

AER 2011

• HIGHWAY SAFETY PROGRAM ANNUAL EVALUATION REPORT •



Illinois Department
of Transportation
Division of Traffic Safety

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Division of Traffic Safety Programs

The Division of Traffic Safety offers a number of traffic safety programs and services which focus attention on specific areas of concern. Information on the programs listed below can be acquired by calling the telephone numbers listed or (217) 524-4875 (TTY) Ameritech relay number. You may also request the information by writing to the Illinois Department of Transportation, Division of Traffic Safety, at 1340 North 9th Street, P.O. Box 19245, Springfield, IL 62794-9245, by calling (217) 782-4972 or by visiting our website at www.dot.il.gov.

Crash Information (217) 782-2575

- Local Accident Reference System (LARS) programs
- State route crash data
- Crash data
- Racial Profiling (217) 785-2364
- Fatal Analysis Reporting System (FARS), including alcohol and drug-related fatal crash data

Highway Safety Programs (217) 782-4972

- Occupant protection
- Impaired driving
- Traffic records
- Traffic law enforcement
- Motorcycle safety

Commercial Vehicle Safety (217) 785-1181

- Motor Carrier Safety
- Hazardous Materials Transportation
- Commercial Vehicle Safety Audits
- Periodic Vehicle Inspection
- School Bus Safety Inspection

Survey Information (217) 785-1181

- Safety belt and child safety seat usage observational surveys
- Motorcycle helmet usage observational surveys
- Opinion surveys

Websites

- www.dot.il.gov
- www.nhtsa.dot.gov

Mission

As part of the Illinois Department of Transportation (IDOT), the Division of Traffic Safety's mission is to formulate, coordinate and deliver information, services and programs that will mobilize public and private resources to establish effective public policy and integrated programs to improve highway safety in Illinois.

FY 2011 Highlights

- Achieved a safety belt usage rate of 92.9 percent.
- Illinois received a “5 star rating”-the highest rating possible in Mothers Against Drunk Driving's Report to the Nation, indicating great strides in efforts to combat drunk driving on Illinois roadways.
- Trained over 20,500 motorcyclists in calendar year 2011 through IDOT's Cycle Rider Safety Program.
- Over 500 state and local law enforcement agencies participated in the May 2011 Click It or Ticket mobilization.
- A total of 105 high schools were selected to participate in the statewide Operation Teen Safe Driving program.
- For the second consecutive year Illinois has been designated as a low fatality rate state by the U.S. Department of Transportation based on significant decrease in alcohol-related fatalities.
- Incorporated a new impaired driving slogan...Drive Sober or Get Pulled Over.
- Held 82 events with child passenger safety technicians inspecting 1,365 child safety seats during National Seat Check Saturday.
- Combined several local enforcement projects into one Sustained Traffic Enforcement Program (STEP) program.
- Introduced a new motorcycle campaign titled GEAR UP for a SAFE RIDE.
- Provided current fatality information at www.dot.il.gov

Introduction

The Illinois Department of Transportation's (IDOT) Division of Traffic Safety (DTS) leads the state of Illinois' efforts to reduce deaths and injuries on Illinois roads. The *FY 2011 Annual Evaluation Report* provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2010 through September 30, 2011 and evaluations of the various highway safety programs supported by these resources.

2010 is the second consecutive year in which motor vehicle fatalities are under 1,000, with 927 traffic fatalities. DTS had set a goal to have 1,000 or fewer deaths by 2010. This goal is being reached through increased enforcement, aggressive public information and education campaigns, trainings and extensive paid media campaigns around all national and state campaigns.

DTS faces challenges in the upcoming years such as non-safety belt usage and impaired driving being prevalent among late night and young male drivers, implementing a new safety belt survey design, enforcing the new texting law and funding highway safety programs in anticipation of decreased state and federal appropriations. With these challenges DTS will continue to partner with our safety advocates, law enforcement agencies, medical community and local organizations that work tirelessly to make Illinois a safer place. With us working together, our projects and programs will continue to save lives.

Five-Year Statistics

	2006	2007	2008	2009	2010	06 vs 10
Registered Motor Vehicles 1	10.08	10.21	10.15	10.01	10.00	-0.8
Licensed Drivers 1	8.62	8.67	8.73	8.77	8.80	2.1
Vehicle Miles Traveled 2	106.81	107.40	105.64	105.73	105.74	-1.0
Crashes	408,670	422,778	408,258	292,106	289,260	-29.2
Injuries	106,918	103,156	94,021	89,090	88,937	-16.8
Deaths	1,254	1,248	1,043	911	927	-26.1
Mileage Death Rate 3	1.17	1.16	0.99	0.86	0.88	-24.8

1 Millions. Data obtained from Illinois Office of the Secretary of State. 2 Miles of travel on all roadways within Illinois, expressed in billions. 3 Per Hundred Million Vehicle Miles Traveled. 4 The noticeable decline in crashes is partially attributable to the change in crash reporting threshold effective January 1, 2009.

Note: Crash data in this publication are taken from the state's crash records system except where noted.

Illinois Quick Facts

Illinois Safety Belt Usage Rates for 2011

- Overall safety belt usage rate is 92.9 percent.
- Usage rate on weekends is 94.2 percent.
- Usage rate on weekdays is 90.9 percent.
- General information on usage rates:

By Region:	City of Chicago	87.4 percent
	Cook County	90.3 percent
	Collar Counties	94.4 percent
	Downstate	93.4 percent

By Road Type:	Residential	90.9 percent
	U.S./IL Highways	91.6 percent
	Interstates	96.3 percent

Illinois Child Safety Seat Usage Rates for 2011

- Overall Child Safety Seat Usage Rate is 90.2 percent.

Illinois Motorcycle Helmet Usage Rates for 2011

- Overall Motorcycle Helmet Usage Rate is 35.7 percent.

General

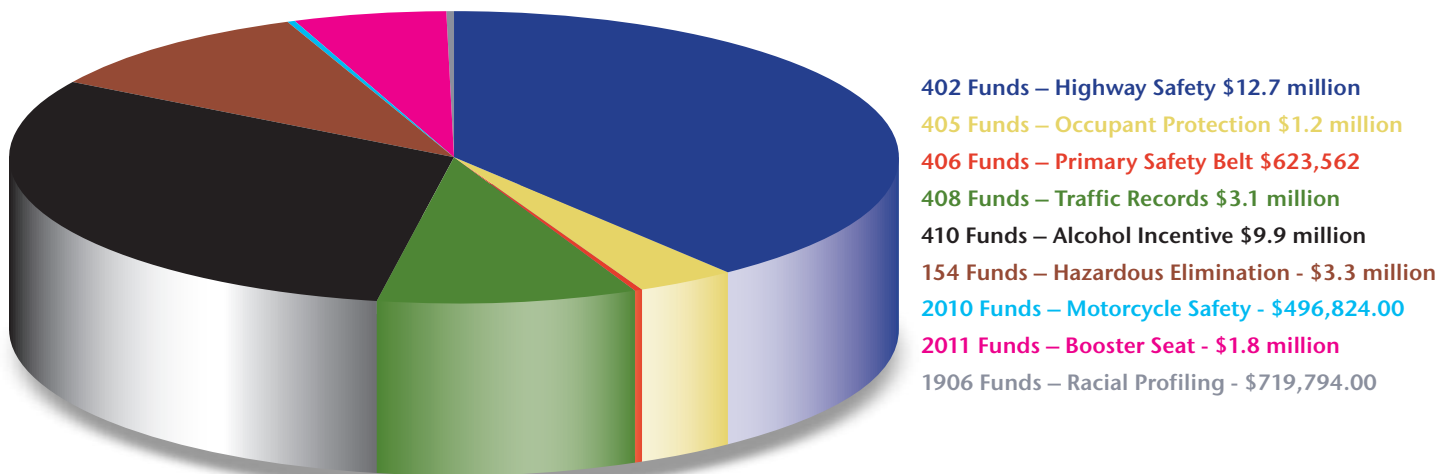
- Travel increased by 0.01 percent compared to the previous year.
- The mileage death rate decreased by 2.3 from 2009 to 2010.
- Vehicle Miles Traveled (VMT) showed a slight increase from 105.73 in 2009 to 105.74 in 2010.
- Licensed drivers increased from 8.77 million in 2009 to 8.80 million in 2010.
- There was an average of 1.1 deaths per fatal crash.

Illinois Fatality Rates

- 927 persons were killed in 858 fatal crashes in 2010.
- There was an average of 1.1 deaths per fatal crash.
- The 2010 fatality rate for Illinois was 0.88 (per one hundred million vehicle miles).
- 311 persons died in alcohol-related crashes in 2010.

For further crash fact information, go to www.dot.il.gov, click on Traffic Safety, click on Illinois Crash Data Site and click on Illinois Crash Facts and Statistics.

FY2011 Allocated Funds



FY 2011 ALLOCATED FUNDS PER FUNDING SOURCE
TOTAL - \$34,000,679 MILLION

Program Goals and Accomplishments

Division of Traffic Safety Program Goals

NHTSA and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs beginning in FY 2010. These new 11 core outcome and behavior measures will be shown in the FY 2011 Annual Evaluation Report (AER).

The goals developed were determined using several quantitative data (e.g., crash data, VMT, population). The goals were established for the various program priority areas (e.g., alcohol, occupant protection, pedestrian and motorcycle). The specific thresholds and target dates were set based on past trends (five years for the fatality-related goals and three years for the injury-related goals since the injury data prior to year 2000 were incomplete and do not include all the crash data). The selected overall goals are listed by appropriate measures, targets, data source used and strategies on how to achieve these goals by selected target dates. Performance measures of selected goals include rate, ratio and percent. The main exposure data item that was used in this process is VMT.

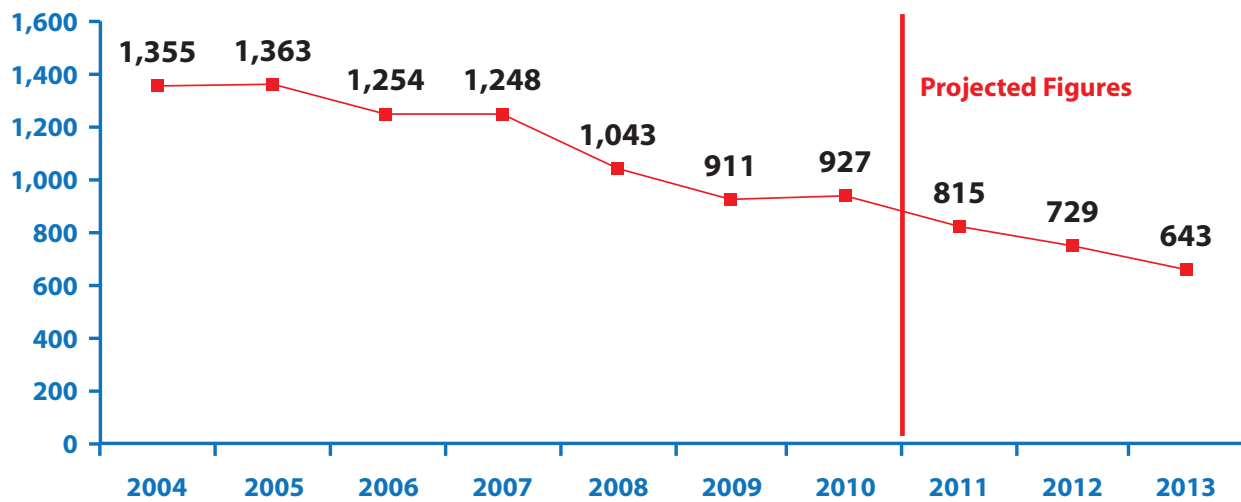
The HSP goals are developed into six categories: overall goals, occupant protection, impaired driving, motorcycle, pedestrian and pedal cycle. The overall goals are intended to be an overall measure of the effectiveness of the HSP.

Overall Goals

Goal

- To reduce the statewide traffic fatalities from the 2004 level of 1,355 to 643 by December 31, 2013.

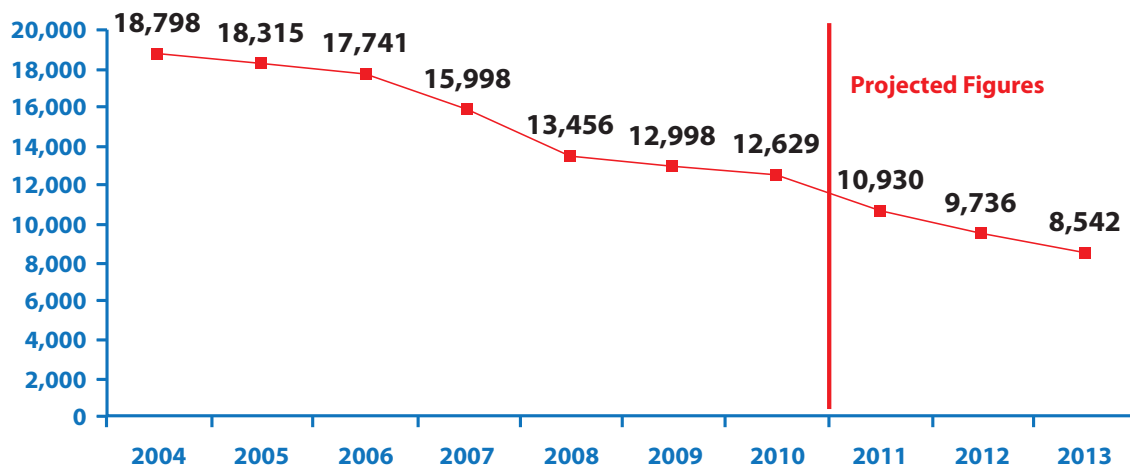
Total Number of Traffic Fatalities



Goal

- To reduce the statewide serious injuries in traffic crashes from the 2004 level of 18,798 to 8,542 by December 31, 2013.

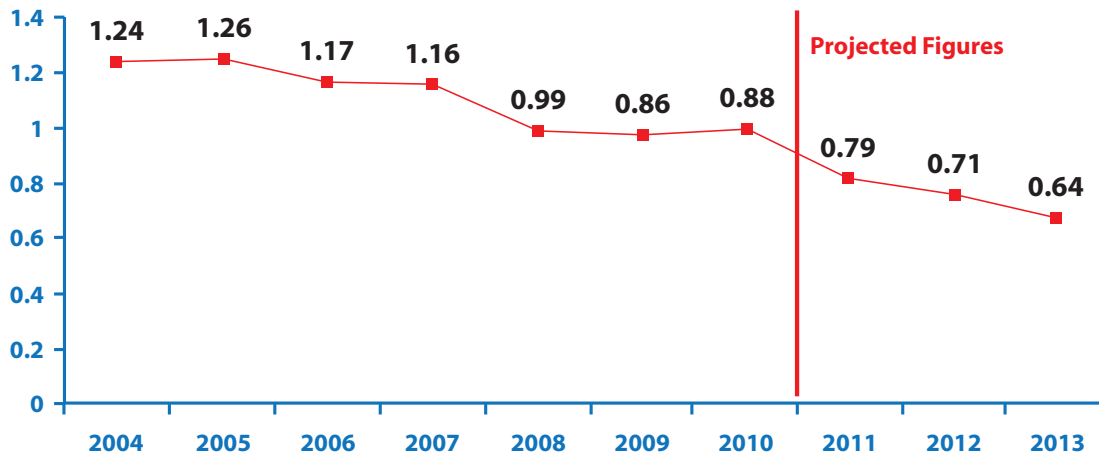
Total Serious Injuries in Traffic Crashes



Goal

- To reduce the statewide traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 1.24 to 0.64 by December 31, 2013.

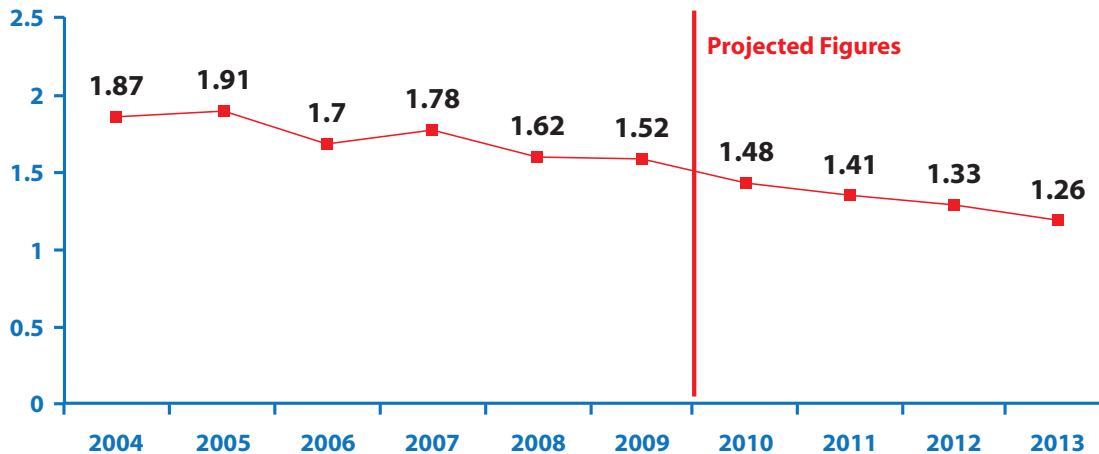
Total Fatality Rate per 100M VMT



Goal

- To reduce the rural traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 1.87 to 1.26 by December 31, 2013.

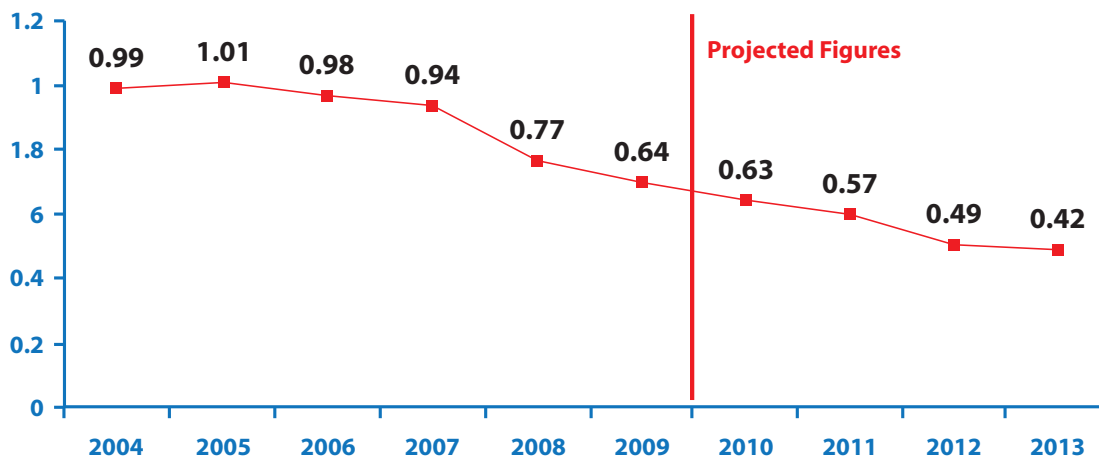
Rural Fatality Rate per 100M VMT



Goal

- To reduce the urban traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 0.99 to 0.42 by December 31, 2013.

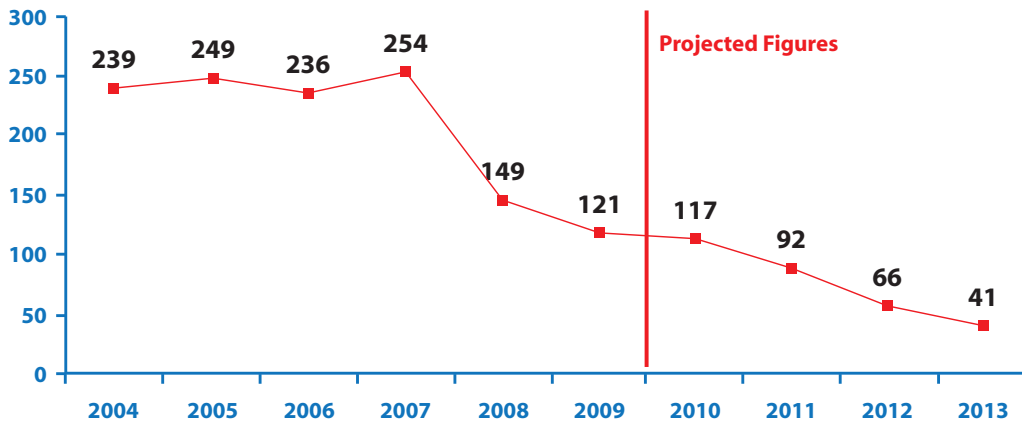
Urban Fatality Rate per 100M VMT



Goal

- To reduce the total number of drivers 20 years old or younger who are involved in fatal crashes from the 2004 level of 239 to 41 by December 31, 2013.

Drivers 20 or Younger Involved in Fatal Crashes



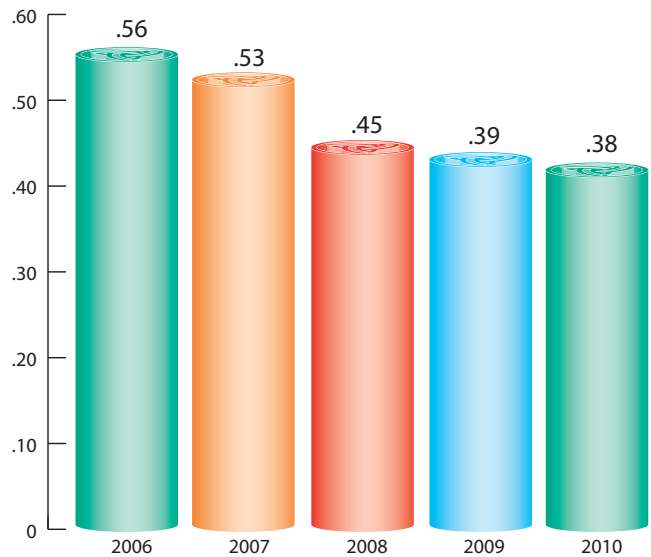
Impaired Driving

2011 Overview

The chart shows the alcohol-related motor vehicle fatality rate since 2006. This rate is an imputed number due to the large number of fatal crashes for which driver blood alcohol concentration (BAC) is unknown. Illinois' alcohol-related fatal crash rate has dropped from 0.56 in 2006 to 0.38, an all-time low in 2010. These rate decreases are mainly due to lower overall alcohol-related fatalities.

According to NHTSA estimates, Illinois' total number of traffic crash fatalities involving an alcohol-impaired driver in 2010 was 298 or 32 percent of the 927 fatalities occurring last year. This is a 5 percent decrease when compared to the total 2009 impaired driving fatality number of 313 (34 percent of the 911 fatalities occurring that year). Additionally, the alcohol-related fatality rate in Illinois also slight improvement in 2010 dropping to 0.38 alcohol-related deaths per 100 million vehicle miles traveled in Illinois. This rate has shown steady improvement since 2006 when it stood at 0.56.

Motor Vehicle Alcohol Related Fatality Rate Per 100 Million Vehicle Miles of Travel in Illinois (0.01 BAC and above)

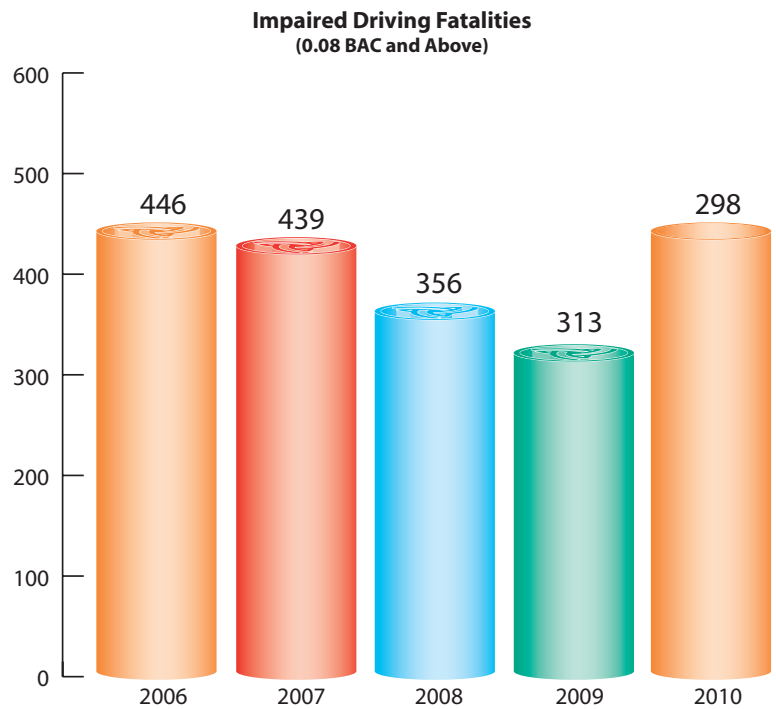


Throughout 2010, the Impaired Driving Program continued its emphasis on high-visibility enforcement with local, county and state law enforcement agencies and will continue to work through its annual grant program and through incentive programs to increase law enforcement participation in the holiday crackdown periods. Efforts to further integrate nighttime safety belt enforcement and messaging into impaired driving periods continued to gain momentum in 2011. As always, the enforcement during the major impaired driving periods (Super Bowl, St. Patrick's Day, July 4th, Labor Day and Christmas/New Years) was supported with comprehensive paid media and earned media efforts, including the use of wet labs at news events to demonstrate the adverse affects for alcohol-impairment. Also, beginning Labor Day 2011, DTS adopted the new NHTSA-developed "Drive Sober or Get Pulled Over" impaired driving message.

As is the case in every state, Illinois' annual highway safety program is capable of funding just a portion of the impaired driving enforcement needed. The program relies heavily on voluntary (non-grant-funded) support from local and state law enforcement agencies. The more voluntary enforcement (impaired driving and nighttime safety belt) conducted by non-grant-funded agencies, the more overall enforcement on the streets and the greater its deterrent effect throughout Illinois.

In 2011, DTS continued its successful incentive program offering Illinois law enforcement agencies the chance to win enforcement equipment awards for participating in impaired driving crackdowns and safety belt mobilizations. Beginning in November 2011 and continuing throughout 2012, agencies will be asked to sign up and participate in the 2011 Thanksgiving Mobilization and every subsequent impaired driving crackdown and safety belt mobilization through July 2011 (Christmas/New Year's, Super Bowl, St. Patrick's Day and July 4th). Equipment awards include moving radar units, Lidar, hand held radar and portable breath testing instruments.

In addition to enforcement, as part of its comprehensive impaired driving program, DTS continued to utilize resources on public information and education, an impaired driving program coordinator, two traffic safety resource prosecutors, DUI Courts in two jurisdictions, court monitoring, DUI prosecutors and underage drinking prevention programs.



The Illinois Traffic Safety Resource Prosecutor (TSRP) Program continued its strong presence in 2011 providing training and technical assistance to prosecutors and law enforcement throughout Illinois. The Traffic Safety Resource Prosecutor program will continue to provide training and assistance to the state's prosecutors, law enforcement officers and their traffic safety partners, particularly focusing on major traffic-related offenses, such as driving under the influence and DUI-related vehicular homicide. There are two TSRPs in Illinois.

In 2011, DTS maintained its support, directly and through its grant partnerships, of an aggressive public information and education impaired driving campaign. This support includes the distribution of thousands of impaired driving materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, NASCAR events, etc. In addition, each Drive Sober or Get Pulled Over law enforcement crackdown includes an education message (along with a strong enforcement message) in its paid and earned media materials. Also, DTS funds numerous grants with goals to reach certain groups with an impaired driving, underage drinking and designated driver message. Examples include funding of Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving (MADD), Alliance Against Intoxicated Motorists (AAIM), Think First, the American Red Cross, and DTS' own Operation Teen Safe Driving.

DTS also continued a strong presence in Illinois schools to combat underage drinking. Programs include SADD that conducts prevention training for teens to provide an underage, anti-drinking message to their peers; ThinkFirst delivers a strong underage drinking/good decision-making message to youth at assemblies throughout the state; and DTS' Operation Teen Safe Driving which funds 105 schools throughout the state to conduct their own community traffic safety programs.

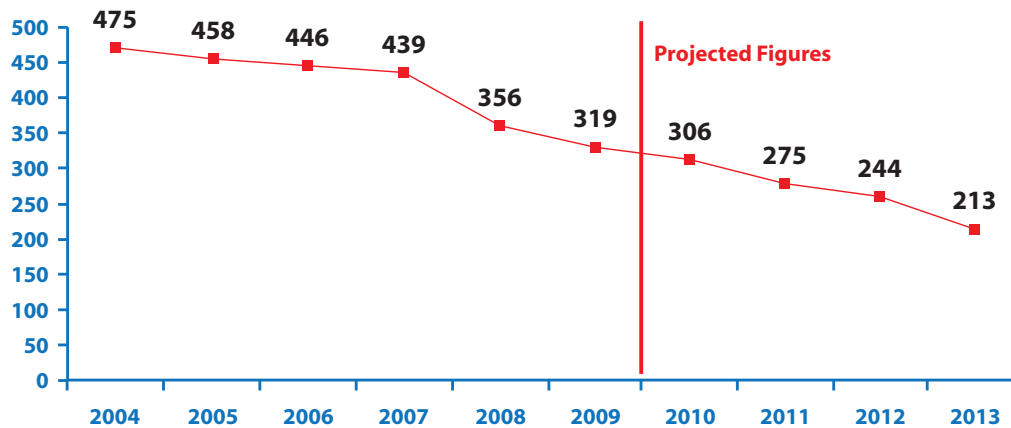
DTS also provided support to the Illinois Liquor Control Commission (ILCC) to continue its effort to provide Beverage Alcohol Sellers and Servers Education and Training (BASSET) to Illinois licensed beverage outlet employees, training those who serve alcohol throughout Illinois to do so responsibly.

In 2011, DTS Impaired Driving Program funded the Administrative Office of the Illinois Courts (AOIC) to provide for the annual two-day seminar to address the legal, scientific and clinical issues involved in Illinois DUI cases. In addition, the University of Illinois at Springfield was funded to conduct prosecutor training on various issues concerning impaired driving.

Goal

- To reduce the total number of fatalities in crashes involving a driver or Motorcycle operator with a BAC of 0.08 or higher from 475 in 2004 to 213 by December 31, 2013.

Fatalities in Crashes Involving a Driver and Motorcycle Operator with BAC of 0.08 or higher



Strategies

- Continued to fund two Traffic Safety Resource Prosecutors who conducted training for prosecutors, law enforcement and other traffic safety partners throughout the state.
- Conducted High-Visibility Enforcement Campaigns at numerous times throughout the fiscal year.
- Continued to fund the Impaired Driving Program Coordinator.
- Secured paid media and earned media during the national and selected impaired driving mobilizations and campaigns.
- Recognized accomplishments of DTS's Traffic Safety Partners (i.e. LEL Luncheons, TOP Cops, Impaired Driving Incentive Program).
- Continued to encourage law enforcement agencies throughout the state to participate in holiday impaired driving crackdowns as well as sustained year-long enforcement efforts.
- Judicial Training courses through the Administrative Office of Illinois Courts (AOIC), UIS-ILLAPS and DTS.
- Promoted DUI Courts with the criminal justice system, including judges, probation departments and state's attorneys.
- Continued to provide assistance with Illinois' effort to effectively implement new Illinois law requiring Ignition Interlocks for all DUI offenders.
- Continued to promote the DUI courts with judges.

Profile of an Illinois Drunk Driver

The average DUI offender is:

- male (78 percent of those arrested are men)
- age 34 (60 percent are under age 35)
- arrested between 11 p.m. and 4 a.m. on a weekend
- caught driving with a BAC level of 0.16 percent-twice the legal limit

Source: Office of the Illinois Secretary of State 2011 DUI Fact Book

Project Summaries

Section 410

Traffic Safety Resource Prosecutor (DTS) #11-13-01

\$250,597.79

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continues to lead DTS's TSRP program. John W. Jones is the second TSRP and works out of the Springfield DTS office. Highlights of 2011 relate primarily to the training of prosecutors and law enforcement. Among the offerings were the annual DUI prosecutor school, Advanced DUI focusing on cross-examination for both prosecutors and officers, continued development of the Prosecutor Resource Network, a new course offered on multiple occasions called "Mythbusting" DUI and ARIDE. A significant event was the presentation of Illinois' first DRE school in 15 years. As the TSRP Program Coordinator also is the SFST/DRE State Coordinator, a significant amount of time was dedicated to this endeavor. The TSRP Program works closely with numerous traffic safety partners, providing programming to prosecutors and law enforcement, technical assistance, and legal research. The TSRPs are also primarily responsible for collecting and writing the content found in the DTS publication, Illinois Biggest Offenders, a quarterly newsletter dedicated to educating the public on our worst DUI offenders.

UIS Court Project (Local) #11-13-05

\$328,348.28

This task provided funds for the University of Illinois at Springfield (UIS) to fund an on-going series of training sessions addressed to meet the needs of essential court personnel, judges, prosecutors, probation officers and others in the DUI prevention/treatment. In FY 2011, UIS conducted: one State's Attorney DUI Seminar on November 29-December 1, 2010, one Advanced State's Attorney DUI Seminar on May 24, 2011, one 3-day Cook County and Collar Counties State's Attorney DUI Seminar on August 10-12, 2011 and one 3-day Probation Officer DUI Seminar training on April 4, 2011.

PI&E Materials (DTS) #11-13-07

\$5,446.50

This task provided funds for DTS to produce and develop You Drink & Drive. You Lose. (YD&DYL) materials to distribute at DTS sponsored events. In FY 2011, DTS produced MADD stickers and DUI sentencing grids for the impaired driving program.

Impaired Driving Incentive (DTS) #11-13-10

\$0

This task provided funds for DTS to conduct an incentive program for law enforcement agencies who participated in the impaired driving enforcement campaigns. During FY 2011, no activity occurred in this task.

Judicial Training (AOIC) #11-13-13

\$24,715.24

This task provided funds for the Administrative Office of the Illinois Courts (AOIC) to conduct an annual seminar for judges on issues related to cases charging driving under the influence of alcohol (DUI). On April 12-13, 2011, the AOIC presented a two-day Judicial Training session titled DUI/Traffic Issues in Illinois. A total of 43 Illinois judges from across the state attended this conference. The topics covered were: new law enforcement techniques, confidentiality laws, hot topics and recent cases, anatomy of a statutory summary suspension hearing, drug recognition expert response to the drug impaired driver, technical aspects of sentencing and sentencing scenarios.

BAIID (SOS) #11-13-15

\$107,637.42

This task provided funds for the Office of the Secretary of State (SOS) to develop a BAIID program in Illinois. The BAIID Office within the SOS has three permanent staff to implement the BAIID reports. In FY 2011, SOS issued over 5,000 MDDP permits and over 20,000 MDDP's have been issued since the inception of the law.

Paid Media #11-13-16 (DTS)

\$1,143,220.02

This task provided funds for paid media in support of Illinois' impaired driving and Click It or Ticket campaigns. An evaluation of DTS's paid media begins on page 59.

Occupant Protection

2011 Overview

DTS believes the best way to achieve the goal of reducing injuries and fatalities on Illinois roadways is by increasing safety belt use, reducing speed and not driving impaired. Illinois' Click It or Ticket campaign, along with the National Highway Traffic Safety Administration's (NHTSA) campaign for 2011, began in early May and concluded the end of May. The statewide safety belt usage rate is determined by pre- and post-observational surveys which are conducted in conjunction with paid and earned media blitzes. In June 2011, DTS conducted a safety belt survey by observing a total of 131,406 front seat occupants. Of those, 92.9 percent were observed wearing safety belts. The Collar Counties (DuPage, Kane, Lake, McHenry and Will) had the highest usage rate at 94.4 percent followed by downstate counties (Champaign, Macon, Montgomery, Peoria, Rock Island and St. Clair) at 93.4 percent. The city of Chicago had the lowest rate at 87.4 percent. Cook County had a safety belt usage rate of 90.3 percent. Interstate highways had the highest usage rate at 96.3 percent followed by U.S./Illinois Highways at 91.6 percent. Residential streets had the lowest rate at 90.9 percent. The safety belt rate on weekends was 94.2 percent, while the weekdays it was only 90.9 percent. Increased law enforcement, utilizing Illinois State Police, the Office of the Secretary of State Department of Police and local law enforcement agencies throughout the state, as well as extensive public education, emphasized the importance of vehicle passengers wearing safety belts.

The base line (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by 77 percentage points, peaking at 92.9 percent in June 2011.

In addition to the May campaign, Illinois promoted Click It or Ticket in November as well. The campaign began in mid-November and concluded after the Thanksgiving holiday. The campaign consisted of both paid and earned media. Nine press events were held throughout the state for both campaigns. Additionally, outreach materials were available to the public through a special order form resulting in 281 orders for the May campaign and 315 orders for November.

