messaging will be consistent with the National Highway Traffic Safety Administration (NHTSA) 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 that have a vested interest in traffic safety.
- The toolkit will include updated sample news releases, a letter to the editor, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the 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.

Ohio's earned media includes the following: impaired driving, seat belts, speed, distracted driving, motorcyclist safety and other driver awareness of motorcycles. The earned media plan reinforces the paid media plan for each of these program areas. Paid and earned media are based on Ohio's problem identification.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
N/A	\$0	\$0	\$0	N/A

Project Number: M6OT-2020-00-00-01

Project Title: Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

Description:

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The goal of the paid media plan for the 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 2020, 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 2017 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

Media tactics will include a combination of television, radio, social 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 final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$200,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-02

Project Title: Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

Description:

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. 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 2020 crackdown.

The goal of the paid media plan for the 2020 alcohol crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible 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 2020, 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. Media will also be directed toward Ohio's multicultural communities.

Media tactics will include a combination of television, radio, social 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 final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$300,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-03

Project Title: Sustained Impaired Driving Paid Media Plan

Description:

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. In FFY2020, Ohio will continue to model the NHTSA National Communications 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 impaired driving 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 secondary messages like *Fans Don't Let Fans Drive Drunk* and *Buzzed Driving is Drunk Driving* provides an opportunity to extend the core safety messages.

Embracing social-norming messages allows us to look for marketing alliances with Ohio

businesses and organizations already branded and important to 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 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, social and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan.

Ohio runs impaired driving messages during home games throughout the season with the following sports teams in Ohio to target this high-risk population: Cincinnati Bengals, Cincinnati Reds, Cleveland Browns, Cleveland Cavaliers, Cleveland Indians, and The Ohio State University. These partners generally include television, radio, interior and exterior signage. The broadcast coverage for the Major League Baseball teams includes a broad network of stations in the region beyond just the metro market that it primarily serves.

The sustained alcohol paid media plan will complement the NHTSA National Communications Plan and the 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.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$500,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-04

Project Title: Sustained Drugged Driving Paid Media Plan

Description:

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of drugged driving. 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 beyond the traditional media buy to provide additional bonus spots.

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

media plan. The final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$200,000	\$0	N/A	N/A

Project Number: M2X-2020-00-00-01

Project Title: Holiday Click It or Ticket Paid Media

Description:

Ohio will participate in the national seat belt mobilization model in November 2019. Campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

The target audience is defined as anyone who drives or rides in a motor vehicle within Ohio. According to the ODPS 2018 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. During November 2019, 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.

Media tactics will include a combination of television, radio, social 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 final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$200,000	\$0	N/A	N/A

Project Number: M2X-2020-00-00-02

Project Title: Click It or Ticket Paid Media

Description:

Ohio will continue to implement and expand the national seat belt mobilization model around the Memorial Day holiday in FFY2020. Campaign components will include earned media (education and outreach), paid media, high visibility 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 FFY2020, 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, social media and 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 2018 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2020, 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.

Media tactics will include a combination of television, radio, social 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 final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$300,000	\$0	N/A	N/A

Project Number: M2X-2020-00-00-03

Project Title: Sustained Belt Paid Media Plan

Description:

In FFY2020, Ohio will continue to model the NHTSA National Communications 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. Throughout the year, using secondary messages like *Buckle Up in your Truck - What's Holding You Back?* provides an opportunity to extend the core safety messages. Embracing social-norming messages allows the OTSO to look for marketing alliances with businesses and organizations 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 OTSO with more opportunities to keep our messages in front of the public and 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, social media, outdoor advertising, theater ads and print materials to maximize the amount of resources for the sustained belt paid media plan.

High Risk Populations

Teens

Ohio is working to target rural teen seat belt usage. Huddle High Schools, Inc. distributes tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO co-sponsored over 220 high schools (over 2 million ticket backs) in southeast Ohio, Columbus, Cleveland, Cincinnati, Zanesville, Lima, Toledo, Youngstown and Dayton markets with a *What's Holding You Back? Buckle-Up in Your Truck* seat belt message during the school year to directly target this audience.

Rural

Ohio is working to target rural seat belt usage. Through Huddle, high school sport tickets are printed with the *Buckle-Up in Your Truck – What’s Holding You Back?* message in rural areas. Currently, 25 rural school bus shelter locations statewide are also printed with the same message. These bus shelters are located along rural routes. The message is placed on the outside of the shelter for passing traffic to see.

18 – 34 year old Male

This target audience has been identified throughout the state of Ohio as a low-usage population. Qualitative research information has generally identified the younger men (16 - 24 years) within this demographic as the most “high risk” drivers and passengers. These men are also less likely to use seat belts if they travel in pick-up trucks, consume alcohol, or ride at night and/or are African American. Ohio works closely with both the state and national media buyer to target 18 – 34 year old male seat belt usage. Ohio runs seat belt messages during home games throughout the season with the following sports teams in Ohio to target this high-risk population: Cincinnati Bengals, Cincinnati Reds, Cleveland Browns, Cleveland Cavaliers, Cleveland Indians, Columbus Clippers, Toledo Mudhens, and The Ohio State University. These partners generally include television, radio, interior and exterior signage. The broadcast coverage for the Major League Baseball teams includes a broad network of stations in the region beyond just the metro market that it primarily serves.

