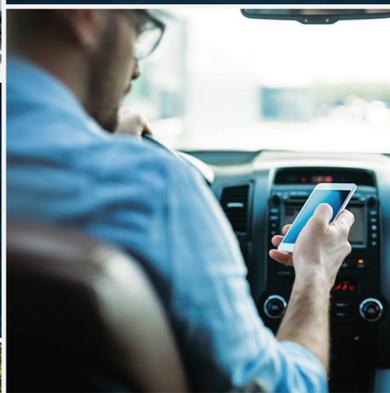
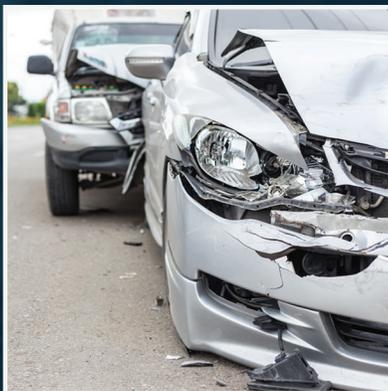
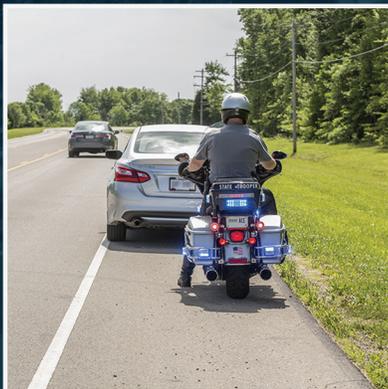


# OHIO HIGHWAY SAFETY PLAN



FEDERAL FISCAL YEAR  
**2019**



What will you do today to contribute to a safer Ohio?

# State of Ohio

## FFY2019 Highway Safety Plan

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## **Mission Statement**

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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**

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### **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) with oversight provided by 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, Administrative Professional 3, three Planners, Grants Coordinator 2 and an Administrative Professional 2. The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into OSHP 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 LELs. The Program Administrator assists with the web-based grants management system, the Grant Solicitation Package, Highway Safety Plan (HSP) and Annual Evaluation Report (AER). The Administrative Professional 2 and Grants Coordinator 2 are responsible for the fiscal activity on each grant. The Grants Administrator oversees the Program Administrator, Administrative Professional 2 and Grants Coordinator 2, manages the web-based grants management system, coordinates the Grant Solicitation Package, the Highway Safety Plan (HSP) and the Annual Evaluation Report (AER). The Administrative Professional 3 and Special Projects

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

Ohio uses a regional approach. The state is divided into patrol districts and a planner is assigned to manage most agreements within each District. The regional approach will continue in FFY2019.

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

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 to address traffic safety concerns.

Each grant proposal must focus on one or more of these priority program areas: restraint use, impaired driving, speed management, motorcycle safety, youthful driver, distracted driving, traffic records and / or engineering. In addition, 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 FFY2019 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. One hundred seventy-two grant proposals have been received for FFY2019. Federal funds have been tentatively allocated to 69 of Ohio's 88 counties representing 94.32 percent of Ohio's population (not including the Ohio State Highway Patrol grants that operate on a statewide basis).

Many components of the FFY2019 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 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 2017, there were 1,179 fatalities and 8,762 serious injuries in traffic crashes. The number of fatalities in Ohio has increased 19.21 percent since 2013 and the number of injuries has decreased 5.08 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 285 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 eighth year of being a Drug Recognition Expert (DRE) state and plans to have 255 DREs by the end of 2019 to help remove drug-impaired drivers from the roads.

### **Occupant Protection**

Reducing unbelted fatalities to 339 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 (ODH) to coordinate the statewide Occupant Protection Coordinator program that addresses child passenger safety as well as older children and adults through education.

### **Speed**

Reducing speed related fatalities to 236 is a strategy to reducing Ohio's overall death and injury rates. Selective Traffic Enforcement Program (STEP) grants and the Ohio

State Highway Patrol's Speed focused High Visibility Enforcement Period grant concentrate on speed efforts using local problem identification.

### **Motorcycles**

Reducing motorcycle fatalities to 147 and un-helmeted fatalities to 104 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 125 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 112 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.

### **Distracted Driving**

Reducing the number of distracted driving fatal crashes to 41 and the number of distracted driving injury crashes to 5,243 is a strategy to reducing Ohio's overall death and injury rates. Decreasing this number will be accomplished through earned media, paid media, high visibility enforcement, and evaluation.

### **Traffic Records**

Through the Traffic Records Coordinating Committee (TRCC), several projects have been approved for funding for FFY2019. Existing projects such as 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 17 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), County Engineers Association of Ohio, Ohio Turnpike Commission, Ohio State Highway Patrol (OSHP), Motorcycle Ohio, American Motorcycle Association (AMA), Emergency Medical Services (EMS), University of Akron, Countywide OVI Task Forces, Safe Communities and sub-recipients.

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

Through the Strategic Highway Safety Plan (SHSP), the ODOT statewide bicycle and pedestrian sub-committee is focused on advancing bicycle and pedestrian transport throughout Ohio. The goals of the program are to ensure the safety and security of non-motorized users on the transportation system within the statewide transportation planning process and 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.

# 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.



<b>Activity</b>	<b>Time Frame</b>	<b>Parties Involved</b>
<b>Obtain Input for Future Programming</b>	Year - round	All Staff (Management, Planners, Administrative Professional 2, Grants Coordinator 2, Special Projects Coordinator, Program Administrator, Administrative Professional 3, LELs), District Staff, Post Commanders, Sub-Recipients, Federal Partners, State Partners, Local Partners
<b>Evaluate Previous Programs</b>	October - December	Management, Planners, District Staff, Post Commanders
<b>Annual Evaluation Report (AER) Submitted</b>	December 31	Management, Planners, Program Administrator, Grants Coordinator 2
<b>Begin Problem ID</b>	January - February	Management
<b>Finalize Problem ID</b>	March	Management
<b>Notify Eligible Agencies</b>	March - April	Planners, LELs, District Staff, Post Commanders
<b>Finalize Proposal Package</b>	March	Management
<b>Proposal Guideline Web Presentations</b>	April	Management, Program Administrator, Planners, LELs, Potential Sub-Recipients
<b>Highway Safety Plan (HSP) including Section 405 Development</b>	May - June	Management, Program Administrator, Planners, Grants Coordinator 2, Recommendations from "Obtain Input for Future Programming"
<b>Proposal Deadline</b>	Mid May	
<b>Proposal Review and Risk Assessment</b>	May - July	Management, Planners, Program Administrator, Administrative Professional 2, LELs, District Staff, Post Commanders
<b>Proposal Recommendations</b>	June	Management, Planners, Program Administrator, Administrative Professional 2, LELs, District Staff, Post Commanders
<b>HSP Submission</b>	July 1	Management, Program Administrator
<b>Grant Executions</b>	September	Management, Planners, Program Administrator, Administrative Professional 2, Administrative Professional 3, Grants Coordinator 2
<b>Pre-Activity Web Presentations</b>	September	Management, Program Administrator, Planners, LELs, Sub-Recipients
<b>HSP and Grant Implementation</b>	October 1	Management, Planners, Program Administrator, Administrative Professional 2, Grants Coordinator 2

## Problem Identification

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### 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), Ohio Department of Transportation's (ODOT) Office of Systems Planning and Program Management Section, Ohio Department of Health's (ODH) Alcohol and Drug Testing Section, Ohio Department of Health's Injury Prevention Section, OVI Task Forces, Safe Communities, district traffic safety meetings, motorcycle safety strategic planning committee, Commercial Vehicle Strategic Plan planning committee, national and regional NHTSA meetings, the Governor's Highway Safety Association (GHSA) annual meeting and the national LifeSavers conference. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state's identified problems and countermeasures that will be considered for funding. Sub-recipients and other stakeholders provide current traffic and demographic trends at the district traffic safety meetings.

The 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 2013, 2014, 2015, 2016 and 2017 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2013, 2014, 2015, 2016, and 2017. The Grants Administrator and management staff analyzed and discussed traffic crash data, documents and current trend data to identify and prioritize Ohio's traffic safety problems, and to target fatal crash locations for traffic safety programming. In addition to targeting locations, data is analyzed to determine the additional factors involved in targeting our resources on the problem.

Once the state's problems have been identified, the grant solicitation package is developed. The grant solicitation package identifies the types of grants that will be considered for review (e.g., Selective Traffic Enforcement Program, Impaired Driving Enforcement Program, OVI Task Force, Safe Communities, and General). Each year, the solicitation package is available online at <http://otso.intelligrants.com>.

Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process.

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

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

### **Evidence-Based Traffic Enforcement Plan**

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

#### **Analysis of crash data in areas of highest risk:**

For FFY2019, an in-depth analysis of traffic crash data was conducted to not only identify and prioritize the state's traffic safety problems, but to target fatal crash locations for traffic safety programming. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2013, 2014, 2015, 2016 and 2017 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2013, 2014, 2015, 2016 and 2017.

#### **Deployment of resources based upon that analysis:**

##### Safe Communities

- Maximum amounts for each county were set based on the average number of fatal crashes for 2015, 2016 and 2017. New programs had to have a minimum of a three-year average of 6.27 fatal crashes to be eligible for funding.
- Based on a county's three-year fatal crash average, a grant proposal must specify strategies in specific safety program areas for FFY2019.
  - Programs with a three-year fatal crash average between 0.00 and 10.49 may conduct strategies focusing on a maximum of three specific traffic safety areas.

- Programs with a three-year fatal crash average between 10.50 and 20.98 may conduct strategies focusing on a maximum of four specific traffic safety areas.
- Programs with a three-year fatal crash average of 20.99 and higher may conduct strategies focusing on a maximum of five specific traffic safety areas.
- These three specific traffic safety program areas must be addressed:
  - Impaired Driving/Alcohol-related fatal crashes
  - Seat Belt Usage/"Click It or Ticket" initiatives
  - Motorcycle Awareness
  - If additional program area(s) are submitted in the proposal for consideration, the program area(s) must be justified by local fatal crash problem identification.

### OVI Task Force

- To qualify for FFY2019 OVI Task Force grant funding, an OVI Task Force agency must be in the top alcohol-related fatal crash counties. The top alcohol-related fatal crash counties must have an average of at least 6.0 alcohol-related motor vehicle related fatal crashes during 2015, 2016 and 2017 (total of eighteen or more alcohol-related fatal crashes during these three years).
  - When an existing OVI Task Force no longer meets the above requirements, they will be eligible for one more year at the existing funding level. The following year will be at 75 percent of that funding level and the following year at 50 percent.
- Each task force must:
  - Enlist a diverse task force membership
  - Conduct, at a minimum, sixteen sobriety checkpoints in areas and time prioritized by the problem ID process - two are required during Drive Sober or Get Pulled Over (DSOGPO)
  - Alcohol-related overtime enforcement activity must be conducted in the areas and time periods of alcohol-related problems identified through a site selection process.
  - A minimum of three press conference events (one during DSOGPO)

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

- Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017.
- Each agency must conduct impaired driving enforcement activity to impact their fatal crashes.