The statewide child safety seat usage rate is currently 90.2 percent based on the 2011 survey. Illinois ranks among the top three states in the nation for the highest number of certified CPS technicians. Statewide, there are 1,710 certified child passenger safety technicians (CPS) and 80 child passenger safety technician instructors. On average, nearly 30 child passenger safety technician certification courses are held per year. In 2011, Illinois hosted 6 regional update classes and 29 skills enhancement sessions statewide. The courses assist technicians with completing their recertification requires helping Illinois to maintain one of the highest technician recertification rates in the nation.

Illinois held over 80 checkpoints that were manned by over 450 technicians on Seat Check Saturday, which was held during the 2011 National CPS Week. These checkpoints resulted in 1,350 seats being inspected for proper use and safety. DTS partnered with AAA and Evenflo to provide over 700 replacement child safety seats. A press event was held in Springfield to promote CPS Week and Seat Check Saturday. Several statewide affiliates attended ensuring the message was heard across Illinois. An order form with outreach materials was also made available for CPS Week resulting in 207 orders.

The efforts of Illinois' certified child passenger safety technicians are supported by seven Regional Traffic Safety Liaisons along with the State and the Assistant State Occupant Protection Coordinator. The Regional Traffic Safety Liaisons are instrumental in disseminating the occupant protection message as well as the impaired driving message at events statewide. They are also a critical part of our earned media campaign during the mobilizations and the Operation Teen Safe Driving program.

The Problem

- The 2010 fatality rate increased slightly from 0.86 in 2009 to 0.88 in 2010.
- Illinois 2010 traffic fatalities totaled 927 in 858 fatal crashes.
- There was an average of 1.1 deaths per fatal crash in 2010.
- The 2011 statewide safety belt usage rate rose from 92.6 percent to 92.9 percent.
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Occupant Restraint Usage for Persons Killed.

Table 1
Front Seat Occupant Restraint Usage Rate

Comparison of Survey Results

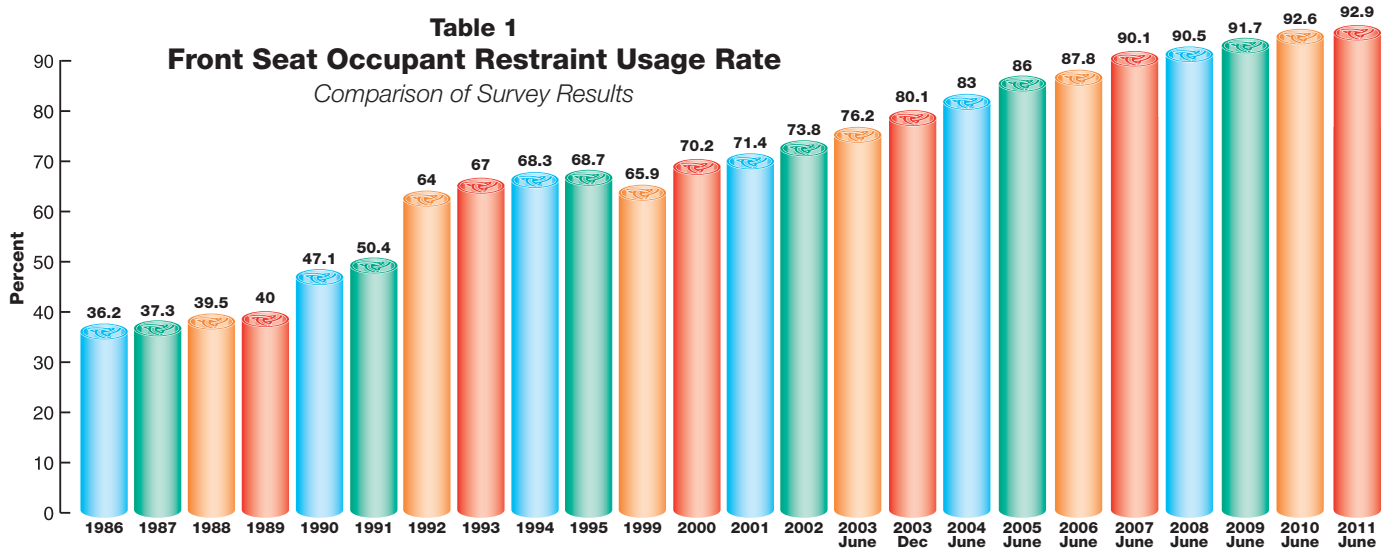


Table 2

Occupant Restraint Usage for Persons Killed

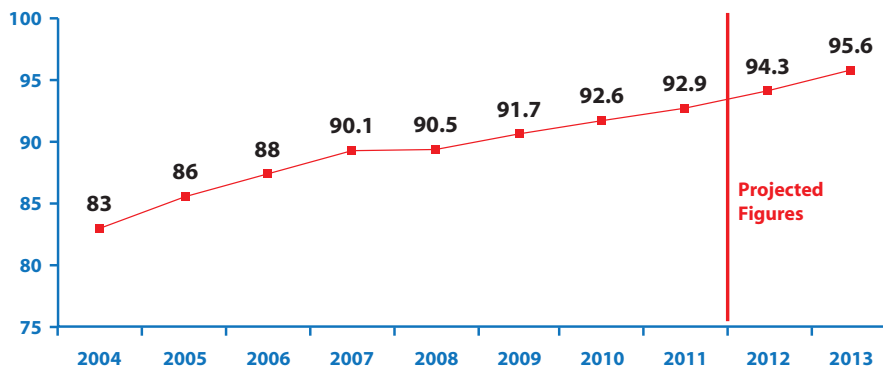
TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	192	79	271
Safety Belt Used	231	61	292
Child Restraint Used	0	2	2
Safety Belt Used Improperly	0	0	0
Child Restraint Used Improperly	0	2	2
Unknown	52	23	75
TOTAL	475	167	642

TYPE OF RESTRAINT	AGE GROUPS					
	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	0	1	0	2	49	219
Safety Belt Used	1	0	1	4	39	247
Child Restraint Used	1	1	0	0	0	0
Safety Belt Used Improperly	0	0	0	0	0	0
Child Safety Seat Used Improperly	2	0	0	0	0	0
Unknown	1	2	0	1	12	59
TOTAL	5	4	1	7	100	525

Goal

- Increase the statewide safety belt usage rate from the 2004 level of 83 percent to 95.6 percent by December 31, 2013.

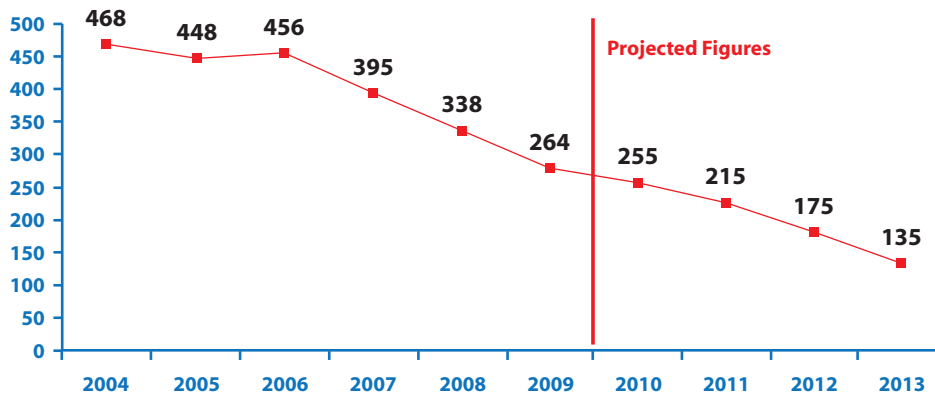
Observed Safety Belt Use for Passenger Vehicle Front Seat Outboard Occupants



Goal

- To reduce the number of unrestrained passenger vehicle occupant fatalities from 468 in 2004 to 135 by December 31, 2013.

Total Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



Strategies

- Continued to fund an Occupant Protection Coordinator to oversee all of DTS's occupant protection programs.
- Developed paid and earned media plans for the CIOT mobilizations.
- Supported occupant restraint and child passenger safety educational efforts (traffic safety partners, statewide and regional child passenger safety coordinators).
- Utilized network of child passenger safety advocates.
- Continue to support state and national child passenger safety observances.
- Implement recommendations from the Occupant Protection Assessment.
- Conducted earned media and outreach activities for Child Passenger Safety Week

Project Summaries

Section 402

Sports Marketing Coordinator (Local) #11-02-01

\$109,400.54

This task provided funds for the Blu Moon Group, Incorporated to assist DTS with sports and entertainment outreach through campaign partner development and implementation between enforcement periods and development and oversight of ground activation components. Blu Moon worked with DTS to have displays at three different events at the Chicagoland Speedway for NASCAR races promoting the Click It or Ticket and impaired driving messages to race fans. At the September 2011 NASCAR race, over 1,200 fans signed the Buckle Up Illinois pledge to always wear their safety belt.

Occupant Protection Resource Centers (OPRC) #11-02-02

\$890,806.60

This task provided funds for Regional Traffic Safety Resource Centers statewide. The Traffic Safety Liaisons (TSLs) provided education to the communities within their region. Their community outreach was based on wearing safety belts, teen safe driving and child passenger safety. Each TSL was a regional coordinator or program liaison for Operation Teen Safe Driving, which provided education to over 100 high schools in the state of Illinois on distracted driving, occupant protection, speeding, alcohol and other driving issues. Each TSL is a nationally certified Child Passenger Safety (CPS) instructor; they have taught multiple classes throughout the year to gain new CPS technicians in their regions. All RTSRC are heavily involved in the Click It or Ticket mobilizations; they each have their own way of spreading the Click It or Ticket message in their communities.

FY 2011 RTSRC projects were:

- **El Rincon Community Clinic-** Wanda Vazquez taught 4 certification courses with a total of 51 individuals that became CPS technicians and two update courses with a total of 76 technicians receiving CEUs needed for recertification. Wanda organized and participated in 15 child safety seat checks in Chicago. For Click It or Ticket she was interviewed seven times on Spanish television and radio networks. She handed out many incentive items with the Click It or Ticket message on them to Chicago organizations. She participated in four health fairs as well as gave nine presentations on traffic safety information during Click It or Ticket campaigns. She served as the assistant regional coordinator for the Chicago region of Operation Teen Safe Driving.

- **Child Care Resource and Referral Network-** Three of the TSLs work off of this grant: Kathy White (Southeastern IL), Jessi Hopkins (West Central IL) and Kerisa Fish (East Central IL). The staff reached thousands of people by providing education through booths at community events, health fairs, county/state fairs, parent groups, schools and different clubs throughout the region. Staff assisted with permanent CPS fitting stations monthly and bi-monthly at local agencies such as health departments, fire stations and police departments as well as community child safety seat checks throughout the year. Combined, they trained 128 new CPS technicians in their regions. They were each a regional coordinator for Operation Teen Safe Driving and helped coordinate 15 schools in each of their regions. They attended an average 30 OTSD events per region. The events ranged from assemblies to basketball games and were in constant contact with the schools. Each of them participated in both of IDOT's Click It or Ticket campaigns (Memorial Day and Thanksgiving). During Click It or Ticket they helped set up and speak at press events. The TSLs sent letters to libraries, Chambers of Commerce, farm stores, banks, restaurants, etc to inform them of the Click It or Ticket campaign and about everything they can do to help spread the message. They worked at many big events spreading the occupant protection message: NASCAR, both Illinois State Fairs, IHSA March Madness basketball tournaments, Minor League baseball games, etc.
- **Northern Illinois University-** Melanie Wingo distributed posters, pizza box stickers, golf packages, car coasters, pencils and napkins to organizations in her region to spread the Click It or Ticket message. She also used e-mail blasts, outdoor message boards, TV/newspaper articles, Facebook, health fairs and presentations for community outreach. She worked with local minor league baseball teams and the Rockford speedway as well. She certified 32 new CPS technicians in her region, by teaching certification courses. Approximately 75 technicians received 6 CEUs which can be used towards re-certification from update courses/skills enhancements in her region. Ms. Wingo was a regional coordinator for Operation Teen Safe Driving and helped coordinate this program with 15 high schools in her region.
- **Rush-Copley Medical Center-** Bob Brasky participated in 32 child safety seat events. He instructed many new CPS technicians as well as keeping other CPS technicians certified through teaching at update courses and skills enhancements. He taught many expectant parents classes at area hospitals. He worked at health fairs, minor league baseball parks, the Chicago auto show, NASCAR and local racetracks to spread the Click It or Ticket and child passenger safety message. He was a regional coordinator for Operation Teen Safe Driving and helped coordinate this program with 15 high schools in his region.
- **Southern Illinois University-Carbondale-** Rachel Walker trained 48 new CPS technicians and also instructed 86 additional CPS technicians at update courses/skill enhancements. She assisted at 17 child safety seat checks throughout Southern Illinois during FY 2011. Using the Click It or Ticket message and child passenger safety information she worked with minor league ballparks, chamber of commerce groups, child care providers, restaurants, schools, car dealerships and other organizations to educate to her region about buckling up. She was a regional coordinator for Operation Teen Safe Driving, responsible for high schools in her region.
- **Children's Hospital of Illinois** is the Special Needs Resource Center for Illinois. During the grant year they received 1,011 calls, of which 533 were related to Special Needs. They loaned out 391 Special Needs seats to Illinois families. Children's Hospital along with their satellite sites conducted 48 presentations and participated in 266 Special Needs seat fittings. They trained 26 new technicians in Special Needs CPS. They got their message out to the community a variety of ways: website postings, print articles, community events, health fairs, exhibits and passing out their instructional car bed DVDs to hospitals. Direct public service and education was provided to 20,138 children, parents and caregivers.

CPS Survey (DTS) #11-02-03

\$5,650.00

This task provides funds for DTS to conduct a child safety seat survey throughout the state of Illinois in 2011. The funds were used to pay for hotel and per diem for DTS staff conducting the child safety seat surveys. The statewide child safety seat usage rate is currently 90.2 percent based on the 2011 survey.

Paid Media #11-02-04 (DTS)

\$1,629,143.15

This task provided funds for paid media in support of Illinois' May 2011 Click It or Ticket campaign. An evaluation of DTS's paid media begins on page 59.

DTS Travel (DTS) #11-02-06

\$5,500.06

This task provided travel funds for DTS staff to conduct monitoring visits and attend meetings/conferences related to highway safety grants.

Injury Prevention (Local) #11-02-09

\$2,110,254.95

This task provided funds for 18 agencies to conduct injury prevention activities such as increasing awareness of safety belt usage, child passenger safety and impaired driving laws in their communities. State funds were used to fund these projects.

The FY 2011 Injury Prevention Projects were:

- **Alliance for Community Peace (ACP)** developed a teen/driver safety program addressing minority communities across Chicagoland to reduce the incidence of unsafe driving among teens. The Teens Alive! Program worked with non-traditional partners-church alliances, youth groups/choirs, church weekend schools and Cook County high schools. In FY 2011 ACP attended 2 citywide events in urban areas reaching over 3,460 youth, conducted 85 presentations to organizations, recruited 32 teenagers for peer mentors and 15 were hired and held 80 rap sessions for the Teen Alive! Program.
- **American Red Cross (ARC)** taught 5,408 children with 201 classes, doubling the projected objective for the year. ARC conducted nine bike rodeo events in the summer months, reaching 770 participants and distributed 489 helmets. ARC educated over 2,032 children in 70 bike safety classes, taught 73 students in six Ride F.A.S.T. classes, reached 19,274 people of all ages for Child Passenger Safety Week, and over 2,882 people with CIOT promotions. ARC participated in 53 events, reaching 18,049 people with information about traffic safety and our programs.
- **Auxiliary of Stroger Hospital** provided education on the proper use of car seats, promoted car safety seats by providing instructions on car usage and low cost seats to low income patients. FY 2011 was the 20th year of Stroger Hospital's "Car Seats Save Lives" program. In FY 2011 a total of 1,021 infant seats, 604 convertible seats and 145 booster seats for a total of 1,770 seats sold through the Stroger program. All sale proceeds go directly back into the program, sales to the Hispanic families are at 36 percent and sales to African American families are at 48 percent.
- **Central DuPage Health Department** served as the ThinkFirst State Chapter and Training Center. The Central DuPage Health Department conducted: 182 ThinkFirst for Teens presentations reaching 8,141 students, ThinkFirst for Youths reaching 6,361 youths and conducting 114 classes, ThinkFirst for Kids conducted 61 classes reaching 4,938 kids, ThinkFirst for Kids helmet fittings reached 2,281 kids at 35 schools reached over 35,000 at numerous community events in FY 2011 and taught 26 child passenger safety classes to 91 couples.
- **Centro San Bonifacio** conducted a total of 43 presentations at various locations in the community training a total of 1,014 individuals. In FY 2011, checked 99 child safety seats and replaced 89 seats. A total of 100 bicycle helmets were distributed at two locations in FY 2011, helmets were distributed to children and adults. Staff attended five Health Fairs with a combined attendance of 1,390 were in attendance. Information on CPS and the importance of safety belt use was distributed.
- **Chicago Police Department's Protector's program** is designed to reduce the number of traffic crashes and the resulting fatalities through education. Chicago Police Department assigned three officers to conduct traffic safety presentations to students and community groups throughout the many diverse Chicago neighborhoods. In FY 2011, Chicago Police Department (CPD) conducted 181 presentations to high schools, grammar and park district classes reaching a total of 17,550 students on traffic safety-related issues. CPD also conducted seven Child Passenger Safety events checking at total of 147 child safety seats.
- **Children's Memorial Hospital** focused on raising awareness and changing behaviors in neighborhoods where child passenger, pedestrian and bicycle injuries are at significantly high rate. In FY 2011, the staff had a total of 93 events that dealt with increasing pedestrian, bike and child passenger safety through educational workshops, Safe Kids Coalition meetings and other events. The staff conducted 41 workshops, events and classes on child passenger safety. It was through a strong network of social service organizations and through our committed car seat program satellite site partners that Children's Memorial reached 1,523 families with one-on-one child passenger safety and adult occupant protection education.
- **FACES 4** educated the general public, parents, students and judges on the dangers of speeding. FACES 4 conducted 468 presentations in driver education classes educating 11,093 students. In DuPage County FACES4 made 28 presentations for 1,234 young adults in the Victim Impact panels. FACES4 was involved in seven different community events providing palm cards, football field flyers, CHAD stickers reaching a total of 4,396 adults/youths.
- **Illinois Traffic Safety Leaders** provides an organization for volunteers and professionals who share a common interest in safety. The Illinois Traffic Safety Leaders (ITSL) has over 300 members with 239 being grantees. In FY 2010 four ITSL Board Meetings and two conferences were held. The annual conference was held on May 5, 2010 in Lombard, Illinois with over 50 people in attendance. The conference topics were: OTSD, BAIID, NHTSA Updates and DUI Blood Draw/Social Hosting.
- **Illinois Association of Chiefs of Police** project is responsible for assisting in the administration of the DTS teen initiative program as well as aspects of DTS's public awareness programs. Under this grant a full-time employee of the IACP assisted with the implementation of DTS's initiatives aimed at the teen programs and awareness programs.
- **Jackson County Health Department** promoted child passenger safety to low income families and to discourage drinking and driving among adults 18-24 in FY 2011. Thirty-three businesses re-signed contracts to participate in the Designated Driver Dawg (DD Dawg) program. New DD Dawg participant cards were formulated and will be distributed. Two hundred and thirty-five car seats were distributed to local residents through the WIC/Family Case Management voucher program and other public car seat checks.

- **La Rabida Children's Hospital** held 2-3 monthly child safety seat clinics at which patients and their siblings had their child safety seats checked. A total of nine staff are certified technicians in special needs and are located in the hospital. In FY 2011, a total of 214 seats were checked with 179 being distributed. La Rabida recently became a satellite site for the Children's Hospital of Illinois Special Needs Child Passenger Safety Resource Center. As part of the agreement, La Rabida will be responsible for providing special needs loaner seats to children in Cook and collar counties in Illinois.
- **Prevention First** provided a statewide coordinator to provide training, technical assistance and outreach to SADD Chapters in Illinois. The project provided opportunities for chapters to network and share proven prevention strategies that will encourage youth to make effective decisions regarding alcohol, tobacco and other drugs and other high risk behaviors including impaired driving. In FY 2011, over 30 advisory and student trainings were held regarding the SADD program.
- **St. Francis Medical Center** provided for the continuation and enhancements of the Be A Buckle Buddy! Program at Children's Hospital of Illinois. Distributed 138,400 Be A Buckle Buddy! Promotional items distributed through 101 community events/health fairs. During FY 2010, the program checked 522 seats; educated 1,694 people on CPS, 198 CPS technicians participated at the events and had a total of 12 media events.
- **SWIC for CHOICE Choosing Healthy Options Involving Community Education (CHOICE)** coalition facilitates a Community Task Force will continue to engage in education, prevention and law-enforcement support activities to reduce alcohol-related deaths and injuries among ages 16-34 in the Metro East Region of Illinois. A total of 11 high schools continue to be involved in the BACCHUS, Life Savers and Coalition to promote healthy lifestyles and choices. On August 12, 2011, a Health and Safety fair was held during Southwestern Illinois College Orientation Day. Over 20 vendors participated reaching over 400 students and parents.
- **Tazewell County Health Department** promoted the safe driving message throughout the county in FY 2011. The Tazewell Teen Initiative (TTI) met nine times throughout the project year to promote the program. The TTI presented social host ordinances to local law enforcement, took part in Roadside Sobriety Checkpoints, recruited new members, held a member retreat/luncheon to discuss goals and expectations, created membership agreements and distributed "Going Out Tonight" awareness campaign posters and billboards. Collaborated with the Illinois State Police and Tazewell County Sheriff's Office to implement and promote driver's education presentations, in FY 2011 a total of 2,465 students were reached at 69 driver's education classes.

Ballpark Sponsorship (DTS) #11-02-10

\$4,806.00

This task provided funds for the DTS to conduct highway safety outreach efforts at minor league ballparks throughout the state. In FY 2011, DTS conducted five outreach events at minor league ballparks.

CIOT Safety Belt Survey (DTS) #11-02-11

\$736.81

This task provided funds for DTS employees to conduct safety belt surveys throughout the state of Illinois in June 2011. The funds were used to pay for hotel and per diem for DTS staff conducting the safety belt surveys. The statewide safety belt usage rate is currently 92.9 percent based on the June 2011 survey.

Sports Marketing (DTS) #11-02-12

\$0

This task provided funds for the Alliance Sports Marketing to assist DTS with outreach through partnerships developed at 14 minor league parks in Illinois. No activity occurred in this task during FY 2011.

Yellow DOT (DTS) #11-02-13

\$14,507.00

This task provided funds for DTS to develop and implement the Yellow DOT program statewide. The program is designed to assist Illinois citizens and first responders in the event of an automobile crash or other medical emergency involving the participant's vehicle. No activity occurred in this task during FY 2011.

PI&E Materials (DTS) #11-02-14

\$83,551.91

This task provided funds for DTS to produce and develop CIOT materials to distribute at DTS sponsored events. In FY 2011, DTS purchased CIOT wall calendars, CIOT awareness bracelets, CIOT magnetic clips, CIOT bumper stickers, CIOT yard signs, CIOT pens, buckle up banners, bottle tags and CIOT static clings.

Phone Surveys (Local) #11-02-15

\$91,295.00

This task provided funds for the University of Illinois at Springfield to conduct a telephone survey project focusing on the topics of safety belt usage, driving under the influence, media campaign and enforcement activities.

UIS conducted three surveys (May, June and September of 2011) are statewide in nature, with two of them (May and June 2011) having an over-sampling from rural counties. Another two surveys (November and December 2010) focused solely on rural counties. And another two surveys (also November and December 2010) focus on targeted areas within the city of Chicago with heavy concentrations of African American and Hispanic residents. The results from the phone surveys can be found on page 53.

Section 406

Paid Media #11-16-01 (DTS)

\$555,629.70

This task provided funds for paid media in support of Illinois' Click It or Ticket campaign during the 2010 Thanksgiving campaign. An evaluation of DTS's paid media begins on page 59.

Section 2011

Child Passenger Safety (Local) #11-21-03

\$464,197.11

This task provided funds for 33 local agencies to purchase safety seats and promotional materials for implementation of community-based safety seat programs.

The FY 2011 Child Passenger Safety projects were:

- **Carbondale Police Department** conducted 207 child safety seat checks and distributed 116 safety seats in FY 2011. They participated in 2 child safety seat checks in addition to the safety seat check they held for Seat Check Saturday. They held 25 child safety seat presentations for parents and helped the local health department with 16 presentations.
- **Central DuPage Health** held 16 booster/car seat classes throughout West Chicago and Carol Stream areas and distributed 315 seats to primarily Hispanic and low income populations. They attended 58 health fair/OP events throughout the year reaching 35,883 people.
- **Child Care Resource and Referral Network** distributed a total of 236 seats and inspected approximately 380 seats at their monthly inspection station. In addition to the inspection station, they participated in 4 different seat checks in the area inspecting 115 seats and distributing 13 seats. They had a booster seat display at the Bloomington public library for an entire month.
- **Children's Memorial Hospital** did 41 workshops on child passenger safety in FY 2011. Through these workshops and their satellite distribution sites they were able to reach 1,523 families with one-on-one child passenger safety and adult occupant protection education. They distributed 875 seats and inspected 648 seats in the Chicagoland community.
- **Clay County Health Department** was available for car seat checks at the health department every Friday. At their weekly fitting station and occasional car seat check events they distributed 199 car seats. They presented at local festivals and school events and worked with local businesses to spread the child passenger safety message throughout their county.
- **DeWitt-Piatt Bi-County Health Department** worked with WIC and FCM clients to educate them on child passenger safety as well as to check and distribute child safety seats. They distributed 38 child safety seats to underserved populations of DeWitt and Piatt Counties.
- **Douglas County Health Department** worked with WIC clients and prenatal classes at local hospitals to educate parents on the importance of child passenger safety. They had informational booths at school registrations, fairs, etc. They participated in 3 safety seat checks and distributed 23 child safety seats.
- **DuPage County Health Department** distributed 746 child safety seats to those families deemed low-income by either qualifying for the WIC program or for the Illinois Medicaid program. The families were given a child safety seat after participating in a class where they were instructed on proper safety seat use.
- **Edgar County Health Department** completed 133 safety seat checks and replaced many of those seats ranging from infant seat to booster seat. They hosted 3 safety seat checks throughout the year and continued scheduled seat checks through the health department monthly. They were not able to train any additional technicians but did maintain the current certification status of the 4 technicians currently on staff.
- **Ford-Iroquois Public Health Department** trained two new technicians during the grant year. They distributed 59 child safety seats and 7 booster seats.
- **Hamilton County Health Department** held 3 classes for parents on the importance of child passenger safety and participated in 6 car seat checks in their area. They distributed 12 child safety seats to low income families of their county. They also submitted a few articles to the local paper letting the community know that they received a grant and about child passenger safety.
- **Hancock County Health Department** provided 32 seats to financially burdened families throughout the grant year. They reached members of the county by using electronic signatures, stuffing safety bags for kids in school, having informational booths, sending out mailings, etc.

- **Kankakee County Sheriff's Office** conducted 13 check points and were able to provide 358 child safety seats to families throughout their county. They continued to expand into their Hispanic and under-privileged communities by promoting the CPS program through church organizations. They added 10 more CPS technicians to their local coalition to bring their number up to 50 technicians in their area.
- **Macomb Fire Department** inspected over 60 child safety seats and distributed 53 child safety seats. They worked with local day cares and pre-schools to spread the CSP message. They moved their monthly fitting station from Thursday to Saturday in hopes of catching more parents.
- **Macon County Health Department** checked 247 seats and distributed 70 to low income families from Macon County. They had several articles published in the Herald-Review and taught 12 car seat classes in conjunction with child birth classes at both Decatur hospitals. They distributed information at health fairs, shows, celebrations, schools, etc.
- **Macoupin County Public Health** worked with county WIC enrollees as well as local preschools and kindergarten classes to spread the car seat and booster message. They distributed 1 infant seat, 69 convertible seats, 15 combination seats and 104 booster seats. They also spread the message at local events: county health fair, fall festivals, etc.
- **Marengo Police Department** has two officers trained in Child Passenger Safety. They have purchased seats to give to those members of their community that are less fortunate and need help obtaining a seat. They also work with their community to educate them on the importance of Child Passenger Safety.
- **McHenry County Department of Health** distributed 42 car seats to McHenry county families in need and participated in 6 local car seat checks. They used media to get the message out in their area via: websites, Twitter, Facebook and Comcast cable. They provided community education at local health fairs as well as providing 66 WIC families one-on-one education on child passenger safety.
- **McHenry County Sheriff's Office** distributed over 200 booster seats and over 75 convertible seats to those in need in their community during FY 2011. They reached over 50,000 citizens while having booths at community events, health fairs and schools. They worked with teen pregnancy programs, homeless shelters and health care providers to get the CPS word out to the community.
- **Methodist Medical Center of Illinois** gave out 25 child safety seats and did safety seat checks for an additional 54 families. They were present at different community events throughout the grant year including the Peoria civic center's women's lifestyle show, prenatal classes and had a booth outside the cafeteria at the hospital.
- **Perry County Health Department** distributed 267 child safety seats while working with local head start and pre-school programs with a greater focus on children in booster seats. The certified staff conducted 44 individual sessions and assisted in installing seats for 45 prenatal clients. They also worked with the local childcare centers to replace expired seats in transport vans.
- **Safe Kids Adams County** distributed 101 booster seats and 38 convertible seats through programs at the Early Childhood & Family Center, community safety seat checks and the fitting station. They hosted 11 monthly car seat checks in the community checking over 150 car seats and educating more than 200 parents and other caregivers. The project director conducted 31 media interviews on safety topics- mostly CPS. They did many community presentations toward school aged children and their parents.
- **Safe Kids Champaign County** educated approximately 1,674 people at their inspection station. They checked 875 child safety seats for proper use and distributed 640 of them. They continue to have check events outside of their inspection station and worked diligently to present itself as a community resource for occupant safety. They had a booster seat event at a back to school fair at a low income school where they were able to distribute 127 booster seats.
- **Safe Kids Winnebago County Coalition** checked 598 seats to make sure they were properly installed and distributed 173 seats during the grant year. They reached those families at 33 check events in their community along with 47 inspection station days. They worked with many groups in the county to provide car seat education such as: all 3 area hospitals, head start, county health department, crusader community health, schools and stores.
- **SIU Board of Trustees** held 7 booster seat distribution/educational events distributing 290 booster seats in Murphysboro, Marion, Springfield, Riverton, Jacksonville and Beardstown. They assisted staffing 9 CPS check events with over 295 seats checked. They participated in 33 events with 4,156 adults and children reached.
- **St. Francis Medical Center** distributed or checked 1,080 child safety seats at fitting stations and local car seat check events during FY 2011. They held 43 child safety seat events in the Peoria Tri-County area. 245 parents completed their comfort level question with an average increase in comfort of 21 percent. 21 of the registered CPST candidates completed and passed the course in November 2010 and April 2011.

- **St. Mary's Good Samaritan Hospital** makes sure they have at least 1 certified technician working on each shift. They hold a monthly class for parents interested in car seat safety prior to delivery of their infant. With the help of this grant they have been able to help over 500 families by giving them new infant seats and education on safety while riding in the car. The program allowed them to educate and provide a safe car seat and safe ride home for each infant born in their hospital. The OB department participated in two car seat check this year outside of work at the hospital.
- **Tazewell County Health Department** participated in 27 child safety seat checks during FY 2011. They distributed 172 child safety seats to the low income families of Tazewell County. They worked quite a bit with WIC clients, educating them through e-mails, WIC visits, prenatal classes and via telephone. They spread the CPS safety message at many community events, some of them were: Morton Pumpkin Festival, Hopedale Wellness Fair, Pekin Marigold Festival, Delavan Fall Fest and East Peoria Family Safety Night.
- **Wabash Area Development** had 5 new staff members trained as CPS technicians during this grant year. They participated in 2 area seat checks along with working at their fitting station. They distributed 56 seats and educated parents and children at preschools, head start meetings and at local fairs/festivals.
- **Wayne County Health Department** distributed 42 child safety seats to county residents. An information/education campaign was implemented through WIC and FCM programs. Six classes were conducted through WIC and four in-services were held at two area preschools and daycares. They also participated in three car seat checks and Seat Check Saturday.
- **Whiteside County Health Department** distributed 141 child safety seats to their clients and checked an additional 46 seats. They took advantage of several opportunities to provide education to nearly 1,000 community members about the importance of child safety seats. Some of those events were: the county fair, parades, WIC classes, church groups and events at schools. They did a radio PSA in both English and Spanish on the importance of appropriate child safety seats.
- **Williamson County Sheriff's Office** held 16 formal educational classes for parents through the year and distributed 152 seats through these classes. The recognition of the Sheriff's Office continued to grow as they checked 30 seats and distributed 19 through walk in appointments. They organized three safety seat check events and checked 38 seats and distributed 1 at those events.
- **Winnebago County Health Department** was able to provide 129 child safety seats. They began teaching a child restraint safety class to WIC clients about twice a month. They had 4 new employees trained as certified technicians. They helped out with Spanish and Arabic speaking families as well. They have 2 technicians that are bi-lingual.

CPS Seats (DTS) #11-21-04

\$9,713.71

This task provided funds for the DTS to purchase child safety seats for DTS's CPS programs statewide. In FY 2011 DTS purchased 100 convertible car seats, 70 infant car seats and 30 booster seats.

Keep Kids in Safe Seats (SOS) #11-21-05

\$28,677.45

This task provided funds for the Illinois Office of the Secretary of State's Driver Services Department to maintain five existing child safety seat installation locations statewide and to expand the program to an additional site in southern Illinois. SOS checked 134 child safety seats at their Driver Facility sites in FY 2011. SOS speakers conducted 15 CPS/Youth Traffic Safety presentations and provided displays at 95 locations throughout the Chicago area.

CPS PI&E Materials (DTS) #11-21-06

\$1,159.00

This task provided funds for the DTS to purchase child safety seats for DTS's CPS programs statewide. In FY 2011 DTS purchased CPS certification forms, static clings and awareness bracelets.

CPS Public Service Announcement (DTS) #11-21-07

\$0

This task provided funds for the DTS to develop a child safety seat public service announcement (PSA). In FY 2011 DTS developed a PSA reminding parents their children have big things ahead of them in life such as becoming a doctor, firefighter, teacher or IDOT highway safety employee, but they must be kept safe while traveling in order to reach their potential. Parents are also encouraged to keep their child in the proper restraint as long as possible to have their car seat inspected by a certified technician.

2011 Motorcycle Overview

In 2011, preliminary numbers show 20,790 motorcyclists received training through the department's Cycle Rider Safety Training Program (CRSTP). This represents a 20 percent increase over motorcyclists trained in 2009. The beginner rider course (BRC) and intermediate rider course (IRC), which are for students with no (BRC) or limited (IRC) experience, trained 20,204 students combined. Scooter riders were admitted to BRC courses where they were allowed to train on their own scooter (350 cc or less) with proof of insurance and a scooter in good mechanical condition. The experienced rider course (ERC) is for riders with at least one year and 1,000 miles of riding experience or riders who have successfully completed the BRC and have six months riding experience and 500 miles on a motorcycle. A total of 409 riders received training through the ERC. Included in the ERC numbers are Trike Courses and Sidecar Courses. Additionally, there were 7 Instructional Preparation Courses that trained 60 new instructors. All courses are offered free of charge to Illinois residents. The program is funded by Illinois motorcyclists through a portion of their license endorsement and license plate fees.

In April, 2011, DTS introduced "GEAR UP for a SAFE RIDE". On March 30, 2011, DTS held three media events at Hall's Harley Davidson in Springfield, Ted's Harley Davidson in Alton and Chicago Harley Davidson in downtown Chicago. DTS ran over 36,082 Radio and TV spots from April through September 2011 focusing on the Start Seeing Motorcycles and Gear Up message.

Governor Pat Quinn proclaimed May as Motorcycle Awareness Month. On May 3, 2011, DTS held three media events at Hall's Harley Davidson in Springfield, Black Diamond Harley Davidson in Marion and Chicago Harley Davidson in downtown Chicago.

DTS' focus continues to be to increase the number of motorcyclists trained in Illinois. While other states have experienced a decrease in training courses, Illinois continues to increase training, particularly in the northern half of the state. DTS continues the transformation of what had been, up until 2005, primarily a Motorcycle Training Program into a Comprehensive Motorcycle Safety Program. DTS research staff are being utilized in the study of motorcycle crashes to determine the "Who, What, When, Where and Why" factors in an effort to identify workable countermeasures to reduce motorcycle fatalities and injuries. Networking with other state agencies and private stakeholders in the promotion of motorcycle safety issues are proving successful. Also in 2011, work continued on our web site, www.startseeingmotorcycles.org. The site moved closer to being a "one-stop shop" for motorcycle enthusiasts with over 85,000 hits in 2011.

