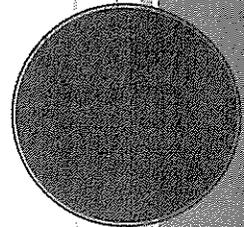


# INDIANA HIGHWAY SAFETY PLAN

*Fiscal Year 2010*



Indiana Criminal Justice Institute  
August 28, 2009



# INDIANA HIGHWAY SAFETY PLAN

*Fiscal Year 2010*

## MISSION

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

Prepared for:

*The U.S. Department of Transportation*

*National Highway Traffic Safety Administration*

Prepared by:

*The Traffic Safety Division*

*Indiana Criminal Justice Institute*



SEPTEMBER 2009

## TABLE OF CONTENTS

<u>EXECUTIVE SUMMARY</u>	4
<u>HIGHWAY SAFETY PLAN SCHEDULE</u>	6
<u>SAFETY AND PERFORMACE PLAN</u>	7
Plan Introduction	7
Fatalities	13
Serious Bodily Injury	16
Alcohol	19
Occupant Protection	25
Young Drivers	32
Motorcycles	34
Dangerous Driving	39
Children	43
Pedestrians	44
Planning & Administration	45
Police Traffic Services	46
Community Traffic Safety Programs	48
Traffic Records Improvement	51
<u>MEDIA AND COMMUNICATIONS</u>	54
Summary and Overview	54
Paid Media	55
Earned Media	57
Communications	58
<u>COMMUNICATIONS CALENDAR</u>	60
<u>COMMUNICATION BUDGET</u>	72
<u>FISCAL SUMMARY</u>	74
Traffic Safety Budget	74
Program Section Funding	74
Program Cost Summary	75
<u>STATE CERTIFICATION ASSURANCES</u>	77

## 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. Some of the most significant changes found in this year's Highway Safety Plan (HSP) are the 14 performance measures that are now being required by National Highway Traffic Safety Administration (NHTSA) to be incorporated in all states HSP. Although Indiana has been reporting on most of these performance measures for years, there are some new ones detailed in this plan.

In keeping pace with these new performance measures Indiana has set goals for Fiscal Year (FY) 2010 in the following areas:

- Total fatalities
- Total injuries
- Alcohol
- Occupant Protection
- Young drivers
- Motorcycle safety
- Dangerous driving (speed, aggressive driving and disregarding traffic signal)
- Children
- Pedestrians

The FY 2010 highway safety planning process places emphasis on the following NHTSA identified areas of national priority: impaired driving countermeasures, occupant protection, motorcycle safety, and speed control. While Indiana's FY 2010 HSP concentrates on these national priorities, Indiana also emphasizes two specific areas of priority: aggressive drivers and young drivers. These two areas are items of concern in need of appropriate planning within the HSP to reduce crashes among these groups of drivers in Indiana.

Indiana's FY 2010 HSP contains the following sections:

- Performance Plan: Summarizes the identified traffic safety trends and problems
- Performance Measures
- Goal Identification
- Strategy to Reach Goals
- Highway Safety Plan: Describes the programs the state plans to implement to reach the identified goals
- Traffic Safety Communications Plan
- Fiscal Summary
- State Certification Assurances

Indiana is looking forward to the future with the passage of two legislative items in the 2009 legislative session that strengthened Indiana's GDL and CPS laws. Indiana now qualifies for 2011 funding, which will be used to enhance Indiana's CPS program.

## HIGHWAY SAFETY PLAN SCHEDULE

DATES	ACTION	DETAILS
November & December 2009	Reevaluation of HSP by SHSO	<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>
January & February 2010	Program Partner Collaborations	<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>
March & April	Initiate Grant Development Plans	<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>
May	Finalize Grant Development Plans	<ul style="list-style-type: none"> <li>• Grant development plans finalized</li> <li>• HSP management team reviews programs and budgets</li> </ul>
June	Begin Formal Grant Process	<ul style="list-style-type: none"> <li>• Finalize administrative grants</li> <li>• Notify grantees of grant trainings</li> <li>• HSP budget finalized</li> </ul>
July	Prepare FY 2011 Performance Plan and HSP	<ul style="list-style-type: none"> <li>• Conduct regional grant trainings</li> <li>• Send grant templates</li> <li>• Create draft HSP</li> <li>• Administrative review of HSP</li> </ul>
August	Approve FY 2011 Performance Plan and HSP	<ul style="list-style-type: none"> <li>• Approve FY 2011 HSP</li> <li>• Print and distribute HSP to: NHTSA, FHWA, State and local agencies</li> <li>• Post to website</li> </ul>
September & October	Grant Approval and Implementation	<ul style="list-style-type: none"> <li>• Approve and start implementation of FY 2011 grants</li> <li>• Submit amendments to NHTSA on HSP if applicable</li> </ul>

## SAFETY & PERFORMANCE PLAN

Indiana's FY 2010 HSP is divided into three major sections. This first section intends to thoroughly explain and then simply outline how the TSD identifies its priority areas, establishes performance measures, sets the goals and determines how the goals may be achieved by utilizing the highway safety funding.

### PLAN INTRODUCTION

#### Problem Identification

Fiscal Year 2009 reaffirmed the positive aspects of the shift toward the data-driven policy focus the TSD of the ICJI had established in FY 2007. This is evident from the five years of consecutive reduction in fatalities on Hoosier roadways (2004-2008). With a solid core group of dedicated TSD staff now in place, the focus of the division has moved from simple program *management* to program *development*. This change in philosophy and approach is placing the emphasis for the success and failure of traffic safety initiatives more directly into the hands of the local grantees who receive NHTSA funds from the division. The TSD team has helped in this transition through utilizing solid data collection and analysis methods to drastically improve problem identification and the state and local level.

A review and analysis of relevant traffic safety data determines what program areas will be addressed. Priority is given to the areas which have the greatest opportunity to reduce deaths and injuries on Hoosier roadways. To maintain 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 problem identification areas are established with the help of the following data sources:

- Automated Reporting Information Exchange System (ARIES): 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. For most of FY 2009 the monthly electronic submission was above 99 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 Center for Criminal Justice Research at the Indiana University Public Policy Institute (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, drivers, motorcycles, occupant protection and dangerous driving. They also produced county profile fact sheets for all 92 of Indiana's counties and the crash fact book which contained statistics, trends and maps of crashes that occur across the entire state during 2008. These fact sheets can be found under the traffic safety link on the [www.IN.gov/cji](http://www.IN.gov/cji) website. The various fact sheets are completed prior to the annual grant trainings in July. This timely and locally specific data is then utilized by local LEA's to develop problem identification's in their grant applications to the TSD in the coming FY.

In FY 2007, new baseline rates were established for the target areas identified by the TSD. Trends and goals are based mainly upon data from the past five years and longer trends are used where appropriate. Using each of the target areas, the performance measures are designed with only data driven measureable criteria.

The TSD will use citation statistics to measure law enforcement activity during grant funded periods. While this measure will be useful for the TSD to understand the law enforcement activities, citation statistics are not believed to be a direct indicator or predictor of increases or decreases in the goals established. Therefore the data will not be used to establish goals for upcoming fiscal years.

### Performance Measures

Using input gathered from a sub-committee of members from the Governor's Council for Impaired and Dangerous Driving (the Council) in 2006, performance measures were established to help move the state and the TSD in the right direction for obtaining data and any information useful to identifying problems and reducing collisions and fatalities on Indiana roadways. The members of the sub-committee included representatives from the Center, Indiana Department of Transportation (IDOT), Indiana University Medical Center - Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and Marion Police Department.

Performance measures used during FY 2007 were successfully implemented and have garnered more support in FY 2008-2009 from local law enforcement and other traffic safety partners. Because the measures have been successfully implemented and validated, the TSD will continue with the spirit of these by making only minor adjustments to the measures in FY 2010 to reflect new performance measures and program management focuses.

## Goal Setting

In the original discussions with the sub-committee of the Council in 2006, members were asked for their input and desired goals for each of the five target areas identified by the TSD (alcohol, safety belt usage, young drivers, motorcycles, and dangerous driving). Through both re-visiting goals set in FY 2009 and examining trends and successes over the last few years, it was determined that new short term (FY 2010) and long term (FY 2012) goals should be set for each priority area. Quantitative targets were based on five years trends, depending on the priority area. The method of setting the goals in FY 2009 largely remain the same for FY 2010 because of the success the TSD experience with the plan set up during FY 2009. As data has improved there is a better understanding of the traffic collisions trends within Indiana. As a result the target areas initially identified have grown to include overall fatality figures, serious bodily injuries, children and pedestrians.

The first priority of the TSD was to examine the national goals set by NHTSA. For areas where Indiana did not meet the national targets, the goal for FY 2010 was the national goal. Where Indiana surpassed the national goal, the measures were compared to the NHTSA Region V goals. In areas where Indiana did not pass NHTSA Region V goals, these were the goals for FY 2010. If these goals were met, each priority area was examined to determine the average reduction in rates over the last five 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 two percent of the total rate, then a standard two percent reduction in the rate would be used. Long term goal development was based on a standard six percent reduction in the 2009 rate<sup>1</sup>.

Using this strategy, the goals were established by the TSD and its stakeholders in conjunction with the goals set by NHTSA and NHTSA's Region V office. The goals will be outlined after the problem identification performance measures.

## Strategy to Reach Goals

After analyzing data and trends, identifying key target areas, and setting short and long goals and performance measures for each area, the next step is to develop a strategy to

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<sup>1</sup> Strategy used when applicable to priority area. Other methods used where noted.

ensure that our greatest resources are being applied toward reaching our goals. The following activities are used to achieve these goals:

*Program Prioritization*

In order to determine grantee funding eligibility and award amounts in FY 2010, 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 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 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 TSD's grantees operate as Operation Pull Over (OPO) agencies. Some agencies are funded for each of the four blitz periods throughout the year. Others, known as Big City/ Big County (BCC), DUI Taskforce and Aggressive Driving are funded for their efforts to reduce impaired driving, enforce speed limits and seat belt use at all times during the year. Each type of agency or partnership can be eligible for funding with the DUI grant dollars.

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 examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will become eligible for any available funds 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. The TSD works with law enforcement agencies to ensure they understand the efforts and how to identify and target their problem areas. Law enforcement agencies are encouraged from the TSD and their LEL to participate in programs to reduce traffic fatalities regardless of whether they are funded by ICJI.

Aggressive driving grant dollars are purposely targeted at larger cities and counties throughout the state; areas that fit the large to extra-large population size requirements. These areas are targeted for this grant money because aggressive driving, speeding and red-light running incidents happen at a higher rate in larger population areas than in

small or medium populations. The grant awards are also awarded based on the grantee's total number of fatalities averaged over a three year period. Additional funding may be awarded to the thirty counties with the highest number of fatalities.

#### *Traffic Safety Partner Input*

It is necessary when managing state and community highway safety programs to prepare an annual Highway Safety Plan (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 HSP detail the goals we have set for our program and the strategies, tactics and projects we intend to implement during FY 2010 to achieve them.

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 TSD 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 and Dangerous Driving (Council), which serves as the traffic safety advisory group in Indiana. The Council helps in the development of policies, procedures, strategies, and programs to effectively manage and administer Indiana's highway safety program on a quarterly basis. 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. Regular 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 regular 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 and

seven regional law enforcement liaisons that represent over 250 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 2010, 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 systems. 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 projects for improving the accessibility, accuracy, uniformity, and completeness of statewide traffic-related information.

Additionally in FY 2010, the Center will continue to assist in the analysis and research of Indiana's traffic safety concerns. The Center provides the TSD with direction in developing, implementing, and measuring the impact of traffic safety programs. The Center will continue 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 annually. Fact sheet topics include: alcohol, children, large trucks, light trucks, motorcycles, occupant protection, young drivers and dangerous driving. They also produce county profile fact sheets and one comprehensive crash fact book, which includes helpful trends in traffic collisions across the state and data to help inform policy and program decisions in the TSD and with local law enforcement agencies. 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 continues to utilize the insight and recommendations provided in the alcohol, traffic records, motorcycle and occupant protection assessments conducted in Indiana in 2008 and 2009. These assessments have been great tools for helping to drive policy changes to improve traffic safety in Indiana. These various assessments serve also as a guide to the TSD staff to develop continued programmatic improvements that will lead towards fewer crashes, injuries and deaths on Indiana's roadways.

The TSD will also continue its partnership with the Center for Roadway Safety (CRS) 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

programs or in the strengthening of existing programs. CODES data will also continue to be instrumental in helping to provide legislators and the public with information about the true costs associated with traffic crashes in Indiana.

### Highway Safety Plan

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 2010. 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 encouraged to develop their own community specific traffic safety activities and programs to submit to the TSD for review and approval.

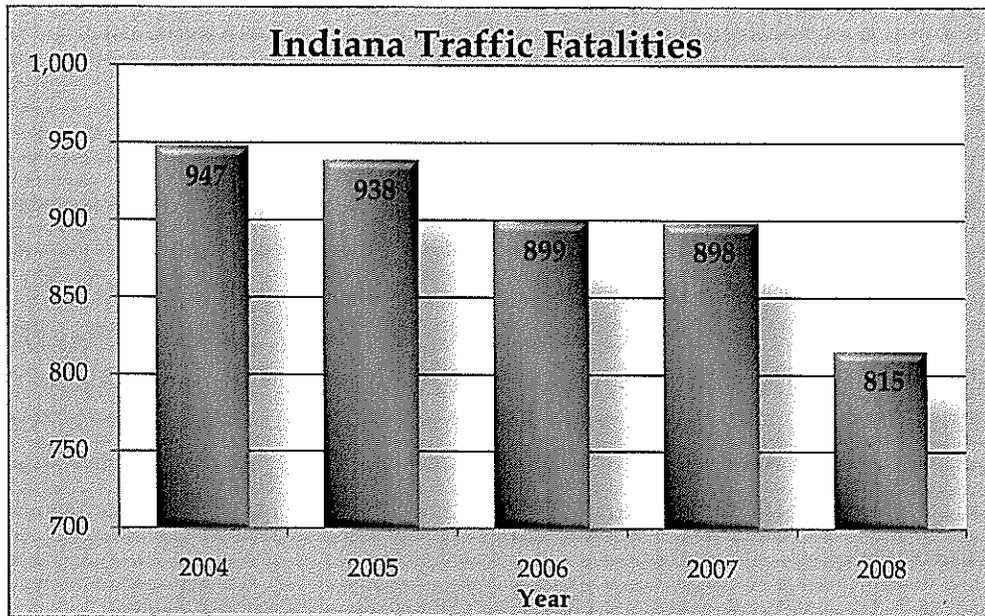
The remainder of the Safety and Performance Plan will outline the targeted areas TSD identified with its partners. The problem identification, performance measures and goals are explained where applicable, and then strategy to reach the goals and the funding details are included for each priority area.

## FATALITIES

### Problem ID

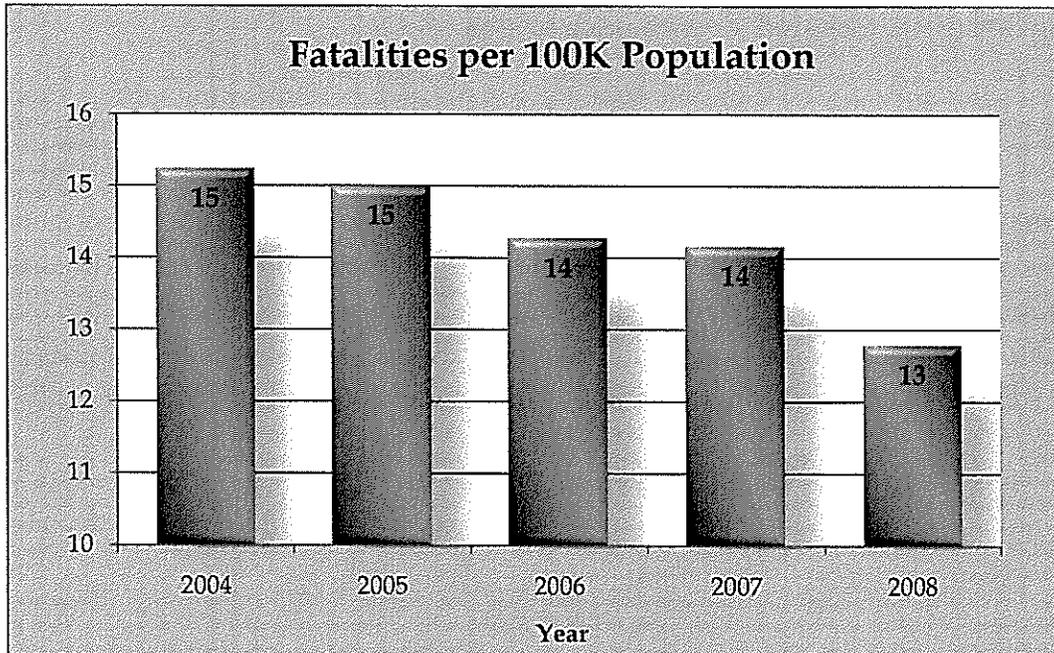
Over the past five years, Indiana has seen a decrease in the number of traffic fatalities (see Graph 1) and the fatality rate per 100,000 population has followed the same trends from 2004 through 2008 (see Graph 2). Data from 1998 to 2008 shows encouraging overall trends for fatalities per 100 million vehicle miles traveled (100M VMT) (see Graph 3).