The sustained belt paid media plan will complement the NHTSA National Communications Plan and the 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.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$500,000	\$0	N/A	N/A

Project Number: PM-2020-00-00-01

Project Title: Motorcycle Safety Paid Media

Description:

Ohio’s messaging contains messages to the motorcyclist about riding “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained). Ohio’s motorcycle paid media plan will complement the NHTSA National Communications Plan for motorcycle safety. Messaging will be sustained throughout the riding season.

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 final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PM	\$100,000	\$0	N/A	N/A

Project Number: M9MA-2020-00-00-01

Project Title: Motorcycle Awareness Paid Media

Description:

Ohio's messaging contains messages to the motoring public about sharing the road with motorcyclists. Ohio's motorcycle paid media plan will complement the NHTSA National Communications Plan for motorcycle safety. Messaging will be sustained throughout the riding season.

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 final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405f	\$100,000	\$0	N/A	N/A

Project Number: PM-2020-00-00-02

Project Title: Sustained Distracted Driving Paid Media

Description:

A limited amount of paid media will be used on distracted driving. 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, 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.

Ohio is working to target teen distracted driving. Huddle High Schools, Inc. distributes tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO cosponsored over 220 high schools (over 2 million ticket backs) in southeast Ohio, Columbus, Cleveland, Cincinnati, Zanesville, Lima, Toledo, Youngstown and Dayton markets with a *Don't Txt and Drive* message during the school year to directly target this audience.

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

- Social media includes space on multiple social media sites.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.

The sustained distracted driving paid media plan will complement the NHTSA National Communications Plan and the 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.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PM	\$300,000	\$0	N/A	N/A

Project Number: PM-2020-00-00-03

Project Title: Speed Paid Media

Description:

A limited amount of paid media will be used on speed. 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 beyond the traditional media buy to provide additional bonus spots.

Paid media will complement ODOT signage and other state enforcement efforts.

Media tactics will include a combination of radio and billboard media (using NHTSA's creative) that will be used to maximize the amount of resources for the speed paid media plan.

The speed paid media plan will complement the NHTSA National Communications Plan. The final comprehensive paid media plan will be submitted to NHTSA for review.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PM	\$100,000	\$0	N/A	N/A

Community Traffic Safety Program

Project Number: SA-2020-00-00-01

Project Title: Safe Communities

Description:

For FFY2020, the OTSO 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 county were set based on the average number of fatal crashes for 2016, 2017 and 2018. New programs had to have a minimum of a three-year average of 6.20 fatal crashes to be eligible for funding. For FFY2020, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 86.19 percent of Ohio's population. Almost 80 percent of the fatal crashes between 2014 and 2018 occurred in these counties.

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.

Safe Communities are multi-jurisdictional programs with many different agencies and organizations within the county making up the coalitions. Traffic safety will be addressed through partnerships with local businesses, law enforcement, engineering, hospitals, health care providers, schools, faith-based organizations, ethnic/non-English speaking communities, community groups and others that have a vested interest in traffic safety.

All Safe Community sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 SA	\$2,400,000	\$2,400,000	N/A	N/A

Distracted Driving

Project Number: PT-2020-00-00-01

Project Title: Distracted Driving Enforcement

Description:

There were 199 distracted driving related fatal crashes and 1,991 distracted driving related serious injury crashes in Ohio between 2014 and 2018. In FFY2020, the Ohio State Highway Patrol (OSHP) will work overtime with a focus on distracted driving with the majority of the hours being worked during National Distracted Driving Month (April 2020).

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$500,000	\$0	N/A	N/A

Driver Education and Behavior

Project Number: M6OT-2020-00-00-05

Project Title: Impaired Driving Print Advertising/Educational Materials

Description:

Impaired driving print advertising/educational materials are one of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day Holiday combines highly visible 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. All law enforcement agencies across the state will be encouraged and funded agencies are required to

participate in the 2020 crackdown. This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote the message through earned media. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$250,000	\$250,000	N/A	N/A

Project Number: M2X-2020-00-00-04

Project Title: Seat Belt Print Advertising/Educational Materials

Description:

In FFY2020, Ohio will continue to use the Click It or Ticket (CIOT) message 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. This will be coupled with paid media and heightened enforcement throughout the state of Ohio.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$250,000	\$250,000	N/A	N/A

Project Numbers: M9MA-2020-00-00-02

Project Title: Motorcycle Awareness Print Advertising/Educational Materials

Description:

In FFY2020, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists' awareness of motorcyclists.