On December 15-16, 2010, the first Winter Conference for Motorcycle Coordinators, Instructors and Advocates was held in Springfield with over 100 attendees. Speakers from across the country updated attendees on new technology in motorcycle safety.



2011 Pedal Cycle Overview

In FY 2011 DTS continued to partner with the Chicago Department of Transportation (CDOT) to execute the Chicago Bicycle Safety Initiative. The Chicago Bicycle Safety Initiative began in 2001, when the DTS granted funding to CDOT to establish Mayor Daley's Bicycling Ambassadors (MDBA), a team of public outreach and education specialists. Ambassadors travel, by bicycle, to events all over Chicago and provide face-to-face safety education to bicyclists and motorists. In FY 2011, the city of Chicago's Bicycling Ambassadors celebrated its 10th Anniversary as the leading force in bicycle safety education and outreach in Chicago.

This year's team was comprised of seven Bicycling Ambassadors and 12 Junior Ambassadors. The team appeared at events all over the city of Chicago conducting face-to-face outreach in order to reach as many Chicagoans as possible. Outreach event included public education at libraries, schools, community festivals, athletic competitions and Chicago Park District Day Camps.

At every event the Ambassador team provided bike safety information to the public through conversation and educational literature. This literature focuses on topics such as proper helmet use, bicycling with family, using the bike lanes properly, sharing the road with motorists and commuting to work.

The city of Chicago's Bicycling Ambassadors reached more people in 2011 than ever before. Between May 2 and September 11 Ambassadors: attended 382 events throughout the city, directly educated nearly 61,600 people through face-to-face education, properly fit 1,186 helmets on adult and youth cyclists and directly educated over 13,000 people about dangerous cyclist and motorist behaviors at 62 Share the Road event.

In its third year, the city of Chicago's Bicycling Ambassadors continued to expand the Share the Road initiatives in 2011, the Ambassadors worked in collaboration with 17 Aldermanic Offices and 14 Chicago Police Districts. The program focuses on motorists, pedestrians and bicyclists by educating them about how to share the road and prevent crashes. The Ambassadors educated over 13,000 Chicagoans at 62 Share the Road events at 51 unique intersections.

Lakefront Trail Outreach are community events that educate cyclists and pedestrians on the 18-mile paved trail along Lake Michigan. Sponsored in part by the Chicago Park District, Ambassadors provide maps, safe cycling information and brochures on cycling events in Chicago to trail users. Additionally, they answer questions on bike routes, trail etiquette and Chicago bicycle laws. Ambassadors led 33 Lakefront Trail outreach events at various locations from Hollywood Avenue on the North side to 71st on the South side educating 15,000 people.

Thirty-six percent of all Ambassador outreach events focused on children in 2011. For six weeks of each season the Ambassadors focus on Chicago's youth encouraging bicycle use and safe riding techniques. They educated more than 16,000 young people with bicycle safety messages, and attended 165 Chicago Park District day camps all over the city.

2011 Pedestrian Overview

The primary goal of Chicago's Pedestrian Safety Initiative is to reduce the incidence of traffic fatalities and serious injuries among all pedestrians, with particular emphasis on children and seniors. CDOT has a number of programs and projects aimed at improving conditions for pedestrians in order to meet this primary goal. In FY 2011, CDOT implemented the following pedestrian safety initiatives: Chicago Safe Routes Ambassadors, Teen Safety Campaign, Safe Routes for Seniors, Mayor's Pedestrian Advisory Council and Pedestrian Safety Enforcement Assistance.

In 2011, these efforts employed a combination of education, enforcement and encouragement strategies to most effectively address the pedestrian crash problem in Chicago. Chicago's Safe Routes Ambassadors educated children in Chicago schools on safe pedestrian and bicyclist behavior and worked to develop a Teen Safety Campaign to reach older students. The Safe Routes for Seniors program educated the senior population in Chicago on safe pedestrian behavior and created materials for senior residential centers to conduct additional pedestrian safety activities. The Mayor's Pedestrian Advisory Council worked with CDOT to develop and prioritize pedestrian safety initiatives, informing pedestrian safety projects including a pedestrian crash data analysis and the Chicago Pedestrian Plan, both funded by sources other than Section 402 funds. CDOT continued to coordinate with the Chicago Police Department to provide locations and outreach around pedestrian safety enforcement events to encourage drivers to follow pedestrian-related laws. The Chicago Police Department conducted 55 crosswalk enforcement missions throughout Chicago in FY 2011. The CDOT Pedestrian Program assisted with the selection of

enforcement locations and the evaluation of yielding rates before and after the event. Of the 11 crosswalk locations that were evaluated, total yielding rates for all crosswalk locations increased from 6.8 percent to 8 percent. Additionally, CDOT participated in the Nighttime Pedestrian Crash Reduction study, led by researchers at Western Michigan University. The study included speed and crosswalk enforcement events along corridors prone to high pedestrian crashes.

The Problem

MOTORCYCLE CRASHES

	2006	2007	2008	2009	2010	Previous 4 Average	% Change 10vs4yr
Total Crashes	4,119	4,819	4,901	3,846	4,013	4,421	-9.2
Fatal Crashes	128	154	130	124	130	134	-3.0
Injury Crashes	2,573	3,108	3,166	2,822	2,928	2,917	0.0
Motorcyclists Killed	132	157	135	130	131	139	-5.8
Motorcyclists Injured	2,788	3,390	3,463	3,152	3,189	3,198	-0.3
Non-Motorcyclists Killed	0	2	5	2	1	2	-50.0
Non-Motorcyclists Injured	207	253	229	172	205	215	-4.7

Comparing 2010 to the previous four year average, the number of motorcyclist killed or injured decreased by 0.5 percent, from an average of 3,337 during 2006-2009 to 3,320 in 2010.

PEDALCYCLE CRASHES

	2006	2007	2008	2009	2010	Previous 4 Average	% Change 10vs4yr
Total Crashes	3,204	3,888	3,853	3,255	3,599	3,550	1.4
Fatal Crashes	26	17	28	20	24	23	4.3
Injury Crashes	3,173	3,836	3,331	3,100	3,444	3,360	2.5
Pedalcyclists Killed	24	18	27	20	24	22	9.1
Pedalcyclists Injured	3,188	3,867	3,342	3,123	3,464	3,380	2.5

When comparing 2010 to the previous 4-year average, the number of pedalcyclists killed or injured increased by 2.5 percent.

PEDESTRIAN CRASHES

	2006	2007	2008	2009	2010	Previous 4 Average	% Change 10vs4yr
Total Crashes	6,212	6,191	5,877	5,313	5,215	5,898	-11.6
Pedestrians Killed	137	172	135	111	115	139	-17.3
Pedestrians Injured	6,221	6,171	5,423	5,231	5,174	5,762	-10.2

Comparing 2010 to the previous 4-year average, the number of pedestrians killed or injured decreased by 10.4 percent, from an average of 5,901 during 2006-2009 to 5,289 in 2010.

Strategies

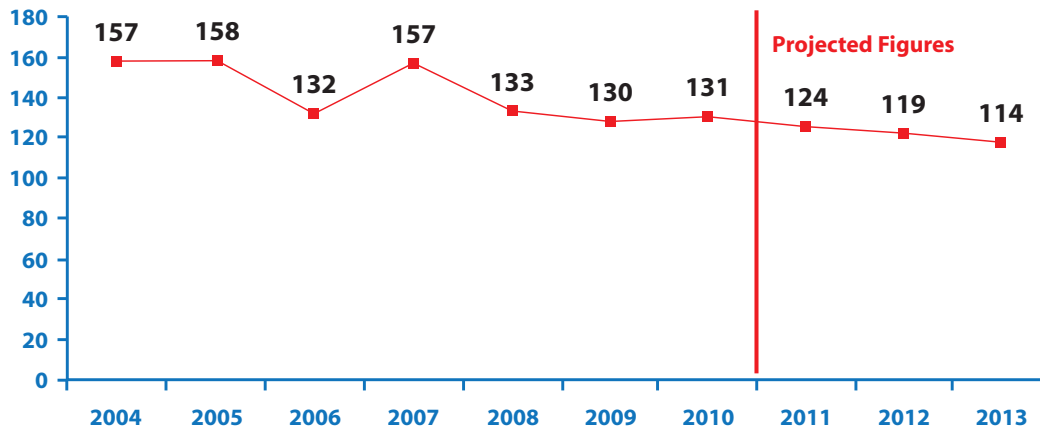
- Continued to implement recommendations from the Motorcycle Safety Program Assessment.
- Increased training opportunities for beginning motorcycle riders in Illinois through DTS's Cycle Rider Training Program.
- Continued to implement a public information and education campaign for motorcycle awareness.
- Conducted a paid media campaign for the motorcycle riding season.

Motorcycle/Pedestrian Program Goals

Goal

- To reduce the statewide motorcycle fatalities from the 2004 level of 157 to 114 by December 31, 2013.

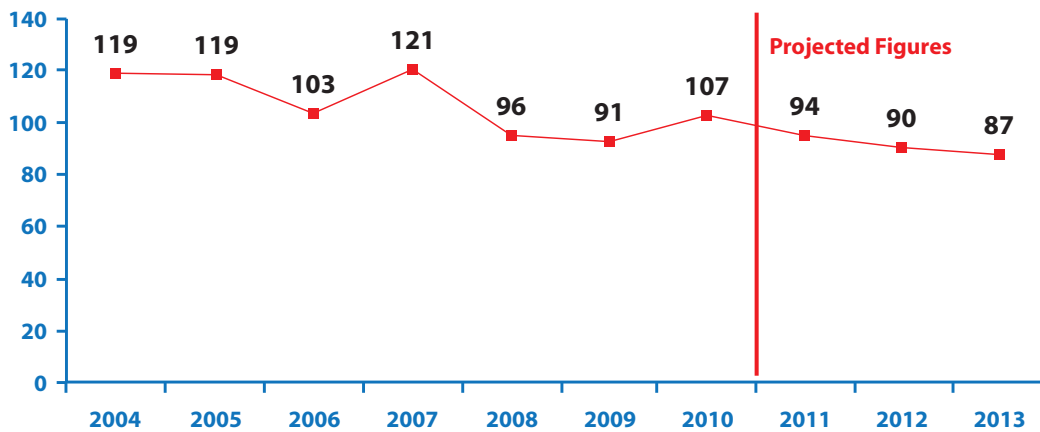
Motorcyclist Fatalities



Goal

- To reduce the number of unhelmeted motorcycle fatalities from the 2004 level of 119 to 87 by December 31, 2013.

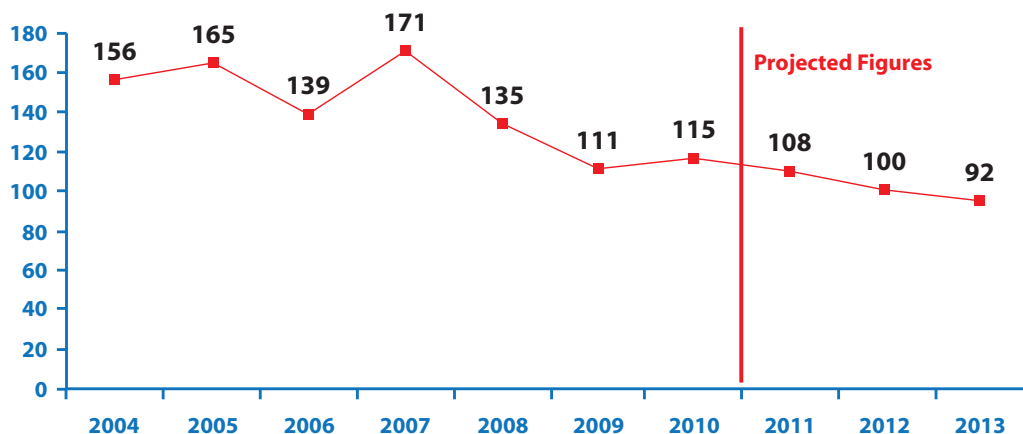
Unhelmeted Motorcyclist Fatalities



Goal

- To reduce the statewide number of pedestrian fatalities from the 2004 level of 156 to 92 by December 31, 2013.

Pedestrian Fatalities



Project Summaries

Section 402

Bicycle and Pedestrian Safety (Local) #11-12-02

\$358,043.34

This task provided funds for three local agencies to conduct bicycle safety education projects. The three projects are:

- **Chicago Department of Transportation's (CDOT) Bicycle Ambassadors** program celebrated its 10th year as the leading force in bicycle safety education and outreach in Chicago. The Ambassadors are a team of community outreach specialists who promote Chicago as a world class cycling city. In FY 2011, 62 enforcement events (up from 49 last year) were held in 17 Aldermanic offices (up from 11 last year) and 14 Police Districts (up from 10 last year). Together with police officers, the city of Chicago's Bicycling Ambassadors educated over 13,000 Chicagoans on how to safely share the road. Events were held at 51 unique intersections (up from 24 last year) selected by the Chicago Bicycle Safety Initiative. Bicycle Ambassadors partnered with police to distribute over 1,650 bicycle headlights to cyclists riding unlawfully with no headlight. The campaign increased its enforcement and education efforts targeting distracted drivers. Up to 34 general enforcement events focused on distracted driving. Over 68,000 people were reached at these events. The city of Chicago's Bicycling Ambassadors educated 61,600 people at 369 outreach events. The Junior Bicycling Ambassadors taught kids about safe bicycling at 165 Chicago Park District day camp events and educated nearly 16,000 young people.
- **Chicago Department of Transportation's FY 2011 Chicago Pedestrian Safety Initiative** is to reduce the incidence of traffic fatalities and serious injuries among all pedestrians, with particular emphasis on children and seniors. CDOT has a number of programs and projects aimed at improving conditions for pedestrians in order to meet this primary goal. In FY 2011, Safe Routes Ambassadors visited 104 Chicago schools for in-class presentations, reaching over 9,900 students and over 400 adults, 70 Chicago schools for follow-up on-foot workshops, conducted 22 community events reaching an additional 1,405 children and 882 adults, visited 47 Wards and 23 Police Districts. In FY 2011, the Safe Routes Ambassadors expanded the educational programming offered to include a 10th grade driver's education curriculum. This presentation was piloted in three high schools, reaching 615 students.
- **Chicago Police Department** conducted a Crosswalk Enforcement Initiative in FY 2011. Chicago Police Department collaborated with CDOT to determine the most appropriate sites for crosswalk enforcements. Locations were selected based on police-identified problem locations, pedestrian volume, IDOT crash data and other factors. Chicago Police Department conducted 40 crosswalk enforcement missions were completed throughout the city in an effort to raise awareness of the law stating cars must stop for pedestrians when they are in an unsignalized crosswalk. A total of 801 citations were issued for failure to stop for pedestrians in crosswalks, 80 other citations, 19 Police Districts served and 31 Wards served.

Section 2010

PI&E Campaign (DTS) #11-22-01

\$32,802.84

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2011, DTS continued to produce the Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from April through September 2011. DTS purchased the following motorcycle outreach materials: motorcycle eyewear cleaners, motorcycle bandanas, motorcycle yard signs, motorcycle bumper stickers, motorcycle clings and motorcycle banners.

Paid Media (DTS) #11-22-02

\$255,837.34

This task provided funds for DTS to purchase paid media during the motorcycle riding season. In FY 2011 over 19,000 radio spots ran on the Illinois Radio Network from April through September 2011. A new element to the Motorcycle Safety Program was an early "Gear Up" campaign which encourages seasoned and novice riders to get prepared for motorcycle riding season. The radio public service announcement also focused on the Start Seeing Motorcycles message for motorcyclist's awareness on Illinois roadways.

Motorcycle Winter Conference (DTS) #11-22-04

\$1,239.92

This task provided funds for DTS to conduct a Motorcycle Winter Conference. On December 15-16, 2010 DTS held its first annual Motorcycle Winter Conference. The goal of the conference was to show attendees all the different individuals and efforts involved with the DTS Cycle Rider Safety Training Program. Overviews of all the components that work together, making a successful comprehensive motorcycle safety program were discussed.

Traffic Records

2011 Overview

DTS continued the coordination of a multi-agency Illinois Traffic Records Coordinating Committee (TRCC) which provides a forum for review and comment of traffic records issues within the state of Illinois. This coordinating committee includes representatives from various public and private organizations and members serve on one of three subcommittees (Planning, Engineering Safety and Data Quality). Over the past year, the TRCC has continued to encourage more participation from members and implemented an attendance requirement to be considered a voting member. There has been considerable discussion about the importance of the strategic plan to justify the development of relevant 408 projects.

In June 2007, DTS developed a comprehensive safety data improvement strategic plan for the Section 408 application which is considered part of the multi-year Statewide Traffic Records plan required by the SAFTEA-LU. In developing the Illinois Traffic Records Strategic Plan (ITRSP) Illinois took an important step in establishing the goals, policies and actions that would lead to the development of an efficient and effective system for traffic records improvement. Illinois developed and submitted a comprehensive traffic records strategic plan and an application for funding under the Section 408 grant. The purpose of this document is to provide the ITRCC, DTS and other traffic safety stakeholders of the state of Illinois with a Strategic Plan for Traffic Records Improvements. This plan is aimed primarily at actions that the Illinois TRCC can help accomplish through its membership while pursuing the goal of improving traffic records. As such, it touches on the activities of all stakeholder agencies within the state, but it does not represent an attempt to set those agencies' agendas. Rather, it is an attempt to help the ITRCC fulfill a broad role of communication, coordination and assistance among collectors, managers and users of traffic records data in Illinois. This plan is based on the 2006 NHTSA Traffic Records Assessment. The assessment was supplemented by information from other documents provided by the state to the project team. In FY 2011, NHTSA conducted another traffic records assessment on April 3-8, 2011.

The National Highway Safety Administration (NHTSA) continued a grant to DTS to develop a CODES (Crash Outcome Data Evaluation System) program in Illinois. This project is based on collaboration between DTS and the Illinois Department of Public Health (IDPH). Under this grant, DTS continues to link existing traffic crash records with health care data sources from EMS, trauma registry, hospital discharges and vital records (death certificates). The linked database are used to support local, regional and statewide highway safety decision-making to affect decreases in deaths, non-fatal injuries (e.g., head, neck, upper extremity and lower extremity) and health care costs resulting from motor vehicle crashes. Individual databases are not always adequate for certain analyses (e.g., race, ethnicity and socioeconomic status). Two sources, law enforcement and public health track victims separately. None of the health-related data are linked back to crash data.

Currently, the crash database as well as a few small local databases, citation data, limited health care data and the exposure data (population and vehicle miles of travel) are used to identify traffic safety problems and evaluate the highway safety programs and projects. The Evaluation Unit within DTS is responsible for problem identifications, developing highway safety goals and objectives and evaluating highway safety programs and projects.

In 2010, Illinois adopted a new electronic data collection system entitled: Traffic and Criminal Software (TraCS). The system was developed by the Iowa Department of Transportation and is used by 14 other states which comprise the National Steering Committee. The committee meets twice a year to vote on system enhancements and provide input on the direction of the program. Each state within the committee pays a yearly licensure fee for the software which is used to update the software to keep pace with technological advancements as well as develop new program features and functionalities. The first major task that was undertaken with the TraCS software was to convert all users of the current system, MCR to the new TraCS reporting system. MCR has 165 agencies that regularly use the system to submit 30 percent of state's crash reports. By FY 2013, TraCS aims to achieve a total of 55 percent electronic crash reporting when it adds 90 law enforcement agencies.

Racial Profiling

On July 1, 2011 DTS released the 7th annual Racial Profiling Study report. DTS collected data from 982 law enforcement agencies throughout Illinois. These agencies submitted 2,377,851 stops which were then analyzed by the University of Illinois at Chicago. This report was released to the Governor and General Assembly June 2011 and made available to the public July 1, 2011. The 2010 annual report is available on the following website: <http://www.dot.il.gov/trafficstop/results10.html>.

The 97th General Assembly passed two bills that were signed by the Governor that will affect the data elements being collected for the Illinois Traffic Stop Study. Public Act 97-0469 requires data to be collected on the use of police canines for traffic stops and Public Act 97-0396 changes the race categories to coincide with the 2010 census data. These changes to the data collection will begin January 1, 2012.

Future Plans

In 2012, based on the recommendations of the Illinois Traffic Records assessment team, DTS plans to develop a strategic plan for the 408 application which is considered part of the multi-year Statewide Traffic Records plan required by the SAFTEA-LU. In developing the Illinois Traffic Records Strategic Plan (ITRSP) Illinois took an important step in establishing the goals, policies and actions that would lead to the development of an efficient and effective system for traffic records improvement. Illinois developed and submitted a comprehensive traffic records strategic plan and an application for funding under the Section 408 grant.

The purpose of this plan is to provide the Illinois Traffic Records Coordinating Committee (TRCC), DTS and other traffic safety stakeholders of the state of Illinois with a Strategic Plan for Traffic Records Improvements. This plan is aimed primarily at actions that the Illinois TRCC can help accomplish through its membership while pursuing the goal of improving traffic records. The plan will include major goals, objectives and steps to completion, an action item table and a set of Pert charts that graphically illustrate the order and interdependencies of the various steps to completion.

The Problem

- Timely, accurate, complete, consistent, accessible and integrated crash-related databases.

Traffic Records Goals

1. Provide better data that is absolutely essential to reducing the human and economic cost of motor vehicle crashes.
2. Improve agency-specific data systems through identifying an information gathering process that includes interviews, technical group sessions and systems analysis.

Project Summaries

Section 402

MCR Training #11-05-01 (Local)

\$250,584.14

This task provided funds to conduct and implement the Mobile Data Crash Reporting (MCR) program to law enforcement agencies throughout the state. During FY 2011 staff continued routine supports for all remaining MCR users while at the same time assisting DTS with planning for the Traffic Criminal Software (TraCS) system. Ongoing supports included limited amounts of training and also technical assistance over the phone and through e-mail for police agencies. Assistance was provided by full time staff during regular work-hours and through the contract with the UIS IT Department for after-hours support. Throughout the year, over 1,868 agencies submitted 133,103 crash reports in FY 2011. Staff continued to work with the Chicago Police Department in its development of their own system while investigating whether the proposed new TraCS system is the best future option for a statewide IDOT electronic crash reporting.

Traffic Intelligence Officer (Local) #11-05-02

\$0

This task provided funds for the Illinois Association of Chiefs of Police to analyze data and generate reports including the mapping of multiple years of crash data. IACP will generate reports and map requests initiated by IDOT, the Illinois State Police and local agencies to assist in directing patrols to high-frequency fatality, type-A crash and five percent locations. No activity occurred in this task in FY 2011.

Section 408

Chicago Data Integration (Local) #11-18-03

\$0

This task provided funds for the city of Chicago to coordinate and integrate the crash databases maintained by the city of Chicago and IDOT. The principal product is the development, testing and deployment of data source interface software and procedures to share database content which is currently stored and maintained independently and in different format. An XML or CORBA-based data feed will be established for this purpose. Incremental Chicago crash data will be transferred from

IDOT to Chicago on set intervals without manual intervention. In order to leverage the existing Chicago infrastructure, the data from IDOT will be formatted to match the Chicago crash database and reporting system. No activity occurred in FY 2011.

Chicago – DOT (Local) #11-18-04 **\$40,825.00**

This task provided funds for the Chicago Department of Transportation (CDOT) to enhance the quality of the crash data recorded for the city of Chicago. Enhanced training to Chicago Police Department (CPD) and others involved in crash report preparation and procedures will significantly improve crash data quality. Analysis conducted by Office of Emergency Management and Communication, Traffic Management Authority (OEMC-TMA) and the Chicago Department of Transportation (CDOT) has identified incomplete, inconsistent and inaccurate entries during report preparation as one of the primary obstacle in obtaining an accurate understanding of crash data in Chicago. Crash reports are prepared by Chicago Police Officers either at the crash scene or at the police station. With over 140,000 crashes yearly, Chicago crashes represent about one third of all the crashes in the state. Illinois Crash Report SR1050 has more than 100 data fields. The city of Chicago has identified 10 of those fields as the most relevant fields for understanding and analyzing Chicago crashes. Our initial study has shown that over 70 percent of the Chicago crash reports have missing data and about 30 percent of the reports have incorrect information in one of the 10 key fields. Additionally, there is significant inconsistency in reporting intersection related crashes and in street names.

Mobile Incident-Electronic Citation (ISP) #11-18-05 **\$283,735.25**

This task provided funds for the Illinois State Police (ISP) to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2011 ISP purchased 500 printers and thermal paper for the e-citation system.

Crash Reconstruction (ISP) #11-18-06 **\$24,698.19**

This task provided funds for the ISP to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2011, 5 officers completed crash reconstruction update training in April. The Traffic Crash Reconstruction Unit sent 13 officers to the Illinois Association of technical Accident Investigators (IATAI) training and outdoor testing in Bloomington.

CODES (DTS) #11-18-07 **\$125.00**

This task provided funds for the DTS to conduct a CODES program in FY 2011. DTS analyzes hospital data on the number of discharges, average length of stay, primary injuries, types of crash controlling demographics, belt status, vehicle type, expected payment source and discharge status. DTS is developing analytical models to study the relationship between hospital discharges, belt status and alcohol impairment, controlling for several demographic, vehicle and crash characteristics.

Safety Analyst Software (DOH) #11-18-09 **\$0**

This task provided funds for the IDOT/Division of Highways to finalize the data conversion to support the use and implementation of Safety Analyst as an analytical tool that can be used to identify and manage a system-wide program of site-specific improvements, conduct necessary analyses and develop strategies to prevent motor vehicle crashes. No activity occurred in this task in FY 2011.

Crash Interface (DTS) #11-18-10 **\$0**

This task provided funds for the DTS to develop a crash records interface-Chicago web-with Chicago Police Department. No activity occurred in this task in FY 2011.

Scanner (DTS) #11-18-11 **\$19,439.00**

This task provided funds for the DTS to purchase one production scanner to input crash data. In FY 2011, DTS purchased the production scanner for the Bureau of Safety Data and Data Services.

Imaging Enhancement (SOS) #11-18-12 **\$19,909.59**

This task provided funds for the Office of the Secretary of State's, Driver Services Department to hire one contractual service employees for data entry of backlog of old crash reports and certification of cases for suspension action. The contractual employee completed the 1,040 soundexing files, 1,588 screening files, checked 375 of suspension notices and answered 4,796 telephone calls relating to crash files.

Data Analysis (IDPH) #11-18-13**\$97,566.61**

This task provided funds for the Illinois Department of Public Health to conduct a data analysis project. During FY 2011 the Data Reporting System was updated with the following calendar years of data: 2009 Traffic Crash Report, 2009 Trauma Registry, 2007 Mortality data and 2009 Hospital Discharge data. In addition, EMCS initiated a new request for IHA's Outpatient data which is mostly comprised by Emergency Department visits. EMCS received, and is currently processing new calendar years of data (i.e., 2010 Inpatient and Outpatient healthcare data).

Traffic Records Assessment (DTS) #11-18-14**\$20,500.72**

This task provided funds for the DTS to conduct a Traffic Records Assessment. On April 3-8, 2011 a team of experts assembled by NHTSA conducted an assessment of Illinois' traffic records program.

UIS Evaluation Project #11-18-15 (Local)**\$109,859.98**

This task provided funds for the University of Illinois at Springfield (UIS) to conduct comprehensive and high-quality program evaluation work as needed by DTS. There are three staff members who report directly to the DTS Evaluation Unit Chief. The goal of the project is to improve the effectiveness of the highway safety projects conducted by IDOT through expanded program evaluation.

TraCS (DTS) #11-18-16**\$682.70**

This task provided funds for the DTS to implement the Traffic Criminal Software (TraCS) program.

In 2010 Illinois adopted a new electronic data collection system entitled: Traffic and Criminal Software (TraCS)". Activities for TraCS in FY 2011 included marketing, procurement and research. The TraCS team focused current MCR clients and potential TraCS clients by presenting at three conferences and conducting seven informational presentations. Legal procurement processes that initiated in October 2009 continued through the fiscal year and are expected to conclude by the end of the first quarter in FY 2012. In addition to procurement, the staff is securing server hosting, obtaining access to LEADS, Secretary of State, NCIC, SafetyNet, NavTEQ databases, researching officer preferences and concerns, gathering data quality concerns from analyst at IDOT and initiating discussions to develop additional forms within the program such as citations and traffic stop statistical study forms.

Section 1906**Racial Profiling Study (Local) #11-23-01****\$129,853**

This task provided funds for the University of Illinois at Chicago to develop a Racial Profiling Data Collection and Analysis study. On July 1, 2011 DTS released the 7th annual racial Profiling Study report. These agencies submitted 2,377,851 stops which were analyzed by the University of Illinois at Chicago.

Racial Profiling Staff (DTS) #11-23-03**\$69,962.19**

This task provided funds for DTS to fund one Racial Profiling Staff Assistant. The Racial Profiling Staff Assistant assisted in the implementation of the Racial Profiling Prevention and Data Oversight Act for DTS.

Police Traffic Services

2011 Overview

In FY 2011, DTS combined three local law enforcement projects into one project titled Sustained Traffic Enforcement Program (STEP). The STEP grants focus sharply on specific times of the year and also on specific times of the day when data shows alcohol-involved and unbuckled fatalities are the highest. The increased enforcement details conducted during these times raises the perception of getting caught and deters potential impaired drivers and potential unbuckled drivers. STEP brought together impaired driving and safety belt enforcement closer together because of the connection between late-night alcohol-involved fatalities, late-night unbuckled fatalities and lower late-night safety belt usage. STEP required participation in the Thanksgiving, Christmas/New Year's, St. Patrick's Day, Memorial Day, July 4th and Labor Day Campaigns. This created a sustained, year-long emphasis on DTS's high enforcement priorities: impaired driving and nighttime safety belt usage. In FY 2011, a total of 146 local law enforcement agencies participated in the STEP program writing over 91,000 citations. DTS continued to explore new innovative enforcement techniques (i.e. nighttime occupant protection enforcement zones and flexible RSC's) with local and state agency projects.

DTS continued to fund local law enforcement agencies, the Illinois State Police (ISP), the Office of the Secretary of State Department of Police and the Illinois Department of Natural Resources enforcement projects that participated in other safety belt and impaired driving enforcement campaigns during FY 2011. All enforcement activities were supported with a comprehensive paid media and earned media efforts.

Click It or Ticket Campaigns

DTS's goal was to achieve 94 percent safety belt compliance through high-visibility enforcement, nighttime belt enforcement and increased public outreach.

DTS conducted a Click It or Ticket (CIOT) campaign from November 1–December 5, 2010. This campaign coincided with the Thanksgiving holiday. A total of 21,216 patrol hours were logged by 155 local departments and the Illinois State Police (ISP) resulting in 24,419 being issued during the campaign.

In 2011, DTS conducted two statewide CIOT campaigns during the month of May 2010 with special emphasis on increasing safety belt usage among Illinois' rural population. During the statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 29,378 enforcement hours and wrote 39,635 citations, 21,635 (55.1%) of which were safety belt and child safety seat citations.

DTS held nine statewide evening press events to kick off the mobilization with the clear message that law enforcement is on duty both day and night. Late night safety belt enforcement has become a cornerstone of the CIOT campaign because late evening hours are the deadliest time on our roadways.

Impaired Driving Campaign

During DTS's "Drive Sober or Get Pulled Over" campaign a total of 162 local law enforcement agencies and all ISP districts participated in the 2011 Labor Day Crackdown. A total of 175 roadside safety checks and 1,577 saturation patrols were conducted during August 19 to September 5, 2011 enforcement period. Local law enforcement and ISP logged a total of 23,184.3 patrol hours and issued 21,586 citations during the campaign. Local law enforcement and ISP issues a total of 962 DUI citations, an average of one DUI citation written every 24.1 patrol hours.

Enforcement Techniques

In FY 2011, DTS continued with the following enforcement techniques that were utilized by local, county, university and state law enforcement agencies:

- Saturation patrols
- Mobilization enforcement
- Occupant protection enforcement zone
- Sustained enforcement
- Overt operations for youth parties
- Covert operations – package liquor checks
- Flexible roadside safety checks
- Roadside safety checks

Training

The Illinois Law Enforcement Training and Standards Board (ILETSB) trained 1,871 local law enforcement officers and conducted 85 courses in FY 2011. These trainings are conducted through the ILETSEB's mobile training units located in 16 locations throughout Illinois. The goal of this program is to provide traffic safety-related training for Illinois local law enforcement officers on a statewide basis.

Comparison of Safety Belt Usage Rates in Illinois, Region 5* and United States

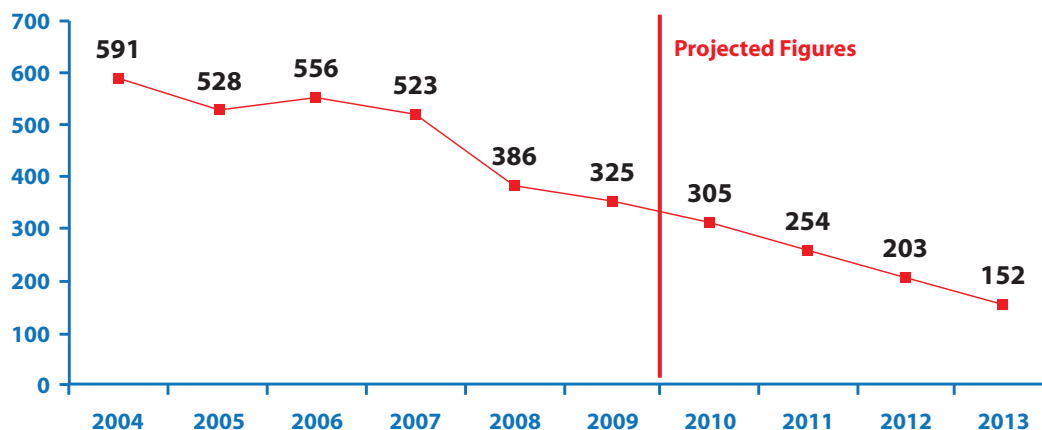
	ILLINOIS		REGION 5		NATIONAL	
	No.	%	No.	%	No.	%
2011 Safety Belt Usage Rate	NA	92.9	NA	89.72	NA	85.0

*Region 5 includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin

Goal

- To reduce the statewide speed-related fatalities from the 2004 level of 591 to 152 by December 31, 2013.

Speed-Related Fatalities



Strategies

- Provided funding to conduct sustained and periodic enforcement/high-intensity publicity/awareness campaigns Occupant Restraint Enforcement Project (OREP), Sustained Traffic Enforcement Program (STEP) and Local Alcohol Program (LAP).
- Continued with enforcement activities during all of the state and national campaigns.
- Continued to fund eight Law Enforcement Liaisons.
- Implemented a nighttime belt enforcement to impaired driving crackdowns focusing both enforcement and messaging on the deadly 11pm-6am timeframe.
- Provided specialized training to local law enforcement officers through the Illinois Law Enforcement Training and Standards Board (ILETSB) 16 mobile training units.
- Conducted high-visibility enforcement campaigns.
- Held two luncheons for law enforcement officers who participated in the National Enforcement Crackdown in August 2011 and the May 2011 Click It or Ticket mobilization.

Law Enforcement Liaison (LEL) Program #11-02-08 & #11-03-04

\$1,206,647.94

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. The program staff consists of one LEL Coordinator, seven LELs, one clerical supervisor, one clerical, one claims coordinator and one Statewide Alcohol Program Coordinator. The Statewide Alcohol Program manager initiated several initiatives including the planning of five alcohol campaigns coordinated with night time seat belt enforcement. The primary responsibility of a LEL continues to be as managers of law enforcement highway safety projects. The LELs also accomplished the following in FY 2011, managed over 235 year-long, local law enforcement agency highway safety projects and assisted with 37 mini-grants

focusing on labor Day, managed six year-long state agency highway safety enforcement projects, continued the highly successful May CIOT Mobilization Incentive Program to increase safety belt compliance in Illinois, assisted with the Operation Teen Safe Driving Program funded in part by the Ford Motor Company and The Allstate Foundation held throughout Illinois, attended the Region 5 LEL conference in Indianapolis, Indiana, was represented at the international Chiefs Association Conference, Illinois Chiefs Association Annual Training Conference, the Illinois Sheriff's Association Annual Training Conference and the Southern Illinois Police Summit, participated in the conduct of 354 safety belt surveys plus 50 pre- and post- night surveys throughout Illinois following the May/June CIOT campaign, planned, organized and assisted in executing multiple major media events throughout the year during highway safety mobilization campaigns, participated in the annual judging of the Illinois Traffic Safety Challenge including awards ceremony, served as members of the Illinois Chiefs Associations Highway Safety Committee and Legislative Committee, planned and organized two LEL meetings in Springfield and worked with local law enforcement agencies to identify and recruit Saved By the Safety Belt Awardees, staffed traffic safety details at the IHSA boys and girls state tournament in Peoria and staffed two NASCAR race events. Finally during FY 2011, DTS distributed 5 Intoximeter EC/IR II's, 15 laser lidar units and 17 stalker dual moving radar units through the impaired driving incentive campaign.

