

State of Ohio

FFY2017 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) 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) within the Ohio State Highway Patrol (OSHP), the Ohio Traffic Safety Office (OTSO) administers the 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. The staff consists of the Traffic Safety Commander, Traffic Safety Program Administrator, Grants Administrator, Regional Programs Manager/ Law Enforcement Liaison (LEL) Coordinator, Special Projects Coordinator, Program Administrator, Management Analyst, three Planners, Grants Coordinator 2 and a Grants Coordinator. The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into patrol districts. Planners and LELs are assigned grants based on the highway patrol districts so that each district will have the same planner and LEL. The Planner is responsible for overseeing the programmatic activity on each grant. The Regional Programs Manager/LEL Coordinator oversees the planners and coordinates the five Law Enforcement Liaisons. The Program Administrator oversees the Ignition Interlock program, assists with the web-based grants management system, the Grant Solicitation Package, HSP and AER. The Grants Coordinator and Grants Coordinator 2 are responsible for the fiscal activity on each grant. The Grants Administrator oversees the Program Administrator, Grants Coordinator and Fiscal Specialist, manages the web-based grants management system, coordinates the Grant Solicitation Package, Highway Safety Plan (HSP) and Annual Evaluation Report (AER). The Management Analyst and Special Projects Coordinator assist with the national campaigns, planning assessments, and other projects as needed throughout the year. The Traffic Safety Program Administrator oversees all staff mentioned above and is responsible for all activities of the office. The Traffic Safety Commander oversees the OTSO.

Competitive 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 toward addressing traffic safety concerns.

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

The FFY2017 competitive grant process solicited grant proposals for highway safety activities from state agencies, non-profit organizations, colleges, universities, hospitals, political subdivisions and other interested groups within Ohio counties and jurisdictions (based upon the number of fatal crashes). 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 and sixty-two grant proposals have been received for FFY2017. Federal funds have been tentatively allocated to 67 of Ohio's 88 counties representing 92.23 percent of Ohio's population (not counting the Ohio State Highway Patrol, whose grants operate on a statewide basis).

Many components of the FFY2017 Highway Safety Plan are reflected in Ohio's Strategic Highway Safety Plan (SHSP). The SHSP strategically addresses Ohio's most problematic traffic safety issues and relies on a collaborative approach by the state's many safety partners to implement effective programs that impact motor vehicle crashes on Ohio's roadways. 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 2015, there were 1,110 fatalities and 8,785 serious injuries in traffic crashes. The number of fatalities in Ohio has increased 2.77 percent since 2010 and the number of injuries has decreased 13.75 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 impaired driving fatalities to 319 is a strategy to reducing Ohio's overall death and injury rates. This will be accomplished through earned media, paid media, high visibility enforcement (including saturation patrols and checkpoints), and evaluation. Ohio is entering its seventh year of being a Drug Recognition Expert (DRE) state and plans to have 225 DREs by the end of 2017 to help remove drug-impaired drivers from the roads.

Occupant Protection

Reducing unbelted fatalities to 378 is a strategy to reducing 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 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 296 is a strategy to reducing Ohio's overall death and injury rates. Selective Traffic Enforcement Program (STEP) grants concentrate speed efforts using local problem ID.

Motorcycles

Reducing motorcycle fatalities to 146 and un-helmeted fatalities to 102 are strategies to reducing 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 142 is a strategy to reducing 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 95 is a strategy to reducing 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. Columbus Health Department (Franklin County), Safety Council of SW Ohio (Butler County) and Bethesda North Hospital (Hamilton County) requested funding for pedestrian activities in their Safe Communities proposals.

Distracted Driving

Reducing the number of distracted driving fatal crashes to 25 and the number of distracted driving injury crashes to 3,026 is a strategy to reducing Ohio's overall death and injury rates. In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013.

Distracted driving data is incomplete for 2011 and 2012. Prior to the new fields, all distracted driving was captured under one field, Driver Inattention. Decreasing this number will be accomplished through earned media, paid media, high visibility enforcement, and evaluation.

Traffic Records

Through the Traffic Records Coordinating Committee, several projects have been approved for funding for FFY2017. Existing projects such as Crash Mapping (accurate / timely crash reporting), Electronic Crash Submissions (accurate / timely crash reporting), and Citation Tracking (accurate / timely citation reporting) will continue until the projects are complete.

Bicycle

Reducing the number of bicycle fatalities to 14 is a strategy to reducing 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), Crash Outcome Data Evaluation System (CODES), Ohio State Highway Patrol (OSHP), Motorcycle Ohio, American Motorcycle Association (AMA), Emergency Medical Services (EMS), University of Akron, Miami University of Ohio, Countywide OVI Task Forces, Safe Communities and sub-recipients.

OTSO is a member of the SHSP committee and heads one of the sub-committees. OTSO is also a member of the TRCC. Many of the agencies listed above are also members of the SHSP and TRCC. Working with these agencies in different committees allows for coordination of data and programming across many disciplines in Ohio to achieve our common goals.

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, Planners, Grant Coordinator, Grants Coordinator 2, Special Projects Coordinator, Program Administrator, Management Analyst, Law Enforcement Liaisons), District Staff, Post Commanders, Sub-Recipients, Federal Partners, State Partners, Local Partners
Evaluate Previous Programs	October - December	Management, Planners, District Staff, Post Commanders
Annual Evaluation Report (AER) Submitted	December 31	Management, Planners, Program Administrator, Grants Coordinator 2
Begin Problem ID	January - February	Management
Finalize Problem ID	March	Management
Notify Eligible Agencies	March - April	Planners, Law Enforcement Liaisons, District Staff, Post Commanders
Finalize Proposal Package	March	Management
Proposal Guideline Web Presentations	April	Management, Program Administrator, Planners, LELs, Potential Sub-Recipients
Highway Safety Plan (HSP) including Section 405 Development	May - June	Management, Program Administrator, Planners, Grants Coordinator 2, Recommendations from "Obtain Input for Future Programming"
Proposal Deadline	May 15	
Proposal Review and Risk Assessment	May - July	Management, Planners, Program Administrator, Grant Coordinator, Law Enforcement Liaisons, District Staff, Post Commanders
Proposal Recommendations	June	Management, Planners, Program Administrator, Grant Coordinator, Law Enforcement Liaisons, District Staff, Post Commanders
HSP Submission	July 1	Management, Program Administrator
Grant Executions	September	Management, Planners, Program Administrator, Grants Coordinator, Grants Coordinator 2
Pre-Activity Web Presentations	September	Management, Program Administrator, Planners, LELs, Sub-Recipients
HSP and Grant Implementation	October 1	Management, Planners, Program Administrator, Grants Coordinator, Grants Coordinator 2

Problem Identification

Problem Identification Process

A variety of resources are used to determine and prioritize the State's traffic safety problems and traffic safety-related infrastructure needs. Federal priorities, 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), ODOT's Office of Systems Planning and Program Management Section, Ohio Department of Health's 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, Crash Outcome Data Evaluation System (CODES), Commercial Vehicle Strategic Plan planning committee, national and regional NHTSA meetings, the Governor's Highway Safety Association annual meeting and the national LifeSavers conference. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state's identified problems and countermeasures that will be considered for funding. Sub-recipients and other stakeholders provide current traffic and demographic trends at the district traffic safety meetings.

The Program Administrator and the Special Projects Coordinator 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 2010, 2011, 2012, 2013 and 2014 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2010, 2011, 2012, 2013, 2014 and preliminary 2015. The Grants Administrator and Program Administrator analyzed traffic crash data, documents and current trend data to not only identify and prioritize the Ohio's traffic safety problems, but 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. Other factors that are reviewed are vehicle type, gender, age, day of week, time of day and type of roadway. Ohio's demographic, registration, driver license and crash data can be found on pages 11 through 38.

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, Seat Belt Tac Squad, OVI Task Force, Safe Communities, and general). Each year, the solicitation package is available online at <http://ghsogrants.dps.ohio.gov>. 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 System. Information for the new grant cycle was presented to the sub-recipients at each district traffic safety meeting. Sub-recipients are required to review the most recent version of *Countermeasures that Work* 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. See Appendix M for Ohio's Evidence Based Traffic Enforcement Plan.

Ohio Demographics

The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2014 5 - Year Estimates Survey*.

Population	
Total	11,560,380
Male	5,651,577
Female	5,908,803

School Enrollment	
Total	3,007,872
Nursery/Pre-School	183,480
Elementary (grades K-8)	1,344,519
High School (grades 9-12)	628,645
College/Graduate	851,228

Education	
High School or higher	88.8%
Bachelor's or higher	25.6%

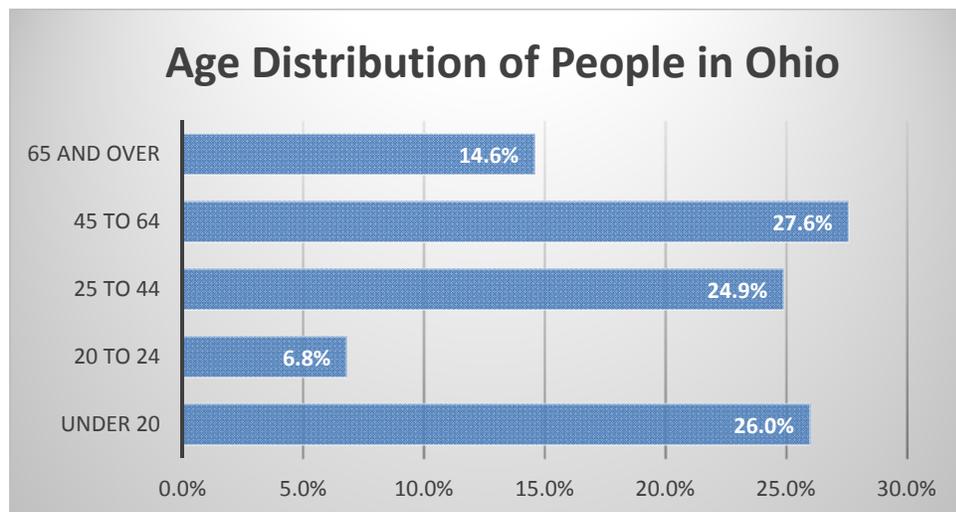
Work Commute	
Drove Alone	83.5%
Carpooled	7.9%
Walked	2.3%
Public Transportation	1.6%
Bicycle	0.3%
Work at home	3.5%
Taxi, motorcycle or other	0.8%
Average Commute	23 Minutes

Race	
White	82.6%
Black/African American	12.2%
Hispanic or Latino	3.3%
Asian	1.8%

Nativity	
Native Born	95.9%
Foreign Born	4.1%

Language Spoken at Home	
English	93.3%
Other Language	6.7%

Other Language Spoken at Home	
Spanish or Spanish Creole	2.2%
Other Indo-European Language	2.5%
Asian/Pacific Islander	1.1%
Other Language	0.8%
Speak English Less than "Very Well"	2.4%



In the U.S. Census Bureau's *American Community Survey, 2014 5 - Year Estimates Survey*, Ohio has a population of 11,560,380. Ohio has 88 counties, 246 cities, 687 villages and 1,308 townships. There are 122,884 miles of public roads in Ohio. About 16 percent, or 19,232, miles are state maintained (IR, US and SR) and 83 percent, or 102,248 miles, are local maintained. The remaining 1,404 miles are turnpike, state park roads, etc.

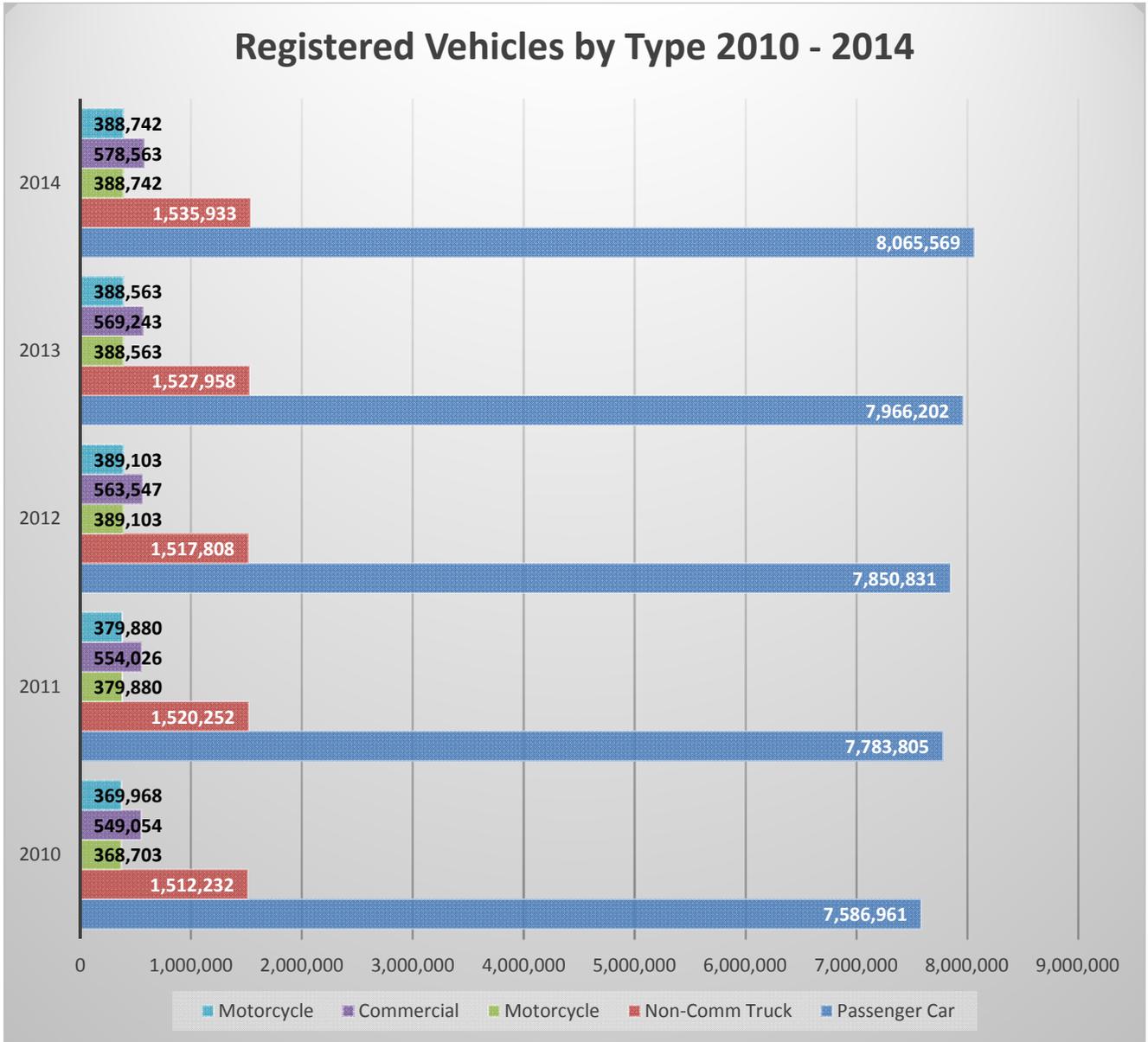
Climate

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 36.24 percent of fatalities and 35.63 percent of serious injuries (2010 - 2014) occurred November - March.

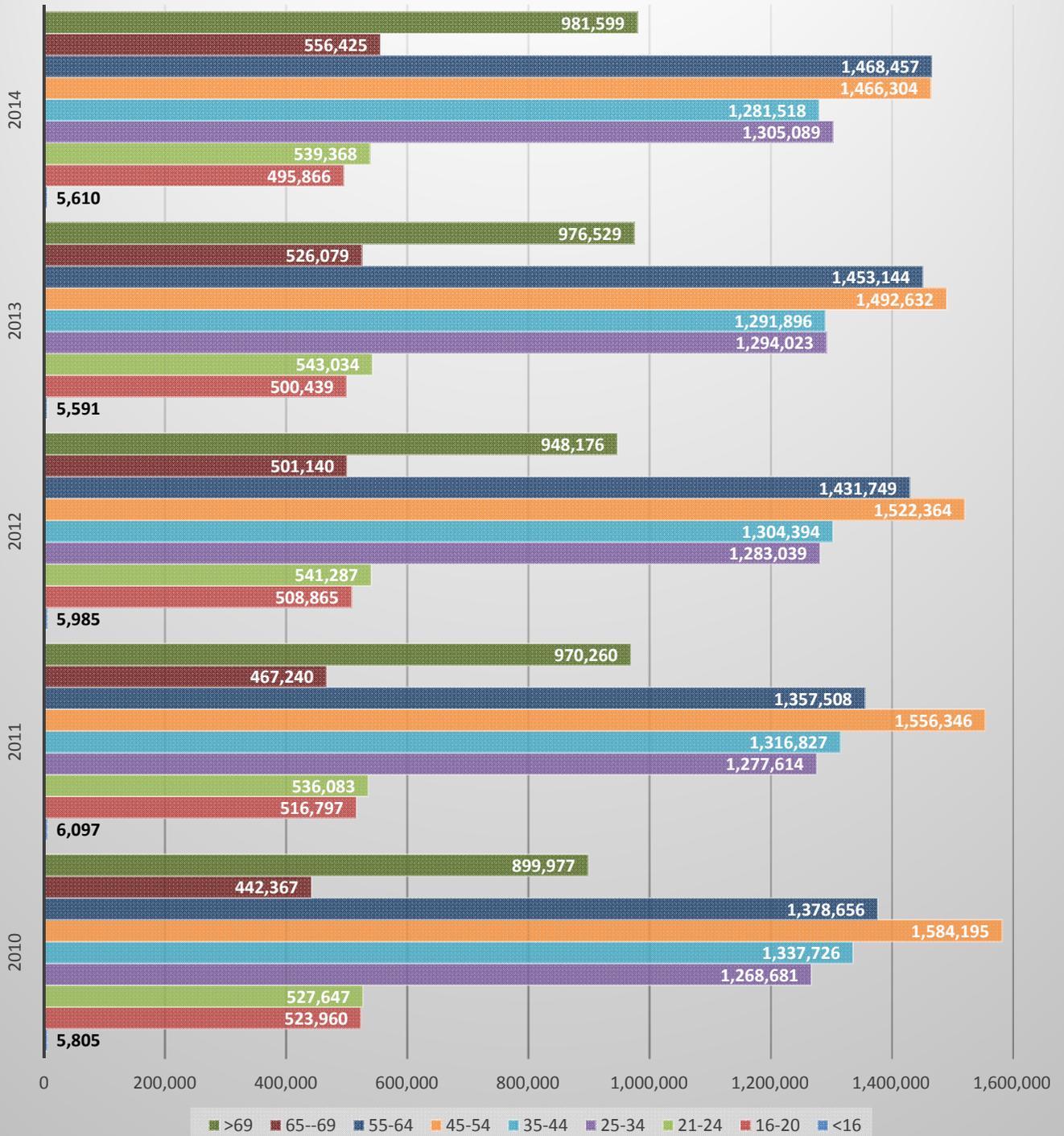
Media

Ohio has 42 commercial TV stations, 550 commercial radio stations, 80 daily newspapers, 154 weekly newspapers and 12,539 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.

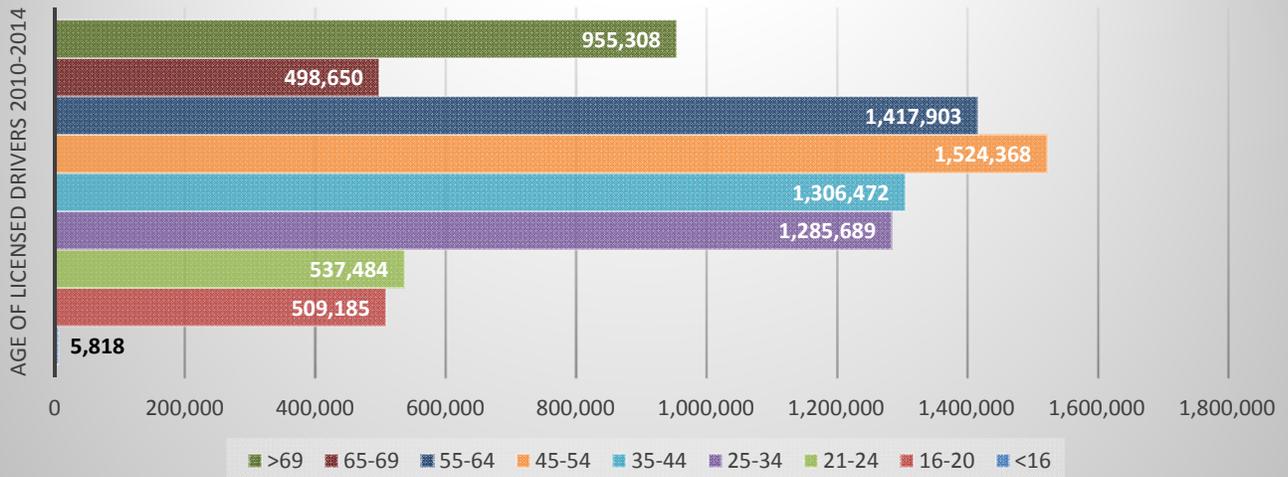
Vehicle Registration/Driver License Data



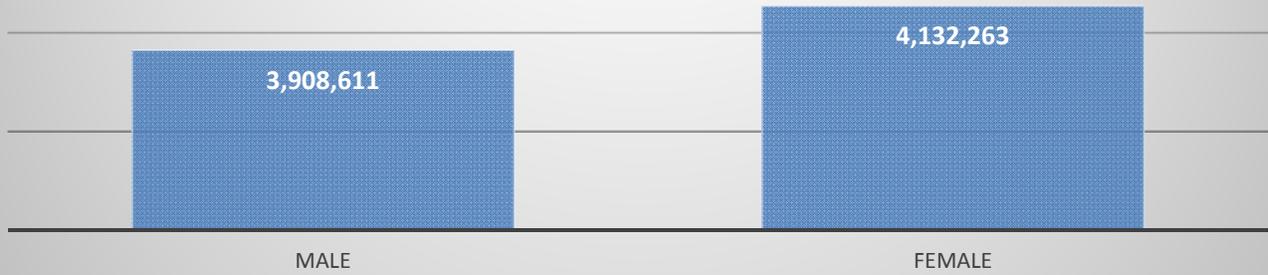
Licensed Drivers by Age 2010 - 2014



Average Age of Licensed Drivers 2010 - 2014



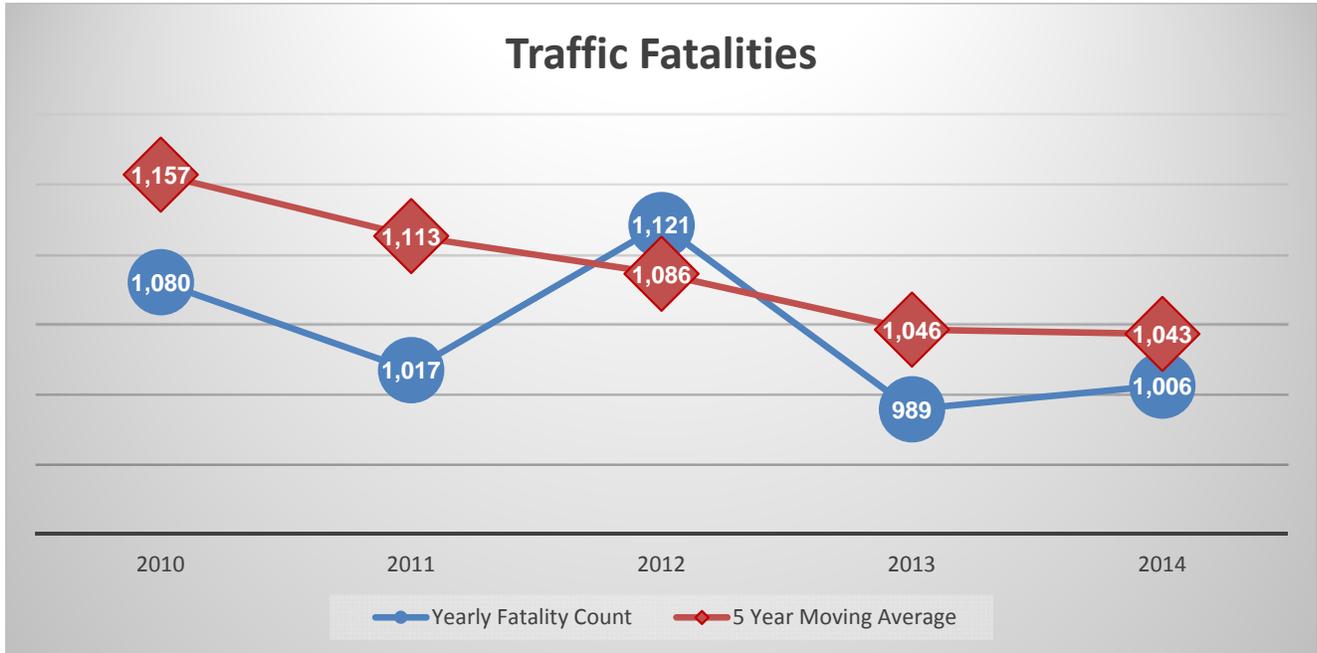
Average Licensed Drivers by Gender 2010 - 2014



