

# **State of Indiana**



## **Highway Safety Plan**

### **Federal Fiscal Year 2008**

**Prepared for:  
U.S. Department of Transportation  
National Highway Traffic Safety Administration**

**Prepared by:  
The Traffic Safety Division of the  
Indiana Criminal Justice Institute**

**August 31, 2008**

August 30, 2007

Mr. Donald J. McNamara  
National Highway Traffic Safety Administration  
Great Lakes Region  
19900 Governor's Drive, Suite 201  
Olympia Fields, Illinois, 60461

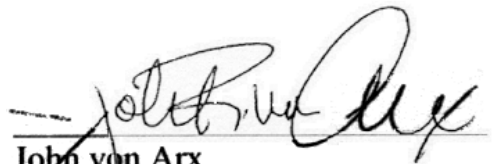
Dear Mr. McNamara:

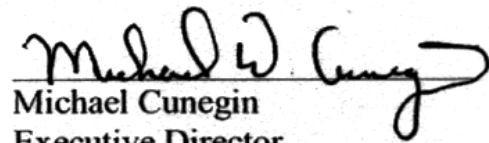
Enclosed you will find copies of Indiana's fiscal year 2008 highway safety planning document and traffic safety action plan for your review. In the event that other traffic safety needs are identified throughout the year, we will make the necessary alterations to the plan and forward onto your office.

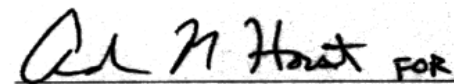
We anticipate a very exciting and productive year in Indiana, building off of the momentum we are gaining on improving traffic safety in Indiana. We look forward to continuing our strong working partnership with the NHTSA Region V staff.

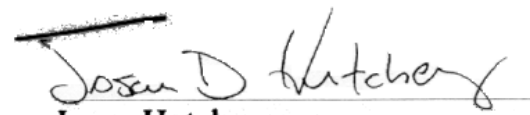
Thank you for your past and continued support of the State of Indiana's Highway Safety Office and staff.

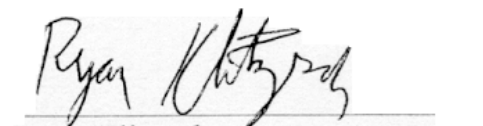
Sincerely,

  
John von Arx  
Policy Director, Public Safety  
Office of Governor Mitch Daniels

  
Michael Cunegin  
Executive Director,  
Indiana Criminal Justice Institute

  
Christopher Ruhl FOR  
Director, State Budget Agency

  
Jason Hutchens  
Chief Deputy Director  
Indiana Criminal Justice Institute

  
Ryan Klitzsch  
Division Director, Traffic Safety  
Indiana Criminal Justice Institute

# Mission:

To reduce death, injury, property damage and economic cost associated with traffic crashes on Indiana's roadways.

**Governor's Council on  
Impaired & Dangerous Driving**

*a division of the*



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### i. Indiana's FY 2008 Highway Safety Development Action Plan

Action	Dates	Details
Reevaluation of HSP by SHSO	<b>November December (2006)</b>	<ul style="list-style-type: none"> <li>➤ Review past years activity</li> <li>➤ Review current years activity</li> <li>➤ Review crash data</li> <li>➤ Obtain input from traffic safety community</li> <li>➤ Review current state and national priorities</li> <li>➤ Identify problem areas</li> <li>➤ Identify long-term goals (3 years)</li> <li>➤ Identify short-term goals (1-2 years)</li> </ul>
Program Partner Collaborations	<b>January February (2007)</b>	<ul style="list-style-type: none"> <li>➤ Meet with key program partners</li> <li>➤ Review Annual Report</li> <li>➤ Outline grant opportunities</li> <li>➤ Identify long term strategies (3 years)</li> </ul>
Initiate Grant Development Plans	<b>March April</b>	<ul style="list-style-type: none"> <li>➤ Consult with current and prospective grantees</li> <li>➤ Identify short-term strategies (1 year)</li> <li>➤ Validate draft strategies with program goals</li> <li>➤ Create draft of grant development plans</li> <li>➤ Establish draft budget</li> </ul>
Finalize Grant Development Plans	<b>May</b>	<ul style="list-style-type: none"> <li>➤ Grant development plans finalized</li> <li>➤ HSP management team reviews programs and budgets</li> </ul>
Begin Formal Grant Process	<b>June</b>	<ul style="list-style-type: none"> <li>➤ Finalize administrative grants</li> <li>➤ Notify grantees of grant trainings</li> </ul>
Prepare FY 2008 Performance Plan and HSP	<b>July</b>	<ul style="list-style-type: none"> <li>➤ Conduct regional grant trainings</li> <li>➤ HSP budget finalized</li> <li>➤ Send grant templates</li> <li>➤ Create draft performance plan</li> <li>➤ Create draft HSP</li> <li>➤ Administrative review of performance plan</li> <li>➤ Administrative review of HSP</li> </ul>
Approve FY 2008 Performance Plan and HSP	<b>August</b>	<ul style="list-style-type: none"> <li>➤ Approve FY 07 performance plan and HSP</li> <li>➤ Print and distribute performance plan and HSP to: NHTSA, FHWA, State and local agencies</li> <li>➤ Post to website</li> </ul>
Grant Approval and Implementation	<b>September October</b>	<ul style="list-style-type: none"> <li>➤ Approve and start implementation of FY 07 grants</li> <li>➤ Submit amendments to NHTSA on HSP if applicable</li> </ul>

## **ii. Plan Organization**

### **Problem Identification**

FY 2007 marked the beginning of a large data-driven policy focus for the TSD. In FY 2008, data analysis continues to be the foundation of problem identification. A review and analysis of relevant traffic safety data determines what program areas will be addressed. Priority is established for the areas having the greatest bearing in reducing deaths and injuries incurred on state roadways. To establish a solid foundation for designing and implementing successful traffic safety programs, ICJI performs year-round data analysis through which traffic crash issues and trends are identified. The primary sources of data that are used in problem identification include:

- Automated Reporting Information Exchange System (ARIES - previously called eVCRS): With improvements in the quality and the availability of electronic crash data, members of the TSD can directly access individual crash records from the ARIES portal. This advancement greatly expedites the process of running queries and obtaining valid and up to date crash data. Due to the success of the FY 2007 electronic crash report initiative, there has been a steep increase in the number of crash reports being submitted on-line. In July of 2007, it was estimated that over 90 percent of the year's crash reports were being submitted electronically. July also boasted a monthly electronic submission rate of almost 94 percent. The increase in electronic submissions has given members of the TSD the ability to improve the quality and timeliness of data used in new research.
- Indiana Traffic Safety Fact Sheets: Through a partnership with the Indiana University's Center for Urban Policy and the Environment (the Center), a collection of the State's motor vehicle facts and trends covering many different aspects of traffic safety are compiled and published on a yearly basis. Fact sheet topics include: alcohol, children, large trucks, light trucks, motorcycles, occupant protection, pickup trucks, speed, and young drivers. They also produced county profile fact sheets for all 92 of Indiana's counties. These fact sheets can be found under the traffic safety link on the [www.IN.gov/cji](http://www.IN.gov/cji) website. The improvement of the ARIES system also enabled the Center to provide ICJI with 2006 data analysis within the first quarter of FY 2007 where in the past reliable data was not available until much later in the FY.

### **Goal Setting and Performance Measure Procedure**

The TSD expanded its approach to setting goals and performance measures for FY 2008. Keeping the goals set by NHTSA's Great Lake Region office in mind, members of the TSD met with sub-committee members of the Governor's Council for Impaired and Dangerous Driving (the Council). In addition to staff from Indiana Criminal Justice Institute (ICJI), the sub-committee meeting included representatives from several traffic

safety partners including The Center, Indiana Department of Transportation (INDOT), Indiana University Medical Center – Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and Marion Police Department.

The members were asked for their input and desired goals for each of the five key target areas identified by the TSD (alcohol, safety belt usage, young drivers, motorcycles, and dangerous driving). Through both re-visiting goals set in FY2007 and examining trend and successes over the last year, it was determined that short term and long term goals should be set for each priority area. Quantitative targets were based on five to ten year trends, depending on the priority area. Specific goals set by the sub-committee can be found under the Goal Setting section following the Highway Safety Performance Plan section within the HSP.

### **Strategy Development Process**

Having analyzed data and trends, identified key target areas, and set short and long goals for each area, the next step is to develop a strategy to ensure that our greatest resources are being applied toward reaching our goals. This development process is more fully discussed in Program Prioritization under the Strategy to Reach Goals section of the HSP.

### **Project and Activity Development Process**

Through a yearly review of Indiana's collision, injury, and fatality data as it relates to each of the key target areas, members of the TSD identify programs and activities that have been the most successful in reaching priority goals and reducing death and injury on the State's roadways. Those programs identified as being successful are selected to receive additional support and funding in FY 2008. In the event that a program is less successful than desired, the appropriate TSD manager will re-examine the data and adjust the program as seen fit. Grantees are also given the opportunity to develop their own community specific traffic safety activities and programs to submit to the TSD for review and approval.

## **I. Executive Summary**

The traffic safety division (TSD) of the Indiana Criminal Justice Institute (ICJI) manages federal funds that are allocated throughout the state to support programs designed to reduce the number of people injured and killed in traffic related crashes each year. Aiming to put our greatest resources toward our greatest problems, ICJI will continue to focus on five data-driven key target areas identified as having the greatest possible impact on reducing the number of lives lost and injuries sustained on Indiana's roadways.

In keeping pace with goals set in Fiscal Year (FY) 2007, the State's plan for FY 2008 place attention on the following areas:

- alcohol
- safety belt usage
- young drivers
- motorcycle safety
- dangerous driving (including speed and traffic violation control)

The FY 2008 highway safety planning process places emphasis on the following National Highway Traffic Safety Administration (NHTSA) identified areas of national priority: impaired driving countermeasures, occupant protection, motorcycle safety, and speed control. While Indiana's FY 2008 Highway Safety Plan (HSP) concentrates on current activities and efforts to reduce or eliminate problems in the identified areas of priority, it also focuses on the potential for a system-wide process in solving these problems. Programs that have previously shown the best results in improving areas of special interest will continue to generate support throughout the upcoming fiscal year.

Indiana's FY 2008 HSP contains the following sections:

- a Highway Safety Performance Plan that summarizes the identified traffic safety trends and problems
- Goal Setting and Performance Measure sections for the identified target areas
- a Highway Safety Plan describing the programs the state plans to implement to reach the identified goals
- a comprehensive Media and Communications plan
- a Fiscal Summary and a Program Costs Summary
- State Certification Assurances

Indiana is additionally pleased to announce the successful passage of HB 1237 eliminating the pickup truck exemption in the Indiana occupant protection law, effective July 1, 2007. Funding from the Section 406 Safety Belt Performance Grant will be used to strengthen existing behavioral safety programs. It will also be used to support the new Dangerous Driving initiatives.



## II. Highway Safety Performance Plan

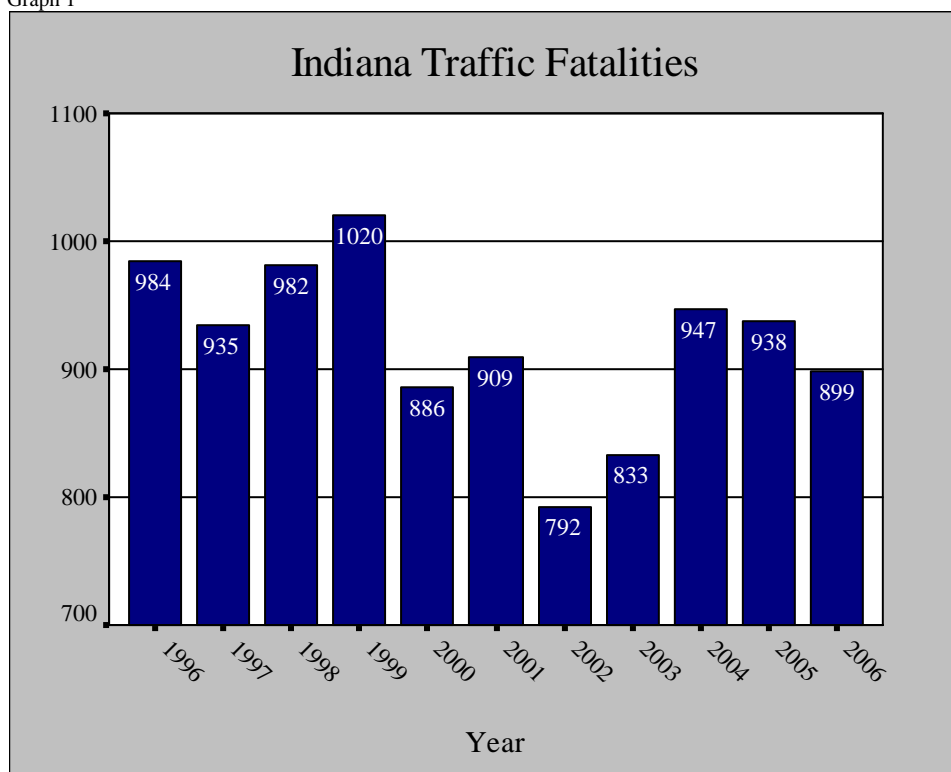
### 1. Problem Identification

As discussed under Plan Organization, data analysis continues to be the foundation of problem identification. A review and analysis of relevant traffic safety data determines what program areas will be addressed. Priority is established for the areas having the greatest bearing in reducing deaths and injuries incurred on state roadways.

In FY 2007, new baseline rates were established for the five target areas identified by the TSD. In keeping focus on the data-driven approach in FY 2008, the following key areas continue to be examined:

- Fatalities
- Fatality Rate per 100,000 population
- Alcohol Related Fatalities
- Percent of Alcohol Related Fatalities in relation to all fatalities
- Alcohol Related Fatality Rate per 100,000 population

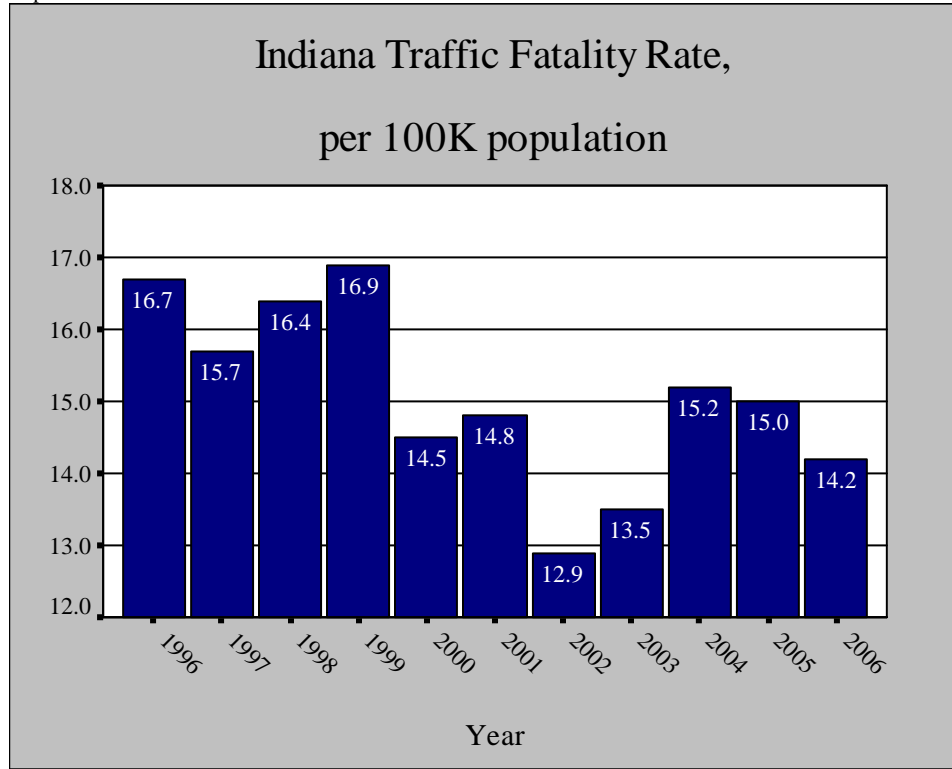
Graph 1



Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES<sup>1</sup>

<sup>1</sup> Note: The ARIES program does not capture data prior to 2003. Effective FY 2008, ARIES will be used as the primary source for data for years 2003 and forward.

Graph 2



Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES; Numbers based on population estimates for each year as provided by the census bureau

Table A

Indiana Traffic Fatality Data											
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<b>Total Fatalities</b>	984	935	982	1,020	886	909	792	833	947	938	899
<b>Injuries</b>	.	.	73,427	69,507	67,439	.	.	62,224	62,584	60,489	56,170
<b>Fatality Rate per 100K</b>	16.7	15.7	16.4	16.9	14.5	14.8	12.9	13.5	15.2	15.0	14.2
<b>Fatality Rate per 100M VMT</b>	1.49	1.36	1.42	1.46	1.25	1.27	1.09	1.15	1.30	1.31	1.25
<b>National Fatality Rate per 100M VMT</b>	1.69	1.64	1.58	1.55	1.53	1.51	1.51	1.48	1.45	1.47	.

Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES; Numbers based on population estimates for each year as provided by the census bureau; Injury information for 1996, 1997, 2001, and 2002 unavailable due to missing data; 2006 fatality rate per 100M VMT for nation not available

Over the last ten years, Indiana has been able to maintain fatality rates per 100M VMT significantly lower than the national average. Specific problem identification as it relates to NHTSA priority program areas is addressed in the following sections:

**a. Alcohol**

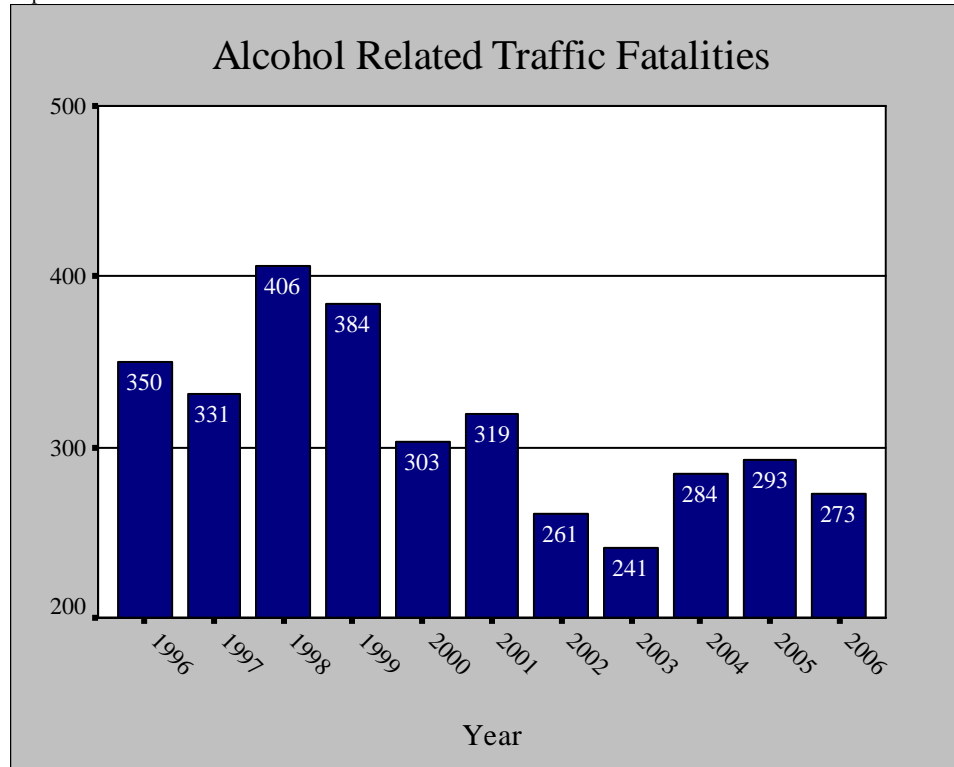
Impaired driving continues to be a problem in Indiana. Despite having one of the lowest proportions of alcohol related traffic fatalities among the Region V states and the national, from 2003 to 2006, more than 1,000 people were killed in alcohol related fatalities.<sup>2</sup> (See Graph 3)

Table B

<b>Indiana Alcohol Related Fatality Data</b>											
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<b>Alcohol Related Fatalities</b>	350	331	406	384	303	319	261	241	284	293	273
<b>% Alcohol Related Fatalities</b>	35.6	35.4	41.3	37.6	34.2	35.1	33.0	28.9	30.0	31.2	30.4
<b>Alcohol Related Fatality Rate per 100K</b>	5.9	5.6	6.8	6.4	5.0	5.2	4.2	3.9	4.6	4.7	4.3
<b>Alcohol Related Fatality Rate per 100M VMT</b>	0.53	0.48	0.59	0.55	0.43	0.44	0.36	0.33	0.39	0.41	0.38

Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES and based on the expanded definition of alcohol related collision; Numbers based on population estimates for each year as provided by the census bureau

Graph 3



Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES and based on the expanded definition of alcohol related collision

<sup>2</sup> Taken from the 2006 *Indiana Traffic Safety Fact Sheet – Alcohol* compiled by the Center for Urban Policy and the Environment in which an collision is identified as alcohol-related is any one of the following conditions are met: (1) ‘alcoholic beverages’ is listed as the primary factor of the collision; (2) ‘alcoholic beverages’ is listed as a contributing circumstance in the collision; (3) any vehicle driver or non-motorist (pedestrian, pedalcyclist) involved in the collision had a BAC test result greater than zero; (4) the collision report lists the apparent physical condition of any driver or non-motorist involved as ‘had been drinking’; or (5) a vehicle driver is issued an Operating While Intoxicated (OWI) citation. This is the expanded definition.

In 2006, 609 drivers were fatally injured in motor vehicle collisions. Nearly one-fourth of those drivers were legally intoxicated (defined as blood alcohol content greater than or equal to 0.08 grams per deciliter (g/dL). The largest risk of alcohol involvement was among males and females between 21 and 39 years of age, with male drivers in this age group being especially likely to have BAC results greater than 0.15 g/dL (see Table C).<sup>3</sup> While NHTSA identifies the target age range for impaired driving initiatives to be 18-34, Indiana's FY 2008 communications plan is designed to better target the problem age range specific to our state (21-49 years of age).

As in the past, in FY 2008 DUI Taskforce agencies in Indiana will continue to target specific counties that have a history of high alcohol related fatalities. Saturation patrols and sobriety checkpoint will continue to be used in an effort to reduce the number of impaired drivers throughout the state.

Table C

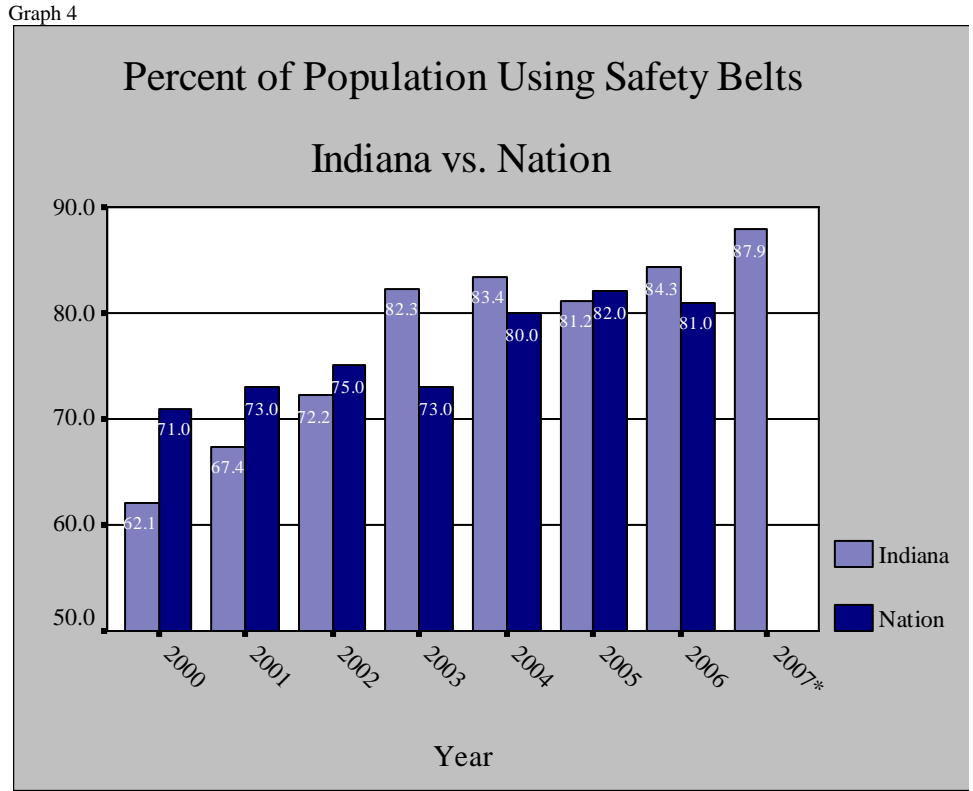
<b>2006 Driver Fatalities by Gender, Age, and BAC Result</b>					
<b>Drivers, by Gender/Age</b>	<b>Total Fatalities</b>	<b>% Alcohol-Related</b>	<b>&gt;0.08 to &lt;0.08</b>	<b>0.08 &lt;0.15</b>	<b>&gt; 0.15</b>
<b>Female</b>					
16-20	35	2.9	0	0	1
21-29	25	32.0	0	2	6
30-39	19	47.4	1	2	5
40-49	22	31.8	1	3	2
50-59	21	23.8	0	1	1
60-69	20	10.0	1	0	0
70+	18	5.6	0	0	0
Subtotal	160	20.6	3	8	15
<b>Male</b>					
0-15	1	0.0	0	0	0
16-20	54	22.2	1	2	6
21-29	89	53.9	5	7	29
30-39	87	49.4	4	10	27
40-49	79	39.2	4	9	14
50-59	61	27.9	4	2	7
60-69	46	15.2	0	1	4
70+	32	3.1	0	0	0
Subtotal	449	35.4	18	31	87
<b>Total</b>	<b>609</b>	<b>31.5</b>	<b>21</b>	<b>39</b>	<b>102</b>

Data derived from the 2006 Indiana *Traffic Safety Fact Sheet – Alcohol* compiled by the Center for Urban Policy and the Environment

<sup>3</sup> Taken from the 2006 Indiana *Traffic Safety Fact Sheet – Alcohol* compiled by the Center for Urban Policy and the Environment

**b. Safety Belt Usage**

Indiana’s safety belt usage rate has increased from a low of 62.1 percent in 2000 to a high of 87.9 percent in May of 2007 (see Graph 4). However, in 2006 roughly 54 percent of people fatally injured in motor vehicle collisions where restraint usage was known were unrestrained (Table D).



Indiana data derived from annual roadside observational study (May results); National data provided by NHTSA; 2007 national rate not available.

Table D

2006 Fatalities by Restraint Use by Age									
Age	Restraint Usage								Total
	Yes		No		Helmet		Unknown		
	Driver	Passenger	Driver	Passenger	Driver	Passenger	Driver	Passenger	
0-10	0	12	0	11	0	0	0	1	24
11-15	0	5	0	3	1	0	0	2	11
16-20	29	11	51	21	1	0	8	5	126
21-24	24	9	28	13	2	0	7	5	88
25-34	23	7	57	16	1	0	18	1	123
35-44	21	6	76	19	4	1	13	2	142
45-54	33	5	46	11	4	0	9	1	109
55-64	29	4	29	3	4	1	13	1	84
65-69	16	2	7	1	1	0	3	0	30
70 and over	29	10	17	2	0	0	4	4	66
Unknown	0	0	0	0	0	0	1	1	2
<b>Total</b>	<b>204</b>	<b>71</b>	<b>311</b>	<b>100</b>	<b>18</b>	<b>2</b>	<b>76</b>	<b>23</b>	<b>805</b>

Data derived from ARIES; excludes information on pedestrians and pedal cyclists

In 2006, 99 people were killed in pickup trucks.<sup>4</sup> Of those, 79 percent were unrestrained, compared to only 45 percent of people in passenger cars who were unrestrained at the time of their fatal collision (See Table E).

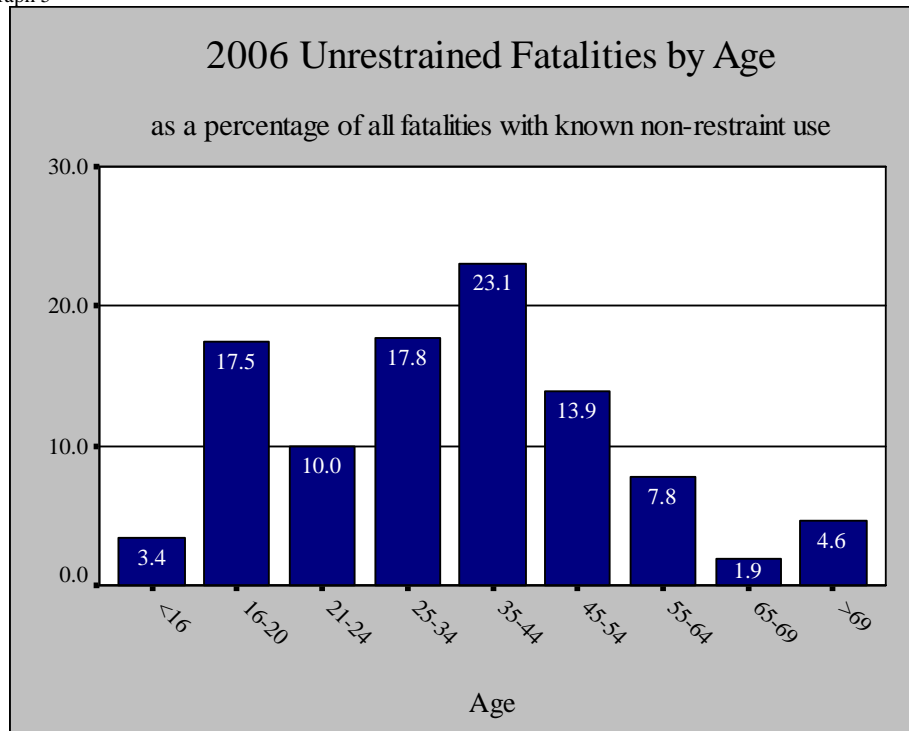
Table E

<b>2006 Indiana Traffic Fatalities with Known Restraint Use by Vehicle Type</b>					
Vehicle	Restraint Used		Restraint Not Used		Totals
	Fatalities	%	Fatalities	%	
Passenger Car	196	55.4	158	44.6	354
Pickup Trucks	21	21.2	78	78.8	99
SUV's	25	31.6	54	68.4	79
Vans	17	48.6	18	51.4	35
<b>Totals</b>	<b>259</b>		<b>308</b>		<b>567</b>

Data derived from the 2006 Indiana *Traffic Safety Fact Sheet – Occupant Protection* compiled by the Center for Urban Policy and the Environment; does not include all vehicle types

Over 17 percent of occupants killed between the ages of 16 and 20 were unrestrained, and nearly half of occupants less than 10 years of age were unrestrained when they were killed (See Table D, Graph 5). However, collision data suggests that older people tend to use restraints more often than younger persons. Roughly 23 percent of vehicle occupants between the ages of 35 and 44 who were killed were unrestrained, compared to roughly 14 percent of those between the ages of 45 and 54. Once again, while NHTSA identifies the target age range for impaired driving initiatives to be 18-34, Indiana's communications plan is designed to additionally target individuals 35-44.

Graph 5



Data derived from ARIES

<sup>4</sup> Number based on those individuals whose restraint use was known, individuals with unknown restraint use not included

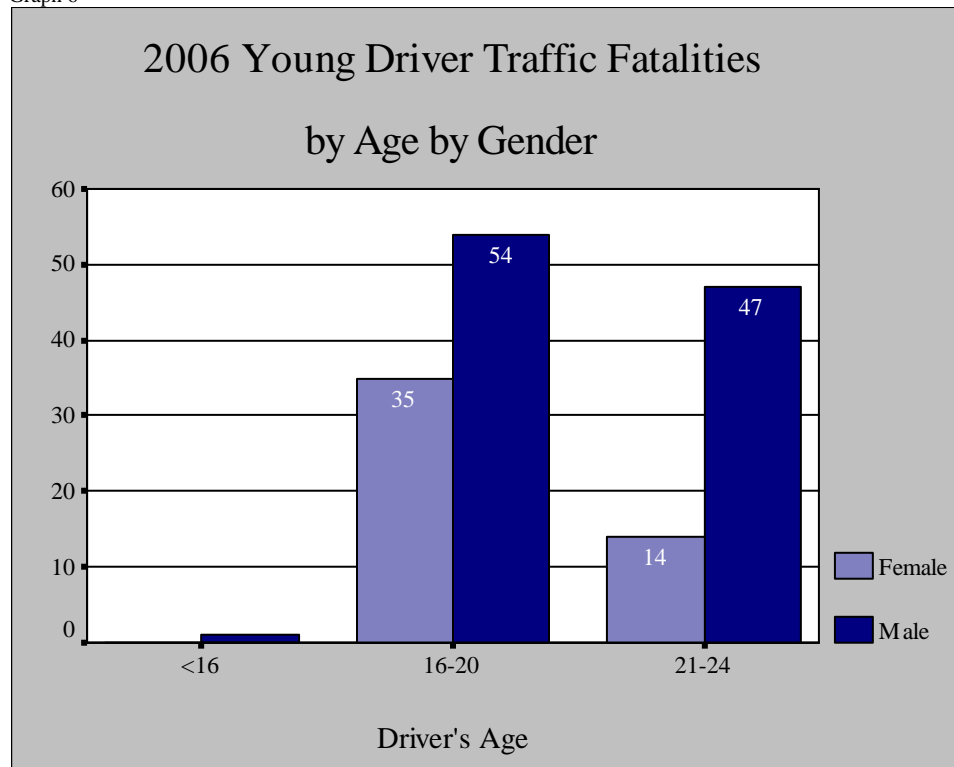
A big success for FY 2007 was the successful passage of HB 1237 eliminating the pickup truck exemption in the Indiana occupant protection law. Despite the law not becoming effective until July 1, 2007, results of the May observational seat belt survey indicated that seat belt use in truck was already rising, reaching 65.7 percent, a 13 percent increase over the May 2006 rate (52.7 percent).

While Indiana surpassed the NHTSA-set Great Lakes regional goal of 87.0 percent safety belt usage in 2007, the TSD will continue to support the Operation Pull Over (OPO) program in FY 2008 to reach the new NHTSA-set goal of 89.0 percent by 2008. Grant money will additionally provide for participation in Click It or Ticket Mobilization as well as year long sustained enforcement through the Big City/Big County (BCC) program.

### c. Young Drivers

Twenty-two percent of all drivers fatally killed in a motor vehicle in 2006 were 24 years of age or younger. Following the trend of 2005, more than twice as many male drivers under the age of 24 died (102) compared to female drivers (49) for the same age range (See Table F, Graph 6). Also, the number of female fatalities decreases significantly after the age of 20, while the number of male fatalities stays relatively the same. This suggests that females are more likely to modify their dangerous driving behaviors at an earlier age than males.

Graph 6



Data derived from ARIES

Sixty-six percent of fatally injured young drivers in 2006 were operating passenger cars, which accounted for 58 percent of all male fatalities and 84 percent of all female fatalities. While only 9 percent of young drivers fatally injured were operating pickup trucks, 93 percent of those drivers killed in pickup trucks were males (See Table G).

Table G

<b>2006 Young Driver Fatalities by Vehicle Type by Gender</b>											
<b>Vehicle Type</b>											
	Motorcycle		Passenger Car		Pickup Truck		SUV		Other/Unknown		<b>Total</b>
<b>Age</b>	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
<b>&lt;16</b>	0	0	0	0	0	0	0	0	1	0	<b>1</b>
<b>16-20</b>	6	0	34	28	7	1	4	4	3	2	<b>89</b>
<b>21-24</b>	10	0	25	13	6	0	5	1	1	0	<b>61</b>
<b>Total</b>	<b>16</b>	<b>0</b>	<b>59</b>	<b>41</b>	<b>13</b>	<b>1</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>151</b>

Data derived from ARIES

Additionally in 2006, 39 young drivers were killed in alcohol-related motor vehicle collisions (based on expanded definition), with 87 percent of those killed being male (See Table F). In an effort to encourage the continuing promotion of health and behavior shaping education in young drivers, the SADD program and Clarian Health Promotion will continue to generate support in FY 2008. Portions of the FY 2008 communications plan will also specifically target young males ages 16-24.

Table F

<b>2006 Young Driver Alcohol Related Fatalities by Gender</b>				
	<b>&lt;16</b>	<b>16-20</b>	<b>21-24</b>	<b>Total</b>
Female	0	1	4	<b>5</b>
Male	0	10	24	<b>34</b>
<b>Total</b>	<b>0</b>	<b>11</b>	<b>28</b>	<b>39</b>

Data derived from ARIES and based on the expanded definition of alcohol related collision

#### **d. Motorcycle Safety**

There were more than 2,500 motorcycle collisions in Indiana in 2006, a 2 percent reduction from 2005.<sup>5</sup> Indiana also posted a 12.7 percent decrease in motorcycle fatalities in 2006, down 14 fatalities from 2005 (see Graph 7). Eighty-six percent of those killed in motorcycle collisions were male.