Driving Under the Influence Enforcement (DUIE) #11-03-02/#11-13-18 \$1,025,024.15

This task provided funds for the Illinois State Police to reduce the incidence of driving under the influence (DUI) of alcohol and other drugs enforce the occupant restraint laws of Illinois and, in general, make the public cognizant of driving safely on Illinois roadways. For FY 2011, there were 279 RSC's conducted with a total of 10,486 citations and warnings of which 1,600 were DUI, Zero tolerance or alcohol-related. Officers also worked 1,006 hours conducting roving patrols making 100 DUI, zero tolerance or alcohol-related arrests.

Police Traffic Training (ILETSB) #11-04-01 \$21,789.50

This task provided funds for the ILETSB to conduct police traffic training courses for local law enforcement officers. In FY 2011, the ILETSB conducted 8 training courses training 119 local law enforcement officers.

Sustained Traffic Enforcement Program (Local) #11-03-06/#11-04-02/#11-13-08 \$4,386,683.31

This task provided funds for local law enforcement agencies to increase occupant protection usage and reduce DUI through hire back enforcement. Preliminary figures for the FY 2011 STEP project are: a total of 146 local law enforcement agencies participated, conducted 81,946 patrol hours, issues 91,389 citations, issued 2,768 DUI's, 39,863 occupant protection violations and 11,797 speeding violations. *Below are the local enforcement agencies involved in the STEP program:*

- | | | |
|-------------------------------------|-----------------------------------|------------------------------------|
| Addison Police Department | Blue Island Police Department | Chicago Heights Police Department |
| Lockport Police Department | Midlothian Police Department | Olympia Fields Police Department |
| Algonquin Police Department | Boone County Sheriff's Department | Chicago Police Department |
| Lombard Police Department | Momence Police Department | Orland Park Police Department |
| Alsip Police Department | Bradley Police Department | Clarendon Hills Police Department |
| Macomb Police Department | Morton Grove Police Department | Oswego Police Department |
| Alton Police Department | Brookfield Police Department | Collinsville Police Department |
| Marengo Police Department | Morton Police Department | Palatine Police Department |
| Arlington Heights Police Department | Buffalo Grove Police Department | Colona Police Department |
| Maroa Police Department | Naperville Police Department | Palos Heights Police Department |
| Barrington Police Department | Burr Ridge Police Department | Cook County Sheriff's Department |
| Matteson Police Department | Niles Police Department | Park City Police Department |
| Bartlett Police Department | Cahokia Police Department | Countryside Police Department |
| McHenry County Sheriff's Department | Norridge Police Department | Park Ridge Police Department |
| Bartonville Police Department | Calumet City Police Department | Creve Couer Police Department |
| McHenry Police Department | North Aurora Police Department | Peoria County Sheriff's Department |
| Belleville Police Department | Campton Hills Police Department | Crystal Lake Park District |
| Menard County Sheriff's Department | North Pekin Police Department | Peoria Heights Police Department |
| Belvidere Police Department | Carol Stream Police Department | Crystal Lake Police Department |
| Mendota Police Department | Oak Forest Police Department | Peoria Police Department |
| Berwyn Police Department | Chatham Police Department | Danville Police Department |
| Mercer County Sheriff's Department | Oak Lawn Police Department | Peru Police Department |

Decatur Police Department	Schaumburg Police Department	Itasca Police Department
Pike County Sheriff's Department	Freeport Police Department	Tinley Park Police Department
Des Plaines Police Department	Sherman Police Department	Jerome Police Department
Plainfield Police Department	Glenwood Police Department	Villa Park Department
Dixon Police Department	Shorewood Police Department	Joliet Police Department
Prairie Grove Department	Granite City Police Department	West Chicago Police Department
East Dundee Police Department	Skokie Police Department	Justice Police Department
Quincy Police Department	Grayslake Police Department	Warrensburg Police Department
East Hazel Crest Police Department	S. Chicago Heights Police Department	Kendall county Sheriff's Department
Richland County Sheriff's Department	Grundy County Sheriff's Department	West Dundee Police Department
East Moline Police department	South Elgin Police Department	Kenilworth Police Department
River Forest Police Department	Gurnee Police Department	Westchester Police Department
East Peoria Police Department	St. Charles Police Department	Kildeer Police Department
Riverdale Police Department	Harrisburg Police Department	Williamson Co. Sheriff's Department
Edwardsville Police Department	St. Clair County Sheriff's Department	Kincaid Police Department
Riverside Police Department	Harvard Police Department	Winnebago Co. Sheriff's Department
Elgin Police Department	Stephenson Co. Sheriff's Department	Lake in the Hills Police Department
Rock Island Police Department	Hickory Hills Police Department	Winthrop Harbor Police Department
Elk Grove Police Department	Sterling Police Department	Lake Villa Police Department
Rockford Police Department	Hillside Police Department	Wood Dale Police Department
Elmhurst police Department	Streamwood Police Department	Lake Zurich Police Department
Rolling Meadows Police Department	Hinsdale Police Department	Woodridge Police Department
Evanston Police Department	Summit Police Department	Leland Grove Police Department
Roselle Police Department	Hoffman Estates Police Department	Woodstock Police Department
Forest Park Police Department	Swansea Police Department	Lincolnwood Police Department
Rosemont Police Department	Homewood Police Department	Lisle Police Department
Franklin Park Police Department	Tazewell County Sheriff's Department	

Special Traffic Enforcement Project (sTEP) #11-04-05/#11-19-04 \$912,918.44

This task provided funds for the ISP to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding, occupant restraint and impaired driving laws. ISP conducted increased patrols and nighttime patrols during both Click It or Ticket mobilizations in FY 2011. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2011, ISP worked 10,331 enforcement hours and issued a total of 19,122 citations and written warnings. Officers issued 5,107 daytime speeding citations, 2,065 nighttime speeding citations and 2,916 occupant restraint citations. ISP issued 2,044 media releases, released 752 radio print, 258 television releases and 1,034 releases for print during FY 2011.

Illinois Traffic Safety Awards (Local) #11-04-07 \$121,766.40

This task provided funds for the Illinois Association of Chiefs of Police (ILACP) to administer the Illinois Traffic Safety Awards program. The Hoffman Estates Police Department hosted three educational seminars for law enforcement agencies to promote the Traffic Safety Challenge in Hoffman Estates, Springfield and Rockford. All of the applications reviewed by the judging team in Evanston on April 29-May 1, 2011 and were then forwarded to Washington, D.C. to the International Association of Chiefs of Police for consideration in the National Chiefs Challenge. Illinois garnered 14 awards in the National Challenge. The McHenry County Sheriff's Department was selected as the National Challenge "Rookie of the Year". The National Challenge grand prize vehicle winner was the Evanston, Illinois Police Department. The Illinois Traffic Safety Awards program recognized 27 police departments awarding the following: 18 radars, 5 CMI PBTs, six alco-sensor FST's, one 2011 Wells Cargo Traffic Safety Trailer, one Decatur Electronics Speed Package and a 2011 Dodge Charger Police Package.

Motorcycle Patrol Unit (ISP) #11-04-09 \$122,471.23

This task provided funds to the ISP to establish a centralized Motorcycle Patrol Unit. These high-visibility patrols, coupled with an aggressive enforcement protocol targets the "Fatal Five" violations. In FY 2011, the motorcycle patrol unit issued 23,382 citations, 15,812 speed citations, 29 DUI citations and 4,725 safety belt citations. ISP conducted three media events in Springfield, Marion and Chicago to promote Motorcycle Awareness Month in May 2011.

Mobilization Equipment (DTS) #11-04-10**\$112,987.99**

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2011 Click It or Ticket and the August 2010 Labor Day mobilizations. DTS purchased 8 hand held radar units, 1 squad car, 1 message board, 2 DSR-E counting units, 1 safety light unit, 1 barricade, 10 LED lamps, one traffic unit camera and software, 1 LIDAR unit and 1 in-car camera unit for local law enforcement agencies.

Mobilization Luncheons (DTS) #11-04-11**\$11,403.19**

This task provided funds for the DTS to conduct two impaired driving awards banquets on February 16, 2011 in Des Plaines with over 180 people attending and February 18, 2011 in Springfield with over 70 people attending. DTS held two CIOT awards banquets on July 13, 2011 in Des Plaines with over 180 people attending and July 15, 2011 in Springfield with over 85 people attending. These banquets were held to honor those law enforcement agencies that participated in the Drive Sober or Get Pulled Over and CIOT mobilizations and reported their results to IDOT. During the banquet, equipment was distributed at a random drawing.

Memorial Day Patrols (Local) #11-04-12**\$183,625.31**

This task provided funds for local law enforcement agencies to conduct special enforcement for occupant protection mobilization during Memorial Day campaign. In FY 2011, local law enforcement agencies conducted 3,738.5 hours of patrol, issued 5,678 total citations, 51 DUI's, 4,099 occupant protection violations and 340 speeding violations.

Section 405**Occupant Restraint Enforcement Project (OREP) #11-19-01****\$873,215.47**

This task provided funds for the ISP to conduct two four-hour patrols twice a month, consisting of four officers each, in ten selected ISP districts. Patrols were limited to Illinois state routes and U.S. Routes. The ten ISP districts were located in IDOT's 23-county breakdown (Cook, DuPage, Kane, Will, Rock Island, Peoria, Sangamon, Madison, St. Clair, Williamson, Winnebago and Kankakee). In FY 2011, there were 16,609 citations and 5,397 warnings and 74 percent of citations were for occupant restraint. Officers worked a combined 3,490 hours conducting Roving Patrol and Safety Belt Enforcement Zone details resulting in 10,529.5 enforcement hours being worked. In addition to the enforcement hours worked, certified child safety seat technicians worked a total of 693.5 hours of child safety seat inspections for the year.

Section 410**Operation Straight ID (OPSID) #11-13-02****\$43,247.70**

This task provided funds for the SOS Police to conduct educational presentations to inform law enforcement officers, employees, communities and businesses of the penalties for using fake ID's and how to detect fraudulent driver license and State identification cards. In FY 2011, SOS Police taught 82 Operation Straight ID (OPSID) classes training 1,082 participants. The Cops in Shops details conducted 390 hours of patrol and issued 182 arrests.

Breath Analysis Instruments (ISP) #11-13-03**\$83,708.94**

This task provided funds for ISP to purchase breath-testing instruments to train local law enforcement officers as breath analysis operators. In FY 2011, ISP purchased 5 EC/IR II instruments, 10 SFST instruments and 70 gas canisters. Eleven technicians and supervisors attended the International Association of Chemical Testing (IACT) conference.

Alcohol Countermeasures (IDNR) #11-13-04**\$151,507.04**

This task provided funds for the Illinois Department of Natural Resources (IDNR) to conduct hireback patrols to intercept and arrest drivers who are under the influence of alcohol at state parks and launch ramps. IDNR issued 829 citations, 2,197 warnings and conducted hours of patrol.

Specialized Alcohol Training (ILETSB) #11-13-06**\$111,828.25**

This task provided funds for the ILETBSB to conduct statewide DUI law enforcement training for law enforcement officers. In FY 2011, the ILETBSB conducted 62 training courses training 1,752 local law enforcement officers.

Alcohol Countermeasures Enforcement (ACE) (ISP) #11-13-11

\$1,326,027.96

This task provided funds for the ISP to conduct additional enforcement efforts to deter adult and youth involvement in alcohol-related crashes. Driving under the influence and other alcohol-related laws are enforced using both overt and covert enforcement techniques. In FY 2011, ISP Troopers worked 9,681.5 hireback hours on saturation patrols and 3,182.5 hours on covert details. There were a total of 16,902 citations and warnings issued this fiscal year. Officers made 1,216 arrests for DUI, drug/alcohol-related or zero tolerance offenses during saturation patrols. During alcohol compliance checks there were 2,254 establishments surveyed which resulted in an 89 percent compliance rate.

Local Alcohol Program (LAP) (Local) #11-13-12 (Local)

\$2,229,534.28

This task provided funds for 20 local law enforcement agencies to conduct the local alcohol project (LAP) in IDOT's 23-county breakdown. LAP's require local law enforcement agencies to conduct comprehensive DUI countermeasure activities. Preliminary figures for the FY 2011 LAP projects are: issued 20,495 citations, 2,270 occupant restraint violations, 2,907 alcohol-related citations, 2,085 DUI's, conducted 19,557 hours of patrol and stopped a total of 17,354 vehicles.

The FY 2011 LAP projects were:

Carol Stream Police Department	Springfield Police Department	East Peoria Police Department
Sangamon Co. Sheriff's Department	Chicago Police Department	Wheeling Police Department
Caseyville Police Department	St. Clair County Sheriff's Department	Elgin Police Department
Skokie Police Department	Cook County Sheriff's Department	Will County Sheriff's Department
Charleston Police Department	Troy Police Department	Macon County Sheriff's Department
S. Chicago Heights Police Department	Decatur Police Department	Wonder Lake Police Department
Chicago Heights Police Department	Waukegan Police Department	

Labor Day Patrols (Local) #11-13-17

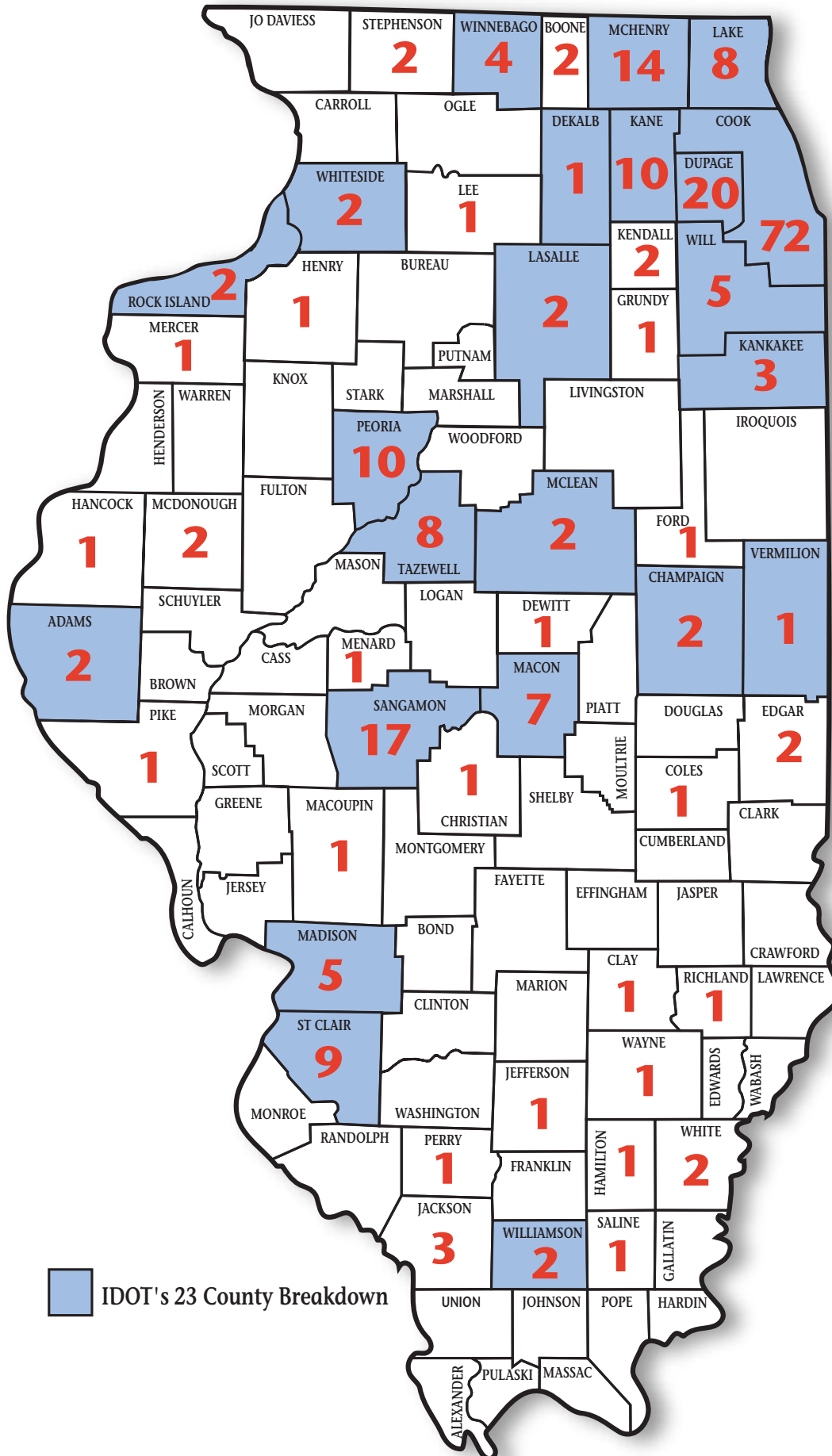
\$139,422.01

This task provided funds for local law enforcement agencies to conduct special enforcement for the impaired driving national enforcement crackdown during the Labor Day campaign. In FY 2011, local law enforcement agencies conducted 3,450.5 hours of patrol, issued 3,483 total citations, 180 DUI's and 599 speeding violations.

Local Highway Safety Programs

- 1. Boost Illinois Program** is designed to reduce the death and injury rate of children by providing booster seats to local agencies for distribution to parents, grandparents and/or guardians.
- 2. Child Safety Seat Program** is designed to reduce the death and injury rate of infants and young children by providing safety seats to local agencies for distribution to parents, grandparents and/or guardians.
- 3. Injury Prevention Programs** implement educational injury prevention programs in communities to promote behaviors that reduce motor vehicle collisions, death and injury.
- 4. Law Enforcement Liaison Program (LEL)** is to maintain contact with local law enforcement agencies statewide and encourage their enforcement of laws and promotion of the occupant protection and impaired driving issues while incorporating other traffic safety issues within their agencies.
- 5. Local Alcohol Program (LAP)** encompasses all of the interrelated countermeasures required to produce a significant impact on a local community's DUI problem, including task force formation, enforcement, public information and education, prosecution and adjudication.
- 6. Occupant Protection Resource Centers** provide training, on-going child safety seat checks, and assist parents in safety seat decision making. These centers also assist IDOT in the belt and alcohol mobilizations and the implementation of the primary safety belt law.
- 7. Pedestrian and Bicycle Safety Program** is designed to aid public agencies in funding cost-effective projects that improve pedestrian and bicycle safety through education and enforcement.
- 8. Sustained Traffic Enforcement Program (STEP)** is designed to provide local law enforcement agencies to increase occupant protection usage and reduce DUI through hire back enforcement. This program provides for participation in special enforcement campaigns such as Click It or Ticket and Drive Sober or Get Pulled Over. This program includes up to ten (10) enforcement periods.

Number of Local Projects by County



Refer to page for the appropriate acronyms for local projects.

Adams

1 CPS Project
1 STEP Project

Boone

2 STEP Projects

Champaign

2 CPS Projects

Christian

1 STEP Project

Clay

1 CPS Project

Coles

1 LAP

Cook

3 Bicycle/Pedestrian Projects
1 CPS Project
8 Injury Prevention Projects
7 LAP Projects
1 OPRC Project
50 STEP Projects
2 Traffic Records Projects

DeKalb

1 ROPRC

DeWitt

1 CPS Project

DuPage

2 CPS Projects
2 Injury Prevention Projects
1 LAP Project
15 STEP Projects

Edgar

2 CPS Projects

Ford

1 CPS Project

Grundy

1 STEP Project

Hamilton

1 CPS Project

Hancock

1 CPS Project

Henry

1 STEP Project

Jackson

1 CPS Project
1 Injury Prevention
1 ROPRC Project

Jefferson

1 CPS Project

Kane

1 LAP Project
1 ROPRC Project
8 STEP Projects

Kankakee

1 CPS Project
2 STEP Projects

Kendall

2 STEP Projects

Lake

1 LAP Project
7 STEP Projects

LaSalle

2 STEP Projects

Lee

1 STEP Project

Macon

1 CPS Project
3 LAP Projects
3 STEP Projects

Macoupin

1 CPS Project

Madison

1 LAP Project
4 STEP Projects

McDonough

1 CPS Project
1 STEP Project

McHenry

3 CPS Projects
1 LAP Project
10 STEP Projects

McLean

1 CPS Project
1 OPRC Project

Menard

1 STEP Project

Mercer

1 STEP Project

Peoria

2 CPS Projects
3 Injury Prevention Projects
1 LAP Project
4 STEP Projects

Perry

1 CPS Project

Pike

1 STEP Project

Richland

1 STEP Project

Rock Island

2 STEP Projects

Saline

1 STEP Project

Sangamon

2 CPS Projects
8 Injury Prevention Projects
3 LAP Projects
4 STEP Projects

St. Clair

2 Injury Prevention Projects
3 LAP Projects
4 STEP Projects

Stephenson

2 STEP Projects

Tazewell

1 CPS Project
1 Injury Prevention Project

1 LAP Projects

5 STEP Projects

Vermillion

1 STEP Project

Wayne

1 CPS Project

White

2 CPS Projects

Whiteside

1 CPS Project
1 STEP Project

Will

1 LAP Project
4 STEP Projects

Williamson

1 CPS Project
1 STEP Project

Winnebago

2 CPS Projects
2 STEP Projects

State Agency Projects -Statewide Emphasis Illinois Department of Public Health

- Data Analysis Program

Illinois State Police

- DUI Enforcement
- Alcohol Countermeasures Enforcement
- Breath Analysis Training
- Special Traffic Enforcement Program (sSTEP)
- Occupant Restraint Enforcement Project (OREP)
- Motorcycle Patrol Unit
- Electronic Citation
- Crash Reconstruction

Illinois Law Enforcement Training and Standards Board

- Police Traffic Training
- Specialized Alcohol Police Traffic Training

Office of the Secretary of State

- Imaging Enhancement
- Ignition Interlock
- Operation Straight ID
- Keep Kids in Safe Seats

Administrative Office of the Illinois Courts

- Judicial Training

Illinois Department of Natural Resources

- Alcohol Countermeasures

Other Program Areas/Events

Division of Traffic Safety Outreach Program

In an effort to educate the public on the messages of Click It or Ticket and the Drive Sober or Get Pulled Over. DTS continued with community outreach through various means. These efforts consisted of DTS coordinators staffing booths at the events listed below. The goals of the program are to educate and inform the public on our safety programs as well as to answer any questions they might have concerning traffic safety. In addition to educating the public, DTS used these opportunities to make contact with grassroots organizations that are interested in DTS safety issues.

- Chicago Auto Show – February 2011.
- Girls High School State Basketball Tournaments – Illinois State University – February and March 2011.
- March Madness High School Boys State Basketball Tournaments – Peoria – March 2011.
- Fan Appreciation at Chicago Land Speedway – Joliet – June 2010.
- NHRA, Route 66 Raceway – Joliet – July 2011.
- Two NASCAR, Chicago Land Speedway – Joliet – June and September 2011.
- Minor League ball parks throughout Illinois – DTS participated with outreach efforts at the following parks:
 - o Southern Illinois Miners
 - o Gateway Grizzlies
 - o Kane County Cougars
 - o Peoria Chiefs
 - o Rockford Riverhawks
- Illinois State Fair – Springfield – August 2011
- ARCA/IRL, Chicago Land Speedway – Joliet – August 2011
- DuQuoin State Fair – August and September 2011

Illinois State Fair

Fans of NASCAR and the St. Louis Cardinals had a new reason to stop by the IDOT/DTS tent during this year's Illinois State Fair. NASCAR driver Kyle Busch's M&M show car and former St. Louis Cardinal pitcher, Danny Cox made appearances at the IDOT/DTS tent. One of the highlights at the fair each year is the kickoff of the Operation Teen Safe Driving (OTSD) program for the current school year. This year, IDOT/DTS was joined by representatives from the Illinois Secretary of State, the Illinois State Police and corporate sponsors to announce the fifth year of the program.

Visitors to the IDOT/DTS tent were able to access the Traffic Safety website to find detailed information on safety programs, play the driving labyrinth and talk with IDOT/DTS staff about different safety programs.



Partnership with NASCAR

IDOT/DTS partnered with NASCAR and the Chicagoland Speedway to promote safe driving for the fifth straight year during the NASCAR race weekend, September 15-18, 2011. The strategic partnership promotes the Buckle Up America and the Fans Don't Let Fans Drive Drunk campaigns to boost safety and encourage positive motorist behavior. IDOT/DTS invited racing teams, drivers and corporate sponsors to join the efforts and support the two safety initiatives by offering prizes and benefits for fans who pledge, and by helping carry these traffic safety messages.

Illinois was the first state to formally pilot such a program with NASCAR, an initiative that provides valuable fan outreach components. Again this year, fans were invited to sign the Buckle Up America pledge; “I pledge to BUCKLE UP, Every Trip, Every Time and that all passengers in my vehicle will be properly restrained at all times.” Adult NASCAR fans will also have the opportunity to sign the Fans Don’t Let Fans Drive Drunk pledge, which includes agreeing to be or to always have a sober designated driver. Fans who took the pledges at the race were entered into random prize drawings.



National CPS Week

The goal of National Child Passenger Safety (CPS) Week is to bring public attention to the importance of safely transporting children. A press event was held in Springfield on September 22, 2011 to kick-off National Seat Check Saturday. IDOT, AAA Illinois State Police and St. John’s Hospital representatives stressed the importance of securing children properly in age- and size-appropriate child safety seats in the back seat. Across Illinois, 82 safety seat inspection events were held sponsored by AAA, Evenflo and IDOT/DTS. These free events provided parents with hands-on training from certified child passenger safety (CPS) technicians. Approximately 1,365 child safety seats were inspected and 493 replacement child safety seats were distributed to families in need.

Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2011, approximately 38 motorcycle organizations and Chapters including 265 volunteers washed 1,578 windshields at rest areas throughout Illinois. Share the Road brochures were also distributed to remind motorists that the number of motorcycles in the traffic environment increases during the summer months. The program’s goal is to increase motorist’s awareness of motorcycles and reduce the number of motorists/motorcycle-related crashes.

Operation Teen Safe Driving

Operation Teen Safe Driving (OTSD) was launched in rural Tazewell County after authorities noticed that automobile crashes took the lives of 15 teens over 15 consecutive months. In the four years since OTSD has been implemented, there have been no additional teen fatalities in Tazewell County. In 2007, there were 155 teen fatalities that figure steadily decreased to 85 fatalities in 2010.



After the success in rural Tazewell County, the Ford Motor Company Fund and the Governor’s Highway Safety Association agreed to team up, once again, with IDOT/DTS and The Allstate Foundation, to take this lifesaving program statewide in 2008. Our mission is to provide the initiative and resources required to challenge the creativity of Illinois teens to develop and implement community-based programs to reduce fatalities and injuries due to traffic crashes among their peers.



Financial assistance is a key component to the success of this program as it provides the incentive to challenge students and their communities to participate. The selection process requires students to identify issues relating to traffic safety in their community (i.e., underage drinking, safety belt use, impaired and distracted driving and speeding). Students are required to provide information explaining how they would combat the traffic safety problem and implement a teen awareness program in their school and community. A total of 105 high schools are selected to apply in OTSD across the state. The OTSD program has reached more than 395,000 teens and over 3.2 million people within the OTSD communities. Since the inception of the program, teen fatalities have dropped 45 percent.

Please Return on Monday (PROM)

DTS’s “Please Return on Monday” (PROM) was a success. This year IDOT/DTS had a total of 150 PROM packages available to Illinois high schools on a first come, first served basis. The packages represented pre-prom reminders to students that they should have fun at prom, but please return on Monday. The packages included: 20 T-shirts for teachers to wear on the last day before prom, 100 pens, 100 lanyards, 100 key chains, 100 bracelets all with the PROM message on them for the students as well as 100 copies of a fact sheet with information and statistics regarding teen driving issues and 100 copies of a teen safe driving fact sheet.

Assessments

Impaired Driving Re-Assessment

Illinois conducted an Impaired Driving Re-Assessment in September 2003 and efforts to incorporate resulting recommendations into DTS programs continue. DTS acknowledges it is time to have another assessment and will begin making plans and identifying funding to do so within the next two fiscal years.

The current status of the 28 Priority Recommendations:

1-A: State Program Planning

NHTSA and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs in beginning in FY 2010. DTS's Evaluation Unit used these goals for Illinois' FY 2011 Highway Safety Plan. The unit is also involved in several activities including problem identification, highway safety goals and objectives, project and program evaluation, survey activities and traffic safety data improvement projects. The alcohol program continues to work closely with the evaluation unit.

1-C: State and Local Task Forces and Safe Communities Programs

Past efforts in this area include the now dis-banded DUI Advisory Council, the Governor's Alcohol Abuse Task Force and DTS public hearings held in various communities throughout the state, among others.

DTS continues to encourage the establishment of local law enforcement Traffic Task Forces in willing communities in Illinois. One particularly effective DUI Task Force has begun in Macon County and involves local, county and state law enforcement agencies. This task force has brought about a significant increase in DUI arrests as well as a fatality reduction in its jurisdiction.

1-D: Data and Records

DTS remains very committed to the overall improvements of traffic records, but faces the reality of the difficulties of implementing a full-blown DUI tracking system. However, establishment of a DUI tracking system remains a long-term goal of DTS. In the interim, DTS has many ongoing efforts to improve its traffic records system, including maintaining an active TRCC, CODES projects and stepped-up efforts to bring more agencies into the new TRaCS crash records program.

2-A: Public Information and Education (PI&E) for Prevention

DTS continues a strong prevention PI&E effort regarding impaired driving with the distribution of thousands of impaired driving materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, NASCAR events, etc. In addition, each Drive Sober or Get Pulled Over crackdown includes an education message (along with a strong enforcement message) in its earned media materials. Examples include: funding the Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving, Alliance Against Intoxicated Motorists, ThinkFirst, and Operation Teen Safe Driving.

2-B: School Programs & Community Youth Programs

DTS continued a strong presence in Illinois schools with underage drinking programs. Programs include Students Against Destructive Decisions (SADD) that conducts prevention training for teens to provide an underage, anti-drinking message to their peers; ThinkFirst delivers a strong underage drinking/decision making message to youth at assemblies throughout the state; and DTS's Operation Teen Safe Driving which funds 105 schools throughout the state to conduct their own community traffic safety programs.

2-C: Alcohol Availability and Responsible Alcohol Service

While DTS feels keg registration and server training could be potentially effective countermeasures to impaired driving, past efforts to make the necessary changes to Illinois law have failed to move forward in the General Assembly. Experience has shown many in Illinois believe these issues are better handled on a local level.

The Illinois Liquor Control Commission (ILCC) continues its solid effort to provide BASSET training to Illinois licensed beverage outlet employee servers. BASSET training is now available online increasing availability to servers. Individual communities throughout Illinois require training for employee servers of local alcohol retailers and the ILCC's efforts have resulted in small increases in the number of Illinois communities doing so.

3-A: Laws to Deter Impaired Driving

Illinois continues to enhance its DUI laws each year keeping up its standing among states with the strongest DUI laws.

On January 1, 2009, Illinois became the largest state with a first-offender, ignition interlock law that removes the court's jurisdiction to issue judicial driving permits to first-time offenders during periods of summary suspensions, replacing it with a requirement that the suspended offender drive only vehicles equipped with ignition interlock devices have been installed on the vehicles of Illinois drivers and the number continues to grow as the infant program matures. At this point, this program has increased the number of ignition interlocks in use in Illinois to over 10,000 which is a significant increase over the 2,500 or so in use prior to the law's passage.

Other laws strengthening DUI statutes in Illinois that have passed in recent legislative sessions include:

- **SB.3732 – DUI Test Refusal, Revoke Public Act 96-1344:** Amends the Illinois Vehicle Code, providing that refusing to submit to chemical testing after causing an accident resulting in personal injury or death to another, will be revoked of their driving privileges and will also be disqualified from operating a commercial motor vehicle if he/she is a CDL holder. *Effective July 1, 2011.*
- **HB.5341 – Intoxicated Instructors Public Act 96-1237:** Amends the Illinois Vehicle Code providing that a person who accompanies or instructs a minor driving a motor vehicle pursuant to an instruction permit and is under the influence of alcohol, drugs or intoxicating compounds violates the regulations governing the movement of motor vehicles and is guilty of a class A misdemeanor, depending on the violation. *Effective January 1, 2011.*
- **HB.147 – School Bus Chemical Test Public Act 97-0466:** Allows an employer, upon reasonable suspicion to test a school bus driver permit holder for the presence of drugs, alcohol or intoxicating compounds. Also states, should a driver refuse or test positive for the presence of drugs or alcohol the SoS shall suspend such driver's permit for three years. *Effective January 1, 2012.*
- **HB.1241 – Accidents DUI Test Public Act 97-0471:** Allows for a law enforcement officer to request a chemical test if there is probable cause to believe the driver involved in the crash was under the influence of drugs or alcohol. *Effective August 22, 2011.*
- **HB.1702 – Approved DUI Testers Public Act 97-0450:** Includes licensed physician assistants and licensed advanced practice nurses to the list of those in the state qualified to draw blood for drug and alcohol testing. *Effective August 19, 2011.*

IDOT continues to pursue the following recommendations, but to date these changes to Illinois laws have not yet happened:

- Abolish statutory court supervision for first-time DUI offenders pleading guilty.
- Grant exclusive jurisdiction to SOS for administratively imposing and adjudicating summary suspensions for DUI offenders.
- Decriminalize minor traffic offenses and enact legislation providing for disposition of such offenses through non-judicial personnel.

3- B: Public Information and Education (PI&E) for Deterrence

IDOT continues to strongly support each of its state and local enforcement grants with a paid and earned media efforts to maximize the deterrent effect of enforcement activity. High-visibility alcohol enforcement crackdowns take place a minimum of five times each year, and each crackdown includes a statewide paid and earned media effort. In addition, each grantee is required to conduct local earned media efforts during the holiday enforcement crackdowns.

Paid advertising was once again purchased in major media markets around Illinois, utilizing TV, radio, Internet and alternate media outlets.

News events are always held throughout the state during these traffic safety campaigns. The events have been very successful in alerting the motoring public regarding heightened enforcement and therefore helping to reduce the number of crashes and fatalities during high-traffic holidays. They also have the added benefit of continuing to strengthen the relationship between DTS and law enforcement partners.

3-C: Enforcement

Throughout 2011, the Impaired Driving Program continued its emphasis on high-visibility enforcement with local, county and state law enforcement agencies and will continue to work through its annual grant program and through incentive programs to increase law enforcement participation in the holiday crackdown periods. Efforts to integrate nighttime safety belt enforcement and messaging into impaired driving periods continues to gain momentum under the local STEP grant program. As always, the enforcement during the major impaired driving periods (July 4th, Labor Day and Christmas/New Years) will be supported with comprehensive paid media and earned media efforts.

IDOT/DTS continues to address recommendations in this section with its Traffic Safety Resource Prosecutor who interacts with Illinois DUI law enforcement, prosecutors and judges and also through its law enforcement liaison program closely monitoring IDOT/DTS alcohol grantee activity.

DTS continues its requirement, which began in FY 2009, that all officers conducting impaired driving enforcement via grant funds must have had either the NHTSA 24-hour SFST course or the 8-hour refresher course every two years. The Traffic Safety Resource Prosecutor Program works hard to organize statewide SFST training acting as the Illinois SFST coordinator.

Regarding the mandated use of a Uniformed Traffic Citation, the Illinois Criminal Justice System Review Committee determined this should not be mandatory.

Research into these issues is ongoing.

3-D: Prosecution

IDOT/DTS created a position of Traffic Safety Resource Prosecutor in 2006. The addition in FY 2009 of another TSRP has made this program even stronger.

In addition, IDOT continues to fund a DUI-specific prosecutor grant in Macon County allowing DTS to review the effect this will have on the adjudication of DUI cases. The Criminal Justice Review Committee disagreed with both the mandating of prosecutor DUI training and prohibiting putting limitations on plea negotiations.

Research and work on this section is ongoing.

3-E: Adjudication

The issue of repealing Circuit Courts authority to adjudicate summary suspensions in DUI cases was considered by the Criminal Justice System Review Committee and it determined that more research needs to be done on this issue. This issue has moved to the forefront as the new ignition interlock law changes the landscape of summary suspensions in Illinois. Effects of the new interlock law continue to be evaluated in this regard.

In addition, post-adjudication DUI courts are becoming more prominent around Illinois and DTS is taking a leadership role to help ensure their use is encouraged and properly applied. DTS funded a DUI Court Training via the University of Illinois-Springfield (UIS) in FY 2009 and again in FY 2010.