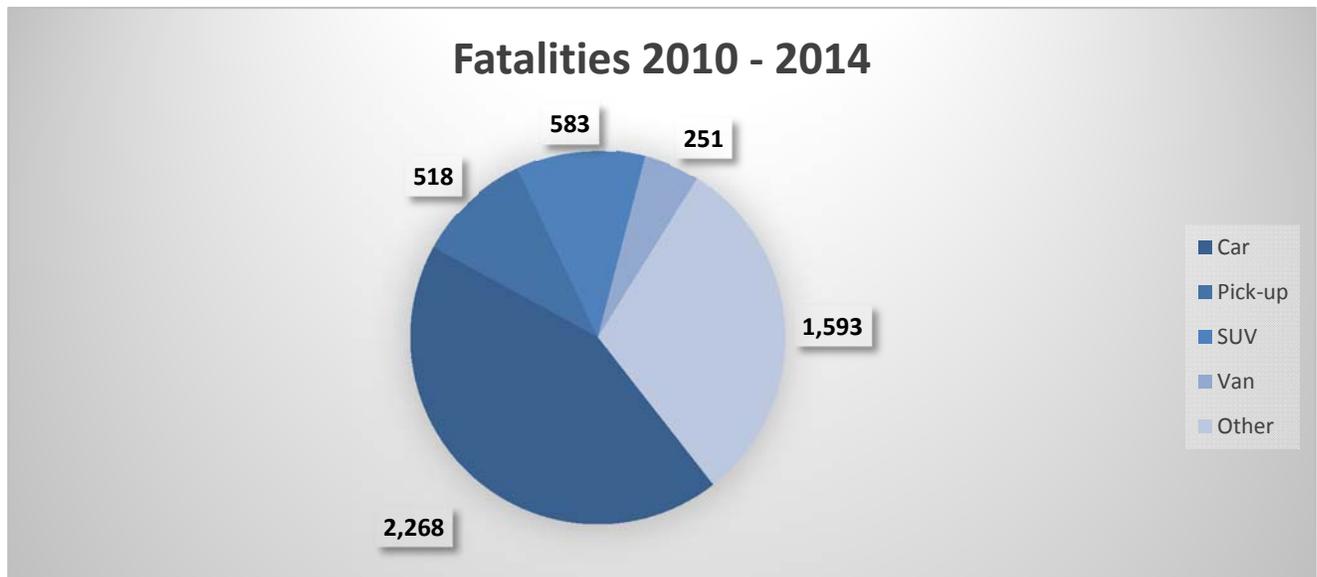
Ohio Data Analysis and Identified Problem Areas

Fatality/Serious Injury

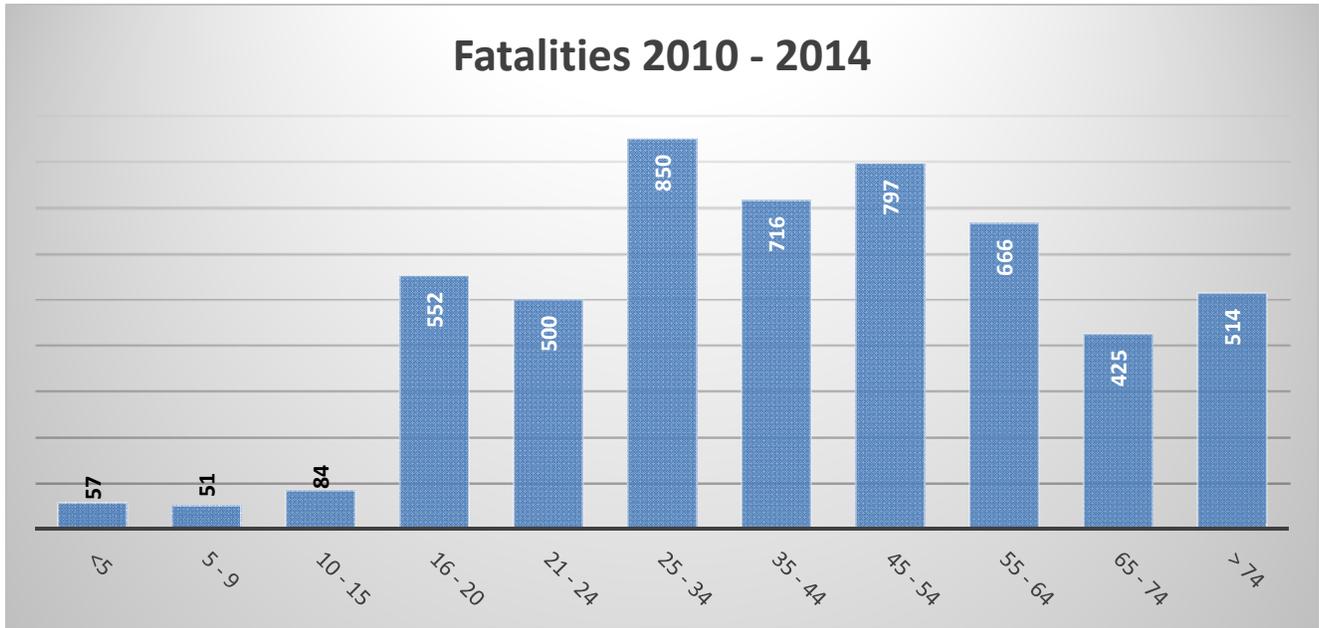
The number of traffic fatalities has decreased 6.85 percent over the five-year period (2010 - 2014). The five-year average has decreased 9.85 percent since the 2006 - 2010 average. The five - year moving average has continued to decline each year.



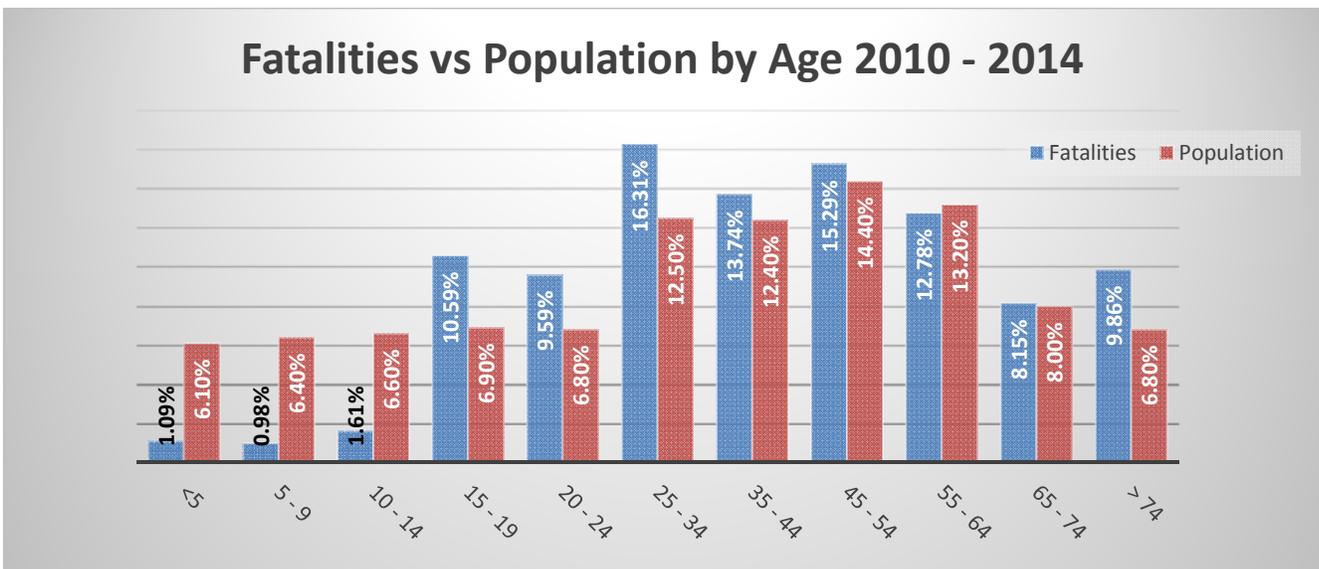
Between 2010 and 2014, 43.51 percent of all fatalities occurred in cars, 11.18 percent in SUVs and 9.94 percent occurred in pick-up trucks. Cars, Pick-ups, Vans have all gradually decreased from the 2008 - 2012 data set to the 2009 - 2013 data set to the 2010 - 2014 data set. SUVs have gradually increased.



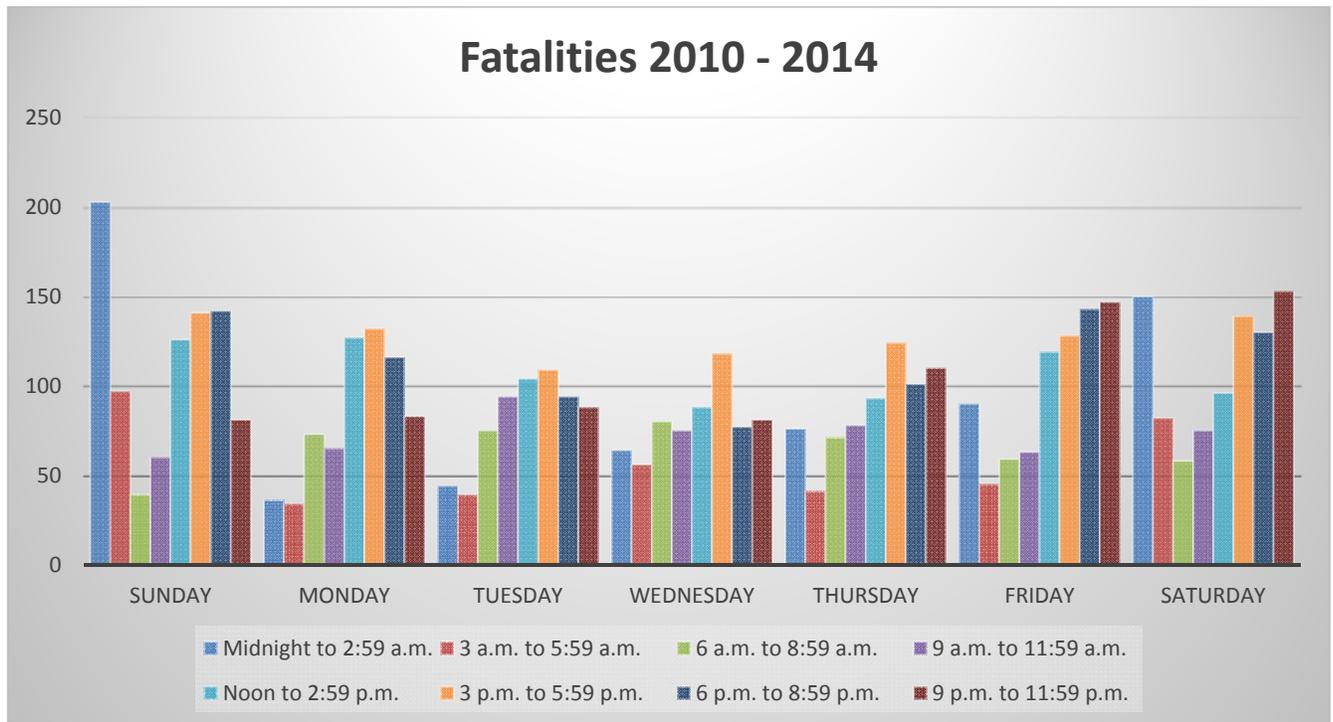
Fatalities occurred most often in the 25 - 34 age group, then the 45 - 54 age group and the 35 - 44 age group. These three age groups 25 - 34, 45 - 54 and 35 - 44 consistently contain the highest number of fatalities.



When we reduce the fatalities by age group to the percent of all fatalities then compare that percentage to the percentage that the same age group is of Ohio's population, we can see what age group is over represented in fatalities. The largest over represented age group is 25 - 34. Next is the 15 - 19 age group. Also over represented are the over 74 age group, the 20 - 24 age group, the 35 - 44 age group and the 45 - 54 age group. When you group these age groups into under 20 (young drivers 15 - 19) and over 65 (older drivers), the young driver group is 6.90 percent of the population, and 10.59 percent of the fatalities. The older driver group is 14.80 percent of the population and 18.01 percent of the fatalities. Older driver fatalities have come up as a growing concern in several of the district meetings with sub-recipients.



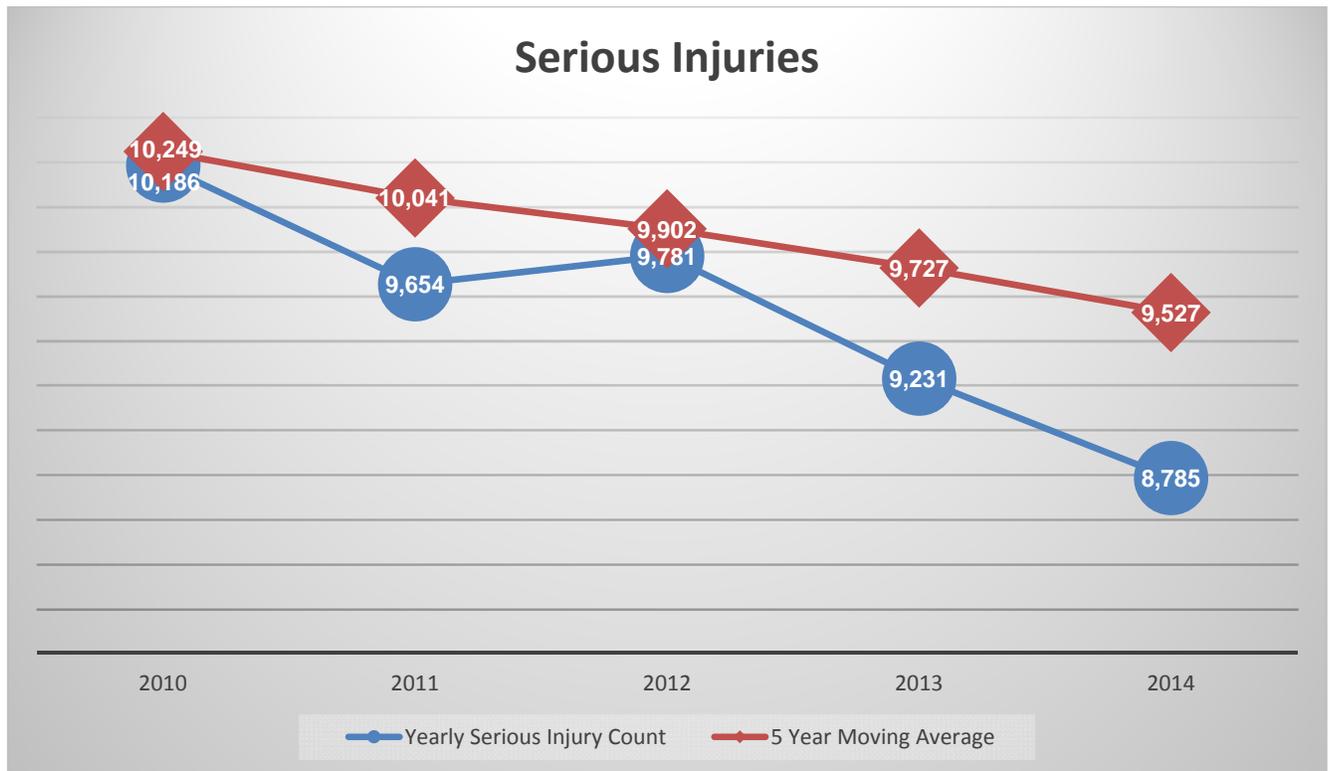
Between 2010 and 2014, 3.89 percent of fatal crashes occurred between midnight and 3:00 am on Sunday mornings. This time is much higher than any other day of week/time frame. This day/time frame was 3.75 percent in the 2009 - 2013 data. In the past the midnight - 3:00 am time frame on Saturday mornings is much higher as well. In the 2010 - 2014 data, midnight - 3:00 am on Saturday morning has decreased.



Between 2010 and 2014, 57.99 percent of all fatal crashes occurred on rural roadways. This is down from 61.61 percent of the 2009 - 2013 average.

The 2010 - 2014 average fatality rate (fatalities/vehicle miles traveled) is 0.94. This is up slightly from the 2009 - 2013 average of 0.93. The fatality rate has decreased 10.48 percent over the five-year period (2010 - 2014). The 2010 - 2014 average urban fatality rate is 0.56 and has increased 3.70 percent over the same five-year period. The 2010 - 2014 average rural fatality rate is 1.71. The rural rate is down from the 2009 - 2013 average of 1.78 and has decreased 18.18 percent during the same time period.

The number of serious injuries has decreased 13.75 percent over the five-year period (2010 - 2014). The five-year moving average has decreased 7.04 percent since the 2006 - 2010 average. The five-year moving average has continued to decline each year.



Analysis

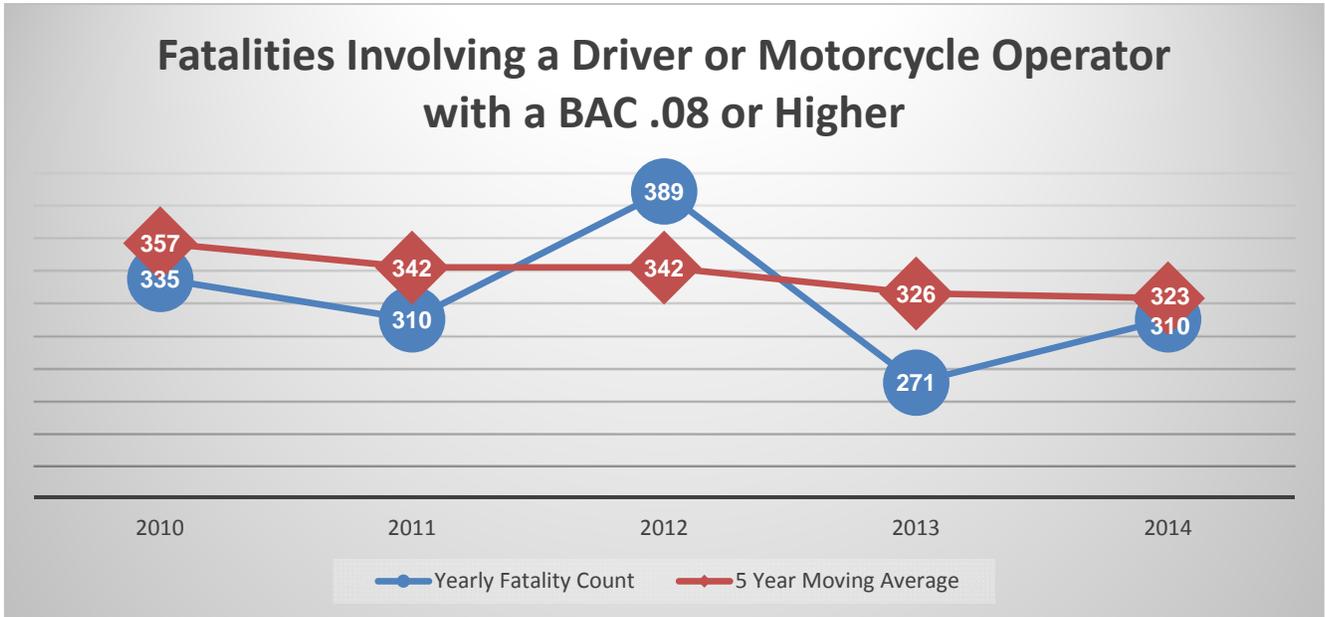
Fatalities increased 1.72 percent to 1,006 in 2014 and provisional 2015 numbers show a 10.34 percent increase to 1,110. The five-year moving average continues to show a decrease each year. Ohio continues to base funding decisions on a three year trend, however current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Towards Zero Deaths.

Only 29.56 percent of Ohio's Vehicle Miles Traveled (VMTs) are rural, however 57.99 percent of all fatal crashes (2010 - 2014 average) occur on rural roadways. Ohio will use the model (earned media (education/outreach), paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Ohio's five-year moving average is showing a decrease of 7.04 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

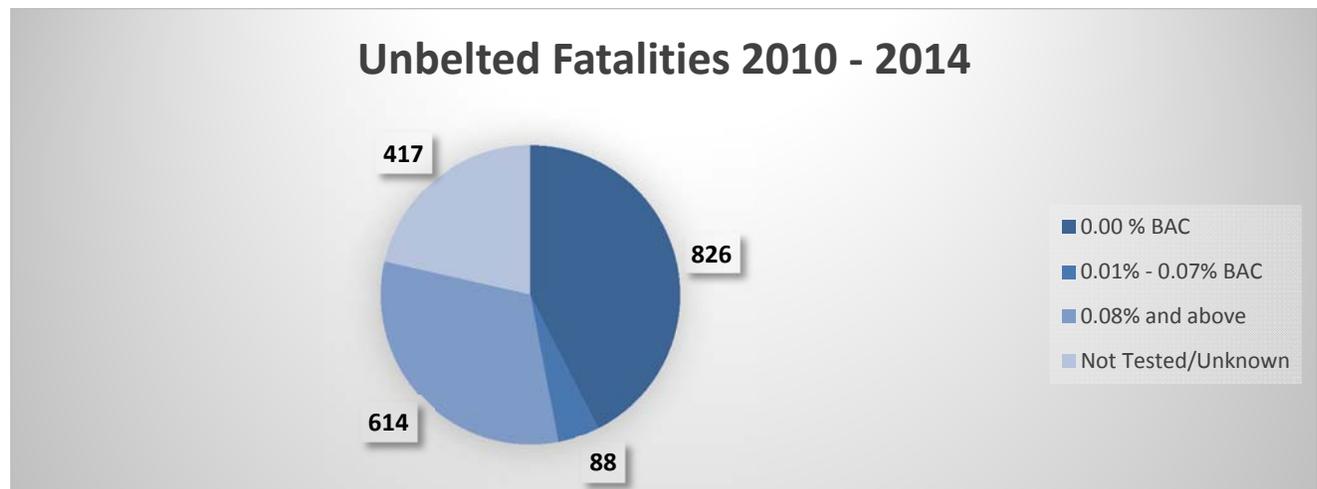
Impaired Driving

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 7.46 percent over the five-year period (2010 - 2014). The five-year moving average has decreased 9.52 percent since the 2006 - 2010 average. The five-year moving average has continued to decline each year.

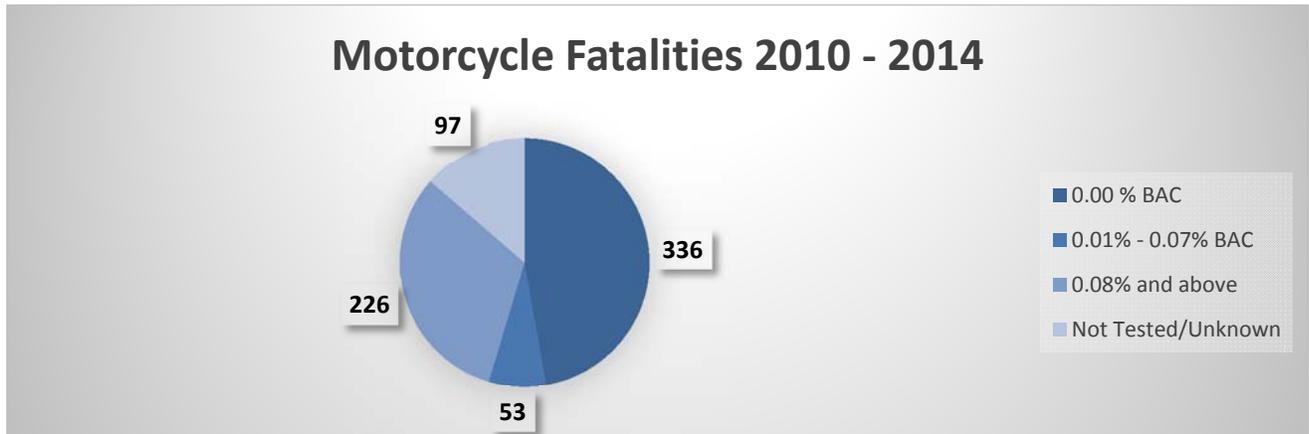


Between 2010 and 2014 Ohio averaged 347 alcohol-related (any impairment level) fatal crashes (Ohio Traffic Crash Facts) in Ohio. The five-year moving average has decreased 17.77 percent since the 2005 - 2009 average.

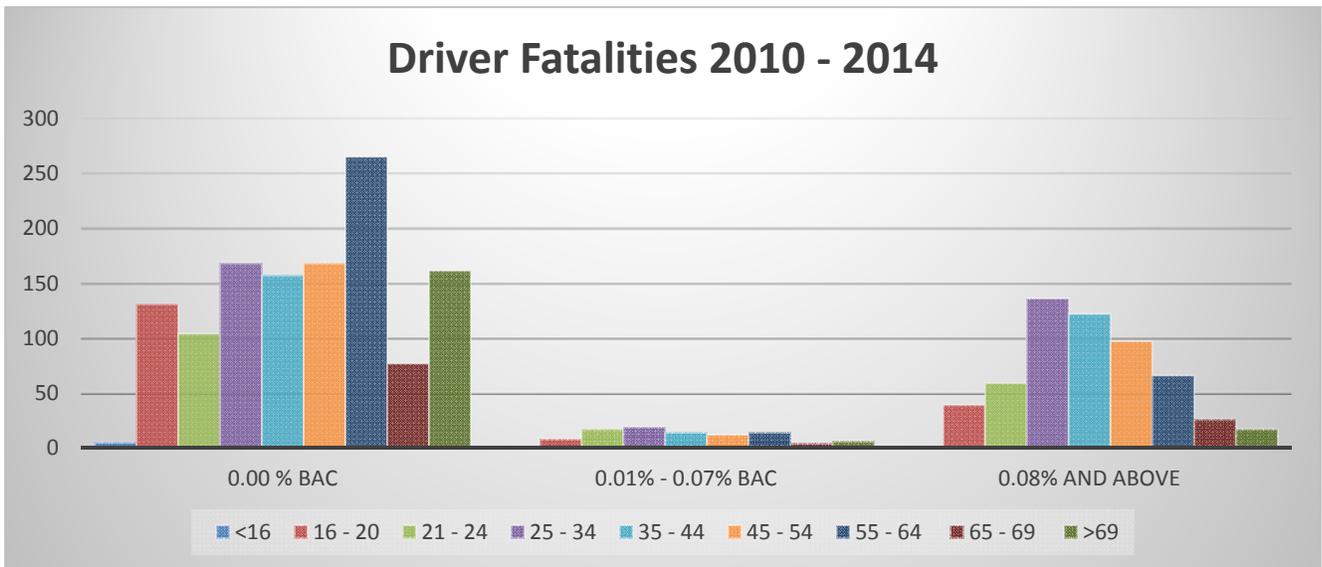
Unbelted fatalities that tested between 0.01 and 0.07 BAC accounted for 4.52 percent of all unbelted fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 42.47 percent and .08 percent and above accounted for 31.57 percent. Although the overall number of unbelted fatalities that were 0.08 and above significantly decreased from 694 to 614 (11.53 percent), the portion of unbelted fatalities that are .08 and above increased slightly (1.15 percent).



