

Annual Evaluation Report Federal Fiscal Year 2010

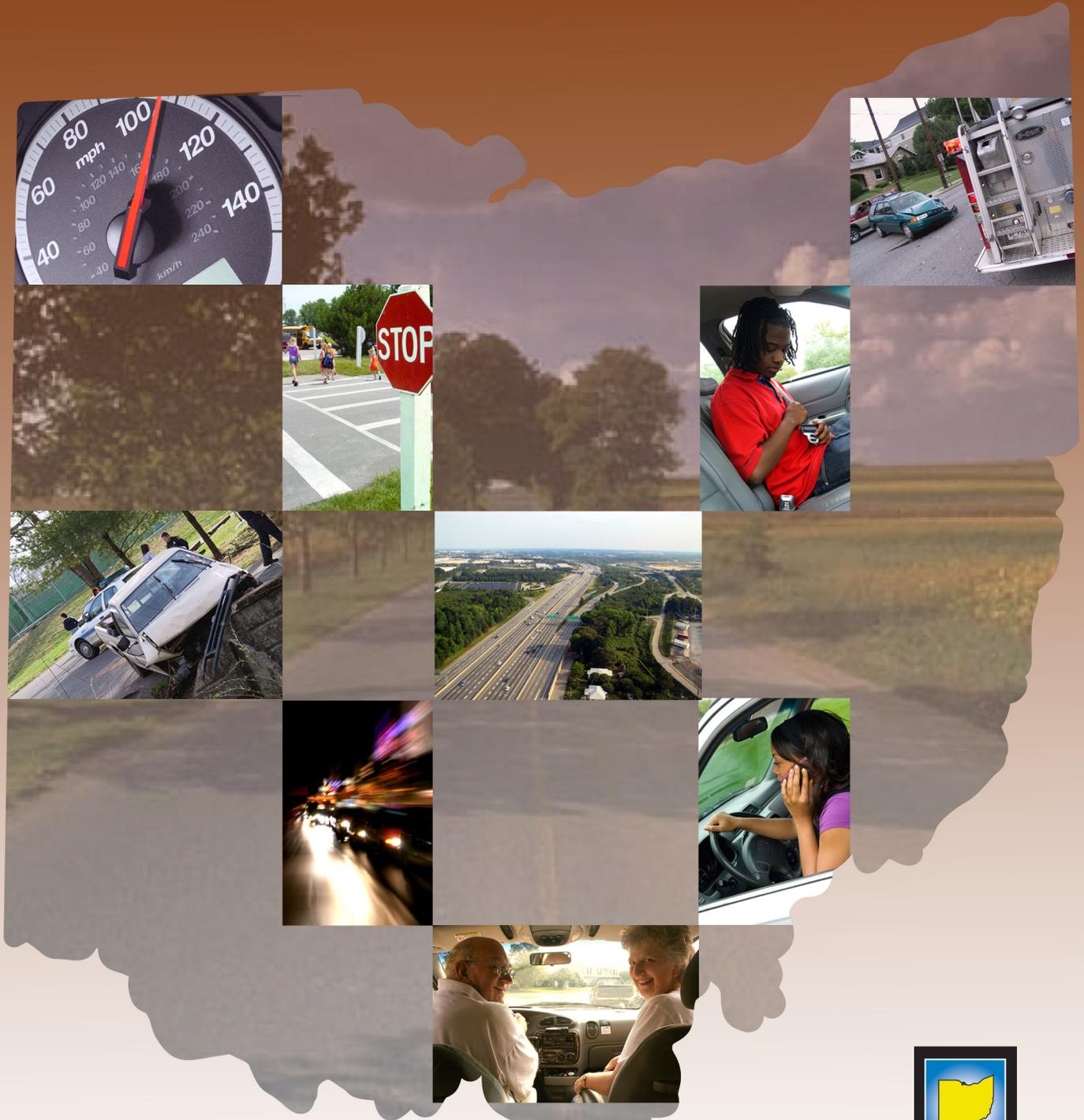


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Message from the Administrator

The Ohio Traffic Safety Office (OTSO) administers the National Highway Traffic Safety Administration funds to enhance driver safety in Ohio and reduce the number the fatalities on Ohio's roadways. In addition to administering federal funds, the OTSO administers motorcycle rider training, provides oversight and regulation of Ohio's driver training schools, and collects and analyzes Ohio crash data.

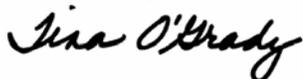
The Ohio Traffic Safety Office (OTSO) had taken great strides to improve safety and reduce fatalities in FFY 2010. A record was set in Ohio with the lowest number of fatalities in 2009, down 14% from the previous calendar year.

In FY 2010, the OTSO increased enforcement hours, the number of identified corridor enforcement efforts, enforcement media buys, and focused on teen driver safety and motorcycle safety. Additional highlights include:

- Partnering with the Governor's Highway Safety Association and the Ford Driving Skills for Life program to highlight the importance of driver awareness and to provide 400 teens with enhanced skills to drive more safely.
- Partnering with Ohio's motorcycle rider community to solicit their involvement in our efforts to promote motorcycle safety.
- Joining forces with the Buckeye State Sheriff's Association, the Ohio Association of Chiefs of Police and the Ohio State Highway Patrol to develop a public service announcement asking all Ohioans to buckle-up and committed their resources to enhance enforcement on impaired, aggressive and distracted driving.
- Establishing a Drug Evaluation and Classification Program for the State of Ohio to enhance enforcement with drugged-drivers.
- Partnering with NHTSA on a Traffic Records Assessment and Management Review.

This annual report of the OTSO Traffic Safety Action Plan for the Federal Fiscal Year 2010 evaluates the state's Highway Safety Plan and highlights the measures taken by state and local partners to reduce traffic fatalities in Ohio. Please read and accept this report on behalf of all partners who participated in planned activities and who are responsible for saving lives in their efforts.

Respectfully submitted,



Tina O'Grady, Administrator
Ohio Traffic Safety Office



Overview

The Ohio Traffic Safety Office (OTSO) is housed under the Director's Office within the Ohio Department of Public Safety (ODPS). The OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives, contracts for traffic safety activities, and oversees the state-funded Driver Training, Motorcycle Ohio, and Traffic Statistics programs.

This Annual Evaluation Report summarizes activities that occurred between October 1, 2009 and September 30, 2010. This document reflects the format and core requirements incorporated into the Federal Fiscal Year (FFY) 2010 Highway Safety Plan.

Activities listed in this report that can be directly tied to a specific county reach 92.6 percent of Ohio's population (approximately 10.6 million people). Grants with the Ohio State Highway Patrol, Ohio Investigative Unit, and our Paid Media contract potentially reach the entire state, for 100 percent reach.

OTSO Mission Statement

The mission of the Ohio Traffic Safety Office is to save lives and reduce injuries on Ohio's roads through leadership and partnership efforts with others interested in traffic safety, utilizing the most innovative and efficient methods possible of managing state and federal resources.



Accomplishments

The 2010 statewide observational seat belt survey conducted by Miami University, Applied Research Center showed Ohio's seat belt use rate increased to a record 83.8 percent. With Ohio continuing to be a secondary seat belt state, enforcement, public awareness, paid media and educational initiatives are the activities used to increase seat belt usage. This model will continue to be followed in FFY 2011.

Ohio partnered with the Governor's Highway Safety Association and Ford Motor Company to bring the Ford Driving Skills for Life program to Columbus. This program provided 400 teens the opportunity to receive hands on training from professional driving instructors. Some of the topics covered were distractions, decision making behind the wheel, skid control and impaired driving. Ohio plans to bring the program back to Ohio in FFY 2011.

In 2010, the Law Enforcement Liaisons (LELs) facilitated three corridor projects in Ohio based upon problem identification models. Working with the data maintained by ODPS/OTSO and additional guidance from the Ohio Department of Transportation the LELs established cooperative partnerships with law enforcement along Ohio State Route 4, U.S. Route 52, and highway segments in Northeast Ohio, to target speeding, aggressive driving, distracted driving, OVI, and to enhance seat belt usage. The U.S. Route 52 project was a three state effort conducted with the help of the Traffic Safety Offices in Kentucky and West Virginia. Ohio Department of Natural Resources also partnered in this effort by conducting enforcement on the Ohio River with boat patrols.

In FFY 2010, Ohio began to develop a statewide Drug Recognition Expert (DRE) Program. The Ohio Program Standards were written and approved by the Ohio Technical Advisory Committee on September 22, 2010. The program standards were sent to the International Association of Chiefs' of Police (IACP) for review and approval. The IACP approved Ohio's accreditation as a DRE State on October 22, 2010.

The OTSO continues to work closely with the Ohio Department of Health (ODH) as they implement the new breath testing instruments throughout state. In 2010, the OTSO completed implementation of 89 I-8000 Breath Testing instruments in 42 counties in Ohio. Officers have been trained in an additional 21 counties.

Cincinnati Reds announcer, Thom Brennaman, waived his talent fee for a radio spot (\$5,000) and requested the funds go back into the community. The OTSO was able to provide a grant to the Reds Community Fund for the purchase of 75 car seats. The car seats were distributed to low-income Ohio families in the greater Cincinnati Area. Additionally, for each Cincinnati Reds pitching save, a message was announced during the game on the importance of using proper occupant restraints.

In FFY 2010, Ohio successfully completed a Management Review. Ohio received four commendations and four management considerations. Ohio plans to work with NHTSA on the management considerations. Ohio also completed a Traffic Records Assessments. The recommendations from the assessment are being considered and implemented.

As a means of determining added value to the Safe Communities grant program, a new reporting form was developed in FFY 2010. Safe Communities tracked the number of hours that volunteers contributed to their activities. They reported 2030.5 hours. Using the national estimated dollar value of volunteer time of \$20.85 per hour, volunteers contributed \$42,335.93.

Crash Data & Trends

Progress Report Data 2003 - 2010

	2003	2004	2005	2006	2007	2008	2009	2010
Fatalities (Actual)	1,278	1,285	1,326	1,239	1,257	1,191	1,022	
Fatality Trend	1,278	1,282	1,296	1,282	1,277	1,358	1,228	
Fatality Rate /100 million VMT	1.16	1.14	1.18	1.10	1.13	1.09	0.92	
Fatality Rate Trend	1.16	1.15	1.16	1.15	1.14	1.13	1.10	
Injuries (Actual)	66,466	66,842	63,650	59,810	58,031	56,988	54,359	
Injury Trend	66,466	66,654	65,653	64,192	62,960	61,965	60,878	
Fatality & Serious Injury Rate/(100 million VMT)	11.23	11.75	11.09	10.65	10.56	10.34	9.74	
Fatality & Serious Injury Rate Trend	11.2	11.5	11.4	11.2	11.1	10.9	10.8	
Fatality Rate/100K Population	11.26	11.21	10.79	10.96	10.96	10.36	8.85	
Fatality Rate Trend/100K Population	11.3	11.2	11.1	11.1	11.0	10.9	10.6	
Fatal & Serious Injury Rate/100K population	108.73	115.42	107.96	104.02	102.26	97.54	93.53	
Fatal & Serious Injury Rate Trend /100K population	108.7	112.1	110.7	109.0	107.7	106.0	104.2	
Alcohol Related Fatalities	463	477	474	495	473	449	390	
Alcohol Related Fatality Trend	463.0	470.0	471.3	477.3	476.4	471.8	460.1	
Proportion of Alcohol Related Fatalities	36.0	37.1	25.7	39.9	37.6	37.6	38.1	
Alcohol Proportion Trend	36.0	36.6	32.9	34.7	35.3	35.7	36.0	
Alcohol Related Fatality Rate/100M VMT	0.42	0.42	0.42	0.44	0.43	0.41	0.35	
Alcohol Fatality Rate Trend	0.42	0.42	0.42	0.43	0.43	0.42	0.41	
Percent of Population Using Seat Belts*	74.70%	74.10%	78.70%	81.70%	81.60%	82.70%	83.60%	83.77%
Seat Belt Use Trend	74.70%	74.40%	75.83%	77.30%	78.16%	78.92%	79.59%	80.88%

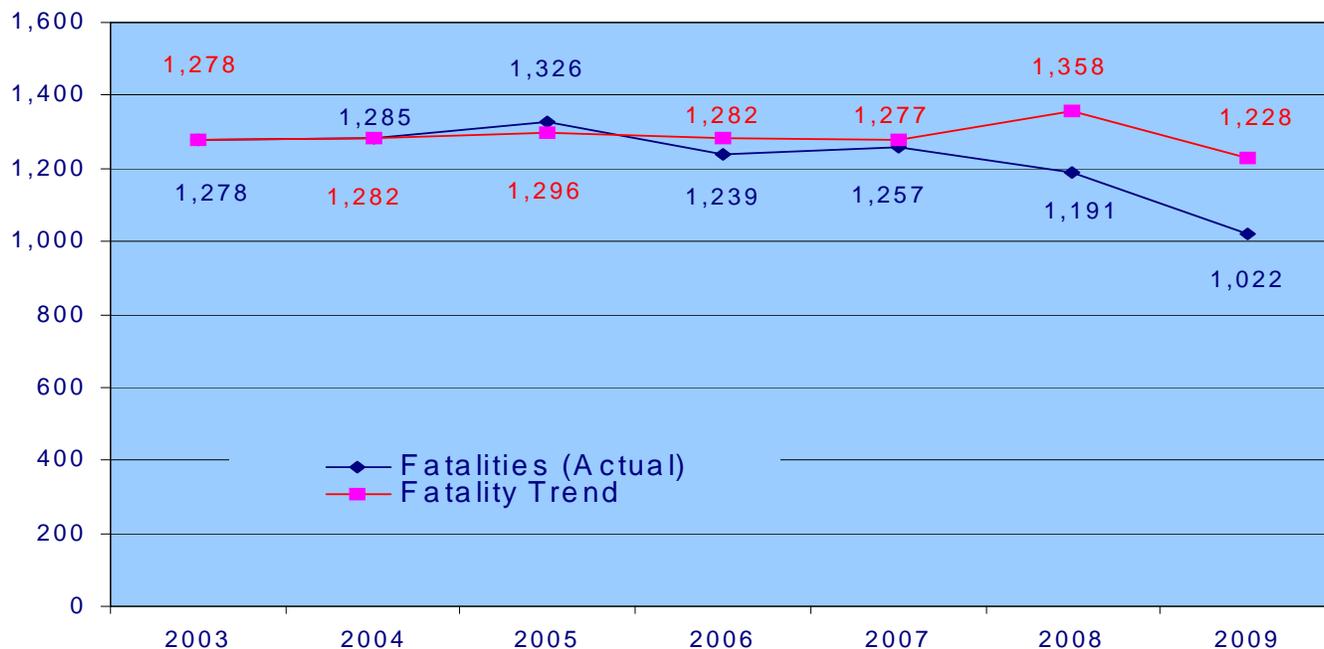
* Crash numbers for 2010 are being collected and will not be available until 2011.
Crash numbers listed above are taken from the official Ohio Traffic Crash Facts Book for the year indicated.

From the Ohio Department of Transportation, Vehicle Miles of Travel for 2009 is 110,775,908,600.
From the US Census Bureau, the Ohio population estimate for 2009 is 11,542,645.

Motor Vehicle Crash Trends

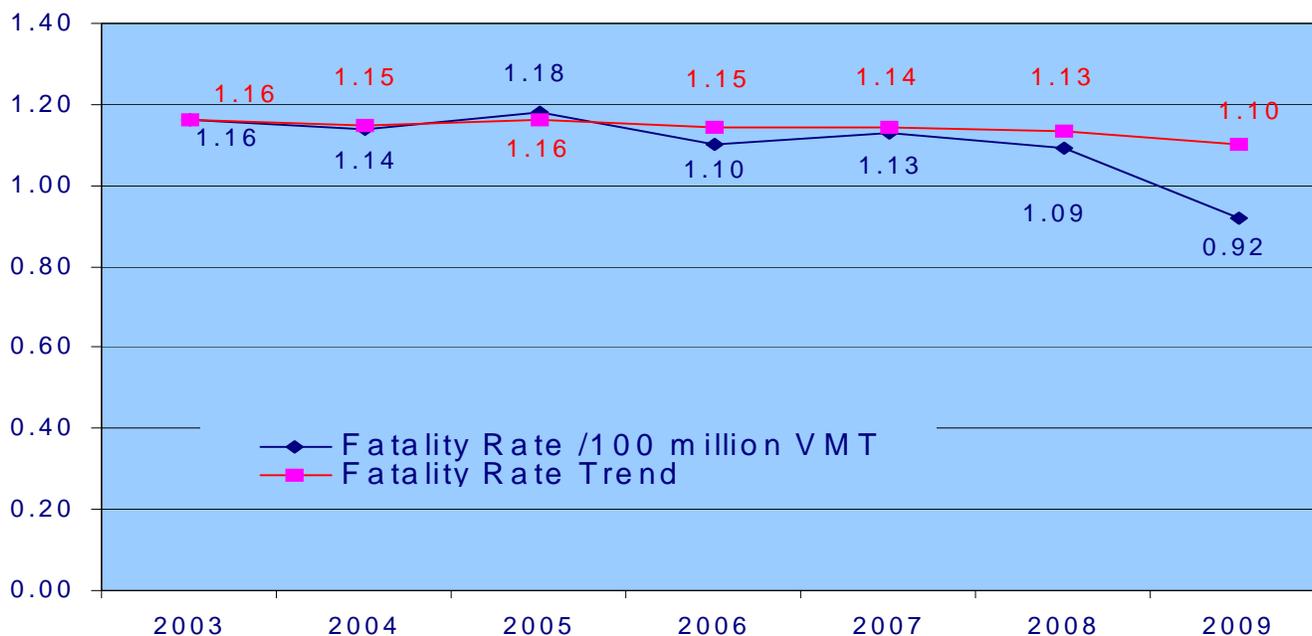
Trend: Fatalities

Fatality Trend



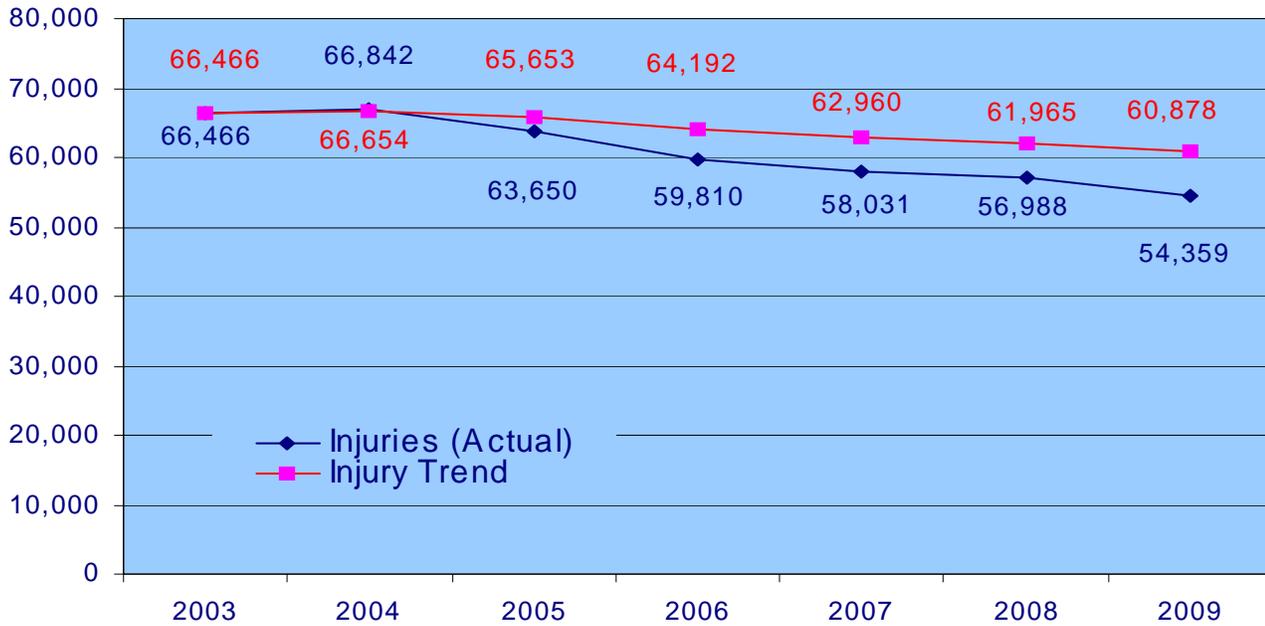
Trend: Fatality Rate/100M Vehicle Miles Traveled