In addition, DTS monitors closely and assists, when possible, with the formation of new DUI courts in Illinois. DTS continues its funding of a DUI Court in Peoria County in FY 2012 and began in FY 2012 also funding a DUI court in Macon County.

The remaining recommendations are identical to those in 3-A and have been addressed.

4-A: Deterrence

IDOT/DTS continues research in this area regarding the support of Circuit Court Clerks (who frequently receive licenses as bond). IDOT/DTS continues discussions with SOS about the possibility of supporting legislation requiring that law enforcement officers confiscate driver licenses at the time of a DUI arrest. Delivery of the license to SOS would be a requirement. Currently, most offenders who have licenses post them as bond along with \$100.

5-A: Diagnosis and Screening

Under an IDOT grant, the UIS Institute for Legal and Policy Studies continues to provide excellent training for prosecutors, including a session led by the Illinois Department of Human Services Division of Alcohol and Substance Abuse, educating about screening and rendering appropriate sentencing. This information is also included in the manuals that are prepared for judicial training sessions.

Previously, IDOT has determined that UIS and the larger, multi-agency Risk Reduction Workgroup, has demonstrated that there is sufficient dissatisfaction with the current instruments among those who utilize the information, including judges, probation officers, evaluators and SOS hearing officers to warrant continuation of the current screening instrument. Focus group and survey results are available to support this conclusion.

As such, the DUI Risk Reduction Project was initiated through the Administrative Office of the Illinois Courts and IDOT/DTS, and determined the Alcohol Substance Use and Driving Survey (ASUDS-RI) met the largest portion of Illinois' needs. ASUDS-RI is currently in use throughout the state.

5-B: Treatment and Rehabilitation

As previously stated in recommendation 3-E, DUI Courts are becoming more prominent around Illinois and DTS is taking a leadership role to help ensure their use is encouraged and properly applied. DTS funded a DUI Court Training session via the UIS in FY 2009 and again in FY 2010. DTS continues its funding of a DUI Court in Peoria County in FY 2012 and also began funding one in Macon County, giving it an opportunity to closely evaluate its effectiveness.

The UIS Institute for Legal, Legislative and Policy Studies (ILLAPS), continues to receive a grant from DTS. Illinois is at the forefront of developing new and effective evaluation, treatment and probation tools related to the DUI offender. As mentioned in item 5-A, Illinois developed a new evaluation tool, the ASUDS-RI, which is in use throughout the state. UIS-ILLAPS has also developed the "Hard Core Drunk Driver" checklist and toolkit, to assist probation officers in identifying the potential repeat offender and giving them options in treatment that will reduce the risk.

The hardcore drunk driver project will continued in FY 2011 with the training of additional probation officers in its use and presenting it for the first time to judges, prosecutors and law enforcement for use at all stages of the criminal justice process.

Traffic Records Assessment

Per IDOT's request, NHTSA assembled a team of professionals with backgrounds and expertise in the various traffic records data systems (crash, driver, vehicle, roadway, citation and adjudication and EMS/injury surveillance) to conduct statewide traffic records assessment on April 3-8, 2011. The purpose was to determine whether the traffic records system in Illinois is capable of supporting management's needs to identify the state's highway safety problems, to manage the counter-measures applied in attempts to reduce or eliminate those problems, and to evaluate those efforts for their effectiveness.

Roadway Information

- Evaluate the additional data requirements of the Safety Analyst and HSM tools and consider adding the data to the IRIS database based on MIRE guidelines.

Driver and Vehicle Records

- Pursue authorization to allow previous traffic conviction history to be retained for new license applicants moving to Illinois from another State.
- Make driver history data available for use in Safety Analysis and linkage to other traffic records components.

Citation and Adjudication Records

- Establish a statewide citation tracking system that would include all citations within the state and their dispositions—which would include convictions as well as non-convictions.
- Develop XML data standards to support data exchange with electronic citation systems, court case management systems, the Secretary of State's driver history file and police records management systems, as well as any future statewide citation tracking system.

Traffic Records Coordinating Committee (TRCC)

- Formalize an Executive Group that consists of individuals who can feasibly meet on a regular basis to provide overall direction and leadership for ITRCC activities.
- Continue to engage the Planning Subcommittee to conduct planning activities for the ITRCC, including meeting planning, in a collaborative fashion that includes a representative set of agency participants in ITRCC meetings and activities.

Crash Records System

- Accomplish the implementation of electronic field data collection and reporting by the Chicago Police Department.
- Formalize the quality control program. In particular, the following features of the current quality control program could be enhanced:
 - o Feedback to law enforcement both on a case-by-case basis and reflecting aggregate analysis of error logs.
 - o Tracking of reports returned for correction to ensure that they are resubmitted in a timely fashion.
 - o Periodic audits of crash reports for logical consistency between the narrative, diagram, and the coded information on the form.
 - o Development of additional data quality metrics to address various aspects of accuracy, completeness, and accessibility that are not fully measured now. Use of the Safety Data Mart should be included among the accessibility measures.
 - o Data quality reporting to stakeholders including the Illinois Traffic Records Coordinating Committee, users of the Safety Data Mart, and safety decision makers who are using the crash data.
- Implement the TraCS replacement of MCR. Develop a more detailed implementation plan showing the month-by-month expected deployment by specific law enforcement agencies and the corresponding level of electronic data submission to be achieved.

Strategic Planning

- Create a data quality improvement project for each component of the traffic records system as part of the 2011 strategic plan update. Ensure that each custodial agency works with the ITRCC to develop a set of data quality metrics designed to measure overall system performance independent of any other projects that might be included in the strategic plan.

Motorcycle Safety Program Assessment

In October, 2005, the Illinois Department of Transportation, in cooperation with the National Highway Traffic Safety Administration conducted Illinois' first Motorcycle Safety Program Assessment. The assessment team conducted a thorough review of the state's motorcycle safety efforts, identified strengths and provided recommendations to enhance the program.

Listed below are the 13 recommendations to enhance Illinois' motorcycle safety program and the latest status update on each recommendation:

1. Increase the annual Cycle Rider Safety Training Program (CRSTP) appropriation to at least \$3.5 million by July 1, 2006.
Status: The CRSTP appropriation for FY 2011 (July 1, 2010-June 30, 2011) was \$4,000,000.00.
2. Convene a technical working committee comprised of key stakeholders to develop a strategic motorcycle safety plan for Illinois. *Status:* Completed. DTS contracted with Science Applications International Corporation (SAIC) to develop a Motorcycle Strategic Plan. SAIC met with representatives from DTS, training universities and rider groups on developing a strategic plan. The final strategic plan was presented to DTS in August 2007. DTS submitted a copy of the strategic plan to NHTSA in October 2007.
3. Use federal funds wherever possible to address other motorcycle safety issues (impaired driving, aggressive driving, conspicuity, motorist awareness, etc.). *Status:* In FY 2011, DTS continued using Section 2010 Motorcyclist Safety funds to fund a public information and education campaign. DTS continues to develop and distribute Start Seeing Motorcycles banners to local law enforcement agencies and motorcycle groups throughout the state. The banners were displayed from May through September 2011.
DTS also developed and purchased the following Don't Drink and Ride and Start Seeing Motorcycles promotional materials: key fobs, bumper stickers, sunglass cases, sunscreen packets and micro-fiber cloths for cleaning glasses.
4. Create a task force of representatives from the insurance industry, law enforcement, medical professionals, motorcycle dealers, motorcycle organizations, safety advocates and other interested entities to explore ways to increase the use of helmets and protective clothing. *Status:* DTS created a Motorcycle Safety Advisory Council holding their first meeting in March 2007 in Normal, Illinois. Many groups were represented on the council including, rider groups, trainers, advocacy groups, enforcement officials and state agency representatives. In FY 2010, members were solicited to submit issue papers for upcoming meeting agendas. To date, no submissions have been received.
5. Continue to seek support for passage of a helmet law for all motorcycle operators and passengers.
Status: Various forms of helmet legislation were introduced in 2011. All versions were defeated due to the vigorous lobbying efforts of ABATE of Illinois. The department will continue to support helmet usage by motorcyclists in Illinois, but realizes, due to past efforts, that the prospect of enactment is limited.
6. Enact legislation to establish a provisional licensing system for motorcycles.
Status: DTS continues to work with the Office of the Secretary of State and the Motorcycle Safety Advisory Council to address this issue. There has been no progress beyond the discussion stage.
7. Enact legislation to reduce the period for which an instruction permit is valid to six months for motorcycle or motor driven cycle applicants and limit the number of renewals. *Status:* DTS continues to work with the Office of the Secretary of State and the Motorcycle Advisory Council during 2010 and 2011.
8. Establish a protocol and timeline to conduct comprehensive annual program evaluations.
Status: The DTS evaluation unit evaluates every DTS program.
9. Establish a five-year plan for program development that includes milestones to meet forecasted training demand.
Status: During the 2005 training year, DTS training programs registered 13,857 students. By 2010 training numbers surged to 20,000, a 47 percent increase over 2005. The budget for the 2011 training year will accommodate the training of 25,000 students. If the 2011 goals are met, the 2005 to 2011 period will have experienced training increases exceeding 80 percent. After such increases, an evaluation of supply/demand dynamics will be considered.
10. Design and implement a comprehensive impaired riding PI&E campaign. *Status:* In FY 2011 DTS continued to use Section 2010 Motorcyclist Safety funds to develop a public information and education campaign. DTS continued to develop and distribute the Don't Drink and Ride logo. This logo was included on the mentioned promotional items: bandanas, sunglass cases and posters. DTS also developed a new radio PSA titled Gear Up reminding motorcyclist to check their motorcycles before riding. DTS also ran over 36,082 radio and television spots from April through September, 2011, focusing on the Gear Up message, in these radio/TV spots the Don't Drink and Ride. campaign was included.

11. Develop and implement a comprehensive and coordinated statewide plan to address both conspicuity and motorist awareness. *Status:* Conspicuity and sharing the road with motorcycles is currently being taught in the CRSTP classes. Additionally, DTS supports the efforts of ABATE of Illinois' high school presentations to drivers education classes. The course was developed with the new and inexperienced driver in mind and teaches them how to look for and interact in traffic with motorcycles. The presentation was developed from materials supplied by the Motorcycle Safety Foundation, IDOT, the Motorcycle Safety and Awareness Program of Greater Illinois and the Safety and Education Department of ABATE. Annually, DTS partners with motorcycle clubs in the "Windshield Wash Project" in which motorcycle club members wash windshields for the motoring public at rest areas across the state and disseminate "Share the Road" materials.
12. Develop a coordinated statewide plan for motorcycle safety and PI&E efforts. *Status:* DTS interacted with motorcyclists as well as with the motoring public in general at 17 different events including the following but not limited to: Niehaus Customer Appreciation Days, the Springfield Mile Motorcycle Races, the Busch Grand National TT Races and the Illinois State Fair in an effort to promote motorcycle safety concepts.
13. Encourage the use of full protective equipment by motorcyclists through PI&E campaigns. *Status:* There is a classroom module in the CRSTP training classes which addresses the correct use of protective gear. The students are required to wear the correct protective gear in class and use three-quarter or full-face helmet in the beginner rider course.

Standard Field Sobriety Testing (SFST) Assessment

On February 6-9, 2007 NHTSA conducted an assessment of Illinois' Standard Field Sobriety Testing (SFST) program.

Listed below are the Administrative Priority Recommendations identified by the Assessment Team based on information presented during the assessment:

1. Establish a full-time State SFST Coordinator to manage and maintain the Illinois SFST program. *Status:* As of December 2009, Elizabeth Earleywine formally assumed the duties of SFST and DRE program coordinator, along with her position as TSRP program coordinator.
2. Establish a multi-disciplinary group to serve in an advisory capacity to the state. *Status:* Elizabeth Earleywine works with the DUI Advisory Council of the University of Illinois-Springfield, Institute for Legal and Policy Studies (UIS-ILAPS). This group meets annually and makes recommendations for future training needs and methods. Those recommendations are then implemented in the following grant year.
3. Develop specific plans to address the issue that some police officers who have previously completed SFST training were not trained to administer Horizontal Gaze Nystagmus (HGN) test. This test is a critical part of the NHTSA/IACP SFST test battery and should be employed in the field on a regular, standardized basis. *Status:* Prior to 2005, there was no requirement for DUI training to cover any set material during academy training. Often, the Academies would truncate the 24-hour course and not present instruction on HGN. In 2005, the ILETSB required the academies to present the entire 24 hour SFST curriculum. To address this requirement, DTS developed a one-day refresher course. This course has been available to law enforcement agencies and Mobile Training Units since January 2008. Additionally, all participating alcohol enforcement grantees who received training more than two years ago are required to attend either the NHTSA 24 hour SFST course or the one-day refresher course. Emphasis continues to be placed on refresher courses, SFST Train the Trainer, DRE training and ARIDE.
4. Ensure all SFST instructional materials in Illinois follows the NHTSA/IACP SFST curriculum. Any potential modification should be presented to the NHTSA Great Lakes Regional Office for review before any action is taken. *Status:* All teaching entities use the 2006 NHTSA SFST curriculum without modification.
5. Recommend that IDOT work with the ILETSB to create a mechanism to provide SFST updates to instructors and practitioners with assurances that this has been accomplished. The update should be conducted every other year or when a revision of the SFST curriculum is released. This update should include an active, individual proficiency demonstration in the presence of an instructor. *Status:* SFST update training is mandated for alcohol-related grant activities. Grantees are required to attend refresher training every two years. The TSRP/SFST Program Coordinator is planning an annual instructor meeting to address changes to the curriculum, case law and legislative updates. The first of these meetings will took place in 2011.

Occupant Protection Program Assessment

In August 2010, Illinois went through an extensive Occupant Protection Program Assessment. The week-long process resulted in several key recommendations from the assessment team. The Occupant Protection staff made a number of improvements to the program 2011 with the goal of eventually addressing all findings from the assessment. *Below is a list of the key recommendations addressed in 2011:*

1. Increase the solicitation of highway safety grantees and new projects through multiple marketing channels such as distribution of requests for proposals, posting information on various websites and addressing targeted constituencies. *Status:* The Occupant Protection team worked diligently to market the FY 2012 CPS grants. The Traffic Safety Liaisons reached out to the technicians in their region via phone calls and emails offering the grant opportunity. Statewide, staff sent postcards to all local health departments as well as hospitals in key areas. The Illinois State Fire Marshall's Office also assisted with solicitation by sending e-mail blasts to all fire departments in Illinois. The additional efforts paid off with an increase of more than 50 percent in grant applications for FY 2012.
2. Require that all passengers in all seating positions be appropriately secured in an approved seat belt or child restraint system. *Status:* The General Assembly passed legislation, which IDOT-DTS supported, requiring restraint use for everyone in the vehicle. The new law takes effect January 1, 2012. Information on the new legislation was included in November and December press releases and conferences. Additionally, a poster was developed and made available to the public for display through the Public Information and Education clearinghouse on the website.
3. Distribution of consistent information on the state's occupant protection laws and ensure that all spokespersons are consistent in their communication about state law. *Status:* The Occupant Protection staff spent a considerable amount of time reviewing all print and web-based materials to ensure that consistent messaging was included on all documents. Definition between the actual fine for a safety belt violation and the fees for court costs was included in all materials as well.
4. Explore use of Skype or webinar (GoTo Meeting) interactions a few times a year (perhaps when weather is inclement) to have "face to face" meetings with grantees that are in good stead. *Status:* All Traffic Safety Liaisons were encouraged to include a webcam in their FY 2012 funding proposal if they did not already have webcam capabilities. The Highway Safety Planning Committee approved the purchase of webcams for all staff in an effort to allow the Occupant Protection Team to meet more frequently without the expense of travel.
5. Appoint an Outreach Coordinator to be responsible for developing and implementing a comprehensive outreach program, marketing traffic safety to a wide variety of organizations, including those having an interest in traffic safety/injury control (for example, Emergency Nurses Association, Emergency Physicians Association), civil rights (National Urban League, NAACP), the faith community, civic organizations (Rotary, Elks, Lions, etc.) employers, etc. These organizations should be enlisted to actively support law enforcement during Click It or Ticket mobilizations at press events, in presentations and with articles and/or letters to the editor advocating for stepped up enforcement as a method to save lives and protect the motoring public. *Status:* IDOT/DTS appointed an Outreach Coordinator in late 2010. The Outreach Coordinator assisted the Occupant Protection Team with an outreach campaign during the May mobilization with rural farm stores and electrical cooperatives. The Outreach Coordinator also assisted with the CPS Week campaign by assisting with outreach efforts to local libraries in the 23-county model.
6. Update all websites containing occupant protection information and ensure the information in each is accurate, current, and user-friendly. *Status:* An extensive review of www.buckleupillinois.org was conducted in 2011 and many updates were made to ensure the website information was consistent with information on written publications. An Extranet site was created for technicians. The site provides one-stop shopping for technician resources such as check forms, car seat order forms, recertification information, etc.
7. Emphasize the necessity for observer precision in all aspects of conducting safety belt and child safety seat surveys. *Status:* All surveyors participating in the 2011 Annual Child Passenger Safety Observational Survey were required to attend one of two conference calls. Training on the survey guidelines and procedures was provided during the conference call. The Occupant Protection team will continue to address the key findings from the Assessment into 2012 and beyond.

Evaluation of Fiscal Year 2011 Mobilizations

Introduction

Click It or Ticket (CIOT) and Drive Sober or Get Pulled Over are high-visibility, massive enforcement efforts designed to detect violators of Illinois traffic laws with special emphasis on occupant protection and alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the benefits of safety belt use and not driving impaired. During this four to six week campaign, the CIOT or Drive Sober or Get Pulled Over messages are repeated in the media and enforcement of safety belt laws and DUI laws are stepped up. The goal of each campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate and reducing the incidence of driving impaired in Illinois. A CIOT or Drive Sober or Get Pulled Over mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

In FY 2011, the Division of Traffic Safety (DTS) conducted two major CIOT mobilizations and one major Drive Sober or Get Pulled Over (impaired driving) mobilization. The first CIOT mobilization was conducted in November/December 2010 with a special focus on rural areas and two minority communities (African American and Hispanic) in the city of Chicago. The second CIOT mobilization was conducted in May/June 2011 and focused on rural areas. The Drive Sober or Get Pulled Over mobilization was conducted in August/September 2011 with a special emphasis on impaired driving.

2010 Thanksgiving Campaign: November 1 – December 5, 2010²

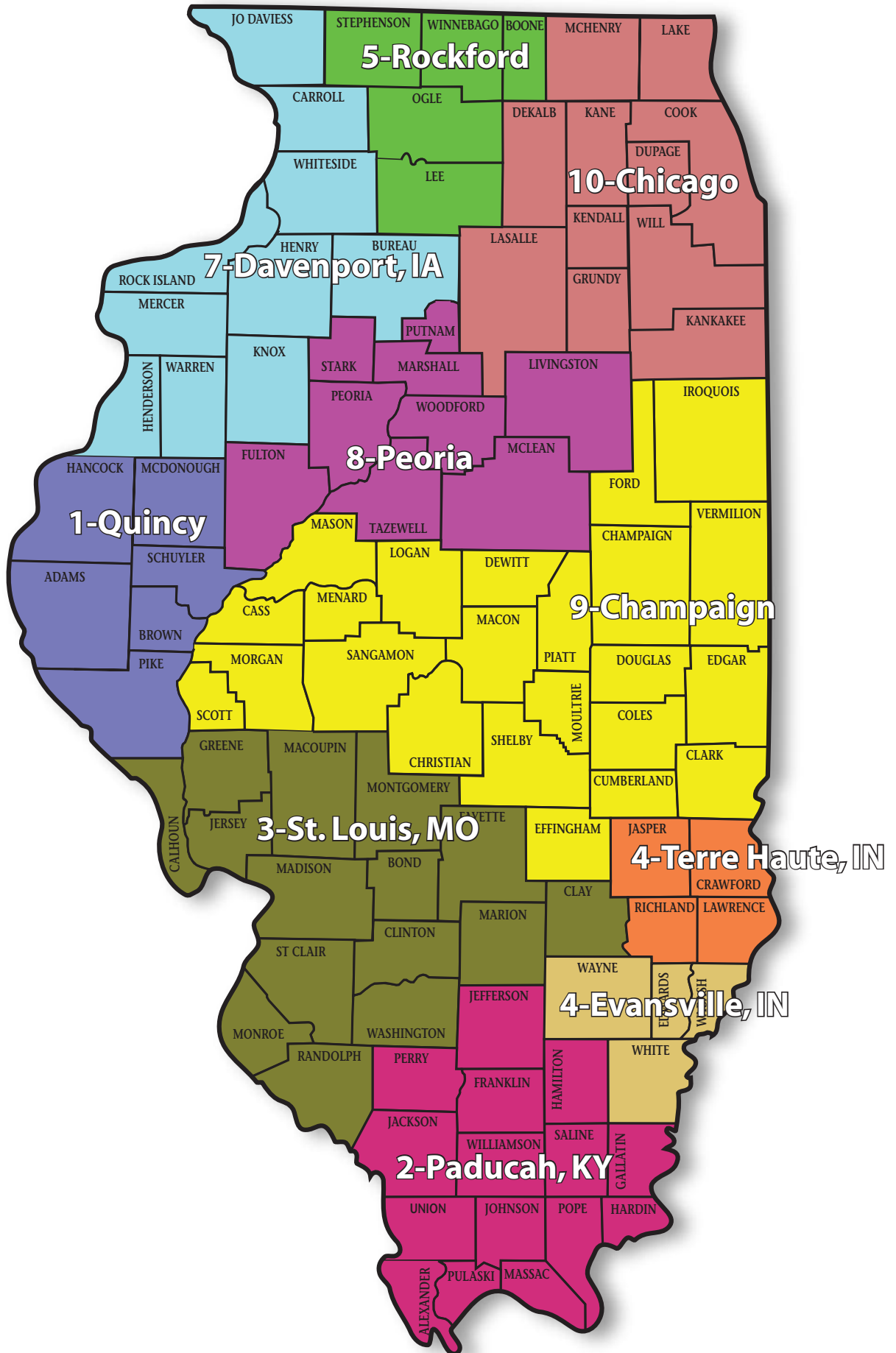
DTS conducted a CIOT campaign from November 1-December 5, 2010. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among African American and Hispanic populations in the city of Chicago, as well as belt use among Illinois' rural population. Safety belt enforcement was paired with the CIOT message in targeted media markets in an effort to encourage these groups to buckle up. Figure 1 depicts the five rural media markets.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.

² The complete 2010 Thanksgiving CIOT report is available at <http://www.dot.il.gov/trafficsafety/Thanksgiving%202010%20Click%20or%20or%20Ticket%20Report.docx>

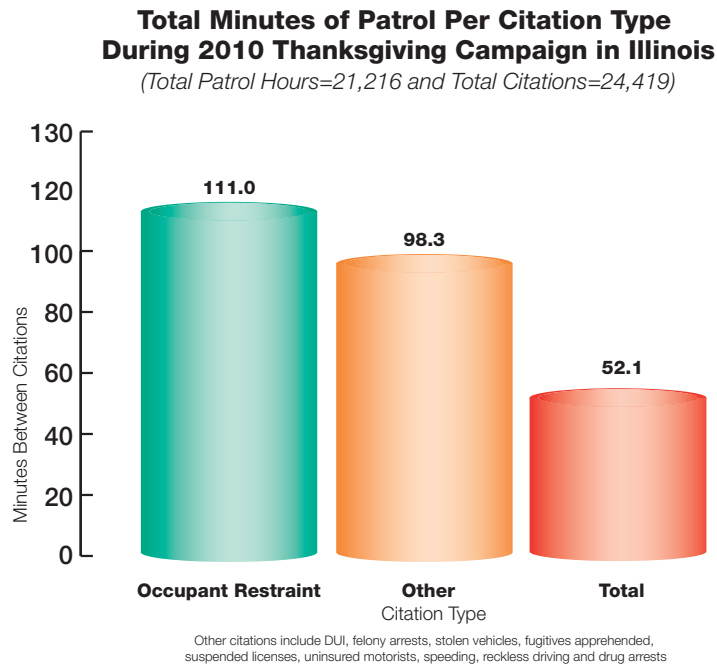


Media Markets



ENFORCEMENT

A total of 21,216 patrol hours were logged by 155 local departments and ISP resulting in 24,419 citations being issued during the Thanksgiving campaign. One citation was written every 52.1 minutes of enforcement. Of the citations issued during enforcement, 11,468 (47.0%) were safety belt and child safety seat violations. One occupant restraint citation was issued every 111.0 minutes of enforcement. Figure 2 depicts the total minutes of Thanksgiving CIOT patrol per citation by citation type.



Minority Population

Focusing on safety belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 1,100 hours of enforcement issuing 2,007 citations, 1,709 (85.2%) of which were safety belt citations. Chicago police wrote an average of one safety belt citation every 32.9 minutes in the identified communities.

Rural Population

During the rural enforcement, 45 police agencies conducted a total of 3,907.5 patrol hours and issued 3,386 citations, an average of one citation every 69.2 minutes. Only 30.7 percent of the citations issued (1,039 citations) were safety belt and child safety seat violations. One safety belt and child safety seat citation was issued every 225.6 minutes.

EVALUATION

Observational pre- and post-safety belt surveys in Hispanic Communities indicated the safety belt usage rate increased from 73.0 percent during the pre-mobilization to 76.7 percent during the post-mobilization. In African-American Communities, the safety belt usage rate increased from 81.2 percent during the pre-mobilization to 82.1 percent during the post-mobilization.

Observational survey results indicated that safety belt usage in pickup trucks and passenger cars observed in rural areas increased from 91.1 percent during the pre-mobilization to 93.4 percent during the post-mobilization.

Telephone surveys indicated that rural and minority residents were aware of special efforts by the police to ticket for safety belt violators during the Thanksgiving CIOT. The percent of minorities who indicated that they had “seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations” increased from 18 percent in November to 26 percent in December. Rural awareness increased by 13 percentage points from 18 percent to 31 percent.

May 2011 Click It or Ticket Campaign²

April 25 - June 19, 2011

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2011 with special emphasis on increasing safety belt usage among Illinois' rural population. Although the Illinois Rural Demonstration Project (RDP), a CIOT specifically designed to promote safety belt use in rural communities, was completed in 2006, Illinois extended its commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities. (See Figure 1 for a map of the rural media markets.) CIOT activities began April 25 and concluded June 19, 2011. A timeline of CIOT activities appears in Table 1.

¹ The complete 2011 CIOT report is available at <http://www.dot.il.gov/trafficsafety/2011%20May%20Mobilization%20Report.docx>

Table 1

Timeline of CIOT Activities

April 25 - May 14, 2011	Highly-publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT safety belt observation and telephone surveys were conducted.
May 15 – May 21, 2011	Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
May 22 – June 4, 2011	Paid media, earned media, and enforcement continued.
June 1 – June 14, 2011	Post-statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

During the May mobilization campaigns, Illinois spent a total of \$799,433 on paid media. A total of 3,976 television and 12,377 radio advertisements ran during the campaigns to promote CIOT. In addition to television and radio advertisements, advertising for the campaign was on electronic boards and announcements placed along highways and at gas stations across the state.

Nine media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement.

Twenty-five conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 118 stories related to CIOT ran across the state. Throughout the campaign, 17 radio stories were aired; 86 print news stories ran; and 15 television news stories aired.

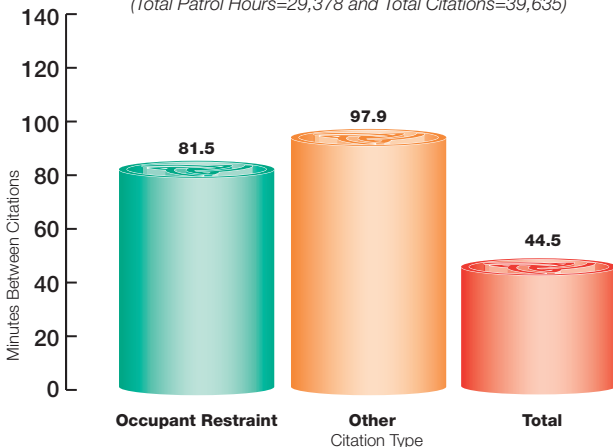
ENFORCEMENT

During statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 29,378 enforcement hours and wrote 39,635 citations, 21,635 (55.1%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 80.7 minutes throughout the May campaigns.

Overall, one citation was written every 44.5 minutes of enforcement (see Figure 3). An additional 25,647 safety belt and child safety seat citations were written by incentive and earned enforcement agencies. Adding these citations to 39,635 citations resulted in 65,282 citations.

One citation was written by the ISP every 39.9 minutes of enforcement, while the local agencies wrote one citation for every 47.0 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 6,673 (47.0%) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 15,177 (59.7%) were safety belt and child safety seat violations.

Figure 3
Total Minutes of Patrol Per Citation Type
During 2011 Statewide Click It or Ticket Campaign in Illinois
(Total Patrol Hours=29,378 and Total Citations=39,635)



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

Cost Effectiveness of Enforcement Activities

The agencies included in the CIOT cost/effectiveness analysis conducted a total of 29,378 patrol hours and issued 39,635 citations during CIOT statewide and rural enforcements at a total cost of \$1,723,026. On average, citations were written every 44.5 minutes during enforcement at a cost of \$43.47 per citation, or \$58.65 per patrol hour.

Twenty-two (22) holiday mobilization grantees issued one citation every 38.9 minutes. The cost per citation for these agencies was \$27.65 and cost per patrol hour was \$42.60. One hundred and six regular grantees issued one citation every 50.4 minutes. The cost per citation for these agencies was \$44.34 and cost per patrol hour was \$52.75. Thirty-seven grantees with multiple grants issued one citation every 45.5 minutes of patrol. The cost per citation for these agencies was \$40.68 and the cost per patrol hour was \$53.59. The ISP issued one citation every 39.9 minutes. The cost per citation for the ISP was \$47.79 and cost per patrol hour was \$71.84.

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

Statewide Observational Survey

The statewide safety belt survey was conducted at 258 sites during June 2011. Of the total of 131,406 front seat occupants observed in passenger cars and pickup trucks, almost 93 percent were wearing safety belts. The collar counties had the highest usage rate at 94.4 percent closely followed by the downstate counties at 93.4 percent. Cook County, excluding the city of Chicago, had a usage rate of 90.3 percent. The city of Chicago had the lowest usage rate at 87.4 percent.

Based on road type, interstate highway travelers had the highest usage rate at 97.7 percent followed by U.S./Illinois Highway travelers at 92.1 percent. Motorists traveling on residential streets had the lowest usage rate at 91.6 percent.

Of the total of 119,448 observations of drivers and passengers in cars (excluding pickup trucks), 93.5 percent were wearing safety belts. The safety belt usage rate for drivers and passengers was the same at 93.5 percent.

A total of 11,958 pickup truck occupants were observed. Drivers had a slightly higher safety belt usage rate than passengers (88.3 percent versus 85.6 percent).

Overall, the safety belt usage rate among drivers and front seat passengers increased by 0.8 percentage point from the pre-mobilization survey to the post-mobilization survey. The downstate counties had the highest increase in belt use of 1.7 percentage points. The collar counties had an increase in belt use of 1.5 percentage points. On the other hand, the city of Chicago and Cook County had decreases of 2.2 percentage points and 1.9 percentage points respectively.

Safety belt use among front seat passenger car occupants increased 0.8 percentage point from 92.7 percent during the pre-mobilization to 93.5 percent during the post mobilization. The safety belt usage rate increased by 3.3 percentage points for pickup truck occupants from 85.2 percent during the pre-mobilization to 88.0 percent during the post-mobilization.

There were 6,372 vehicles observed during the rural pre-mobilization survey, of which, 4,927 were passenger cars and 1,445 were pickup trucks. During the rural post-mobilization, there were 6,674 total vehicles observed, of which, 5,161 were passenger cars and 1,603 were pickup trucks.

The safety belt usage rate in rural areas for all vehicles, which includes pickup trucks and passenger cars, increased from 92.0 percent during the pre-mobilization to 94.3 percent during the post-mobilization.

Based on media market in rural areas, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Rockford media market had the second highest usage rate at 93.5 percent. The safety belt usage rate in the Peoria media market was 91.5 percent, while the lowest safety belt usage rate was in the Champaign media market at 86.4 percent. During the post-mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford,

Champaign, and Peoria media markets. The safety belt usage rate increased by 6.6 percentage points in the Champaign media market. In the St. Louis media market the usage rates increased by 1.9 percentage points. In the Peoria and Rockford media markets, the safety belt usage rate increased by 1.4 percentage points and 0.2 percentage point respectively.

On residential roads, there was an increase from 90.1 percent during the pre-mobilization to 94.4 percent during the post mobilization. On U.S./IL Highways, the safety belt usage rate increased from 93.0 percent during the pre-mobilization to 94.2 percent during the post-mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 94.1 percent during the pre-mobilization to 95.8 percent during the post-mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 84.7 percent during the pre-mobilization to 89.3 percent during the post-mobilization resulting in a 4.6 percentage point increase.

For pickup trucks, the St. Louis media market had the highest usage rate during the pre-mobilization survey. The Peoria and Rockford media markets had safety belt usage rates of 86.1 and 85.9 percent respectively, while the Champaign media market only had a usage rate of 77.6 percent. During the post-mobilization survey, the St. Louis media market had a safety belt usage rate of more than 93 percent. The Peoria and Rockford media markets had a safety belt usage rate of 88.0 percent and 86.6 respectively, while the Champaign media market had a usage rate of 83.8 percent.

During the pre-campaign survey, there were 9,538 observations during the day and 2,334 observations during the night. After the statewide campaign (media and enforcement) a total of 9,600 occupants were observed during the day and 2,516 occupants were observed during night.

Overall, during the pre- and post- campaign, the nighttime usage rate was slightly lower than the daytime usage rate (88.1 percent at night versus 90.6 percent at day during pre-campaign and 90.1 percent at night versus 92.6 percent at day during post campaign), differences of 2.5 percentage points for each.

Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre- and post-mobilization periods. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt use figures reported here cannot necessarily be considered descriptive of the entire state of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole state. However, there is similarity of the current findings to a representative daytime and nighttime safety belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

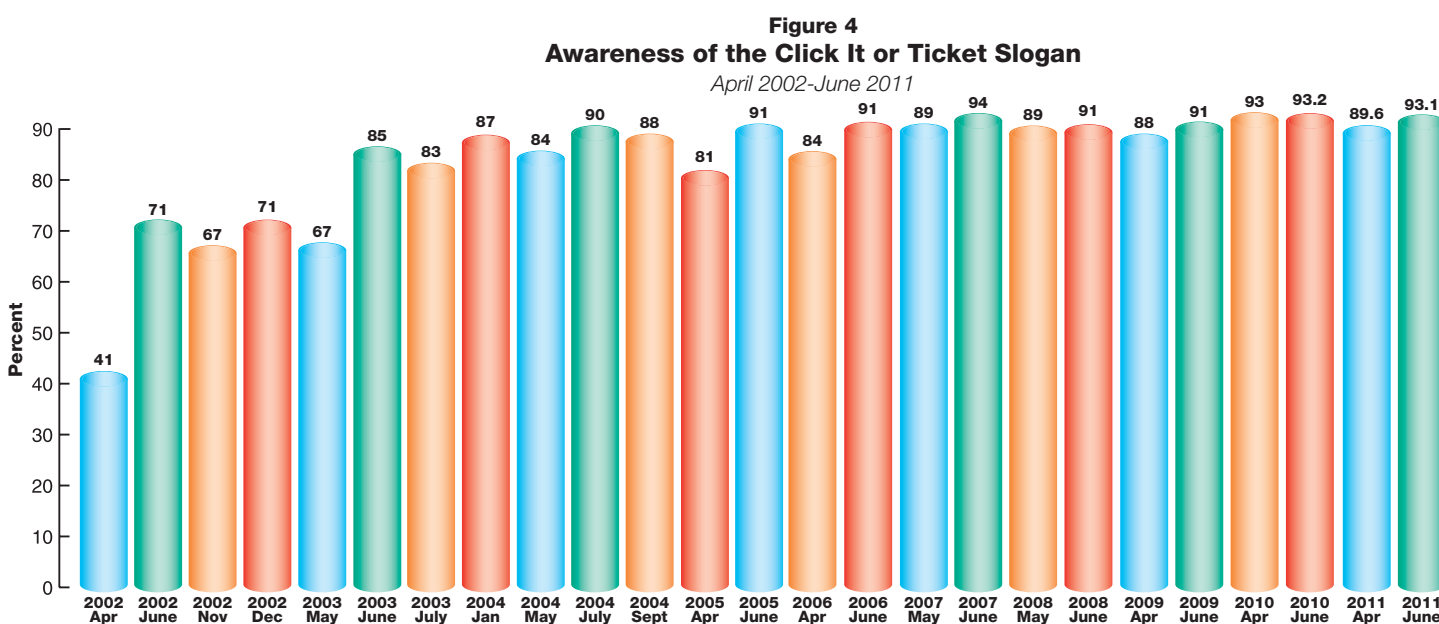
Statewide Telephone Survey

The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their safety belts” increased from 56 percent in the April pre-test survey to 66 percent at the time of the June post-test survey.