Motorcycle operator fatalities that tested between 0.01 and 0.07 BAC accounted for 7.44 percent of all motorcycle fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 47.19 percent and 0.08 and above accounted for 31.74 percent. The percent of 0.08 and above increase 6.65% from the 2009 - 2013 average.



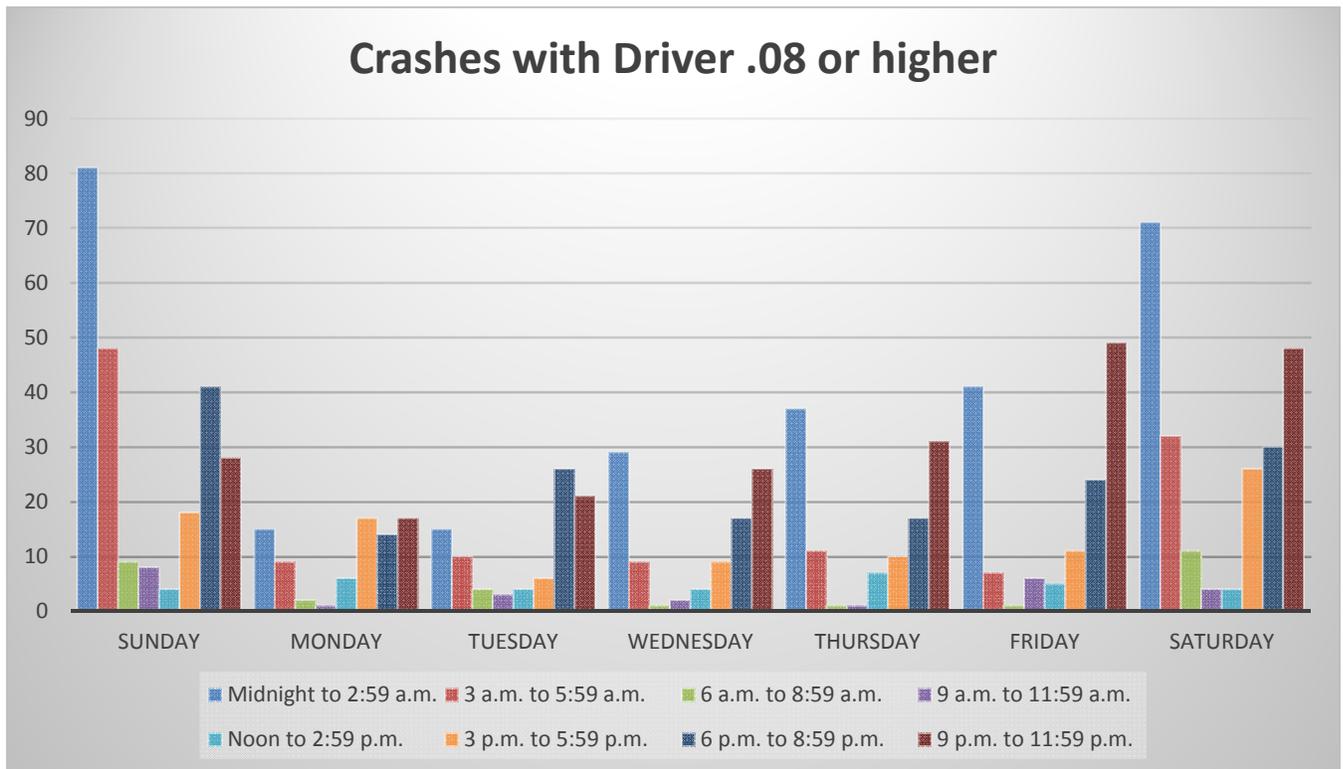
Between the years of 2010 and 2014, the age groups of 25 - 34 and 35 - 44 were significantly higher than any other age group in driver fatalities with a BAC of .08 or higher. This was the same in the 2009 - 2013, 2008 - 2012 and the 2007 - 2011 data. While these age groups still represent the highest age groups, the numbers are decreasing and the gap between the second highest (35 - 44) and the third highest (45 - 54) has decreased from 100 (2007 - 2011) to 61 (2008 - 2012) to 49 (2009 - 2013) to 25 (2010 - 2014).



Pedestrian fatalities that tested between 0.01 and 0.07 BAC accounted for 6.08 percent of all tested pedestrian fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 58.01 percent and 0.08 percent and above accounted for 35.91 percent. The percent of pedestrian fatalities that tested 0.08 and above has increased 11.12 percent since the 2009 - 2013 data while the number of pedestrian fatalities has remained the same. See chart under Pedestrian.

Between 2010 and 2014, 84.80 percent of the crashes involving a driver with a BAC of 0.08 or higher were male; this is down slightly from the 2009 - 2013 data. Over 55 percent of the crashes involving a driver with a BAC of 0.08 or higher, occurred on a rural roadway. This is down from over 60 percent in the 2008 - 2012 data.

Between 2010 and 2014, 8.19 percent of the crashes involving a driver with a BAC of 0.08 or higher occurred between midnight and 3:00 am on Sunday mornings. In the past several years, this time frame on both Saturday and Sunday mornings were nearly identical in number. However as we saw in the overall fatal number, the difference between these two time frames is growing. The number of fatal crashes that occurred during these time frames has decreased from 179 (2007 - 2011) to 168 (2008 - 2012) to 155 (2009 - 2013) to 152 (2010 - 2014). The only day/time that significantly increased is: Wednesday 3:00 am - 6:00 am. This increased from two crashes in the 2009 - 2013 data to 9 in the 2010 - 2014 data, a 350 percent increase.



Analysis

Over 31 percent of all unbelted fatalities tested 0.08 BAC or higher. Ohio will continue to examine this data to determine what countermeasures will be effective on this target audience.

Ohio will continue to focus efforts toward impaired riding. Almost 32 percent of motorcycle operator fatalities tested a 0.08 BAC or higher.

Drivers between 25 - 34 and 35 - 44 are the two highest age groups of driver fatalities that tested .08 or higher. These two groups were also higher than any other age group in the 2009 - 2013, 2008 - 2012 and 2007 - 2011 data sets.

On 84.80 percent of fatal crashes where the driver tested a 0.08 BAC or higher, the driver was male. Male drivers only account for 48.61 percent of licensed drivers.

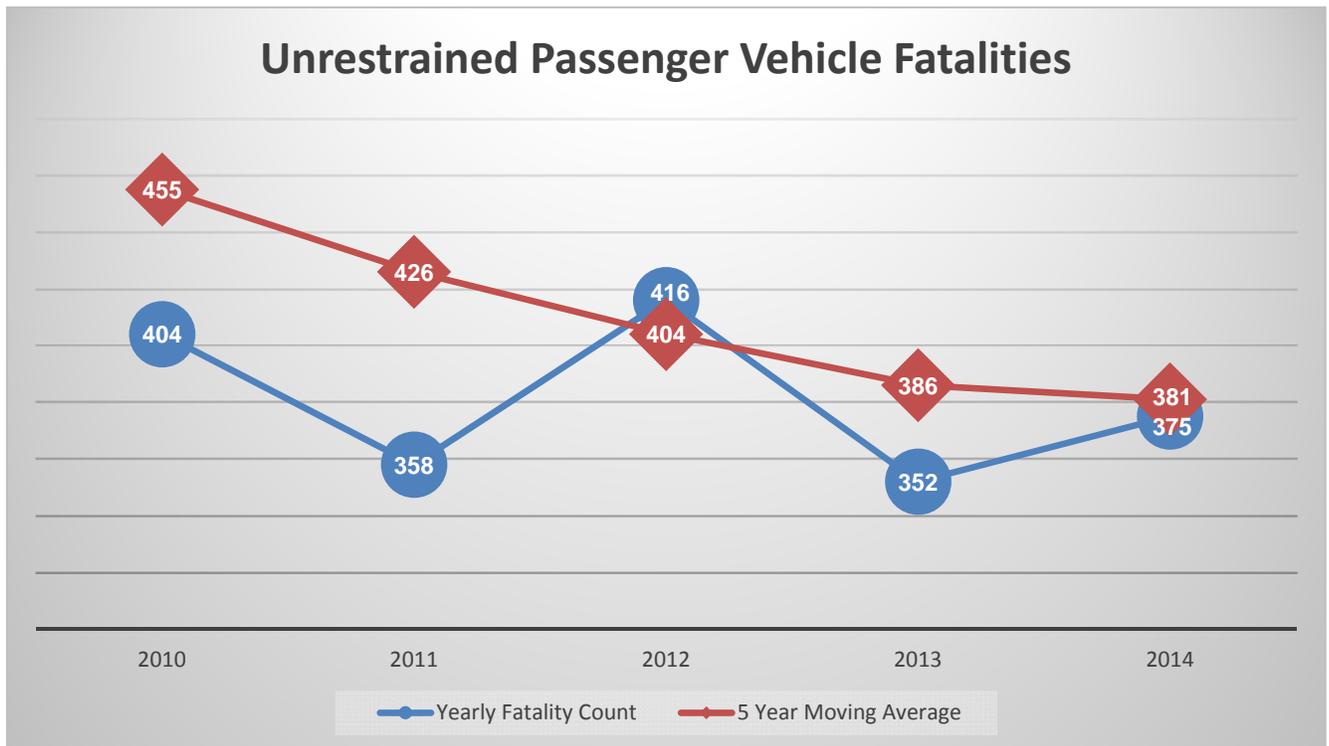
Over 55 percent of crashes that had the driver test a 0.08 or higher occurred on a rural roadway. Only 29.56 percent of Ohio's VMTs are rural.

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

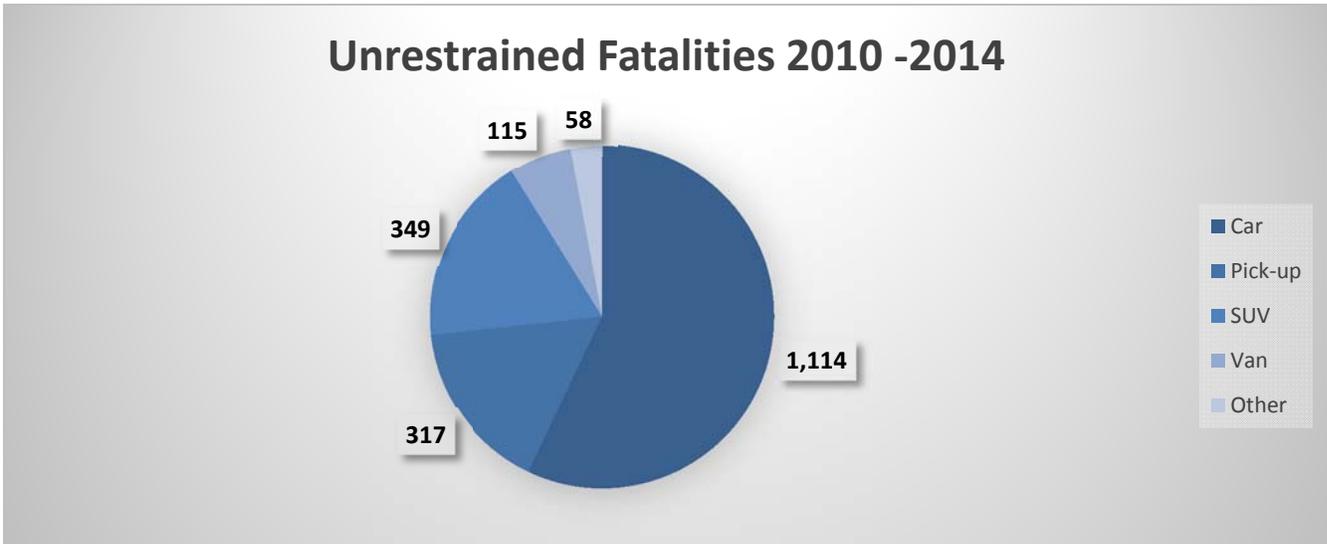
Occupant Protection

In 2014, Ohio reached an 85.0 percent observed seat belt use rate; however, the rate dropped to 83.9 percent in 2015.

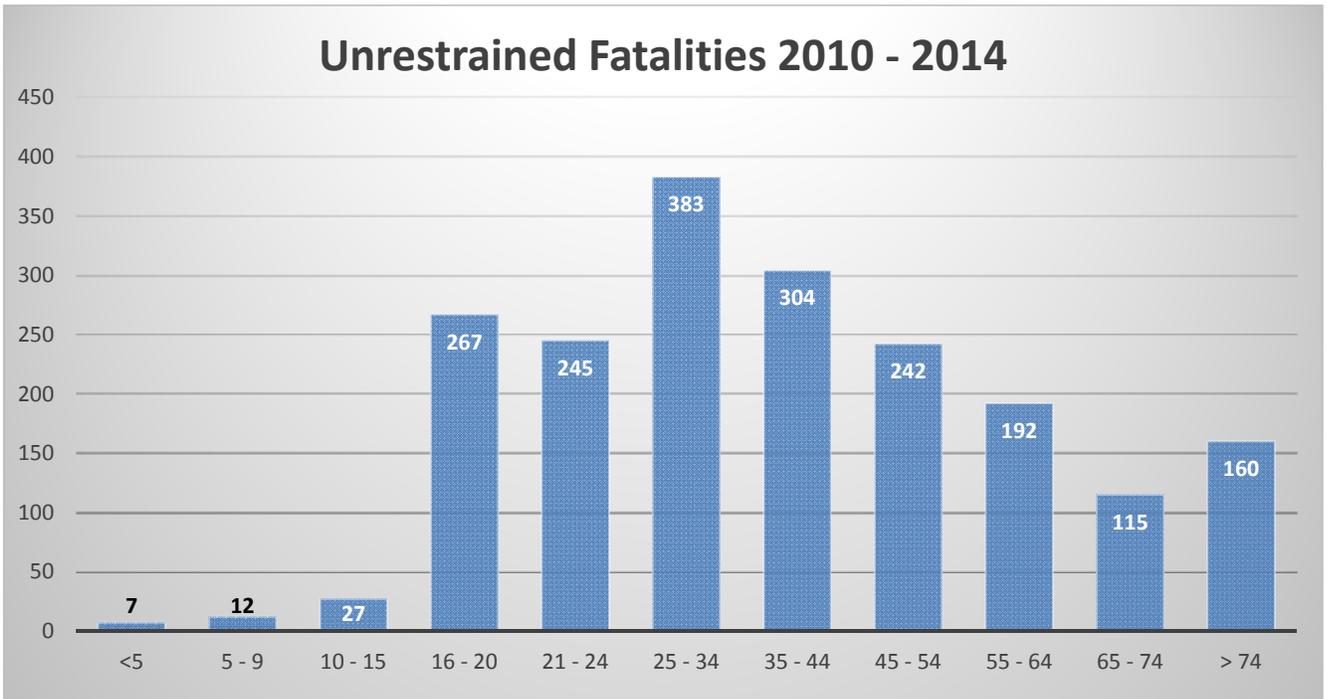
The number of unrestrained fatalities has decreased 7.18 percent over the five-year period (2010 - 2014). The five-year average has decreased 16.26 percent since the 2006 - 2010 average. The five-year moving average has continued to decrease each year.



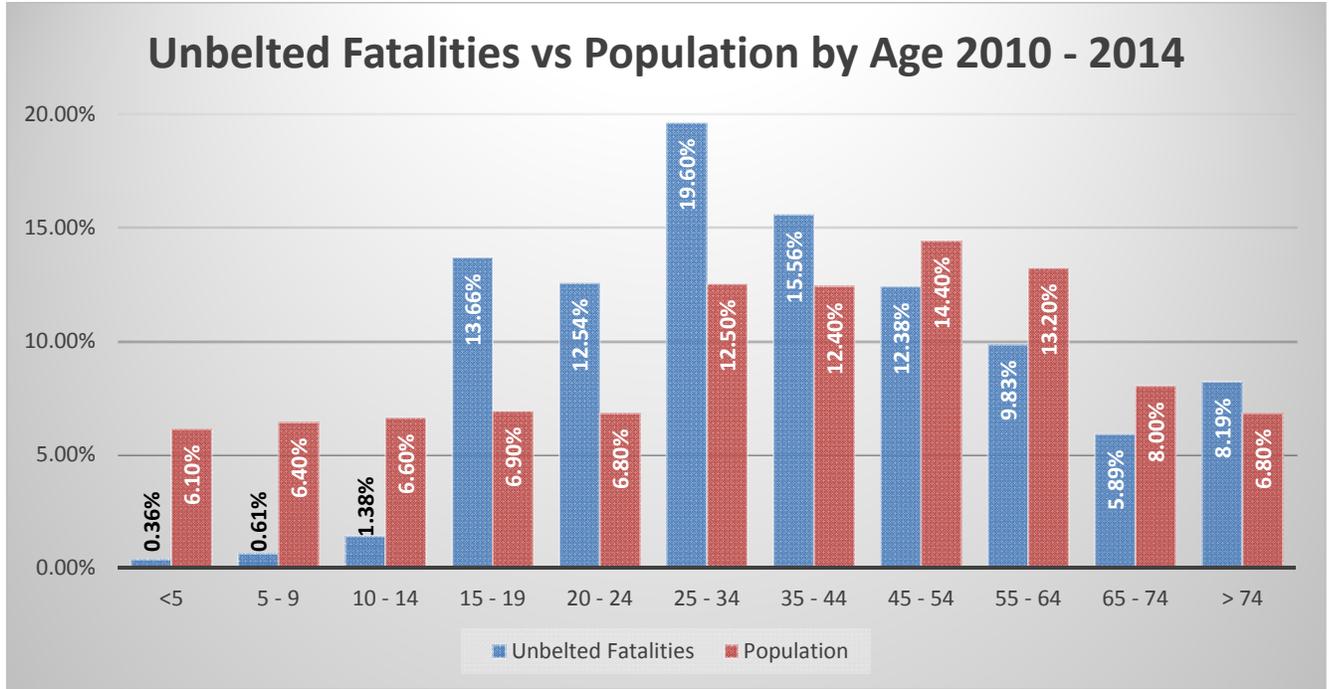
Between 2010 and 2014, 57.04 percent of all unbelted fatalities occurred in cars, 17.87 percent occurred in SUVs and 16.23 percent occurred in pick-up trucks. These percentages are remaining fairly consistent from the 2009 - 2013 and 2008 - 2012 data sets.



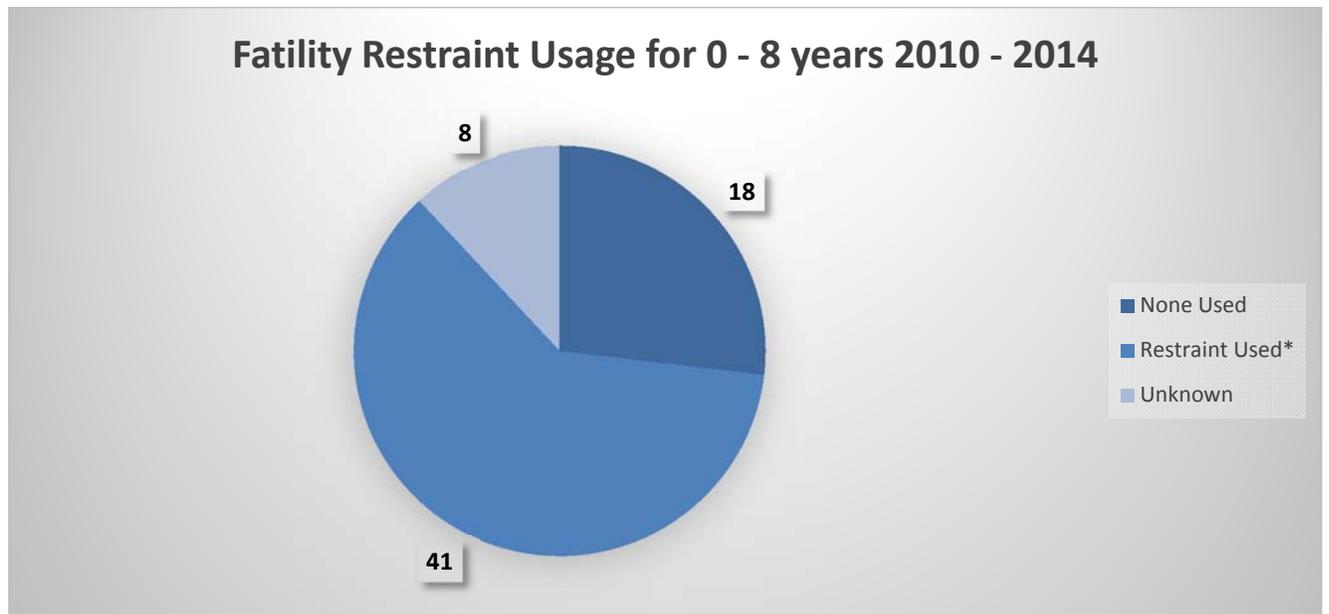
Unbelted fatalities occurred most often in the 25 - 34 age group, then the 35 - 44 age group and the 16 - 20 age group. The first two groups are consistent with the 2009 - 2013 and 2008 - 2012 data sets.



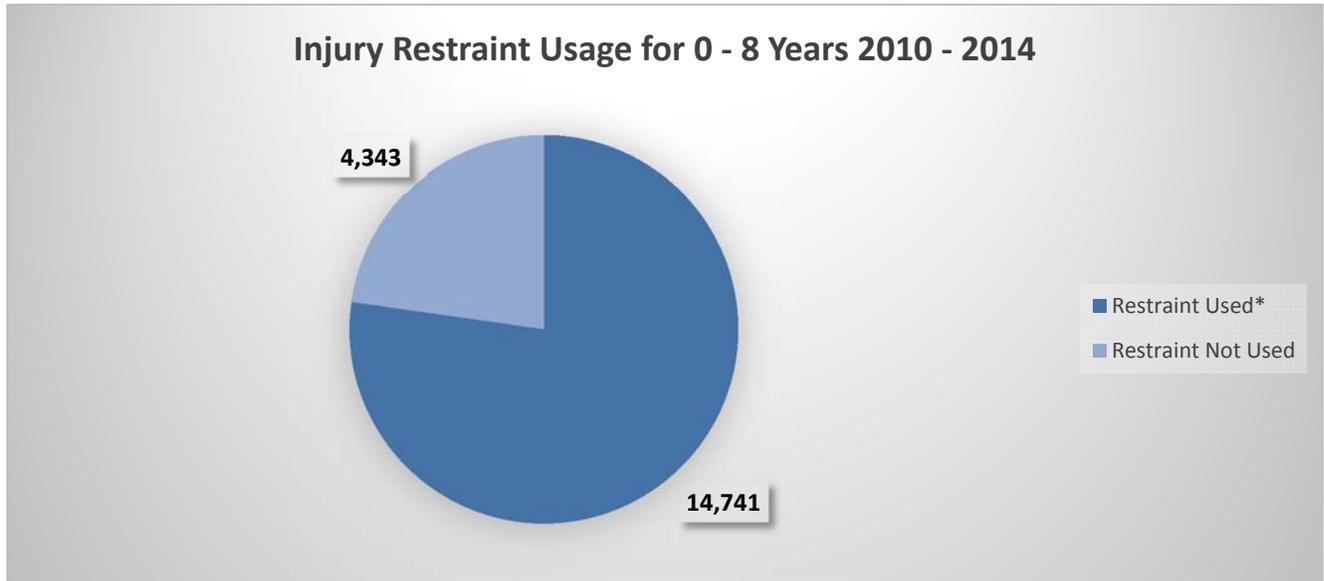
Comparing the unbelted fatalities by age group to the population, the 15 - 19, 20 - 24, 25 - 34, 35 - 44 and over 74 groups are all over-represented.



Between 2010 and 2014 Ohio had 5,213 traffic related fatalities. Less than two percent (1.29 percent) of these are children eight years or younger. Looking at these 67 fatalities, 61 percent used some form of restraint*. Twenty-seven percent used no restraint.