Fatality Rate per 100M Vehicle Miles Traveled



Trend: Serious Injuries

Serious Injuries Trend

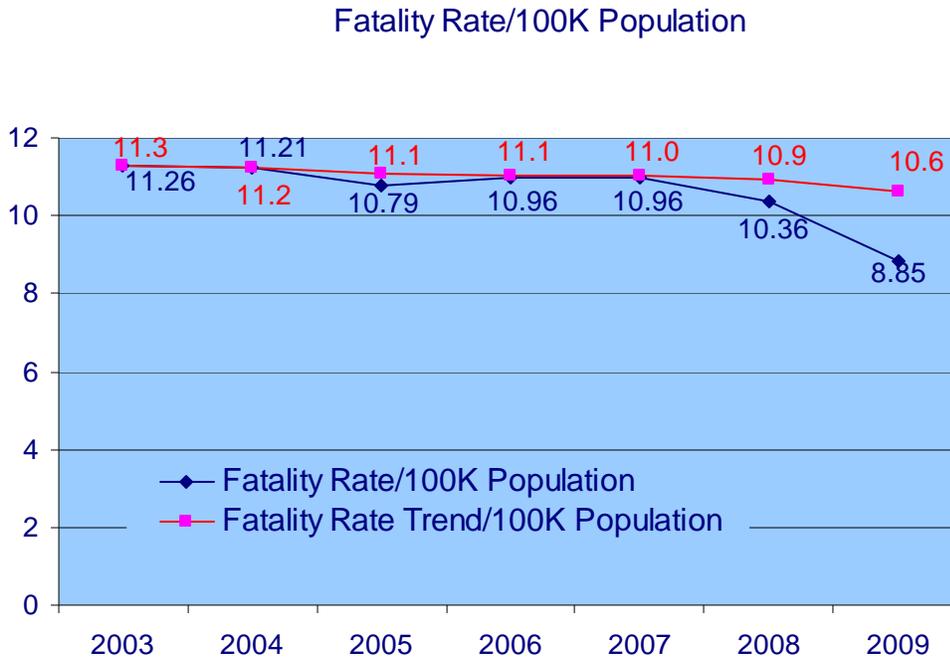


Trend: Fatal/Serious Injury Rate/100M Vehicle Miles Traveled

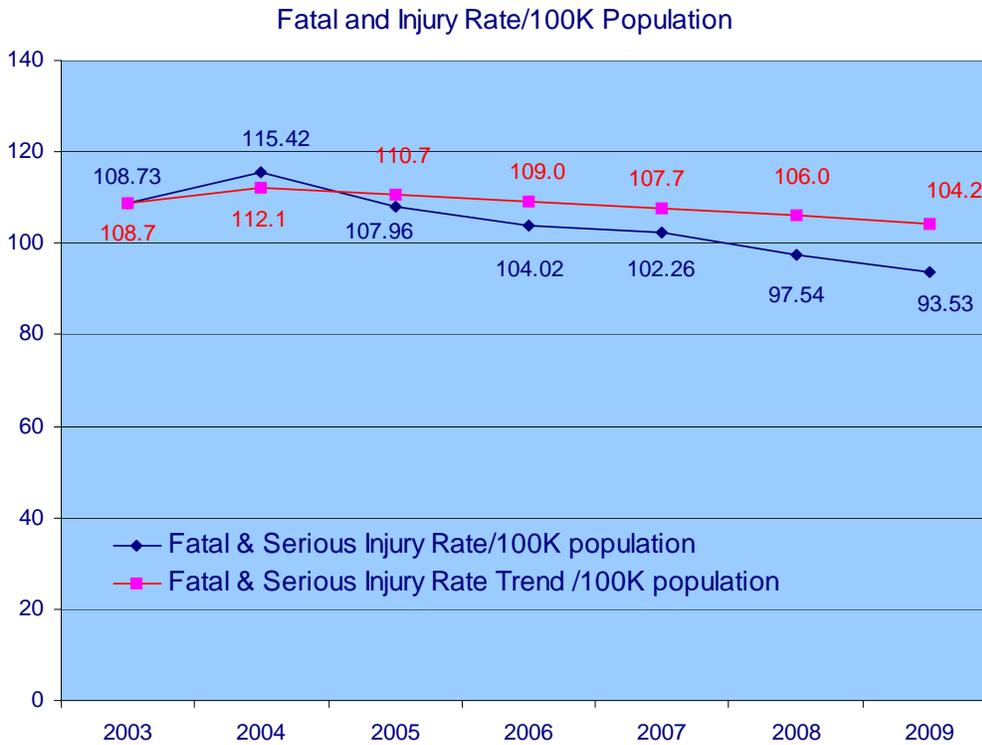
Fatal & Serious Injury Rate per 100M Vehicle Miles Traveled



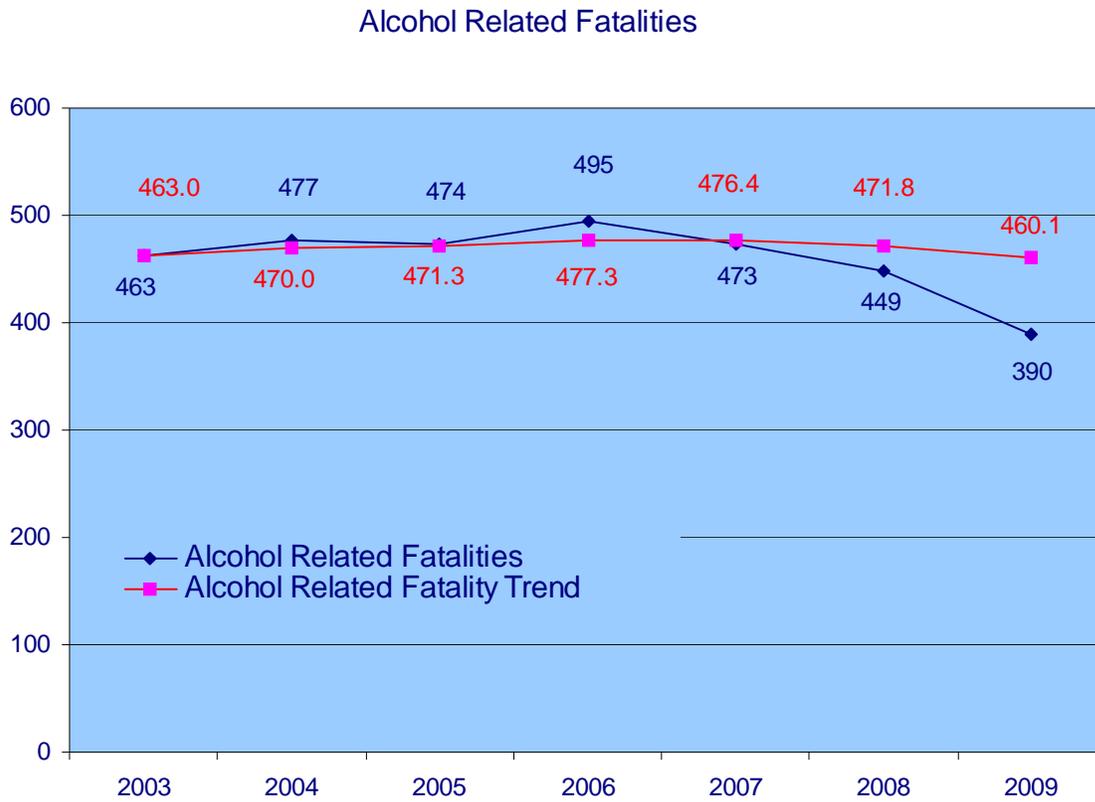
Trend: Fatality Rate/100K Population



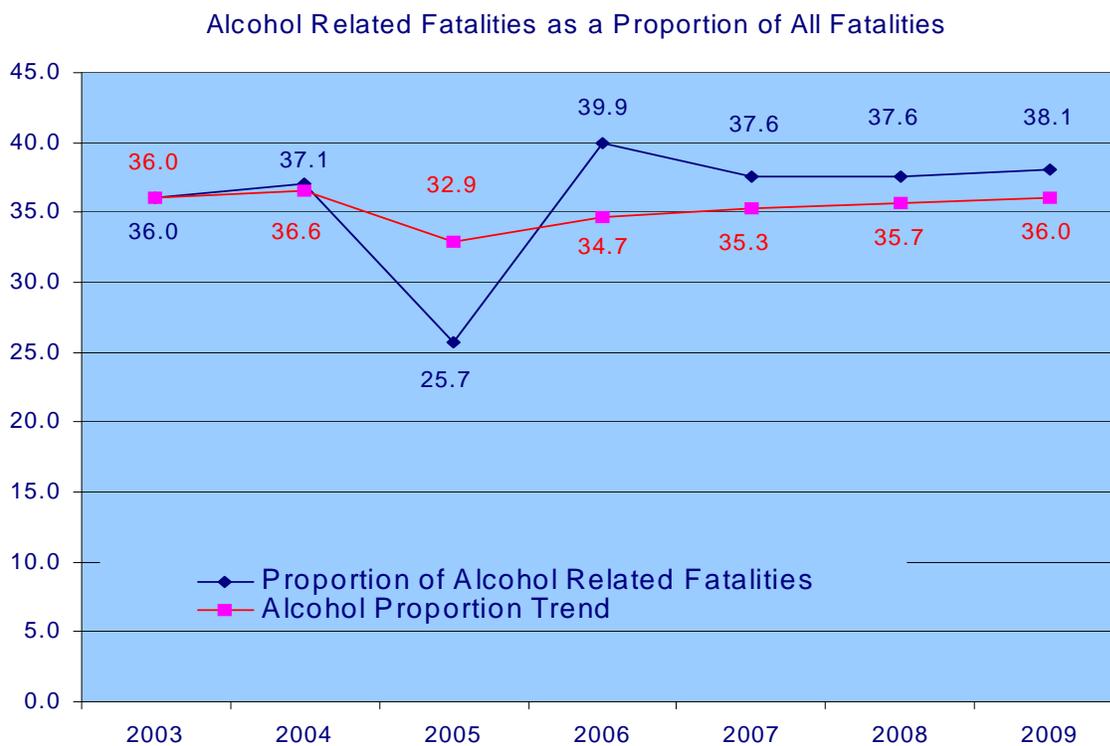
Trend: Fatal/Injury Rate/100K Population



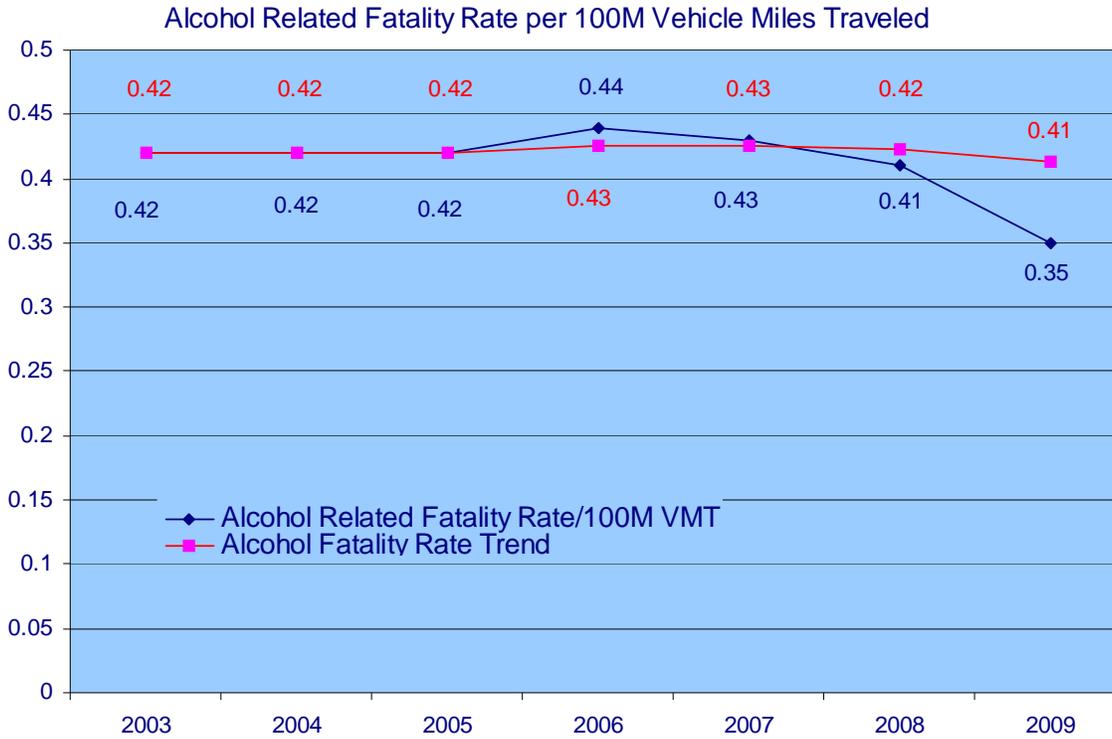
Trend: Alcohol Fatalities



Trend: Alcohol Fatality Proportion

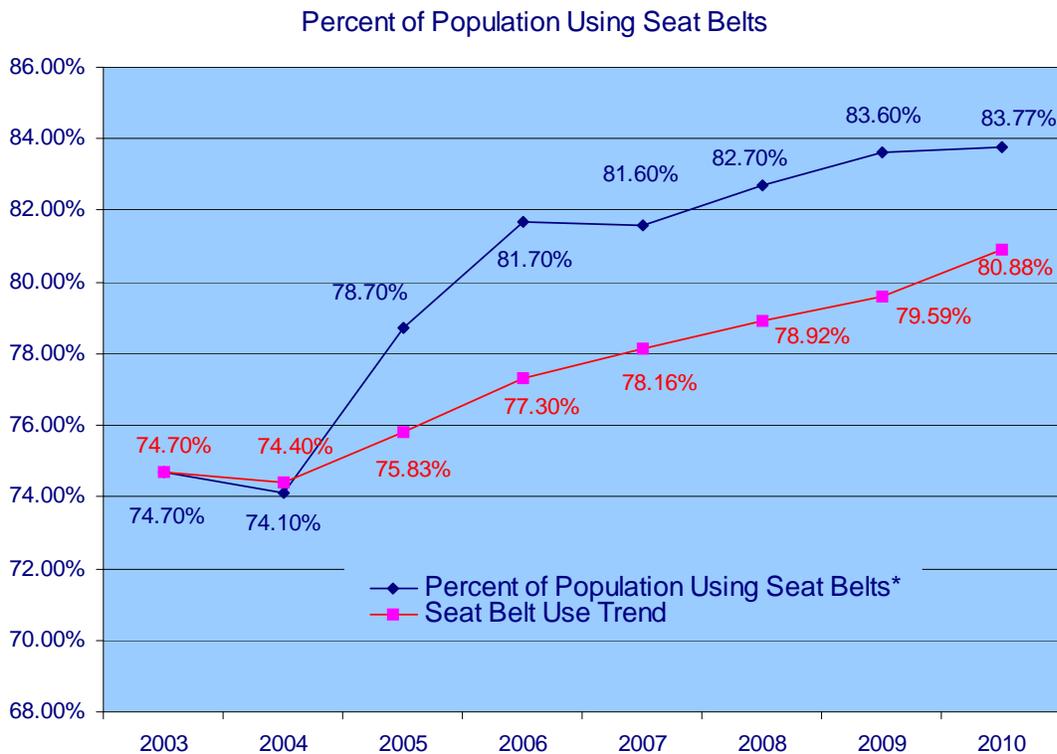


Trend: Alcohol Fatality Rate/100M Vehicle Miles Traveled



Seat Belt Use Trend

Trend: Population Observed Using Seat Belts



Fatal/Serious Injury Program Area

Overview

Core Outcome Measures

C-1) To decrease traffic fatalities five percent from the 2006 - 2008 calendar base year average of 1,228 to a 2007 – 2009 year average of 1,167 by December 31, 2010.

C-2) To decrease serious traffic injuries five percent from the 2006 - 2008 calendar base year average of 10,428 to a 2007 – 2009 year average of 9,907 by December 31, 2010.

C-3a) To decrease the mileage death rate five percent from the 2006 - 2008 calendar base year average of 1.11 to a 2007 – 2009 year average of 1.05 by December 31, 2010.

C-3b) To decrease the rural mileage death rate five percent from the 2006 - 2008 calendar base year average of 2.22 to a 2007 – 2009 year average of 2.11 by December 31, 2010.

C-3c) To decrease the urban mileage death rate five percent from the 2006 - 2008 calendar base year average of .57 to a 2007 – 2009 year average of .54 by December 31, 2010.

Programming Efforts

All grant programs listed in the annual report worked towards helping Ohio achieve the above mentioned Core Outcome Measures.

Evaluation

C-1) The 2007 – 2009 average of traffic fatalities is 1,156. Ohio exceeded this goal, reducing the average by 5.9 percent.

C-2) The 2007 – 2009 average of serious traffic injuries is 10,118. Ohio did not meet this goal. Serious traffic injuries were reduced by 2.9 percent, not five.

C-3a) The 2007 – 2009 average mileage death rate is 1.05. Ohio met this goal exactly.

C-3b) The 2007 – 2009 average rural mileage death rate is 2.06. Ohio exceeded this goal and reduced the average rural mileage death rate by 7.5 percent.

C-3c) The 2007 – 2009 average urban mileage death rate is .56. Ohio did not meet this goal. The average urban mileage death rate was reduced by 1.7 percent, not five.

The OTSO meet or exceeded three out of the five goals in this area. While overall fatals decreased, the urban mileage death rate did not decrease as much as the average rural mileage death rate. Serious injuries are also on the decline, but not declining as much as fatals. The OTSO will focus attention on urban areas to address the urban mileage death rate and will analyze the injury data to see what programming can be done to increase the reductions in this area.

Alcohol Program Area

Overview

C-5) To decrease alcohol impaired driving fatalities (blood alcohol concentration of .08 g/dL or higher) five percent from the 2006 - 2008 calendar base year average of 377 to a 2007 – 2009 year average of 358 by December 31, 2010.

To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) five percent from the 2006 – 2008 calendar base year average of 436 to a 2007 – 2009 year average of 414 by December 31, 2010.

Programming Efforts

Drunk Driving. Over the Limit. Under Arrest. Earned Media

Earned Media	
Press conferences	31
TV news stories	321
Radio news stories	116
Print news stories	98

All overhead Ohio Department of Transportation (ODOT) message boards (approximately 60) ran the “Drunk Driving. Over the Limit. Under Arrest” message throughout the crackdown.

Drunk Driving. Over the Limit, Under Arrest. Crackdown Materials

Funded Agency

Ohio Traffic Safety Office

Project Description

The national DDOLUA alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Paid media during the crackdown highlighted that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state signed up to participate in the 2010 crackdown August 20 – September 6, 2010. This money was to be spent to provide law enforcement agencies and other partners (Safe Communities, corporate, etc) around the state with materials (e.g., banners, signs, etc.) to promote the DDOLUA message.

Funding

Awarded:	\$100,000.00	Expended:	\$ 815.00	Funding Source:	410
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A minimal amount of money was spent for crackdown materials in FFY2010. After NHTSA announced that they would be developing a new crackdown message, OTSO made the decision to deplete the existing materials in stock. OTSO will replenish materials in FFY 2011 with the new messaging.

Drunk Driving. Over the Limit. Under Arrest. Crackdown Paid Media

The OTSO’s paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 28,400,802.

Dates: August 20 – September 6, 2010

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	164	164	328	\$160,074.00
Radio	1,541	1,541	3,082	\$160,521.00
Print Ads				\$ 20,878.00
Other(Billboards)				\$ 5,404.00
			Total Media Cost	\$346,877.00

Funding

Awarded:	\$300,000.00	Expended:	\$300,000.00	Funding Source:	410PM
	\$300,000.00		\$ 46,877.00		402PM

National Alcohol Crackdown

With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the OTSO made it a priority for grantees and non-grantee partners to participate in the 2010 crackdown. Participation and public awareness focusing on impaired driving continues to increase each year. Ohio conducted "Checkpoint Weekend" August 20 – 22, 2010 to kick-off DDOLUA. Under the guidance of LEL-Frank Arvay, all four LELs gained the support of the ten statewide OVI Task Forces during the first week of "Over The Limit Under Arrest" and unified the participating agencies to conduct OVI checkpoints and saturation patrols on the weekend leading up to Labor Day. Media events were coordinated and agencies were required to conduct public education processes before and after each checkpoint. The unification of this effort drew a great deal of statewide attention to the OVI problem during this holiday period and as a result Ohio experienced a very low fatality rate during the crackdown.

Dates: August 20 – September 6, 2010

<i>Drunk Driving. Over the Limit. Under Arrest. Crackdown Agency Participation</i>			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	63	63	63
County Sheriffs	88	82	67
City / Town Police	791	657	343
Other	151	95	84
Totals	1,093	897	557

Drunk Driving. Over the Limit. Under Arrest. Crackdown Activity				
Enforcement Activity	FFY 2007	FFY 2008	FFY 2009	FFY2010
Number of Checkpoints	51	31	53	61
Enforcement Hours	119,285	54,010	114,442	184,258
OVI Arrests	2,735	984	2,792	2,564
Restraint Citations	12,278	3,788	9,942	9,625
Child Restraint Citations	298	235	269	480
Speed Citations	37,527	9,403	38,567	41,728
Driving Under Suspension	4,109	3,775	7,122	6,602
Felony Arrests	2	792	1,009	906

December/January Drunk Driving. Over the Limit. Under Arrest. Alcohol Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 6,264,988.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	193	191	384	\$41,109.98
Radio	1,575	1,575	3,150	\$55,820.41
Print Ads				\$ 0.00
Other				\$14,213.40
			Total Media Cost	\$111,143.79

Funding

Awarded:	\$150,000.00	Expended:	\$111,143.79	Funding Source:	402PM
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Sustained Alcohol Paid Media Plan

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 11,981,444.