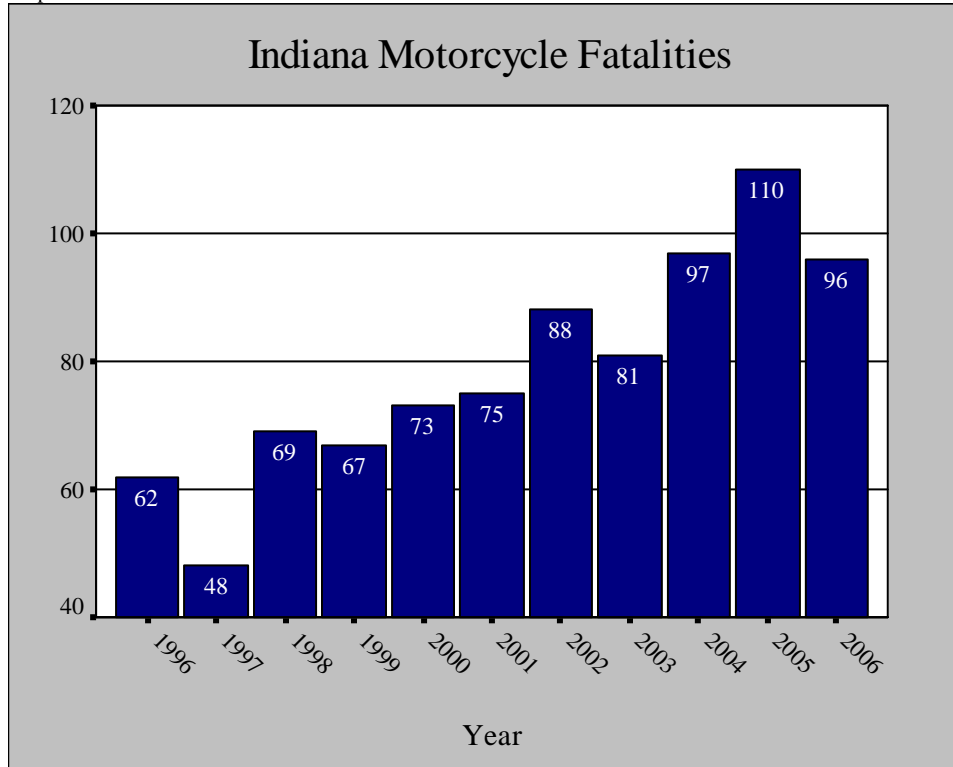
In Indiana, typically more than two-thirds of collisions involve operators not properly licensed for motorcycles, though the ratio has improved during the 2003-2006 period. While the percentage of those individuals involved in collisions who are properly licensed has increased annually since 2003, reaching 46.3 percent in 2006, this still reflects a disproportionate number of motorcycles operated by improperly licensed drivers (See Table H). Additionally, nearly one-half of all collisions are linked to potential traffic violations as their primary factor<sup>6</sup>.

<sup>5</sup> Taken from the 2006 Indiana *Traffic Safety Fact Sheet – Motorcycles* compiled by the Center for Urban Policy and the Environment

<sup>6</sup> Taken from the 2006 Indiana *Traffic Safety Fact Sheet – Motorcycles* compiled by the Center for Urban Policy and the Environment

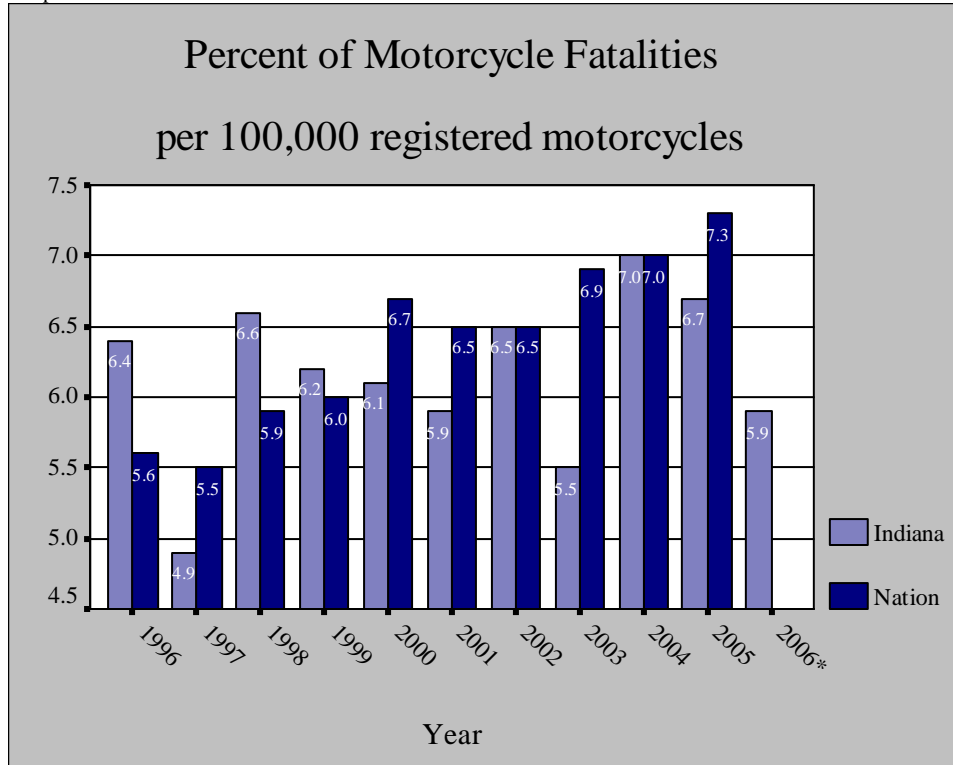


Graph 7



Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES

Graph 8



Derived from the 2006 Indiana *Traffic Safety Fact Sheet – Motorcycles* compiled by the Center for Urban Policy and the Environment; 2006 national data not available.

Table H

<b>Driver License Status of Indiana Motorcycle Operators in Collisions</b>					
<b>Where license status is known:</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Total</b>
Motorcycle licenses	406	739	873	1,136	<b>3,154</b>
All Other	1,763	1,659	1,556	1,315	<b>6,293</b>
Total	2,169	2,398	2,429	2,451	<b>9,447</b>
<b>Motorcycle licenses % of total</b>	<b>18.7%</b>	<b>30.8%</b>	<b>35.9%</b>	<b>46.3%</b>	<b>33.4%</b>

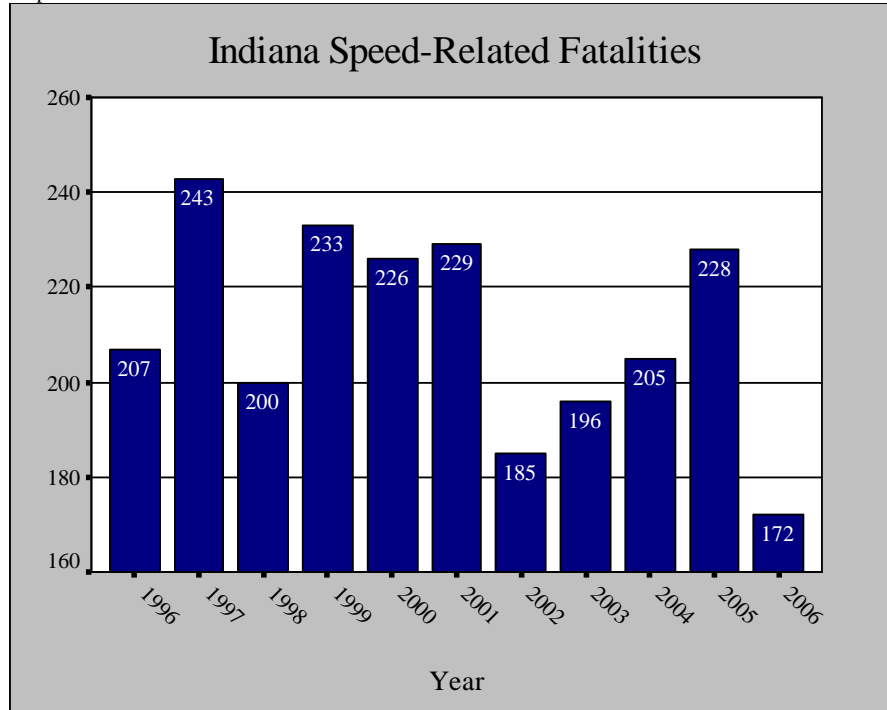
Data derived from the 2006 Indiana *Traffic Safety Fact Sheet – Motorcycles* compiled by the Center for Urban Policy and the Environment

While NHTSA’s set national and regional goal is to decrease the expected increase in motorcycle rider fatalities per 100,000 registered motorcycles, Indiana has been fortunate enough not to experience an increase in the last two years, having remained below the national average (see Graph 8). In an effort to reduce the number of fatalities and crashes caused when other motor vehicles fail to yield to motorcycles, funds in FY 2008 will support an active media campaign to increase motorist awareness of motorcycles. Funds will also go toward the continued development and support of motorcycle riding training facilities, which will help increase the number of properly licensed drivers.

**e. Dangerous Driving**

Dangerous and hazardous driving remains a persistent problem on Indiana roadways, with one of the biggest problems being speeding. Despite a decrease in the total number of collisions from 2003 to 2006, the percent of speed related collisions<sup>7</sup> increased from 2003 to 2005 (see Table I).

Graph 9



Data for 1996-2002 derived from FARS; Data for 2003-2006 derived from ARIES

<sup>7</sup> A collision is defined as speeding-related if the driver was charged with a speeding-related offense or if an officer indicates on the collision report that the driver was driving at an unsafe speed or too fast for conditions

In 2006, the proportion of collisions where speed was a factor decreased 2.1 percent from 2005 to 2006. Nevertheless, the proportion of speed-related fatal collisions increased slightly from 2003 to 2006, suggesting that speed might contribute to the severity of a crash.<sup>8</sup> Funds in FY 2008 will support overtime enforcement for extra speed and traffic violation enforcement.

Table I

<b>Indiana Total Collisions and Speed Related Collisions</b>					
	<b>All Collisions</b>	<b>Speed Related Collisions</b>		<b>Fatal Collisions</b>	
<b>Year</b>	Count	Count	% total	Count	% speed related
<b>2003</b>	211,731	18,458	8.7%	174	0.9%
<b>2004</b>	208,683	18,548	8.9%	175	0.9%
<b>2005</b>	208,362	19,739	9.5%	202	1.0%
<b>2006</b>	192,645	14,299	7.4%	156	1.1%

Data derived from the 2006 *Indiana Traffic Safety Fact Sheet – Speeding* compiled by the Center for Urban Policy and the Environment

### **III. Goal Setting**

As previously discussed under Plan Organization, the TSD expanded its approach to setting goals and performance measures for FY 2008 by meeting with sub-committee members of the Governor’s Council for Impaired and Dangerous Driving. Each priority area was examined to determine the average reduction in rates over the last three years.

For short term goals, it was determined by the sub-committee that the average reduction rate would be applied to the current rate in order to establish the new goal. In the event that the average either illustrated an increase in rate over the time period, or the reduction did not equal 2 percent of the total rate, then a standard 2 percent reduction in the rate would be used. Long term goal development was based on a standard 6 percent reduction in the 2006 rate<sup>9</sup>.

Using this strategy, the following goals were established by the TSD and its stakeholders in conjunction with the goals set by NHTSA’s Region V office:

#### **1. Total Fatalities**

##### Short Term Goal:

To reduce the number of traffic fatalities from 899 in 2006 to 881 in 2008

##### Long Term Goal:

To reduce the number of traffic fatalities to 846 by 2010

<sup>8</sup> Taken from the 2006 *Indiana Traffic Safety Fact Sheet – Speeding* compiled by the Center for Urban Policy and the Environment

<sup>9</sup> Strategy used when applicable to priority area

## **a. Alcohol**

### NHTSA Regional Goal:

To reduce the rate of fatalities with a high BAC (0.08+) from .40 in 2005 to .39 by 2008

### Short Term Goals:

1. To reduce the rate of fatalities with a high BAC (0.08+) from 0.57 in 2006 to the national goal of 0.48 by 2008
2. To reduce the alcohol related fatality rate per 100M VMT from 0.38 in 2006 to 0.36 in 2008
3. To reduce the number of alcohol related fatalities from 273 in 2006 to 267 in 2008

### Long Term Goals:

1. To meet and exceed the NHTSA set Regional goal by 2010
2. To reduce the alcohol related fatality rate per 100M VMT to 0.31 in 2010
3. To reduce the number of alcohol related fatalities to 257 in 2010

## **b. Safety Belt Usage**

### NHTSA Regional Goal:

To increase seat belt use from 87.0% in 2007 to 89.0% in 2008

### Short Term Goals:

1. To increase the percent of the population wearing seatbelts from 87.9% on May of 2007 to 90.0% for the same time period in 2008.

### Long Term Goals:

2. To exceed the NHTSA set Regional goal by at least 2 % by 2010

## **c. Young Drivers**

### NHTSA Regional Goal:

There is no NHTSA set regional goals for Young Drivers.

### Short Term Goals:

1. To decrease the number of fatalities for young drivers from 151 in 2006 to 147 in 2008
2. To reduce the percent of unrestrained young driver fatalities from 52.3% in 2006 to 50.3% in 2008

### Long Term Goals:

1. To decrease the number of fatalities for young drivers to 145 in 2010
2. To reduce the percent of unrestrained young driver fatalities to 46.3% in 2010

#### **d. Motorcycle Safety**

##### NHTSA Regional Goal:

To reduce the expected rate of increase in motorcycle rider highway fatalities per 100,000 motorcycle registrations to .XX by 2008

##### Short Term Goals:

1. To decrease the percent of motorcycle fatalities per 100,000 motorcycle registrations from to 5.9% in 2006 to 5.1% in 2008
2. To reduce the number of motorcycle fatalities from 96 in 2006 to 94 in 2008

##### Long Term Goals:

1. To continue to decrease the percent of motorcycle fatalities per 100,000 motorcycle registrations to 4.5% by 2010
2. To reduce the number of motorcycle fatalities to 90 in 2010

#### **e. Dangerous Driving**

##### NHTSA Regional Goal:

To maintain the percentage of speeding related crashes at 30%

##### Short Term Goals:

1. To reduce the percentage of speed related collisions from 7.4% in 2006 to 6.4%
2. To reduce the number of speed related traffic fatalities from 172 in 2006 to 164 in 2008

##### Long Term Goals:

1. To reduce the percentage of speed related collision to 5.7% in 2010
2. To reduce the number of speed related traffic fatalities from to 161 in 2010

### **IV. Performance Measures**

The following performance measures have been chosen by the TSD to illustrate effectiveness of implemented programs and the degree to which they achieve the goals set above:

#### **1. Total Fatalities**

Number of traffic fatalities

##### **a. Alcohol**

1. Number of alcohol related fatalities
2. Number of alcohol related fatalities per 100M VMT
3. Proportion of alcohol related fatalities with a BAC > 0.08

### **b. Safety Belt Usage**

1. Percent of population using safety belts
2. Percent of fatalities involving unrestrained occupants

### **c. Young Drivers**

1. Number of fatalities for drivers 24 and younger
2. Number of fatalities for drivers 24 and younger not using a safety restraint

### **d. Motorcycle Safety**

1. Number of motorcycle related fatalities
2. Number of motorcycle fatalities per 100,000 motorcycle registrations

### **e. Dangerous Driving**

1. Number of speed related fatalities
2. Percent of speed related crashes

## **V. Strategy to Reach Goals**

Having identified benchmarks, goals, and performance measures for each target area, the following activities are necessary to achieve these objectives:

### **1. Program Prioritization**

In order to determine grantee funding eligibility and award amounts in FY 2008, the TSD will continue to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on high fatality counties while still continuing funding on a statewide basis.

To create a maximum funding level for each group, the Traffic Safety Division (TSD) established the following four county population categories: small (population fewer than 30,000); medium (population between 30,000 and 49,000); large, (population between 50,000 and 99,000); and extra large (population greater than 100,000). In following the first part of the formula, the TSD will evaluate each grant proposal to determine its funding eligibility based on the following criteria: submission of an explanation of how the proposal specifically addresses Indiana's traffic fatalities; the previous effectiveness of the program for the agency; and the agency's data reporting quality. While some programs concentrate on statewide or regional solutions, special emphasis will be placed on grantees to develop local solutions to local problems.

The second part of the formula involves targeting counties with the highest fatality numbers with additional funding beyond the blanket approach. Funding will be made available through de-obligated funds carried over from the previous fiscal year's

grantees. Using unrestrained, speed, and alcohol related crashes or fatalities as indicators for increased funding; ICJI will continue to examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will then become eligible for any available funding, based on their ability to identify their specific problem; their ability to present new and innovative traffic strategies; and their agency's data reporting quality.

## **2. Traffic Safety Partner Input**

It is necessary when managing state and community highway safety programs to prepare an annual HSP that describes the projects to be funded in the coming year. Every year brings new traffic safety challenges that need to be addressed along with ongoing issues. Strategies and planning techniques such as clarifying a program's mission and goals, setting measurable objectives and evaluating the programs progress towards these goals must be in place. The process description, performance plan and program area sections of this Highway Safety Plan detail the general goals we have set for our program and the strategies, tactics and projects we intend to implement during the federal fiscal year 2008.

Implementation of one year's HSP occurs in conjunction with planning for the next. The TSD conducts an after action review of the previous year's process, using the Annual Report to identify successful areas and those areas in need of improvement. The Traffic Safety Division then makes any necessary revisions to the planning process and the HSP development action plan. This pre-planning ensures that the traffic safety planning process remains dynamic, efficient and effective. As a result, the TSD maintains year-round working partnerships with its stakeholders, support committees, grantees, and affiliates.

One of the most important TSD partnerships is The Governor's Council on Impaired & Dangerous Driving (Council), which serves as the traffic safety focal point in Indiana. The Council helps advise on developing policies, procedures, strategies, and programs to effectively manage and administer Indiana's highway safety program. The TSD will continue to work with the Council advisory board, which is a group comprised of 22 volunteers representing various traffic safety interests at the federal, state, and local levels appointed by Governor Daniels to make traffic safety policy recommendations. The Council coordinates aggressive public information campaigns designed for implementation at the state and local level, and provides materials, research findings, and information to traffic safety advocates. Monthly year-long grantee meetings will also provide a forum where members of the traffic safety community can discuss current issues, concerns, and trends.

Participants in these monthly meetings include a diverse cross section of representatives from across the state. The representatives that report out come from the Indiana State Police, Fatal Alcohol Crash Teams, Automotive Safety Program, The Center, Indiana Prosecuting Attorneys Council, Marion County Traffic Safety Partnership, Standardized Field Sobriety Testing/ Drug Recognition Expert coordinator, Indiana Excise Police, Hamilton County DUI Prosecutor and seven regional law enforcement liaisons that

represent over 200 local law enforcement agencies from across the state. The information obtained at these meetings has proved to be a valuable resource for the TSD in the development of the HSP.

In FY 2008, the TSD will also continue to work closely with the Traffic Records Coordinating Committee (TRCC), a statewide stakeholder forum created to coordinate the planning and implementation of projects to improve the state's traffic records system. One of the largest successes of the traffic records system in FY 2007 was the increase in the number of electronic submissions. By July of 2007, over 90 percent of the year's motor vehicle crash reports had been submitted electronically.

Members of the TRCC include representatives from ICJI, Indiana Bureau of Motor Vehicles, Indiana Department of Transportation, Indiana State Police, Federal Highway Administration, Judicial Technology and Automation Committee, Indiana State Department of Health, and the Federal Motor Carrier Safety Administration. The TRCC facilitates understanding among stakeholders in the development of beneficial projects for improving the accessibility, accuracy, uniformity, and completeness of statewide traffic-related information.

Additionally in FY 2008, the Center for Urban Policy and the Environment (Center) will continue to assist in the analysis and research of Indiana's traffic safety concerns. The Center provides Indiana with direction in developing, implementing, and measuring the impact of traffic safety programs. The Center will begin to annually analyze Indiana roadway crashes over a period of years to determine trends and proper countermeasures. The data produced by the Center is analyzed frequently by all partners to determine if goals set in the HSP are on track. If corrective action needs to be taken, it is discussed with the appropriate committee and stakeholders to whom it relates.