Graph 1



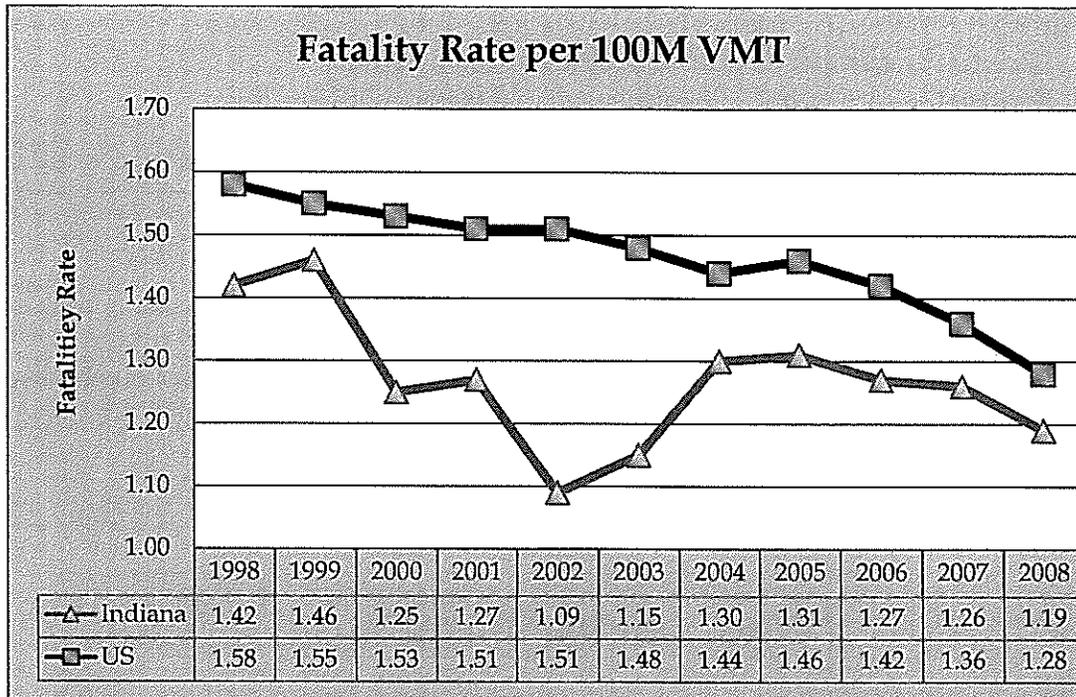
Data derived from 2004-2008: Indiana State Police Automated Reporting Information Exchange System, as of May 1, 2009

Graph 2



Data derived from the Indiana State Police Automated Reporting Information Exchange System, as of May 1, 2009

Graph 3



Notes: 2008 VMTs Indiana based on estimates from the Indiana Department of Transportation (INDOT) Data derived: 1998-2004: Federal Highway Administration, Highway Statistics; 2005-2008: INDOT as of August 1, 2009.

Indiana has maintained a fatality rate per 100M VMT that is significantly lower than the national rate. The following sections will address the number of fatalities, injuries and collisions in greater detail from the factors that contribute to the collision to the type of vehicle or person involved in the collisions.

### Performance Measures

- Number of traffic fatalities
- Fatality rate per 100,000 population
- Fatalities per 100M VMT

### Goals

Indiana’s goals for total fatalities are based on a five-year downward trend and the moving average of where Indiana should be in the short and long term. There are no national or regional goals for total fatalities.

#### Short Term Goal:

1. Reduce the number of traffic fatalities from 815 in 2008 to 789 in 2010
2. Reduce the rate of fatalities per 100,000 from 12.78 in 2008 to 12.29 in 2010
3. Reduce fatalities per 100M VMT from 1.19 in 2008 to 1.00 in 2010

*Long Term Goal:*

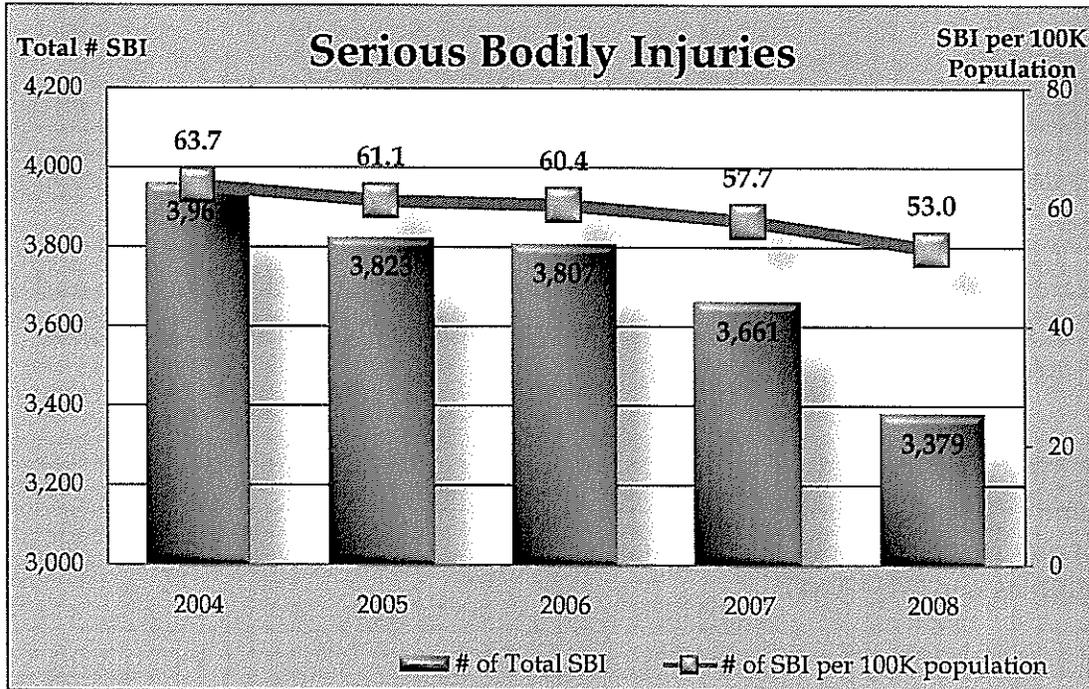
1. Reduce the number of traffic fatalities to 766 by 2012
2. Reduce the rate of traffic fatalities per 100,000 to 12.01 by 2012
3. Reduce fatalities per 100M VMT to 1.00 in 2012

## SERIOUS BODILY INJURY

### Problem ID

Over the past five years, Indiana has seen a decrease in the number of serious bodily injuries in traffic collisions and the fatality rate per 100,000 population has followed the same trends from 2004 through 2008 (see Graph 4).

Graph 4



## Performance Measures

- Number of serious bodily injuries<sup>2</sup> in traffic collisions
- Serious bodily injury per 100,000 population
- Serious bodily injury per 100M VMT

## Goals

Like total fatalities, there are no national or regional goals for total serious bodily injuries. Indiana's goals are based on a five-year downward trend and the moving average of where Indiana should be in the short and long term.

### *Short Term Goals:*

1. Reduce the number of serious bodily injuries from 3,397 in 2008 to 3,263 in 2010
2. Reduce the serious bodily injuries per 100,000 population from 53.0 in 2008 to 50.8 in 2010
3. Reduce the serious bodily injury rate per 100M VMT from 4.92 in 2008 to 4.81 in 2010

### *Long Term Goals:*

1. Reduce the number of serious bodily injuries to 3,176 in 2012
2. Reduce the serious bodily injuries per 100,000 population to 49.8 in 2012
3. Reduce the serious bodily injury rate per 100M VMT to 4.62 in 2012

## ALCOHOL

### Problem ID

The proportion of fatalities in alcohol-related<sup>3</sup> collisions in Indiana was substantially below the national rate in 2007.<sup>4</sup> The number of fatalities in alcohol-related collisions in Indiana has fluctuated over the past five years in a pattern inconsistent with the overall

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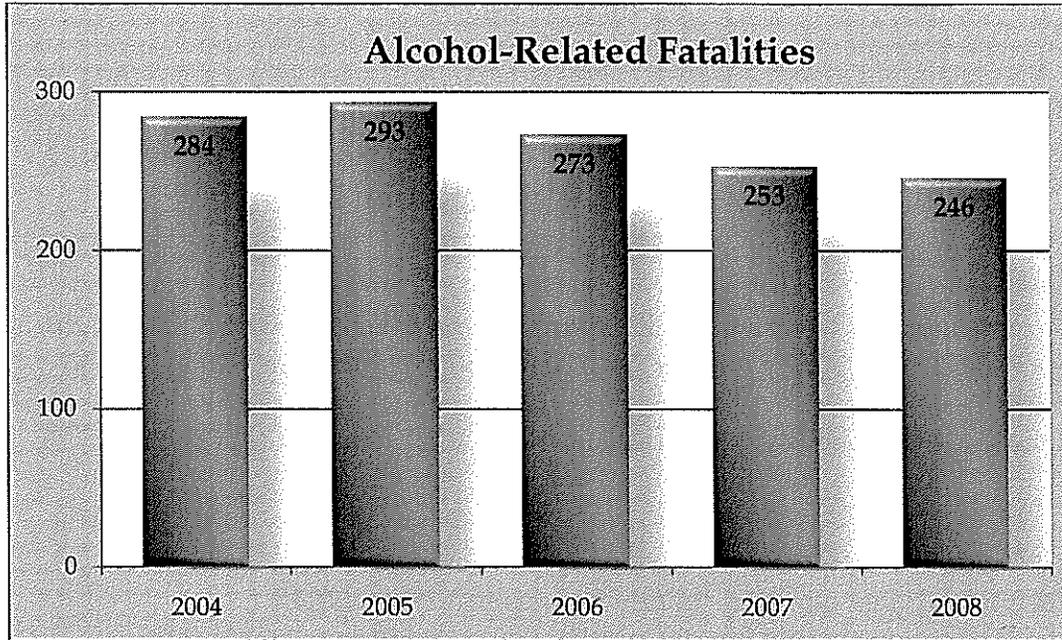
<sup>2</sup> Serious bodily injury is a non-fatal injury that prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing before the injury occurred. Hospitalization is usually required. Examples include sever lacerations, broken limbs, skull fracture, crushed chest, internal injuries, etc.

<sup>3</sup> Taken from the 2008 Indiana *Traffic Safety Fact Sheet - Alcohol* compiled by the Center for Criminal Justice Research in which a collision is identified as alcohol-related if 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.

<sup>4</sup> National rate for 2007 is the most recent comparison available. Data derived from NHTSA for 2007 indicates that 43% of all fatal collisions were alcohol-related collisions. See <http://www-nrd.nhtsa.dot.gov/Pubs/811099.PDF> for reference.

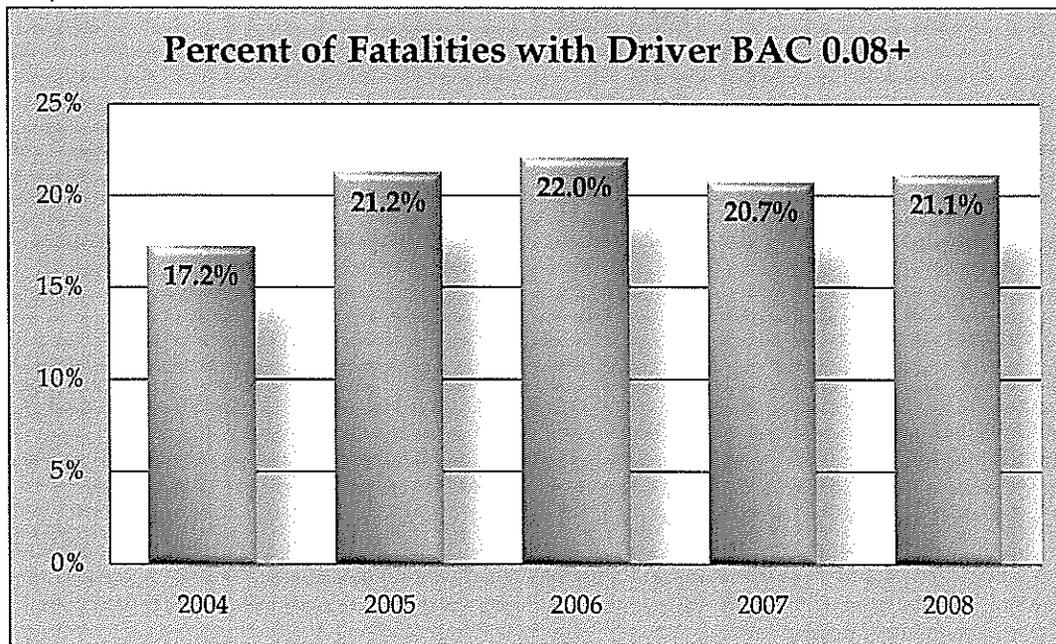
traffic fatalities (see Graphs 5 and 6). From 2004 to 2008, over 1,300 lives were lost in alcohol-related collisions in Indiana.

Graph 5



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Alcohol* by the Center for Criminal Justice Research

Graph 6



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Alcohol* by the Center for Criminal Justice Research

During 2008, 246 people died in alcohol-related collisions (see Table A). Among those who died, 25 percent were drivers whose blood alcohol concentration (BAC) was greater than 0.00 g/dL. Age 30 to 39 was the most common category for alcohol-related fatalities. Regardless of age, males were more likely than females to have been killed in an alcohol-related collision. The highest percent of drivers involved in fatal collisions with a BAC of 0.08 or higher was for males ages 30 to 39 (45 percent). The group identified as being most at risk includes males ages 21 to 49. While NHTSA identifies the target age range for impaired driving initiatives to be 18-34, Indiana's FY 2010 communications plan is designed to better target the problem age range specific to our state (21-49 years of age). These figures are incorporated into the communications plan to target the population most at risk.

Table A

2008 Driver Fatalities by Gender, Age, and BAC Results								
Gender / Age	Total fatalities	By BAC result					% BAC =	
		0.00	0.01-0.07	0.08-0.14	0.15+	BAC not reported	0.01+	0.08+
Female	139	65	1	6	12	55	14%	13%
< 16	1	1	0	0	0	0	0%	0%
16-20	16	10	0	1	1	4	13%	13%
21-29	28	11	0	2	6	9	29%	29%
30-39	20	9	0	1	3	7	20%	20%
40-49	22	12	1	1	1	7	14%	9%
50-59	26	11	0	1	1	13	8%	8%
60-69	14	9	0	0	0	5	0%	0%
70 +	12	2	0	0	0	10	0%	0%
Male	414	164	15	31	71	133	28%	25%
< 16	4	1	0	0	1	2	25%	25%
16-20	58	25	3	5	5	20	22%	17%
21-29	89	28	3	8	20	30	35%	31%
30-39	65	19	3	9	20	14	49%	45%
40-49	74	36	2	6	13	17	28%	26%
50-59	61	28	1	3	8	21	20%	18%
60-69	31	15	1	0	3	12	13%	10%
70 +	32	12	2	0	1	17	9%	3%
<b>TOTAL</b>	<b>554</b>	<b>229</b>	<b>16</b>	<b>37</b>	<b>83</b>	<b>189</b>	<b>25%</b>	<b>22%</b>

Data derived from the Indiana State Police Automated Reporting Information Exchange System as of May 1, 2009

Impaired driving is blamed for 30.2 percent of all fatal collisions that occur on Indiana roadways. There were 0.25 alcohol-related fatalities (BAC 0.08+) per 100 million VMT in 2008<sup>5</sup>. As in the past, in FY 2010 DUI Taskforce agencies in Indiana will continue to target 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. The TSD also promotes the use of low manpower checkpoints and wolf pack strategies to enforce impaired driving laws and deter people from drinking and driving.

### Performance Measures

- Number of alcohol-related fatalities
- Percent fatalities in collisions with BAC of 0.08 or higher
- Rate of fatalities with BAC of 0.08 or higher per 100M VMT
- Number of fatalities involving a driver or motorcycle operator with BAC of .08 or higher
- Number of impaired driving arrests made during grant-funded enforcement activities

### Goals

#### *National Goal*

1. Reduce the rate of fatalities in highest BAC (.08+) from .49 in 2007 to .46 by 2010

#### *Regional Goals*

1. Reduce the rate of fatalities in highest BAC (.08+) from .39 in 2007 to .35 by 2010
2. Reduce the rate of fatalities in highest BAC (.08+) by 100K population from 3.55 in 2007 to 3.34 by 2010.
3. Reduce the rate (100K population 16 to 20 year olds) of alcohol-related fatalities (.01+) for 16 to 20 year olds from 8.03 in 2007 to 6.20 in 2010.

Indiana's rate for fatalities in highest BAC collisions is lower than the national goal of .46 and the regional goal of .35 (reflected as a percentage in goal #2). Indiana has established the following four goals that are reflective of the patterns seen in alcohol-related and high BAC collisions. The first goal is based on the five year moving average of alcohol related fatalities and the next three goals are two percent reductions from the 2008 statistics. As explained above, long term goals are based on six percent reductions from 2008.

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<sup>5</sup> Taken from the 2008 Indiana *Traffic Safety Fact Sheet- Alcohol* compiled by the Center for Criminal Justice Research

*Short Term Goals*

1. Reduce the number of alcohol related fatalities from 246 in 2008 to 238 in 2010
2. Reduce the percent of fatalities in collisions with BAC of 0.08 or higher from 21.1% in 2008 to 20.7% in 2010
3. Reduce the rate of fatalities with BAC of 0.08 or higher per 100M VMT from 0.250 in 2008 to 0.245 in 2010
4. Reduce the number of fatalities involving a driver or motorcycle operator with BAC of 0.08 or higher from 172 in 2008 to 169 in 2010

*Long Term Goals*

1. Reduce the number of alcohol related fatalities to 231 in 2012
2. Reduce the percent of fatalities in collisions with BAC of 0.08 or higher to 19.9% in 2012
3. Reduce the rate of fatalities with BAC of 0.08 or higher per 100M VMT to 0.235 in 2012
4. Reduce the number of fatalities involving a driver or motorcycle operator with BAC of 0.08 or higher to 162 in 2012

**Highway Safety Plan**

Task 1: Program Management

410	\$73,000.00
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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 the Division Director in addition to working with local, state, and community organizations to develop and implement impaired driving awareness campaigns. The Program Manager will promote the education and enforcement of Indiana's occupant protection laws, in addition to monitoring grantee compliance and performance. This task will provide salary, benefits, travel costs to impaired driving related conferences and training seminars.