Medium	Cost
TV/Cable	\$43,621.79
Radio	\$138,589.91
Print Ads	\$ 0.00
Other	\$53,854.50
	\$236,066.20

Once again, OTSO partnered with ONN and 1460 The Fan Radio to encourage fans to plan ahead and not drink and drive during the OSU/Miami game weekend. In addition to radio spots that aired the week before the game and during the game ONN set up a special corn hole game outside of St. John’s Arena on game day. Fans had the chance to try their luck at playing corn hole with a twist - wearing the “Fatal Vision” goggles that simulate a blood alcohol concentration over the legal limit. The game was to give people the opportunity to see how alcohol impairs a person’s ability to perform even simple tasks, in a safe, fun setting. The Fan Radio also incorporated the game and safety messaging into the game day programming, including live interviews from the event.

Funding

Awarded:	\$200,000.00	Expended:	\$193,542.30	Funding Source:	402PM
	\$200,000.00		\$ 42,523.90		410PM

Evaluating Effectiveness of Alcohol Impaired Driving Media Messages

During FFY 2010, the Ohio Traffic Safety Office’s (OTSO’s) paid media components consisted primarily of radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2010 paid media plan for preventing alcohol impaired driving.

The Applied Research Center (ARC), a Center for Policy Research at Miami University, conducted four random-digit dialing statewide telephone surveys of drivers across the five regions of Ohio. Each survey consisted of approximately 1,000 respondents; overall, 4,092 interviews were completed. The OTSO funded surveys, which were conducted between April and September 2010, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions pertaining to Ohio laws and law enforcement. Also, in accord with a 2010 NHTSA initiative, the 2010 survey collected data on distracted driving in Ohio (i.e., cell phone use while driving) and speeding.

Forty-seven percent (47%) of the 2010 survey participants reported that during the 30 days prior to participating in the survey, they had seen or heard messages in Ohio discouraging drinking and driving.

During the 1st (baseline) survey, respondents who reported seeing or hearing an alcohol-impaired driving slogan identified the following slogans without prompting: *Friends Don’t Let Friends Drive Drunk* (20%), *You Drink and Drive, You Lose* (16%), and *Drunk Driving. Over the Limit. Under Arrest* (17%). During the 2nd and 3rd surveys, recall of those same slogans was slightly lower. The 4th telephone survey was conducted immediately after the media and enforcement initiatives on alcohol-impaired driving (i.e., *Drunk Driving. Over the Limit. Under Arrest.*). At that time, respondents recalled the slogans as follows: *Friends Don’t Let Friends Drive Drunk* (17%), *You Drink and Drive, You Lose* (15%), and *Drunk Driving. Over the Limit. Under Arrest.*

(23%). Consequently, recall of the latter NHTSA slogan to reduce alcohol-impaired driving increased by 7% percentage points as a result of media and enforcement initiatives.

Respondents who maintained they had not heard or seen a slogan discouraging drinking and driving during the 30 days prior to the survey, as well as those who saw or heard a slogan, but could not identify the specific slogan, were then read a list of slogans. When prompted with the list of slogans, 61% had heard *Friends Don't Let Friends Drive Drunk* and 45% said they had heard *You Drink and Drive, You Lose*. Additionally, 44% said they have heard the slogan *Buzzed Driving is Drunk Driving*, 21% claimed to have heard *Fans Don't Let Fans Drive Drunk*, and 41% heard *Drunk Driving. Over the Limit. Under Arrest*.

Based on the Miami University statewide telephone survey results, earned media, paid media, education and enforcement efforts will be re-evaluated to determine proper segmentation and geographic location of campaign components.

Impaired Driving Simulator Project

Funded Agency

Kent State University Twinsburg Center

Project Description

Kent State University brought in a drunk driving simulator to two different college campuses, one in Summit and one in Geauga. Five hundred students participated in the program (400 in Geauga County and 100 in Summit County). As a follow-up to the drunk driving simulator, Kent State hosted a second event at each campus. The second event was a game show format that used trivia questions about the dangers and myths about alcohol and impaired driving. Due to scheduling conflicts, the turn out for this event was very low. Fifty-six students participated in the follow-up program (40 in Geauga County and 16 in Summit). These events were attended by both college and high school students. This grant was expected to reach 800 students for the first event and 400 students for the second event. Surveys were completed at the first event to determine a baseline of student awareness of the dangers of impaired driving. A second set of surveys were to be completed at the second event to determine whether the simulator had a lasting effect. Due to the low turn out at the follow-up, the stand alone effectiveness of this project is inconclusive.

Funding

Awarded:	\$ 10,000	Expended:	\$ 10,000	Funding Source:	410
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Alcohol Enforcement and Education

Funded Agency

Ohio Investigative Unit

Project Description

The purpose of this Ohio Investigative Unit (OIU) project is to reduce the sale of alcoholic beverages to intoxicated persons, including minors, and provide beverage service training to liquor permit premises in Ohio's top ten alcohol counties. In 2010, OIU used a spatial technological program to identify liquor permit premises that appeared to produce relatively high numbers of intoxicated persons. These identified premises were the focus of selective enforcement and beverage service training. Armed with the information retrieved from spatial programs, the OIU participated in local OVI task force meetings and assisted in targeting appropriate minor-related OVI checkpoints. By providing data sharing, the OIU was able to provide other state and local police departments with information to assist with their analytical capabilities. With this data, the OIU and local departments can effectively and efficiently focus enforcement efforts to selective liquor permit premises. In FFY 2010, 455 liquor permit premises were visited; 71 were cited for selling to a minor (15.6 percent). This is an improvement from FFY 2009 when almost 20 percent of visited liquor permit premises were cited. Five hundred sixteen servers received training.

Funding

Awarded:	\$232,000	Expended:	\$153,830.79	Funding Source:	410
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Countywide OVI (Operating Vehicle Impaired) Task Forces

Funded Agencies

Blue Ash Police Department - Hamilton County OVI Task Force
 Dayton Police Department - Montgomery County OVI Task Force
 Franklin County Sheriff's Office - Franklin County OVI Task Force
 Goshen Police Department - Mahoning County OVI Task Force
 Hamilton Police Department - Butler County OVI Task Force
 Lucas County Sheriff's Office - Lucas County OVI Task Force
 Perry Township Police Department - Stark County OVI Task Force
 Summit County Sheriff's Office - Summit County OVI Task Force
 UHHS Memorial Hospital of Geneva - Ashtabula County OVI Task Force
 University of Cleveland Hospital - Cuyahoga County OVI Task Force
 Warren Police Department - Trumbull County OVI Task Force

Program Description

In FFY 2010 the OTSO continued to place special emphasis on the counties experiencing the highest number of alcohol-related fatal crashes. Ohio funded eleven countywide OVI task forces that could coordinate law enforcement activities to impact impaired driving crashes in their county. Agencies receiving these grants were required to coordinate a minimum of twelve sobriety checkpoints with coordinating saturation patrols and three press events. A summary of all task force activity is listed below.

Checkpoint Activity	FFY 2007	FFY 2008	FFY 2009	FFY2010
OVI Checkpoints Conducted	200	194	180	191
Vehicles through Checkpoint	135,949	99,479	86,884	100,548
Vehicles Checked	109,758	79,827	69,547	78,652
OVI Arrests 21 and Over	481	477	517	361
OVI Arrests Under 21	39	65	105	66
Driving Under Suspension	728	575	552	631
No Operator License Citations	621	399	365	372
Other Citations Issued	1,630	1,337	1,342	1,280
Vehicles Seized	652	374	415	383
Felony Arrests	60	56	59	46
Misdemeanor Arrests	559	398	471	441
Restraint Citations	2,511	538*	334	404
Refusals	124	129	118	123

*In FFY2008, House Bill 119 amended Ohio Revised Code Section 4511.093, discontinuing issuing seat belt citations while conducting OVI or MVI checkpoints unless the officer makes an arrest or issues a ticket for a violation other than a secondary traffic offense as of July 1, 2007.

Saturation Patrol Activity	FFY 2007	FFY 2008	FFY 2009	FFY2010
Overtime Enforcement Hours	22,488	17,287	16,986	16,448
Number of Traffic Stops	33,219	26,291	25,722	20,310
OVI Arrests 21 and Over	1,191	1,116	943	713
OVI Arrests Under 21	177	150	123	116
Adult Restraint Citations	3,157	2,471	2,096	1,370
Child Restraint Citations	134	92	88	82
Speed Citations	7,888	5,561	5,378	4,338
Driving Under Suspension	1,806	1,423	1,322	1,409
Felony Arrests	253	238	164	123

Of the 191 checkpoints conducted during FFY 2010, 145 were low manpower (14 officers or less).

A person arrested for OVI during a checkpoint in Hamilton County was later identified as a suspect in a murder that happened a few hours prior to the checkpoint.

Some of the other citations issued during the OVI checkpoints included seven no motorcycle endorsements.

OVI Task Forces reached 52.9 percent of Ohio's population (approximately six million people) through earned media, education and high visibility enforcement.

Task Force Counties*	
Year	Alcohol-Related Fatal Crashes
2006	165
2007	151
2008	163
2009	134
2010**	99

*Only counties that were Task Force Counties all five years were included in the chart above.

**2010 only includes preliminary numbers January 1, 2010 through October 31, 2010. It is only included to show progress toward stated goals.

Funding

Awarded:	\$ 1,711,769.31	Expended:	\$ 1,427,628.36	Funding Source:	164 AL
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High Visibility Enforcement Overtime Grants

Funded Agencies

51 Sheriff's Offices and 39 local jurisdictions

Allen Co. Sheriff's Office	Hancock Co. Sheriff's Office	Pickaway Co. Sheriff's Office*
Ashland Co. Sheriff's Office*	Hardin Co. Sheriff's Office*	Pike Co. Sheriff's Office
Ashtabula Co. Sheriff's Office	Harrison Co. Sheriff's Office	Portage Co. Sheriff's Office
Butler Co. Sheriff's Office	Henry Co. Sheriff's Office*	Putnam Co. Sheriff's Office
Fairfield Twp Police Dept (Butler Co)*	Highland Co. Sheriff's Office	Richland County Sheriff's Office
Middletown Police Dept (Butler Co)*	Hocking Co. Sheriff's Office*	Mansfield Police Dept (Richland Co)*
West Chester Police Dept (Butler Co)*	Jackson Co. Sheriff's Office*	Ross Co. Sheriff's Office*
Carroll Co. Sheriff's Office*	Jefferson Co. Sheriff's Office	Sandusky Co. Sheriff's Office*
Clark Co. Sheriff's Office	Mentor Police Dept (Lake Co)*	Scioto Co. Sheriff's Office
Springfield Police Dept (Clark Co)	Willoughby Police Dept (Lake Co)*	Portsmouth Police Dept (Scioto Co)*
Clermont Co. Sheriff's Office	Licking Co. Sheriff's Office	Seneca Co. Sheriff's Office
Union Twp. Police Dept (Clermont Co)*	Logan Co. Sheriff's Office	Shelby Co. Sheriff's Office*
Columbiana Co. Sheriff's Office*	Lorain Police Dept (Lorain Co)	Stark Co. Sheriff's Office
Crawford Co. Sheriff's Office*	North Ridgeville Police Dept (Lorain Co)*	Canton Police Dept (Stark Co)
Cuyahoga Co.*	Vermillion Police Dept (Lorain Co)*	Jackson Twp Police Dept (Stark Co)*
Cleveland (Cuyahoga Co)	Lucas Co. Sheriff's Office	Perry Twp Police Dept (Stark Co)*
Cleveland Heights (Cuyahoga Co)*	Oregon Police Division (Lucas Co)*	Summit Co. Sheriff's Office
East Cleveland (Cuyahoga Co)*	Toledo Police Dept (Lucas Co)	Akron Police Dept (Summit Co)
Euclid (Cuyahoga Co)*	Mahoning Co. Sheriff's Office	Trumbull Co. Sheriff's Office*
North Olmsted (Cuyahoga Co)*	Youngstown Police Dept (Mahoning Co)	Brookfield Twp. Police Dept (Trumbull Co)*
Westlake (Cuyahoga Co)*	Marion Co. Sheriff's Office	Howland Twp. Police Dept (Trumbull Co)*
Delaware Co. Sheriff's Office*	Marion Police Dept (Marion Co)*	Warren Police Dept (Trumbull Co)
Fayette Co. Sheriff's Office*	Medina Co. Sheriff's Office	Tuscarawas Co. Sheriff's Office
Columbus Police Dept (Franklin Co)	Montville Twp. Police Dept (Medina Co.)*	Warren Co. Sheriff's Office
Madison Twp. Police Dept (Franklin Co)*	Miami Co. Sheriff's Office	Washington Co. Sheriff's Office
Perry Twp. Police Dept (Franklin Co)*	Montgomery Co. Sheriff's Office	Wayne Co. Sheriff's Office
Gallia Co. Sheriff's Office*	Dayton Police Dept (Montgomery Co)	Wood Co. Sheriff's Office
Geauga Co. Sheriff's Office*	Trotwood Police Dept (Montgomery Co)*	Lake Twp. Police Dept (Wood Co)*
Cincinnati Police Dept (Hamilton Co)	Muskingum Co. Sheriff's Office*	Wyandot Co. Sheriff's Office*
Colerain Twp. Police Dept (Hamilton Co)*	Ottawa Co. Sheriff's Office*	Ohio State Highway Patrol (Statewide)
Springfield Twp. Police Dept (Hamilton Co)*		

*Agencies that didn't participate in all years 2006 - 2010. Fatal/Alcohol numbers are not included for these jurisdictions.

2006 - 2010 HVEO Counties				
Year	Fatal Crashes	Alcohol-Related Crashes	Alcohol-Related Fatal Crashes	Injury Crashes
2006	708	11,499	271	64,114
2007	765	10,873	282	60,980
2008	723	10,490	288	58,971
2009	597	9,701	236	56,054
2010*	526	7,899	179	48,058

*2010 only includes preliminary numbers January 1, 2010 through October 31, 2010. It is only included to show progress toward stated goals.

Program Description

Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2006, 2007 and 2008. In addition, all Sheriff's offices who conduct traffic enforcement were eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees were required to conduct enforcement blitzes during the following periods:

Halloween – Oct. 23 – Nov. 1, 2009	Thanksgiving – November 20 - 29, 2009
Christmas/New Year's – Dec. 4, 2008 – Jan. 1, 2010	Super Bowl – Feb. 5 – 7, 2010
St. Patrick's Day – March 17 – 21, 2010	Prom Season – April / May 2010
Click It or Ticket Mobilization	4 th of July – July 2 - July 5, 2010
Drunk Driving. Over the Limit. Under Arrest. Crackdown	Homecoming – October 2009/September 2010

All HVEO Grants included three primary goals in their FFY 2010 grants. These goals are: reduce the number of traffic-related fatalities; increase the seat belt usage; and decrease the number of alcohol-related crashes.

Agencies funded in FFY 2010 were required to focus their enforcement efforts on locations and times where their high visibility enforcement would achieve a reduction in fatal crashes. All agencies receiving funding had to certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training.

General Law Enforcement Overtime	FFY 2007	FFY 2008	FFY 2009	FFY2010
Overtime Enforcement Hours	46,330	39,634	45,864	54,482
Number of Traffic Stops	60,379	48,745	60,469	71,091
OVI Arrests 21 and Over	786	752	600	760
OVI Arrests Under 21	149	444	83	84
Adult Restraint Citations	4,918	3,934	5,682	5,227
Child Restraint Citations	168	176	182	288
Speed Violations	24,051	18,738	24,001	26,473
Driving Under Suspension	3,131	2,449	3,302	3,709
Felony Arrests	309	888	263	317

OVI Checkpoints	FFY 2007	FFY 2008	FFY 2009	FFY2010
OVI Checkpoints Conducted	12	8	13	32
Vehicles through Checkpoint	8,898	4,212	9,288	19,513
Vehicles Checked	8,384	4,125	7,637	13,929
OVI Arrests 21 and Over	17	33	29	32
OVI Arrests Under 21	9	3	1	13
Driving Under Suspension	9	25	17	47
No Operator License Citations	23	8	12	17
Other Citations Issued	20	20	8	42
Vehicles Seized	9	8	6	14
Felony Arrests	3	1	0	7
Misdemeanor Arrests	20	14	6	43
Restraint Citations	33	16*	3	14
Refusals	4	9	5	6

*In FFY2008, House Bill 119 amended Ohio Revised Code Section 4511.093, discontinuing issuing seat belt citations while conducting OVI or MVI checkpoints unless the officer makes an arrest or issues a ticket for a violation other than a secondary traffic offense as of July 1, 2007.

HVEO agencies reached 86.3 percent of Ohio's population (approximately 9.9 million people) through earned media and high visibility enforcement.

Funding

<i>Total amount for HVEO Grants</i>					
<i>Awarded:</i>	<i>\$3,639,553.20</i>	<i>Expended:</i>	<i>\$2,831,165.70</i>	<i>Funding Source:</i>	<i>402 PT/410</i>
Alcohol Funding					
Awarded:	\$1,819,776.55*	Expended:	\$1,415,582.71	Funding Source:	410
*This amount represents the alcohol funding portion of the HVEO Program. The remaining funding is listed under Speed Management Program Area.					

Statewide HVEO and Training

Funded Agency

The Ohio State Highway Patrol (OSHP)

Program Description

The OSHP worked to increase seat belt use and decrease the number of impaired driving crashes on Ohio roads. The OSHP focused on increasing manpower at problem locations throughout the year and used low manpower sobriety checkpoints to be more visible on Ohio roads during blitz periods and mandatory campaigns. The OSHP offered training courses through the OSHP Academy to train law enforcement officers on issues relating to impaired driving.

Enforcement Activities Results	FFY 2007	FFY 2008	FFY 2009	FFY2010
Overtime Enforcement Hours	29,077	24,858	23,555	21,740
Number of Traffic Stops	51,567	40,461	43,310	45,291
OVI Arrests 21 and Over	688	498	551	352
OVI Arrests Under 21	107	89	96	77
Adult Restraint Citations	8,700	6,900	6,489	5,720
Child Restraint Citations	109	102	192	127
Speed Violations	17,725	15,579	16,914	17,597
Driving Under Suspension	893	921	929	814
Felony Arrests	80	75	74	83

Low Manpower OVI Sobriety Checkpoint Results	FFY 2007	FFY 2008	FFY 2009	FFY2010
OVI Checkpoints Conducted	29	15*	44**	43***
Vehicles through the Checkpoint	17,752	8,226	25,886	27,945
Vehicles Checked	17,138	7,802	22,852	24,994
OVI Arrests 21 and Over	102	64	115	92
OVI Arrests Under 21	81	4	14	12
Driving Under Suspension	97	18	122	147
No Operator License Citations	30	18	50	44
Other Citations Issued	150	46	120	145
Vehicles Seized	29	4	31	22
Felony Arrests	2	3	13	16
Misdemeanor Arrests	108	13	94	60
Restraint Citations	603	38	86	81
Refusals	21	13	34	28

*An additional 76 checkpoints were conducted by the patrol in FFY2008, an additional **64 checkpoints were conducted in FFY2009 and an additional ***18 checkpoints were conducted in FFY2010 using state dollars. Low-manpower checkpoints have become an integrated part of operations to reduce alcohol-related fatalities.

In FFY2008, House Bill 119 amended Ohio Revised Code Section 4511.093, discontinuing issuing seat belt citations while conducting OVI or MVI checkpoints unless the officer makes an arrest or issues a ticket for a violation other than a secondary traffic offense as of July 1, 2007.

Alcohol Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Alcohol Detection Apprehension Prosecution (ADAP)	4	63	29
Regional ADAP	2	66	23
ADAP Local Instructor Update	1	14	1
ADAP Refresher Course	1	4	4
ADAP Judicial Seminar	1	13	12

Funding

<i>Total Amount for Statewide HVEO Enforcement and Training</i>					
<i>Awarded:</i>	\$1,224,449.18	<i>Expended:</i>	\$1,109,040.54	<i>Funding Sources:</i>	402PT/410
Alcohol Enforcement					
Awarded:	\$ 579,099.64	Expended:	\$ 535,097.84	Funding Source:	410
Alcohol Training					
Awarded:	\$ 33,124.95	Expended:	\$ 19,422.43	Funding Source:	410
Alcohol Funding:	\$ 612,224.59*		\$ 554,520.27*		410
*This amount represents the alcohol funding for the OSHP HVEO Grant. The remaining funding is listed under Speed Management Program Area.					

Corridor Enforcement

Funded Agencies HVEO grantees

Project Description



Riverbank to Lakeside Corridor Enforcement Project – more than 40 agencies participated in a 24 hour high visibility enforcement project along Route 4. Route 4 runs more than 200 miles through 13 counties from Hamilton (Riverbank) to Erie County (Lakeside). During this 24 hour corridor enforcement project there were no fatal or serious injury crashes reported.