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

#### General Grants

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

#### National Mobilizations

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2019. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

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

#### Paid Media

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

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

#### **Continuous follow-up and Adjustment of the enforcement plan:**

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

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

Task Force sub-recipients plan the checkpoints and saturations patrols, IDEP and STEP sub-recipients plan their overtime enforcement for either impaired driving

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

## Ohio Demographics

The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2016 5 - Year Estimates Survey*.

Population	
Male	5,673,893
Female	5,913,048
Total	11,586,941

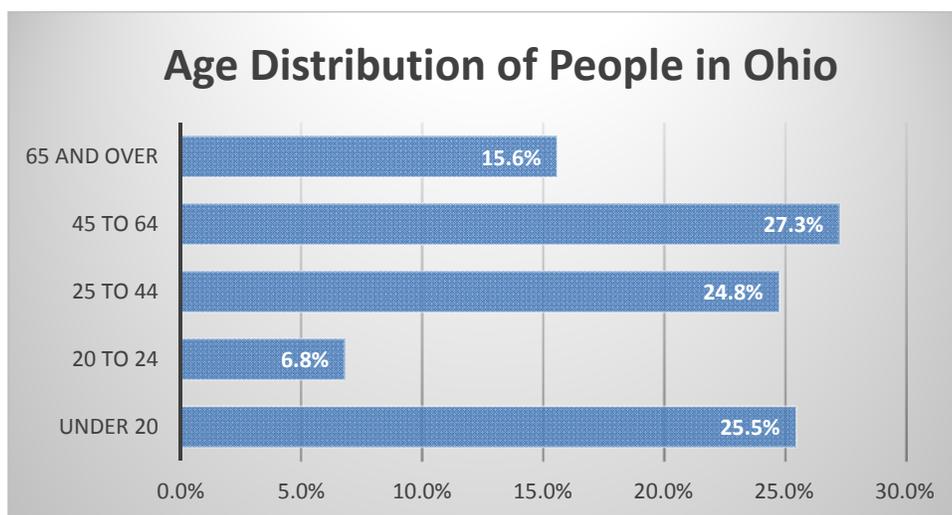
Work Commute	
Drove Alone	83.4%
Carpooled	7.8%
Walked	2.3%
Public Transportation (excluding Taxi)	1.7%
Other Means	1.1%
Work at home	3.7%
Average Commute	23.3 minutes

Race	
White	80.0%
Black/African American	12.1%
Hispanic or Latino	3.5%
Two or more races	2.2%
Asian	1.9%
American Indian and Alaska Native	0.1%
Some other race alone	0.1%

Language Spoken at Home	
English	93.3%
Other Language	6.7%
Speak English less than “very well”	2.4%

Other Language Spoken at Home	
Spanish	2.2%
Other Indo-European Language	2.5%
Asian/Pacific Islander Languages	1.2%
Other Language	0.9%
Speak English less than “very well”*	35.8%

\*Of population that speaks a language other than English.



In the U.S. Census Bureau's *American Community Survey, 2016 5 - Year Estimates Survey*, Ohio has a population of 11,586,941. Ohio has 88 counties, 247 cities, 686 villages and 1,308 townships. There are 121,736 miles of public roads in Ohio. About 13 percent, or 16,058, miles are state maintained (IR, US and SR) and 86.5 percent, or 105,228 miles, are local maintained. The remaining 450 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 35.98 percent of fatalities and 36.10 percent of serious injuries (2013 - 2017) occurred November - March.

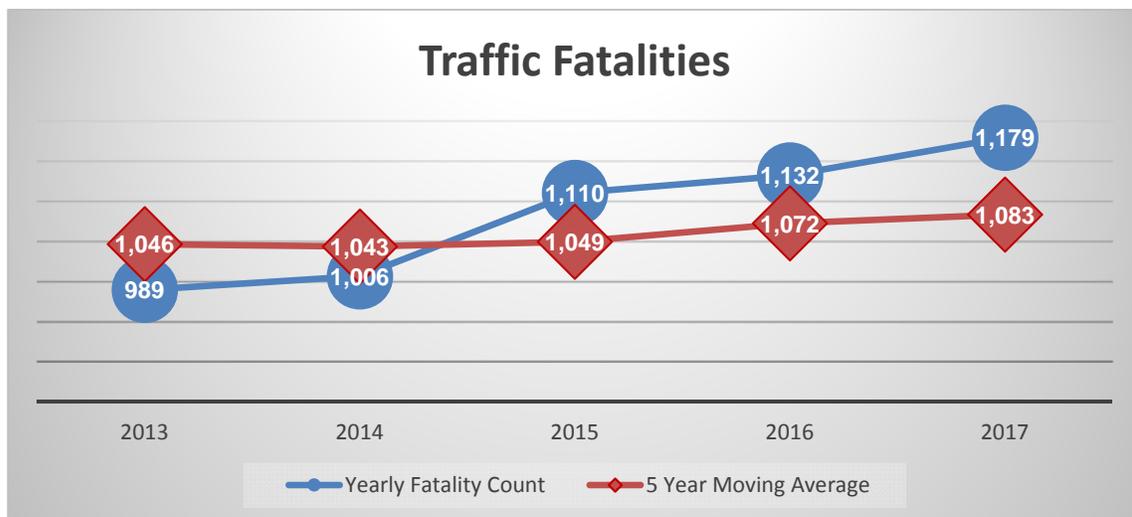
**Media**

Ohio has 39 commercial TV stations, 415 commercial radio stations, 79 daily newspapers, 156 weekly newspapers and over 14,000 outdoor billboards. There are nine markets in Ohio and five of these markets cover areas in five (Indiana, Kentucky, Michigan, Pennsylvania, West Virginia) neighboring states.

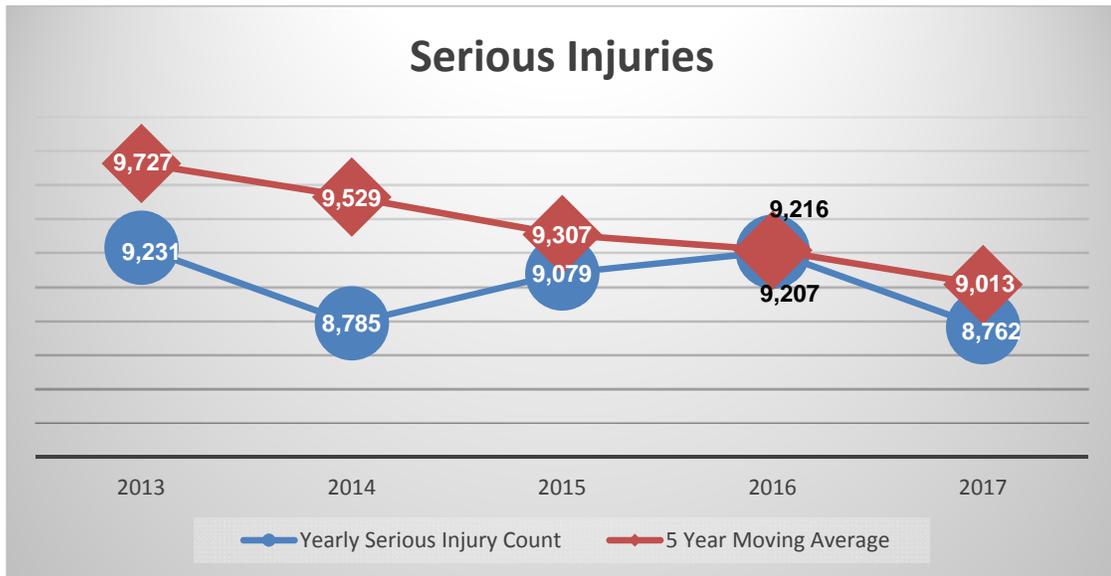
**Ohio Data Analysis and Identified Problem Areas**

**Fatality/Serious Injury**

The number of traffic fatalities has increased 19.21 percent over the five-year period (2013 - 2017). The five-year average has increased 3.54 percent since the 2009 - 2013 average.



The number of serious injuries has decreased 5.08 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 7.34 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



## Analysis

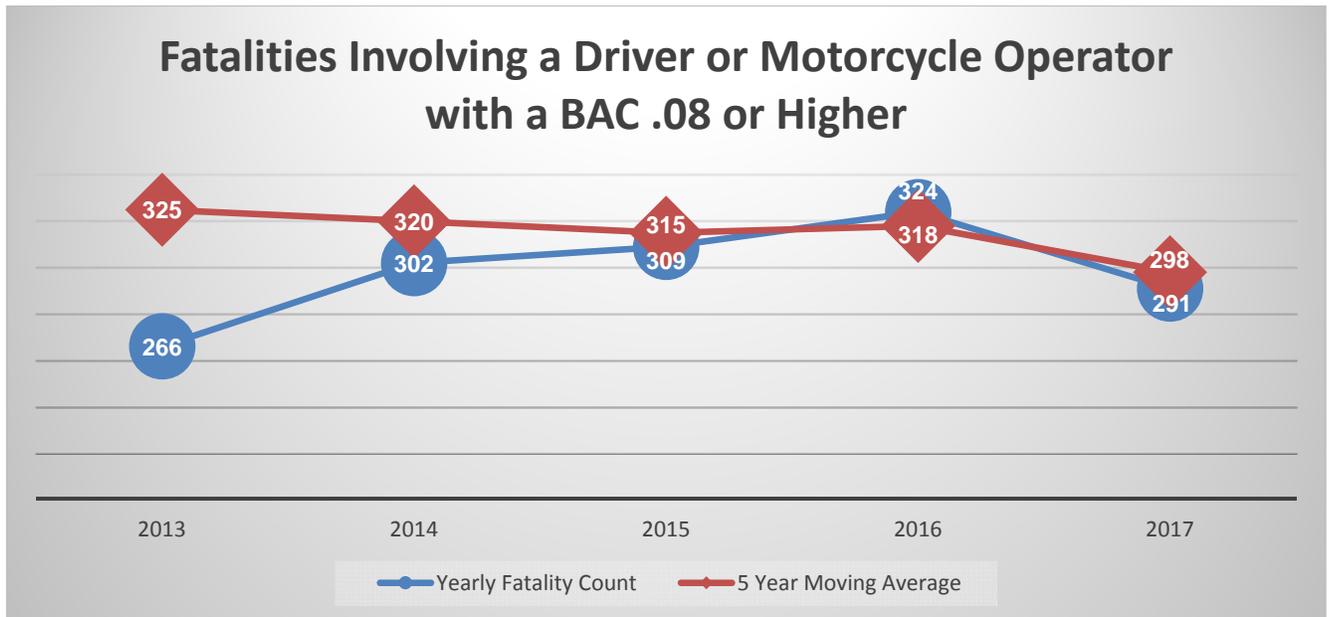
Fatalities increased 4.15 percent from 2016 to 1,179 in 2017. Ohio continues to base funding decisions on a three-year trend, however current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths.