In addition to distributing print advertising/educational materials directly to traffic safety partners, OTSO distributes materials to the Safe Community programs for distribution. Print advertising/educational materials are distributed in a systematic manner to promote the message. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405f	\$50,000	\$20,000	N/A	N/A

Project Number: MC-2020-00-00-01

Project Title: Motorcyclist Safety Print Media/Educational Materials

Description:

OTSO is committing 402 funds to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials to promote motorcyclist safety messages (Ride SMART – Sober, Motorcycle endorsed, Alert, Right gear, Trained). Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 MC	\$50,000	\$50,000	N/A	N/A

Project Number: DD-2020-00-00-01

Project Title: Distracted Driving Print Advertising/Educational Materials

Description:

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials to promote the distracted driving message. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 DD	\$250,000	\$250,000	N/A	N/A

Impaired Driving (Alcohol)

Project Number: 164AL-2020-00-00-01

Project Title: Impaired Driving Enforcement Program / Selective Traffic Enforcement Program

Description:

High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. 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 2016, 2017 and 2018. Each agency must conduct alcohol impaired driving enforcement activity to impact their alcohol impaired fatal crashes. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar. In addition to the required Blitzes and National Campaign, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Impaired Driving Enforcement Program (IDEP) sub-recipients are also required to submit for the Selective Traffic Enforcement Program (STEP) hours to conduct all other traffic related overtime activities (i.e., speed, seat belts, aggressive, etc.). Included in the STEP grant are funds to be used for education. These funds can be used for training officers or for educating the public on all areas of traffic safety including impaired driving. All IDEP sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

IDEP/STEP Grants have been received in 54 of Ohio's 88 counties and represent 78.24 percent of the fatal crashes between 2014 and 2018 (3,984 of 5,092), 81.54 percent of the alcohol fatal crashes between 2014 and 2018 (1,193 of 1,463) and 86.05 percent of Ohio's population.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
164 AL	\$2,500,000	\$2,500,000	N/A	N/A

*Funding levels and amount are for IDEP activities only.

Project Number: M6OT-2020-00-00-06

Project Title: Statewide Impaired Driving Enforcement Program

Description:

There were 1,463 alcohol related fatal crashes and 5,012 alcohol related serious injury crashes in Ohio between 2014 and 2018. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar. In addition to the required Blitzes and National Campaign, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. In FFY2020, the Ohio State Highway Patrol (OSHP) will continue with their Impaired Driving Enforcement grant. They will conduct at least 100 checkpoints in addition to saturation patrols. All sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$2,000,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-07

Project Title: Trace Back Program

Description:

The Ohio State Highway Patrol, Ohio Investigative Unit (OIU) will continue to implement a statewide Trace Back Program that was initiated in FFY2013 where OIU Agents will be called out to alcohol involved fatal and serious injury crashes to interview suspect/witnesses to “trace back” where the alcohol was consumed prior to crash. Agents will open a case to determine if alcohol was served or consumed in violation of the law in an effort to hold establishments accountable for over serving and/or selling to minors. Grant funding will pay for trace back investigations that are completed in an overtime status.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$45,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-08

Project Title: Breath Testing Instrument Training

Description:

The Ohio Department of Health (ODH) has certified two new breath-testing instruments to be available to law enforcement agencies across the state to better address impaired driving. ODH has requested funding for the purchase of training instruments to be used to train and certify law enforcement across the state on these two new instruments to ensure consistency and establish competency.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$200,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-09

Project Title: Ignition Interlock Device Program

Description:

Ohio's passage of an Ignition Interlock law, H.B. 388 will provide the state with an additional tool to deter impaired driving. This law provides for the use of Ignition Interlock Devices for drivers wishing to regain their driving privileges. The OTSO has assumed the oversight and implementation of this new program. In the first year, OTSO will develop the structure and rollout in accordance with the Ohio Administrative Rules. The goals will be to build the framework for a successful program that includes inspection of installers and develop program policy and procedures that comply with the requirements of the law.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$50,000	\$0	N/A	N/A

Project Number: SF-2020-00-00-01

Project Title: State Funded Impaired Driving Enforcement

Description:

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol related and motorcycle enforcement activity statewide to impact fatal crashes. The state funds activity that occurs during regular working hours. The portion of these funds that are alcohol related is used towards match and maintenance of effort (MOE) for the 405d funds.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d Match	\$65,302,256	\$0	\$65,302,256	N/A

Impaired Driving (Drug and Alcohol)**Project Number:** M6OT-2020-00-00-10**Project Title:** OVI Task Force Program**Description:**

Ohio's OVI Task Force 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 reducing fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 g/dL or higher, Ohio is concentrating its OVI Task Force program in the counties that experience the highest number of alcohol-related fatal crashes. The counties that have a yearly average of at least six alcohol related fatal crashes were eligible to apply.

The 10 counties that were eligible and submitted represent 47.16 percent of the alcohol related fatal crashes between 2014 and 2018 and 52.43 percent of Ohio's population. Each OVI Task Force is required to conduct a minimum of 16 checkpoints* (two during the Drive Sober or Get Pulled Over Crackdown) and three press events (one during Drive Sober or Get Pulled Over). Saturation patrols are conducted in conjunction with the checkpoints. OVI Task Forces conduct meetings with participating agencies to coordinate activities within the task force. All OVI Task Force sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

*Mahoning County did not meet the eligibility requirements for a task force and is being funded through an exit strategy. Mahoning County is funded at 100 percent of the FFY2019 level (16 checkpoints).