Task 2: Fatal Alcohol Crash Team

410	\$ 1,000,000.00
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Project Description: This task provides funds for the Fatal Alcohol Crash Teams (FACT) and DUI Taskforce's in Indiana. The goal of this program is to eliminate procedural mistakes that could lead to the suppression of important evidence in an

OWI case. FACTs aim is to develop uniform policies and procedures for investigations of serious alcohol-related crashes.

Currently, this funding will support seven counties FACTs. These counties were chosen to participate in the FACT program due to their high alcohol crash rate. As part of this task, the Indiana Criminal Justice Institute will sponsor training courses for FACT team members and DUI Taskforce officers on 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 that may help in the conviction of DUI offenders.

Task 3: DUI Enforcement

410	\$1,600,000.00
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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 analysis to have a historically high concentration of impaired driver crashes are funded to conduct sustained yearlong countywide, multi-jurisdictional saturation patrols and sobriety checkpoints. This program's success has resulted in the participation of 32 counties that cover approximately 70 percent of the state's population. Sustained enforcement will also consist of two statewide blitz periods, along with monthly saturation patrols and sobriety checkpoints.

Task 4: SFST/DRE Program

406	\$ 195,000.00
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Project Description: This task provides funds for Standard Field Sobriety Test (SFST) training. 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 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 Expert (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. Lastly, this task will fund an SFST/ DRE Coordinator to provide these trainings and recruit additional law enforcement personal to become certified in the state.

Task 5: Traffic Safety Resource Prosecutor

406	\$195,000.00
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Project Description: This task provides funds for Indiana’s Traffic Safety Resource Prosecutor (TSRP) to train law enforcement officers and prosecuting attorneys throughout the state on effective methods of investigating and prosecuting impaired drivers and offenders of other traffic violations. The TSRP is to hold six trainings throughout the year, with at least 20 attendees. The TSRP will be available for consultations on any traffic offense cases to all prosecutors and law enforcement officers in Indiana. The TSRP will also help to analyze proposed traffic safety legislation during this year’s legislative session. This task will provide salary, benefits, and travel and training costs for the TSRP.

Task 6: Indiana Excise Police

406	\$125,000.00
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Project Description: This task provides funds for the Indiana Excise Police’s alcohol countermeasure programs to reduce underage consumption of alcohol. The Excise Police coordinate the Cops in Shops (CIS), Stop Underage Drinking and Sales (SUDS,) and server training for bartenders programs. These programs are a pro-active approach to reducing the sale of alcoholic beverages to persons under 21 and to reduce the over serving of alcohol to patrons. Of fatal crashes for drivers between the ages of 15 and 20, over 21 percent of them were alcohol related. This funding also allows for overtime enforcement for increased visibility during events at which underage drinking is likely to occur; such as concerts and tailgating events. The Excise Police also often assist FACTs and other law enforcement agents in alcohol related investigations. Funding will go towards the overtime funding of Excise Police’s salaries to work the aforementioned programs.

Task 7: SADD

406	\$ 152,000.00
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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 in their schools allowing students to become traffic safety advocates so that they may teach their peers.

This project provides funds for a full-time coordinator and program manager to formulate strategies and programs statewide aimed at strengthening Indiana's youth programs at the middle school and high school level. This task also pays for the travel and equipment costs for conducting trainings at the more than 150 schools that are SADD chapters throughout the state.

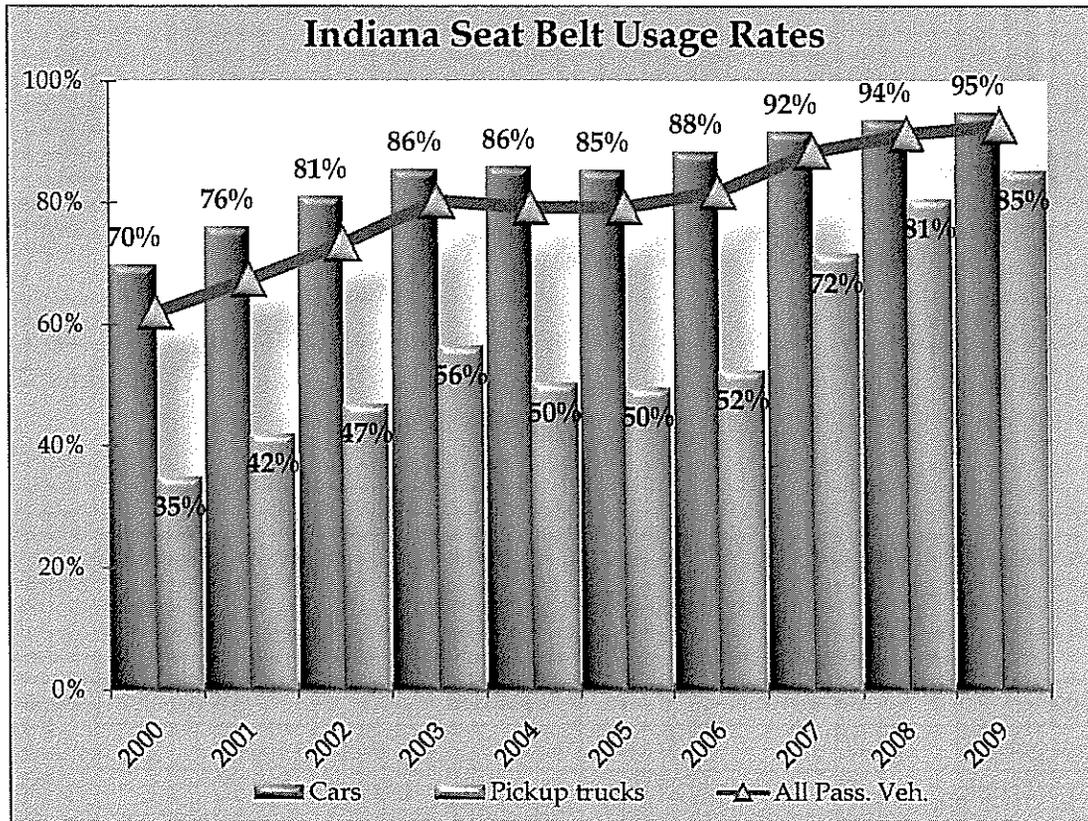
<b>Impaired Driving Countermeasures Total by Funding Stream</b>	
410	\$2,673,000.00
406	\$677,000.00
<b>Total</b>	<b>\$3,340,000.00</b>

## OCCUPANT PROTECTION

### Problem ID

Indiana's seat belt usage rate for all passenger vehicles has increased from a low of 62 percent in 2000 to a high of 92.9 percent in 2009 (see Graph 7). Indiana joined the other states who boast a seat belt usage rate higher than 90%. Also noteworthy is that the restraint usage rate for pickup trucks increased 35 percentage points since 2004 (see Graph 8). This drastic increase was due in part to the passage of the primary seat belt bill in 2006. However, the individuals who are not buckled up are those who are being injured or killed most often in traffic collisions. Vehicle occupants who were killed in traffic collisions in 2008 were properly restrained only 44 percent of the time<sup>6</sup>.

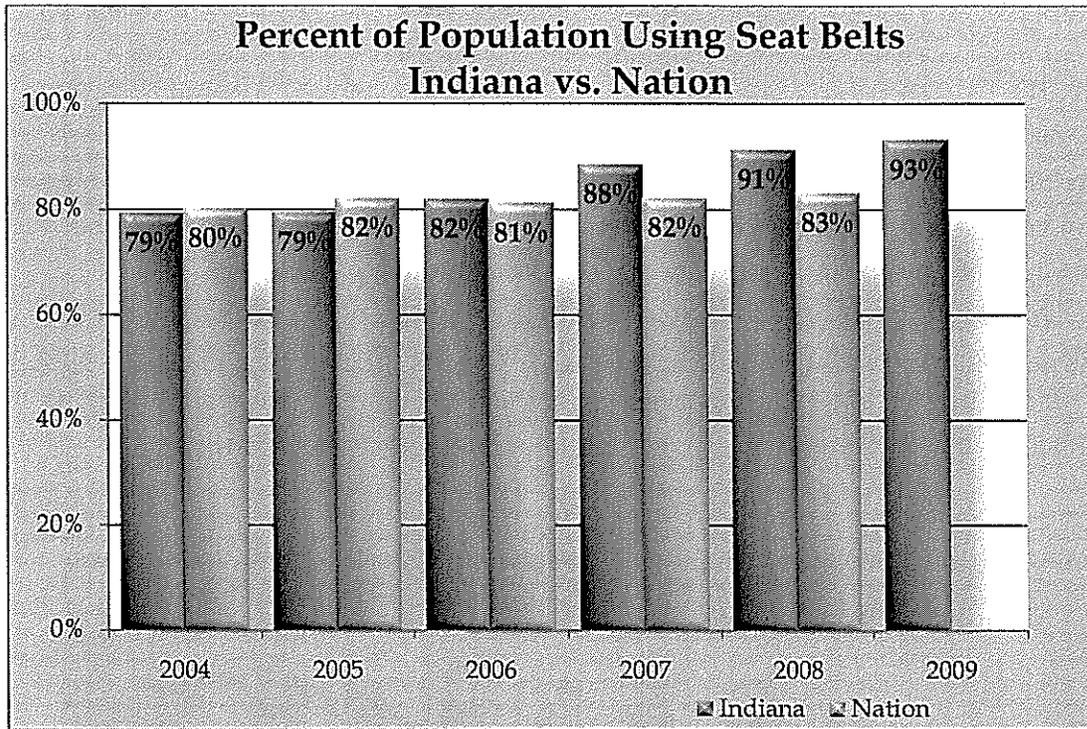
Graph 7



2000-2009 data derived from the annual roadside observational study (July 2009 results).

<sup>6</sup> Taken from the 2008 Indiana Traffic Safety Fact Sheet - Occupant Protection compiled by the Center for Criminal Justice Research

Graph 8



2004- 2008 data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Occupant Protection* compiled by the Center for Criminal Justice Research. 2009 data derived from the annual roadside observational study (July 2009 results). National rate provided by NHTSA, 2009 rate not available.

In 2008, 192 people were killed while driving or riding in a pickup truck. Only 27 percent of these people were properly restrained in the pickup truck compared to 57 percent of those killed while riding or driving passenger cars (see Table B).

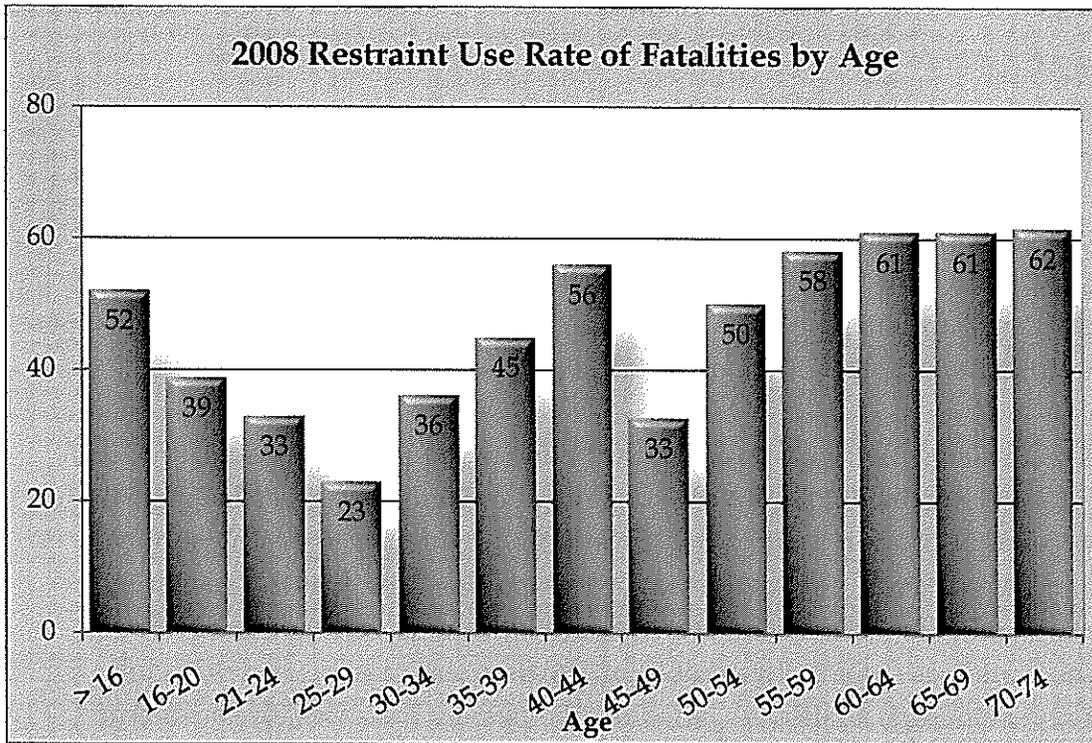
Table B

2008 Indiana Traffic Fatalities with Known Restraint Use by Vehicle Type					
Vehicle	Restraint Used		Restraint Not Used		Total
	Fatalities	%	Fatalities	%	
Passenger Car	203	57.0%	153	43.0%	356
Pickup Trucks	21	27.3%	56	72.7%	77
SUVs	17	27.9%	44	72.1%	61
Vans	17	54.8%	14	45.2%	31
Totals	258	49.1%	267	50.9%	525

Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Occupant Protection* compiled by the Center for Criminal Justice Research.

Only 39 percent of the occupants killed between 16 to 20 years of age were restrained, and less than 52 percent below 16 years of age were properly restrained when they died (see Graph 9). However, the restraint use rates for occupants killed between ages 25 to 29 were the lowest of all age groups. Restraint rates increase as the age of the occupant goes up. While NHTSA identifies the target age range for click it or ticket initiatives to be 18-34, Indiana’s communications plan is designed to additionally target individuals 35-49 while also maintaining focus on young drivers, ages 16 to 24.

Graph 9



Data derived from the 2008 Indiana Traffic Safety Fact Sheet- Occupant Protection compiled by the Center for Criminal Justice Research

One major success for FY 2007 was the successful passage of HB 1237 eliminating the pickup truck exemption in the Indiana occupant protection law. Since the law took effect in July 2007, the seat belt usage rate for pickup trucks has been on the rise. Results from the June observational seat belt surveys far surpassed the previously set 2009 goal and the TSD decided to further increase the seat belt usage rate goals. Details will be discussed in the Goal Setting section of this report.

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 2010 to reach the state goal of 94.8 percent in 2010. 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.

### Performance Measures

- Number of unrestrained fatalities
- Observed seat belt usage rate for all vehicles
- Observed seat belt usage rate for pickup trucks

### Goals

#### *National Goal*

Increase seat belt use to 84% in 2010.

Increase child passenger restraint to 87% for the 0-7 age group in 2010

#### *Regional Goals:*

Increase seat belt use from 87.9% to 91% in 2010.

Reduce non-restraint use fatalities in the Region for 16 to 20 year olds from 1.65 per 100K population in 2007 to 1.38 per 100K population in 2010.

Indiana's seat belt use rate has surpassed the national and regional goals set for 2010. The focus for unrestrained fatalities is not targeted for 16 to 20 years olds but goals are rather set for the entire population for 2010 and 2012. Unrestrained fatalities have become a focus on a large scale as the seat belt usage rate continues to rise and the number unrestrained fatalities remains a concern in Indiana. The goal for fewer unrestrained fatalities (goal #1) was based on the five year moving average while observed seat belt usage goals were based on two percent increases for short term.

#### *Short Term Goals*

1. Decrease the number of unrestrained passenger vehicle fatalities from 267 in 2008 to 256 in 2010
2. Increase the observed seat belt usage rate for all vehicles from 92.6% during June of 2009 to 94.8% for the same time period in 2010.
3. Increase the observed seat belt usage rate for pickup truck occupants from 85.2 % in 2008 to 86.9 % in 2010

#### *Long Term Goals*

1. Decrease the number of unrestrained passenger vehicle fatalities to 251 in 2012
2. Increase the observed seat belt usage rate for all vehicles to 96.3% in 2012.

3. Increase the observed seat belt usage rate for pickup truck occupants to 88.6% in 2012

## Highway Safety Plan

### Task 1: Program Management

406	\$63,000.00
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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 education and enforcement 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

2011	\$250,000.00
405	\$550,000.00
Total	\$800,000.00

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 for children. The ASP 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 such as law enforcement and caregivers; 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 focusing on the transporting of children with special health care needs”.

ASP’s Project L.O.V.E (Law Officer Voucher and Enforcement), 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 in nearly every county 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

406	\$615,000.00
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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 "blitz" periods. Two of the scheduled blitzes correspond with NHTSA's national mobilizations and media campaigns in May and August while the other two occur in November and March. The November blitz focuses on safe family travel using vehicle restraints and DUI enforcement, the other blitz in March focuses on DUI and aggressive driving. In Indiana, the blitzes operate for a total of two weeks but cover three weekends. The overtime enforcement for the OPO program provides for saturation patrols, sobriety checkpoints as well as other proven seat belt, DUI and aggressive driving enforcement methods. These efforts are coordinated through the seven regional law enforcement liaisons (LELs) and the TSD. The TSD requires OPO agencies to conduct at least 20 percent of their enforcement efforts on nighttime seat belt enforcement, provided that they are given permission by their administrations.