I-77 project – This project ran on US 30, US 62 and Interstate 77 for 8 hours. In the combined effort, the law enforcement partners made 112 traffic stops, which included 40 speed citations, 34 moving violations, 16 restraint violations, five arrests for driving under suspension and four misdemeanor arrests.

U.S. Route 52 Project - This project was a three state effort conducted with the help of the Traffic Safety Offices in Kentucky and West Virginia. Ohio Department of Natural Resources also partnered in this effort by conducting enforcement on the Ohio River with boat patrols. Law enforcement partners made 922 traffic stops which included 379 speed citations, 117 restraint violations, 36 for driving under suspension and two felony arrests.

Awarded:	Included in HVEO	Expended:	Included in HVEO	Funding Source:	402 PT/410
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Data Driven Approaches to Crime and Traffic Safety (DDACTS)

Funded Agencies

None

Project Description

The OTSO encouraged law enforcement to develop strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions.

Funding

Awarded:	Included in HVEO	Expended:	Included in HVEO	Funding Source:	402 PT/410
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DUI Courts

Funded Agencies

Akron Municipal Court - Summit County
Athens County Municipal Court – Athens County
Fairfield Municipal Court – Butler County
Marion County Common Pleas Court – Marion County

Project Description

DUI Courts provide cost effective supervision and enhanced coordinated treatment to repeat DUI offenders for the purpose of increasing public safety and returning sober productive individuals to the community. The OTSO has been working with a team from The Supreme Court of Ohio Specialized Dockets section, Ohio Department of Alcohol and Drug Addiction Services, and the Office of Criminal Justice Services on

establishing a DUI Court pilot project protocol based upon the national Drug and DUI Court models and identifying courts interested in participating.

In FFY 2010 there were only four participants that re-offended in the funded DUI Courts. A total of 31,446 jail days were suspended for the participants in the program saving the taxpayers \$2,710,427.

Funding

Awarded:	\$420,079.45	Expended:	\$273,269.03	Funding Source:	163
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OVI Law Training/Education

Funded Agency

MADD of Ohio

Project Description

MADD conducted two diversity training sessions for law enforcement, prosecutors and judicial staff to help gain a better understanding of the Hispanic culture and their views towards drinking alcohol and drinking and driving social norms. Each class also learned key words and phrases in Spanish to use. Law Enforcement training provided field sobriety testing procedures, testifying tips, writing OVI arrest reports and updated OVI case law and arrest information. Prosecutor OVI training provided training on working and educating law enforcement on what evidence is needed to help prosecutors in OVI cases, updates on recent changes or court rulings and judicial case presentations. An Ohio Comprehensive Law Pamphlet that has information on the dangers of impaired driving, passenger safety and open container were designed and printed in an easy to follow format for the Hispanic community. Fifty thousand pamphlets were printed along with two different complimentary posters, 500 for impaired driving and 500 for seat belt use. The pamphlets (20,000) and posters (200 of each) were distributed to the Hispanic community through MADD Volunteers, law enforcement, prosecutors, churches, businesses and other agencies that work with the Hispanic communities.

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Diversity Training	2	29	14
Law Enforcement OVI Training	5	150	50
Prosecutor OVI Training	4	20	4

Funding

Awarded:	\$37,411.42	Expended:	\$23,478.36	Funding Source:	164AL
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Breath-Testing Instrument Project

Funded Agency

Ohio Department of Health (ODH)

Project Description

The Governor's Task Force on Impaired Driving recommended that the state streamline the impaired driving arrest process, reduce duplicate paperwork and decrease processing time for OVI arrests. Beginning in June 2005 a work group of state and local stakeholders met for the purpose of determining what breath testing instrument technology is available which could streamline the impaired driving arrest process, reduce duplicate paperwork and decrease processing time for OVI arrests. The recommendations of this work group provided direction for the acquisition of breath testing instruments for all law enforcement agencies in the state. The Ohio Department of Health is in the process of training all users of the I-8000 and installing the

instruments in the field. At the end of FF Y2010, 89 instruments were in the field in 42 of Ohio's 88 counties. Users in an additional 21 counties have been trained.

County	Instruments	County	Instruments	County	Instruments
Adams	1	Gallia	1	Medina	2
Allen	2	Hamilton	1	Meigs	2
Ashland	3	Harrison	1	Monroe	1
Ashtabula	1	Highland	3	Morrow	1
Belmont	2	Hocking	2	Ottawa	2
Brown	1	Holmes	1	Pickaway	3
Champaign	1	Jackson	3	Pike	1
Clermont	8	Jefferson	2	Scioto	4
Clinton	2	Knox	1	Seneca	3
Columbiana	4	Lawrence	2	Tuscarawas	3
Coshocton	1	Logan	2	Union	3
Crawford	5	Madison	4	Vinton	1
Defiance	2	Mahoning	1	Williams	1
Fayette	2	Marion	3	Wyandot	3

Tests	
Refusals	928
Completed	3,130

Funding

Awarded:	\$86,372.96	Expended:	\$46,682.04	Funding Source:	163
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Traffic Safety Resource Prosecutor Program

Funded Agency

Ohio Traffic Safety Office

Program Description

The OTSO has two full time TSRPs. A TSRP's role is designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The TRSPs work closely with the Law Enforcement Liaisons (LELs) and have become a valuable resource to the office and to all of our partners. During FFY 2010 the TSRPs drafted rules and regulations for interlock devices; updated an OVI handbook for police, prosecutors and judges which will be ready for release in early 2011; and conducted the following trainings:

Course	Number of Courses	Who Trained
I-8000	8	Approx. 80 attorneys
ADAP for Prosecutors and Judges	1	Approx. 30 attorneys
OVI Update Training	1	5 officers
ADAP Refresher with Legal Update	1	17 officers

Funding

Awarded:	\$230,000.00	Expended:	160,400.00	Funding Source:	163
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DRE (Drug Recognition Expert) Coordinator Program

Funded Agency

Sharon Township Police Department

Program Description

In 2010, several members of the Ohio Traffic Safety Office attended the four day National DRE Conference in Pittsburgh, Pa in July 2010. The DRE Coordinator was able to meet with several other state DRE Coordinators at the national conference for some great networking as they were able to assist with development of standards, training needs and review some of their past successes and program failures. The DRE Coordinator also met with the Ohio's current six DREs in Colerain Township in August to gather input from them for Ohio standards, program operations, training requirement and equipment needs. The Ohio DRE Program received several letters of support (Ohio Department of Public Safety Director's Office, Buckeye State Sheriffs' Association, Fraternal Order of Police of Ohio, Ohio State Highway Patrol, and Ohio Prosecuting Attorneys Association). These letters of support were included with the submission to IACP.

The Ohio Program Standards were written and approved by the Ohio Technical Advisory Committee on September 22, 2010. The program standards were sent to the International Association of Chiefs' of Police (IACP) for review and approval. The IACP approved Ohio's accreditation as a DRE State on October 22, 2010.

Funding

Awarded:	\$23,634.80	Expended:	\$12,684.58	Funding Source:	410
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Evaluation

C-5) The 2007 – 2009 average alcohol impaired driving fatalities (blood alcohol concentration of .08 g/dL or higher) is 355. Ohio exceeded this goal and reduced the average by 5.8 percent.

The 2007 – 2009 average of alcohol related fatal crashes (any impairment level where alcohol was a factor) is 400. Ohio also exceeded this goal by reducing the average 8.3 percent.

While Ohio met both of these goals, alcohol related crashes still represent 37 percent of all fatal crashes in Ohio. The OTSO will continue an aggressive approach to reduce these numbers.

Alcohol-related/Total Fatal Crashes			
Year	Alcohol-related Fatal Crashes	Total Fatal Crashes	Percent of Total Fatal Crashes
2006	462	1,142	40.5
2007	435	1,163	37.4
2008	412	1,099	37.4
2009	354	945	37.5
2010*	270	804	33.6

*2010 only includes preliminary numbers January 1, 2010 through October 31, 2010. It is only included to show progress toward stated goals.

Occupant Protection Program Area

Overview

Core Outcome Measure

C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) five percent from the 2006 - 2008 calendar base year average of 490 to a 2007 – 2009 year average of 466 by December 31, 2010.

Core Behavior Measure

B-1) To increase statewide seat belt compliance 1.4 percentage points from the 2009 calendar base year usage rate of 83.6 percent to 85 percent by December 31, 2010.

Programming Efforts

Click or Ticket (CIOT) Earned Media Plan

Earned Media	
Press Conferences	31
TV News Stories	1,367
Radio News Stories	2,016
Print News Stories	146

All overhead Ohio Department of Transportation (ODOT) message boards (approximately 60) ran the “Click It or Ticket” message throughout the campaign.

Click It or Ticket Materials

Funded Agency

Ohio Department of Public Safety/Communications

Project Description

This money was spent by our Communications office to provide law enforcement agencies and other partners (Safe Communities, corporate, etc) around the state with materials (e.g., magnets, banners) to promote the CIOT message throughout the year.

Funding

<i>Total Amount for Communications on Materials</i>					
<i>Awarded:</i>	<i>\$ 43,000.00</i>	<i>Expended:</i>	<i>\$ 37,867.32</i>	<i>Funding Source:</i>	<i>402CP</i>
Amount for Seat Belt Materials					
Awarded:	\$ 42,000.00	Expended:	\$ 37,467.00	Funding Source:	402CP

Sustained Seat Belt Materials



Funded Agency

Ohio Department of Public Safety

Project Description

Ohio used the CIOT and What's Holding You Back? (WHYB) campaign messages for its sustained seat belt campaign



throughout the year. The goal of the sustained effort was to increase statewide usage of seat belts. The objective was to elevate awareness of the seat belt message while coupled with heightened enforcement throughout the state of Ohio during periods other than the CIOT mobilization.

Funding

Awarded:	\$100,000.00	Expended:	\$ 825.00*	Funding Source:	402 OP
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A minimal amount of money was spent for crackdown materials in FFY 2010. OTSO made the decision to deplete the existing materials in stock. OTSO will replenish materials in FFY 2011.

Click It or Ticket Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 28,258,174.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	1,256	1,256	2,512	\$314,952.00
Radio	1,875	1,875	3,750	\$128,215.00
Print Ads				\$ 24,998.00
Other				\$ 86,492.00
			Total Media Cost	\$554,657.00

Funding

Awarded:	\$600,000.00	Expended:	\$554,657.00	Funding Source:	402PM
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*An additional \$243,215.76 of state funds was spent by the Communications office in support of the CIOT media buy.

Seat Belt Mobilization

With Ohio working toward the 85% restraint usage by 2010, the OTSO made it a priority for grantees and non-grantee partners to participate in the mobilization. Participation and public awareness focusing on restraint usage continues to increase each year.

Dates: May 24 – June 6, 2010

Click It or Ticket Mobilization Agency Participation			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	63	63	63
County Sheriffs	88	82	77
City / Town Police	791	657	366
Other	151	95	84
Totals	1,093	897	590

Specific Enforcement Activities

Activities conducted during the mobilization were high visibility enforcement, press conferences, display of CIOT signs/banners, prom events, high school seat belt challenges and safety rodeos. Other types of earned media activities included seat belt observations where the people who were buckled up received a small incentive (i.e., coupon, pop, candy, etc.)

Click It or Ticket National Mobilization Activity				
Enforcement Activity	FFY 2007	FFY 2008	FFY 2009	FFY2010
Enforcement Hours	124,880	127,675	123,582	165,508
OVI Arrests	2,613	1,380	2,229	1,943
Restraint Citations	20,498	20,630	15,982	13,286
Child Restraint Citations	459	289	373	459
Speed Citations	36,934	18,385	38,280	35,991
Driving Under Suspension	4,404	3,617	5,493	5,180
Felony Arrests	671	807	1,140	816

Equipment Awards

Funded Agency

Ohio Traffic Safety Office

Project Description

An annual equipment incentive was coordinated with the CIOT kickoff for FFY 2010. Agencies across the state were encouraged to participate in the National CIOT and OLUVA mobilizations. Law enforcement agencies that showed their intent to participate in the mobilization by signing a letter and submit their activity for both mobilizations qualified for equipment. Over 800 agencies participated in the mobilizations. Following is the equipment purchased for the incentive in FFY 2010:

Equipment Incentives	
Quantity	Item
5	Patrol Cars
51	MUVA LE Digital Video Recorder
70	PBTs
325	Python III Radar

Funding

Awarded:	\$500,000.00	Expended:	\$434,803.12	Funding Source:	402CP
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Low Belt Usage Site Mini-Grants

Funded Agency

University Hospitals of Cleveland

Project Description

A demonstration project designed to increase safety belt use around low seat belt usage sites was conducted during the 2010 National Click It or Ticket Mobilization. Methods to increase belt usage included: targeted enforcement, media (radio, TV, web, billboard and electronic signboards), in-venue ads, grass roots work-of-mouth, contesting and leveraged partnerships, continuous feedback to the public, and outreach and education efforts in a way that took the buckle-up message to the public as a whole, with a focus on 18-34-year old males, African American, and urban dwellers while targeting the bulk of enforcement efforts on low-use areas in the county.

Seat belt usage rate increased from 70 percent to 73.5 percent.

Seat belt usage for 15 – 25 year olds increased from 62 percent to 71.6 percent.

The campaign received 48,125 spots on electronic billboards; Speedway gas stations posted “Click!” stickers on all pumps in 13 counties; Law enforcement donated the manpower to distribute 10,000 CIOT leaflets at high volume intersections throughout the county.

Funding

Awarded:	\$55,527.56	Expended:	\$52,255.22	Funding Source:	402OP
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Sustained Belt Paid Media Plan

The OTSO’s paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 7,641,924.

Medium	Cost
TV/Cable	\$23,660.39
Radio	\$68,555.25
Print Ads	\$ 0.00
Other	\$53,579.04
	\$145,794.68

Funding

Awarded:	\$200,000.00	Expended:	\$145,794.68	Funding Source:	402PM
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Evaluating Effectiveness of Seat Belt Usage Media Messages

The OTSO’s paid media components pertaining to seat belt use consisted primarily of television and radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2010 paid media plan for enhancing the statewide use of seat belts.

As reported above, the Miami University Applied Research Center conducted four random-digit dialing statewide telephone surveys of 4,092 drivers across the five regions of Ohio. The OTSO funded these surveys, which were conducted between April and September 2010, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. As reported above, the surveys covered an array of topics pertaining to highway safety, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions related to Ohio laws and law enforcement.

Seventy-seven percent (77%) of survey participants reported that during the 30 days prior to completing the survey, they had “definitely” or “probably” seen or heard messages in Ohio encouraging people to wear their seat belts. Approximately 52% of those respondents saw or heard the message on television only and nearly all would describe the message as a commercial, advertisement or public service announcement.

Approximately 27% reported being exposed to messages encouraging seat belt use through the radio only, and most of those respondents would also consider the message to have been a commercial, advertisement or public service announcement. Additionally, 18% of respondents reported they were exposed to these messages through both the television and radio. When respondents were asked to identify other places they had seen or heard messages encouraging seat belt use, 49% of respondents cited billboards and 49% said road signs; other frequently mentioned places included electronic roadway signs (7%), banners (4%), bumper stickers (4%), newspapers (3%), signs on buses (1%), signs at rest areas or welcome centers (1%), and yard signs (1%). Places that were each mentioned by fewer than 1% of the respondents included: driver's education classes or programs, and friends or relatives.

During FFY 2010, the majority of respondents reported that the number of seat belt messages they had seen or heard in the 30 days prior to the survey had been "about the same" (79%), while 17% claimed they had seen or heard more messages than usual.

Sixty-two percent (62%) of respondents reported that they had seen or heard slogans encouraging seat belt use during the 30 days prior to the survey. Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the 1st (baseline) survey, respondents mentioned *Click It or Ticket* (80%) and *What's Holding You Back?* (9%). During the 2nd survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (83%) and *What's Holding You Back?* (8%). During the 3rd survey, respondents mentioned *Click It or Ticket* (77%) and *What's Holding You Back?* (6%). During the 4th survey, which followed the second paid media initiative, respondents mentioned *Click It or Ticket* (80%) and *What's Holding You Back?* (8%). Consequently, recall of slogans encouraging seat belt use, and especially *Click It or Ticket*, remained relatively stable through the 4th survey.

Finally, it is also significant that respondents who maintained they had not heard or seen a slogan encouraging seat belt use during the 30 days prior to the survey as well as those who saw or heard a slogan, but could not identify the specific slogan, were then questioned about the *Click It or Ticket* and *What's Holding You Back* slogans by name. When prompted, 84% of those respondents had heard *Click It or Ticket* and 44% said they had heard the *What's Holding You Back* slogan.

Based on results from the Miami University ARC's statewide telephone surveys, earned media, paid media, and education and enforcement efforts will be re-evaluated to establish proper campaign segmentation and geographic location.

Occupant Protection Coordinator (OPC) Program

Funded Agency

Ohio Department of Health

Program Description

In FFY2010, the Ohio Department of Health (ODH) took the lead for the OPC program. ODH contracted with the existing nine regional Occupant Protection (OPC) Coordinators to serve as a resource for residents, partners and agencies within their respective region by providing technical assistance and identifying additional resources to address occupant protection issues. Each regional program worked with local children's hospitals, other local hospitals, fire and police departments, local school districts and other local business entities to educate on restraint usage. Each program provided technical assistance for site coordinators, individual agencies, retailers, individual care takers and fitting stations. Each regional coordinator also worked to identify and coordinate additional local and community resources to obtain additional funding in support of expanding occupant protection program needs within their region. ODH worked to restructure the OPC program for future years.

Following is a summary of activities:

Activity	FFY2007	FFY2008	FFY2009	FFY2010
Car Seat Check Events Conducted	221	168	157	160
Car Seats Checked at Events	4,022	3,030	2,308	2,568
Car Seats Checked at Fitting Stations	11,813	9,346	8,434	11,370
32-Hour Technician Class Conducted	14	18	15	20
New CPS Technicians	159	215	172	199
Refresher Courses Conducted	31	25	11	25
Refresher Course Attendees	461	333	186	316

Activity	FFY2010
Booster Seat Events	20
Teen Driver Programs	43
Adult Seat Belt Programs	30
Other Occupant Protection	60
Program Income	\$22,522

Funding

Awarded:	\$614,966.21	Expended:	\$577,099.27	Funding Source:	402OP
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Special Needs Program

Funded Agency

Goodwill Industries

Program Description

The Goodwill project focused on occupant protection standards for children with special needs aged four to fifteen years of age. The program provided low income families with child restraints for children with special needs. Goodwill Industries maintains an interactive website (www.ohiokidsareridingsafe.org). The website includes information for children of all ages with specific information for CPS technicians, school personnel, health care providers and parents. The website includes an informational travel guide provides recommendations for restraint use according to a child's diagnosis. The accurate resource guides maintained on the website are designed to provide information for transporting children with special needs of all ages as well as traditional installation guides and restraint information. Goodwill Industries partners with Easter Seals of Ohio, AAA Miami Valley, Cincinnati Children's Medical Center, City of Kettering, Children's Medical Center of Dayton and Preble County General Health.

A committee developed a new graphics brochure designed to emphasize the wide range of car seat products available for children with special needs who are within the age/height restrictions of the new booster seat law. Since the brochure is mostly graphic, it is usable for those with limited reading or limited English reading abilities. One thousand one hundred brochures were distributed to child passenger safety technicians, parents, child care workers, safety and law enforcement officers and medical professionals.

Activity	FFY2010
Car Seats/Safety Restraints Provided	103
Consultations	592
Special Needs Clinics	78
Community Special Events	11

Funding

Awarded:	\$36,844.81	Expended:	\$36,059.46	Funding Source:	402 OP
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Third Grade Seat Belt Program

Funded Agencies

186 local law enforcement agencies

Program Description

The Third Grade Seat Belt program completed its 23rd year in 2010. The program is offered to all agencies throughout the state. The program was taught in 65 of Ohio's 88 counties. The program is state funded from local fines levied against seat belt violators. The funds were used to print materials and pay law enforcement agencies an instructor stipend for each student taught. Participating agencies received videos, course curriculum guides and student materials to assist them in making presentations to third grade students where officers stressed the importance of wearing a seat belt at all times while riding in a motor vehicle. The training also serves to impress to all law enforcement officers the importance of wearing their seat belt and to enforce the seat belt law.

Agencies Enrolled	Agencies Providing Training	Students Trained
212	188	53,000

Funding

Awarded:	\$352,000.00	Expended:	\$277,438.00	Funding Source:	State
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Car Seat Grant

Funded Agency

Cincinnati Reds Community Fund Organization

Project Description

Cincinnati Reds announcer, Thom Brennaman, waived his talent fee for a radio spot (\$5,000) and requested the funds go back into the community. The OTSO was able to provide a grant to the Reds Community Fund for the purchase of 75 car seats. The car seats were distributed to low-income Ohio families in the greater Cincinnati Area. Additionally, for each Cincinnati Reds pitching save, a message was announced during the game on the importance of using proper occupant restraints.