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

Ohio's is showing a decrease of 5.08 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 increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



### Analysis

Even though Ohio has made long term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving.

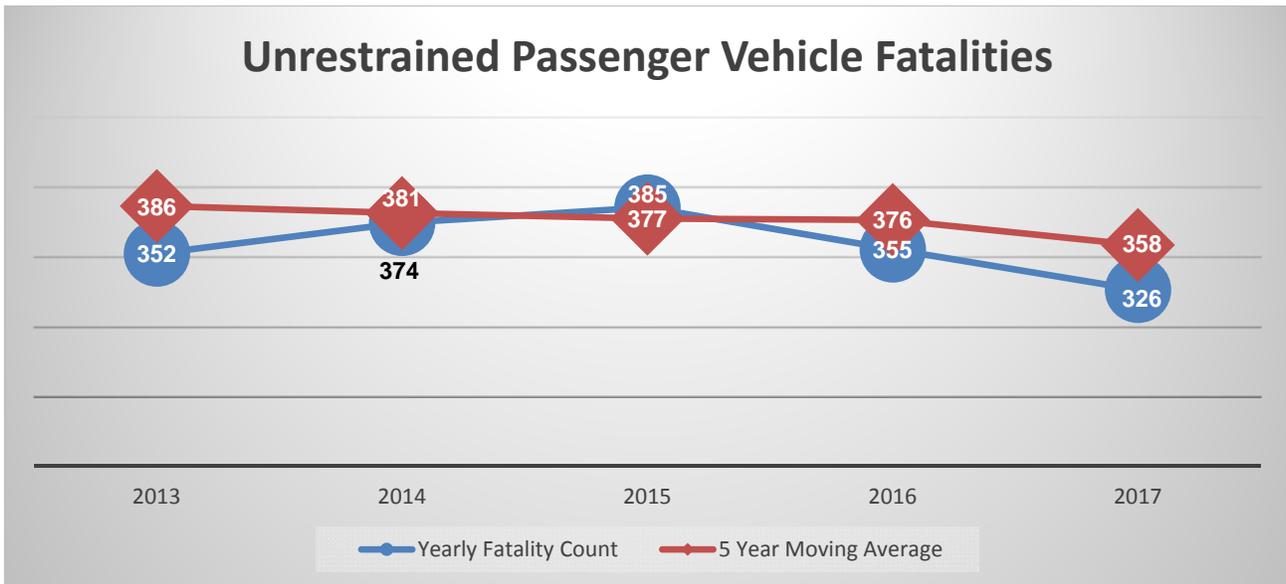
Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

### Occupant Protection

In 2017, Ohio reached an 82.8 percent observed seat belt use rate; however, this is a slight decrease from 2016.

The number of unrestrained fatalities has decreased 7.39 percent over the five-year period (2013- 2017). The five-year average has decreased 7.25 percent since the 2009 - 2013 average.

## Unrestrained Passenger Vehicle Fatalities



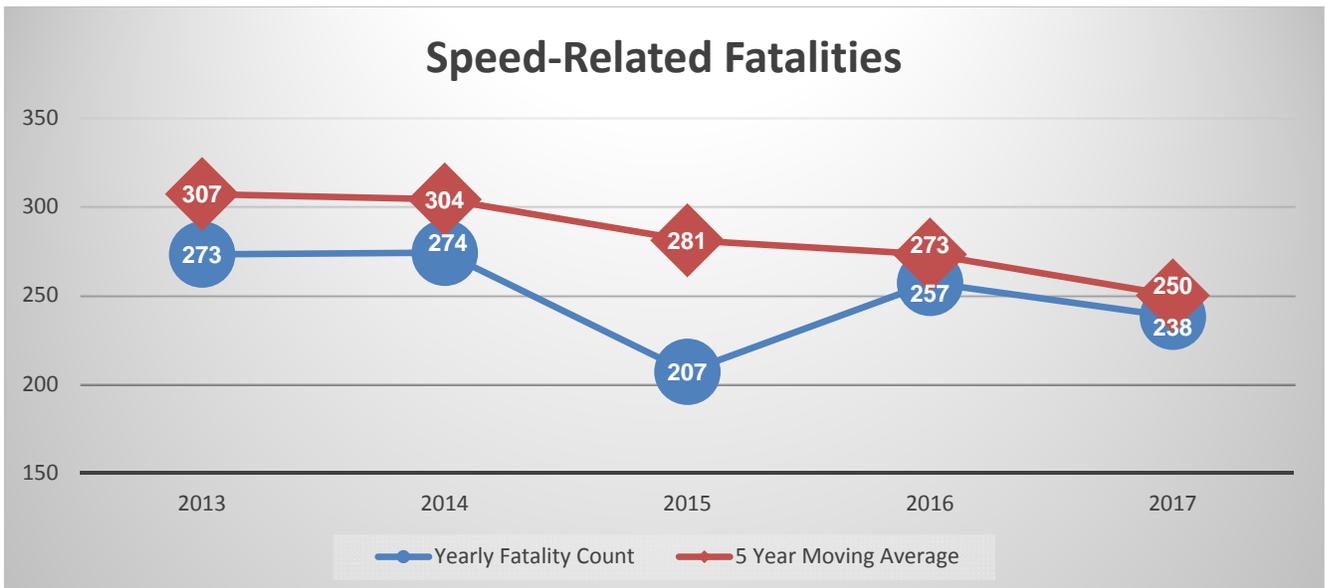
### Analysis

Ohio's observed seat belt usage rate decreased from 83.8 percent in 2016 to 82.8 percent in 2017. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

### Speed

The number of speed related fatalities has decreased 12.82 percent over the five-year period (2013 - 2017). The five-year average has decreased 18.57 percent since the 2009 - 2013 average.

## Speed-Related Fatalities

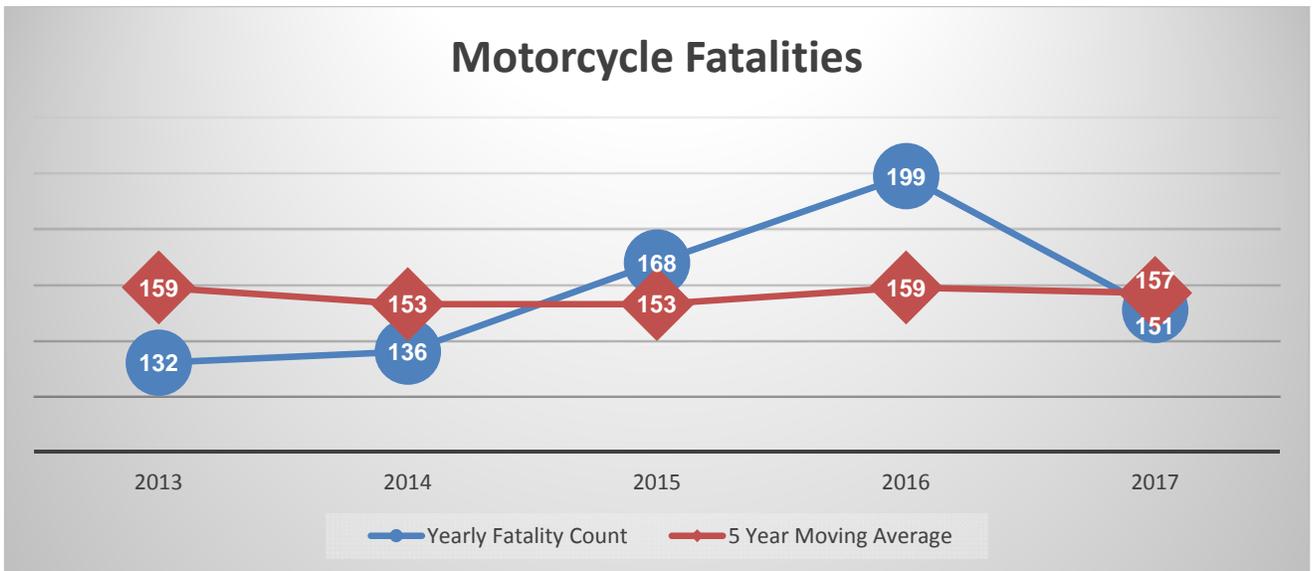


## Analysis

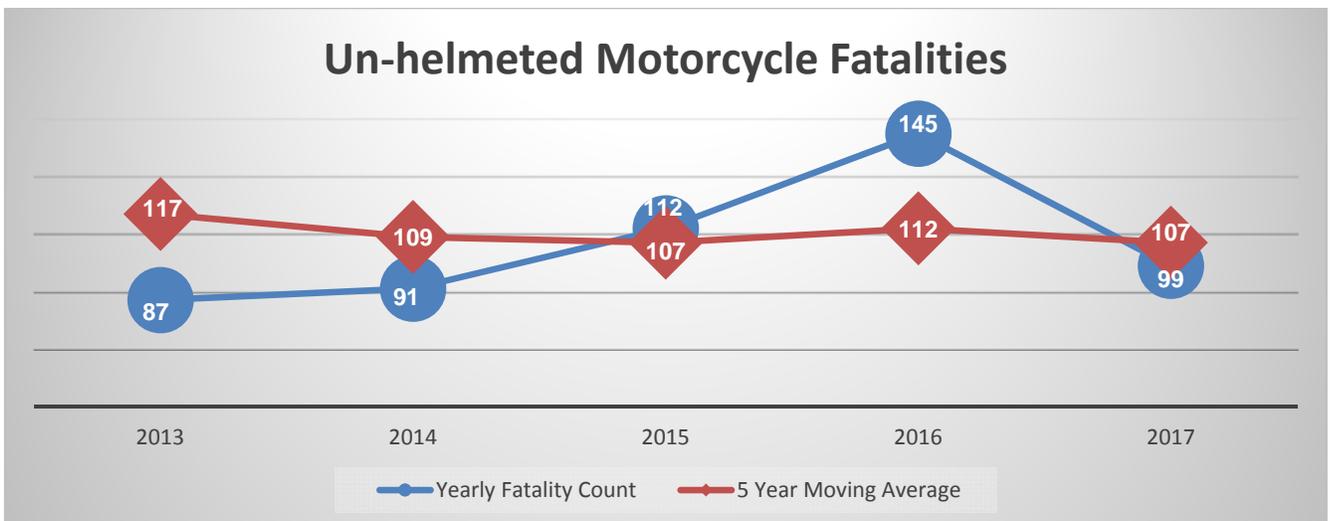
Speed-related fatal crashes decreased 12.82 percent from 2013 to 2017. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) based on problem identification.