The Center also compiles a collection of Indiana Traffic Safety Facts Sheets on an annual basis. Fact sheet topics include: alcohol, children, large trucks, light trucks, motorcycles, occupant protection, pickup trucks, speed, and young drivers. They also produced county profile fact sheets for all 92 of Indiana's counties. These fact sheets can be found under the traffic safety link on the [www.IN.gov/cji](http://www.IN.gov/cji) website.

The TSD will also continue its partnership with the Center for Roadway Safety (previously CATS) at Purdue University. CRS provides data analysis and input with regards to strengthening CODES and injury data across the state. This input, as well as input or feedback from any stakeholders, will be used in the development of new traffic safety program or in the strengthening of existing programs.



## VI. Highway Safety Plan

### Planning and Administration

#### Task 1: State Highway Safety Office Planning and Administration

406	\$523,333.000
State	\$523,333.000
<b>Total</b>	<b>\$1,046,666.00</b>

**Project Description:** This task provides funds for the salaries and benefits of the management and staff necessary to effectively administer Indiana’s traffic safety initiatives. The Traffic Safety Division Director, Fiscal Manager, and traffic safety research associate position will be fully funded under this task. Other employees, such as Chief Deputy Director, Executive Director, and Chief Financial Officer will bill hours for time spent on traffic safety functions and assignments.

Operating costs associated with traffic safety administration, such as office rent, travel, equipment, supplies, IT support, and other expenses will also be supported by this task.

<b>Planning and Administration</b>	
<b>Total by Funding Stream</b>	
406	\$523,333.000
State	\$523,333.000
<b>Total</b>	<b>\$1,046,666.00</b>

### Occupant Protection Initiatives

#### Task 1: Program Management

405a	\$57,434.00
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**Project Description:** This task provides funds for an Occupant Protection Program Manager to plan coordinate and oversee occupant protection initiatives. The Program Manager will promote the importance of Indiana’s Occupant Protection Laws, in addition to monitoring grantee compliance and performance. This task will provide salary, benefits, travel costs to in and out-of-state conferences and training seminars.

#### Task 2: Automotive Safety Program

402	\$305,657.00
405a	\$308,487.00
406	\$99,806.00
<b>Total</b>	<b>\$713,950.00</b>

**Project Description:** This task provides funds to Indiana University’s Automotive Safety Program (ASP) to conduct statewide public information and education programs to increase proper use of occupant safety restraints. The Automotive Safety Program also

provides education and training to conduct or support a minimum of 20 car seat clinics throughout the state; to conduct at least 20 informational presentations to targeted audiences; to conduct a minimum of 30 programs for school-aged children; to conduct at least two NHTSA Child Safety Seat Technician and Instructor trainings; to conduct a minimum of three CPS refresher courses for technicians and instructors; to continue the SAFE KIDS training and chapter establishment; and to provide a minimum of two trainings entitled “Transporting Children with Special Health Care Needs”.

ASP’s Project L.O.V.E, a child safety seat voucher program, will also be funded by this task. Funding may be used for car seat related items such as towels, locking clips, and educational materials. The salary, benefits, and travel expenses for the staff of the ASP to attend conferences will also be provided by this task. Additionally, the funding of permanent fitting stations will provide a network of trained individuals to accommodate the increase in child occupant awareness. There will be three regional trainings held specifically for law enforcement officers. Funding will help cover class registration fees, lodging and per diem.

**Task 3: OPO Enforcement**

402	\$554,843.00
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**Project Description:** This task provides funds for the Operation Pull - Over (OPO) program, which provides grant funding to local and state law enforcement departments for the purpose of conducting enhanced traffic enforcement during four (4) “blitz” periods. Two of the scheduled blitzes correspond with NHTSA’s national mobilizations and media campaigns. In Indiana, the blitzes operate for a total of two weeks per blitz period, with an emphasis on increasing seat belt and child restraint use during three of the blitzes. The overtime enforcement program provides for saturation patrols as well as other proven seat belt enforcement methods, which are coordinated through the seven regional law enforcement liaisons (LEL’s) and the traffic safety division. This year we are requiring the OPO Agencies to conduct 20 % of their enforcement efforts on nighttime seat belt enforcement methods, provided that they are given permission by their administrations.

The program is currently supported statewide by 234 law enforcement departments, as well as the Indiana State Police (ISP). Participating local law enforcement agencies represent over 80% of the states population. This task will support the goals and objectives of OPO within local communities in the form of law enforcement mini-grants. Communities will coordinate their programs in conjunction with the OPO established schedule.

<b>Occupant Protection Initiatives Total by Funding Stream</b>	
402	\$860,500.00
405a	\$365,923.00
406	\$99,806.00
<b>Total</b>	<b>\$1,326,229.00</b>

## Impaired Driving Countermeasures

### Task 1: Program Management

410 J8	\$57,434.00
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**Project Description:** This task provides funds for the Impaired Driving Program Manager to plan, coordinate, and monitor impaired driving countermeasure projects. The Program Manager's responsibilities will include providing technical assistance to project directors in addition to working with local, state, and community organizations to develop and implement awareness campaigns. The Impaired Driving Program Manager will also be responsible for the coordination of an alcohol assessment to take place in January 2008. This task will provide salary, benefits, travel costs to in and out-of-state conferences and training seminars.

### Task 2: Fatal Alcohol Crash Team

406	\$ 1,124,436.00
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**Project Description:** This task provides funds for the establishment of Fatal Alcohol Crash Teams (FACT). With the goal of eliminating procedural mistakes that could lead to the suppression of important evidence in an OWI case, FACTs aim to develop uniform policies and procedures for investigations of serious alcohol-related crashes.

Existing FACTs that have been funded in the past are responsible for maintaining equipment purchased with grant funds for use in traffic safety initiatives. As part of this task, The Indiana Criminal Justice Institute will sponsor training courses for FACT Team members and DUI officers in topics related to the investigation and adjudication of DUI serious and fatal crashes. Topics will include motorcycle crash investigation, commercial motor vehicle investigations, preparing courtroom presentations, adjudicating the DUI offender, and other related topics as they become available.

### Task 3: DUI Enforcement

410 J8	\$1,459,444.00
406	\$350,745.00
<b>Total</b>	<b>\$ 1,810,189.00</b>

**Project Description:** This task provides funds for overtime pay to DUI Taskforce officers in counties with a high percentage of alcohol-related crashes. Counties and cities determined through research to have a historically high concentration of impaired drivers are funded to conduct countywide, multi-jurisdictional saturation patrols and sobriety checkpoints. This program's success has resulted in the participation of 25 counties that cover approximately 65% of the state's population. Sustained enforcement will consist of two statewide blitz periods, along with monthly saturation patrols and sobriety checkpoints.

**Task 4: SFST/DRE Program**

406	\$ 197,599.00
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**Project Description:** This task provides funds for Standard Field Sobriety Training (SFST). Studies have shown that when an officer completes the SFST training course, they are four times more successful at identifying impaired drivers. The TSD requires that all officers participating in federally funded enforcement activities be SFST certified. The Standard Field Sobriety Test (SFST) training consists of 16 hours of training in detecting and testing an impaired driving, as well as preparing for, and presenting a case against the impaired driver.

Also supported by this task, is the Indiana Drug Recognition and Classification (DRCE) program, formerly known as the DRE program. This program is designed to reduce personal injury and deaths on Indiana roadways by training law enforcement officers to recognize drug impaired drivers. Training consists of nine days of classroom instruction in areas such as physiology, onset and duration of drug impairment, signs and symptoms of each category of drug, and the administration and interpretation of the twelve-step test used in the drug recognition process.

Three DRE certification courses will be made available this fiscal year to law enforcement officers. The DRE/SFST coordinator will also be planning the National Impaired Driving Conference that will be held in Indianapolis August 10-12, 2008.

**Task 5: Traffic Safety Resource Prosecutor**

406	\$197,409.00
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**Project Description:** This task provides funds for the Traffic Safety Resource Prosecutor to train law enforcement officers and prosecuting attorneys throughout the state on effective methods of investigating and prosecuting impaired drivers. The TSRP is to hold six trainings throughout the year with at least 20 attendees at each training. The Traffic Safety Resource Prosecutor will be available for consultations on any traffic offense cases to all prosecutors and law enforcement officers in Indiana. This task will provide salary, benefits, and travel costs.

**Task 6: Indiana Excise Police**

406	\$97,490.00
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**Project Description:** This task provides funds for the Indiana Excise Police’s alcohol countermeasure programs. The Excise Police coordinate the Cops in Shops (CIS), Stop Underage Drinking and Sales (SUDS,) and server training programs. These programs are a pro-active approach to reducing the sale of alcoholic beverages to persons under 21. This funding also allows for overtime enforcement for increased visibility during events at which underage drinking is likely to occur. The Excise Police also often assist FACTs and other law enforcement agents in alcohol related investigations.

**Task 7: SADD**

406	\$ 147,408.48
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**Project Description:** This task provides funds for the Students against Destructive Decisions (SADD) program. The SADD program focuses on reducing underage drinking and driving, as well as increasing seat belt usage rates among teens. SADD encourages schools throughout the state to implement a local SADD chapter where students become traffic safety advocates and teach their peers.

This project provides funds for a full-time coordinator and administrative assistant to formulate strategies and programs statewide aimed at strengthening Indiana’s youth programs at the middle school and high school level.

**Task 8: Indiana Alcohol Assessment**

410 J8	\$ 25,000.00
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**Project Description:** NHTSA encourages that all states receive an alcohol assessment at least every five years. Indiana’s previous alcohol assessment was completed in 2001. The TSD has requested that an alcohol assessment be completed in late January of 2008. Funding will cover transportation costs, per diem, conference room rental, hotel room rental and contracting costs associated with bringing an assessment team in for the assessment.

<b>Impaired Driving Countermeasures</b>	
<b>Total by Funding Stream</b>	
410 J8	\$1,541,878.00
406	\$2,115,087.00
<b>Total</b>	<b>\$3,656,965.00</b>

**Police Traffic Services**

**Task 1: Program Management**

402	\$53,000.00
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**Project Description:** This task provides funds for the TSD to employ a program coordinator to oversee the initiatives and grants not covered other TSD program managers. These include speed initiatives, statewide training, collaboration with ISP, and other programmatic efforts. This task will provide salary, benefits, travel costs to in and out-of-state conferences and training seminars.

**Task 2: Statewide Traffic Safety Training**

402	\$15,000.00
406	\$5,000.00
<b>Total</b>	<b>\$20,000.00</b>

**Project Description:** This task provides funds for various traffic safety training for law enforcement officers. The upgrading of skills and knowledge of Indiana’s law enforcement officers is essential in providing safer roadways for all Hoosiers.

The TSD will work with the established regional training sites to deliver traffic safety trainings for law enforcement. In July 2008, five grant trainings will take place throughout the state to educate all participating agencies in recent grant requirements and current traffic trends in Indiana. Using the records system at the Indiana Law Enforcement Academy, the TSD will determine what traffic safety trainings have occurred and identify additional training needs that law enforcement officers require to improve traffic safety throughout the state.

Areas of training will include project management, traffic occupant protection strategies, standardized field sobriety testing (SFST), child passenger safety technical workshops, and safe and legal traffic stops.

**Task 3: Traffic Safety Incentive Awards & Ceremony**

402	\$37,500.00
406	\$37,500.00
<b>Total</b>	<b>\$75,000.00</b>

**Project Description:** This task provides funds for the Operation Pull Over awards conference in November of 2007. The conference will feature the OPO program accomplishments for fiscal year 2007 and recognize those departments, groups and organizations that significantly contributed to the states traffic safety success. Honors will be given to the agencies that have performed above and beyond prescribed performance measures that are outlined in their grants.

Funding will procure banquet facilities, food, beverages, speaker fees and the purchase of one Dodge Charger that will be outfitted with police equipment and be rewarded via a random drawing to the best performing agencies promoting traffic safety in the state.

**Task 4: Enforcement Project – Big City/Big County Enforcement**

402	\$1,783,154.00
410 J8	\$136,051.00
406	\$75,000.00
<b>Total</b>	<b>\$1,994,206.00</b>

**Project Description:** This task provides funds for the continuation of the Big City/County Seat Belt Enforcement Program in FY 2008. In the past, Indiana had utilized federal seat belt innovative dollars to target occupant protection enforcement. During non-blitz periods the funded agencies provide sustained year long enforcement utilizing saturation patrols and other proven seat belt enforcement methods.

As a requirement of their grant, the BCC coordinators, along with the DUI Taskforce coordinators, attend quarterly meetings in Indianapolis (there is no overtime paid for meeting attendance as it is required by their grant). Select departments report on their activities during each meeting. Funding will pay for overtime enforcement salaries and the grant will be monitored by the traffic safety division programmatic staff for compliance.

**Task 5: Indiana State Police**

410 J8	\$397,855.00
406	\$173,000.00
402	\$497,855.00
<b>Total</b>	<b>\$1,068,709.00</b>

**Project Description:** This task provides funds for the Indiana State Police to conduct sustained year long enforcement on dangerous driving, safety belts and impaired driving statewide. ISP officers will be conducting seat belt saturation patrols and sobriety checkpoints to enhance Indiana’s roadway safety. Furthermore, the TSD has required that ISP conduct 20% of their seatbelt enforcement at night.

High fatality and crash locations throughout the state will be identified by the traffic safety division and forwarded onto ISP for targeted enforcement. ISP will also concentrate enforcement in areas of the state that currently do not have local agencies participating in traffic safety activities paid for through our programs. As a requirement of their grant, ISP officers who have not been trained in SFST will be required to become certified in order to be able to participate in the grant funded enforcement. The funding will provide for officer’s salaries and the grant will be monitored by the traffic safety division programmatic staff for compliance.

<b>Police Traffic Services</b>	
<b>Total by Funding Stream</b>	
402	\$2,386,509.00
410 J8	\$533,906.00
406	\$290,500.00
<b>Total</b>	<b>\$3,210,915.00</b>

## Community Traffic Safety Programs

### Task 1: Law Enforcement Liaison Program

402	\$163,333.33
405a	\$163,333.34
406	\$163,333.33
<b>Total</b>	<b>\$490,000.00</b>

**Project Description:** This task provides funds for the salaries and benefits for seven regional Law Enforcement Liaisons (LEL's) throughout the state. Specific responsibilities include meeting with law enforcement departments throughout the state to assist them in developing effective traffic safety programs and policies that mirror the strategies developed in the problem identification of highway safety plan.

LEL's also help to monitor law enforcement agency's compliance in their grant and blitz reporting to the Council. LEL's conduct at least semi-annual site visits to all grantee law enforcement agencies in the state to conduct an evaluation of the agency with the coordinator of the grant.

### Task 2: Media Program Development and Management

402	\$535,755.00
405a	\$155,000.00
406	\$520,000.00
<b>Total</b>	<b>\$1,209,755.00</b>

**Project Description:** This task provides funds for the TSD to employ a two person communications team that will assist in statewide and local public awareness activities. This task will provide for program management services in the area of public information and education. Funding will provide for portions of the two communications employees salaries, benefits, travel and other related costs. Approximately 80 % of one employee and 40 % of the second employee's time will be charged to this task. Impact in this task is statewide and funding is ongoing

The TSD, through the State of Indiana, contracts with an advertising/public relations agency to develop materials for its campaigns. Campaigns have an internal focus geared toward law enforcement and an external focus geared toward the public. All four enforcement blitzes target the general public. Past campaigns have targeted seat belt usage among teen-age drivers, child passenger safety among mothers with young children, and impaired driving among 21-35 year-old males.

In all campaigns, regional news conferences, as well as print and electronic materials, highlight the efforts of local law enforcement and help to develop community support. Funding also provides for traffic safety planning kits for local communities, athletic events, seasonal activities, holidays, special contests and progress reports.



### Task 3: Community Awareness

406	\$30,000.00
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**Project Description:** This task provides funds for the community awareness coordinator to work with stakeholders in the traffic safety community to develop strategies to improve teen driving throughout the state. The coordinator will work to promote an increase in teen safety on the roads. Three forums will be held for high schools students and parents in each region of the state to discuss Indiana’s GDL law, and to evaluate and award mini-grants to high school groups that create a grassroots effort to improve teen driving. A number of young driver observational surveys will also be conducted around the state to determine the safety belt usage rate of young drivers in Indiana.

A portion of the salary, benefits, and travel of the coordinator will be paid out of these tasks as well as the high school mini-grants to promote safe teen driving behaviors. This grant will be monitored by the Occupant Protection program manager.

<b>Community Traffic Safety Programs Total by Funding Stream</b>	
402	\$699,089.00
405a	\$317,333.00
406	\$713,333.00
<b>Total</b>	<b>\$1,729,755.00</b>

### Traffic Records Improvements

#### Task 1: Program Management

408 TR	\$57,430.00
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**Project Description:** This task provides funds for the Traffic Records Coordinator position which will be responsible for increasing the quality of the Indiana Crash Records System, recruit agencies to report electronically, institute new initiatives, and to serve as the “champion” for traffic records. The existence of Traffic Records Coordinator was paramount to the FY 2007 success of increasing electronic submission rates for crash reports to over 90 percent for the year. This position will also be responsible for implementing other recommendations of the assessment. The program coordinator will oversee and manage all the traffic records initiatives. On a state and local level, the program coordinator will promote the importance of data quality and will utilize the 2005 Indiana Crash Records assessment as a guide for these improvements. The coordinator will also prepare for a FY 2008 traffic records assessment. This task will provide salary, fringe benefits, travel costs to in- and out-of-state conferences and training seminars

**Task 2: Traffic Records Improvement/Evaluation of Mapping**

408	\$220,000.00
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**Project Description:** This task provides funds for the improvement of the accurate mapping of crashes that are submitted into Indiana’s crash records database (AIRES). Through the collaboration of members of the Traffic Records Coordinating Committee (TRCC) it has been determined that by integrating Microsoft’s MapPoint software into the AIRES database past, current and future crash reports mapping accuracy will increase. Giving the TSD and our stakeholders better data for analysis of traffic crashes in Indiana. This task will provide funding for contracting fees to integrate the improvements into the crash database, hiring a mapping analyst, as well as software and maintenance costs.

**Task 3: Center for Urban Policy and the Environment (IUPUI) /Center for Roadway Safety (Purdue)**

406	\$140,000.00
402	\$300,000.00
<b>Total</b>	<b>\$440,000.00</b>

**Project Description:** This task provides funds to the Center for Road Safety (CRS), previously known as the Center for the Advancement of Transportation Safety (CATS) at Purdue University. CRS will provide data analysis and information with regards to strengthening Indiana’s Crash Outcome Data Evaluation System (CODES). They will provide periodic publications on traffic safety topics showing the linkages of crash, EMS, and hospital inpatient/outpatient databases. CRS will also assess the outcomes of the annual Bureau of Motor Vehicle and telephone surveys. Two observational survey results will also be analyzed by CRS to be reported on. Funding will cover salaries, benefits, indirect costs, travel costs, printing and other administrative costs.

This task will also provide funds to Indiana University-Purdue University’s Center for Urban Policy and the Environment (Center). The Center will identify motor vehicle crashes trends and characteristics and create various fact sheets covering particular areas in traffic safety. The crash fact sheets will be followed by an annual Crash Facts book specific to Indiana’s crash data from the previous calendar year. The information is used in planning, policy and legislative traffic safety decisions. Through the assistance of various state and federal agencies, the Center is providing integral support for improvement of Indiana’s traffic records system. Funding will cover salaries, benefits, indirect costs, travel costs, printing and other administrative costs.