Funding

Awarded:	\$5,000.00	Expended:	\$5,000.00	Funding Source:	402 OP
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Statewide Seat Belt Observation

Funded Agency

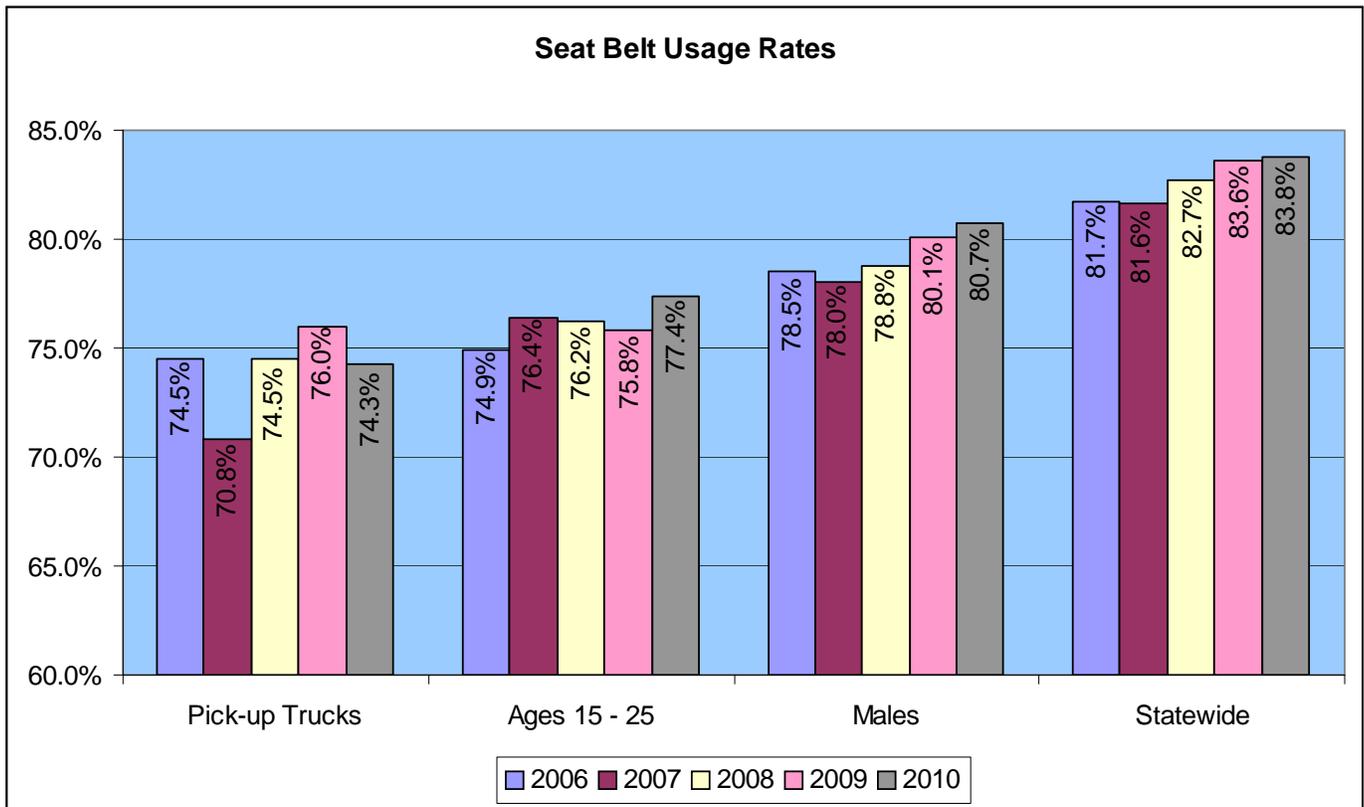
Ohio Traffic Safety Office

Program Description

Since 1991, Ohio has conducted annual observation surveys to determine seat belt use following guidelines set by the National Highway Traffic Safety Administration (NHTSA). Ohio conducts these observations at 244 sites in 47 of Ohio's 88 counties. In an average year, the observations include 22,201 occupants (18,569

drivers and 3,632 passengers) of non-commercial passenger cars, vans, minivans, sport utility vehicles (SUVs), and pickup trucks. Two surveys were conducted in FFY 2010 (April and June).

Ohio seat belt use rate is 83.8 percent, a slight improvement over the 2009 rate of 83.6 percent.



Funding

Awarded:	\$ 0.00	Expended:	\$ 0.00	Funding Source:	N/A
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Awarded and expended amount shows zero because the seat belt observers are funded under the Miami University grant – see Comprehensive Program Area.

Evaluation

C-4) The 2007 – 2009 average unrestrained passenger vehicle occupant fatalities (all seat positions) is 456. Ohio met this goal by reducing the average 6.9 percent.

B-1) The 2010 observed seat belt rate is 83.8 percent. Ohio did not meet the 85 percent goal.

Ohio met the core outcome measure, but not the core behavior measure. Ohio will continue to direct programming towards pick-up trucks, males and people between the ages of 15 – 25. The data from the observation surveys show that these are still our lowest usage group.

Speed Management Program Area

Overview

C-6) To decrease speeding-related fatalities five percent from the 2006 - 2008 calendar base year average of 267 to a 2007 – 2009 year average of 254 by December 31, 2010.

Programming Efforts

High Visibility Enforcement Overtime Grants

Funded Agencies

See listing under Alcohol Program Area

Program Description

Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2007, 2008 and 2009. In addition, all Sheriff's offices who conduct traffic enforcement were eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees were required to conduct enforcement blitzes during the following periods:

Halloween – Oct. 23 – Nov. 1, 2009	Thanksgiving – November 20 - 29, 2009
Christmas/New Year's – Dec. 4, 2008 – Jan. 1, 2010	Super Bowl – Feb. 5 – 7, 2010
St. Patrick's Day – March 17 – 21, 2010	Prom Season – April / May 2010
Click It or Ticket Mobilization	4 th of July – July 2 - July 5, 2010
Drunk Driving. Over the Limit. Under Arrest. Crackdown	Homecoming – October 2009/September 2010

All HVEO Grants included three primary goals in their FFY 2010 grants. These goals are: reduce the number of traffic-related fatalities; increase the seat belt usage; and decrease the number of alcohol-related crashes.

Agencies funded in FFY 2010 were required to focus their enforcement efforts on locations and times where their high visibility enforcement would achieve a reduction in fatal crashes. All agencies receiving funding had to certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training.

See enforcement activity under Alcohol Program Area

Funding

<i>Total amount for HVEO Grants</i>					
<i>Awarded:</i>	<i>\$3,639,553.20</i>	<i>Expended:</i>	<i>\$2,831,165.70</i>	<i>Funding Source:</i>	<i>402 PT/410</i>
Speed/Belt Funding					
Awarded:	\$1,819,776.65*	Expended:	\$1,415,582.99	Funding Sources:	402PT
*This amount represents the Speed/Belt funding portion of the HVEO Program. The remaining funding is listed under Alcohol Program Area.					

Statewide HVEO and Training

Funded Agency

The Ohio State Highway Patrol (OSHP)

Program Description

The OSHP worked to increase seat belt use and decrease the number of speed related crashes on Ohio roads. The OSHP focused on increasing manpower at problem locations throughout the year to be more visible on Ohio roads during blitz periods and mandatory campaigns. The OSHP offered training courses through the OSHP Academy to train law enforcement officers on issues relating to speed and crash investigation.

See enforcement activity under Alcohol Program Area

Crash Related Training Courses	Number of Courses	Number of Students Taught	Number of Agencies
Basic Crash Investigation	5	148	78
Intermediate Crash Investigation	2	43	31
Technical Crash Investigation	2	25	12
Traffic Crash Reconstruction	1	24	16
Advanced Motorcycle Collision Investigation	1	8	4
Electronic Speed measuring Device (ESMD)	4	102	54
ESMD Instructor Certification	1	17	13
ESMD Judicial Seminar	1	35	26

Funding

<i>Total Amount for Statewide HVEO Enforcement and Training</i>					
<i>Awarded:</i>	\$1,224,449.18	<i>Expended:</i>	\$1,109,040.54	<i>Funding Sources:</i>	402PT/410
Speed/Belt Enforcement:					
<i>Awarded:</i>	\$ 579,099.64	<i>Expended:</i>	\$ 535,097.84	<i>Funding Source:</i>	402PT
Crash Related Training:					
<i>Awarded:</i>	\$ 33,124.95	<i>Expended:</i>	\$ 19,422.43	<i>Funding Source:</i>	402PT
Speed/Belt Funding:	\$ 612,224.59*	Expended:	\$ 554,520.27*		402PT
*This amount represents the Speed/Belt funding for the OSHP HVEO Grant. The remaining funding is listed under Alcohol Program Area.					

Corridor Enforcement

Funded Agencies

HVEO grantees

Project Description



Riverbank to Lakeside Corridor Enforcement Project – more than 40 agencies participated in a 24 hour high visibility enforcement project along Route 4. Route 4 runs more than 200 miles through 13 counties from Hamilton (Riverbank) to Erie County (Lakeside). During this 24 hour corridor enforcement project there were no fatal or serious injury crashes reported.

I-77 Project – This project ran on US 30, US 62 and Interstate 77 for 8 hours. In the combined effort, the law enforcement partners made 112 traffic stops, which included 40 speed citations, 34 moving violations, 16 restraint violations, five arrests for driving under suspension and four misdemeanor arrests.

U.S. Route 52 Project - This project was a three state effort conducted with the help of the Traffic Safety Offices in Kentucky and West Virginia. Ohio Department of Natural Resources also partnered in this effort by conducting enforcement on the Ohio River with boat patrols.

Awarded:	Included in HVEO	Expended:	Included in HVEO	Funding Source:	402 PT/410
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Data Driven Approaches to Crime and Traffic Safety (DDACTS)

Funded Agencies

None

Project Description

The OTSO encouraged law enforcement to develop strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions.

Funding

Awarded:	Included in HVEO	Expended:	Included in HVEO	Funding Source:	402 PT/410
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Speed Management

Funded Agency

Ohio Traffic Safety Office

Project Description

The CHSP planning committee approved incorporating speed management concepts into the *Comprehensive Highway Safety Plan* in FFY 2007. In FFY 2009, the OTSO worked closely with ODOT in adding speed management strategies under the CHSP High-Risk Behaviors/Drivers subcommittee. In FFY 2010, strategies included meetings to discuss development of a state speed management policy, identifying best practices, development of educational materials and implementation of a joint speed management pilot project with ODOT.

Ohio will continue to work with NHTSA on how best to implement speed management programs and best practices in FFY 2011.

Funding

Awarded:	\$25,000.00	Expended:	\$0.00*	Funding Source:	402SC
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*Initial costs for this project were paid by ODOT.

Work Zone Enforcement

Funded Agencies

Columbus Police Department
Dayton Police Department

Warren County Sheriff's Office
Ohio State Highway Patrol

Program Description

The Ohio Department of Transportation (ODOT) designated federal safety funds to be spent directly on the work zone enforcement presence and education campaign in the 2010 construction season. The ODOT, the Department of Public Safety, the Ohio State Highway Patrol, and local law enforcement agencies noted above formalized a partnership to reduce crashes in Ohio's work zones. The purpose of this program was to initiate an enforcement presence and educational campaign in identified interstate highway work zones during the 2010 construction season. The work zones targeted in FFY 2010 were:

Interstate 77 Cuyahoga County
Interstate 75 Montgomery County
Interstate 75 Butler County
Interstate 75 Warren County
State Route 315 Franklin County
US Route 33 Franklin County
Interstate 270 Franklin County

Construction Zone Enforcement Results				
Enforcement Activity	FFY2007	FFY2008	FFY2009	FFY2010
Enforcement Hours Worked	2,495	1,944	2,780	2,437
Number of Traffic Stops	4,902	2,840	3,809	3,790
OVI Arrests 21 and Over	3	2	9	11
OVI Arrests Under 21	2	0	3	3
Adult Restraint Citations	705	203	253	126
Child Restraint Citations	8	5	1	30
Speed Citations	2,802	1,925	2,668	2,504
Driving Under Suspension	87	71	60	71
Felony Arrests	4	16	8	133
Other Citations	448	356	344	674

Funding

Awarded:	\$237,812.14	Expended:	\$179,136.65	Funding Source:	ODOT
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Evaluation

C-6) The 2007 – 2009 average of speeding-related fatalities is 279. Ohio did not meet this goal. The average increased by 4.5 percent.

Ohio will analyze the speed-related crash data to determine where it needs to focus its efforts to reduce these numbers.

Motorcycle Safety Program Area

Overview

Core Outcome Measures

C-7) To decrease motorcyclist fatalities five percent from the 2006 - 2008 calendar base year average of 186 to a 2007 – 2009 year average of 177 by December 31, 2010.

C-8) To decrease un-helmeted motorcyclist fatalities five percent from the 2006 - 2008 calendar base year average of 128 to a 2007 – 2009 year average of 122 by December 31, 2010.

Programming Efforts

Motorcycle Safety Earned Media Plan

Earned Media Material	Quantity
Ride SMART Banner	150
Ride SMART Parking Lot Sign	75
Ride Alert pocket cards	10,000
Law Enforcement resource motorcycle law cards	7,000
Law Enforcement rules and regulation for motorcyclists	15,000
Ride SMART informational calendars	3,000
Motorist awareness bumper magnets	4,000

All overhead Ohio Department of Transportation (ODOT) message boards (approximately 60) ran the “Ride SMART” message throughout the riding season.

Funded Agency

Ohio Traffic Safety Office

Program Description

Motorcycle Ohio (MO) developed the Ride SMART (Sober, Motorcycle endorsed, Alert, Right gear, Trained) campaign to help make motorcyclists more aware of safety issues associated with riding. 2010 Funds were spent on earned media materials, motorcycle parts, Rider Skill Test training, Hispanic BRC courses and software upgrades to allow for the training process to changed to grant process to enhance and streamline the training process.

On April 23, Motorcycle Ohio gathered with partners to kick off the **Ride SMART** motorcycle safety campaign, which worked to address all aspects of motorcycle safety including: Ride Sober, Ride Motorcycle Endorsed, Ride Alert, Use the Right Gear, and Ride Trained.

Partners of the **Ride SMART** campaign reached out to as many motorcyclists and motorists as possible to remind them that everyone plays a critical role in motorcycle safety. MO worked with state and local partners (including the city of Columbus, Ohio State University, ODOT, the American Motorcyclist Association, American Bikers Aimed Towards Education (ABATE), law enforcement and other safety partners) to get the message out to riders and motorists alike.



Funding

Awarded:	\$426,525.16	Expended:	\$ 146,525.81	Funding Source:	2010
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Motorcycle Safety Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for motorcycle awareness. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 58,194,190.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	1,318	1,167	2,485	\$110,085.58
Radio	8,435	9,152	17,587	\$130,992.97
Billboards				\$ 78,047.91
Other				\$ 0.00
			Total Media Cost	\$319,126.46

Funding

Awarded:	\$150,000.00	Expended:	\$319,126.46*	Funding Source:	402PM
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*\$244,682.34 is what OTSO reimbursed our Communications office through a grant to supplement the NHTSA Communications plan.

Safe Communities

Funded Agency

See Comprehensive Program Area for full list of Safe Communities

Program Description

Beginning in FFY2008, each Safe Communities program was required to conduct activities in their grant for the motorcycle riding season. The OTSO continues to require Safe Communities to develop partnerships and hold events at the grassroots level to reach motorcyclists in their communities. Safe Communities does the education/earned media portion of the motorcycle campaign while our law enforcement agencies including the OSHP do motorcycle enforcement. Some examples of education/earned media are participation in motorcycle safety awareness rides, motorcycle safety fairs, kickoff events for motorcycle awareness, articles in newsletters, distributing materials and participation at local bike nights.

Funding

Awarded:	See Comprehensive	Expended:	See Comprehensive	Funding Source:	402 SA
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Motorcycle Ohio Program

Funded Agency

Ohio Traffic Safety Office - Motorcycle Ohio

Program Description

The state-mandated Motorcycle Ohio (MO) program, a section in the OTSO, provided motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues, and works to improve the drivers licensing system for motorcyclists.

The program's 16-hour Basic Riding Course (BRC) is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. Successful completion of the basic course waives the state on-cycle skill test; an incentive that has driven the increase in course enrollment since 2000. The basic course was offered at 15 permanent and 20 mobile training sites across the state.

MO trained 12,186 students in 2010 and private providers trained an additional 2,463 students.

Eight workshops and curriculum updates were held throughout the state in February, 2010 with participation of 245 certified MO instructors. Five additional instructors transferred to Ohio from other states during 2010.

Funding

Awarded:	\$2,832,000	Expended:	\$2,423,648	Funding Source:	State
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Motorcycle Data Evaluation Grant

Funded Agency

University of Akron

Program Description

The University of Akron collected data from the OH-1 (crash report) track tapes, operator license records and training history. The University of Akron provided several meetings for law enforcement and other community members on what behaviors to look for and local crash data. They also presented at OTSO's regional meetings. Feedback from these meetings caused the research team to develop a motorcycle clearinghouse website for law enforcement and safe communities to use. The website contains posters, discussions and other materials developed for law enforcement.

Funding

Awarded:	\$73,590.20	Expended:	\$65,699.86	Funding Source:	402 MC
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State Motorcycle Safety Administrators (SMSA) Conference

Funded Agency

State Motorcycle Safety Administrator (SMSA)

Program Description

The SMSA Conference is a forum for the exchange of information among state-sponsored motorcycle education programs. The SMSA works to foster and promote state-administered motorcycle safety programs and to represent concerns related to motorcycle safety by working cooperatively with those individuals and organizations with an interest in motorcycle safety. The SMSA conference was held in August 20 - 22, 2010 in Columbus, Ohio. Three hundred twenty-five instructors and administrators/coordinators attended the conference.

Funding

Awarded:	\$50,000.00	Expended:	\$41,127.20	Funding Source:	402 MC
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Tri-Regional Motorcycle Safety Conference

Funded Agency

Ohio Traffic Safety Office

Program Description

NHTSA Region 5 held Tri-Regional Motorcycle Safety Conference August 18 & 19, 2010 in Columbus, Ohio. Regions included NHTSA Regions 5 (IL, IN, MI, MN, OH & WI), 3 (D.C., DE, KY, MD, NC, VA & WV) and 7 (AR, IA, KS, NE, and MO). This meeting brought together local, state and federal government personnel to better identify effective programming focused upon motorcycle safety countermeasures. This meeting helped states refocus on motorcycle trends across the tri-regional and highlighted some of the best practices currently being employed to reduce motorcycle fatal/injury crashes. From this meeting, states were tasked by NHTSA to go back and reexamine how we approach both media and enforcement efforts related to motorcycle safety.

Funding

Awarded:	\$ 0.00	Expended:	\$ 0.00	Funding Source:	N/C
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High visibility Enforcement Overtime (HVEO) Grant

Funded Agencies

See listing under Alcohol Program Area

Program Description

See Alcohol Program Area for full description. In addition to occupant protection and alcohol related enforcement, jurisdictions including the OSHP whose problem identification indicated a motorcycle problem were encouraged to conduct motorcycle enforcement.

Funding

Awarded:	See Alcohol /Speed	Expended:	See Alcohol/Speed	Funding Source:	402 PT/410
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Evaluation

C-7) The 2007 – 2009 average motorcyclist fatalities are 189. Ohio did not meet this goal. The average number of motorcyclist fatalities increased by 1.6 percent.

C-8) The 2007 – 2009 average un-helmeted motorcyclist fatalities are 133. Ohio did not meet this goal. The average number of un-helmeted motorcyclist fatalities increased by 3.9 percent.

Ohio did not meet either of the motorcycle core measures. Ohio is continuing to analyze the motorcycle crash data to determine the “who, what, where and when”. Ohio will continue to focus its efforts on the types of motorcycle related fatalities that are occurring.

Motorcycle Crashes		
Year	Motorcycle Crashes	Motorcycle Fatal Crashes
2006	4,360	166
2007	5,096	190
2008	5,075	212
2009	4,401	163
2010*	4,372	158

*2010 only includes preliminary numbers January 1, 2010 through October 31, 2010. It is only included to show progress toward stated goals.

Youthful Driver Program Area

Overview

Core Outcome Measure

C-9) To decrease drivers age 20 or younger involved in fatal crashes five percent from the 2006 - 2008 calendar base year average of 213 to a 2007 – 2009 year average of 202 by December 31, 2010.

Programming Efforts

Teen Driving Awareness Materials

Funded Agency

Ohio Department of Public Safety/Communications

Project Description

This money was spent by our Communications office to provide teens around the state with materials (Drive by the Rules Cards) to promote teen driver safety awareness throughout the year.