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$2,500,000	\$2,500,000	N/A	N/A

Project Number: M6OT-2019-00-00-11

Project Title: Officer Training (Impaired)

Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Standardized Field Sobriety Testing (SFST) Instructor and Advanced Roadside Impaired Driving Enforcement (ARIDE) courses. Training Ohio's officers will allow them to conduct effective enforcement programs to remove impaired drivers from Ohio's roads before fatal crashes occur.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$200,000	\$200,000	N/A	N/A

Impaired Driving (Drug)

Project Number: M6OT-2020-00-00-12

Project Title: Drug Recognition Expert Program

Description:

Ohio currently has 220 certified Drug Recognition Experts (DRE). Two DRE classes are planned in FFY2020, meaning Ohio will have as many as 244 certified DREs by the end of FFY2020. Ohio currently has 23 DRE instructors. The OSHP is the statewide DRE Coordinator.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$550,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-13

Project Title: Statewide Drugged Driving Enforcement Program

Description:

There were 1,841 drugged driving fatal crashes and 6,068 drugged driving serious injury crashes in Ohio between 2014 and 2018. In FFY2020, the Ohio State Highway Patrol (OSHP) will focus enforcement efforts on drugged drivers.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$1,000,000	\$0	N/A	N/A

Project Number: M6OT-2020-00-00-14

Project Title: Drugged Driving Enforcement Program

Description:

There were 1,841 drugged driving fatal crashes and 6,068 drugged driving serious injury crashes in Ohio between 2014 and 2018. In FFY2019, OTSO developed a pilot grant to work with local agencies (city, county). This pilot project will continue in FFY2020. OTSO will grant with the agencies to focus enforcement efforts on drugged drivers. Each agency is also required to work IDEP/STEP hours in their jurisdiction.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$500,000	\$500,000	N/A	N/A

Project Number: M6OT-2020-00-00-15

Project Title: Oral Fluid Testing

Description:

Ohio will work with Bowling Green State University, the Ohio State Highway Patrol and the Ohio Department of Health to identify and establish protocols for oral fluid testing in Ohio. With the increasing prevalence of drug-impaired driving and poly-category drug use, current evidence collection methods for impaired driving prosecution is a challenge. The current options permitted by the Ohio Administrative Code (OAC) are blood, breath, and urine. While blood is the best evidence, warrant-based collection requirements have become difficult. Breath testing is restricted to alcohol analysis and urine is a waste product that fails to identify impairment at the time of the driving violation. Oral fluid has emerged across the country as an additional evidentiary option. Research has shown the blood contained in oral fluid will provide the same result as a blood test in a much less invasive process. To provide this option to Ohio law enforcement, the OAC will need revised to allow for oral fluid and an Ohio-based study demonstrating the reliability of oral fluid for subsequent prosecutions. To accomplish this objective the Ohio Department of Health, the Ohio Department of Public Safety / Ohio Traffic Safety Office, Bowling Green State University (BGSU), the Ohio State Highway Patrol Crime Lab, and Ohio's Drug Recognition Expert (DRE) program are collaborating to establish oral fluid testing on Ohio.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$500,000	\$0	N/A	N/A

Non-Motorized (Pedestrians)

Project Number: SA-2020-00-00-01

Project Title: Safe Communities

Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Butler County, Franklin County, and Hamilton County have proposed pedestrian activities in their grants to address their pedestrian issues. These counties had 175 pedestrian fatalities between 2014 and 2018. These fatalities are 27.82 percent of the statewide pedestrian fatalities in those years. Butler, Franklin, Hamilton and Wood County Safe Communities will conduct evidence-based programs that will specifically address their pedestrian problem identification.

Budget:

Funding: Incl. in Fatal/Serious Injury Program Area

Occupant Protection (Adult and Child Passenger Safety)

Project Number: M2X-2020-00-00-05

Project Title: State Seat Belt Tac Squads

Description:

The Ohio State Highway Patrol (OSHP) will distribute hours to OSHP Districts statewide for seat belt tac squads. These tac squads will be conducted between 6 a.m. and 6 p.m. in areas with high numbers of unbelted fatalities during the Holiday CIOT mobilization in November and during the National May CIOT mobilization.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$900,000	\$0	N/A	N/A

Project Number: SF-2020-00-00-03

Project Title: State Funded Seat Belt Enforcement

Description:

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol related and motorcycle enforcement activity statewide to impact fatal crashes. The state funds activity occurs during regular working hours. The portion of these funds

that are alcohol-related is used towards match and maintenance of effort (MOE) for the 405b funds.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
State Match 405b	\$15,569,788	\$0	\$15,569,788	N/A

Occupant Protection (Child Passenger Safety)

Project Number: M2X-2020-00-00-06

Project Title: Occupant Protection Coordinator Program

Description:

In FFY2020, Ohio Department of Health (ODH) will continue to be the lead agency for the Occupant Protection Coordinator (OPC) program. ODH plans to sub-grant with up to eight OP Coordinators to provide occupant restraint programming to all 88 Ohio counties. 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 Child Passenger Safety (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.