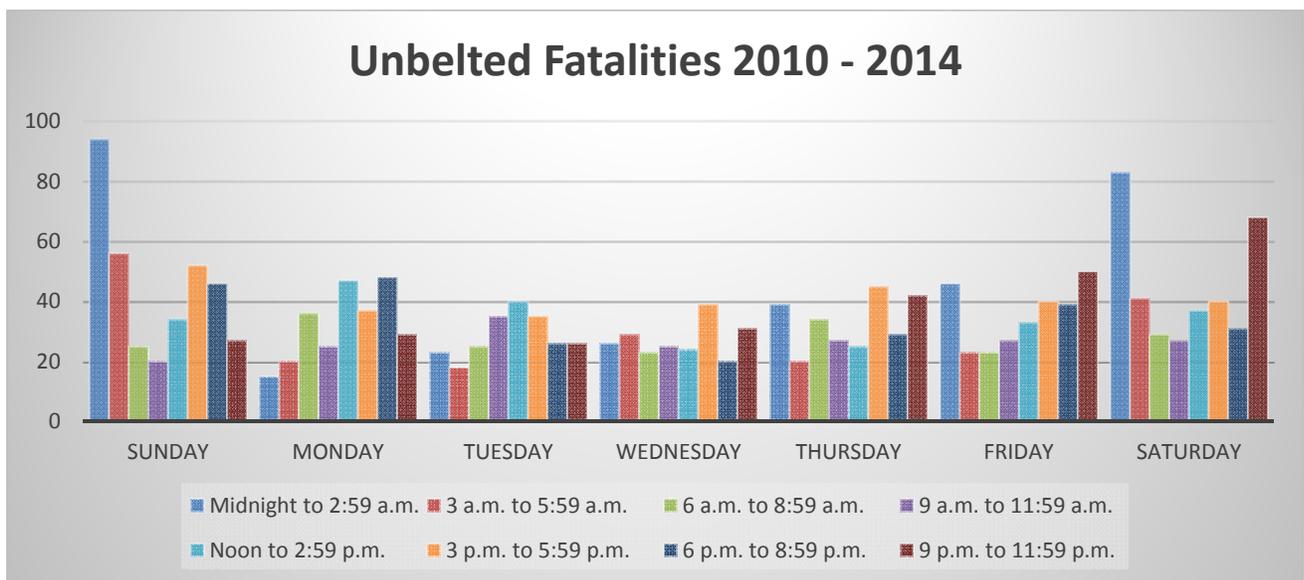
Between 2010 and 2014 Ohio had 479,492 traffic related injuries; 86.88 percent were restrained. Under four percent (3.98 percent or 19,084), of these injuries were children ages 0 - 8. Of this sub-section, 77.24 percent were restrained.*



*Restraint used only indicates that some form of restraint was used. It does not mean that the proper restraint was used or that the restraint was used correctly.

Between 2010 and 2014, 69.40 percent of unbelted fatalities were male. This is a decrease from the 2009 - 2013 average of 71.65 percent and the 2008 - 2012 average of 73.57 percent. Between 2010 and 2014, 63.73 percent of all unbelted fatalities occurred on a rural roadway. This is a slight decrease from the 2009 - 2013 average of 64.67 percent and the 2008 - 2012 average of 64.14 percent.

Between 2010 and 2014, 9.06 percent of unbelted fatalities occurred between midnight and 3:00 am on Saturday and Sunday mornings. This is down slightly from the 9.36 percent in the 2009 - 2013 data set and the 9.44 percent in the 2008 - 2012 data set.



Unbelted fatalities that tested between 0.01 and 0.07 BAC accounted for 4.52 percent of all unbelted fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 42.47 percent and 0.08 percent and above accounted for 31.57 percent. Although the overall number of unbelted fatalities that were 0.08 and above significantly decreased from 694 to 614 (11.53 percent), the portion of unbelted fatalities that are 0.08 and above increased slightly (1.15 percent). See chart under Impaired Driving.

Analysis

Ohio's observed seat belt usage rate decreased from 85.0 percent in 2014 to 83.9 percent in 2015. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to increase the observed seat belt usage rate.

Unbelted fatalities are occurring most often in the 25 - 34 age group. The 35 - 44 and 16 - 20 are not far behind. The 16 - 20 year old age group represents 13.66 percent of all unbelted fatalities but only 6.90 percent of Ohio's population. The age groups between 15 and 44 are all over-represented when compared to the population.

Fatal data analysis for children eight years old and under revealed that 1.29 percent of Ohio's fatalities between 2010 and 2014 were eight or under. Of these (67 fatalities), 61 percent used some form of restraint and 27 percent used no restraint. Injury data analysis for the same age group shows that 3.98 percent of Ohio's injuries were eight or under. Of these (19,084 injuries), 77.24 percent used some form of restraint and 22.76 percent used no restraint. The data does not indicate if the proper restraint was used or if the restraint was used correctly.

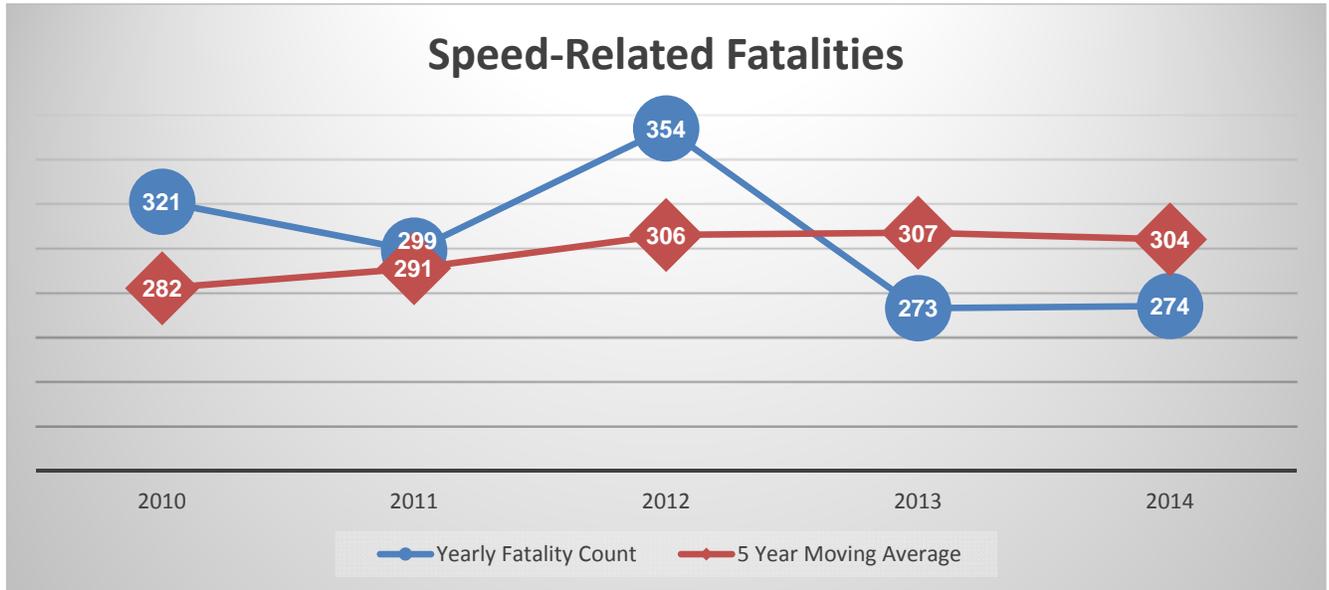
Ohio's population is 48.89 percent male; however 69.40 percent of all unbelted fatalities were male.

Only 29.56 percent of Ohio's VMTs are rural; however, 63.73 percent of unbelted fatalities occurred on a rural roadway.

Between the years of 2010 and 2014, 36.54 percent of all fatalities were unbelted. This percent decreased 0.98 percent over the previous five - year average. Over nine percent of all unbelted fatalities occurred between midnight and 3:00 am Saturday and Sunday mornings. Ohio will also focus efforts on the areas mentioned above (pick-up truck drivers, SUV drivers, ages 15 - 44, males and rural roadways) to decrease the percent of unbelted fatalities.

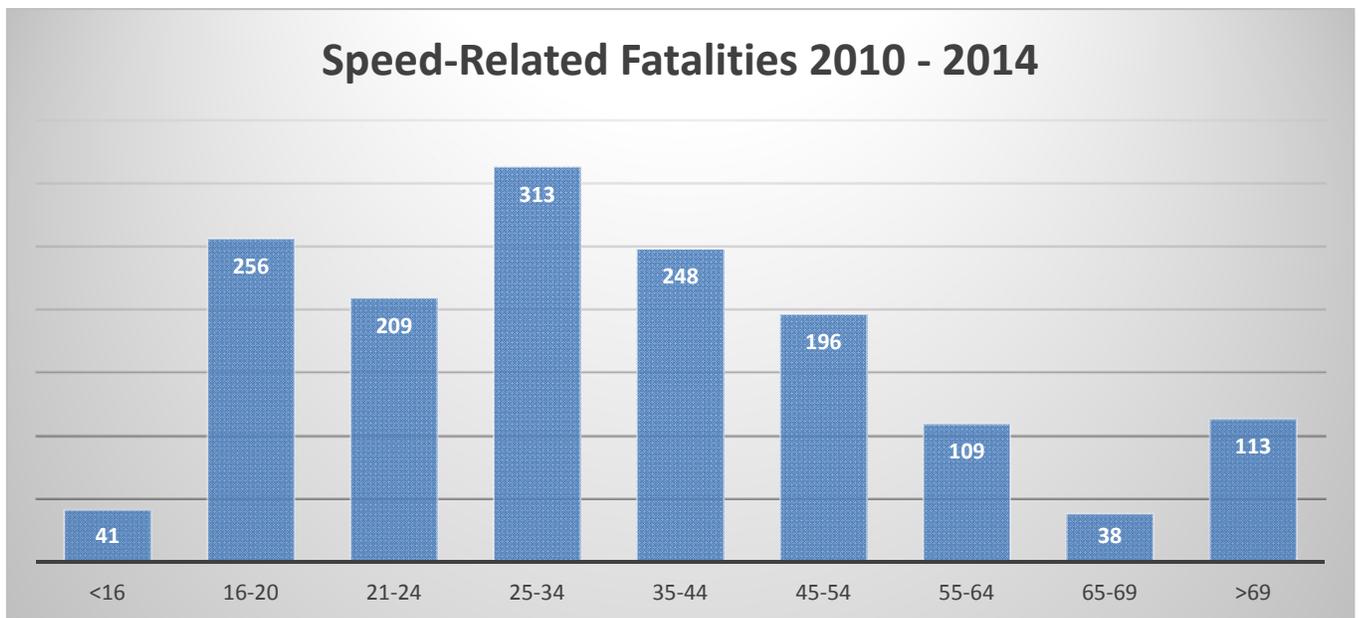
Speed

The number of speed related fatalities has increased 14.64 percent over the five-year period (2010 - 2014). The five-year average has increased 7.24 percent since the 2006 - 2010 average.



Speed was a factor in 31.79 percent of the fatal motorcycle crashes between 2010 and 2014. Ten percent of all driver fatalities where the driver was speeding (between 2010 and 2014) were drivers under the age of 20.

Speed related fatalities occurred most often in the 25 - 34 age group, then the 16 - 20 age group and the 35 - 44 age group. This is consistent with the 2009 - 2013 and the 2008 - 2012 data sets.

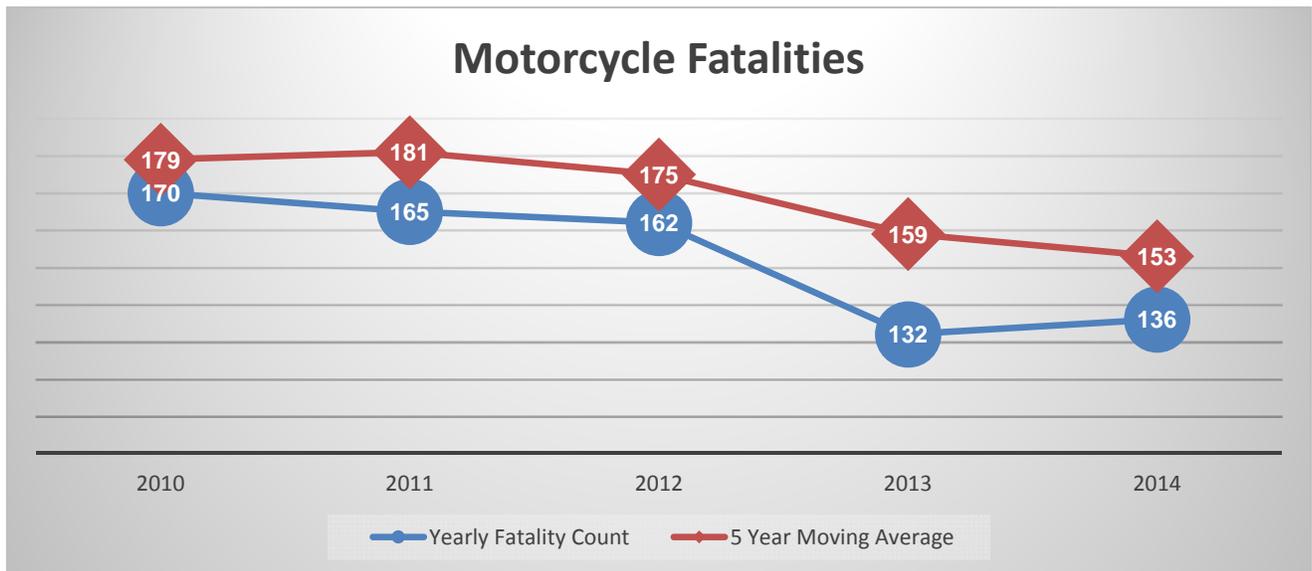


Analysis

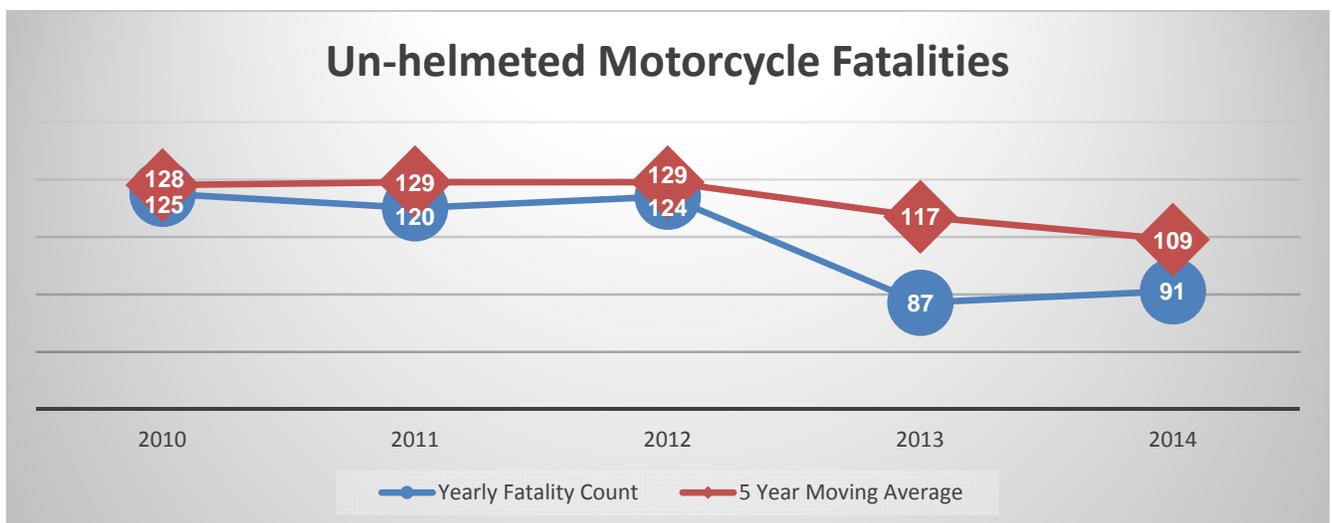
Speed-related fatal crashes have fluctuated in the last five years. Speed is a factor in 31.79 percent of fatal motorcycle crashes. In FFY2014, Ohio purchased eight speed trailers for use around the state. One trailer was assigned to each patrol district for use by all law enforcement within the district to help battle this issue. Additional speed trailers were purchased in FFY2016. Speed-related fatal crashes decreased 14.64 percent from 2010 to 2014. Ohio will continue to address speed-related fatal crashes based on local problem identification.

Motorcycle Safety

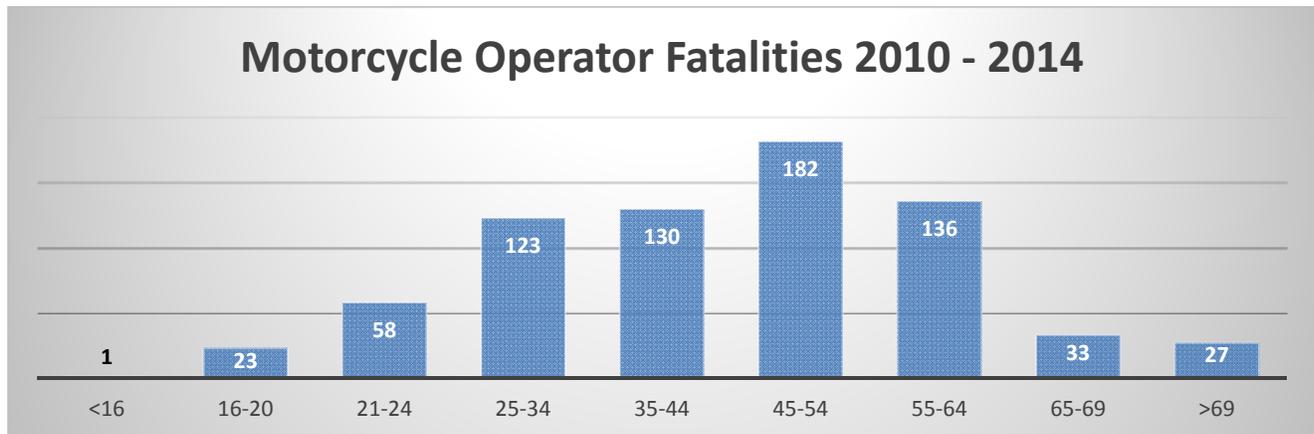
The number of motorcycle fatalities has decreased 20.00 percent over the five-year period (2010 - 2014). The five-year average has decreased 14.53 percent since the 2006 - 2010 average.



The number of un-helmeted motorcycle fatalities has decreased 27.20 percent over the five-year period (2010 - 2014). The five - year average has decreased 14.84 percent since the 2006 - 2010 average.

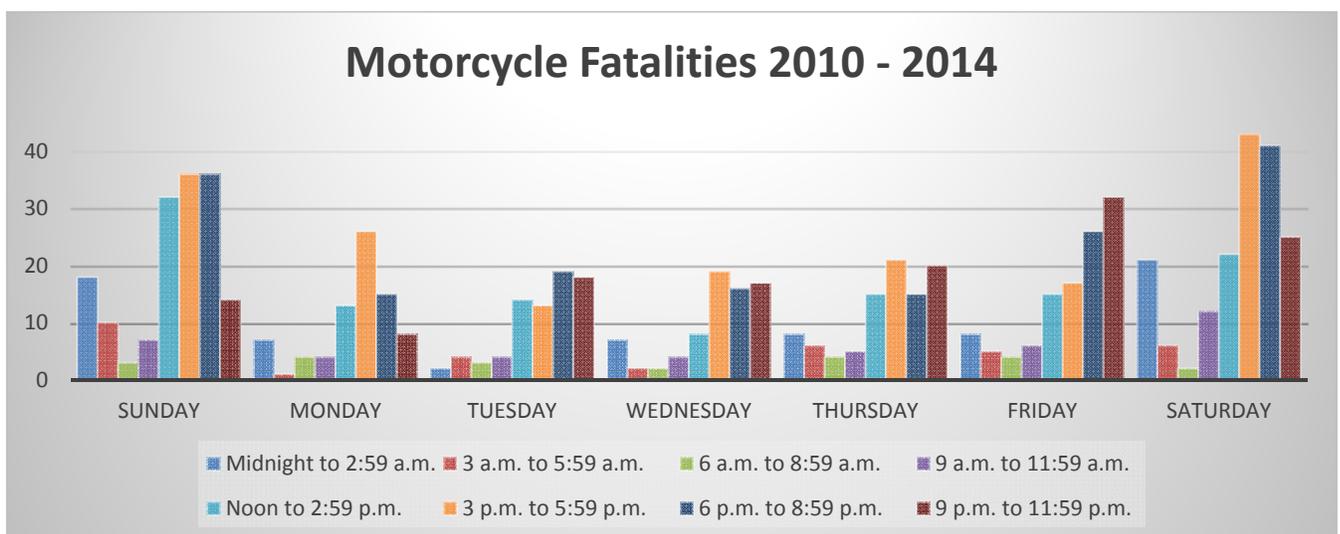


Motorcycle fatalities occurred most often in the 45 - 54 age group, then the 55 - 64 age group, then the 35 - 44 age group. The 45 - 54 age group has consistently been the highest age group. The other groups varied a little this year over the previous two five-year data sets. The 35 - 44 age group dropped from second highest to third highest and the 55 - 64 age group rose to second highest.



Between 2010 and 2014, 95.23 percent of motorcycle operator fatalities were male. This is an increase from the 2009 through 2013 data of 94.61 percent and still a decrease from the 2008 through 2012 data of 96.14 percent. Over 57 percent of the motorcycle fatal crashes occurred on a rural roadway; consistent with the 2009 - 2013 data and down from 62.00 percent in the 2008 - 2012 data.

Between 2010 and 2014, 5.62 percent of motorcycle fatalities occurred between 3:00 pm and 6:00 pm on Saturday afternoons. This is down from the 6.29 percent in the 2009 - 2013 data and the 6.17 percent in the 2008 - 2012 data. The next highest periods are 5.36 percent between 6:00 pm and 9:00 pm Saturday evening, 4.71 percent each between 3:00 pm and 6:00 pm Sunday afternoon and 6:00 pm and 9:00 pm Sunday evening. These four time frames make up 20.40 percent of motorcycle fatalities compared to 20.88 percent for the four highest periods in the 2009 - 2013 data and 21.26 percent in the 2008 - 2012 data and 21.09 percent in the 2007 - 2011 data.



Motorcycle operator fatalities that tested between 0.01 and 0.07 BAC accounted for 7.44 percent of all motorcycle fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 47.19 percent and .08 and above accounted for 31.74 percent. The percent of .08 and above increased 6.65% from the 2009 - 2013 average. See chart under Impaired Driving.

Speed was a factor in 31.79 percent of the fatal motorcycle crashes between 2010 and 2014.

Analysis

Many of the numbers involving motorcycles continue to move in the right direction; however Ohio still has problems to address. The number of motorcycle fatalities has decreased over the last five years. However over 71 percent of the motorcycle fatalities between 2010 and 2014 are un-helmeted. This has decreased 2.89 percent from the 2008 - 2012 data set. The number of motorcycle fatalities has decreased; however, motorcycle fatalities represent over 14 percent over Ohio’s fatalities compared to just under four percent of Ohio’s registered vehicles.

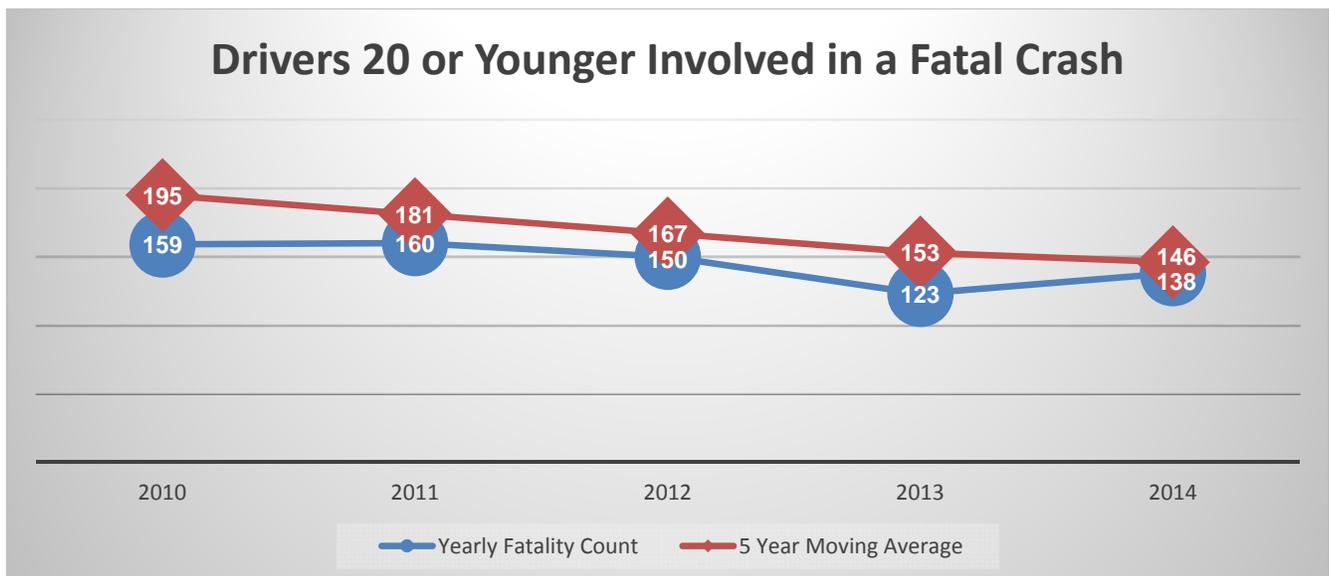
Most of the operator fatalities continue to occur in the following age groups: 45 - 54, 55 - 64, 35 - 44 and 25 - 34.

Only 29.56 percent of Ohio’s VMTs are rural; however, over 57 percent of the motorcycle fatal crashes are occurring on rural roadways. This is the same as the 2009 - 2013 data set and has declined from over 61 percent in the 2008 - 2012 data set.

Based on this data, Ohio will focus its efforts to increase helmet use, reduce impaired riding and speeding among males aged 25 - 64 riding on Ohio’s rural roadways during the peak times of Saturday and Sunday afternoons.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 13.20 percent over the five-year period (2010 - 2014). The five-year average has decreased 25.13 percent since the 2006 - 2010 average.



Ten percent of all driver fatalities where the driver was speeding (between 2010 and 2014) were drivers under the age of 20.

The average number of fatalities with a driver age 20 or younger with a BAC of .08 or higher (2010 - 2014) was 7.8. This is down 48 percent from the 2009 - 2013 average of 15.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years, with a slight increase in 2014. The five-year averages continue to decline. Speed continues to be a problem among youth fatalities (20 and under).