## Motorcycle Safety

The number of motorcycle fatalities has increased 14.39 percent over the five-year period (2013 - 2017). The five-year average has decreased 1.26 percent since the 2009 - 2013 average.



The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the five-year period (2013 - 2017). The five-year average has decreased 8.55 percent since the 2009 - 2013 average.



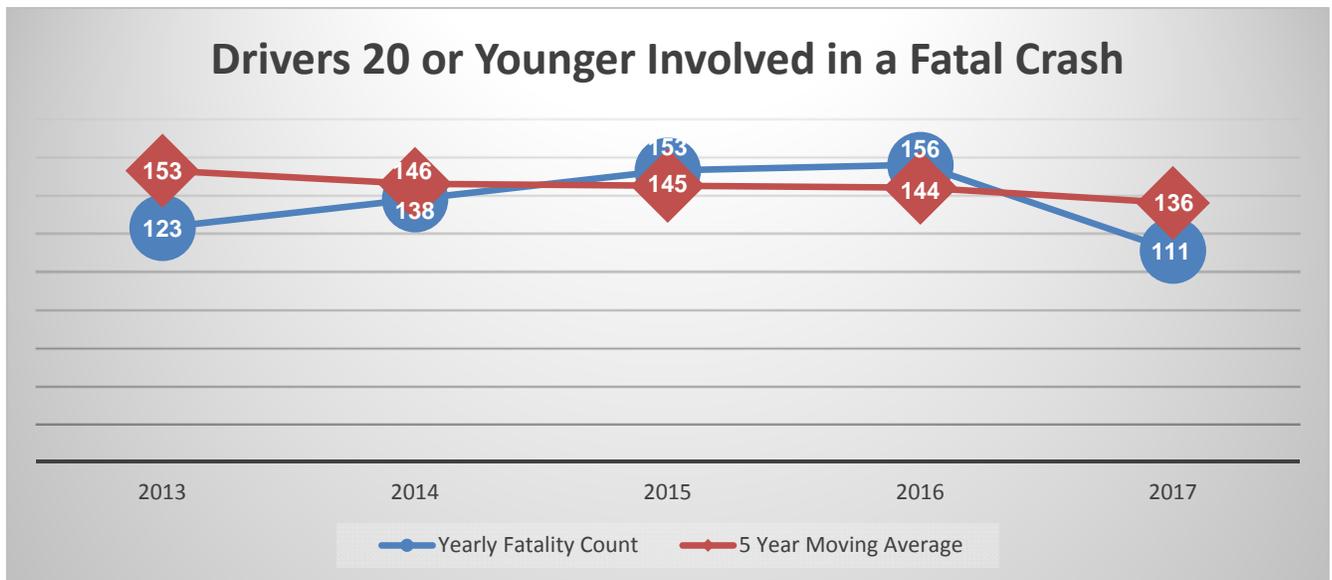
## Analysis

The number of motorcycle fatalities has increased 14.39 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the last five years.

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

## Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 9.76 percent over the five-year period (2013 - 2017). The five-year average has decreased 11.11 percent since the 2009 - 2013 average.



## Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average continues to decline.

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 increased 82.35 percent over the five-year period (2013 - 2017). The five-year average has increased 19.79 percent since the 2009 - 2013 average.



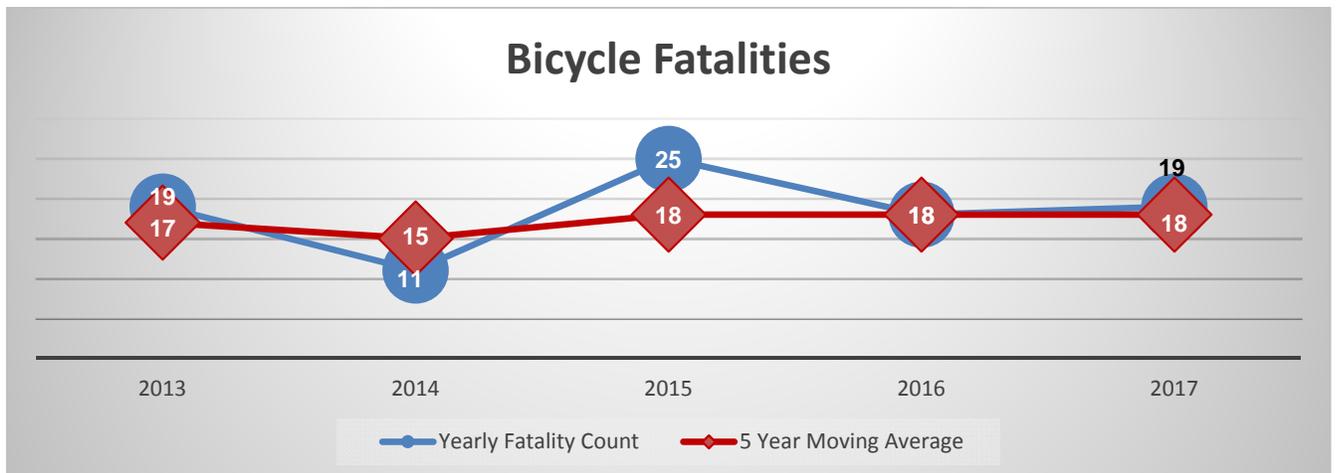
## Analysis

Pedestrian fatalities have increased in 2015, 2016 and in 2017. The five-year average is beginning to increase as well.

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

## Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2013 - 2017). The five-year average has fluctuated between 15 and 18 since the 2009 - 2013 average.



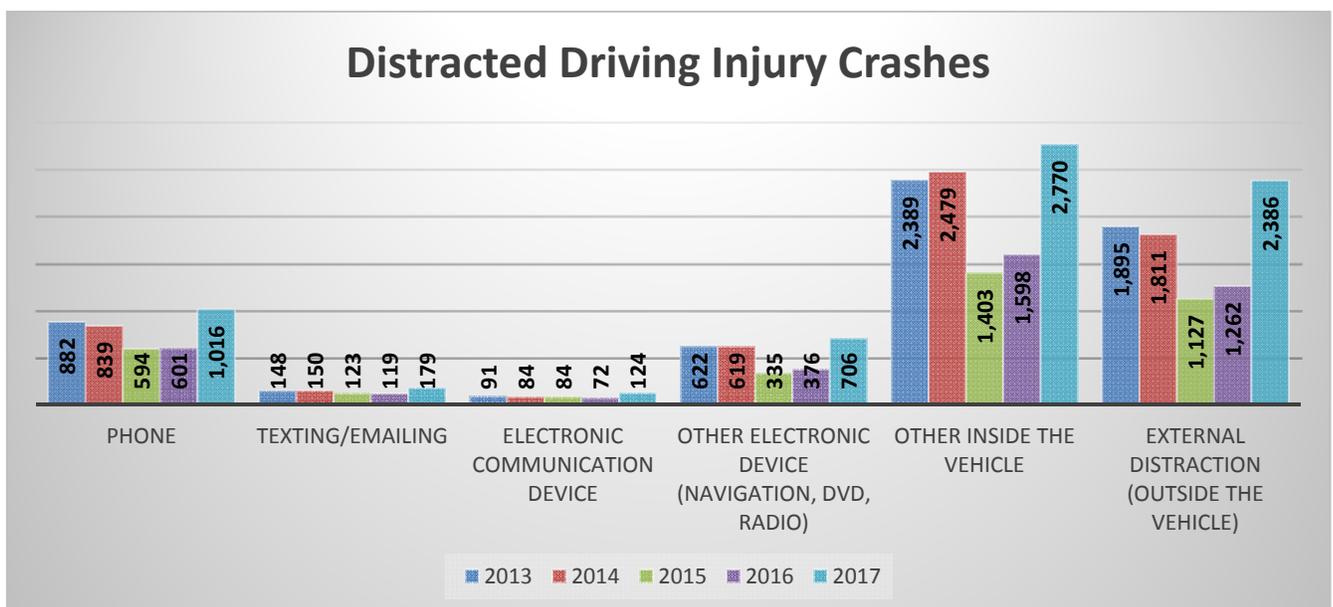
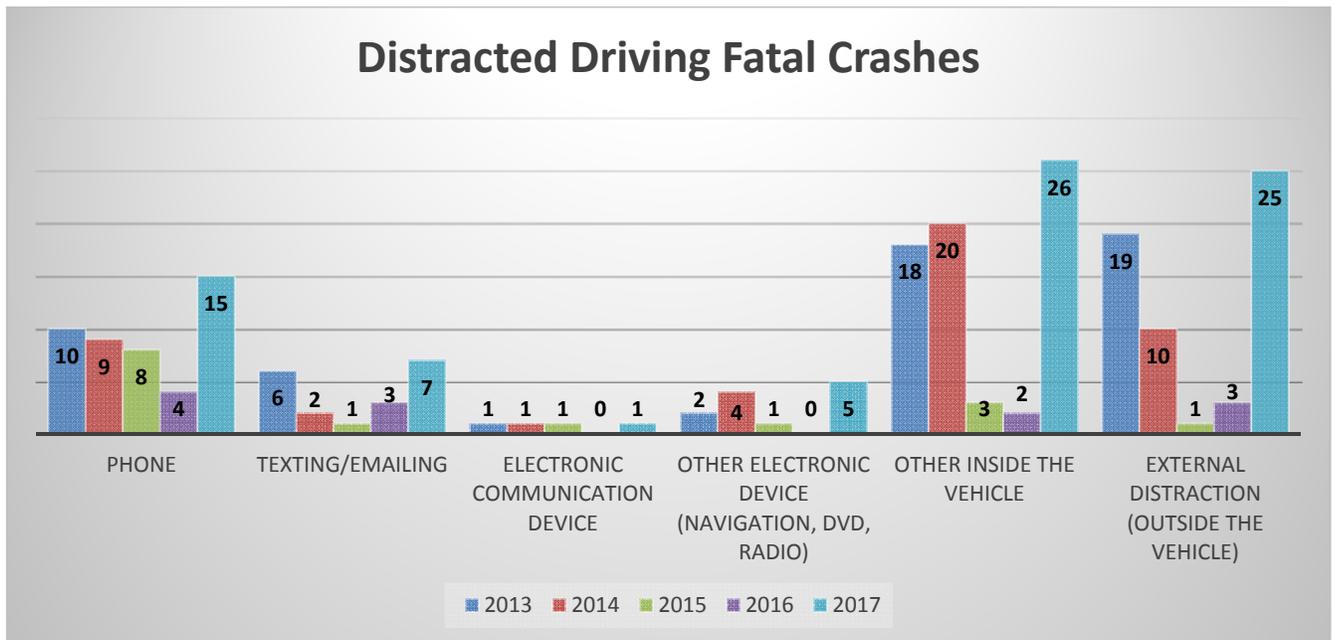
## Analysis

Ohio has remained fairly consistent in bicycle fatalities with a five-year average between 15 and 18 since the 2009 - 2013 data set.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 1.61 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

## Distracted Driving

The 2013 - 2017 five-year average for fatal crashes attributed to distracted driving is 41.6 and 5,376.8 is the average for the same time period for injury crashes.