The program is currently supported statewide by over 250 law enforcement agencies, as well as the Indiana State Police (ISP). Participating local law enforcement agencies cover over 80% of the state's population. This task will support the goals and objectives of OPO program within local communities in the form of law enforcement grants to pay for overtime. Communities will coordinate their programs in conjunction with the established OPO schedule and guidelines drafted in their grant agreement with the TSD.

Task 4: Rural Demonstration Program

405	\$80,000.00
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Project Description: This task provides specific funds allocated for the first time to the Rural Demonstration Program (RDP). In 2005, Indiana participated as a pilot state for the RDP, which as research shows from NHTSA report DOT HS 810 753, it had a significant effect in increasing seat belt usage rates among rural residents. As Indiana's research indicates, a majority of the unrestrained fatalities occur in the rural areas of the state. After the closure of

the seat belt “loophole” was made for vehicles plated as trucks in 2007, the RDP initiative makes more sense to implement now more than ever.

The 20 rural counties of the state with the highest number of unrestrained fatality and serious bodily injuries will be the focus of the RDP. Local law enforcement along with ISP in the aforementioned areas will be notified of their eligibility to participate in RDP. The RDP mobilization will occur before the national and statewide CIOT campaign. Funds will be used to pay for law enforcement officers overtime pay as well as for paid media designed to alert rural residents that seat belt laws are being enforced.

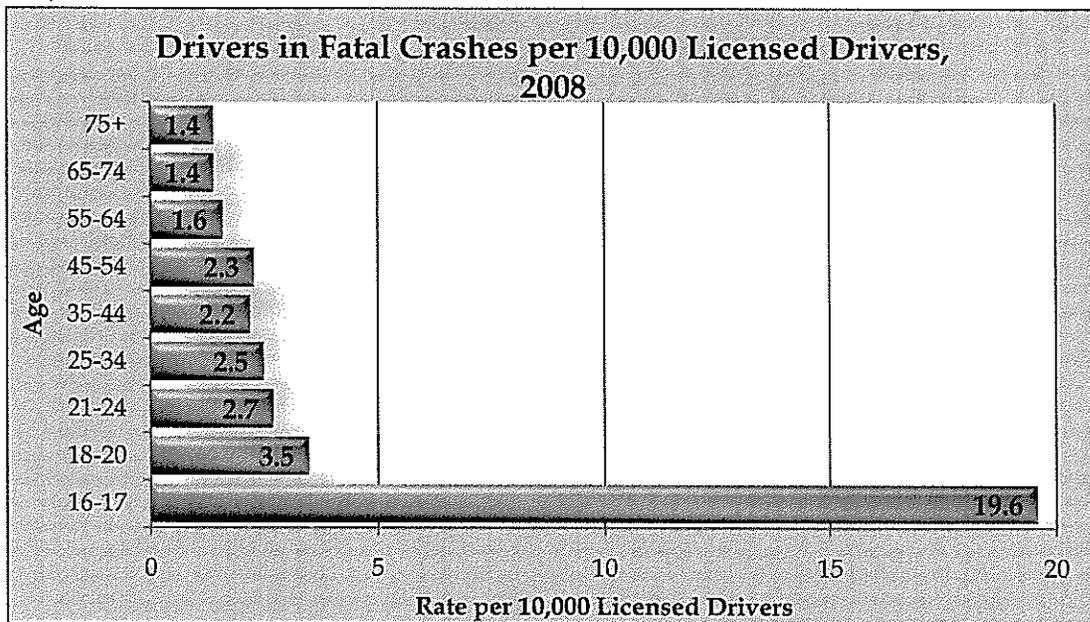
<b>Occupant Protection Initiatives Total by Funding Stream</b>	
2011	\$250,000.00
405	\$630,000.00
406	\$678,000.00
<b>Total</b>	<b>\$1,558,000.00</b>

## YOUNG DRIVERS

### Problem ID

Young drivers are a focus for Indiana because research consistently illustrates that this population of new drivers are far more likely to be involved in collisions. In 2008, young drivers in Indiana had the highest rates of involvement in fatal collisions. Sixteen to seventeen year old drivers were involved in collisions seven times more often than any older driver age group (see Graph 10).

Graph 10



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Young Drivers* compiled by the Center for Criminal Justice Research

In an effort to reduce young driver fatalities, Indiana joined several other states in strengthening their Graduated Driver's License (GDL) laws. Changes to the previous law were to ensure that young drivers would gain more driving experience before they were granted full licensure. The new law pushed back the minimum age requirements for learners permits and probationary licenses to be issued, increased the holding time for learners permits, reduced driver distractions and restricted driving times. Some of these provisions took effect July 1, 2009 while others will go into effect July 1, 2010.

While young drivers are involved in collision at a higher rate than other age groups, this pattern is not always due to lack of experience, but rather attitudinal difference

between young drivers and other age groups. These differences are seen in the disparities between different contributing factors in collisions involving a young driver. Of all factors assigned to a driver during a collision, young drivers are most likely to have "Errant/risky driving" as a contributing factor than other age groups.

Young drivers involved in collisions have a similar restraint usage rate as older drivers.<sup>7</sup> However, only 50.7% of young drivers who were killed in traffic collisions were properly restrained. Those who are being killed have not developed the habit of buckling up. What is more, in 2008 more than one in five young drivers were killed in alcohol-related collisions. Male young drivers had been drinking nearly twice as often as female young drivers (see Table C). In an effort to encourage the continuing promotion of health and behavior shaping education in young drivers, the Students Against Destructive Decisions (SADD) program and Clarian Health Promotion will continue to generate support in FY 2010. Portions of the FY 2010 communications plan will also target young males ages 16-24.

Table C

<b>2008 Percent of Young Drivers &amp; Alcohol Use in Fatal Collisions, by Age and Gender</b>				
	<21	16-17	18-20	21+
Female	12.5%	0%	22.2%	14.8%
Male	23.7%	25.0%	23.9%	31.3%
Total	21.3%	15.8%	23.6%	27.1%

Note: Percent values represent drivers in collisions who had been drinking. Data derived from the 2008 Indiana Traffic Safety Fact Sheet- Young Drivers compiled by the Center for Criminal Justice Research

### Performance Measures

- Number of drivers age 15 to 20 involved in fatal crashes
- Number of unbelted fatalities age 15 to 20

### Goals

There are no NHTSA set national or regional goals for Young Drivers. The goal to decrease fatal collisions with young drivers is based on the two percent decrease from 2008 collisions and the standard six percent decrease for the 2012 goal.

<sup>7</sup> Data derived from the 2008 Indiana Traffic Safety Fact Sheet- Occupant Protection compiled by the Center for Criminal Justice Research

*Short Term Goals*

1. Decrease the number of drivers age 15 to 20 involved in fatal crashes from 157 in 2008 to 154 in 2010

*Long Term Goals*

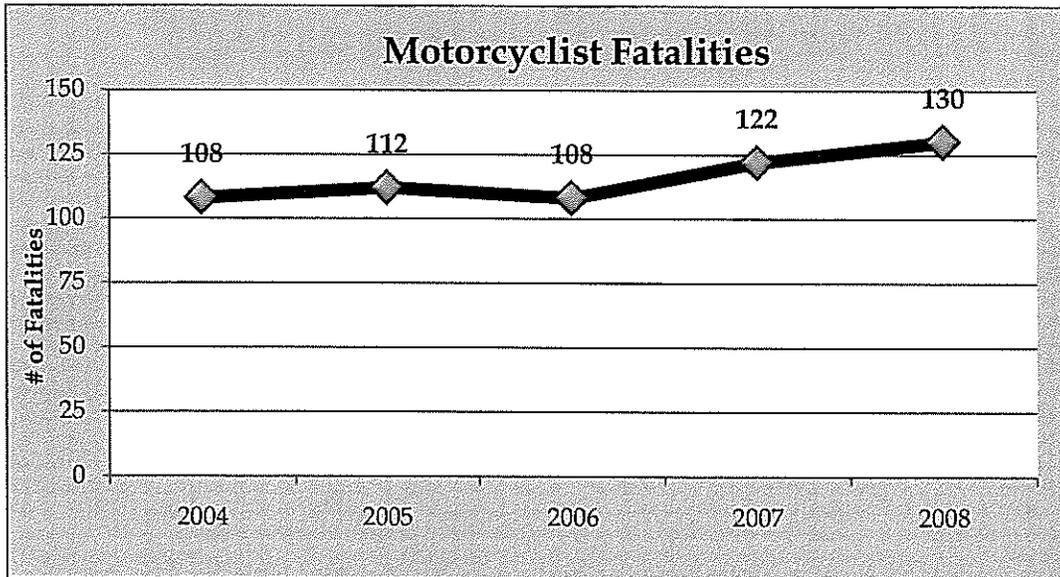
1. Decrease the number of drivers age 15 to 20 involved in fatal crashes to 148 in 2012

## MOTORCYCLES

### Problem ID

There were 3,814 motorcycle collisions in Indiana in 2008.<sup>8</sup> This is the highest number of motorcycle collisions in the state since 1993. Indiana also posted a greater than 32 percent increase in motorcycle collisions from 2004 to 2008 – including 8 more fatalities in 2008 than in 2007 (see Graph 11). Motorcycles account for 3 percent of all registered vehicles on Indiana roadways, but motorcycles generated 16.3 percent of total traffic fatalities in Indiana.

*Graph 11*



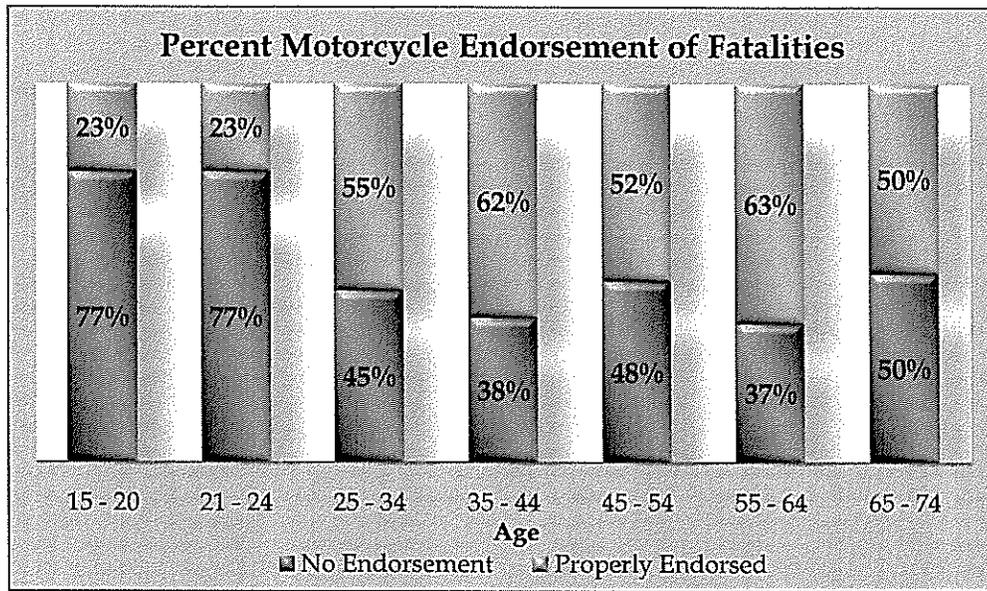
Data derived from the 2008 *Indiana Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

In Indiana, slightly less than one-half of motorcycle collisions involve operators who are not properly licensed for motorcycles, though the ratio has improved since 2004. While

<sup>8</sup> Taken from the 2008 *Indiana Traffic Safety Fact Sheet - Motorcycles* compiled by the Center for Criminal Justice Research

the percentage of those individuals involved in collisions who are properly licensed has increased annually since 2004, reaching 51 percent in 2008, the state has a ways to go to close this gap further. The likelihood of the motorcyclist having the proper license is lower for young motorcyclists and higher for older motorcyclists (see Graph 12).

Graph 12



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

While Indiana saw a decrease in overall fatalities and motor vehicle collisions in 2008, one of two areas that has not improved was motorcycle collisions and fatalities. 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 failed to decrease fatalities as the TSD had hoped. In an effort to reduce the number of fatalities and crashes caused when other motor vehicles fail to yield to motorcycles, funds in FY 2010 will support an active media campaign to increase motorist awareness of motorcycles.

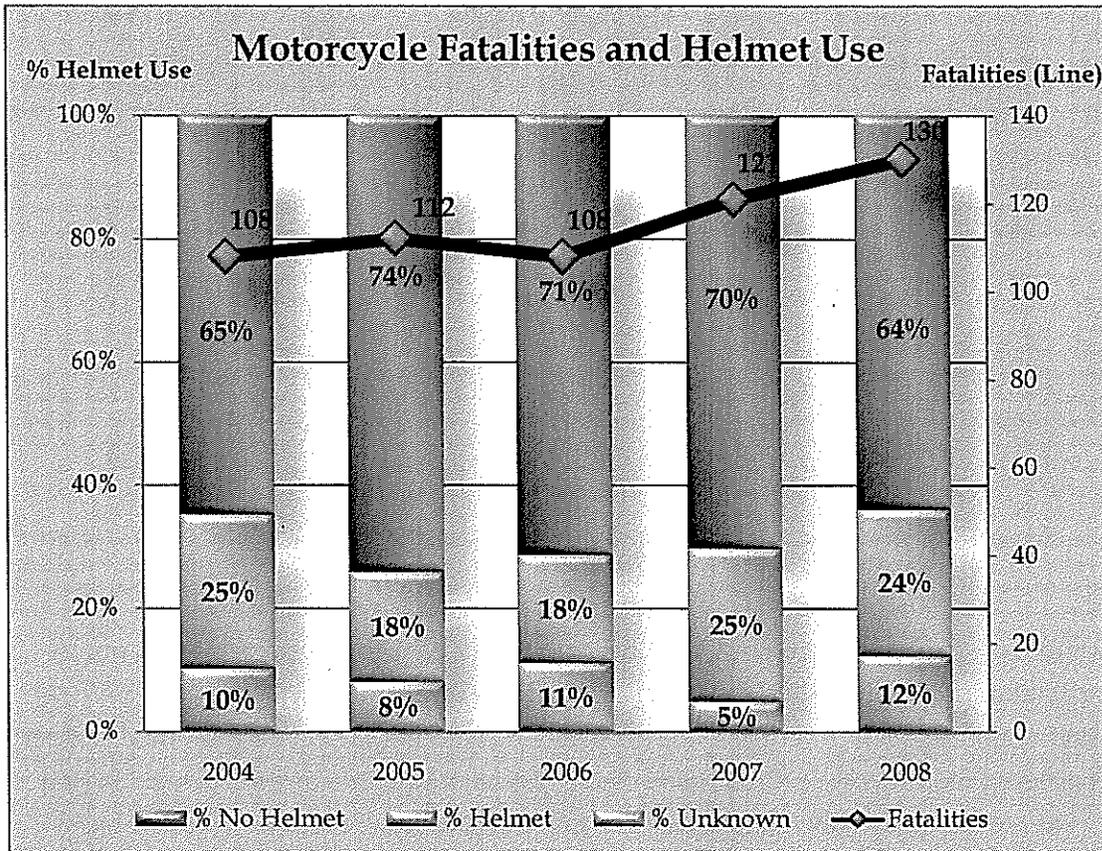
Indiana requires motorcyclists to have a motorcycle license, motorcycle endorsement or valid motorcycle permit. As seen in Graph 11, many of these riders are not licensed. Proper licensing is truly a problem in Indiana where 48.8 percent of all motorcyclists killed in 2008 in Indiana did not have the proper motorcycle license.<sup>9</sup> The TSD has maintained motorcycles to be a major focus of the efforts for FY 2010 and further into FY 2012. Efforts will be made to

<sup>9</sup> Taken from the 2008 Indiana *Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

work with law enforcement to ensure that motorcycle licensing laws are upheld, citations are issued for improper licensing, and resources are available for law enforcement to tow motorcycles driven by a person without a proper license.

One factor that may contribute to the high fatality rate of motorcyclists in Indiana is the relatively low number of riders who wear a helmet (see Graph 13).<sup>10</sup>

Graph 13



Data derived from the 2008 Indiana Traffic Safety Fact Sheet- Motorcycles compiled by the Center for Criminal Justice Research

Based on recommendations from NHTSA’s motorcycle assessment, the TSD is implementing strategies to educate the public about the benefits of wearing a helmet while driving or riding a motorcycle and encourage motorcyclists to get properly licensed.

<sup>10</sup> Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement

## Performance Measures

- Number of motorcycle fatalities
- Percent of motorcycle fatalities per 10,000 motorcycle registrations
- Number of unhelmeted motorcycle fatalities

## Goals

### *National Goals*

1. Reduce the expected rate of increase in motorcycle rider highway fatalities per 100,000 motorcycle registrations from 72 in 2007 to 77 by 2010.

### *Regional Goals*

1. Reduce the expected rate of increase in motorcycle rider highway fatalities per 100,000 motorcycle registrations from 40.2 in 2007 to 44.1 by 2010.

Although the number of motorcycle fatalities has increased, Indiana's rate of fatalities of motorcycles riders per 100,000 registrations decreased from 2007 rates. To keep with this trend, Indiana set goals for motorcycle fatalities based on the two percent decrease (which was greater than the moving average) from 2008 fatalities<sup>11</sup>.