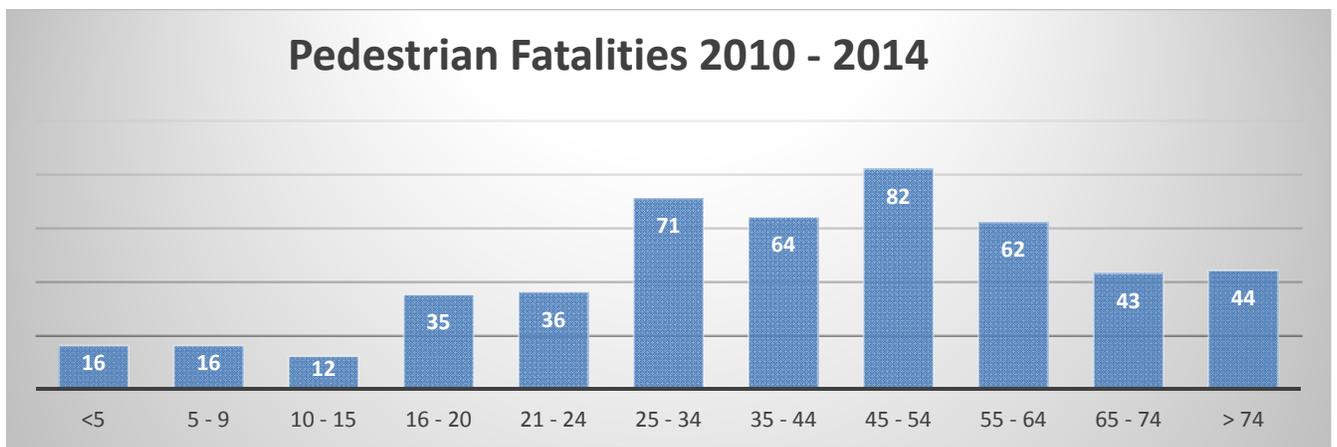
Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

Pedestrian Safety

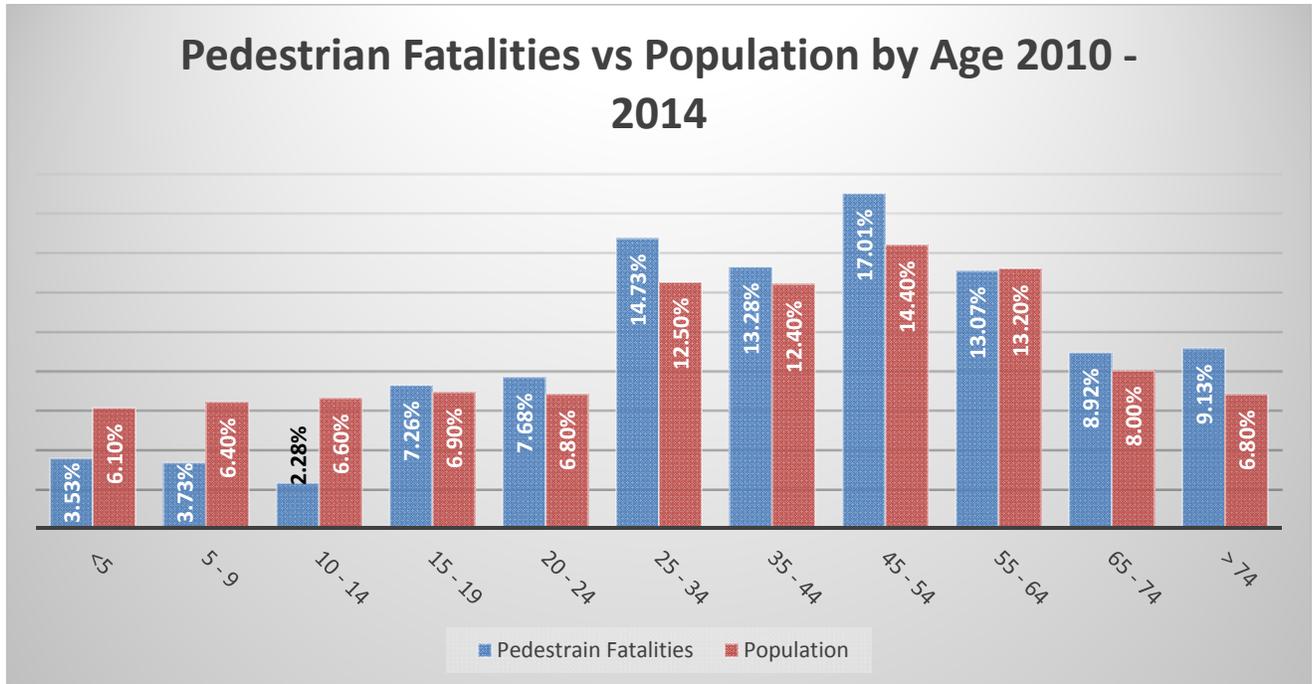
The number of pedestrian fatalities has decreased 7.53 percent over the five-year period (2010 - 2014). The five-year average has remained consistent since the 2006 - 2010 average.



Pedestrian fatalities occurred most often in the 45 - 54 age group, then the 25 - 34 age group then the 35 - 44 age group. This is similar to the 2009 - 2013 data.

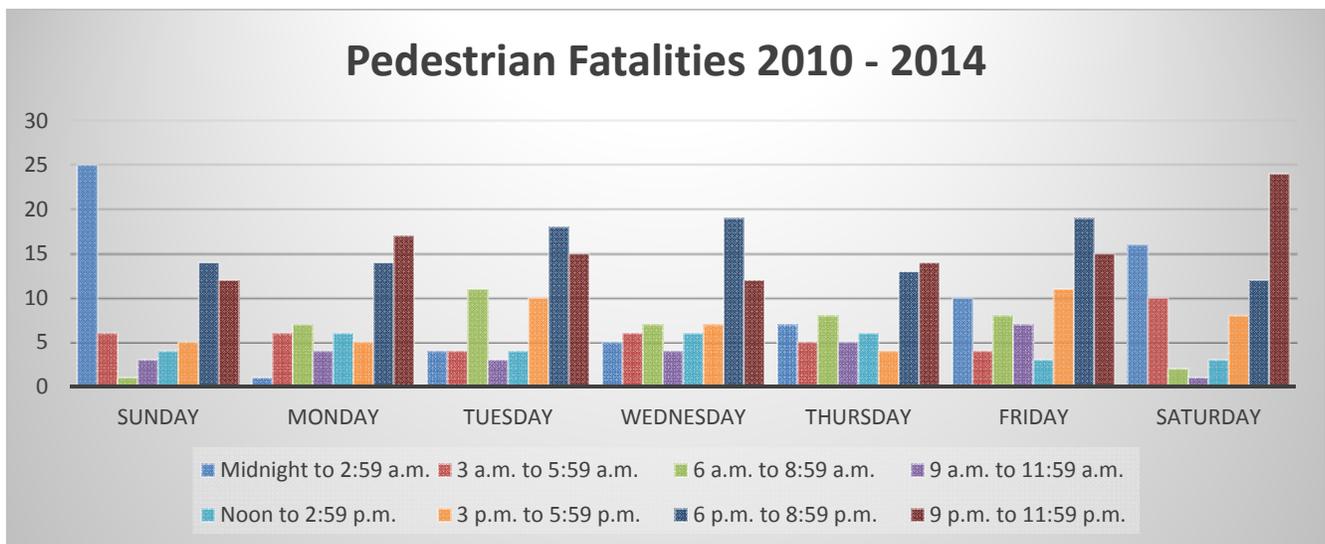


When comparing the pedestrian fatalities by population and age, the 45 - 54 age group is the most over-represented. However, seven out of eleven of the age groups are over-represented.

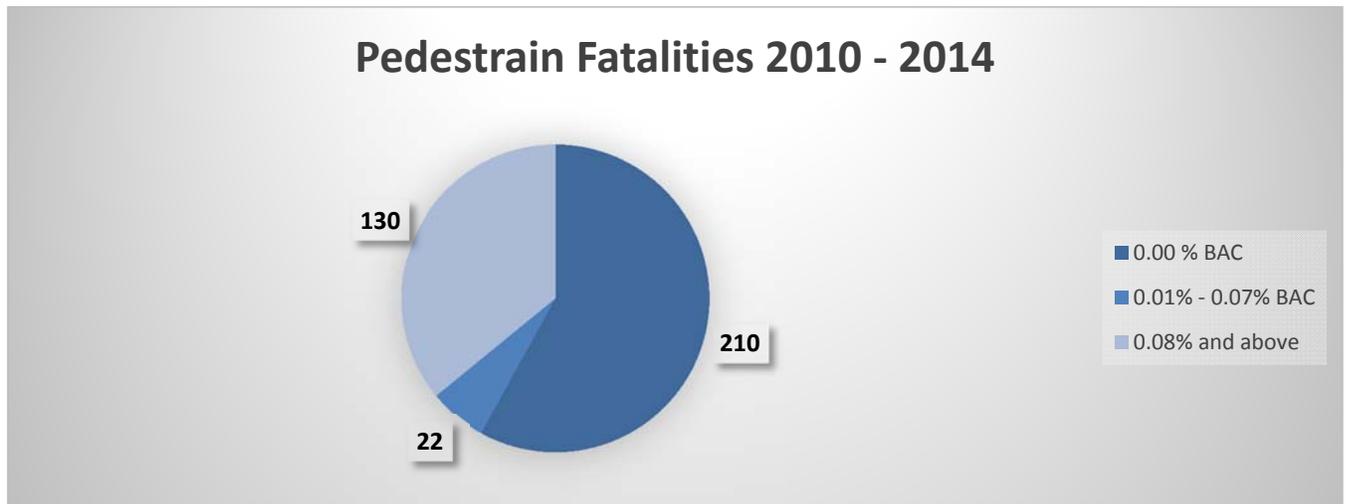


Between 2010 and 2014, 66.25 percent of pedestrian fatalities were male. This percentage has increased from both the 2009 - 2013 data set and the 2008 - 2012 data set. Almost 69 percent of the pedestrian fatalities occurred on an urban roadway. This has increased from both the 2009 - 2013 and the 2008 - 2012 data sets.

Between 2010 and 2014, 5.21 percent of pedestrian fatalities occurred between midnight and 3:00 am on Sunday morning. The next highest periods are 5.00 percent between 9:00 pm and midnight Saturday night, 3.96 percent each between 6:00 pm and 9:00 pm Wednesday and Friday evenings.



Pedestrian fatalities that tested between 0.01 and 0.07 BAC accounted for 6.08 percent of all tested pedestrian fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 58.01 percent, and 0.08 percent and above accounted for 35.91 percent. The percent of pedestrian fatalities that tested 0.08 and above has increased 11.12 percent since the 2009 - 2013 data while the number of pedestrian fatalities has remained the same.



Analysis

The five-year moving average has remained fairly consistent between 96 and 99. Pedestrian fatalities are occurring most often in the 45 - 54, 25 - 34, 35 - 44 and 55 - 64 age groups.

Ohio's population is 48.85 percent male; however, 66.25 percent of pedestrian fatalities are male.

Almost 69 percent of pedestrian fatalities occur on urban roadways.

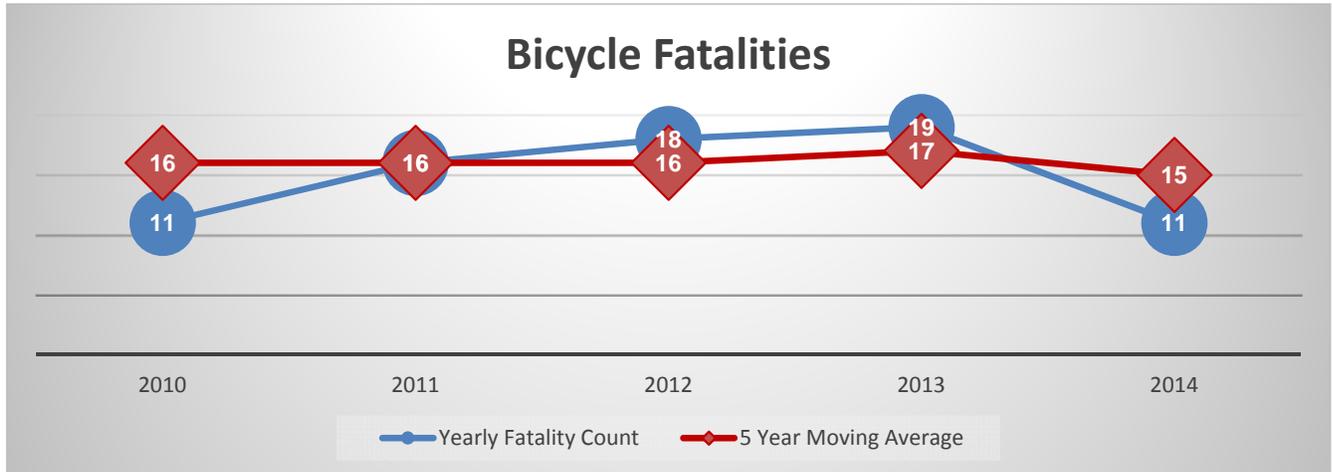
Almost 42 percent of all pedestrian fatalities tested some level of alcohol: 6.07 percent 0.01 - 0.07 BAC and 35.91 percent 0.08 BAC or higher. The percent 0.01 - 0.07 decreased from the 2009 - 2013 and the 2008 - 2012 data sets; however, the percent 0.08 or higher increased from both data sets.

Pedestrian fatalities occur most often between midnight and 3:00 am on Sunday morning. The next highest day/time frame is between 9:00 pm and midnight Saturday night.

Looking at the statistics statewide, the pedestrian problem appears to be among adults, in urban areas, that have some level of alcohol involvement on the weekends. However, since pedestrian fatalities are only 9.21 percent of all fatalities, Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. In FFY2017, Columbus Health Department (Franklin County), Safety Council of Southwestern Ohio (Butler County) and Bethesda North Hospital (Hamilton County) requested funding for pedestrian activities in their Safe Communities proposals. Butler, Franklin and Hamilton Counties had 73 pedestrian fatalities between 2012 and 2014. These fatalities are 25.7 percent of the statewide pedestrian fatalities in those years.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 19 over the five-year period (2010 - 2014). The five-year average has fluctuated between 15 and 17 since the 2006 - 2010 average.

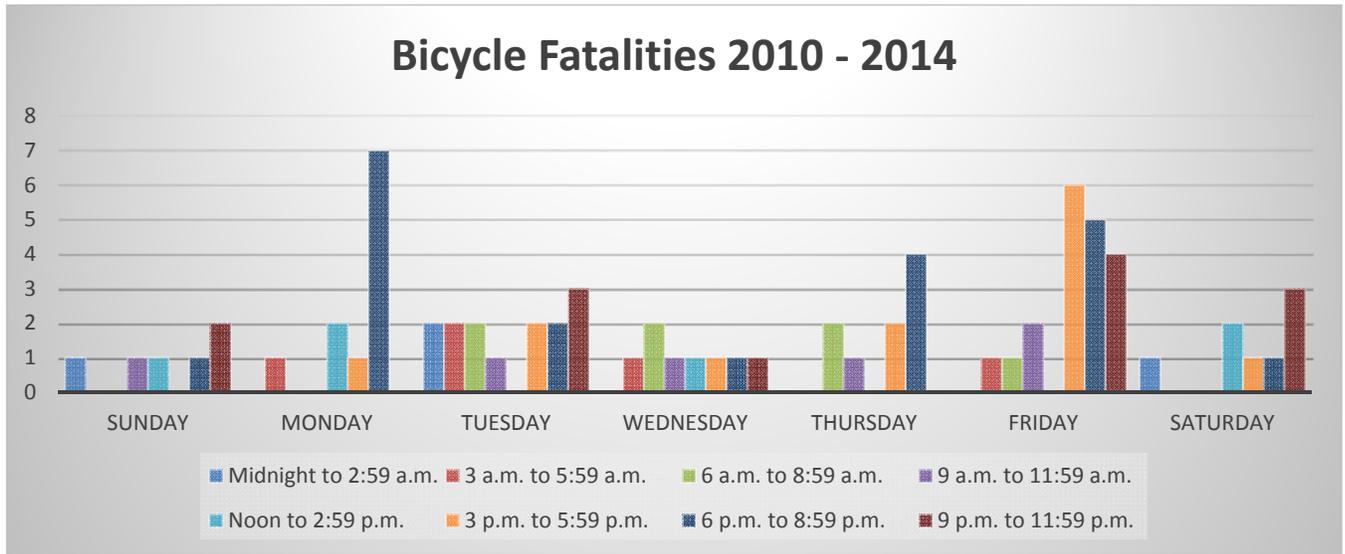


Bicycle fatalities occurred most often in the 25 - 34 age group, closely followed by the 16 - 20 and 45 - 54 and 55 - 64 age groups. There is not a pattern in the age groups from the 2009 - 2013 and the 2008 - 2012 data sets.



Between 2010 and 2014, 81.33 percent of bicycle fatalities were male. Over 65 percent of the bicycle fatalities occurred on an urban roadway.

Between 2010 and 2014, 9.33 percent of bicycle fatalities occurred between 6:00 pm and 9:00 pm Monday evenings. The next highest periods are 8.00 percent 3:00 pm to 6:00 pm Friday afternoon and 6.67 percent 6:00 pm to 9:00 pm Friday evening. The first two day/time frames are consistent with the 2009 - 2013 data set.



Bicycle fatalities that tested between 0.01 and 0.07 accounted for 7.27 percent (up slightly from 6.90 percent) of tested bicycle fatalities between 2010 and 2014. Test results showing 0.00 BAC accounted for 76.36 percent (up from 74.14 percent) and 0.08 and above accounted for 16.36 percent (down from 18.97 percent).

Analysis

Ohio has remained fairly constant in bicycle fatalities with a five-year average between 15 and 17 since the 2005 - 2009 data set. Although the fatalities are occurring most often in the 25 - 34 age group, the next highest groups (16 - 20 and 45 - 54 and 55 - 64) are each only one or two fatalities behind. So the fatalities are occurring between ages 16 - 20 and 25 - 64.

Over 76 percent of the tested bicycle fatalities tested 0.00 BAC. Over 81 percent are male and over 65 percent occur on urban roadways.

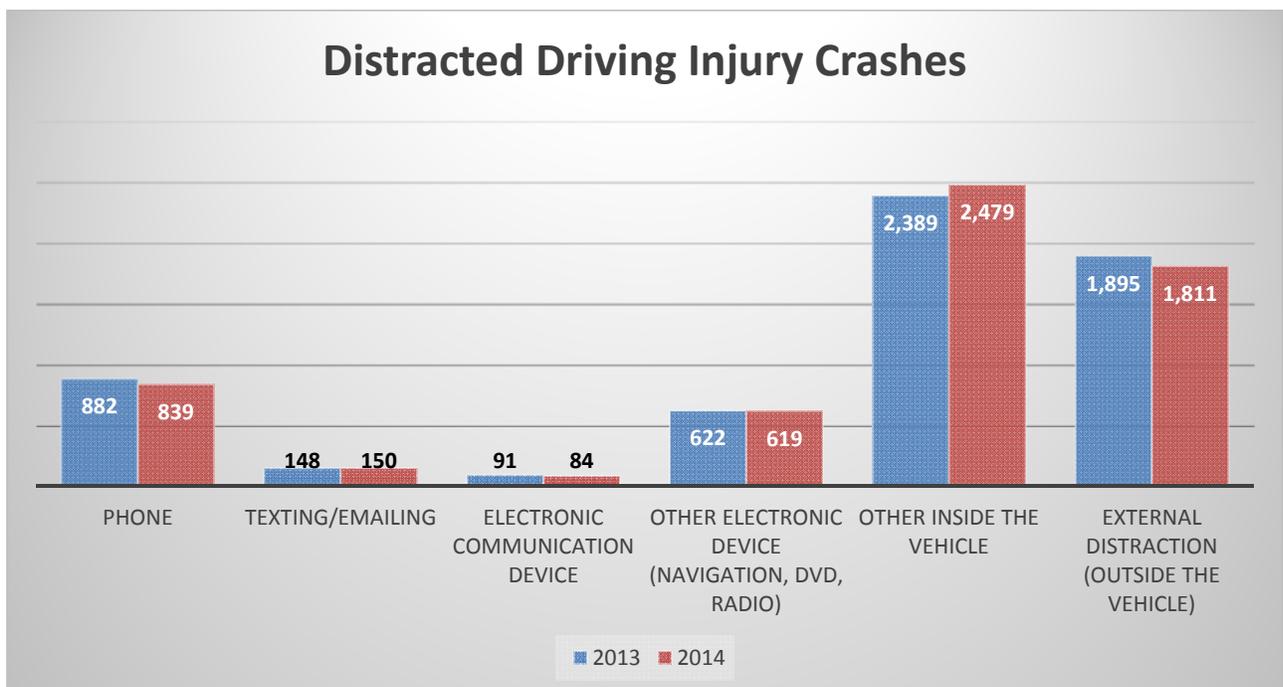
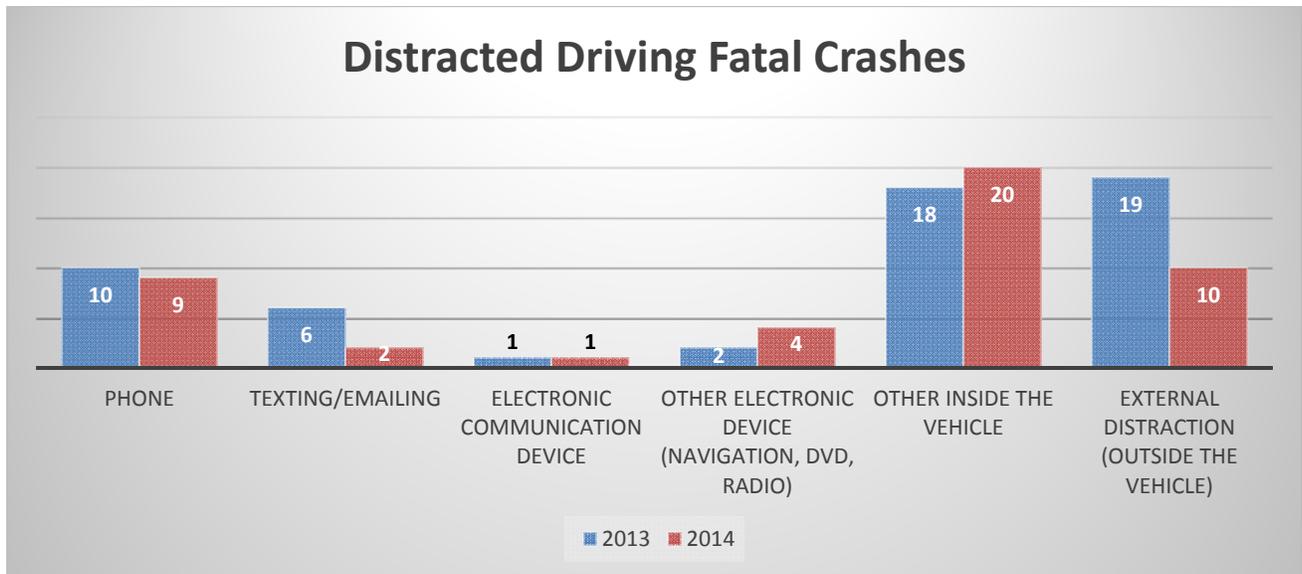
In regards to the time of day/day of week, even though the data shows 6:00 pm to 9:00 pm on Monday as the time when most of the fatalities are occurring; the next two time periods mentioned (3:00 pm to 6:00 pm and 9:00 pm to midnight on Fridays) are each only one and two fatalities behind. The total number of bicycle fatalities between 2010 and 2014 for all three time frames is 18.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 1.44 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification.

Distracted Driving

In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. Prior to the new fields, all distracted driving was captured under one field, Driver Inattention.

The 2010 - 2014 five-year average for fatal crashes attributed to distracted driving is 25.6 and the average for the same time period for injury crashes is 3,064. Ohio has set targets using the old data, but will be collecting data using the updated distracted driving fields to monitor trends and will adjust the targets according to the data.



Analysis

Distracted driving data is incomplete for 2011 and 2012. Based on the available data (2013 and 2014), “Other Inside the Vehicle” and “External Distraction (Outside the Vehicle)” are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. 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) and the Statewide STEP grants.

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 EMS. Strategic Planning, Data Use and Integration and TRCC Management were also noted as needing improvement. The Traffic Records Coordinating Committee (TRCC) is developing a sub-committee to review and prioritize the areas that didn't meet and that partially met to develop a revised TRCC Strategic Plan to make improvements where possible. 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.

Analysis

Ohio will be working on the following projects this year: Electronic Crash Submissions, Crash Mapping and Citation Tracking. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.

Performance Targets

- C-1) Reduce total fatalities by 2.00 percent from 1,043 (2010 – 2014 average) to 1,023 by 2017.*
- C-2) Reduce serious traffic injuries by 2.00 percent from 9,529 (2010 – 2014 average) to 9,339 by 2017.*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.94 (2010 – 2014 average) to 0.92 by 2017.*
- C-3b) Reduce rural fatalities/VMT rate by 6.68 percent from 1.71 (2010 – 2014 average) to 1.60 by 2017.
- C-3c) Reduce urban fatalities/VMT rate by 1.25 percent from 0.56 (2010 – 2014 average) to 0.55 by 2017.***
- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 1.01 percent from 381 (2010 – 2014 average) to 378 by 2017.
- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 1.25 percent from 323 (2010 – 2014 average) to 319 by 2017.***
- Increase the number of DRE evaluations 7.10 percent from 664 (2012 – 2015 average) to 711 by 2017.**
- Increase the number of DREs from 165 (2015 baseline) to 225 by 2017.
- C-6) Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 average) to 296 by 2017.
- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-8) Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 average) to 102 by 2017.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.
- C-10) Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 average) to 95 by 2017.
- C-11) Reduce bicycle fatalities by 1.25 percent from 15 (2010 – 2014 average) to 14 by 2017.***
- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.****
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.****
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.
- Currently 60 percent of Ohio's crash reports are submitted electronically. Ohio's goal is to increase this to 62 percent by December 31, 2017.
- Revise the TRCC Strategic Plan by December 31, 2016.
- Ohio will process sub-recipient reimbursement claims in an average of 6 days. In FFY2015, the average was 11.7 days.