## **Analysis**

Based on the available data (2013 - 2017), "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) grants and the statewide distracted driving grant.

## **Traffic Records**

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

## **Analysis**

Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, eCitation Printer Project, OLEIS (Ohio Law Enforcement Information System) updates, Bicycle and Pedestrian data collection, Ohio State Highway Patrol Tablet pilot, EMSIRS (Emergency Medical Services Incident Reporting System) project and Crash Reconstruction. 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 1.00 percent per year from the 2013 – 2017 average of 1,083 to 1,062 by 2019.\*
- C-2) Reduce serious traffic injuries by 1.00 percent per year from the 2013 – 2017 average of 9,013 to 8,834 by 2019.\*
- C-3a) Reduce fatalities/VMT rate by 1.00 percent per year from the 2013 – 2017 average of 0.93 to 0.91 by 2019.\*
- C-3b) Reduce rural fatalities/VMT rate by 4.41 percent per year from the 2013 – 2017 average of 1.45 to 1.35 by 2019.
- C-3c) Reduce urban fatalities/VMT rate by 1.25 percent per year from the 2013 – 2017 average of 0.67 to 0.65 by 2019.\*\*
- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2.71 percent per year from the 2013 – 2017 average of 358 to 339 by 2019.
- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 2.14 percent per year from the 2013 – 2017 average of 298 to 285 by 2019.
- C-6) Reduce speeding-related fatalities by 2.78 percent per year from the 2013 – 2017 average of 250 to 236 by 2019.
- C-7) Reduce motorcyclist fatalities by 1.25 percent per year from the 2013 – 2017 average of 157 to 153 by 2019.\*\*
- C-8) Reduce un-helmeted motorcyclist fatalities by 1.27 percent per year from the 2013 – 2017 average of 107 to 104 by 2019.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 3.96 percent per year from the 2013 – 2017 average of 136 to 125 by 2019.
- C-10) Reduce pedestrian fatalities by 1.25 percent per year from the 2013 – 2017 average of 115 to 112 by 2019.\*\*
- C-11) Reduce bicycle fatalities by 1.25 percent per year from the 2013 – 2017 average of 18 to 17 by 2019.\*\*
- Reduce distracted driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 42 to 41 by 2019.\*\*
- Reduce distracted driving injury crashes 1.25 percent per year from the 2013 – 2017 average of 5,377 to 5,243 by 2019.\*\*
- Reduce drugged driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 151 to 148 by 2019.\*\*
- Reduce drugged driving injury crashes 1.25 percent per year from the 2013 – 2017 average of 2,047 to 1,997 by 2019.\*\*
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.35 percent per year from 82.8 percent in 2017 to 83.4 in 2019.

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

\*\*The trends for urban fatality rate, motorcyclist fatalities, pedestrian, bicycle, distracted driving fatal crashes, distracted driving injury crashes, drugged driving fatal crashes and drugged driving injury crashes were increases. A standard 1.25 percent from the 2013 – 2017 average reduction was used for each of these goals to ensure the goal was a reduction by 2019.

**2017 submitted data (not finalized) was used to develop the above goals and baselines. A revision will be made to correct the goal statements, if the finalized data for 2017 changes.**

## Ohio Core Performance Measures

CORE OUTCOME MEASURES			2013	2014	2015	2016	2017
C-1	Traffic Fatalities (FARS)	Annual	989	1,006	1,110	1,132	1,179
		5-Year Moving Average	1,046	1,043	1,049	1,072	1,083
	Reduce total fatalities by 1.00 percent per year from the 2013 – 2017 average of 1,083 to 1,062 by 2019.						
C-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	9,231	8,785	9,079	9,207	8,763
		5-Year Moving Average	9,727	9,529	9,307	9,216	9,013
	Reduce serious traffic injuries by 1.00 percent per year from the 2013 – 2017 average of 9,013 to 8,834 by 2019.						
C-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.88	0.89	0.94	0.94	0.99
		5-Year Moving Average	0.94	0.93	0.93	0.93	0.93
	Reduce fatalities/VMT rate by 1.00 percent per year from the 2013 – 2017 average of 0.93 to 0.91 by 2019.						
C-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.54	1.49	1.46	1.30	1.46
		5-Year Moving Average	1.78	1.72	1.62	1.51	1.45
	Reduce rural fatalities/VMT rate by 4.41 percent per year from the 2013 – 2017 average of 1.45 to 1.35 by 2019.						
C-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.59	0.64	0.76	0.67	0.69
		5-Year Moving Average	0.53	0.56	0.62	0.66	0.67
	Reduce urban fatalities/VMT rate by 1.25 percent per year from the 2013 – 2017 average of 0.67 to 0.65 by 2019.						
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	352	374	385	355	326
		5-Year Moving Average	386	381	377	376	358
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2.71 percent per year from the 2013 – 2017 average of 358 to 339 by 2019.						
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	266	302	309	324	291
		5-Year Moving Average	325	320	315	318	298
	Reduce alcohol impaired driving fatalities (.08 and above) by 2.14 percent per year from the 2013 – 2017 average of 298 to 285 by 2019.						
C-6	Speeding-Related Fatalities (FARS)	Annual	273	274	207	257	238
		5-Year Moving Average	307	304	281	273	250
	Reduce speeding-related fatalities by 2.78 percent per year from the 2013 – 2017 average of 250 to 236 by 2019.						
C-7	Motorcyclist Fatalities (FARS)	Annual	132	136	168	199	151
		5-Year Moving Average	159	153	153	159	157
	Reduce motorcyclist fatalities by 1.25 percent per year from the 2013 – 2017 average of 157 to 153 by 2019.						

CORE OUTCOME MEASURES			2013	2014	2015	2016	2017
C-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	87	91	112	145	99
		5-Year Moving Average	117	109	107	112	107
Reduce un-helmeted motorcyclist fatalities by 1.27 percent per year from the 2013 – 2017 average of 107 to 104 by 2019.							
C-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	123	138	153	156	111
		5-Year Moving Average	153	146	145	144	136
Reduce drivers age 20 or younger involved in fatal crashes by 3.96 percent per year from the 2013 – 2017 average of 136 to 125 by 2019.							
C-10	Pedestrian Fatalities (FARS)	Annual	85	87	116	134	155
		5-Year Moving Average	96	96	101	107	115
Reduce pedestrian fatalities by 1.25 percent per year from the 2013 – 2017 average of 115 to 112 by 2019.							
C-11	Bicycle Fatalities (FARS)	Annual	19	11	25	18	19
		5-Year Moving Average	17	15	18	18	18
Reduce bicycle fatalities by 1.25 percent per year from the 2013 – 2017 average of 18 to 17 by 2019.							

CORE BEHAVIOR MEASURES			2013	2014	2015	2016	2017
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)		84.5	85.0	83.9	83.8	82.8
Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.35 percent per year from 82.8 percent in 2017 to 83.4 in 2019.							

CORE ACTIVITY MEASURES		2013	2014	2015	2016	2017
A-1	Number of seat belt citations (Ohio GRANTS)	46,135	37,881	43,663	54,430	56,950
A-2	Number of impaired driving arrests (Ohio GRANTS)	8,140	7,155	8,315	9,342	7,908
A-3	Number of speeding citations issued (Ohio GRANTS)	150,142	266,995	154,880	153,633	142,486

OHIO VEHICLE MILES OF TRAVEL	
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)
2015	117,828,869,300 (Ohio Department of Transportation)
2016	118,505,816,550 (Ohio Department of Transportation)

## Performance Measure and Target Setting

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Historically, Ohio crash data, VMT, population and national / regional National Highway Traffic Safety Administration have been used to establish goals for priority areas including: occupant protection, alcohol, speed and motorcycle. OTSO analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. 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

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

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

The 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.

## Communications (Media)

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**Project Number:** NF-2019-00-00-01

**Project Title:** Earned Media Plan

### Description:

Ohio’s earned media plan will span the entire federal fiscal year with the heaviest emphasis during national mobilizations / crackdowns. Ohio uses many different networks to ensure earned media is achieved statewide (e.g., law enforcement, Safe Communities, corporate partners, etc.). Messaging will be consistent with the National Highway Traffic Safety Administration (NHTSA) National Communications Plan and will consist of the following components:

- Campaign toolkit developed for distribution to Ohio’s law enforcement partners, Safe Communities programs, corporate partners and others that have a vested interest in traffic safety.
- The toolkit will include updated sample news releases, 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.

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

### Budget:

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

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**Project Number:** M6OT-2019-00-00-01

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

**Description:**

Paid media is an important component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. The goal of the paid media plan for the December/January crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio’s roadways. In 2019, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 – 34 year old males; however, other demographic audiences might be targeted based on Ohio’s current crash data and on data from the 2017 statewide telephone surveys when they become available. Media will also be directed toward Ohio’s multicultural communities.

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

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

**Budget:**

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

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**Project Number:** M6OT-2019-00-00-02

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

**Description:**

Paid media is an important component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly

enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be encouraged to participate in the 2019 crackdown scheduled for August 16 – September 2, 2019.

The goal of the paid media plan for the 2019 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 2019, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 – 34 year old males; however, other demographic audiences might be targeted based on Ohio’s current crash data and on data from the 2017 statewide telephone surveys when they become available. Media will also be directed toward Ohio’s multicultural communities.