### *Short Term Goals*

1. Reduce the number of motorcycle fatalities from 130 in 2008 to 127 in 2010
2. Decrease the percent of motorcycle fatalities per 10,000 motorcycle registrations from 6.5% in 2008 to 6.4% in 2010
3. Reduce the number of unhelmeted motorcycle fatalities from 83 in 2008 to 81 in 2010

### *Long Term Goals*

1. Reduce the number of motorcycle fatalities to 122 in 2012
2. Decrease the percent of motorcycle fatalities per 10,000 motorcycle registrations to 6.1% by 2012
3. Reduce the number of unhelmeted motorcycle fatalities from 78 in 2012

## Highway Safety Plan

### Task 1: Media/Public Awareness Campaign for Motorcycles

2010	\$140,000.00
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<sup>11</sup> Goals for high BAC (0.08+) fatalities measure are set within the Alcohol section of this document (Goal #4).

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 other objective is to notify current riders on how to complete rider training and how to become properly licensed to ride in Indiana since more than 50 percent of riders involved in collisions in Indiana were not properly endorsed. The increase in awareness activities will be conducted with media materials produced by the State of Indiana and will utilize television, radio, partnerships, brochures and outdoor media to keep motorcycle safety in mind during the riding season. Special focus will be placed on focusing these efforts at various motorcycle events and rallies that occur throughout the summer months.

This task will pay for the purchase of media spots on television and radio, production of printed materials, partnerships with rider events and other media related to motorcycle safety.

Task 2: Closed Circuit Training Facilities and Training Motorcycle Purchases

2010	\$20,000.00
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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. Depending on the results of the study, Indiana DOE will re-evaluate the possibility of changing the curriculum to address any possible concerns raised after reviewing the study. Funds would be used to cover personal and any software costs necessary to complete the study.

This task also 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 fund for the purchase of training motorcycles.

Motorcycle Safety Total by Funding Stream	
2010	\$160,000.00
Total	\$160,000.00

## DANGEROUS DRIVING

### Problem ID

Dangerous and hazardous driving remains a persistent problem on Indiana roadways, with one of the biggest problems being speeding. Indiana uses the Dangerous Driving to include aggressive driving, red-light running and speeding. Despite the average decrease in the total number of collisions from 2004 to 2008, the percent of speed related collisions<sup>12</sup> has increased during this time (see Table D). Moreover, the percent of speed-related fatal collisions has not followed the same trend of the declining number of fatal collisions but rather has increased to record highs (see Graph 14). More fatal collisions in 2008 were speed-related than were alcohol-related.

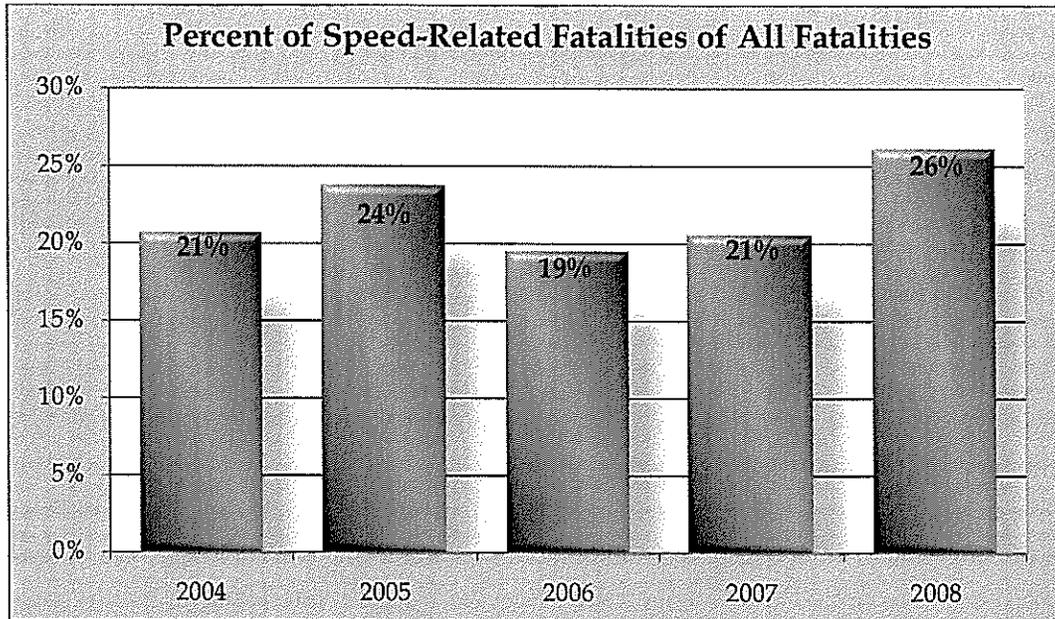
Table D

Indiana Total Collisions and Speed-Related Collisions							
Year	All Collisions		Speed-related collisions		Fatal speed-related collisions		
	Total	Fatal	Total	% of all collisions	Total	% of speed-related collisions	% of all fatal collisions
2004	208,682	857	18,812	9.0%	177	0.9%	20.7%
2005	208,359	855	20,010	9.6%	203	1.0%	23.7%
2006	192,721	817	14,570	7.6%	159	1.1%	19.5%
2007	204,999	804	18,491	9.0%	165	0.9%	20.5%
2008	205,281	721	22,811	11.1%	188	0.8%	26.1%

Data derived from the 2008 Indiana Traffic Safety Fact Sheet- Dangerous Driving compiled by the Center for Criminal Justice Research

<sup>12</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

Graph 14

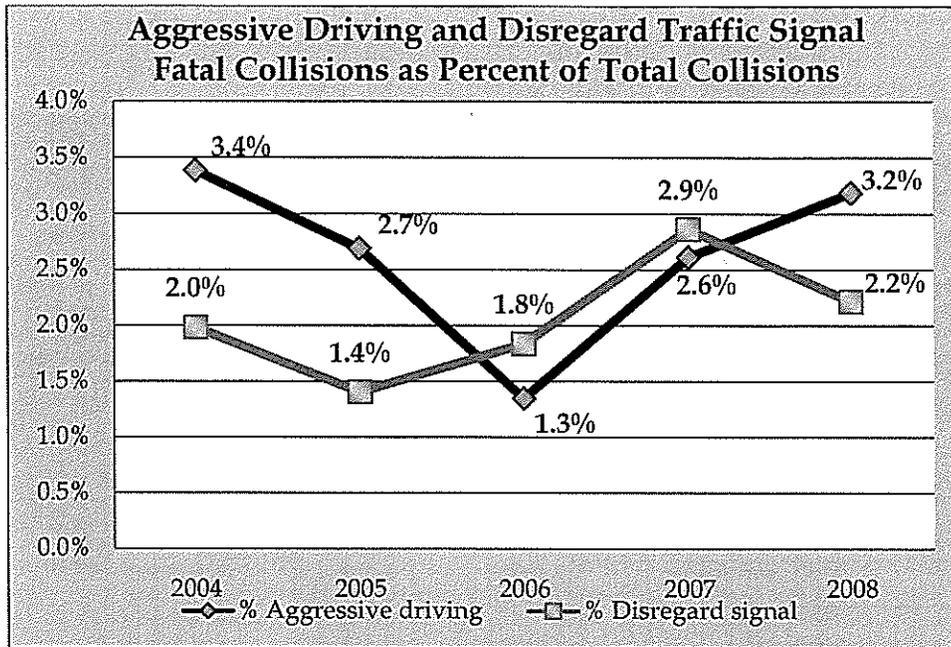


Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Dangerous Driving* compiled by the Center for Criminal Justice Research

In 2008, the number of speed-related collisions increased more than 2 percent. The number of fatalities from speed-related collisions also jumped nearly 6 percent. The corresponding increase between all speed-related collisions and fatal speed-related collisions suggests that speed could contribute to the severity of a collision. Funds in FY 2010 will support overtime enforcement for extra speed and traffic violation enforcement.

Collisions, non-fatal injuries and fatal injuries resulting from motor vehicles driving aggressively or disregarding a traffic signal have unpredictably increased and decreased since 2004 (see Graph 15). Aggressive driving has been examined more closely in recent years as a major contributor to traffic collisions and fatalities.

Graph 15



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Dangerous Driving* compiled by the Center for Criminal Justice Research

Although speed-related collisions make up the majority of dangerous driving collisions, red-light running and aggressive driving are also areas where law enforcement can greatly influence driver behavior. Funds in FY 2010 will support overtime enforcement for disregarding traffic signal and aggressive driving enforcement.

### Performance Measures

- Number of speed-related fatalities
- Percent speed related fatalities of all traffic fatalities
- Number of collisions caused by vehicles running a red light
- Number of aggressive driving collisions

### Goals

There are no national or regional goals for dangerous driving measures. The aggressive driving and speed-related short and long term goals below are based on two percent and six percent respectively. Goal number three is based on a five year moving average for 2010 goal and six percent decrease for long term goal.3

#### *Short Term Goals*

1. Reduce the number of speed related fatalities from 225 in 2008 to 221 in 2010

2. Reduce the percentage of speed-related fatal collisions from 26.1% in 2008 to 25.6% in 2010
3. Reduce the number of collisions caused by a vehicle that disregarded a traffic signal from 4,343 in 2008 to 4,189 in 2010
4. Reduce the number of aggressive driving collisions from 3,007 in 2008 to 2,947 in 2010

*Long Term Goals*

1. Reduce the number of speed related traffic fatalities to 212 in 2012
2. Reduce the percent of speed related fatal collisions to 24.5% in 2012
3. Reduce the number of collisions from disregarding traffic signal to 4,082 in 2012
4. Reduce the number of aggressive driving collisions to 2,827 in 2012.

## Highway Safety Plan

### Task 1: Dangerous & Impaired Driving

406	\$270,000.00
402	\$1,030,000.00

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, failure to yield at rail road crossings, 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 such as saturation patrols. This task will support overtime enforcement for at least 20 of the highest 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.

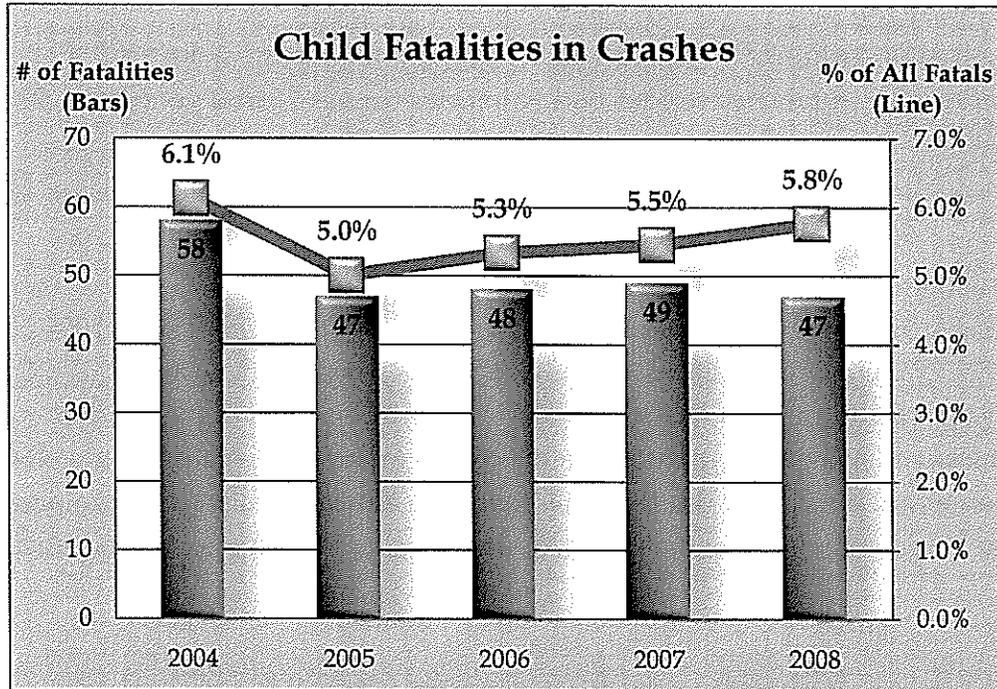
Dangerous Driving Total by Funding Stream	
406	\$270,000.00
402	\$1,030,000.00
Total	\$1,300,000.00

## CHILDREN

### Problem ID

This is the first year which children (ages 0 to 15) have been a focal point of the HSP. In 2008, 47 children were killed on Indiana roadways (see Graph 16). This number was lower, on average, than the past five years however, the children killed in traffic collisions as a percent of all fatalities had increased since 2005.

Graph 16



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Children* by the Center for Criminal Justice Research

Indiana law requires that children under the age of eight or 57 inches tall be properly restrained in a child safety seat. Funding in FY 2010 will go to support the efforts by the Automotive Safety Program in Indiana. Their initiatives across Indiana are helping to increase the affordability and ensure the proper use of child safety seats for the overall effort to reduce child passenger injuries.

### Performance Measures

- Number of fatalities age 15 and younger
- Number of serious bodily injury age 15 and younger

## Goals

There are no national or regional goals for children measures. Indiana’s measures are based on two percent reductions for short term and six percent reductions in long term goals based on 2008 data.

### Short Term Goals

1. Reduce the number of fatalities age 15 and younger from 47 in 2008 to 46 in 2010
2. Reduce the number of serious bodily injuries for children 15 and younger from 249 in 2008 to 244 in 2010

### Long Term Goals

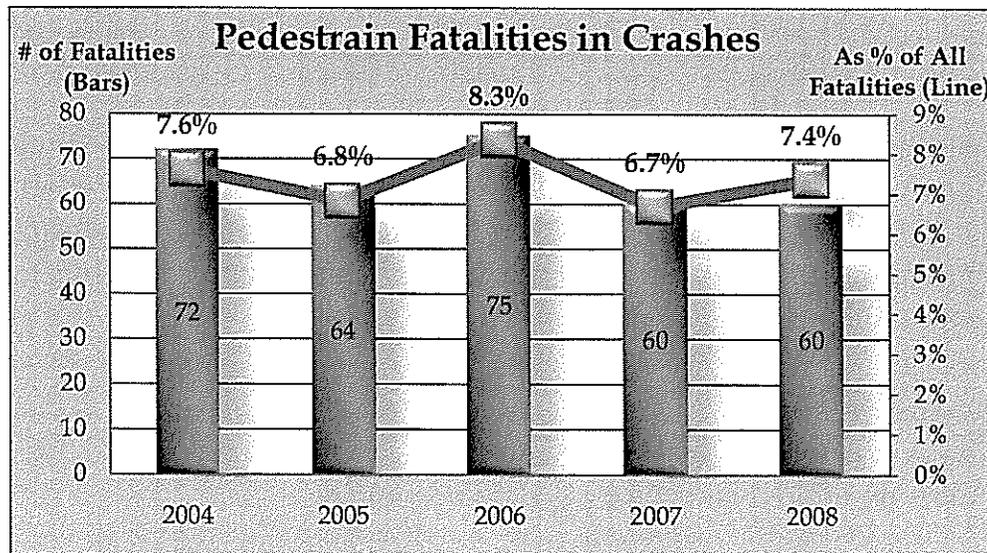
1. Reduce the number of fatalities age 15 and younger to 44 in 2012
2. Reduce the number of serious bodily injuries for age 15 and younger to 234 in 2012

## PEDESTRIANS

### Problem ID

Pedestrians are a new focus point of the HSP for FY 2010. Each year since 2004 between six and nine percent of all fatalities on Indiana roadways were pedestrians (see Graph 17). Although the number of fatalities is alarming, the locations of the incidents are geographically distributed widely across the state – making targeted efforts a challenge. To overcome this, in FY 2010 the TSD will distribute educational materials to people of all ages to help get the word out about pedestrian safety for drivers and pedestrians.

Graph 17



Data derived from the 2008 Indiana *Traffic Safety Fact Sheet- Occupant Protection* by the Center for Criminal Justice Research

### Performance Measures

- Number of pedestrian fatalities
- Number of pedestrian fatalities by age

### Goals

The regional goal for pedestrians is not specific to the state and there is no national goal. This is the first year Indiana has established a goal to reduce pedestrian fatalities. The goal is based on a two percent decline from 2008 for short and six percent decline for long term.

#### *Short Term Goals*

1. Reduce the number of fatalities of pedestrians from 60 in 2008 to 58 in 2010

#### *Long Term Goals*

1. Reduce the number of fatalities of pedestrians to 56 in 2012

## PLANNING & ADMINISTRATION

### Highway Safety Plan

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

406	\$523,333.000
State	\$523,333.000
Total	\$1,046,666.00

**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 Deputy Directors, Executive Director, General Council, Secretary 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 for the Operation Pull Over database and other office expenses will also be supported by this task.

Planning and Administration Total by Funding Stream	
406	\$523,333.00
State	\$523,333.00
Total	\$1,046,666.00

## POLICE TRAFFIC SERVICES

### Highway Safety Plan

#### Task 1: Program Management

406	\$63,000.00
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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 by other TSD program managers. These responsibilities include monitoring of the LELs, Automotive Safety Program, Excise Police, Indiana SADD and other community traffic safety 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
Total	\$15,000.00

Project Description: This task provides funds for various traffic safety trainings 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.

In July 2010, five grant trainings will take place throughout the state to educate all participating agencies in recent grant requirements and current traffic trends in their respective regions. In conjunction with the Indiana Law Enforcement Academy, the TSD will determine what traffic safety trainings have occurred and identify additional training needs that law enforcement officers need in order to improve traffic safety throughout the state. Areas of training will include project management, traffic occupant protection strategies, recent traffic crash trends in Indiana, SFST, child passenger safety technical workshops, as well as safe and legal traffic stops. These

trainings will generally occur at mandatory quarterly meetings with over 100 of the state's largest law enforcement agencies that are grantees of the TSD to attend these trainings. Funding will pay for the training facilities, travel costs, lodging and training materials.