**Task 4: Indiana State Department of Health Trauma Registry Program**

408 TR	\$150,000.00
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**Project Description:** This task provides funds for the development of a Statewide Health Trauma Registry. There are 142 acute-care hospitals in Indiana; seven of these are ACS-COT (American College of Surgeons Committee On Trauma) verified Level I and

Level II trauma centers. Currently, the seven trauma centers are the only hospitals in Indiana formally collecting trauma data in their own trauma registries.

In March 2006, the Indiana legislature passed Senate Enrolled Act 284, which provides the Indiana State Department of Health (ISDH) with the authority to develop a state trauma system, which includes a state trauma registry and a designation process for hospitals as trauma centers. This task will cover Trauma registry software/training/data importation/customization costs, servers, Server OS (SQL2005)/Software Assurance, salary and benefits for Trauma Medical Director, IOT annual housing/maintenance of state SQL or Oracle server, pilot rural hospital expansion of registry project (training/travel, user group meetings, hardware/software upgrade costs for some hospitals, and the purchase of annual maintenance of software product from the selected vendor. The Crash Records coordinator will oversee the monitoring of this grant.

**Task 5: EMS Software Upgrades**

408 TR	\$145,000.00
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**Project Description:** This task provides funds for the purchase of 500 units of software for Indiana EMS providers, as well as software for the Indiana DHS - EMS Commission Data Registry. Funds will also support the enhancement of the Indiana CODES Program linkage. There are 825 Indiana EMS Providers, 500 of which are EMS stand-alone ambulance providers. The remaining 325 EMS providers are co-located with fire departments. These upgrades and training serve to align Indiana EMS run reports with the National EMS Information System (NEMSIS XML) data element requirements, and to expand the IDHS/EMS Data Registry Program reporting to the NHTSA/CODES program.

**Task 6: Electronic Citations System**

408 TR	\$494,615.00
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**Project Description:** This task provides funds for the implementation of an electronic citation system pilot for law enforcement agencies in Indiana. Judicial Technology and Automation Committee (JTAC) will partner with the Indiana State Police and other stakeholders to develop a system for the construction or purchase of an e-citation system. This will allow the State to collect data from citations issued statewide by law enforcement agencies. These funds will be used for software creation, hardware purchases including servers, and hardware for field implementation such as bar code scanners and portable printers.

**Task 7: Traffic Records Assessment**

406	\$25,000.00
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**Traffic Records Assessment-** The TSD has requested for that a traffic records assessment occur the week of March 2, 2008. The purpose of this assessment is so the TSD and its partners involved in the improvement of traffic records receive constructive

feedback from experts. A previous assessment was completed in 2005 that included substantial recommendations and the Traffic Records Coordinating Committee wants to be sure that the concerns previously raised are being addressed accordingly. Funding will cover transportation costs, per diem, conference room rental, hotel room rental and contracting costs associated with bringing an assessment team in for the period.

<b>Traffic Records Improvements</b>	
<b>Total by Funding Stream</b>	
402	\$300,000.00
408	\$1,067,045.00
406	\$165,000.00
<b>Total</b>	<b>\$1,532,045.00</b>

## **Motorcycle Safety**

### **Task 1: Closed Circuit Training Facilities**

2010MC	\$12,952.00
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**Project Description:** This task provides funds for closed circuit motorcycle training facilities. The TSD, in cooperation with the Indiana Department of Education, will seek locations where motorcycle training courses can be safely conducted for the purpose of licensing motorcycle operators and conducting basic and advanced rider training courses. Special consideration will be given to counties where there are a large number of registered motorcycles and classes are currently not being offered.

This task will also be used to support the review, critique, and revision Indiana’s basic rider training course curriculum. Should studies in Oregon and Illinois show greater programmatic impact than the current Indiana curriculum, Indiana DOE will evaluate to possibility of changing the curriculum to match that of the State of Oregon’s motorcycle basic rider training course.

### **Task 2: Training Motorcycle Purchases**

2010MC	\$30,000.00
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**Project Description:** This task provides funds for the purchase of additional training motorcycles to be used during the rider training courses offered by the Department of Education. The additional motorcycles will ensure that enough trainings can be held to meet the demand of the number of riders wanting to become licensed. The new motorcycles will be housed on site at the training facility, and will be used to outfit any new training facilities. This task will also fund for the purchase of training motorcycles.

### **Task 3: Media/Public Awareness Campaign for Motorcycles**

2010MC	\$80,000.00
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**Project Description:** This task provides funds to support an active media campaign for motorist awareness messages aimed at reminding the motoring public that motorcycles

are on the roads. The increase in awareness activities will be conducted with media materials produced by the State of Indiana and will utilize television, radio, and outdoor media to keep motorcycle safety in mind during the riding season.

This task will pay for the purchase of media spots on television and radio; production of printed materials; and other media related to motorcycle safety.

<b>Motorcycle Safety</b>	
<b>Total by Funding Stream</b>	
2010MC	\$122,952.00
<b>Total</b>	<b>\$122,952.00</b>

## **Dangerous Driving**

### **Task 1: Dangerous & Impaired Driving**

406	\$225,000.00
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**Project Description:** This task will support funding for overtime pay for officers to be dedicated to enforcing the traffic laws of areas prone to dangerous driving habits. While important areas of traffic safety such as speeding, aggressive driving and red light running have been overlooked in previous HSP's, the evidence is clear that many crashes and fatalities can be attributed to these dangerous driving habits. Working closely with The Center and local law enforcement, the TSD has identified dangerous roadways and intersections in Indiana where persistent dangerous driving habits have resulted in crashes and fatalities. Sustained presence by law enforcement will work to eliminate dangerous driving habits by the general motoring public through proven enforcement methods.

### **Task 2: Augmented Funding to Select Counties**

154HE	\$1,500,000.00
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**Project Description:** With funding provided from a grant award from INDOT, this task will support overtime enforcement for high fatality counties. The TSD will use the two prong-funding approach that considers both population size and traffic related injury data. The TSD will work with the Center to identify those counties with a higher than average prevalence of traffic related crashes and injuries.

### **Project Description:**

<b>Dangerous Driving</b>	
<b>Total by Funding Stream</b>	
406	\$225,000.00
154AL	\$1,500,000.00
<b>Total</b>	<b>\$1,725,000.00</b>

## **VII. Traffic Safety Communications Plan**

The Communications plan is essential in order to heighten public awareness about the risks of dangerous and impaired driving, and the importance of seat belt usage, and other state traffic laws. This Communications plan provides a framework of projects that will aid the TSD in increasing statewide seat belt usage, decreasing impaired driving, and improving driving habits which will ultimately save Hoosier lives.

The intent of this Communications plan is to organize year-round activities that leverage and maximize the impact of the *Click It or Ticket* (CIOT) and the “*Drunk Driving. Over the Limit. Under Arrest.*” enforcement campaigns. In FFY 2008, the Communications division will rely on collaborations with the Governor’s Council on Impaired & Dangerous Driving, Law Enforcement Liaisons, Office of the Governor, state and local law enforcement agencies as well as public and private organizations in an effort to increase awareness of traffic safety initiatives.

New tools have been added for FY 2008 to help address fatality rates, teen drivers, dangerous driving and underserved populations. These data driven strategies have been designed to help reduce the number of lives lost on Hoosier roadways and increase awareness and compliance as we strive to achieve statewide goals.

### **1. National Support**

John Pastuovic of John Pastuovic Communications (JPC), a NHTSA contractor, met with the communications division to provide support for both paid and earned media in Indiana. JPC assisted in outlining an extensive media plan to our already existing media plan. This support encouraged the communications division to redefine several strategies in order to generate earned media for Indiana’s traffic safety initiatives.

The communications division was successful in promoting the May 2007 “*Click It or Ticket*” campaign with the help of JPC. As a result of this guidance, 10 statewide media events were held throughout Indiana to promote the national CIOT campaign. During this enforcement campaign, progress and significant event reports were distributed to six media markets across the State, highlighting region specific successes.

The distribution of this media correspondence generated more than 1,300 earned television and radio spots and resulted in approximately 10,667,000 audience impressions. In addition, approximately 35 interviews were conducted with ICJI’s Executive Director and more than 220 print news stories featured CIOT. These earned media tactics resulted in an earned media value of more than \$479,000.

## **2. FY 2007 Highlights**

In FY 2007, the Communications division strived to increase awareness of Indiana's traffic safety initiatives in new and creative ways. The following were partnerships we used to increase awareness of these initiatives:

- High School and Middle School visits statewide
- Creation of an Indiana specific motorcycle safety and awareness commercial featuring Governor Mitch Daniels
- A 30 second traffic safety movie theater quiz statewide
- Partnership with liquor stores and gas stations statewide to display DDOTLUA window clings
- Special focus on the Latino population through interviews on Radio Latina and Univision

## **3. Data-Driven Funding Strategy**

Building on gains made last year with the guidance from JPC, we will continue to strategically allocate funds in FY 2008. Data provided to us by the ICJI Research and Planning division, The Center for Urban Policy and the Environment (Center) as well as data reported by law enforcement agencies, post media buy summaries and other reliable sources will not only allow us to measure the effectiveness and success of each campaign, but allocate funding appropriately statewide. We will review and consider partnerships, projects and events that effectively support the core campaigns promoted throughout the year.

Because the CIOT campaign has been successfully branded through a combination of national and statewide media buys, we will decrease the amount of funding allocated to support Indiana's paid media buy. Similarly, since Indiana's statewide media buy for "*Drunk Driving. Over the Limit. Under Arrest.*" is placed in conjunction with the national media buy, we will also reduce the amount of federal funds used to support this paid media buy. Funding not used for the paid media buys will be used to sustain messaging throughout the year by deploying a series of partnerships and projects that leverage and maximize the impact of major enforcement and advertising campaigns. The communications division will continue to work closely with the NHTSA regional Washington D.C. communication offices in an effort to ensure that the direction of these partnerships is in alignment with NHTSA's communication goals.

Paid media exposure and partnerships for FY 2008 include:

- Shopping mall bags;
- Retail store signage;
- Law enforcement vehicle signage;
- Partnership with Holiday World;
- Partnership with the Indianapolis Colts
- Partnership with the Indiana Pacers
- Partnership with the Indianapolis Indians

Earned media exposure for FY 2008 will be achieved using a variety of methods, including:

- Statewide and regional specific media releases and advisories
- Opinion-editorials
- Multi-market media events;
- PSA's;
- Radio and television interviews;
- Regular updates and announcements posted to the Traffic Safety website;
- State and local partnerships;
- Earned media ventures;
- Mobile Billboards
- Media surveys.

#### 4. Performance Measures

##### a. Impaired Driving

FY 2007 Impaired Driving Media Summary												
Market	Spots Purchased				Spots Received				Value Add +/-			
	OTLUA <sup>2</sup>	Safe Holiday <sup>3</sup>	St. Patrick's Day <sup>4</sup>	Total	OTLUA <sup>2</sup>	Safe Holiday <sup>3</sup>	St. Patrick's Day <sup>4</sup>	Total	OTLUA <sup>2</sup>	Safe Holiday <sup>3</sup>	St. Patrick's Day <sup>4</sup>	Total
Evansville	312	634.5	334	1280.5	-	985	354	1339	-	+350.5	+20	+370.5
Fort Wayne	299	194	340	833	-	238	335	573	-	+44	-5	+39
Indianapolis	620	252.5	367	1239.5	-	224	348	572	-	-28.5	-19	-47.5
Lafayette	137	181	256	574	-	204	258	462	-	+23	+2	+25
Muncie/Marion			148	148			174	174			+26	+26
South Bend	304	227.5	320	851.5	-	243	346	589	-	+15.5	+26	+41.5
Terre Haute	257	638		895	-	1182.5		1182.5	-	+544.5		+544.5
Northwest Counties	523	72	310	905	-	72	358	430	-	0	+48	+48
Southern Counties	397	843.5		1240.5	-	1357.5		1357.5	-	+514		+514
Louisville	421			421	-				-			
<b>Total</b>	<b>3270</b>	<b>3043</b>	<b>2075</b>	<b>8388</b>	<b>-</b>	<b>4506</b>	<b>2173</b>	<b>6679</b>	<b>-</b>	<b>+1463</b>	<b>+98</b>	<b>+1561</b>

<sup>2</sup>DDOTLUA Total Spots Received and Value Add +/- not available at this time; <sup>3</sup>Safe Holiday Totals are split evenly between Alcohol and Occupant Protection;

<sup>4</sup>St. Patrick's Day is radio only

FY 2007 Impaired Driving Exposure by Media Outlet		
Month	Newspaper Articles	Radio/Television Spots
October	48	240
November	23	424
December	52	263
January	35	543
February	15	448
March	19	480
April	7	329
May	3	998
June	20	430
July	24	521
August	-	239
<b>Total</b>	<b>249</b>	<b>4915</b>

August Radio/Television exposure to date only and does not reflect entire month.; August newspaper clips not available at this time.



Excluding the DDOTLUA campaign currently underway, we have achieved 30.5 percent of value added exposure above the total number of spots we purchased for the alcohol media campaign. The majority of the added exposure came in the form of additional Safe Holiday Travel spots, earning 48.0 percent above the total spots purchased, while the St. Patrick's Day radio exclusive media buy earned a value added exposure of 4.7 percent. It is estimated that during this campaign, we received roughly one free advertisement for every 3.5 paid advertisement that was aired - a significant amount of value add exposure received for just one media buy.

Using the value added in earned media exposure of the Safe Holiday Travel and St. Patrick's Day alcohol campaign spots as a baseline, it is estimated that the DDOTLUA media buy also will earn roughly 45 to 48 percent of value add exposure. If this is achieved, it is estimated that there will roughly be a 37.1 percent increase of value added exposure receive while promoting impaired driving initiatives.

Our goal for FY 2008, is to increase our total value add exposure by 2.5 percent overall. To achieve this level of value added exposure, we will communicate our goals and expectations to our ad agency (Asher) to ensure they are negotiating inventory that yields desired GRP levels, targets our primary audience while maximizing the level of added exposure we receive with each media buy.

FY 2007 Added Spots Received	FY 2008 Goal	Projected Increase
1561	1600	+39

Total does not reflect the Drunk Driving. Over the Limit. Under Arrest. buy.

## b. Occupant Protection

FY 2007 Occupant Protection Media Summary												
Market	Spots Purchased				Spots Received				Value Add +/-			
	CIOT	Safe Holiday <sup>2</sup>	CPS	Total	CIOT	Safe Holiday <sup>2</sup>	CPS	Total	CIOT	Safe Holiday <sup>2</sup>	CPS	Total
Evansville	1228	634.5	241	2103.5	1659	985	295	2939	+431	+350.5	+54	+835.5
Fort Wayne	921	194	290	1405	1132	238	330	1700	+211	+44	+40	+295
Indianapolis	1562	252.5	542	2356.5	1753	224	561	2538	+191	-28.5	+19	+181.5
Lafayette	508	181	116	805	695	204	127	1026	+187	+23	+11	+221
Muncie/Marion	279		69	348	289		89	378	+10		+20	+30
South Bend	1219	227.5	316	1762.5	1703	243	379	2325	+484	+15.5	+63	+562.5
Terre Haute	1084	638	124	1846	1830	1182.5	160	3172.5	+746	+544.5	+36	+1326.5
Northwest Counties	960	144	372	1476	1511	144	660	2315	+551	0	+288	+839
Southern Counties	929	843.5	510	2282.5	1992	1357.5	1123	4472.5	+1063	+514	+613	+2190
Louisville	2002		849	2851	3052		1444	4496	+1050		+595	+1645
<b>Total</b>	<b>10692</b>	<b>3115</b>	<b>3429</b>	<b>17236</b>	<b>15616</b>	<b>4578</b>	<b>5168</b>	<b>25362</b>	<b>+4924</b>	<b>+1463</b>	<b>+1739</b>	<b>+8126</b>

FY 2007 Occupant Protection Exposure	
Month	Newspaper Articles
October	12
November	11
December	43
January	35
February	102
March	8
April	29
May	249
June	146
July	21
<b>Total</b>	<b>630</b>

Overall, we achieved a total of 47.1 percent of value added exposure above the total number of spots we purchased for the occupant protection campaigns outlined above. It is estimated that during this campaign, we received roughly one free advertisement for every 2.25 paid advertisement that was aired - a significant amount of value add exposure.

Moving forward, our goal for FFY 2008, is to increase our total value add exposure by 2.5% resulting in almost 50% of value added spots aired to promote Occupant Protection. To achieve this level of value add exposure, we will communicate our goals and expectations to our ad agency (Asher) to ensure they are negotiating inventory that yields desired GRP levels, and targets our primary audience while maximizing the level of added exposure we receive with each media buy.

<b>FY 2007 Added Spots Received</b>	<b>FY 2008 Goal</b>	<b>Projected Increase</b>
8126	8311	+185

**c. Motorcycles**

<b>FY 2007 Motorcycle Awareness Media Summary</b>						
<b>Market</b>	<b>Spots Purchased</b>		<b>Spots Received</b>		<b>Value Add +/-</b>	
	<b>Motorcycle</b>	<b>Total</b>	<b>Motorcycle</b>	<b>Total</b>	<b>Motorcycle</b>	<b>Total</b>
Evansville	774	774	1204	1204	+430	+430
Fort Wayne	299	299	439	439	+140	+140
Indianapolis	115	115	130	130	+15	+15
South Bend	0	0	48	48	+48	+48
Terre Haute	0	0	18	18	+18	+18
<b>Total</b>	<b>1188</b>	<b>1188</b>	<b>1839</b>	<b>1839</b>	<b>+651</b>	<b>+651</b>

<b>FY 2007 Motorcycle Awareness Exposure</b>	
<b>Month</b>	<b>Newspaper Articles</b>
October	0
November	0
December	0
January	0
February	0
March	3
April	4
May	0
June	0
July	0
<b>Total</b>	<b>7</b>

Overall, we achieved 54.7% of value add exposure above and beyond the total number of spots we purchased for the motorcycle awareness (cable television) media buy. This is a significant level of exposure considering this was a fairly small buy placed with limited resources. Due to limited funds, our reach was impacted, which affected our ability to reach each major market throughout the State. We did however choose to broadcast the spot in those cities with the greatest DMA's and yielded high frequency rates which more than doubled our opportunity to "impress" all drivers.

Moving forward, our goal for FFY 2008, is to increase this high level of value add exposure for our Motorcycle Awareness initiative by 2.5%. To achieve this level of value add exposure, we will communicate our goals and expectations to our ad agency (Asher) to ensure that they are negotiating inventory that yields desired GRP levels, and targets our primary audience while maximizing the level of added exposure we receive with each media buy.