- Ohio will award at least 45 percent of awarded grant funds to local benefit. Currently 51.6 percent is awarded to local benefit.
- Ohio will liquidate 60 percent of its funds in FFY2017. In FFY2015, Ohio liquidated 38.39 percent.*****
- Ohio will increase mobilization reporting to 85 percent from 64 percent in FFY2015.

*Traffic fatality, serious injury and fatality rate goals were set in cooperation with the SHSP and HSIP. Two percent is the reduction used in the SHSP.

**2012 was the first full year of DRE evaluations in Ohio. Once multiple years of data have been collected, Ohio will begin using the same goal setting methods based on trends as described on page 43.

***The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

**** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

***** Liquidation rate does not include 164-HE funds.

Ohio Performance Measures

CORE OUTCOME MEASURES			2010	2011	2012	2013	2014
C-1	Traffic Fatalities (FARS)	Annual	1,080	1,017	1,121	989	1,006
		5-Year Moving Average	1,157	1,113	1,086	1,046	1,043
Reduce total fatalities by 2.00 percent from 1,043 (2010-2014 average) to 1,023 by 2017.							
C-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	10,186	9,662	9,780	9,231	8,785
		5-Year Moving Average	10,249	10,041	9,902	9,727	9,529
Reduce serious traffic injuries by 2.00 percent from 9,529 (2010 – 2014 Average) to 9,339 by 2017.							
C-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.97	0.91	0.99	0.88	0.95
		5-Year Moving Average	1.05	1.01	0.98	0.93	0.94
Reduce fatalities/VMT rate by 2.00 percent from 0.94 (2010 – 2014 Average) to 0.92 by 2017.							
C-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.97	1.82	1.75	1.54	1.49
		5-Year Moving Average	2.09	2.00	1.90	1.78	1.71
Reduce rural fatalities/VMT rate by 6.68 percent from 1.71 (2010 – 2014 Average) to 1.60 by 2017.							
C-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.48	0.47	0.63	0.59	0.64
		5-Year Moving Average	0.54	0.52	0.53	0.53	0.56
Reduce urban fatalities/VMT rate by 1.25 percent from 0.56 (2010 – 2014 Average) to 0.55 by 2017.							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	404	358	416	352	375
		5-Year Moving Average	455	426	404	386	381
Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 1.01 percent from 381 (2010 – 2014 Average) to 378 by 2017.							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	335	310	389	271	310
		5-Year Moving Average	357	342	342	326	323
Reduce alcohol impaired driving fatalities by 1.25 percent from 323 (2010 – 2014 Average) to 319 by 2017.							
C-6	Speeding-Related Fatalities (FARS)	Annual	321	299	354	273	274
		5-Year Moving Average	282	291	306	307	304
Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 Average) to 296 by 2017.							
C-7	Motorcyclist Fatalities (FARS)	Annual	170	165	162	132	136
		5-Year Moving Average	179	181	175	159	153
Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 Average) to 146 by 2017.							

CORE OUTCOME MEASURES			2010	2011	2012	2013	2014
C-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	125	120	124	87	91
		5-Year Moving Average	128	129	129	117	109
Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 Average) to 102 by 2017.							
C-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	159	160	150	123	138
		5-Year Moving Average	195	181	167	153	146
Reduce drivers age 20 and younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 Average) to 142 by 2017.							
C-10	Pedestrian Fatalities (FARS)	Annual	93	104	113	85	86
		5-Year Moving Average	96	98	99	96	96
Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 Average) to 95 by 2017.							
C-11	Bicycle Fatalities (FARS)	Annual	11	16	18	19	11
		5-Year Moving Average	16	16	16	17	15
Reduce bicycle fatalities by 1.25 percent from 15 (2010 – 2014 Average) to 14 by 2017.							

CORE BEHAVIOR MEASURES			2011	2012	2013	2014	2015
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)		84.1	82.0	84.5	85.0	83.9
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.						

CORE ACTIVITY MEASURES		2011	2012	2013	2014	2015
A-1	Number of seat belt citations (Ohio GRANTS)	39,715	41,397	46,135	37,881	43,663
A-2	Number of impaired driving arrests (Ohio GRANTS)	8,079	8,298	8,140	7,155	8,315
A-3	Number of speeding citations issued (Ohio GRANTS)	128,464	128,488	150,142	266,995	154,880

OHIO VEHICLE MILES OF TRAVEL	
2010	113,503,615,650 (Ohio Department of Transportation)
2011	111,748,348,900 (Ohio Department of Transportation)
2012	111,467,908,450 (Ohio Department of Transportation)
2013	112,737,236,100 (Ohio Department of Transportation)
2014	112,751,463,800 (Ohio Department of Transportation)

Performance Measure and Target Setting

Historically, Ohio crash data, VMT and population 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 their goals for the upcoming fiscal year. These goals also take into account the national and regional goals developed by NHTSA. The amount of reduction/increase for each goal was set based on past trends. Each individual year's data 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. The 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, Grant Coordinator, 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 grant management staff compiles a list of all proposals received. The list is submitted to the Traffic Safety Commander with funding recommendations. The Traffic Safety Commander 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.

Fatal/Serious Injury Program Area

Target:

- C-1) Reduce total fatalities by 2.00 percent from 1,043 (2010 – 2014 average) to 1,023 by 2017.*
- C-2) Reduce serious traffic injuries by 2.00 percent from 9,529 (2010 – 2014 average) to 9,339 by 2017.*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.94 (2010 – 2014 average) to 0.92 by 2017.*
- C-3b) Reduce rural fatalities/VMT rate by 6.68 percent from 1.71 (2010 – 2014 average) to 1.60 by 2017.
- C-3c) Reduce urban fatalities/VMT rate by 1.25 percent from 0.56 (2010 – 2014 average) to 0.55 by 2017.***
- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 1.01 percent from 381 (2010 – 2014 average) to 378 by 2017.
- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 1.25 percent from 323 (2010 – 2014 average) to 319 by 2017.***
- C-6) Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 average) to 296 by 2017.
- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-8) Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 average) to 102 by 2017.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.
- C-10) Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 average) to 95 by 2017.
- C-11) Reduce bicycle fatalities by 1.25 percent from 15 (2010 – 2014 average) to 14 by 2017.***
- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.****
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.****
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.

*Traffic fatality, serious injury and fatality rate goals were set in cooperation with the SHSP and HSIP. Two percent is the reduction used in the SHSP.

***The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

**** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

Project Number: SA-2017-00-00-00

Project Title: Safe Communities

Description:

According to NHTSA's website, "the U.S. Department of Transportation has made a commitment to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems." For FFY2017, 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 2013, 2014 and 2015. New programs had to have a minimum of a 3 year average of 5.66 fatal crashes to be eligible for funding. For FFY2017, Ohio will fund 48 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 84.2 percent of Ohio's population. Over 75 percent of the fatal crashes between 2013 and 2015 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.



Since Safe Communities are multi-jurisdictional 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 district meetings. Items discussed at the District 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.

Awarded Agencies

Agency	County	Population	Agency	County	Population
Adams Co. Economic Development Office	Adams	28,550	National Safety Council Northern Ohio Chapter	Mahoning	238,823
Lima-Allen Co. Regional Planning Commission	Allen	106,331	Medina Co. Health Dept.	Medina	172,332
CIC of Ashland	Ashland	53,139	Miami Co. Health District	Miami	102,506
UHHS Memorial Hospital of Geneva	Ashtabula	101,497	Miami Valley Hospital – Injury Prevention Center	Montgomery	535,153
Safety Council of Southwestern Ohio	Butler	368,130	Morrow Co. Health Dept.	Morrow	34,827
Carroll Co. General Health District	Carroll	28,836	Zanesville-Muskingum Co. Health Dept.	Muskingum	86,074
Clark Co. Combined Health	Clark	138,333	Perry County EMA	Perry	36,058
Ohio State University Extension Clermont Co.	Clermont	197,363	Pickaway Co. Sheriff's Office	Pickaway	55,698
Family Recovery Center	Columbiana	107,841	Pike Co. General Health District	Pike	28,709
University Hospitals of Cleveland	Cuyahoga	1,280,122	Portage Co. Health Dept.	Portage	161,419
Defiance Co. General Health District	Defiance	39,037	Richland Co. Regional Planning Commission	Richland	124,475
Delaware General Health District	Delaware	174,214	Adena Health System	Ross	78,064
Erie Co. Health Dept.	Erie	77,079	Sandusky Co. Health Dept.	Sandusky	60,944
Columbus Health Dept.	Franklin	1,163,414	Mental Health and Recovery Services Board of Seneca, Sandusky and Wyandot Co.	Seneca	56,745
Fulton Co. Health Dept.	Fulton	42,698	Stark Co. Sheriff's Office	Stark	375,586
Greene Co. Combined Health District	Greene	161,573	Summit Co. Sheriff's Office	Summit	541,781
Bethesda North Hospital	Hamilton	802,374	Fowler Twp. Police Dept.	Trumbull	210,312
Anazao Community Partners	Holmes	42,366	Tuscarawas Co. Health Dept.	Tuscarawas	92,582
Knox Co. Health Dept.	Knox	60,921	Union Co. Health District	Union	52,300
Lake Co. General Health	Lake	230,041	Atrium Medical Center	Warren	212,693
Licking Co. Health Dept.	Licking	166,492	Anazao Community Partners	Wayne	114,520
Lorain Co. General Health District	Lorain	301,356	Williams Co. Combined Health Dept.	Williams	37,642
Educational Service Center of Lake Erie West	Lucas	441,815	Bowling Green State University	Wood	125,488
Madison Co. London City Health District	Madison	43,435	Wyandot Co. Health Dept.	Wyandot	22,615

The following counties were eligible for a Safe Communities grant in FFY2017, but did not apply. Future funding eligibility is based on problem identification.

Athens	Fairfield	Huron	Preble
Auglaize	Fayette	Jefferson	Scioto
Belmont	Geauga	Logan	Shelby
Clinton	Guernsey	Marion	Washington
Darke	Hancock	Ottawa	

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of Safe Communities involvement in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1; Section 5, Ch. 2: Sec. 3, 6, Ch. 3: Sec. 4, Ch. 4: Sec. 2, Ch.5: Sec. 4, Ch. 7: Sec 1, Ch. 8: Sec. 3.1.

Budget:

Funding Level	\$2,400,000	Funding Source	402 SA	Local Benefit	\$2,400,000
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Project Number: RS-2017-00-00-00

Project Title: Roadway Safety Training

Description:

In conjunction with Ohio’s SHSP, Ohio works with ODOT to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). 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 FFY2017 include: Alternative Intersections and Interchanges; Access Management; Signalized Intersection Guidebook Workshop; Geometric Design: Applying Flexibility and Risk Management.

Budget:

Funding Level	\$163,000	Funding Source	402 RS	Local Benefit	\$163,000
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Fatal/Serious Injury Strategies: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
SA-2017-00-00-00	Safe Communities	\$2,400,000	402 SA
Subtotal		\$2,400,000	402 SA
RS-2017-00-00-00	Roadway Safety Training	\$ 163,000	402 RS
Subtotal		\$ 163,000	402 RS
Total Funding Fatal/Serious Injury Program Area		\$2,563,000	

Impaired Driving Program Area

Target:

- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 1.25 percent from 323 (2010 – 2014 average) to 319 by 2017.***
- Increase the number of DRE evaluations 7.10 percent from 664 (2012 – 2015 average) to 711 by 2017.**
- Increase the number of DREs from 165 (2015 baseline) to 225 by 2017.

**2012 was the first full year of DRE evaluations in Ohio. Once multiple years of data have been collected, Ohio will begin using the same goal setting methods based on trends as described on page 43.

***The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

Project Number: NF-2017-00-00-00

Project Title: Drive Sober or Get Pulled Over Earned Media Plan

Description:

Earned media is one of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. Ohio uses many different networks to ensure earned media is achieved statewide (e.g. law enforcement, Safe Communities, corporate partners, etc.). The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the Drive Sober or Get Pulled Over Crackdown. Messaging will be consistent with the 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, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio’s Safe Communities programs and law enforcement partners.
- Weekly traffic safety e-mail broadcast.

ODPS will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: 164AL-2017-00-00-00

Project Title: Impaired Driving Earned Media/Educational Materials

Description:

Impaired driving earned media/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 2017 crackdown scheduled for August 18 – September 3, 2017. This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved earned media/educational materials that will be distributed in a systematic manner to promote the message through earned media. Earned media/educational materials are evaluated in several ways: knowledge surveys; gross impressions; numbers distributed and telephone surveys.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Budget:

Funding Level	\$250,000	Funding Source	164AL	Local Benefit	\$250,000
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Project Number: M6OT-2017-00-00-00

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 2017 crackdown scheduled for August 18 – September 3, 2017.

The goal of the paid media plan for the 2017 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 2017, 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 2016 statewide telephone surveys when they become available. Media will also be directed toward Ohio’s multicultural communities.

The following is a projected media strategy for the paid media plan during the 2017 alcohol crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$400,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2016.
- Flight weeks will be 8/16/2017 – 9/3/2017.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18 – 34 years.
- Social media has continued to increase to reach this specific target audience.
- PSA units (unpaid media) will be no less than 30 – 40 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

Media tactics will include a combination of television, radio, 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 prior to implementation.

The sample media buy plan which is provided as an example of what will be purchased in 2017 can be found in Appendix N. The plan will be adjusted, based upon feedback from NHTSA’s media buyer, Ohio’s current crash data and information received from the 2016 telephone survey analysis.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Paid Media component of Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Budget:

Funding Level	\$400,000	Funding Source	405d	Local Benefit	\$0
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Project Number: NF-2017-00-00-00

Project Title: Drive Sober or Get Pulled Over Mobilization

Description:

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2017. 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 570 agencies and encourage agencies to report their results.

Ohio will continue to participate in two Tri-State Kick-Off Events for Drive Sober or Get Pulled Over (DSOGPO). One with Ohio, Kentucky and Indiana and one with Ohio, Kentucky and West Virginia. 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.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Drive Sober or Get Pulled Over Mobilization in Ohio's Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: K8PM-2017-00-00-00

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 2017, 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 2016 statewide telephone surveys when they become available. Media will also be directed toward Ohio’s multicultural communities.

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

The following parameters will be adhered to:

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

Media tactics will include a combination of television, radio, 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 prior to implementation. The sample media buy plan which is provided as an example of what will be purchased in 2017 can be found in Appendix N. The plan will be adjusted, based upon feedback from NHTSA’s media buyer, Ohio’s current crash data and information received from the 2016 telephone survey analysis.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Paid Media component of Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Budget:

Funding Level	\$200,000	Funding Source	410 PM	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

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 FFY2017, 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. In FFY2017, Ohio will incorporate drugged driving messaging to support the DRE program and the Drugged Driving Pilot project. Embracing social-norming messages allows us to look for marketing alliances with 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.

- The networks and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70 – 75 percent cable penetration.
- Radio buys will be planned with morning drive, afternoon drive, evenings and weekends. Primary formats planned are sports, rock, alternative, urban contemporary and country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote responsible drinking throughout the season.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.
- 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.

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 prior to implementation.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Paid Media component of Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 5.2

Budget:

Funding Level	\$500,000	Funding Source	405d	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

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.

Awarded Agencies

Agency	County	Population
Oxford Division of Police	Butler	368,130
University Hospitals of Cleveland	Cuyahoga	1,280,122
Franklin County Sheriff’s Office	Franklin	1,163,414
Blue Ash Police Department	Hamilton	802,374
North Ridgeville Police Department	Lorain	301,356
Lucas County Sheriff’s Office	Lucas	441,815
Canfield Police Department	Mahoning	238,823
Dayton Police Department	Montgomery	535,153
Stark County Sheriff’s Office	Stark	375,856
Summit County Sheriff’s Office	Summit	541,781
Warren Police Department	Trumbull	210,312

These 11 counties represent 44.54 percent of the alcohol related fatal crashes between 2013 and 2015 and 54.25 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 District meetings. Items discussed at the District 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 and Trumbull County did not meet the eligibility requirements for a task force. Both counties are being funded through an exit strategy. Mahoning County is funded at 75 percent of the FFY2015 level (12 checkpoints) and Trumbull County is funded at FFY2016 level (16 checkpoints).

The following counties were eligible for an OVI Task Force grant in FFY2017, but did not apply. Future funding eligibility is based on problem identification.

Clark
Clermont

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the OVI Task Force’s participation in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5, 5.2

Budget:

Funding Level	\$2,500,000	Funding Source	405d	Local Benefit	\$2,500,000
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Project Number: M6OT-2017-00-00-00

Project Title: Metro Checkpoint Grant

Description:

There were 56 alcohol related fatal crashes and 1,466 alcohol related injury crashes in Franklin County between 2013 and 2015. Of these, 34 fatal (60.71 percent) and 1,005 injury (68.55 percent) crashes occurred inside Columbus city limits. Until late FFY2010, checkpoints were not conducted inside the city limits. In FFY2017, Columbus Police Department is planning 25 checkpoints and saturation patrols. The police department has equipped a BAC Truck with city funds to have out during peak OVI times. This will allow the road officers to spend more time on the road stopping OVI offenders.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Metro Checkpoint grant’s participation in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5, 5.2

Budget:

Funding Level	\$225,000	Funding Source	405d	Local Benefit	\$225,000
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Project Number: M6OT-2017-00-00-00

Project Title: Impaired Driving 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 2013, 2014 and 2015. 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 Blitzez and National Campaign listed below, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Impaired Driving Enforcement Program (IDEP) sub-recipients are required to also submit for the Selective Traffic Enforcement Program (STEP) grant 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 District meetings. Items discussed at the district 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.

Dates	Blitz/National Campaign
October 27 – October 31, 2016	Halloween
November 18 – November 27, 2016	Thanksgiving
December 9, 2016 – January 2, 2017	Christmas/New Years
February 5 – February 6, 2017	Super Bowl
March 17 – March 19, 2017	St. Patrick's Day
April – May 2017	Prom
July 1 – July 5, 2017	4 th of July
August 18 – September 3, 2017	Drive Sober or Get Pulled Over
October 2016 and/or September 2017	Homecoming

Awarded agencies

Agency	County	Population	Agency	County	Population
Adams County Sheriff's Office	Adams	28,550	Logan Co. Sheriff's Office	Logan	48,858
Allen County Sheriff's Office	Allen	106,331	Lorain Co. Sheriff's Office	Lorain	301,356
Lima Police Department	Allen		North Ridgeville Police Dept.	Lorain	
Ashland Co. Sheriff's Office	Ashland	53,139	Lucas Co. Sheriff's Office	Lucas	441,815
Athens Co. Sheriff's Office	Athens	64,757	Oregon Police Division	Lucas	
Auglaize Co. Sheriff's Office	Auglaize	45,949	Sylvania Twp. Police Dept.	Lucas	
Brown Co. Sheriff's Office	Brown	44,846	Toledo Co. Sheriff's Office	Lucas	
Butler Co. Sheriff's Office	Butler	368,130	Mahoning Co. Sheriff's Office	Mahoning	238,823
Hamilton Police Dept.	Butler		Youngstown Police Dept.	Mahoning	
Middletown Police Dept.	Butler		Marion Co. Sheriff's Office	Marion	66,501
West Chester Police Dept.	Butler		Medina Co. Sheriff's Office	Medina	172,332
Clark Co. Sheriff's Office	Clark	138,333	Mercer Co. Sheriff's Office	Mercer	40,814
Springfield Police Dept.	Clark		Miami Co. Sheriff's Office	Miami	102,506
Clermont Co. Sheriff's Office	Clermont	197,363	Montgomery Co. Sheriff's Office	Montgomery	535,153
Pierce Twp. Police Dept.	Clermont		Dayton Police Dept.	Montgomery	
Union Twp. Police Dept.	Clermont		Moraine Police Division	Montgomery	
Columbiana Co. Sheriff's Office	Columbiana	107,841	Trotwood Police Dept.	Montgomery	
Crawford Co. Sheriff's Office	Crawford	43,784	Morrow Co. Sheriff's Office	Morrow	34,827
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,280,122	Muskingum Co. Sheriff's Office	Muskingum	86,074
Cleveland Police Dept.	Cuyahoga		Ottawa Co. Sheriff's Office	Ottawa	41,428
Delaware Co. Sheriff's Office	Delaware	174,214	Paulding Co. Sheriff's Office	Paulding	19,614
Erie Co. Sheriff's Office	Erie	77,079	Perry Co. Sheriff's Office	Perry	36,058
Perkins Twp. Police Dept.	Erie		Pickaway Co. Sheriff's Office	Pickaway	55,698
Franklin Co. Sheriff's Office	Franklin	1,163,414	Pike Co. Sheriff's Office	Pike	28,709
Blendon Twp. Police Dept.	Franklin		Portage Co. Sheriff's Office	Portage	161,419
Columbus Police Dept.	Franklin		Putnam Co. Sheriff's Office	Putnam	34,499
Fulton Co. Sheriff's Office	Fulton	42,698	Richland Co. Sheriff's Office	Richland	124,475
Geauga Co. Sheriff's Office	Geauga	93,389	Sandusky Co. Sheriff's Office	Sandusky	60,944
Greene Co. Sheriff's Office	Greene	161,573	Scioto Co. Sheriff's Office	Scioto	79,499
Guernsey Co. Sheriff's Office	Guernsey	40,087	Seneca Co. Sheriff's Office	Seneca	56,745
Hamilton Co. Sheriff's Office	Hamilton	802,374	Stark Co. Sheriff's Office	Stark	375,586
Cincinnati Police Dept.	Hamilton		Canton Police Dept.	Stark	
Colerain Twp. Police Dept.	Hamilton		Jackson Twp. Police Dept.	Stark	
Springfield Twp. Police Dept.	Hamilton		Summit Co. Sheriff's Office	Summit	541,781
Hancock Co. Sheriff's Office	Hancock	74,782	Akron Police Dept.	Summit	
Hardin Co. Sheriff's Office	Hardin	32,058	Cuyahoga Falls Police Dept.	Summit	
Harrison Co. Sheriff's Office	Harrison	15,864	Trumbull Co. Sheriff's Office	Trumbull	210,312
Henry Co. Sheriff's Office	Henry	28,215	Warren Police Dept.	Trumbull	
Highland Co. Sheriff's Office	Highland	43,589	Tuscarawas Co. Sheriff's Office	Tuscarawas	92,582
Holmes Co. Sheriff's Office	Holmes	42,366	Warren Co. Sheriff's Office	Warren	212,693
Jefferson Co. Sheriff's Office	Jefferson	69,709	Wayne Co. Sheriff's Office	Wayne	114,520
Knox Co. Sheriff's Office	Knox	60,921	Williams Co. Sheriff's Office	Williams	37,642
Lake Co. Sheriff's Office	Lake	230,041	Wood Co. Sheriff's Office	Wood	125,488
Madison Twp. Police Dept.	Lake		Lake Twp. Police Dept.	Wood	
Painesville Police Dept.	Lake		Wyandot Co. Sheriff's Office	Wyandot	22,615
Licking Co. Sheriff's Office	Licking	166,492			
Newark Police Dept.	Licking				

Local police departments are listed underneath the county they are located in. The population is left blank because the county population includes the local jurisdiction.

IDEP Grants have been approved in 61 of Ohio’s 88 counties and represent 83.07 percent of the fatal crashes in 2013, 2014 and 2015 (2,375 of 2,859), 83.07 percent of the alcohol fatal crashes in 2013, 2014 and 2015 (746 of 898) and 89.25 percent of Ohio’s population.

All Sheriff’s Offices are eligible for funding each year. Out of 88 counties, 61 Sheriff’s Offices were approved for funding. The remaining 27 did not apply. In addition, the following jurisdictions were eligible for an Impaired Driving Enforcement grant in FFY2017, but did not apply. Future funding eligibility is based on problem identification.

- Dublin (Franklin Co.)
- Franklin Twp. (Franklin Co.)
- Englewood (Montgomery Co.)
- Huber Heights (Montgomery Co.)
- Miami Twp. (Montgomery Co.)
- Perry Twp. (Stark Co.)
- Wooster (Wayne Co.)

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the IDEP agencies’ participation in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5

Budget:

Funding Level	\$2,500,000	Funding Source	405d	Local Benefit	\$2,500,000
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Project Number: M6OT-2017-00-00-00

Project Title: Statewide Impaired Driving Enforcement and Training

Description:

There were 1,748 alcohol related fatal crashes and 26,210 alcohol related injury crashes in Ohio between 2010 and 2014. In FFY2017, the Ohio State Highway Patrol (OSHP) will continue with their Impaired Driving Enforcement grant. They will conduct at least 100 checkpoints and saturation patrols. OSHP will conduct Basic, Regional and Judicial Standardized Field Sobriety Testing to train law enforcement officers throughout the state. Included in the State Selective Traffic Enforcement grant are funds to be used for education. These funds are used for educating the public on all areas of traffic safety including impaired driving.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the statewide IDEP participation in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5

Budget:

Funding Level	\$1,500,000	Funding Source	405d	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

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.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Budget:

Funding Level	\$40,000	Funding Source	405d	Local Benefit	\$40,000
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Project Number: M6OT-2017-00-00-00

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.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2, 5.3, 6.3

Budget:

Funding Level	\$89,000	Funding Source	405d	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

Project Title: Drug Recognition Expert Program

Description:

Ohio currently has 165 certified DREs. Four Drug Recognition Expert (DRE) classes are planned in FFY2017, meaning Ohio will have as many as 225 certified DREs by the end of FFY2017. Seventy Advance Roadside Impairment Driving Enforcement (ARIDE) courses are planned to train up to 1,400 officers. Ohio currently has 17 DRE instructors with one DRE

Instructor and one SFST Instructor course planned for FFY2017. The OSHP is the statewide DRE Coordinator.