Task 3: Traffic Safety Incentive Awards & Ceremony

406	\$95,000.00
Total	\$95,000.00

Project Description: This task provides funds for the OPO awards conference in November of 2009. The conference will feature the traffic safety grantees program accomplishments for fiscal year 2009 and recognize those departments, groups, organizations and individuals who 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 two police cruisers that will be outfitted with police equipment and be awarded via a random drawing to one of the best performing sheriffs and police agencies promoting traffic safety in the state.

Task 4: Enforcement Project - Big City/Big County Enforcement

406	\$2,100,000.00
Total	\$2,100,000.00

Project Description: This task provides funds for the continuation of the Big City/County (BCC) occupant protection enforcement program in FY 2010. During non-blitz periods this program funds nearly 125 agencies to help provide sustained year long enforcement of Indiana's occupant protection laws, utilizing saturation patrols and other proven seat belt enforcement methods allowable by law. BCC grantees will also participate in all four blitzes throughout the year.

Funding will pay for overtime enforcement salaries of the officers working the program.

Task 5: Indiana State Police

406	\$1,800,000.00
Total	\$1,800,000.00

Project Description: This task provides funds for the ISP to conduct sustained year long enforcement to counter dangerous driving, motorcycle violations enforce safety belts and impaired driving laws 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 percent of their seatbelt enforcement at night. ISP troopers will also participate in all four blitz’s in FY 2009.

High fatality and crash locations throughout the state will be identified by the traffic safety division and forwarded onto ISP for targeted enforcement. Furthermore, 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 other 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 officers’ salaries to work the programs and the grant will be monitored by the traffic safety division programmatic staff for compliance.

Police Traffic Services Total by Funding Stream	
402	\$15,000.00
406	\$4,058,000.00
Total	\$4,073,000.00

## COMMUNITY TRAFFIC SAFETY PROGRAMS

### Highway Safety Plan

#### Task 1: Law Enforcement Liaison Program

406	\$540,000.00
Total	\$540,000.00

Project Description: This task provides funds for the salaries and benefits for seven regional Law Enforcement Liaisons (LELs) throughout the state. Specific responsibilities include meeting with law enforcement departments throughout the state to assist them in developing and administering effective traffic safety programs

and policies that mirror the strategies developed in the problem identification of the highway safety plan.

LELs also help to monitor law enforcement agency's compliance to the performance measures laid out in their grant as well as to state and federal guidelines as outlined in the LEL Policy and Procedure Manual. LELs conduct at least annual on-site visits to all grantee law enforcement agencies in the state and conduct an evaluation of the agency with the coordinator of the grant. The LELs also help to coordinate regional media events for the four blitzes that occur throughout the year. Traffic safety media kits are disseminated to participating agencies to help promote traffic safety messaging throughout the state. This task pays for the salaries, travel, lodging and equipment associated with this program.

Task 2: Media Program Development and Management

402	\$1,000,000.00
406	\$800,000.00
Total	\$1,800,000.00

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 of traffic safety initiatives. 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 employee's salaries, benefits, travel and office related costs. Approximately 80 percent of the Communication Manager's position and 40 percent of the Communication Director'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. Funding will go towards campaigns that have an internal focus geared toward law enforcement and an external focus geared toward the public. All four enforcement blitzes target the general public. Additional campaigns will target seat belt usage among teen-age drivers, motorcycle riders, child passenger safety among mothers with young children and impaired driving among 21-35 year-old males. An additional \$140,000 in 2010 funds will be added to this task and media budget to focus on motorcycle safety awareness. This makes the total for task 2 now \$1,940,000.

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

Task 3: Community Awareness

402	\$52,000.00
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Project Description: This task provides funds for the community awareness coordinator at Clarion Hospital to work with stakeholders in the traffic safety community to develop strategies to improve teen driving safety 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 new Graduated Driver’s License (GDL) law, and to evaluate and award mini-grants to high school groups that create a grassroots effort to improve teen driving.

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 Police Traffic Services program manager.

Community Traffic Safety Programs Total by Funding Stream	
402	\$1,052,000.00
406	\$1,340,000.00
Total	\$2,392,000.00

## TRAFFIC RECORDS IMPROVEMENTS

### Highway Safety Plan

#### Task 1: Program Management

408	\$78,000.00
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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 Indiana’s crash records systems, recruit agencies to report electronically, institute new initiatives to improve traffic records, Crash Outcome Data Evaluation System (CODES) and to serve as the state’s champion for traffic records. 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 2008 Indiana Crash Records assessment as a guide for these improvements. The coordinator will also follow through on the traffic records strategic plan timeline. This task will provide salary, benefits, travel costs to conferences and training seminars related to traffic records.

#### Task 2: Indiana Department of Homeland Security (EMS)

408	\$145,000.00
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**Project Description:** This project will provide funding to continue to pay for the server costs, training and software maintenance necessary for the Indiana Department of Homeland Security (IDHS) EMS Data Registry programs web-based on-line reporting system. The purpose of this system is to improve the data submitted by EMS providers into Indiana’s Crash Outcome Data Evaluation Systems (CODES) network linking program. There are 871 Indiana EMS providers, 500 are stand-alone ambulance services, with 371 EMS providers being co-located with 950 Fire Departments. This project aligns Indiana EMS run reporting data with the national NEMSIS requirements and expands the registry program database with CODES linking projects.

#### Task 3: Center for Criminal Justice Research (IUPUI) / Center for Roadway Safety (Purdue)

406	\$465,000.00
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**Project Description:** This task provides funds to the Center for Road Safety (CRS), 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 two annual publications on traffic crash data showing the linkages of crash, EMS, and hospital inpatient/outpatient databases. Four observational seat belt usage survey results will also be analyzed by CRS and be reported on. Funding will cover salaries, benefits, indirect costs, travel costs, printing and other administrative costs associated with this program.

This task will also provide funds to Indiana University-Purdue University’s Center for Criminal Justice Research (the Center). The Center will identify motor vehicle crashes trends and characteristics and create various fact sheets covering particular areas in traffic safety. The fact sheets will contain traffic crash information specific to Indiana. Fact sheets produced will cover: children, motorcycles, drivers, dangerous driving, occupant protection, child passenger safety, large trucks, light trucks and alcohol. 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	\$156,250.00
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Project Description: This task provides funds for the continued server fees associated with the statewide health trauma registry database. This in turn will help improve the intake and discharge data from hospitals from traffic crashes that are available for analysis. There are 142 acute-care hospitals in Indiana, of which, only about a dozen are in Indiana formally collect trauma data to be submitted into the registry.

This task will cover trauma registry software, training, data importation, customization costs, Server OS (SQL2005), software assurance, salary and benefits for an injury epidemiologist, IOT annual housing and maintenance of state SQL 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: Electronic Citations System

408	\$147,627.00
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Project Description: This task provides funds for the continued implementation of an electronic citation system for law enforcement agencies in Indiana. Judicial Technology and Automation Committee (JTAC) will partner with local law enforcement agencies to deploy the e-citation system. This will allow the State to collect data from citations issued statewide by law enforcement agencies which will be housed in JTACs Odyssey case management system. These funds will be used for the purchase of 180 packages of electronic citation printers and scanners for use with the application to be given to agencies as an incentive for reporting into the Odyssey case management system.

Traffic Records Improvements Total by Funding Stream	
408	\$526,877.00
406	\$465,000.00
Total	\$991,877.00

# MEDIA & COMMUNICATIONS

## SUMMARY AND OVERVIEW

### Objectives

- To reduce the number of traffic crashes, injuries and fatalities that result from impaired driving and other high-risk driving behaviors such as speed, non/improper restraint use, non-use of safety gear, and aggressive driving;
- To promote Indiana's Child Passenger Safety, seat belt and impaired driving laws;
- To promote motorcycle safety to motorcycle riders and enthusiasts with a focus on protective gear, licensing and endorsements;
- To implement a series of year-round integrated marketing and communications activities that enhance, leverage and maximize the impact of Indiana's major enforcement and advertising campaigns.
- To deliver simple and direct messages with high frequency and a targeted reach in order to best gain the target audiences' attention with a goal of creating and sustaining behavioral change.

### Key Messages

- "Click It or Ticket" and "Buckle Up Trucks" (Enforcement)
- "Buckle Up Indiana. Every Seat, Every Trip, Every Time." (social norming)
- "Drunk Driving. Over the Limit. Under Arrest." (enforcement)
- "Drunk Riding. Over the Limit. Under Arrest." (enforcement - motorcycle)
- "Share the Road" (social norming - motorcycle)
- "Buzzed Driving Is Drunk Driving." (social norming)
- "Obey the Sign or Pay the Fine" (enforcement)
- "4 Steps For Kids" & "Give Your Kid a Boost" (education)
- "Young Driver Safety"

### Target

- Occupant Protection, Impaired Driving and Speed: Primary - Men/and pickup truck drivers (18-41).
- Occupant Protection, Impaired Driving and Speed: Secondary - Hispanic males (18-41) who speak little or no English and who are unfamiliar with Indiana's DUI and primary seat belt laws.

- Occupant Protection and Impaired Driving: Tertiary - Women/social conformists (18-34); and minority males (18-34).
- Buzzed Driving: Men (18-41), and college students residing on college campuses.
- Child Passenger Safety: Parents (primarily women), grandparents and caregivers.
- Motorcycle Safety: Men (30-50)

## PAID MEDIA

All paid media/statewide media buys consisting of radio, television, and outdoor will be placed by the state's advertising agency (Asher) and adapted from the national creative's or developed in house by the Communications division.

### Blitz Flight Dates

The following media flight dates will run for two weeks - taking place one week prior to each quarterly enforcement blitz, lasting through the first week of enforcement:

- Blitz 61 - November 8-22, 2009
- Blitz 62 - March 3-17, 2010
- Blitz 63 - May 16-30, 2010
- Blitz 64 - August 16-31, 2010

### Other Paid Media Flights

- Young Driver Safety (promoting Indiana's GDL Law and Distracted Driving) - March 28- April 11, 2010;
- Speed - April 11-25, 2010; and
- Motorcycle Safety - June 6-20, 2010.
- Child Passenger Safety - September, 2010

### Paid Media Strategy

- To place radio and television advertising that yield desired Gross Rating Points (GRPs) in order to reach the primary, secondary and tertiary target audiences;
- Support messages being aired on the primary forms of media with supplemental advertising such as print and promotional materials that sustain messaging and educate the target audience; and

- Place outdoor advertising along major and secondary roadways identified as problem traffic safety areas to impact the driving behaviors of the target audience while in their vehicles or on their motorcycles.

### Paid Media Evaluation

The effectiveness of paid media, which includes statewide flights and other paid partnerships will be evaluated upon the conclusion of each media flight or paid media partnership in post-buy summaries provided the state's advertising agency or media partners. These summaries will highlight:

- GRPs (Neilson/ Arbitron) projected vs. achieved;
- Make goods (adjustments made by radio or television stations to make up for a shortfall in contracted advertising schedule from previous paid media expenditures);
- Added value (what was delivered above and beyond what was scheduled);
- Cision Media Monitoring -This media monitoring service provides a daily content analysis of television (and minimal radio) coverage that is generated as a result of paid and earned media efforts. In addition to monitoring television coverage received for traffic safety promotional efforts this service also measures audience impressions and publicity value in all of Indiana's major media markets;
- Media Gofer - This service provides the same level of content analysis as describe above for Cision - yet this service specifically monitors print and website exposure received as a result of paid and earned media efforts;
- Pre and Post telephone surveys - Results measure impressions and attitudes on traffic safety topics from the CIOT and DDOTLUA campaigns; and
- Overall achievement of established traffic safety goals and performance measures outlined in the HSP.

*Note: Cost Per Rating Points and Cost Per Thousand Points will also be considered before and after placing advertising.*

### Sports Marketing, Outreach Partnerships, and Signature Programs\*

The Communications Plan includes strategically focused, highly visible, marketing partnerships. In the past these partnerships focused primarily with sports organizations that appeal to the lifestyle/entertainment preferences of the target audience. These partnerships will also provide the opportunity to distribute collateral and promotional materials that specifically coincide with the event and display branded traffic safety messages.

- Table-top display boards promoting traffic safety programming, campaigns and key initiatives;
- Premiums/promotional items that are given away as token reminders/incentives to inspire behavioral change;
- Bounce backs/automatic responses consisting of ancillary messaging which ties into main message (double exposure);
- PSAs and live mentions;
- On-site/in -stadium signage (static signs, walkway beams, stage banners, etc.);
- Radio contests/ticket giveaways crediting the Governor's Council on Impaired & Dangerous Driving. In many instances the division receives event tickets as part of our sports marketing package deliverables. Instead of returning these tickets, the Communications division will initiate third party partnerships with local radio stations to further promote traffic safety. The division will create traffic safety "quizzes" for radio stations to conduct ticket giveaways to allow listeners to win tickets to the event in exchange for the correct answer to the (traffic safety) questions provided. We find this engages the target audience, which makes them more open to the idea of adopting positive behavioral changes that can save their lives on the roadways; and
- Turn-Key "Designated Driver Programs" (see Pacers partnership). This element consists of in -house concession vendor distributing soft drink coupons to patrons who sign up to be the "designated driver" for their group.

*\*Communications and marketing expenditures must now be approved by a special screening committee instituted by the state's Office of Management and Budget. Based on their decisions in reference to the FY10 Traffic Safety Communications Plan, certain elements have dramatically changed from those submitted in past years. While our partnership/promotional objectives remain the same, there are many key (sports-marketing) partnerships that have been denied - hence we will be unable to pursue those this fiscal year.*

## EARNED MEDIA

In the weeks before each enforcement blitz/paid media flight, the Communications division will work to generate and sustain earned media coverage for each campaign. The division will rely on the following to achieve this:

- Editorials: Submitted under the signature of ICJI's executive director;

- Feature articles: Highlight and interpret the current campaign – often featured on the state’s main website page;
- News releases: Distributed statewide and regionally by the LELs prior to each enforcement campaign and media flight as a way to solicit radio and television interviews;
- News conferences/media events: Will stage a media event for Blitz 57, 58, 59, and 60. Will invite state and local dignitaries (governor and mayor), law enforcement officers, and other traffic safety advocates to announce statewide enforcement initiatives;
- Media advisories: Distributed to statewide media contacts and LELs as an invitation to attend/or a summary of local media events that are scheduled to occur in the near future;
- Media kits: Presented at all media events (to members of the press, invited speakers, LELs and law enforcement officers) as an organized packet of information that provides background and data relevant to the campaign/effort that is being announced;
- Television interviews: Typically conducted (locally) with executive director is guided by prepared talking points on a format that promotes public safety/community affairs. LELs (law enforcement PIOs) may also conduct television interviews within their regions – they too are guided by talking points that are prepared by the Communications division for such instances;
- Radio interviews: Interviews are typically conducted with ICJI’s executive director. Talking points are also prepared for radio interviews. Some stations request quick sound bites while others request full on-air interviews with live call-ins for Q&A, etc;
- Electronic message boards: will utilize these boards to display static traffic safety messaging during blitz periods; and
- Internet: Website will feature traffic message brands that will be posted to coincide with each enforcement blitz. Will also monitor the number of hits received on a daily basis.

## COMMUNICATIONS

### Collateral

The Communications division will develop and/or produce supplemental collateral materials to further brand, promote and enhance key messages throughout the year.

Examples that will be used in FY 2010 Communications partnerships include but are not limited to:

- Brochures & Fact Sheets: Brochures and Fact Sheets will be distributed at appropriate events and made available to law enforcement agencies (via the LELs), and the public. They will highlight detailed information as it pertains to Occupant Protection, Impaired Driving and Motorcycle Safety initiatives. These materials will also summarize state laws, codes as well as national and statewide traffic safety data as it relates to the above referenced (highway safety) initiatives;
- Templates: Templates will be developed for all forms of written (and visual) communications to convey a consistent message and look;
- Promotional signage used to promote messaging during event partnerships, media events, news conferences, etc. (i.e. banners, podium signs, and other displays); and
- Premium Items: Branded token giveaways that enhance traffic safety messaging that are complementary to the campaign being promoted. Will distribute to target audience at promotional events using the LELs, TSD staff and members of the media.

## Research

Prior to each media flight, the Communications division will work with ICJI's Research and Planning division to obtain relevant data, which will ensure that resources for each media buy are appropriately targeted. Moreover, the goal is to saturate those regions/media markets reporting the highest incidents of traffic-related crashes and fatalities.

## COMMUNICATIONS CALENDAR

### OCTOBER 2009

#### Significant Events

- Oct. 18-24: National Teen Driver Safety Week.
- Oct. 31: Halloween.
- Oct. 2009: Ford Driving Skills for Life (events 2 & 3)/dates TBD.

#### Paid Media/Statewide Flights

- There are no statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for October.

#### Earned Media

- News releases, fact sheets, talking points, and other relevant material will be distributed to the media and law enforcement agencies prior to Halloween to increase awareness about pedestrian safety and the dangers of impaired/"buzzed" driving during this holiday.
- *Note: Halloween falls on a Saturday this year.*

#### Paid Partnerships/Other Events

- No paid partnerships planned.

### NOVEMBER 2009

#### Significant Events

- Begin: Blitz 61 – Safe Family Travel (belts and alcohol).
- Nov. 20: Operation Pull Over (OPO) Awards Banquet.
- Begin: Fox Sports Network (FSN) partnership (Pacers Basketball).
- Begin: Annual Report to NHTSA.