Each OPC Coordinator is responsible for conducting a minimum of six car seat check-up events per region (three plus assist with three additional) for a total of 48 and overseeing each established fitting station within the region. Ohio currently has 149 established fitting stations. The estimated number of technicians needed to ensure coverage of inspection stations is 373. Ohio currently has 1,046 certified technicians. Ohio’s training program includes 41 instructors, a minimum of 18 certification courses (projected 270 participants), eight refresher courses (projected 65 participants). Following this program, Ohio is able to maintain sufficient coverage at fitting stations and events. Ohio’s technician retention rate is 62.5 percent, which is above the national average of 55.4 percent. Ohio has 80 fitting stations in rural areas (an at-risk population), 52 in urban areas (some of these are also at-risk populations that include predominantly minority populations and low-income areas), 64 in low-income areas, 30 in predominantly minority populated areas.

In FFY2020, ODH will be implementing a social marketing campaign to increase awareness of Ohio’s booster seat law. 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). The ODH has an approved Indirect Cost Rate of 29.55 percent on direct labor and fringe. The Indirect Cost Rate amount is \$14,020.89.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$535,000	\$392,000	N/A	\$14,021

Planning & Administration

Project Numbers: PA-2020-00-00-01
CP-2020-00-00-01

Project Title: Traffic Safety Grant Program Management

Description:

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities. 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. Certified time and attendance records reflect actual hours worked.

402 PA	402 CP
Traffic Safety Administrator	Planner
Grants Administrator	Planner
Regional Programs Manager	Planner
Special Projects Coordinator	
Program Administrator	
Grants Coordinator 2	
Fiscal Professional	
Administrative Professional 3	

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PA	\$950,000	\$0	N/A	N/A
402 CP	\$350,000	\$0	N/A	N/A

Project Number: PA-2020-00-00-02

Project Title: Web-Based Grants Management System

Description:

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 FFY2006 and upgraded in 2017 for FFY2018. 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. The funding allocated to this project is for hosting, maintenance service, training, and system enhancements.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PA	\$200,000	\$0	N/A	N/A

Project Number: CP-2020-00-00-02

Project Title: Traffic Safety Resource Prosecutor Program

Description:

The Traffic Safety Resource Prosecutor (TSRP) 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 two TSRPs work closely with the Law Enforcement Liaisons (LELs) and are a valuable resource to the office and to all of our partners. The TSRPs are a vital resource for local communities in traffic safety laws. The TSRPs will be conducting classes for law enforcement and prosecutors in FFY2020 on various traffic safety related issues.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 CP	\$300,000	\$0	N/A	N/A

Project Number: CP-2020-00-00-04

Project Title: Training / Educational Materials

Description:

This grant will cover associated costs with training conducted by OTSO. Examples of items include, but are not limited to: printing student manuals, workbooks, and other materials.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 CP	\$15,000	\$0	N/A	N/A

Project Numbers: PA-2020-00-00-03

Project Title: Equipment Inspection/Inventory Program

Description:

The goal of the Equipment Inspection/Inventory Program is to keep the OTSO's federally funded equipment inventory compliant with all state and federal inspection requirements. The Equipment Inspection/Inventory Program consists of two contracted employees. The primary role of the contractor is to:

- Maintain the federally funded equipment database to include physically inspecting equipment;
- Disseminate federally funded equipment that is returned by law enforcement agencies;
- Oversee the disposition of federally funded equipment that is no longer of value.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PA	\$140,000	\$0	N/A	N/A

Project Number: CP-2020-00-00-03

Project Title: University Evaluation

Description:

The University of Akron will assist OTSO by overseeing the observational seat belt survey, evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, motorcycle safety initiatives and pilot projects. In FFY2020, the University of Akron'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 newly established methodology.
- Collecting and analyzing observational seat belt survey data to determine countywide usage rates.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 CP	\$250,000	\$0	N/A	N/A

Project Number: SF-2020-00-00-04

Project Title: State Match for 402 PA

Description:

The State of Ohio will use state funds spent to support the Ohio Traffic Safety Office to meet the 50 percent match requirement on the 402 PA funds. The Office of Criminal Justice Service's Grants Fiscal Monitoring and Compliance Section will monitor traffic safety grants. Each grant will be fiscally monitored each grant year. State funds can also include, but are not limited to personnel costs, fringe benefits, office supplies, etc.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
State Match (PA)	\$1,290,000	\$0	N/A	N/A

Police Traffic Services

Project Numbers: PT-2020-00-00-02

Project Title: Law Enforcement Liaison Program

Description:

The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of OTSO'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 roles are to:

- Seek commitments from agencies to participate in the national mobilizations;
- Increase participation in the mobilizations to more than 470 agencies in 2020;
- Increase percentage of agencies reporting in the mobilizations to 75 percent in 2020. Currently, approximately 72 percent of participating agencies are reporting;