Evidence of Effectiveness: CTW, Chapter 1: Section 7.1, 7.2

Budget:

Funding Level	\$250,000	Funding Source	405d	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

Project Title: OVI Toxicology Program

Description:

The grant for the OSHP is used to cover personnel costs to process the increased number of samples that are being sent to the lab from agencies (state and local) for testing from the increased impaired driving enforcement throughout the state. FFY2015 was the final year of full funding for these costs. FFY2017 will be the final year at 50 percent.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2.1, 2.2, 7.1

Budget:

Funding Level	\$92,000	Funding Source	405d	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

Project Title: Toxicology Program

Description:

The grant for the OSHP is to purchase additional equipment to process the increased number of samples that are being sent to the lab from agencies (state and local) for testing from the increased impaired driving enforcement (alcohol and drug) throughout the state. The equipment will enable the lab to perform more testing in a timelier manner. Any equipment over \$5,000 will not be purchased until after OTSO receives approval of submitted written request.

Evidence of Effectiveness: CTW, Chapter 1: Sections 2.1, 2.2, 7.1

Budget:

Funding Level	\$1,800,000	Funding Source	405d	Local Benefit	\$0
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Project Number: M6OT-2017-00-00-00

Project Title: Court Monitoring

Description:

Mothers Against Drunk Driving (MADD) will train volunteers in advanced data collection, tracking/disseminating results to increase courtroom visibility and collecting the data/results. Data will be compiled by the program coordinator to track strengths, weaknesses and inconsistencies. The program coordinator will meet with judges, prosecutors and bailiffs to strengthen court relationships. OVI court cases will be monitored in Franklin, Pickaway, Delaware, Cuyahoga, Lorain, Portage, Lucas, Summit, Fairfield, Noble, Montgomery, Butler, Warren, Hamilton, Athens and Washington Counties.

Evidence of Effectiveness: CTW, Chapter 1: Section 3.3

Budget:

Funding Level	\$28,000	Funding Source	405d	Local Benefit	\$0
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Project Number: SF-2017-00-00-00

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 410 and 405d funds.

Evidence of Effectiveness: CTW, Chapter 1: Section 2

Budget:

Funding Level	\$50,000,000	Funding Source	State	Local Benefit	\$0
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Impaired Driving: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	DSOGPO Earned Media Plan	\$ 0	N/A
NF-2017-00-00-00	DSOGPO Mobilization	\$ 0	N/A
164AL-2017-00-00-00	Impaired Driving Materials	\$ 250,000	164 AL
	Subtotal	\$250,000	164 AL
M6OT-2017-00-00-00	DSOGPO Paid Media	\$ 400,000	405d

M6OT-2017-00-00-00	Sustained Impaired Driving Paid Media	\$ 500,000	405d
M6OT-2017-00-00-00	OVI Task Force Program	\$2,500,000	405d
M6OT-2017-00-00-00	Metro Checkpoint Grant	\$ 225,000	405d
M6OT-2017-00-00-00	Impaired Driving Enforcement Program	\$2,500,000	405d
M6OT-2017-00-00-00	Statewide Impaired Driving Enforcement	\$1,500,000	405d
M6OT-2017-00-00-00	Officer Training	\$ 40,000	405d
M6OT-2017-00-00-00	Trace Back Program	\$ 89,000	405d
M6OT-2017-00-00-00	DRE Program	\$ 250,000	405d
M6OT-2017-00-00-00	OVI Toxicology Program	\$ 92,000	405d
M6OT-2017-00-00-00	Toxicology Program	\$1,800,000	405d
M6OT-2017-00-00-00	Mothers Against Drunk Driving	\$ 28,000	405d
Subtotal		\$9,924,000	405d
K8PM-2017-00-00-00	Holiday DSPGPO Paid Media	\$ 200,000	410 PM
Subtotal		\$200,000	410 PM
SF-2017-00-00-00	State Funded Impaired Driving	\$50,000,000	State
Total Funding Impaired Driving Program Area		\$60,374,000	

Occupant Protection Program Area

Target:

- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, by 1.01 percent from 381 (2010 – 2014 average) to 378 by 2017.
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.

Project Number: NF-2017-00-00-00

Project Title: Click It or Ticket (CIOT) Earned Media Plan

Description:

Ohio's earned media plan will span the entire federal fiscal year with the heaviest emphasis during the national CIOT mobilization. Ohio will continue to use What's Holding You Back? as a secondary message throughout the year. 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, letter to the editors, 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.

Evidence of Effectiveness: CTW, Chapter 2: Sections 3, 6

Budget:

Funding Level	\$0	Funding Source	N/C	Local Benefit	\$0
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Project Number: M2X-2017-00-00-00

Project Title: Seat Belt Earned Media/Educational Materials

Description:



In FFY2017, 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 while coupled with paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

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

Evidence of Effectiveness: CTW, Chapter 2: Sections 3, 6

Budget:

Funding Level	\$250,000	Funding Source	405b	Local Benefit	\$250,000
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Project Number: M2X-2017-00-00-00

Project Title: Holiday Click It or Ticket Paid Media

Description:

Ohio is implementing the national seat belt mobilization model in November 2016. 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 the State of Ohio. According to the ODPS 2015 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2017, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

The following is a projected media strategy for the paid media plan during the 2017 CIOT campaign.

The following parameters will be adhered to:

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

Media tactics will include a combination of television, radio, 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 prior to implementation. The sample media buy plan, which is provided as an example of what will be purchased in 2017, can be found in Appendix N. The plan will be adjusted based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2016 telephone survey analysis.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of Paid Media in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 2: Sections 3, 6

Budget:

Funding Level	\$200,000	Funding Source	405b	Local Benefit	\$0
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Project Number: M2X-2017-00-00-00

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 FFY2017. 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 FFY2017, 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 2015 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2017, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

The following is a projected media strategy for the paid media plan during the 2017 CIOT campaign.

The following parameters will be adhered to:

- The total budget will not exceed \$500,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton.
- Flight weeks are 5/15/2017 – 5/29/2017.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18 – 34 years.
- Social media has continued to increase to reach this specific target audience.
- PSA units (unpaid media) will be no less than 30 – 40 percent of the buy and will be scheduled within the flight as much as possible.

- Media will complement the national NHTSA media buy.

Media tactics will include a combination of television, radio, 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 prior to implementation. The sample media buy plan, which is provided as an example of what will be purchased in 2017, can be found in Appendix N. The plan will be adjusted based upon feedback from NHTSA’s media buyer, Ohio’s current crash data and information received from the 2016 telephone survey analysis.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of Paid Media in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 2: Sections 3, 6

Budget:

Funding Level	\$500,000	Funding Source	405b	Local Benefit	\$0
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Project Number: NF-2017-00-00-00

Project Title: Click It or Ticket Mobilization

Description:

Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY2017. 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 570 agencies and encourage agencies to report their results.

Ohio will continue to participate in two Tri-State Kick-Off Events for CIOT. One with Ohio, Kentucky and Indiana and one with Ohio, Kentucky and West Virginia. 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.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Click It or Ticket Mobilization in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 2: Section 2.1, 5.1

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: M2X-2017-00-00-00

Project Title: Sustained Belt Paid Media Plan

Description:

In FFY2017, 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 when we are deploying what we know works best in changing behavior. Throughout the year, using secondary messages like What's Holding You Back? and Buckle Up in your Truck provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us 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 us with more opportunities to keep our messages in front of the public and our target audiences.

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

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

- The networks and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70 – 75 percent cable penetration.
- Radio buys will be planned with morning drive, afternoon drive, evenings and weekends. Primary formats planned are sports, rock, alternative, urban contemporary and country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote seat belt use throughout the season.
- Social media includes space on multiple social media sites.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

High Risk Populations

Teens

Ohio is working to target rural teen seat belt usage. Huddle High Schools, Inc. distributes high school tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO cosponsored over 217 high schools (over 3 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 direct 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 message in rural areas. Currently, 50 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: Cleveland Cavaliers, Cincinnati Reds, 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 in 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 prior to implementation.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of the Paid Media component of Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 2: Sections 3, 6

Budget:

Funding Level	\$500,000	Funding Source	405b	Local Benefit	\$0
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Project Number: M2X-2017-00-00-00

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.

Evidence of Effectiveness: CTW, Chapter 2: Section 2, 5

Budget:

Funding Level	\$705,000	Funding Source	405b	Local Benefit	\$0
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Project Number: PT-2017-00-00-00

Project Title: 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 2013, 2014 and 2015. 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 Campaign listed below, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Selective Traffic Enforcement Program (STEP) sub-recipients are required to also submit for the Impaired Driving Enforcement (IDEP) grant to conduct 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 District meetings. Items discussed at the District 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.

Dates	Blitz/National Campaign
November 18 – November 27, 2016	Thanksgiving
April – May 2017	Prom
May 22 – June 4, 2017	Click It or Ticket
October 2016 and/or September 2017	Homecoming

Awarded Agencies

Agency	County	Population	Agency	County	Population
Adams County Sheriff's Office	Adams	28,550	Logan Co. Sheriff's Office	Logan	48,858
Allen County Sheriff's Office	Allen	106,331	Lorain Co. Sheriff's Office	Lorain	301,356
Lima Police Department	Allen		North Ridgeville Police Dept.	Lorain	
Ashland Co. Sheriff's Office	Ashland	53,139	Lucas Co. Sheriff's Office	Lucas	441,815
Athens Co. Sheriff's Office	Athens	64,757	Oregon Police Division	Lucas	
Auglaize Co. Sheriff's Office	Auglaize	45,949	Sylvania Twp. Police Dept.	Lucas	
Brown Co. Sheriff's Office	Brown	44,846	Toledo Co. Sheriff's Office	Lucas	
Butler Co. Sheriff's Office	Butler	368,130	Mahoning Co. Sheriff's Office	Mahoning	238,823
Hamilton Police Dept.	Butler		Youngstown Police Dept.	Mahoning	
Middletown Police Dept.	Butler		Marion Co. Sheriff's Office	Marion	66,501
West Chester Police Dept.	Butler		Medina Co. Sheriff's Office	Medina	172,332
Clark Co. Sheriff's Office	Clark	138,333	Mercer Co. Sheriff's Office	Mercer	40,814
Springfield Police Dept.	Clark		Miami Co. Sheriff's Office	Miami	102,506
Clermont Co. Sheriff's Office	Clermont	197,363	Montgomery Co. Sheriff's Office	Montgomery	535,153
Pierce Twp. Police Dept.	Clermont		Dayton Police Dept.	Montgomery	
Union Twp. Police Dept.	Clermont		Moraine Police Division	Montgomery	
Columbiana Co. Sheriff's Office	Columbiana	107,841	Trotwood Police Dept.	Montgomery	
Crawford Co. Sheriff's Office	Crawford	43,784	Morrow Co. Sheriff's Office	Morrow	34,827
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,280,122	Muskingum Co. Sheriff's Office	Muskingum	86,074
Cleveland Police Dept.	Cuyahoga		Ottawa Co. Sheriff's Office	Ottawa	41,428
Delaware Co. Sheriff's Office	Delaware	174,214	Paulding Co. Sheriff's Office	Paulding	19,614
Erie Co. Sheriff's Office	Erie	77,079	Perry Co. Sheriff's Office	Perry	36,058
Perkins Twp. Police Dept.	Erie		Pickaway Co. Sheriff's Office	Pickaway	55,698
Franklin Co. Sheriff's Office	Franklin	1,163,414	Pike Co. Sheriff's Office	Pike	28,709
Blendon Twp. Police Dept.	Franklin		Portage Co. Sheriff's Office	Portage	161,419
Columbus Police Dept.	Franklin		Putnam Co. Sheriff's Office	Putnam	34,499
Fulton Co. Sheriff's Office	Fulton	42,698	Richland Co. Sheriff's Office	Richland	124,475
Geauga Co. Sheriff's Office	Geauga	93,389	Sandusky Co. Sheriff's Office	Sandusky	60,944
Greene Co. Sheriff's Office	Greene	161,573	Scioto Co. Sheriff's Office	Scioto	79,499
Guernsey Co. Sheriff's Office	Guernsey	40,087	Seneca Co. Sheriff's Office	Seneca	56,745
Hamilton Co. Sheriff's Office	Hamilton	802,374	Stark Co. Sheriff's Office	Stark	375,586
Cincinnati Police Dept.	Hamilton		Canton Police Dept.	Stark	
Colerain Twp. Police Dept.	Hamilton		Jackson Twp. Police Dept.	Stark	
Springfield Twp. Police Dept.	Hamilton		Summit Co. Sheriff's Office	Summit	541,781
Hancock Co. Sheriff's Office	Hancock	74,782	Akron Police Dept.	Summit	
Hardin Co. Sheriff's Office	Hardin	32,058	Cuyahoga Falls Police Dept.	Summit	
Harrison Co. Sheriff's Office	Harrison	15,864	Trumbull Co. Sheriff's Office	Trumbull	210,312
Henry Co. Sheriff's Office	Henry	28,215	Warren Police Dept.	Trumbull	
Highland Co. Sheriff's Office	Highland	43,589	Tuscarawas Co. Sheriff's Office	Tuscarawas	92,582
Holmes Co. Sheriff's Office	Holmes	42,366	Warren Co. Sheriff's Office	Warren	212,693
Jefferson Co. Sheriff's Office	Jefferson	69,709	Wayne Co. Sheriff's Office	Wayne	114,520
Knox Co. Sheriff's Office	Knox	60,921	Williams Co. Sheriff's Office	Williams	37,642
Lake Co. Sheriff's Office	Lake	230,041	Wood Co. Sheriff's Office	Wood	125,488
Madison Twp. Police Dept.	Lake		Lake Twp. Police Dept.	Wood	
Painesville Police Dept.	Lake		Wyandot Co. Sheriff's Office	Wyandot	22,615
Licking Co. Sheriff's Office	Licking	166,492			
Newark Police Dept.	Licking				

Local police departments are listed underneath the county they are located in. The population is left blank because the county population includes the local jurisdiction.

STEP Grants have been approved in 61 of Ohio's 88 counties and represent 83.07 percent of the fatal crashes in 2013, 2014 and 2015 (2,375 of 2,859) and 89.25 percent of Ohio's population.

All Sheriff's Office are eligible for funding each year. Out of 88 counties, 61 Sheriff's Offices were approved for funding. The remaining 27 did not apply. In addition, the following jurisdictions were eligible for a Selective Traffic Enforcement grant in FFY2017, but did not apply. Future funding eligibility is based on problem identification.

- Dublin (Franklin Co.)
- Franklin Twp. (Franklin Co.)
- Englewood (Montgomery Co.)
- Huber Heights (Montgomery Co.)
- Miami Twp. (Montgomery Co.)
- Perry Twp. (Stark Co.)
- Wooster (Wayne Co.)

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of STEP agencies' participation in Ohio's Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5, Ch. 3: Sec. 2.2, Ch. 4: Sec. 1.3

Budget:

Funding Level	\$1,800,000	Funding Source	402 PT	Local Benefit	\$1,800,000
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Project Number: M2X-2017-00-00-00

Project Title: Occupant Protection Coordinator Program

Description:

In FFY2017, Ohio Department of Health (ODH) will continue to be the lead agency for the OPC program. ODH plans to contract with seven OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities include coordinating a child safety seat distribution program for low-income families, conducting car seat check-up events, coordinating the NHTSA 32-hour Standardized 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. The OPC program will continue to emphasize Ohio's booster seat law. This program has been scaled back over the last several years to keep funding in line with problem identification. Ohio has a low number of unbelted fatalities up to age nine. Ohio law requires children to be in either a car seat or booster seat until the age of eight. In addition to checking car seat and/or booster seats, technicians use the opportunity to provide seat belt education and tips to the entire family (parents, caregivers and older siblings).



Evidence of Effectiveness: CTW, Chapter 2: Sections 6.1, 6.2, 7.2

Budget:

Funding Level	\$460,000	Funding Source	405b	Local Benefit	\$329,000
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Project Number: M2X-2017-00-00-00

Project Title: Observational Seat Belt Survey

Description:

Miami University of Ohio (MU) will oversee the observational seat belt survey. In FFY2017 MU's activities will include:

- Training observers, collecting and analyzing the statewide observational seat belt survey data to determine the annual usage rate for the state using NHTSA's newly established methodology.
- Collecting and analyzing observational seat belt survey data to determine countywide usage rates.

Evidence of Effectiveness: CTW, Chapter 2: Sections 1.1, 1.2

Budget:

Funding Level	\$240,000	Funding Source	405b	Local Benefit	\$0
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Project Number: SF-2017-00-00-00

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 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 405b funds.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5

Budget:

Funding Level	\$380,000	Funding Source	State	Local Benefit	\$0
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Occupant Protection: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	CIOT Earned Media	\$ 0	N/A
NF-2017-00-00-00	CIOT Mobilization	\$ 0	N/A
PT-2017-00-00-00	Selective Traffic Enforcement Program	\$1,800,000	402 PT
Subtotal		\$ 1,800,000	402 PT
M2X-2017-00-00-00	Seat Belt Materials	\$ 250,000	405b
M2X-2017-00-00-00	Holiday CIOT Paid Media	\$ 200,000	405b
M2X-2017-00-00-00	CIOT Paid Media	\$ 500,000	405b
M2X-2017-00-00-00	Sustained Belt Paid Media	\$ 500,000	405b
M2X-2017-00-00-00	State Seat Belt Tac Squads	\$ 705,000	405b
M2X-2017-00-00-00	OP Coordinator Program	\$ 460,000	405b
M2X-2017-00-00-00	Observational Seat Belt Survey	\$ 240,000	405b
Subtotal		\$ 2,855,000	405b
SF-2017-00-00-00	State Funded Seat Belt Enforcement	\$ 380,000	State
Total Funding Occupant Protection Program Area		\$5,035,000	

Speed Program Area

Target:

- C-1) Reduce total fatalities by 2.00 percent from 1,043 (2010 – 2014 average) to 1,023 by 2017.*
- C-2) Reduce serious traffic injuries 2.00 percent from 9,529 (2010 – 2014 average) to 9,339 by 2017.*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.94 (2010 – 2014 average) to 0.92 by 2017.*
- C-3b) Reduce rural fatalities/VMT rate by 6.68 percent from 1.71 (2010 – 2014 average) to 1.60 by 2017.
- C-3c) Reduce urban fatalities/VMT rate by 1.25 percent from .56 (2010 – 2014 average) to .55 by 2017.***
- C-6) Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 average) to 296 by 2017.
- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.

*Traffic fatality, serious injury and fatality rate goals were set in cooperation with the SHSP and HSIP. Two percent is the reduction used in the SHSP.

***The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

Project Number: PT-2017-00-00-00

Project Title: Selective Traffic Enforcement Program

Description:

See Occupant Protection Program Area for full description of Selective Traffic Enforcement Program (STEP). 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 2013, 2014 and 2015. 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 Campaign, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Selective Traffic Enforcement (STEP) sub-recipients are required to also submit for the Impaired Driving Enforcement (IDEP) grant to conduct 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 District meetings. Items discussed at the District 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 meeting to ensure all activities are highly visible and are based on problem identification.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5, Ch. 3: Sec. 2.2, Ch. 4: Sec. 1.3

Budget:

Funding: Included in Occupant Protection Program Area

Project Number: PT-2017-00-00-00

Project Title: Statewide STEP and Training

Description:

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol related and motorcycle enforcement activity statewide to impact fatal crashes. Highly visible enforcement activities are conducted at strategic times consistent with the NHTSA

Communications calendar. OSHP will conduct Basic Crash Investigation, Intermediate Crash Investigation, Technical Crash Investigation, Event Data Recorder, Electronic Speed Measuring Device (ESMD), ESMD Instructor and ESMD Judicial Seminar to train law enforcement officers throughout the state. Included in the State STEP grant are funds to be used for education. These funds are used for educating the public on all areas of traffic safety.

Evidence-Based Traffic Safety Enforcement Plan: See Appendix M for description of statewide STEP participation in Ohio’s Evidence-Based Traffic Safety Enforcement Plan.

Evidence of Effectiveness: CTW, Chapter 2: Section 2, Ch. 3: Sec. 2.2

Budget:

Funding Level	\$785,000	Funding Source	402 PT	Local Benefit	\$0
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Project Number: PT-2017-00-00-00

Project Title: Officer Training

Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Crash Investigation Techniques for the Patrol Officer, Traffic Collision Investigation Level 1, Advanced Collision Investigation Level II, Vehicle Dynamics, Electronic Speed Measuring Device (ESMD) and ESMD Instructor. 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.

Evidence of Effectiveness: CTW, Chapter 3: Section 2.2

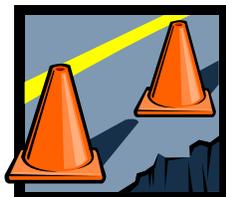
Budget:

Funding Level	\$80,000	Funding Source	402 PT	Local Benefit	\$80,000
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Project Number: SF-2017-00-00-00

Project Title: Construction Zone Safety Project

Description:



ODOT and ODPS have formalized a partnership to reduce crashes in Ohio’s construction zones. The purpose of this program is to have an enforcement presence and education campaign in identified interstate highway construction zones. Grants are awarded to sub-recipients (local police departments, county sheriff’s offices and / or the Ohio State Highway Patrol) to conduct traffic enforcement in an effort to reduce construction zone crashes. This activity will continue in FFY2017. Between 2010 and 2014, there have been 77 fatal crashes and 6,212

injury crashes in construction zones. The number of fatal crashes increased 14 from the 2009 - 2013 total.

Evidence of Effectiveness: CTW, Chapter 3: Sections 1, 2.2

Budget:

Funding Level	\$400,000	Funding Source	ODOT	Local Benefit	\$240,000
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Project Number: SF-2017-00-00-00

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 that occurs during regular working hours.

Evidence of Effectiveness: CTW, Chapter 3: Section 2.2

Budget:

Funding Level	\$159,620,000	Funding Source	State	Local Benefit	\$0
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Speed: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
PT-2017-00-00-00	Statewide STEP	\$ 785,000	402 PT
PT-2017-00-00-00	Officer Training	\$ 80,000	402 PT
Subtotal		\$865,000	402 PT
SF-2017-00-00-00	Construction Zone Project	\$ 400,000	ODOT
Subtotal		\$ 400,000	ODOT
SF-2017-00-00-00	State Funded High Visibility Enforcement	\$159,620,000	State
Subtotal		\$159,620,000	State
Total Funding Speed Program Area		\$160,885,000	

Motorcycle Safety Program Area

Target:

- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-8) Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 average) to 102 by 2017.

Project Number: NF-2017-00-00-00

Project Title: Motorcycle Safety Earned Media Plan

Description:

Ohio's earned media plan will span the entire motorcycle riding season. Ohio uses many different networks to ensure earned media is achieved statewide (e.g. law enforcement, Safe Communities, corporate partners, etc.). Ohio's messaging contains messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. The earned media plan consists of the following components:

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

Evidence of Effectiveness: CTW, Chapter 5: Sections 2.2, 3, 4

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Numbers: M9MA-2016-00-00-00

Project Title: Motorcycle Awareness (Share the Road)

Description:

Ohio's messaging contains messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In FFY2017, Section 405f funding will be used to purchase approved earned media/educational materials aimed to increase motorists' awareness of motorcyclists.

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

Evidence of Effectiveness: CTW, Chapter 5: Section 4.2

Budget:

Funding Level	\$140,000	Funding Source	405f	Local Benefit	\$140,000
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Project Number: MC-2017-00-00-00

Project Title: Motorcyclist Safety Earned Media/Educational Materials

Description:

Ohio's messaging contains messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In addition to the materials focusing on motorist awareness that will be purchased with Section 405f funds, OTSO is committing 402 funds to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved earned media/educational materials to promote motorcyclist safety messages (Ride SMART – Sober, Motorcycle Endorsed, Alert, Right gear, Trained). Outreach/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Evidence of Effectiveness: CTW, Chapter 5: Sections 2.2, 4.1

Budget:

Funding Level	\$50,000	Funding Source	402 MC	Local Benefit	\$50,000
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Project Number: PM-2017-00-00-00
M9MA-2017-00-00-00

Project Title: Motorcycle Safety Paid Media

Description:

Ohio’s messaging contains messages to both the motorcyclist about riding “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. Ohio’s motorcycle paid media plan will complement the NHTSA National Communications Plan for the motorcycle safety. Messaging will be sustained throughout the riding season. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

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

The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation. The sample media buy plan, which is provided as an example of what will be purchased in 2017, can be found in Appendix N. The plan will be adjusted based upon feedback from NHTSA’s media buyer, Ohio’s current crash data and information received from the 2016 telephone survey analysis.

Evidence of Effectiveness: CTW, Chapter 5: Sections 2.2, 4

Budget:

Funding Level	\$100,000	Funding Source	402 PM	Local Benefit	\$0
	\$100,000		405f		\$0

Project Number: SA-2017-00-00-00

Project Title: Safe Communities

Description:

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

Evidence of Effectiveness: CTW, Chapter 1; Section 5, Ch. 2: Sec. 3, 6, Ch. 3: Sec. 4, Ch. 4: Sec. 2, Ch.5: Sec. 4, Ch. 7: Sec 1, Ch. 8: Sec. 3.1.

Budget:

Funding: Included in Fatal/Injury Program Area

Project Number: M9MA-2017-00-00-00

Project Title: Motorcycle Ohio Rider Education/Enhancement/Enrichment

Description:

In FFY2017, Motorcycle Ohio will be moving away from the Motorcycle Safety Foundation curriculum and improving the rider education program. Funds will be utilized to develop and print the new student workbooks, instructor guides, and range cards. Additional funds will be used to paint the training ranges.