#### Paid Media/Statewide Flights

##### *Operation Pull Over – Blitz 61*

- Theme: Safe Family/Holiday Travel
- Audience: Men 18-41
- Purpose: To use the heavily traveled Thanksgiving holiday as a way to remind part-time belt users and motorists who attend holiday gatherings where alcohol is served, about the importance of seat belt usage and the dangers of impaired driving.

- Media: 11/8 - 11/22
- Enforcement: 11/13 - 11/29
- Advertising: Radio, network & cable television
- Paid Media Budget: \$225,000

### Earned Media

- Blitz 61 – Safe Family Travel: The Communications division will distribute news releases, a media advisory, fact sheets, talking points, and will post information on Traffic Safety’s webpage to raise awareness about the state’s traffic safety efforts to ensure safe holiday travel.
- OPO Awards Banquet: The Communications division will draft and distribute pre and post OPO news releases announcing the event and award winners – respectively. The division will also make the pre and post news releases available to the LELs for (regional) distribution to local newspaper outlets throughout the state.

### Paid Partnerships/Other Events

- Fox Sports Network (FSN): This sports-marketing partnership provides television advertising on programming that yields consistent sizable ratings and appeals to the target audience. In addition to television advertising opportunities, this partnership will integrate additional traffic safety messaging through an interactive “Text of the Game” feature. During this value-added promotion, the viewing audience will be asked to text in answers to questions that are read by announcers (live) during the in-game action. Traffic Safety logos will appear simultaneously with each text question. Logos will simulate a seat belt clicking into a buckle and a drunk driving crash – reiterating the importance of seat belt use and the dangers of driving while intoxicated. Once fans text in their answers they will receive an automatic “bounce-back” traffic safety message to reinforce the visual elements.
- OPO Awards Banquet: The Communications division will work with the Traffic Safety division in preparation for the 15<sup>th</sup> Annual Operation Pull Over Awards Banquet. This year, the banquet is scheduled for Friday, November 20 and is held in honor of state and local law enforcement partners who have worked over-time throughout the year to enforce the state’s driving laws. The banquet will take place at the Ritz Charles facilities in Carmel, Indiana. In an effort to keep costs at minimum, the Communications division will reuse creative materials developed from last year, which carry the theme “Honoring Those Who Answer the Call.” Creative/collateral materials include electronic invitations, signage, banners, etc. The Communications division will also produce (or work with outside vendors) all audio/visual elements for the awards banquet.

## DECEMBER 2009

### Significant Events

- Finish: Communications section of Annual Report for NHTSA.
- Begin: National Drunk & Drugged Driving Month.

### Paid Media/Statewide Flights

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

### Earned Media

- Distribute "Safe Family Travel" post release.
- Distribute "Buzzed Driving Is Drunk Driving" holiday release.
- The Communications division will use this month to continue to work with local media outlets to coordinate radio and television interviews to further raise awareness about impaired/"buzzed" driving during the holiday season (covering Christmas and New Year's).

### Paid Partnerships/Other Events

- No new paid partnerships are planned to start in December.

## JANUARY 2010

### Significant Events

- Distribute: Statewide news release on fatal numbers from prior year.
- Begin: Distributing promotional items to restaurants, bars and taxi cab companies.
- Begin: Producing Young Driver radio and television advertising for spring campaign.

### Paid Media

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

### Earned Media

- The Communications division will maintain its year-round messaging strategy by working with partners such as restaurants bars, and taxi cab companies to ensure that "social norming" messages are sustained and kept in front of the target audience during low enforcement periods.

### Paid Partnerships/Other Events

- No new paid partnerships are planned to begin in January.

## FEBRUARY 2010

### Significant Events

- Feb. 7: Super Bowl Sunday.

### Paid Media/Statewide Flights

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

### Earned Media

- The Communications division will maintain its year-round messaging strategy by working with (sports marketing) partners to ensure that "social norming" messages are sustained and kept in front of the target audience during low enforcement periods.
- Super Bowl Op-Ed: An Op-Ed article from ICJI's Executive Director will be distributed to the media and will focus on reminding motorists throughout the state to designate a sober driver and to make responsible choices before participating in Super Bowl celebrations. This article 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, allowing guests to sleep over, etc.) and will additionally discourage adults from serving alcohol to minors during this time.

### Paid Partnerships/Other Events

- No paid partnerships are planned to begin in February.

## MARCH 2010

### Significant Events

- March 3-17: Blitz 62
- March 17: St. Patrick's Day Holiday
- March 28: Young Driver Safety media flight
- Begin: Indiana Sports Corp media partnership (Big Ten Basketball Tournaments)

### Paid Media/Statewide Media Flights

#### *Operation Pull Over - Blitz62*

- Theme: "Over the Limit. Under Arrest." Impaired and Aggressive Driving (focusing on St. Patrick's Day)

- Audience: Men 18-41
- Purpose: To remind those who are celebrating "March Madness"/Big Ten Conference Finals and St. Patrick's Day festivities about the dangers and consequences of aggressive and impaired driving. Also, the goal is to promote the life saving benefits of choosing a designated (sober) driver before celebrating. Media will also target college towns that have the highest incidents of alcohol-related crashes and fatalities such as Muncie, Terre Haute and Bloomington.
- Media: 3/3 – 3/17
- Enforcement: 3/5– 3/21
- Advertising: Radio, network & cable television and outdoor.
- Paid Media Budget: \$225,000

#### *Young Driver Safety Media Flight*

- Theme: Indiana's GDL Laws and Distracted Driving (i.e. "Don't Drive Intoxicated")
- Audience: Teens and young adults 16-24.
- Purpose: To reduce the incidence of young drivers who are disproportionately involved in fatal collisions. Next the goal is to promote Indiana's new GDL laws to parents and teens. Finally, to encourage safe and responsible driving practices among teens and young adults.
- Media: 4/28 – 3/11
- Enforcement: No enforcement scheduled for this flight.
- Advertising: Internet advertising
- Paid Media Budget: \$60,000

#### Earned Media

- St. Patrick's Day/March Madness: The Communications division will distribute pre and post news releases, fact sheets, talking points, and other relevant materials prior to March Madness basketball season and the St. Patrick's Day holiday. The Communications division will also post promotional/informational features on Traffic Safety's webpage.
- In addition, the Communications division plans to stage/host a local media event in support of Blitz 62. The division will also request that LELs stage/host similar events in their respective regions in order to create a statewide awareness momentum regarding "Over the Limit. Under Arrest."
- Safe Spring Break: In an effort to encourage safe and responsible driving practices among high school and college students, the Communications division will distribute a "Safe Spring Break" statewide news release specifically targeting this (Young Driver) demographic. The release will offer tips to parents and teens on how to celebrate safely and how to prevent tragedies from occurring during this time. The release will also reiterate the consequences of illegal and irresponsible driving behaviors.

#### Paid Partnerships/Other Events

- Indiana Sports Corporation/Big Ten Men's & Women's College Basketball: This partnership has many moving parts and offers broadcast (television) coverage, print (full page, color ad in event's free publication) and branding opportunities through signage such as welcome banners displayed at the Indianapolis airport, downtown hotels and select restaurants that promote seat belt and impaired driving messaging. This event receives national broadcast coverage and is highly attended by fans/spectators throughout the state.

### APRIL 2010

#### Significant Events

- Speed Media Flight
- Safe Prom
- Spring Break
- Alcohol Awareness Month

#### Paid Media

##### *Speed*

- Theme: "Obey the Sign or Pay the Fine" & "Stop Speeding Before Speeding Stops You"
- Audience: Men 18-41
- Purpose: To increase awareness among the target demographic about the dangers and consequences of driving too fast and/or exceeding posted speed limits.
- Media: 4/5-4/19
- Enforcement: No enforcement scheduled for this flight.
- Advertising: Radio, network & cable television and outdoor.
- Paid Media Budget: \$200,000

#### Earned Media

- Alcohol Awareness Month: An op-ed article from ICJI's Executive Director will be distributed statewide to raise awareness, generate interviews and promote April as Alcohol Awareness Month.,
- Safe Prom and Spring Break: In an effort to promote safe driving behaviors during the Spring Break and Prom seasons the Communications division will distribute correspondence and coordinate interviews on behalf of ICJI's Executive Director to ensure that parents and teens are taking a proactive approach to safety during this time. The division will also feature the "Smashed" (toxic tales of teens and alcohol) video on Traffic Safety's webpage and make it

available to media outlets throughout the state with a goal of reaching Indiana High Schools with this message.

- Speed "Obey the Sign or Pay the Fine": The Communications division will distribute a news release statewide to announce the Speed media campaign and warn motorists about the dangers and consequences of speeding. The division will also post information on the Traffic Safety webpage to further promote awareness of the Speed campaign.

#### Paid Partnerships/Other Events

- No paid partnerships are planned to begin in April.

### MAY 2010

#### Significant Events

- Click It or Ticket
- Rural Demonstration Project (RDP)
- Safe Graduation
- Riley Miracle Ride
- Cinco de Mayo
- Indianapolis 500

#### Paid Media/Statewide Media Flights

##### *Operation Pullover - Blitz 63*

- Campaign: "Click It or Ticket."
- Audience: Men 18-41(pickup truck drivers)
- Purpose: Maximum enforcement visibility and publicity regarding statewide enforcement efforts to increase seat belt use.
- Media: 5/16 - 5/30
- Enforcement: 5/21 - 6/6
- Advertising: Radio, network & cable television and outdoor
- Paid Media Budget: \$200,000

#### Earned Media

- Blitz 63 - Click It or Ticket (CIOT): The Communications division will distribute pre and post news releases, fact sheets, talking points, and other relevant materials to promote the CIOT statewide mobilization. The Communications division will also post promotional/informational features on Traffic Safety's webpage.
- In addition, the Communications division plans to stage/host a local media event in support of Blitz 62, including the coordination of interviews on behalf of ICJI's Executive Director that support CIOT messaging to designated target audiences (to be determined by the Traffic Safety division). The division will also

request that LELs stage/host similar events in their respective regions in order to create a statewide awareness momentum regarding "Click It or Ticket."959

- Rural Demonstration Project: The Communications division will develop pre and post RDP news release templates and talking points for distribution to participating law enforcement agencies through the LELs.
- Safe Graduation: In an effort to reduce impaired driving and increase seat belt usage among high school and college graduates, the Communications division will distribute correspondence and coordinate interviews on behalf of ICJI's Executive Director to ensure that parents and teens are taking a proactive approach to safety during this time and bring increased awareness to the issue of underage drinking and driving.
- Cinco de Mayo: To further sustain the "Buzzed Driving is Drunk Driving" message and increase outreach to the Hispanic/Latino community, the Communications division will release an op-ed article from ICJI's Executive Director to raise awareness, generate interviews and promote this social norming message to both English and Spanish speaking audiences.

#### Paid Partnerships/Other Events

- Indianapolis Motor Speedway (Opportunities for Indianapolis 500, Brickyard 400, and Moto GP): The Communications division will purchase a comprehensive media package to effectively promote a variety of traffic safety initiatives at Indianapolis Motor Speedway events. The Indianapolis 500 and the Moto GP both fall within Blitz 62 and Blitz 64, respectively. Therefore, both events would present key opportunities to deliver enforcement messaging to the target audience. Brickyard 400 would present a key opportunity to promote social responsibility as it relates to designating a sober driver and discouraging "buzzed" driving, as no enforcement is taking place during this time.
- Riley Miracle Ride: The *Miracle Ride* is annual motorcycle charity event held in May that benefits Indianapolis' Riley Hospital for Children. Through the use of radio and television media, the Communications goal is to raise awareness among the general driving population about the returned presence of motorcycles on Indiana roadways. The Communications and Traffic Safety divisions will also have the opportunity to directly interact with the target audience on-site, to encourage the use of safety gear and educate motorcycle riders about Indiana's licensing and endorsement requirements. This is a highly attended/publicized event where exposure of messaging can be greatly maximized. The Governor also participates in this event that receives statewide media coverage.

## JUNE 2010

#### Significant Events

- Motorcycle Safety & Awareness Month (for Indiana)

- *Please note: Due to other key initiatives taking precedence during the months of April and May, and given that there is no specific motorcycle enforcement taking place, we have decided to focus on motorcycle safety and awareness during the month of June.*

#### Paid Media/Statewide Media Flights

##### *Motorcycle Safety & Awareness*

- Theme: "None for the Road" (discouraging drinking and riding) & "Save a Life, Be Aware" (promoting motorists awareness)
- Audience: Men 30-50
- Purpose: To raise awareness among the general driving population about the returned presence of motorcycles on Indiana roadways. Also, to promote the dangers and consequences of drinking and riding.
- Media: 6/6-6/20
- Enforcement: No enforcement scheduled for this flight.
- Advertising: Radio, network & cable television and outdoor.
- Paid Media Budget: \$200,000

#### Earned Media

- The Communications division will coordinate and solicit interviews on behalf of ICJI's Executive Director, who will speak to the Traffic Safety division's efforts to reduce crashes, injuries and fatalities across the state during the summer season. The Communications division will also post features on the Traffic Safety webpage that encourage safe and responsible driving choices throughout the summer months.

#### Paid Partnerships/Other Events

- No paid partnerships are planned to begin in June.

## JULY 2010

#### Significant Events

- July 4<sup>th</sup> Holiday.
- The "Boogie."
- Indiana Black Expo.
- Brickyard 400.

#### Paid Media/Statewide Media Flights

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

### Earned Media

- The Communications division will maintain its year-round messaging strategy by working with state and local partners to ensure that “social norming” messages are sustained and kept in front of the target audience during low enforcement periods.
- July 4<sup>th</sup> News Release/Op-Ed Article: In an effort to sustain awareness of the “Buzzed Driving is Drunk Driving” social norming message during this holiday, a news release or op-ed article will be distributed to the media prior to this time. The Communications division will also coordinate and solicit interviews on behalf of ICJI’s Executive Director who will further promote the Traffic Safety division’s efforts to reduce crashes, injuries and fatalities across the state during this time. The Traffic Safety webpage will also feature visuals and information (posted by the Communications division) that encourage safe and responsible driving choices before and during the July 4<sup>th</sup> holiday.

### Paid Partnerships

- Boogie Partnership: Opportunity to partner with highly active motorcycle organization that has strong ties to Indiana’s motorcycle community and hosts large scale events where promoting safe riding behaviors is critical to the success of the event. Deliverables include prominent signage, radio, and other print and promotional material.
- Indiana Black Expo: Opportunity to comprehensively promote the traffic safety messaging and initiatives to more than 300,000 attendees who come from all over the state of Indiana to attend this well-known annual event (40 years) that has a major impact on the African American demographic. Partnership includes exhibitor’s table at the anchor event where branded premiums, brochures and other promotional items can be distributed.
- Brickyard 400: See May 2010

## AUGUST 2010

### Significant Events

- “Drunk Driving/Riding. Over the Limit. Under Arrest.”
- Finish the Communications section of the FY 2011 HSP
- Indiana State Fair partnership.
- Moto GP (see May 2010).

### Paid Media/Statewide Media Flights

#### *Operation Pullover - Blitz 64*

- Campaigns: “Drunk Driving/Riding. Over the Limit. Under Arrest”
- Audience: Men 18-41

- Media: 8/16– 8/31
- Enforcement: 8/20 – 9/12
- Advertising: Radio, network & cable television and outdoor
- Paid Media Budget: \$225,000

#### Earned Media

- Blitz 64 – Drunk Driving. Over the Limit. Under Arrest.: The Traffic Safety and Communications divisions in conjunction with the agency’s Law Enforcement Liaisons (LELs) will partner with local PDs, Indiana State Police, Students Against Drunk Driving, Advocates Against Impaired Driving, the Commission on Latino Affairs and other traffic safety advocates in support of the “Over the Limit. Under Arrest.” statewide crackdown. The Communications division will stage/host a local event that appeals to both the public and media alike to generate desired (broad) coverage. The division will request that the LELs to stage/host similar events in their respective regions in order to create a statewide momentum. The Communications division will also distribute pre and post news releases, a media advisory, fact sheets, talking points, and will post information on Traffic Safety’s webpage about the state’s traffic safety efforts to ensure safe travel in anticipation of the Labor Day holiday.

#### Paid Partnerships/Other Events

- Partnership with Indiana State Fair: Sustained, multi-media partnership with the Indiana State Fair consisting of a paid media promotion featuring “Buckle Up Indiana” promotional tags on daily radio traffic reports, live radio liners, and a “Buckle Up Indiana” Main Street stage promotion. This partnership with the State Fair gives us the opportunity to (positively) impact driving behaviors using a sustained promotion that combines several forms of media to effectively communicate with well over a half million people during a non-enforcement period.
- Partnership with Moto GP: This media partnership offers various mediums to effectively promote motorcycle safety messaging at an event that is largely attended by motorcycle riders and enthusiasts. This promotion will include prominent signage, print advertising, branding entitlements, opportunities to directly interact with the target audience, distribute informational materials and more.

## SEPTEMBER 2010

### Significant Events

- Child Passenger Safety Week.

### Paid Media/Statewide Media Flights

#### *Child Passenger Safety*

- Theme: Child Passenger Safety
- Audience: Parents, grandparents and caregivers
- Purpose: Educate parents about requirements of Indiana's Child Passenger Safety laws.
- Media: 9/14- 9/21
- Enforcement: No enforcement scheduled for this flight.
- Advertising: Radio and Television
- Paid Media Budget: \$100,000

### Earned Media

- Child Passenger Safety: The Communications division will partner with local PDs, the Indiana State Police, and other traffic safety advocates to promote Child Passenger Safety Month. During this time the Communications division will stage/host an event that appeals to both the public and media alike to generate desired (broad) coverage. The division will also request that the LELs stage/host similar events in their respective regions in order to create a statewide momentum. The Communications division will also distribute news releases, media advisories, fact sheets, talking points, and will post information on Traffic Safety's webpage to raise awareness about the state's efforts to promote child passenger safety.