Those who had seen or heard messages encouraging people to wear safety belts were asked whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” increased from 10 percent in April to 22 percent in June.

Of those June respondents who had seen or heard messages encouraging safety belt use, most respondents indicated exposure through billboards/road signs (73%) and television (63%). Radio accounted for 34 percent of exposure, newspapers accounted for 18 percent of exposure followed by friends/relatives (13%).

The 2011 April awareness level started at 90 percent, just slightly higher than the April awareness level in 2007 through 2009. It then increased to 93 percent in the June 2011 survey (see Figure 4).



Awareness of special police efforts to ticket for safety belt violations. The percent of respondents who indicated that, “in the past thirty days,” they had “seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations” increased from 16 percent in April to about 25 percent in June.

Individuals aware of special safety belt enforcement report hearing about it via television (42%) and radio and newspapers (29% and 20%, respectively). About one-third (33%) expressed being exposed through friends and family.

Agree/disagree: Police in your community are writing more safety belt tickets now than they were a few months ago. Respondents across Illinois who agree with this statement increased from 30 percent in April to 35 percent in June. About 39 percent of downstate residents and 33 percent of Chicago area residents agree that police are writing more safety belt tickets, showing somewhat of a regional difference in perception.

Hypothetical question: Suppose you didn’t wear your safety belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a safety belt during this time? The percent of respondents who answered “very likely” to this question increased statewide from April to June from 44 percent to 47 percent, while those who believed getting a ticket was “somewhat likely” or “very likely” increased from 67 percent in April to 70 percent in June.

2011 Labor Day Drive Sober or Get Pulled Over Campaign August 1 - September 15, 2011

Earned Media

IDOT/DTS held six press conferences (Alton, Chicago, East Moline, Marion, Rockford, and Springfield) throughout the state on August 26, 2011 and six additional press conferences (Alton, Chicago, DuQuoin, Moline, Rockford, and Springfield) were held on September 1, 2011. Table 2 lists the earned media items obtained during the Drive Sober or Get Pulled Over campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

Table 2
Earned Media Items Obtained During the YDDYL campaign by Media Market

Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters/Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	66	10	4	71	24	910	10	192	27	66
Metro East	6	1	1	5	1	0	0	10	0	7
Moline	1	4	1	0	0	69	0	4	0	1
Paducah	0	0	0	0	0	0	0	3	1	1
Springfield/ Champaign	4	1	1	10	3	31	1	9	1	103
Media Markets which did not conduct a YDDYL Press Conference	2	1	3	4	2	0	0	19	0	7
TOTAL	83	17	10	91	30	1,010	11	250	29	186

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 83 print stories, 17 radio stories, and 10 TV news stories were generated as a result of the Drive Sober or Get Pulled Over enforcement efforts. There were several other earned media activities, such as announcement, banners, posters, press releases and messages during this mobilization (see Table 2).

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 13 stations across the state to remind motorists not to drink and drive.

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the Drive Sober or Get Pulled Over campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. Drive Sober or Get Pulled Over paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the Drive Sober or Get Pulled Over message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of motor vehicle crashes occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

DTS spent \$821,558 on broadcast television, cable and radio to promote the National Drive Sober or Get Pulled Over campaign beginning August 19 and ending September 5, 2011. Table 3 lists the cost of paid media by media market for the Drive Sober or Get Pulled Over campaign.

Table 3
Labor Day Drive Sober or Get Pulled Over Campaign
Cost of Paid Media by Media Market

Media Market	\$Spent-TV	Ran-TV	\$Spent-Radio	Ran-Radio	Total \$Spent	Total Ads
Chicago	\$232,399.00	1,804	\$342,261.21	4,728	\$574,660.21	6,532
Davenport	\$5,768.00	179	\$3,660.00	1,482	\$9,428.00	1,661
Marion	\$0.00	0	\$4,444.75	600	\$4,444.75	600
Metro East	\$22,763.00	605	\$61,224.00	1,000	\$83,987.00	1,605
Peoria	\$0.00	0	\$11,028.00	1,337	\$20,802.50	1,657
Quincy	\$0.00	295	\$0.00	0	\$0.00	295
Rockford	\$10,823.50	269	\$30,670.00	370	\$41,493.50	639
Springfield	\$25,365.00	1,103	\$19,179.00	2,416	\$44,544.00	3,519
Total TV & Radio	\$306,892.50	4,575	\$472,467.46	11,933	\$779,359.96	16,508
Alternative Media	N/A	N/A	N/A	N/A	\$42,198.00	See below ³
Total	N/A	N/A	N/A	N/A	\$821,557.96	N/A

3 Alternative media includes in-theatre ads and electronic boards at bars and health clubs.

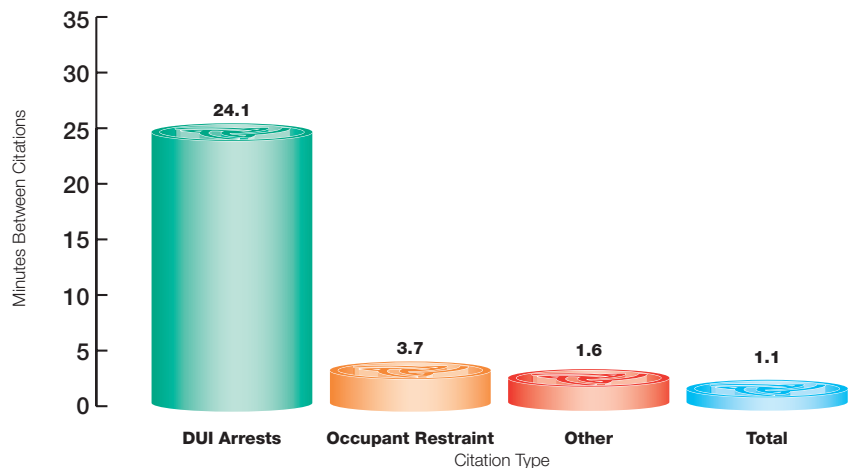
Enforcement

The Drive Sober or Get Pulled Over Labor Day campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred sixty-two (162) local law enforcement agencies and all ISP districts participated in the 2011 Labor Day alcohol mobilization. One hundred and three of the 162 grant-funded agencies and 33 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 175 roadside safety checks and 1,577 saturation patrols were conducted during the August 19 to September 5, 2011 enforcement period. Local law enforcement and ISP logged a total of 23,184.3 patrol hours and issued 21,586 citations during the campaign. One citation was written every 64.4 minutes of enforcement. Local law enforcement and ISP issued a combined total of 962 DUI citations, an average of one DUI citation written every 24.1 patrol hours. A total of 6,188 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 3.7 patrol hours. Figure 5 depicts the number of hours of Labor Day Drive Sober or Get Pulled Over patrol per citation by citation type.

Local Police Agencies

Local police agencies worked 18,875.8 hours on Labor Day alcohol enforcement, conducting 111 roadside safety checks and 1,499 saturation patrols. A total of 18,680 citations were written by local law enforcement agencies, or one citation was written every 60.6 minutes of enforcement. Seven hundred sixty-four (764) DUI citations were issued, or one DUI citation, was written every 24.7 patrol hours. In addition, 5,769 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat, an average of one occupant protection citation every 3.3 patrol hours. Total estimated enforcement cost was \$1,424,017.

Figure 5
Total Minutes of Patrol Per Citation Type
During 2011 “Drive Sober or Get Pulled Over” Campaign in Illinois
(Total Patrol Hours=23,184 and Total Citations=21,586)



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

Evaluation

Drive Sober or Get Pulled Over programs are evaluated in a number of ways. For a short and immediate impact of the program, DTS conducted comprehensive pre- and post-telephone surveys in order to measure the impact of paid/earned media and enforcement activities on the public’s knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Center at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, DTS will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Telephone Survey Results Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “in the past (thirty) days,” they had “read, seen or heard anything about alcohol impaired driving in Illinois,” increased from slightly more than 61 percent in both the April and June surveys to nearly 67 percent in September.

By recent drinking activity. In both the June and September surveys, recent drinkers were more apt than non-drinkers to report awareness of these messages. For recent drinkers, there was an increase in awareness from June to September (59% to 67%).

Sources of messages. Of those who had seen or heard such messages, by far the greatest exposure source is found for television (about 78% in September). In September, television was followed by billboards/bus signs (52%), then radio and newspapers (39%), and posters/bumper stickers (38%). Friends/relatives (24%) came next followed by brochures/pamphlets (15%).

Awareness of selected traffic safety slogans

The question. Respondents were asked about their awareness of seventeen selected traffic safety “slogans,” asked in a random order. Nine are related to drinking and driving.

The September results and recent trends. The following Table 4 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the most recent slogans which is in non-italic bold, “You Drink & Drive. You Lose” and “Drive Sober or Get Pulled Over.” This table shows that the “You Drink & Drive. You Lose.” slogan is third in awareness level, at 74.1 percent and “Drive Sober or Get Pulled Over” is eighth in awareness level at 36.7 percent.

Table 4
Slogans Awareness Levels in September 2011

Order	Slogan	Sept level
1	Click It or Ticket	90.7%
2	Friends don’t let friends drive drunk	79.7%
3	You drink and drive. You lose.	74.1%
4	Drive smart. Drive sober.	54.0%
5	Police in Illinois arrest drunk drivers	47.8%
6	Start seeing motorcycles	47.3%
7	Buckle Up America	40.5%
8	Drive sober or get pulled over	36.7%
9	Drunk driving. Over the limit. Under arrest	32.7%
10	Cells phones save lives. Pull over and report a drunken driver	30.0%
11	Wanna drink and drive, police in Illinois will show you the bars	18.0%
12	Drink and drive? Police in Illinois have your number	17.9%
13	Children in back	17.2%
14	55 still the law for trucks in Chicago area	16.6%
15	Rest area = text area	16.2%
16	CSA 2010: Get the facts; know the law – what’s your score?	7.7%

Further analyses for the “Drive Sober or Get Pulled Over” and “You Drink & Drive. You Lose” major campaign slogans. DTS focused on the major slogan in the recent 2011 Labor Day holiday initiative, “Drive Sober or Get Pulled Over” for further analyses regarding trends and subgroups.

April to June to September trends. Statewide reported awareness of the major DUI campaign slogan: “You Drink & Drive. You Lose.” decreased from 78.7 percent in the April survey to 76.6 percent in the June survey, but it further decreased in the September survey to 74.1 percent. In August 2011, DTS stopped promoting the “You Drink & Drive. You Lose” slogan and replaced it with the new NHTSA slogan “Drive sober or get pulled over”. As shown in Table 4, the percent awareness of the “Drive sober or get pulled over” slogan increased from about 20 percent before the Labor Day campaign to 36.7 percent after the campaign, an increase of 16.7 percentage points. In July 2011 when we heard that NHTSA adopted a new alcohol slogan “Driver sober or get pulled over”, we added the new slogan to the list of our existing slogans during the post May mobilization survey in order to measure the public perception toward this message even though we didn’t advertise this slogan. As we expected, about 20 percent of the respondents said that they had heard this slogan. This was good news for us and it showed that the slogan was very catchy, easily expressed and can grab hold of people’s attention.

The table below represents enforcement activities conducted by DTS projects from FY 2004 to FY 2010. Based on the GHSA’s set of performance measures, these results reflect DTS’s enforcement activities and the overall effectiveness our programs have in meeting the performance goals

Total Enforcement Activities by Citation Type (2004-2010)						
Year	Hours	Total Citations	CITATION TYPE			
			Total Alcohol/Drug Related Citations	Total Occupant Restraint Citations	Total Speeding Citations	Other Citations
2004	102,219.2	176,317 100.0%	8,443 4.8%	80,762 45.8%	36,596 20.8%	50,516 28.7%
2005	134,320.4	207,871 100.0%	10,218 4.9%	100,037 48.1%	38,862 18.7%	58,754 28.3%
2006	140,079.0	208,646 100.0%	8,488 4.1%	105,948 50.8%	39,666 19.0%	54,544 26.1%
2007	209,285.7	308,032 100.0%	9,114 3.0%	109,914 35.7%	110,238 35.8%	78,766 25.6%
2008	194,760.5	293,401 100.0%	9,208 3.1%	113,674 38.7%	102,609 35.0%	67,910 23.1%
2009	175,219.0	289,496 100.0%	13,282 4.6%	104,279 36.0%	100,167 34.6%	71,768 24.8%
2010	170,173.3	201,898 100.0%	9,579 4.7%	74,345 36.8%	41,851 20.7%	76,123 37.7%
2011	158,415.0	166,537 100.0%	7,995 4.8%	64,217 38.6%	25,912 15.6%	68,413 41.1%

The table below and on the following page reflects survey results for DTS's safety belt, alcohol and speed-related performance measures.

Performance Measures on Safety Belt, Alcohol and Speed-related Questions Based on Post Mobilization Surveys (2006-2011)

SAFETY BELT	2006	2007	2008	2009	2010	2011
When driving, how do you wear your seat belt (composite of shoulder & lap)? (Percent Always)	88%	86%	91%	91.6%	91%	94%
Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? (Percent Very Likely)	41%	44%	46%	38%	45%	46.7%
When was the last time you did not wear seat belt when driving? (Percent more than a year ago-Always Wear)	74%	76%	79%	78%	80%	85%
In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seatbelt violations? (Percent Yes)	46%	47%	33%	34%	32%	24.9%
ALCOHOL						
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving in Illinois? (Percent Yes)	65%	74.5%	71%	74%	69.3%	66.6%
If you drove after having too much to drink to drive safely, how likely do you think you are to being stopped by a police officer? Would you say this is: (Percent Almost Certain +Very Likely)	37.8%	38.8%	40.5%	48%	40%	38.1%
Compared to 3 months ago, do you think a driver who had been drinking is now likely to get stopped by Police? (Percent More Likely)	28%	27%	32%	31%	31.5%	30.7%
Percent of responders who had alcoholic beverages in the last 30 days.	55%	53%	46%	47%	53.4%	45.3%
Of those who did drink, during the past 30 days, have you ever driven a motor vehicle within two hours after drinking alcoholic beverages? (Percent Yes)	36%	27%	23%	33%	24.7%	28.7%
SPEED						
Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit? (Percent Very Likely)	NA	NA	NA	NA	31.4%	30.9%
On a local road with a speed limit of 30 mph, how often do you drive faster than 35? (Percent Most of the Time)	NA	NA	NA	NA	14.2%	14.6%
On interstate or toll-way with a speed limit of 65 mph, how often do you drive faster than 70? (Percent Most of the Time)	NA	NA	MA	NA	21.3%	17.7%
In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws? (Percent Yes)	NA	NA	NA	NA	38.6%	28.6%

Paid Media Summary

In FY 2011, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket in Thanksgiving 2010 and May 2011 and Drive Sober or Get Pulled Over August/September 2011). DTS incorporated additional campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2010, and Independence Day 2011. DTS expended over \$3.3 million in federal funds for paid media during FY 2011. All media buying was conducted in-house in FY 2011 realizing a savings of over \$82,500 that was used to purchase additional media.

In selecting media for its paid efforts, DTS focused on the demographic of male drivers between 18 and 34 years of age for our campaigns focusing on safety belts. Emphasis was placed on reaching the lowest occupant restraint use rate populations for the Click It or Ticket campaign and the highest at-risk populations for the You Drink & Drive, You Lose campaigns and the Drive Sober or Get Pulled Over campaign during the 2011 Labor Day Crackdown. The demographic for IDOT's Drive Sober or Get Pulled Over campaigns are males between 21 and 34 years of age. DTS placed emphasis on reaching the male African-American and Hispanic populations in the Chicago metropolitan area and the rural pickup truck driving males in the downstate markets of Illinois.

Through extensive evaluation, DTS has shown its paid media efforts to be quite successful at delivering a specific message to a particular portion of the Illinois driving population (i.e., the 18-34 year old males for IDOT's anti-impaired driving campaigns). DTS considers paid media a vital and necessary part of the Illinois Highway Safety Plan and is planning its continued use in FY 2011.

Earned Media Summary

During FY 2011, DTS encouraged all of its highway safety projects to engage in earned media activities throughout the project year. Earned media activities include: media events, letters to the editor of local newspapers and media releases. DTS believes this is another method to deliver a specific message to the public. Some examples of earned media activities can be found in Addendum 1 on page 78

Following are details about FY 2011 statewide media purchases.



CLICK IT OR TICKET

Thanksgiving • November 12-28, 2010

	Spots	Budget	Added Value
Chicago TV			
Comcast Cable-Chicago	236	\$41,370.00	170 bonus spots, 500,000 gross impressions
CSNC	68x	\$23,100.00	30x bonus spots. Banner ads for entire flight. Home Page Takeover for 2 days of advertising campaign.
WFLD-TV	63	\$34,500	42 bonus spots, banners, e-blast
WPWR-TV	66	\$7,500	44 bonus spots
WXFT	38	\$10,350.00	19 bonus spots, 1:1 matching; banner
WMAQ-TV	44	\$7,500	30 bonus spots on EMAQ/Digital Channel, Banner
WSNS	68	\$18,750.00	34 bonus spots, 1:1 matching streaming schedule , 2x on-line ads (728x90 & 300x250)
CLTV.COM		\$1,000.00	on line ad tile with link
WGBO	20	\$15,650.00	10 bonus spots, 1:1 matching; banner
CLTV.COM	59	\$7,550.00	59 bonus spots; 1:1 matching schedule
WGN-TV	52	\$30,050.00	24 bonus spots, wgntv.com cube ad.
WLS-TV	24	7500 net	12 spots at no charge
Chicago Radio			
WLEY	120	\$16,500	(46 prime paid / 74 low charge bonus), website banner/link, interview (station does not stream)
WDRV-FM	18	\$3,000.00	5 bonuses, 40% bonus, includes e-blast to WDRV's database of 36,000
WTMX	13	\$3,000.00	13 bonus spots, 1:1 matching streaming schedule , banner, in person live interview at
WTMX-FM Studio			
WXRT-FM	32	\$1,025.00	20 bonus spots/PSA's, 5 News Weather Traffic sponsorships
WBBM-FM	163	\$16,000.00	105 bonus spots, 75x streaming schedule , banner, interview, e-mail blast, sponsorships
WLS FM	50x per week	\$3,000 per week	25 bonus spots, 1:1 matching streaming schedule , banner, interview
WPWX-FM	172	\$16,500.00	60 bonus spots & 11AMD Traffic Sponsorships total of 71 spots, banner, interview
WKQX-FM	135	\$20,100.00	90 bonus spots, 100x streaming schedule , Q101.com banner ad, RDS In-Car Text
WMVP	102	\$13,370.00	68 bonus spots, 9x Sports Center Updates with live :05 tagline, interview
WCBA	170	\$2,000.00	102 bonus spots, 1:1 matching streaming schedule , banner, interview
WGN-AM	56	\$24,800.00	10 bonus spots, banner and mobile display ads
Downstate TV			
ESPN	28	\$3,835.00	Primetime, Monday Night Football, College Football
ESPN2	26	\$390.00	Primetime sports
FOX SPORTS MW	7	\$1,050.00	Blues Hockey
VERSUS	1	\$150.00	Blues Hockey
CARTOON	17	\$2,125.00	Adult Swim
COMEDY	17	\$1,530.00	Primetime, Daily Show, Colbert, South Park
FX	27	\$1,230.00	Primetime, Weekends
MTV	10	\$500.00	Primetime
MTV2	26	\$208.00	Primetime
VH1	23	\$830.00	Primetime, Weekends
SYFY	23	\$1,150.00	Primetime
SPIKE	14	\$700.00	Primetime
SPEED	30	\$282.00	Primetime, Weekends, Racing
USA	2	\$450.00	WWE Entertainment
BET	10	\$500.00	106&Park, BET Live
UNIVISION	34	\$170.00	Late Afternoon/Primetime
TARGETED NETS	125	\$0.00	Bonus/PSA's, best times available
Cable	612	\$2,000.00	408 bonus spots, 2:1
Comcast-Peoria-Bloomington	197	\$6,000.00	60bonus spots, 50,000 Banner Ads on Comcast.net
Comcast.Spotlight	249	\$6,604	102 bonus spots, 1:1 matching streaming schedule , banner, interview
OnMedia	270	\$5,655	150 No Charge Matching Bonus -
On-Media / Carbondale	1144	\$4,906.00	572 bonus spots 1:1, weather crawl throughout
WYZZ /FOX	35	\$4,000.00	20 bonus spots
WQRF	78	\$3,750	50 bonus spots, banner
Downstate Radio			
WYRB-FM	169	\$2,000.00	60 bonus spots, interview
IL RADIO NETWORK	48+	\$12,000.00	24x guaranteed no-charge announcements, 24x conditional no-charge announcements. Each network announcement airs on ~50x affiliate stations, so if all no-charge announcements clear, ~3,600x individual announcements will air statewide. No web presence. Ongoing interviews.
KSHE	67	\$3,800.00	40 bonus PSA spots, Homepage Display Ad With Link, 150 :30 Steaming Ads, Live On-Air Interview

KPNT	59	\$3,820.00	36 bonus spots, 120 Streaming spots, banner, interview
WIL-FM	80	\$1,500.00	50 Bonus spots, 10 PSAs
WLLR	34	\$1,725.00	matching PSA schedule, matching streaming schedule , banner
KCQQ	48	\$1,050.00	matching PSA schedule, matching streaming schedule , banner
WIHN	89	\$2,033.00	40 bonus spots, 1:1 matching streaming schedule , banner, interview
WBBE	89	\$2,035.00	40 bonus spots, 1:1 matching streaming schedule , banner, interview
WZOK	120	\$2,600	80 bonus spots, 1:1 matching streaming schedule , banner, interview
WXXQ	102	\$2,200	68 bonus spots, 1:1 matching streaming schedule , banner, interview
WXLN	105	\$2,450.00	70 bonus spots, 1:1 matching streaming schedule , banner, interview
KBOB	105	\$1,750.00	70 bonus spots, 1:1 matching streaming schedule , banner, interview
WQLZ	155	\$1,799	94 bonus spots, 1:1 matching streaming schedule , banner, interview
WFMB-FM	106	\$1,997	53 bonus spots, 1:1 matching streaming schedule , banner, interview
WFMB-AM	102	\$895	51 bonus spots, 1:1 matching streaming schedule , banner, interview
WCVS-FM	104	700	52 bonus spots, 1:1 matching streaming schedule , banner, interview
WXAJ-FM	94	705	47 bonus spots, 1:1 matching streaming schedule , banner, interview
WGLO	45	\$900.00	30 bonus spots, 1:1 matching streaming schedule , banner, police promos
WIXO	57	\$750.00	38 bonus spots, 1:1 matching streaming schedule , banner, police promos
WZPW	39	\$510.00	26 bonus spots, 1:1 matching streaming schedule , banner, police promos
WBNQ-FM	111	\$749.00	70 bonus spots; a minimum of 50 streaming commercials; banner
WJBC-AM/WJBC-FM		included	a minimum of 50 streaming commercials; banner;
WBWN-FM		included	a minimum of 50 streaming commercials; banner
WJEZ-FM		included	a minimum of 50 streaming commercials; banner
WDDD -FM	146	\$2,124.30	73 bonus spots, interview
WHET-FM	146	\$817.60	73 bonus spots, interview
WDDD -AM	146	\$365.00	73 bonus spots, interview
WTAO	146	\$992.80	73 bonus spots, interview +
WTAO			2 hours live broadcast, banner
Totals	39,120	\$422,394.70	78,260 bonus spots
Total audience reached: 11,149,661			

YOU DRINK & DRIVE. YOU LOSE

Christmas/New Year's • December 17, 2010-January 2, 2011

	Spots	Budget	Added Value
Chicago TV			
Comcast Cable - Chicago	307	\$45,707.00	134 bonus plus inclusion on Comcast PSA reel-significant added bonus. Also 500,000 gross impressions on Comcast.net Note: .net will show as 2x on schedule submission.
Comcast SportsNet	18	\$3,000.00	9 bonus spots, 9 bonus billboards, 3 In-Show Mentions / Segments, 3 Bonus Re-Airing of In-Show Mentions
WFLD	81	\$32,500.00	54 bonus spots, banners, e-blast
WPWR	78	\$7,500.00	52 bonus spots
WMAQ-TV	44	\$7,500.00	30 bonus spots on EMAQ/Digital Channel, Banner
WSNS	82	\$18,750.00	41 bonus spots, 1:1 matching streaming schedule , 2x on-line ads (728x90 & 300x250)
WGBO	20	\$15,650.00	10 bonus spots, 1:1 matching; banner
WXFT	38	\$10,350.00	19 bonus spots, 1:1 matching; banner
WCIU	20	\$0.00	Min 20 BONUS spots
HCIU	20	\$0.00	Min 20 BONUS spots
WWME	80	\$13,000.00	Min 78 Bonus spots, BB, signage at games, give-away at games, In program segment (Impaired Driving Goggles demo)in Sports Edition, Logo and link on Gameoftheweekcps.com
WGN-TV	50	\$30,100.00	24 bonus spots, , wgnv.com cube ad.
CLTV.COM	70	\$4,500.00	35 bonus spots; 1:1 matching schedule, on line ad tile with link
WLS-TV	24	\$7,500.00	12 spots at no charge
Chicago Radio			
WGCI-FM	210	\$8,262.00	79 bonus spots (15 name mention billboards; 15 :15 PSAs, 15 :15 streaming PSAs; 30 :05 adlets; Radio Station gateway ad; Go Cards; Clear Channel Entertainment Guide Placement; Clear Channel Public Affairs radio interview)
WKSC-FM	209	\$8,240.00	78 bonus spots (15 name mention billboards; 15 :15 PSAs, 15 :15 streaming PSAs; 30 :05 adlets; Radio Station gateway ad; Go Cards; Clear Channel Entertainment Guide Placement)

WNUA/MEGA	210	\$4,735.00	79 bonus spots (15 name mention billboards; 15 :15 PSAs, 15 :15 streaming PSAs; 30 :05 adlets; E-blast; Go Cards; Clear Channel Entertainment Guide Placement; ClearChannel Public Affairs radio interview)
WLIT-FM	188	\$15,505.00	49 bonus spots (728x90, 300x250 and 234x60 WLIT website banners, 15 name mention billboards; 15 :15 PSAs, 15 :15 streaming PSAs; Online Contest Page placement; Clear Channel Entertainment guide placement; 2000 GO Cards)
Total Traffic Network	119	\$5,000.00	
WDRV-FM	18	\$3,000.00	5 bonuses, 40% bonus, includes e-blast to WDRV's database of 36,000
WTMX	26	\$3,000.00	13 bonus spots, 1:1 matching streaming schedule , banner, in person live interview at
WTMX-FM Studio			
WXRT	60	\$1,975.00	35 bonus spots/PSA's,
WBBM-FM	171	\$17,500.00	112 bonus spots, 75x streaming schedule , banner, interview, e-mail blast, sponsorships
WBBM-AM	27	\$6,000.00	
WSCR-AM	54	\$6,500.00	29 bonus spots; 1:1 matching streaming, banner, interview
NextMedia Network Chicago - WCCQ	123	\$11,250.00	65 bonus 30-sec. spots, 17 bonus 10-sec. billboards, 1:1 matching streaming schedule to paid spots, banner ad on station website, taped interview replayed in part as PSA.
WERV	123	\$0.00	65 bonus 30-sec spots, 17 bonus 10-sec billboards, 1:1 matching streaming schedule to paid spots, banner ad on station website, AM show interview.
WILL	123	\$0.00	65 bonus 30-sec spots, 17 bonus 10-sec billboards, 1:1 matching streaming schedule to paid spots, Inclusion in email blast, AM show interview.
WJOL	123	\$0.00	65 bonus 30-sec spots, 17 bonus 10-sec billboards, 1:1 matching streaming schedule to paid spots, banner ad on station website, AM show interview.
WSSR	123	\$0.00	65 bonus 30-sec spots, 17 bonus 10-sec billboards, 1:1 matching streaming schedule to paid spots, banner ad on station website, taped interview replayed in part as PSA.
WLXC	123	\$0.00	65 bonus 30-sec spots, 17 bonus 10-sec billboards, 1:1 matching streaming schedule to paid spots, inclusion in email blast, Interview with News Director.
WZSR	123	\$0.00	65 bonus 30-sec spots, 17 bonus 10-sec billboards, 1:1 matching streaming schedule to paid spots, inclusion in email blast, interview with News Director.
WPWX-FM	172	\$16,500.00	60 bonus spots & 11AMD Traffic Sponsorships total of 71 spots, banner, interview
WKQX-FM	126	\$19,100.00	84 bonus spots, 100x streaming schedule , Q101.com banner ad, RDS In-Car Text
WLEY	120	\$16,500.00	74 low-charge bonus, website banner/link, interview (station does not stream)
WMVP	102	\$13,370.00	68 bonus spots, 9x Sports Center Updates with live :05 tagline, interview
WOJO	117	\$18,700.00	45 bonus spots, 30 PSAs, online banner, 1 week text campaign, 1 week audio streaming schedule, interview
WMEU	20	\$0.00	Min 20 BONUS spots
WFBT	20	\$0.00	Min 20 BONUS spots
WGN-AM	56	\$24,800.00	10 bonus spots, banner and mobile display ads
Downstate TV			
Cass Cable TV	1125	\$4,875.00	375 bonus spots, 2:1 matching early fringe and prime time
ESPN	24	\$3,985.00	Primetime, Monday Night Football, College Football Bowl Games
ESPN2	26	\$1,075.00	Primetime, Illinois vs. Missouri basketball
FOX SPORTS MW	4	\$600.00	Blues Hockey
VERSUS	1	\$150.00	Blues Hockey
CARTOON NETWORK	27	\$2,125.00	Adult Swim
COMEDY CENTRAL	17	\$1,400.00	Primetime, Daily Show, Colbert, South Park
FX	25	\$1,183.00	Primetime, Weekends
MTV2	25	\$200.00	Primetime
VH1	17	\$680.00	Primetime, Weekends
SYFY	10	\$500.00	Primetime
SPIKE	14	\$700.00	Primetime
SPEED	20	\$282.00	Primetime, Weekends, Racing
USA	2	\$450.00	WWE Entertainment
BET	10	\$500.00	106&Park, BET Live
UNIVISION	34	\$170.00	Late Afternoon/Primetime
TARGETED NETS	125	\$0.00	Bonus/PSA's, best times available
Charter Cable	306	\$1,000.00	204 bonus spots, 2:1
Comcast Rockford	238	\$6,500.00	194 bonus 1:1 match banner
Comcast Cable	247	\$6,896.00	82 bonus spots, 1:1 matching streaming schedule , banner, interview
Comcast Peoria-Bloomington	171	\$5,500.00	60 Bonus Spots, 50,000 Comcast.Net Banner Ads
CSNC	64	\$23,000.00	30x bonus spots. Banner ads for entire flight. Home Page Takeover for 2 days of advertising campaign.
On-Media / Carbondale	1144	\$4,906.00	572 bonus spots 1:1, weather crawl throughout
OnMedia	278	\$5,655.00	140 Quad Metro - 75 No Charge Bonus Match, 138 spots in North Central IL - 75 No
Charge Bonus Match			

WYZZ FOX	44	\$4,000.00	25 bonus spots
WQRF	82	\$3,750.00	50 bonus spots (my net tv), banner
WUSN	70	\$5,985.00	36 Bonus Spots (1:1 ratio), ROS Banner Ad, Interview on WUSN, WCFS & WJMK
WIHN	88	\$2,000.00	40 bonus spots, 1:1 matching streaming schedule , banner, interview
WBNQ-FM	111	\$749.00	70 bonus spots; a minimum of 50 streaming commercials; banner
Downstate Radio			
WIL-FM	80	\$1,500.00	50 Bonus spots, 10 PSAs
WLLR	34	\$1,725.00	matching PSA schedule, matching streaming schedule , banner
KCQQ	48	\$1,050.00	matching PSA schedule, matching streaming schedule, banner
KSLZ	112	\$2,620.00	56 Spots including Stream, 56 PSA Spots, :60 recorded interview
Total Traffic Network	135	\$5,000.00	
KATZ-FM/WSDD	166	\$2,250.00	83 PSA Spots, :60 recorded interview
WBBE	88	\$2,000.00	40 bonus spots, 1:1 matching streaming schedule , banner, interview
KBOB	87	\$1,450.00	58 bonus spots, 1:1 matching streaming schedule , banner, interview
WXLN	75	\$1,750.00	50 bonus spots, 1:1 matching streaming schedule , banner, interview
WZOK	120	\$2,600.00	80 bonus spots, 1:1 matching streaming schedule , banner, interview
WXXQ	102	\$2,200.00	68 bonus spots, 1:1 matching streaming schedule , banner, interview
WYRB-FM	169	\$2,000.00	60 bonus spots, interview
KSHE	224	\$3,800.00	40 bonus PSA spots, , Homepage Display Ad With Link, 150 :30 Steaming Ads, Live On-
Air Interview			
KPNT	188	\$3,800.00	45 bonus spots, 120 spots streaming schedule , banner, interview
Metro Traffic	256	\$3,000.00	128 bonus spots, 1:1 matching bonus
WQLZ	195	\$2,000.00	130 bonus spots, 2:1 matching streaming schedule , banner, interview
WFMB-FM	106	\$1,997.00	53 bonus spots, 1:1 matching streaming schedule , banner, interview
WFMB-AM	102	\$895.00	51 bonus spots, 1:1 matching streaming schedule , banner, interview
WCVS-FM	104	\$700.00	52 bonus spots, 1:1 matching streaming schedule , banner, interview
WXAJ-FM	94	\$705.00	47 bonus spots, 1:1 matching streaming schedule , banner, interview
ciproud.com	30,000	\$0.00	30,000 banner impressions
ciproud.com	2,000	\$500.00	2000 :15 video pre roll spots
WGLO	45	\$900.00	30 bonus spots, 1:1 matching streaming schedule , banner, police promos
WIXO	57	\$750.00	38 bonus spots, 1:1 matching streaming schedule , banner, police promos
WZPW	39	\$510.00	26 bonus spots, 1:1 matching streaming schedule , banner, police promos
WJBC-AM/WJBC-FM			a minimum of 50 streaming commercials; banner;
WBWN-FM			a minimum of 50 streaming commercials; banner
WJEZ-FM			a minimum of 50 streaming commercials; banner
WDBR	238	\$1,350.00	102 on-air bonus, 68 streaming, banner ad, interview
WYMG	238	\$1,000.00	102 on-air bonus, 68 streaming, banner ad, interview
WABZ	238	\$950.00	102 on-air bonus, 68 streaming, banner ad, interview
WTAX	170	\$1,700.00	102 on-air bonus, banner ad, interview. Note: streaming schedule will be on WQQL as
WTAX doesn't stream due to national programs			
WQQL	68	\$0.00	68 Streaming ads for WTAX
WIXY	88	\$1,496.00	44 bonus spots, 1:1 matching streaming schedule
IL RADIO NETWORK	44+	\$11,000.00	22x guaranteed no-charge announcements, 22x conditional no-charge announcements. Each network announcement airs on ~50x affiliate stations, so if all no-charge announcements clear, ~3,300x individual announcements will air statewide. No web presence. Ongoing interviews.
WDDD - FM	142	\$2,066.10	71 bonus spots, interview
WHET	142	\$795.20	71 bonus spots, interview
WDDD - AM	142	\$355.00	71 bonus spots, interview
WTAO	142	\$965.60	71 bonus spots, interview +2hour live remote, and banner
Totals	44,401	\$552,189.90	3,268,297 bonus spots
Total audience reached: 13,019,617			