FY 2007 Added Spots Received	FY 2008 Goal	Projected Increase
651	667	+16

## 5. Calendar of Events

October 2007
<b>Important Dates</b>
<p><b>1:</b> Begin partnership with Simon Properties and malls statewide to purchase Shopping Bags for Holiday Season; Begin partnership with Retail Stores</p> <p><b>3:</b> Law Enforcement Vehicle Magnets</p> <p><b>5:</b> Request Mobile Billboards from INDOT</p> <p><b>9:</b> Begin partnership with Indianapolis Colts</p> <p><b>15:</b> Begin partnership with Holiday World</p> <p><b>24:</b> Begin partnership with Indiana Pacers</p> <p><b>29:</b> Distribute Op-Ed for Halloween</p> <p><b>23,30-31:</b> Distribute Halloween – Impaired Driving Awareness Release</p>
<b>Paid Media</b>
No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for October.
<b>Earned Media</b>
<p><b>Partnership with Retail Stores:</b> (i.e. Target, Wal-Mart, Toys “R” Us, Best Buy, Kroger, Marsh, etc.) The division will purchase point of sale/cash register magnets branded with the social norming alternates of CIOT and DDOTLUA. The division will determine the quantity of magnets distributed to each store in an effort to support this partnership. This is a sustained partnership that will cover the Thanksgiving, Christmas and New Year holidays.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates that each 3.5”x4” magnet will cost approximately 16 cents. The division will purchase 15,000 magnets for an approximate total of \$2,500 out of the 402 and 406 funding streams. These magnets will be distributed in the regions of the State where seat belt usage is low and where alcohol fatalities are high. This is aimed at reminding the general motoring public to buckle up and refrain from drinking and driving.</li> </ul> <p><b>Law Enforcement Vehicle Signage:</b> The division will design DUI Enforcement magnets and “Click It or Ticket” magnets to display on Law Enforcement vehicles to heighten visibility of these officers. These magnets will serve an illustration to the general motoring public that specific DUI or CIOT enforcement is occurring.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division plans to purchase \$2,000 worth of magnets to be placed on law enforcement vehicles. We estimate each 4” x 7” magnet will cost approximately 39 cents, which will enable the division to purchase 5,000 magnets. These magnets will be paid out of the 402 and 406 funding streams and will be distributed to the LEL’s who will deliver to DUI Task Force officers across the state.</li> </ul> <p><b>Halloween Enforcement:</b> The division will create and distribute media releases, fact sheets, talking points, and other relevant materials to Law Enforcement agencies prior to the Halloween holiday in an effort to increase awareness of impaired driving. The division will distribute an Op-Ed article from the Executive Director (ED) of the Indiana Criminal Justice Institute on October 22, and issue a statewide media release on October 23, 30 and 31, 2007.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul>

<b>Partnerships</b>
<p><b>Media Partnership with Indianapolis Colts:</b> This sustained media partnership will begin in October and last through December. The TSD will have the opportunity to broadcast a total of 800 (:30) pre/post game spots on network radio stations, covering the entire state, rotating between CIOT and DDOTLUA. During non-enforcement periods corresponding (non-enforcement) spots would be aired to discourage impaired driving and to promote seat belt usage.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates this partnership to be \$20,000. Half will come from 405 and the other half will be split evenly between 402 and 406. This partnership will provide us the ability to reach our target audience (men 18-44).</li> </ul>
<p><b>Partnership with Holiday World:</b> The TSD will partner with Holiday World to promote Occupant Protection initiatives throughout the 2008 summer season (May-August). CIOT would be promoted in conjunction with the statewide mobilization. The division plans to set up a booth at Holiday World 2-3 times throughout the summer season to distribute traffic safety premium and promotional items.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division plans to purchase tray liners, trash can signage and other collateral materials branded with the CIOT and “Buckle Up! Indiana – It’s the Law” logos. We anticipate this partnership will be approximately \$10,000 and will last through the duration of the 2008 summer season. Funding for this partnership will come from 402. This is aimed at reminding the general motoring public to buckle up and refrain from drinking and driving.</li> </ul> <p><b>Partnership with Indiana Pacers:</b> The Division will meet with Indiana Pacers Marketing Executives to discuss possible partnership opportunities during the Indiana Pacers season. The TSD will support a paid media (radio and television) schedule to effectively reach its target audience. The Division will suggest displaying CIOT and DDOTLUA signage at prime points of sale and on electronic screens within Conseco Fieldhouse. The Division will also request Pacers players to voice-over :30 PSA’s to be aired during the games, as well as on the radio on game days.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The Division estimates this partnership to be \$10,000. Half will come from 405 and the other half will be split evenly between 402 and 406. This partnership will provide us the ability to reach our target audience (men 18-44).</li> </ul> <p>** The division will continue to work closely with the NHTSA regional office and Washington D.C. Communications in an effort to ensure that the direction of these partnerships is in alignment with the goals NHTSA established. **</p>

<b>November 2007</b>	
<b>Campaigns Planned: Operation Pull Over – Blitz 53</b>	
<b>Theme:</b> Safe Holiday Travel	<b>Media:</b> 10/21 – 11/3
<b>Audience:</b> Men 18-44	<b>Pre-Enforcement Media:</b> 11/4 - 11/10
<b>Purpose:</b> To raise awareness about seat belt enforcement, DUI in rural counties, in addition to CPS	<b>Advertising:</b> Radio, network & cable television.
<b>Enforcement:</b> 11/11 - 11/24	<b>Paid Media Budget:</b> \$125,000
	<b>Source:</b> Belts, Alcohol
<b>Important Dates</b>	
<b>1-30:</b> Continue partnership with retail stores and shopping malls across Indiana; Continue partnerships with Indianapolis Colts/Indiana Pacers	
<b>1:</b> Internet partnership with Indianapolis Star; Distribute Blitz 53 –Media Buy Release	
<b>5:</b> Distribute Blitz 53 –Safe Holiday Travel Op-Ed	
<b>6-8:</b> Distribute Blitz 53 –Safe Holiday Travel Media Advisory	
<b>8:</b> Blitz 53 – Safe Holiday Travel Kickoff Media event; Distribute Blitz 53 –Safe Holiday Travel News Release	
<b>11-24:</b> Electronic Mobile Billboards; Blitz 53 – Enforcement	
<b>16:</b> OPO Banquet	
<b>19:</b> Distribute Blitz 53 – Safe Holiday Travel Progress Release	
<b>29:</b> National Drunk and Drugged Driving Month News Conference	
<b>29-30:</b> Distribute National Drunk and Drugged Driving Month Release	

<b>Paid Media</b>
<b>Blitz 53 – Safe Holiday Travel:</b> Media buy will run November 8 – November 24.
<b>Earned Media</b>
<p><b>Electronic Mobile Billboards:</b> The division will work with INDOT to increase awareness of Indiana’s Traffic Safety laws. The electronic billboards are located around the State on major interstates. These billboards are often used for Amber Alerts and will run during each Blitz period.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul> <p><b>Blitz 53 – Safe Holiday Travel:</b> The division will collaborate with the IMPD, ISP, MADD, and Advocates Against Impaired Driving for the Safe Holiday Travel enforcement campaign. A News Conference will be held on November 8, at an Impaired Driving crash site in each of the 6 major media markets statewide. The Division will distribute media releases, fact sheets, talking points, and other relevant material to Law Enforcement agencies prior to the enforcement via a Safe Holiday Travel website created by the Division.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.</li> </ul> <p><b>OPO Banquet:</b> The TSD and the communications division will work collaboratively on the 13<sup>th</sup> Annual OPO Banquet, schedule for Friday, November 16 at the Ritz Charles in Carmel. Statewide law enforcement agencies who have worked over-time throughout the year to enforce safe driving practices will be invited to attend the banquet. Creatives (i.e. invitations, signage, banners, etc.) for the banquet will be designed by the Communications division and will be printed by PEN products. The TSD and the Communications division will work with other states in the Great Lakes Region to select a keynote speaker for the banquet. A release announcing the banquet will be distributed on Wednesday, November 7, and a post release announcing OPO award winners will be distributed following the banquet on Friday, November 16.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division expects \$15,000 to be spent on the location, food, audio, video, etc. event based on an estimate from the Ritz Charles. An additional \$5,000 will be spent in printing costs by PEN products. The division plans on purchasing a total of 6 passive alcohol sensors as incentive gifts for media champions across the State. Funding for this event will be split between 402 and 406.</li> </ul> <p><b>National Drunk and Drugged Driving Month:</b> In an effort to raise awareness and promote December as National Drunk and Drugged Driving Prevention Month, the division will host a news conference at a drunk or drugged driving crash location in Indianapolis on Thursday, November 29. The division will distribute media releases, fact sheets, talking points, and other relevant material to Law Enforcement agencies prior to the news conference.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul>
<b>Partnerships</b>
<p><b>Internet Partnership with the Indianapolis Star:</b> Traffic Safety will have the ability to rotate CIOT and DDOTLUA messages in conjunction with statewide enforcement efforts. The DDOTLUA message will be promoted during the holiday months November 2007-January 2008. A motorcycle awareness message will be promoted during the month of April to sustain Motorcycle Awareness Month. CIOT will be promoted May-June. This sustained partnership offers great supplemental coverage for a nominal investment and offers at least 250,000 impressions over a six month period. Each campaign that is advertised will also be located in areas of the newspaper that reach our target demographic for that particular campaign.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates this partnership to be \$6,000. Half will come from 405 and the other half will be split between 402 and 406. This partnership will provide the ability to reach our target audience as the message will be demographically targeting by zip code.</li> </ul>

<b>December 2007</b>
<b>Important Dates</b>
<p><b>1-31:</b> Continue partnership with retail stores and shopping malls across Indiana; Continue partnerships with Indianapolis Colts/Indiana Pacers</p> <p><b>3:</b> Distribute “Buzzed Driving is Drunk Driving” News Release for Christmas holiday season; Begin working on partnership with NCAA; Begin working on partnership with Renfro Productions for Boat, Sport and Travel Show</p> <p><b>5:</b> Distribute Blitz 53 –Post Release</p>

<p><b>14:</b> Distribute “Drunk Driving. Over the Limit. Under Arrest.” News Release  <b>15-19:</b> *TENTATIVE* OPO Enforcement  <b>12,17-18:</b> Distribute “Lights on for Life” News Release  <b>19:</b> Lights on for Life  <b>21-28:</b> Distribute New Year’s Impaired Driving Awareness/Enforcement Release</p>
<p><b>Paid Media</b></p> <p>No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for December.</p>
<p><b>Earned Media</b></p> <p><b>Buzzed Driving is Drunk Driving:</b> A news release will be distributed on December 3 in an effort to increase awareness of impaired driving during the Christmas holiday season. The release will be distributed to media statewide.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul> <p><b>Lights on for Life:</b> The TSD and the Communications division will issue news release announcing “Lights on for Life.” This day will honor Hoosiers who are unable to celebrate the holiday season with their families. The purpose of this day is to encourage drivers across the state to remember both the victims and survivors of impaired driving crashes by driving with their headlights on during daylight hours on December 19.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul> <p><b>Drunk Driving. Over the Limit. Under Arrest.:</b> A “<i>Drunk Driving. Over the Limit. Under Arrest.</i>” news release will be distributed on December 14, urging motorists not to drink and drive while reinforcing the consequences. The release will remind motorists that getting behind the wheel while impaired will result in arrest. Ride-alongs with law enforcement officers will be also be offered to the media.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul> <p><b>New Year’s Impaired Driving Awareness/Enforcement:</b> A news release will be distributed on December 21, to remind motorists to make safe driving choices during the New Year’s Holiday. The news release will urge motorists to not drive impaired and encourage them to call 911 if they suspect/detect a motorist who is driving impaired.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul>
<p><b>Partnerships</b></p> <p><b>Partnership with NCAA:</b> In an effort to increase awareness of CIOT and DDOTLUA initiatives, the Division will initiate contact with NCAA Marketing Executives to discuss a partnership opportunity during college home basketball games. The Division will request partnering by posting CIOT and DDOTLUA signage at the points of sale, trash cans and on the big screens. Universities that we hope to partner with include: Indiana University, Purdue University, Notre Dame University, Butler University, Ball State University, Indiana State University, Valparaiso University, Evansville University and University of Southern Indiana.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates this partnership to be \$10,000. Half will come from 405 and the other half will be from 406. This partnership will provide us with the ability to reach our target audience of males 18-44 and ultimately influence their behavior by encouraging them to engage in safe driving habits.</li> </ul> <p><b>Partnership with Renfro Productions for Boat, Sport and Travel Show:</b> The division will meet with Renfro Marketing Executives to discuss a partnership during the Boat, Sport and Travel Show in February (Indianapolis) and March (Fort Wayne). The Division will request partnering by posting CIOT signage at the points of sale and on trash cans as well as by hanging relevant banners.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates printing costs for this partnership to be \$2,000. Funding for this project will be split between 402 and 406 funding streams. This partnership will provide us the opportunity to reach our target audience, as most of the people who attend these events are typically white men who drive pickup trucks.</li> </ul> <p>** The division will continue to work closely with the NHTSA regional office and Washington D.C. Communications in an effort to ensure that the direction of these partnerships is in alignment with the goals NHTSA established. **</p>

<b>January 2008</b>	
<b>Campaigns Planned: Operation Pull Over – Blitz 54</b>	
<b>Theme:</b> Child Passenger Safety <b>Audience:</b> Parents (Adults) skewing women. <b>Purpose:</b> Educate parents about requirements under Indiana’s Child Passenger Safety law. <b>Enforcement:</b> 2/3 – 2/16	<b>Media:</b> 1/13 – 1/26 <b>Pre-Enforcement Media:</b> 1/27 – 2/2 <b>Advertising:</b> Radio and Television <b>Paid Media Budget:</b> \$125,000 <b>Source:</b> Belts General and PM
<b>Important Dates</b>	
<b>1-31:</b> Continue partnership with Indianapolis Colts/Indiana Pacers; Continue partnership with NCAA <b>7:</b> *TENTATIVE* Distribute Holiday Post Release <b>24:</b> Distribute Blitz 54 – Child Passenger Safety Media Buy Release <b>28:</b> Distribute Blitz 54 – Child Passenger Safety Op-Ed; Request Mobile Billboards from INDOT <b>29-31:</b> Distribute Blitz 54 – Child Passenger Safety Advisory <b>30:</b> Distribute Super Bowl Op-Ed <b>31:</b> Blitz 54 – Child Passenger Safety Kickoff Event; Distribute Blitz 54 – Child Passenger Safety News Release	
<b>Paid Media</b>	
<b>Blitz 54 – Child Passenger Safety (CPS):</b> Media buy will run January 31 – February 16.	
<b>Earned Media</b>	
<b>Blitz 54 – Child Passenger Safety (CPS):</b> The division will collaborate with the Indianapolis Metropolitan Police Department, Indiana State Police, and the Automotive Safety Program for the Child Passenger Safety enforcement campaign. There will be a news conference held on January 31 at a booster seat clinic in each of the 6 major media markets statewide. The Division will distribute media releases, fact sheets, talking points, and other relevant material to Law Enforcement agencies prior to enforcement via a CPS website created by the Communications division. <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.</li> </ul> <b>Super Bowl Op-Ed:</b> An Op-Ed article will be created and submitted to statewide media contacts from the ED. The article will remind motorists to designate a sober driver and to make responsible choices before participating in Super Bowl celebrations. This release will also remind those who are hosting parties of their obligation to serve their guests responsibly (limiting intake of alcoholic beverages, serving food with alcohol, etc.) and will further discourage adults from serving alcohol to minors during this time. <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul>	
<b>Partnerships</b>	
No new partnerships are planned for January.	

<b>February 2008</b>	
<b>Important Dates</b>	
<b>1-31:</b> Continue partnership with NCAA <b>1-3:</b> Distribute “Super Bowl Sunday” Impaired Driving Release <b>3-16:</b> Blitz 54 – Child Passenger Safety Enforcement; Electronic Mobile Billboards <b>6:</b> Begin partnership with Fast Food Restaurants <b>11:</b> Distribute Blitz 54 – Child Passenger Safety Progress Release <b>15-24:</b> Boat, Sport and Travel Show (Indianapolis) <b>18:</b> Begin working on partnership with IRL <b>27:</b> Distribute Blitz 54 – Child Passenger Safety Post Release	
<b>Paid Media</b>	
<b>Blitz 54: Child Passenger Safety (CPS):</b> campaign begins February 3, and the media campaign continues through the end of enforcement on February 16.	
<b>Earned Media</b>	
<b>Super Bowl:</b> News releases and fact sheets will be made available to participating OPO agencies via a Super Bowl website created by the division. An impaired driving release will be distributed every day from February 1-3 encouraging all drivers to be responsible during Super Bowl celebration festivities. <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul>	

<b>Partnerships</b>
<p><b>Partnership with Fast Food Restaurants:</b> In an effort to leverage paid media, the Division will work with fast food restaurants in designated areas across the State in support of the May “<i>Click It or Ticket</i>” campaign. The division will request partnering by posting “Buckle Up! Indiana – It’s the Law” window clings on all restaurant exit doors. CIOT informational sheets will be placed in all “to-go” orders via the drive-thru during the months of April and May to coincide with the blitz.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division will purchase signage, and informational sheets from PEN products for this project. We plan to purchase approximately 1,500 window clings and print 10,000 informational sheets. We anticipate this partnership to cost \$2,500 and will be paid with 405 federal funding.</li> </ul> <p><b>Partnership with Indianapolis Racing League (IRL):</b> The division will meet with IRL Marketing Executives to discuss a partnership during the Indy 500 and the Allstate 400 at the Brickyard. In addition to purchasing a (paid) media schedule, the division will propose that CIOT and DDOTLUA signage be displayed at primary points of sale and on trash cans. The division will request having CIOT and DDOTLUA signage posted on the corners of the track to be visible throughout the race. As value-add, the division will also request that an IRL driver(s) voice-over :30 PSA’s to be aired during the race, and on days leading up to the race.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates this partnership to be \$10,000. Funding for this project will be split between 402, 405 and 406 funding streams. This partnership will provide us with the opportunity to reach our target audience (white males 18-44). Because this race is a national event, we will not only be reaching Hoosiers to promote these Traffic Safety initiatives, but everyone across the Nation.</li> </ul> <p>** The Communications division will continue to work closely with the NHTSA regional office and Washington D.C. Communications in an effort to ensure that the direction of these partnerships is in alignment with the goals NHTSA established. **</p>

<b>March 2008</b>	
<b>Campaigns Planned: Safe St. Patrick’s Day</b>	
<p><b>Theme:</b> “Be Lucky – Don’t Drink and Drive”  <b>Audience:</b> Men 21-39  <b>Purpose:</b> Focus on Men who are a high risk for drinking and driving.  <b>Enforcement:</b> 3/14 – 3/18</p> <p>The TSD realizes NHTSA’s target age range for these initiatives is 21-34. However in Indiana, our traffic safety data reflects ages 21-39. For this reason, Indiana will expand their target audience and place ads on the stations that will best reach this group. The Communications division will work with radio and television stations across the State to gain earned media regarding this important traffic safety initiative.</p>	<p><b>Media:</b> 3/15 – 3/17  <b>Advertising:</b> Radio  <b>Paid Media Budget:</b> \$50,000  <b>Source:</b> Alcohol PM</p>
<b>Important Dates</b>	
<p><b>1-31:</b> Continue partnership with NCAA Partnership  <b>4:</b> Distribute “Spring Break” News Release  <b>10:</b> Distribute Op-Ed for St. Patrick’s Day; Request Mobile Billboards from INDOT  <b>11-13:</b> Distribute St. Patrick’s Day Media Advisory  <b>13:</b> St. Patrick’s Day – Impaired Driving Awareness Kickoff Event; Distribute St. Patrick’s Day – Impaired Driving Awareness Release  <b>13-16:</b> Boat, Sport and Travel Show (Fort Wayne)  <b>14-17:</b> St. Patrick’s Day – Impaired Driving Awareness Enforcement; Electronic Mobile Billboards for Child Passenger Safety  <b>18:</b> Movie Theater – Traffic Safety Quiz (use ‘07 version)  <b>19:</b> *TENTATIVE* Distribute St. Patrick’s Day Post Release</p>	
<b>Paid Media</b>	
<b>St. Patrick’s Day:</b> Media buy will run March 13 – March 18.	
<b>Earned Media</b>	
<b>St. Patrick’s Day Enforcement:</b> In an effort to deter drinking and driving during this holiday, the Division will create and distribute media releases, fact sheets, talking points, and other relevant materials prior to the	



St. Patrick's Day holiday, via a website designed by the Division. The Division will distribute an Op-Ed article from the ED on March 10, and a statewide media release on March 13-14, 17. A news conference will be held at an impaired driving crash scene in Indianapolis or other relevant location on Thursday, March 13.