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

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

**Budget:**

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

**Project Number:** M6OT-2019-00-00-03

**Project Title:** Sustained Impaired Driving Paid Media Plan

**Description:**

Paid media is an important component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. In FFY2019, Ohio will continue to model the NHTSA National Communications Plan to bridge the media gaps around the national alcohol crackdowns with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain impaired driving messaging throughout the year with the highest concentration of paid media conducted during the Drive Sober or Get Pulled Over Crackdown and the December/January crackdown. Between these times,

using secondary messages like *Fans Don't Let Fans Drive Drunk* and *Buzzed Driving is Drunk Driving* provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us to look for marketing alliances with 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 sustained alcohol paid media plan will complement the NHTSA National Communications Plan and the NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive paid media plan will be submitted to NHTSA for review.

**Budget:**

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

**Project Number:** M2X-2019-00-00-01

**Project Title:** Holiday Click It or Ticket Paid Media

**Description:**

Ohio will participate the national seat belt mobilization model in November 2018. Campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

The target audience is defined as anyone who drives or rides in a motor vehicle within Ohio. According to the ODPS 2016 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.

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

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

**Budget:**

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

**Project Number:** M2X-2019-00-00-02

**Project Title:** Click It or Ticket Paid Media

**Description:**

Ohio will continue to implement and expand the national seat belt mobilization model around the Memorial Day holiday in FFY2019. 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 FFY2019, 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 2016 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2019, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

Media tactics will include a combination of television, radio, social and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan. Bonus inventory will be required by each station. Regional radio will be

negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by also employing a statewide radio network in part for this effort.

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

**Budget:**

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

**Project Number:** M2X-2019-00-00-03

**Project Title:** Sustained Belt Paid Media Plan

**Description:**

In FFY2019, Ohio will continue to model the NHTSA National Communications Plan to bridge the media gaps around the national seat belt mobilization with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain the message throughout the year and to hit the highest peak during the national mobilization. Throughout the year, using secondary messages like *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 the OTSO to look for marketing alliances with businesses and organizations important to our target audiences. We have learned that many partners are not comfortable spending their resources to aggressively promote a strong enforcement message. A year-round mix of enforcement and social-norming messages helps to avoid these conflicts and provides OTSO with more opportunities to keep our messages in front of the public and target audiences.

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

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

## High Risk Populations

### Teens

Ohio is working to target rural teen seat belt usage. Huddle High Schools, Inc. distributes high school tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO cosponsored over 220 high schools (over 4 million ticket backs) in southeast Ohio, Columbus, Cleveland, Cincinnati, Zanesville, Lima, Toledo, Youngstown and Dayton markets with a *What's Holding You Back? Buckle-Up in Your Truck* seat belt message during the school year to directly target this audience.

### Rural

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

### 18 – 34 year old Male

This target audience has been identified throughout the state of Ohio as a low-usage population. Qualitative research information has generally identified the younger men (16 - 24 years) within this demographic as the most “high risk” drivers and passengers. These men are also less likely to use seat belts if they travel in pick-up trucks, consume alcohol, or ride at night and/or are African American. Ohio works closely with both the state and national media buyer to target 18 – 34 year old male seat belt usage. Ohio runs seat belt messages during home games throughout the season with the following sports teams in Ohio to target this high risk population: 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 it primarily serves.

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

### Budget:

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

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**Project Number:** PM-2019-00-00-01

**Project Title:** Motorcycle Safety Paid Media

**Description:**

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

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

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

**Budget:**

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

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**Project Number:** M9MA-2019-00-00-01

**Project Title:** Motorcycle Awareness Paid Media

**Description:**

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

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

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

**Budget:**

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

**Project Number:** PM-2019-00-00-02

**Project Title:** Sustained Distracted Driving Paid Media

**Description:**

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

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.

**Budget:**

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

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**Project Number:** PM-2019-00-00-03

**Project Title:** Speed Paid Media

**Description:**

A limited amount of paid media will be used on speed. An emphasis is being placed on working with media partners who not only reach all the driving population, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide additional bonus spots.

Paid media will compliment ODOT signage and other state enforcement efforts. Media tactics will include a combination of radio and billboard media (using NHTSA’s creative) that will be used to maximize the amount of resources for the speed paid media plan.

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

**Budget:**

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

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## Community Traffic Safety Program

**Project Number:** SA-2019-00-00-01

**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 FFY2019, 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 2015, 2016 and 2017. New programs had to have a minimum of a three-year average of 6.27 fatal crashes to be eligible for funding. For FFY2019, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 85.86 percent of Ohio’s population. Almost 80 percent of the fatal crashes between 2013 and 2017 occurred in these counties.

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

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

All Safe Community sub-recipients are required to attend 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.

**Budget:**

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

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## Distracted Driving

**Project Number:** PT-2019-00-00-01

**Project Title:** Distracted Driving Enforcement

**Description:**

There were 208 distracted driving related fatal crashes and 26,884 distracted driving related injury crashes in Ohio between 2013 and 2017. In FFY2019, the Ohio State Highway Patrol (OSHP) will work overtime with a focus on distracted driving with the majority of the hours being worked during National Distracted Driving Month (April 2019).

**Budget:**

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

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## Driver Education and Behavior

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**Project Number:** AL-2019-00-00-01

**Project Title:** Impaired Driving Print Advertising/Educational Materials

**Description:**

Impaired driving print advertising/educational materials are one of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day Holiday combines highly visible enforcement with both local and national media exposure. Paid media during the crackdown will highlight that law enforcement will be strictly enforcing impaired driving laws. All law enforcement agencies across the state will be encouraged and funded agencies are required to participate in the 2019 crackdown scheduled for August 16 – September 2, 2019. This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote the message through earned media. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Budget:**

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

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**Project Number:** OP-2019-00-00-01

**Project Title:** Seat Belt Print Advertising/Educational Materials

**Description:**

In FFY2019, 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 print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are

evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Budget:**

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

**Project Numbers:** M9MA-2019-00-00-02

**Project Title:** Motorcycle Awareness Print Advertising/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 FFY2019, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists’ awareness of motorcyclists.

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

**Budget:**

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

**Project Number:** MC-2019-00-00-01

**Project Title:** Motorcyclist Safety Print 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 print advertising/educational materials to promote motorcyclist safety messages (Ride SMART – Sober, Motorcycle endorsed, Alert, Right gear, Trained). Print

Advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Budget:**

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

**Project Number:** DD-2019-00-00-01

**Project Title:** Distracted Driving Print Advertising/Educational Materials

**Description:**

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

**Budget:**

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

## Impaired Driving (Alcohol)

**Project Number:** 164AL-2019-00-00-01

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

**Description:**

High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017. Each agency must conduct alcohol impaired driving enforcement activity to impact their alcohol impaired fatal crashes. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar. In addition to the required Blitzes and National Campaign, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Impaired Driving Enforcement Program (IDEP) sub-recipients are required to also submit for the Selective Traffic Enforcement Program (STEP) hours to conduct all other traffic related overtime activities (i.e., speed, seat belts, aggressive, etc.). Included in the STEP grant are funds

to be used for education. These funds can be used for training officers or for educating the public on all areas of traffic safety including impaired driving. All IDEP sub-recipients are required to attend 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.

IDEP/STEP Grants have been received in 55 of Ohio’s 88 counties and represent 79.16 percent of the fatal crashes between 2013 and 2017 (3,969 of 5,014), 81.37 percent of the alcohol fatal crashes in between 2013 and 2017 (1,197 of 1,471) and 85.78 percent of Ohio’s population.

**Budget:**

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

\*Funding levels and amount are for IDEP activities only.

**Project Number:** M6OT-2019-00-00-04

**Project Title:** Statewide Impaired Driving Enforcement Program

**Description:**

There were 1,471 alcohol related fatal crashes and 25,149 alcohol related injury crashes in Ohio between 2013 and 2017. In FFY2019, the Ohio State Highway Patrol (OSHP) will continue with their Impaired Driving Enforcement grant. They will conduct at least 100 checkpoints in addition to saturation patrols.

**Budget:**

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

**Project Number:** M6OT-2019-00-00-05

**Project Title:** Trace Back Program

**Description:**

The Ohio State Highway Patrol, Ohio Investigative Unit (OIU) will continue to implement a statewide Trace Back Program that was initiated in FFY2013 where OIU Agents will be called out to alcohol involved fatal and serious injury crashes to interview suspect/witnesses to “trace back” where the alcohol was consumed prior to crash.

Agents will open a case to determine if alcohol was served or consumed in violation of the law in an effort to hold establishments accountable for over serving and/or selling to minors. Grant funding will pay for trace back investigations that are completed in an overtime status.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405d	\$60,000	\$0	N/A	N/A

**Project Number:** M6OT-2019-00-00-10

**Project Title:** Breath Testing Instrument Training

**Description:**

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

**Budget:**

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

**Project Number:** SF-2019-00-00-01

**Project Title:** State Funded Impaired Driving Enforcement

**Description:**

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

**Budget:**

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

## Impaired Driving (Drug and Alcohol)

**Project Number:** M6OT-2019-00-00-06

**Project Title:** OVI Task Force Program

### Description:

Ohio's OVI Task Force program is a countywide initiative to conduct high visibility enforcement, public awareness and education focusing on impaired driving. In order to reach our goal of reducing fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 g/dL or higher, Ohio is concentrating its OVI Task Force program in the counties that experience the highest number of alcohol-related fatal crashes. The counties that have a yearly average of at least six alcohol related fatal crashes were eligible to apply.

The 11 counties that were eligible and submitted represent 46.30 percent of the alcohol related fatal crashes between 2013 and 2017 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.

\*Trumbull County did not meet the eligibility requirements for a task force. Trumbull County is being funded through an exit strategy. Trumbull County is funded at 50 percent of the FFY2016 level (8 checkpoints).

### Budget:

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

**Project Number:** M6OT-2019-00-00-07

**Project Title:** Officer Training (Impaired)

### Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Standardized Field Sobriety Testing (SFST) Instructor and Advanced Roadside Impaired Driving Enforcement (ARIDE) courses. Training Ohio's officers will allow them to

conduct effective enforcement programs to remove impaired drivers from Ohio's roads before fatal crashes occur.

**Budget:**

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

## Impaired Driving (Drug)

**Project Number:** M6OT-2019-00-00-08

**Project Title:** Drug Recognition Expert Program

**Description:**

Ohio currently has 219 certified DREs. Two Drug Recognition Expert (DRE) classes are planned in FFY2019, meaning Ohio will have as many as 255 certified DREs by the end of FFY2019. Ohio currently has 22 DRE instructors with one DRE Instructor course planned for FFY2019. The OSHP is the statewide DRE Coordinator.