Funding

<i>Total Amount for Communications on Materials</i>					
<i>Awarded:</i>	<i>\$ 43,000.00</i>	<i>Expended:</i>	<i>\$ 37,867.32</i>	<i>Funding Source:</i>	<i>402CP</i>
Amount for Motorcycle Materials					
Awarded:	\$ 1,000.00	Expended:	\$ 400.32	Funding Source:	402CP

Students Against Destructive Decisions (SADD)

Funded Agency

Clark County Combined Health District

Project Description

Through the Clark County Safe Communities grant, the OTSO has established a partnership with SADD. The national SADD student of the year is from the Clark County area. Through his duties with SADD, as well as from his personal passion for teen safety, Ricky Birt has developed a partnership with the Ohio Traffic Safety Office (OTSO) and he assisted the office in reaching out to teens as well as in guiding the OTSO as it develops a peer-to-peer component of a teen driver safety program. Although the program is based in Clark County, the programs and initiatives were implemented statewide. This partnership was highlighted by two major events. SADD kicked-off the "Lights for Life" campaign at the statehouse on Nov 16, 2009. Students and partners across the state asked all Ohioans to drive with their headlights illuminated as a pledge to be a safe driver each and every time they get behind the wheel. Being a safe driver means being free of distractions like cell phones, radio and passenger distractions as well as driving sober, free of impairment from drugs, alcohol and drowsiness. The other event was the Prevention Convention in the spring to gain feedback from youthful drivers themselves and mobilize students from around the state to promote safe driving initiatives during the prom and graduation season.



Funding

Awarded:	\$ 45,269.56	Expended:	\$ 39,775.33	Funding Source:	402 CP
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Teen Driver Pilot Project

Funded Agency

Ohio Traffic Safety Office

Project Description

The Center for Disease Control (CDC) is conducting a pilot campaign in Columbus, in conjunction with National Teen Driver Safety Week, October 18 – 24, 2009, titled Parents Are the Key. The goal of the campaign was to reduce the incidence of teen crashes and deaths in Columbus through increased

awareness of the important role parents play in managing their teenage drivers' behaviors and educating their teens about the high-risk activities that lead to motor vehicle crashes, the number one killer of America's youth. The kick-off was held at Tuttle Crossing Mall on Friday October 16, 2009.

Funding

Awarded:	\$ 0.00	Expended:	\$ 0.00	Funding Source:	N/C
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Safe Communities

Funded Agencies

See Comprehensive Program Area for full list of Safe Communities

Program Description

See Comprehensive Program Area for full description of Safe Communities. All Safe Communities program were required in their grant to conduct activity for both Prom and Homecoming. Some examples of the activities for youth included: Grim Reaper programs, Seat Belt Challenges, Prom Promise programs, Teen Rodeos, Driving Simulator programs and Alive at 25 driving programs.

Funding

Awarded:	See Comprehensive	Expended:	See Comprehensive	Funding Source:	402 SA
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Impaired Driving Simulator Project

Funded Agency

Kent State University Twinsburg Center

Project Description

See Alcohol Program Area for description of the impaired driving simulator project.

Awarded:	See Alcohol Program	Expended:	See Alcohol Program	Funding Source:	410
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Faith Based Initiatives

Funded Agency

City of Refuge Point of Impact (First Church of God)

Program Description

See Multicultural Program Area for full description of Faith Based Initiatives. A series of messages addressing traffic safety was delivered to all family members, with a special emphasis on young people ages 14 - 20. These faith-based programs enlisted trusted opinion leaders within the African American religious community to provide recurring and consistent traffic safety messages with the recommended injury prevention behaviors and role modeling. A youth summit was conducted for over 200 participants from the Dayton, Columbus and Toledo metropolitan areas.

Funding

Awarded:	See Multicultural	Expended:	See Multicultural	Funding Source:	402 CP
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Hispanic Initiatives

Funded Agencies

Ohio Hispanic Coalition

Program Description

See Multicultural Program Area for full description of Hispanic Initiatives. The Ohio Hispanic Coalition hosted a Hispanic/Latino Driver Safety Youth Summit in Franklin County. The summit educated over 60 Hispanic/Latino youth about the importance of being safe drivers and about the dangers about being behind the wheel. The Ohio Hispanic Coalition partnered with Latino pastors to develop the event. Feedback was received through participant evaluations to be used for the next summit.

Funding

Awarded:	See Multicultural	Expended:	See Multicultural	Funding Source:	402 CP
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Asian Initiatives

Funded Agency

Asian American Community Services

Program Description

See Multicultural Program Area for full description of Asian Initiative. In FFY 2010, the Asian American Community Services (AACS) continued regular parent and teen meetings at Chinese schools, Japanese schools and Korean schools. AACS continued their Facebook page as a way to reach out to Asian teens. AACS designed a track/activity for an Asian youth conference. Traffic safety messages were also taught during workshop at week long summer camps.

Funding

Awarded:	See Multicultural	Expended:	See Multicultural	Funding Source:	402 CP
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Alcohol Enforcement and Education

Funded Agency

Ohio Investigative Unit

Program Description

See Alcohol Program Area for full description of Alcohol Enforcement and Education. A large component of the Ohio Investigative Unit's grant is doing compliance check of establishments that serve/sell alcohol to ensure they are not serving/selling alcohol to anyone underage.

Funding

Awarded:	See Alcohol	Expended:	See Alcohol	Funding Source:	410
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High Visibility Enforcement Overtime (HVEO)

Funded Agency

See Alcohol Program Area for full listing of agencies

Program Description

See Alcohol Program Area for full description of HVEO. Each HVEO grant must have overtime enforcement for Prom and Homecoming.

Funding

Awarded:	See Alcohol/Speed	Expended:	See Alcohol/Speed	Funding Source:	402 PT/410
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Evaluation

C-9) The 2007 – 2009 average of drivers age 20 or younger involved in fatal crashes is 195. Ohio met this goal by decreasing the average 8.5 percent.

While Ohio met this goal, youth crashes remain a priority in Ohio.

Youth Crashes

Year	Youth Crashes	Youth Fatal Crashes
2006	77,688	213
2007	73,248	210
2008	69,738	182
2009	65,525	169
2010*	52,731	130

Multicultural Program Area

Overview

Outcome Measure

To ensure all vital traffic safety materials and messaging are available in languages that reach Ohio's populations (Spanish, several Asian languages and Somali).

To make traffic safety messaging culturally relevant to Ohio's populations.

Programming Efforts

Ohio's Multicultural Partners

Funded Agency

Ohio Traffic Safety Office

Program Description

In FFY 2010, the Ohio Traffic Safety Office (OTSO) continued to network with and expand its network of multicultural partners to promote seat belt use, reduce the incidence of alcohol-impaired driving and address other traffic safety issues. Information was made available through the OTSO Web site encouraging participation in the seat belt and alcohol campaigns. Additionally, communities received a weekly traffic safety e-mail broadcast.

Funding

Awarded:	\$ 0.00	Expended:	\$ 0.00	Funding Source:	N/C
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African American Youth Injury Prevention Program (YIP)

Funded Agency

Children's Hospital Medical Center

Program Description

Children’s Hospital Medical Center worked with African American teens in the Youth Injury Prevention (YIP) program to increase seat belt usage, increase knowledge of teen driving laws, and encourage teens to engage their peers in safe driving behaviors. A seat belt challenge was conducted among the teens at 6 local churches. The chart below shows the increase in seat belt usage. The teens at the participating churches also attended interactive driving sessions that covered basic teen driving laws, information about the consequences of driving under the influence, distracted driving and crash dynamics. Pre and Post tests scores showed an average increase of 34 percent. All of the teen groups were active in sharing the buckle up message and encouraging safe riding practices.

Seat Belt Survey Results		
Church	Pre-Survey	Post-Survey
1	36.54 percent	92.68 percent
2	59.12 percent	86.52 percent
3	56.38 percent	91.84 percent
4	68.84 percent	89.14 percent
5	54.31 percent	90.91 percent
6	38.10 percent	81.61 percent

Funding

Awarded:	\$41,338.79	Expended:	\$38,334.99	Funding Source:	402CP
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Anabaptist (Amish) Initiative

Funded Agency

The Ohio State University (OSU) Research Foundation

Program Description

This OSU project worked with Ohio’s Anabaptist communities to implement effective public information and education programs/campaigns that focus on both Anabaptist and “English” communities, as well as tourists.

Statistics for Animal Drawn Crashes in Ohio					
	2006	2007	2008	2009	2010*
Fatal Crashes	4	3	2	2	2
Injury Crashes	60	49	53	65	57
Property Damage	58	59	81	81	61

Developed and distributed an occupant protection poster. The poster was distributed and public awareness/education efforts were made in the following 24 counties: Adams, Ashland, Ashtabula, Belmont, Brown, Coshocton, Defiance, Fairfield, Gallia, Geauga, Guernsey, Hardin, Holmes, Knox, Logan, Meigs, Monroe, Morrow, Muskingum, Richland, Stark, Trumbull, Tuscarawas and Wayne.

Funding

Awarded:	\$63,455.71	Expended:	\$56,416.49	Funding Source:	402CP
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Funded Agencies

Asian American Community Services

Program Description

This grant reached the Central Ohio Asian community. Asian American Community Services provided awareness, education training and materials for specific ethnic groups in their native language. Safe Asian Communities (SAC) worked with Columbus Area Pedestrian Safety (CAPS) this year to develop pedestrian safety education for new immigrants and for ESL students. SAC continues to work with new teen drivers and distributed 150 of the translated Teen Driving Guide and 450 of the CDC Parents are the Key materials. SAC is continuing to reach teens through the use of Facebook and conducted a peer oriented project among teens this year with 21 teens enrolled. They educated all community members on the new texting while driving ban. SAC continues to maintain bilingual CPS technicians to volunteer at car seat check events throughout the year. In FFY2010, three car seat checks were conducted during which 51 car seats were checked and installed. Forty-six families were educated about the booster seat law. State Farm provided 30 seats to be distributed to the community (4 infant, 9 convertible, 9 high back booster, and 8 backless booster).

Workshop	Community	Participants
Teen Driving for Parents	Hindi, Urdu	11
Teen Driving for Parents	Cantonese	19
Teen Driving for Parents	Korean	18
Teen Driving for Parents	Taiwan	27
Teen Driving for Parents	China	19
Parent Education Workshop	Taiwanese and Chinese	37
Teen and Parent Workshop	Asian	15 teens/6 parents
Teen and Parent Workshop	Taiwanese and Chinese	14 teens/8 parents
Teen Driving Experience	Asian	15 teens/8 parents
Parent Workshop	Chinese	15 teens/4 parents
Parent Workshop	Korean	16 teens/9 parents
Parent Workshop	Asian	25 teens/6 parents
Parent Workshop	Vietnamese	15 teens/3 parents
Summer Camp	Taiwanese and Chinese	25 teens/15 pre-teens/10 parents
Summer Camp	Chinese	15 teens/9 parents
Summer HAY Program	Asian	10 teens
Youth Conference	Asian	92 teens/25 college age/18 parents

Funding

Awarded:	\$55,247.50	Expended:	\$53,769.34	Funding Source:	402CP
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Cleveland's Multicultural Communities

Funded Agency

University Hospitals of Cleveland

Program Description

The University Hospitals of Cleveland planned a population-based minority outreach effort to reach both the African American and the Hispanic communities in Cleveland. This project combined outreach and education efforts with local churches, beauty and barber shops and gas stations/corner stores in combination with a targeted billboard campaign. In FFY 2010, relationships were developed with Hispanic churches and social service agencies. Several agencies contributed Spanish/English interpreters and design assistance to the different projects. The project recruited 55 beauty and barber shops in Cleveland, East Cleveland and West

Cleveland. Working with the educational director of the Ohio Association of Beauticians has helped make this part of the project a great success. University Hospitals of Cleveland staff, East Cleveland Community Policing Department and Community organizers distributed flyers, leaflets and other educational materials at local gas stations and stores to promote seat belts in the targeted communities. University Hospitals has also partnered with approximately 30 local churches. Fans, book marks and church bulletin talking points have also been developed and will be distributed. University Hospitals was able to secure pro bono media for this project. Radio One (urban radio station) promoted seat belt safety and distributed items that reinforced the seat belt message at 18 scheduled community events.

Community	Material	Quantity Distributed
Hispanic	Buckle-Up air fresheners	1,000
Hispanic	Seat belt pledges	700
Hispanic	Fans	5,000
Hispanic	Community Celebration Leaflets	4,000
African American	Buckle-Up air fresheners	1,000
African American	Seat belt pledges	1,000
African American	Community Celebration leaflets	6,000
African American	Church fans	6,000

Media Outreach	People Reached
Events	5,000
Neighborhood billboards	1,420,000
Keep Your Family Tight Radio Contest	461
Buckle Your Belt Radio Contest	816

Funding

Awarded:	\$96,608.04	Expended:	\$80,944.62	Funding Source:	402CP
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Faith Based Initiatives

Funded Agency

City of Refuge Point of Impact (First Church of God)

Program Description

Churches in Franklin, Montgomery, Mahoning and Lucas Counties participated in activities to deliver messages to their congregation on seat belt use, impaired driving and distracted driving. This injury prevention faith-based program used education and awareness training on the importance of traffic safety related topics. A series of messages addressing traffic safety was delivered to all family members, with a special emphasis on young people ages 15 - 24. These faith-based programs enlisted trusted opinion leaders within the African American religious community to provide recurring and consistent traffic safety messages with the recommended injury prevention behaviors and role modeling.

The church partners (38 churches) in the Franklin, Lucas, Montgomery and Mahoning counties directly reached approximately 100,000 individuals by partnering with non-profit organizations, school system, city governments, the business community, the internet, media print and radio announcements.

A youth summit was conducted for over 200 participants from the Dayton, Columbus and Toledo metropolitan areas.

Funding

Awarded:	\$134,346.61	Expended:	\$119,158.09	Funding Source:	402CP
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Funded Agencies

Ohio Hispanic Coalition
 Organizacion Civica y Cultural Hispana Americana (OCCHA)

Program Description

This grant with the Ohio Hispanic Coalition reached the Hispanic communities in the Columbus and surrounding area to provide traffic safety awareness and education. Culturally competent workshops were held that provide an awareness of the benefits of knowing laws that pertain to traffic safety messaging and how to travel safely on Ohio roads. In 2008 the Ohio Hispanic Coalition began the first Victim Impact class on every third Wednesday of the month for Latino DUI offenders. This is the only class in Central Ohio that can provide this service to DUI offenders in the Spanish speaking-Latino Community. This is important because of the language barrier, and the class is also given from the appropriate cultural perspective. Ohio Hispanic Coalition worked with both local Safe Communities and OVI Task Forces to help their communities. Ohio Hispanic Coalition provided interpretation services at one checkpoint.

The Ohio Hispanic Coalition hosted a Hispanic/Latino Driver Safety Youth Summit in Franklin County. The summit educated over 60 Hispanic/Latino youth about the importance of being safe drivers and about the dangers about being behind the wheel. The Ohio Hispanic Coalition partnered with Latino pastors to develop the event. Feedback was received through participant evaluations to be used for the next summit.

Ohio Hispanic Coalition now has four bilingual certified car seat technicians. Ohio Hispanic Coalition conducted 10 car seat check events during FFY2010; 375 parents were educated on the proper installation of car seats.

A grant with Organizacion Civica y Cultural Hispana Americana (OCCHA) also reached the Hispanic/Latino communities in Mahoning, Trumbull and Columbiana counties to provide traffic safety awareness and education. Over 3,000 Hispanics/Latinos were reached about drinking and driving through brochures, flyers, educational workshops and posters.

OCCHA provided over 60 seats to families that were in need of a seat and reached over 300 families with car seat safety information.

Funding

Awarded:	\$127,580.31	Expended:	\$105,724.79	Funding Source:	402CP
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Mature Driver Program

Funded Agency

Ohio Traffic Safety Office

Program Description

Statistics show that the age of the Ohio driver is increasing and that the number of mature drivers continues to grow annually. Materials and related web site links were made available on the OTSO web site in 2010 and distributed through weekly email broadcasts for traffic safety partner's use in presentations in their communities.

Funding

Awarded:	\$5,000.00	Expended:	\$0.00*	Funding Source:	402CP
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*Development and printing of materials were not completed in FFY2010.

Funded Agency

Mother's Against Drunk Driving

Program Description

MADD conducted two diversity training sessions for law enforcement, prosecutors and judicial staff to help gain a better understanding of the Hispanic culture and their views towards drinking alcohol and drinking and driving social norms. Each class also learned key words and phrases in Spanish to use. Two training sessions were conducted training 29 students from 14 different agencies.

Funding

Awarded:	See Alcohol	Expended:	See Alcohol	Funding Source:	164
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Somali Initiative

Funded Agency

Somali Women & Children's Alliance

Program Description

This grant reached the Central Ohio Somali community. The Somali Women and Children's Alliance provided 32 educational workshops for parents, teen drivers, children and elders reaching over 640 participants.

Funding

Awarded:	\$35,249.88	Expended:	\$23,016.54	Funding Source:	402CP
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Evaluation

During FFY 2010, traffic safety messaging was again delivered to faith-based communities, Hispanic/Latino communities, Asian communities, Central Ohio's Somali community and Ohio's Anabaptist population. Efforts to ensure all vital traffic safety materials and messaging are available in languages that reach Ohio's populations and to make traffic safety messaging culturally relevant to Ohio's populations will continue in FFY 2011.

Comprehensive Program Area

Overview

The comprehensive program projects address multiple core outcome measures and/or the core behavior measure.

Programming Efforts

Ohio Comprehensive Highway Safety Plan Coordinating Committee

The federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) enacted in August 2005 required states to conduct strategic highway safety planning. State Strategic Highway Safety Plans (SHSP) are to be used to identify and analyze highway safety problems and opportunities, include projects or strategies to address them, and evaluate the accuracy of data and the priority of proposed improvements. The SHSP must be based on accurate and timely safety data, consultation with safety stakeholders, and performance-based goals that address infrastructure and

behavioral safety problems on all public roads. States are also required to develop an evaluation process to assess results and use the information to set priorities for highway safety improvements.

Ohio began work on development of its strategic plan, titled the Comprehensive Highway Safety Plan, in FFY 2005. Ohio's project is interdisciplinary and inclusive of all levels of government. The plan identifies highway safety emphasis areas, with specific strategies to address crashes and fatalities. Safety emphasis areas are not limited to crash type, but rather can include population sectors, driving behavior or a number of other factors.

The Ohio Transportation Safety Coordinating Committee serves as the steering committee of Federal, State and local highway safety partners which steers plan development and oversees implementation of the plan. Highway safety partners comprised of highway safety interest groups communicate with Coordinating Committee members and provide feedback on the plan through subcommittees established for each of the plans' emphasis areas.

The ODOT takes the lead on oversight of the plan. The OTSO is a member of the Ohio Transportation Safety Coordinating Committee, chairs the subcommittee on High-Risk Behaviors/Drivers, and participates in the Data And Support Systems and Special Vehicles/Roadway Users subcommittees.

Ohio's plan, approved by the Federal Highway Administration (FHWA) as required by SAFETEA-LU regulations, can be found online at:

http://www.dot.state.oh.us/planning/Safety/CHSP/CHSPFinalJune%202006_fulldoc.pdf

Subcommittees representing the plan's five emphasis areas (Data and Support Systems, High-Risk Behaviors/Drivers, Serious Crash Types, Special Vehicles/Roadway Users, and Incident and Congestion Related Crashes) meet quarterly to review and update project information.

Funding

Awarded:	\$0.00	Expended:	\$0.00	Funding Source:	N/C
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Ohio Department of Public Safety (ODPS)/Ohio Department of Transportation (ODOT)
Meetings

Funded Agency

Ohio Traffic Safety Office
Ohio Department of Transportation

Program Description

The OTSO and ODOT's Systems Planning and Program Management staff continued to meet to share information, discuss common problems and identify joint ventures to address Ohio's crash problems. Benefits of this closer partnership between the two agencies included sharing of crash problem identification, assistance with grant proposal review, better coordination of local safety efforts and collaboration on joint projects such as Safety Conscious Planning workshops and Speed Management projects.

Funding

Awarded:	\$0.00	Expended:	\$0.00	Funding Source:	N/C
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Business Safety Partners

Funded Agency

Ohio Traffic Safety Office

Project Description

The OTSO has recognized that in order to impact the 21- 40 year old age group, a partnership between the OTSO and the business community is an important element in the overall plan to reduce fatalities among this age group. Since October 1992, the OTSO has coordinated a statewide network of employers and safety advocates entitled the Ohio Partnership for Traffic Safety (OPTS). The purpose of this network is to unite government and the private sector by combining the safety expertise and resources of ODPS with the knowledge and insight of Ohio business leaders. This partnership can increase profits, reduce operating costs, and minimize the public cost to citizens by reducing vehicle-related deaths and injuries. While, in FFY 2010, OPTS partnered with organizations with employees and company vehicles, no federal dollars were spent this year. Magnets (provided by the Ohio Department of Public Safety/Communications Office) were distributed to agencies with fleet vehicles. Additionally, the OPTS partners received a weekly broadcast from the OTSO relaying up to date traffic safety information and available resources to use within their companies.

Funding

Awarded:	\$10,000.00	Expended:	\$0.00	Funding Source:	402CP
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*No new materials were developed during FFY2010.