- Visit law enforcement agencies to encourage the agencies to issue citations for distracted driving, 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; LELs promote the Below 100 Training to law enforcement agencies across the state;
- Educate law enforcement on laws and regulations pertaining to motorcycles;
- Disseminate information and materials on NHTSA programs and projects;
- Disseminate information and address any traffic safety related issues that arise around the state;
- Encourage accurate and timely submission of crash reports; LELs promote the new online crash reporting system to agencies that do not currently report electronically;
- Assist with training for law enforcement agencies and other traffic safety funded agencies; encouraging and arranging GIS Crash Analysis Tool System (GCATS) training to help in Problem Site Identification;
- Assist with the physical inspection and documentation of federally funded equipment;
- Help promote the E-Citation Program;
- DRE Recruitment and Advanced Roadside Impaired Driving Enforcement (ARIDE) training.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$360,000	\$0	N/A	N/A

Project Number: NF-2020-00-00-02

Project Title: Drive Sober or Get Pulled Over Mobilization

Description:

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2020. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

Ohio’s Law Enforcement Liaisons (LELs) will continue to seek commitments from agencies to participate in the national mobilizations and increase participation in the mobilizations to more than 470 agencies and encourage agencies to report their results.

Ohio will continue to participate in Tri-State Kick-Off Events for Drive Sober or Get Pulled Over (DSOGPO). In addition, Safe Community programs are required to

conduct a DSOGPO kick-off event in their county and each OVI Task Force is required to hold a media event for DSOGPO. This will total between 50 and 60 events for DSOGPO.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
N/A	\$0	\$0	N/A	N/A

Project Number: NF-2020-00-00-03

Project Title: Click It or Ticket Mobilization

Description:

Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY2020. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

Ohio’s Law Enforcement Liaisons (LELs) will continue to seek commitments from agencies to participate in the national mobilizations, increase participation in the mobilizations to more than 470 agencies and encourage agencies to report their results.

Ohio will continue to participate in Tri-State Kick-Off Events for CIOT. In addition, Safe Community programs are required to conduct a CIOT kick-off event in their county. This will be approximately 50 events for CIOT.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
N/A	\$0	\$0	N/A	N/A

Project Number: PT-2020-00-00-03

Project Title: Impaired Driving Enforcement Program / **Selective Traffic Enforcement Program**

Description:

High Visibility Enforcement is designed to convince the public that there are consequences for traffic violations. 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 2016, 2017 and 2018. Each agency must conduct enforcement activity (i.e., speed, seat belt, aggressive, etc.) to impact their fatal crashes. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar. In

addition to the required Blitzes and National Campaigns, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Selective Traffic Enforcement Program (STEP) sub-recipients are also required to submit for the Impaired Driving Enforcement (IDEP) hours to conduct alcohol impaired driving related overtime activities. Included in the STEP grant are funds to be used for education. The amount available for education is based on the jurisdiction's population (\$1,500 for small; \$2,500 for medium; \$3,500 for large). These funds can be used for training officers or for educating the public on all areas of traffic safety including the importance of seat belts. All STEP sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

IDEP/STEP Grants have been approved in 54 of Ohio's 88 counties and represent 78.24 percent of the fatal crashes between 2014 and 2018 (3,984 of 5,092) and 86.05 percent of Ohio's population.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$1,800,000	\$1,800,000	N/A	N/A

*Funding levels and amount are for STEP activities only.

Project Number: PT-2020-00-00-04

Project Title: Officer Training

Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Traffic Collision Investigation Level 1, Advanced Collision Investigation Level II, Vehicle Dynamics, Electronic Speed Measuring Device (ESMD) and ESMD Instructor classes. Training Ohio's officers will allow them to conduct effective enforcement programs to remove speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$80,000	\$80,000	N/A	N/A

Project Number: PT-2020-00-00-05

Project Title: Officer Training/Public Education

Description:

The Ohio State Highway Patrol will use education funds to attend public events (fairs, festivals, high schools, etc.) to speak to the public regarding impaired driving, seat belts, distracted driving, drugged driving, speeding and other traffic safety related safety topics. In addition, funds may be used to educate troopers on traffic safety related topics through trainings and / or conferences.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$275,000	\$0	N/A	N/A

Project Number: SF-2020-00-00-05

Project Title: State Funded High Visibility Enforcement

Description:

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol related and motorcycle enforcement activity statewide to impact fatal crashes. The state funds activity occurs during regular working hours.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 State Match	\$159,620,000	\$0	N/A	N/A

Roadway Safety / Traffic Engineering

Project Number: RS-2020-00-00-01

Project Title: Roadway Safety Training

Description:

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as local governments (county and municipal). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related. Courses that may be approved for funding in FFY2020 include Traffic Signal Timing Concepts, Traffic Signal Design and Operation, Signalized Intersection Guidebook Workshop,

Roadside Safety Design, Highway Safety Manual Practitioners Guides for Multi-lanes, Guardrail Installation Training, Designing for Pedestrian Safety, Bicycle Facility Design, Modern Roundabouts, and Innovative Intersections and Interchanges.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 RS	\$165,000	\$163,000	N/A	N/A

Speed Management

Project Number: PT-2020-00-00-06

Project Title: Statewide Speed Enforcement

Description:

There were 1,614 speed related fatal crashes and 7,842 speed related serious injury crashes in Ohio between 2014 and 2018. In FFY2020, the Ohio State Highway Patrol (OSHP) will focus on speed.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$600,000	\$0	N/A	N/A

Teen Traffic Safety Program

Project Number: TSP-2020-00-00-01

Project Title: Peer-to-Peer Youth Programming

Description:

Students Against Destructive Decisions (SADD) will conduct programming statewide in FFY2020. Ohio SADD will use evidence-based programming to facilitate peer-to-peer education to educate young drivers on seat belt usage, the dangers of alcohol and drug impaired driving, and distracted driving. SADD is charging the grant the de Minimis rate of 10 percent of the modified total direct costs. This amount is \$8,837.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 TSP	\$100,000	\$0	N/A	\$8,837

Project Number: TSP-2020-00-00-02

Project Title: College Campus Impaired Driving Program

Description:

The Ohio State University will partner with Recording Artists against Drunk Driving (RADD) and the Higher Education Center for Alcohol and Drug (HECAOD). This pilot project will be implemented at three campuses (Cleveland, Cincinnati, and Columbus) to reduce impaired driving among 18-24 year olds. The project will consist of materials and training for campus professionals to implement evidence-based prevention strategies through active social media campaigns and event presence. The Ohio State University has an approved Indirect Cost Rate of 56.0 percent. The Indirect Cost Rate amount is \$44,845.00.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 TSP	\$286,000	\$0	N/A	\$44,845

Project Number: TSP-2020-00-00-03

Project Title: Young Driver Behavior Survey

Description:

The Ohio State University will conduct surveys and research to better understand how this age group (16 – 24) receives information and their perceptions/beliefs on driving behaviors and messages. Information from the survey will be utilized to develop future traffic safety campaigns.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 TSP	\$200,000	\$0	N/A	\$0

Project Number: TSP-2020-00-00-04

Project Title: High School Teen Safe Driving Program

Description:

Family Career and Community Leaders of America (FCCLA) will facilitate statewide peer-to-peer campaigns in high schools. The program will kick off with Ford Driving Skills for Life bringing an advanced teen safe driving clinic to Columbus in June 2019. Development of toolkits focusing on seatbelts, distracted, and impaired driving will begin.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 TSP	\$100,000	\$0	N/A	\$0

Traffic Records**Project Number:** NF-2020-00-00-04**Project Title:** Traffic Records Coordinating Committee**Description:**

The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementation of the Traffic Records Strategic Plan. OTSO participates in the TRCC working group, which meets at least quarterly. In FFY2020, the TRCC will continue to focus on implementing the priority projects that were identified in the 2015 Traffic Records Assessment.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
N/A	\$0	\$0	\$0	N/A

Project Number: TR-2020-00-00-01**Project Title:** Traffic Records Assessment**Description:**

OTSO will schedule a Traffic Records Assessment to meet the funding requirements of FAST Act 405c. Ohio's last Traffic Records Assessment was conducted in 2015. Ohio plans to use this assessment to improve Traffic Records Programming.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 TR	\$50,000	\$0	N/A	N/A

Project Numbers: M3DA-2020-00-00-01**Project Title:** Traffic Records Coordinating Committee Projects Grant**Description:**

The Ohio State Highway Patrol chairs the TRCC committee. In an effort to streamline the project management process, the OSHP has been awarded a grant to oversee the TRCC grant projects. All project suggestions will continue to be submitted to the

TRCC Committee. The committee will decide as a whole on whether or not to submit the project(s) to NHTSA for funding approval. Projects that will be completed by internal ODPS agencies will be overseen by OSHP through this grant. This should help liquidate the Section 405c funds in a more efficient manner. The projects being funded under the OSHP grant include:

Travel - \$20,000

Travel costs associated with traffic records management training and conferences.

OLEIS Programming Improvements - \$1,000,000

Enter into contract with consultants to make enhancements to OLEIS. Projects include adding Optical Character Recognition to OTIS and then OLEIS. This will reduce the number of data entry errors into the system and speed the completion of crash reports.

EMS EMSIRS Project - \$250,000

EMS proposes bringing EMSIRS and all related data back to ODPS ownership and control. Once data collection and analysis has been restored to the ODPS, Division of EMS will be able to initiate the linkage of data to the Ohio Trauma Registry and other state data systems.

OLEIS Training Consultant - \$45,000

Increase the number of agencies utilizing OLEIS for both eCitation and electronic crash reporting by offering training, technical support, supporting software and materials.

OLEIS/OTIS Interface Projects - \$250,000

Work with third party case management vendors (courts) to complete interfaces between OLEIS/OTIS. Provide additional support to the courts in order to accept eCitations.

Court Technology Grant – eCitation - \$1,000,000

Assist local courts in upgrading case management systems to facilitate e-filing of traffic citations.