**Budget:**

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

**Project Number:** M6OT-2019-00-00-09

**Project Title:** Drugged Driving Enforcement Program

**Description:**

There were 756 drugged driving fatal crashes and 10,233 drugged driving injury crashes in Ohio between 2013 and 2017. In FFY2019, the Ohio State Highway Patrol (OSHP) will focus enforcement efforts on drugged drivers.

**Budget:**

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

## Motorcycle Safety

**Project Number:** M9MA-2019-00-00-03

**Project Title:** Motorcycle Ohio Rider Education/Enhancement/Enrichment

**Description:**

In FFY2017, Motorcycle Ohio moved away from the Motorcycle Safety Foundation curriculum and began using a new curriculum. Funds will be utilized to print the new student workbooks, instructor guides, range cards, activity cards, range support materials, range set-up supplies, paint and labor to paint the road surface marking on the motorcycle training ranges.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405f	\$30,000	\$0	N/A	N/A

**Project Number:** SF-2019-00-00-02

**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 each state 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 36 fixed (52 ranges), eight mobile training ranges and 15 private providers 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 five. The instructor preparation course is offered on an as needed basis at select training sites across the state. It is anticipated that more than 13,000 Ohioans will participate in courses in 2019.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
State Funded	\$3,366,898	\$0	N/A	N/A

## Non-Motorized (Pedestrians)

**Project Number:** SA-2019-00-00-01

**Project Title:** Safe Communities

**Description:**

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Butler County, Franklin County and Hamilton County have proposed pedestrian activities in their grants to address their pedestrian issues. These counties had 160 pedestrian fatalities between 2013 and 2017. These fatalities are 27.73 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.

**Budget:**

**Funding:** Incl. in Fatal/Serious Injury Program Area

## Occupant Protection (Adult and Child Passenger Safety)

**Project Number:** PT-2019-00-00-02

**Project Title:** State Seat Belt Tac Squads

**Description:**

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

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PT	\$800,000	\$0	N/A	N/A

**Project Number:** OP-2019-00-00-02

**Project Title:** Occupant Protection Assessment

**Description:**

OTSO will schedule an Occupant Protection (OP) Assessment to meet the funding requirements of FAST Act 405b. Ohio's last OP Assessment was conducted in 2016. Ohio plans to use this assessment to improve OP Programming.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 OP	\$40,000	\$0	N/A	N/A

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**Project Number:** SF-2019-00-00-03

**Project Title:** State Funded Seat Belt Enforcement

**Description:**

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

**Budget:**

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

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## **Occupant Protection (Child Passenger Safety)**

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**Project Number:** M2X-2019-00-00-04

**Project Title:** Occupant Protection Coordinator Program

**Description:**

In FFY2019, Ohio Department of Health (ODH) will continue to be the lead agency for the Occupant Protection Coordinator (OPC) program. ODH plans to sub-grant with up to eight OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. OPC responsibilities include coordinating a child safety seat distribution program for low-income families, conducting car seat check-up events, coordinating the NHTSA 32-hour Standardized Child Passenger Safety (CPS) Technician Training course and associated refresher course, disseminating occupant protection education and training for youth and the National Campaigns for CPS and booster seats.

Each OPC Coordinator is responsible for conducting car seat check-up events (minimum of 3 per region for a total of 24) and overseeing each established fitting station within the region. Ohio currently has 131 established fitting stations. The estimated number of technicians needed to ensure coverage of inspections station is 379. Ohio currently has 1,044 certified technicians. Ohio's training program includes 37 instructors, a minimum of 15 certification courses (projected 225 participants), 13 refresher courses (projected 130 participants). Following this program Ohio is able to maintain sufficient coverage at fitting stations and events. Ohio's technician retention rate is 65.2 percent which is above the national average of 58.4 percent. Ohio has 69 fitting stations in rural areas (an at-risk population), 58 in urban areas (some of these

are also at-risk populations that include predominantly minority populations and low income areas), 72 in low income areas, 25 in predominantly minority populated areas. In FFY2019, ODH will be implementing a social marketing campaign to increase awareness of Ohio's booster seat law. Ohio has a low number of unbelted fatalities up to age nine. Ohio law requires children to be in either a car seat or booster seat until the age of eight. In addition to checking car seat and / or booster seats, technicians use the opportunity to provide seat belt education and tips to the entire family (parents, caregivers and older siblings). The ODH has an approved Indirect Cost Rate of 29.55 percent on direct labor and fringe. The Indirect Cost Rate amount is \$13,316.91.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
405b	\$510,000	\$410,000	N/A	\$13,317

**Planning & Administration**

**Project Numbers:** PA-2019-00-00-01  
 CP-2019-00-00-01

**Project Title:** Traffic Safety Grant Program Management

**Description:**

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers 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%		
Administrative Professional 2	100%		
Grants Coordinator 2	100%		
Administrative Professional 3	AHW*		

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

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PA	\$900,000	\$0	N/A	N/A
402 CP	\$350,000	\$0	N/A	N/A

**Project Number:** PA-2019-00-00-02

**Project Title:** Web-Based Grants Management System

**Description:**

The Web-based grants management system called GRANTS (Grant Records and Application Network for Traffic Safety) was launched in 2005 to receive grant proposals for FFY2006 and upgraded in 2017 for FFY2018. The online system makes the entire grant management process more efficient and accessible. This system eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims and grant revisions through the online system. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. The funding allocated to this project is for hosting, maintenance service, training and system enhancements.

**Budget:**

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

**Project Number:** CP-2019-00-00-02

**Project Title:** Traffic Safety Resource Prosecutor Program

**Description:**

The Traffic Safety Resource Prosecutor (TSRP) role is designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The 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 FFY2019 on various traffic safety related issues.

**Budget:**

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

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**Project Numbers:** PA-2019-00-00-03

**Project Title:** Equipment Inspection/Inventory Program

**Description:**

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

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

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 PA	\$130,000	\$0	N/A	N/A

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**Project Number:** CP-2019-00-00-03

**Project Title:** University Evaluation

**Description:**

The University of Akron will assist OTSO by overseeing the observation seat belt survey, evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, motorcycle safety initiatives and pilot projects. In FFY2019, University of Akron's activities will include:

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

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 CP	\$480,000	\$0	N/A	N/A

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**Project Number:** SF-2019-00-00-04

**Project Title:** State Match for 402 PA

**Description:**

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

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
State Match (PA)	\$1,230,000	\$0	N/A	N/A

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## Police Traffic Services

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**Project Numbers:** PT-2019-00-00-03

**Project Title:** Law Enforcement Liaison Program

**Description:**

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

- Seek commitments from agencies to participate in the national mobilizations;
- Increase participation in the mobilizations to more than 470 agencies in 2019;
- Increase percentage of agencies reporting in the mobilizations to 75 percent in 2019. Currently approximately 72 percent of participating agencies are reporting;
- Visit law enforcement agencies to encourage the agencies to issue citations for distracted driving, seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;
- Educate agencies on the need for their officers to wear seat belts at all times; LELs promote the Below 100 Training to law enforcement agencies across the state;
- Educate law enforcement on laws and regulations pertaining to motorcycles;
- Disseminate information and materials on NHTSA programs and projects;
- Disseminate information and address any traffic safety related issues that arise around the state;
- Encourage accurate and timely submission of crash reports; LELs promote the new online crash reporting system to agencies that do not currently report electronically;

- Assist with training for law enforcement agencies and other traffic safety funded agencies; encouraging and arranging GIS Crash Analysis Tool System (GCATS) training to help in Problem Site Identification;
- Assist with the physical inspection and documentation of federally funded equipment;
- Help promote the E-Citation Program;
- DRE Recruitment and ARIDE training.

**Budget:**

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

**Project Number:** NF-2019-00-00-02

**Project Title:** Drive Sober or Get Pulled Over Mobilization

**Description:**

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2019. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

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

Ohio will continue to participate in Tri-State Kick-Off Events for Drive Sober or Get Pulled Over (DSOGPO). In addition, Safe Community programs are required to conduct a DSOGPO kick-off event in their county and each OVI Task Force is required to hold a media event for DSOGPO. This will total between 50 and 60 events for DSOGPO.

**Budget:**

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

**Project Number:** NF-2019-00-00-03

**Project Title:** Click It or Ticket Mobilization

**Description:**

Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY2019. Following the national model, campaign components will include earned

media (education and outreach), paid media, high visibility enforcement and evaluation.

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

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

**Budget:**

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

**Project Number:** PT-2019-00-00-04

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

**Description:**

High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017. Each agency must conduct enforcement activity (i.e., speed, seat belt, aggressive, etc.) to impact their fatal crashes. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar. In addition to the required Blitzes and National Campaigns, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding. All Selective Traffic Enforcement Program (STEP) sub-recipients are required to also submit for the Impaired Driving Enforcement (IDEP) hours to conduct alcohol impaired driving related overtime activities. Included in the STEP grant are funds to be used for education. The amount available for education is based on the jurisdiction’s population (\$1,500 for small; \$2,500 for medium; \$3,500 for large). These funds can be used for training officers or for educating the public on all areas of traffic safety including the importance of seat belts. All STEP sub-recipients are required to attend 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.

IDEP/STEP Grants have been approved in 55 of Ohio's 88 counties and represent 79.16 percent of the fatal crashes between 2013 and 2017 (3,969 of 5,014) and 85.78 percent of Ohio's population.

**Budget:**

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

\*Funding levels and amount are for STEP activities only.

**Project Number:** PT-2019-00-00-05

**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.

**Budget:**

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

**Project Number:** PT-2019-00-00-07

**Project Title:** Officer Training/Public Education

**Description:**

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

**Budget:**

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

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**Project Number:** SF-2019-00-00-05

**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 FFY2019. Between 2013 and 2017, there have been 118 fatal crashes and 7,746 injury crashes in construction zones. The number of fatal crashes increased by 17 from the 2012 - 2016 total.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
ODOT	\$400,000	\$240,000	N/A	N/A

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**Project Number:** SF-2019-00-00-06

**Project Title:** State Funded High Visibility Enforcement

**Description:**

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

**Budget:**

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

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## Roadway Safety / Traffic Engineering

**Project Number:** RS-2019-00-00-01

**Project Title:** Roadway Safety Training

**Description:**

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as 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 FFY2019 include: Roadway Safety Design, Interactive Highway Safety Design Model, Designing for Pedestrian Safety, Developing a Pedestrian Safety Action Plan, Geometric Design: Applying Flexibility and Risk Management, Introducing Human Factors in Roadway Design, Signing and Marking for Complex Freeway Interchanges, Combating Roadway Departures, Speed Management, Alternative Intersections and Interchanges and Modern Roundabouts: Intersections Designed for Safety.