- o **Cost Justification:** The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.

**Safe Spring Break:** In an effort to achieve a Safe Spring Break season statewide, for both high school and college students, the division will distribute a press release on March 4. The release will offer tips to parents and teens on how to celebrate safe and how to prevent tragedies from occurring. To support this endeavor, the division will utilize ICJI's internal resources and will partner with SADD, Safe Haven, and the Indiana Point of Youth in order to make signage, posters and other collateral information available to school newspapers and radio stations prior to Spring Break.

- o **Cost Justification:** The division estimates printing costs for this project to be \$1,000 out of 402 and 406 funding streams. Funding for this project will be worked and paid for in conjunction with ICJI's Youth division.

**Partnerships**

**Movie Theater Quiz:** The TSD and the Communications division will partner with Kerasotes and United Artists movie theaters in an effort to raise awareness about Indiana's traffic safety laws during enforcement periods. A movie preview advertisement was created in 2007 and will be re-distributed in 2008 to participating theaters. The division will mail out letters to statewide theaters by March 18, and will request a response by March 31. The division will begin mailing copies of the advertisement via US Postal Service on April 1, 2008.

- o **Cost Justification:** We do not anticipate using federal funds on this project.

**April 2008**

**Important Dates**

**1:** Distribute Alcohol Awareness Month Release  
**1-30:** Partnership with Fast Food Restaurants  
**3:** National Alcohol Screening Day  
**3-5/16:** Begin High School PSA's Promoting Safe Proms; Begin Formalwear Hanger Tags  
**10:** Distribute Safe Prom Release  
**14:** Begin partnership with Indianapolis Indians  
**15-30:** Begin Movie Theater – Traffic Safety Quiz  
**28-30:** Distribute Motorcycle Safety Awareness Month Media Advisory  
**30:** Motorcycle Safety Awareness Month Kickoff Event: Distribute Motorcycle Safety Awareness Month Release

**Paid Media**

No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for April.

**Earned Media**

**Alcohol Awareness Month:** To raise awareness and promote April as Alcohol Awareness Month, the Division will distribute media releases, fact sheets, talking points, and other relevant material prior to April 1.

- o **Cost Justification:** We do not anticipate using federal funds on this project.

**High School PSA's Encouraging a Safe Prom:** In an effort to reduce impaired driving and increase seat belt usage, the TSD plans to partner with SADD, Indiana POY and Safe Haven to distribute traffic safety informational/promotional materials. A young driver fact sheet will be distributed to teens statewide and will also be available on the ICJI website. A Safe Prom release will be distributed on April 10.

- o **Cost Justification:** The division estimates printing costs for this partnership to be \$1,000 which will be split between 402 and 406 funding streams. Funding will be split with ICJI's Youth division.

**Formal Wear Hanger Tags:** In order to sustain core messaging as it relates to promoting a safe prom season, the Division will partner with ICJI's Youth division and formalwear stores across the state to create and distribute paper hanger tags. The tags will be displayed on each formalwear hanger given to teens in an

effort to encourage them to enjoy a safe prom by not drinking and driving and always remembering to buckle up. The tags will be distributed by April 3.

- o **Cost Justification:** We will print and distribute 15,000 hanger tags statewide, which we estimate to \$2,000 out of 402 and 406 federal funding streams, the rest of the funding for this project will come from ICJJ's Youth division.

**Motorcycle Safety Awareness:** The TSD and the Communications division will host a news conference on April 29 in order to remind motorists of the upcoming Motorcycle Safety Awareness Month. A news release will be issued following the news conference on April 29, 2008. The goal of the news conference will be to encourage all drivers to be aware of motorcycles beginning to travel on Hoosier roadways. The Division will invite the Department of Education, motorcycle organizations, Indiana State Police, and the Indianapolis Metropolitan Police to attend and participate in this event.

- o **Cost Justification:** The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.

**Partnerships**

**Partnership with Indianapolis Indians:** The division will meet with Indians Marketing Executives to discuss a partnership during Indians home games. The division will request posting CIOT and DDOTLUA signage at the points of sale as well as behind home plate. The division will also request having Indians players tape: 30 PSA's to be aired during the games, as well as on the radio on game days.

- o **Cost Justification:** The division estimates this partnership to be \$2,500 in order to hit the general driving audience. Funding for this partnership will be split between 405 and 406.

\*\* The Communications division will continue to work closely with the NHTSA regional office and Washington D.C. Communications in an effort to ensure that the direction of this partnership is in alignment with the goals NHTSA established. \*\*

**May 2008**

**Campaigns Planned: Operation Pull Over Blitz 55**

<p><b>Theme:</b> "Click It or Ticket"  <b>Audience:</b> Men 16-34  <b>Purpose:</b> Raise awareness on seatbelt enforcement and CPS. drinking and driving.  <b>Enforcement:</b> 5/16 – 6/1</p>	<p><b>Media:</b> 4/27 – 5/10  <b>Advertising:</b> Radio; network &amp; cable television  <b>Budget:</b> \$320,000  <b>Source:</b> Belts General and PM</p>
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The TSD realizes NHTSA's target age range for these initiatives is 18-34. However in Indiana, our traffic safety data reflects ages 16-44. For this reason, Indiana will expand their target audience and place ads on the stations that will best reach this group. The Communications division will work with radio and television stations across the State to gain earned media regarding this important traffic safety initiative.

**Important Dates**

**1-31:** Motorcycle Safety Awareness Month; Begin partnership with Fast Food Restaurants; Begin Movie Theater – Traffic Safety Quiz; Begin High School PSA's Encouraging a Safe Prom/ Formalwear Hanger Tags  
**1-3:** Begin partnership with Holiday World  
**1:** Distribute Graduation Safety – Impaired Driving/Seat Belt Release  
**5:** Distribute Cinco de Mayo Release  
**8:** Distribute Blitz 55 – "Click It or Ticket" Media Buy Release  
**12:** Distribute Blitz 55 – "Click It or Ticket" Op-Ed; Request Mobile Billboards from INDOT  
**13-15:** Distribute Blitz 55 – "Click It or Ticket" Media Advisory  
**15:** Blitz 55 – "Click It or Ticket" Kickoff Event; Distribute Blitz 55 – "Click It or Ticket" News Release  
**16-6/1:** Blitz 55 – "Click It or Ticket" Enforcement; Electronic Mobile Billboards for Click It or Ticket  
**25:** Indy 500

**Paid Media**

**Blitz 55 – Click It or Ticket (CIOT):** Media buy will run May 9 – June 1.

**Earned Media**

**Blitz 55 – Click It or Ticket (CIOT):** The division will collaborate with the Indianapolis Metropolitan Police Department, Indiana State Police and INDOT to support the Memorial CIOT enforcement campaign. A news conference will be held on May 15 at a relevant crash site in each of the 6 major media

<p>markets statewide. The Division will distribute media releases, fact sheets, talking points, and other relevant material prior to enforcement via a CIOT website.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.</li> </ul> <p><b>Graduation Safety:</b> In an effort to reduce impaired driving and increase seat belt usage, the TSD plans to partner with SADD, POY and Safe Haven to distribute traffic safety informational/promotional materials. A young driver fact sheet to be distributed to teens statewide and will also be available on the ICJI website. A graduation safety release will be distributed on May 1, 2008.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division estimates printing costs for this partnership to be \$1,000 which will be split between 402 and 406. Funding for this project will be split with ICJI's Youth division.</li> </ul> <p><b>Cinco de Mayo:</b> The division will partner with the State's Sr. Advisor for Latino and Immigrant Affairs to conduct outreach efforts on behalf of the TSD to raise awareness among the Hispanic population regarding the Impaired Driving initiative during this holiday. Media releases, fact sheets, talking points, and other relevant material will be available on the ICJI website prior to May 1. The TSD will distribute a media release on May 5.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> We do not anticipate using federal funds on this project.</li> </ul>
<b>Partnerships</b>
No new partnerships are planned for May.

<b>June 2008</b>	
<b>Campaigns Planned: Motorcycle Safety and Awareness</b>	
<p><b>Theme:</b> Motorcycle Safety and Awareness  <b>Audience:</b> Men 21-50  <b>Purpose:</b> Raise awareness on motorcycle safety</p>	<p><b>Media:</b> 6/4 – 6/16  <b>Advertising:</b> cable television  <b>Budget:</b> \$70,000  <b>Source:</b> Motorcycle (2010)</p>
The Communications division will work with radio and television stations across the State to gain earned media regarding this important traffic safety initiative.	
<b>Important Dates</b>	
<p><b>1-30:</b> Continue partnership with Holiday World; Continue Movie Theater Partnership – Traffic Safety Quiz; Begin partnership with Indianapolis Indians  <b>9:</b> Begin Gas Pump Signage for “Drunk Driving. Over the Limit. Under Arrest.”  <b>12:</b> Distribute Blitz 55 – “Click It or Ticket” Post Release  <b>30:</b> Request Mobile Billboards from INDOT; Distribute Sobriety checkpoint Month/July 4<sup>th</sup> Media Advisory</p>	
<b>Paid Media</b>	
No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for this month.	
<b>Earned Media</b>	
<p><b>Gas Pump Signage for “Drunk Driving. Over the Limit. Under Arrest.”:</b> In an effort to increase awareness of the DDOTLUA Labor Day Crackdown, the division will purchase gas pump toppers to be distributed to gas stations statewide. Contact will be made with the owners of each gas station to determine how many toppers need to be produced and distributed.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division plans to purchase \$15,000 in gas pump toppers out of 402 and 406 funding. Each topper will cost approximately \$70, in which we will anticipate being able to purchase 200 toppers. We will distribute these toppers in strategically placed regions of the State to remind the motoring public not to drink and drive and to call 911 to report drunk drivers.</li> </ul> <p><b>Brochures/Posters for Motorcycle Safety:</b> In an effort to increase awareness of motorcycle safety and awareness of Motorcycle Safety, the division will purchase educational brochures and posters to be distributed statewide.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division plans to purchase \$10,000 in brochures and posters out of 2010 funding.</li> </ul>	

<b>Partnerships</b>
<p><b>Partnership with USA Track and Field:</b> The division will meet with USA Track and Field Marketing Executives to discuss a multi-media partnership promoting seat belt usage and child passenger safety. The Division plans to set up a booth at the event to distribute traffic safety informational/promotional items.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division plans to purchase special collateral materials branded with the CIOT and the “Buckle Up! Indiana – It’s the Law” logos. We anticipate this partnership will be \$2,500 and will be funded through 405. Funding for this project will be split with ICJI’s Youth division.</li> </ul> <p><b>Partnership with Jazz Fest:</b> The division will meet with Jazz Fest Marketing Executives to discuss a multi-media partnership promoting seat belt usage. The Division plans to set up a booth at the event to distribute traffic safety informational/promotional items.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division plans to purchase special collateral materials branded with the CIOT and the “Buckle Up! Indiana – It’s the Law” logos. We anticipate this partnership will be \$5,000 and will be funded through 405.</li> </ul>

<b>July 2008</b>	
<b>Important Dates</b>	
<p><b>1:</b> Distribute National Sobriety Checkpoint Month/July 4<sup>th</sup> Media Advisory; National Sobriety Checkpoint Month/July 4<sup>th</sup> Impaired Driving Awareness Kickoff Event; Distribute National Sobriety Checkpoint Month/July 4<sup>th</sup> Impaired Driving Awareness Release</p> <p><b>1-31:</b> National Sobriety Checkpoint Month; Continue partnership with Holiday World; Continue Movie Theater – Traffic Safety Quiz; Continue partnership with Indianapolis Indians</p> <p><b>2-6:</b> July 4<sup>th</sup> – Impaired Driving Awareness Enforcement; Electronic Mobile Billboards for July 4<sup>th</sup></p> <p><b>7:</b> Begin partnership with Indiana State Fair</p> <p><b>8:</b> *TENTATIVE* Distribute July 4<sup>th</sup> - Impaired Driving Post Release</p> <p><b>27:</b> Allstate 400 at the Brickyard</p>	
<b>Paid Media</b>	
No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for this month.	
<b>Earned Media</b>	
<p><b>July 4<sup>th</sup> Enforcement:</b> In an effort to increase awareness of impaired driving during this holiday, media releases, fact sheets, talking points, and other relevant materials will be available prior to July 4, via the ICJI website. The division will host a news conference at an impaired driving crash scene in Indianapolis on Tuesday, July 1. A statewide media release will be distributed after the event.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.</li> </ul>	
<b>Partnerships</b>	
<p><b>Partnership with Indiana State Fair:</b> The division will meet with Indiana State Fair Marketing Executives to discuss a multi-media partnership with the State Fair promoting seat belt usage and child passenger safety. The Division plans to set up a booth at the Fair to distribute traffic safety informational/promotional items.</p> <ul style="list-style-type: none"> <li>○ <b>Cost Justification:</b> The division plans to purchase special collateral materials branded with the CIOT and the “Buckle Up! Indiana – It’s the Law” logos. We anticipate this partnership will be \$2,500 and will be funded through 405.</li> </ul>	

<b>August 2008</b>	
<b>Campaigns Planned: Operation Pull Over Blitz 56</b>	
<p><b>Theme:</b> “Drunk Driving. Over the Limit. Under Arrest.”</p> <p><b>Audience:</b> Men 21-44</p> <p><b>Purpose:</b> Focus on Men who are a high risk for drinking and driving.</p> <p><b>Enforcement:</b> /15 – 9/1</p>	<p><b>Media:</b>8/2 – 8/14</p> <p><b>Pre-Enforcement Media:</b> 8/8 – 8/15</p> <p><b>Advertising:</b> Radio, network &amp; cable television</p> <p><b>Paid Media Budget:</b> \$350,000</p>

<p><b>Source:</b> Alcohol PM</p> <p>The TSD realizes NHTSA’s target age range for these initiatives is 18-34. However in Indiana, our traffic safety data reflects ages 21-44. For this reason, Indiana will expand their target audience and place ads on the stations that will best reach this group. The Communications division will work with radio and television stations across the State to gain earned media regarding this important traffic safety initiative.</p>
<p><b>Important Dates</b></p> <p><b>1-31:</b> Continue partnership with Holiday World; Continue Movie Theater – Traffic Safety Quiz; Continue partnership with Indianapolis Indians</p> <p><b>4:</b> Begin partnership with Channel One</p> <p><b>4-31:</b> Begin Gas Pump Signage promoting “Drunk Driving. Over the Limit. Under Arrest.”</p> <p><b>6-17:</b> Indiana State Fair</p> <p><b>7:</b> Distribute Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Media Buy Release</p> <p><b>11:</b> Distribute Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Op-Ed; Request Mobile Billboards from INDOT</p> <p><b>12:</b> Distribute Back to School Safe Driving Release</p> <p><b>12-14:</b> Distribute Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Media Advisory</p> <p><b>14:</b> Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Kickoff Event; Distribute Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Release</p> <p><b>15-9/1:</b> Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Enforcement</p> <p><b>15-9/1:</b> Electronic Mobile Billboards for Child Passenger Safety</p>
<p><b>Paid Media</b></p> <p><b>Blitz 56 – Drunk Driving. Over the Limit. Under Arrest.:</b> Media buy will run August 13 – September 1.</p>
<p><b>Earned Media</b></p> <p><b>Blitz 56 – Drunk Driving. Over the Limit. Under Arrest.:</b> The division will collaborate with the Indianapolis Metropolitan Police Department, Indiana State Police, Marion County Prosecutors Office, MADD, and Advocates Against Impaired Driving for the DDOTLUA enforcement campaign. A news conference will be held on August 14 in Indianapolis at impaired driving crash location in each of the 6 major media markets statewide. The division will distribute media releases, fact sheets, talking points, and other relevant material to Law Enforcement agencies prior to enforcement via a DDOTLUA website.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates approximately \$500 in audio needs for the news conference. This funding will come from 402 and 406 funding streams.</li> </ul>
<p><b>Partnerships</b></p> <p><b>Partnership with Channel One:</b> The division will partner with Channel One to air :30 PSA’s during the daily broadcast in High Schools across the State. We plan to target teen drivers during a time where the risk of drinking and driving tends to escalate among this demographic.</p> <ul style="list-style-type: none"> <li>o <b>Cost Justification:</b> The division estimates production costs for this partnership to be \$3,000. Funding will be split between 402 and 406 and with ICJI’s Youth division.</li> </ul>

<p><b>September 2008</b></p>
<p><b>Important Dates</b></p> <p><b>1-30:</b> Continue partnership with Indianapolis Indians; Continue partnership with Channel One</p> <p><b>2-30:</b> College Campus Email from President Encouraging Safe and Responsible Celebrations</p> <p><b>6:</b> “Fiesta” at Military Park</p> <p><b>10-12:</b> Distribute National Child Passenger Safety Week Media Advisory</p> <p><b>12:</b> National Child Passenger Safety Week Kickoff Event; Distribute National Child Passenger Safety Week Release</p> <p><b>14-21:</b> National Child Passenger Safety Week</p> <p><b>18:</b> Distribute Blitz 56 – “Drunk Driving. Over the Limit. Under Arrest.” Post Release</p>
<p><b>Paid Media</b></p> <p>No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for this month.</p>
<p><b>Earned Media</b></p> <p><b>College Campus Safety:</b> In an effort to reduce impaired driving and increase seat belt usage, the TSD plans to partner with colleges statewide to distribute traffic safety informational/promotional materials. A</p>

letter (Op-Ed) will be submitted to each university/college newspaper, as well as sent from each university/college President to encourage safe and responsible decisions by students.

- o **Cost Justification:** Printing costs for this partnership are estimated to be \$2,500 and will be split between 402 and 406 funding streams.

#### **Partnerships**

**Partnership with Latino “Fiesta”:** The division will meet with “Fiesta” Marketing Executives to discuss a partnership during the event at Military Park. This partnership will promote the non-enforcement messaging of seat belt usage and impaired driving to a highly targeted demographic that is often underserved during statewide media flights. The division will request partnering by posting CIOT and DDOTLUA signage at the points of sale, trash cans and by hanging relevant banners.

- o **Cost Justification:** The division estimates printing costs for this partnership to be \$3,000. Funding for this project will be split between 402 and 406 funding streams.