Citation Tracking - \$2,835,000

Ohio's goal for FFY2020 will be to continue this project with additional law enforcement agencies and electronic submission to courts. Currently Ohio has 130 courts receiving E-Citations electronically.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405c	\$5,400,000	\$0	N/A	N/A

Project Number: SF-2020-00-00-06

Project Title: State Funded Traffic Records

Description:

The state funds staff to review, correct, and update traffic records to improve the accuracy and availability of Ohio's crash records. These funds are used for match and maintenance of effort for 405c.

Budget:

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
State Match 405c	\$1,350,000	\$0	\$435,507	N/A

Performance Report

CORE OUTCOME MEASURES			2013	2014	2015	2016	2019 Goal	2017 Actual	2018 Prelim
M-1	Traffic Fatalities (FARS)	Annual	989	1,006	1,110	1,132	1,062	1,179	1,068
		5-Year Moving Average	1,046	1,043	1,049	1,083			
M-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	9,231	8,785	9,079	9,207	8,834	8,763	7,627
		5-Year Moving Average	9,727	9,529	9,307	9,216			
M-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.88	0.89	0.98	0.95	0.91	0.99	0.90
		5-Year Moving Average	0.93	0.94	0.94	0.94			
M-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.54	1.49	1.46	1.46	1.35	1.46	1.23
		5-Year Moving Average	1.78	1.72	1.62	1.54			
M-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.59	0.64	0.76	0.73	0.65	0.69	0.65
		5-Year Moving Average	0.53	0.56	0.62	0.67			
M-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	352	374	385	355	339	376	347
		5-Year Moving Average	386	381	377	376			
M-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	266	302	309	330	285	333	217
		5-Year Moving Average	325	320	315	319			
M-6	Speeding-Related Fatalities (FARS)	Annual	273	274	207	257	236	252	290
		5-Year Moving Average	307	304	281	273			
M-7	Motorcyclist Fatalities (FARS)	Annual	132	136	168	199	153	157	143
		5-Year Moving Average	159	153	153	159			
M-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	87	91	112	145	104	109	103
		5-Year Moving Average	117	109	107	112			
M-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	123	138	153	156	125	151	127
		5-Year Moving Average	153	146	145	144			
M-10	Pedestrian Fatalities (FARS)	Annual	85	87	116	134	112	142	133
		5-Year Moving Average	96	96	101	107			
M-11	Bicyclist Fatalities (FARS)	Annual	19	11	25	18	17	19	22
		5-Year Moving Average	17	15	18	18			

CORE OUTCOME MEASURES		2014	2015	2016	2017	2019 Goal	2018 Actual
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	85.0	83.9	83.8	82.8	83.4	84.9

CORE OUTCOME MEASURES		2013	2014	2015	2016	2017	2018
A-1	Number of Seat Belt Citations (Ohio GRANTS)	37,881	43,663	54,430	46,135	56,950	53,383
A-2	Number of Impaired Driving Arrests (Ohio GRANTS)	7,155	8,315	9,342	8,140	7,908	8,596
A-3	Number of Speeding Citations (Ohio GRANTS)	266,995	154,880	153,633	150,142	142,486	141,842

Based on 2017 and preliminary 2018 numbers, Ohio is not on track to meet several of the Minimum Outcome Measures targets stated in the FFY2019 Highway Safety Plan.

M-1: Ohio achieved its lowest fatality total in 2013; however, the numbers increased each year through 2016. The number decreased in 2017 and again in 2018 (preliminary). Currently in 2019, Ohio is showing a two percent reduction year to date from this time last year. If this trend continues throughout 2019, Ohio could meet the 2019 goal of 1,062 fatalities.

M-4: Ohio's unrestrained occupant fatality goal from the FFY2019 HSP is 339. Based on 2017's number (376), preliminary 2018's number (347) and the fact that in 2019, Ohio is experiencing a two percent reduction year to date in the overall fatality number, Ohio is on target to achieve this goal. OTSO has ramped up the seat belt enforcement during the November and May/June CIOT mobilizations. Unbelted fatalities have been discussed between all sub-recipients (STEP/IDEP, Safe Communities and OSHP) during the scheduled OTSO/Sub-recipient meetings in efforts to reduce un-belted fatalities and increase the observed seat belt rate.

M-9: The number of drivers aged 20 or younger involved in a fatal crash increased each year 2013 – 2016. Ohio continues to address youthful driver problems through education. The number of drivers ages 20 or younger involved in a fatal crash in 2017 decreased 3.21 percent from the 2016 number. The preliminary 2018 number shows a 15.89 percent decrease from 2017. If this trend continues, Ohio may meet or exceed the FFY2019 HSP goal of 125.

M-10: The number of pedestrian fatalities has significantly increased since 2014. Ohio is concentrating pedestrian efforts at the local level (when justified by problem

identification) and continues to support efforts of agencies through the SHSP to address pedestrian fatalities. Based on preliminary 2018 numbers, Ohio is not likely to meet the FFY2019 HSP goal of 112.

C-11: The number of bicycle fatalities remains low each year and the five-year average fluctuates between 15 and 19. Ohio continues to support efforts of agencies through the SHSP to address bicycle fatalities. Based on preliminary 2018 numbers, Ohio is not likely to meet the FFY2019 HSP goal of 17.