**Budget:**

Funding Source	Funding Level	Local Benefit	Maintenance of Effort (MOE)	Indirect Cost Rate
402 RS	\$166,000	\$163,000	N/A	N/A

## Speed Management

**Project Number:** PT-2019-00-00-06

**Project Title:** Statewide Speed Enforcement

**Description:**

There were 655 speed related fatal crashes and 18,979 speed related injury crashes in Ohio between 2013 and 2017. In FFY2019, the Ohio State Highway Patrol (OSHP) will focus on speed.

**Budget:**

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

## Teen Traffic Safety Program

**Project Number:** TSP-2019-00-00-01

**Project Title:** Peer to Peer Youth Programming

**Description:**

Students Against Destructive Decisions (SADD) will conduct programming statewide in FFY2019. 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. SADD is charging the grant the de Minimis rate of 10 percent of the modified total direct costs. This amount is \$8,837.

**Budget:**

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

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## Traffic Records

**Project Number:** NF-2019-00-00-04

**Project Title:** Traffic Records Coordinating Committee

**Description:**

The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementation of the Traffic Records Strategic Plan. OTSO participates in the TRCC working group which meets at least quarterly. In FFY2019, the TRCC will continue to focus on implementing the priority projects that were identified in the 2015 Traffic Records Assessment.

**Budget:**

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

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**Project Numbers:** M3DA-2019-00-00-01

**Project Title:** Traffic Records Coordinating Committee Projects Grant

**Description:**

The Ohio State Highway Patrol chairs the TRCC committee. In an effort to streamline the project management process, the OSHP has been awarded a grant to oversee the TRCC grant projects. All project suggestions will continue to be submitted to the TRCC Committee. The committee will decide as a whole on whether or not to submit the project(s) to NHTSA for funding approval. Projects that will be completed by internal ODPS agencies will be overseen by OSHP through this grant. 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 Section 405c funds in a more efficient manner. The projects being funded under the OSHP grant include:

**Travel - \$10,000**

Travel costs associated with traffic records management training and conferences.

### **Electronic Crash Submissions - \$100,000**

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. Electronic crash reporting increases accuracy and timeliness. In 2017, 69 percent of all crash reports were received electronically. This shows an increase of 11.29 percent from 2016. The median time to process crash reports has decreased 16.57 percent from 2016.

### **eCitation Interface Projects - \$265,000**

Construct interfaces between users (courts, law enforcement agencies and ODPS) to facilitate the eCitation process.

### **eCitation Equipment Project - \$750,000**

In-Car printers, mounts and card readers will continue to be purchased and distributed to local law enforcement agencies who agree to submit citations electronically. As of May 2018, over 2,000 printers have been distributed.

### **OLEIS Consultant Project - \$187,000**

In FFY2019, a consultant will continue work on the OH-1 (crash report) rewrite by making changes to OLEIS (Ohio Law Enforcement Information System) and the crash report database.

### **Citation Tracking - \$3,273,000**

Ohio's goal for FFY2019 will be to continue this project with additional law enforcement agencies and electronic submission to courts. Currently Ohio has 106 courts receiving E-Citations electronically and 208 law enforcement agencies signed up for the eCitation program. In 2017, there were over 650,000 eCitations received by ODPS.

### **Bicycle and Pedestrian Data - \$35,000**

The Ohio Department of Transportation (ODOT) is working with STRAVA to collect and summarize bicycle/pedestrian data to help define problem identification.

### **OSHP Tablet Pilot - \$100,000**

The Ohio State Highway Patrol is pilot testing tablet technology to advance Ohio's electronic crash reporting and Ohio's E-Citation project. The tablets will be used to take photographs for crash reports, complete reports and enable subjects to "sign" a citation or form.

### **EMS EMSIRS Project - \$450,000**

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

### Crash Reconstruction Projects - \$230,000

Provide advanced crash reconstruction equipment to law enforcement agencies, by request, in order to augment crash reconstruction teams and improve data quality. The data received will improve the timeliness, accuracy, and completeness of crash data. This data will be accessible for federal, state and local problem identification. A complete list of equipment and software will be submitted to NHTSA for approval prior to implantation of this project.

#### Budget:

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

**Project Number:** SF-2019-00-00-07

**Project Title:** State Funded Traffic Records

#### Description:

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

#### Budget:

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

# Performance Report

CORE OUTCOME MEASURES			2011	2012	2013	2014	2015	2018 Goal	2016 Actual
C-1	Traffic Fatalities (FARS)	Annual	1,017	1,121	989	1,006	1,110	1,051	1,132
		5-Year Moving Average	1,113	1,086	1,046	1,043	1,049		
C-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	9,662	9,780	9,231	8,785	9,079	9,033	9,207
		5-Year Moving Average	10,041	9,902	9,727	9,529	9,307		
C-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.91	0.99	0.88	0.89	0.94	0.91	0.94
		5-Year Moving Average	1.01	0.98	0.94	0.93	0.93		
C-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.82	1.75	1.54	1.49	1.46	1.38	1.30
		5-Year Moving Average	2.00	1.90	1.78	1.72	1.62		
C-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.47	0.63	0.59	0.64	0.76	0.64	0.67
		5-Year Moving Average	0.52	0.53	0.53	0.56	0.62		
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	358	416	352	374	385	368	355
		5-Year Moving Average	426	404	386	381	377		
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	310	389	266	302	309	305	324
		5-Year Moving Average	342	342	325	320	315		
C-6	Speeding-Related Fatalities (FARS)	Annual	299	354	273	274	207	256	257
		5-Year Moving Average	291	306	307	304	281		
C-7	Motorcyclist Fatalities (FARS)	Annual	165	162	132	136	168	153	199
		5-Year Moving Average	181	175	159	153	153		
C-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	120	124	87	91	112	106	145
		5-Year Moving Average	129	129	117	109	107		
C-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	160	150	123	138	153	136	156
		5-Year Moving Average	181	167	153	146	145		
C-10	Pedestrian Fatalities (FARS)	Annual	104	113	85	87	116	105	134
		5-Year Moving Average	98	99	96	96	101		
C-11	Bicyclist Fatalities (FARS)	Annual	16	18	19	11	25	17	18
		5-Year Moving Average	16	16	17	15	18		

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016	2018 Goal	2017
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	82.0	84.5	85.0	83.9	83.8	84.0	82.8

CORE OUTCOME MEASURES		2012	2013	2014	2015	2016	2017
A-1	Number of Seat Belt Citations (Ohio GRANTS)	41,397	46,135	37,881	43,663	54,430	56,950
A-2	Number of Impaired Driving Arrest (Ohio GRANTS)	8,298	8,140	7,155	8,315	9,342	7,908
A-3	Number of Speeding Citations (Ohio GRANTS)	128,488	150,142	266,995	154,880	153,633	142,486

Based on 2016 and preliminary 2017 numbers, Ohio is not on track to meet several of the Core Outcome Measures targets stated in the FFY2018 Highway Safety Plan.

C-1: Ohio achieved its lowest fatality total in 2013; however the numbers increased each year through 2017. Currently in 2018, Ohio is showing a ten percent reduction year to date from this time last year. If this trend continues throughout 2018, Ohio could meet the 2018 goal of 1,051 fatalities.

C-2: Ohio's serious injury trend continues to show a reduction each five year average. Based on preliminary 2017 numbers, Ohio exceeded the 2018 goal of 9,033 serious injuries with 8,762.

C-3 (a)(b)(c): The overall increase in fatalities since 2013 has also increased Ohio's Fatality/VMT rate. The current year to date fatality count in 2018 is ten percent lower than last year. Depending on VMT, Ohio could be on track to meet each of the VMT goals set in the FFY2018 HSP.

C-4: Ohio's unrestrained occupant fatality goal from the FFY2018 HSP is 368. Based on 2016's number (355), preliminary 2017's number (326) and the fact that in 2018, Ohio is experiencing a ten percent reduction year to date in the overall fatality number, Ohio is on target to achieve this goal. OTSO has ramped up the seat belt enforcement during the November and May/June CIOT mobilizations. Unbelted fatalities have been discussed between all sub-recipients (STEP/IDEP, Safe Communities and OSHP) during the district meetings in efforts to reduce un-belted fatalities and increase the observed seat belt rate.

C-5: The higher total fatalities has increased the numbers in the majority of individual categories, including impaired driving. However, Ohio continues to focus

programming on impaired driving and preliminary 2017 numbers show significant progress toward the FFY2018 HSP goal of 305.

C-6: Speed-related fatalities have increased and decreased over the last five years, with the five-year averages showing an overall decline. Ohio is currently very close to meeting the FFY2018 HSP goal of 256. Preliminary 2017 numbers show that Ohio is likely to meet or exceed this goal by 2018.

C-7: Motorcyclist fatalities continue to be a problem in Ohio. The fatalities increased each year 2013 – 2016. Ohio continues to address motorcycle fatalities with earned media, paid media, education and enforcement. Preliminary 2017 numbers indicate a 24 percent decrease from 2016. If this trend continues, Ohio is on track to meet or exceed the FFY2018 HSP goal of 153.

C-8: Un-helmeted motorcyclist fatalities follow the same trend as motorcyclist fatalities in Ohio. Ohio continues to address un-helmeted fatalities. Preliminary 2017 numbers indicate a 31 percent decrease. If this trend continues, Ohio is on track to meet or exceed the FFY2018 HSP goal of 106.

C-9: The number of drivers aged 20 or younger involved in a fatal crash increased each year 2013 – 2016. However, the five-year average has slightly decreased since the 2009 – 2013 average. Ohio continues to address youthful driver problems through education. The preliminary 2017 number show a decrease of 28 percent from 2016. If this trend continues, Ohio is on track to meet or exceed the FFY2018 HSP goal of 136.

C-10: The number of pedestrian fatalities has significantly increased since 2014. Ohio is concentrating pedestrian efforts at the local level (when justified by problem identification) and continues to support efforts of agencies through the SHSP to address pedestrian fatalities. Based on preliminary 2017 numbers, Ohio is not likely to meet the FFY2018 HSP goal of 105.

C-11: The number of bicycle fatalities remains low each year and the five-year average fluctuates between 15 and 18. Ohio continues to support efforts of agencies through the SHSP to address bicycle fatalities. Based on preliminary 2017 numbers, Ohio remains close to achieving the FFY2018 HSP goal of 17.

B-1: Ohio's observed seat belt usage rate has dipped slightly over the last couple of years. Ohio has requested a preliminary usage rate by site to address the lowest observed sites with additional education and enforcement to increase the rates at individual locations. Currently Ohio is not on target to meet the FFY2018 HSP goal of 84.0 percent.