CLICK IT OR TICKET

2011 Memorial Day • May 19-30, 2011

	Spots	Budget	Added Value
Alternative			
Metro Traffic	196	\$7,200.00	additional bonus
NCM MEDIA NETWORKS	0	\$7,198.00	
Zoom Media	225	\$19,800.00	Free Poster Production
Chicago Radio			
WNUA	188	\$6,658.00	
WLIT	201	\$218.00	One e-blast inclusion, Linked banner ad for live online streaming, 10,000 GO cards
WGCI	218	\$19,760.00	One e-blast inclusion, Linked banner ad for live online streaming
WKSC	232	\$23,495.00	One e-blast inclusion, Linked banner ad for live online streaming
Total Traffic Network	100	\$9,800.00	
WDRV	30	\$3,225.00	1:1 Stream/Banner Ad
WTMX	16	\$2,740.00	1:1 Stream/Banner Ad
WBBM-FM	170	\$27,000.00	STREAM/BANNER
WSCR-AM	75	\$8,695.00	STREAM/BANNER
WXRT-FM	27	\$3,150.00	STREAM/BANNER
WBBM-AM	22	\$3,000.00	STREAM/BANNER
WUSN-FM	52	\$5,710.00	STREAM/BANNER
AOL Radio	347044	\$7,031.04	Streaming Radio
WLS-AM	60	\$7,500.00	Banner/Tile Ad 120 x 90
WLS FM	61	\$7,500.00	
WPWX-FM	292	\$27,106.04	Web Presence and Interviews
WKQX-FM	171	\$22,800.00	100x streaming, website, RDS
WLUP	66	\$6,500.00	100x streaming, website, RDS
WVON	52	\$4,000.00	
WERV-FM	1865	\$14,988.00	Interview, 49 streaming 30s
WCCQ-FM	1865	\$-	Online tile ad, 49 streaming 30s
WIII-FM	1865	\$-	Interview, 49 streaming 30s
WJOL-AM	1865	\$-	Online tile ad, Interview, 49 streaming 30s
WSSR-FM	1865	\$-	Online tile ad, 49 streaming 30s
WXLG-FM	1865	\$-	Email blast, 49 streaming 30s
WZSR-FM	1865	\$-	Interview, 49 streaming 30s
WLEY-FM	62	\$22,500.00	300x250 or 728x90 web banner; Interview Opp
WMVP-AM	30	\$16,150.00	
Navteq	45	\$2,000.00	
WOJO-FM	43	\$37,440.00	
WGN Radio & Cubs Radio Network	104	\$27,750.00	
Chicago TV			
WBBM TV	64	\$22,922.06	
Comcast SportsNet, LLC	68	\$25,950.00	
WFLD-TV	52	\$52,385.50	
WPWR-TV	30	\$1,615.00	
UNIVISION	231	\$22,050.00	Rotating banners on Univision.com
TELEFUTURA	258	\$4,950.00	Rotating banners on Univision.com
Via Media	67	\$4,482.00	
WCIU	40	\$21,500.00	Rotating banner on WCIU.com
WWME	59	\$1,422.00	
WGN-TV	136	\$41,975.00	
CLTV	136	\$6,700.00	
WLS	47	\$18,922.00	
abc7chicago.com		\$11,975.00	300x250 banner, 728x90 banner, :15 internet pre-roll video, 300x250 Mixpo video, 420,000 impressions
Downstate Radio			
WWCT-FM	110	\$1,744.00	online
WPIA-FM	110	\$1,744.00	online
WIL-FM	60	\$1,234.00	
KMOX-AM	194	\$10,000.00	
KTRS	240	\$9,800.00	
WLLR	92	\$2,599.00	Banner Ads
KCQQ	92	\$1,035.00	Banner Ads

WIHN-FM	50	\$1,025.00	
WBBE-FM	50	\$1,025.00	
WZOK	197	\$4,485.00	Web Banner, Interview, Stream Schedule
WXXQ	127	\$2,570.00	Web Banner, Interview, Stream Schedule
WXLP	51	\$1,360.00	Matching Streaming Schedule
KBOB	69	\$1,035.00	Matching Streaming Schedule
WYRB (Rockford)	370	\$4,850.00	Web Presence and Interviews
KPNT	110	\$4,296.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line
KSHE	150	\$4,296.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line
KIHT	116	\$4,296.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line
WQLZ	117	\$2,223.00	Web Exposure on the WQLZ Website & Matching Streaming schedule on www.WQLZ.com and a live interview with IDOT representative
WCVS-FM	188	\$987.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WFMB-AM	172	\$1,204.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WFMB-FM	188	\$3,102.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WXAJ-FM	188	\$1,081.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WGEM FM RADIO	10	\$78.00	LIVE INTERVIEW
Radio Disney STL	60	\$5,000.00	30 min PA Show
WGLO	102	\$1,510.00	Streaming - Banner Ad 300X250 - interview
WIXO	90	\$1,200.00	Streaming - Banner Ad 300X250 - interview
WZPW	90	\$1,050.00	Streaming - Banner Ad 300X250 - interview
WBNQ	141	\$1,100.00	Streaming - Banner Ad 300X250 - interview
WDBR	324	\$2,160.00	88 STREAMING ADS, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WTAX	324	\$2,700.00	88 STREAMING ADS; WILL RUN ON WQQL AS WTAX DOES NOT STREAM LIVE, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WYMG	324	\$1,620.00	88 STREAMING ADS, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WABZ	324	\$1,534.00	88 STREAMING ADS, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WIXY	102	\$1,142.00	234x60 web banner in rotation entire length of promotion.34 streaming :30's each on WIXY, WLRW, WCFE, WYXY for a total of 136
Illinois Radio Network	3570	\$17,487.75	
Cardinals	190	\$25,000.00	
WDDD FM	136	\$1,904.00	INTERVIEW
WTAO	136	\$1,052.00	AM Segment ,interview, 2 Hour Live Broadcast
WHET	136	\$748.00	
WDDD AM	136	\$340.00	

Downstate TV

Virginia, Williamsville,			
Jerseyville, Madison	747	\$7,470.00	
Charter Quincy	243	\$1,700.00	
Charter Metro East	453	\$17,476.00	
WRSP/WCCU TV (FOX)	9	\$6,080.00	
WBUI TV (CW)	42	\$2,100.00	
Carbondale	482	\$4,933.00	
NC Illinois	148	\$1,040.00	
Quad Cities	170	\$6,370.00	
WYZZ	85	\$5,275.00	
WQRF FOX 39	145	\$5,313.00	
WGEM-TV	72	\$1,745.00	digital-35,000 impressions
CGEM-TV	30	\$505.00	
WICS/WICD TV	97	\$4,970.00	Web Banner

TOTALS **375788** **\$769,958.39** **181,880**
Total audience reached: 23,744,028

YOU DRINK & DRIVE. YOU LOSE

Independence Day • June 17- July 4, 2011

	Spots	Budget	Added Value
Chicago TV			
WBBM TV	43	\$11,789.93	
Comcast SportsNet, LLC	50	\$19,050.00	
WFLD-TV	29	\$21,970.80	
WPWR-TV	20	\$1,530.00	
TELEFUTURA	21	\$2,250.00	Rotating banners on Univision.com
WCIU	212	\$9,120.00	Rotating banner
CLTV	88	\$5,200.00	
WGN-TV	8	\$2,120.00	
abc7chicago.com		\$7,475.00	300x250 banner, 728x90 banner, :15 internet pre-roll video, 300x250 Mixpo video, 420,000 impressions
Chicago Radio			
WNUA	111	\$7,868.00	
WGCI	77	\$7,920.00	
WKSC	79	\$10,971.00	One e-blast inclusion, Linked banner ad for live online streaming
WTMX	11	\$1,300.00	1:1 Stream/Banner Ad
WBBM-FM	44	\$7,000.00	STREAM/BANNER
WSCR-AM	24	\$3,290.00	STREAM/BANNER
WXRT-FM	26	\$3,150.00	STREAM/BANNER
WBBM-AM	40	\$3,150.00	STREAM/BANNER
WUSN-FM	44	\$3,115.00	STREAM/BANNER
AOL Radio	212596	\$4,028.20	
WLS FM	32	\$4,000.00	
WLS-AM	32	\$4,000.00	
WPWX-FM	153	\$13,003.20	Website and Interview
WKQX-FM	114	\$15,200.00	100x streaming, website, RDS
WLUP	45	\$4,500.00	100x streaming, website, RDS
WERV-FM	74	\$7,692.50	Interview, 25 streaming 30s
WCCQ-FM	74	\$-	Online tile ad, 25 streaming 30s
WILL-FM	74	\$-	Interview, 25 streaming 30s
WJOL-AM	74	\$-	Online tile ad, Interview, 25 streaming 30s
WSSR-FM	74	\$-	Online tile ad, 25 streaming 30s
WXLC-FM	74	\$-	email blast, 25 streaming 30s
WZSR-FM	74	\$-	Interview, 25 streaming 30s
WVON	52	\$4,000.00	
WLEY-FM	92	\$10,200.00	300x250 or 728x90 web banner; Interview Opp.
WMVP-AM	57	\$8,190.00	
WOJO-FM	62	\$15,400.00	
UNIVISION	24	\$10,950.00	Rotating banners on Univision.com
WGN Radio & Cubs Radio Network	27	\$8,640.00	
WLS	30	\$7,379.00	
Downstate TV			
Virginia, Williamsville,			
Jerseyville, Madison	433	\$4,350.00	N/A
Charter Metro East	315	\$10,390.00	
Charter Quincy	156	\$1,000.00	
WRSP/WCCU TV (FOX)	30	\$2,120.00	
WBUI TV (CW)	12	\$500.00	
NC Illinois	103	\$600.00	
Carbondale	244	\$2,656.00	
WYZZ	43	\$2,870.00	
WQRF FOX 39	150	\$2,874.00	WEB ELEMENT
WICS/WICD	62	\$4,000.00	web banner
Via Media	210	\$3,000.00	
Downstate Radio			
WPIA-FM	140	\$2,020.00	online
WWCT-FM	40	\$705.00	
Total Traffic Network	100	\$9,800.00	
WIL	38	\$800.00	
KTRS	160	\$9,800.00	

WLLR	40	\$1,050.00	Banner Ad
KCQQ	48	\$540.00	Banner Ad
WIHN-FM	36	\$750.00	
WBBE-FM	36	\$750.00	
WZOK	87	\$1,885.00	WEB BANNER, STREAMING, INTERVIEW
WXXQ	48	\$1,010.00	WEB BANNER, STREAMING, INTERVIEW
WXLN	21	\$560.00	
KBOB	21	\$315.00	
WYRB (Rockford)	370	\$4,850.00	Interviews
KPNT	75	\$2,534.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line Streaming Spots to run M-Su 6a-12m per campaign
KSHE	87	\$2,534.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line Streaming Spots to run M-Su 6a-12m per campaign
KIHT	73	\$2,534.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line Streaming Spots to run M-Su 6a-12m per campaign
Quad Cities	128	\$4,579.00	
Metro Traffic	0	\$3,000.00	
WQLZ	60	\$1,140.00	Web Exposure on the WQLZ Website & Matching Streaming schedule on www.WQLZ.com and a live interview with IDOT representative
WCVS-FM	96	\$504.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WFMB-AM	96	\$609.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WFMB-FM	96	\$1,584.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WXAJ-FM	96	\$552.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WGLO	36	\$535.00	Streaming - Banner Ad 300X250 - interview
WIXO	36	\$480.00	Streaming - Banner Ad 300X250 - interview
WZPW	36	\$420.00	Streaming - Banner Ad 300X250 - interview
WDBR	165	\$1,100.00	44 streaming ads, 234x60 web banner in rotation entire length of promotion, live interview
WTAX	165	\$1,438.25	44 streaming ads; will run on wqql as wtax does not stream live, 234x60 web banner in rotation entire length of promotion, live interview
WYMG	165	\$844.25	44 streaming ads, 234x60 web banner in rotation entire length of promotion, live interview
WABZ	165	\$844.25	44 streaming ads, 234x60 web banner in rotation entire length of promotion, live interview
WIXY	93	\$1,103.70	234x60 web banner in rotation entire length of promotion.31 streaming :30's each on wixy, wlrw, wfff, wyxy for a ttl of 124
Illinois Radio Network	1836	\$8,852.40	* 32x pre-emptible July 4th no-charge announcements.
Cardinals Radio Network	65	\$25,000.00	
WDDD FM	70	\$980.00	interview
WTAO	70	\$590.00	am segment, interview, 2 hour live broadcast
WHET	70	\$385.00	
WDDD AM	70	\$175.00	
Totals	1,211,663.00	\$376,965.48	418,288

DRIVER SOBER OR GET PULLED OVER 2011 Labor Day • August 19-September 5, 2011

	Spots	Budget	Added Value
Chicago TV			
TWBBM TV	35	\$18,000.00	
Comcast SportsNet, LLC	71	\$29,775.00	We will bonus 3 additional spots over the 2:1 ratio will be placed in ethnic programming outside of Prime Time-South Asian, Phillipino;Greek, Romanian; African American will put banner on website
WFLD-TV	28	\$44,130.00	Rotating banners on Univision.com
WPWR-TV	39	\$3,870.00	Rotating banners on Univision.com
KBC-TV	25	\$3,000.00	rotating banner on WCIU.com
UNIVISION	53	\$25,140.00	
TELEFUTURA	53	\$5,960.00	
WCIU	230	\$15,750.00	
WWME	46	\$450.00	WEB ADS 300X250
CLTV	130	\$7,800.00	300x250 banner, 728x90 banner, :15 internet pre-roll video, 300x250 Mixpo video, 753,000 impressions
WGN-TV	55	\$44,225.00	

WLS	53	\$26,524.00	
abc7chicago.com		\$2,475.00	
Chicago Radio			
WNUA	204	\$7,396.00	
WLIT	206	\$12,823.00	1:1 Stream/Banner Ad
WGCI	228	\$17,736.00	1:1 Stream/Banner Ad
WKSC	184	\$15,573.00	STREAM/BANNER
WDRV	38	\$4,100.00	STREAM/BANNER
WTMX	29	\$6,050.00	STREAM/BANNER
WBBM-FM	150	\$20,250.00	STREAM/BANNER
WSCR-AM	62	\$7,050.00	STREAM/BANNER
WXRT-FM	36	\$4,500.00	
WBBM-AM	48	\$5,835.00	Banner/Tile Ad 120 x 90
WUSN-FM	69	\$6,320.00	
AOL Radio	529564	\$10,033.88	
WLS-AM	60	\$7,500.00	100x streaming, website, RDS
WLS FM	60	\$7,500.00	100x streaming, website, RDS
WPWX-FM	275	\$26,808.88	
WKQX-FM	204	\$27,200.00	Interview, email blast, 49 streaming 30s
WLUP	81	\$8,100.00	Online tile ad, 49 streaming 30s
WVON	52	\$4,000.00	Interview, email blast, 49 streaming 30s
WERV-FM	171	\$15,623.50	Online tile ad, Interview, 49 streaming 30s
WCCQ-FM	171	\$-	Online tile ad, 49 streaming 30s
WIIL-FM	171	\$-	Email blast, 49 streaming 30s
WJOL-AM	171	\$-	Interview, email blast, 49 streaming 30s
WSSR-FM	171	\$-	300x250 or 728x90 web banner; Interview Opp.
WXLC-FM	171	\$-	
WZSR-FM	171	\$-	
WLEY-FM	200	\$24,000.00	
WMVP-AM	127	\$16,150.00	
WOJO-FM	208	\$32,500.00	N/A
WGN Radio & Cubs Radio Network	47	\$26,112.00	
Downstate TV			
Virginia, Williamsville,			
Jerseyville, Madison	835	\$8,355.00	
Charter Metro East	605	\$20,763.00	
Charter Quincy	295		
WRSP/WCCU TV (FOX)	114	\$9,040.00	
WBUI TV (CW)	48	\$2,000.00	
Quad Cities	179	\$5,768.00	WEB ELEMENT
NC Illinois	234	\$1,174.00	
WYZZ	86	\$8,600.00	web banne
WQRF FOX 39	269	\$10,823.50	
Via Media	274	\$5,300.00	online
WICSWICD	106	\$5,970.00	online
Downstate Radio			
WWCT-FM	140	\$2,123.50	
WPIA-FM	120	\$2,000.00	
Total Traffic Network	300	\$14,700.00	
WIL	58	\$800.00	Banner Ads
KMOX-AM	194	\$10,000.00	Banner Ads
KTRS	240	\$9,800.00	online
WLLR	100	\$2,625.00	online
KCQQ	92	\$1,035.00	Web Banner, Streaming, Interview
WIHN-FM	50	\$1,025.00	Web Banner, Streaming, Interview
WBBE-FM	50	\$1,025.00	Web Banner, Streaming, Interview
WZOK	396	\$8,500.00	Matching Streaming Schedule
WXXQ	393	\$8,580.00	Matching Streaming Schedule
WKGL	420	\$7,000.00	Interviews
WXLP	45	\$1,200.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line Streaming Spots to run M-Su 6a-12m per campaign
KBOB	36	\$540.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line Streaming Spots to run M-Su 6a-12m per campaign
WYRB (Rockford)	370	\$4,850.00	1 - 300X250 Tile Ad & 50 - :30 Second On-Line Streaming Spots to run M-Su 6a-12m per campaign

KPNT	111	\$5,208.00	
KSHE	150	\$5,208.00	Web Exposure on the WQLZ Website & Matching Streaming schedule on www.WQLZ.com and a live interview with IDOT representative
KIHT	182	\$5,208.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
Metro Traffic	160	\$7,200.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WQLZ	117	\$2,223.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WCVS-FM	212	\$1,113.00	Added value includes matching spots shown at \$0, matching streaming, banner ads, and interviews.
WFMB-AM	172	\$1,204.00	Streaming - Banner Ad 300X250 - interview
WFMB-FM	212	\$3,498.00	Streaming - Banner Ad 300X250 - interview
WXAJ-FM	212	\$1,219.00	Streaming - Banner Ad 300X250 - interview
WGLO	102	\$1,505.00	Streaming - Banner Ad 300X250 - interview
WIXO	90	\$1,200.00	88 STREAMING ADS, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WZPW	90	\$1,050.00	88 STREAMING ADS; WILL RUN ON WQQL AS WTAX DOES NOT STREAM LIVE, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WBNQ	141	\$1,100.00	88 STREAMING ADS, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WDBR	351	\$2,340.00	88 STREAMING ADS, 234X60 WEB BANNER IN ROTATION ENTIRE LENGTH OF PROMOTION, LIVE INTERVIEW
WTAX	342	\$2,850.00	234x60 web banner in rotation entire length of promotion.38 streaming :30's each on WIXY, WLRW, WCFE, WYXY for a total of 152 * 29x pre-emptible Labor Day no-charge announcements.
WYMG	342	\$1,840.00	
WABZ	342	\$1,619.20	
WIXY	114	\$1,272.80	INTERVIEW
Illinois Radio Network	2958	\$14,399.95	AM Segment, interview, 2 Hour Live Broadcast
Cardinals	65	\$25,000.00	
WDDD FM	150	\$2,094.75	
WTAO	150	\$1,150.00	
WHET	150	\$825.00	
WDDD AM	150	\$375.00	
Alternative			
Ecast, Inc.	990000	\$3,300.00	Free Poster Production
NCM MEDIA NETWORKS	0	\$7,198.00	
Navteq	28	\$2,000.00	
Zoom Media	196	\$22,500.00	31
TOTALS	1,537,485	\$819,557.96	

2011 Legislation

2011 Legislation Signed into Law

HB.147 – P.A...97-0466

School Bus Chemical Test: Allows an employer, upon reasonable suspicion to test a school bus driver permit holder for the presence of drugs, alcohol or intoxicating compounds. Also states, should a driver refuse or test positive for the presence of drugs or alcohol the Secretary of State shall suspend such driver's permit for three years. *Effective Jan 1, 2012*

HB.219 – P.A...97-0016

Seatbelts All Occupants: Requires all passengers in a motor vehicle to wear a safety belt at all times regardless of seating position. Section does not apply to backseat taxicab passengers, authorized emergency vehicles or those issued medical exemptions. *Effective Jan 1, 2012*

HB.1112 – P.A...97-0108

Violent Crimes Victims: Provides the penalties for speeding in excess of 30 mph or more over the posted speed limit while in a construction, maintenance, or park zone shall be deposited into the Violent Crimes Victims Assistance Fund. *Effective July 14, 2011*

HB.1220 – P.A...97-0109

Administrative Impound: This legislation creates a new section in the Vehicle Code relating to the release of properly impounded vehicles used in specified offenses. Includes costs associated with removal, impoundment, storage and release of the vehicle. *Effective Jan 1, 2012*

HB.1222 – P.A...97-0026

Safety Course Completion Form: Provides the technician conducting the course shall issue letters of completion to those finishing a child passenger protection safety instructional course. *Effective Jan 1, 2012*

HB.1241 – P.A...97-0471

Accidents-DUI Test: Allows for a law enforcement officer to request a chemical test if there is probable cause to believe the driver involved in the crash was under the influence of drugs or alcohol. *Effective Immediately*

HB.1295 – P.A...97-0208

Secretary of State Medical/CDL Card: Requires drivers to have a Federal DOT medical card and provide copies of that medical card ensuring their information is accurate and up-to-date. If a driver's medical information is found to be fraudulent or expired, his/her CDL may be revoked. *Effective Jan 1, 2012*

HB.1315 – P.A...97-0017

Cargo Area Passengers: No passengers may ride in the cargo area of a second division vehicle while it is being towed on a public roadway. Exemptions: vehicles being used in a parade, farming activities, if the passenger is over 18 or the vehicle does not exceed 15 mph. *Effective Jan 1, 2012*

HB.1593 – P.A...97-0029

Rental Car Auto Enforcement: Provides the lesser of a motor vehicle may not be held liable for an automated enforcement violation upon timely response with the lessee's name and address. *Effective Jan 1, 2012*

HB.1702 – P.A...97-0450

Approved DUI Testers: Includes licensed physician assistants and licensed advanced practice nurses to the list of those in the state qualified to draw blood for drug and alcohol testing. *Effective Immediately*

HB.2265 – P.A...97-0378

MFSAB Definition: Changes the definition of a multi-function school activity bus regarding the number of passengers that can be transported on a MFSAB to 11 or more (previously 11-15) including the driver. *Effective Immediately*

HB.2267 – P.A...97-0407

Uninsured Vehicle Operation: Provides no person shall operate a motor vehicle not covered under a liability insurance policy. Third and subsequent violators shall pay a \$1000 fine. *Effective Jan 1, 2012*

HB.2836 – P.A...97-0200

Converted Dolly/Semi-trailer: Provides a truck tractor semi-trailer may draw one converter dolly or one semi-trailer; also sets length restrictions. *Effective July 27, 2011*

HB.2860 – Override Veto, House Passed

Red Light Motorcycles: Allows for a motorcyclist or bicyclist, to proceed following the rules applicable at a stop sign, when the light at an intersection fails to cycle to a green after “reasonable time” has passed. *Effective Jan 1, 2012*

HB.3300 – P.A...97-0572

Crime Victims Advocate: Requires the Office of the State’s Attorney or victim advocate personnel to provide information regarding programs and counselors assisting victims dealing with trauma, loss or grief. *Effective Jan 1, 2012*

HB.3403 – P.A...97-0499

Video Devices: Prohibits vehicles operated on public roadways with a television receiver, video monitor, or video screen producing entertainment/business applications located in a position visible to the driver. This section does not apply to vehicle information/navigation/GPS displays. *Effective Jan 1, 2012*

HR.383 – Adopted

Helmet Task Force: The resolution urges the Governor and SOS to create a task force educating the public about the importance of children wearing bicycle helmets. *Effective Immediately*

SB.956 – P.A...97-0039

Oscillating Vehicle Lights: Prohibits the usage of oscillating, flashing or rotating lights except on state, federal or local law enforcement vehicles. *Effective Jan 1, 2012*

SB.1585 – P.A...97-0185

Drivers License Medical Review: Allows the Secretary of State to accept medical reports from advanced practice nurses and licensed physicians assistants. *Effective Immediately*

SB.1641 – P.A...97-0144

Low Speed Vehicles: Allows units of local government to authorize operation of vehicles travelling at least 30 mph but not over 35 mph on public roadways if it’s determined the vehicle may be safely operated given other motorists on the roads. *Effective July 14, 2011*

SB.1669 – P.A...97-0224

School Bus Permit: Provides a list of certain offenses resulting in court supervision that prohibits a driver from being issued a school bus driver permit. *Effective Immediately*

SB.1913 – P.A...97-0202

Truck Speed Limits: Allows trucks of the first and second divisions to travel at 65 mph on all four lane highways outside the counties of Cook, DuPage, Kane, Lake, McHenry and Will establishing a uniform speed limit. *Effective Jan 1, 2012*

SB.1924 – P.A...97-0229

ID Card Act: Changes provisions regarding the issuance of driver’s license, ID cards, confidentiality of driver medical reports and information on school bus permits/records. *Effective July 28, 2011*

SB.2064 – P.A...97-0540

Revoke Title Gunrunning: Allows the Secretary of State to suspend registrations on vehicles involved in “gunrunning” as defined in the Criminal Code of 1963 (720 ILCS 5/24-3a). *Effective Jan 1, 2012*

SR.244 – Adopted

Helmet Task Force: The resolution urges the Governor and Secretary of State to create a task force educating the public about the importance of children wearing bicycle helmets. *Effective Immediately*

State: Illinois

U.S. Department of Transportation National Highway Traffic Safety Administration

Federal Reimbursement Voucher

2011-FINAL

Reimbursement Info: Total: \$.00

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Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2011-01-01-00	P & A (NHTSA)	\$277,711.27	\$.00	\$556,608.86	\$277,711.27	\$277,711.27	\$.00
	Total		\$277,711.27	\$.00	\$556,608.86	\$277,711.27	\$277,711.27	\$.00
Alcohol								
	AL-2011-03-01-00	M & E	\$152,147.80	\$.00	\$152,147.80	\$152,147.80	\$152,147.80	\$.00
	AL-2011-03-02-00	DUIE (ISP)	\$612,743.48	\$184,846.20	\$612,743.48	\$612,743.48	\$612,743.48	\$.00
	AL-2011-03-04-00	Law Enforcement Liaison (Local)	\$603,323.97	\$48,312.50	\$603,323.97	\$603,323.97	\$603,323.97	\$.00
	AL-2011-03-05-00	Paid Media (DTS)	\$26,298.18	\$.00	\$26,298.18	\$26,298.18	\$26,298.18	\$.00
	AL-2011-03-06-00	STEP (Local)	\$412,280.67	\$412,280.67	\$412,280.67	\$412,280.67	\$412,280.67	\$.00
	Alcohol Total		\$1,806,794.10	\$645,439.37	\$1,806,794.10	\$1,806,794.10	\$1,806,794.10	\$.00
Emergency Medical Services								
	EM-2011-06-01-00	M & E	\$577.83	\$.00	\$577.83	\$577.83	\$577.83	\$.00
	Emergency Medical Services Total		\$577.83	\$.00	\$577.83	\$577.83	\$577.83	\$.00
Occupant Protection								
	OP-2011-02-01-00	Sports Marketing Coordinator (DTS)	\$109,400.54	\$.00	\$109,400.54	\$109,400.54	\$109,400.54	\$.00
	OP-2011-02-02-00	OP Resource Centers (Local)	\$890,806.60	\$99,221.00	\$890,806.60	\$890,806.60	\$890,806.60	\$.00
	OP-2011-02-03-00	CPS Survey (DTS)	\$5,650.00	\$.00	\$5,650.00	\$5,650.00	\$5,650.00	\$.00
	OP-2011-02-04-00	Paid Media (DTS)	\$1,629,143.15	\$.00	\$1,629,143.15	\$1,629,143.15	\$1,629,143.15	\$.00
	OP-2011-02-06-00	DTS Travel (DTS)	\$5,598.06	\$.00	\$5,598.06	\$5,598.06	\$5,598.06	\$.00
	OP-2011-02-07-00	M & E	\$263,169.54	\$.00	\$263,169.54	\$263,169.54	\$263,169.54	\$.00
	OP-2011-02-08-00	Law Enforcement Liaison (Local)	\$603,323.94	\$48,312.50	\$603,323.94	\$603,323.94	\$603,323.94	\$.00
	OP-2011-02-09-00	State Match	\$.00	\$.00	\$2,110,254.95	\$.00	\$.00	\$.00

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Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	OP-2011-02-10-00	Ballpark Sponsorships	\$4,806.00	\$.00	\$4,806.00	\$4,806.00	\$4,806.00	\$.00
	OP-2011-02-11-00	Seat Belt Suvery (DTS)	\$736.81	\$.00	\$736.81	\$736.81	\$736.81	\$.00
	OP-2011-02-13-00	Yellow Dot (DTS)	\$14,507.00	\$.00	\$14,507.00	\$14,507.00	\$14,507.00	\$.00
	OP-2011-02-14-00	CIOT PIRE Materials (DTS)	\$83,551.91	\$.00	\$83,551.91	\$83,551.91	\$83,551.91	\$.00
	OP-2011-02-15-00	Phone Surveys (Local)	\$91,295.00	\$.00	\$91,295.00	\$91,295.00	\$91,295.00	\$.00
	Occupant Protection Total		\$3,701,988.55	\$147,533.50	\$5,812,243.50	\$3,701,988.55	\$3,701,988.55	\$.00
	Pedestrian/Bicycle Safety							
	PS-2011-12-02-00	Bike/Pedestrian Safety (Local)	\$358,043.34	\$358,043.34	\$358,043.34	\$358,043.34	\$358,043.34	\$.00
	Pedestrian/Bicycle Safety Total		\$358,043.34	\$358,043.34	\$358,043.34	\$358,043.34	\$358,043.34	\$.00
	Police Traffic Services							
	PT-2011-04-01-00	Police Training (ILESTB)	\$21,789.50	\$21,789.50	\$21,789.50	\$21,789.50	\$21,789.50	\$.00
	PT-2011-04-02-00	STEP (Local)	\$2,316,496.80	\$2,316,496.80	\$2,316,496.80	\$2,316,496.80	\$2,316,496.80	\$.00
	PT-2011-04-03-00	ISP Match	\$.00	\$.00	\$328,690.00	\$.00	\$.00	\$.00
	PT-2011-04-04-00	ISP Nighttime Patrols	\$2,441.64	\$.00	\$2,441.64	\$2,441.64	\$2,441.64	\$.00
	PT-2011-04-05-00	STEP (ISP)	\$681,107.70	\$.00	\$681,107.70	\$681,107.70	\$681,107.70	\$.00
	PT-2011-04-06-00	M & E	\$118,080.79	\$.00	\$118,080.79	\$118,080.79	\$118,080.79	\$.00
	PT-2011-04-07-00	IL Traffic Safety Awards (Local)	\$121,766.40	\$82,150.00	\$121,766.40	\$121,766.40	\$121,766.40	\$.00
	PT-2011-04-09-00	MC Patrol Unit (ISP)	\$122,471.23	\$.00	\$122,471.23	\$122,471.23	\$122,471.23	\$.00
	PT-2011-04-10-00	Mobilization Equipment (DTS)	\$116,966.49	\$110,118.21	\$116,966.49	\$116,966.49	\$116,966.49	\$.00
	PT-2011-04-11-00	Mobilizations Luncheons (DTS)	\$11,403.19	\$.00	\$11,403.19	\$11,403.19	\$11,403.19	\$.00
	PT-2011-04-12-00	Memorial Day Incentive Project (Local)	\$183,625.31	\$183,625.31	\$183,625.31	\$183,625.31	\$183,625.31	\$.00
	Police Traffic Services Total		\$3,696,149.05	\$2,714,179.82	\$4,024,839.05	\$3,696,149.05	\$3,696,149.05	\$.00
	Traffic Records							
	TR-2011-05-01-00	UIS MCR (Local)	\$250,584.14	\$181,787.04	\$250,584.14	\$250,584.14	\$250,584.14	\$.00

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	TR-2011-05-05-00	M & E	\$33,782.53	\$:00	\$33,782.53	\$33,782.53	\$33,782.53	\$:00
	Traffic Records Total		\$284,366.67	\$181,787.04	\$284,366.67	\$284,366.67	\$284,366.67	\$:00
	NHTSA 402 Total		\$10,125,630.81	\$4,046,983.07	\$12,843,473.35	\$10,125,630.81	\$10,125,630.81	\$:00
	405 OP SAFETEA-LU							
	K2-2011-19-01-00	OREP (ISP)	\$873,215.47	\$:00	\$873,215.47	\$873,215.47	\$873,215.47	\$:00
	K2-2011-19-02-00	STEP (Local)	\$2,167.27	\$:00	\$2,167.27	\$2,167.27	\$2,167.27	\$:00
	K2-2011-19-03-00	ISP Match	\$:00	\$:00	\$3,714,347.00	\$:00	\$:00	\$:00
	K2-2011-19-04-00	STEP (ISP)	\$231,810.74	\$:00	\$231,810.74	\$231,810.74	\$231,810.74	\$:00
	405 Occupant Protection Total		\$1,107,193.48	\$:00	\$4,821,540.48	\$1,107,193.48	\$1,107,193.48	\$:00
	405 OP SAFETEA-LU Total		\$1,107,193.48	\$:00	\$4,821,540.48	\$1,107,193.48	\$1,107,193.48	\$:00
	NHTSA 406							
	K4PPV-2011-16-01-00	Paid Media (DTS)	\$555,629.70	\$:00	\$555,629.70	\$555,629.70	\$555,629.70	\$:00
	406 Safety Belts Paid Media Total		\$555,629.70	\$:00	\$555,629.70	\$555,629.70	\$555,629.70	\$:00
	408 Data Program SAFETEA-LU		\$555,629.70	\$:00	\$555,629.70	\$555,629.70	\$555,629.70	\$:00
	K9-2011-18-04-00	Chicago-DOT (Local)	\$40,825.00	\$:00	\$40,825.00	\$40,825.00	\$40,825.00	\$:00
	K9-2011-18-05-00	Electronic Citation (ISP)	\$283,735.25	\$:00	\$283,735.25	\$283,735.25	\$283,735.25	\$:00
	K9-2011-18-06-00	Crash Reconstruction (ISP)	\$24,698.19	\$:00	\$24,698.19	\$24,698.19	\$24,698.19	\$:00
	K9-2011-18-07-00	CODES (DTS)	\$125.00	\$:00	\$125.00	\$125.00	\$125.00	\$:00
	K9-2011-18-08-00	ISP Match	\$:00	\$:00	\$351,423.00	\$:00	\$:00	\$:00
	K9-2011-18-11-00	Scanner (DTS)	\$19,439.00	\$:00	\$19,439.00	\$19,439.00	\$19,439.00	\$:00
	K9-2011-18-12-00	Imaging Enhancement (SOS)	\$19,909.59	\$:00	\$19,909.59	\$19,909.59	\$19,909.59	\$:00
	K9-2011-18-13-00	Data Analysis (IDPH)	\$97,566.61	\$:00	\$97,566.61	\$97,566.61	\$97,566.61	\$:00
	K9-2011-18-14-00	Traffic Records Assessment	\$20,500.72	\$:00	\$20,500.72	\$20,500.72	\$20,500.72	\$:00

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	K9-2011-18-15-00	UIS Evaluation (Local)	\$109,859.98	\$:00	\$109,859.98	\$109,859.98	\$109,859.98	\$:00
	K9-2011-18-16-00	TrACS (DTS)	\$682.70	\$:00	\$682.70	\$682.70	\$682.70	\$:00
408 Data Program Incentive	Total		\$617,342.04	\$:00	\$968,765.04	\$617,342.04	\$617,342.04	\$:00
408 Data Program SAFETEA-LU Total			\$617,342.04	\$:00	\$968,765.04	\$617,342.04	\$617,342.04	\$:00
410 Alcohol SAFETEA-LU								
	K8-2011-13-01-00	TSRP (DTS)	\$250,597.79	\$:00	\$250,597.79	\$250,597.79	\$250,597.79	\$:00
	K8-2011-13-02-00	Operation Straight I.D. (SOS)	\$43,247.70	\$:00	\$43,247.70	\$43,247.70	\$43,247.70	\$:00
	K8-2011-13-03-00	Breath Analysis (ISP)	\$83,708.94	\$:00	\$83,708.94	\$83,708.94	\$83,708.94	\$:00
	K8-2011-13-04-00	Alcohol Countermeasures (IDNR)	\$151,507.04	\$:00	\$151,507.04	\$151,507.04	\$151,507.04	\$:00
	K8-2011-13-05-00	UIS- Court (Local)	\$328,348.28	\$:00	\$328,348.28	\$328,348.28	\$328,348.28	\$:00
	K8-2011-13-06-00	Alcohol Police Training (ILESTB)	\$111,828.25	\$:00	\$111,828.25	\$111,828.25	\$111,828.25	\$:00
	K8-2011-13-07-00	Impaired Driving P18E Materials (DTS)	\$5,446.50	\$:00	\$5,446.50	\$5,446.50	\$5,446.50	\$:00
	K8-2011-13-08-00	STEP (Local)	\$1,727,834.26	\$:00	\$1,727,834.26	\$1,727,834.26	\$1,727,834.26	\$:00
	K8-2011-13-09-00	Probation Services Match	\$:00	\$:00	\$29,060,491.00	\$:00	\$:00	\$:00
	K8-2011-13-11-00	ACE (ISP)	\$1,326,027.96	\$:00	\$1,326,027.96	\$1,326,027.96	\$1,326,027.96	\$:00
	K8-2011-13-12-00	Local Alcohol Project (Local)	\$2,441,642.75	\$:00	\$2,441,642.75	\$2,441,642.75	\$2,441,642.75	\$:00
	K8-2011-13-12-10	FFY2010 Correction Chicago PD underclaim	\$100,000.00	\$:00	\$100,000.00	\$100,000.00	\$100,000.00	\$:00
	K8-2011-13-13-00	Judicial Training (AOIC)	\$24,715.24	\$:00	\$24,715.24	\$24,715.24	\$24,715.24	\$:00
	K8-2011-13-14-10	FFY2010 Labor Day Paid Media underclaim	\$100,825.25	\$:00	\$100,825.25	\$100,825.25	\$100,825.25	\$:00
	K8-2011-13-15-00	BAIID (SOS)	\$107,637.42	\$:00	\$107,637.42	\$107,637.42	\$107,637.42	\$:00
	K8-2011-13-16-00	Paid Media (July 4th & Labor Day) DTS	\$1,143,220.02	\$:00	\$1,143,220.02	\$1,143,220.02	\$1,143,220.02	\$:00
	K8-2011-13-17-00	Labor Day Patrols (Local)	\$162,309.48	\$:00	\$162,309.48	\$162,309.48	\$162,309.48	\$:00
	K8-2011-13-18-00	DUIE (ISP)	\$412,280.67	\$:00	\$412,280.67	\$412,280.67	\$412,280.67	\$:00
410 Alcohol SAFETEA-LU	Total		\$8,521,177.55	\$:00	\$37,581,668.55	\$8,521,177.55	\$8,521,177.55	\$:00