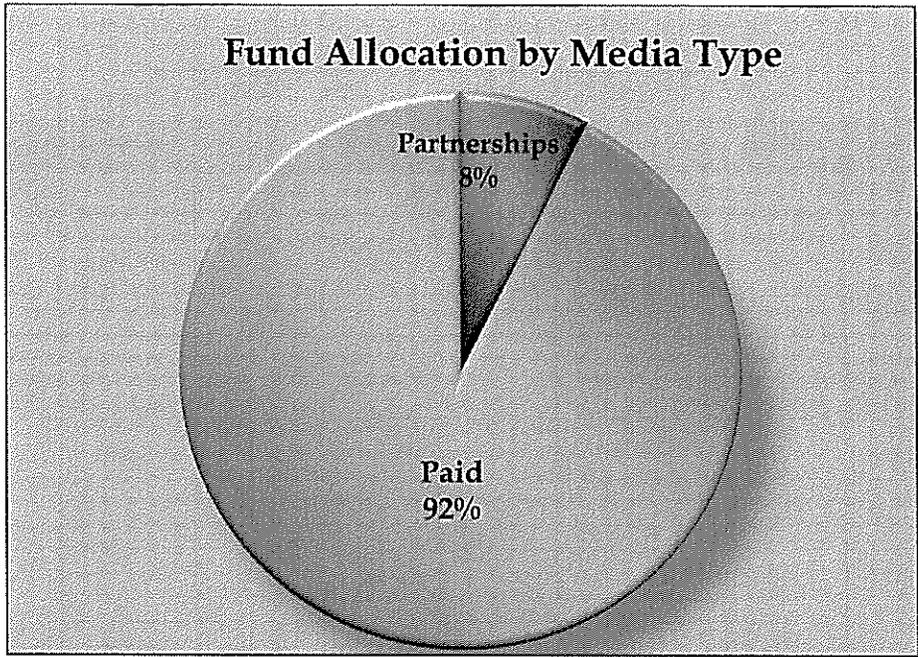
### Paid Partnerships/Other Events

- All paid partnerships will conclude by or before the end of September.

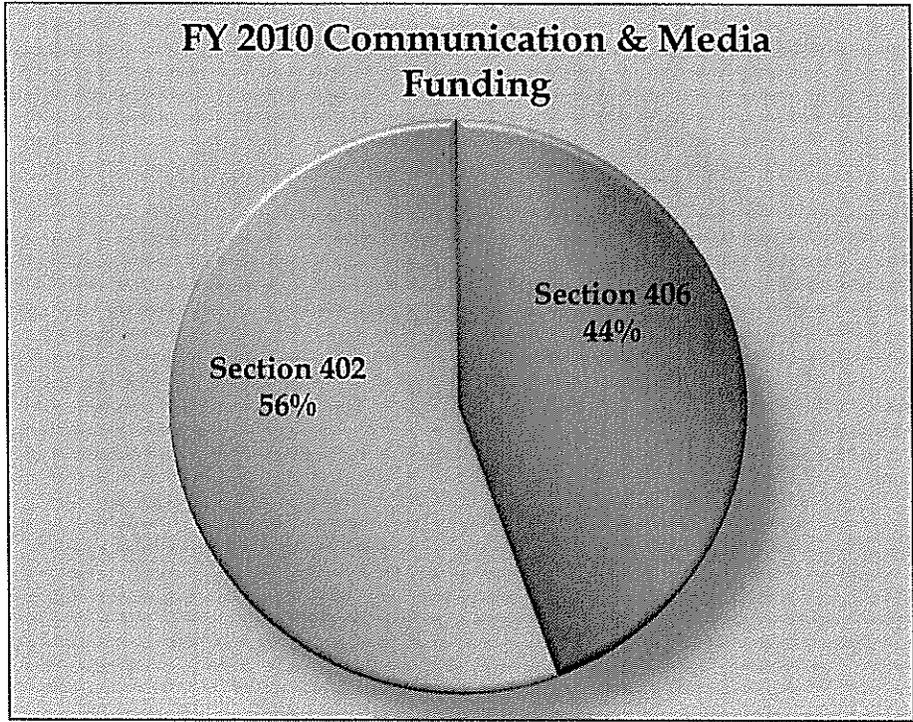
## COMMUNICATIONS BUDGET

2010 Communications Budget Totals	\$800,000.00	\$1,000,000.00
<b>EVENT</b>	<b>406</b>	<b>402</b>
STAFF SALARIES	\$45,000.00	\$45,000.00
Special Projects and Production Costs	\$15,000.00	\$35,000.00
FOX SPORTS NETWORK (FSN) PARTNERSHIP		\$33,550.00
OPERATION PULL OVER AWARDS BANQUET	\$20,000.00	
OPERATION PULL OVER - BLITZ 61	\$100,000.00	\$125,000.00
INDIANA SPORTS CORP PARTNERSHIP		\$7,500.00
YOUNG DRIVER SAFETY MEDIA FLIGHT	\$30,000.00	\$30,000.00
OPERATION PULL OVER - BLITZ 62	\$125,000.00	\$100,000.00
SPEED CAMPAIGN	\$100,000.00	\$100,000.00
INDIANAPOLIS 500 PARTNERSHIP		\$10,000.00
RILEY MIRACLE RIDE PARTNERSHIP		\$10,000.00
OPERATION PULLOVER - BLITZ 63	\$100,000.00	\$100,000.00
MOTORCYCLE AWARENESS MONTH	\$100,000.00	\$100,000.00
BRICKYARD 400 PARTNERSHIP		\$10,000.00
THE BOOGIE PARTNERSHIP	\$5,000.00	\$5,000.00
INDIANA BLACK EXPO PARTNERSHIP		\$5,000.00
INDIANA STATE FAIR PARTNERSHIP		\$20,000.00
OPERATION PULLOVER - BLITZ 64	\$100,000.00	\$125,000.00
MOTO GP PARTNERSHIP		\$30,000.00
CHILD PASSENGER SAFETY CAMPAIGN	\$55,000.00	\$100,000.00
<b>Total Expenditures -----</b>	<b>\$795,000.00</b>	<b>\$991,050.00</b>
<b>Balance -----</b>	<b>\$5,000.00</b>	<b>\$8,950.00</b>
<b>Total Balance-----</b>	<b>\$13,950.00</b>	

Graph 18



Graph 19



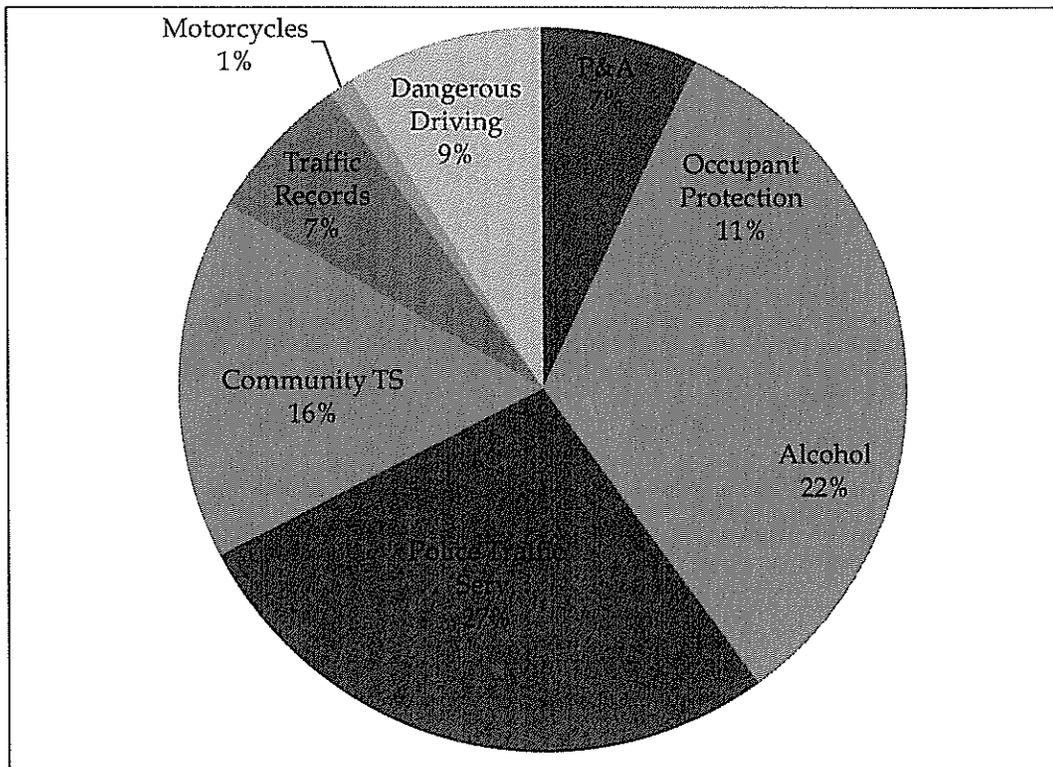
## FISCAL SUMMARY

### TRAFFIC SAFETY BUDGET

	406	402	410	2011	405	2010	408	Match	Total
P&A	523,333	-	-	-	-	-	-	523,333	1,046,666
Occ. Protection	678,000	-	-	250,000	630,000	-	-	-	1,558,000
Alcohol	667,000	-	2,673,000	-	-	-	-	-	3,340,000
PTS	4,058,000	15,000	-	-	-	-	-	-	4,073,000
CTS	1,340,000	1,052,000	-	-	-	-	-	-	2,392,000
Traffic Records	465,000	-	-	-	-	-	526,877	-	991,877
Motorcycles	-	-	-	-	-	160,000	-	-	160,000
Dangerous Driving	270,000	1,030,000	-	-	-	-	-	-	1,300,000
<b>Total</b>	<b>8,001,333</b>	<b>2,097,000</b>	<b>2,673,000</b>	<b>250,000</b>	<b>630,000</b>	<b>160,000</b>	<b>526,877</b>	<b>523,333</b>	<b>14,861,543</b>

### PROGRAM SECTION FUNDING

Graph 20



## PROGRAM COST SUMMARY

	2010	406	402	410	2011	405	2010	408	154	154	157	Total	State	Total
	Budget									TSF	PT	Fed. Funds	Hard Match	Federal & State
% of Carry Forward		n/a	28%	141%	100%	22%	121%	63%	n/a	n/a	n/a	194%	n/a	194%
<b>Resources</b>														
Est. 2009 Carry Forward/ Beginning Bal.		7,018,673	1,238,881	3,125,466	250,000	151,680	149,320	510,016	4,000,000	200,000	-	16,644,057	-	16,644,057
FY 2010 Award Est.		-	4,478,431	2,213,451	250,000	683,287	122,952	812,005	-	-	-	8,560,126	-	8,560,126
Power Ball		1,000,000	-	-	-	-	-	-	-	-	-	1,000,000	-	1,000,000
2010 State Match		-	-	-	-	-	-	-	-	-	-	-	523,333	523,333
Total Resources		8,018,673	5,717,312	5,338,937	500,000	834,967	272,272	1,322,021	4,000,000	200,000	-	26,204,183	523,333	26,727,516
<b>Planning and Administrative (P&amp;A)</b>														
Planning & Administration-Federal	523,333	523,333	-	-	-	-	-	-	-	-	-	523,333	-	523,333
Planning & Administration-State	523,333	-	-	-	-	-	-	-	-	-	-	-	523,333	523,333
Sub-total P&A	1,046,666	523,333	-	-	-	-	-	-	-	-	-	523,333	523,333	1,046,666
<b>Section II: Occupancy Protection</b>														
Program Management	63,000	63,000	-	-	-	-	-	-	-	-	-	63,000	-	63,000
Automotive Safety Program	800,000	-	-	-	250,000	550,000	-	-	-	-	-	800,000	-	800,000
Seat Belt Enforcement (OPO)	615,000	615,000	-	-	-	-	-	-	-	-	-	615,000	-	615,000
Rural Development Project (RDP)	80,000	-	-	-	-	80,000	-	-	-	-	-	80,000	-	80,000
Sub-total Occupant Protection	1,558,000	678,000	-	-	250,000	630,000	-	-	-	-	-	1,558,000	-	1,558,000
<b>Section III: Alcohol</b>														
Program Management	73,000	-	-	73,000	-	-	-	-	-	-	-	73,000	-	73,000
FACT Teams	1,000,000	-	-	1,000,000	-	-	-	-	-	-	-	1,000,000	-	1,000,000
Enforcement (DUI Task Force)	1,600,000	-	-	1,600,000	-	-	-	-	-	-	-	1,600,000	-	1,600,000
Law Enforcement Training Board (SFST/DRE)	195,000	195,000	-	-	-	-	-	-	-	-	-	195,000	-	195,000
Traffic Safety Resource Prosecutor	195,000	195,000	-	-	-	-	-	-	-	-	-	195,000	-	195,000
Excise Police	125,000	125,000	-	-	-	-	-	-	-	-	-	125,000	-	125,000
SADD	152,000	152,000	-	-	-	-	-	-	-	-	-	152,000	-	152,000
Sub-total Alcohol	3,340,000	667,000	-	2,673,000	-	-	-	-	-	-	-	3,340,000	-	3,340,000
<b>Section IV: PTS</b>														
Program Management	63,000	63,000	-	-	-	-	-	-	-	-	-	63,000	-	63,000
Statewide Training	15,000	-	15,000	-	-	-	-	-	-	-	-	15,000	-	15,000
OPO Awards Banquet	95,000	95,000	-	-	-	-	-	-	-	-	-	95,000	-	95,000

BCC Enforcement	2,100,000	2,100,000	-	-	-	-	-	-	-	-	-	2,100,000	-	2,100,000
Indiana State Police	1,800,000	1,800,000	-	-	-	-	-	-	-	-	-	1,800,000	-	1,800,000
Sub-total PTA	4,073,000	4,058,000	15,000	-	-	-	-	-	-	-	-	4,073,000	-	4,073,000
<b>Section V: Community TS</b>														
LEL Program	540,000	540,000	-	-	-	-	-	-	-	-	-	540,000	-	540,000
Media / Communications Division	1,800,000	800,000	1,000,000	-	-	-	-	-	-	-	-	1,800,000	-	1,800,000
Clarian	52,000	-	52,000	-	-	-	-	-	-	-	-	52,000	-	52,000
Sub-total Community TS	2,392,000	1,340,000	1,052,000	-	-	-	-	-	-	-	-	2,392,000	-	2,392,000
<b>Section VI: Traffic Records</b>														
Program Management	78,000	-	-	-	-	-	-	78,000	-	-	-	78,000	-	78,000
Indiana University Center	350,000	350,000	-	-	-	-	-	-	-	-	-	350,000	-	350,000
Purdue University	115,000	115,000	-	-	-	-	-	-	-	-	-	115,000	-	
Trauma Registry Program (IDH)	156,250	-	-	-	-	-	-	156,250	-	-	-	156,250	-	156,250
EMS Software Upgrade	145,000	-	-	-	-	-	-	145,000	-	-	-	145,000	-	145,000
E-Citation Program	147,627	-	-	-	-	-	-	147,627	-	-	-	147,627	-	147,627
Sub-total Traffic Records	991,877	465,000	-	-	-	-	-	526,877	-	-	-	991,877	-	991,877
<b>Section VII: Motorcycles</b>														
Lease Purchase of Facility	10,000	-	-	-	-	-	-	10,000	-	-	-	10,000	-	10,000
Training Motorcycles	10,000	-	-	-	-	-	-	10,000	-	-	-	10,000	-	10,000
Media / Public Awareness Campaign	140,000	-	-	-	-	-	-	140,000	-	-	-	140,000	-	140,000
Sub-total Motorcycles	160,000	-	-	-	-	-	-	160,000	-	-	-	160,000	-	160,000
<b>Section VIII: Dangerous Driving</b>														
Augmented Funding to Select Counties	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dangerous & Impaired Driving	1,300,000	270,000	1,030,000	-	-	-	-	-	-	-	-	1,300,000	-	1,300,000
Sub-total Dangerous Driving	1,300,000	270,000	1,030,000	-	-	-	-	-	-	-	-	1,300,000	-	1,300,000
<b>Total 2010 Budget Expenditures</b>	<b>14,861,543</b>	<b>8,001,333</b>	<b>2,097,000</b>	<b>2,673,000</b>	<b>250,000</b>	<b>630,000</b>	<b>160,000</b>	<b>526,877</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>14,338,210</b>	<b>523,333</b>	<b>14,861,543</b>

Revised 8/25/05

## **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. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 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;

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

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

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

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 drawdowns 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:

- k. 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;
- l. 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.
- m. 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).
- n. 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.
- o. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

- p. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  - 1. Taking appropriate personnel action against such an employee, up to and including termination.
  - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- q. 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:

- 18. 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.

19. (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.
20. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

### **RESTRICTION ON STATE LOBBYING**

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

### **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

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

21. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
22. 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.

23. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
24. 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.
25. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
26. 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.
27. 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.
28. 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.
29. 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.

30. 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*

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

32. 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.
33. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
34. 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.
35. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
36. The prospective lower tier 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," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
37. 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.
38. 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.
39. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the

Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

40. 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.
41. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



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Governor's Representative for Highway Safety

September 24, 2009

Date