## **6. Traffic Safety Communications Budget**

We analyzed a variety of media plans and state and national statistics in order to best allocate our funding for FFY 2008. Our plan is to encourage positive behavioral changes in Hoosiers by allotting 90 percent of our budget to paid media buys. We intend to influence and change the behavior of those who do not buckle up, as well as those who drive impaired or drive dangerously.

With the legislative loophole in the State’s primary seat belt law for pickup trucks closed July 1, it is our responsibility to educate Hoosiers on the importance of buckling up, “Every trip. Every time.” Because of this, we have decided to allocate a majority of our federal funds (46%) to occupant protection in Indiana. We will allocate this funding strategically by analyzing data provided to us by the Center, the research & planning division, and others in order to give us the greatest overall impact in increasing the overall use of seat belts and child passenger safety seats statewide.

Impaired driving initiatives will be supported with 41 percent of the total budget. As mentioned previously, Indiana showed a 3 percent decrease from 2005-2006 for alcohol crashes involving a driver with a BAC of 0.08 or higher. We intend to continue raising awareness about the dangers of driving impaired, while also driving the numbers down. In addition to paid media, our messages will be sustained during non-enforcement periods by allocating 6 percent of our total budget to state and local partnerships. By bridging the media gaps between paid mobilizations and crackdowns we will broaden the core highway safety messages in Indiana.

Because momentum is often lost as soon as the campaign is over due to the inability to deliver a year-round message, we intend to use approximately 3 percent of our total budget towards earned media initiatives. This will also help to enhance the value and impact of our paid media. Based on data provided by the Center, we’ve developed strategies that will influence our target audience based on research driven problem identification. These earned media initiatives will result in a year-round, fully integrated marketing strategy.

<b>FY 2008 Communications Budget</b>						
<b>Type</b>	<b>Date</b>	<b>402</b>	<b>405A</b>	<b>406</b>	<b>2010</b>	<b>Total</b>
Salaries	Yearlong	\$25,000	\$10,000	\$35,000		<b>\$70,000</b>
Media Gofer	Yearlong	\$1,250		\$1,250		<b>\$2,500</b>
News Conferences	Yearlong	\$2,000		\$2,000		<b>\$4,000</b>
Printing Costs	Yearlong		\$2,500	\$2,500	\$10,000	<b>\$15,000</b>
Law Enforcement Signage	Yearlong			\$1,000		<b>\$1,000</b>
Colts	Oct. - Dec.		\$10,000	\$10,000		<b>\$20,000</b>
OPO	November	\$12,500		\$12,500		<b>\$25,000</b>
Safe Holiday Travel	November	\$62,500	\$62,500			<b>\$125,000</b>
Retail Stores	Nov. - Dec.		\$1,250	\$1,250		<b>\$2,500</b>
Indy Star	Nov. - Jan.		\$1,500	\$4,500		<b>\$6,000</b>
Pacers	Dec. - Feb.	\$5,000		\$5,000		<b>\$10,000</b>
NCAA	Jan. - March		\$5,000	\$5,000		<b>\$10,000</b>
Boat, Sport and Travel Show	Feb. - March	\$2,000				<b>\$2,000</b>
Child Passenger Safety	February	\$100,000	\$25,000			<b>\$125,000</b>
St. Patrick's Day	March			\$50,000		<b>\$50,000</b>
Fast Food Restaurants	April - May	\$2,500				<b>\$2,500</b>
Hanger Tags	April - May	\$1,000		\$1,000		<b>\$2,000</b>
Click It or Ticket	May	\$300,000	\$20,000			<b>\$320,000</b>
Indy Racing League	May, July		\$5,000	\$5,000		<b>\$10,000</b>
Holiday World	May - Aug.	\$10,000				<b>\$10,000</b>
Indians	May - Aug.	\$1,250		\$1,250		<b>\$2,500</b>
Motorcycle Safety and Awareness	June				\$70,000	<b>\$70,000</b>
USA Track and Field	June		\$2,500			<b>\$2,500</b>
Jazz Fest	June	\$5,000				<b>\$5,000</b>
Drunk Driving. Over the Limit. Under Arrest.	August			\$350,000		<b>\$350,000</b>
Indiana State Fair	August	\$2,500				<b>\$2,500</b>
Channel One	Aug. - Sept.	\$1,500		\$1,500		<b>\$3,000</b>
Gas Pump Toppers	Aug. - Sept.			\$15,000		<b>\$15,000</b>
Latino "Fiesta"	September		\$1,750	\$1,750		<b>\$3,500</b>
<b>Totals</b>		<b>\$534,000</b>	<b>\$147,000</b>	<b>\$505,500</b>	<b>\$80,000</b>	<b>\$1,266,500</b>
Remaining Balance		\$1,755	\$7,000	\$14,500	\$0	\$23,255

### Yearlong Expenditures

**Salaries:** Funding will be provided to pay 40 percent of the Communications Division Director's salary, and 80 percent of the Communications Manager's salary.

**Media Gofer:** Media Gofer is a press clipping service that provides clips online. We will use their services throughout the year to generate information regarding exposure.

**News Conferences:** The Communications division will host various news conferences throughout the year to kickoff specific media initiatives.

**Printing Costs:** We anticipate numerous printing requests throughout the year, and have factored in federal funding for these.

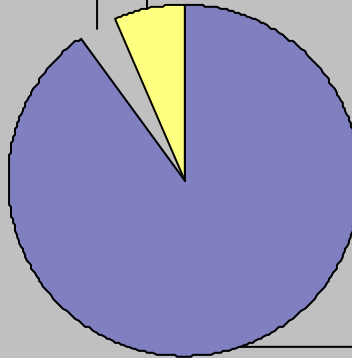
### Fund Allocation by Media Type

Partnerships

6.5%

Earned

3.5%



Paid

90.0%

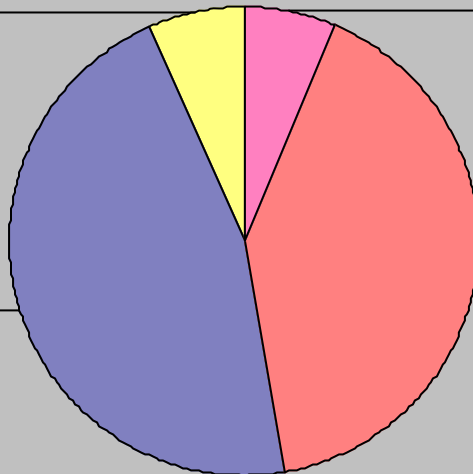
### Fund Allocation by Initiative

Other

6.7%

Motorcycles

6.3%



Occ. Protection

46.0%

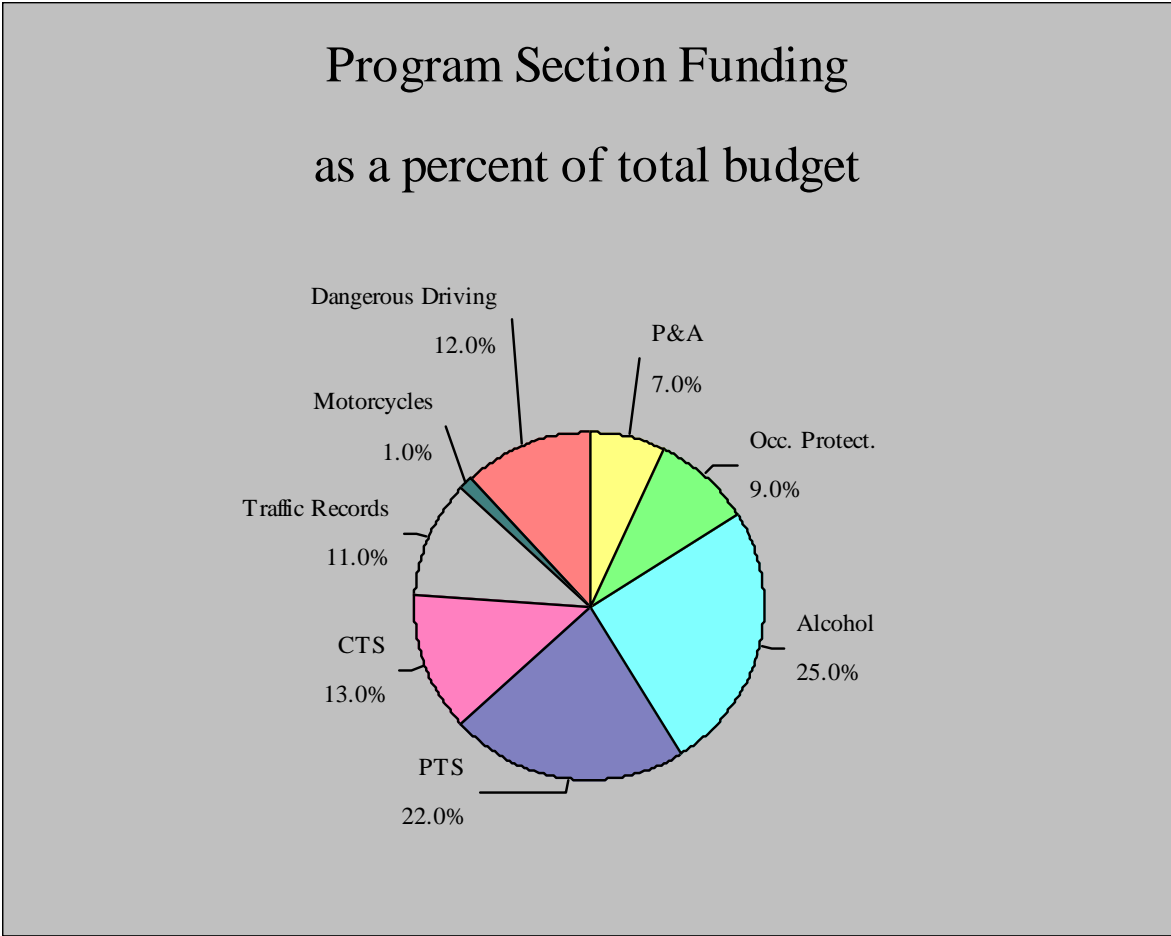
Impaired Driving

41.0%

## VIII. Fiscal Summary



FY 2008 Traffic Safety Budget									
	406	402	410 J8	405	2010MC	408	154	Match	Total
<b>P&amp;A</b>	523,333.00							523,333.00	<b>1,046,666.00</b>
<b>Occupant Protection</b>	99,806.00	860,500.00		365,921.00					<b>1,326,227.00</b>
<b>Alcohol</b>	2,115,087.00		1,541,878.00						<b>3,656,965.00</b>
<b>PTS</b>	290,500.00	2,386,509.00	533,906.00						<b>3,210,915.00</b>
<b>CTS</b>	713,333.00	699,089.00		317,333.00					<b>1,729,755.00</b>
<b>Traffic Records</b>	165,000.00	300,000.00				1,067,045.00			<b>1,532,045.00</b>
<b>Motorcycles</b>					122,952.00				<b>122,952.00</b>
<b>Dangerous Driving</b>	225,000.00						1,500,000.00		<b>1,725,000.00</b>
<b>Total</b>	<b>4,132,059.00</b>	<b>4,246,098.00</b>	<b>2,075,784.00</b>	<b>683,254.00</b>	<b>122,952.00</b>	<b>1,067,045.00</b>	<b>1,500,000.00</b>	<b>523,333.00</b>	<b>14,350,525.00</b>



FY 2008 Program Cost Summary											
Traffic Safety Division											
		Federal Funding Streams								State Funding Streams	
	2008 Budget	406	402	418 J8	405A	2010 MC	408 TR	154 HE/AL	157 PT	Total Federal Funds	State Hard Match
<b>Resources</b>											
Est. 2007 Carry Forward		-	53,400	1,463,422	0	122,982	812,005	233,184	-	2,684,933	
FY 2008 Award Estimate	15,700,000	4,478,431	2,213,451	683,287	122,952	812,005	1,500,000	-	-	25,510,126	
2008 State Match		-	-	-	-	-	-	-	-	-	523,333
<b>Total</b>		15,700,000	4,531,831	3,676,873	683,287	245,934	1,624,010	1,733,184	-	28,195,119	523,333
<b>Planning and Administrative</b>											
P & A – Federal	523,333	523,333	-	-	-	-	-	-	-	523,333	-
P & A – State	523,333	-	-	-	-	-	-	-	-	-	523,333
Subtotal P & A	1,046,666	523,333	-	-	-	-	-	-	-	523,333	523,333
<b>Occupant Protection</b>											
Program Management	57,434	-	-	-	57,434	-	-	-	-	57,434	-
Automotive Safety Program	713,950	99,806	305,657	-	308,487	-	-	-	-	713,950	-
Seat Belt Enforcement	554,843	-	554,843	-	-	-	-	-	-	554,484	-
Subtotal Occ. Protection	1,326,227	99,806	860,500	-	365,921	-	-	-	-	1,326,227	-
<b>Alcohol</b>											
Program Management	57,434	-	-	57,434	-	-	-	-	-	57,434	-
FACT	1,124,436	1,124,436	-	-	-	-	-	-	-	1,124,436	-
Enforcement (DUI)	1,810,189	350,745	-	1,459,444	-	-	-	-	-	1,810,189	-
SFST/DRE	197,599	197,599	-	-	-	-	-	-	-	197,599	-
T.S. Resource Prosecutor	197,409	197,409	-	-	-	-	-	-	-	197,409	-
Excise Police	97,490	97,490	-	-	-	-	-	-	-	97,490	-
SADD	147,408	147,408	-	-	-	-	-	-	-	147,408	-
Alcohol Assessment	25,000	-	-	25,000	-	-	-	-	-	25,000	-
Subtotal Alcohol	3,656,965	2,115,087	-	1,541,878	-	-	-	-	-	3,656,965	-
<b>PTS</b>											
Program Management	53,000	-	53,000	-	-	-	-	-	-	53,000	-
Statewide Training	20,000	5,000	15,000	-	-	-	-	-	-	20,000	-
OPO Awards Banquet	75,000	35,000	35,000	-	-	-	-	-	-	75,000	-
Indiana State Police	1,068,709	173,000	497,855	397,855	-	-	-	-	-	1,068,709	-
BCC Enforcement	1,994,206	75,000	1,783,154	136,051	-	-	-	-	-	1,994,206	-
Subtotal PTS	3,210,915	290,500	2,386,915	533,906	-	-	-	-	-	3,210,915	-

FY 2008 Program Cost Summary Cont.											
		Federal Funding Streams								State Funding Streams	
	2008 Budget	406	402	418 J8	405A	2010 MC	408 TR	154 HE/AL	157 PT	Total Federal Funds	State Hard Match
<b>Community TS</b>											
LEL Program	490,000	163,333	163,334	-	163,333	-	-	-	-	490,000	-
Communications Division	1,209,755	520,000	535,755	-	154,000	-	-	-	-	1,209,755	-
Community Awareness	30,000	30,000	-	-	-	-	-	-	-	30,000	-
Subtotal Community TS	1,729,755	713,333	699,089	-	317,333	-	-	-	-	1,729,755	-
<b>Traffic Records</b>											
Program Management	57,430	-	-	-	-	-	57,430	-	-	57,430	-
Evaluation of Mapping	220,000	-	-	-	-	-	220,000	-	-	220,000	-
The Center/Purdue	440,000	140,000	300,000	-	-	-	-	-	-	440,000	-
Trauma Registry Program	150,000	-	-	-	-	-	150,000	-	-	150,000	-
EMS Software Upgrade	145,000	-	-	-	-	-	145,000	-	-	145,000	-
E-Citation Program	494,615	-	-	-	-	-	494,615	-	-	494,615	-
TR Assessment	25,000	25,000	-	-	-	-	-	-	-	25,000	-
Subtotal Traffic Records	1,532,045	165,000	300,000	-	-	-	1,067,045	-	-	1,532,045	-
<b>Motorcycles</b>											
Lease/Purchase of Facility	12,952	-	-	-	-	12,652	-	-	-	12,952	-
Training Motorcycles	30,000	-	-	-	-	30,000	-	-	-	30,000	-
Public Awareness Campaign	80,000	-	-	-	-	80,000	-	-	-	80,000	-
Subtotal Motorcycles	122,952	-	-	-	-	122,952	-	-	-	122,952	-
<b>Dangerous Driving</b>											
Augmented Funding - Counties	225,000	225,000	-	-	-	-	-	-	-	225,000	-
Dangerous and Impaired Driving	1,500,000	-	-	-	-	-	-	1,500,000	-	1,500,000	-
Subtotal Dangerous Driving	1,725,000	225,000	-	-	-	-	-	1,500,000	-	1,725,000	-
Total 2008 Budget Expenditure	14,350,525	4,132,059	4,132,059	2,075,784	683,254	122,952	1,067,045	1,500,000	-	13,827,192	523,333
Total Ending Balance/Carry Forward		11,567,941	285,733	1,601,090	33	122,982	556,965	233,184	-	14,367,927	-
Federal Share to Local	8,100,032	2,052,395	2,643,654	1,595,495	308,487	-	-	1,500,000	-	8,100,032	-

## **IX. State Certification Assurances**

### **STATE OF INDIANA CERTIFICATIONS AND ASSURANCES**

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

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

- ™ 23 U.S.C. - Highway Safety Act of 1966, as amended;
- ™ 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- ™ 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- ™ 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- ™ NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- ™ Highway Safety Grant Funding Policy for Field-Administered Grants

#### **Certifications and Assurances**

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

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

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

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

Cash draw downs will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

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

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

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

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin and 49 CFR Part 21; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; and 49 CFR Part 27 (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal

assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):**

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
  - 1) The dangers of drug abuse in the workplace.
  - 2) The grantee's policy of maintaining a drug-free workplace.
  - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
- 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1) Abide by the terms of the statement.
  - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted --
  - 1) Taking appropriate personnel action against such an employee, up to and including termination.

- 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### **Buy America Act**

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

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

### **Political Activity (Hatch Act)**

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

### **Certification Regarding Federal Lobbying**

Certification for Contracts, Grants, Loans, and Cooperative Agreements.

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

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

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative

agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

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

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

### **Certification Regarding State Lobbying**

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

### **Certification Regarding Debarment and Suspension**

#### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause for default.
4. The prospective primary participant shall provide immediate written notice to the



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

5. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meaning set out in the Definitions and coverage sections of the rules implementing Executive Order 12549. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

## **Certification Regarding Debarment, Suspension, and Other Responsibility Matters— Primary Covered Transactions**

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

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

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

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

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

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

### **Instructions for Lower Tier Certification**

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to whom this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms “covered transaction”, “debarred,” “suspended,” “ineligible,” “lower tier covered transaction,” “participant,” “person,” “primary covered transaction,” “principal,” “proposal,” and “voluntarily excluded,” as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You

may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

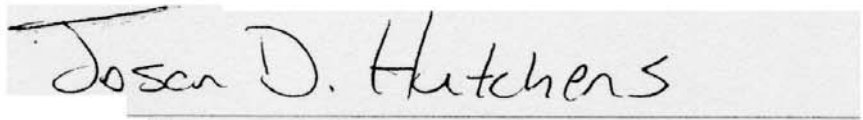
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement List.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

## Environmental Impact

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year FY-2008 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this highway safety plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.). Council on Environmental Quality regulations on compliance with the National Environmental Policy Act of 1969, as amended, 40 C.F.R. Part 1500 et seq.

  
Governor's Representative for Highway Safety

8-31-2007  
Date