Law Enforcement Liaison Program

Funded Agencies

Cincinnati Police Department
Shawnee Township Police Department
Summit County Sheriff's Office
Upper Arlington Police Department

Program Description

Ohio's four Law Enforcement Liaisons (LELs) followed program guidelines that were developed at the state and national levels. The LELs are responsible for maintaining an effective networking program among law enforcement agencies within their assigned regions. The liaisons specific responsibilities included recruiting law enforcement agencies that were not participating in state and national mobilizations and programs. Creating positive relationships with the law enforcement community and other advocates were an important role for each LEL. The liaisons met with law enforcement agencies to assist them in developing traffic safety action plans to include goals, objectives, methods, and policies to be implemented at the local level. As a team member with traffic safety staff and advocates, the liaisons provided technical assistance as needed.

In 2010, the Law Enforcement Liaisons (LELs) facilitated three corridor projects in Ohio based upon problem identification models. Working with the data maintained by ODPS/OTSO and additional guidance from the Ohio Department of Transportation the LELs established cooperative partnerships with law enforcement along Ohio State Route #4, U.S. Route #52, and highway segments in Northeast Ohio, to target speeding, aggressive driving, distracted driving, OVI, and to enhance seat belt usage.

As part of ODPS/OTSO plans to streamline the traffic crash reporting system via the use of the OH-1 form, the LELs distributed about 1,000 pieces of GPS technology to agencies statewide for integration in the operating systems they use for "in car incident reporting". The GPS equipment will allow law enforcement to determine the exact global coordinates of crash locations and eliminate the guesswork by those charged with interpreting the outcome data. During distribution the LELs members were able to further explain the value of this program to law enforcement leaders and to answer questions they had about future endeavors.

They attended numerous chief meetings, task force meetings, Safe Communities meetings, and county law enforcement meetings. LELs worked on such projects as motorcycle safety, occupant protection, and teen driving skills development. Additionally, the LELs expanded into new areas by developing associations with multi-cultural and special needs groups such as The Ohio Hispanic Coalition, Amish and Mennonite communities, Central Ohio Somali groups, and other organizations that represent the broad scope of Ohio's

culture. They were a catalyst for supplying information to local law enforcement agencies about the OTSO and other departmental resources available to them.

Funding

Awarded:	\$381,544.00	Expended:	\$296,595.99	Funding Source:	402CP
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Special Projects Liaison

Funded Agency

Pickaway County Sheriff's Office

Program Description

The goal of the Special Projects Liaison Program was to enhance all aspects of the OTSO's relationship with Ohio's traffic safety partners. A few months into FFY 2010, this grant was converted into a Safe Communities grant for Pickaway County. The Special Projects Liaison continued to help OTSO as needed for the remainder of FFY 2010, but her main focus was to develop a Safe Communities program and coalition in Pickaway County. This grant will continue solely as a safe communities grant.

Funding

Awarded:	\$87,596.00	Expended:	\$62,556.94	Funding Source:	402CP
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Officer Training

Funded Agency

Ohio Peace Officer's Training Academy (OPOTA)

Program Description

The training for officers was directed at OVI, speed enforcement and crash investigation. An update was also completed on the online SFST course.

Under grant OPOTA provided law enforcement training to 192 officers in the various courses listed in the chart below.

Training Offered Through OPOTA Grant			
Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Alcohol Detection Apprehension Prosecution (ADAP)	2	47	26
ADAP Instructor	2	21	10
Advanced ADAP	2	34	7
Electronic Speed Measuring Device	1	11	7
Traffic Crash Investigation: Level I	2	24	17
Traffic Crash Investigation: Level II	2	39	28
DICE	1	16	5

Funding

Awarded:	\$100,000.00	Expended:	\$98,750.00	Funding Source:	402PT
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Funded Agency

Ohio Peace Officer’s Training Academy (OPOTA)

Program Description

OPOTA developed online training modules for GDL and motorcycle. Due to time constraints, the senior driver module was not developed.

Training Module	Number of Students Completed
GDL	127
Motorcycle	141

Funding

Awarded:	\$63,375.00	Expended:	\$40,000.00	Funding Source:	402PT
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Safe Communities

Funded Agencies

- | | |
|--|---|
| Clark County Combined Health District | Mansfield-Richland County Health Department |
| Clermont County General Health District | Medina, City of (Medina County) |
| Columbiana County Health Department | Morrow County Health Department |
| Columbus Health Department (Franklin County) | Pickaway County Sheriff’s Office |
| Community Solutions (Trumbull County) | Ravenna Department of Health (Portage County) |
| Delaware County Health Department | Ross County General Health District |
| Fairfield County Health Department | Safety Council of Southwestern Ohio (Butler County) |
| Goshen Police Department (Mahoning County) | Stark County Sheriff’s Office |
| Greene County combined Health District | Summa Health System (Summit County) |
| Hamilton County General Health District | UHHS Geneva Memorial Hospital (Ashtabula County) |
| Knox County General Health District | Union County Health Department |
| Lake County General Health District | University Hospitals of Cleveland (Cuyahoga County) |
| Licking County Health Department | University of Cincinnati (Brown County) |
| Lima-Allen County Regional Planning Commission | Williams County Combined Health District |
| Lorain County General Health District | Your Human Resource Center (Holmes County) |
| Lucas County Educational Service Center | Your Human Resource Center (Wayne County) |

Program Description

Ohio Safe Communities is a data driven initiative to save lives and reduce injuries by building collaboration between state, county, and local community partners. In FFY 2010, there were 32 countywide community-based Safe Communities programs. Every Safe Communities program had five primary goals in FFY 2010 that included increasing seat belt usage, increasing seat belt and impaired driving awareness, increasing motorcycle safety awareness, coalition building, and fatal data review.

All Safe Community programs are required to conduct Fatal Data Review meetings reviewing each fatal in their county to determine if certain trends or patterns can be identified from the reviews. The committee makes recommendations to the coalition on how this fatal crash might have been avoided. Overall Safe Community coordinators reported that 118 countermeasures were recommended from these meetings and 68 have been implemented or are in the process of being implemented.

Safe Community programs reported over \$22,000 in monetary donations to their programs in addition to donations of advertising, space, food, time, door prizes, etc.

Volunteers donated 2030.5 hours towards Safe Communities. Using the national estimated dollar value of volunteer time of \$20.85 per hour, volunteers contributed \$42,335.93.

Safe Community programs reported 122 activities, including 33 that were “in-kind”. The “in-kind” activities were traffic safety related activities conducted by coordinators or coalition members that were not charged to the grant. The reported activities reached over 1.2 million people of all population types (teens, mature drivers, minorities, etc.). These activities received the following gross impressions:

Type of Media	Gross Impressions
Print	1,887,871
Radio	628,631
Television	1,644,802
Web	107,862

Safe Community programs reached 71.4 percent of Ohio’s population (approximately 8.1 million people) through earned media and education.

Safe Community Counties			
Year	Fatal Crashes	Alcohol-Related Fatal Crashes	Seat Belt Usage
2006	589	228	81.7
2007	615	224	81.6
2008	608	234	82.7
2009	495	193	83.6
2010*	420	149	83.8

*2010 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward goals.

Funding

Awarded:	\$1,406,691.18	Expended:	\$1,164,070.69	Funding Source:	402SA
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Safe Communities Advisory Committee

Funded Agency

Safe Communities Advisory Committee

Program Description

The goal of this group was to provide a forum for better communications and to address issues as they arose. The advisory committee is made up of eight members representing the diversity of the statewide program. Meetings served to share best practices and to determine how the OTSO can best support the Safe Communities organizations as they work to promote traffic safety related information. The Safe Communities Advisory Committee will continue in FFY 2011.

Funding

Awarded:	\$0.00	Expended:	\$0.00	Funding Source:	N/C
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Evaluation Strategies

Funded Agency

Miami University of Ohio, Applied Research Center (ARC)

Program Description

Ohio's Miami University assisted the OTSO by evaluating several campaigns, programs and conducting telephone surveys. They also assisted with the development of problem identification, identification of goals, program directions and pilot project evaluation design.

Seat Belt Use and Alcohol Impaired Driving Survey: For the 2010 Seat Belt Use and Alcohol- Impaired Driving Survey, the ARC designed and implemented a new computer-based CATI Survey System and conducted four statewide random-digit dialing telephone surveys. Each survey averaged approximately multiple pages of succinct questions and included interviews with approximately 1,000 drivers with valid licenses distributed equally across all five Ohio regions. Overall, 4,092 surveys were completed. As specified by NHTSA, the surveys were conducted over four consecutive intervals of time between April through September in order to statistically document changes in attitudes and behavior that can be attributed to specific media campaign messages and law enforcement initiatives administered by the Ohio Department of Public Safety. Therefore, the surveys statistically evaluate and validate the impact of Paid Media, Earned Media, and Enforcement Initiatives on attitudes, beliefs, and behaviors of Ohio drivers regarding key alcohol-impaired driving and seat belt use issues. The surveys cover topics such as general driving habits, seat belt use, media messages, public opinions and actions regarding drinking and driving, attitudes and behavior concerning distracted driving through cell phone use and/or text messaging, speeding and opinions and actions regarding Ohio laws and law enforcement. The annual evaluation includes conducting the telephone surveys, completing the data entry and data analysis, and preparing reports and slide show presentations.

Statewide Observation Survey of Seat Belt Use: The policy-related goal of this annual research is to determine the percentage of Ohio drivers and/or passengers who wear seat belts while traveling in a motor vehicle. The observation surveys are conducted by retired Ohio State Highway Patrol Officers two times per year. For this project, the Applied Research Center is responsible for site selection; monitoring and updating observation sites; data collection from observers, data entry and statistical analysis; and reporting the findings of the annual statewide observation survey data to ODPS and NHTSA.

Ohio Traffic Safety Office Grantee Survey: The Ohio Traffic Safety Office (OTSO) required that its FFY 2010 Safe Communities and law enforcement grant recipients conduct observation surveys of seat belt use in their respective Ohio counties. The required surveys conducted at selected sites are a major component of the ongoing OTSO commitment to reduce highway fatalities and serious injuries throughout Ohio by increasing seat belt use. Annually, the Applied Research Center completes the site selection, enters the information from the submitted observation forms into a computer file, analyzes the data, and completes a report on the findings. Miami University provides this service annually. The information is used to determine a county seat belt usage rate. The OTSO grantees conducted 204,676 surveys of occupant seat belt use, including 174,476 driver and 30,200 passenger surveys. These surveys were received and analyzed at the ARC.

DUI Court Evaluation: During this reporting period, the ARC's successful evaluation of the Clermont County Municipal OVI Court consisted of several key components. For instance, in-part it was based on Pre-screening data collected by the Court since its inception in 2005. Pre-screening data were first analyzed to determine if there were significant differences between the 98 OVI Court participants and the 123 nonparticipants on fourteen control variables. Initially, the groups differed in five areas; however, after the 98 participants were matched with nonparticipants using logistic regression-derived propensity scores, the quasi-experimental pairs became statistically equivalent on all control measures. Also, the analysis of existing pre-screening data led the ARC to propose *Minimum Standardized Data Requirements for All OVI Offenders*. Standardized statewide data will permit a prompt and rigorous evaluation of outcomes for each Ohio OVI court, enable valid comparisons across OVI courts, and establish best OVI prevention practices for Ohio.

In addition, the ARC conducted telephone-survey interviews with 84 persons convicted of OVI in Clermont County, including 46 OVI Court participants. Those respondents had a very positive opinion of the OVI Court, including the OVI Court judge, personnel, and treatment.

The most rigorous and definitive part of the evaluation compared the 98 statistically equivalent quasi-experimental pairs on ten evaluation outcomes. Evaluation results indicate that the Clermont OVI Court is effective. As hypothesized, OVI Court participants were sentenced to significantly more original jail days than nonparticipants; they also had significantly more jail days suspended than nonparticipants. The OVI Court was especially effective at reducing the number of jail days served by OVI offenders, increasing the number of suspended jail days, and reducing the mandatory minimum jail days and the total jail days served. Participants were significantly more likely than nonparticipants to have a valid driver's license and not have a suspended license. Also, participants had somewhat fewer alcohol-related offenses subsequent to program referral. Despite those positive outcomes, the OVI Court Team should carefully review the post-referral outcomes on OVIs, DUSs, alcohol offenses, and drug offenses. In each instance, they should consider why data on those outcomes were not significantly different and supportive of OVI Court effectiveness. In summary, the ARC's innovative evaluation design is a very efficient, yet statistically rigorous, way to evaluate the Municipal OVI Court program. The 2010 report contains the results derived from all phases of the evaluation and includes an evaluation model that can be used throughout Ohio and elsewhere. The evaluation design and results were successfully presented at the 2010 American Evaluation Association meetings.

A Geographical and Temporal Analysis of Fatal Crashes in Ohio 2006-2009: To determine trends in traffic safety in Ohio and its five geographic regions, the Applied Research Center of Miami University (ARC) systematically mapped and analyzed the locations of fatal crashes occurring on Ohio roadways in 2006, 2007, 2008, and 2009. Fatality data for 2010 are being added to the database. The ESRI ArcGIS program was used to display the geographical fatal crash data and specific attributes of the data. These data layers were overlain to show interrelation of disparate data at a specific point or geographic location. Using latitudinal and longitudinal data on fatal crash locations throughout the state, accompanying maps include information on fatal crashes for all counties relative to season, time of day, average daily vehicle miles traveled (DVMT), and in reference to the observation sites used during the *2006, 2007, 2008, and 2009 Observational Survey of Seat Belt Use in Ohio*. When analyzed by season and time of day, trends in fatal crashes within the specific geographic regions were identified. The interlinked geographic and temporal data provide information on specific geographic areas and time frames where more intense interventions are needed to reduce the number of traffic fatalities. During the 2004 calendar year, the state of Ohio adopted the national goal of a maximum of one (1) fatality per 100 million vehicle miles traveled (MVMT). The objective of the ARC's report is to provide information that can be used to achieve or surpass this important state goal. The present analysis was limited to the key data elements available at the time of beginning this report. The effectiveness of existing laws and initiatives relative to seat belt use, motorcycle helmet use, alcohol-impaired driving, and other risky driving behaviors and conditions can also be determined and addressed by conducting preliminary analyses of the Ohio Department of Public Safety (ODPS) data on fatalities resulting from these crashes. Additional variables from 2006 through 2010 crash reports and other pertinent sources are being added to the existing database. Subsequent multivariate analyses of the comprehensive fatality data from these crashes, along with other relevant data, will provide more specific information and recommendations. This will allow Ohio to better target its preventative efforts and thereby reach, surpass, and/or update its current highway safety goals.

Report Collaboration: The Applied Research Center works collaboratively with the Ohio Traffic Safety Office (OTSO) to prepare specific reports for the National Highway Traffic Safety Administration (NHTSA) as needed.

Funding

Awarded:	\$450,000.00	Expended:	\$450,000.00	Funding Source:	402CP
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Evaluation

The comprehensive program area projects address multiple problem areas already listed in the document. See Fatal/Serious Injury Program Area Evaluation, Alcohol Program Area Evaluation, Occupant Protection Program Area Evaluation, Speed Management Program Area Evaluation, Motorcycle Safety Program Area

Evaluation, Youthful Driver Program Area Evaluation, Multicultural Program Area Evaluation, and Pedestrian Safety Program Area.

Pedestrian Safety Program Area

Overview

C-10) To decrease pedestrian fatalities five percent from the 2006 - 2008 calendar base year average of 100 to a 2007 – 2009 year average of 95 by December 31, 2010.

Programming Efforts

Safe Routes to School (SRTS) Advisory Committee

Funded Agency

Ohio Traffic Safety Office

Project Description

The Ohio Department of Transportation (ODOT) houses the state's SRTS Program. The Ohio Traffic Safety Office (OTSO) participated on the program's advisory committee which reviewed and commented on applications for funding and provided other technical assistance as requested. The OTSO also provided a communication and distribution network to the SRTS Coordinator.

Funding

Awarded:	\$0.00	Expended:	\$0.00	Funding Source:	N/C
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Safe Communities

Funded Agency

See Comprehensive Program Area for full list of Safe Communities programs.

Program Description

See Comprehensive Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Cuyahoga County, Franklin County and Hamilton County Safe Communities worked with their coalitions on pedestrian projects to reduce the number of pedestrian fatalities.

Funding

Awarded:	See Comprehensive	Expended:	See Comprehensive	Funding Source:	402 SA
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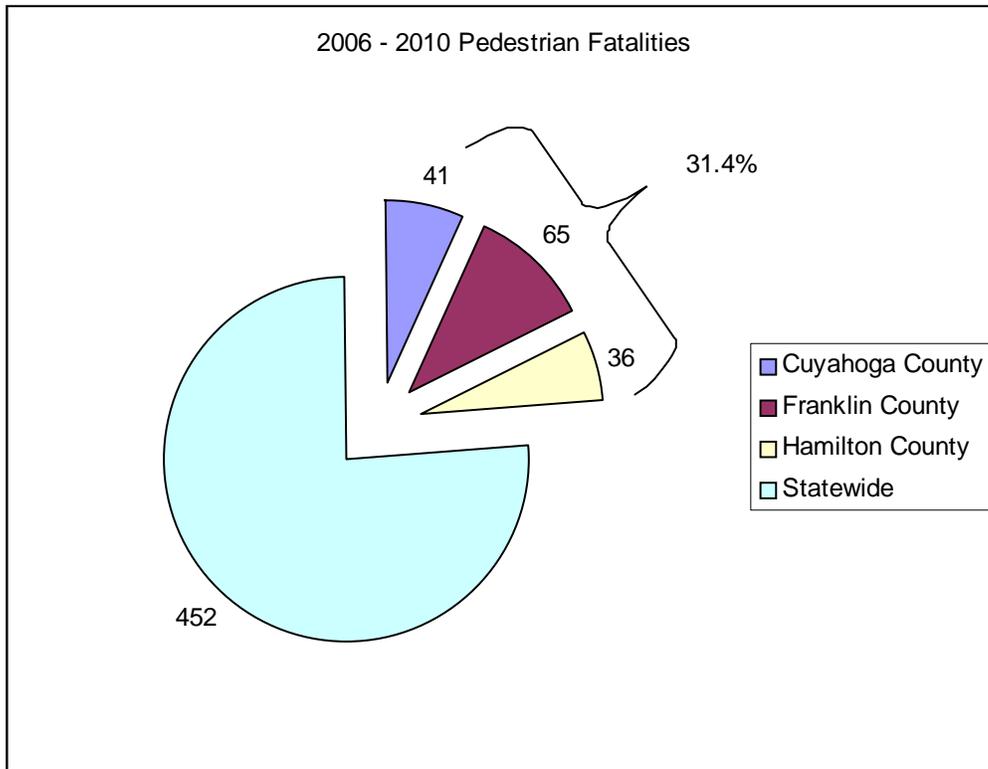
Evaluation

C-10) The 2007 – 2009 average of pedestrian fatalities is 97. Ohio did not meet this goal. The average was reduced by three percent, not five.

Ohio continues to analyze the pedestrian fatality data and fund pedestrian programming in the areas of the state that have problem ID to support funding. Between 2006 and 2010, Franklin County, Cuyahoga County and Hamilton County combined have 31.4 percent of all pedestrian fatalities. The OTSO will continue to support local programming and ODOT.

Pedestrian Fatalities	
Year	Fatalities
2006	96
2007	107
2008	98
2009	81
2010*	70

*2010 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward goals.



Roadway Safety Program Area

Overview

Outcome Measure

Improvements made from the studies will help reduce crashes at high crash corridor/intersections.

Programming Efforts

Roadway Safety Studies

Funded Agencies

Cincinnati (3)

Dayton

Fairfield (3)

Marietta

Miamisburg (2)

Trenton (3)

Troy (2)

Xenia (3)

Program Description

The projects focused on improvements to various intersections within the city limits. The consultant, through the use of collection and analysis of crash data, traffic count, and on-site observations of the intersections would identify potential safety-related countermeasures and developed cost estimates for improvements. The results from the studies help determine if additional funding is available to agencies. This joint partnership between OTSO, ODOT and local MPOs completed 59 Intersections studies in FFY2010.

Funding

Awarded:	\$235,000.00	Expended:	\$232,478.25	Funding Source:	402RS
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Roadway Safety Training

Funded Agency

Ohio Department of Transportation

Program Description

ODOT provided highway safety related courses to state, county and local municipal employees to educate them on current roadway safety and traffic practices. The courses are determined through training needs assessment of potential participants and by individual division or district needs.

Course	Number of Courses	Number of Students	Number of Agencies
Designing and Operating Intersection for Safety	4	109	28
Improving Safety of Horizontal Curves	11	281	53
Signalized Intersection Guidebook Workshop	2	54	19

Funding

Awarded:	\$144,000.00	Expended:	\$129,190.00	Funding Source:	402RS
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164 HE ODOT Funds

Funded Agency

Ohio Department of Transportation

Program Description

ODOT/ODPS split the 164 penalty funds during FFY 2010. ODOT received 95 percent to be used for roadway safety improvement and ODPS/OTSO received five percent to be used for alcohol programming.

Funding

Awarded:	\$55,839,229.58	Expended:	\$18,081,585.20	Funding Source:	164 HE
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Evaluation

Intersection studies were completed at 59 local high crash location intersections. Final studies contain both short term and long term recommendations to reduce crashes.

Traffic Records Program Area

Overview

Outcome Measure

Improvements in traffic records will provide a more accurate problem identification to help determine future funding for traffic safety projects.