Evidence of Effectiveness: CTW, Chapter 5; Section 3

Budget:

Funding Level	\$50,000	Funding Source	405f	Local Benefit	\$0
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Project Number: SF-2017-00-00-00

Project Title: Motorcycle Ohio Program

Description:

NHTSA’s Motorcycle Safety Program Plan states that motorcycle rider training provides opportunities for novice riders to learn basic skills and returning riders can refresh and refine their skills. This plan recommends that States conduct frequent training. This training is also a component in the Section 405f funding. The state-mandated Motorcycle Ohio (MO) program provides motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues and works to improve the driver licensing system for motorcyclists. MO is funded from \$6.00 of each motorcycle registration. Course tuition of \$50.00 also helps support program costs.



A 16-hour basic riding course is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. The basic course is offered at 22 fixed (36 ranges), 11 mobile training ranges and 14 private providers (14 ranges) across the state. Successful completion of the basic course waives the state on-cycle skill test.

Separate courses are available for experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses. The Basic Rider Course-2 course is offered at 11 of these sites and the Advanced Riding Course is offered at 4. The instructor preparation course is offered on an as needed basis at select training sites across the state. It is anticipated that more than 13,200 Ohioans will participate in courses in 2016.

Evidence of Effectiveness: CTW, Chapter 5: Section 3

Budget:

Funding Level	\$3,287,000	Funding Source	State	Local Benefit	N/A
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Project Number: PT-2017-00-00-00

Project Title: Selective Traffic Enforcement Program

Description:

See Occupant Protection Program Area for full description of Selective Traffic Enforcement Program (STEP). High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. Each STEP grant is required to conduct highly visible enforcement based on local problem identification. STEP enforcement (speed, aggressive, etc.) applies to all vehicles including motorcycles. Enforcement activities specific to motorcycles would be based on local problem identification.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5, Ch. 3: Sec. 2.2, Ch. 4: Sec. 1.3

Budget:

Funding: Included in Occupant Protection Program Area
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Project Number: M6OT-2017-00-00-00

Project Title: Impaired Driving Enforcement Program

Description:

See Impaired Driving Program Area for full description of Impaired Driving Enforcement Program (IDEP). High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. Each IDEP grant is required to conduct highly visible enforcement based on local problem identification. IDEP enforcement applies to all vehicles including motorcycles. Enforcement activities specific to motorcycles would be based on local problem identification.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5, Ch. 5: Sec. 2.1

Budget:

Funding: Included in Impaired Driving Program Area

Project Number: CP-2017-00-00-00

Project Title: Motorcycle Campaign Evaluation (University Evaluation)

Description:

As required in the national model, campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation. See Evaluation under Traffic Safety Program Management for evaluation description.

Budget:

Funding: Included in Traffic Safety Program Management Area

Motorcycle Safety: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	Motorcycle Safety Earned Media	\$ 0	N/A
MC-2017-00-00-00	Motorcyclist Safety Materials	\$ 50,000	402 MC
Subtotal		\$ 50,000	402 MC
PM-2017-00-00-00	Motorcycle Safety Paid Media	\$ 100,000	402 PM
Subtotal		\$ 100,000	402 PM
M9MA-2017-00-00-00	Motorcycle Awareness	\$ 140,000	405f
M9MA-2017-00-00-00	Motorcycle Safety Paid Media (Share the Road)	\$ 100,000	405f
M9MA-2017-00-00-00	Motorcycle Ohio Rider Education/Enhancement/Enrichment (MORE)	\$ 50,000	405f
Subtotal		\$ 290,000	405f
SF-2017-00-00-00	Motorcycle Ohio Program	\$3,287,000	State
Subtotal		\$3,287,000	State
SA-2017-00-00-00	Safe Communities	Incl. in Fatal/Injury Prog. Area	
PT-2017-00-00-00	STEP Grants	Incl. in Occupant Protection Prog. Area	
M6OT-2017-00-00-00	IDEP Grants	Incl. in Impaired Driving Prog. Area	
CP-2017-00-00-00	Motorcycle Campaign Evaluation	Incl. in Traffic Safety Prog. Mgmt	
Total Funding Motorcycle Safety Program Area		\$3,727,000	

Youthful Driver Program Area

Target:

- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.
- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.****
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.****

**** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

Project Number: TSP-2017-00-00-00

Project Title: Peer to Peer Youth Programming

Description:

Students Against Destructive Decisions (SADD) will conduct programming statewide in FFY2017. Ohio SADD will use evidence-based programming to facilitate peer-to-peer education to educate young drivers on seat belts usages, the dangers of alcohol and drug impaired driving, and distracted driving.

Evidence of Effectiveness: CTW, Chapter 1; Section 5, Ch. 2: Sec. 3, 6, Ch. 3: Sec. 4, Ch. 4: Sec. 2, Ch.5: Sec. 4, Ch. 7: Sec 1, Ch. 8: Sec. 3.1.

Budget:

Funding Level	\$100,000	Funding Source	402 TSP	Local Benefit	\$0
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Project Number: SA-2017-00-00-00

Project Title: Safe Communities

Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe Communities program must have activity in their grant for Prom and Homecoming. Safe Communities will conduct programming in schools that is evidence based. All Safe Communities Programs were trained in the peer-to-peer model by Impact Teen Drivers during FFY2013 and FFY2014. Safe Communities programs will continue to implement the peer-to-peer model in their schools based on problem identification.

Evidence of Effectiveness: CTW, Chapter 1; Section 5, Ch. 2: Sec. 3, 6, Ch. 3: Sec. 4, Ch. 4: Sec. 2, Ch.5: Sec. 4, Ch. 7: Sec 1, Ch. 8: Sec. 3.1.

Budget:

Funding: Included in Fatal/Injury Program Area

Project Number: PT-2017-00-00-00

Project Title: Selective Traffic Enforcement Program

Description:

See Occupant Protection Program Area for full description of Selective Traffic Enforcement Program (STEP). Each STEP/IDEP grant must have overtime enforcement for Prom and Homecoming. High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. The goal of this program is to publicize the fact that enforcement will be conducted around Prom and Homecoming events and then follow through with the enforcement to reduce the risky behaviors that could lead to teen traffic fatalities and serious injuries. STEP and State STEP education funds may be utilized for educational activities during Prom and Homecoming.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5, Ch. 3: Sec. 2.2, Ch. 4: Sec. 1.3 Ch. 5: Sec. 1.3

Budget:

Funding: Included in Occupant Protection Program Area

Project Number: M6OT-2017-00-00-00

Project Title: Impaired Driving Enforcement Program

Description:

See Impaired Driving Program Area for full description of Impaired Driving Enforcement Program (IDEP). Each STEP/IDEP grant must have overtime enforcement for Prom and Homecoming. High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. The goal of this program is to publicize the fact that enforcement will be conducted around Prom and Homecoming events and then follow through with the enforcement to reduce the risky behaviors that could lead to teen traffic fatalities and serious injuries.

Evidence of Effectiveness: CTW, Chapter 1: Section 2.1, 2.2, 2.5, Ch. 5: Sec. 2.1

Budget:

Funding: Included in Impaired Driving Program Area

Youthful Driver: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
TSP-2017-00-00-00	SADD	\$ 100,000	402 TSP
Subtotal		\$ 100,000	402 TSP
SA-2017-00-00-00	Safe Communities	Incl. in Fatal/Injury Program Area	
PT-2017-00-00-00	STEP Grants	Incl. in Occupant Protection Program Area	
M6OT-2017-00-00-00	IDEP Grants	Incl. in Impaired Driving Program Area	
Total Funding Youthful Driver Program Area		\$ 100,000	

Pedestrian Safety Program Area

Target:

- C-10) Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 average) to 95 by 2017.

Project Number: SA-2017-00-00-00

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 73 pedestrian fatalities between 2010 and 2014. These fatalities are 25.70 percent of the statewide pedestrian fatalities in those years. Butler, Franklin and Hamilton County Safe Communities will conduct evidence based programs that will specifically address their pedestrian problem identification.

Evidence of Effectiveness: CTW, Chapter 1; Section 5, Ch. 2: Sec. 3, 6, Ch. 3: Sec. 4, Ch. 4: Sec. 2, Ch.5: Sec. 4, Ch. 7: Sec 1, Ch. 8: Sec. 3.1.

Budget:

Funding: Incl. in Fatal/Serious Injury Program Area

Project Number: NF-2017-00-00-00

Project Title: Strategic Highway Safety Plan Pedestrian Programs

Description:

Through the Strategic Highway Safety Plan (SHSP), the ODOT statewide bicycle and pedestrian planning program 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 advance 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. They are 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.

Evidence of Effectiveness: CTW, Chapters 8, 9

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$
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Pedestrian Safety: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
SA-2017-00-00-00	Safe Communities	Incl. in Fatal/Injury Program Area	
NF-2017-00-00-00	SHSP Pedestrian Programs	\$0	
Total Funding Pedestrian Safety Program Area		\$0	

Distracted Driving Program Area

Target:

- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.****
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.****

**** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The

standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

Project Number: NF-2017-00-00-00

Project Title: Distracted Driving Earned Media Plan

Description:

Ohio's earned media plan will span the entire year. Ohio uses many different networks to ensure earned media is achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.) OPTS is a statewide network of employers and safety advocates that Ohio uses to distribute messages and materials to reach the 21 – 40 year old age group. The earned media plan consists of the following components:

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

Evidence of Effectiveness: CTW, Chapter 4: Section 2.2

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: DD-2017-00-00-00

Project Title: Distracted Driving Earned Media/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 earned media/educational materials to promote the distracted driving message. Earned media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.



knowledge surveys, gross

Evidence of Effectiveness: CTW, Chapter 4: Section 2.2

Budget:

Funding Level	\$250,000	Funding Source	402 DD	Local Benefit	\$250,000
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Project Number: PM-2017-00-00-00

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.

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 to implementation. The sample media buy plan, which is provided as an example of what will be purchased in 2017, can be found in Appendix N. The plan will be adjusted based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2016 telephone survey analysis.

Evidence of Effectiveness: CTW, Chapter 4: Section 2.2

Budget:

Funding Level	\$100,000	Funding Source	402 PM	Local Benefit	\$0
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Project Number: PT-2017-00-00-00

Project Title: Selective Traffic Enforcement Program

Description:

See Occupant Protection Program Area for full description. High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. Each law enforcement agency must conduct high visibility enforcement activities to impact their fatal crashes. In addition to speed and seat belts, law enforcement will be focusing on distracted driving. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communication Calendar. All STEP sub-recipients will be encouraged to participate in multiple Distracted Driving blitzes throughout the year. One will be during National Distracted Driving Month in April. The second blitz will be the last week of July through the first week of August. These activities will follow the model to include publicizing the activity, earned media, and enforcement. Educational and promotional materials will be sustained throughout the year educating motorists on Ohio's texting law.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5, Ch. 3: Sec. 2.2, Ch. 4: Sec. 1.3 Ch. 5: Sec. 1.3

Budget:

Funding: Incl. in Occupant Protection Program Area

Project Number: PT-2017-00-00-00

Project Title: Statewide STEP and Training

Description:

See Speed Program Area for full description. The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes. Highly visible enforcement activities are conducted at strategic times consistent with the NHTSA Communications calendar. In addition to alcohol, speed and seat belts, OSHP will take the lead on enforcing distracted driving violations. OSHP will conduct multiple Distracted Driving blitzes throughout the year. One will be during National Distracted Driving Month in April. The second blitz will be the last week of July through the first week of August. These activities will follow the model to include publicizing the activity, earned media, and enforcement. Educational and promotional materials will be sustained throughout the year educating motorists on Ohio's texting law.

Evidence of Effectiveness: CTW, Chapter 2: Sections 2, 5, Ch. 3: Sec. 2.2, Ch. 4: Sec. 1.3 Ch. 5: Sec. 1.3

Budget:

Funding: Incl. in Speed Program Area

Project Number: SA-2017-00-00-00

Project Title: Safe Communities

Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Our Safe Community partners will support the Distracted Driving blitzes by providing outreach, earned media and education on the dangers of distracted driving and the legal consequences. One blitz will be during National Distracted Driving Month in April. The second blitz will be the last week of July through the first week of August. Educational and promotional materials will be sustained throughout the year educating motorists on Ohio's texting law.

Evidence of Effectiveness: CTW, Chapter 1; Section 5, Ch. 2: Sec. 3, 6, Ch. 3: Sec. 4, Ch. 4: Sec. 2, Ch.5: Sec. 4, Ch. 7: Sec 1, Ch. 8: Sec. 3.1.

Budget:

Funding: Incl. in Fatal/Serious Injury Program Area

Project Number: CP-2017-00-00-00

Project Title: Distracted Driving Campaign Evaluation (University Evaluation)

As required in the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Traffic Safety Program Management for evaluation description.

Budget:

Funding: Incl. in Traffic Safety Program Management

Distracted Driving: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	Distracted Earned Media	\$ 0	N/A
PM-2017-00-00-00	Distracted Driving Paid Media	\$ 100,000	402 PM
	Subtotal	\$ 100,000	402 PM
DD-2017-00-00-00	Distracted Driving Materials	\$ 250,000	402 DD
	Subtotal	\$ 250,000	402 DD
SA-2017-00-00-00	Safe Communities	Incl. in Fatal/Serious Injury Program Area	
PT-2017-00-00-00	STEP Grants	Incl. in Occupant Protection Program Area	
PT-2017-00-00-00	Statewide STEP and Training	Incl. in Speed Program Area	
CP-2017-00-00-00	Distracted Driving Campaign Evaluation	Incl. in Traffic Safety Program Mgt	
Total Funding Distracted Driving Program Area		\$ 350,000	

Traffic Records Program Area

Target:

- Currently 60 percent of Ohio's crash reports are submitted electronically. Ohio's goal is to increase this to 62 percent by December 31, 2017.
- Revise the TRCC Strategic Plan by December 31, 2016.

Project Number: NF-2017-00-00-00

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 FFY2017, the TRCC will continue to focus on implementing the priority projects that were identified in the 2015 Traffic Records Assessment.

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: K9-2017-00-00-00

Project Title: Crash Mapping

Description:

This project is to develop an application for in-vehicle crash location collection as well as a web-based map solution. This application will target in-vehicle (police cruiser) deployment to better facilitate more accurate and timely crash location data entry and capture. It will also include the ability to provide analytical and mapping capabilities both in-vehicle and downstream via a complimentary web application. Crash information will be processed and distributed to ODPS and ODOT for reporting, statistical analysis and mitigation strategy development. There will be less data clean-up efforts required and a higher level of confidence in the data that is coming directly from the reporting law enforcement officer filling out the crash reports. This will better facilitate more efficient means to provide real-time crash location mapping and analysis and eliminate the post processing that has historically occurred to prepare the data for use. The improved crash data will be used to develop safety mitigation strategies and implement roadside improvements in a more efficient manner.

Evidence of Effectiveness: Project funded as required in 23 U.S.C. 405(c) through Ohio's TRCC committee.

Budget:

Funding Level	\$295,000	Funding Source	408	Local Benefit	\$0
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Project Numbers: M3DA-2017-00-00-00

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 the patrol through this grant. Projects that will be completed by external agencies through a grant process will continue to be awarded as sub-grants to the individual agencies. This should help liquidate the 405c funds in a more efficient manner. The projects being funded under the OSHP grant include:

Electronic Crash Submissions

Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS software. After the modifications, these agencies will be able to submit crash reports electronically. In 2015, 46 percent of all

crash reports were received electronically. Currently 60 percent of all crash reports are received electronically. This shows an increase of 14 percent. Electronic crash reporting increases accuracy and timeliness. - **\$275,000.00**

Citation Tracking

This project will be based on documents from federal and state sources and interviews with key personnel from representative agencies and stakeholders within the State. Ohio’s goal for FFY2017 will be to continue the pilot project with electronic submission to courts. Currently Ohio has eight courts receiving E-Citations electronically from the Ohio State Highway Patrol. Funds will be spent on software development and mobile printers/mounts. - **\$5,125,000.00**

Evidence of Effectiveness: Projects funded as required in 23 U.S.C. 405(c) through Ohio’s TRCC committee.

Budget:

Funding Level	\$5,400,000	Funding Source	405c	Local Benefit	\$0
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Project Number: SF-2017-00-00-00

Project Title: State Funded Traffic Records

Description:

The state funds staff to review, correct, 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 408/405c.

Budget:

Funding Level	\$400,000	Funding Source	State	Local Benefit	\$0
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Traffic Records: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	TRCC	\$ 0	N/A
K9-2017-00-00-00	Crash Mapping	\$ 295,000	408
Subtotal		\$ 295,000	408
M3DA-2017-00-00-00	TRCC Projects Grant	\$5,400,000	405c
Subtotal		\$5,400,000	405c
SF-2017-00-00-00	State Funded Traffic Records	\$ 400,000	State
Subtotal		\$ 400,000	State
Total Funding Traffic Records Program Area		\$6,095,000	

Bicycle Safety Program Area

Target:

- C-11) Reduce bicycle fatalities by 1.25 percent from 15 (2010 – 2014 average) to 14 by 2017.***

***The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

Project Number: NF-2017-00-00-00

Project Title: Strategic Highway Safety Plan Bicycle Programs

Description:

Through the Strategic Highway Safety Plan (SHSP), the ODOT statewide bicycle and pedestrian planning program 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 advance 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. They are 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.

Evidence of Effectiveness: CTW, Chapter 9: Sections 1.2, 2.2, 3.1, 4.1, 4.2

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$
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Bicycle Safety: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	SHSP Bicycle Programs	\$ 0	N/A
Subtotal		\$ 0	N/A
Total Funding Bicycle Safety Program Area		\$0	

Traffic Safety Program Management Program Area

Target:

- Ohio will process sub-recipient reimbursement claims in an average of 6 days. In FFY2015, the average was 11.7 days.
- Ohio will award at least 45 percent of awarded grant funds to local benefit. Currently 51.6 percent is awarded to local benefit.
- Ohio will liquidate 60 percent of its funds in FFY2017. In FFY2015, Ohio liquidated 38.39 percent.*****
- Ohio will increase mobilization reporting to 85 percent from 64 percent in FFY2015.

***** Liquidation rate does not include 164-HE funds.

Project Numbers: PA-2017-00-00-00
CP-2017-00-00-00

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 the 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.

402 PA		402 CP	
Title	Time Charged	Title	Time Charged
Traffic Safety Program Administrator	100%	Regional Programs Manager	AHW*
Grants Administrator	100%	Planner	100%
Regional Programs Manger	AHW*	Planner	100%
Special Projects Coord.	100%	Planner	100%
Program Administrator	100%		
Grants Coordinator	100%		
Grants Coordinator	100%		
Management Analyst	100%		

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

Budget:

Funding Level	\$900,000	Funding Source	402 PA	Local Benefit	\$0
	\$315,000		402 CP		\$0

Project Number: PA-2017-00-00-00

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. 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. Ohio will be pursuing an upgrade to the system in FFY2017. The funding allocated to this project is for maintenance service, training and system enhancements.

Budget:

Funding Level	\$400,000	Funding Source	402 PA	Local Benefit	\$0
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Project Number: NF-2017-00-00-00

Project Title: Regional Strategy

Description:

The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into patrol districts and a planner is assigned to manage most agreements within each District. The regional approach will continue in FFY2017.

The regional strategy:

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

Quarterly meetings, chaired by the OSHP District Captain, are a requirement for each FFY2017 sub-recipient. Other agencies are encouraged to attend as well. These quarterly meetings are designed to have all sub-recipients coordinating activities and resources within each district. Using this approach, OTSO anticipates more involvement from our partners, better use of resources, and increased liquidation.

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: NF-2017-00-00-00

Project Title: Ohio Strategic Highway Safety Plan Coordinating Committee

Description:

Ohio's Ohio 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. MAP 21 requires the HSP and the SHSP coordinate. Ohio has had an active role in the SHSP committee since the inception and this will continue.

Budget:

Funding Level	\$0	Funding Source	N/A	Local Benefit	\$0
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Project Number: CP-2017-00-00-00

Project Title: Traffic Safety Resource Prosecutor Program

Description:

A 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 TSRP works closely with the Law Enforcement Liaisons (LELs) and is a valuable resource to the office and to all of our partners. The TSRP is a vital resource for local communities in traffic safety laws. The TSRP will be conducting classes for law enforcement and prosecutors in FFY2015 on various traffic safety related issues.

Evidence of Effectiveness: CTW, Chapter 1; Section 1, Ch. 2; Sec. 1, 2, Ch.3; Sec. 1, Ch. 4; Sec. 1, Ch. 5; Sec. 1.1, 1.3, Ch. 6; Sec. 1, Ch.7; Sec. 2, 3, Ch. 9; Sec. 1.1, 2.1, 3.4

Budget:

Funding Level	\$225,000	Funding Source	402 CP	Local Benefit	\$0
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Project Numbers: PT-2017-00-00-00
PA-2017-00-00-00

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 five 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 570 agencies in 2017;
- Increase percentage of agencies reporting in the mobilizations to 85 percent in 2017. Currently approximately 64 percent of participating agencies are reporting;
- Visit law enforcement agencies to encourage the agencies to issue citations for seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;
- Educate agencies on the need for their officers to wear seat belts at all times; 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;
- Maintain federally funded equipment database to include physically inspecting equipment;
- Help promote the E-Citation Program;
- DRE Recruitment and ARIDE training.

Budget:

Funding Level	\$360,000	Funding Source	402 PT	Local Benefit	\$0
	\$ 90,000		402 PA		\$0

Project Number: CP-2017-00-00-00

Project Title: University Evaluation

Description:

Miami University of Ohio (MU) will assist by evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, motorcycle safety initiatives and pilot projects. In FFY2017, MU's activities will include:

- Conduct four statewide telephone surveys (approximate cost is \$25,000 per survey) to evaluate and measure the effects of earned, paid and sustained paid media for the seat belt mobilization, impaired driving, distracted driving and motorcycle safety initiatives;
- Additional evaluation projects as identified throughout FFY2017.

Budget:

Funding Level	\$240,000	Funding Source	402 CP	Local Benefit	\$0
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Project Number: SF-2017-00-00-00

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: personal costs, fringe benefits, office supplies, etc.

Budget:

Funding Level	\$1,390,000	Funding Source	State	Local Benefit	\$0
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Traffic Safety Program Mgmt: Program and Budget Summary

Project Number	Project Title	Funding Level	Funding Source
NF-2017-00-00-00	Regional Strategy	\$ 0	N/A
PA-2017-00-00-00	Traffic Safety Grant Management	\$ 900,000	402 PA
PA-2017-00-00-00	Web Based Grants Management	\$ 400,000	402 PA
PA-2017-00-00-00	Law Enforcement Liaison	\$ 90,000	402 PA
	Subtotal	\$1,390,000	402 PA
CP-2017-00-00-00	Traffic Safety Grant Management	\$ 315,000	402 CP

CP-2017-00-00-00	TSRP Program	\$ 225,000	402 CP
CP-2017-00-00-00	University Evaluation	\$ 240,000	402 CP
Subtotal		\$ 780,000	402 CP
PT-2017-00-00-00	Law Enforcement Liaison	\$ 360,000	402 PT
Subtotal		\$360,000	402 PT
SF-2017-00-00-00	State Match 402 PA	\$1,390,000	State Match
Subtotal		\$1,390,000	State Match
Total Funding Traffic Safety Program Mgmt. Area		\$3,920,000	

Performance Report

CORE OUTCOME MEASURES			2009	2010	2011	2012	2013	2016 Goal	2014 Actual
C-1	Traffic Fatalities (FARS)	Annual	1,022	1,080	1,017	1,121	989	1,025	1,006
		5-Year Moving Average	1,205	1,157	1,113	1,086	1,046		
C-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	9,774	10,186	9,662	9,780	9,231	9,532	8,785
		5-Year Moving Average	10,427	10,249	10,041	9,902	9,727		
C-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.92	0.97	0.91	0.99	0.88	0.91	0.95
		5-Year Moving Average	1.09	1.05	1.01	0.98	0.93		
C-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.82	1.97	1.82	1.75	1.54	1.71	1.49
		5-Year Moving Average	2.14	2.09	2.00	1.90	1.78		
C-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.49	0.48	0.47	0.63	0.59	.52	0.64
		5-Year Moving Average	0.57	0.54	0.52	0.53	0.53		
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	400	404	358	416	352	377	375
		5-Year Moving Average	491	455	426	404	386		
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	325	335	310	389	271	318	310
		5-Year Moving Average	369	357	342	342	326		
C-6	Speeding-Related Fatalities (FARS)	Annual	287	321	299	354	273	303	274
		5-Year Moving Average	273	282	291	306	307		
C-7	Motorcyclist Fatalities (FARS)	Annual	166	170	165	162	132	151	136
		5-Year Moving Average	181	179	181	175	159		
C-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	130	125	120	124	87	107	91
		5-Year Moving Average	130	128	129	129	117		
C-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	175	159	160	150	123	141	138
		5-Year Moving Average	214	195	181	167	153		
C-10	Pedestrian Fatalities (FARS)	Annual	85	93	104	113	85	95	86
		5-Year Moving Average	97	96	98	99	96		
C-11	Bicyclist Fatalities (FARS)	Annual	19	11	16	18	19	16	11
		5-Year Moving Average	17	16	16	16	17		

CORE OUTCOME MEASURES		2010	2011	2012	2013	2014	2016 Goal	2015 Actual
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	83.8	84.1	82.0	84.5	85.0	85.4	83.9

CORE OUTCOME MEASURES		2010	2011	2012	2013	2014	2015
A-1	Number of Seat Belt Citations (Ohio GRANTS)	37,163	39,714	41,397	46,135	37,881	43,663
A-2	Number of Impaired Driving Arrest (Ohio GRANTS)	7,185	8,079	8,298	8,140	7,155	8,315
A-3	Number of Speeding Citations (Ohio GRANTS)	126,127	128,464	128,488	150,142	266,995	154,880