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Claim Period: 10/01/2010 - 09/30/2011

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
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2010 Motorcycle Safety

	K6-2011-22-01-00	PI&E Campaign	\$32,802.84	\$0.00	\$32,802.84	\$32,802.84	\$32,802.84	\$0.00
	K6-2011-22-02-00	Paid Media (DTS)	\$255,837.34	\$0.00	\$255,837.34	\$255,837.34	\$255,837.34	\$0.00
	K6-2011-22-04-00	MC Winter Conference (DTS)	\$1,239.92	\$0.00	\$1,239.92	\$1,239.92	\$1,239.92	\$0.00
	2010 Motorcycle Safety Incentive Total		\$289,880.10	\$0.00	\$289,880.10	\$289,880.10	\$289,880.10	\$0.00

2010 Motorcycle Safety Total

\$289,880.10 **\$0.00** **\$289,880.10** **\$289,880.10** **\$0.00**

2011 Child Seats

	K3-2011-21-02-00	ISP Match	\$0.00	\$0.00	\$42,858.00	\$0.00	\$0.00	\$0.00
	K3-2011-21-03-00	CPS (Local)	\$464,197.11	\$0.00	\$464,197.11	\$464,197.11	\$464,197.11	\$0.00
	K3-2011-21-04-00	CPS Seats (DTS)	\$9,713.71	\$0.00	\$9,713.71	\$9,713.71	\$9,713.71	\$0.00
	K3-2011-21-05-00	KISS (SOS)	\$28,677.45	\$0.00	\$28,677.45	\$28,677.45	\$28,677.45	\$0.00
	K3-2011-21-06-00	CPS PI&E Materials (DTS)	\$1,159.00	\$0.00	\$1,159.00	\$1,159.00	\$1,159.00	\$0.00
	K3-2011-21-08-00	State Match	\$0.00	\$0.00	\$147,337.26	\$0.00	\$0.00	\$0.00
	2011 Child Seat Incentive Total		\$503,747.27	\$0.00	\$693,942.53	\$503,747.27	\$503,747.27	\$0.00

2011 Child Seats Total

\$503,747.27 **\$0.00** **\$693,942.53** **\$503,747.27** **\$0.00**

1906 Prohibit Racial Profiling

	K10-2011-23-01-00	Racial Profiling (Local)	\$129,853.00	\$0.00	\$129,853.00	\$129,853.00	\$129,853.00	\$0.00
	K10-2011-23-02-00	ISP Match	\$0.00	\$0.00	\$49,987.00	\$0.00	\$0.00	\$0.00
	K10-2011-23-03-00	Racial Profiling Staff Assistant (DTS)	\$69,962.19	\$0.00	\$69,962.19	\$69,962.19	\$69,962.19	\$0.00
	1906 Prohibit Racial Profiling Total		\$199,815.19	\$0.00	\$249,802.19	\$199,815.19	\$199,815.19	\$0.00

154 Transfer Funds

	154HE-2011-24-01-00	Hazardous Elimination (DOH)	\$3,692,863.13	\$0.00	\$3,692,863.13	\$3,692,863.13	\$3,692,863.13	\$0.00
	154HE-2011-24-01-10	FPY2010 Section 154HE costs Incurred	\$2,398,924.33	\$0.00	\$2,398,924.33	\$2,398,924.33	\$2,398,924.33	\$0.00
	154 Hazard Elimination Total		\$6,091,787.46	\$0.00	\$6,091,787.46	\$6,091,787.46	\$6,091,787.46	\$0.00

Federal Reimbursement Voucher

U.S. Department of Transportation National Highway Traffic Safety Administration

Federal Reimbursement Voucher

Page: 6

State: Illinois

2011-FINAL

Report Date: 12/29/2011

Reimbursement Info: Total: \$.00

Posted: 12/29/2011

Claim Period: 10/01/2010 - 09/30/2011

Not Posted In DELPHI


Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
154 Transfer Funds Total			\$6,091,787.46	\$.00	\$6,091,787.46	\$6,091,787.46	\$6,091,787.46	\$.00
NHTSA Total			\$28,012,203.60	\$4,046,983.07	\$64,096,489.40	\$28,012,203.60	\$28,012,203.60	\$.00
Total			\$28,012,203.60	\$4,046,983.07	\$64,096,489.40	\$28,012,203.60	\$28,012,203.60	\$.00

I CERTIFY, that in accordance with the laws of the state and under the terms of the approved program(s) area that actual costs claimed have been incurred and have not previously been presented for payment. (APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT OR OTHER APPROPRIATE REVIEW)

State Official:

Addendum 1 Earned Media Activities

Lombard Police Department Joins “Click It or Ticket” To Crack Down on Seat Belt Use—Especially At Night

 By Village of Lombard March 3 at 2:34 p.m.

LOMBARD, Illinois— The Lombard Police Department will join local and national law enforcement officers and highway safety advocates all across the country for the 2011 national Click It or Ticket seat belt enforcement mobilization during the St. Patrick Day holiday time. During the mobilization, officers will be cracking down on motorists who fail to wear their seat belts—both day and night—from March 11 through March 20.

Because nighttime passenger vehicle occupants are among those least likely to buckle up and most likely to die in crashes when unrestrained, nighttime enforcement has become a priority of the Click It or Ticket mobilization. Of those who died in nighttime crashes in 2009, nearly 62% were not wearing seat belts at the time of their fatal crashes.

In 2009, 11,593 passenger vehicle occupants died in motor vehicle crashes nationwide between the nighttime hours of 6 p.m. and 5:59 a.m., according to the National Highway Traffic Safety Administration.

“Many more nighttime traffic deaths can be prevented if more motorists simply start wearing their seat belts. That’s why the Lombard Police Department is strongly supporting enhanced nighttime enforcement of seat belt laws, especially during this Click It or Ticket campaign,” said Officer Joe Grage of the Lombard Police Department’s Traffic Safety Unit. “We will be out in force to remind drivers and occupants to always

wear their seat belts – both day and night,” he added.

High-visibility enforcement such as the Click It or Ticket mobilization is credited with increasing the national belt usage rate from 58 percent in 1994 to an observed usage rate of 85 percent in 2010. Belt use saves thousands of lives each year across America. In 2009 alone, seat belts saved 12,713 lives nationwide.

“Law enforcement will be cracking down on Click It or Ticket violators around the clock. Local motorists should be prepared to buckle up. If law enforcement finds you on the road unbuckled anytime or anywhere, you can expect to get a ticket – not a warning. No excuses and no exceptions,” said Grage.

The Lombard Police Department encourages all motorists to remember this St. Patrick’s Day holiday: It’s Click It or Ticket. Buckle up and encourage your loved ones to do the same. You’ll save the cost of a ticket and may even save a life.

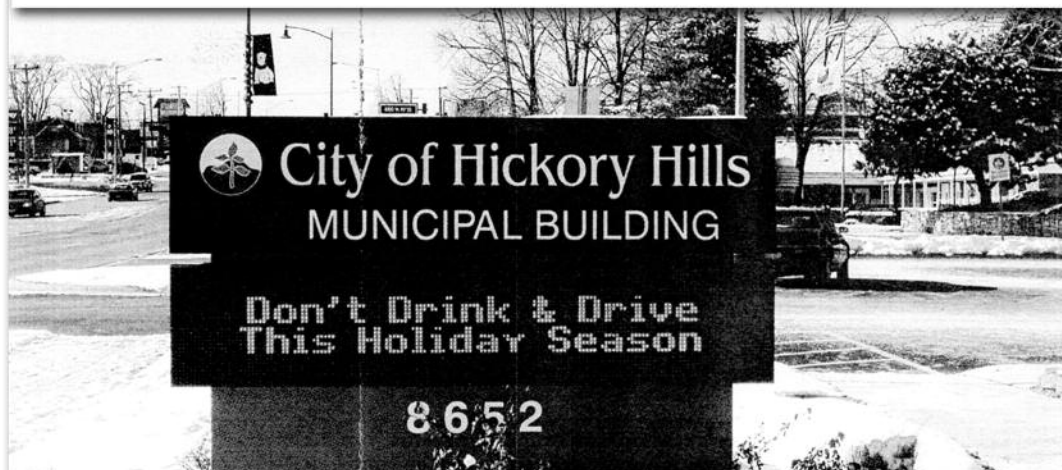
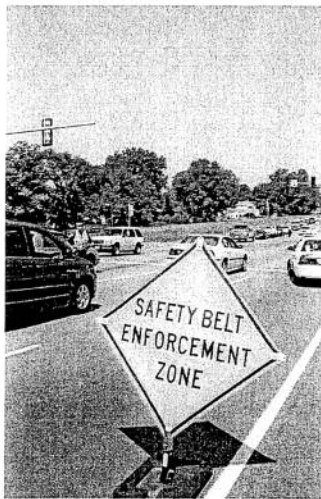
Safety Belt Enforcement Zones

By Monte Miller

In just four hours Thursday morning, Cahokia Police wrote about 20 tickets to driver that weren’t wearing their seatbelts.

The seatbelt checkpoints are part of annual grants from the Illinois Department of Transportation that pays for the officers to overtime for the checkpoints several times a year mostly around the major driving holidays of Memorial Day, Labor Day and the Fourth of July.

Officers started about 9 a.m. at an intersection near the Cahokia high school where one officer netted four tickets just in the first hour. The group of five officers then moved to the intersection of Camp Jackson Road and St. Paul Drive.



Lockport takes aim at drunken and drugged driving in the city

Officials hope to promote safety on the roadways

BY TONY GRAF
tgraf@stmedianetwork.com

LOCKPORT — December will be Drunk and Drugged Driving Prevention Month, according to a resolution pending a vote at Wednesday’s city council meeting.

The December holiday season is one of the most deadly times of the year for impaired driving, according to the resolution, which is on the council’s consent agenda.

With the resolution, Mayor Dev Trivedi is calling on individuals and organizations to raise awareness of this problem, and to take action.

“I ... call upon all citizens, government agencies, business leaders, hospitals and health care providers, schools, and public and private institutions to promote awareness of the impaired driving problem, to support programs and policies and to reduce the incidence of impaired driving, and to promote safer and healthier behaviors regarding the use of alcohol and other drugs this December holiday season and throughout the year,” Trivedi said in the proclamation.

Lockport Police Chief William Kendziora discussed the resolution at a council meeting earlier this month.

Motor vehicle crashes killed 911 people in Illinois during 2009, and more than a third of those fatalities—319

—involved a driver impaired by alcohol, the resolution said.

A look at last year’s Thanksgiving holiday alone provides some sad statistics.

“During the 2009 Thanksgiving holiday in Illinois, 12 people were killed in motor vehicle crashes. Of the 12 fatalities, five deaths involved a drinking driver,” said the Illinois Department of Transportation in a statement last month.

Another notable fact is that 75 percent of those killed were not wearing their safety belts at the time of the crash, where restraint use was known, the department said of the 2009 Thanksgiving holiday.

“We strongly urge all drivers and passengers to continue to buckle up, properly secure your child in the ap-

propriate safety seat, never drink and drive, and please silence or place your cell phone in the glove compartment before driving,” said Gary Hanig, Illinois transportation secretary, earlier this holiday season.

Agencies across the state and nation are joined with the “You Drink and Drive, You Lose” campaign, other public awareness efforts, and enforcement efforts, the Lockport resolution said.

“The city of Lockport is proud to partner with the Illinois Department of Transportation’s Division of Traffic Safety and other traffic safety groups in that effort to make our roads and streets safer,” the resolution said.

Comment on this story
www.heraldnewsonline.com

Police step up DUI patrols for the season

ELMHURST — According to a release issued last week, the Elmhurst Police Department continues to take part in a year long grant from the Illinois Department of Transportation (IDOT). The goal of this grant is to reduce fatal and serious injury crashes with additional enforcement of DUI and seatbelt laws. During the most recent campaign (November 12-28), the additional patrols yielded 12 DUI arrests and 46 seatbelt citations.

The next campaign starts Friday, December 17 and runs through Saturday January 02, 2011. This grant allows extra

officers to be on patrol looking for impaired drivers and seatbelt violations. These details will be taking place during all hours; however, the focus will be from 11 p.m. - 3 a.m., which is the deadliest time frame on Illinois roadways.

Motorists are encouraged to drive safely and to buckle up. If they are planning on drinking during this holiday season, they should make alternate driving arrangements. People are also encouraged to contact police if they see a vehicle that appears to be driven by an intoxicated driver.



May Is 'Click It Or Ticket'

The Des Plaines Police Dept. has launched its Illinois Dept. of Transportation (IDOT) grant funded Memorial Day campaign.

Police officers are out during the daytime and nighttime conducting seat belt enforcement zones all over the city.

The campaign will continue until Monday, May 30 at 13 different locations. Persons caught not wearing a seat belt will be issued

a citation.

"Please buckle up all the time," said Des Plaines Police Commander Tim Veit.

May is the national "Click it or Ticket" campaign month. Officers on May 20 also worked overtime on DUI saturation patrols.

The entire enforcement campaign is funded from a \$116,000 traffic safety grant from IDOT's Division of Traffic Safety.

Police announce Memorial Day campaign results

The Bartlett Police Department conducted extra patrols during the month of May due to the national "Click it, or Ticket" campaign and the Illinois Department of Transportation's "You Drink, You Drive, You Lose" campaign. From May 1 through May 31, the Bartlett Police Department had additional officers patrolling the streets specifically looking for motorists not wearing their seatbelt and those traffic violations indicative of driver impairment.

During the "Click it, or Ticket" campaign, Bartlett Police Officers stopped 512 vehicles, issued 112 state tickets, 152 compliance tickets, and 248 warning tickets for failure to wear a safety belt.

During the "You Drink, You Drive, You Lose" campaign, Bartlett Police Officers worked an additional 116 hours of patrol and stopped a total of 121 vehicles. Bartlett Police Officers issued 136 tickets, arrested 7 unlicensed drivers, and made 11 Driving Under the Influence arrests.

The Bartlett Police Department will also be conducting the "You Drink, You Drive, You Lose" Driving Under the Influence campaign during the weeks surrounding the Independence Day Holiday.

The Bartlett Police Department reminds all motorists to buckle up every trip, watch your speed, and always designate a sober driver.

Cahokia police cracking down on impaired drivers

If you are making plans to celebrate this weekend, a designated driver should be included.

The Cahokia Police Department has announced its late-night plans for July 4th traffic enforcement, focusing on both impaired drivers and safety belt violators.

The intensified enforcement effort will focus mainly on late-night hours as statistics show a disproportionate number of traffic deaths occur late at night and involve a drinking driver and/or unbuckled motorist. Seat belt enforcement zones, roadside safety checks, and increased patrols will occur during the late-night hours.

Cahokia officers will join the Illinois State Police and nearly 300 local police and sheriff's departments in a statewide enforcement effort that began June 17 and runs through July 4th.

Over \$1 million in federal highway safety funds will be put towards this stepped-up effort to continue to keep Illinois roads safe during the July 4th holiday weekend.

Data shows during last year's July 4th weekend (6 p.m. on 7/2/2010 until midnight 7/5/2010), 10 people lost their lives in motor vehicle crashes in Illinois and seven of those fatalities involved a drinking driver. Additionally, 780 people were injured in motor vehicle crashes during the July 4th weekend last year.



The Cahokia Police Department recommends two of many tips to avoid a potential crash or arrest involving impaired driving such as designating a sober driver and not letting friends or family members drive impaired. Other important tips include:

- Plan ahead. Designate a sober driver before going out and give that person your keys;
- Promptly report impaired drivers you see on the roadways to law enforcement by pulling over and dialing 911;
- Make sure everyone in your vehicle wears their safety belt. It is your best defense against an impaired driver.

The law enforcement crackdown is funded by federal traffic safety funds through IDOT's Division of Traffic Safety. The crackdown runs concurrently with a media campaign that reminds motorists, "You Drink & Drive. You Lose." and "Click It or Ticket."

Des Plaines police ramp up seatbelt enforcement

By Karen Kozenczak
CITY OF DES PLAINES

Plaines Police Commander Tim Veit. May is the national "Click it or Ticket" campaign. Officers will also be working overtime on DUI saturation patrols. These will be conducted most weekend evenings.

The Des Plaines Police Department began its Illinois Department of Transportation (IDOT) grant funded Memorial Day Campaign. Officers are out during the daytime and nighttime conducting seat belt enforcement zones all over the city. If you are caught not wearing a seat belt, you will be issued a citation.

"Please buckle up all the time," said Des

"If you plan on drinking this holiday campaign, please designate a sober driver for the evening," reminds Veit.

This entire enforcement campaign is funded from a \$116,000 traffic safety grant from IDOT's Division of Traffic Safety.

State police emphasize safe driving during holidays

The Illinois State Police, ISP, is encouraging motorists to "think twice" when consuming alcohol this holiday season, as the stakes continue to rise for those willing to roll the dice: drive while intoxicated.

As a reminder, ISP District 22 is kicking off a series of holiday enforcement and education blitzes stressing the financial impact, notoriety, and other consequences associated with driving under the influence, DUI, offenses.

District 22 has headquarters at Ullin. Capt. Harry Masse is commander of the district.

Masse reported Dec. 7 that District 22 troopers had made 238 DUI arrests for DUI and zero tolerance during 2010.

Masse said that 15 fatalities have occurred in the district. Two of those were the result of impaired drivers.

"A DUI arrest and conviction not only presents numerous inconveniences

to the violator, but is getting progressively more expensive," Masse stated.

A DUI conviction can range between \$15,000 and \$18,000 when you figure legal fees, court costs, income loss, high-risk insurance, basic remedial substance abuse class, Illinois Secretary of State and vendor costs with a breath alcohol ignition interlock device, towing/impoundment fees, and driver's license reinstatement.

"This does not include

additional costs involved with a DUI crash, such as medical treatment for injuries or fatalities, civil settlements awarded to crash survivors, and additional legal and court fees. We would much rather see people use that money in positive ways, especially this time of year," Masse said.

During the enforcement and education blitzes, our District 22 will forward weekly news releases to local newspapers identifying the names, ages and home

towns of those arrested for DUI.

In addition, the Illinois Department of Transportation, IDOT, will be conducting a major media campaign statewide to raise public awareness regarding traffic safety, emphasizing the consequences of driving while impaired.

"As always, aggressive enforcement will still play a major role in the holiday blitzes. We will be stepping up efforts on all fronts, including roadside safety

checks," Masse said.

"Hopefully, a renewed emphasis on expense, public embarrassment, awareness, and enforcement will help more people make better decisions.

"The ISP's bottom line is directly linked to saving lives on roadways, and doing all we can to prevent tragedies before they occur. As you and your loved ones prepare to celebrate the holidays, please work with us toward this goal by leaving drinking and driving out of the mix."



Just before Thanksgiving Day we went to every liquor selling establishment in Hickory Hills and hung IDOT's "Click It or Ticket/You Drink & Drive, You Lose" tags throughout the entire liquor department.

Rand Road Block Issues 59 New Year's Tickets

IDOT Grant Funds DUI/Seatbelt Patrols; 327 Pulled Over In Latest Effort

By **TIM O'CONNOR**
JOURNAL & TOPICS REPORTER

Eighteen percent of drivers stopped at a roadside checkpoint on Rand Road in Des Plaines Saturday night had a bad beginning to the New Year.

Des Plaines police issued tickets to 59 motorists at the checkpoint, which went from 10 p.m. to 1 a.m. in the eastbound lane on the 2000 block on East Rand Road, according to Cmdr. Timothy Veit. The breakdown: one suspended driver's license, 17 no valid insurance, 14 expired license plates, 16 failures to wear a seat belt, five no licenses ever issued, two expired licenses, and four equipment violations.

Police pulled over a total of 327 cars at the holiday checkpoint. Veit said the ticket ratio was typical for the stops.

Along with the checkpoint, police ran DUI patrols and seat belt enforcement zones between Dec. 17 and Jan. 2. Six were arrested for driving under the influence and 129 seat belt tickets were issued.

Failure to wear a seat belt results in a \$25 ticket. Police set up six seat belt enforcement zones during the two-week period near various intersections around Des Plaines.

The patrols and checkpoints were entirely funded by a grant from the Illinois Dept. of Transportation. The \$166,000 grant aims at improving enforcement during several holidays throughout the year.

The next enforcement will run from Jan. 28 through Feb. 6 for the Super Bowl. That will include only DUI patrols and seat belt enforcement zones. There will be no roadside checkpoints.

Police departments unite in effort to reduce Milwaukee Ave. crashes

Police officers from 14 law enforcement agencies will be cracking down on traffic violations along the entire 40-mile length of Milwaukee Avenue, beginning Friday.

This year's "Provide a Safe Run on Route 21" mobilization will focus on the "fatal five" traffic violations in an effort to reduce crashes.

The "fatal five" are DUI, speeding, seat belt violations, improper lane use and following too close.

The saturation patrols will be conducted on Dec. 10 to 12 and Dec. 17 to 19 along Milwaukee Avenue from downtown Chicago to state Route 41 in Gurnee.

People who drink and drive after holiday festivities make the period between Thanksgiving and New Year's Day one of the most dangerous seasons for the public. Alcohol alone is a factor in at least 41 percent of all fatal crashes, which av-

erages out to one alcohol related fatality every 30 minutes and one alcohol related injury every two minutes.

"This mobilization is meant to provide a high-profile effort to gain public awareness," said Buffalo Grove Sgt. Scott Kristiansen.

Participating agencies in the blitz include Buffalo Grove, Chicago, Glenview, Gurnee, Libertyville, Lincolnshire, Niles, Prospect Heights, Riverwoods, Vernon Hills, Wheeling, Illinois State Police and the Cook and Lake County Sheriff's Departments.

Funding to support Buffalo Grove's DUI campaign was provided by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation, and is administered by the Illinois Department of Transportation's Division of Traf-

fic Safety.

Petition packets

Lake County Clerk Willard Helander announced that petition packets for the office of Lake County Regional Board of School Trustee are available at the County Clerk's Office, 18 N. County St., Waukegan.

Candidate nomination papers for Lake County Regional Board of School Trustee are filed with the County Clerk's office from Dec. 13 to 20, between the hours of 8:30 a.m. and 5 p.m.

To receive a petition packet or for more information on election dates, petition requirements and general filing information, contact Lake County Clerk Elections Administrator Cindy Pagano at (847) 377-2309.

Comment: pioneerlocal.com

Steger and South Heights PD Joins Click It or Ticket Campaign

Steger and South Chicago Heights Police Departments have joined Click It or Ticket Campaign to crack down on safety belt use - especially at night.

Both departments will join state and local law enforcement officers for the 2011 Click It or Ticket safety belt enforcement campaign, May 13-30.

During the campaign, officers will be cracking down both day and night on motorists who fail to wear their safety belt.

Because nighttime passenger vehicle occupants are among those least likely to buckle up and therefore more likely to die in motor vehicle crashes, nighttime enforcement has become a priority of the Click It or Ticket campaign.

Of those who died nationwide in nighttime crashes in 2009, nearly two-thirds (62%) were not wearing a safety belt at the time of their fatal crash.

Nationwide in 2009, 11,593 passenger vehicle occupants died in motor vehicle crashes between the hours of 6 p.m. and 5:59 a.m., according to National Highway Traffic Safety Administration (NHTSA).

There were 30 fatalities and 757 injuries in Illinois over the 2009 Memorial Day weekend.

"Many more nighttime traffic deaths can be prevented if more motorists simply start wearing their safety belts.

That is why Steger Police Department is strongly supporting enhanced nighttime enforcement of safety belt laws during the May 13-30, 2011, Click It or Ticket campaign," said Sgt. Patrick Rossi.

"We will be out in force to remind drivers and occupants to always wear their safety belt - both day and night."

High-visibility enforcement such as the Click It or Ticket campaign is credited with increasing the Illinois safety belt usage rate from 70.2% in 2000 to an observed daytime usage rate of 92% in 2010.

Safety belt use has saved thousands of lives each year across America.

In 2009 alone, safety belts saved 12,713 lives nationwide.

Data from the Illinois Department of Transportation's Division of Traffic Safety indicates more than 4,000 lives have been saved since Illinois' Click It or Ticket campaign kicked-off in 2000.

"Law enforcement will be cracking down on Click It or Ticket violators around the clock. Local motorists should be prepared to buckle up. If law enforcement finds you on the road unbuckled anytime or anywhere, you can expect to get a ticket - not a warning. No excuses and no exceptions," said Sgt. Rossi.

Remember May 13 to May 30 is Click It or Ticket. Buckle up and encourage your loved ones to do the same. You will save the cost of a ticket and may even save a life.

For more information about the Click It or Ticket campaign visit www.buckleupillinois.org.

Momence Police late-night enforcement crackdown for July 4th weekend

Momence Police announced its late-night plans for July 4 traffic enforcement, focusing on both impaired drivers and safety belt violators. The intensified enforcement effort will focus mainly on late-night hours as statistics show a disproportionate number of traffic deaths occur late at night and involve a drinking driver and/or unbuckled motorist.

Momence Police will join the Illinois State Police and nearly 300 local police and sheriff's departments in a statewide enforcement effort that began June 17 and runs through July 4. Over \$1 million in federal highway safe funds will be put towards this stepped-up effort to continue to keep Illinois roads safe during the July 4th holiday weekend.

"Nighttime is the most critical time for motor vehicle fatalities. Law enforcement is dedicated to the cause and will be stepping up our late-night enforcement efforts making sure impaired drivers are off the road and motorists are buckled up," said Chief Swanson.

Data shows during last year's

July 4th weekend (6 p.m. on 7/2/2010 until midnight 7/5/2010), 10 people lost their lives in motor vehicle crashes in Illinois and seven of those fatalities involved a drinking driver. Additionally, 780 people were injured in motor vehicle crashes during the July 4th weekend last year.

The Momence Police Department recommends two of many tips to avoid a potential crash or arrest involving impaired driving such as designating a sober driver and not letting friends or family members drive impaired. Other important tips include:

- Plan ahead. Designate a sober driver before going out and give that person your keys;

- If you are impaired, call a taxi, or call a sober friend or family members to get you home safely;

- Promptly report impaired drivers you see on the roadways to law enforcement by pulling over and dialing 911;

- Make sure everyone in your vehicle wears their safety belt. It is your best defense against an impaired driver.

The law enforcement crackdown is funded by federal traffic safety funds through IDOT's Division of Traffic Safety. The crackdown runs concurrently with a media campaign that reminds, "You Drink & Drive. You Lose," and "Click It or Ticket."

Bartlett Police arrest five in DUI campaign

The Bartlett Police Department continued DUI and seat-belt enforcement efforts in compliance with an Illinois Department of Transportation grant it received.

The Sustained Traffic Enforcement Project grant from IDOT has a goal of reducing the incidence of alcohol-related motor-vehicle crashes and the resulting injuries and fatalities through highly visible increased enforcement of impaired driving, speed, pedestrian safety, motorcycling and registration laws.

The Police Department conducted 94 enforcement hours directed toward DUI and seat-belt enforcement be-

tween Dec. 17 and Jan. 2.

As part of the STEP grant, the police department had additional officers working patrol.

While on patrol, the officers stopped 98 vehicles for various driving violations.

Officers made five arrests for DUI-alcohol and seven arrests for driving without a valid license.

Additionally officers wrote 105 citations for other violations.

The next scheduled campaign will be during the weeks surrounding the Super Bowl (Jan. 28 through Feb. 6).

The Bartlett Police Department reminds all motorists to not drink and drive, and always wear a safety belt.

JOURNALSTANDARD.com

Special police patrols focus on traffic violations this Thanksgiving

By Travis Morse
The Journal-Standard

Freepport, Ill. — Law enforcement agencies across the region will be out in full force this Thanksgiving holiday to crack down on impaired driving, speeding, and other traffic violations that contribute to injury accidents on area roads.

The Freeport Police Department and the Stephenson County Sheriff's Office are both taking part in the Sustained Traffic Enforcement Program (STEP). As part of this grant program, the agencies will hold special patrols throughout November targeting DUI, seat belt, and speeding offenses, said Freeport Police Lt. Stephen Gerbold.

"It is effective," Gerbold said of the patrols. "I can show in our crash statistics that we've lowered our total number of traffic crashes and our total number of injury accidents.... And I think I can directly relate it to traffic enforcement."

According to Gerbold, these saturation patrols serve as a deterrent to traffic violations by creating a highly visible police presence. The patrols, which have been held over the past several years, have had a noticeable impact on Freeport's accident rates, Gerbold said.

From the period of Oct. 1, 2008, to Sept. 30, 2009, there were 1,016 traffic crashes in Freeport, and 87 personal injuries from those crashes, Gerbold said. From Oct. 1, 2009, to Sept. 30, 2010, there were 948 traffic crashes in Freeport, and 32 injuries resulting from them, he said.

"It's a significant decrease in injuries and we can attribute it to occupant protection," Gerbold said. "More people are using seat belts and that is enforcement."

The Freeport Police Department's STEP enforcement campaign runs from Nov. 12 to Nov. 28. As part of the program, officers are hired back on overtime to conduct specialized patrols. Gerbold said the "saturation patrols" are held throughout the city, not just in certain areas.

The sheriff's office STEP campaign, the first of six enforcement periods, is from Nov. 18 to Nov. 28. During this period, sheriff's deputies hired back on overtime will focus primarily on impaired driving violations, said Chief Deputy Todd Welch of the sheriff's office. The STEP programs for the city and county are funded through grants from the Illinois Department of Transportation, Division of Traffic Safety.

"It gives us additional people out there to look for impaired drivers," Welch said of the grant.

District 16 Efforts

The Illinois State Police, District 16, will also be busy this Thanksgiving trying to make the streets safer for holiday travelers. A major part of this enforcement effort is the Click It or Ticket campaign, which runs from Nov. 12 to Nov. 28, and focuses on seat belt violations.

Also this month, state police are conducting specialized patrols targeting impaired driving and enforcing traffic laws on some of the district's busiest highways, such as U.S. 20, I-90, and I-90. Some of these patrols will involve troopers hired back on overtime through grant funding, said Trooper Brent Massingill, a safety education officer for District 16. Other efforts will involve troopers being directed to conduct certain patrols during their regular work hours, Massingill said.

"Thanksgiving's a big holiday for travel," Massingill said. "The night before Thanksgiving seems to be popular for people who are going out drinking.... We've usually pretty successful in taking a good number of drunk drivers off the road over the holidays."

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Carol Stream Police Department

500 N. Gary Avenue
Carol Stream, IL 60188

PRESS RELEASE
For Immediate Release



Nighttime Seat Belt and Impaired Driver Crackdown Results

The 2010 Thanksgiving Holiday Campaign has come to a close. Carol Stream Police Officers arrested 18 impaired motorists and issued 87 safety belt citations during the nighttime crackdown. Officers also issued 2 Zero Tolerance DUI's.

On "Black Friday" officers issued 57 seat belt tickets during a four hour block of time. Carol Stream Police will continue their effort to make sure everyone is buckled up for every trip every time.

Officers are going to be out during the month of December enforcing seat belt and child restraint violators in and around local schools. They will also be looking for motorists using their cell phones illegally in school zones.

Carol Stream Police regularly participate in the grant funded campaigns. This allows for extra officers, above and beyond the normal patrol officers, to be out on the streets enforcing the law. Carol Stream Police plan to continue their partnership with funding provided by the Illinois Department of Transportation, Traffic Safety Division.

Plainfield Police to conduct Super Bowl campaign

The Plainfield Police Department will participate in a "Click it or Ticket" campaign in conjunction with the National Football League's Super Bowl and will run from Friday, Jan. 28 through Feb. 6.

Police officers will focus a large amount of their efforts on occupant restraint violations and will take a zero tolerance approach.

Enforcement will be conducted during daytime and nighttime hours, both from vehicles and on foot at various locations throughout the village. Anyone stopped for failing to buckle up can expect a citation.

This extra enforcement is funded by a grant from the Illinois Department of Transportation Division of Traffic Safety.

— Eric Munson,
Plainfield Police Department

Click it or Ticket

Cahokia Police Department steps up late-night fight against impaired driving and safety belt law violators this Thanksgiving Holiday Season



Momence Police late-night enforcement crackdown for July 4th weekend

Momence Police announced its late-night plans for July 4 traffic enforcement, focusing on both impaired drivers and safety belt violators. The intensified enforcement effort will focus mainly on late-night hours as statistics show a disproportionate number of traffic deaths occur late at night and involve a drinking driver and/or unbuckled motorist.

Momence Police will join the Illinois State Police and nearly 300 local police and sheriff's departments in a statewide enforcement effort that began June 17 and runs through July 4. Over \$1 million in federal highway safe funds will be put towards this stepped-up effort to continue to keep Illinois roads safe during the July 4th holiday weekend.

July 4th weekend (6 p.m. on 7/2/2010 until midnight 7/5/2010), 10 people lost their lives in motor vehicle crashes in Illinois and seven of those fatalities involved a drinking driver. Additionally, 780 people were injured in motor vehicle crashes during the July 4th weekend last year.

The Momence Police Department recommends two of many tips to avoid a potential crash or arrest involving impaired driving such as designating a sober driver and not letting friends or family members drive impaired. Other important tips include:

- Plan ahead. Designate a sober driver before going out and give that person your keys;

- If you are impaired, call a taxi, or call a sober friend or family members to get you home safely;

- Promptly report impaired drivers you see on the roadways to law enforcement by pulling over and dialing 911;

- Make sure everyone in your vehicle wears their safety belt. It is your best defense against an impaired driver.

The law enforcement crackdown is funded by federal traffic safety funds through IDOT's Division of Traffic Safety. The crackdown runs concurrently with a media campaign that reminds, "You Drink & Drive. You Lose," and "Click It or Ticket."

Thanksgiving is a joyous time for families across our country who travel long distances to celebrate together. College students come home for the first time since school started, gather all weekend with friends. Many of these celebrations include alcohol and all too often result in tragedy.

The Illinois Department of Transportation's Division of Traffic Safety (IDOT/DTS) and Cahokia Police Department would like to remind everyone driving on our roadways this holiday season to drive carefully and defensively, do not drive impaired and, most importantly, buckle up each and every trip.

Statistics show that those least likely to buckle up are teens; young male adults; nighttime passengers; motorists driving on rural roads and individuals traveling in pickup trucks—espe-

cially during the late-night hours. Late-night hours are when the highest percentage of motorists die in alcohol-involved crashes and the lowest percentage of vehicle occupants are wearing safety belts. In this day of cell phones, texting and other driving distractions, young people are even more at risk.

Too often, our messages are not heard. It won't happen to me. To lose a life when it could have been saved by taking two seconds to buckle a safety belt; to designate a sober driver, to put the cell phone in the glove compartment—it's just not worth the risk.

Police officers never get use to the sorrow they feel when called to the scene of a crash where someone has died. The pain is even worse when it could have been avoided by wearing a safety belt or not driving impaired.

Police officers are committed to your safety 24 hours a day, 7 days a week.

That is why, during the Thanksgiving Mobilization, November 12-28, law enforcement will be out in full force. This stepped-up enforcement throughout Illinois will remind drivers that wearing a safety belt costs you nothing, but not wearing it could cost you a ticket, or worse—your life. The same applies when you have been drinking and choose to drive. We want all drivers and passengers, front seat and back seat, to Click It or Ticket, day and night—and remember, You Drink & Drive. You Lose.

Thanksgiving is a time to give thanks for our blessings; not a time to watch those blessings come to an end because of risky behavior.



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