Programming Efforts

Traffic Records Coordinating Committee

Funded Agency

Traffic Records Coordinating Committee

Program Description

The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementation of the *Traffic Records Strategic Plan* and assist in development of the 408 application. The Ohio Traffic Safety Office (OTSO) participated in the TRCC working group which met monthly and in a newly formed subcommittee that revised the TRCC strategic plan. In FFY 2010, the TRCC focused on implementing the priority projects that were identified in Section 408 grants and studying implementation of a citation tracking system. A Traffic Records Assessment was completed in FFY 2010 as a requirement for FFY2010 Section 408 eligibility.

Funding

Awarded:	\$0.00	Expended:	\$0.00	Funding Source:	N/C
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Crash Outcome Data Evaluation System (CODES) Project

Funded Agency

Center for Injury Research and Policy (CIRP) at Columbus Children's Hospital

Program Description

The national CODES model uses linked data to track persons involved in motor vehicle crashes from the scene, and, if injured, through the health care system to a final destination. By linking crash, vehicle and behavior characteristics to their specific medical and financial outcomes, prevention factors can be identified. The linked data can yield information to determine statistically which highway safety strategies are most effective for reducing injury and death associated with motor vehicle crashes. Children's Hospital in Columbus, through their Center for Injury Research and Policy, oversees the day-to-day operations of the CODES Project.

NHTSA's linkage requirements for CODES states include motor vehicle crash records, EMS incidence reporting, hospital discharge data and emergency department data. The CODES2000 software facilitates the linkage of these data sources. Ohio additionally has access to the trauma registry data, driver's license records, and death certificate data. These ancillary datasets will be used in the future to enhance the linkage capabilities of the current linked data files.

Funding

Awarded:	\$0.00	Expended:	\$0.00	Funding Source:	N/C
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Traffic Records Assessment

Funded Agency

Ohio Traffic Safety Office

Program Description

A Traffic Records Assessment was completed in FFY 2010 as a requirement for FFY 2010 Section 408 funding eligibility. The recommendations from the assessment are being considered and implemented as possible.

Funding

Awarded:	\$32,073.50	Expended:	\$32,073.50	Funding Source:	402 TR
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Location Based Response System (LBRS)

Funded Agencies

Ashtabula County	Jefferson Co. 911	Meigs County Engineer
Athens County Engineer	Knox County Map Dept.	Mid Ohio Reg. Planning (Franklin Co.)
Carroll County Engineer	Licking County Engineer	Perry County Engineer
Columbiana County Engineer	Logan County Engineer	Sandusky County Engineer
Gallia County Engineer	Lucas County Engineer	Trumbull Co. Auditor

Program Description

The purpose of this project is to provide a multi-jurisdictional statewide asset containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders. This project is identified as a priority in the Traffic Records Coordinating Committee's strategic plan. Counties that have been completed are available online at: <http://gis1.oit.ohio.gov/website/lbrs/viewer.htm>.

62 – County Data Accepted

2 - County Reviewing Data

10 - Memorandums of Agreement – Approved/ Collecting

0 - Memorandums of Agreement – Pending Controlling Board Approval

3 - County Requested Memorandums of Agreement

6 – Requested Information

This project is identified as a priority in the Traffic Records Coordinating Committee's strategic plan.

Funding

Awarded:	\$1,256,348.26	Expended:	\$648,340.26*	Funding Source:	408
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*An additional \$464,342.00 was spent by local agencies for the LBRS Project.

Electronic Crash Data Marketer

Funded Agency

Pickaway County Sheriff's Office

Project Description

In order to expedite the processing of crash information ODPS is attempting to provide law enforcement with an electronic version of the OH-1. Through a grant with Pickaway County Sheriff's Office, the OTSO hired a

person dedicated to promote the use of the program. This should quickly increase the number of agencies using the program.

Awarded:	\$14,024.00	Expended:	\$ 4,560.08	Funding Source:	408
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GPS Project

Funded Agency

Ohio Traffic Safety Office

Project Description

Supplying law enforcement agencies with GPS units will maximize the benefit from the efforts already exerted by the State to improve the timeliness, accuracy, and completeness of crash data. Currently only a few agencies have the capability of using latitude/longitude for locating the crash when submitting the crash data. Used properly, the GPS can provide location data within feet on all crashes. Accurate location data is essential in identifying problem crash locations. GPS units were purchased and distributed to law enforcement agencies across the state in FFY 2010.

Funding

Awarded:	\$478,444.58	Expended:	\$ 476,840.90	Funding Source:	408
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Crash Data Export Project

Funded Agency

Ohio Traffic Safety Office

Project Description

Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS' software. After the modifications, these agencies will be able to submit crash reports electronically which will increase the accuracy and reduce processing time. In FFY 2010, Motorola was able to complete the connection between Columbus Police Department and ODPS. Motorola also has contracts with Cincinnati Police Department and Youngstown Police Department. OTSO will continue working with Motorola to get these two agencies submitting electronically in FFY 2011.

Funding

Awarded:	\$400,000.00	Expended:	\$ 31,572.00	Funding Source:	408
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Evaluation

The LBRS project has been completed in 62 of Ohio's 88 counties, 12 more counties are in process of collecting data, reviewing data, or getting Memorandums of Agreement approved and an additional nine counties have requested information. The GPS project has been completed with the distribution of the GPS units to law enforcement across the state. The Data Project also took longer than expected; however Columbus Police Department is now submitting crashes electronically (on a limited basis for a pilot). They should be fully electronic by the end of FFY 2011. The Crash Data Marketer just started at the end of FFY 2010. We were able to get the second marketer on board in FFY 2011. The combination of all these projects will improve the timeliness and accuracy of traffic records and provide more accurate problem identification for future funding.

Grant Management Program Area

Overview

Outcome Measure

To administer the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; to plan for coordinated highway safety activities; to use strategic resources most effectively; and to decrease traffic crashes, deaths and injuries.

Programming Efforts

Grant Program Management Strategies

Funded Agency

Ohio Traffic Safety Office

Program Description

The OTSO administers the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training and Motorcycle Ohio programs. In addition to direct office expenditures, the OTSO incurs the cost for staff salaries, benefits, office expenses such as travel, equipment, supplies, and other indirect costs necessary to carry out the functions of the OTSO.

Funding

Awarded:	\$668,672.00	Expended:	\$614,809.26	Funding Source:	402PA
	\$668,672.00		\$614,809.26		STATE
	\$400,000.00		\$292,383.05		402CP

Web-Based Grants Management System

Funded Agency

Ohio Traffic Safety Office

Program Description

The Web-based grants management system called GRANTS (Grants Records and Application Network for Traffic Safety) was launched in 2005 to receive grant proposals for FFY 2006. The online system makes the entire grant management process more efficient and accessible. This system nearly eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims, and grant revisions through the Web site. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. In FFY 2010 the grants management system begins the fifth year of use. The funding allocated to this project was for maintenance service, training, system enhancements and the purchase of a designer module that allows OTSO to do many of the updates and enhancements on site.

Funding

Awarded:	\$109,000.00	Expended:	\$ 77,026.20	Funding Source:	402PA
	\$109,000.00		\$ 77,026.20		STATE

Funded Agency

Program Description

The OTSO staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state was divided into three regions and a planner was assigned to manage most agreements within each region.

The regional strategy:

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

At least one regional meeting was held in each region during this funding cycle. At these meetings, grantees and traffic safety partners were informed about current national and state traffic safety programs and initiatives, best practices were shared and participants were asked for input for planning future programs.

Evaluation

The OTSO administered the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; planned for the coordinated highway safety activities listed in this document; and used strategic resources effectively to reduce traffic related fatalities and injuries.

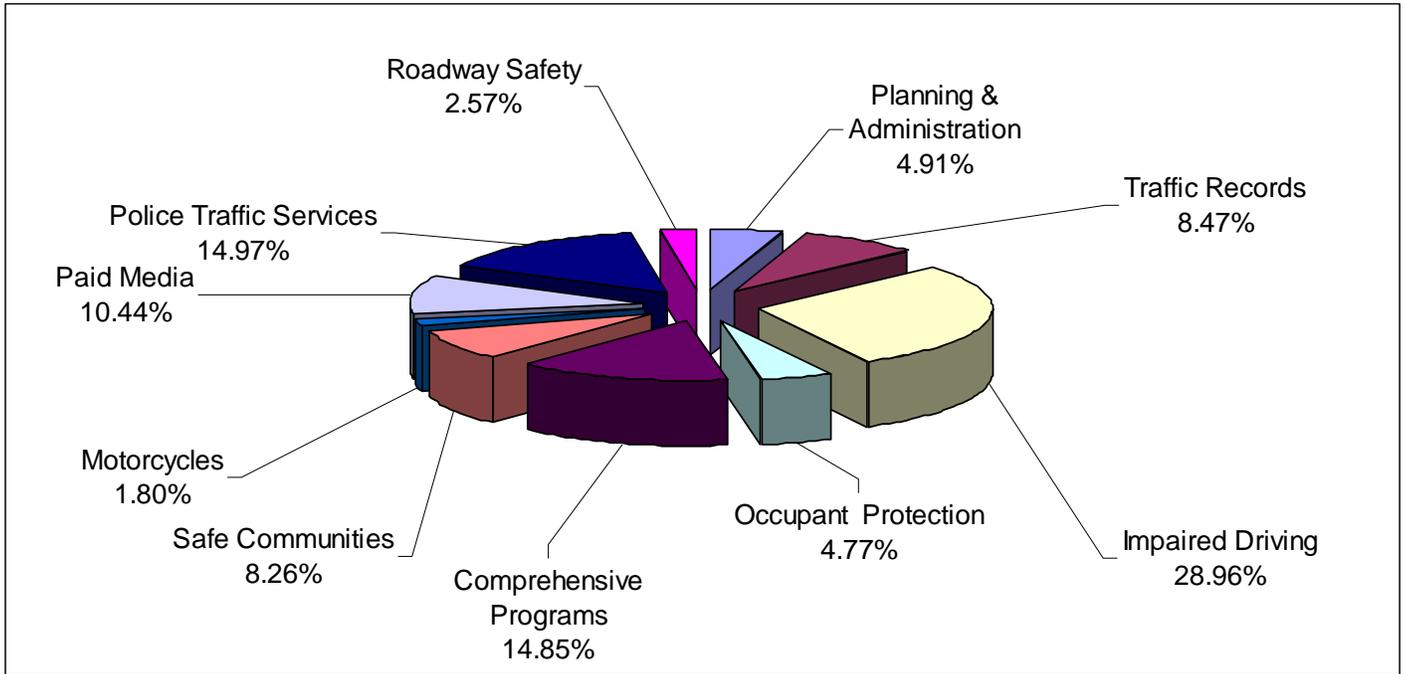
FFY 2010 Financial Summary

Federal Funds	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefits	% Local
402	PA	Administration	\$1,810,370.55	\$691,835.46	38%	\$0.00	0%
402	AL	Alcohol Programs	0.00	0.00	0%	0.00	0%
402	MC	Motorcycle Safety	124,000.00	106,827.06	86%	65,699.86	62%
402	OP	Occupant Protection	808,000.00	671,238.95	83%	660,238.39	98%
402	PT	Police Traffic Services	2,714,000.00	2,108,853.26	78%	1,408,857.06	67%
402	TR	Traffic Records	33,000.00	32,073.50	97%	0.00	0%
402	CP	Comprehensive Programs	2,594,000.00	2,091,346.61	81%	1,316,640.19	63%
402	RS	Roadway Safety	399,000.00	361,668.25	91%	232,478.25	64%
402	SA	Safe Communities	1,500,000.00	1,164,070.69	78%	1,164,070.69	100%
402	SC	Speed Control	25,000.00	0.00	0%	0.00	0%
402	PM	Paid Advertising	2,369,000.00	1,127,925.44	48%	0.00	0%
402	SE	Speed Enforcement	1,913,386.05	0.00	0%	0.00	0%
402	TOTAL		14,289,756.60	8,355,839.22	58%	4,847,984.44	58%
408	TOTAL	K9 Data Program	3,455,997.27	1,161,313.24	34%	652,900.34	56%
410	K8	Impaired Driving	12,643,633.15	2,147,433.35	17%	1,462,454.98	68%
410	K8PM	Paid Advertising	500,000.00	342,523.90	69%	0.00	0%
410	TOTAL	Section 410 Impaired Driving	13,143,633.15	2,489,957.25	19%	1,462,454.98	59%
2010	TOTAL	Motorcycle Safety	639,377.16	146,525.81	23%	0.00	0%
164	164 AL	Section 164 Alcohol Programs	2,158,958.96	1,451,106.72	67%	1,451,106.72	100%
164	164 HE	Section 164 Hazard Elimination	55,839,229.58	18,081,585.20	32%	0.00	0%
164	TOTAL		57,998,188.54	19,532,691.92	34%	1,451,106.72	7%
TOTAL	GTS		89,526,952.72	31,686,327.44	35%	8,414,446.48	62%
FHWA							
163	163	163 .08	2,001,543.69	480,351.07	24%	273,269.03	57%

Notes:

Total % Local figured on Total Local Benefits/Total Expended (minus 164 HE)

FFY 2010 Financial Summary



*164 Hazard Elimination Funds of \$18,081,585.20 not included above

Ohio Performance Measures

Ohio Performance Measures

Core Outcome Measures 2005 – 2009

	Description	2005	2006	2007	2008	2009	3 Year Avg.	Percent Change 2007-2009
C-1	Number of traffic fatalities	1,321	1,238	1,255	1,191	1,021	1,155	-18.65
C-2	Number of serious injuries in traffic crashes	11,051	10,701	10,469	10,113	9,774	10,118	-6.64
C-3a	Fatalities Per 100 Million Vehicle Miles Traveled (Total)	1.20	1.11	1.13	1.10	.92	1.05	-18.58
C-3b	Fatalities Per 100 Million Vehicle Miles Traveled (Rural)	2.22	2.30	2.23	2.15	1.81	2.06	-18.83
C-3c	Fatalities Per 100 Million Vehicle Miles Traveled (Urban)	.67	.53	.59	.59	.49	.56	-16.95
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	583	503	525	443	399	456	-24
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher	395	386	389	351	324	355	-16.71
C-6	Number of speeding-related fatalities	276	253	280	269	287	279	2.5
C-7	Number of motorcyclist fatalities	178	158	189	213	166	189	-12.17
C-8	Number of un-helmeted motorcyclist fatalities	132	117	123	146	130	133	5.69
C-9	Number of drivers 20 or younger involved in fatal crashes	252	229	221	191	175	195	-20.81
C-10	Number of pedestrian fatalities	95	96	108	99	85	97	-21.3

Source: FARS and State Crash Data Files

Core Behavior Measure 2006 – 2010

	Description	2006	2007	2008	2009	2010	Percent Change 2008-2010
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	81.7	81.6	82.7	83.6	83.8	1.3

Source: Ohio Statewide Observational Seat Belt Survey

Core Activity Measure 2006 - 2010

	Description	2006	2007	2008	2009	2010	Percent Change 2008 - 2010
A-1	Number of seat belt citations issued during grant-funded enforcement activities	31,177	54,114	39,393	41,890	37,163	-5.661
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	4,962	9,160	6,029	8,268	7,185	19.174
A-3	Number of speeding citations issued during grant-funded enforcement activities	75,276	116,785	68,116	123,447	126,127	85.165

Source: FFY2005 AER, FFY2006 AER, Ohio GRANTS System

Ohio Vehicle Miles of Travel	
Year	Vehicle Miles of Travel
2005	111,534,896,900
2006	112,097,916,700
2007	111,063,748,100
2008	108,333,967,350
2009	110,775,675,000
Percent Change 2007 - 2009	- .2593

Supplied by the Ohio Department of Transportation

Appendix B

Total Enforcement Activity

	FFY 2008	FFY 2009	FFY 2010
Overtime Enforcement Hours	272,098	329,295	444,873
Number of Traffic Stops	312,954	281,147	360,341
OVI Arrests 21 and Over	5,272	7,851	6,474
OVI Arrests Under 21	757	428	900
Adult Restraint Citations	40,499	41,276	31,683
Child Restraint Citations	941	1,120	1,466
Speed Violations	76,831	127,431	128,631
Driving Under Suspension	13,334	19,130	18,610
Felony Arrests	2,899	2,753	2,447
OVI Checkpoints Conducted	217	237	266
Vehicles through Checkpoint	119,454	131,168	148,006
Vehicles Checked	99,291	109,146	117,575
No Operator License Citations	434	427	433
Other Citations Issued	22,486	22,613	50,304
Vehicles Seized	401	461	419
Misdemeanor Arrests	458	595	544
Refusals	167	170	157

Activity includes Construction Zone activity.

Appendix C

OTSO Legislative Report

Category	Bill Number	Sponsor	Description	Status
Motorcycle Operation	HB 17	Uecker	To clarify the penalties for operating a motorcycle without having either a motorcycle endorsement or the proper restricted license.	2/18/09 Introduced 6/3/2009 - House Transportation and Infrastructure, (Third Hearing) Amended into HB 204
	HB 179	Letson	To modify the guidelines governing seizure of a motorcycle by a law enforcement officer when the identity of the motorcycle cannot be determined and to establish limited civil liability if the law enforcement officer or agency fails to comply with specified guidelines.	06/23/2009 House Civil and Commercial Law, (Second Hearing) 9/30/2010 – no new updates
	HB 204	Letson	To permit a motorcycle operator to back the motorcycle into an angled parking space.	6/3/2009 - Referred to Committee House Transportation and Infrastructure 9/30/2010 – no new updates
Ignition Interlock	HB 78	Hottinger	To require first-time OVI offenders and other OVI offenders to use a certified ignition interlock device and to wear a continuous alcohol monitor if the offender tampers with or otherwise violates an ignition interlock device and to make other changes to OVI law.	3/17/09 Introduced, referred to House Criminal Justice 5/13/09 House Criminal Justice (second hearing) 9/30/2010 – no new updates
School Buses	HB 80	Domenick	To require that all new school buses be equipped with a single white strobe light to be activated at all times when the bus is transporting passengers.	3/24/2009 Referred to Committee House Public Safety and Homeland Security 9/30/2010 – no new updates
Bicycle Safety	HB 93	Skindell	To require bicycle operators and passengers under 18 years of age to wear protective helmets when the bicycle is operated on a roadway and to establish the Bicycle Safety Fund to be used by the Department of	3/24/09 Introduced; Referred to House Public Safety and Homeland Security 12/1/09 – Reported out

			Public Safety to assist low-income families that purchase of bicycle helmets.	
	SB 174	Fedor, Wagoner	To establish a safe passing distance between a motor vehicle and a bicycle	9/30/09 Introduced 5/19/10 – Senate Highway and Transportation (second hearing)
Driver Distraction (cell phones/texting)	HB 130	Miller	To prohibit a person who is less than 17 years of age from talking or text messaging on a mobile communication device while driving.	4/08/09 Introduced 4/14/09 Referred to House Public Safety and Homeland Security
	HB 261	DeBose	To prohibit driving a vehicle while text messaging or typing on a mobile communication device and to establish the violation as a secondary traffic offense.	8/4/2009 – Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security 11/5/09 – First Hearing
	HB 262	DeBose	To prohibit driving a vehicle while talking, text messaging, or typing on a mobile communication device and to establish the violation as a secondary traffic offense.	8/4/2009 – Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security
	HB 266	Koziura	To generally prohibit driving a vehicle while using a handheld or manually operated mobile communication device.	8/6/2009 – Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security 12/1/09 – First Hearing
	HB 270	Pillich, Garland	To prohibit driving a vehicle while text messaging or typing on a mobile communication device.	8/18/09 Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security 11/19/09 – First Hearing
	SB 160	Miller	To prohibit driving a vehicle while using a handheld or manually operated mobile communication device and to establish the violation as a secondary traffic offense.	8/11/2009 – Introduced 9/15/09 – Referred to Senate Highway and Transportation

Speed Limit	HB 162	DeGeeter	To increase the speed limit for passenger vehicles and commercial buses from 65 to 70 miles per hour on certain interstate freeways.	5/6/2009 - Referred to Transportation and Infrastructure Committee 6/3/2009 - House Transportation and Infrastructure, (Second Hearing)
Racial Profiling	SB 107	Kearney	To specify that it is an unlawful discriminatory practice that is within the jurisdiction of the Ohio Civil Rights Commission for any law enforcement agency or officer in Ohio to engage in racial profiling;	4/09/09 Introduced 5/6/2009 - Senate Judiciary - Civil Justice, (First Hearing)
Ethnic Intimidation	SB 112	Kearney	To include in the offense of ethnic intimidation the commission of specified offenses by reason of disability of the victim.	4/22/2009 - Referred to Judiciary - Criminal Justice Committee
Smoking Prohibition	SB 135	Miller, R	To prohibit smoking in a motor vehicle in which a child under six years of age is a passenger.	6/17/2009 - Referred to Committee Senate Highways and Transportation
Public Safety Vehicles	SB 166	Hughes	To allow emergency personnel in public safety vehicles to report traffic law violations under certain circumstances.	9/15/09 referred to Senate Highways and Transportation